

SAN MATEO COUNTY LIBRARY

2014

ANNUAL REPORT

San Mateo County Library Joint Powers Authority

First established as a County Free Library in 1912, the San Mateo County Library Joint Powers Authority was formed in 1999. The Library JPA provides service to 11 cities and the unincorporated areas of the County. Approximately 276,000 people live within the boundaries of the Library's legal taxing district which covers 351 square miles.

Vision

Connect. Discover. Evolve.

Mission

The San Mateo County Library provides innovative, dynamic services that connect our diverse community with opportunities for individual growth and enrichment.

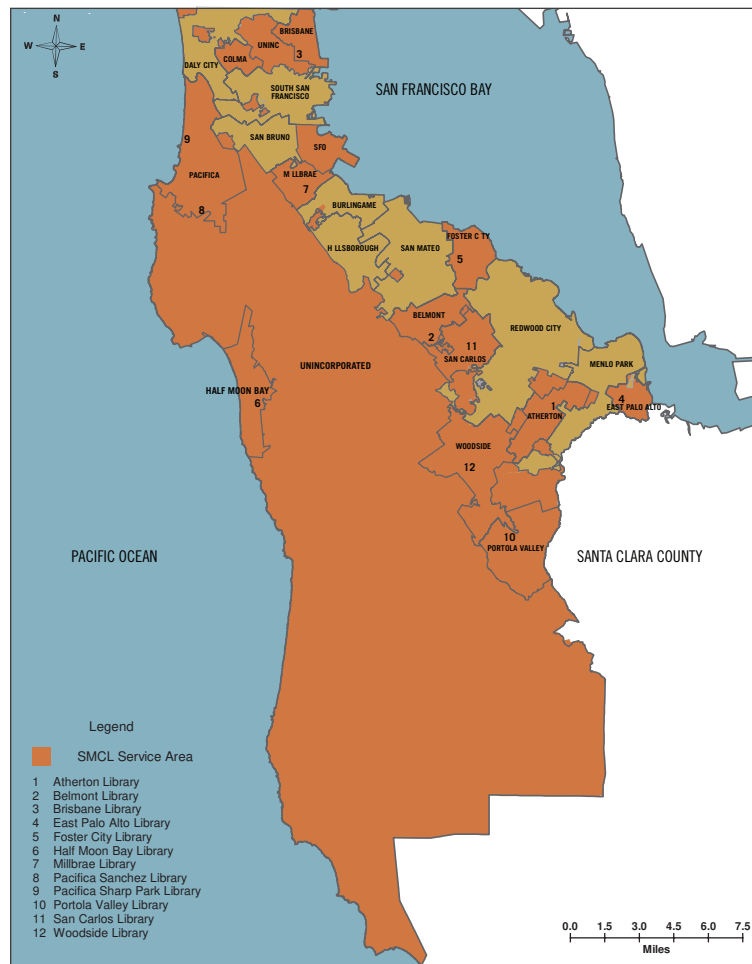
Strategic Goals

Destination Libraries: Create welcoming spaces that promote a sense of community pride and facilitate customer centered services.

Collections and Services: Develop and deliver outstanding library collections and services that reflect the interests and needs of our diverse customer base.

Community Engagement: Raise awareness and visibility of San Mateo County Library services and increase recognition of the Library as an essential community asset.

Organizational Culture: Become a learning organization that continuously assesses community needs and develops staff to provide excellent customer service.



JPA Governing Board Members

Maryann Derwin, Portola Valley (Chair)

Carole Groom, San Mateo County (Vice Chair)

Rick DeGolia, Atherton

Charles Stone, Belmont

Terry O'Connell, Brisbane

Laura Martinez, East Palo Alto

Gary Pollard, Foster City

Marina Fraser, Half Moon Bay

Reuben Holoher, Millbrae

Mike O'Neill, Pacifica

Cameron Johnson, San Carlos

Anne Kasten, Woodside

DIRECTOR'S MESSAGE

The San Mateo County Library Strategic Plan: 2007 to 2014 was adopted by the JPA Governing Board and implemented in 2007. This high level, long-range plan was designed to build upon the system's strengths and set a challenging course for the future.

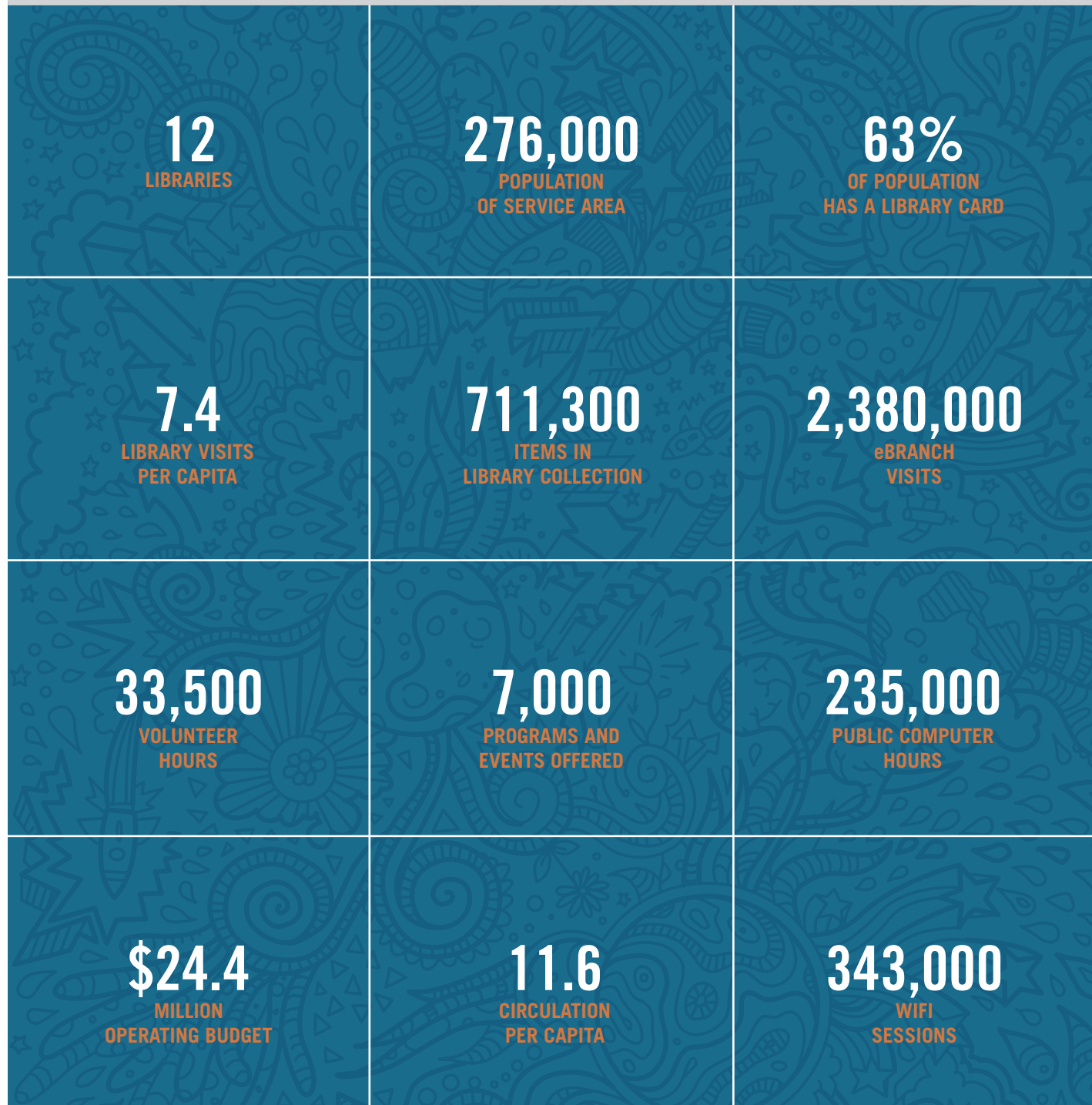
Four ambitious goals formed the framework of the plan which has guided the development and continuous improvement of San Mateo County Library over the past seven years. The Library has worked to create **Destination Libraries** that promote a sense of community pride; developed and delivered outstanding library **Collections and Services** that reflect the interests and needs of our community; raised awareness of library services and increased **Community Engagement**; and fostered an **Organizational Culture** of learning.

I am proud to report that the Library has made great strides this past year, and over the course of the last seven years, in achieving the objectives outlined in the Strategic Plan. San Mateo County Library continues to be rated as one of the best public libraries in the country based on service statistics. Named a 4-Star Library for the sixth consecutive year by *Library Journal*, the Library ranked twelfth nationwide and second in California among similar peer public libraries.

I would like to thank the many people who support the Library and have helped us to fulfill our mission, including the Library JPA Governing Board and Operations Committee, dedicated staff and volunteers, wonderful Friends of the Library groups, enthusiastic community partners, and our generous donors.

The 2014 Annual Report highlights a few of the outstanding accomplishments from this year and showcases the remarkable milestones and cumulative efforts from the past seven years. Our communities can point with pride to their libraries, recognizing the characteristics which make each unique, and valuing the similarities among them that ensure every resident has received excellent, equitable service.

ANNE-MARIE DESPAIN
DIRECTOR OF LIBRARY SERVICES

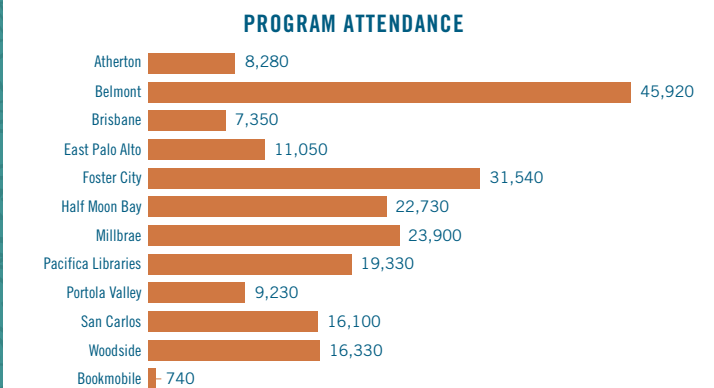
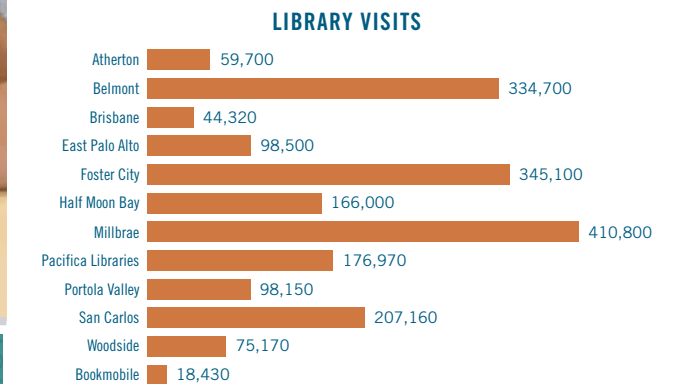
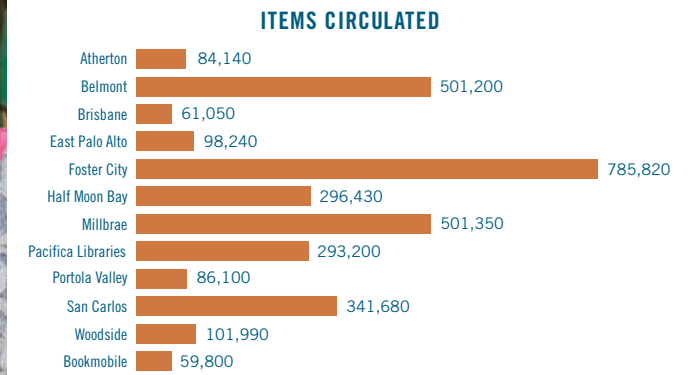


San Mateo County Library was ranked
12th nationwide and 2nd in California among
public libraries with similar budgets

— LIBRARY JOURNAL STAR LIBRARIES RATING



2014 NUMBERS AT WORK





2014 HIGHLIGHT: TRICYCLE MUSIC FEST ROCK-PLAY-LEARN AT THE LIBRARY

Launched as a catalyst for early literacy skills, the Tricycle Music Fest is designed to attract families and promote learning through song, rhythm and rhyme. San Mateo County Library partnered with San Francisco Public Library to present the biggest little music fest for children on the West Coast. Taking place every weekend in September and October, 29 free concerts were provided featuring national award-winning performers such as the 2013 Grammy Winner The Okee Dokee Brothers. Close to 3,300 family members attended these events.

San Mateo County Library is committed to being one of the community pillars that supports and nurtures early childhood development. This family festival recognizes the remarkable value of music in establishing early literacy skills. For young children in particular, musical experiences, including singing and dancing, are essential to building early literacy skills. Families are among the Library's most active users, and Tricycle Music Fest is an opportunity to acknowledge their support as well as to celebrate the value of the Library as a source for entertainment, inspiration and school readiness.

STRATEGIC GOAL: COMMUNITY ENGAGEMENT

Raise awareness and visibility of San Mateo County Library services and increase recognition of the library as an essential community asset

44,000
TOTAL PROGRAMS AND EVENTS OFFERED

129,000
HOURS CONTRIBUTED BY VOLUNTEERS

1,360,000
PEOPLE ATTENDED PROGRAMS AND EVENTS

NUMBERS AT WORK 2007 TO 2014

2014 HIGHLIGHT: ENHANCED DIGITAL COLLECTIONS AND BANDWIDTH

A number of collections and services were expanded this year in an ongoing effort to respond to the needs and interests of our diverse communities. Digital Collections were extended to respond to the widespread use of eBooks, eReaders and mobile devices. Just under 60,000 eBooks are now available for checkout to our customers, and three new services were introduced including downloadable audiobooks, magazines and music. A total of 144,075 digital items were downloaded this year, an increase of 53%. As more electronic materials become available to libraries in the future, San Mateo County Library is committed to continuing to broaden these high-use collections.

To provide computer users with a faster and more stable connection to the Internet, new wireless access points were installed and bandwidth was increased. Through a groundbreaking agreement with the Corporation for Education Network Initiatives in California (CENIC), all libraries moved to a new network and bandwidth increased to 1Gbps. With this new gigabit connectivity, the potential for new services and the expansion of existing services are tremendous and include opportunities in areas such as digital collections, web conferencing, live-streaming programs, online learning, interactive experiences, and content creation and maker programs.



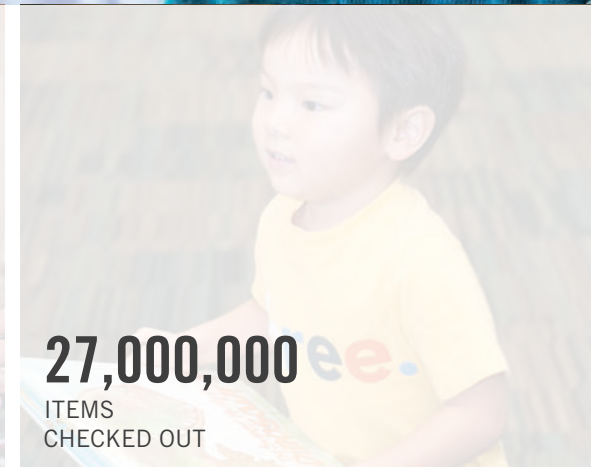
4,538,000

PUBLIC
COMPUTER SESSIONS



\$12,750,000

INVESTED
IN COLLECTIONS



27,000,000

ITEMS
CHECKED OUT



STRATEGIC GOAL: COLLECTIONS AND SERVICES

Develop and deliver outstanding library collections and services that reflect the interests and needs of our diverse customer base



2014 HIGHLIGHT: SAN CARLOS LIBRARY IMPROVEMENT PROJECT

As the demand for library services continues to grow and change, libraries are adapting to meet community needs now and into the future. Facilities play a crucial role in the ability of the San Mateo County Library to meet customer expectations and support the Strategic Plan. Modern library facilities lead to improved library services throughout the system. The Library supports and encourages community efforts to improve existing facilities and build new library facilities.

After two years of planning and five months of renovation work, the San Carlos Library Improvement Project was completed. The project focused on reconfiguring the existing layout and creating more

functional spaces based on the Library's service model. The improved library's features include: newly designed spaces for teens and casual readers, a dynamic discovery zone that displays high interest books and materials to encourage browsing, and technology improvements.

In response to research which shows that play is vital to early childhood development, the children's room was expanded to feature interactive early learning spaces and enhance play opportunities. These spaces reinforce family engagement, early literacy skills and practices, and invite children to explore, think, and discover.

STRATEGIC GOAL: DESTINATION LIBRARIES
 Create welcoming spaces that promote a sense of community pride and facilitate customer centered services

90%
 OF CUSTOMERS
 RATE SERVICES GOOD/EXCELLENT

7,350,000
 eBRANCH
 SEARCHES

16,120,000
 VISITS TO
 COMMUNITY LIBRARIES

NUMBERS AT WORK 2007 TO 2014

2014 HIGHLIGHT: PITCH IT! STAFF INNOVATION GRANT PROGRAM

The San Mateo County Library cultivates an environment that encourages participation and recognizes team and individual contributions in order to achieve a high level of employee engagement. Employee engagement is the degree to which employees are connected and committed to their work, their colleagues, and the purpose of the organization. Engagement is encouraged and demonstrated in the way the organization and employees work to support each other's success.

In an effort to encourage staff innovation and risk taking, and to increase employee engagement, the Library established a new program.

Pitch It! was created as an easy and fun way for staff to implement service and program ideas in addition to gaining important skills in grant writing and project management. Staff were encouraged to turn their creative ideas into program proposals. These proposals were presented in a supportive, social atmosphere. Library staff "pitched" their ideas, and all staff had an opportunity to participate by selecting their favorite ideas to receive funding. Projects selected this year included a teen filmmaking program and contest, a video game development program, a mobile outreach movie theater, a Happy Birthday fine amnesty program, and the creation of a digital music studio.



1,520,000

REFERENCE
QUESTIONS ANSWERED

219,000

HOURS OF
LIBRARY SERVICE

\$1,500,000

CONTRIBUTED
BY FRIENDS OF THE LIBRARY

STRATEGIC GOAL: ORGANIZATIONAL CULTURE

Become a learning organization that continuously assesses community needs and develops staff to provide excellent customer service

NUMBERS AT WORK 2007 TO 2014

SAN MATEO COUNTY LIBRARY ANNUAL REPORT MAJOR ACCOMPLISHMENTS AND MILESTONES

2007

EMBARKED ON NEW STRATEGIC PLAN

Started Checking Out Laptops

MILESTONE: 328,000 Hours of Computer Time Used

Introduced eCommerce

2008

Rated Nationally as a 4-Star Library by *Library Journal*

Opened the New Portola Valley Library

MILESTONE: 4,200,000 Items Checked Out

Installed Early Literacy Computers

Voted Best Storytime by *Bay Area Parent*

2009

Introduced eBranch Virtual Library

Renovated the Foster City Library

Introduced Teen Reader Leader Tutoring

Installed Automated Material Handling Systems

MILESTONE: 94% of Customers Rate Services Good/Excellent

2010

Started Checking Out Guitars

Presented Digital Storytelling Program

Received County Award for Recycling FY 2010-2011

Unveiled New Bookmobile

Provided Community Support Through Food for Fines

Launched the eBranch in Spanish and Chinese

Initiated Homebound Delivery

MILESTONE: Over 2,400,000 Library Visitors

Selected for Family Place Grant

Introduced Text Messaging Library Service

Received Global Fund for Children Award for Family Literacy Program

Planted Library Garden and Started Seed Libraries

2011

Completed Radio Frequency Identification

Offered Discover and Go Museum Pass Program

Started Foster Youth Mentoring and Employment Program

MILESTONE: 68% of the Population are Library Card Holders

Remodeled the Millbrae Library

Received Webby Award for eBranch Design

2012

Launched Mobile App

Transitioned from Dewey to FindIt! Classification System

Upgraded Library Online Catalog

Co-sponsored Countywide Anti-Bullying Programs

Added eReaders for Check Out

Initiated Employee Engagement Survey

MILESTONE: 215,000 People Attended Library Events

Honored for Dedication to Diversity Programs by the California State Senate

2013

Expanded Digital Collections

MILESTONE: 53% Increase in Use of eBooks and Audio Downloads

Renovated San Carlos Library

Increased Bandwidth to 1Gbps

Launched Family Play Initiatives and the Imagination Playground

Celebrated Music and Literacy with Tricycle Music Fest

Implemented Staff Grant Program Pitch It!

Implemented Wireless Printing

MILESTONE: 2,380,000 eBranch Visits

Completed Half Moon Bay ADA Improvement Project

2014

ENVISION FUTURE STRATEGIC PLAN

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