# MEETING OF THE LIBRARY COMMISSION

**Minutes**

**DATE:** Thursday, July 15, 2022

## 1. CALL THE MEETING TO ORDER / ROLL CALL

Chair Michael Fischer called the meeting to order at 7:05 p.m.

<table>
<thead>
<tr>
<th>LASTNAME</th>
<th>FIRSTNAME</th>
<th>TITLE</th>
<th>REPRESENTING</th>
<th>PRESENT</th>
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With eighteen commissioners present, a quorum was established.
2. INTRODUCTIONS
Two new commissioners attending this evening: Bob Sanguedolce, Alternate Commissioner from Danville, and Clifton Louie, Alternate Commissioner from CCC District III.

3. PUBLIC COMMENT
None this evening.

4. ACCEPTANCE OF THE MINUTES
No changes to the July minutes were suggested. Commissioner Michael Swernoff moved to accept the minutes as presented. Commissioner Julia Dozier seconded the motion.

   The motion was approved by consensus of the commission.

5. COUNTY LIBRARIAN REPORT –
   - The Pleasant Hill Library grand opening will take place on July 30th, beginning ceremonies at 10:00am and the library doors opening no later than 10:30. The number of people will be regulated so as not to over-populate the library.
   - The City of Pittsburg will be increasing their open hours per week for the first time. The city has opted to add 12 open hours per week to the base 40 hours provided by the County, for a new total of 52 open hours per week. This began on July 1st.

PRESENTATIONS

6. TARGETED EMAIL CAMPAIGNS -

   Public Information Officer Brooke Converse’s PowerPoint is attached to these minutes.
PARTNERING TO SUPPORT PEOPLE EXPERIENCING HOMELESSNESS –

The PowerPoint used for this presentation is attached to these minutes.

CONTINUED BUSINESS

8.A. Working Group Reports/Legislative Group –
Commissioner Dozier / Pleasant Hill and member of the Legislative Group will give tonight’s report. She began by informing the commission that Alison had recently become a member of the CLA’s Legislative Committee and as such would be a great resource into library-related legislative happenings.

Next, Commissioner Dozier shared a few items from the recently signed FY2022-2023 state budget. First, the budget contains $5 million ongoing funding for the summer “Lunch at the Library” programs. With funding in place, worrying about being reapproved annually will be eliminated and more attention can be paid to how the funds are used.

Second, there is a $10 million appropriation for online job training and workforce development activities. This means programs like Linked-In Learning, etc. will continue to have funding. The Board of Supervisors endorsed both of these programs in letters to the state so we appreciate their efforts on behalf of the library.

Next is a $50mm one-time appropriation for library infra-structure grants for FY2022/23. Last year’s budget contained a similar $439 million for the same purpose, so this is an additional amount on top of the original appropriation. The $50 million this year has a $10 million per project cap and requires matching funds from the cities. CCCL has several grants pending from the $439 million from last year and anticipates putting in for some of the $50 million this year.

Finally, $68 million was put aside to create the State Imagination Library for California. The Dolly Parton Imagination Library is a highly successful international book distribution program that was awarded the Library of Congress literacy award and celebrated sending their 25 millionth book in 2010 and in 2016 reached a “one million a month” milestone.

Children aged 0 to five receive free books that are sent directly to their homes. California is creating their own version of this. A corresponding bill, SB1183, which is in place to implement this particular program, is currently making its way through the legislature with strong bi-partisan support.

8.B. Working Group Reports/Foundation Exploratory Group –
Vice-Chair Gemmer reported on a topic that had been mentioned at the May meeting: The June 16th Internal Operations Committee (IOC) meeting where the IOC considered a status report on the utilization of Measure X funds for the establishment of the countywide library foundation and also considered providing direction on setting up the foundation. Chair of the IOC is Sup. Burgis and the vice-chair is Sup. Andersen. The status report was presented by County Librarian Alison McKee. Her presentation contained information about the various existing friends groups and the foundations and how they have supported the library. Also included was a summary of the effort since 2016 to bring a countywide library foundation to life, including the allocation of $50,000 of Measure X funds to seed the effort beginning in February 2022 and the contract for fiscal sponsorship by EdFundWest signed by the formation committee in April.

The report stated that the county intends to enter into a financial agreement with the organizing committee’s fiscal sponsor EdFundWest. As such the county will be able to disburse the Measure X funds to Ed Fund West so the organizing committee has access to the funds to establish the tax-exempt foundation. The county also intends to enter into a non-financial agreement with the library foundation organizing committee, outlining parameters for the use of the Measure X funds, the process for accessing the funds and the reporting and documentation required for the use of these funds.

Six members of the organizing committee were present at the meeting and were introduced. During the presentation Alison stated that the foundation will function as an autonomous non-county entity but will work
closely with the BOS and County Librarian to align goals. The IOC provided input on formation elements, including the number of directors, the criteria for selection of Board members, potential initial board members, potential community partners and future projects of interest. At the conclusion of public comment, Sup. Andersen stated that the organizing committee seemed to have everything well in hand and that the IOC did not want to be an impediment to the committee. Chair Burgis concluded that she would like to see periodic reports to the IOC about how the Measure X allocation is being used and suggested the possibility that additional Measure X funds might be made available.

A full text of the minutes of the IOC meeting is available on the County’s website. The committee is hopeful to have the MOUs in August to review then sign to keep things moving forward.

The committee has continued to meet regularly and are pursuing additional funding opportunities. They are actively creating criteria for fundraising, project assessment, organization bylaws, ethics policies, articles of incorporation and other formation documents. The goal is to file for incorporation and tax-exempt status no later than the end of the year.

8.C. Working Group Reports/Annual Report Group -
Chair Fischer briefly described the process of putting together the Commission’s annual report to the BOS and asked once again if there was anyone who would like to either lead or participate in this effort. No volunteers emerged at this meeting, so Chair Fischer said he would give the commissioners a chance to think about it and another request for participants would be made before the next meeting. He then reminded everyone (having been the lead of this effort several times previously) that in most years the annual report was well on the way to completion by this point, so this year’s report will need to come together quickly. There will be another update at the next meeting.

9. ITEMS OF INTEREST TO THE COMMISSION AND ANNOUNCEMENTS –
Commissioner Swernoff: The Orinda Library had a float in the city’s Fourth of July parade and it was well received by the public.
Commissioner Hoisington: The Lafayette Library is lucky enough to have an outdoor amphitheater which they have been using for storytimes. The bookstore manager comes over every Monday and does a storytime. Tuesday evenings they have a Campfire storytime (even though there is no fire) which is a family storytime at 6pm. Another thing going on in Lafayette is the Swell Center. The impetus for this was the death of two local teens on the same weekend from suicide at the end of the school year and was put in place by the foundation. It is open at the site of the former coffee shop there and is open to teens Monday through Friday from 10 to 2. There are books, games and snacks and a safe place to be. Young men, in particular, seem to attend most often. An attempt was made to include counseling but liability issues got in the way. Lastly, Commissioner Hoisington shared an item from the Brooklyn Public Library. To fight the wave of censorship in this country, they are sponsoring a “Books Unbanned” event, giving young readers across the country access to their entire e-book library. She thought this was wonderful and worth sharing that some people are standing up to censorship.
Chair Fischer: El Cerrito is slowly but surely moving ahead with trying to establish a new library as part of the transit-oriented development going on there. There will be a meeting with the city in a few weeks and hopefully there will be more to report.

10. AGENDA SETTING FOR THE NEXT MEETING AND FUTURE TOPICS –
Deputy County Librarian Gail McPartland mentioned the deferred item from the May meeting regarding the library’s reconsideration policy.
Vice Chair Gemmer mentioned she would like to hear about the library’s efforts to be inclusive with regard to storytimes.

11. ADJOURNMENT TO THE September 15, 2022 LIBRARY COMMISSION MEETING.

The meeting was adjourned at 9:05 p.m.
Submitted by Walter Beveridge, Executive Secretary, Contra Costa Library
Homelessness and Libraries

Library Commission
7.21.22

What Does Home Mean To You?
Who are the unhoused?

- Someone without a home
- Someone forced to move from place to place
- Anyone who has lost their housing due to difficult circumstances

- Someone who is unhoused may be sleeping in:
  - Bushes
  - Doorways
  - Outdoor courtyards
  - Sidewalks
  - Cars
  - Parks
  - Alleys
  - Vacant lots
  - And more

### 2019 Continuous Count (CoC) Data Summary

**CoC-wide Data**

- 9,767 unique individuals in the CoC
- 7,165 unique households in the CoC
- 7% of CoC were American Indian/Alaska Native
- 14% of households in CoC were families with children

**Locally Homeless Data**

- 6,955 locally homeless individuals
- 11,045 COVID-19 cases among people experiencing homelessness
- 5,750 locally homeless households
- 342 positive COVID-19 cases among people experiencing homelessness: 6% positive rate

**Outcomes**

- 90% of households were adult-only
- 23% increase in adult-only households from 2017 to 2019
- 35% increase in 62+ age group from 2017 to 2019
- 8% of consumers were veterans
- 11% of households had history of domestic violence

- 546 Average Days homeless in 2019

- 17% of households which exited to permanent housing in prior two years returned to homelessness in 2019

Data Source: https://a21c Movement GitHub REPORT 2019
Causes from 2020 PIT Count

Financial hardship was the leading primary cause of homelessness (25%), followed by evictions (17%), and substance abuse (14%, Figure Nineteen).

FIGURE NINETEEN: Primary Cause of Homelessness

- Cost of Living/Loss of Job: 25%
- Eviction: 17%
- Substance Abuse: 14%
- Separation/Divorce: 11%
- Violence: 7%
- Mental Health: 6%
- Lost a Loved-One/Caretaker: 6%
- Medical Issues: 6%
- Dispute with Landlord/Roommates: 4%
- Incarceration: 4%

updated 8/12/20


Challenges Faced By People Experiencing Homelessness
Everyday Challenges

- Symptoms of mental illness
- Hygiene
- Bathrooms
- Health Issues
- Drug use
- Hunger
- Clothing
- Sleeping
- Weather/smoke

Contra Costa County Homeless System of Care

Access Points

- Housing Contact Resolution/Mediation
- Utilities Assistance
- Rental Assistance
- Alternate Housing Placement
- Housing Stabilization
- Emergency Shelters
- Warning Centers
- Transitional Housing
- Intermnt Housing Program
- Sessional Shelters

Supportive Housing
- Mobile Hygiene
- Feed & Clothing Resources
- Healthcare for the Homeless
- Safe Parking
- Outreach
- Financial Assistance
- Housing Navigation
- Problem Solving
- Permanent Supportive Housing (PSH)

Supportive Services
- Outreach
- Financial Assistance
- Housing Navigation
- Problem Solving

Prevention & Diversion
- Housing Contact Resolution/Mediation
- Utilities Assistance
- Rental Assistance
- Alternate Housing Placement
- Housing Stabilization
- Emergency Shelters
- Warning Centers
- Transitional Housing
- Intermnt Housing Program
- Sessional Shelters
Accessing Homeless Services in Contra Costa County

If you are experiencing or at risk of homelessness in Contra Costa, here are three ways you can access services.

1) CALL
- Call 211 or text "HOPE" to 20121
- Same-sex resources are available
- Free, confidential service available 24/7
- Text HELP to 20121

2) CARE
- Walk into a CARE Center
- Chapel Hill: Eastside Community Center 6000 Melrose Ave. Services
- 1,000-bed shelter, food, clothing, hygiene items, and more
- 858-255-1212

3) CORE
- Connect to CORE outreach by calling 211
- CORE outreach provides information and assistance to individuals and families experiencing unsheltered homelessness
- CORE is not available 24/7 and is not a crisis response. Call 911 for emergencies

Accesso a los servicios para personas sin hogar en el Condado de Contra Costa

Si usted es una persona sin hogar en Contra Costa o está en riesgo de quedarse sin hogar, estas son tres maneras de acceder a los servicios.

1) Llame
- Llame al 211 o envíe un mensaje de texto con la palabra "HOPE" al 20121
- Disponibilidad misma-sex disponible
- Servicio gratuito, confidencial y disponible 24/7
- Mensaje de servicio gratuito en línea en 211 Extra

2) Centros CARE
- Acceso a un Centro CARE
- Tres centros de locales con servicio de atención primaria, una clínica de enfermería y servicios de ayuda y rodeo
- CORE disponible 24/7 y no es un servicio de emergencia. Llame al 911 en caso de una emergencia

Concord Library & H3 Collaboration
April 2018 – March 2020
Library Pandemic Outreach & Services

- Books to Motels & Shelter
- Cold Weather Backpacks
- Porta-Potty & Handwash Station
- Free Printing Services
- Wifi Inside & Outside
- Hotspot Check Outs
- Kitchen Free Food Kits
- Resources Brochure

Boise Library’s Mental Health Coordinator

Ashley Hammond (center) is the new Mental Health Coordinator and Jessica Door (right) is the director of the Boise Library system.
Now at Libraries Across the United States

- Mental health care coordinators
- Social workers
- Peer navigators
- Safe showers: Social service referrals
- Safe parking lot programs

Tools for Contra Costa County Libraries

- Security
- Police
- Mobile Mental Health
- 211
- CORE outreach
Security

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<th>How to contact</th>
<th>When available</th>
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Police

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Mobile Crisis Response Teams

**When to Use**
- Exhibiting non-dangerous Behavioral Health symptoms
- Consider calling before engaging police

**How to Contact**
- Call 1-833-443-2672

**When Available**
- Monday – Friday from 8 a.m. – 6:30 p.m.

**Other Resources**
- A3 Miles Hall Crisis Call Center: 833-443-2672
- Contra Costa Crisis Center: Call 211 or text ‘HOPE’ to 20121
- For youth (17 and younger): Call 877-441-1089

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*211*

**When to Use**
- Connect to resources like housing, food, clothing, hygiene program

**How to Contact**
- Call 211
- Text “HOPE” to 20121
- Go to: cccc.myresourcedirectory.com

**When Available**
- 24/7
CORE Outreach

**When to Use**
- Person wants to connect to homeless/housing, health and/or recovery services
- Person needs connections to food, clothing, showers, blankets, toiletries

**How to Contact**
- Call 211 and choose extension 3

**When Available**
- XX
- Not an emergency response service

Opportunities for Partnership

- Cross Training
- Coffee and Conversation
- Library outreach to shelters
- Holiday gift drive for clients
- Hygiene kit drive
- Libraries share information with each other
- Mobile shower programs onsite
- Healthcare for the Homeless
- Safe Parking Programs
- Warming Centers
Join CoC Mailing List

Questions?
Jaime Jenett, MPH
Community Engagement Specialist
Health, Housing and Homeless Services
jaime.jenett@cchealth.org
925-464-0152 Cell

Kimberli Buckley
Senior Community Library Manager,
Concord Library
Kimberli.Buckley@library.cccounty.us
925-646-5455

For more information about how to connect to homeless services go to:
https://cchealth.org/h3
Targeted Email Marketing Campaigns

Brooke Converse – Public Information Officer

Campaigns

- New Cardholders
- Inactive Cardholders
- Digitarians & Occasionals
- Cardholder Anniversary or Birthday Emails
New Cardholders

Since 2019, we have been sending onboarding, seven days after sign up.
This new expanded campaign updates the first email and adds two additional emails.
New cardholders now receive emails 7, 14 and 21 days after signing up.
The first email congratulates them for being the owner of a new library card and introduces them to a variety of services and resources.
The third email asks, “What have you done with your library card?” It lists several ideas for how to give your card a test drive including eBooks and eAudio Books, Rosetta Stone, and online events and programs.

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New Cardholder Email #2

Three Great Ways

- Try Something New
  - Free museum passes
  - Stream shows and movies
  - Library of Things

- At Your Fingertips
  - Thousands of titles
  - Print from anywhere
  - Newspapers and magazines

- Be the Expert
  - Explore online resources
  - Improve your resume and learn new skills
  - It also includes a link to browse the catalog and find your local branch.
Inactive Cardholders

Email #3 talks about some of the things inactives may have missed since they last used their card including – the return of in-person programming, the increase in hours at 17 branches and more items in the Library of Things.

Patrons who have not used their cards in more than 12 months.

This campaign also consists of three emails which inactive users will receive 7, 14 and 21 days after moving into the inactive category.

Email #1 says “We Miss You” and it reminds the patron that the libraries are open and that if they aren’t comfortable visiting in-person there is dozens of ways to use your card on the go.

**Inactive Cardholder Email #2**

*EXPLORE YOUR LIBRARY AND SAVE MONEY*

This email discusses some of the ways the library can save you money and makes comparisons.

- Audiobook subscriptions like Audible are expensive – eBooks and eAudiobooks through Libby are FREE
- Magazine subscriptions are expensive and can clutter your house. Flipster gives access to dozens of popular magazines for FREE
- Many popular newspapers have paywalls – with your library card you can access hundreds of papers across the globe for FREE
- Trips to museums and cultural attractions can really add up – Discover & Go gives access to dozens of attractions across the Bay Area and beyond for FREE
Coming Soon

**Digitarians**
Patrons who primarily borrow digital titles

**Occasionals**
Patrons who have not used their card in at least 12 weeks to a year

**Promoting Popular Online Resources**
- Libby
- Rosetta Stone
- Ancestry
- Brainfuse
- New York Times
- Wall Street Journal, etc.

**One Time Email**
One email
Opportunity to create multiple versions, promoting many more of our resources

**Other Ideas**

**Birthdays**

**Cardholder Anniversary**

**Questions?**