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# AGENDA REPORT

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

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

**SUBJECT:** 2017 Library Advisory Commission  
Annual Report

**DATE:** August 23, 2017

City Administrator Approval

Date:

*[Handwritten signature]*  
*[Handwritten date: 8/29/17]*

## RECOMMENDATION

Staff Recommends That The City Council Accept This Informational Report From The Oakland Public Library Advisory Commission, Covering The Period From May 2016 to July 2017.

## BACKGROUND / LEGISLATIVE HISTORY

In accordance to Ordinance No. 8064 C.M.S., and amended by Ordinance 11730 C.M.S., 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.

## ANALYSIS AND POLICY ALTERNATIVES

In accordance to City Ordinances Numbers 8064 C.M.S. and 11730 C.M.S., the Library Advisory Commission has prepared an informational report. See Attachment A.

## FISCAL IMPACT

There is no fiscal impact on the City's General Purpose Fund.

## PUBLIC OUTREACH / INTEREST

No public outreach was conducted or required for the preparation of this report, other than the posting on the City's website.

## COORDINATION

Oakland Public Library staff were consulted in the preparation of this report.

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**SUSTAINABLE OPPORTUNITIES**

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

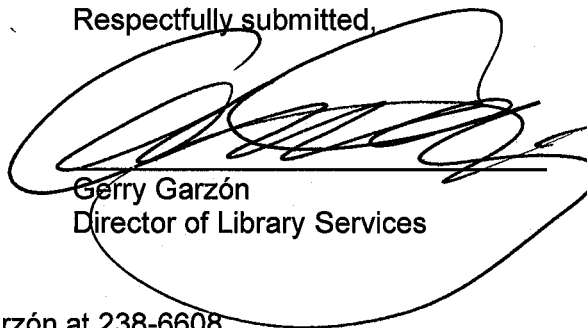
***Environmental:*** There are no environmental opportunities associated with this report.

***Social Equity:*** There are no social equity opportunities associated with this report.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that the City Council accepts this informational report.

Respectfully submitted,



Gerry Garzón  
Director of Library Services

For questions please contact Gerry Garzón at 238-6608.

Attachments  
--LAC 2017 Annual Report

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**August 16, 2017**

**LIFE ENRICHMENT COMMITTEE**

Oakland City Council

Subject: Annual Report of the Library Advisory Commission

Chairperson McElhaney 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 (April 2016).

**Introduction**

The Library Advisory Commission (LAC) is dedicated to increasing awareness of the Oakland Public Library's (OPL) 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 financial future, ensuring that these critical programs and services will continue to be available to all present and future Oakland residents. The Commission is grateful to the City for maintaining services at all locations.

The LAC strives to fulfill 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 Department of Library Services 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.

As we exist now, each of our 15 Commissioners has the responsibility to attend the monthly Commission meeting and attend a monthly meeting of one of the two standing Committees, Outreach or Sustainability.

Additionally, Commissioners attempt to:

- a) Adopt individual library branches and report on their status and needs;
- b) Attend meetings with City Council Members to share information on library programs and funding;
- c) Attend Council and other meetings as needed when votes concerning libraries and library funding are pending;
- d) Attend city events such as the Oakland Book Festival, Art and Soul, etc., as advocates for the library; and
- e) Advocate personally for libraries and serve as supporters of the system in our community.

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Life Enrichment Committee  
September 12, 2017

The following report details how the Commission has represented the City of Oakland and its libraries to city and state policy makers and the broader library community. Individually, each Commissioner takes an active role in relaying to staff the variety of library needs of the many Oakland neighborhoods we represent.

### **Key Issue: Long-term Financial Sustainability for Library Services**

The Oakland Public Library, with 18 locations in neighborhoods throughout Oakland, provides free access to vital information to all residents. From the ability to use computers and wi-fi free of charge, to programs such as Lawyers in the Library, OPL provides a safe haven to all in need of information, and to many in search of creativity and ideas. Oakland Libraries are a great equalizer in our community.

OPL offers:

- 28 storytime programs each week in English, Spanish and Mandarin to help children ages 0-5 learn to read. Over 1M books put in children's hands each year
- Class visits for students and their teachers to learn about the free resources available at their library
- Teen-friendly spaces, youth leadership programs, incarcerated youth writing and poetry workshops, Girls Who Program code workshops.
- Free summer lunch programs for students during the school break—addressing a large population (three quarters of Oakland students) who are eligible for free and reduced lunches during the school year
- Safe and welcoming programs to help adults who struggle to read to improve and make progress toward their goals
- Books, magazines, videos, music, ebooks, streaming movies and music—free to check-out.
- Bike Fix-It Clinics!

The library is the only place that brings all these resources together and makes them freely available to everyone.

Oakland Public Library services are funded by the City of Oakland's general fund and a voter-approved library services parcel tax and 285,000 people have free library cards. As a result of the Great Recession in 2008-09 and the resulting decline in City funding sources, branch service was cut from six days per week to only five. Through careful planning, OPL has prevented major reductions in core services. **However, a sustainable source of funding is needed to provide services this community needs.**

Consider that, among our neighboring Libraries (Berkeley, Alameda County, San Francisco, Contra Costa County, etc.),

- Oakland spends the lowest percentage on buying collections (books, eBooks, children's books, videos, magazines, etc.) for its residents;
- It also spends less than ½ per capita of what Berkeley and San Francisco Public Libraries spend on total expenditures for their residents; and

- Oakland has the lowest number of average open hours among all of its neighboring Public Libraries.

Think of what OPL could be, and do for our community, if our branches were open 6-7 days per week, including Sundays, 2-4 nights per week, and had comparable funding to our neighboring libraries? This is what we aspire to. This is what a full-service Library system in a city like Oakland should be and what Oakland Public Library needs to be. The Library Advisory Commission, through its strategic planning process, has been working diligently to work with Library Administration, City officials, and library advocates to create a path to financial sustainability.

### **Library Advisory Commission Strategic Plan 2017**

The Commission adopted its 2017 Strategic Plan on September 26, 2016. Two standing committees are responsible for overseeing the plan.

**Goal 1:** Establish long-term financial sustainability for Oakland Public Library and restore the sixth day of service at all branches.

**Goal 2:** Increase public awareness of Oakland Public Library programs and services, and accumulate potential YES voters for library-related ballot measures.

**Goal 3:** Maintain awareness among City Council, planners and residents of need for a new Main Library in downtown Oakland; track community efforts to add branches.

**Goal 4:** Maintain LAC infrastructure to sustain a robust commission.

### **The LAC has been active and engaged in its activities in support of these goals**

- The Commission voiced its support of the iBond Measure KK which provides \$15 million for library improvements and expressed support for four projects identified in the 2017-19 CIP budget (Asian, Brookfield, West, Main).
- Conducted regular meetings with elected officials in Oakland to keep representatives informed of library issues and funding needs.
- Approved letters of support for state legislation that seeks to lower the local vote threshold from the current two-thirds to 55% for library construction and renovation bond measures (SCA 3 – Dodd) and for the Black Arts Movement and Business District's application to become a California Cultural District.
- Organized a well-attended mixer event in December 2016 for library supporters to “meet and greet” and learn more about library services through brief presentations from library staff.
- Participate in OPL’s annual Volunteer Information programs to recruit new commissioners.

### **LAC Accomplishments, April 2016-April 2017**

We wish to thank and acknowledge our current commissioners, as well as those who ended their terms on the Commission since the previous report to the Life Enrichment Committee (Attachment A).

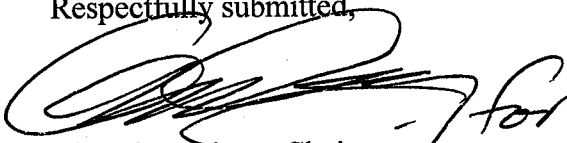
Highlights of the Library Advisory Commission's activities and accomplishments from the past year include the following:

- Oakland Book Festival – May 2016 Advocates booth
- LAC Mixer – December 2016
- Attending the California Library Association Annual Conference – November 2016
- Letter in support State legislation SCA 3 – Dodd that seeks to lower the local vote threshold from the current two-thirds to 55% for library construction and renovation bond measures.
- Letter in support of potential infrastructure bond measure providing \$15 million for library improvements
- Letter in support of the Black Arts Movement and Business District's application to become a California Cultural District
- 2017 visits to State Legislators Tony Thurmond, and Nancy Skinner
- Oakland Book Festival – May 2017 Advocates booth

Received continuing education on library issues and policy by hearing presentations on:

- Measure Q mid-year and year-end reports (OPL staff)
- Prisoner re-entry program update (City Staff/Human Services/Oakland Unite)
- Downtown Plan (City Planning Department – Strategic Planning)
- White House Initiative on Library Cards for Students (Gerry Garzón, Director of Library Services)
- Children's Services (OPL staff)
- Public Ethics Commission Presentation (City Public Ethics department staff)
- Department of Public Works (City staff/Public Works)
- Eureka Leadership Institute Presentation (OPL staff)
- Measure Q Parcel Tax Training (Vice Chair Randle)
- Collection Management (OPL staff)
- Arguments for building branch libraries in San Antonio and Hoover areas (Gerry Garzón, Director of Library Services)
- Social Media Training (former LAC Chair Sterbenc)
- Children's Services Information Report (OPL Staff)
- Teen Services Update (OPL Staff and Teen Volunteers)
- MOVE Pop Up Mobile Library (OPL staff)
- Adult Programming Highlights (OPL staff)
- Overview and Update of Library Services (OPL staff)
- Tips on how to support your branch friends group (OPL staff)

Respectfully submitted,



Victoria Barbero, Chairperson  
Library Advisory Commission

Attachment A: LAC Roster

Item: \_\_\_\_\_  
Life Enrichment Committee  
September 12, 2017

**Appendix A**

**Library Advisory Commissioners 7/31/17:**

Victoria A. Barbero, Chairperson  
Andrew Racle, Vice-Chairperson  
Ain Bailey  
Reginald Constant  
Kerrick Goodman-Lucker  
Nidhi Khosla  
Dr. A. Aurea Lewis  
Laura Liang  
Ken Lupoff  
Sarah McClung  
Lesley Mandros Bell  
Rosa Montgomery  
Susanne M. Perkins  
Rebekah Randle  
Charles Sanchez

The LAC thanks the following individuals who ended their terms on the Commission since the previous report to the Life Enrichment Committee (April 2016): Kathryn Sterbenc, April Harper, Sophia Rodriguez, Traci M. S. Griffin, Noelle Tu Duong