CITY OF OAKLAND

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Gerry Garzón
Director of Library Services

SUBJECT: Library Services and Programs
for Children

DATE: February 9, 2017

City Administrator Approval	Date: 2/16/17

RECOMMENDATION

Staff recommends that the City Council Accept This Informational Report, "Library Services and Programs for Children" From the Children's Services Division Of The Oakland Public Library.

EXECUTIVE SUMMARY

The Children's Services Division of the Oakland Public Library designs programs, services, and collections targeting children from birth through age 14 and their caregivers. In seventeen libraries throughout the city and in collaboration with partners in schools and neighborhoods, these services support school readiness and reading success, and position children to be lifelong learners and library users.

BACKGROUND / LEGISLATIVE HISTORY

The Oakland Public Library (OPL) has always served youth as evidenced by the establishment of the Children's Room in 1904 in the then, new Main Library at 14th and Grove Streets. The current Children's Services Division of OPL designs programs and services targeting youth from birth to age 14 and their caregivers, at seventeen locations across the City of Oakland. A full-time professional children's librarian serves each branch, a level of service established with the Library Services Retention and Enhancement Act of 1994 (Measure O) which called for "providing children's librarians in every library." Measure O's subsequent extension and expansion approved in March 2004, Measure Q, added "staff to coordinate youth programming and provide for full-time liaisons with Oakland Unified School District (OUSD)" (as well as staff for teen programs. On April 27, 2016, the Library presented to the Life Enrichment Committee an Informational Report outlining Library Services and Programs for Teens).

As reported to this Committee in December 2016 (File # 16-0410), OPL raises $100,000 or more per year from private funding sources for the Children's Literacy Programming Fund to pay for the non-personnel costs of its programming for children.

ANALYSIS AND POLICY ALTERNATIVES

The Children's Services Division of OPL supports children from birth and their caregivers in developing skills in active learning and critical thinking. We help children find joy in reading, in learning, and in connecting with their community, working closely with our partners in the Teen Services Division to demonstrate to every young person that Oakland values its youth.

In Fiscal Year (FY) 2015-16, attendance at Children's Services programs and outreach events was 158,462. Of that, 65,071 was attendance at storytimes, and 32,750 at class-sponsored visits to the library.

- **School Readiness & Storytimes**
As a partner in the Oakland Starting Smart and Strong Task Force, OPL's Children's Services designs programs that support caregivers in getting their children ready for Kindergarten. Every library location offers weekly drop in storytimes that model early literacy skills. We delivered 1,444 storytimes in our libraries in FY 2015-16.

  Approximately three times that many storytimes were also delivered directly in Head Starts and OUSD Children's Development Centers through our trained volunteers in our **Books for Wider Horizons** program. Initiated as a collaboration between Head Start and OPL, **Books for Wider Horizons** recently celebrated its 20th anniversary.

- **Summer Slide & Reading Incentives**
Our Kids Summer Reading program incentivizes reading during the summer to combat summer slide, a strategy of the Oakland Reads initiative. In summer 2016, 8,956 children participated and 5,483 read 20 or more days over the summer. Due to many requests for a reading incentive program over winter break, we recently developed "Winter Bingo," which reached 2,708 children in 2015-16. Participants in each program receive a free book to keep for reaching the goal, supported through a grant of the Kenneth Rainin Foundation.

- **Science, Technology and Art**
OPL Children's Services designs simple drop-in activities and encourages open-ended exploration, scientific thinking and creativity. We also work with partners for deeper-dive programming. For many years we've partnered with the Museum of Children's Art (MOCHA) to deliver regular art programming with an artist in several libraries. In FY 2015-16 we received grant funds from the federal Library Services and Technology Act (LSTA), administered through the California State Library, for "Make It @ Your Library", a series of pop-up makerspaces at the Temescal Library.

- **Caregiver & Community Support**
Children's Services at OPL includes wrap-around support for the community of caregivers. We are entering a second year of funding with the David and Lucille Packard Foundation to increase services to informal caregivers through "Play Café," an enhanced storytime with playtime, hot lunch, and giveaway books, at the Melrose, Elmhurst and Martin Luther King, Jr. Libraries. In the first two months of Play Café we had more storytime attendees than in the previous two years combined, with average attendance increasing by a factor of 25.

  For many years, OPL has collaborated with City of Oakland Human Services and the Alameda County Food Bank to serve free summer lunch to children and teens in many of our

libraries, providing a foundation for more effective summer programming. In summer 2016, we served 5,655 lunches to children and teens.

Recently, OPL Children's Services was selected in a competitive application to take part in a "Touchpoints in Libraries" training series and learning community. Touchpoints (from the Brazelton Touchpoints Center) is an evidence-based approach to understanding child development and using family engagement strategies to enhance customer service. OPL is one of 26 library jurisdictions in the state to receive this pilot training.

- **Collections Supporting Services**

Children's books and other materials in FY 2015-16 were checked out 907,357 times, accounting for 48% of all materials checked out at OPL. The diverse collections support curricular and informational needs, as well as recreational reading that encourages reading success.

In 2014, OPL received an Innovation and Technology Opportunity Grant from the Pacific Library Partnership Libraries to start a Toy Lending Library. Oakland Public Library is one of very few public libraries in the country to lend toys. In FY 2015-16 toys were checked out 2,107 times. Toys are now housed at 6 branches and can be placed on hold to be borrowed at any library, and there are plans to expand the collection to every location.

Our "Share the Love" collection allows us to serve the community with high-interest paperbacks, no strings attached. Stickers on these books encourage kids to "Read it, Love it, Pass it On" and we distribute them, no checkout required, in neighborhoods from our mobile Bike Library, and at school and community events. We also connect with local businesses or organizations that would like to house a small collection. In this way we can serve children who may not have a library card or are able to access our facilities. In FY 2015-16 we distributed 2,683 Share the Love books.

- **School Partnerships**

OPL serves all schools in our service area, but we have a deep relationship with OUSD and its charter schools. On the ground level we have many one-on-one relationships between branch library children's librarians and school site staff, resulting in 1,534 visits with classes in FY 2015-16, either in our libraries or by our librarians in school classrooms. Long standing central collaborations include regular meetings with the District Librarian and library staff, parent workshops at Summer Pre-K, assistance with the Rotary Club's Transitional Kindergarten Day, and much more.

We are currently developing our most exciting partnership to date with OUSD, the Oakland Promise Card (as reported to this Committee July 12, 2016, File # 15-1265), and look forward to enhancing our relationship and service to them with the mobile library, a report on which you are also receiving today.

FISCAL IMPACT:

There are no fiscal impacts associated with this informational report.

PUBLIC OUTREACH / INTEREST

This item did not require any public outreach other than posting on the City's website.

COORDINATION

In the preparation of this staff report, staff coordinated with the City Administrator's Office, the Controller's Bureau, and the Office of the City Attorney.

SUSTAINABLE OPPORTUNITIES

Economic: OPL's Children's Services Division offers free programs, materials and services available to all Oakland families.

Environmental: There are no environmental opportunities associated with this report.
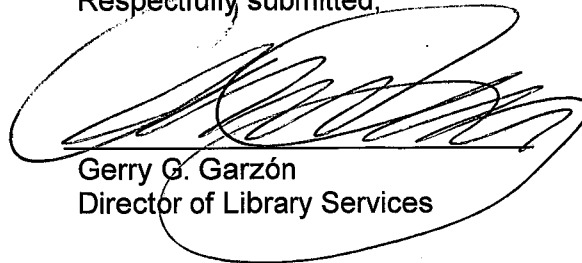
Social Equity: Through free access to activities and materials that support early literacy, school readiness, reading success and 21st century learning, and through targeted efforts to reach those populations with the most barriers to achievement in these areas, OPL's Children's Services advances equity in learning for all Oakland families.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council accept this informational report, "Library Services and Programs for Children" from the Children's Services Division of the Oakland Public Library.

For questions regarding this report, please contact Nina Lindsay, Head of Children's Services, Oakland Public Library at (510) 238-6706.

Respectfully submitted,

Gerry G. Garzón
Director of Library Services

Prepared by:
Nina Lindsay, Supervising Librarian
Children's Services

Attachments (1): Power Point Presentation

Library Services and Programs for Children

Oakland Public Library

Children's Services

Nina Lindsay, Supervising Librarian

February 28, 2017

OP Oakland
L Public Library

The Children's Services Division of the Oakland Public Library designs programs, services, and collections for children ages 0-14 and their caregivers.

Measure Q supports a full time Children's Services Librarian at every library location.

Services are delivered inside, outside, and online. supporting school readiness, reading success, and lifelong learning.

OP Oakland
L Public Library

*We put **over 907,000** children's books, toys, materials, in children's hands in FY 2015-16: (48% of all library materials checked out)*

O P L Oakland
Public Library

*Attendance at Children's Services programs and outreach events in FY 2015-16: **158,462***

O P L Oakland
Public Library

- School Readiness

- Literacy

- Inclusivity

- Collaboration

**OP Oakland
L Public Library**

School Readiness

Storytime

- Self-Regulation
- Social Expression
- Self Care and Motor Skills
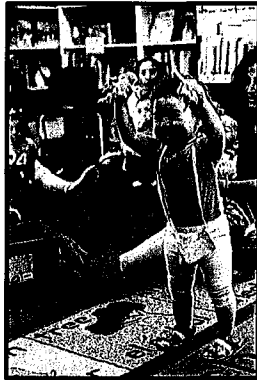
In 2015-16, we provided:

Avg 28 weekly librarian-led storytimes in our facilities, with total attendance of 65,071

110 weekly volunteer-led storytimes in 42 Headstarts and OUSD CDCs through our Books for Wider Horizons program

**OP Oakland
L Public Library**

School Readiness

Play Café

Extended storytime with open-ended play and warm lunch service; piloting at Elmhurst, Melrose and Martin Luther King, Jr. branches with support of the Packard Foundation. Investigating scaling and sustainability for other locations.

- 59% of caregivers reported never having attended a children's program prior to Play Café

- 71% of caregivers reported reading more to children after having attended Play Café

- Average attendance at toddler storytimes increased by a factor of 25

OP L Oakland Public Library

School Readiness

Toy Lending Library

Started in 2014 with grant funds

Currently at West Oakland, Rockridge, Main Library, Chavez, Melrose, and Elmhurst with plans to expand to all locations. Toys can be placed on hold and checked out at any library just like a book.

http://oaklandlibrary.org/toys

OP L Oakland Public Library

Literacy

Supporting Free Choice Reading

2014 Scholastic Kids & Family Reading Report

Ninety-one percent of children ages 6–17 say "my favorite books are the ones that I have picked out myself."

Nearly three-quarters of both boys and girls (73%) say they would read more if they could find more books they like.

http://www.scholastic.com/readingreport/what-kids-want.htm

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L Public Library

Literacy

Reading Incentive Programs

Kids Summer Reading
Challenges kids to read at least 20 days during the summer. In 2016 5,483 children met or exceeded the challenge

Winter Bingo
Easy and fun learning activities for any age. 2,708 Bingo cards were completed in 2016.
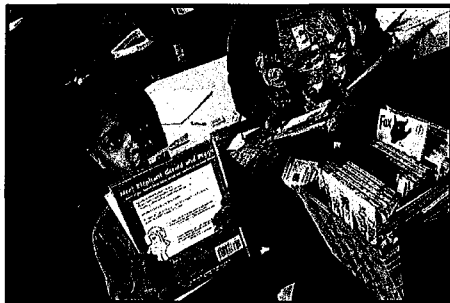
The prize: a book to keep!

OP Oakland
L Public Library

Literacy

Share the Love Collection

2683 children's books distributed in the community in 2015-16
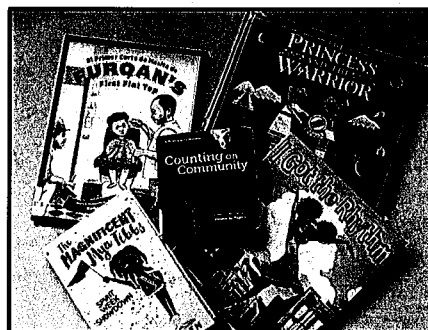
Read it.
Love it.
Pass it on.

OP Oakland
L Public Library

Inclusivity

Programs support diversity in:
- Learning styles
- Community perspectives and expertise
- Current needs of caregivers

OP Oakland
L Public Library

Inclusivity

Materials designed and curated for Oakland's child and caregiver community

Talk. Sing.
Read. Write.
Play.

Hable. Cante.
Lea. Escriba.
Juegue.

OPL Holiday Gift Guide: #OwnVoices Children's Books

OP Oakland
L Public Library

Collaboration

OAKLAND UNIFIED SCHOOL DISTRICT
Community Schools, Thriving Students

ALAMEDA COUNTY COMMUNITY FOOD BANK

OAKLAND LITERACY COALITION

OAKLAND PROMISE

FIRST 5 ALAMEDA COUNTY

Children's FAIRYLAND
Oakland's Storybook Theme Park

BANANAS

mocha

OP Oakland
L Public Library

Children's Fairyland, ca. 1973

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