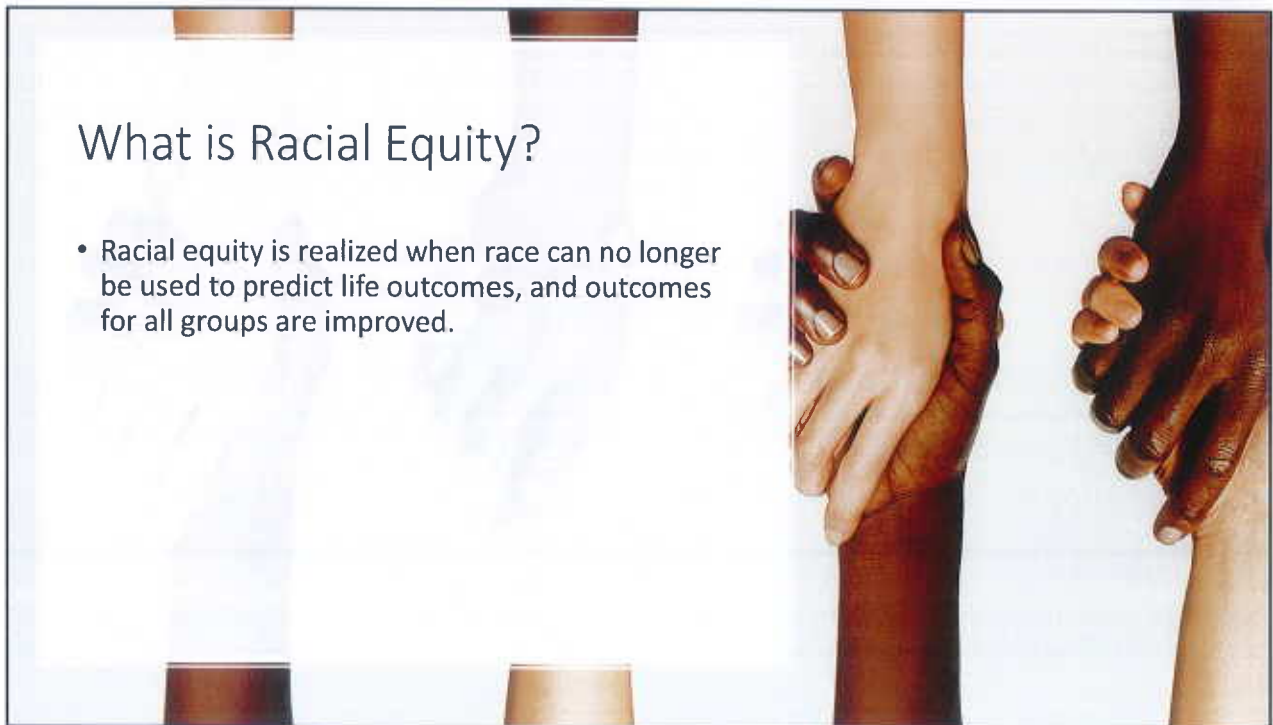


1



2



Frameworks to Address Racial Equity

- GARE: Government Alliance on Race and Equity
- REAP: Racial Equity Action Plan
- ORESJ: Office of Racial Equity and Social Justice
- CREI: Cultivating Racial Equity and Inclusion in Libraries
- C4LC: Champions for Library Change
- EDI: Equity, Diversity and Inclusion

3

Normalize, Organize, Operationalize

A framework to help organizations move the needle on racial equity through the work they do



4



Normalize

- JCLC attendance 2018
- CCC GARE cohort 2018
- Leadership/EDI listening sessions 2020
- Racial Equity trainings for all staff 2020-21 & ongoing
- ULC Anti-racism working group 2020 & ongoing
- All Staff Town Hall 2021
- Measure X Report 2021
- FFC Racial Equity trainings 2022


5



Organize

- EDI Committee established 2019
- CREI trainings 2020 & 2021
- Preparing for collection audit 2021
- Researching collection vendors 2021
- Modify recruitment language 2021
- C4LC Committee established 2021
- DCD/racial history maps 2021
- Create Early Literacy outreach program for new van 2022

6



Operationalize

- Booklist guidelines 2019
- Fine Free 2019
- Equity lens for collection 2019
- More bilingual positions 2020
- Spanish bilingual public events 2020
- Chinese collection in OverDrive 2020
- Removed MLIS requirement 2021
- Patron survey in Spanish and Chinese 2021
- Spanish interpreters' online programs 2022
- Implement collection audit 2022
- Implement early literacy outreach van 2023

7

EDI vs. C4LC

EDI	C4LC
<ul style="list-style-type: none"> • Public/outward facing with a broader focus 	<ul style="list-style-type: none"> • Internal focus on policies, procedures, practices
<ul style="list-style-type: none"> • The concept of Diversity encompasses acceptance and respect. 	<ul style="list-style-type: none"> • Solely focused on racial equity
<ul style="list-style-type: none"> • Whereas equality means providing the same to all, Equity means recognizing that we do not all start from the same place and adjust imbalances. 	<ul style="list-style-type: none"> • Includes the entire leadership team
<ul style="list-style-type: none"> • Inclusion, for the purposes of Contra Costa County's EDI Committee, is the intentional, ongoing effort to ensure that diverse individuals fully participate in all aspects of the library's work, including decision-making processes. 	<ul style="list-style-type: none"> • All staff provide input
	<ul style="list-style-type: none"> • Waiting for results of staff survey to determine what the groups focus will be in 2022

8

EDI: Equity, Diversity, and Inclusion

- The EDI committee goal is to imagine what we want the library system to look like: every patron and staff member feeling happy and included when they walk in a library door. To make our libraries a welcoming place where everyone gets what they need.

2021-22 work plan goals from EDI subcommittees include:

- Maintain online booklists
- Bring a rich diversity of programming via countywide celebrations
- Promote diverse resources, including non-English language collections & website resources
- Recruit & hire Spanish language interpreters for virtual programs
- Develop a page for the website filled with EDI content
- Recommend all staff trainers and training
- Continue to promote LGBTQ+ Action Plan

CONTRA COSTA COUNTY LIBRARY COMMISSION

AGENDA ATTACHMENT 2

MEETING DATE: Thursday, March 17, 2022

AGENDA ITEM #: 5.

ITEM: COUNTY LIBRARIAN REPORT

RECOMMENDED ACTION:

No action required.

County Librarian's Report to the Library Commission

Thursday, March 17, 2022

BETH KILIAN

It is with deep sadness and regret that we announce the passing of Beth Kilian, the Library's Human Resources Officer, who died unexpectedly on January 23rd of this year. Beth came to work for the Library in 2010 and during her 12-year tenure with the Library she built a team of three departmental HR staff who have been indispensable to the Library in navigating all of its human resources issues and processes. Her absence is felt deeply, and she is greatly missed by her colleagues.

NEW COMMISSIONERS

I am pleased to welcome the following new members to the Library Commission:

- Carolyn Wysinger: District 1 alternate
- Michel Masuda-Nash: City of San Ramon alternate
- Heather Lurvey: City of Walnut Creek alternate

NEW LIBRARY SERVICES MANAGERS

I am very happy to report that all three vacant Library Service Manager positions are now filled by Yemila Alvarez, Cheryl Lee, and Abby O'Neill.

CENIC

The Library has completed a two-year project to migrate to CENIC, a cost-effective, high-speed broadband network provided through a partnership of education and governmental institutions throughout the state. The Library project, completed in February 2022, is a unique partnership of the Library, DOIT, and commercial contractors. Said Laura McKeegan, project lead for the Library, "Before CENIC, we had to limit the bandwidth per PC and Wi-Fi user to about 8mbps. Even with that limit, many of branches were using 80+ percent of their bandwidth. After the CENIC upgrade, the limits have been removed and the branches use less than 20% of their bandwidth on average." The project also helped achieve considerable rebuilding and enhancing of the public and administrative networks severely compromised in the January 3, 2020, ransomware attack. Kudos to the entire Automation team who worked with DOIT and contractors to plan this complex project, install new equipment at 777 Admin, troubleshoot cutover of 777 to CENIC, rolled out new switches to all locations, and did intensive troubleshooting to minimize downtime for patrons and staff. Laura McKeegan, Kim Baillie, Ron Cruz, Tu Huynh, Bernie Zurlo, Ilyas Hans, Henry Yang, and Gail McPartland who oversaw the entire project.

THE SECOND ANNUAL COMMUNITY READS FOR KIDS

Community Reads for Kids is a countywide reading program that encourages everyone in our community to read and discuss the same book. This year, we are reading [The Vanderbeekers Make a Wish](#) by Karina Yan Glaser. The library will host a virtual book discussion on March 29th leading up to a live Zoom event with the author on April 13th. Register [here](#) with your email to attend each event.

SOCIAL MEDIA AMBASSADORS LAUNCH

Social Media Ambassadors are volunteers who support public relations by using their own social media accounts to share information about the Library. After signing up on our

website, volunteers receive an email from the Library once or twice a month with a suggested topic and a few details. Volunteers take the information from the emails, post about it in their own words, and tag us. The idea is to get an increase in engagement from the people who see their posts. The time commitment is very little, can be done from home or from a mobile device and volunteers do not have to fill out an application or track their hours. Library Commissioners are encouraged to participate! Sign up [here](#).

FY22-23 BUDGET

The Library Department's draft budget was submitted on time and balanced on Friday February 4th. Kudos and many thanks to Linda Martinez and Gail McPartland for the incredible amount of work they put into this effort!

REVISED PRINTING FEES

Based on recommendations from Library staff and the Library Commission, the Board of Supervisors permanently approved waiving print charges on the first 10 pages of black and white prints from public computers, effective Tuesday March 1.

MEASURE X

On Feb. 22, the Board of Supervisors approved the following library related items to be funded by Measure X dollars:

- \$200,000 of ongoing annual funding for staffing for the early literacy outreach van
- \$4 million of one-time funds for deferred maintenance of county-owned library facilities
- \$50,000 of one-time funds for 'seed funding' of the new countywide library foundation

Please see the attached write ups for each of these items.

NEW PLEASANT HILL LIBRARY

Staff are expecting to move into the new Library on March 31st. A grand opening date is still yet to be determined.

GRANTS / DONATIONS / SCHOLARSHIPS / AWARDS

Donations Received from Friends and Foundations				
January 2022 and February 2022				
Date	Library	Donor	Description	Amount
2/3/2022	Lafayette	Friends of the Lafayette Library -LAFINNEY	collection	\$1,457.47
1/6/2022	Lafayette	Friends of the Lafayette Library -LAFRIEND	collection	\$2,500.00
Total				\$3,957.47

We thank the many Friends, Foundations and other donors for their generous gifts to the Library.

Respectfully submitted by Alison Mckee, County Librarian

Library Building Improvements

Most Contra Costa County Library facilities are owned by the cities in which they are located. Those cities are responsible for facility maintenance costs. However, libraries in unincorporated areas (El Sobrante, Kensington and Rodeo) and the following three cities are owned by the county: Antioch, Pinole, and Ygnacio Valley. Apart from the El Sobrante Library, the county-owned library facilities have a significant amount of deferred maintenance as a result of the Library needing to choose between funding extremely expensive facility repairs and upgrades or funding library services and open hours. The Library has always chosen to prioritize services and open hours with its very limited funding.

The following basic data points show how much deferred maintenance is estimated for each facility compared to their annual maintenance costs along with a snapshot of how many items are borrowed from each facility in a typical non-COVID year.

Branch	Year Built	Square Feet	Deferred Maintenance Estimate	Annual Maintenance	items borrowed annually
Antioch	1968	11,000	\$2,607,500	\$474,861	80,000
Kensington	1965	5,094	\$1,748,750	\$120,156	65,000
Pinole	1974	17,098	\$1,918,750	\$114,053	68,000
Ygnacio Valley	1975	13,202	\$1,665,000	\$292,339	267,000
Rodeo	1920	864	\$160,000	\$25,718	4,800

A one-time allocation of \$8.1 million will address much-needed and long-overdue facility repairs and upgrades, such as installing air conditioning at the Kensington Library and upgrading the HVAC systems at the Pinole, Ygnacio Valley and Rodeo Libraries. Aging, out-of-date plumbing, data and electrical systems will be replaced at all of the above facilities, which will be more energy and water efficient and also result in long-term cost savings. HVAC improvements will enable libraries to act as cooling centers during extreme heat events and ensure the libraries can stay open during those extreme heat events. Upgraded data and electrical systems will increase the capacity for modern technology and allow patrons and staff the flexibility to use devices where they are needed for public events or personal computing.

Addressing these deferred maintenance needs will create more uplifted and inviting spaces, put into place systems, fixtures and technology that will use the public's money more efficiently, ensure the long-term stability of the facilities, and support library patrons' current technology needs.

Recommendation

A one-time allocation of \$4 million is recommended to support these highly used libraries. This allocation will not only improve the user experience but will also free-up resources for other library use.

Early Literacy Outreach Services

In November of 2021, the Bella Vista Foundation granted the Library \$150,000 to establish an early literacy outreach program. The grant funds will be used for one-time purchases, such as a specially equipped outreach vehicle and educational kits and books to give away. The purpose of establishing this program is to provide mobile, early literacy services to the following socio-economically disadvantaged communities: Antioch, Bay Point, Bethel Island, Byron, Concord, El Sobrante, Knightsen, Monument Corridor in Concord, North Richmond, Oakley, Pinole, Pittsburg, Rodeo and San Pablo.

An annual allocation of \$200,000 is proposed to establish dedicated staffing to operate the early literacy outreach program. With dedicated funding for staff, the Library will have the capacity to be able to address some of the unmet early childhood education needs that were identified in the 2020 Sales Tax Working Group's Needs Assessment. Additionally, only 27% of socio-economically disadvantaged third graders in Contra Costa County are reading at grade level. * The Library is a critical part of the early childhood education infrastructure, most importantly by introducing and reinforcing the early literacy practices of talking, singing, reading, writing, and playing that are so essential to early childhood development.

Recommendation

On on-going allocation of \$200,000 in Measure X funding is recommended to support early literacy.

*[CA Reading Report Card \(careads.org\)](https://www.careads.org/)

Contra Costa County Library Foundation

In early 2021, the county librarian brought together an informal group of library supporters so that they could begin the work of establishing a countywide library foundation. Once established, the goal of the Contra Costa Library Foundation will be to secure additional funding for the library in order to further support its strategic priorities. Foundation funding will enhance public revenue and will be used to address opportunity and equity gaps in services, programs, and facilities; and provide funds for services that cannot be attained through existing revenue sources that will benefit the entirety of the county's residents.

The foundation will be an independent nonprofit organization that works with the community to raise funds for critically-needed programs and services delivered by the library system. The foundation's initial priorities will include raising funds for electronic resources that can be used by all county residents; strengthening the capacity of local library "Friends" groups through an affiliate program; and supporting capital projects in low-income communities.

A one-time allocation of \$50,000 in seed money will allow the Foundation Organizing Committee to:

- Enlist professional legal and financial expertise to assist with creating the foundation's fiscal and organizational structure and registration as a CA 501(c)(3) nonprofit organization
- Create a website presence and fund online hosting costs associated with a website

Contra Costa County is the only library system in the Bay Area without a county-wide foundation. \$50,000 in seed funding would signal the Board of Supervisors' endorsement for its creation and in so doing, would provide a powerful lever to attract strong board leadership and private funds for ongoing support and program development.

Attached is the \$300,000 proposal submitted by the Contra Costa Library Foundation Organizing Committee.

Recommendation

A one-time allocation of \$50,000 is recommended to support the establishment of the Foundation.

Proposal for One-Time Measure X Funds to Establish the Contra Costa Library Foundation

Request: \$300,000 in Measure X one-time funds to establish the foundation and provide the capacity to raise additional funds for library programs and services

Our county library system has always done more with less. Its funding is vastly disproportionate to the scale of need and lags far behind other Bay Area counties per capita. The County Library serves *all members* of our diverse population, but, given its current funding structure, it cannot do so in *equitable* measure to all residents and communities. We therefore recognize the call for revenue streams that can go above and beyond what public funding provides to bring more robustness and parity to our library system.

We are **the only county library system in the Bay Area** without a county-wide foundation that can serve to enhance public revenue. Funding support for our proposal will leverage the foundation's ability to attract donations from philanthropic organizations, corporations, and other contributors.

The Contra Costa Library Foundation is a "step-up" initiative whose seeds were sown when the Library Commission itemized extensive countywide disparities in a 2016 report, disparities that have only intensified since the report's publication and, especially, during the pandemic. The foundation's seeds have since grown, and we are now asking the **county to step up** to help us close the equity gap and build an organizational framework for more robust library support. We are requesting \$300,000 in one-time funding to cover start-up costs to establish the foundation.

Goal

The goal of the Contra Costa Library Foundation is to secure additional funding for the library system and to act as a catalyst to execute its strategic priorities. Through foundation funding, we hope to (1) address opportunity and equity gaps in services, programs, and facilities, and (2) provide money for services that cannot be attained through existing revenue sources to benefit the entirety of the county's residents. We intend for the foundation to be an independent nonprofit that works with the community to raise funds for critically-needed programs and services for the library system. To do so, the foundation will endeavor to solicit support for the library administration's funding priorities and will seek opportunities for coordination, potential collaboration, and organizational development with our local library foundations and friends groups. The foundation's initial priorities include funding for electronic resources and lendable technology that can be used by all county residents; strengthening capacity of library support

groups, particularly friends groups, through an affiliate program; and developing capital projects in impacted communities.

Over the past year, the foundation's organizing committee has conducted outreach to numerous community stakeholders and foundations both inside and outside of Contra Costa County; consolidated its mission, objectives, and strategy; and coordinated efforts with library administration to ensure that funding will be allocated responsibly and strategically in alignment with the Library's targets and community needs.

Funding Priorities

The seed money requested would be utilized to support the following aspects of the foundation's start-up operations:

- Identification of and agreement with fiscal sponsor
- Enlistment of professional legal and financial expertise to assist with creating the foundation's fiscal and organizational structure and registration as a CA 501(c)(3) nonprofit organization
- Board recruitment and development
- Digital branding; website creation, design, and hosting; and marketing efforts
- Continued outreach to branch libraries; local friends and foundation groups; and externally, to the broader philanthropic community and civic organizations to identify partnerships, needs, and priorities
- Employment of a contract-based part-time executive director and coverage for expenses related to virtual office equipment and other needs
- Definition and implementation of programs to fulfill our mission to benefit county libraries, which may include:
 - funding the purchase of technology/software to benefit all patrons
 - supporting capital projects for developing branch libraries
 - providing opportunities to share best practices and resources through an affiliate program

A Dual Focus on Equity

Contra Costa County is as much characterized by its pockets of immense wealth as it is by its areas of deprivation. The library system serves *all members* of this diverse population, but, given its current funding structure, it cannot and does not do so in equitable measure to all residents and communities. We are the only county library system in the Bay Area without a county-wide foundation that can serve to enhance public funding. Measure X offers a unique opportunity for the County to spearhead the development of the Contra Costa Library

Foundation, and its support will be multiplied many times over and yield significant dividends to our community.

Two hinges inform the foundation's rationale and structure: (1) Contra Costa County Library's insufficient funding, particularly relative to other Bay Area counties, and (2) the systemic disparities that result from the uneven contributions of friends and foundation groups and cities to particular libraries, which manifest in differences in open hours, programming quantity and quality, and other outcomes.

Comparative Funding of Contra Costa County Library Relative to Other Bay Area Counties

The Library is allocated dedicated funding of 1.5% of the 1% ad valorem property tax and does not receive any other general fund monies from the County. The Library's budget for FY 21-22 is \$36.1 million, less than 1% of the County's entire budget. In looking at other Bay Area counties with comparable funding mechanisms and governance, Contra Costa County is funded at the lowest level on a per capita basis. The chart below shows the relative funding levels, population served, and branch coverage for Bay Area county library systems.

Library	Funding per Person	Population of Service Area	Number of Libraries	Library Budget FY 19-20
Contra Costa	\$32.89	1,042,344	26	\$35,714,141
Alameda	\$49.54	613,679	10	\$35,234,732
Solano	\$55.96	389,856	9	\$22,745,956
Sonoma	\$57.84	488,863	14	\$36,272,703
Napa	\$77.85	133,015	4	\$11,213,195
San Mateo	\$105.55	283,997	13	\$61,546,698
Santa Clara	\$120.22	444,238	8	\$60,902,127
Marin	\$122.83	142,424	10	\$19,993,341

In comparison to other East Bay libraries, many of which are familiar to and used by Contra Costa residents, our county also ranks the lowest in funding per capita. Notably, it also receives less funding per capita than the Richmond Public Library, the only other library system in Contra Costa County:

Library	Funding per Person	Population of Service Area	Number of Libraries	Library Budget FY 19-20
Contra Costa	\$32.89	1,042,344	26	\$35,714,141
Richmond	\$47.68	111,217	3	\$5,903,333
Pleasanton	\$51.17	79,464	1	\$4,124,212
Alameda City	\$59.93	81,312	3	\$4,897,331
Livermore	\$63.16	91,861	3	\$5,903,294
Oakland	\$97.41	433,697	18	\$42,619,842
Berkeley	\$166.67	122,580	5	\$20,734,529

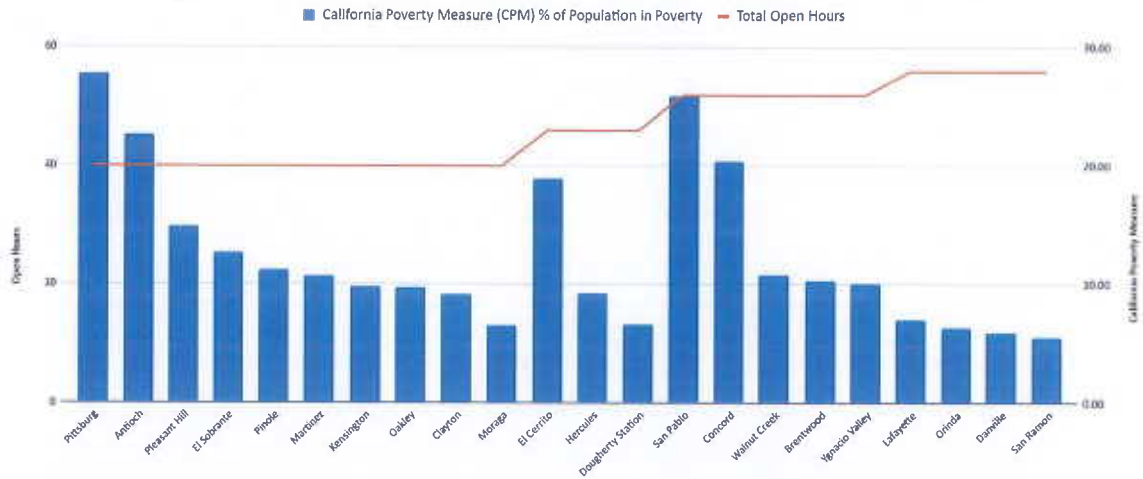
In addition to lower funding per capita, Contra Costa County is also relatively distinguished by the fact that all other counties in the Bay Area have a countywide library foundation that provides an additional revenue source to support the Library's mission. The chart below displays the net assets of these countywide foundations and other relevant information.

Library	Foundation Net Assets	Population of Service Area	Number of Libraries	Library Budget FY 19-20
Contra Costa	None	1,042,344	26	\$35,714,141
Napa	\$1,396,223	133,015	4	\$11,213,195
Alameda	\$1,246,839	613,679	10	\$35,234,732
Marin	\$707,073	142,424	10	\$19,993,341
Sonoma	\$365,347	488,863	14	\$36,272,703
Solano	\$319,649	389,856	9	\$22,745,956
San Mateo	\$244,151	283,997	13	\$61,546,698
Santa Clara	\$45,563	444,238	8	\$60,902,127

By any measure, the Contra Costa County library system is significantly underfunded. As a result, many residents have limited access to the library facilities and services they need and deserve. This inequity tracks across vectors of privilege: the branches that receive the largest

funding boost from their local governments and/or support groups are housed within high-income communities and have the lowest percentage of residents who are Black, Indigenous, and/or People of Color (BIPOC). The following four figures illuminate these disparities and impacts.

Library Open Hours By % of Population in Poverty

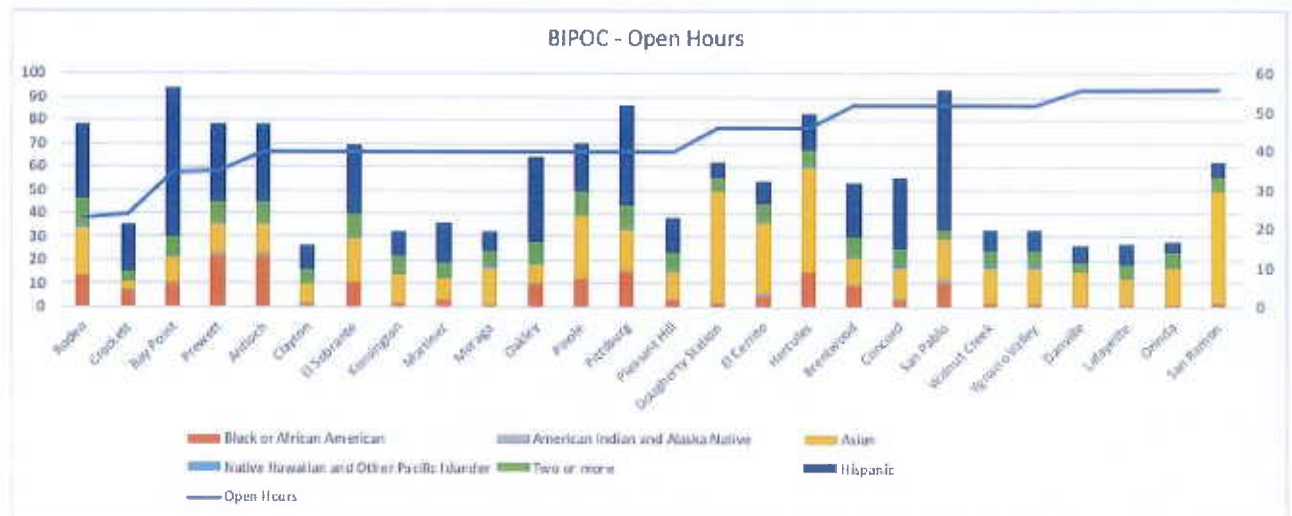


California Poverty Measure (CPM) % of Population in Poverty by Contra Costa Library Branch

Location	District	California Poverty Measure (CPM) % of Population in Poverty	Total Open Hours
Pittsburg	5	27.80	40
San Pablo	1	25.89	52
Antioch	5	22.62	40
Concord	4	20.40	52
El Cerrito	1	18.87	46
Pleasant Hill	4	14.91	40
El Sobrante	1	12.70	40
Pinole	1	11.21	40
Walnut Creek	4	10.77	52
Martinez	5	10.70	40
Brentwood	3	10.34	52
Ygnacio Valley	4	10.03	52
Kensington	1	9.79	40
Oakley	3	9.74	40

Hercules	5	9.21	46
Clayton	4	9.19	40
Lafayette	2	6.99	56
Dougherty Station	2	6.63	46
Moraga	2	6.55	40
Orinda	2	6.40	56
Danville	2	5.93	56
San Ramon	2	5.56	56

Only full service libraries included



Summary Of Funding Provided by Existing Library Foundation and Friends' Groups to Branch Libraries By District

District	Population	Number of CCC Libraries	Foundation/ Friends Groups	Annual Revenue	Annual Expenses	Total Net Assets
1	224,726	5	5	\$29,575	\$4,807	\$366,632
2	243,565	6	7	\$1,919,389	\$1,694,482	\$29,983,161
3	239,825	3	2	\$417,475	\$417,475	\$230,177
4	229,384	5	6	\$567,415	\$476,297	\$2,580,720
5	228,463	7	6	\$73,875	\$36,865	\$168,317

Data from most recent public tax filing from Guidestar

Commitment to Foundation Success

Contra Costa County libraries are already embedded in the community and are trusted and valued institutions that are uniquely positioned to improve and enhance the lives of our county's most vulnerable populations. Measure X funding allocated to a foundation supporting the Library would have an exponential impact for all Contra Costa County residents.

The County's commitment would signal the Board of Supervisors' endorsement of the creation of a Contra Costa Library Foundation, and in so doing would provide a powerful lever to attract strong board leadership and private funds for ongoing support and program development. We understand that you have many requests for impactful services. We hope that you will consider funding support for this important and impactful effort.

Please step up to help us launch and leverage this foundation that will afford tremendous opportunity and resources for county residents.

Contra Costa Library Foundation Organizing Committee

Members:

Nicole Gemmer (Chair)
District 2

Katherine Bracken
District 4

Kathleen Gilcrest
District 2

Susan Hildreth
District 2

Alison McKee
County Librarian

Rachel Rosekind
District 1

Peter Wilson
District 5

CONTRA COSTA COUNTY LIBRARY COMMISSION

AGENDA ATTACHMENT 3

MEETING DATE: Thursday, March 17, 2022

AGENDA ITEM #: 6.

ITEM: ORANGEBOY PATRON SURVEY RESULTS

RECOMMENDED ACTION:

No action required.

Contra Costa County Library Survey Highlights

OrangeBoy Inc.

Survey Highlights



1




About OrangeBoy

- Software and Services provider to more than 185 public libraries
- Founded in 1996, have been working with public libraries for 17 years
- Have worked with Contra Costa County Library since 2018
- Named the company after our cat (Opie), the original OrangeBoy!




2



Survey Methodology

- Sent e-mail invitation was sent from the library's Savannah site, with link to the survey to all cardholders (active and inactive) over the age of 18 with an e-mail address (14,386 total responses)
- Survey questions from 2018 Patron Survey were used, with the addition of several new questions
- Survey was available in English, Spanish and Chinese
- Paper copies in all three languages were made available in the branches and tabulated (60 total responses)
- A scaled down non-user survey was sent through OrangeBoy's survey provider to Contra County residents who participate in online e-mail panels. (334 total responses)


Survey was census-balanced to represent county demographics



3

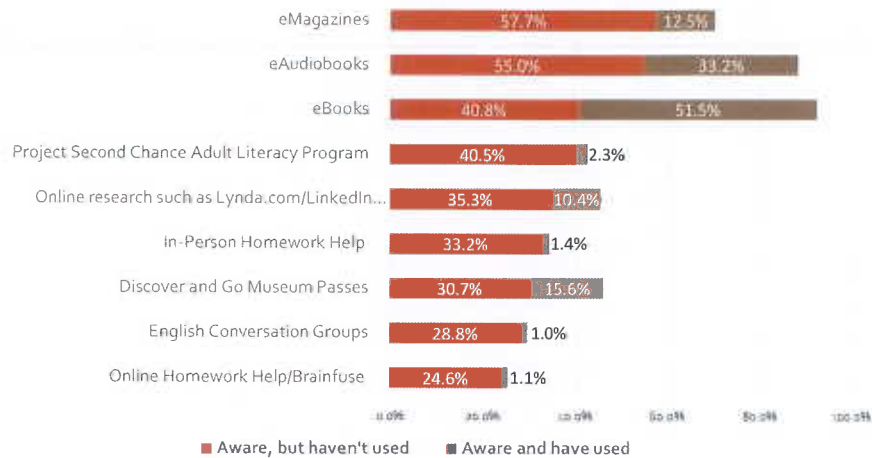
#1 Library Awareness/Likelihood of Use

- Awareness of eBooks has increased since 2018. (50% of non-users are not aware the library offers this service vs. just 7% of cardholders)
- Other service lines, such as language classes, museum passes, literacy programs and online homework help have low awareness for both cardholders and non-users
- Program attendance (virtual and online likelihood similar)
 - One variation is slightly higher for in-library for children's programs and story time as compared to virtual attendance



4

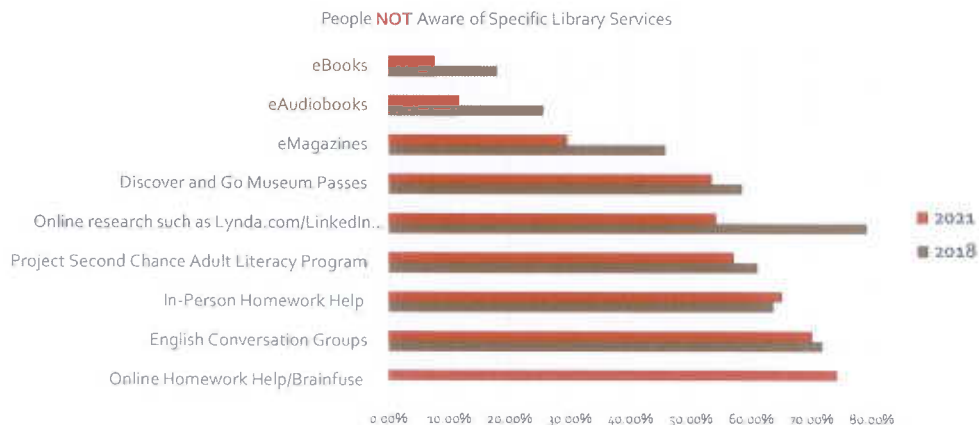
Awareness of Library Services



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5

Are You Aware That Contra Costa Offers the Following Services?



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6

How Welcome Did You Feel When You Last Visited the Library?

On a scale of 1 to 5, with "1" feeling not welcome, and "5" feeling welcome



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7

"What Can We Do to Make Sure You Feel Welcome at the Library*?"

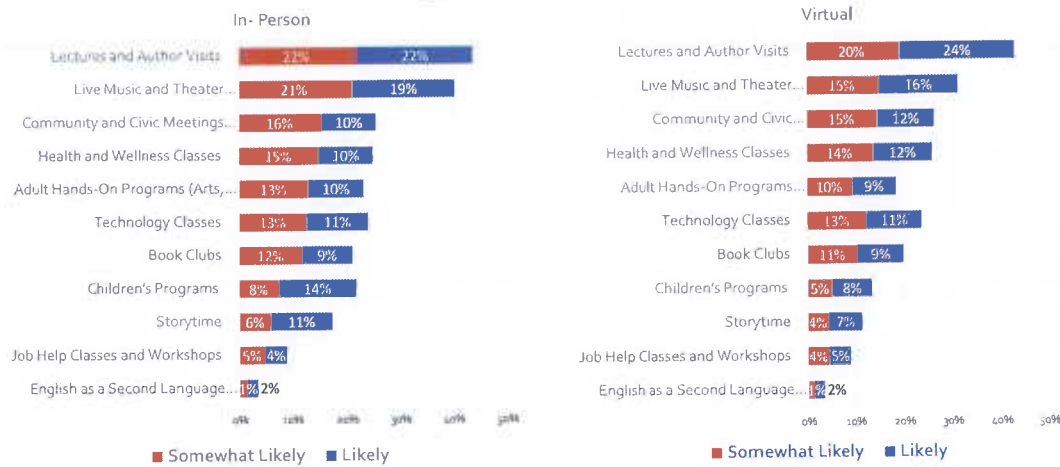


*Less than 3% of respondents

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Likelihood of Program Attendance

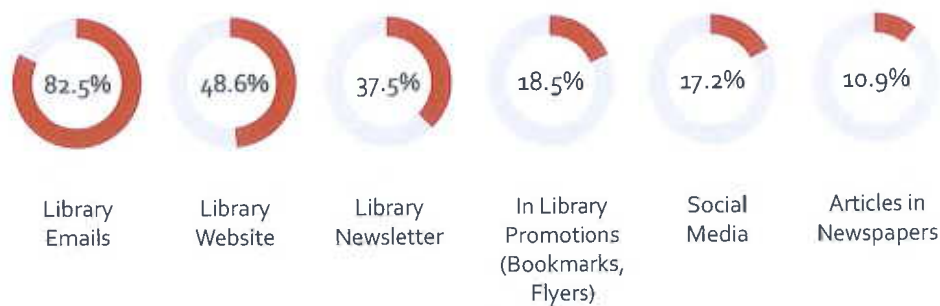


(Please answer on a scale of 1 to 5, with "1" Not Likely, and "5" Likely)

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What Methods Are Most Helpful to Hear About Library Services?



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10

10

#2 Greatest Issues Facing Community

- Cost of living still by far the number one community issue. This held true among non-users and cardholders, but the percentage is slightly lower than 2018.
- Safe communities, environment and sustainability, and community connections all saw increases from 2018

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11

What is the Biggest Challenge You See in Your Community?

Challenge	2018 (%)	2021 (%)
Cost of living	22	20
Safe communities	10	12
Environment and sustainability	8	10
Community connections	7	9
Life transitions / aging population	6	8
Education for youth	4	5
Other	3	4
Health and well-being	2	3
Access to technology	2	3
Employment opportunities	2	3
Education for adults	1	2

12

12

#3 Role of the Library

- There was clear support across cardholder and non-users that see the role of the library as a 'hub for education and information'
- Respondents believe the library should be actively involved in access to online resources and public computers, educational programs for youth, and individual spaces to study and work

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What is the Most Important Role of the Library in Your Community?



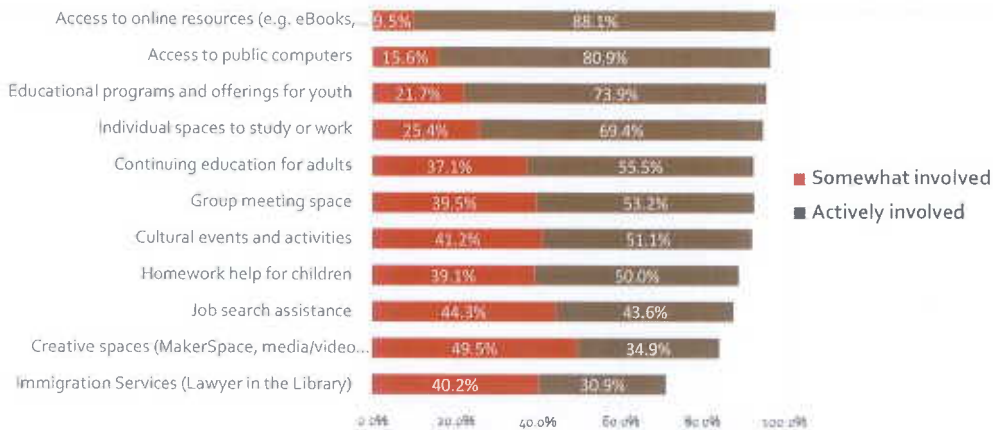
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14

14

How Involved Should the Library Be in Providing the Following Community Services?

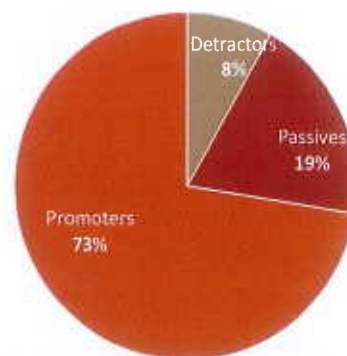


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#4 Net Promoter Score (NPS)

- NPS increased 12 points since the 2018 survey
- Scores range from a low of 44 (Inactives) to 80 (in-branch surveys and Spanish language respondents)
- Promoters value the library as a resource and appreciate a positive atmosphere and experience
- Passives like the atmosphere and experience, but see the collection as limited
- Detractors feel the collection is limited and see the library offering a negative atmosphere/experience



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Net Promoter Score

- Customers are categorized into three groups depending on how they answered the 0-10 scale:
 - Promoters** are happy supporters (9-10)
 - Passives** are satisfied, but likely to stray (7-8)
 - Detractors** are dissatisfied and critical (0-6)
- The final **net promoter score** provides a score that focuses on both increasing promoters and decreasing detractors

$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

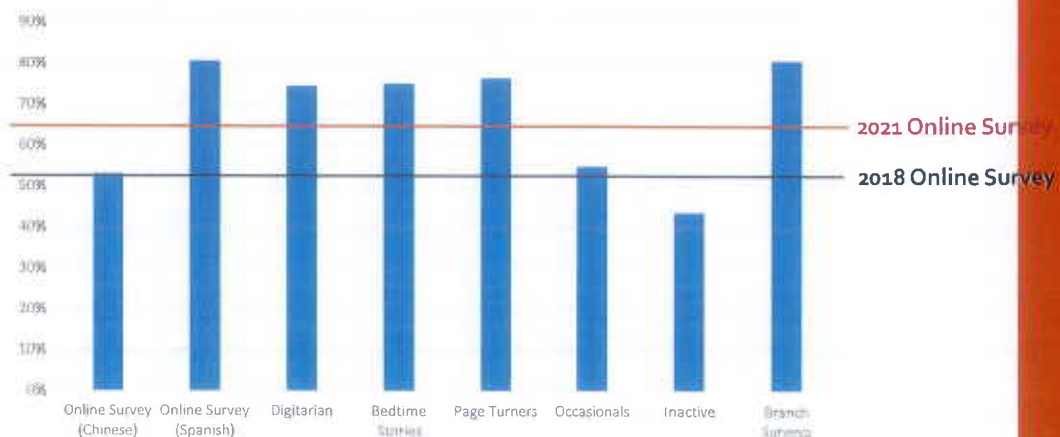
In Savannah®, this survey is sent on a weekly basis to a random sample of recent customers to get immediate and continuous feedback, and responses are recorded and measurable within the business intelligence suite program.



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NPS by Selected Audiences



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#5 Satisfaction

- Highest ratings
 - Customer service
 - Quality and availability of collection at library (Page Turners, Dependables and Bedtime Stories*)
- Lowest ratings
 - Open hours
 - Quality and availability of collection at library (Dependables, Occasionals and Inactives)

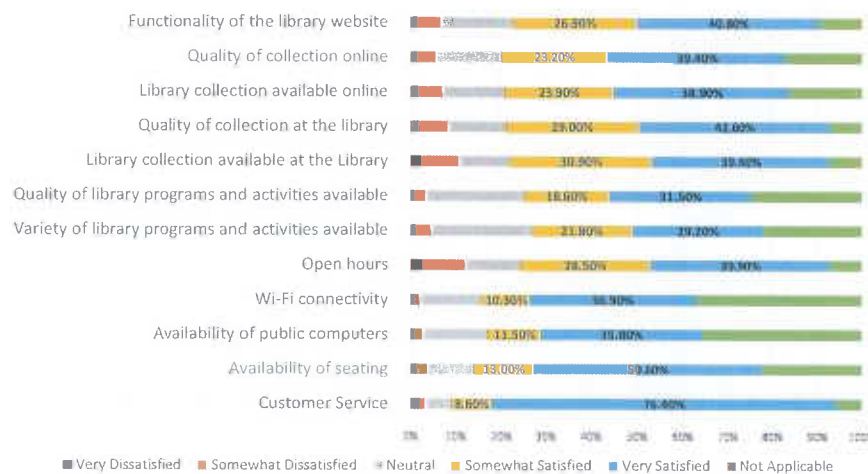
*See Appendix for Cluster definitions



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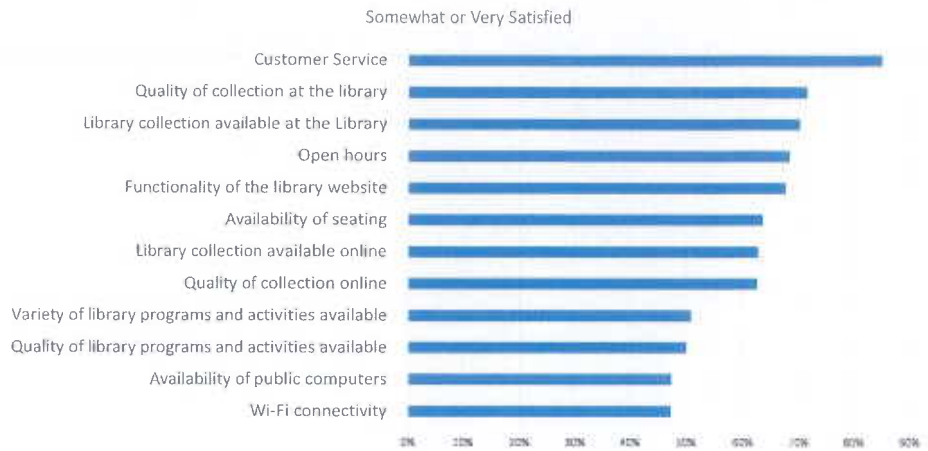
Satisfaction With the Library's Services



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Satisfaction – Somewhat or Very Satisfied



OrangeBoy Inc. 2021-2022

OrangeBoy Inc.

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Non-User Survey (335 completed surveys)

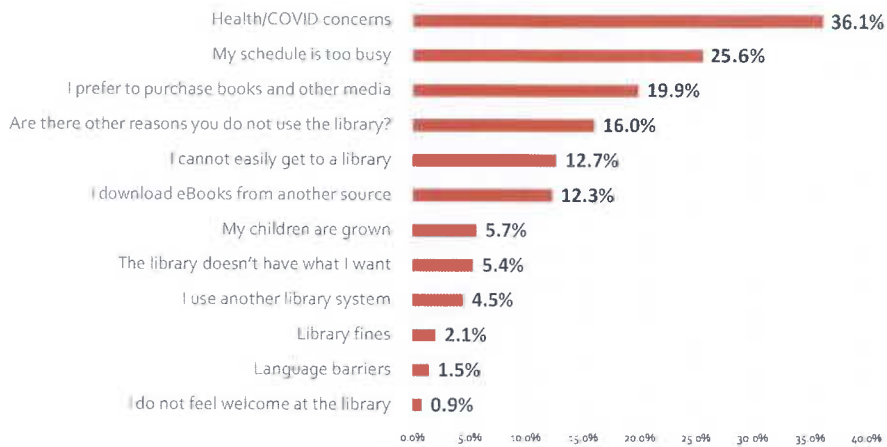
OrangeBoy Inc. 2021-2022

OrangeBoy Inc.

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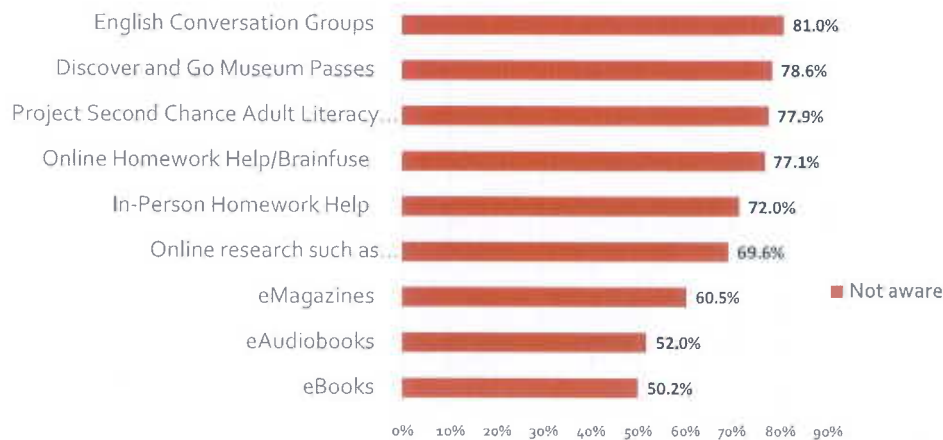
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What, If Anything, Prevents You from Using the Library?



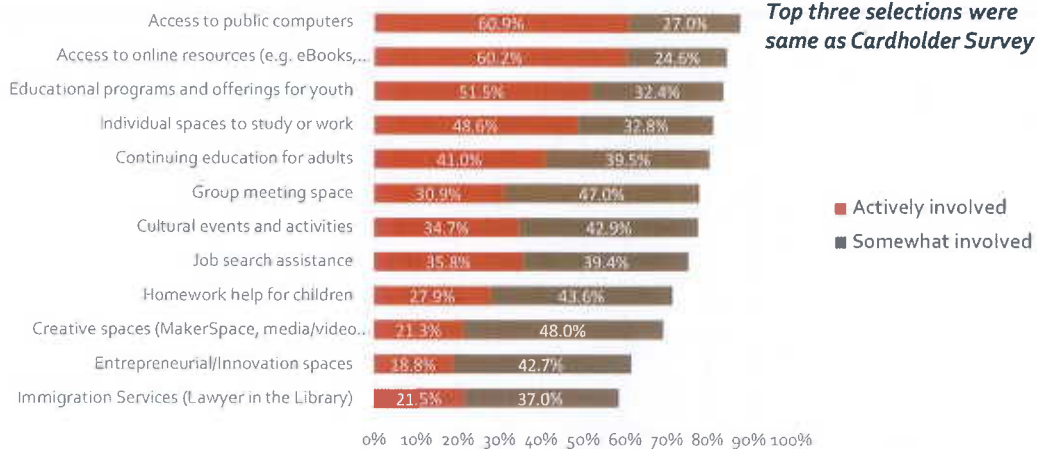
23

Are You Aware that the Contra Costa County Library Offers These Services?



24

How Involved Should the Library Be in Providing the Following Community Services?

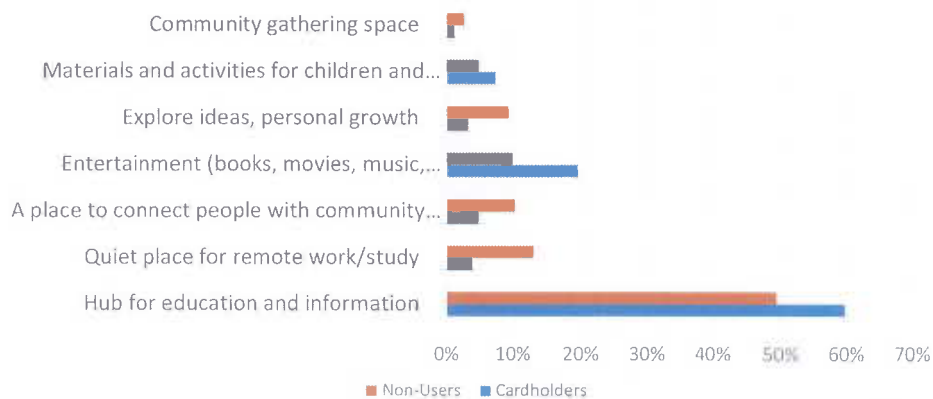


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Role of the Library in Community

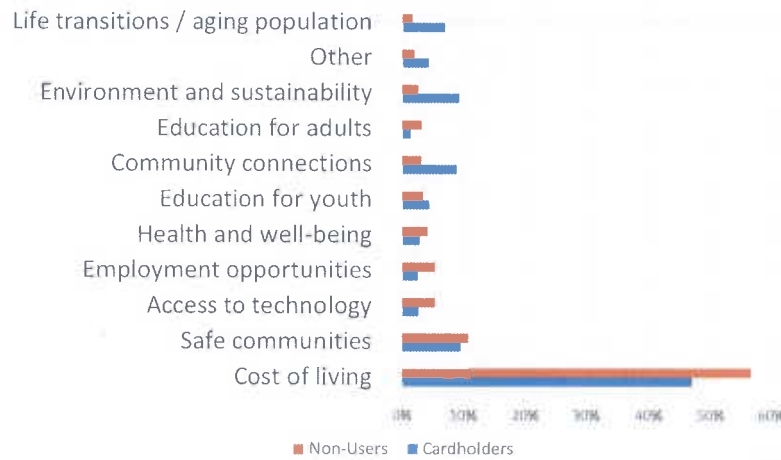


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What Is the Biggest Challenge You See in Your Community?



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Appendix

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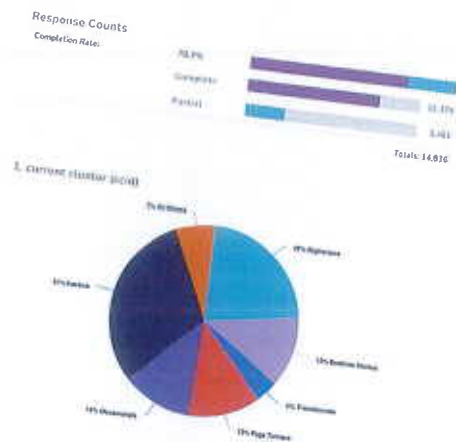
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Survey Reports

- Survey reports were created by language and by branch, and distributed to library staff
- Survey comments were distributed in an Excel report, can be filtered by branch
- Today's discussion provides key findings from the cardholder and non-user surveys

Report for Contra Costa Patron Survey 2021



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Cluster Overview

Cluster Name	Behaviors
Audiophiles	Primarily borrow audiobooks
Bedtime Stories	Adults who borrow children's materials
Bright Futures	Teen between the age of 13-17
Dependables	Primarily borrow adult or teen print and A/V materials (DVDs, CDs, etc)
Digitarians	Primarily borrow digital files - Overdrive, Freegal, Hoopla, Zinio, etc
Double Feature	Primarily borrow A/V (DVDs, CDs, etc)
Inactives	Have not used their card in more than 12 months
New Cardholders	Signed up within the past 12 weeks
Occasionals	Have not used card in at least 12 weeks to a year prior
Page Turners	Primarily borrow adult and teen print
Rising Stars	Youth between the age of 0-12
Staying Connected	Computer Users
Transitionals	Borrow both digital and physical circulation



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CONTRA COSTA COUNTY LIBRARY COMMISSION

AGENDA ATTACHMENT 4

MEETING DATE: Thursday, March 17, 2022

AGENDA ITEM #: 7.A.

ITEM: LEGISLATIVE WORKING GROUP DRAFT LETTERS

RECOMMENDED ACTION:

Commissioners will vote to accept and send, with or without edits, the attached letters to the BOS seeking support.

DRAFT

Contra Costa County Letterhead

Month, Day 2022

The Honorable XXX XXXX
Building, Room
Sacramento, CA

Subject: Support Governor's FY 2022-2023 Proposed Budget Funding for Lunch at the Library and Online Job Training and Workforce Development

Dear XXXX.

Thank you for your continued support of California's public libraries. During the Covid-19 pandemic, our public libraries have continued to serve the public, despite many physical branches being closed. Our libraries are lifelines to their communities, both physically and virtually, and this is apparent in programs in the Governor's proposed FY 2022-2023 budget.

Lunch at the Library

This critical program allows families to pick up both library materials and food at branch libraries during the months when access to school-based food programs is not available. In 2020, the Contra Costa County Library served 12,071 meals at 7 different branch locations to those in need through this program. As evidence of the essential need for this program, the Governor has included an increase of \$5 million in ongoing funding in the FY 2022-2023 proposed budget for this program. This additional, permanent funding will allow our libraries to successfully plan for providing this program on an ongoing basis. This program has been funded with one-time funds in the past which does not allow libraries to plan for consistent or sustainable delivery of this important service.

Online Job Training and Workforce Development

Contra Costa County Library provides a wide variety of workforce development services. The California State Library is providing public libraries access to online job training and education upskilling programs at no cost to the user or the library. The FY 2022-23 proposed budget includes \$8.8 million in one-time funds to continue access to these resources for two additional years. These programs, currently available at the Contra Costa County Library, are well-used. Access to these programs for an additional two years will provide critical support for those who want to become part of the workforce or to upgrade their skill level.

It is critically important that, as we adjust to life in the post-COVID world, our public libraries are able to continue to act as a trusted source of information, training and family support to our communities during these challenging times. Thank you in advance for your support.

Sincerely,

Karen Mitchoff
Chair, Contra Costa County Board of Supervisors

CC:
Board of Supervisors
County Administrator
County Librarian
Library Commission

The Honorable Bill Dodd
State Senator
1021 O St., Suite 6620
Sacramento, CA 95814

The Honorable Steven Glazer
State Senator
1021 O St., Suite 7520
Sacramento, CA 95814

The Honorable Nancy Skinner
State Senator
1021 O St., Suite 8630
Sacramento, CA 95814

The Honorable Frazier
Assembly Member
Resigned 12/31/21
Seat to be filled 6/7/22

The Honorable Tim Grayson
Assembly Member
P.O. Box 943849
Sacramento, 94249-0014

The Honorable Rebecca Bauer-Kahan
Assembly Member
1021 O St., Suite 6320
Sacramento, CA 95814

DRAFT

Contra Costa County Letterhead

Month, Day 2022

The Honorable XXX XXXX
Room XXXX, XXXX Building
Sacramento, CA

Subject: Support Additional Funding for California Library Services Act

Dear XXXX,

Thank you for your continued support of California's public libraries. Despite remarkable challenges from the Covid-19 pandemic, our public libraries have continued to serve and support the public through many innovative programs, both physical and virtual. One of the cornerstones of library service is access to information, allowing for residents of all walks of life to access and benefit from the knowledge and resources available at public libraries.

Since the 1970s, the Contra Costa Library system has benefited from funding provided by the California Library Services Act (CLSA). The sole purpose of this act is to enable the cooperative sharing of resources across the nine geographic public library systems in California. The Contra Costa County Library relies on these monies to fund the very popular Link+ loan program that provides interlibrary loan services to all patrons of the Contra Costa County Library.

Thank you for your support of CLSA in 2021. In 2020, CLSA funding was cut by \$1.75 million, leaving only \$1.8 million for annual funding for the Act. In the Governor's FY 2021-2022 final budget, CLSA funding was restored to \$3,630,000, which addressed the critical need for CLSA systems to continue to provide service to public libraries across the state. In the Governor's FY 2022-2023 proposed budget, there is no additional funding included for CLSA.

CLSA funding has been reduced significantly in recent years due to the many budget challenges the state has faced. Now that the state budget is more flexible, it is important to provide additional funding for CLSA. Although the restoration in FY 2021-2022 was useful, there are continued resource-sharing needs in our state. We are now asking your support for \$1.4 million in additional on-going funding for CLSA. These additional funds would result in \$5 million to support resource-sharing among all the public libraries in the state. Resource-sharing among libraries leverages the investments that all Californians have made in their public

libraries. The Link+ loan program provides Contra Costa County residents access to unique materials that would likely not be purchased by the library. Thus, on behalf of all Contra Costa County residents, we request your support of the additional \$1.4 million in on-going funding for the California Library Services Act.

It is critically important during this time, where access to accurate information is necessary for informed decision making, that public libraries are able to continue to act as a resource for sharing, cooperation, and collaboration across the state. Thank you in advance for your support.

Sincerely,

Karen Mitchoff
Chair, Contra Costa County Board of Supervisors

CC:
Board of Supervisors
County Administrator
County Librarian
Library Commission

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