

City of Daly City
Regular Meeting
LIBRARY BOARD OF TRUSTEES

Tuesday, September 18 – 6:00 p.m.
City Hall Council Chambers – 2nd Floor
333 – 90th Street, Daly City, CA 94015

For those wishing to address the Library Board of Trustees on any Item on the Agenda or under Public Appearances/Oral Communications, please complete a Speaker Card located at the entrance to the City Council Chambers and submit to a Staff Member as early in the meeting as possible.

Persons with disabilities who require auxiliary aids or services in attending or participating in this meeting should call the Library and Recreation Services Department as soon as possible prior to the meeting.

CALL TO ORDER

PLEDGE TO THE FLAG

ROLL CALL

APPROVAL OF MINUTES

August 21, 2012

(Action)

APPROVAL OF AGENDA

(Action)

REPORTS

1. Director's Report:

- | | |
|--|----------------|
| a. Performance Measures and Customer Satisfaction Surveys – Anderson | (Presentation) |
| b. RFID Self-Check Statistics – Anderson | (Presentation) |
| c. Recap of 2012 Summer Reading Program – Anderson | (Presentation) |
| d. 2013 Meeting Calendar – Quarterly Meetings at a Library – Burns | (Presentation) |

ANNOUNCEMENTS AND COMMUNICATIONS

PUBLIC COMMENT

Speakers are limited to two minutes, unless modified by the Library Board President. The Board cannot take action on any matter raised under this item.

AGENDA BUILDING FOR NEXT MEETING

- FY2011/2012 Annual Report
- FY2012/2013 Strategic Plans
- First Quarter Statistical and Performance Measures Report

ADJOURNMENT

Next Meeting: 6:00 p.m., Tuesday, October 23, 2012 in City Council Chambers

Joint Special Meeting of the Library Board of Trustees and Recreation Commission

AVAILABILITY OF PUBLIC RECORDS:

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the City Clerk's Office, City Hall located at 333-90th Street, Daly City, CA during normal business hours, at the same time that the public records are distributed or made available to the legislative body.

DALY CITY LIBRARY BOARD OF TRUSTEES
DALY CITY CIVIC CENTER – COUNCIL CHAMBERS
MINUTES – AUGUST 21, 2012

The meeting was called to order by Library Board of Trustee President Dorie Paniza at 6:00pm.

ROLL CALL

Library Board of Trustees

Present: President Dorie Paniza, Vice President Bradley Roxas, Trustees Arlene Encarnacion, Erlinda Galeon and Michael Maysenhalder.

Staff Present:

Assistant City Manager/Interim Director Kerry Burns, Library Services Manager Chela Anderson, and Administrative Assistant Judy Bush

Guests:

Daly City City Manager Pat Martel

Daly City Public Library Associates Executive Director Susan Brissenden-Smith and Vice President Paula Stillman

APPROVAL OF MINUTES

Motion made by Trustee Maysenhalder and seconded by Trustee Galeon to approve the July 17, 2012, Meeting minutes. Unanimously approved.

APPROVAL OF AGENDA

Motion made by Vice President Roxas and seconded by Trustee Encarnacion to approve the August 21, 2012, Agenda.

Unanimously approved.

REPORTS

1. Director's Report

a. Serramonte Community Room Rental Program:

Library Services Manager Chela Anderson reviewed the current two-tier fee structure of the Community Room for non-profit and for-profit groups and presented the proposed changes. The change proposed is to make the Community Room available at no charge for not-for-profit organizations; such as, community groups, schools, and library programs. The for-profit rentals could utilize rental facilities available through Recreation.

Ms. Anderson clarified that all rental inquiries would go to Library and Recreation Administration for coordination and reservation confirmation and that the Community Room would be available only during the hours that the Serramonte Library is open up to fifteen minutes before closing, including Saturday. The Community Room will be available for only Daly City 501c3 non-profit and community groups.

Ms. Burns stated Staff will modify the reservation form to include the non-profit 501c3 number as suggested by Trustee Maysenhalder. This will also validate our process that the group renting is indeed a 501c3. Staff will include this into the Recreation Facility Rental Fees and Policy scheduled for presentation at the Recreation Commission meeting August 28. The Recreation Facility Rental Fees and Policy is tentatively scheduled to be presented to City Council September 10.

b. Launch of Discover & Go Program:

Library Services Manager Chela Anderson announced that today, August 21, 2012, is the official launch date of the Discover & Go Program. Ms. Anderson provided an onscreen/online demonstration of how Discover & Go works online using a Daly City library card. Ms. Anderson browsed the venues, dates, and how to reserve passes. Outreach to the community via the Activity Guide; visiting community groups and schools; and flyers.

Assistant City Manager/Interim Director Kerry Burns stated that the Daly City Public Libraries could not have participated in this Program had it not been for the generous donation of the Daly City Public Library Associates. Ms. Burns acknowledged the many members of the Daly City Public Library Associates in the audience. Executive Director Brissenden-Smith and Vice President Stillman stated they were delighted to be able to provide this donation, which will benefit the community of Daly City. Trustees thanked the Daly City Public Library Associates for their work.

Ms. Anderson also thanked the Associates for their generous contribution and thanked the friends and family of Jack McVeigh. Mr. McVeigh, who recently passed, was a huge supporter of the Libraries. The Library is grateful for the donations and is an honor to his memory.

Assistant City Manager/Interim Director Kerry Burns introduced City Manager Pat Martel to speak on the upcoming changes of Library hours. City Manager Martel explained that the City is going to delay the initial plans of expanding the Library hours. Staff will collect more current data to determine circulation and patron numbers and will come back in six months with a recommendation. Ms. Martel wants to ensure the City provides the best access and service to the entire Daly City community. Ms. Burns will be posting notification, at each Library, that there will be no changes in the Library hours.

ANNOUNCEMENTS AND COMMUNICATION

Trustee Galeon provided information on the following events:

September 15, 10:00am – 5:00pm - Daly City Public Library Associates Book Sale at Gellert Park

September 15, Filipino Food and Arts Festival

Trustee Galeon announced that Serramonte Shopping Center will provide an opportunity to win a \$200.00 gift card if you donate books for the Daly City Public Library Book Sale. Information is available at the Information Desk.

Assistant City Manager/Interim Director Kerry Burns announced that August 22, 6:00pm – 9:00pm the Adult Summer Reading Program Party will take place at the Westlake Branch Library. Congratulations to the participants. Ms. Burns announced the Daly City Public Associates will be presenting to the City Council on September 10 additional donations. Executive Director Brissenden-Smith announced that they will present a \$2,000 donation for large print material via the Italian Catholic “Gifts of Love” and a \$3,200 donation from the Serramonte Shopping Center for art displays. At a future date, Serramonte Shopping Center agreed to display artwork from our Libraries. Executive Director Brissenden-Smith stated that Daly City Public Library Associates is a nonprofit, membership based organization located in Daly City. Their website is www.dcpla.org. Trustee Maysenhalder thanked DCPLA for their support and commitment.

PUBLIC COMMENT

None.

AGENDA BUILDING FOR NEXT MEETING

- Recap of Summer Reading Program Results
- Sharing Patron Self-Check Statistics
- Soliciting Patrons Feedback

ADJOURNMENT

President Dorie Paniza adjourned the meeting at 6:40pm.

Immediately following the Daly City Public Library Associates hosted a reception in the City Hall Rotunda.



CITY OF DALY CITY
DEPARTMENT OF LIBRARY AND RECREATION SERVICES
MEMORANDUM

To: Library Board of Trustees

From: Chela Anderson, Library Services Manager

Date: September 18, 2012

Subject: Performance Measures and Customer Satisfaction Surveys

Recommended Action

Staff requests the Library Board of Trustees review and provide input on the proposed survey instruments to assess success in meeting our biennial budget outcomes.

Background/Discussion

The Library will be implementing customer satisfaction surveys to measure progress in meeting the outcomes prescribed in the 2012-13/2013-14 Comprehensive Biennial Operating and Capital Budget:

- The Public Library will bolster its program offerings, delivering twelve new City-wide library events, including coordination with the City's cultural celebrations, to support the life-long learning of Daly City's residents. The early literacy Storytime Program, class visits, reading groups and holiday programs at all four libraries will be enhanced and promoted more widely.
- Opportunities for Library patron self-service will expand through the use of the self-check stations at all four libraries, thereby increasing the availability of Library staff to deliver more complex or specialized services, first-level reference, bibliographic instruction and computer literacy instruction.
- The Library will continue to maintain the best possible collection of books, media, periodicals and electronic resources to meet the diverse informational and leisure needs of the community.

The survey instrument was designed to capture customer feedback specific to the measures set in the budget:

- Percent of customers who believe participation in a library or recreation program or class improved their quality of life;
- Percent of patrons and customers who rate customer services as good to excellent;
- Percent of residents who rate the variety of library collections/resources/programs as good to excellent;
- Percent of parents and caregivers who report reading to their children following participation in a library program/activity.

The remaining measure, percent of customers who check out materials utilizing the self-check machines, will be assessed through data collection.

Library Board of Trustees
Staff Report
September 18, 2012
Page 2

Conclusion

Staff is available to provide any additional information requested by the Library Board of Trustees.

Respectfully submitted,



Chela Anderson
Library Services Manager



Kerry Burns
Assistant City Manager and
Interim Director
Library and Recreation Services

Attachments:

Library Customer Satisfaction Survey



CITY OF DALY CITY
DEPARTMENT OF LIBRARY AND RECREATION SERVICES
MEMORANDUM

To: Library Board of Trustees
From: Chela Anderson, Library Services Manager
Date: September 18, 2012
Subject: Recap of 2012 Summer Reading Program

Recommended Action

Staff requests the Library Board of Trustees review the outcomes and provide feedback on the 2012 Library Summer Reading Program.

Background/Discussion

The 2012 Library Summer Reading Program repeated successful components from prior years' programs including the three tier structure for children from birth to 4th grade, teens 5th grade and up, and adults, weekly puzzles and stamping, and VIP parties at each branch to celebrate readers who completed the program. The number of special events was doubled from eight to sixteen.

Library Visits:

The Library had more than 7,230 individual interactions with participants who visited a branch to update their Summer Reading status or attend special events.

Participation in the Reading Program:

798 children, 433 teens, and 293 adults signed up for the Summer Reading Program.

Special Events:

The library hosted 16 family programs which included:

- 3 live animal shows
- 3 puppeteers
- 2 entertainers
- 1 craft program
- 3 musicians and storytellers
- 2 magicians
- 1 physics show
- 1 local history show

More than 2,200 people attended the Library's entertaining and educational programs throughout June and July.

A Community of Readers: Reading adds up!

Members of the community were invited to add beads to a colorful display at their branch each time they finished a book.

The end of summer total: 11,240 books counted!

How many participants met their reading goals?

- Birth - 4th Grade: 37% fully completed the program by reading and/or listening to 50 books over the summer
- 5th Grade and up: 54% fully completed and reviewed at least 6 books, with more than half continuing on to complete and review an additional 6 books (for a total of 12), representing a 5% increase in completion rates since 2011
- Adults over 18: 29% turned in completed reading logs, with over 75% choosing to read a “Book Bingo” across various literary genres. This represents a 1% increase in completion rates
- 680 readers who completed also attended youth V.I.P. parties and/or the Reader’s Gala for adults, and celebrated together with food, games, and prizes.

Conclusion

Staff is available to provide any additional information requested by the Library Board of Trustees.

Respectfully submitted,



Chela Anderson
Library Services Manager



Assistant City Manager and
Interim Director
Library and Recreation Services

Attachments:

Library Customer Satisfaction Survey

How are we doing?

Daly City Public Library Customer Satisfaction Survey

Your feedback is important to us. Please let us know how we're doing.

1. Which of the following libraries do you visit? (check all that apply)

- Serramonte Main Library Westlake Branch Library
 John Daly Branch Library Bayshore Branch Library

2. How often do you visit our libraries?

- More than once a week Once a month
 Once a week Once or twice a year

3. If you attended a library program or event today, do you believe it improved the quality of your life or that of your child(ren)?

- Yes No Don't know / Not applicable

4. Have you brought your child(ren) to a library program in the past?

- Yes No Don't know / Not applicable

5. Have you read to your child(ren) since your last library visit?

- Yes No Don't know / Not applicable

6. How satisfied are you with:

	Excellent	Good	Poor	Don't know
Customer service you received today	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selection of library materials for children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selection of library materials for teens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selection of library materials for adults	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online resources and reference materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs/events for children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs/events for teens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs/events for adults	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for your time and valuable input.