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OFFICE OF THE CITY CLERK
OAKLAND

2016 FEB 10 PM 3:46 **AGENDA REPORT**

TO: Sabrina B. Landreth
City Administrator

FROM: Gerry Garzón
Director of Library Service

SUBJECT: Expanded Library Services

DATE: February 4, 2016

City Administrator Approval

Date:

[Signature]
2/16/16

RECOMMENDATION

Staff Recommends That The Life Enrichment Committee Accept This Informational Report To Expand Library Services Throughout The City Of Oakland Through The Use Of Pop-Up Mobile Library Services.

EXECUTIVE SUMMARY

During the City of Oakland's Fiscal Year (FY) 2015-17 Budget discussions, City Council finalized and appropriated an additional \$500,000 in FY 2016-17 specifically to: *"Expand Library Service: Starting July 1, 2016 - Branches to be prioritized by those serving disadvantaged youths and should be geographical (sic) dispersed throughout the City."*

At the time, initial thinking was to provide additional days at branch libraries which are currently open 5-days per week. Preliminary estimates to add an additional day indicated the funding could accommodate up to four branches in the system through the use of non-permanent part-time employees. New labor agreements restricting the hiring of non-permanent part-time employees have required staff to look at alternatives at how best to satisfy the City Council's policy directive.

The Mobile Library will provide access to books, technology, maker space and digital learning spaces to our underserved neighborhoods. The new Mobile Library will encourage social gathering, and establish more flexible spaces, offering our young people an experience, in addition to transactions. The Mobile Library is a continuation of Oakland Public Library's (OPL) New Models of Service which places our community first, emphasizes "people over things" and ensures welcoming and engaging physical spaces.

The funding will provide both staffing and mobility to provide library services to disadvantaged youth in those areas of our city, primarily in East and West Oakland, where Library and Programming Services are desperately needed.

Item: _____
Life Enrichment Committee
February 23, 2016

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 appropriations had been 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. Staff indicated in the tracking matrix (see below) that they would bring forward a report to the City Council’s Life Enrichment Committee meeting of February 23, 2016.

Purpose	Item Description	Department Responsible	Target Date for Final Delivery	Status and Next Steps Detail	Committee	Status	Contact Person
Holistic Community Safety	Expand Library Service - Starting in July 2016 - Branches to be prioritized by those serving disadvantaged youths and should be geographical dispersed throughout the City FY 2015-16: \$0 FY 2016-17: \$500,000	Library	July 2016	Staff plans to bring forward recommendations to 02/23/2016 Life Enrichment Committee.	Life Enrichment/ Education Partnership	Open	Gerry Garzon

ANALYSIS AND POLICY ALTERNATIVES

As a result of labor factors outside of its control, the Oakland Public Library staff conceived of a different way to satisfy the City Council’s request to expand library services throughout the City. Instead of opening a few libraries additional hours, the mobile library can travel to sites around Oakland to bring services directly to the community. It can provide Oakland residents, particularly our youth in underserved neighborhoods, access to education, books, and technologies.

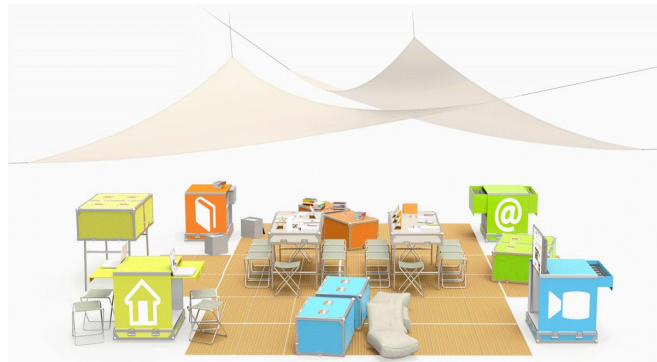
Staff envision that our new mobile library will encourage social gathering. Possibly modeled on a food truck, the library will open out to the street, with portable elements that can be deployed to create a unique and inviting social space, a 3rd space.

Staff further envision that the mobile pop-up library will be branded as part of the Oakland Public Library and the City of Oakland’s urban fabric. We want an experience that embodies Oakland’s creative spirit, is easily recognized as it drives around the City, and that is contemporary and “cool.”

What is it?

- Size of a Food Truck or Container Parklet
- Green Vehicle
- Broadcast Speakers for Music/Readings/Announcements
- Built-in Display Monitors
- Wi-Fi Hotspot
- Electrical Charging Stations
- Awning for Sun or Rain
- Chalkboard/Graffiti Wall
- Day and night appropriate (lights, etc.)

IDEAS BOX



What's Inside?

- Pull out Crates for Supplies and Giveaways
- Seed Library
- Comfy Chairs
- Stand Up Café Tables
- Flyers/Info
- Ideas Box**

What Can you do?

- Borrow or Return Materials
- Connect to the Wi-Fi
- Get a Library Card
- Learn How e-Services Work
- Play with e-Readers
- Download Music and Books
- Read, Chat, Listen, Think
- Passive or Active Programming (crafts, coloring, games)
- Listen to a Story
- Use a Laptop
- Ask a Question

Where Can it go?

- Head Start Centers
- Late Night Live (Midnight Basketball)
- Recreation Centers & Parks
- Storytime in the Park
- OUSD Family Reading Nights
- National Night Out
- Digital Arts & Culinary Academy (DACA)
- Poetry Slams
- Youth Uprising
- East Side Arts Alliance
- West Oakland Teen Center
- The Spot in Chinatown

Initial estimates that were done to determine costs of opening an additional day of service (e.g., 4 hours on Sunday, additional evenings) used the current model of Library staffing of non-permanent part-time employees. Those estimates indicated a potential to open up to 3-4 branches an additional day within a \$500,000 annual budget. This would have added 16 additional hours per week; on average 832 hours per year. A model utilizing permanent staff reduced the hours referred to above by at least half as a result of the additional fringe and retirement costs for permanent staff.

Consequently, staff began to investigate a model that could address more disadvantaged youth throughout the city, in areas where there are few city services, and work collaboratively with our partner Departments to provide needed services. The new model is similar to the old bookmobile paradigm, just modernized for the 21st century, that would deliver a range of services to our neighborhoods – services that could be customized to the specific community.

FISCAL IMPACT

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

1st Year Cost Estimate (FY 2016-17):

Mobile Library:	\$100,000 - \$150,000 (One-time capital cost)
Consultant/Soft:	\$100,000 - \$150,000 (One-time costs)
Staff	\$225,000
Programming	<u>\$ 25,000</u>
Total	\$450,000 - \$550,000

2nd Year Cost Estimate (FY 2017-18):

Staff	\$250,000 - \$300,000
Mobile Library	
Maintenance	\$ 55,000
Operations	\$ 25,000
Programming	<u>\$100,000</u>
Total	\$430,000 - \$480,000

Oakland Public Works staff will conduct a Request for Proposals (RFP) for a consultant to assist with the design and build of the Pop-Up Mobile Library. The consultant is expected to include participation from the community for the design process that will help to produce a mobile pop-up library for the 21st century urban library. The RFP is expected to be issued in March-April 2016. Once a consultant is selected, the contract will return to City Council for approval.

The hope is that this Mobile Library is a prototype to test and prove concepts for specific activities in Oakland and this is the first of several that will operate throughout the city.

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 Mobile Pop-Up Library, the consultant will work with the community and youth groups to develop the mobile library.

COORDINATION

Staff consulted with the following offices in preparation of the report:

- Budget Office
- City Attorney's Office
- Office of Parks & Recreation
- Department of Human Services
- Department of Public Works

SUSTAINABLE OPPORTUNITIES

Economic: There are no economic opportunities associated with this report.

Environmental: There are no environmental opportunities associated with this report.

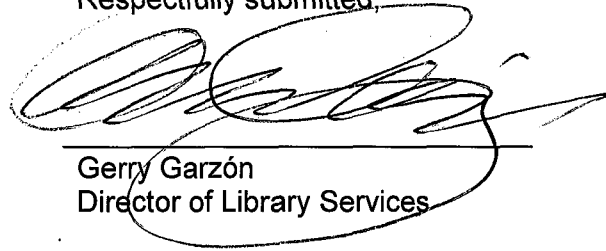
Social Equity: Through the provision of expanded library services by the use of the Pop-Up Mobile Library that delivers City Services to areas of our city where there are no facilities – libraries, recreation centers, Head Start centers – we can begin to show the face of our City to many parts of Oakland,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

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the Life Enrichment Committee accept this informational report to expand Library Services throughout the City of Oakland through the use of Pop-Up Mobile Library Services.

For questions regarding this report, please contact Gerry Garzon, Director of Library Services, at 510-238-6608.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Gerry Garzón', is written over a horizontal line. The signature is fluid and cursive.

Gerry Garzón
Director of Library Services

Attachments (1): PowerPoint

A: Recommendation Expanded Library Services Prioritized to Serving Disadvantaged Youth

City Council Life Enrichment Committee February 23, 2016

**RECOMMENDATION
EXPANDED LIBRARY SERVICES PRIORITIZED
TO SERVING DISADVANTAGED YOUTH
GEOGRAPHICALLY DISPERSED
THROUGHOUT THE CITY OF OAKLAND**



RECOMMENDATION

Direction to Staff in finalizing FY 2015-17 Budget

City Council appropriated an additional \$500,000 in FY 2016-17 to:

- *Expand Library Service*
- *Starting July 1, 2016*
- *Branches to be prioritized by those serving disadvantaged youths*
- *Should be geographical[ly] dispersed throughout the City*

RECOMMENDATION

Initial Thoughts for \$500K:

- Open Up to 4 Additional Branch Libraries one additional day per week
- Adds 16 additional hours per week; on average 832 hours per year
- Hire Non-Permanent employees for Sundays
- Opportunity to Disperse between East & West Oakland

Secondary Thoughts post MOU:

- Open Up to 2 Additional Branch Libraries one additional day per week
 - Adds 8 additional hours per week; on average 416/year
-
- New thought: Move the Service out to our Youth
 - How best to do that?
 - How best to attract them?

RECOMMENDATION

Bookmobile Service?

Oakland Public Library has had Bookmobile Service Before:

- Traditional Bookmobiles providing Interior Services
- Shelving primarily for Books, Magazines, DVDs, CDs
- Difficult to provide Programming, Storytimes, etc.



- Logistics: Drivers require Class A Driver's License and Certification
- Difficult to maneuver in all neighborhoods
- Many streets & locations unable to accommodate

RECOMMENDATION

What's the New Thought?



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Life Enrichment Committee
February 23, 2016

What Is It?

- Size of a Food Truck or Container Parklet
- Green Vehicle
- Broadcast Speakers for Music/Readings/Announcements
- Built-in Display Monitors
- Wi-fi Hotspot
- Electrical Charging Stations
- Awning for Sun or Rain
- Chalkboard/Graffiti Wall
- Day and night appropriate (lights etc)

RECOMMENDATION

How's This Different?



What's Inside?

- Pull out Crates for Supplies and Giveaways
- Seed Library
- Comfy Chairs
- Stand Up Café Tables
- Flyers/Info
- Ideas Box

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February 23, 2016

RECOMMENDATION

What Can You Do?



- Project sound from mic or stereo, image (film)
- Watch a Video

- Borrow or Return Materials
- Connect to the Wi-Fi
- Get a Library Card
- Learn How e-Services Work
- Play With e-Readers
- Download Music and Books
- Read, Chat, Listen, Think
- Passive or Active Programming (crafts, coloring, games)
- Listen to a Story
- Use a Laptop
- Ask a Question

RECOMMENDATION

Where Can It Go?

- Head Start Centers
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- Poetry Slams
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RECOMMENDATION

Where Can It Go?



- Farmer's Markets
- Oakland Museum Events
- Slow Food Festival
- Art Murmur
- City Hall Plaza Events
- Trivia nights outside bars/cafes
- Opening Receptions
- Any Outreach Event
- Live Is Living Festival

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RECOMMENDATION

THE IDEAS BOX: THE PORTABLE MEDIA CENTER TOOLKIT

FITS ON 2 PALLETS | SETS UP IN LESS THAN 20
MINUTES | CREATES A SPACE OF 1000 FT²

CUSTOMIZED CONTENTS AND EQUIPMENT

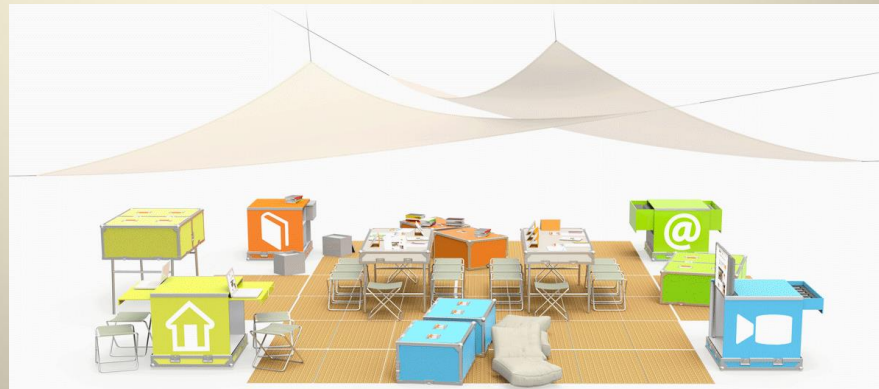
The Ideas Box offers a variety of educational and entertaining contents made to stimulate the creativity of its users by providing tools to produce their own resources and shape the Box to their own image.

For each deployment, the Libraries Without Borders team works in direct contact with in-country partners in order to identify the exact contents and equipment which correspond to the needs and the expectations of the populations (language, culture, geographical context, etc.).

The Ideas Box has its own power source through the generator included.



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Fiscal Impact?

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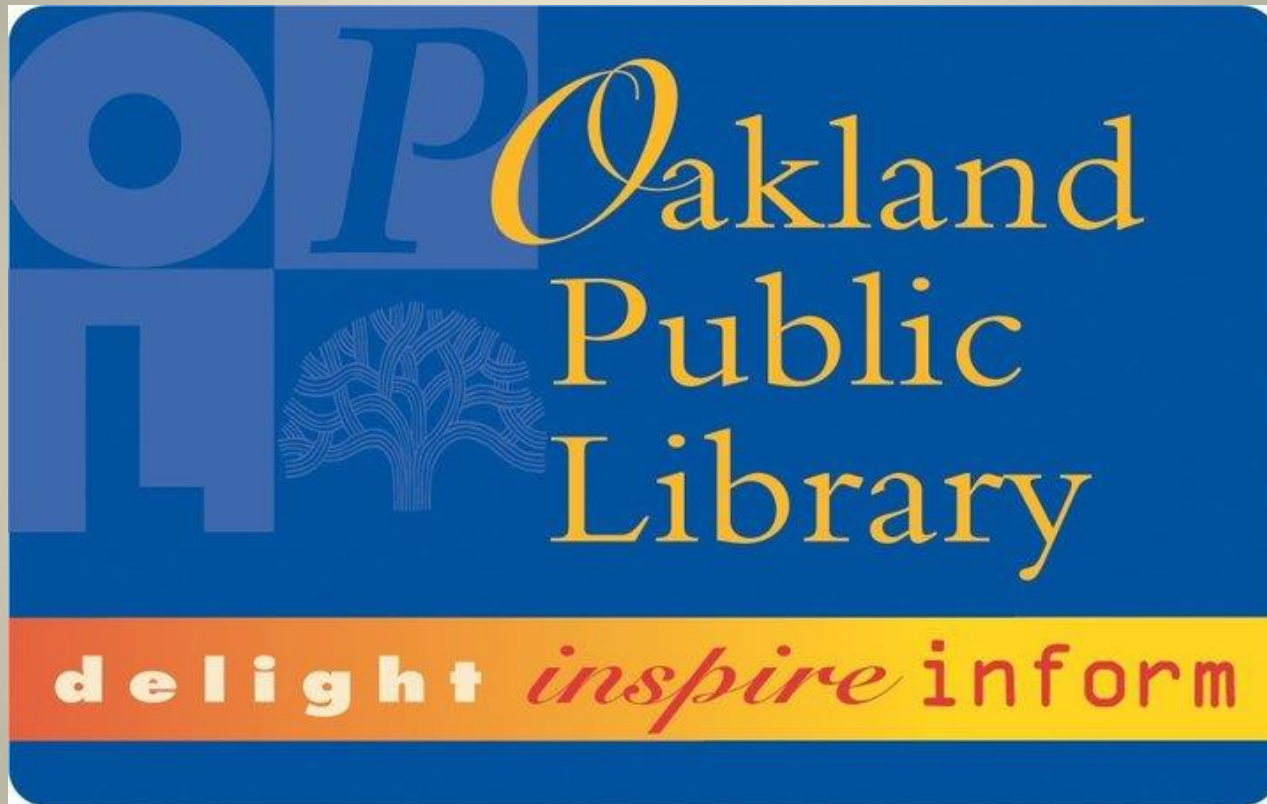
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Q & A



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