



# AGENDA REPORT

**TO:** DEANNA J. SANTANA  
CITY ADMINISTRATOR

**FROM:** Gerry Garzón  
Interim Library Director

**SUBJECT:** Library Advisory Commission:  
Creation of the Advocacy Committee

**DATE:** April 18, 2013

City Administrator  
Approval

Date

5/11/13

**COUNCIL DISTRICT:** City-Wide

## RECOMMENDATION

Staff recommends that the City Council approves a resolution that creates the Advocacy Committee as a Standing Committee of the Library Advisory Commission.

## OUTCOME

The outcome of passage of the resolution by Oakland City Council will be the creation by the Library Advisory Commission of the Standing Advocacy Committee. This Committee will be in effect until such time as the LAC no longer deems it necessary and requests of City Council its dissolution.

## BACKGROUND/LEGISLATIVE HISTORY

The Library Advisory Commission (LAC) was established by the City Council of the City of Oakland on November 13, 1969 by Ordinance No. 8064 C.M.S. for the purpose of studying, investigating and researching matters and making policy recommendations as directed by the City Administrator or City Council.

In 1994, the City Council determined that existing Boards and Commissions should be amended to incorporate uniform requirements regarding selection of Library Advisory Commission members, the duties of said members, and the general responsibilities of the Commissions (Ordinance No. 11730 C.M.S.). As delineated below in Section IV. D. which outlines establishment of standing committees of the Commission, City Council approval is necessary prior to creation of the committee.

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Ordinance No. 11730 C.M.S. was adopted pursuant to Article VI of the City Charter and amended the duties and functions of those outlined in Ordinance No. 8064 C.M.S. Section 1 of Ordinance No. 11730 C.M.S. spelled out the duties and functions:

*Section 1. The duties and functions of the duly appointed commissioners of the Library Advisory Commission, as provided in Section IV of Ordinance No. 8064 C M. S., are amended to read as follows*

*"Section IV: Creation of and Duties and Functions of Library Advisory Commission.*

- A. The Library Advisory Commission shall submit regular status reports to the City Council committee designated as liaison to the commission at least once a year or more frequently as directed by Chairperson of the City Council committee to which the commission reports.*
- B. Status reports submitted in fulfillment of subsection A above must include a detailed description of operating and staffing needs, to be developed and maintained by the department responsible for staffing and administration of the commission.*
- C. Each year, the commission shall review the annual goals and objectives of the City Council. Review of City Council goals and objectives shall be undertaken to provide the commission the opportunity to better integrate the activities of the commission with the City's overall goals and objectives.*
- D. City Council approval must be obtained prior to the creation of any standing committee of the commission. A proposal to create a standing committee of the commission must include information regarding the costs associated with staffing the standing committee, and the costs of complying with noticing and reporting requirements resulting from the establishment of any such standing committee of the commission."*

In 1997, the Library Advisory Commission identified four areas of appropriate responsibility:

1. Acting as a liaison with the community.
2. Continuing to educate ourselves about library issues.
3. Acting as an advocate for the Oakland Public Library.
4. Making recommendations to the Library Director regarding policy issues which affect public service.

In particular, related to "acting as an advocate," the Commission included:

- a. Advocating to the City Council during the City budget process for funding adequate to provide high quality library services to library patrons throughout Oakland.
- b. As appropriate, advocate on the State level for libraries.
- c. Help promote programs and services at individual libraries.

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## ANALYSIS

In October, 2012, the Library Advisory Commission developed its *Strategic Plan of 2013* which established a number of Ad Hoc Committees of the Commission. A primary Ad Hoc Committee, which has developed over the last six months, is the Advocacy and Outreach Committee which formalized its responsibilities as:

- Oversee ongoing advocacy activities and planning, to increase public awareness of OPL programs and build support among consumers and key library stakeholders in Oakland and Sacramento.
- Formalize types of LAC advocacy, talking points and marketing materials.
- Create and maintain ongoing LAC Advocacy Calendar.

As a result of the activity and development of this Committee, it appears that it will continue on a more permanent basis, and consequently, should be established as a standing committee with appropriate noticing and reporting.

## POLICY ALTERNATIVES

As indicated above, the Advocacy Committee began as an Ad Hoc Committee of the LAC. With ongoing activity and discussion with the City Attorney's Office, it is apparent that this Committee is most appropriate as a Standing Committee of the Commission.

## PUBLIC OUTREACH/INTEREST

The noticing and reporting requirements as established under the Ralph M. Brown Act and the City of Oakland's Sunshine Ordinance will provide the citizens of Oakland with greater opportunities to access, learn about, attend, and participate in activities and information regarding the LAC's Advocacy Committee.

## COORDINATION

The Oakland Public Library has reviewed the establishment of both Ad Hoc and Standing Committees with the City Attorney's Office. Consequently, it was recommended by staff to the LAC that its Advocacy Committee be established as a Standing Committee by City Council. This report was also reviewed by the Budget Office.

## COST SUMMARY/IMPLICATIONS

Ordinance No. 11730 C.M.S. requires that in establishing a standing committee of the commission, it "include information regarding the costs associated with staffing the standing committee, and the costs of complying with noticing and reporting..."

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There will be negligible staff costs associated with the noticing and reporting requirements in establishing this standing committee. So much of the activity associated with it is electronic in nature and consequently, efficiencies have lessened the burden since this requirement was established in 1994.

**SUSTAINABLE OPPORTUNITIES**

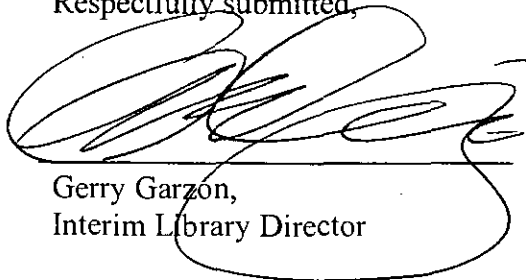
**Economic:** There are no economic impacts to this report.

**Environmental:** There are no economic impacts to this report.

**Social Equity:** The Library is a great equalizer, with resources for all, and welcomes all members of the community. As such, the Library Advisory Commission reflects the rich diversity of Oakland in its membership and actively outreaches to the community in increasing public awareness of OPL and LAC activities.

For questions regarding this report, please contact Gerry Garzón, Interim Director, Oakland Public Library, 510-238-6608.

Respectfully submitted,



Gerry Garzon,  
Interim Library Director

OFFICE OF THE CITY CLERK  
OAKLAND

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Approved as to Form and Legality

*M. M. M. M.*  
Oakland City Attorney's Office

## OAKLAND CITY COUNCIL

Resolution No. \_\_\_\_\_ C.M.S.

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### A RESOLUTION APPROVING THE CREATION OF THE ADVOCACY COMMITTEE AS A STANDING COMMITTEE OF THE LIBRARY ADVISORY COMMISSION

**WHEREAS**, the City of Oakland established the Library Advisory Commission on November 13, 1969 by Ordinance No. 8064 C.M.S.; and

**WHEREAS**, the Commission was established for the purpose of studying, investigating and researching matters and making policy recommendations as directed by the City Administrator or City Council; and

**WHEREAS**, In 1994, the City Council amended Ordinance No. 8064 C.M.S. with Ordinance No. 11730 C.M.S. that delineated a process for the establishment of standing committees of the Commission; and

**WHEREAS**, City Council approval must be obtained prior to the creation of any standing committee of the Commission; and

**WHEREAS**, the Library Advisory Commission has identified acting as an advocate for the Oakland Public Library as an appropriate and ongoing responsibility; and

**WHEREAS**, there are negligible staff costs associated with the noticing and reporting requirements in establishing this standing committee; now, therefore, be it

**RESOLVED:** That the City Council hereby approves the creation by the Library Advisory Commission of the Advocacy Committee as a Standing Committee of the Library Advisory Commission.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF and PRESIDENT KERNIGHAN

NOES -

ABSENT -

ABSTENTION -

ATTEST:

\_\_\_\_\_  
LATONDA SIMMONS  
City Clerk and Clerk of the Council of  
the City of Oakland, California