MEETING OF THE LIBRARY COMMISSION

Minutes

DATE: Thursday, March 17, 2022

1. CALL THE MEETING TO ORDER / ROLL CALL
Chair Peter Wilson called the meeting to order at 7:00 p.m.

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<tr>
<th>LASTNAME</th>
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With nineteen commissioners present, a quorum was established.
Total Commission positions: 24
Commission positions filled: 23
Commission positions vacant: 1
Commission quorum: 13

2. INTRODUCTIONS
Two new commissioners attending this evening: Heather Lurvey, Alternate from City of Walnut Creek and Carolyn Wysinger, Alternate from District 1.

3. PUBLIC COMMENT
None this evening.

4. ACCEPTANCE OF THE MINUTES
No changes to the March minutes were suggested. Commissioner Brian Campbell-Miller moved to accept the minutes as presented. Commissioner Hoisington seconded the motion.

The motion was approved by consensus of the commission.

5. COUNTY LIBRARIAN REPORT –
County Librarian Alison McKee began by letting the Commission know of the passing of the library’s Personnel Officer, Beth Killian. Beth was a frequent attendee at commission meetings. Her replacement will be a member of Beth’s staff, Natalie Darone. Next Alison announced that the library had successfully filled all three of the open Library Service Manager positions. The new LSMs are Yemila Alvarez, Cheryl Lee and Abby O’Neill.

Next County Librarian McKee thanked Mr. Dan Wichlan (a former commissioner) for his questions and input into the library’s strategic planning process and mentioned to the commission that she had responded to his question about a forward-looking component to the plan that was brought up during the previous meeting.

County Librarian McKee then mentioned a couple of library events on the calendar. April 12th will be the first day that the new Pleasant Hill Library will have actual staff onsite if everything goes according to plan. Following that, at a date/time to be announced, there will be the official opening day celebration. She then announced she expects in-person programming at the branches to resume on June 1st.

Finally, County Librarian McKee shared with the Commission that the Board of Supervisors had responded to her request for a portion of the Measure X funds that were available at their discretion. She had made the case for $8.5 million in funds and was awarded approximately half of that. The library had requested $8 million for deferred facilities maintenance and was awarded $4 million. They asked for $200,000 to staff the recently purchased literacy outreach van and were awarded that full amount, and finally $300,000 was requested as seed money for the Countywide Library Foundation and they were awarded $50,000. At this point, Commissioner A. Smith made a motion to have a letter written to express thanks to the BOS for their generosity in responding to the Library’s request. Vice-Chair Gemmer seconded the motion.

The motion was approved by consensus vote of the Commission.

Chair Fischer then commented that the EDI training session from yesterday afternoon was very well done and suggested that when parts two and three come around that the rest of the Commission could benefit. He also reminded everyone that the Commission had been asking for this and it was even made a part of the work plan for 2022.
6. ORANGEBOY PATRON SURVEY RESULTS –

Sandy Swanson’s PowerPoint presentation is attached to these minutes.

7.A. WORKING COMMITTEE REPORTS –
Legislative Working Group –
Walter has been contacting various legislators in our area and has several virtual meetings set up for next week. He will continue to set up these meetings and keep the Legislative Group informed.

7.B. Library Foundation Working Group –
Vice Chair Nicole Gemmer began by thanking the Commission for their support of the Foundation. The Foundation Organizing Committee was able to obtain $50,000 in Measure X funds for start-up costs from the BOS. The BOS indicated specific purposes for the funds, specifically: Enlist professional legal and financial expertise to assist with creating the Foundation’s fiscal and organizational structure and registration as a 501 (c)(3) nonprofit organization, and: Create a website presence and fund online hosting costs associated with a website.

The next goal is to find a fiscal sponsor to allow the foundation to accelerate its goals of raising funds for the library while completing the work of incorporation and obtaining tax-exempt status. The foundation has also continued the work of obtaining feedback from the local library support groups. This has been critical in helping to establish the foundation, including details such as the name, which will be changing to Library Foundation of Contra Costa so as not to conflict with the acronym of the Clayton Community Library Foundation.

More information to come as the group continues to meet its goals of establishing the foundation.

Chair Michael Fischer gave a brief description of the work done by this group in the past. This was an area usually taken on by the Vice Chair of the commission, however Vice Chair Gemmer has already taken on a leadership role for several other important areas. Because of this, Chair Fischer has asked the commissioners to think about whether or not they could contribute in this area. No one volunteered this evening, so he asked them to consider this role and stated he would ask again at another meeting.

8. ITEMS OF INTEREST TO THE COMMISSION AND ANNOUNCEMENTS –
Commissioner DeFraga – Shared that the Martinez Friends group has made an allocation of $17,000 to the Martinez Library.
Commissioner Sendig – The Brentwood Library will be sponsoring a Literary stroll in April. The event will feature 12 authors, readings, book signings, etc.
Commissioner Feree – The Clayton Foundation has just spent $3500 for new bookshelves at the Clayton Library. They will also be holding their first large booksale in several years on April 1st.
Commissioner Campbell-Miller – The Hercules Friends will be holding their first indoor booksale since the start of the pandemic on April 30 and May 1.
Commissioner Morgan – The Moraga Library has joined the growing trend and started a seed library where patrons can come in and browse through various types of seed, all for free. These have been donated by local gardening groups.

9. AGENDA SETTING FOR NEXT MEETING AND FUTURE TOPICS –
Chair Fischer – Sunday Hours
Commissioner Hoisington – Sunday Hours
Commissioner Swernoff – Summer Programs Overview
Commissioner Faye – Park & Museum Passes
Commissioner Rosekind – Reconsideration Process and Policy
County Librarian McKee – BOS going back to in-person meetings and what that means to the commission
ADJOURNMENT TO THE May 19, 2022 LIBRARY COMMISSION MEETING.

The meeting was adjourned at 8:58 p.m.

-------------------------------------------------------------
Submitted by Walter Beveridge  
Executive Secretary, Contra Costa County Library
Contra Costa County Library Survey Highlights

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!
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)

#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
Awareness of Library Services

- eMagazines: 57.7% Aware, but haven't used, 12.5% Aware and have used
- eAudiobooks: 55.0% Aware, but haven't used, 33.2% Aware and have used
- eBooks: 40.8% Aware, but haven't used, 51.5% Aware and have used
- Project Second Chance Adult Literacy Program: 40.5% Aware, but haven't used, 2.3% Aware and have used
- Online research such as Lynda.com/LinkedIn: 35.3% Aware, but haven't used, 50.4% Aware and have used
- In-Person Homework Help: 33.2% Aware, but haven't used, 1.4% Aware and have used
- Discover and Go Museum Passes: 30.7% Aware, but haven't used, 35.8% Aware and have used
- English Conversation Groups: 28.8% Aware, but haven't used, 1.0% Aware and have used
- Online Homework Help/Brainfuse: 24.6% Aware, but haven't used, 1.1% Aware and have used

Are You Aware That Contra Costa Offers the Following Services?

- People NOT Aware of Specific Library Services:
  - eBooks
  - eAudiobooks
  - eMagazines
  - Discover and Go Museum Passes
  - Online research such as Lynda.com/LinkedIn
  - Project Second Chance Adult Literacy Program
  - In-Person Homework Help
  - English Conversation Groups
  - Online Homework Help/Brainfuse

2021 vs 2018 comparison
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

- 3: 1.2%
- 2: 1.5%
- 3: 9.5%
- 4: 18.0%
- 5: 69.8%

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

- 56.9% said the staff could be friendlier or more welcoming
- 11.9% said the atmosphere could improve
- 9.3% said they would like a reduction of Covid-19 rules

*Less than 3% of respondents
Likelihood of Program Attendance

**In-Person**
- Lectures and Author Visits: 37% Likely, 24% Somewhat Likely
- Live Music and Theater: 27% Likely, 13% Somewhat Likely
- Community and Civic Meetings: 16% Likely, 10% Somewhat Likely
- Health and Wellness Classes: 15% Likely, 10% Somewhat Likely
- Adult Hands-On Programs (Arts...): 14% Likely, 10% Somewhat Likely
- Technology Classes: 13% Likely, 13% Somewhat Likely
- Book Clubs: 13% Likely, 13% Somewhat Likely
- Children’s Programs: 8% Likely, 14% Somewhat Likely
- Storytime: 6% Likely, 11% Somewhat Likely
- Job Help Classes and Workshops: 5% Likely, 4% Somewhat Likely
- English as a Second Language: 3% Likely, 2% Somewhat Likely

**Virtual**
- Lectures and Author Visits: 20% Likely, 24% Somewhat Likely
- Live Music and Theater: 19% Likely, 13% Somewhat Likely
- Community and Civic Meetings: 13% Likely, 12% Somewhat Likely
- Health and Wellness Classes: 14% Likely, 11% Somewhat Likely
- Adult Hands-On Programs (Arts...): 10% Likely, 9% Somewhat Likely
- Technology Classes: 11% Likely, 12% Somewhat Likely
- Book Clubs: 11% Likely, 12% Somewhat Likely
- Children’s Programs: 6% Likely, 8% Somewhat Likely
- Storytime: 6% Likely, 12% Somewhat Likely
- Job Help Classes and Workshops: 5% Likely, 5% Somewhat Likely
- English as a Second Language: 2% Likely, 2% Somewhat Likely

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

What Methods Are Most Helpful to Hear About Library Services?

- Library Emails: 83.5%
- Library Website: 48.6%
- Library Newsletter: 37.5%
- In Library Promotions (Bookmarks, Flyers): 18.5%
- Social Media: 17.2%
- Articles in Newspapers: 10.9%
#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.

What is the Biggest Challenge You See in Your Community?

- Cost of living
- Safe communities
- Environment and sustainability
- Community connections
- Life transitions / aging population
- Education for youth
- Other
- Health and well-being
- Access to technology
- Employment opportunities
- Education for adults

![Bar chart showing percentage comparison between 2021 and 2018 for various challenges.](chart.png)
#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.

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

- **59.7%** Hub for Education and Information
- **19.6%** Entertainment (books, movies, music, games etc.)
- **7.4%** Materials & activities for children and families
- **4.8%** A place to connect people with community resources
- **3.9%** Quiet place for remote work/study
- **3.3%** Explore ideas, personal growth
- **1.2%** Community gathering space
How Involved Should the Library Be in Providing the Following Community Services?

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<th>Actively Involved</th>
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<td>Access to online resources (e.g. eBooks)</td>
<td>0.6%</td>
<td>98.4%</td>
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<td>Access to public computers</td>
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<td>80.5%</td>
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<td>Educational programs and offerings for youth</td>
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<td>Individual spaces to study or work</td>
<td>24.4%</td>
<td>75.6%</td>
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<td>Continuing education for adults</td>
<td>37.1%</td>
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<td>Group meeting space</td>
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<td>Cultural events and activities</td>
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<td>Homework help for children</td>
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<td>Job search assistance</td>
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<td>Creative spaces (MakerSpace, media/video)</td>
<td>49.5%</td>
<td>50.5%</td>
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<td>Immigration Services (lawyer in the Library)</td>
<td>49.2%</td>
<td>50.8%</td>
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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
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

![Graph showing NPS by selected audiences for 2021 Online Survey and 2018 Online Survey]
#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, Occasional and Inactives)

*See Appendix for Cluster definitions

**Satisfaction With the Library’s Services**

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<td>Quality of collection at the library</td>
<td><img src="image4.png" alt="Graph" /></td>
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<td>Library collection available at the Library</td>
<td><img src="image5.png" alt="Graph" /></td>
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<td>Quality of library programs and activities available</td>
<td><img src="image6.png" alt="Graph" /></td>
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<tr>
<td>Variety of library programs and activities available</td>
<td><img src="image7.png" alt="Graph" /></td>
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<td>Open hours</td>
<td><img src="image8.png" alt="Graph" /></td>
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<td>Wi-Fi connectivity</td>
<td><img src="image9.png" alt="Graph" /></td>
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<td>Availability of public computers</td>
<td><img src="image10.png" alt="Graph" /></td>
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<td>Availability of seating</td>
<td><img src="image11.png" alt="Graph" /></td>
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<td>Customer Service</td>
<td><img src="image12.png" alt="Graph" /></td>
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Satisfaction – Somewhat or Very Satisfied

Non-User Survey
(335 completed surveys)
What, If Anything, Prevents You from Using the Library?

- Health/COVID concerns: 36.1%
- My schedule is too busy: 25.6%
- I prefer to purchase books and other media: 19.9%
- Are there other reasons you do not use the library?: 16.0%
- I cannot easily get to a library: 12.7%
- I download eBooks from another source: 12.3%
- My children are grown: 5.7%
- The library doesn’t have what I want: 5.4%
- I use another library system: 4.5%
- Library fines: 2.1%
- Language barriers: 1.5%
- I do not feel welcome at the library: 0.9%

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

- English Conversation Groups: 81.0%
- Discover and Go Museum Passes: 78.6%
- Project Second Chance Adult Literacy: 77.9%
- Online Homework Help/Brainfuse: 77.1%
- In-Person Homework Help: 72.0%
- Online research such as...: 69.6%
- eMagazines: 60.5%
- eAudiobooks: 52.0%
- eBooks: 50.2%
How Involved Should the Library Be in Providing the Following Community Services?

- Access to public computers: 60.0% Actively involved, 27.0% Somewhat involved
- Access to online resources (e.g., eBooks, ...): 60.0% Actively involved, 24.0% Somewhat involved
- Educational programs and offerings for youth: 51.5% Actively involved, 32.4% Somewhat involved
- Individual spaces to study or work: 48.6% Actively involved, 32.8% Somewhat involved
- Continuing education for adults: 41.0% Actively involved, 19.5% Somewhat involved
- Group meeting space: 30.9% Actively involved, 47.0% Somewhat involved
- Cultural events and activities: 34.7% Actively involved, 42.9% Somewhat involved
- Job search assistance: 35.8% Actively involved, 39.4% Somewhat involved
- Homework help for children: 27.0% Actively involved, 43.0% Somewhat involved
- Creative spaces (MakerSpace, media/video, ...): 23.3% Actively involved, 46.0% Somewhat involved
- Entrepreneurial/Innovation spaces: 38.9% Actively involved, 42.7% Somewhat involved
- Immigration Services (Lawyer in the Library): 21.5% Actively involved, 37.0% Somewhat involved

Top three selections were same as Cardholder Survey.

Role of the Library in Community

- Community gathering space
- Materials and activities for children and...
- Explore ideas, personal growth
- Entertainment (books, movies, music, ...)
- A place to connect people with community
- Quiet place for remote work/study
- Hub for education and information

0% 10% 20% 30% 40% 50% 60% 70%
What Is the Biggest Challenge You See in Your Community?

- Life transitions / aging population
- Environment and sustainability
- Education for adults
- Community connections
- Education for youth
- Health and well-being
- Employment opportunities
- Access to technology
- Safe communities
- Cost of living

Appendix
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.

Cluster Overview

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