

**CITY OF SEBASTOPOL  
CITY COUNCIL  
STAFF REPORT**

Agenda Report Review by:  
City Manager 

**Meeting Date:** July 19, 2016  
**To:** Honorable Mayor and City Councilmembers  
**From:** City Manager Larry McLaughlin  
City Clerk Mary Gourley  
**Subject:** Annual Report on Sonoma County Library by Helena Whistler (Library  
Commission Representative)  
**Recommendation:** That the City Council Receive the Informational Report  
**Funding:** Currently budgeted: \_\_\_ (YES) \_\_\_ (NO) XX (N/A)  
Net General Fund Cost: \$N/A  
If Cost to Other Fund(s):

**INTRODUCTION:**

This item is to request the City Council receive the informational report from Helena Whistler, Library Commissioner Representative for the City of Sebastopol.

**BACKGROUND:**

At the May 20, 2014 City Council Meeting, the City Council approved the Amended Sonoma County Library Joint Powers Agreement and gave direction to staff to begin application process for appointment of Library Commissioner.

At the July 15, 2014 City Council Meeting, the Council appointed Helena Whistler as the City of Sebastopol Library Commissioner Representative with a Term Ending of August 1, 2018.

**DISCUSSION:**

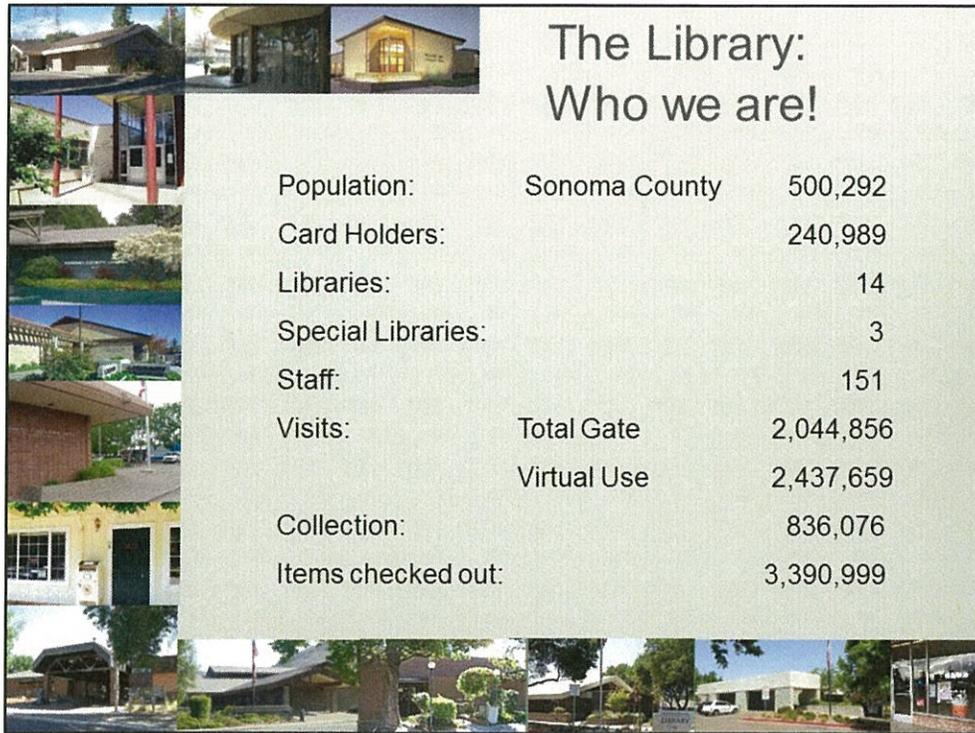
Library Commissioner Whistler will be presenting the annual report as an informational item to the City Council at this meeting.

**RECOMMENDATION:**

That the City Council receive the informational report.

# Sonoma County Library

Annual Report to JPA Member  
City of Sebastopol  
Commissioner Helena Whistler



## The Library: Who we are!

Population:	Sonoma County	500,292
Card Holders:		240,989
Libraries:		14
Special Libraries:		3
Staff:		151
Visits:	Total Gate	2,044,856
	Virtual Use	2,437,659
Collection:		836,076
Items checked out:		3,390,999

### Slide #2

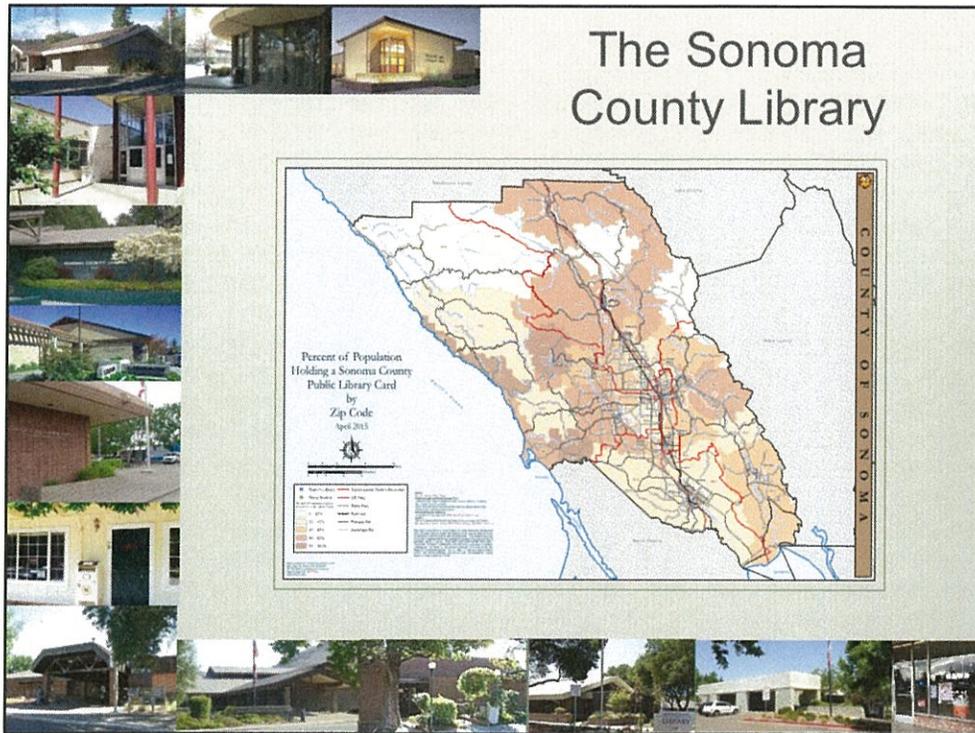
The Gestalt is the key – Gestalt roughly translates as “The Whole is greater than the sum of its parts.” That is the value of the Library.

52% of Sonoma County residents are cardholders –

Access to 212 computers and the related databases as well as 836,076 books, DVDs and CDs.

Virtual Use includes:	Website Visits	2,144,502
19% above gate use	WiFi	114,301
	Database Use	67,801
	eBooks	121,505

On any one day there are about 20,000 items in transit to other libraries in the system  
Virtual usage is 19% above gate use. Begins to belie the impression of libraries as only a place of books.



**Slide #3**

1575.85 square miles

14 libraries /1 free standing special library /2 special libraries within a library.

History and Genealogy behind Central / History Room in Petaluma /

Wine Library in Healdsburg



## Sebastopol Regional Library

### Who are we!

Population:	City of Sebastopol	7,659
	Unincorporated	21,259
Card Holders:		17,728
Visits per year:	Total Gate	186,561
	Virtual Use	221,827
Collection:		59,407
Items checked out:		375,287
Staff (FTE):		8



#### Slide #4

#### Population

We are a regional Library and given our location a portion of the unincorporated use it. This number is an estimate based on the surrounding areas.

61% of this population are cardholders. Through out the county 52% of the population are library cardholders.

#### Visits

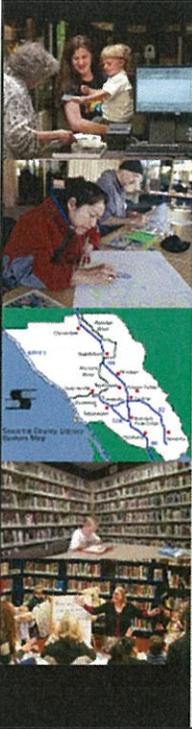
11 per cardholder / 6 per person population to actual library 9% of total visits

13 per cardholder / 8 per person population 9% of total visits

#### Collection

DVDs 2<sup>nd</sup> most popular to Picture books, CDs, periodicals, books

21 per cardholder / 13 per person population



## The Library: Economic Returns

Multi-layered returns both soft and direct to individuals and communities (JPA members)

Individual Card Holders	\$450-\$500	per yr.
Access to books, magazines, journals, DVDs, CDs, eBooks, databases, lectures, programs, exhibits, and clubs, visits from schools, visits to schools, reference materials		
Community (direct ROI)	\$3.50 - \$5.70	per \$1
Employment and wage contributions, purchasing supplies and materials, taxes, contracted services, increased business traffic		

**Slide #5**

Multi-layered soft and direct returns on investments.

These are results from studies of similar systems and seem to run consistent within these ranges.

Hopefully, Sonoma County Library will be able to run a ROI study to determine the exact returns on our investment.

In the meantime, this will give you a sense of what the individuals users and the community as a whole receive in return.



## The Library: A Community Gathering Place

Safe • Comfortable • Quiet •  
Inclusive

- Community gatherings
- Conduct business
- Hold discussions
- Relax
- Experience social interactions
- Learn
- Belong

### Slide #6

Community meetings, events, classes

Business owners can gather information talk with other business people

Discussion venues for book clubs, etc.

Seniors can relax, read and experience social interactions

Those with no homes or limited living quarters can participate, learn and be safe

Children, teens and adults can learn, have access to educational resources and expert help/support

Pick a related story from your own or someone else's experience and share it.



## The Library: Community Workshops and

2,709 Events  
87,936 Participants

- Meet the Computer
- Mango Language
- Storytime
- Santa Rosa Symphony
- Read to a Dog
- Lego Club
- Seen and Heard Project
- So You Want to be an Author
- Fiber Art and Quilt Exhibits
- Meditation for Everyday Living
- Path to College for Parents and Students
- Summer reading programs
- LumaCON

### Slide #7

#### Programs

Pre-school	999	35,509	103	2,551
School aged	923	31,858	92	2,087
Young Adult	195	3,190	23	252
Adult	592	17,379	68	2,509

#### Sebastopol

**286**                      **7,399**

2<sup>nd</sup> Annual LumaCON coming/ was held January 30,2016



## The Library: An Educational Resource

### The Long-term Investment

- Provide qualified Librarians
- Early childhood literacy
- Partnerships with schools
- Research resources
- Homework help
- Adult literacy classes

#### **Slide #8**

Supplement the school libraries which are non-existent or very limited in open hours and resources

Libraries provide computers, volunteer homework help, Librarians, resources, more open hours

Literacy, conversation, ESL classes

Librarians that can answer questions, act as resource guides, teach new skills

Early childhood literacy providing books, materials, classes and experiences that lay foundation for future education and reading

Storytime is not just storytime - Storytime establishes reading concepts and teaches skill necessary to learning to read.

If a child does not have these concepts and skills entering school studies show that he/she will be behind in their reading two years by grade five

Again, pick a related story from your own or someone else's experience and share it.



## The Library: Technology Now and the Future

Virtual Use

2,437,659

Computers Available

212

- Public access computers
- Research computers
- Specialized databases
- 3D printer with training classes for Librarians/Cardholders
- Minecraft
- Early literacy computer - AWE
- STEM/STEAM resource support
- Beginning computer classes
- Internet utilization classes
- Check-out books online
- Access to eBooks via Overdrive and Enki

### Slide #9

Technology in the Future      Some people say library is just books and yet internet was established in 1993 today 98% of the libraries provide computers with boardband to cardholders, allowing everyone access to computers and related technology.

Only 76% of Americans have computers and 30% of those that have computers have no access to the internet.

There are 212 computers available for use by the general public in Sonoma County

Libraries **17 available at Sebastopol Library**

AWE – Early literacy computer in every library

Minecraft – Encoding classes for teens

Computers - Word/Explorer/Internet/Chrome

Additional 3D printers with training for staff and cardholders

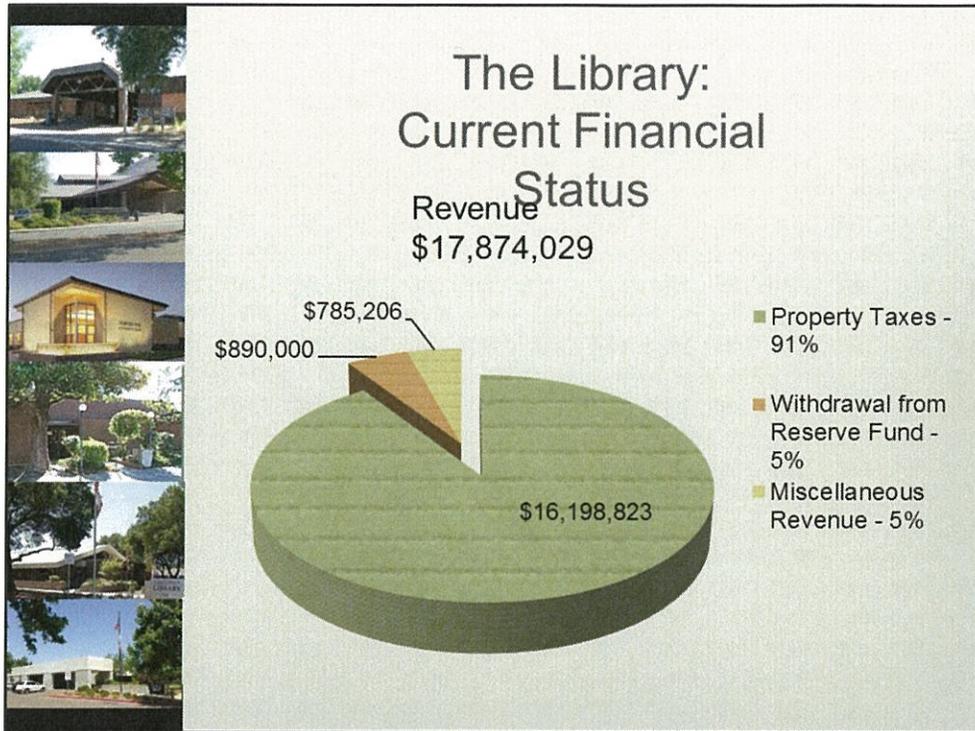
Internet life skills classes and computer classes

### For the future

Content creation programs – video, website, audio

Hand-held technology – ipads, tablets, laptops (In-house/loan)

Increase in internet life skills classes and other computer classes



**Slide #10**

**Property Taxes based on mid 1970s economy**

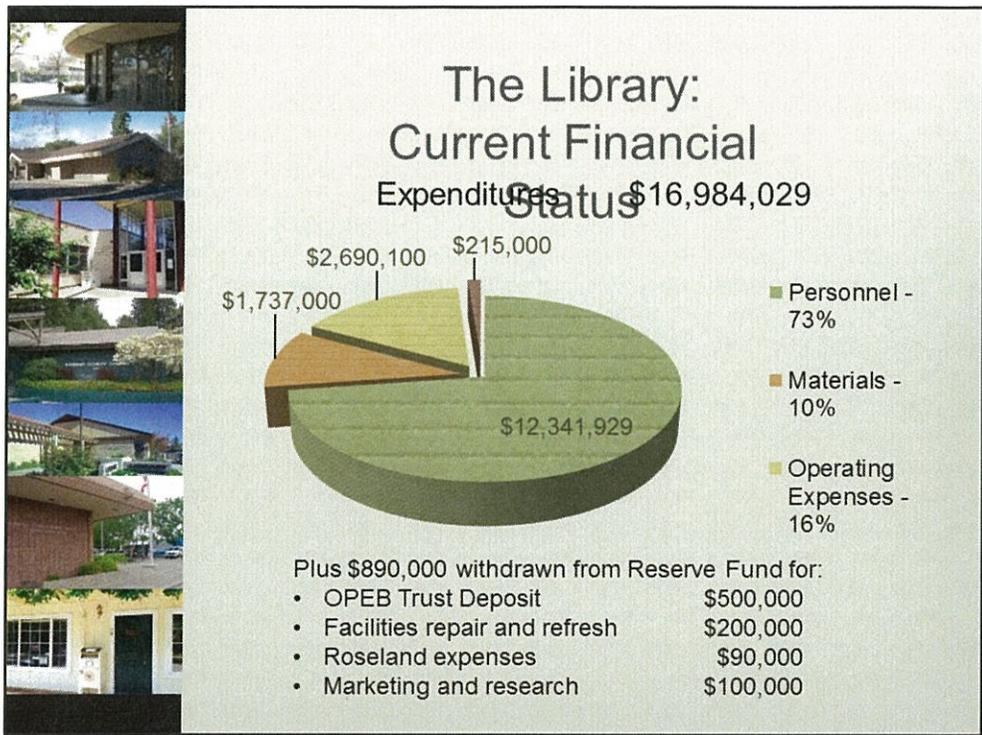
Loaf of bread	33¢	\$2.27	7X
Gallon of milk	\$1.44	\$3.73	3X
Gallon of gas	77¢	\$3.07	4X
Dozen eggs	82¢	\$4.49	5.5X
Car	\$4145	\$33,560	8X
Rent	\$240	\$1240	5X

In establishing, a conservative entity was locked at that rate leaving little room for adjustment in a changing economy. Those who were less conservative were established at a greater rate. Libraries are notoriously conservative in their operations and were locked in at the lower rates leaving little room for adjustment as the economy altered and prices rose.

Property tax distribution is locked in with no means of making any change. Any downward fluctuation in the property value impacts libraries markedly as was demonstrated more recently in 2008. Especially since 91% of our money comes from this source. Many libraries have accommodated losses and changes through cutting hours and services which reduces their value and contributions to the community. Some libraries have supplanted losses and adjusted for growth through the parcel tax, a tax unique to California, by levying a sales tax, and by means of contributions from their cities or counties.

Here in Sonoma County we had an unexpected jump in property values resulting in taxes that enabled us to withdraw from our Reserve Fund to cover some extra expenses and

commitments we had made. Ones we could not meet with the failure of Measure M 15 months ago.



**Slide #11**

Personnel costs are very high because of the marked drop in revenue. In order to maintain personnel that can provide at least minimum services a greater percentage of our revenue is going into personnel. We cut back in the monies going to materials and in the maintenance of facilities.

When property taxes resurged this last year, we actually ended up with more than was predicted. We were able to make an OPEB payment, We were also able to explore various revenue options and to create an outreach campaign to bring to light the value of libraries to individuals and communities. We were able to invest in the materials for the upstart space in Roseland a project resulting from many partnerships. Finally we are able to a better redo in Cloverdale addressing many issues that had been on the back burner and ones we had committed to address thinking we would have the funds from Measure M.



**Slide #12**

**What does the future look like?**

Consulting agency to reach out to the community and find out what they wanted.  
 4 regional visioning sessions, 4 visioning sessions for staff, 4 visioning sessions for Friends and LAB members  
 5-6 Focus groups with various agencies having specific interests  
 Surveys online and paper over 3 months  
 About 2000 Sonoma County residents involved in the process

**5 priorities established**

- |                             |                         |                             |
|-----------------------------|-------------------------|-----------------------------|
| Customer Experience         | Innovation              |                             |
| People First                |                         | Service Delivery Innovation |
| Welcoming Spaces and Places |                         | Risk taking Culture         |
|                             |                         | Going Green                 |
| Discovery and Education     |                         |                             |
| World of Information        |                         | Financial Sustainability    |
| Place to Learn and Play     |                         | Solid Financial Policies    |
| Partner in Education        |                         | Working Smart               |
| Leader in Health            |                         |                             |
|                             | Community Engagement    |                             |
|                             | Powerful Partnerships   |                             |
|                             | Visible Community Asset |                             |
|                             | Citizen Engagement      |                             |



## The Library: Meeting the Future

- Provide qualified Librarians
- Maintain/increase the educational programs and services
- Ensure resources are available and accessible to all
- Provide a safe place
- Expand senior and disabled services
- Maintain library facilities
- Reinstate hours in all Libraries
- Continue community outreach and advocacy

### Slide #13

Adequate Library staff to provide, support, and sustain provide Library services

Reestablish lost programs resulted from restricted hours

Pay for core programs – All Storytime and summer reading programs paid for by Friends groups

Provide place for all to come and experience safety and comfort without judgment or fear

Expand senior and disabled services ensuring that they have access and materials are available , even to those home bound

Repair and maintain facilities in a fashion we all deserve – Results of leaks, earthquake safe shelving, current looks and features, energy efficient and sustainable buildings

Return libraries to 56 hours opening Mondays, evenings, Saturdays. Some Libraries in other areas are open 74 hours.

Continue outreach to ensure citizens understand what the Library really means to the community, to ensure its visibility and integration into the community

Continue outreach to ensure citizens understand what the Library really means to the community, to ensure its visibility and integration into the community

## Library Networks

- ❖ Replacing 15 year old network gear with 21<sup>st</sup> century hardware which leverages the library's expenditures for broadband or Internet access.
- ❖ Using a network design that allows the library to separate and manage network traffic, meaning separating staff network from public network and wired networks from wireless networks.
- ❖ Providing reliability and stability for library guests and staff.

# Streaming Media Content



The graphic features a blue diagonal banner in the top left corner with the text "Music", "Movies", and "AudioBooks". The central logo consists of the word "hoopla" in blue lowercase letters, with "whoop whoop" in green above it. Below the logo is the website "hoopladigital.com". To the left, a "3-Step Sign-up" box lists: 1. hoopladigital.com, 2. Log in with your library card, 3. Borrow free digital movies, music, eBooks and more with no late fees! To the right, the "SONOMA COUNTY LIBRARY" logo is displayed above icons for Amazon, Apple TV, and Roku. A footer at the bottom states: "Instantly borrow free digital movies, music, and more, 24/7 with your library card."

Music  
Movies  
AudioBooks

whoop  
whoop

hoopla™

hoopladigital.com

**3-Step Sign-up**

1. hoopladigital.com
2. Log in with your library card
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SONOMA  
COUNTY  
LIBRARY

Amazon  
Apple TV  
Roku

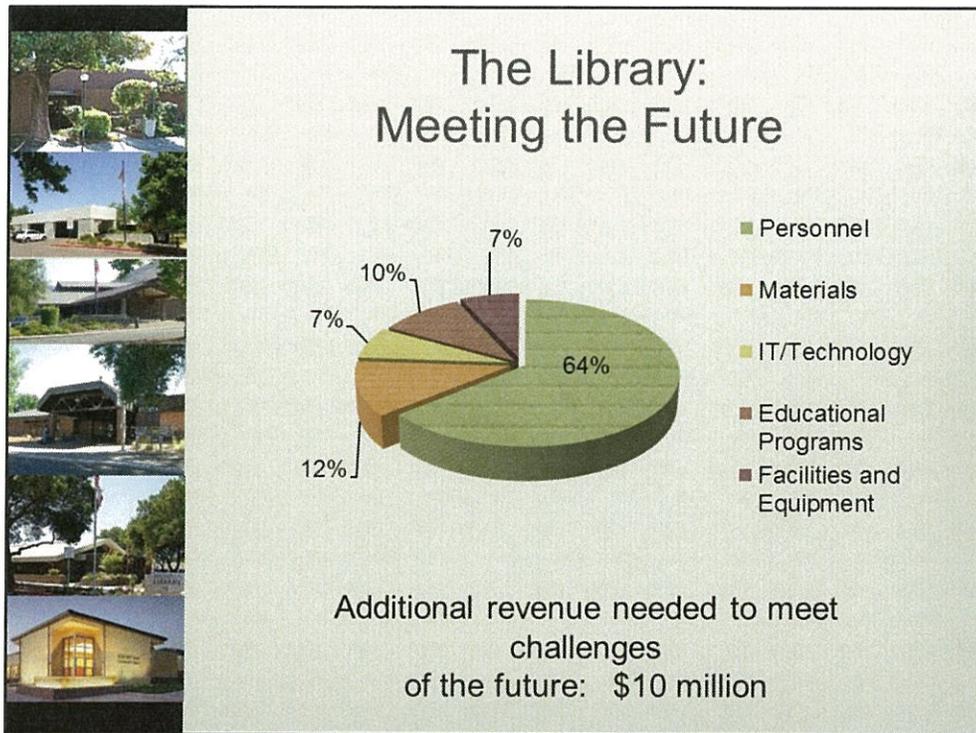
Instantly borrow free digital movies, music, and more, 24/7 with your library card.

# Download Sonoma County Library MOBILE APP



# Learn A New Language MANGO LANGUAGES





### Slide #14

Increase revenue to reduce our percentage going towards personnel. Layoffs are not an option because we would not be able to provide the services to which we are committed to providing for the community.

Be able to increase our focus on technology providing computer labs etc.,

Increase our support of educational programs – story time and other children’s programs for example, and

Take care of our **facilities** providing great spaces.

Salaries and Benefits	\$14,030,000
Materials	\$2,760,000
Operating Expenses	\$2,300,000
Professional Services	\$2,300,000
Facilities	\$1,610,000

## The Library: Commission Direction



- Continue to obtain input from the community
- Raise visibility of the Library
- Explore other possibilities for revenue streams
- Strengthen partnerships with Sonoma County Library Foundation and Friends Groups
- Build partnerships with other entities
- Continue working to create a great Library

Tim May, Petaluma  
 David Ebright, Santa Rosa  
 Linda Garcia, Sonoma County/Santa Rosa  
 Paul Heavenridge, Sonoma County  
 Randall Neff, Windsor, Joanne Sanders, Sonoma Valley, Hillary Smith, Cotati (Vice Chair)

Helena Whistler, Sebastopol (Chair)  
 Reece Foxen, Cloverdale  
 Paul Grill, Healdsburg  
 Barbara Mackenzie, Rohnert Park

- Raise visibility of the Library
  - Value to the community
  - Community outreach and advocacy
- Explore other possibilities for revenue streams
  - Explore tax options - sales, parcel, general
  - Evaluate JPA member contributions
  - Research/apply for grants
- Strengthen partnership with Sonoma County Library Foundation
  - Increase private bequests and donations
  - Community contributions



Thank you for making all this happen for the people and all the communities in Sonoma County.