

City of San Marino AGENDA REPORT



TO: MAYOR AND CITY COUNCIL
FROM: MATT BALLANTYNE, CITY MANAGER
BY: LUCY GARCIA, COMMUNITY SERVICES DIRECTOR
ANN DALLAVALLE, CITY LIBRARIAN
DATE: SEPTEMBER 30, 2011
SUBJECT: ANNUAL STATE LIBRARIAN'S REPORT

Allan Yung, MD
Mayor
Richard Sun, DDS
Vice Mayor
Eugene Sun
Council Member
Dennis Kneier
Council Member
Richard Ward
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BACKGROUND

Pursuant to the Education Code (Section 18927), staff is required to report to the Council and the State Librarian the outcomes of the Crowell Public Library, for the year ending June 30 of the preceding year. Specifically, California's public, academic, special, state agency, and county law libraries are required to submit statistical data to the State by September 30, 2011. The data, which is tabulated and analyzed by the State Librarian, is incorporated into the *California Library Statistics Report*. The reporting is done in cooperation with the Institute of Museum and Library Services (IMLS) through the Public Library Statistics Cooperative (PLSC) in the collection of uniform public library statistical data nationwide.

2010-11 Crowell Public Library: Year at a Glance

Use of the Crowell Public Library is relatively stable from the prior fiscal year. While the number of visitors declined by 3%, circulation increased by 5%. Particularly in the area of NonBooks (DVD's, Audio Books, Music, Periodicals) circulation grew by 19% and Children's Circulation increased by 11%. Staff continued to offer a high level of customer service and library expertise to meet a variety of interests and needs. Overall, the demand for services at the Crowell Public Library increased by 8%, with the biggest change experienced in Materials Sent to Other Libraries (up 78%) and Number of Visits to the Library's Website (up 80%). By contrast, the Crowell Public Library saw reductions in Reference Assistance (18%) and Number of Programs (13%). Reductions in Reference were attributed to omitting directional assistance questions from the reference log, and reductions in Programming were the result of eliminating one storytime per week, due to low attendance.

Total Public Service Hours	3,224
Number of Library Visits	267,785
Reference Questions	18,268
Total Circulation (Book and other materials borrowed)	239,517
<i>Circulation of Children's Materials</i>	131,222
<i>Circulation of Non English</i>	33,953

<i>Circulation of Non Books</i>	31,579
Material Loans Sent to Other Libraries	192
Materials Loans Received from Other Libraries	337
Total Number of Programs	336
<i>Number of Children's Programs</i>	171
Total Number of people attending programming	11,038
<i>Children's Program Attendance</i>	6,462
Number of public computer users	65,258
Number of visits to the library's website	104,559
San Marino Cards distributed since 2006	13,412
Total Library Cards distributed since 2006	38,782

2010-11 Service Highlights

- Completed the 2010-2015 Library Strategic Plan
- Distributed Requests for Proposals and secured new contract for the Library's Integrated Service. Reduced annual ILS contract costs by \$40,000 approximately.
- Pursued Life Long Learning programs for seniors.
- Pursued café service.
- Completed a Collection Development Plan.
- Completed "weeding" of Adult and Children's collections.
- Secured new shelving for Young Adult section through a donation from the Friends.
- Spent grant funds (\$10,000) for a women's collection from the Women's Club.
- Secured grant funds (\$2,000) to enhance the Chinese Collection.
- Addressed improvements to the HVAC system and initiated a maintenance contract for optimal performance.
- Evaluated subscription options for downloadable books.
- Assisted Foundation with the development of 2011 Fundraising Event.
- Addressed staff development through the administration of two (2) LSTA library education grants.
- Continued:
 - Partnership with the San Gabriel Valley Medical Center to offer a monthly program series, The Doctor Is In.
 - Community programming, including Brain Aerobics, Quality of Life and computer workshops.
 - Partnership with the LA Opera focusing on current LA Opera productions.
 - Art Gallery exhibits every eight weeks.
 - Friends: One Book One City Program
 - Electronic databases, including career finder and language learning.
 - Passport Program
 - Notary Services
 - Children's Programming, including Story Time and Bilingual Story Time, Summer Reading Program, Teen Programs and Anime Club, Tween Scene
 - BookMark Contest, sponsored by Library Foundation.

- Community Outreach, including Electronic Newsletter, City Newsletter, Recreation/Library Guide, Community Calendar, marketing to local newspapers, library displays.
- Fundraising
 - Friends Activities
 - Membership Drive, Book Sales, Book Shoppe
 - Foundation Activities
 - Donation Campaign

Statement of Expenditures

The library’s total operating expenditures in FY 2010-11 was \$1,405,882. This reflects a 13% increase over FY 2009-10. The majority of the 2010-11 budget was absorbed by Personnel expenditures (67%), with the remaining costs directed at Operations (22%) and Materials (11%). The library realized a 20% increase in Materials expenditures; however, these were offset by generous contributions (donations) from the community. Many donations also offset Children and Adult Programming costs. A 22% increase in Other Operating Costs was noted, due primarily from a \$27,000 HVAC improvement project and new supplies for the Processing Division.

Expenditures FY 10-11	
Item	Cost
Salaries	\$752,595
Benefits	\$188,794
Books and Materials	\$89,389
Print Subscriptions	\$8,556
Online Resources	\$27,794
Other Materials	\$10,989
All Other Operating	\$327,765
Total Expenditures	\$1,405,882

Statement of Revenues

The department’s total revenue in FY 2010-11 was \$227,133, including \$44,822 in Federal and State Funds and \$182,311 in fines and fees and services. The net impact to the General Fund, after reducing the revenues, was \$1,178,749.

The Friends continued to support the library’s programs with substantial financial contributions (\$48,000), plus another \$50,000 to keep the library open on Fridays. Other donations (\$11,580) were also received from the community including the Chinese Club, Rotary Club, McFarland Foundation, Lee Family, Women’s Club, and National Charity League.

The library’s meeting rooms were a popular feature, resulting in 95 private rentals (\$13,454 in revenues); 133 community group rentals; 251 library sponsored programs; 108 library meetings; and 141 other city department uses. Between paid and community group rentals, a total of 228 rental applications were processed—an increase of just 4% from the prior year. Compared to last fiscal year, rental revenues declined by \$2,480, due to increased use by City departments, which are not subject to rental fees. Interestingly, community group use of the library declined by 39% from the prior year from 219 rentals to 133.

Among the revenue line items that increased, the most substantial change (up 63%) was in the passport program from \$12,341 in 2009-10 to \$20,109 in 2010-11. The costs associated with passport processing are approximately \$3,200 annually for staff support and supplies.

Revenues 10/11	
Source	Amount
Local Funds	\$1,178,749
Friends Donation	\$98,000
State Funds	\$44,822
Circ Desk Revenue	\$39,168
Donations/Grants	\$11,580
Room Rentals	\$13,454
Passports	\$20,109
Total	\$1,405,882

Library Demographics

The US Census estimated the total number of residents in San Marino in 2010 at 13,147 (54% Asian; 42.9% White; 5.7% Hispanic; 1.3% Other, non-Hispanic; and .4% African American).

Approximately, 5,150 patrons visit the library weekly or 267,785 visit it annually. The total number of library cards distributed since 2006 are 38,782. Of this amount, 35% of the library’s cards (13,412) have been issued to residents, with the majority issued to adults (82%).

Approximately 65% of the library’s cards are issued to non-residents (24,651), with most of the

“out of area” cards represented by San Gabriel residents. The Crowell Public Library serves other residents of the San Gabriel Valley Foothill communities. For this investment, the State reimbursed the City approximately \$35,000 in FY 2010-11.

Based on the library’s data of borrowers, many cards issued were never used to check out books; instead, patrons utilized the library to access the internet.

**Patron Demographics
FY 2010-11**

SM Card by Zip Code	SM Card by City	Total
91108	San Marino	13,412
91776, 91775	San Gabriel	7,398
91801	Alhambra	2,991
91101, 91103, 91104, 91105, 91106, 91107	Pasadena	3,567
91030	South Pasadena	1,654
91006, 91007	Arcadia	1,912
	Others	7,848
Total borrowers		38,782
Resident borrowers	13,412	35%
Non-res borrowers	25,370	65%

Staffing

The library is operating at optimum staffing levels. In 2010-11, the staff capacity was fairly equal (17.5) to the staff equivalencies of five years ago; however, there was a slight increase in staffing from the prior fiscal year by approximately 12%, resulting primarily from needed Library Assistant hours and the addition of a passport clerk (PT) and a library monitor (PT).

Classification	FTE	Number of People
Total Number of Staff	17.5	38
Administration/ Director, Analyst, and Clerk Typist	2.0	3
Accredited ALA Librarians	5.68	7
Library Assistants	3.61	9
Clerks	3.91	13
Pages	1.73	5
Monitor	.58	1
Volunteers (not included in total figure)	.99	Hours: 2064

The State of California monitors the rate of pay of library personnel. The following monthly rates were noted for San Marino, not including benefits.

Position	Entry Level	Maximum
City Librn	\$6,211	\$7,578
Librn I	\$3,792	\$4,627
Librn II	\$4,107	\$5,011
Librn III	\$4,535	\$5,533
Libry Asst	\$2,360	\$2,596
Clerk	\$1,771	\$1,951
Page	\$1,414	\$1,560
Clerk Typist II	\$2,757	\$3,365
Monitor	\$2,295	\$2,553

Library Collection

The library’s total number of print materials held in 2010-11 was 76,909. (Of this amount, 26,088 books were held for the Children’s collection.) The overall collection represents an 11% reduction in materials or 10,000 less from the prior year; however, this is only temporary due to a substantial weeding project between FY 2009-10 and FY 2010-11, which was necessary to eliminate or replace outdated or overused materials from the collection. In FY 2010-11, a total of 8,428 materials were discarded. Discards went to: Friends (Book Shoppe sales), three local artists, Malawi children’s project, Good Will, Better World Books (resale). A minimum number (less than 100) were trashed due to no book value or damage.

Crowell Public Library staff processed/purchased 6,414 materials during the 2010-11 Fiscal Year. Of this amount, 36% was used for Adult books, 33% for Youth books, 15% Chinese books, and the remaining 16% Other (CD’s, DVD’s, Reference Books, Books on Disk).

The number of audio and video materials and databases held were also submitted to the State Librarian’s Office as part of the Library’s collection. From these categories, the Crowell Public Library provided 3,915 audio materials; 1,896 video materials; and 16 databases. Staff monitors database usage consistently to determine if poorly used databases need to be replaced.

CONCLUSION

On September 19, 2011, the Annual State Librarian’s Report was presented to the Library Board of Trustees, who unanimously recommended its approval. In addition to the report, the Board received a summary of key library actions showing strategic progress and development in library operations and technology.

There are a number of key library trends identified in the American Library Association's *State of America's Libraries Report 2011* that parallel the outputs and goals of the Crowell Public Library. Among the findings, many patrons continue to turn to their library for help in finding a job. During tough economic times especially, libraries become a place for patrons to receive job finding assistance and technical support. Crowell librarians are well poised to handle this need, and, in fact, in 2010-11 they dedicated about 20% of reference assistance to job-related questions. That same fiscal year, the Crowell Public Library also introduced a job finding electronic database, entitled *Career Transitions*, to provide additional support.

Second, computer use and electronic books are on the rise. In fact, approximately two thirds of public libraries now offer electronic materials. The Crowell Public Library anticipated this need during the development of the 2010-2015 Strategic Plan. Accordingly, electronic books are now available at the library, under a subscription to *Overdrive*, which features a consortium of twelve local libraries who share in the cost of providing an estimated 3,500 e-books and audio downloads to its patrons. In the new fiscal year, the Crowell Public Library will monitor the use of this new resource and also explore an open computer lab concept to create greater computer opportunities for the patrons.

Libraries are also increasing their use of social media to better connect with library users and market programs and services. In 2010-11, Crowell Library staff actively promoted programming in Facebook, Twitter, and other blogging sites.

Interestingly, more and more libraries are also converting their spaces into more creative and playful areas to encourage children into lifelong learners. Storytime at Crowell and the Summer Reading Program are consistently well received by the community, suggesting it's important for the Crowell Public Library to accommodate space for youth programming. The library's existing youth spaces (Children's, Young Adult, Life Long Learning, Study Rooms), featuring specific collections and computer access, appear to be meeting the overall needs of San Marino's young learners.

Some of the goals addressed in the Strategic Plan for consideration by the Crowell Public Library for the next operating year include:

- Implement new ILS system. (Completed August 2, 2011)
- Complete a Computer Replacement Plan.
- Increase outreach to seniors, youth and schools.
- Enhance volunteer program.
- Redesign website using a content management system, as part of an overall marketing plan
- Conduct customer satisfaction surveys of programs/workshops/services.
- Acquire new library amenities, including an electronic sign board.

- Acquire new material formats, including downloadable books. (Completed September 2011)
- Secure Café Service
- Purge library records, eliminate duplicate records.
- Pursue online account manage tools and improve electronic noticing to the patrons.
- Consider a maintenance plan, for the ongoing needs of the facility.
- Secure additional funding for the library through ongoing support to the Friends and the Foundation.

RECOMMENDATION

Staff recommends the City Council receive, file and approve the library statistics report for the 2010-11 Fiscal Year. If the Council concurs, the appropriate action would be:

“A motion to instruct the City Librarian to file the 2010-11 Library Statistics Report with the State Librarian.”