

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.

LASTNAME	FIRSTNAME	TITLE	REPRESENTING	PRESENT	ABSENT	EXCUSED
Vacant		Library Commissioner	CCC District 3			
Bracken	Katherine	Library Commissioner	City of Pleasant Hill	x		
Campbell-Miller	Brian	Library Commissioner	City of Hercules	x		
DeFraga	Matthew	Library Commissioner	City of Martinez	x		
Dexter	Jim	Library Commissioner	City of Martinez (Alt)	x		
Dozier	Julia	Library Commissioner	City of Pleasant Hill (Alt)			x
Faye	Vivian	Library Commissioner	City of Brentwood (alternate)	x		
Ferree	Jacalyn	Library Commissioner	City of Clayton	x		
Fitzpatrick	Arnold	Library Commissioner	City of Oakley (Alternate)	x		
Fischer	Michael	Library Commissioner	City of El Cerrito	x		
Garde	Shrikant	Library Commissioner	City of Orinda	x		
Gemmer	Nicole	Library Commissioner	Town of Danville	x		
Harlan-Obeidi	Charlene	Library Commissioner	City of San Pablo (Alternate)			x
Hildreth	Susan	Library Commissioner	CCC District 2			x
Hinton	Stacie	Library Commissioner	Central Labor (alternate)		x	
Hoisington	Mary Ann	Library Commissioner	City of Lafayette	x		
Huh	Dr. John M.	Library Commissioner	City of Antioch	x		
Koops	Barry	Library Commissioner	City of El Cerrito (alternate)	x		
LeFrak-Bellici	Zelda	Library Commissioner	City of Pittsburg	x		
Lurvey	Heather	Library Commissioner	City of Walnut Creek (Alt)	x		
Mac	Ly	Library Commissioner	City of San Ramon	x		
Maher	Janette	Library Commissioner	Town of Moraga (Alternate)		x	
Masuda-Nash	Michel	Library Commissioner	City of San Ramon (Alt)	x		
Medrano	Antonio	Library Commissioner	City of San Pablo		x	
Molinelli	Jasun	Library Commissioner	City of Walnut Creek		x	
Morgan	Sarah	Library Commissioner	Town of Moraga	x		
Pena-Mendrek	Yolanda	Library Commissioner	City of Oakley	x		
Pursley	George	Library Commissioner	City of Pinole		x	
Robinson	Rich	Library Commissioner	CCCCD		x	
Rosekind	Rachel	Library Commissioner	CCC District 1	x		
Mackey	Lynn	Library Commissioner	Office of Education			x
Sendig	Linda	Library Commissioner	City of Brentwood	x		
Smith	Alan	Library Commissioner	CCC District 4	x		
Smith	Tommy	Library Commissioner	City of Concord	x		
Swernoff	Michael	Library Commissioner	CCC District 2 (Alt)	x		
Thomas	Bryan	Library Commissioner	Central Labor		x	
Walker	Dorothy	Library Commissioner	City of Lafayette (Alternate)	x		
Wilson	Peter	Library Commissioner	CCC District 5	x		

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 Kilian. 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 ca 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.

7.C. Library Commission Annual Report Working Group -

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

OrangeBoy Inc.



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



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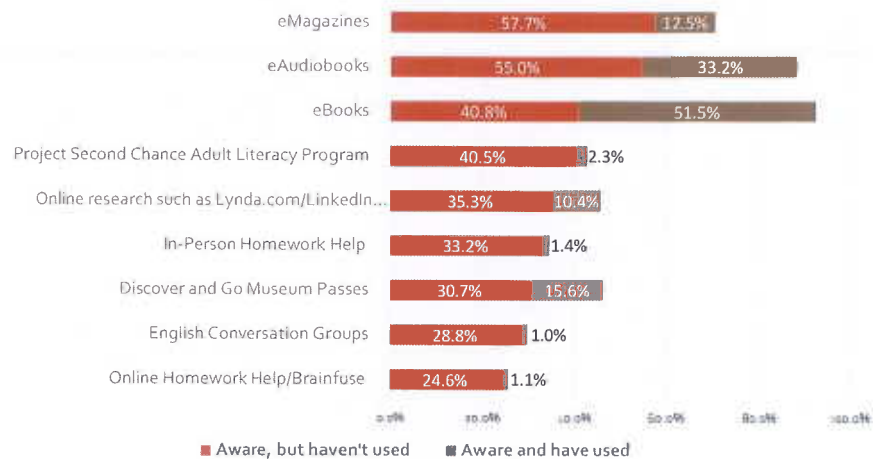
#1 Library Awareness/Likelihood of Use

- 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



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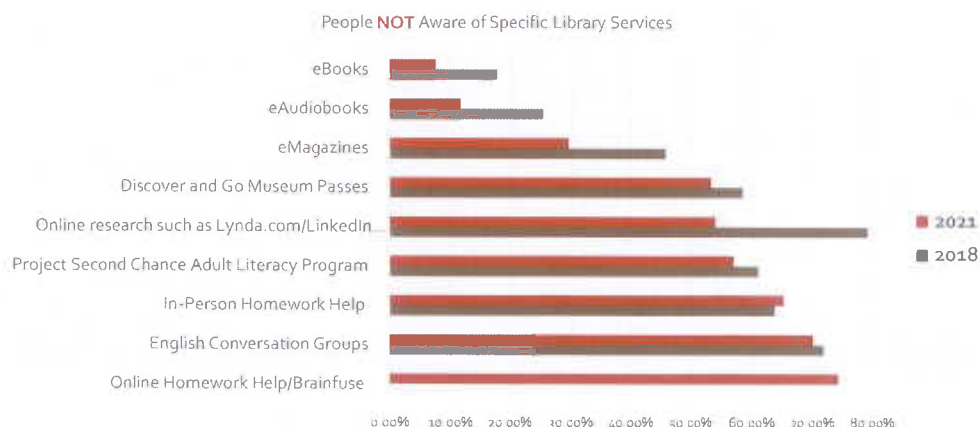
Awareness of Library Services



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5

Are You Aware That Contra Costa Offers the Following Services?

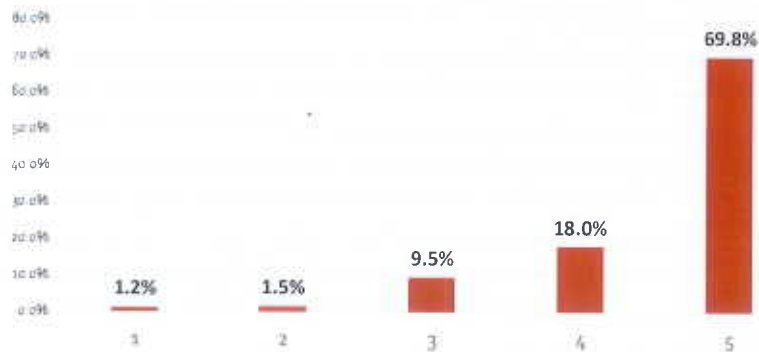


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How Welcome Did You Feel When You Last Visited the Library?

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



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



Said the **staff** could be friendlier or more welcoming



Said the **atmosphere** could improve



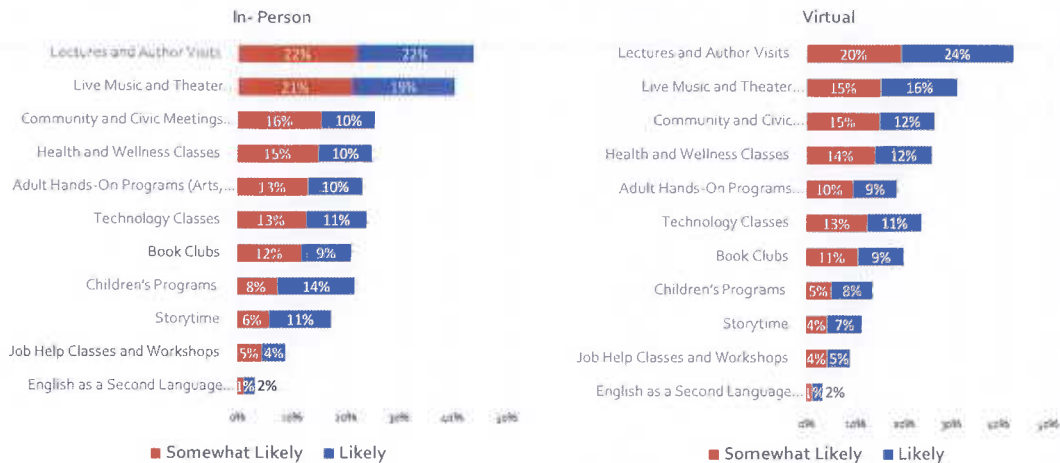
Said they would like a reduction of **Covid-19** rules

*Less than 3% of respondents

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Likelihood of Program Attendance

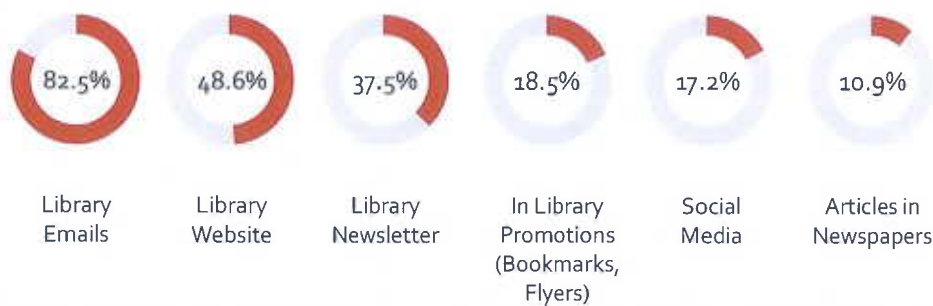


(Please answer on a scale of 1 to 5, with "1" Not Likely, and "5" Likely)

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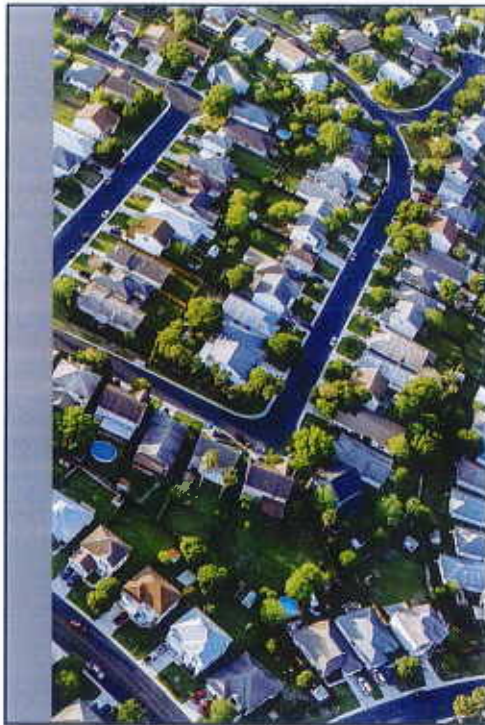
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What Methods Are Most Helpful to Hear About Library Services?



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#2 Greatest Issues Facing Community

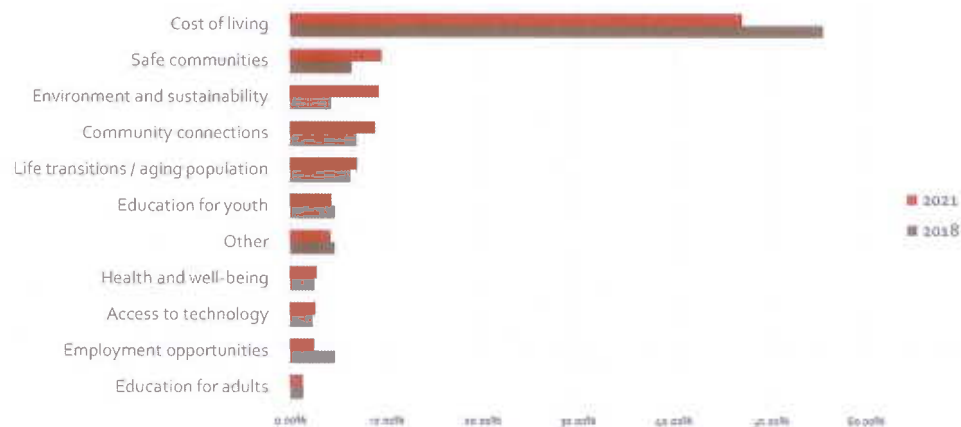
- Cost of living still by far the number one community issue. This held true among non-users and cardholders, but the percentage is slightly lower than 2018.
- Safe communities, environment and sustainability, and community connections all saw increases from 2018



11

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What is the Biggest Challenge You See in Your Community?



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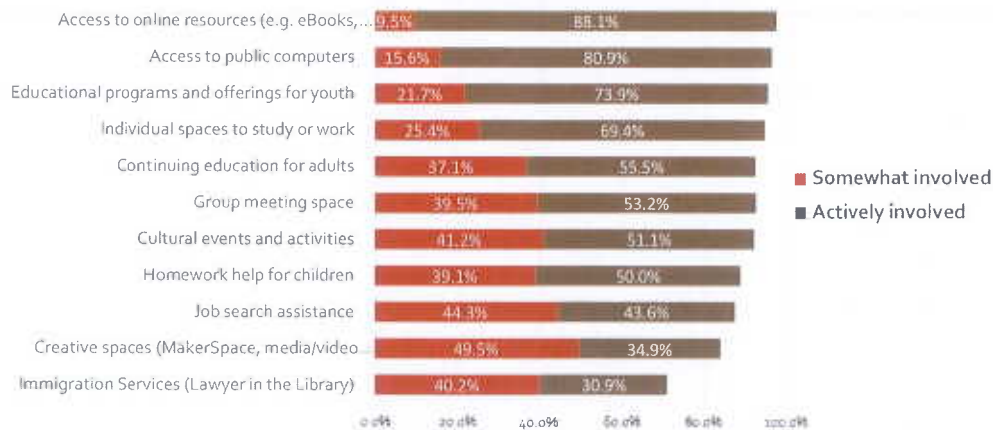
What is the Most Important Role of the Library in Your Community?



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



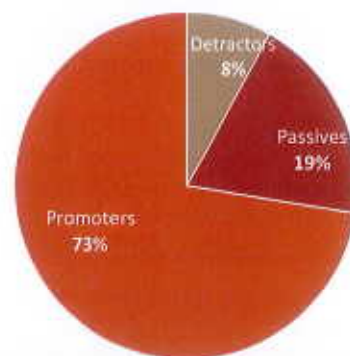
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15

15

#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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16

16

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

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

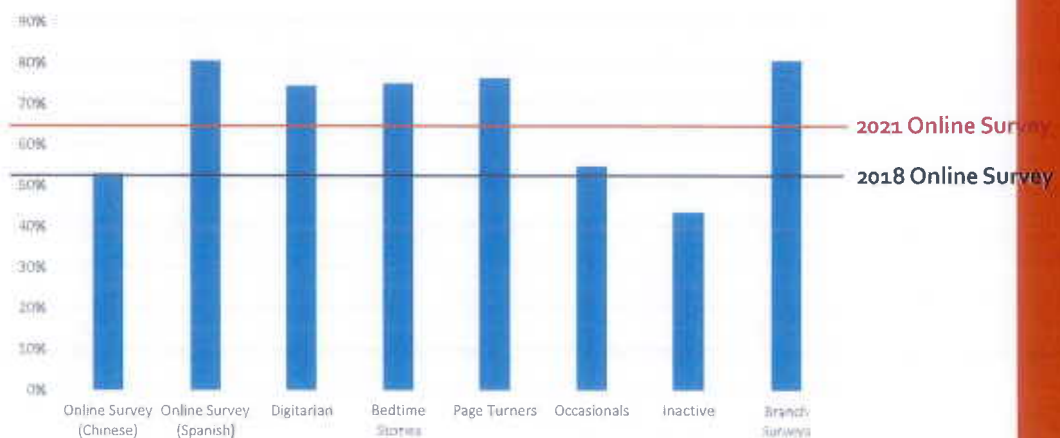
In Savannah®, this survey is sent on a weekly basis to a random sample of recent customers to get immediate and continuous feedback, and responses are recorded and measurable within the business intelligence suite program.



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NPS by Selected Audiences



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18

#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)

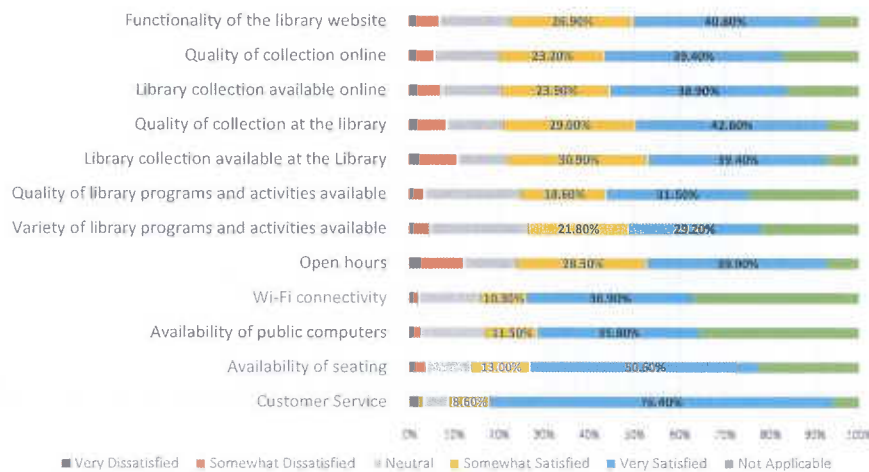
*See Appendix for Cluster definitions



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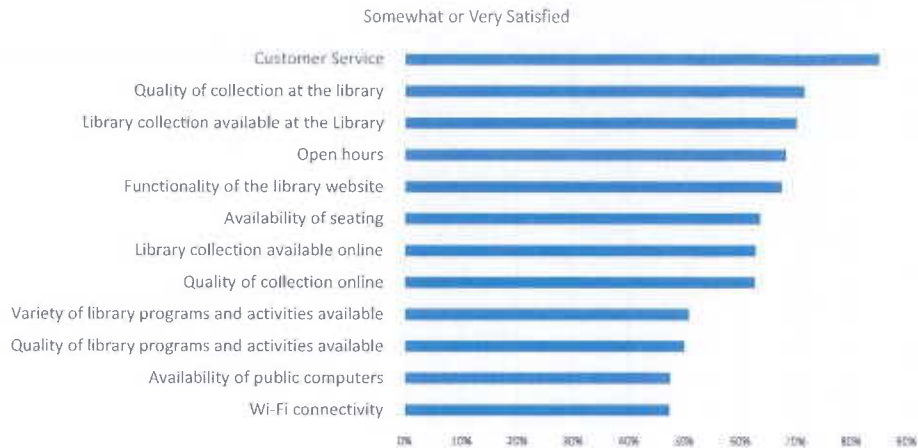
Satisfaction With the Library's Services



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Satisfaction – Somewhat or Very Satisfied

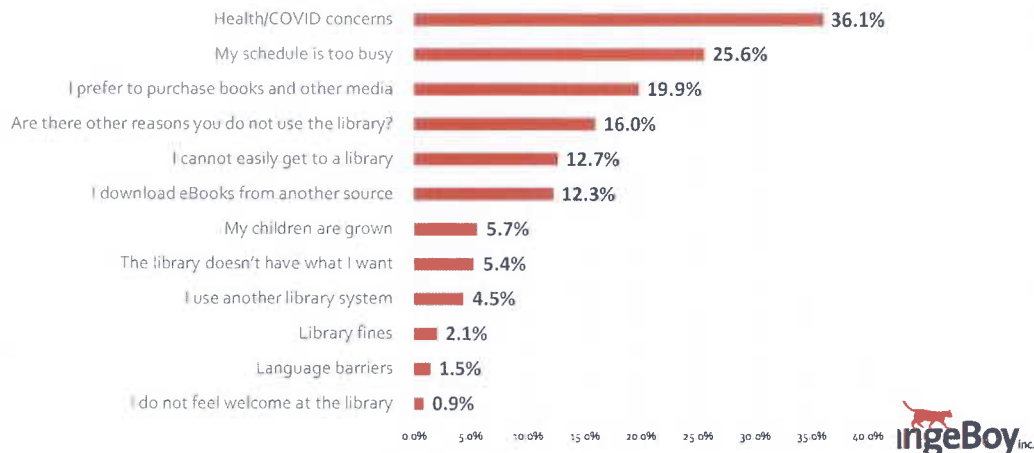


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Non-User Survey (335 completed surveys)

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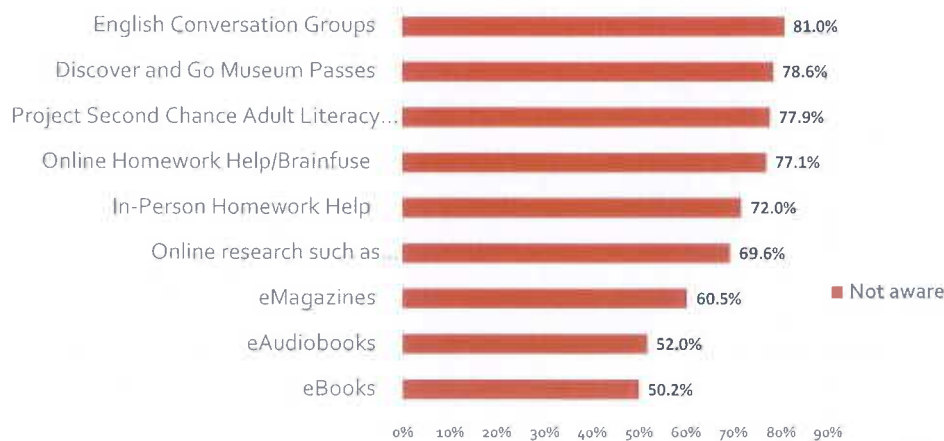
What, If Anything, Prevents You from Using the Library?



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

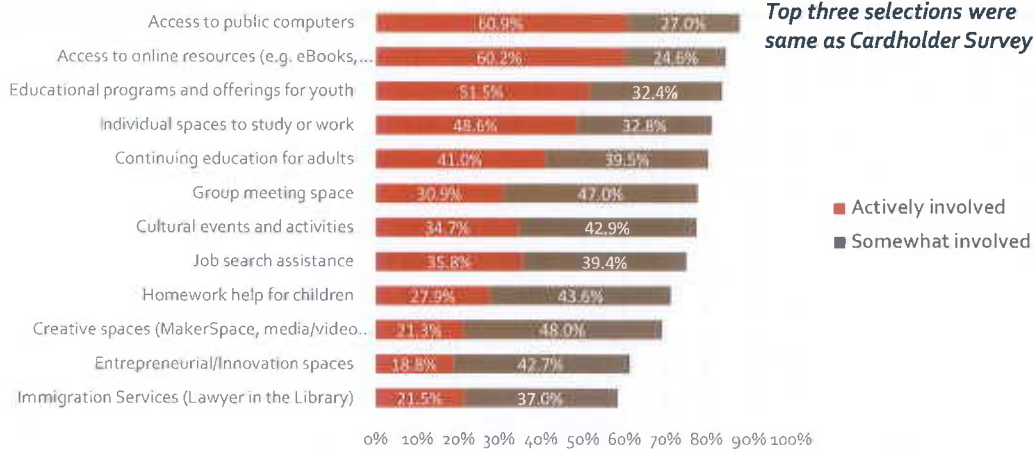


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24

24

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

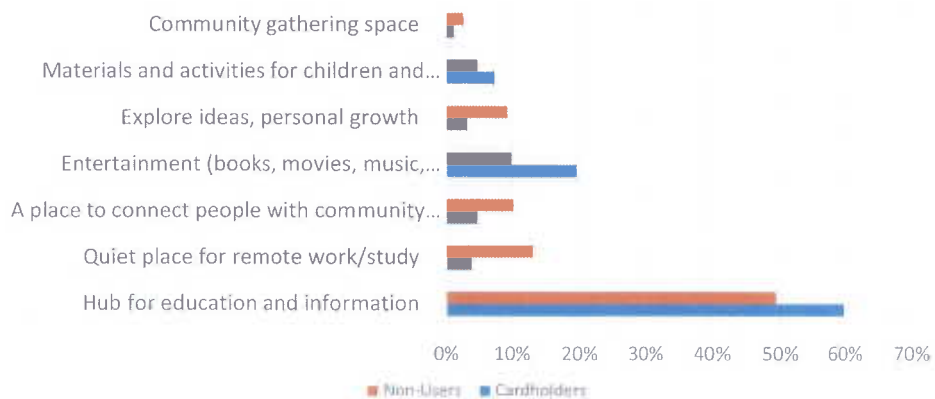


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25

25

Role of the Library in Community

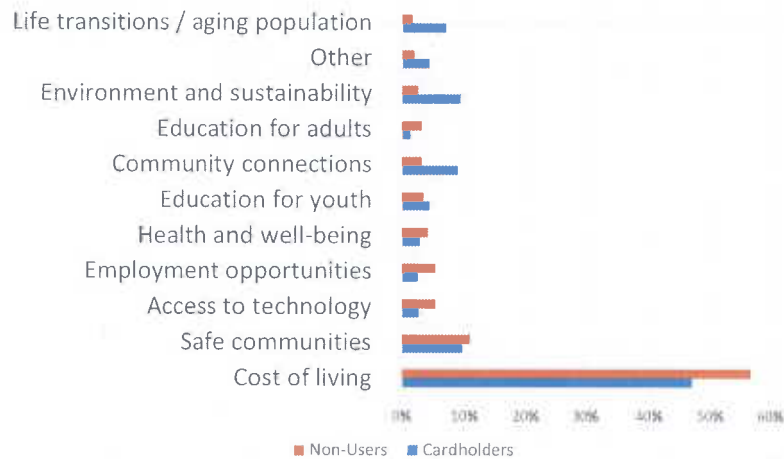


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26

26

What Is the Biggest Challenge You See in Your Community?



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27

27

Appendix

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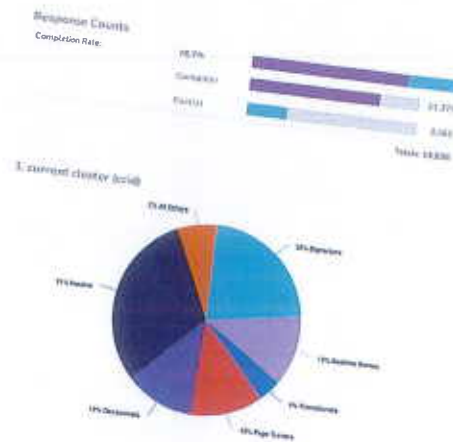
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Survey Reports

- 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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29

29

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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30

30