

APPROVED

MINUTES

Library Advisory Commission (LAC)

April 23, 2015

Council Chambers
250 Hamilton Avenue

Commissioners Present: Sheena Chin, June Loy, Don McDougall,
Bob Moss (7:05), Doug Hagan

Staff Present: Monique le Conge Ziesenhenne, Evelyn Cheng

CALL TO ORDER – Chin called the meeting to order at 7:00 p.m.

ORAL COMMUNICATIONS – None

AGENDA CHANGES, REQUESTS, DELETIONS – Under Library Director's Report, McDougall will address public letters/correspondence to the Library Director included in the LAC packet.

BUSINESS

1. Approval of draft minutes of Regular Meeting on February 26, 2015.
 - Without corrections, McDougall moved to approve minutes of Regular Meeting on February 26, 2015. Loy seconded. Minutes were approved.
2. Library Circulation Numbers: Update Following New Facilities.
 - Ziesenhenne provided a chart at places to show circulation numbers at branch libraries following the new facilities, March 2014-March 2015. Chart indicated dramatic growth at Mitchell Park Library.
 - McDougall had a version he had prepared, approximating the total of all 5 branch libraries each month, and commended library staff for doing a great job.
 - Ziesenhenne said the new facilities have not been open a full half-year yet but she suspects that the growth in Mitchell Park Library will continue to go up.
3. Library Budget Proposals for FY2016.
 - Ziesenhenne provided an outline of the Library's budget requests for Fiscal Year 2016 and gave a brief background of the City's budget process.

- Basic requests with new buildings included additional funding for equipment maintenance and supplies, additional support for training and the LAC, library materials related to eResources, as well as additional staff to accommodate a recommendation to expand library hours, per last LAC meeting and the City Council.
- Discussion followed, with members of the LAC providing comments, asking questions/clarification on the Library's budget requests and preliminary feedback from the City Manager, if any. More importantly, Commissioners wanted to know when expanded new hours, if approved by City Council, will take effect.
- Ziesenhenne said if Library requests for additional staffing is not approved, it would not be possible to add hours. New hours will be tied to the opening of schools in mid-August or after the Labor Day weekend.
- Commissioners expressed concern for level of programming; Ziesenhenne said there are options to augment what Library is able to provide, i.e. support from the Friends of the Palo Alto Library and local community collaborations.
- Ziesenhenne gave a brief explanation of Capital Improvement Projects (CIP) related to the library but managed by the City's IT department: eBranch, the Radio Frequency Identification (RFID) project, and the Interlibrary System (ILS) replacement. All three projects should be completed by the end of FY2016.
- No changes are suggested to the Municipal Fee Schedule unless it is a regular City-wide adjustment.
- The first public budget hearing for the Library is currently scheduled for the Finance Committee on May 12, 2015.

4. Update from LAC Subcommittees.

Library's Strategic Plan (members, McDougall and Loy)

- Loy and McDougall gave a brief report on their recent meeting with Ziesenhenne to learn more about the Library's Strategic Plan, a living document that is not static in any way, and consistent/aligned to the City's strategic priorities.
- McDougall said a good reference for effective format/structure would be Napa City County Library's Strategic Plan.

Library Comparison (members, Chin and Loy)

- The subcommittee provided, at places, a report that former Library Commissioner, Eileen Landauer, put together in preparation for the LAC Joint Meeting with City Council in 2013, as well as a separate report on their investigation into available comparative statistics. The goal of the subcommittee is to determine if there are trends the LAC will want to track consistently each year.
 - Loy gave background of the subcommittee's process for going through the various data and data elements and recommended broadening the set of cities for which data is tracked as well as continuing to track a subset of the data elements used for the LAC Joint Meeting with the City Council in 2013. There is a long lag time for the state to aggregate data and the information used for the 2013 meeting was actually based on 2010 data. Loy provided updated data for 2011 and 2013 in the report that she provided at places.
 - Commissioners provided feedback on the kinds of data they would like to see to compare Palo Alto with other libraries locally and in other states, e.g. operating costs, circulation, visits, numbers of books held, etc. Commissioner Hagan asked that information on children and teen circulation and program attendance be added to the set of data elements proposed by the subcommittee and the subcommittee agreed.
 - Ziesenhenné said libraries report data differently; she also gave suggestions on libraries that are comparable to Palo Alto, i.e. in size by population. She specifically suggested that the subcommittee use the Santa Clara City Library, rather than the Santa Clara County Library and also look at Los Altos Library.
5. 2015 American Library Association (ALA) Annual Conference Schedule
- Ziesenhenné provided some of the highlights at the 2015 ALA Annual Conference, June 25-30, 2015, in San Francisco, CA. Most activities are held on Friday night through Sunday, with a wide range of programs for the 25,000 in attendance.
 - McDougall and Moss will attend the conference and bring information back at the next LAC meeting.
6. LAC Meeting in June
- The LAC will not have a quorum for the June 25 meeting due to travel plans.
 - MOTION, moved by Hagan and seconded by Moss:

"That the LAC postpones the June 25 meeting and moves the meeting to the week of July 13, 2015."

Motion passed, 5-0.

LIBRARY DIRECTOR'S REPORT

Ziesenhenne gave a brief report on recent library activities of interest in March/April. Statistical information shows dramatic increases in visitors and circulation at Mitchell Park, and increases in programs and meeting room use because more meeting rooms are available and more programs are being offered now that facilities are fully open.

A new "Lucky Day" collection will be added to Palo Alto's adult libraries in May for customers who are interested in checking out the popular book or DVD but who do not want to wait on a holds list to get them. Items are loaned for up to 7 days, on a first-come, first-served basis to customers who come in to the library. Renewals are not allowed.

Hagan asked about numbers down with visits in other branches; Ziesenhenne said Downtown Library was opened an extra day and more hours when Main Library closed for renovation.

McDougall followed up on comments received by the Library Director about the absence of an external book drop at Mitchell Park and Rinconada Libraries; Ziesenhenne said staff will work on signage and investigate options with Public Works Department. Folks have been referred to use the book drop at Children's Library and comments have stopped coming in to the Director lately.

COMMISSIONER REPORTS AND QUESTIONS

Chin, McDougall, and Moss attended the California Public Library Advocates 2015 Spring Workshop "Desire to Aspire" on March 28, 2015 held in Saratoga Community Library. The three participants gave positive feedback and were encouraged to hear that libraries in neighboring areas have common/similar issues.

COMMENTS AND ANNOUNCEMENTS

Articles/Reports shared by Commissioners:

- Aspen Institute's Dialogue on Public Libraries report, "Rising to the Challenge: Re-envisioning Public Libraries"
- "The State of America's Libraries 2015: A Report from the American Library Association"
- *New York Times* article in April about the infrastructure problems of New York libraries.

- *The Washington Post*, 4/23/15: When Google is your librarian and Starbucks your WiFi, do we still need public libraries? Review of "BiblioTech: Why Libraries Matter More than Ever in the Age of Google" by John Palfrey

Hagan asked if LAC meetings can sometimes be held at Mitchell Park or Rinconada Libraries; Zieshenne explained consistency issue and broadcasting limitations but open to suggestion. Will revisit at next LAC meeting.

Moss attended the Friends of the Palo Alto Library Board meeting in April.

AGENDA for meeting on July 16, 2015:

- FY2016 Library Budget
- 2015 American Library Association (ALA) Annual Conference
- LAC Meetings in Libraries

McDougall moved to adjourn.

THE MEETING WAS ADJOURNED AT 9:42 pm.

Statistical sources for report from 2013 LAC/City Council Joint meeting (not our most recent) were:

- California State Library Statistics portal
<http://www.library.ca.gov/lids/librarystats.html>
 - Provides primary data supplied by all CA public libraries (downloadable spreadsheets)
 - *Primary data tracks with Library Director's report data that LAC receives at regular meetings and sees again when data is reported to the State.*
 - Provides lots of comparison statistics based on primary data (e.g. book volumes per capita)
 - Statistics and downloadable data have changed since 2009-2010 data that was cited earlier
 - No longer groups reliably by population category and has changed other elements
 - 2012-2013 data is available now
 - 2013-2014 will be available around August (nearly a 2 year lag)
- Library Journal
<http://lj.libraryjournal.com/category/managing-libraries/lj-index/>
 - Provides a smaller set of primary data supplied by libraries (downloadable spreadsheets)
 - Total expenditure, circulation per capita, visits per capita, program attendance per capita, public access computer use per 1000
 - Categorizes by expenditure category
 - Provides nationwide comparison
 - Also a 2 year lag

We need to understand that all this data is subject to original errors in gathering and because of the time lag cannot serve to prove an immediate improvement from recent measures, such as the opening of our new Mitchell Park library or new increase in hours.

We recommend that we check trend data against local libraries to which our users are likely to compare the Palo Alto City Library services. Suggested libraries are shown in the table below.

List of Compared Libraries	Population
San Jose Public Library	971,372
San Francisco Public Library	812,538
Sunnyvale Public Library	142,896
Santa Clara County Library	118,813
Berkeley Public Library	114,821
San Mateo Public Library	86,053
Redwood City Public Library	78,244
Mountain View Public Library	75,275
Palo Alto City Library	65,544
South San Francisco Public Library	64,307
San Bruno Public Library	42,451
Burlingame Public Library	36,443
Menlo Park Public Library	36,443

The items to track are shown in the table below. They were chosen based on what seem to be generally recognized key performance statistics and current library goals, such as expanding the services of our virtual library and tracking use of our new library facilities. New items are in italic. Bold items are used in Library Journal national comparisons.

California State Library Statistics	2009- 2010	2010-2011	2011- 2012	2012-2013
Palo Alto performance by statistic	Totals	Totals		Totals
Book Vol's Held	247,273	254,392.00		215,416.00
Bk VI Held per Cap	3.78	3.92		4.19
E-Books	3,982	7,064.00		20,893.00
Circulation Total	1,624,785	1,476,648.00		1,512,975.00
Circulation per Capita	24.84	22.74		22.80
Open Hours Annual	9,904	8,855.00		11,327.00
Open Hours per 100 Population	15.14	13.64		17.07
Library Attendance	851,037	776,994.00		827,171.00
<i>Visits per Capita</i>	13	11.96		12.46
Public Access Computers per 1k Population	1.33	1.40		1.40
Virtual Visits	852,347	806,814.00		896,041.00
Expenditure per Capita				\$107
<i>Program attendance</i>				40,405.00
<i>Program attendance per capita</i>	0.54	0.37		0.60

We also recommend that we track trends in the National Citizen Survey results. This is not a comparison against other libraries. Just a measure that the Library services. We can compare the ratings to overall Quality of Life in Palo Alto.

Public Library Statistics Palo Alto Comparisons

California State Library - California Library Statistics 2/ALA Journal - National (4 or 5) Star Libraries (#)												
California Public Libraries with 50,000 - 70,000 Population \$5-\$9.9 Million range - Per Capita Performance '2011												
								ALA	Per Capita '2011			
		Palo Alto						Stars	Circulation			
	performance by stati	Totals	Rank						Visits			
Volumes Added		26,225	1	Non-Ohio - Palo Alto Comparables in ALA ratings:						4	33.1	10.9
Titles Added		13,110	2	Champaign Public, IL						4	27.3	12.4
Book Vols Held		247,273	2	Skokie Public, IL						4	25.3	13.6
Bk VI Held per Cap		3.78	3	Palo Alto Public, CA						4	24.8	13.1
Databases		48	3	Northbrook Public, IL						5	24.0	11.9
E-Books		3,982	4	Greenwich Library, CT						4	24.0	16.9
Audio		14,051	3	OakPark Public, IL						5	20.3	11.5
Video		23,516	1	Redwood City Public, CA						4	18.0	8.7
Periodicals		347	3	Williamsburg Regiona, VA						5	16.8	11.3
Total Circulation		1,624,785	1	Plainview, Old Beth Page, NY						4	15.5	14.8
Circ Per Capita		24.84	1	Northport Public, NY						4	15.2	19.4
Reference		55,322	7	Cerritos Public, CA						4	15.2	15.4
Ref Per Capita		0.85	8	Port Washington Public, NY						5	9.5	6.9
Hours Annual		9,904	1	Kansas City, KS								
Open Hrs per Cap		15.14	1	Other California ALA rated but different size range:								
Library Attendance		851,037	2	Berkeley Public						4	18.2	13.1
Public Access Comptr		87	3	San Mateo County						4	14.7	8.2
Computers per 1k Pop		1.33	3	Santa Clara County						4	26.6	8.4
Annl Users of Comps		143,773	4	San Jose Public						4	15.2	8.1
Virtual Visits		852,347	1	San Francisco Public						3	11.4	7.5
Total Child Materials		87,103	3									
Matri per Child		7.47	3	National Average							10.6	6.1
Children's Circulation		686,566	1	PAL Peer Average							8.3	
Electronic Materials		101,284	3									
Print Materials		530,862	1									
Literacy\$ (incl State)		-	>20									
(*) Total number in group = 26												
				(# Total Public Libraries in 2011 = 7,513 of which only 172 achieve 4 star rating or higher (2.2%))								