



# CONTRA COSTA COUNTY

## AGENDA

### Library Commission

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Thursday, July 17, 2025

6:00 PM

1025 Escobar St., Room 110  
Martinez

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pwd=Ig6i65bDmwMeoIR8SsAS9IAaG9I  
1nH.1](https://zoom.us/j/99019817954?pwd=Ig6i65bDmwMeoIR8SsAS9IAaG9I1nH.1)

Webinar ID: 990 1981 7954

Passcode: 228815

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- Electronic agenda packet viewing is available at: <https://cclib.org/commission/>
- Hard copy agenda packets are available for viewing at each Contra Costa County Library
- The Library Commission will provide reasonable accommodations for persons with disabilities planning to attend Library Commission meetings who contact Library Administration at least 72 hours before the meeting, at (925) 608-7700. After 72 hours prior, accommodations will be on a best-efforts basis.

Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the Contra Costa County Library Commission to a majority of members of the Library Commission less than 96 hours prior to that meeting are available for public inspection at Contra Costa County Library Administration, 777 Arnold Drive, Suite 210, Martinez, CA 94553.

Library Commissioners, please call Library Administration, at (925) 608-7700 by 5 p.m. Wednesday, July 16th if you will NOT be at the meeting. A quorum must be established in-person before a meeting can be held. A record is maintained of Commissioner's attendance.

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

The Library Commission Chair will call the meeting to order. Walt Beveridge will do a roll call to determine a quorum of attendees.

#### 2. WELCOME & INTRODUCTIONS

Visitors will have an opportunity to introduce themselves; self-introductions are voluntary.

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**3. PUBLIC COMMENT**

Speakers from the audience may address the Library Commission on any relevant issue that is not scheduled for the agenda. Public comments can be made on agenda items when the item is discussed. Public comment is limited to three (3) minutes per speaker and speakers may text your comments/questions to 925-818-0049 prior to the meeting. Public comment on agenda items can also be e-mailed to the Library Commission at [walter.beveridge@library.cccounty.us](mailto:walter.beveridge@library.cccounty.us) to be received one day prior to the Library Commission meeting.

4. ACCEPTANCE OF MINUTES – attachment 1 [25-2833](#)  
Commissioners will approve or amend the minutes from the May 15, 2025, meeting.

**Attachments:** [LC Minutes May 2025 - Final](#)

5. COUNTY LIBRARIAN'S REPORT - Attachment 2 [25-2834](#)

**Attachments:** [Co Librarian Report July 2025](#)

County Librarian Alison McKee will submit a written report on items of interest to Commissioners.

**6. COMMISSIONER WORK PLAN ACTION ITEMS (Report Out / Current Events)**

Commissioners will share with the group their efforts related to the 2025 Work Plan.

**7. AGENDA SETTING FOR NEXT MEETING and FUTURE TOPICS**

Commissioners will suggest items for future meetings.

8. SELF-SERVICE SUNDAYS -attachment 3 [25-2835](#)

County Librarian Alison McKee, Deputy County Librarian Yemila Alvarez and Library Service Manager Gia Paolini will present a review of the recently completed pilot of this new program.

**Attachments:** [SSS Survey Results 2025](#)

**9. WORKING COMMITTEE REPORTS**

Commissioner Dozier will report to the Commission on legislative matters.

**10. CORRESPONDENCE**

Commissioners will review commission correspondence.

**11. COMMISSIONER ANNOUNCEMENTS**

Commissioners can use this time to share upcoming events, book sales and any other library-related information.

**12. ADJOURNMENT to the Thursday, September 18, 2025, LIBRARY COMMISSION MEETING.**

- Thursday, September 18, 2025, 6:00 p.m.
- Saturday, October 4, 2025, 8:30 a.m.-12:00 p.m.  
@ Walnut Creek Library
- Thursday, November 20, 2025, 6:00 p.m.





# CONTRA COSTA COUNTY

1025 ESCOBAR STREET  
MARTINEZ, CA 94553

## Staff Report

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**File #:** 25-2833

**Agenda Date:** 7/17/2025

**Agenda #:** 4.

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# CONTRA COSTA COUNTY

## Committee Meeting Minutes - Final

### Library Commission

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Thursday, May 15, 2025

6:00 PM

1025 Escobar St., Room 110  
Martinez

2229 Ptarmigan Drive #1  
Walnut Creek, CA 94595

[https://zoom.us/j/99019817954?  
pwd=Ig6i65bDmwMeoIR8SsAS9IAaG9I1nH.1](https://zoom.us/j/99019817954?pwd=Ig6i65bDmwMeoIR8SsAS9IAaG9I1nH.1)

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Library Commissioners, please call Library Administration, at (925) 608-7700 by 5 p.m. Wednesday, March 19th if you will NOT be at the meeting. A quorum must be established in-person before a meeting can be held. A record is maintained of Commissioner's attendance.

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

Chair Nicole Gemmer called the meeting to order at 6:06 pm.

Walter took roll to establish if a quorum was present. With 19 commissioner present a quorum (13) was established.

- Present** Kevin Armonio, Matt DeFraga, Julia Dozier, Robin Eckert, Arnold Fitzpatrick, Nicole Gemmer, Sue Hamill, Susan Hildreth, Mary Ann Hoisington, Marina Hsieh, John Huh, Anne Kingsley, Zelda LeFrak-Belleci, Heather Lurvey, Dennisha Marsh, Robert Mason, Richard Means, Amit Prayag, George Pursley, Donna Rennie, Rachel Rosekind, Robert Sanguedolce, Tommy Smith, Michael Swernoff, Bryan Thomas, and Bethany Woods
- Excused** Michael Fischer, Amenda Kung, and Linda Sendig
- Absent** Jim Dexter, Vivian Faye, Shrikant Garde, Stacie Hinton, Lynn Mackey, Jo Ellen Marcotte, Frederick Page, and Dorothy Walker

**2 WELCOME AND INTRODUCTIONS**

Several members of the public who were in attendance for Mary Ann Hoisington's farewell meeting introduced themselves.

**3 PUBLIC COMMENT**

No members of the public came forward to speak.

- 4 ACCEPTANCE OF MINUTES – attachment 1** [25-1675](#)  
Commissioners will approve or amend the minutes from the March 20, 2025, meeting.

**Attachments:** [LC Mar 2025 Minutes - Final](#)  
Commissioner Prayag pointed out an error in the minutes. In his reporting on events to the commission, the Clayton Book sale was to be held in May, not April.

**This Consent Item was adopted as amended.**

**Motion:** Dozier  
**Second:** Hsieh

- 5 County Librarian Report - attachment 2** [TMP-10231](#)

**Attachments:** [Co Librarian Report May 2025](#)  
County Librarian Alison McKee referred to several items in her printed report: 4 libraries now have Narcan available for free (Antioch, Orinda, Pleasant Hill and San Pablo). She also shared that the new Bay Point Library grant has been extended.

**6 COMMISSIONER WORK PLAN ACTION ITEMS (Report Out / Current Events)**

Commissioner Rosekind had a meeting with Sup. Gioia about the budget. She also attended various programs at multiple libraries.  
Commissioner DeFraga mentioned that the city of Martinez was interested in extra hours after receiving their annual letter.  
Commissioner Lurvey met with the new WC City Council member to introduce herself and speak about the libraries.  
VC Tommy Smith met with the Concord City Manager and Mayor to advocate for the library.  
Chair Gemmer announced that after 35 years as Danville's Town Manager, Joseph Calabrigo would

be retiring.

**7 AGENDA SETTING FOR NEXT MEETING and FUTURE TOPICS**

Multiple commissioners expressed a desire to hear more about the Self Service Sundays pilot program that is about to conclude.

- 8 LIBRARY BUDGET FOR FY2025/26 - attachment 3** [25-1692](#)  
 County Librarian Alison McKee will present the proposed library budget for FY25/26 to the Commission

**Attachments:** [Proposed Budget FY25-26](#)

See the attached PowerPoint presentation.

Budget Presentation **TMP-10816**

**Attachments:** Budget Presentation

**9 SUMMER READING 2025**

See Amy Mockoski and Julia Layne's attached PowerPoint Presentation.

Summer Reading 2025 Presentation **TMP-10815**

**Attachments:** Summer Reading 2025 Presentation

**10 WORKING COMMITTEE REPORTS**

Commissioner Dozier shared the following:

Topics related to libraries, at the federal and state level:

**Federal**

- As reported at the March meeting, there was an executive order reducing the functions of the Institute of Museum and Library Services (IMLS) and eliminating many of its non-statuary programs. In response to the order, attorneys general from 21 states sued to prevent the dismantling of the IMLS. A judge issued an injunction, stating that it violated the Administrative Procedure Act. Judge McConnell specified: “(In addition to violating the Administrative Procedure Act)...it also disregards the fundamental constitutional role of each of the branches of our federal government; specifically, it ignores the unshakable principles that Congress makes the law and appropriates funds, and the Executive implements the law Congress enacted and spends the funds Congress appropriated.” 1 In addition to the attorneys general’s suit, the American Library Association and the largest union representing museum and library workers have filed a separate lawsuit.
- President Trump fired the librarian of Congress, and designated Deputy Attorney General

Todd Blanche (Trump’s former defense attorney) as acting head of the library. In a rare bipartisan effort, Congress is pushing back on this, which “threatens the separation of powers and the integrity of the legislative branch’s premier research body.”<sup>2</sup> In addition to serving as a law library for Congress, the Library of Congress is considered a materials repository for the entire country, and is visited by 1.5 million tourists every year.

## State

- As you may recall, the California budget process includes the Governor’s May revision (a.k.a. “May Revise”). The Governor released his May revise yesterday, and it does not include any proposed cuts to public libraries, including the California Library Services Act (CLSA) programs, nor the Lunch at the Library program. The Governor’s budget assigns the same amounts that were approved in the 2024-25 budget to these programs. Also included in the May Revise is \$33 million in library infrastructure grants for 2024-25, 2025-26, and 2026-27, again consistent with last year’s funding. Credit is to be given to the California Library Association (CLA) and its many supporters for advocating against proposed cuts to the programs.

## New Members

Please help me welcome Kevin Armonio and Dennisha Marsh, two new members of the Legislative Working Group!

## 11 CORRESPONDENCE

One email came in via the link to the commission from the library's website. It was regarding the LGBTQ+ collection at the El Cerrito library and how much they were in favor of it. Alison sent a nice response thanking her for her input and support.

## 12 COMMISSIONER ANNOUNCEMENTS

Commissioner LeFrak shared that she has restarted the Seniors in the Library program that was a casualty of the pandemic. This was one of her first orders of business after joining the commission. Commissioner Hoisington made another plug for the Lafayette Library's LLLCF.org website which has an extensive calendar of events.

Commissioner Prayag mentioned again the Clayton Book Sale this coming weekend.

Commissioner Pursley shared that the Pinole Friends are also having their semi-annual book sale this weekend. 10 - 3 on Saturday and 10 - 2 on Sunday. On Sunday you can purchase a packet for \$5 and stuff it as full as you like.

Commissioner Rosekind shared that the Richmond Literacy Festival is this coming Saturday at Memorial Stadium next to City Hall. On Sunday at the Albany Library (Alameda Co.) is having their first Comic Con event. There'll be food trucks, author panels, some virtual reality displays and more. It runs from 10 to 5 and it's free.

**13 ADJOURNMENT to the Thursday, July 17, 2025, LIBRARY COMMISSION MEETING.**

**ITEMS TO CALENDAR**

- Thursday, July 17, 2025, 6:00 p.m.
- Thursday, September 18, 2025, 6:00 p.m.
- Saturday, October 4, 2025, 8:30 a.m.-12:00 p.m.  
@ Walnut Creek Library
- Thursday, November 20, 2025, 6:00 p.m.



# CONTRA COSTA COUNTY

1025 ESCOBAR STREET  
MARTINEZ, CA 94553

## Staff Report

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**File #:** 25-2834

**Agenda Date:** 7/17/2025

**Agenda #:** 5.

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County Librarian's Report to the Library Commission  
Thursday, July 17, 2025

**MARKETING PLAN IS COMPLETE**

The Library's first ever Marketing Plan is now complete and attached to this report. Thank you to the Library Commission for your valuable input.

**MOBILE HEALTH CLINICS AT CON. OAK. PRW**

This summer Contra Costa Health will provide reproductive health services for young adults (ages 12-21) at the Concord, Oakley and Prewett Libraries their mobile health unit. The mobile health unit is at various public school sites during the school year so needed additional sites during the summer. The health services staff promote the library and encourage their patients to sign up for library cards during appointments.

**COHS GRADUATION**

5 Career Online High School (COHS) students graduated with their High School diploma on Saturday May 10<sup>th</sup> at the Orinda Library auditorium. Many thanks to the LFCC for sponsoring this event. COHS is funded by the California State Library and offers adults the opportunity to earn an accredited high school diploma and career certificate through an entirely online asynchronous program. There are currently 27 students enrolled in the program through CCCL.

**SUPREME COURT UPHOLDS CONSTITUTIONALITY OF E-RATE**

On June 27<sup>th</sup>, the Supreme Court ruled that the funding mechanism behind the Universal Service Fund, which funds the E-rate program, does not violate the constitution, neither in the way it is funded nor in having a private non-profit organization (the Universal Service Administration Company) manage the Universal Service Fund programs. E-rate is a US federal initiative that provides discounts on telecommunications and internet services to eligible schools and libraries. CCCL receives approximately at 66% discount on internet connectivity via E-rate.

**PATRON SURVEY**

The patron survey closed on June 8<sup>th</sup>. We received 11,147 responses and are at the beginning stages of analyzing them. OrangeBoy (the contractor who manages our surveys) will be coming to the September Commission meeting to present the survey findings.

**EXTRA HOURS UPDATE**

No city has opted to change the number of extra hours it funds in FY25-26. Extra hours for FY25-26 by library and city are as follows:

City	Branch Name	FY24-25	
		County Base	City Extra
Antioch	Antioch	40	0
Antioch	Prewett*	35	n/a
Brentwood	Brentwood	40	12
Clayton	Clayton	40	0
Concord	Concord	40	12
Danville	Danville	40	16
El Cerrito	El Cerrito**	40	6
Hercules	Hercules	40	6
Lafayette	Lafayette	40	16
Martinez	Martinez	40	0
Moraga	Moraga	40	0
Oakley	Oakley***	40	n/a
Orinda	Orinda	40	16
Pinole	Pinole	40	0
Pittsburg	Pittsburg	40	12
Pleasant Hill	Pleasant Hill	40	12
San Pablo	San Pablo	40	12
San Ramon	Dougherty Station	40	6
San Ramon	San Ramon	40	16
Walnut Creek	Walnut Creek	40	12
Walnut Creek	Ygnacio Valley	40	12
n/a	Bay Point*	35.5	n/a
n/a	Crockett*	18	6
n/a	EL Sobrante	40	n/a
n/a	Kensington	40	n/a
n/a	Rodeo*	18	6
TOTAL		986.5	177
<b>TOTAL OPEN HOURS</b>		<b>1153.5/1163.5</b>	

\*outlets, not full-service libraries

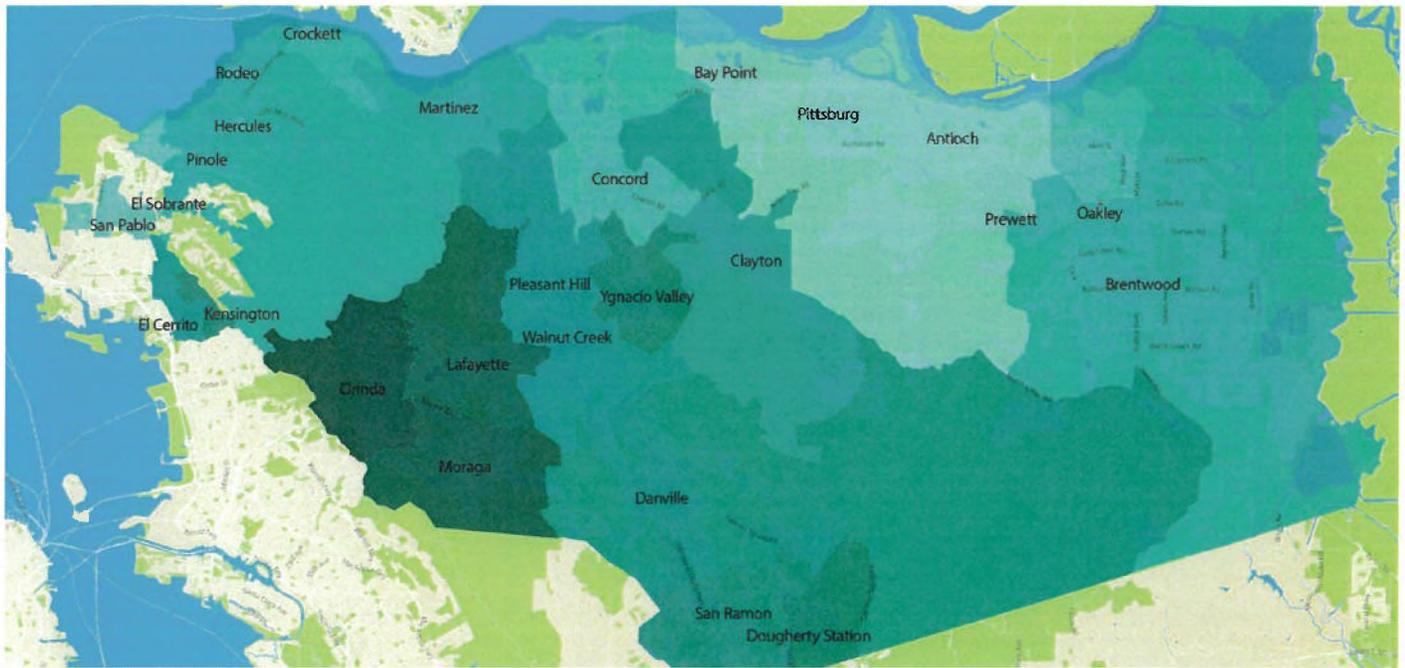
\*\*not eligible to fund more than 6 extra hours due to size limitations of facility

\*\*\*not eligible to fund extra hours due to size limitations of facility

# Strategic Marketing Plan 2025



The Library serves 1.1 million individuals in a large and diverse County with a variety of needs. Guided by the Strategic Plan and to support its goals, this plan expands on proven marketing and communications efforts while adding a new layer of targeted efforts, all with the goal to bring library services to more members of the communities we serve.



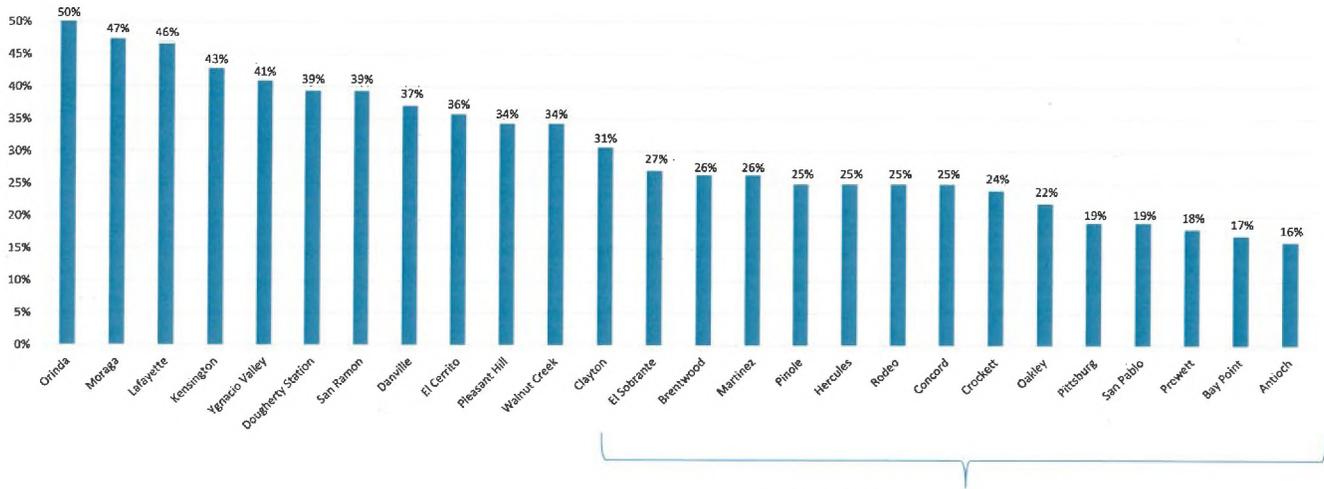
Market penetration by census tract; lighter colors indicate areas of less library use; darker colors indicate areas of higher library use.

## 1. The Library will refine and improve marketing and communication efforts that have proven successful in the past by increasing consistency, campaign duration, and introducing new approaches.

Marketing Strategies	Proven Methods	New Methods
<b>Targeted emails</b>	<ul style="list-style-type: none"> <li>Spanish bilingual new cardholder and inactive cardholder email campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Email digital and occasional users</li> <li>Send monthly regional emails</li> </ul>
<b>Social media</b>	<ul style="list-style-type: none"> <li>Facebook, Instagram, X, content</li> <li>YouTube videos</li> </ul>	<ul style="list-style-type: none"> <li>Facebook and Instagram Reels and Stories</li> <li>Paid boosts on Facebook, ads on Instagram</li> </ul>
<b>Advertising</b>	<ul style="list-style-type: none"> <li>Series of bus tail ads</li> <li>TV and streaming ads</li> <li>DMV digital billboards</li> </ul>	<ul style="list-style-type: none"> <li>Targeted mobile and Google ads</li> <li>Explore additional digital billboards in kids' areas</li> <li>Host targeted webinars to highlight specific services and products</li> <li>Leverage advertising opportunities in existing technology</li> </ul>
<b>School engagement</b>	<ul style="list-style-type: none"> <li>CCCOE monthly newsletter</li> <li>Staff/class visits</li> </ul>	<ul style="list-style-type: none"> <li>Produce videos for teachers to show in class</li> <li>Explore local school district newsletter placement</li> <li>Develop web landing pages to generate engagement with online content</li> </ul>
<b>Printed materials</b>	<ul style="list-style-type: none"> <li>Bookmarks for specific resources and events</li> <li>Branch newsletters using PPT template</li> <li>Focused event signage in branches</li> <li>Flyers for outreach</li> </ul>	<ul style="list-style-type: none"> <li>Welcome guide w/QR code for card sign up</li> <li>Print on demand flyers for specific resources and services</li> </ul>

# Branches with Low Market Penetration

While many areas of the county engage heavily with the library, some areas have low Market Penetration—the percentage of households that are actively using the library. These branches and their audiences need additional marketing engagement to grow.



14 branches to increase Market Penetration and utilization

## 2. The Library will add a layer of targeted efforts to those areas with Low Market Penetration.

Strategy	Implementation
<b>Email Marketing</b>	<ul style="list-style-type: none"> <li>Send targeted emails by zip code focused on the most needed services and resources as identified in the patron survey</li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>Increase recruitment of Social Media Ambassadors.</li> <li>Paid boosts on Facebook, ads on Instagram</li> </ul>
<b>Local Promotion</b>	<ul style="list-style-type: none"> <li>Identify businesses and organizations willing to share flyers, air recorded programs, and share social media posts</li> </ul>

# Performance Metrics

## 3. The Library will track several performance metrics and identify trends in third-party platforms to evaluate the success of the Marketing Plan. These metrics and trends will be reported annually in the Strategic Plan Progress Report.

- Active cardholders
- Library visits
- Checkouts
- Library card sign-ups
- Website visits
- Third graders with library cards
- Market penetration

This marketing plan aims to effectively communicate the Library's programs, materials, and resources to the diverse communities in Contra Costa County. By expanding advertising campaigns, introducing new strategies, and targeting areas with low market penetration, the Library seeks to engage individuals not currently connected to its offerings and build trust in this valuable community resource while continuing to serve and communicate with current patrons.



# CONTRA COSTA COUNTY

1025 ESCOBAR STREET  
MARTINEZ, CA 94553

## Staff Report

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**File #:** 25-2835

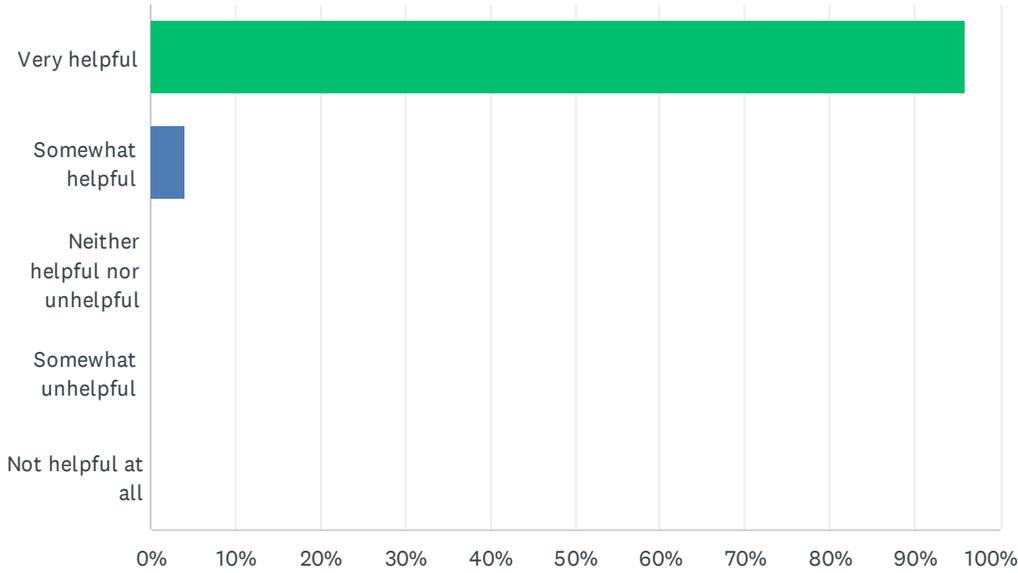
**Agenda Date:** 7/17/2025

**Agenda #:** 8.

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# Q1 Was the orientation session helpful in preparing you to use Self-Service Sundays?

Answered: 25 Skipped: 0



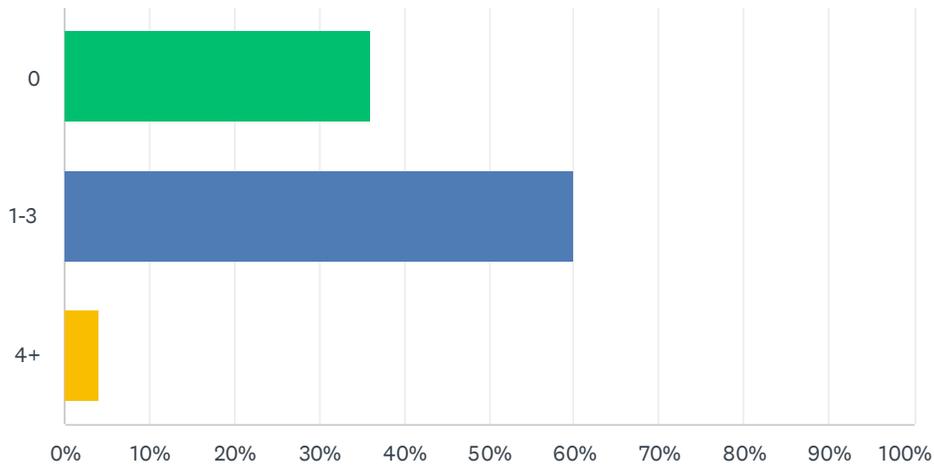
ANSWER CHOICES	RESPONSES	
Very helpful	96.00%	24
Somewhat helpful	4.00%	1
Neither helpful nor unhelpful	0.00%	0
Somewhat unhelpful	0.00%	0
Not helpful at all	0.00%	0
<b>TOTAL</b>		<b>25</b>

## Q2 Your home zipcode: (optional)

Answered: 23 Skipped: 2

### Q3 How many times have you accessed Self-Service Sundays?

Answered: 25 Skipped: 0



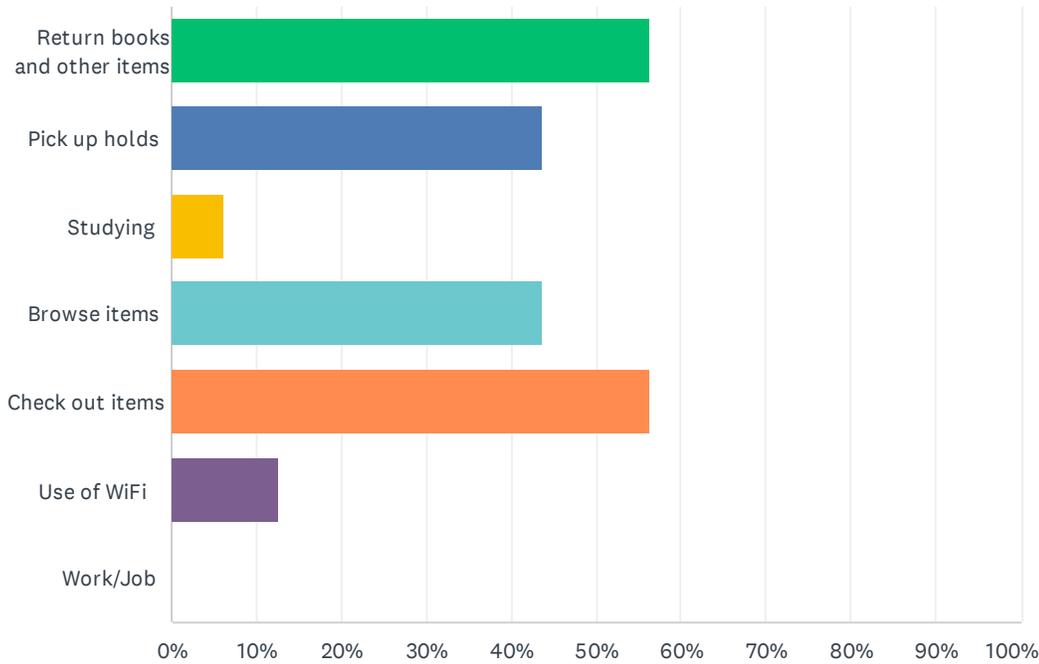
ANSWER CHOICES	RESPONSES	
0	36.00%	9
1-3	60.00%	15
4+	4.00%	1
TOTAL		25

Q4 Did you encounter any issues when accessing the building with your Library Card? If so, please describe the issue.

Answered: 12 Skipped: 13

## Q5 What was your primary purpose for using Self-Service Sundays? (Check all that apply) (Select up to three choices)

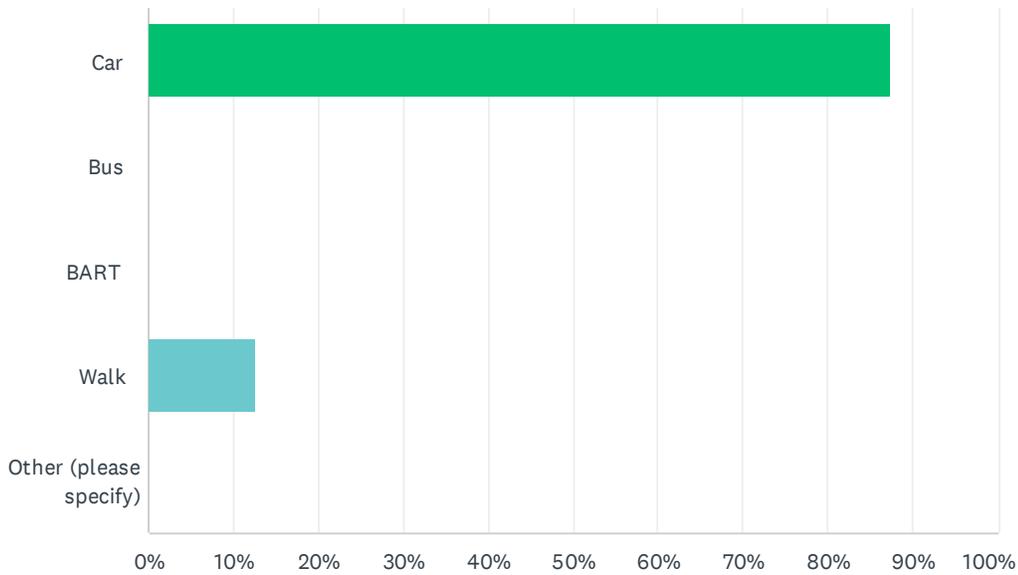
Answered: 16 Skipped: 9



ANSWER CHOICES	RESPONSES
Return books and other items	56.25% 9
Pick up holds	43.75% 7
Studying	6.25% 1
Browse items	43.75% 7
Check out items	56.25% 9
Use of WiFi	12.50% 2
Work/Job	0.00% 0
Total Respondents: 16	

## Q6 How did you get to the library for Self Service Sundays?

Answered: 16 Skipped: 9



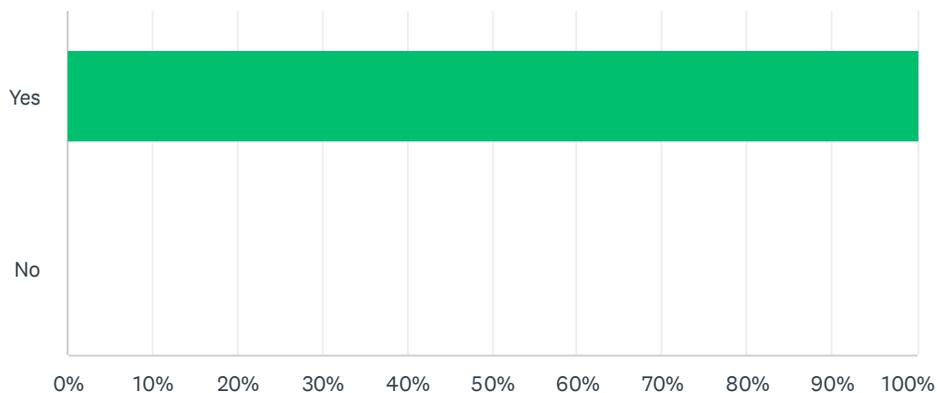
ANSWER CHOICES	RESPONSES	
Car	87.50%	14
Bus	0.00%	0
BART	0.00%	0
Walk	12.50%	2
Other (please specify)	0.00%	0
<b>TOTAL</b>		<b>16</b>

# Q7 Is there anything else you would like to share with us about Self Service Sundays?

Answered: 13 Skipped: 12

### Q8 Would you recommend Self-Service Sundays to other patrons?

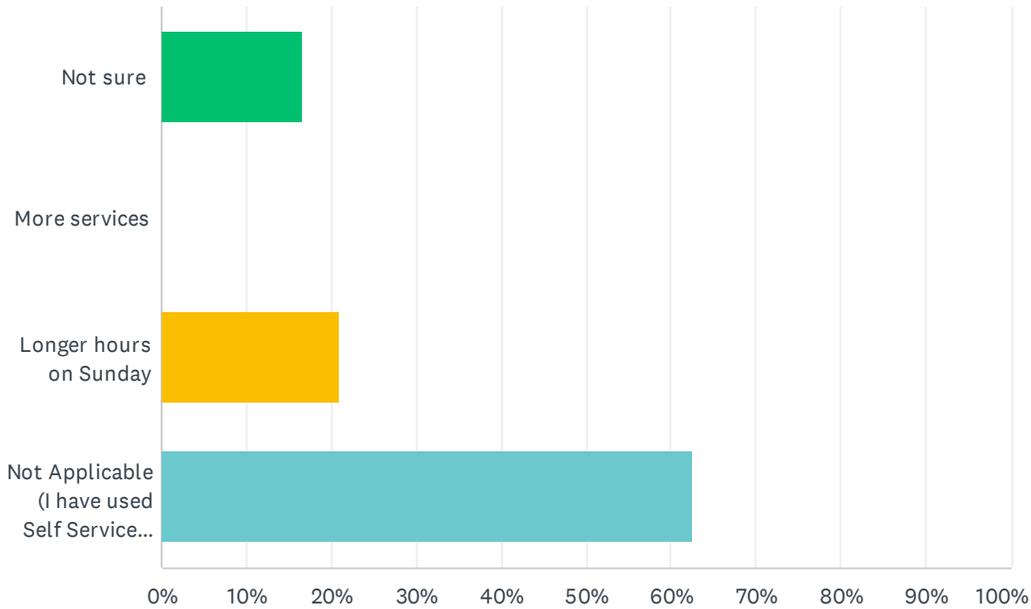
Answered: 16 Skipped: 9



ANSWER CHOICES	RESPONSES	
Yes	100.00%	16
No	0.00%	0
TOTAL		16

### Q9 If you have not used the service yet why not, and what would make you more likely to use it?

Answered: 24 Skipped: 1



ANSWER CHOICES	RESPONSES	
Not sure	16.67%	4
More services	0.00%	0
Longer hours on Sunday	20.83%	5
Not Applicable (I have used Self Service Sundays)	62.50%	15
<b>TOTAL</b>		<b>24</b>