
LIBRARY DEPARTMENT SUMMARY

DEPARTMENT MANAGER—LIBRARY DIRECTOR

DEPARTMENT MISSION STATEMENT

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

DEPARTMENT OVERVIEW

The Library offers free materials, services, programs, and facilities for the community to connect, create, and learn. The Library provides informational, reference, readers’ advisory, and technology assistance in person, via email, and via phone. Library resources are available in a variety of formats, including print, media, and digital, and are regularly assessed to meet the changing needs of the community. Convenient access to physical materials from other libraries is made possible through the Library’s participation in a regional resource-sharing cooperative. Digital resources are available 24/7 in the form of e-books, databases, streaming media, and access to sites that promote information literacy, digital literacy, financial literacy, and workforce development, among others. The Library provides programs for all ages which aim to entertain, educate, and celebrate the diversity of the community. The Library provides a welcoming, well-maintained, and safe facility for customers to enjoy with comfortable seating, study tables, internet computers, WiFi, and study rooms. A dedicated Children’s Room and a space reserved for teen use are available to provide services specific to those groups. The building also features the History Center, which houses a collection that is historically significant to Mountain View and Santa Clara County. Library materials and services are offered outside the facility through outreach to homebound customers and a Mobile Library Vehicle that makes stops at schools, corporate locations, senior facilities, and other community locations.

DEPARTMENT FUNCTIONS

- Provide a quality and organized collection of popular and enduring materials in a variety of formats for customers to use and borrow for free with a Library card. (M 1, 2, 3, 4, 8, 9)
- Provide diverse and special collections, such as world languages, language learning, and parenting and citizenship materials. (M 1, 2, 4, 8,9)
- Provide 24/7 access to digital resources, such as e-books, audiobooks, digital magazines, streaming media, and databases and resources that support skill-building, financial literacy, language learning, and more. (M 1, 2, 3)
- Provide access to materials in other libraries through a regional resource-sharing cooperative to enhance and expand access to materials. (M 2, 4, 8, 9)
- Provide a welcoming, comfortable, well-maintained, and safe facility and environment for all customers to use and enjoy. Post information on policies and processes that govern conduct while in the facility and when using Library services. (M 1)
- Provide and maintain services in the facility, such as comfortable seating and study tables, study rooms, internet computers, and free WiFi. (M1, 10)
- Provide information for borrowing Library materials and using all of the Library’s services and programs. (M 1, 2, 3, 4)

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- Provide appropriate informational, reference, readers advisory, and technology assistance in person, via email, and via phone. (M 1, 5, 10)
- Maintain a History Center that collects, preserves, and displays materials and artifacts pertaining to Mountain View's history. Provide educational programs, assist in local history research, and demonstrate how to use physical and digitized local history materials. (M 1, 2, 3, 4, 5, 6)
- Provide additional access to Library services through homebound and Mobile Library Vehicle services. (M 2,3, 4, 5, 9)
- Build partnerships with local schools to provide Library tours, school visits, and student connect cards for K-12 students, improve students' access to public libraries' digital and physical collections, and strengthen student learning opportunities. (M 1, 2, 3, 4, 5, 6)
- Provide current, relative, innovative, and free Library programs and events for all ages to meet community needs and interests in areas such as education, literacy, technology, culture, diversity, and entertainment to support lifelong learning. (M, 6, 7)
- Promote Library services through various marketing efforts and outreach events to ensure that all residents are aware of the breadth of Library services and how to better use those services.
- Participate in regional library consortiums which analyze and determine funds for planning, coordination, and evaluation of Statewide and regional services, programs, resource-sharing, and staff development.
- Provide staff support to the Library Board of Trustees.
- Review, research, and update Library technology systems and applications to improve usability and access to resources and services.
- Review and revise Library policies when applicable.
- Represent the City at community events and functions.

FISCAL YEAR 2021-22 ACCOMPLISHMENTS

- Launched five new skill-building resources through a project of the California State Library.
- Celebrated the graduation of the first person to complete the Library's Career Online High School program, with the graduate finishing the 18-month course in only 12 months.
- Executed a Student Connect Card agreement with the Mountain View Los Altos Unified High School District and launched a program to provide e-resource access to students.
- Distributed butterfly-friendly milkweed seeds through the Seed Library in support of the Mayors' Monarch pledge.

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- Increased engagement with English Language Learner classrooms, and students in PEAK and AVID programs at area high schools.
- Hosted staff from the Community Development Department for a weekly rent relief program starting in Fall 2021.
- Launched a return to in-person programs with weekly outdoor storytimes in Pioneer Park, a Jazz in the Park concert, and monthly Drop-In Bike Clinics.
- Launched Common Core-aligned virtual field trips that incorporate the Library's History Center and other local history information for elementary students.
- Incorporated American Sign Language (ASL) into storytime programming to increase accessibility.
- Offered three programs celebrating the rich history of Mountain View.
- Offered in-person free tax preparation assistance to low-income members of the public in collaboration with United Way Bay Area.
- Offered bilingual wellness programs in English and Mandarin languages in collaboration with El Camino Hospital.
- In conjunction with Public Works Department, purchased a new all-electric cargo van for mobile library services to replace the current large vehicle.
- Revised the Library Card and Borrowing Policy, Computer and Network Use Policy, and the Behavior Policy, which were adopted by the Library Board of Trustees.
- Created an eLibrary card type to provide access to the digital library, library computers, and study rooms.
- Revised Library practices to increase access to materials, including updating hold and checkout limits.
- Reopened the first-floor Teen Zone after completing a project to refresh the space with new paint and carpet and additional shelving.
- Launched a new copier service to the public, which expands available options for scanning and saving documents.
- Reorganized the video game, world language, and Children's Room collections to make items more browsable and easier to find.
- Planned and hosted a virtual training for Bay Area Librarians on storytimes that support children on the autism spectrum.
- Participated in the United Against Hate week campaign by offering topical programs and curated book lists.
- Expanded parenting programs to include conversations with Bay Area child development and medical researchers.

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MAJOR DEPARTMENTAL GOALS/PROJECTS/INITIATIVES FOR
FISCAL YEARS 2021-22 AND 2022-23

- Establish a Library literacy program for Mountain View residents to help residents reach literacy goals and use Library services effectively.
- Analyze Mobile Library Vehicle operations and assess stops and collections to ensure that all community members have the opportunity to access Library services.
- Continue to develop and maintain services, programs, and collections to promote diversity, equity, and inclusion within the community.
- Implement a new and updated catalog system for improved user-friendly features designed to make it easier than ever to find and borrow materials from the Library.
- Work with other City departments to plan and purchase a new Mobile Library Vehicle and relaunch Mobile Library Vehicle services in the community.
- Collaborate with the worldwide The Human Library® to implement a local program of “human books” to represent groups in our society that are often subjected to prejudice or discrimination because of their lifestyle, diagnosis, belief, disability, social status, or ethnic origin and create a safe space for dialogue.
- Continue building partnerships with local schools to provide student connect cards for K-12 students, improve students’ access to public libraries’ digital and physical collections, and strengthen student learning opportunities.
- Complete implementation of a new closed-circuit TV system, in conjunction with the Information Technology Department.

PERFORMANCE/WORKLOAD MEASURES

	2019-20 Actual	2020-21 Actual	2021-22 Target	2021-22 Actual	2022-23 Target
1. Number of visits to the Library.	441,391 ^(A)	74,328 ^(A)	>60,000 ^(B)	261,763	>250,000
2. Total circulation.	960,887 ^(A)	741,871 ^(A)	>650,000 ^(B)	1,231,536	>1,200,000
3. Total electronic items circulated.		New for FY21-22	>200,000	236,584	>230,000
4. Total physical items circulated.		New for FY21-22	>425,000	994,952	>980,000
5. Total questions answered.		New for FY21-22	>3,000	15,521	>15,000
6. Total attendees at Library programs.	35,982 ^(A)	16,207 ^(A)	>15,000 ^(B)	10,876 ^(A)	>15,000
7. Satisfaction rate for Library programs.	92%	97%	>90%	97%	>90%

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	2019-20 Actual	2020-21 Actual	2021-22 Target	2021-22 Actual	2022-23 Target
8. Average number of calendar days between receipt of new item and availability to check out.	6	7	<10	8.4	<10
9. New book and media items processed.	27,890	19,333 ^(A)	>17,000 ^(B)	20,281	>22,000
10. Number of public computer sessions in the Library.	30,851	924 ^(A)	>1,000 ^(B)	17,829	>16,000

^(A) The measures were affected by the Library closure due to the COVID-19 global pandemic starting in March 2020.

^(B) The target has been adjusted for Fiscal Year 2021-22 due to the continuing impacts of COVID-19.

~~BUD/LHP-026-01 FY2022-23~~