



SIGNIFICANT ACCOMPLISHMENTS FISCAL YEAR 2019-20

LIBRARY SERVICES DEPARTMENT

The Library launched a Citizenship Corner and Immigration Resources collection. The Citizenship Corner was created to support community members who would like to learn about the steps it takes to become a United States citizen. The physical collection is also supported by a digital Citizenship Corner on the Library website featuring various electronic resources. The Citizenship Corner is a major goal of the Library and was created in support of the City Council goal to “promote a community for all with a focus on strategies to protect vulnerable populations and preserve Mountain View’s socioeconomic and cultural diversity.”

The 2019 Library Customer Survey went live in October and accepted submissions in English and Spanish through December 15. The previous customer survey was conducted in 2015 and there have been many changes to the Library in the subsequent four years. The Library developed new programs, introduced new services, and remodeled the Library building during that time. The survey received 202 responses from the community during the survey period. 96.4% of respondents said that the Library is very important or important to them and their families. The Library saw increases with overall satisfaction for a number of services including the self-checkout stations, the children’s area, the program rooms, and the adult e-book collection. The services rated as most important by respondents included borrowing materials, using the Library website and catalogs, and utilizing the LINK+ service. Overall, 94.8% of respondents indicated they were very satisfied or satisfied with the Library.

In collaboration with Information Technology Department, Library Support Services moved the Integrated Library System from physical computer servers located at the Library to a hosted environment. The move to hosted will save staff time and eliminate costs associated with maintaining physical equipment to run the ILS in-house. The successful completion of this project was the result of many months of planning and collaboration between the ILS vendor, Support Services, and IT.

The Library committed to ensuring that everyone was counted in the 2020 Census. As part of the City of Mountain View's Census 2020 Team, and to promote participation, the Library planned several events at the beginning of 2020 to highlight the importance of the Census. The Library also prepared Library computers with the Census 2020 link and trained staff to be able to answer questions about the Census and help the public with completing it.

In support of City Council goals the Library continued to partner with Bay Area Water Supply and Conservation Agency (BAWSCA), Master Gardeners, and other organizations to offer monthly educational classes on environmentally friendly gardening and environmental sustainability.

In support of City Council goals the Library offered monthly Drop-in Bike Clinics; weekly English as a Second Language (ESL) Conversation Club sessions; weekly Language Swap sessions; and 40 Bilingual Storytimes (Spanish and new Mandarin).

The Library continued important partnerships including working with United Way Bay Area (UWBA) and the IRS to offer five Saturdays of free tax assistance in February to help low-income individuals file income tax returns from IRS-certified volunteers. The "Earn It! Keep It! Save It!" program, which was originally scheduled to run until Tax Day in April, still provided assistance to 136 filers during the month it was operational. The Library also partnered with the Intuit Financial Freedom Foundation to present a one-day "Prepare Your Taxes for Free" event on Thursday, February 27, which provided assistance to 65 filers.

The Library participated in the regional Silicon Valley Reads 2020 program focused on the theme of Women Making it Happen. The Library hosted an author talk with award-winning journalist and bestselling author of *Alpha Girls*, Julian Guthrie.

The Library collaborated with the League of Women Voters and participated in the *National Voter Registration Day*.

The Library participated in 38 outreach events which included class visits and tabling at City and community events to increase the Library's community presence and promote Library programs and services. While participating in these outreach events, the Library had over 4,500 interactions with members of the public.

The Library revised three Library Policies, which were adopted by the Library Board:

- Library Card & Borrowing Policy
- Group Study & Program Room Use Policy

- Materials Selection Policy

The Library purchased access to ConsumerReports.org, an independent, non-profit member organization that works side by side with consumers using rigorous research, consumer insights, journalism, and policy expertise to provide users with informed purchase research. With over 9,000 ratings online conducted at 63 state-of-the-art testing labs by over 140 testing experts, ConsumerReports.org provides consumers trusted and unbiased buying guides, feature articles, ratings and reviews, and recommendations on a wide range of products and services – appliances, cars, electronics, baby and children’s items, health, fitness, food, home and garden products.

The Library added Kanopy, an online video streaming platform, to the list of digital services. Kanopy offers users access to over 30,000 titles from a wide variety of digital content, including acclaimed documentaries, award-winning independent films, contemporary and classic world cinema, educational videos for both children and adults, and much more.

The Library started a subscription to the Morningstar Investment Research Center. Morningstar provides comprehensive financial information on stocks, mutual funds, ETFs, and indexes from one of the most respected names in personal finance. It includes portfolio analysis, ratings of stocks and mutual funds, comparison tools, and up-to-date information on a wide-range of financial products.

The Library made a switch to digital programming starting in April to help provide educational and recreational opportunities for the community amid the Shelter in Place Order of the Health Officer of the County of Santa Clara. Children’s Services hosted bi-weekly storytimes on Facebook. The Teen Zone Librarians presented “10 Minutes of Teen” using Instagram Live. Adult Services went virtual by using Zoom to host ESL Conversation Club and Adult Craft Night. Over the last few months of the fiscal year, the Librarians added virtual book clubs, author talks, and programs about being a super searcher, learning about animals, and more varied topics to keep the public engaged. During the last three months of the fiscal year, the Library hosted 58 live virtual programs. These virtual programs had a total of 3,122 live attendees, with some of the content being recorded and made available for on-demand video views after. There were 2,749 video views of recorded programming.

The Library developed a Grab and Go Holds service to provide community access to physical materials while the Library building remains closed to the public. The Grab and Go Holds services allows users to place books, DVDs, CDs, video games, and other

items on hold using their library card account. The items can then be picked up from a no-contact station at the Franklin Street entrance. The Library began offering Grab and Go Holds services on June 16, 2020 and will continue this offering until all COVID-19 related restrictions are lifted. During the month of June, the Library served an average of 192 people per day and circulated an average of 837 items per day while practicing social distancing.

In order to keep up with the new increased demand for digital content during the COVID-19 closure period, the Library moved funds from print materials to cover a more robust selection of e-books, e-audiobooks, and other electronic items. Usage of eBooks increased a total of 90% for the months of March – June 2020 compared to the same period of time in 2019. The significant increases were aided by adjustments to our digital collections:

- Increased monthly spending for Hoopla digital resources from \$3,600/month to about \$8,100/month or \$120/day to \$270/day.
- Moved funds from print/media to Overdrive digital resources to buy more new titles and lower the hold per copy ratio from 10 holds to 1 copy to about 3 holds per copy.
- Added 1,487 unique new titles to Overdrive for a total increase of 2,014 copies for that collection.

During the period of July 1, 2019 through March 14, 2020, when the Library was operating under regular procedures, the building had an average of 2,102 visitors per day coming in to use public computers, attend programs, browse the collection, and take advantage of open seating and sunny spaces to work or study. The Library circulated an average of 94,036 physical items each month during that time. The Library added 7,036 library card holders during FY 19/20. The Library Bookmobile was in operation 129 days during the year where it circulated 9,473 books, DVDs, and CDs to people throughout the community who may not be able to access the Library's Main building.

GRANTS & DONATIONS:

Through funding from the California State Library, the Library was able to continue to connect Library cardholders to the online version of *The New York Times* which includes direct access to NYTimes.com; full-text articles from 1851-present; and all multimedia content.

The Library was awarded a Pacific Library Partnership Grant of \$15,000 for the project “Creating Opportunities for Lifelong Learning at Mountain View Public Library.” Funding from the grant was used to purchase hardware and software for the creation of a Lifelong Learning Lab. Four laptop computers will be purchase and loaded with the full Adobe Creative Cloud suite of programs as well as QuickBooks Pro. The public can use these programs to design a logo for their business, edit photographs to preserve personal memories, and create invoices for billable services. A subscription to the KnowledgeCity online learning platform will allow individuals to develop a better understanding of how to use these software products and further develop additional business, computer, safety, compliance, and finance skills. We will also purchase a DSLR camera with accompanying equipment to teach photography, videography, take headshots, and film practice interviews. This Lab space will provide access to new software and concepts not currently available in the Library that have a price-point that prevents access for many individuals. Due to the mobile nature of the equipment, we can also take the Lab outside of our brick and mortar location to offer these types of classes in conjunction with our bookmobile services or during outreach opportunities.

The Friends of the Mountain View Library donated \$40,000 for Library materials, programs and events, summer reading, online language learning, and online homework help.

The Friends of the Mountain View Library and the Mountain View Public Library received a \$100,000 grant from Google to continue funding for Mobile Library Services, the Bookmobile, through June 2021. The grant will assist in funding staffing and materials.

A generous gift given last year to the Friends of the Mountain View Library from the Elizabeth Ruth Wallace Living Trust is helping expand and enhance the Library’s travel collection. This year’s funds of \$5,000 from the trust were used to purchase new travel books in both print and electronic format.

A generous gift of \$2,500 was received from Winston Cheuk in memoriam of his grandparents Guowan Check & Suen Fong Ho for Library materials.

With funds from the Minor Estate trust, \$5,000 was used to purchase Library materials.