

CITY OF OAKLAND

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2015 JAN 15 AM 10: 23

# Agenda Report

**TO:** HENRY L. GARDNER  
INTERIM CITY ADMINISTRATOR

**FROM:** Gerry Garzón

**SUBJECT:** 2014 Library Commission Annual Report

**DATE:** December 29, 2014

City Administrator  
Approval

Date 12-30-14

Attached is the Annual Report from the Oakland Public Library Advisory Commission, covering the period from May 2013 to December 2014. Chairperson Kathryn Sterbenc will present the report and answer questions.

Respectfully submitted,

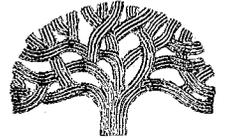
**GERRY GARZÓN,**  
Library Director

For questions please contact Gerry Garzón at 238-6608.

Attachments  
--LAC Annual Report

2015 JAN 15 PM 12:00

CITY OF OAKLAND



OAKLAND PUBLIC LIBRARY • 125 - 14TH STREET • OAKLAND, CALIFORNIA 94612-4310

January 27, 2015

**LIFE ENRICHMENT COMMITTEE**  
**Oakland City Council**

**Subject: 2014 Annual Report of the Library Advisory Commission**

Chairperson Brooks and Members of the Committee:

The Library Advisory Commission hereby reports on its activities for the period since the last formal report to the Committee (May 2013).

**Introduction:**

As you will read in the following sections about the Library Advisory Commission's ongoing activities and future goals, the Commission is dedicated to increasing awareness of the Oakland Public Library's role as a vibrant community center, education partner, and unwavering source of information and inspiration. The Commission is also diligently working on multiple projects to safeguard the Library's future, ensuring that these critical programs and services will continue to be available to all present and future Oakland residents.

A \$3.5 million budget gap projected only six months from now threatens the loss of the equivalent of 6-8 branches of the Oakland Public Library. In the face of this catastrophic threat, the Commission's focus in 2015 will be: *Open Libraries, Open Doors*. Through its goals and activities, the Commission is tireless in its pursuit of short- and long-term financial sustainability for the Library.

The LAC takes seriously its mandated duty "to advise and make recommendations on the operation and future development of the library system and to act as a liaison between the Library Department and the Mayor and City Council." We also are vigilant in providing citizen oversight of Measure Q parcel-tax expenditures, a duty assigned by City Council to the Commission in 2004. I wish to thank and acknowledge my fellow commissioners past and present. Attachment A lists those who have served as commissioners since our last report.

Item No. 5  
Life Enrichment Committee  
January 27, 2015

**Commission Activities:**

The following details how Commission members have represented the City of Oakland and its libraries to local, regional and state policy makers and to the broader library community. Additionally, each commissioner takes an active role in relaying to staff the variety of Library needs of the many Oakland neighborhoods we represent.

**LAC Strategic Plan Goals for 2015:**

1. Increase awareness of Library programs; build ongoing support among consumers and key Library stakeholders in Oakland and Sacramento; and pursue allies across all sectors of the city for short- and long-term financial sustainability. LAC accomplishments and ongoing activities include the following:

- Create advocacy plan for the Library's FY2015-16 budget cycle.
- Create talking points and marketing materials as needed for commissioners to deliver a clear and effective message to Library patrons and Oakland voters.
- Identify members of the LAC Speaker's Bureau and provide ongoing training and materials.
- Hold 1-2 public hearings to raise awareness of the Library's financial challenges, as well as OPL programs and services – and to gain community involvement in the sustainability effort.
- Conduct regular meetings with elected officials in Oakland, to provide updates and strengthen relationships.

2. Increase community knowledge about the Library and the Commission; expand network of Library supporters; and identify allies across all sectors for short- and long-term financial sustainability.

- Continue to produce the OPL Advocate e-newsletter, which launched in July 2013 to maintain momentum and build esprit de corps among the Library's advocate community.
- Maintain and expand the Commission's presence on social networking platforms, including Facebook, Twitter, MeetUp and Flickr.
- Continually develop list of sites where the Speaker's Bureau can do outreach. Sites include houses of worship, PTAs, nonprofits, schools, etc.
- Build relationships with existing Branch Friends groups and facilitate the creation of groups for "Friendless" branches.
- Participate in conferences and other events to strengthen advocacy role and network with city and state Library organizations.
- Organize 1-2 "meet and greet" mixers for the Commission and its fellow Library advocacy groups, supporters and stakeholders.
- Work closely with Library Administration to pursue corporate funding for the Library.

3. Establish financial sustainability for the Library and restore the sixth day of service to its branches.

- Focus on coalition-building with Library advocacy groups at the local, state and national levels.

- Lay the groundwork for an eventual initiative campaign to achieve long-term financial sustainability.
  - Continue to identify and cultivate key relationships to support this sustainability work.
4. Maintain LAC infrastructure to facilitate the goals detailed above.
- Maintain current structure of two Standing Committees (Advocacy and Networking).
  - Bring all new commissioners up to the baseline of knowledge necessary to be effective in their roles and create numerous opportunities for them to gain additional knowledge.
  - Continually recruit to maintain a full complement of commissioners – representing the rich range of Oakland’s diversity.
  - Continue to develop the leadership skills of the Commission with succession-planning in mind.

**2014 Accomplishments:**

- Hosted our first public hearing in October 2014, featuring five panelists from various sectors of the city, speaking about the vital support OPL provides for their work. Panelists included Margaret Jerene, Early Care & Education Specialist, First 5 Alameda County; Ann Gallagher, District Librarian, Oakland Unified School District; Alex Bracco, OPL Youth Leadership Council; Joyce M. Guy, Program Specialist, West Oakland Job Resource Center, and Paul Figueroa, Assistant Chief, Oakland Police Department. The complete transcript of the Cesar Chavez Branch event can be read here: <http://oaklandlibrary.org/sites/default/files/lac/2014-10-06/LAC%20Public%20Hearing%20Transcript.pdf>.
- Received presentation in January 2014 about the Citywide Public Safety Report from Neighborhood Services Supervisor Joe DeVries and OPD Assistant Chief Paul Figueroa, inspiring the LAC’s commitment to pursue greater public-safety collaboration between the Library, OPD and the Commission.
- Held OPL Library Advocate Mixers at Cesar Chavez Branch in July 2013 and at AAMLO in November 2013 and November 2014.
- Held commission retreat in August 2013 to review long-term financial sustainability research and seek consensus on goals.
- Hosted all-advocate brainstorming meeting in September 2013 to discuss long-term financial sustainability.
- Organized and conducted Public Speaking Workshop and Elevator Speech Workshops throughout the year for all library advocates to build skill sets.
- LAC Chair and Vice Chair gave a presentation on collaborative advocacy at the California Public Library Advocates Spring Workshop in Castro Valley in March 2014.
- Eight commissioners attended the California Library Association (CLA) Conference in Oakland in November 2014.
- During the CLA Conference, LAC members joined representatives of Save Oakland Library, Lakeview Branch Friends and OPL Administration to present a workshop entitled, “Building a Standing Army of Library Advocates in Oakland.”
- Won an American Library Association/United for Libraries grant to receive a customized, two-day training entitled “Citizens-Save-Libraries.” United for Libraries

Executive Director Sally Gardner Reed will travel to Oakland in January 2015 to meet with 5-10 Oakland library advocates and provide the training.

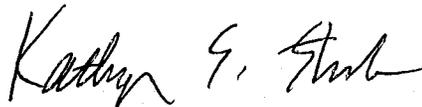
- Continued to recruit and train a more diverse commission (age, ethnicity, gender, etc.).
- Continued to build relationships with state and national library groups, including the California Library Association, California Public Library Advocates, the California State Library, EveryLibrary, and the American Library Association.
- Received continuing education by hearing presentations on:
  - Collection Development
  - Affordable Care Act implementation – Library Services
  - Fund-raising for Library Programs and Projects
  - Oakland's Public Ethics Commission
  - California Reads: Veterans Services & Programs at OPL
  - Prisoner Re-Entry in the City of Oakland (Department of Human Services/Oakland Unite)
  - Hiring Process Summary for Permanent Positions
  - Hip Hop Therapy (Beats, Rhymes and Life): Teen Mental Health Program
  - City's Response to the Homeless Population

**Future Issues and Activities:**

1. Secure additional General Funds to fill the projected \$3.5 million budget gap in Fiscal Year 2015-16.
2. Achieve long-term sustainability of Library funding: Identify and pursue available long-term funding strategies to ensure the OPL's ability to provide Library services to the City of Oakland.
3. Restore service hours: Continue to explore the leadership role the Commission could play in a campaign to restore lost Library service hours.
4. Pursue increased collaboration between the Oakland Public Library, Library Advisory Commission and the Oakland Police Department, in acknowledgement of the vital role already played by the Library in building a safer community for all Oaklanders.
5. Maintain focus on ensuring that adequate Library programs and services are available for Oakland's underserved and isolated communities.

The LAC will continue to work closely with the Library Director and elected officials to ensure that the public has a voice in how decisions are made about the future of public libraries in Oakland.

Respectfully submitted,



Kathryn Sterbenc, Chairperson  
Library Advisory Commission

Item No. 5

Life Enrichment Committee  
January 27, 2015

Report of the Library Advisory Commission  
Current Roster

Acknowledgment of Commissioners who served from April 2013 to December 2014

**The LAC thanks the following individuals who ended their terms on the Commission since the previous report to the Life Enrichment Committee:**

Daniel Belay  
David Bolaños  
Sharon Cravanas  
Yael Franco  
Jeanetta Mack  
Carolyn Mixon  
Kathryn O'Neal  
Charles Sanchez  
Linda White-Taylor

**The following is a list of current Commissioners:**

Kathryn Sterbenc, Chairperson  
Andrew Racle, Vice Chairperson  
Ain Bailey  
Victoria A. Barbero  
Ruby Bernstein  
Roy Chan  
Shanthi Gonzales  
April Harper  
Lesley Mandros Bell  
Rosa Montgomery  
Susanne M. Perkins  
Jeanine Shimatsu  
Noelle Tu Duong