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2017 FEB 16 PM 7:27

# AGENDA REPORT

**TO:** Sabrina B. Landreth  
City Administrator

**FROM:** Gerry Garzón  
Director of Library Services

**SUBJECT:** Pop-up Mobile Library and Services to Youth

**DATE:** February 6, 2017

City Administrator Approval

Date:

*2/16/17*

## RECOMMENDATION

**Staff Recommends That The City Council Accept This Informational Report, "Pop-Up Mobile Library And Services To Youth" From The Special Projects And Teen Services Division of The Oakland Public Library.**

## EXECUTIVE SUMMARY

The Pop-up Mobile Library is a new program funded by the City Council starting FY 2016-17. It will travel to areas across the City of Oakland and bring services and library resources to youth of all ages, with prioritization given to low-income families and youth. This vehicle will create a pop-up social gathering space, no matter the locale, by offering a unique and inviting space while providing youth access to books, various technological tools, and educational resources. It will increase awareness of the Oakland Public Library in areas not currently and consistently reached by library branch services or school outreach efforts.

Gyroscope, an architectural firm based in Oakland, was hired in June 2016 to design the Pop-Up Mobile Library. A series of six youth focus groups were conducted in East and West Oakland to obtain feedback on the design and services provided by the vehicle. Those groups were:

- Hoover Elementary School, ages 10 – 11;
- Anna Marie Whalen Boys & Girls Club, ages 12 – 16;
- East Oakland Boxing Association, ages 12 – 17; and
- Lighthouse Community Charter School, ages 15 – 18.

Hoover Elementary and the East Oakland Boxing Association were visited twice. The Boys & Girls Club and Lighthouse Community were each visited once. Two staff focus groups, comprised of 10-15 staff members from different job classifications, were also held. The design phase is scheduled for completion early February 2017 with fabrication of the truck bed to commence soon after. The Pop-Up Mobile Library is expected to begin service in Fall of 2017.

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Life Enrichment Committee  
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## **BACKGROUND / LEGISLATIVE HISTORY**

On June 30, 2015, the City Council adopted the FY 2015-17 Biennial Policy Budget (Resolution No. 85672 C.M.S.), which included Policy Directives to various Departments for which additional General Purpose Fund appropriations were made. The Oakland Public Library received a baseline appropriation increase of \$500,000 beginning in FY 2016-17 for the purpose of Expanded Library Service, starting July 1, 2016.

On February 23, 2016, the Library reported to the Life Enrichment Committee that rather than expand branch library hours, which was the original conception and would be limited, it was recommending the introduction of a Pop-Up Mobile Library as an opportunity to provide services to our underserved neighborhoods. City Council was supportive of the new direction.

## **ANALYSIS AND POLICY ALTERNATIVES**

The Pop-up Mobile Library was conceived as an alternative to expanding library services throughout the City. It can travel to where library facilities are distant (but where youth congregate) and services to support afterschool and summer enrichment activities are most needed, as well as access to technology resources and training. One of the hallmarks of the Pop-Up Mobile Library is its adaptability. Using a variety of equipment and carts, the Pop-Up Mobile Library can tailor its contents to fit the needs of a specific audience, helping to supplement other programs provided in certain areas of the City. The Pop-Up Mobile Library will always offer WiFi Hot Spots, electronic charging stations, laptops, computer tablets, books, umbrellas, tables and portable seating. Adaptable features include gaming equipment; Science, Technology, Engineering & Math (STEM) and Maker craft and coding activities; bike repair; food literacy; movie nights; story times, and quiet reading.

The Pop-up Mobile Library will also be an electric vehicle. Art panels on each side of the truck will be designed by local youth groups and continuously changed throughout the year.

## **FISCAL IMPACT**

The City Council has appropriated \$500,000 beginning July 1, 2016 to expand library services.

## **PUBLIC OUTREACH / INTEREST**

No outreach was deemed necessary for the report beyond the standard City Council agenda noticing procedures. As part of the development of the Pop-Up Mobile Library, the consultant conducted six youth focus groups to develop the mobile library.

## **COORDINATION**

In preparation of this staff report, staff coordinated with the Budget Office, the Office of the City Attorney, and the Department of Public Works.

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**SUSTAINABLE OPPORTUNITIES**

**Economic:** The Pop-Up Mobile Library will provide laptops and tablets for youth to search for job opportunities, research schools, financial assistance, career planning, resume and cover letter posting.

**Environmental:** The Pop-Up Mobile Library is an all-electric vehicle.

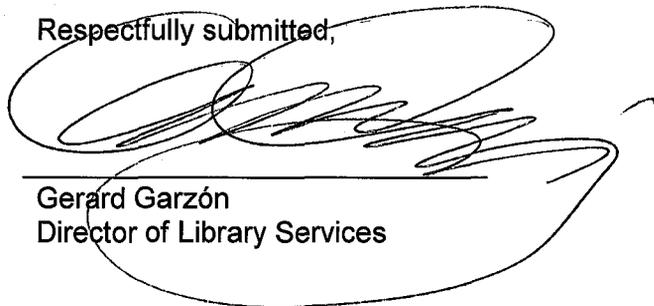
**Social Equity:** Through the provision of expanded library services to youth of all ages, with prioritization given to low-income families and youth, using the Pop-Up Mobile Library that delivers City Services to areas of our city where there are no facilities – libraries, recreation centers, Head Start centers – we can begin to show the face of our City to many parts of Oakland, and our underserved youth, who have little contact with City services.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that the City Council accept this Informational Report, "Pop-Up Mobile Library and Services to Youth" from the Special Projects and Teen Services Division of the Oakland Public Library.

For questions regarding this report, please contact Mary Schrader, Supervising Librarian for Special Projects at 510-238-6720.

Respectfully submitted,



Gerard Garzón  
Director of Library Services

Prepared by:  
Mary Schrader, Supervising Librarian  
Special Projects

Attachments (1): Power Point Presentation

**CITY COUNCIL  
LIFE ENRICHMENT COMMITTEE  
February 28, 2017**

**Pop-Up Mobile Library and Services to Youth**

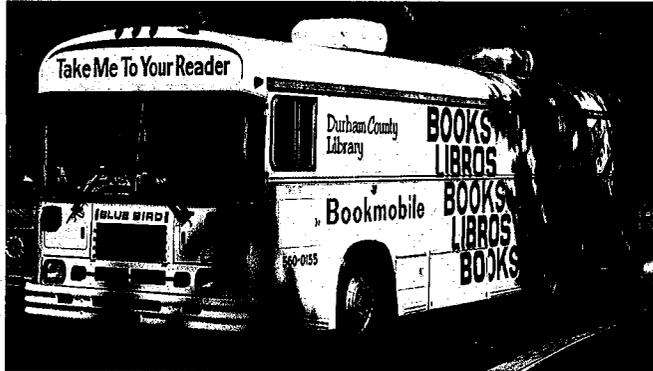


**LANA ADLAWAN  
SUPERVISING LIBRARIAN, TEEN SERVICES**

**MARY SCHRADER  
SUPERVISING LIBRARIAN, SPECIAL PROJECTS**



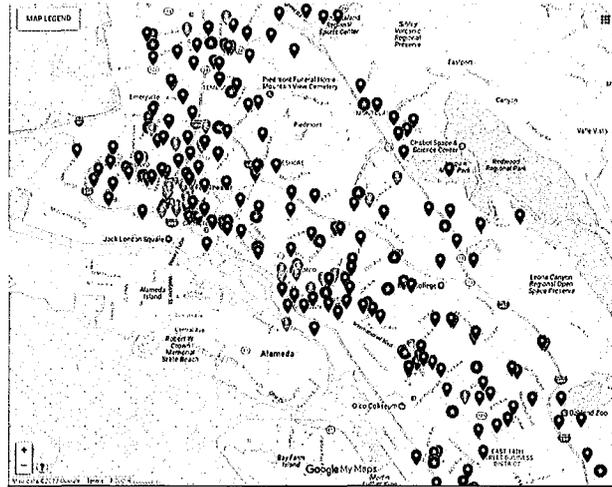
# IS IT A NEW BOOKMOBILE ?



## IDEAS!

- ✓ GREEN VEHICLE
- ✓ DISPLAY MONITOR
- ✓ SPEAKERS
- ✓ CHARGING STATIONS
- ✓ WI-FI HOTSPOTS
- ✓ GRAFFITI WALL
- ✓ SHADE UMBRELLA
- ✓ ADAPTABLE
- ✓ COMFY SEATING
- ✓ TABLES
- ✓ MOVIE SCREEN





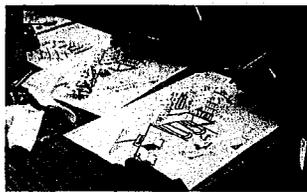
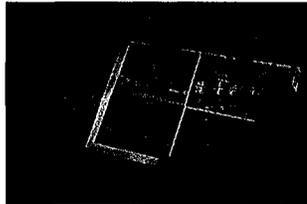
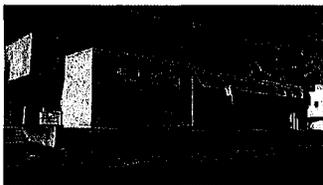
**KEY:**  
 OAKLAND PARKS  
 OAKLAND UNITE PARTNERS  
 OAKLAND LIBRARY SITES  
 OUSD MIDDLE & HIGH SCHOOLS - HIGH PERCENTAGE OF STUDENTS RECEIVING FREE AND REDUCED LUNCH



### YOUTH FOCUS GROUPS

#### HOOVER ELEMENTARY SCHOOL

TWO FOCUS GROUPS - 4<sup>TH</sup> & 5<sup>TH</sup> GRADERS



#### LIGHTHOUSE COMMUNITY CHARTER SCHOOL

ONE FOCUS GROUP - 15-18 YEAR OLDS



## YOUTH FOCUS GROUPS

**EAST OAKLAND  
BOXING ASSOCIATION**  
TWO FOCUS GROUPS - 12-17 YEAR OLDS



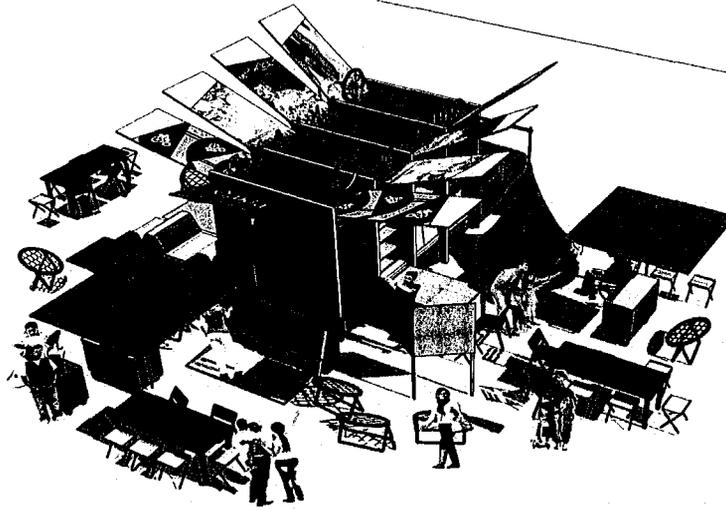
**ANNA MARIE WHALEN  
BOYS & GIRLS CLUB**  
ONE FOCUS GROUP - 12-16 YEAR OLDS



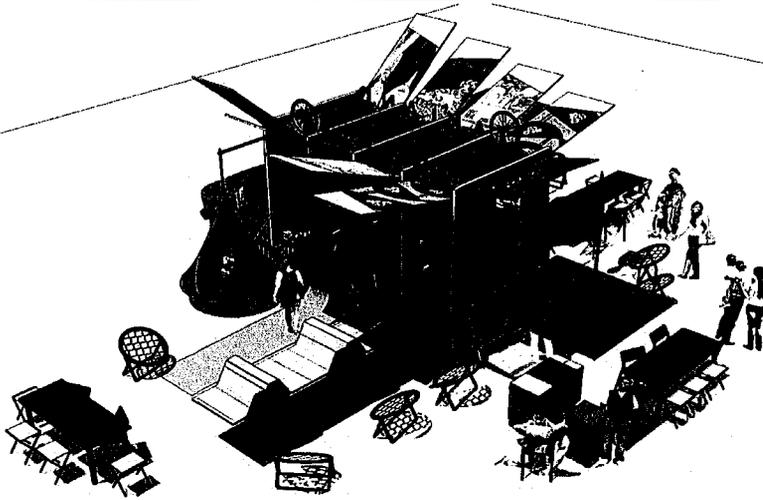
## THE MOBILE LIBRARY



SOCIAL  
GATHERING  
SPACE

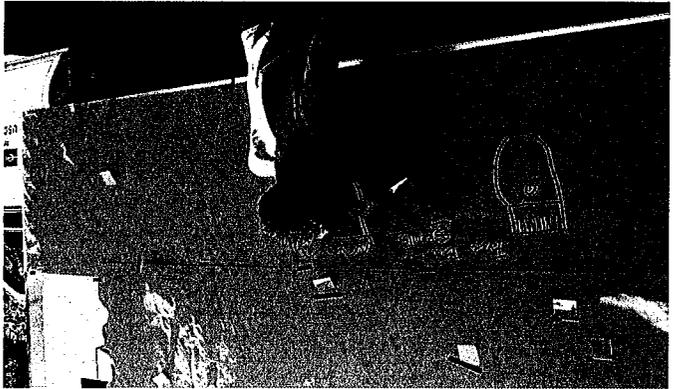


FLEXIBLE





SOMETHING  
FOR  
EVERYONE







ALL AGES ARE WELCOME



THANK YOU!

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