



FISCAL YEAR 2020-21 YEAR IN REVIEW

Mountain View Public Library





ABOUT MOUNTAIN VIEW PUBLIC LIBRARY

MISSION

Our library is for everyone. We are a free resource helping our community connect, create and learn.

LIBRARY USE IN FISCAL YEAR 2020-21

Cardholders	57,945
Days Open	249
Questions Answered	1,000+

NOTE FROM THE LIBRARY SERVICES DIRECTOR, TRACY GRAY

As health and safety guidelines continued to change quickly over the last year, I was continually impressed with how library staff adapted to each situation, changed direction as needed and found new and creative ways to serve the community. We have learned so much along the way and we look forward to expanding our services over the coming months. We are excited to welcome back more members of the community to our library.

GRAB AND GO

Customers were unable to browse for their own items so Library staff stepped up to pull holds and bag items for a quick outdoor pickup system.

ABOVE AVERAGE SERVICE

Grab and Go ran for eleven months and each month averaged:

20,034 items borrowed

4,792 customers

18,761 hold requests pulled

POPULAR ITEMS

Adult Fiction

- The House in the Cerulean Sea by TJ Klune
- The Searcher by Tana French
- The Thursday Murder Club by Richard Osman

DVDs

- Marriage Story
- Bad Education
- Critical Thinking

Picture Books

- There's an Alien in Your Book by Tom Fletcher; illustrated by Greg Abbott
- The World Needs More Purple People by Kristen Bell & Benjamin Hart; illustrated by Dan Wiseman
- Antiracist Baby by Ibram X. Kendi; illustrated by Ashley Lukashevsky

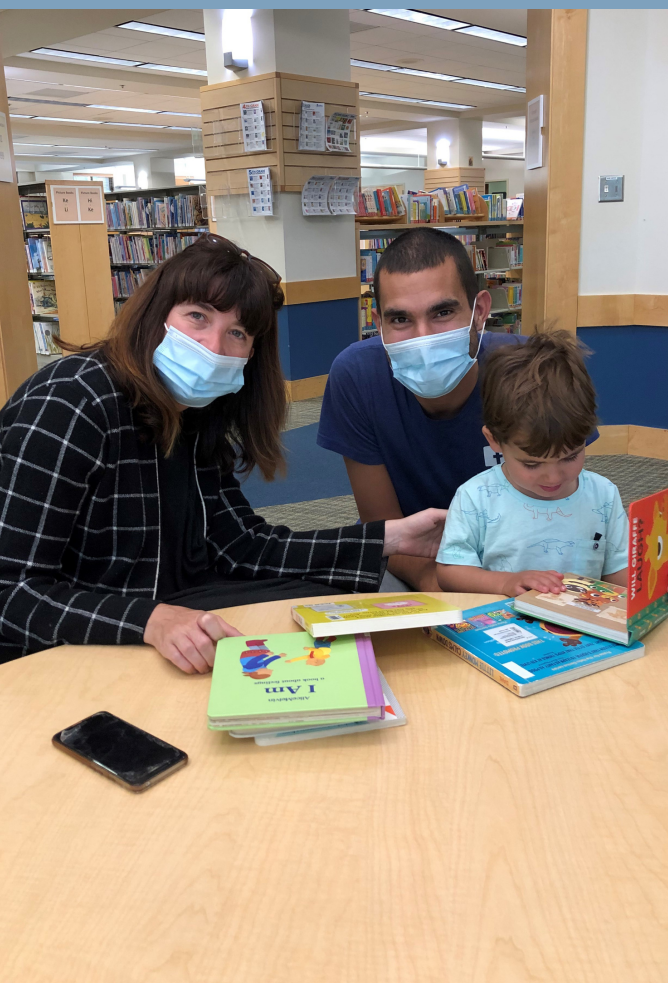


“Thank you to all the library staff for your wonderful service throughout the pandemic. The grab and go holds have kept us going and everyone has always been so efficient and friendly at pickup!”

-Library user

“So glad you've re-opened. I've missed this place & all the familiar friendly faces.”

-Library user



REOPENING

After 57 weeks of the building being closed, the Library welcomed customers back inside on April 15, 2021. In-person services resumed initially with a browse and go model in place. As restrictions lifted in Santa Clara County, the Library added more services over the last few months of the fiscal year.

TIMELINE

March 2020

- The Library closed on March 17 after Santa Clara County issues a shelter-in-place order.

April 2020

- The Library begins offering online programs, starting with a family storytime on April 10.

June 2020

- Grab and Go outdoor holds pickup service starts on June 16 after weeks of planning and preparation.

September 2020

- Grab and Go moves to an appointment system on September 22 providing an even quicker pickup experience.

April 2021

- The Library opens the building for quick in-person browsing and holds pickup on April 15.

May 2021

- Grab and Go holds pickup ends on May 26 after demand decreases.

June 2021

- In-building service expands to Monday - Saturday starting June 1.
- Public seating reopens on June 17.
- Remaining services, including study rooms and full computer access, resumes June 28.

LIBRARY COLLECTION

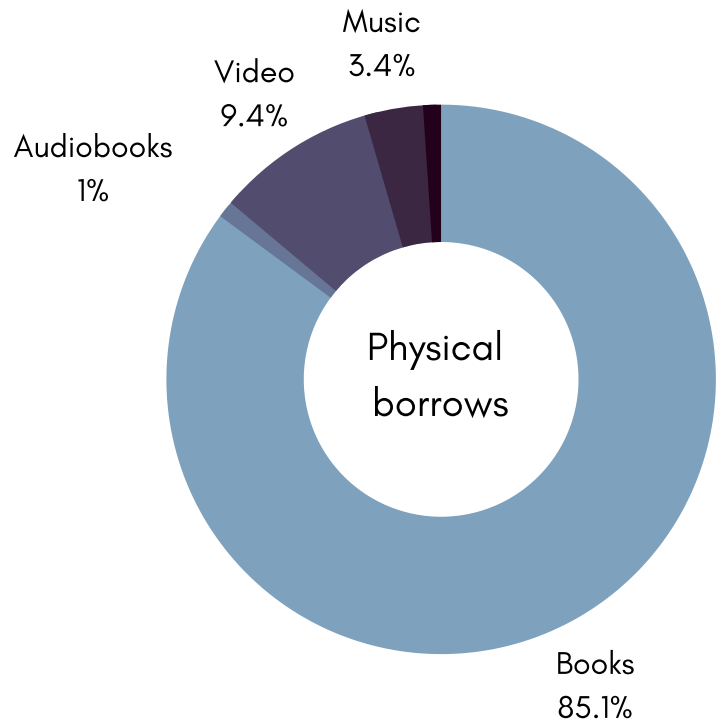
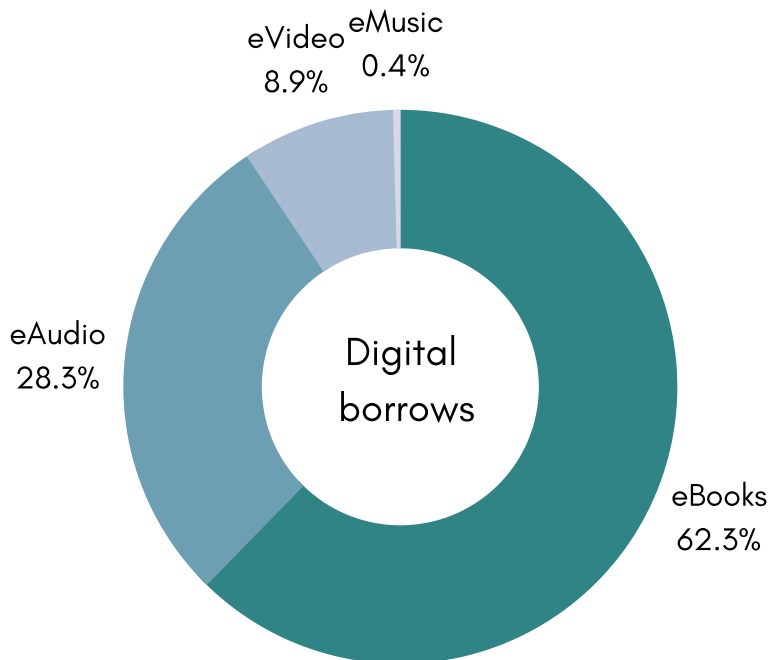
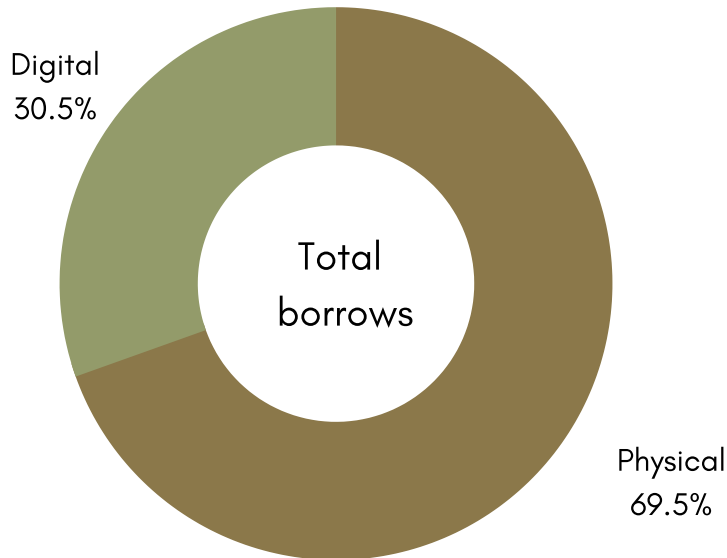
The percentage of total checkouts that come from the digital collection has been steadily increasing over the past decade and that trend continued. Use of the Library's physical collection in most of Fiscal Year 2020-21 was limited to Grab and Go Holds service, but the full catalog of electronic items was always available. While libraries continue to change and offer new services, books continue to be a major part of what we offer.



Total items borrowed

741,871

FORMATS



DIGITAL LIBRARY

With the building closed and access to the physical collections limited to holds, the digital library saw increased usage. eBook borrows, videos streamed and other online platforms saw more users during Fiscal Year 2020-21.

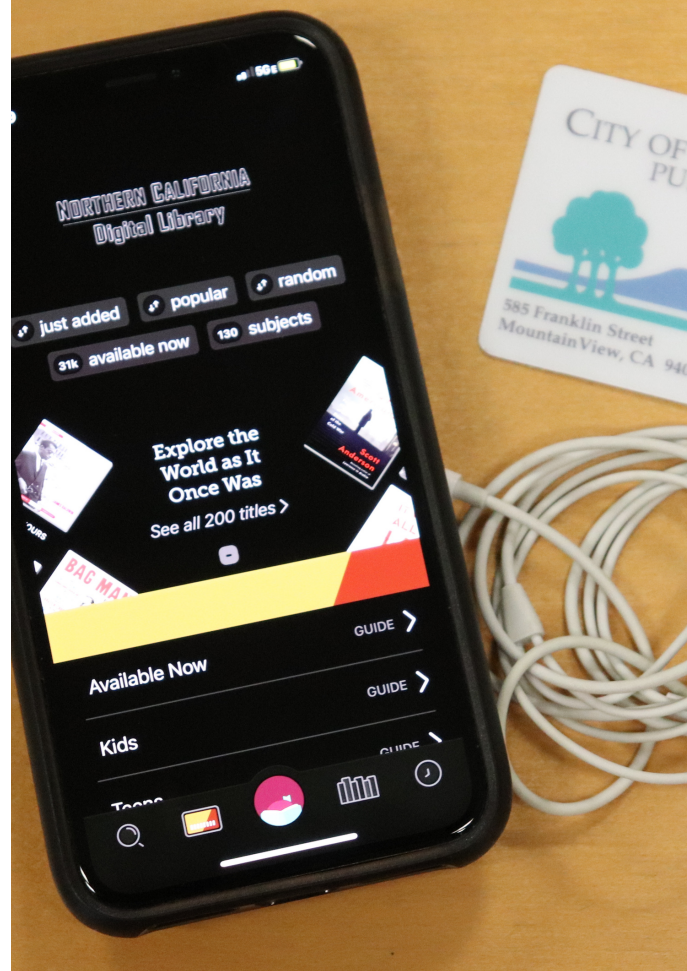
INCREASED DEMAND

55%

Increase in eBook & eAudiobook borrows from Fiscal Year 2019-20 to Fiscal Year 2020-21.

MOST USED DIGITAL DATABASES

1. Flipster Magazines
Digital magazines.
2. California Revealed
Archive of historic photographs.
3. Ebsco Full Text
Includes databases on health, legal, biography and other topics.
4. Mango Languages
Language learning platform.
5. Morningstar
Financial information.



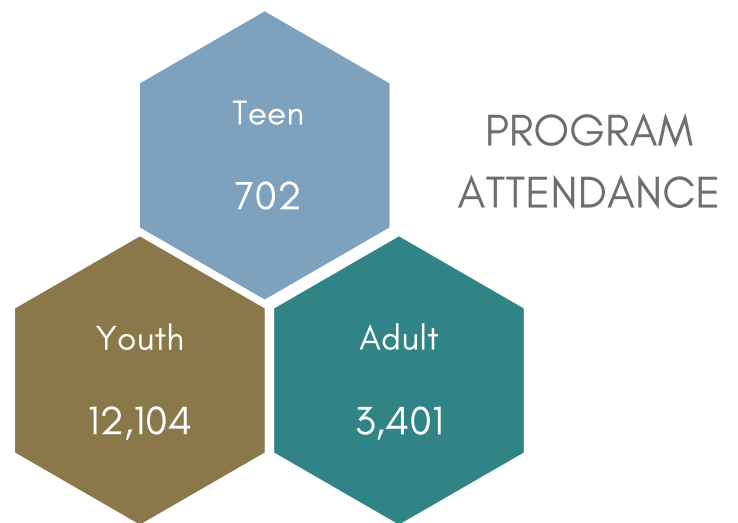
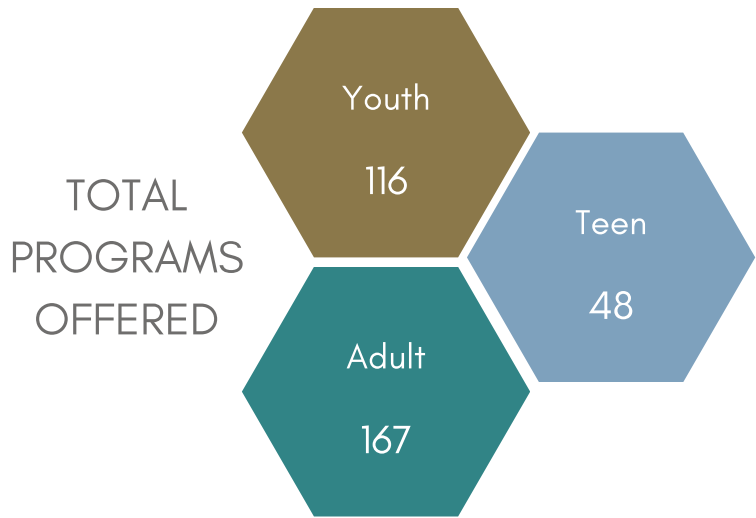
“We so appreciate you! The library has been a lifeline.”

-Library user

PROGRAMS

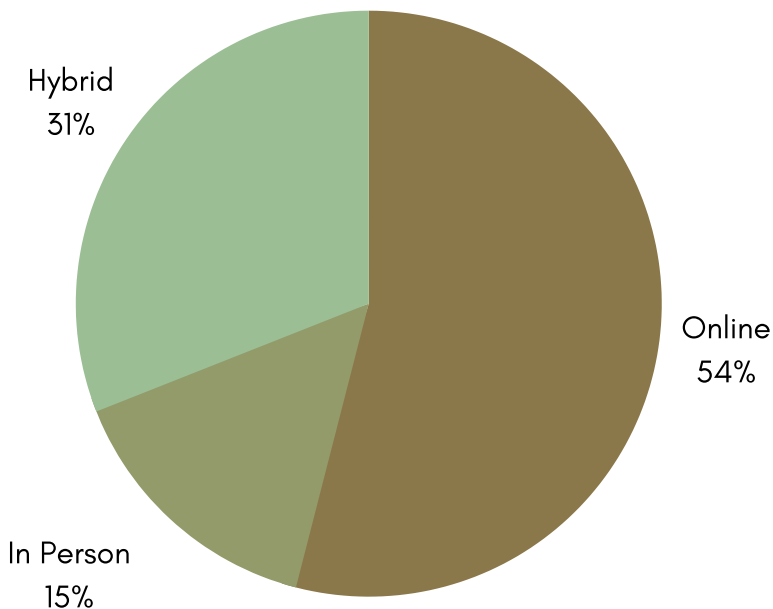


For Fiscal Year 2020-21 all Library programs were virtual. Staff got creative and turned their homes into colorful backdrops for storytimes, stages for musical concerts and test kitchens for cooking demonstrations.



PROGRAM FEEDBACK

Preferred format for Library programs



97.5%

Overall satisfaction with Library programs

VIRTUAL PROGRAMS

Many interactions moved to Zoom during Fiscal Year 2020-21 and Library programming was no exception. Librarians worked hard to plan virtual versions of popular programs. They utilized Grab and Go to provide supplies for crafting programs and thought outside the box to create new activities, like the outdoor scavenger hunt for families.

MOST POPULAR PROGRAMS

Adults

- Virtual Farm Tour: Deer Hollow Farm
- Master Gardeners: Winter Fruit Tree Pruning
- Virtual Trivia Night

Teens

- Silicon Valley Reads Watercolors
- Teen Zone Craft - Paper Quilling

Children's

- Kindergarten Warmup
- Spooky Stories
- Sea Otters
- Heart of the Library Scavenger Outdoor Clue packet

SUMMER READING

The annual Summer Reading program was offered online in a condensed version for the summer of 2020.

518 total signups

86% percentage of participants that logged activities who completed the program

“My two young daughters really enjoyed kindergarten warm up with Ms. Sharon and Ms. Alex. Thank you so much for offering these over the past year!”

-Library user



DIVERSITY, EQUITY AND INCLUSION



Amid the pandemic, the country also faced issues around racial equity and justice. The City of Mountain View made a commitment to engage in meaningful dialogue and take action toward a vision of racial justice and equity in our community. The Library has started working on more opportunities to provide information and encourage conversations on a variety of topics including diversity, anti-racism and activism through curated collections and programs.



PROGRAMS

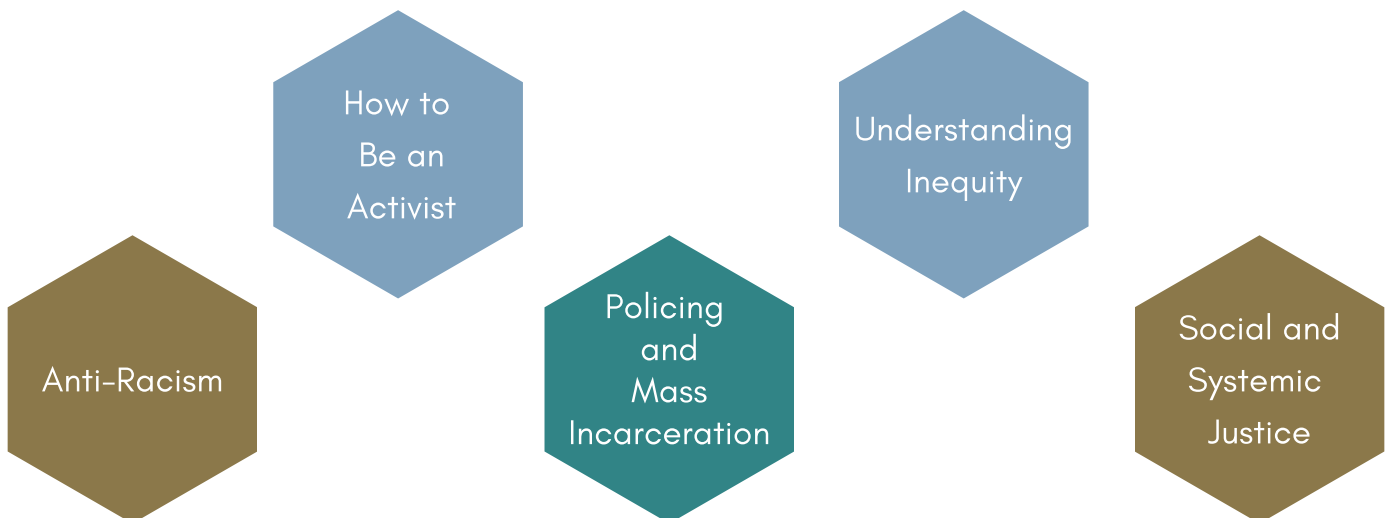
- **Step Into Your Power: A discussion with Jamia Wilson**

Director of the Feminist Press at the City University of New York offered insights on how everyone can be an everyday revolutionary by stepping into power, tapping into strengths and influencing change.

- **The Neuroscience of Implicit Bias: Two-part workshop**

This program was presented by Kimberly Papillon, a nationally recognized expert on decision-making in law, education, business and medicine. The two sessions helped people understand the neuroscience of implicit bias and take away strategies and tools to thwart unconscious biases.

BOOKLISTS



OUTREACH AND CONTINUING EDUCATION

The Library sought new ways to provide service to the community during the last fiscal year. New services were added to provide support where it was needed. Staff also pitched in to help out other departments in the City.

CAREER ONLINE HIGH SCHOOL

The Library received grant funding from the California State Library to combine with local match that created six scholarships for Career Online High School.

3 scholarships awarded

HOMEBOUND

This re-designed service provides delivery of physical library materials to individuals who are unable to travel to the Library building.

- 15 people enrolled in the program
- 440 items delivered

HELPING HANDS

During Fiscal Year 2020-21 Library staff provided assistance to other City departments in carrying out programs for community assistance for COVID-19. Staff worked in the City's call center and answered questions from the public. Staff also reached out to local business to let them know about available resources. Staff lent a hand to the Community Services Agency.



“Really impressed with how MV Library has adapted to the pandemic and continued to serve the community. THANK YOU for all that you do!”

-Library user

OTHER HIGHLIGHTS

The Library worked on other projects and initiatives to add new services and make using the Library easier.

OTHER HIGHLIGHTS

- Eliminated expiration dates for library cards.
Borrowers no longer need to come into the Library to renew their cards and can enjoy uninterrupted use of collections.
- Implemented automatic renewals.
Physical items that are eligible for renewal will now automatically renew on their due dates. Borrowers will receive an email confirmation with the new due date for their items.
- Added more digital resources.
During the closure, the Library shifted funds from physical materials to digital to increase the size of that collection. More titles and copies of eBooks and eAudiobooks were available to borrow. The Library also added additional online resources:
 - JobNow career assistance
 - VetNow for assistance with veterans services
 - Chilton Online Car Manuals
 - Universal Class online learning platform

“Please know how grateful I am to you and your staff for the services you all provide. You have no idea how much it means to me - and I'm certain I am not alone in that.”

-Library user

