



MEMORANDUM

Library Services Department

DATE: September 19, 2016
TO: Library Board of Trustees
FROM: Rosanne Macek, Library Services Director
SUBJECT: **Library Report**

6.3 PERFORMANCE MEASURES

See separate document for the FYE 15/16 Library performance measures. As you can see, all the measures related to circulation are down, about 9% compared with the previous year. Other public libraries are reporting similar results. Circulation was down 6% in Palo Alto, 8% in Redwood City, and Los Gatos also reported their circulation was down. There is increasing recognition that traditional physical circulation is no longer as important a measure of public library use as more customers use electronic resources and participate in educational programs. Both the California State Library and the Institute of Museum and Library Services are reviewing how we report our activities. You will see some changes in the statistics that are collected by the State Library this year to include more information on use of electronic resources.

6.4 FY 15/16 MAJOR ACCOMPLISHMENTS

Every year each department submits 5-15 major accomplishments, above and beyond our regular services, to be included in a summary document for the City. I wanted to share with you what I included for the Library.

- Responding to community feedback, the Library created several new youth programs including a drop-in story time for 3-5 year olds, an evening Mother Goose & More baby

story time, and a brand new series of programs for “Tweens” (grades 4-6) including a book club, craft programs, and a reading enrichment summer series.

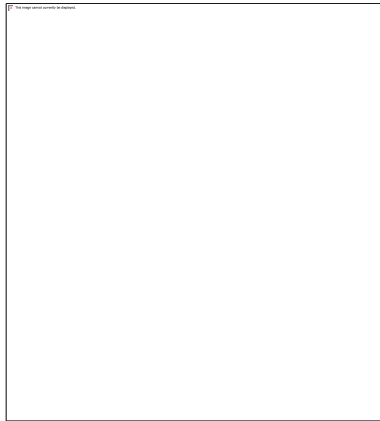
- The Library introduced a new electronic magazine service called Flipster, which provides access to 38 popular titles that are available via computers or mobile devices.
- Held first annual Community Resource Fair at the Library, bringing together 23 community organizations and City departments. This was an opportunity for the public to learn about the resources available to them and the participating organizations to network with each other.
- The Library introduced a new service called Book Club in a Bag. These kits support book groups by providing 10 copies of a popular book, discussion questions, and tips for running a book club.
- When using the self-check machines at the Library, customers now have an option for email receipts instead of print.
- In support of City Council goals, the Library offered classes on recycling & sustainability, housing, environmentally-friendly gardening, and monthly bike clinics.
- The Library was accepted into the first phase of the California Revealed Initiative. This competitive State Library initiative will assist libraries in developing effective digitization and preservation plans for unique local collections. This gives libraries the opportunity to work with a team of consultants who are experts in metadata creation, intellectual property, digitization, digital object management, and preservation.
- With the temporary closure of the Mountain View Social Security Office, the Library partnered with SSA to offer limited services at the Library. Representatives have been available at the Library twice a week to provide services including requesting a replacement Medicare Card, submitting a change of address, changing direct deposit information, appealing a decision, and resolving an overpayment.
- Library staff created two newsletters to promote library services and programs to the community, and 1,225 residents are now subscribers. These have been very well-received and have resulted in increased attendance at library programs.
- Two phone systems at the Library were upgraded, replacing old technology and ensuring that renewal and other customer notices are delivered reliably.
- Replaced Library chiller, ensuring that the building stays cool during the warm summer months.

- Bed bugs were found in libraries in Palo Alto, Menlo Park, and Berkeley. There are NO BED BUGS in the Mountain View Library!
- Grants: The Friends of the Mountain View Library donated \$97,499, which funded the bestseller collection, database subscriptions, online homework tutoring, materials for the Mobile Library, and a variety of classes and workshops for all ages. Intuit donated \$5,000 in addition to providing volunteers to assist low-income residents with their tax returns.

SUMMER READING

We had another great summer of reading, with 1,665 individuals and 1,071 families participating this year. Attendance at programs was over 7,000 and over 24,000 books were read.

One of our programs was called Read Quest, for children entering 2nd & 3rd grades. This included stories, crafts and lively activities based on books. Here is a photo of Jacqueline, a second grader, getting her completion prize.



UPCOMING PROGRAMS

In addition to our ongoing programs including Story Times, Girls Who Code, Legos, ESL Conversation Club, Language Swap, Cube Club, Sewing, Ukulele, and more, we have the following programs planned in the coming weeks:

September 22, 7:00pm: **Parenting: Study & Learning Skills.** Help children develop homework strategies, listening skills, and note-taking techniques that provide a foundation for educational success. For parents of kids K-5th grades.

September 24, 11:30am: **Worldbuilding: It's Not Just for SciFi and Fantasy.** This program is geared towards writers of all levels who would like to participate in National Novel Writing Month (NaNoWriMo). Join the Black Hats Writers Group to learn more about worldbuilding, and how to construct a world that is more than just a setting.

September 27, 6:30pm: **10 Pasos Para Una Mejor Salud!** Una serie de tres clases gratuitas para padres y cuidadores en Espanol. (10 Steps to Better Health. A series of three free classes for parents and caregivers in Spanish.)

September 29, 6:00pm: **Install it Yourself Native Garden.** Learn basic native garden installation concepts, including how to avoid common mistakes, set goals and budget, and manage an installation from start to finish.

October 3, 7:00pm: **Public Forum: Candidates for the Mountain View Whisman School District.** The League of Women Voters of Los Altos/Mountain View is sponsoring a forum for the candidates for the Mountain View Whisman School District.

October 8, 10:15am: **Full-Body Music.** Matt Fernald, local music educator (Golden Acorn Music) will lead parents and 2-5 year olds in singing, dancing jumping and exploring a variety of songs through voice, movement and instruments.

CELEBRATION OF SERVICE

The City's annual Celebration of Service will be held on September 26, at 6pm at Michael's at Shoreline. This event recognizes all the hard work of the City's Boards and Commissions. I hope to see you there!