



Joint Powers Authority Governing Board

Rick DeGolia, Atherton (Vice Chair)
Charles Stone, Belmont (Chair)
Karen Cunningham, Brisbane
Regina Wallace-Jones, East Palo Alto
Catherine Mahanpour, Foster City
Adam Eisen, Half Moon Bay

Reuben Holoher, Millbrae
Mike O'Neill, Pacifica
Maryann Derwin, Portola Valley
Sara McDowell, San Carlos
Carole Groom, San Mateo County
Dick Brown, Woodside

**San Mateo County Libraries Joint Powers Authority
Governing Board Agenda
September 23, 2019, 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. Consent Agenda | Action |
| A. Approval of the June 10, 2019 Minutes | |
| B. Investment Report for FY 2018-19 | |
| C. Grant and Fundraising Report for FY 2018-19 | |
| D. Director's Report | |
| IV. Approval of the Final FY 2019-20 Adopted Budget | Action |
| V. Library Mobile Outreach Services | Action |
| VI. Customer Satisfaction Report | Action |
| VII. Governing Board Members Announcements | Information |
| VIII. Adjournment | Action |
| IX. Convene Closed Session: Public Employee Performance Evaluation Closed Session pursuant to Government Code Section 54957 (Director of Library Services) | Information |
| X. Reconvene Regular Meeting | Action |
| XI. Adjournment | Action |

2019 Governing Board Meetings: November 4

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 Libraries Joint Powers Authority
Governing Board Meeting
Minutes of June 10, 2019

Board Members Present:
Charles Stone, Belmont (Chair)
Elizabeth Lewis, Atherton
Karen Cunningham, Brisbane
Mike O'Neill, Pacifica
Maryann Derwin, Portola Valley
Sara McDowell, San Carlos
Carole Groom, San Mateo County
Dick Brown, Woodside

Staff Present:
Anne-Marie Despain
Karina Labrenz
Nicole Pasini
Danae Ramirez

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- I. Call to Order. The meeting was called to order at 8:16 a.m.
- II. Public Comments. None.
- III. Consent Agenda. The Consent Agenda included the May minutes, Friends and Foundations Agreements, Use Authorization and Release of Liability waivers, FY 2019-20 Proposed Uses of Restricted Library Funds and Director's Report.
- Motion: Approve the Consent Agenda without changes. Passed (MSP: Lewis/Cunningham).
- IV. Adoption of the FY 2019-20 Recommended Budget. Financial Services Manager Ramirez provided a brief overview of the FY 2019-20 Recommended Budget that was presented at the May meeting. The proposed budget for FY 2019-20 is \$54,480,391. General Operations total \$36,938,423. Operating and Capital Reserves total \$17,541,968. A discussion ensued. Member Brown inquired about Cost Applied Support Charges (account 5872) and why they are increasing. Financial Services Manager Ramirez explained that these are the system services costs which are allocated to each library. Member Brown asked about the reduction of Reserves. Financial Services Manager Ramirez replied that per direction from the Governing Board, Reserves have been used for various one-time projects and enhancements. Member Brown urged caution in spending down the Reserves. Director Despain stated that the amount of Reserves requested in the current budget is lower and the budget is very conservative. Member McDowell asked whether the Makermobile and Playmobile will serve all communities. Director Despain confirmed that this is the plan.
- Motion: Approve the FY 2019-20 Recommended Budget. Passed (MSP: Groom/O'Neill).

- V. Election of Library JPA Governing Board Officers. Director Despain stated that Chair Stone and Vice Chair DeGolia each have served one term in their positions, making them eligible to serve a second term. Chair Stone invited nominations from the floor.

Motion: Member Derwin nominated Chair Stone to Chair; no other nomination was received. Motion passed unanimously (MSP: Derwin/Groom). Member Brown nominated Vice Chair DeGolia to Vice Chair; no other nomination was received. Motion passed unanimously (MSP: Brown/Groom).

- VI. Governing Board Members Announcements. Member Cunningham and Alternate Member Lewis both announced their excitement at the construction progress at their respective new libraries in Brisbane and Atherton. Member O'Neill inquired about adding a second Bookmobile and asked staff to prepare an informational report on this possibility. Chair Stone raised the question whether city libraries in the County should be invited to join the Library JPA. Members favored these ideas and asked staff to explore and report back.

- VII. Adjournment. The meeting adjourned at 8:32 a.m.



To: JPA Governing Board
From: Anne-Marie Despain, Director of Library Services
Danae Ramirez, Financial Services Manager
Date: September 17, 2019
Meeting: September 23, 2019
Re: Investment Report for FY 2018-19

Background

On September 12, 2009, the JPA Governing Board adopted the Library JPA Investment Policy. The purpose of the investment policy is to provide guidance and protection to the San Mateo County Library Joint Powers Authority's (Library JPA) cash and investments, and promote prudent financial stewardship. It is also the policy of the Library JPA to diversify its investment portfolio to ensure the maximum safety of Library JPA assets. The Library JPA shall have funds not required for immediate expenditure invested in compliance with state law and this policy.

The criteria for selecting investments in order of priority are:

- Safety of Principal
- Liquidity
- Yield

In order to minimize risk, the Library JPA's portfolio includes:

- The San Mateo County Investment Pool (SMCIP)
- The State of California Local Agency Investment Fund (LAIF)

As outlined in the Library JPA Investment Policy, the Library Director shall submit an annual investment report to the JPA Governing Board on the status of the Library JPA's investment portfolio. The report will provide information as to the types of investment, the amount of money invested within the two investment instruments, maturity dates, and interest rate yield on investments in accordance with the Government Code. The report shall also state if the Library JPA investments are in compliance with this policy and able to meet its cash flow obligation. The investment policy is reviewed periodically and was last approved by the JPA Governing Board on November 6, 2017.

Discussion

The Library JPA is a voluntary participant in the San Mateo County Investment Pool which is regulated by California Government Code Section §53600 under the oversight of the County Treasurer. Included in SMCIP's investment portfolio as outlined in its Investment Policy

<http://www.sanmateocountytreasurer.org/investmentpolicies/Investment%20Policy%202017.pdf> are: U.S. Treasury Securities, U.S. Government Agency/Government Sponsored Enterprises, Commercial Paper, Negotiable Certificates of Deposit, Bankers Acceptances, Collateralized Certificates of Deposit, Mortgage and Asset Backed Securities, US Instrumentalities, CA Municipal Obligations, Repurchase Agreements, Local Agency Investment Fund, Mutual Funds and Local Government Investment Pools.

In FY 2018-19, Library JPA funds averaging \$22,077,507 were invested with the San Mateo County Investment Pool producing an average yield of 2.43%. Interest earnings in FY 2018-19 totaled \$492,073.

The Library JPA is a voluntary participant in the Local Agency Investment Fund, which is regulated by California Government Code Section §16429 under the oversight of the Treasury of the State of California. Included in LAIF's investment portfolio as outlined in its Investment Policy (<http://www.treasurer.ca.gov/pmia-laif/answer/policy.pdf>) are: U.S. Treasury Securities, Federal and Supranational Agency Securities, Bankers Acceptances-Domestic/Foreign, Certificates of Deposit, Collateralized Time Deposits, Commercial Paper, Corporate Bonds/Notes, Repurchases and Reverse Repurchases, and Negotiable Orders of Withdrawal.

In FY 2018-19, Library JPA funds averaging \$2,105,383 were invested with the Local Agency Investment Fund producing an annual average yield of 2.42%. Interest earnings totaled \$50,841.

Both SMCIP and LAIF maintain a large percentage of their investments in U.S. Treasury Securities representing obligations issued by the U.S. Government for which the full faith and credit of the United States is pledged for the payment of principal and interest. Neither SMCIP nor LAIF invest in derivative products. In order to minimize risk, the average length of maturity of the funds with the pools (duration a financial asset is held) is limited and outlined in their respective Investment Policies. As a participant in both SMCIP and LAIF, Library JPA funds are always liquid and available.

On an ongoing basis, cash flow requirements are reviewed to ensure that the investment portfolio remains sufficiently liquid to enable the Library JPA to meet all reasonably anticipated operating requirements. Library JPA investments are in compliance with the Library JPA Investment Policy, and the portfolio contains enough liquidity to meet expected expenditures.

Fiscal Impact

Combined SMCIP and LAIF interest earnings for FY 2018-19 totaled \$542,914. Library JPA investments are in compliance with the Library JPA Investment Policy, and the portfolio contains enough liquidity to meet expected expenditures.

Recommendation

Recommend JPA Governing Board accept the Investment Report for FY 2018-19. Operations Committee members present at the September 10, 2019 meeting concurred with this recommendation.



To: JPA Governing Board
From: Anne-Marie Despain, Director of Library Services
Raquel España, Development Manager
Date: September 17, 2019
Meeting: September 23, 2019
Re: Grant and Fundraising Report for FY 2018-19

Background

On February 6, 2006, the JPA Governing Board authorized the Library Director to approve the acceptance of grants as stated in Article II of the Bylaws for the San Mateo County Library Joint Powers Authority (Library JPA). Article II. states that the JPA shall:

"Authorize the submission of applications for federal, state, local, and private grants and approve acceptance of such grants as are received, and allow for the delegation of this responsibility to the Library Director" and "Accept contributions, or authorize the Library Director to accept contributions, of money or property to the Library system and make appropriations in accordance with any limitations imposed by the contributors on the appropriate distribution and use of such gifts, and the Library JPA budget."

An annual report is provided to the Library JPA Operations Committee and Governing Board summarizing grants accepted during the fiscal year.

Discussion

Grant opportunities present themselves throughout the year and range from small grants designed to support activities at one library, to larger grants that support system-wide initiatives. While we actively seek grant support for existing and approved major initiatives, as a matter of practice, the organization does not apply for grants that establish new programs that will require ongoing funding requirements.

During the period of July 1, 2018 – June 30, 2019, the Library JPA received five grants.

- \$250,000 from the California State Library to support Accessibility and Inclusion in Bay Area libraries, a program led by San Mateo County Libraries in collaboration with San Jose Public Library and San Francisco Public Library. This program's goals are to provide welcoming, accessible spaces and ensure equitable access of library resources and services to the diverse populations we serve. The project enables all three systems to better understand the needs of people with disabilities and to provide responsive, relevant programming and outreach.

- \$50,470 from the California State Library to support ongoing adult literacy efforts in the East Palo Alto and Half Moon Bay Libraries. The literacy program recruits, trains and supports literacy volunteers, providing learner-centered one-on-one or small group tutoring. In addition, the adult literacy program meets community needs by offering English conversation groups for English learners.
- \$35,000 from the California State Library to support family literacy programming for Big Lift Inspiring Summer camp families. The program includes themed-workshops on financial literacy, health and college planning. Select programs were also provided in the evening for families who couldn't attend morning sessions.
- \$12,480 from the California State Library to enhance Lunch at the Library programs. This program supported program activities at three Big Lift Inspiring Summers Camps, programming support at East Palo Alto Library and create a youth development component for meals program.
- \$3,800 in-kind grant from Microsoft Limitless Libraries to provide two Virtual Reality computer/headsets and training for staff. This allowed us to provide additional maker activities to more libraries.

The total grant revenue in FY 2018-19 was \$347,950. For comparison, in FY 17-18 we received \$119,640, and in FY 2016-17 we received \$154,600.

As outlined in the Library JPA Agreement, the Governing Board is authorized to form and appropriately associate with one or more nonprofit organizations devoted to developing additional resources and funds to enhance operations and support San Mateo County Libraries.

Our ten Friends of the Library groups provided a total of \$255,465 to support local library programs and services. Programs included musical concerts, youth afterschool programs, special events and family activities. The generosity of our Friends allows us to expand popular programs and pilot new creative ideas.

The Foundation for San Mateo County Libraries was established in 2018 to complement the work of the Friends and build a strong legacy for our library system. The Foundation's focus is to raise additional funds to support systemwide initiatives and capital projects. In 2018-2019, the Foundation has raised a total of \$147,000 including; \$100,000 from Gilead Foundation to support the Makermobile, \$17,000 to Belmont Library in memory of John Christgau, \$10,000 from the estate of Reva Clark McKie in support of the Half Moon Bay Library and \$17,000 from various individuals supporting a member library or the foundation.

In FY 2019-20, we are working with the Friends and Foundation to focus on and increase support for new libraries in Brisbane, East Palo Alto and Pacifica; The Big Lift Summers Camps; makerspace projects in Belmont, Foster City and Millbrae; and our new mobile outreach vehicles.

Fiscal Impact

There is no fiscal impact associated with accepting this report.

Recommendation

Recommend Library JPA Governing Board accept the Grant and Fundraising Report for FY 2018-19. Operations Committee members present at the September 10, 2019 meeting concurred with this recommendation.



To: JPA Governing Board
From: Anne-Marie Despain, Director of Library Services
Date: September 16, 2019
Meeting: September 23, 2019
Re: Director's Report

This report summarizes significant library services and programs that have occurred since the last meeting of the Governing Board. Activities and accomplishments align with current year budget priorities and Strategic Plan Goals.

We are leaders in establishing a foundation for early literacy and supporting exploration and growth at every stage of life.

National Library Card Sign-Up Month

To celebrate Library Card Sign-Up Month, the library system is excited to announce the arrival of our new limited-edition animal library cards that double as a free ticket to CuriOdyssey, a science playground and zoo. The limited-edition library cards feature colorful depictions of four of CuriOdyssey's most beloved animals: Gunner the River Otter, Faora the Great Gray Owl, Frankie the Bobcat, and Wolfgang the Blue-tongued Skink. One limited-edition library card is valid for one entrance to the science playground and zoo exclusively on Oct. 5 and Nov. 16. Both new eligible patrons and existing San Mateo County Libraries card holders are invited to participate. Existing card holders will be invited to recycle their old cards at our libraries.

As an extra treat, this fall zookeepers from CuriOdyssey will visit our community libraries to discuss and showcase their animals! To increase enthusiasm, patrons can go to smcl.org and take an online quiz to find out which animal card best suits them, view original animal videos on our social media pages, or stop by the branch to take selfies with our oversized animal themed library cards.

Mobile Outreach Vehicle Updates

The design process for the Makermobile is complete, and the Playmobile has completed conceptual designs. Staff have worked with Gyroscope, Inc., and San Mateo County Public Works to select an electric vehicle from Phoenix Motorcars in line with our sustainability priority. The Makermobile will align with the Makerspace Master Plan and serve as an integral part of our network of makerspaces. We anticipate launching the Makermobile in Spring 2020. The Playmobile will provide early learning activities to children 0-5 and their caregivers, bringing the interactive, welcoming environment of our libraries to preschools, parks and other community destinations for families. We anticipate launching the Playmobile in Summer 2020.

Summer Programming

Summer at San Mateo County Libraries is always a busy, exciting time as our staff work to reach tens of thousands of children and prevent summer learning loss through our major programs - Big Lift Inspiring Summers and Summer Learning Challenge, both of which are supported by the Summer Youth Employment Program. A detailed report on these programs will be presented to the JPA in November.

We cultivate an active presence and create spaces that support discovery, enrich lives and uplift the community.

Half Moon Bay Library One-Year Anniversary

On Sunday, August 18, we proudly commemorated Half Moon Bay Library's first anniversary. The library has collected many happy customers and multiple awards over the past year. Over 600 people celebrated our milestone with us and took part in the robust, community-oriented festivities for which we are renowned.

One highlight was a visit from new local resident and children's author and illustrator Shawn Harris. He read to a rapt audience from *Her Right Foot*, a recent award-winning book he illustrated, and engaged the audience on how he makes collage art. When Shawn asked the children for their ideas about the tools they would need to make collage art, one of the children shouted out: "your imagination." And it is indeed the imagination and vision of Half Moon Bay and the coastal community that generated this beloved facility. We look forward to creating this library's future together and to more milestone celebrations!

Millbrae Library Achieves Green Business Certification

In partnership with the County's Office of Sustainability, we have been working toward Green Business Certification for our libraries. Millbrae Library was certified as a Green Business in June, recognizing its environmentally responsible business operations. The certification highlights the partnership between the cities and the libraries to make changes in business practices that protect our environment. Changes include small upgrades to make facilities more efficient and a switch to purchasing environmentally friendly office supplies.

We understand community needs and promote meaningful library services as solutions.

New Automated Material Handling Systems

We have successfully replaced the automated material handling systems (AMHS) at the Belmont, Foster City, Millbrae and San Carlos libraries. The new Lyngsoe System equipment will function more reliably, improve customer service and efficiencies in the processing of materials for faster collection turn-around time. The total cost of the project was \$1,160,000.

Foundation Launch Event

On September 19, the Foundation will host a launch event at Devil's Canyon Brewing in San Carlos. Everyone is invited to help celebrate and honor this milestone. This free event will showcase the diversity of materials and programs provided by San Mateo County Libraries and introduce the Foundation to the larger community. Details are at <https://investinsmcl.org/launch>.

San Mateo County Pride

We celebrated the 7th Annual County Pride Celebration held June 15 at San Mateo Central Park by providing a special selection of Pride themed Summer Learning Challenge books selected for young children, tweens, teens and adults, along with bookmarks for each age group highlighting LGBTQ+ titles in our collection. Staff reached 1,575 community members at the event.

In all libraries we promoted the month with Pride themed activities for all ages; 950 people attended 35 Pride programs. Rainbows were abundant in youth programming during our Rainbow Dance Party, Rainbow Word Art which encouraged spelling and word creation, and a Rainbow Concert sing-along, featuring Half Moon Bay artist and musician, Cassie Levy. Teens participated in creating rainbow friendship bracelets, button decorating, and had a chance to personalize themselves in a fun and colorful hair chalk activity.

Affordable Internet For All

To assist in bridging the Digital Divide, San Mateo County Libraries has signed an agreement with El Concilio of San Mateo County and Hagar Service Coalition to support awareness of affordable or low-cost broadband options to low-income residents of San Mateo County. Through this agreement, we will provide information to our patrons through our website, social media, and flyers. We will also provide information to our WiFi hotspot patrons and host El Concilio staff at programs to present on low-cost home broadband options.

Library Personnel News

I am pleased to make the following personnel announcements:

Alicia Hulten has accepted the position of Library Assistant at Portola Valley. Alicia has a Bachelor's in Communication with a Minor in Education from UC San Diego. She received her Master's Degree in Library and Information Science from San Jose State University in the spring of 2019. She comes to us from George Hall Elementary in San Mateo where she worked as a school librarian and media specialist. Prior to that, Alicia worked for San Mateo Parks and Recreation as a costumer for a holiday dance program.

Elise Staples has been promoted to the position of Senior Librarian at Foster City. She has a MLIS from San Jose State University and a BA in Psychology from UC Santa Barbara. Elise has worked for the San Mateo County Libraries since 2014 as an Extra Help Library Assistant, Librarian, and Senior Librarian. Elise enjoyed creating STEM based programs for kids, worked on implementing the Maker Space Master Plan, and successfully won a Pitch It to bring sewing machines to the community.

Liliana Pacheco has been promoted to the position of Library Assistant at Belmont. Liliana graduated from California State University, Sacramento, with the dual majors of Liberal Studies and French. She went on to receive a teaching credential from the University of California, Davis. She is currently in the MLIS program at San Jose State University. Liliana has worked for the San Mateo County Libraries since 2018 as a BLIS Coach and as an assistant to the Quest after-school program at the East Palo Alto library.

Winnie Kuang-Todd has accepted the position of Accountant for the Financial Services Division. Winnie comes to us from the San Mateo County Human Services Agency where she also worked as an Accountant. Prior to that, Winnie spent time with San Mateo County as an Office Specialist, Office Assistant, and a Fiscal Office Assistant.

Brady Johnson has accepted the position of Communications Associate on the Communications Team. Brady has a degree in Journalism and Mass Communications from the University of Iowa. He comes to us from The National Judicial College, where he worked as the Communications and Marketing Manager. Prior to that, Brady worked for the University of Nevada athletic department as an Assistant Director of Communications.

Library Press Coverage

Over the past few months, our libraries have made headlines and attracted a wealth of positive media coverage. Press stories include programming spotlights, Summer Learning Challenge and BLIS summer camps and our celebratory one-year anniversary of the new Half Moon Bay Library.

[Literacy Gets Another Big Lift In SMC This Summer](#), Patch, Jul 16, 2019

[Library fights 'summer slide' with learning challenge](#), Half Moon Bay Review, June 12, 2019

[Library maker space stays busy](#), Half Moon Bay Review, Jul 3, 2019

[Dorktales presents Little Red at Atherton Library on Aug. 10](#), In Menlo, August 5, 2019

[Drag kings hold court at Half Moon Bay Library](#), Half Moon Bay Review, Aug. 14, 2019

[One year in the books](#), Half Moon Bay Review, Aug. 14, 2019



To: JPA Governing Board
From: Anne-Marie Despain, Director of Library Services
Danae Ramirez, Financial Services Manager
Date: September 17, 2019
Meeting: September 23, 2019
Re: Approval of the Final FY 2019-20 Adopted Budget

Background

The San Mateo County Library JPA Budget serves as the annual financial plan, an operations guide, and a communications tool. On June 10, 2019, the FY 2019-20 Recommended Budget was approved by the JPA Governing Board and included services and activities designed to achieve the goals included in the Strategic Plan:

- We cultivate an active presence and create spaces that support discovery, enrich lives and uplift the community.
- We are leaders in establishing a foundation for early literacy and supporting exploration and growth at every stage of life.
- We understand community needs and promote meaningful library services as solutions.

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 Approved 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 County Board of Supervisors |

Discussion

The FY 2019-20 Recommended Budget approved by the JPA Governing Board on June 10 and implemented on July 1, totaled \$54,480,391. Based on fiscal year-end closing activities and availability of updated information, the FY 2019-20 Adopted Budget now totals \$61,546,697.

The following summarizes FY 2019-20 Adopted Budget adjustments:

- Taxes (\$31,909,647 to \$32,294,544) - There is an increase of \$384,897 in this revenue source due to Measure K roll-over for the new East Palo Alto Library project which is still in the planning stages and additional funding for the Summer Learning and Big Lift Inspiring Summers programs.
- Miscellaneous Revenue (\$620,000 to \$566,587) - There is a reduction of \$53,413 in the revenue sources to reflect the actual roll-over of Friends funds from FY 2018-19. This amount does not include any Friends funds that may be received in FY 2019-20.
- Fund Balance (\$21,294,342 to \$28,029,164) - Fund Balance reflects the carry forward of Reserves, unanticipated revenues and unspent appropriations at the close of the fiscal year. There is an increase of \$6,734,822 in this funding source due to a significant amount of additional realized revenue from FY 2018-19 (approximately \$5.6 million in taxes, ERAF, Measure K rollover, additional interest earned, unanticipated grants and under-budgeted interfund revenue) and savings of approximately \$1.1 million due to staff vacancies and turnover and maker and playmobile projects that will continue to FY 2019-20.

Staff is requesting approval to expend \$906,780 of fund balance to support additional service improvements described below. The balance of \$6,159,526 has been set aside in Reserves.

- Salaries and Benefits (\$18,862,212 to \$19,488,488) - There is an increase of \$586,276 in this expenditure category reflecting one limited-term position to support volunteers, one limited-term position to support the Big Lift Inspiring Summers and four part-time limited-term positions to support makerspaces. Additional extra-help funding is being requested to further programming and outreach efforts and to enhance communication campaigns for new libraries. The Library is also requesting support to reclassify two vacant positions to meet operational needs - an Information Technology Technician to an Information Technology Analyst, and a Fiscal Office Assistant II to an Accountant I.
- Services and Supplies (\$35,588,374 to \$35,908,878) - There is an increase of \$320,504 in this expenditure category primarily reflecting the allocation of \$298,321 of Measure K rollover from FY 2018-19 and the allocation of \$22,183 of Friends funds that was unspent from FY 2018-19.
- Reserves (\$17,541 to \$23,701,494) - There is an increase of \$6,159,526 in this expenditure category representing remaining unspent Fund Balance. \$4,091,198 will go into Operating Reserves to meet the JPA Fund Balance policy of 15% of Net Appropriations minus one-time funding, and the remainder of \$19,610,296 will go into Capital Reserves.

The FY 2019-20 Adopted Budget sets ambitious but achievable goals that foster the Library's continued leadership in our communities. The Library takes great pride in developing a budget that is sustainable and realistic, aligns with system strategies, and ensures a strong foundation for future budgets.

Staff appreciates the assistance and guidance provided by both the JPA Operations Committee and Governing Board in pursuing high quality, innovative library services and looks forward to implementing the activities funded in the Final FY 2019-20 Adopted Budget.

Fiscal Impact

The proposed Adopted Budget for FY 2019-20 is balanced and totals \$61,546,697 (Total Requirements). Changes from the Recommended Budget approved in June to the proposed Adopted Budget are described above and in the attached FY 2019-20 Adopted Budget Summary.

Recommendation

Recommend JPA Governing Board approve the Final FY 2019-20 Adopted Budget. Operations Committee members present at the September 10, 2019 meeting concurred with this recommendation.

Attached Document

FY 2019-20 Adopted Budget Summary

San Mateo County Libraries

FY 2019-20 Adopted Budget Summary

| Sources | FY 2018-19 Actuals | FY 2019-20 Recommended | FY 2019-20 Adjustments | FY 2019-20 Adopted |
|---|-------------------------------|-----------------------------------|-----------------------------------|-------------------------------|
| 1000 Taxes | 32,399,484 | 31,909,647 | 384,897 | 32,294,544 |
| 1500 Use of Money and Property | 542,914 | 155,042 | 0 | 155,042 |
| 1600 Intergovernmental Revenues | 471,481 | 160,372 | 0 | 160,372 |
| 2000 Charges for Services | 147,903 | 24,000 | 0 | 24,000 |
| 2500 Interfund Revenue | 1,276,333 | 316,988 | 0 | 316,988 |
| 2600 Miscellaneous Revenue | 763,196 | 620,000 | (53,413) | 566,587 |
| Total Revenue | 35,601,311 | 33,186,049 | 331,484 | 33,517,533 |
| 333 Fund Balance | 23,619,388 | 21,294,342 | 6,734,822 | 28,029,164 |
| Total Resources | 59,220,699 | 54,480,391 | 7,066,306 | 61,546,697 |
| Requirements | | | | |
| 4000 Salaries and Benefits | 17,376,673 | 18,862,212 | 586,276 | 19,448,488 |
| 5000 Services and Supplies | 26,155,687 | 35,588,374 | 320,504 | 35,908,878 |
| 6000 Other Charges | 1,948,436 | 2,270,733 | 0 | 2,270,733 |
| 7000 Fixed Assets | 0 | 500,000 | 0 | 500,000 |
| 7500 Other Financing Uses | 10,815 | 14,069 | 0 | 14,069 |
| Gross Appropriations | 45,491,612 | 57,235,388 | 906,780 | 58,142,168 |
| 8000 Intrafund Transfers | (14,300,077) | (20,296,965) | 0 | (20,296,965) |
| Net Appropriation | 31,191,535 | 36,938,423 | 906,780 | 37,845,203 |
| 8500 Operating Reserves | 3,888,455 | 4,091,198 | 0 | 4,091,198 |
| 8700 Capital Reserves | 24,140,709 | 13,450,770 | 6,159,526 | 19,610,296 |
| Total Reserves | 28,029,164 | 17,541,968 | 6,159,526 | 23,701,494 |
| Total Requirements | 59,220,699 | 54,480,391 | 7,066,306 | 61,546,697 |
| Position Count-Salary Resolution | 123 | | | |
| Full-Time Equivalent (FTE) | 110.7 | | | |



To: JPA Governing Board
From: Anne-Marie Despain, Director of Library Services
Nicole Pasini, Deputy Director Library Services
Date: September 17, 2019
Meeting: September 23, 2019
Re: Library Mobile Outreach Services

Background

At the June 10, 2019 Library JPA Governing Board meeting, the Board requested additional information on mobile outreach services and the feasibility of adding a second Bookmobile dedicated to serving schools.

This memo provides information on our current mobile services, highlighting impacts on and partnerships with schools, an update on new mobile vehicles included in the FY 2019-20 budget, and recommendations for the future.

Discussion

Outreach vehicles allow San Mateo County Libraries to bring library services and experiences to places our communities already gather; to serve residents without convenient access to physical libraries; to raise awareness and visibility of the library and services; to strengthen partnerships and to surprise and delight community members who aren't library users, inviting them to become patrons again, or for the first time.

Current mobile outreach services include:

Bookmobile

The library's service area is large and geographically diverse with coastal, mountain, rural and suburban areas. To serve our diverse population, the Bookmobile focuses on providing essential library programs and services to residents throughout the County who don't have convenient access to a physical library. Additionally, the Bookmobile makes regular visits to schools and other neighborhood gathering places, as well as special stops at local fairs and festivals.

The Bookmobile offers collections for children and adults, including new movies and books, magazines, WiFi hotspots, Spanish language materials, and other popular items. The Bookmobile currently visits seven K-12 schools as part of its regular service rotation; one school is in Pacifica and the rest are in unincorporated areas of the County. The Bookmobile visits other schools throughout the school year during recess and lunch breaks, supporting children in becoming life-long readers and learners.

Over 47,000 patrons visited the Bookmobile at its 230 stops last fiscal year, with an overwhelming 92% of survey respondents reporting that this service meets or exceeds their needs.

The existing vehicle was purchased in 2010 and is soon to reach the end of its useful life. With Governing Board approval, staff recommends that planning begin, and replacement of a new Bookmobile be budgeted in FY 2020-21.

Lookmobile

Purchased in 2016, the Lookmobile is a pop-up mobile lab designed to activate outdoor spaces and increase hands-on learning opportunities in San Mateo County communities. Created in collaboration with San Francisco's Exploratorium, this custom-built trailer celebrates the County's unique composition, features, and perspectives.

The Lookmobile promotes inquiry-based learning and offers visitors five core interactive experiences, including evocative map exhibits and map making activities, perspective drawing windows, a pinhole camera wall, a camera obscura, and an interactive fog exhibit.

In response to educator requests for curricula and lesson plans that work within statewide educational standards, library staff worked with the Exploratorium to develop a focused facilitator and school engagement training, which will help connect the Lookmobile to the classroom and support learning. Last fiscal year, 26% of Lookmobile events were held at schools and staff anticipate continuing and expanding these partnerships.

Over 10,500 people experienced the Lookmobile last fiscal year at 34 different events.

Outreach Vehicles

In order to increase community visits and transform wheel-bound services, the system added four outreach vehicles for staff use in 2017. Reaching out to our schools and students and successfully meeting their needs is a priority. Each year, library staff make hundreds of visits to classrooms, preschools and daycare centers. The content of these visits varies and are based on each school's needs. Generally, staff provide an introduction to the library and resources, technology activities and instruction, promotion of age-specific literature, and library cards.

Preschools and daycares vary widely in their library-related offerings for children and staff; library outreach to these facilities supports critical early literacy development and countywide efforts to support early learning, such as The Big Lift. Additionally, our libraries host many class visits as an opportunity to offer tours, provide storytime, demonstrate resources, issue library cards and check out lots of books!

Library staff made 740 school visits and connected with over 40,000 youth at their schools; and over 2,500 children visited our libraries last year on a school field trip.

Book Bikes

In 2017, we introduced a fleet of six Book Bikes that staff use to bring the library to the community at local parks, schools, and special events. The bikes help us reach out to communities with books, WiFi and program materials, for such activities as robotics, 3D printing and musical instruments. Our Book Bikes are reflective of our goal to create positive learning environments both inside and outside of buildings. Over the past couple of years, the bikes have been most heavily used to support Summer Learning Challenge outreach.

Our Book Bikes reached over 9,000 people at 75 events last year.

Included in the FY 2019-20 Recommended Budget are two new mobile learning libraries to better connect with the community and increase access to learning opportunities for children. After gathering public input from excited community members, conceptual designs have been developed for our new Makermobile and Playmobile. The Makermobile and Playmobile will provide us with the ability to serve our entire service area. Over the past year, staff have been working with consultants at Gyroscope to finalize design plans and select an electric vehicle in line with our sustainability priority.

New mobile outreach services include:

Makermobile

The Makermobile will align with the Makerspace Master Plan and serve as an integral part of our network of makerspaces. This new vehicle will bring a diverse array of maker activities to libraries and community destinations in order to encourage creative failure and teach timeless skills - problem solving, critical thinking, creativity, curiosity - through STEAM activities, and to build an inclusive community of makers. Staff have developed a curriculum to be used with the Makermobile, which will support our ability to effectively partner with schools.



We anticipate launching the Makermobile in Spring 2020. Fabrication of the Makermobile is estimated at \$250,000.

Playmobile

The Playmobile will provide early learning activities to children 0-5 and their caregivers, bringing the interactive, welcoming environment of our libraries to preschools, parks and other community destinations for families. The Playmobile will focus on supporting adult-child interaction and on teaching about the importance of hands-on, open-ended play to early childhood learning.



We anticipate launching the Playmobile in Spring 2020. Fabrication of the Playmobile is estimated at \$250,000.

San Mateo County Libraries increased investment in outreach vehicles in response to our Strategic Plan goal to spot opportunities to deliver services beyond buildings. Increased efforts in outreach activities has resulted in a 45% increase in the number of outreach events since the inception of the Strategic Plan in 2015. San Mateo County Libraries reached 117,780 people through our 1,850 outreach events this past fiscal year.

Staff is excited to launch our two new outreach vehicles this year and develop a service schedule that aligns with strategic goals and expands and strengthens our cooperative partnerships with schools and local agencies. Given that we will be adding a Makermobile and a Playmobile in 2020, and replacing the Bookmobile in 2021, staff is recommending holding off on adding any additional outreach vehicles at this time. Replacement of the Bookmobile next fiscal year will provide an excellent opportunity to review outreach needs and services for the future.

Fiscal Impact

There is no fiscal impact associated with accepting this report.

Recommendation

Recommend JPA Governing Board accept the Library Mobile Outreach Services report. Operations Committee members present at the September 10, 2019 meeting concurred with this recommendation.



To: JPA Governing Board

From: Anne-Marie Despain, Director of Library Services
Nicole Pasini, Deputy Director Library Services

Date: September 17, 2019

Meeting: September 23, 2019

Re: Customer Satisfaction Report

Background

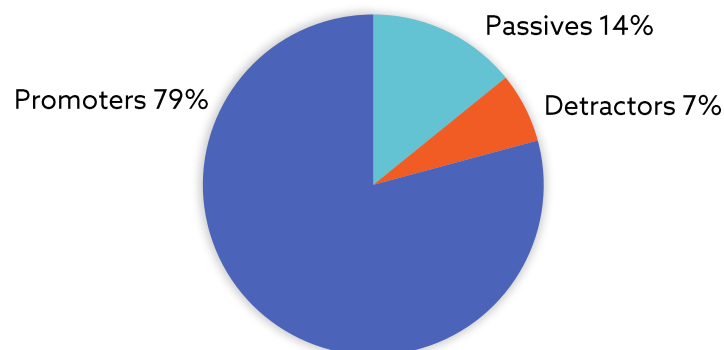
San Mateo County Libraries periodically survey patrons in order to better gauge our effectiveness in serving our communities.

Discussion

A customer satisfaction survey was conducted from June 11-22, 2019, and received 4,700 responses. 81% of responses were generated by emails to cardholders, and the remainder were collected via paper in our libraries. The survey was available in English, Spanish and Mandarin; 2% of respondents completed the survey in Spanish, and 2% completed it in Mandarin. The survey was brief, taking online respondents an average of 2 minutes. The survey asked patrons a Net Promoter Score question, whether the libraries and the quality of services met or exceeded their expectations, and why the responses were selected.

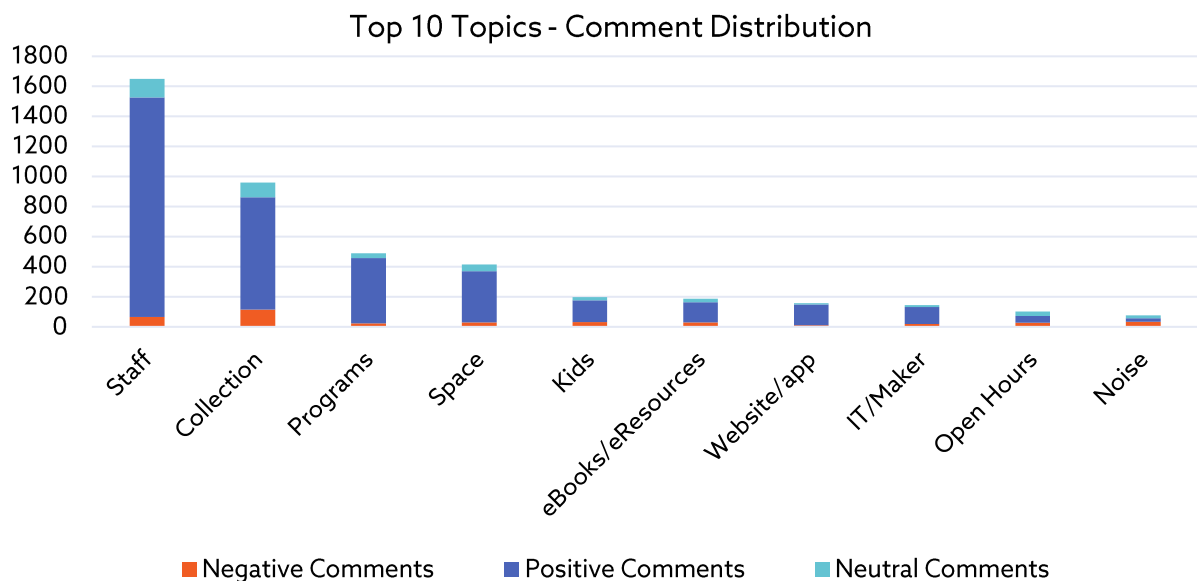
The Net Promoter Score (NPS) gauges the loyalty of customer relationships, and is measured by asking, "On a scale of 0 (not at all likely) to 10 (extremely likely), how likely is it that you would recommend our libraries to others?" The NPS considers respondents who rate the library 9-10 to be "promoters" who are happy supporters and likely to recommend the libraries to friends and family. "Passives" (rating 7-8) are satisfied at a baseline level and "detractors" (rating 0-6) are dissatisfied and critical of the libraries.

Net Promoter Score Responses



NPS standards vary between industries; generally, a score of 0-30 is considered good and anything 70 and above is considered excellent. San Mateo County Libraries' overall Net Promoter Score is 72.5. The group of surveys taken in Spanish had a higher NPS (75.9); and the surveys taken in Chinese had a somewhat lower NPS (69.7).

Additionally, 86% of respondents reported that the library met or exceeded their needs, and 89% of respondents reported that the quality of service meets or exceeds their expectations. Spanish and Chinese responses to both questions were 83% and 85% across both questions, respectively. Of the 3,050 open-ended comments received, 79% were positive, 9% were neutral or mixed, and 11% were negative.



An analysis of the open-ended comments found the following trends:

- 54% of all comments mentioned staff, and 89% of those comments were positive.

"I almost always find what I'm looking for, and when I don't, there's always friendly, knowledgeable staff to help. Retail business should take a lesson from our libraries on customer service!"

"As a first-time visitor, I was warmly greeted, instantly issued a card and directed to the electronic periodicals I wanted - all in under one minute."

- 31% of respondents commented on collections and availability of materials, and 78% of those comments were positive. Respondents particularly appreciate the option to place items on hold online and pull from other locations. Negative and mixed comments about the collection focused largely on local collection size.

"Good selection of materials at our home library and easy to obtain what is not available from other libraries."

"Every book or movie we have ever requested has been in your inventory."

- 16% of all respondents commented on library programs, and 89% of those comments were positive. Negative and mixed comments ranged widely and included interest in different topics, desire for more programs to serve a particular audience (i.e., adults), and timing of programs (i.e., evenings and weekends).

"There are so many kid centered activities that we love! Free summer reading program, projects for all ages."

"The free legal clinics were a great asset when we needed them. The free computer classes are also a big help when I was not so computer savvy. San Mateo County Library is most always a big help to me."

- Comments regarding physical library spaces varied by location. 43% of all positive comments about spaces were from Half Moon Bay patrons; 70% of negative comments came from Pacifica patrons. Parking came up as a concern at several locations as well.

"I just love our brand-new Half Moon Library and our terrific librarians who are always so willing to be of service to the community. The library itself has been a real boon to the community with all of the classes and special programs."

"We are walking distance to Pacifica Sharp Park (and love walking there)! We also enjoy storytime at Sanchez. The new HMB library is amazing - I hope we can come up with a similar solution for Pacifica!"

- 6% of all comments noted services to children. Comments regarding programs for children were 87% positive, and collections and spaces for children were 74% positive.

"Multiple story times and activities for my toddler through the year have taught her a lot and helped her socialize."

"Friendly staff. Interesting calendar of events, particularly for kids. Library encouraged to be used as a gathering and meeting place, not just a quiet reading space"

- 88% of comments about the website and app were positive. Of respondents commenting on eBooks and eResources, 72% were positive about those collections and their accessibility and usability; negative and mixed comments asked for larger eCollections overall.

"I order books for my Mom to be placed on hold so I can easily pick them up. The ability to have "completed" and "for later" shelves is genius! I can put in her favorite authors, and then mark the books completed as she reads them. It's a divine system, and I'm thrilled with it!"

"I have been using the library mainly online (I am travelling in Europe), and I love the online services the library provides."

- 5% of all comments noted IT and maker resources and programs and 78% of comments were positive, noting programs, collections and staff support in this area.

"Had a very great first experience learning how to use the 3D printer!"

"The personnel is so very friendly and helpful. No matter how busy they are they always take good care of me... Had a wonderful service (free) from gentleman who helped with my phone. "

- 3% of comments referenced open hours, largely requesting additional hours. 45% of comments regarding open hours were positive.

"The library is small and probably would be better if resources were combined for expanded hours. But more space is needed for more books and more computer services. It just lacks the 'critical mass' of resources necessary for it to be a place to go for most needs. "

"The library's hours are not convenient to drop in and check out the facility. It is closed too much."

- While only 3% of all respondents noted noise levels, this was an area where negative comments (45%) outweighed positive comments (32%).

"I wish that the redesign of the library had made for a comfortable and inviting quiet space. I love all the programs that go on in the library and that it is used and loved by our community. But sometimes it is nice to have a quiet place to read."

"Love the library. Although it is very noisy at times."

- Finally, while not a top ten topic, responses showed overwhelming support for the Library's implementation of fine free and automatic renewal policies among commenters addressing these changes.

"I love that books from other libraries are brought to my local library. In short, it's so easy for me to borrow books. I also love it that the library got rid of the fines! That just encourages me to utilize the library more. "

"San Mateo County Libraries are innovative, strive to serve all members of the community, and are beautiful spaces to be in. I especially like the no-fee model, as in my mind it only punishes those that need libraries the most. Thank you for this most welcome change!"

Regular requests for and analysis of customer feedback is essential to providing high quality library services that respond to community needs. Overall, patrons reported high levels of satisfaction with library services, and staff are analyzing opportunities for improvement based on the feedback from this survey.

Fiscal Impact

There is no fiscal impact associated with accepting this report.

Recommendation

Recommend JPA Governing Board accept the Customer Satisfaction Report. Operations Committee members present at the September 10, 2019 meeting concurred with this recommendation.