



Joint Powers Authority Governing Board

Rick DeGolia, Atherton

Charles Stone, Belmont

Lori Liu, Brisbane

Donna Rutherford, East Palo Alto

Gary Pollard, Foster City

Marina Fraser, Half Moon Bay

Reuben Holoher, Millbrae

Mike O'Neill, Pacifica

Maryann Derwin, Portola Valley

Cameron Johnson, San Carlos

Carole Groom, San Mateo County (Chair)

Anne Kasten, Woodside (Vice Chair)

**San Mateo County Library Joint Powers Authority
Governing Board Agenda
June 8, 2015, 8:15 a.m.
Library Administration, 125 Lessingia Court, San Mateo**

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| I. Call To Order | Action |
| II. Public Comments | Information |
| III. Approval of the May 11, 2015 Minutes | Action |
| IV. Election of Library JPA Governing Board Officers | Action |
| V. FY 2015-16 Proposed Uses of Library Donor Funds | Action |
| VI. Adoption of the FY 2015-16 Recommended Budget | Action |
| VII. Director's Report | Information |
| VIII. Board Announcements | Information |
| IX. Adjournment | Action |

**2015 Governing Board Meetings: September 14, November 9
2015 Operations Committee Meetings: September 1, October 27**

If you need special assistance to participate in this meeting, please contact the Library JPA Secretary at (650) 312-8822 at least three working days in advance of the meeting. The Agenda Packet is available online at www.smcl.org.



**San Mateo County Library
JPA Governing Board Meeting
Minutes of May 11, 2015**

Board Members Present:

Carole Groom, County (Chair)
Anne Kasten, Woodside (Vice Chair)
Rick DeGolia, Atherton
Lori Liu, Brisbane
Donna Rutherford, East Palo Alto
Marina Fraser, Half Moon Bay
Reuben Holober, Millbrae
Mike O'Neill, Pacifica
Maryann Derwin, Portola Valley
Cameron Johnson, San Carlos

Staff Present:

Anne-Marie Despain
Pam Deal
Karina Labrenz

- I. Call to Order. The meeting was called to order at 8:13 a.m.
- II. Public Comments. None.
- III. Approval of the November 10, 2014 Minutes. Meeting minutes approved without changes (MSP: O'Neill/DeGolia). Members Liu and Fraser abstained.
- IV. Approval of the February 9, 2015 Minutes. Meeting minutes approved without changes (MSP: O'Neill/DeGolia).
- V. Introduction to the Recommended Budget FY 2015-16. Director Despain provided a presentation on the FY 2015-16 Recommended Budget that highlighted significant accomplishments and performance data in the current year, and a budget overview for the new year that included proposed priorities, major activities, and the corresponding allocation of resources. The proposed Recommended Budget for FY 2015-16 is \$42,878,373. A discussion ensued. Member DeGolia inquired about the downward trend in circulation. Director Despain indicated that while a shift in circulation is being seen nationwide, overall library usage continues to be robust. Additionally, the Library has increased its efforts to deliver services that operate in a more relationship-based environment rather than one which is focused on transactions. Member Kasten asked how the Library tracks online activities. Director Despain explained that the Library tracks website visits, eBranch searches, and in-library computer use. Member Kasten also inquired about the status of the County's pension obligation. Staff explained that Library employees are County employees and fall under the County's retirement plan. Pensions are fully financed through a combination of employer contributions and investment earnings managed by SamCERA. Member Holober inquired about any changes associated with funding summer learning. Director Despain indicated that the Library has received \$700K of County Measure A funds to support the Summer Learning Program over the next two years. This represents a \$200K increase. Member DeGolia asked for the Board to be notified of upcoming pop-up library events. Member Johnson inquired as to how excess ERAF is budgeted. Staff explained that since ERAF is

considered a potentially unstable source of funding, only amounts anticipated from the prior fiscal year are budgeted; no assumptions are made beyond this. Member Johnson suggested continued use of Reserves to support one-time activities. This was supported by other Board members.

The Board expressed support of the Library's proposed budget plan. No action was required at this introductory stage of the budget process.

- VI. Director's Report. Director Despain provided a brief overview of the report. The Library and the LENA (Language Environment Analysis) Research Foundation have launched Talk Read Sing, a program for parents to increase the quantity and quality of language spoken with their children. The Library is one of only a handful of libraries in the nation to offer WiFi hotspots. Currently, the Library has 323 WiFi hotspots which are available at all library locations; Member Johnson suggested expanding the WiFi hotspot program further. Member Liu stated that Osmo in Palo Alto has educational interactive games on iPads that the Library might like to offer. At this time, the Library is offering iPads with Early Literacy programs for storytime/pre-school age children. Due to City budget reductions, Pacifica library hours have been reduced from 72 to 60 per week as supported by the JPA Agreement. The hours are evenly split between the two branches. Member O'Neill said that as citizens notice the change, it may prompt further support for one new library with longer hours. Former State Librarian Susan Hildreth has been appointed as the Executive Director for the Peninsula Library System. The Donor Funds Committee is continuing to examine different allocation models and will be meeting again this summer.
- VII. Governing Board Members Announcements. None.
- VIII. Adjournment. The meeting adjourned at 9:23 a.m.



MEMO

To: JPA Governing Board
From: Anne-Marie Despain, Director of Library Services
Date: June 1, 2015
Meeting Date: June 8, 2015
Re: Election of Library JPA Governing Board Officers

BACKGROUND:

The Bylaws for the San Mateo County Library Joint Powers Authority provide specific guidance regarding the election and terms of officers of the Governing Board.

Article IV. Officers.

- A. The Governing Board will elect a Chair and Vice Chair annually not later than June. Voting shall be public. The Chair and Vice Chair shall be voting members of the Governing Board. New officers shall assume office the first day (July 1) of the next Fiscal Year.
- B. It shall be the duty of the Governing Board Chair to preside at the meetings of the Governing Board, to call special meetings when necessary and to perform other duties as ordinarily pertain to the office of Chair. The Chair shall set the agenda in conjunction with the Library Director and the Operations Committee Chair.
- C. The Vice Chair shall have all the powers and duties of the Chair in his or her absence.
- D. The term of office for the Chair and Vice Chair shall commence as stated in paragraph A above, and run for a period of one year. No person shall hold the same office for more than two consecutive terms.
- E. Nominations for officers shall be made from the floor. Nominations shall be made by voting members of the Governing Board only. Nominations and election of the Chair shall precede nominations and election of the Vice Chair.

DISCUSSION:

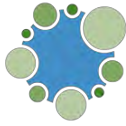
Carole Groom, Chair, and Anne Kasten, Vice Chair, have each served one term in their positions, making them eligible to serve a second term.

FISCAL IMPACT:

There is no fiscal impact associated with the approval of this item.

RECOMMENDATION:

Invite nominations from the floor for the positions of Governing Board Chair and Vice Chair and conduct an election at the June 8, 2015 meeting.



MEMO

To: JPA Governing Board
From: Anne-Marie Despain, Director of Library Services
 Pam Deal, Financial Services Manager
Date: June 1, 2015
Meeting Date: June 8, 2015
Re: FY 2015-16 Proposed Uses of Library Donor Funds

BACKGROUND:

Section VI. D. of the San Mateo County Library (SMCL or Library) JPA Agreement states the following, "In the event that the allocated library service revenue exceeds the amount required to maintain the minimum library service for each city as described in this Agreement, such excess funds shall be spent on library related activities within that city (hereinafter, "Donor City") including, but not limited to, facility maintenance, facility remodeling or expansion, increased service hours, or increased book purchases, as mutually agreed by the Library JPA and the city council of the affected Donor City."

In accordance with the JPA Agreement and as approved by the Library JPA Governing Board, at the end of each fiscal year, funds in excess of the amount required to operate a branch are distributed and held by SMCL in separate trust funds. The funds are segregated from SMCL's general operating budget where they accrue interest. As of June 30, 2014, restricted SMCL property taxes identified as Library Donor Revenue and set aside in Library and City held trust funds totaled \$12,354,548.

In order to secure agreement by the Library JPA, member cities that qualify as a donor city and are interested in utilizing library funds to support library related activities, provide information to the JPA Governing Board in order to obtain approval for the proposed uses of this revenue for the upcoming fiscal year. SMCL also details any proposed uses of these funds.

DISCUSSION:

Proposed uses of SMCL Donor Revenue in FY 2015-16 are detailed below:

Atherton Library

Balance of Donor Fund Revenue Held by Town of Atherton on June 30, 2014: \$6,186,334

Balance of Donor Fund Revenue Held by SMCL on June 30, 2014: \$2,408,904

Total Atherton Library Donor Fund Revenue as of June 30, 2014: \$8,595,238

The Town of Atherton proposes to utilize SMCL donor fund revenue in an amount estimated at \$985,850 as detailed below.

Type/Category	Description	FY 2015-16 Appropriation
Environmental	RFP Environmental Review	\$125,000
Contract Planner	Planning and other contract services	\$50,000
Building Security	Miscellaneous locks, etc.	\$250
Facility Repair & Maintenance	Scheduled maintenance and miscellaneous repairs as needed	\$1,200
Contract Custodial Services	Portion of Town janitorial contract	\$7,800
Electricity	Utilities Electricity	\$10,000
Gas	Utilities Gas	\$1,000
Water	Utilities Water	\$4,200
Sewer	Utilities Sewer	\$1,000
Advertising & Noticing	Public Notice, mass mailings	\$4,000
Contract Pesticides & Fertilizer	Vector Control	\$1,400
Maintenance Services	Maintenance for HVAC, electrical, roof, landscape services (MCE)	\$19,000
Legal Services	Review necessary legal documents	\$5,000
Other Contract Services	Library allocation portion - plan design for Civic Center	\$756,000

The amount of SMCL property tax currently generated from this community also enables the branch to operate 17 additional hours above the minimum required per the JPA Agreement and be open a total of 57 hours per week.

Portola Valley Library

Balance of Donor Fund Revenue held by the Town of Portola Valley on June 30, 2014: \$433,612

Balance of Donor Fund Revenue held by SMCL on June 30, 2014: \$159,837

Total Portola Valley Library Donor Fund Revenue as of June 30, 2014: \$593,449

The Town of Portola Valley proposes to utilize SMCL donor fund revenue in an amount estimated at \$33,200 as detailed below.

Type/Category	Description	FY 2015-16 Appropriation
Building Maintenance Equipment/Supplies	Janitorial and building operating and maintenance supplies	\$2,500
Janitorial & Cleaning Service	Janitorial services, including exterior and special cleanings	\$12,000
Mechanical Maintenance/Repair	Maintenance and repair services to building mechanical systems	\$12,000
Library Maintenance Support	PV Town Staff – Management of maintenance/repair	\$6,700

The amount of SMCL property tax currently generated from this community also enables the branch to operate four additional hours above the minimum required per the JPA Agreement and be open a total of 44 hours per week.

Woodside Library

Balance of Donor Fund Revenue held by the Town of Woodside on June 30, 2014: \$2,225,501

Balance of Donor Fund Revenue held by SMCL on June 30, 2014: \$940,360

Total Woodside Library Donor Fund Revenue as of June 30, 2014: \$3,165,861

The Town of Woodside proposes to utilize SMCL donor fund revenue in an amount estimated at \$2,987,000 as detailed below.

Type/Category	Description	FY 2015-16 Appropriation
General Maintenance	Town Staff Force Account – Weekly maintenance and special projects	\$50,000
Utilities	Water, PG&E, Sewer	\$20,000
Contractual Services	Landscape maintenance	\$13,000
Miscellaneous	Supplies	\$5,000
Overhead Allocation	Allocation of indirect costs	\$35,000
Capital Improvement	Library Renovation Project	\$2,864,000

Additionally, SMCL proposes to utilize SMCL donor fund revenue in an amount estimated at \$365,000 to support the purchase of furniture and equipment associated with the interior renovation. This allocation is reflected in the FY 2015-16 Recommended Budget.

The amount of SMCL property tax currently generated from this community also enables the branch to operate four additional hours above the minimum required per the JPA Agreement and be open a total of 44 hours per week.

FISCAL IMPACT:

Requests for SMCL donor fund revenue in FY 2015-16 total \$4,371,050. Funds are in place to offset the requested amounts.

- Atherton Library: \$985,850
- Portola Valley Library: \$33,200
- Woodside Library: \$3,352,000

RECOMMENDATION:

Recommend JPA Governing Board approve the FY 2015-16 proposed uses of Library Donor Fund revenue. Operations Committee members present at the May 26, 2015 meeting concur with this recommendation.



MEMO

To: JPA Governing Board
From: Anne-Marie Despain, Director of Library Services
 Pam Deal, Financial Services Manager
Date: June 1, 2015
Meeting Date: June 8, 2015
Re: Adoption of the FY 2015-16 Recommended Budget

BACKGROUND:

The San Mateo County Library (SMCL or Library) JPA budget serves as the annual financial plan, an operations guide, and a communications tool which strives to provide the best and most relevant information in an easily understandable format. The table below outlines activities associated with the budget process:

Budget Process Key Dates	
December	Budget Development Begins
February	Mid-Year Report is Submitted to the Library JPA Governing Board
May	Recommended Budget is Submitted to the Library JPA Governing Board
June	Recommended Budget is Adopted by the Library JPA Governing Board
September	Final Adopted Budget is Approved by the Library JPA Governing Board
September	Final Adopted Budget is Approved by the San Mateo County Board of Supervisors

On May 11, 2015, the FY 2015-16 Recommended Budget was presented to the JPA Governing Board. The presentation detailed significant current year achievements, performance data illustrating productivity and progress, and a breakdown of budgeted revenues and expenditures designed to meet performance and service objectives. The JPA Governing Board meeting in June seeks adoption of the FY 2015-16 Recommended Budget.

DISCUSSION:

The budget continues to be balanced and builds upon the successes of the prior year, including investments in innovation, technology, automation, digitization, shared services, strategic partnerships and collaborations.

The Library is well positioned to operate within available resources now and into the foreseeable future. Investment in critical programs and services, decision-making tied to measureable results, and establishment of best practices ensure that the Library is meeting or exceeding the level and quality of service the public expects.

The new Strategic Plan, currently under development, will cover the period of FY 2015-16 to FY 2020-21. Building upon the information gathered from the data and demographic study, SMCL is currently collecting input to identify what matters in our communities in an effort to prioritize and support local goals and understand what the community values in library services. The plan will be finalized in Fall 2015 and will provide the organization and its stakeholders with a visionary, conceptual management tool, designed to produce decisions and actions that focus on the future and to be flexible in response to changing community needs.

In addition to goals outlined in the new Strategic Plan, SMCL will continue working on current library initiatives in order to improve outcomes and remain a relevant, vital community resource. Priorities in FY 2015-16 include:

- Supporting the mobile and digital needs of library users
- Promoting partnerships and building awareness of the Library's resources
- Creating welcoming and well-equipped facilities
- Supporting family literacy and lifelong learning
- Focusing on programs with measurable results and outcomes

The proposed Recommended Budget for FY 2015-16 is \$42,878,373 (Total Requirements). Ongoing Operations total \$21,647,785 and Agency/Capital Reserves total \$12,828,588. The budget also includes recommendations that total \$8,402,000 for one-time projects and activities which contribute to improved service delivery and are funded by one-time sources. These enhancements include:

- Materials and Collections Enhancements (\$1,000,000)
- Information Technology Improvements (\$871,000)
- East Palo Alto Library Improvement Project (\$948,000)
- Pacifica Library Planning Efforts (\$482,000)
- Woodside Library Improvement Project (\$365,000)
- Facility and Space Projects (\$2,050,000)
- Staff Project Support (\$850,000)
- Expanded Summer Learning Support (\$366,000)
- Learning Landscape Installations (\$500,000)
- Strategic Plan Rebranding and Public Relations Campaign (\$300,000)
- Innovative Services and Outreach Activities (\$670,000)

The FY 2015-16 budget sets ambitious but achievable goals that foster the Library's continued leadership in our communities. The Library takes pride in developing a budget that is sustainable, realistic, aligns with system strategies, and ensures a strong foundation for future budgets.

Finally, the Library JPA Governing Board, Operations Committee and Library staff are to be acknowledged and thanked for their commitment and participation in producing the budget.

FISCAL IMPACT:

The proposed budget for FY 2015-16 is \$42,878,373 (Total Requirements). General Operations funded through ongoing sources total \$21,647,785, and One-Time Activities total \$8,402,000. Agency Reserves/Capital Reserves total \$12,828,588.

	General Operations	One-Time Activities	Total FY 2015-16 Recommended Budget
Total Revenue	21,647,785	3,518,000	25,165,785
Fund Balance	<u>17,712,588</u>	<u>0</u>	<u>17,712,588</u>
Total Sources	39,360,373	3,518,000	42,878,373
Net Appropriations	21,647,785	8,402,000	30,049,785
Reserves	<u>17,712,588</u>	<u>(4,884,000)</u>	<u>12,828,588</u>
Total Requirements	39,360,373	3,518,000	42,878,373

RECOMMENDATION:

Recommend JPA Governing Board adopt the FY 2015-16 Recommended Budget. Operations Committee members present at the May 26, 2015 meeting concur with this recommendation.

ATTACHED DOCUMENT:

FY 2015-16 Recommended Budget Summary

FY 2015-16 Recommended Budget Summary

	FY 2013-14 Actuals	FY 2014-15 Adopted	FY 2014-15 Change	FY 2015-16 Recommended
Sources				
1000 Taxes	22,837,308	21,752,464	1,836,700	23,589,164
1500 Use of Money and Property	101,845	79,800	20,000	99,800
1600 Intergovernmental Revenues	320,188	159,600	20,972	180,572
2000 Charges for Services	524,595	342,000	(9,000)	333,000
2500 Interfund Revenue	135,028	137,366	364,030	501,396
2600 Miscellaneous Revenue	811,348	416,853	45,000	461,853
Total Revenue	24,730,312	22,888,083	2,277,702	25,165,785
333 Fund Balance	16,171,064	18,702,371	(989,783)	17,712,588
TOTAL SOURCES	40,901,376	41,590,454	1,287,919	42,878,373
Requirements				
4000 Salaries and Benefits	12,470,002	13,798,733	1,228,425	15,027,158
5000 Services and Supplies	17,360,105	23,429,906	4,457,423	27,887,329
6000 Other Charges	1,225,228	1,276,726	132,782	1,409,508
7000 Fixed Assets	13,158	20,000	640,000	660,000
7500 Other Financing Uses	11,943	12,155	(104)	12,051
Gross Appropriations	31,080,436	38,537,520	6,458,526	44,996,046
8000 Intrafund Transfers	(8,881,431)	(12,299,737)	(2,646,524)	(14,946,261)
Net Appropriations	22,199,005	26,237,783	3,812,002	30,049,785
8500 Agency Reserves	3,755,526	4,046,210	283,347	4,329,557
8700 Capital Reserves	14,946,845	11,306,461	(2,807,430)	8,499,031
TOTAL REQUIREMENTS	40,901,376	41,590,454	1,287,919	42,878,373
Salary Resolution	121.00	121.00	0.00	121.00
Funded Full-Time Equivalent	106.90	106.90	1.78	108.68



MEMO

To: JPA Governing Board
From: Anne-Marie Despain, Director of Library Services
Date: June 1, 2015
Meeting Date: June 8, 2015
Re: Director's Report

BACKGROUND:

This report summarizes significant library operations and program activities that have occurred since the last meeting of the Governing Board.

PROGRAMS AND SERVICES:**Summer Learning Program**

Summer Learning 2015 aims to successfully engage youth and families in the County to reduce the summer slide, address the achievement gap, and support the Big Lift's goal of increasing the reading proficiency of third graders. This year, the Library is introducing a new online participation component that went live June 1st at summerlearners.org and expanding the Summer Learning Enrichment Camps to seven locations in the County, adding camps at Belle Haven and La Honda/Pescadero. SMCL has partnered with the Center for Childhood Creativity to update and develop the curriculum in the Camps to further enhance quality learning time. I am pleased to announce that in addition to all camps offering free lunch meals to youth, grant funding has recently been obtained to include adults, so that families can eat together.

SMCL will also be unveiling Active Learning August this summer, in which all our community libraries will offer hands-on learning programs and classes every day of operation for the entire month. A few examples of the learning experiences planned for our communities include yoga, aviation experiments, maker labs, nature studios, song-writing workshops, writing workshops with published authors, cooking classes and insect diversity workshops.

Summer Youth Employment Program

This summer SMCL will be piloting a program to hire more than 40 youth interns and place them throughout the County to connect families and youth with enriching summer learning library experiences. The interns will be learning valuable skills as they work directly with communities to support enhanced outreach and expanded facilitation of library learning experiences. More than 200 hopeful applicants participated in job fairs held in Millbrae and East Palo Alto as part of the summer youth workforce development initiative.

San Mateo County Fair

The Library returns to the San Mateo County Fair Saturday June 6th-Sunday June 14th. This has been a tremendously successful opportunity to connect with a broad cross-section of the community and to introduce our library services to people who may not be familiar with all that SMCL has to offer. The Library will be signing up families and youth for summer learning, facilitating hands-on learning programs, engaging people in our pop-up library, delivering services from the bookmobile, and offering play with the Imagination Playground. Each day of outreach at the County Fair will be staffed by a different branch library, and will highlight programs and offerings available in each location.

3D Print-A-Thon

On Friday, June 19th, in conjunction with National Summer Learning Day, the East Palo Alto and Millbrae Libraries will host SMCL's first Print-A-Thon. The all-day event will feature the Library's twelve 3D printers and function as a celebration of Summer Learning for the public, while also expanding the number of staff who are trained to assist patrons with the technology. The printers will be dedicated to printing prosthetic hands for Enabling The Future, a global network of volunteers who are using 3D printers, design skills, and personal time to create free 3D printed prosthetic hands for those in need. The Print-A-Thon will also commence the official implementation of SMCL's 3D printing services to the public.

Belmont Library Early Literacy Play Installation

Kids visiting the Belmont Library will soon be singing "The Wheels on the Bus." A freestanding play bus with early literacy interactives will be installed in the Children's area. The bus will feature dozens of interactive components, two steering wheels, texture matching, magnetic grills, and wheels that can be spun to generate electricity to light the headlights. The new bus will provide an opportunity for children and caregivers to play, read, and learn together in a safe, educational and literacy-rich environment. The Belmont Library bus will be installed in June 2015.

Half Moon Bay Library All-Abilities Funfest

The Half Moon Bay Library hosted an All-Abilities Funfest on Saturday, May 2nd. The Fun Fest was a wonderful morning of live music, crafts, movement games, book giveaways and snacks specifically designed for the local special needs community. The event was initiated in response to a \$25,000 donation to the Friends of the Half Moon Bay Library in memory of library patron Emma Belle Mudro from Mimi Hohenberg and family. The generous donation and memory of Emma Belle has highlighted the need to provide expanded service to the special needs community. A Special Needs Advisory Committee of local organizations and library patrons is being developed to provide feedback and direction on services, programs and plans in the new Half Moon Bay Library.

Toyota Family Learning Program Graduation

The first 40 families participating in SMCL's 24-week Toyota Family Learning (TFL) Program celebrated their joint efforts to learn together in the classroom, home and community at a graduation ceremony held May 16th at the Millbrae Library. Participating families from East Palo Alto and Half Moon Bay—many of them first-generation Americans—were recognized for completing more than 5,000 hours of learning together. Parents and children walked together hand-in-hand to receive their certificates, symbolizing the program's cross-generational approach to learning.

Selected from hundreds of applicants, San Mateo County Library was awarded one of five 2014 Toyota Family Learning grants for its forward-thinking, family-based approach to learning. The three-year, \$175,000 grant is part of TFL's pioneering movement to bridge the gap between the classroom, lifelong learning, and college and career readiness. The program focuses on parents and children learning alongside each other, both from other families and by serving their communities through instruction, service projects, mentoring and technology use. The programs build community and allow families to mentor one another and to achieve greater success and confidence as their children's most important teacher and learning partner.

Maker Faire

This year the Bay Area Maker Faire was held at the San Mateo Event Center over a three day weekend from Friday, May 15th to Sunday, May 17th. The Maker Faire is a family-friendly festival of invention, creativity and a huge showcase of the maker movement. SMCL participated for the second year in a row, and employees from throughout the system helped staff the booth and connect with faire participants of all ages. SMCL facilitated lots of crafty maker activities and promoted libraries as permanent and welcoming maker spaces with hands-on learning. This year's most popular activity was the 3D printed selfie. Using an office chair that turns 360 degrees, staff scanned 295 people during the weekend. Each participant will have a 3D selfie printed at one of our libraries. Participants were truly impressed that SMCL is now the place to go for 3D printing programs. With over 100,000 people attending the Faire, the Library was in a wonderful place to be seen and recognized as a Maker.

LIBRARY PROJECTS:

Atherton Library Project

The Atherton Civic Center Advisory Committee continues its work toward realizing the construction of the proposed town center to include council chambers, a new library, facilities for town administration and the police department. City Council has selected WRNS Studio to lead a design team for the project, and they will present design concepts to the public at open meetings scheduled for Wednesday, June 3rd, 6pm-8pm and Thursday, June 4th, 6pm-8pm at Holbrook-Palmer Park. The public is invited to attend one of the public meetings to review and provide input on the initial conceptual designs for the Atherton Civic Center which include new police and library facilities. After listening to resident input and with guidance from the Civic Center Advisory Committee, the Atherton Town Council will give WRNS direction on a final conceptual design.

Half Moon Bay Library Project

The Half Moon Bay City Council met on May 5th and approved a contract with Griffin Holdings, a veteran project management firm located in Laguna Beach, CA. The contract calls for Griffin to manage and advise the City on the design, construction and occupancy of a new Half Moon Bay Library, a process that is expected to take more than two years. The firm will start their work by leading the process for selection of architects which will involve two phases, the first phase being an open request for qualifications. Next, based on a review of submitted documents, the project architect selection committee will choose a short list of no more than five firms to submit a Phase 2 proposal, and finally to meet with the committee for an interview. A mandatory pre-proposal meeting, including a walk-through of the current library, was held in Half Moon Bay on May 28th.

Woodside Library Improvement Project

The Library and the Town of Woodside are preparing to commence a Library Improvement Project to bring the 1968 building up to current code and ADA compliance, put in place seismic retrofitting, and create a more flexible space that will allow for a variety of uses now and in the future. The Woodside Town Council gave consent to posting the construction bid proposal at its meeting on May 26th. The current draft timeline for the project schedules the closure for renovation in late July with a tentative completion in March 2016. Library staff are planning to provide programs and services at the nearby Portola Valley Library and through alternative modes in Woodside during the closure.

ORGANIZATION:

California State Library Funding

Governor Brown released his "May Revision" of the 2015-16 State Budget. Included among the Governor's proposals for new spending is a recommended increase of \$2 million for the state literacy program and an increase of \$1.7 million for the library broadband project for connection grants and related costs. The Assembly and Senate Budget Subcommittees on Education Finance will convene to begin reviewing the Governor's May Revision of the State Budget, and specifically, the State Library and public library funding.

Strategic Planning Process Update

The FY 2014-15 budget adopted by the JPA Governing Board included the following priority:
Develop a five-year Strategic Plan that will provide the organization and its stakeholders with a visionary, conceptual management tool designed to produce decisions and actions that shape and guide what SMCL is, what it does, and why it does it with a focus on the future. The plan should identify important areas of focus and include clearly stated building principles appropriate to the dynamic environment in which the system operates.

In order to accomplish this, the JPA Governing Board approved a process in February 2015 which included engaging a contractor to facilitate an inclusive, robust strategic planning process. Utilizing a competitive process, OrangeBoy Inc. was selected and has been working with the Library over the past few months.

The multifaceted strategic planning process consists of three phases. The first, Phase I: Information Gathering and Contextual Understanding includes soliciting feedback from key stakeholder groups through carefully conceived surveys and community outreach, meetings and focus groups, and data integration and analysis. This stage is nearly complete and includes these key activities:

- JPA Operations Committee and Governing Board Joint Work Session – an interactive information gathering session attended by twenty JPA members. Discussions and interactive exercises explored the topics of our changing communities and the future role of the Library.
- Staff Work Session – an interactive information gathering session attended by thirty employees and managers. Discussions and interactive exercises explored the topics of our changing communities and the future role of the Library.
- Community Outreach Survey – an in-person tool used by staff to collect input at public outreach events throughout the service area. The survey was offered in English, Spanish and Chinese. This survey collected approximately 1,800 responses from community members.
- Customer Survey – an online tool that was available on the Library’s website and emailed to library cardholders. The survey was offered in English, Spanish and Chinese. This survey collected approximately 3,500 responses from library customers.
- Stakeholder Survey – an online tool to collect additional feedback from employees, volunteers, Friends of the Library board members, and community partners. This survey will be launched in early June and seek further refinement of the themes outlined in the work to date.
- Stakeholder Work Sessions – interactive meetings scheduled in June and July will provide an update on the strategic planning process, discuss key findings and seek further refinement of the themes outlined in the work to date.

Information gathering will continue through June; however, OrangeBoy has provided the following preliminary findings and insights:

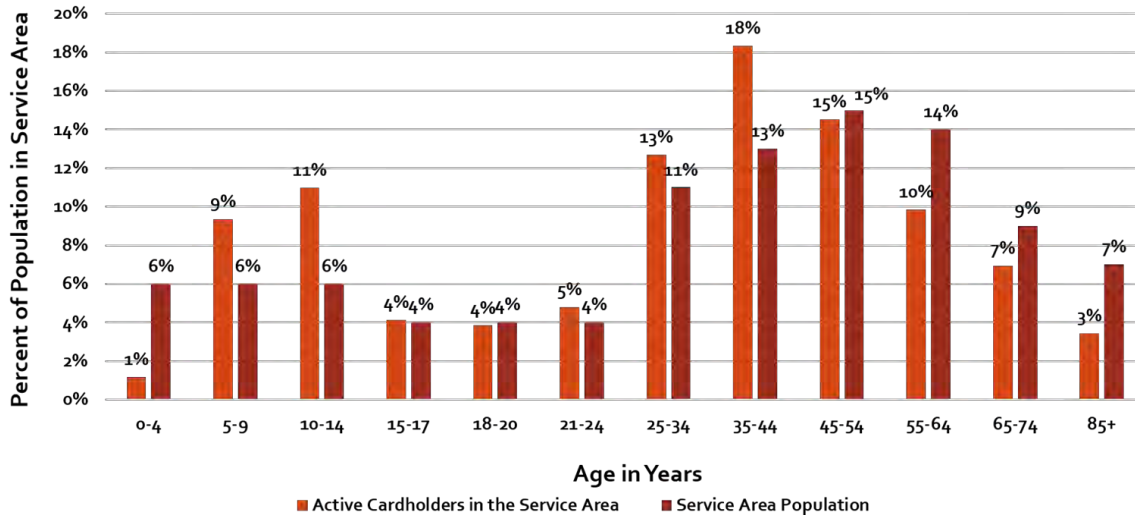
- Comparing the Library’s service area population with San Mateo County, the State of California, and the USA overall, the Library’s service area has a faster growth rate, and a slightly larger proportion of households with children under the age of 18. This highlights growth and opportunities to connect with youth in the community to create future users.
- Over one-third of the service area population speaks a language other than English in the home. The diversity of the community’s needs have implications on service delivery, collection development, and programs and services.

Demographic Profile

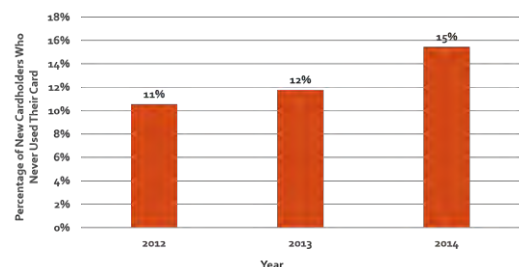
	Library Service Area	San Mateo County	California	USA
Population	262,355	798,904	38,822,536	319,459,991
Projected Growth 2015-20	5.26%	5.27%	4.34%	3.5%
Median Age	41.1	40.2	36.2	37.9
Households with person 18 and younger	35.10%	34.08	37.48%	33.5%
Non-English spoken at home	39.06%	46.79%	44.08%	21.0%
Median Household Income	\$100,118	\$89,434	\$60,244	\$53,706
Median Housing Value	\$944,221	\$859,354	\$422,746	\$191,227

- The Library currently reaches about half of the households in its service area. This presents an opportunity for market expansion. SMCL has a Household Market Penetration of 46%, which is the estimated percentage of households in the Library's service area that have at least one active library card. This calculation measures the Library's reach throughout the community. Traditional methods measure the total number of library cardholders as a percentage of the population; for SMCL that number is currently 61%.
- The Library is well represented with cardholders ages 5-14 and 34-44, indicating high use by children and parents of school-age children. This demonstrates that the Library is serving an audience critical to future users (youth), with an opportunity to retain this audience as well as parents after children leave the home.

Cardholders Compared to Service Area Population

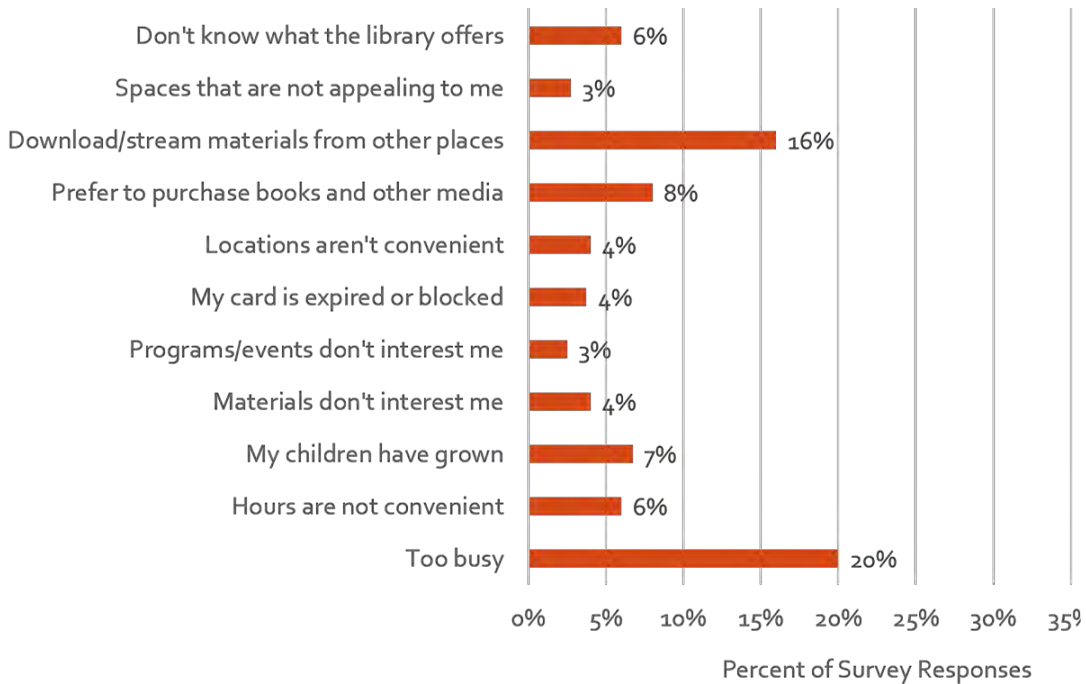


Percent of New Cardholders with No Activity

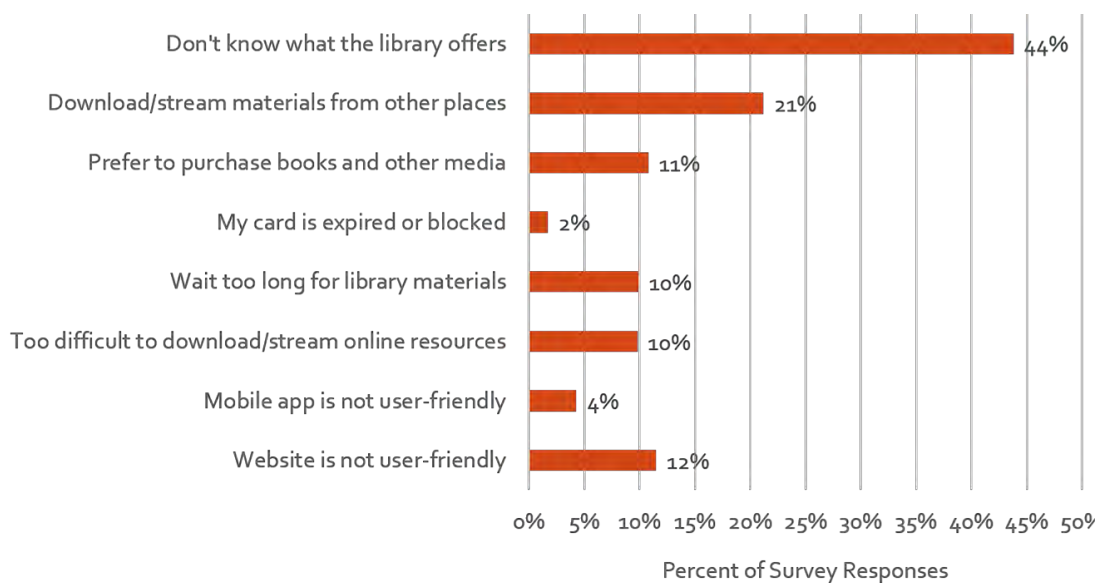


- New cardholder sign-ups have been consistent over the past several years (approximately 12,000/year since 2012), but activity is decreasing. This highlights an opportunity to connect with customers to retain them.

- An important lens to use when looking at customer needs, wants and demands is why customers don't use the library. When asked, "What reasons prevent you from visiting the library more frequently?", 20% of all patrons reported that they don't use the library because their schedule is too busy.

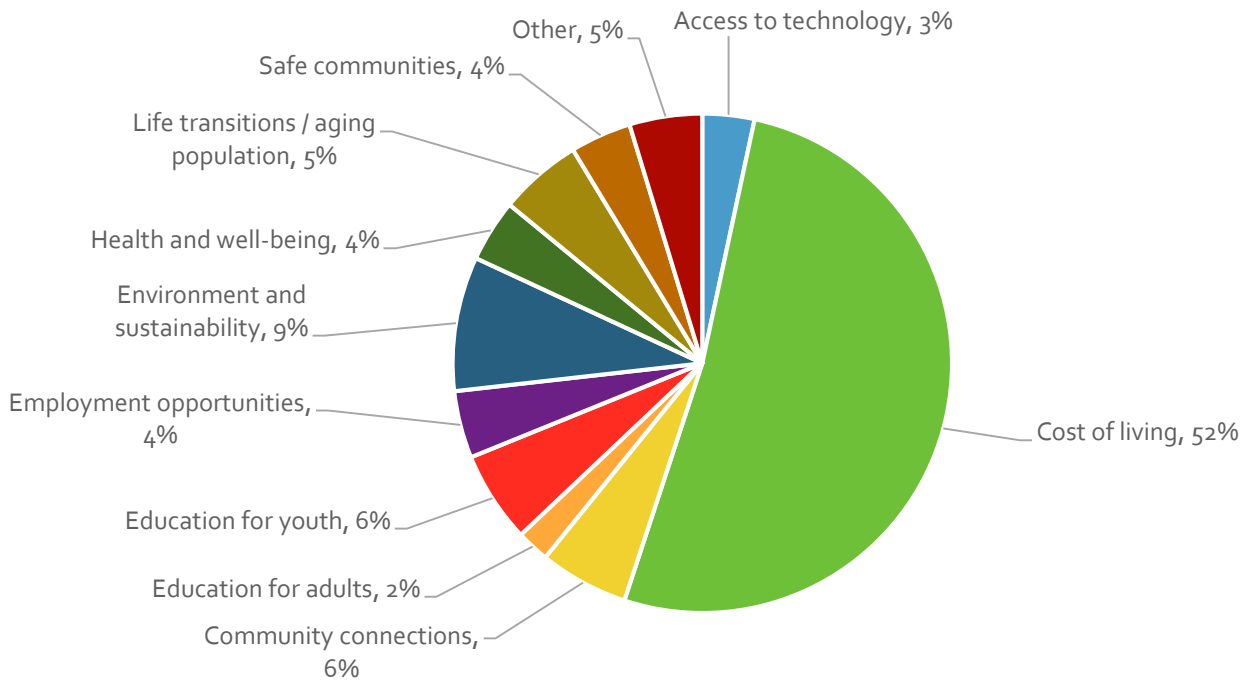


- Regarding non-use of the Library's Online Resources, when asked, "What reasons prevent you from visiting the library's online resources more frequently?", 44% indicated that they were unaware of what the library offered. These responses highlight opportunities for implementing services of convenience and expanding communications and outreach of library services.



- In order to identify what matters in our communities and to understand what opportunities the community values for library service, the surveys asked three questions, “What is the biggest challenge you see in your community?”, “What one thing could the Library do to better the community?” and “What one word do you feel best describes the library in five years?” The comments generated from these questions offer SMCL a community-focused framework and key concepts for planning the library of the future. With this information we can begin the next step of the process – developing a mission and plan that supports our community members.

What is the biggest challenge you see in your community?



Thinking about the Library's role, what is one thing the library could do better for the community?

(Blue = results from the Customer Survey, Green = results from the Community Outreach Survey)



What one word best describes the Library in five years?

(Blue = results from the Customer Survey, Green = results from the Community Outreach Survey)



Building upon the information gathered from the data and demographic study last fall, staff is currently analyzing the current data and key findings provided by Orangeboy, in an effort to prioritize and support local goals and understand what the community values in library services. Next steps in the planning process include:

- **Phase II: Collaborative Plan Development**
Following information gathering, the collaborative plan development phase will focus on defining the Library’s outcomes, priorities and measures, incorporating the insights from both the public and stakeholders to help focus the vision, mission, and overall strategy for the plan. This second phase of the strategic planning process culminates in the presentation of a final planning document, including new vision and mission statements and a new set of strategic goals.
- **Phase III: Measurement and Support**
The planning process concludes with the deployment of the new strategic plan. This phase includes training to launch SMCL into plan implementation and 12 additional months of access to OrangeBoy’s Software-as-a-Service (SaaS) product Savannah, and support services to begin implementing and measuring progress toward the Library’s outcomes.

The new San Mateo County Library Strategic Plan will be recommended for approval to the Governing Board in Fall 2015 and will cover the period of FY 2015-16 to FY 2020-21.