



### **Monique le Conge Ziesenhenné** Library Director

The Palo Alto City Library staff plan and implement many diverse and exciting programs for the community throughout the year. In this report, I like to highlight a few of our recent noteworthy events and activities. If you would like more detailed information about any of our programs, please contact me via phone at **650.329.2403** or by e-mail at [Monique.leconge@cityofpaloalto.org](mailto:Monique.leconge@cityofpaloalto.org)

| APR. 2019 CIRCULATION STATISTICS | 2019    | 2018    | 2017    |
|----------------------------------|---------|---------|---------|
| Checkout                         | 72,948  | 77,987  | 76,529  |
| Self-Check                       | 86%     | 88%     | 88%     |
| Total Circulation                | 107,678 | 116,713 | 113,039 |
| Visitor Count                    | 82,016  | 81,877  | 82,507  |
| Holds*                           | 17,057  | 17,403  | 15,776  |

| BRANCH CIRCULATION STATISTICS | Children's | College Terrace | Downtown | Mitchell Park | Rinconada | Totals  |
|-------------------------------|------------|-----------------|----------|---------------|-----------|---------|
| Checkout                      | 11,234     | 3,983           | 4,238    | 41,760        | 11,733    | 72,948  |
| Self-Check                    | 86%        | 86%             | 86%      | 89%           | 82%       | 86%     |
| Total Circulation             | 16,603     | 5,822           | 6,081    | 62,693        | 16,479    | 107,678 |
| Visitor Count                 | 7,029      | 4,215           | 7,945    | 42,097        | 20,730    | 82,016  |
| Holds                         | 240        | 21              | 59       | 867           | 176       | 17,057* |

\*Includes online

| APR. 2019 EVENT STATISTICS | 2019  | 2018  | 2017  |
|----------------------------|-------|-------|-------|
| Total Programs             | 95    | 116   | 160   |
| Total Program Attendees    | 4,161 | 4,490 | 6,181 |
| # of Outreach Events       | 2     | 1     | 6     |
| Total Outreach Attendees   | 300   | 200   | 500   |
| Total Volunteer Hours      | 213   | 305   | 190   |

| E-BRANCH STATISTICS             | April 2019 | March 2019 | February 2019 |
|---------------------------------|------------|------------|---------------|
| Total Virtual Visits            | 82,612     | 87,539     | 72,768        |
| Total Digital Content Downloads | 16,361     | —          | 16,404        |

| COLLECTION DEVELOPMENT STATISTICS                      | April 2019 | March 2019 | February 2019 |
|--|------------|------------|---------------|
| Number of Patron Suggestions Received and Responded To | 184        | 210        | 266           |

| SOCIAL MEDIA (APR. 1 –30) | Total Followers | Follower Increases | Messages Sent | Impressions | Impressions per Message Sent | Engagements | Engagements per Message Sent | Link Clicks |
|---------------------------|-----------------|--------------------|---------------|-------------|------------------------------|-------------|------------------------------|-------------|
| Facebook                  | 2,259           | 0.85%              | 12            | 12,523      | 1,043.6                      | 149         | 12.4                         | 50          |
| Twitter                   | 1,199           | 0.08%              | 12            | 7,730       | 644.2                        | 77          | 6.4                          | 9           |

# Be the place where everyone can learn anything.

## Children's Events

**The Society of Bookworms:** Librarian Kathy Swartz and Library Associate Reggie Mallorca ran the monthly discussion, featuring *Karma Khullar's Mustache* by Kristi Wientge, on April 17 at Children's Library for 11 participants. After a great discussion, they designed their own mustaches and a frame for photos. Even staff got in on the fun!



**STEAM Lab Sunday:** On April 28, Youth Librarian Maggie Lai organized a knitting class for kids grades 3-6 at Mitchell Park Library. The lead instructor was a volunteer from the "Knack for Knitting" Library group. Five other volunteers, including talented staff, helped teach the class. Every participant went home with supplies to continue knitting at home and parents were grateful for having this program at the library.



## Information Technology & Collections

**Creative Tools Laptop:** Library Specialist Anh Nguyen and Downtown library staff relaunched the Creative Tools Laptop, which had its first official reservation. With software like Adobe CC and other design tools, this service meets many service gaps identified in our EDGE Assessment as well as addressing customer needs voiced in our 2018 Technology Survey.

# Be the partner choice for community organizations.

## Youth Services

**Escondido Science Fair Night Outreach:** Maggie shared the library's 3D printer and promoted the 3D printing resources at the annual science fair on April 11. Kids and parents alike were bursting with questions about our 3D printer. Maggie cohosted her 3D printer science station with a commercial 3D printing business to showcase what one can do with 3D printers in consumer and business settings.

**Teen Services Gala:** Molly attended the Teen Services Gala on April 23, hosted by the City of Palo Alto and Think Fund. The gala was a celebration of teen initiatives and ideas, and included a keynote by David Brooke, author of *Happiness Starts with Gratitude*.

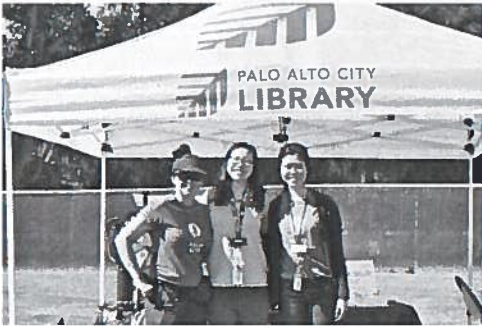
## Adult Services

**DIY Seed Bombs:** On April 7, Librarian Doris Chen hosted a workshop on making native wildflower seed bombs at Mitchell Park Library. 13 people attended, including families who expressed how fun and relaxing it was to do together. We wish them lots of colorful blooms!



## Adult Services

**Great Race for Saving Water & Earth Day Festival:** On April 13, Library Services Manager RuthAnn Garcia, Maggie and Doris tabled at the City's annual Race to Save Water event. About 230 attendees stopped by the Library's table to spin the prize wheel and make wildflower seed bombs.



## Information Technology & Collections

**PAUSD-eLibrary Outreach:** Digital Initiatives Manager M Ryan Hess met with librarians from the school district to discuss various technology initiatives and ways the library can collaborate with teachers and librarians. One outcome of the meeting was delivery of a Pop-up Library device to be tested with students.

**Robotics Partnerships:** Senior Librarian Dan Lou reached out to three robotics companies and foundations to explore partnerships, including ways they can support the library's ground-breaking robotics programs through grants, demonstrations and technical support.

**Library Partnerships:** Ryan met with the IT Director of Fraser Valley Regional Library in British Columbia to discuss how expertise in library technology and digital literacy within the two systems can benefit one another. Like PACL, FVRL is re-conceiving library services to address changes to what it means to be literate in the 21st Century.

**Create engagement opportunities by being the place for community conversations about needs and aspirations.**

## Youth Services

**Teen Library Advisory Board:** On April 7, Teen Librarian, Molly Wallner, hosted the first TLAB meeting of the year. The board's 12 members set goals for the year, as well as brainstormed possible teen events for Summer and Fall. Thanks to their ideas, a Quidditch class has been set for July!

## Adult Services

**UNAFF in Libraries:** Senior Librarian Alison de Geus hosted 10 attendees to the screening of the documentary film, *Climate Refugees*, on April 25th at Rinconada Library. Presented in honor of Earth Day, as part of the UNAFF in Libraries program, the film highlighted the human impact on the phenomena of climate change, and the screening captured interest from PACL patrons. Patrons who were unable to attend the program inquired about opportunities to see the film.

**Welcome to America:** This month's session, organized by RuthAnn and Senior Librarian, Ana Elisa de Campos Salles, had a special presentation on "The History of Palo Alto." This popular topic attracted 18 attendees and was a tie-in to the the City's 125th Birthday and "Palo Alto Day," scheduled on April 28.

**Leverage technology to integrate the library into the lives of community members.**

## Information Technology & Collections

**Video-chat eHelp:** A plan for deploying experimental eHelp services via Amazon Echo Show video chat moved forward. The project is part of a Pacific Library Partnership grant to test the feasibility and privacy issues around using home assistant technologies in libraries. The service is slated to go live this summer.

**Pop-Up Library:** PACL's experiments with the Pop-up Library service continues. Ryan worked with the Pop-Up Library vendor to troubleshoot bugs and also advised San Francisco Public Library which is considering deploying the devices.

**Provide a richer library experience for our community because of the expertise and effort of our dynamic staff.**

## Youth Services

**2019 ACL Institute—We Are Here: Creating Better Library Services for Immigrant Youth and Families:** Senior Librarian, Liz Stewart and RuthAnn attended ACL's annual institute at the San Francisco Public Library on April 12. The institute featured a wonderful keynote speaker, Rene Colato Lainez, and El Salvadorian refugee, school teacher, and author. He had a very powerful story, and shared his many books for children that directly deal with the immigrant journey and experience. It also featured several good panel discussions about offering services to immigrants and their families, as well as barriers, policies etc. that can affect how they interact with the library; including what it means to be a 'sanctuary' city, county, state and how libraries can develop a policy. Finally, two librarians presented on their use of Innovative Labs grants that aided them in serving immigrant families, one such program that was presented was called 'Immigratitude' which brought immigrants, parents and their children together to share their experiences. The program helped to bridge the gap between immigrant parents and their native born children, as well as aided attendees in their public speaking skills by sharing their stories.

**School Library Journal Webinar—YA/Teen Book Buzz Spring 2019:** Liz viewed a webinar on April 23 presented by School Library Journal. It featured five big publishers sharing what books for teens were being published this spring and even some to look forward to later this summer/fall. Webinars like these help her ensure that our teen collection is fresh and up to date with popular titles.

**Voice and Choice Webinar:** On April 30, Molly attended a summer reading webinar hosted by The New York Times. The panelists discussed ways to incorporate nonfiction into summer reading, including promoting The New York Times Learning Network's summer reading contest, in which teens submit writing responses to current events.

## Adult Services

**Adult Services Symposium, Santa Barbara:** Alison attended the 3rd Annual Adult Services Symposium in Santa Barbara on April 25, presented by the California Center for the Book. The one day workshop hosted four panels on "recovery, reading and results", with panels that spoke to themes of disaster preparedness, adult programming, bringing reading back the forefront of library service and using data to support library decisions. The workshop was terrific, and Alison is looking forward to sharing what she learned with the rest of the PACL staff and implementing some new programs and services. She can't wait to go to next year's symposium.

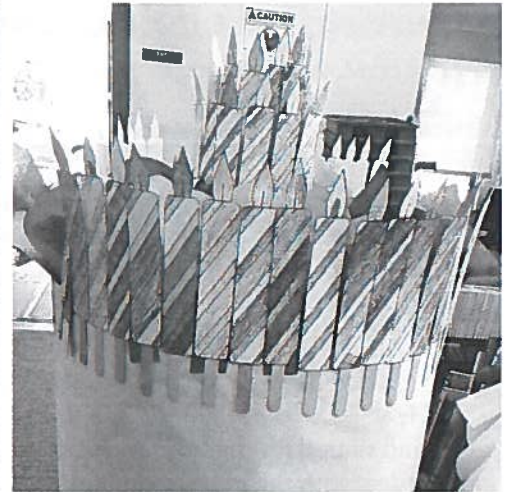
## Information Technology & Collections

**VR and Distributed Web Exhibit:** The eLibrary team began construction of our Summer 2019 VR/IPFS exhibit and overcame several technical hurdles including how to rapidly publish VR content created by customers to the 'Distributed Web' using IPFS services.

**Robot Leadership:** Palo Alto City Library made a big splash at a national library technology conference in Washington D.C., earning Tweet-praise from attendees for our leadership in bringing robotics programs like Robot Storytime and the Robo Dojo to the community.



## UPCOMING EVENTS



**Summer Reading Program 2019:** Staff are excited to roll out this summer's popular program. This year's in-house theme is "Celebrate Your Community," tying in the City's 125th birthday. This summer, the Library is teaming up with the Recreation Department to feature a fun interactive bingo activity card, that will require participants to visit various landmarks, attend events and use services offered by both departments. Staff planning this year's event:

- RuthAnn Garcia: Lead
- Liz Stewart: Events
- Rebecca Kohn: Prizes
- Chris Markman (ITC Senior Librarian): BeanStack Coordinator
- Doris Chen: Marketing
- LIB Management Liaisons: Alex Perez & Gayathri Kanth
- CSD Liaisons: Erin Perez, Adam Howard & Stephanie Douglass

### Youth Services

**May Fete Parade & Fair:** Children's Library staff are excited to participate in the upcoming May Fete Parade & Fair. Staff are busy working on the Library's annual float entry. Kathy set up a passive program during April and early May in which customers colored candles to use on the float designed by Liz. By the end of April, there were over 200 candles ready to go.

### Adult Services

**Reading for Recovery Book Club:** Alison is excited to start up a new book club, in partnership with Psychology fellows at the Palo Alto Veteran's Administration. The first meeting of this book club is scheduled for May 21 at Rinconada Library, and is designed specifically for veterans who are in recovery from substance abuse issues. This program hopes to help increase socialization and connection to community for the participants, and all involved are excited that the program is finally starting.



### **Monique le Conge Ziesenhenné** Library Director

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| MAY 2019 CIRCULATION STATISTICS | 2019    | 2018    | 2017    |
|---------------------------------|---------|---------|---------|
| Checkout                        | 73,856  | 78,737  | 76,308  |
| Self-Check                      | 85%     | 86%     | 87%     |
| Total Circulation               | 108,154 | 117,017 | 114,314 |
| Visitor Count                   | 84,551  | 95,129  | 88,170  |
| Holds*                          | 18,122  | 18,322  | 16,287  |

| BRANCH CIRCULATION STATISTICS | Children's | College Terrace | Downtown | Mitchell Park | Rinconada | Totals  |
|-------------------------------|------------|-----------------|----------|---------------|-----------|---------|
| Checkout                      | 11,538     | 4,832           | 4,466    | 41,645        | 11,375    | 73,856  |
| Self-Check                    | 86%        | 84%             | 86%      | 90%           | 82%       | 85%     |
| Total Circulation             | 16,920     | 6,727           | 6,545    | 61,986        | 15,976    | 108,154 |
| Visitor Count                 | 7,059      | 4,466           | 5,981    | 44,019        | 23,026    | 84,551  |
| Holds                         | 244        | 21              | 59       | 867           | 176       | 18,122* |

\*Includes online

| MAY 2019 EVENT STATISTICS | 2019  | 2018  | 2017  |
|---------------------------|-------|-------|-------|
| Total Programs            | 98    | 132   | 179   |
| Total Program Attendees   | 4,177 | 6,321 | 6,607 |
| # of Outreach Events      | 0     | 8     | 6     |
| Total Outreach Attendees  | 0     | 919   | 215   |
| Total Volunteer Hours     | 220   | 279   | 203   |

| E-BRANCH STATISTICS             | May 2019 | April 2019 | March 2019 |
|---------------------------------|----------|------------|------------|
| Total Virtual Visits            | 93,746   | 82,612     | 87,539     |
| Total Digital Content Downloads | 17,786   | 16,361     | —          |

| COLLECTION DEVELOPMENT STATISTICS                      | May 2019 | April 2019 | March 2019 |
|--|----------|------------|------------|
| Number of Patron Suggestions Received and Responded To | —        | 184        | 210        |

| SOCIAL MEDIA | Total Followers | Follower Increases | Messages Sent | Impressions | Impressions per Message Sent | Engagements | Engagements per Message Sent | Link Clicks |
|--------------|-----------------|--------------------|---------------|-------------|------------------------------|-------------|------------------------------|-------------|
| Facebook     | 2,274           | 0.66%              | 15            | 14,306      | 953.7                        | 179         | 11.9                         | 74          |
| Twitter      | 1,210           | 0.92%              | 10            | 10,024      | 1,002.4                      | 51          | 5.1                          | 3           |





Society of Bookworms name tags.

## Be the place where everyone can learn anything.

### Children's Events

**May Fete Parade Float:** Senior Librarian, Liz Stewart, with the assistance from Children's and Mitchell Park Library staff and customers, designed and assembled the float for the May Fete Parade on May 4. The float was a



book truck decorated to look like a birthday cake complete with historical photos from Palo Alto City Library, large paper flowers, and 125 candles that were decorated by the public for the float during the month of April. The float is currently being displayed at the Downtown Library.

**Society of Bookworms:** On May 22, Librarian Kathy Swartz and Library Associate Reggie Mallorca facilitated the discussion of *You Go First* by Erin Entrada Kelly at Children's Library for nine participants. After discussing the book, they held a Scrabble tournament (a game that tied the characters in the book together). Most of the kids had never played Scrabble before but they did really well! The kids also took home their name tags for the year. The program will resume in August.



### Teen Services

**Pollution in Silicon Valley Presentation:** On May 19, Gunn High School Senior, Dogancan Kuyel, presented on the effects of air and plastic pollution both locally and globally, at Mitchell Park Library. Working with Librarian Molly Wallner, he adapted his research paper into a multimedia presentation, engaging community members with this important topic.

**Teen Maker Robot Kamigami Insects:** On May 21, Senior Librarian Maggie Lai hosted the program at



Mitchell Park, where 11 tweens constructed the robot insects by following step by step instructions from the downloadable app from their phone or tablet. Then, they were able to control its movements via app using bluetooth technology!

**Finals Cram Slam at Rinconada Library:** Over the May 24-26 weekend, Librarian Camden Kimura held Finals Cram Slam late night hours with the assistance of Kathy and Senior Librarians Alison de Geus, Rebecca Kohn, and Maggie. 125 students used the extended hours for studying over the course of three days.

**Finals Cram Slam at Mitchell Park Library & Community Center:** With the help of Mitchell Park Library staff, Camden and Molly hosted Finals Cram Slam at Mitchell Park on May 28-30. Teens studying for finals ate snacks, visited with therapy dogs, and balanced studying with calming activities, such as coloring and puzzles. Over the three days, the library served over 100 high school students.

## Information Technology & Collections

**Car Audio Clinic:** Senior Librarian Chris Markman began organizing a drive-up car audio assistance pilot to be rolled out in June. The service will assist customers to play library app content, such as audiobooks, from their phones to their car speaker via bluetooth. The goal of the first pilot is to gauge demand and interest.

**3D Design Coaching:** It's summer again and our 3D Design Coach is back to volunteer for the community. In these one-hour sessions, customers can learn how to use popular 3D design applications to build virtual worlds, 3D models and objects to print in our 3D Printers.

## Be the partner choice for community organizations.

### Youth Services

**May Fete Parade & Fair:** Children's Library staff (Kathy, Specialist Kevin Guerrito, and Clerk Nikki Kreyger), along with Library Director, Monique leConge Ziesenhenné, and volunteers marched in the May Fete Parade on May 4. Afterwards, the team joined Library Manager, RuthAnn Garcia, and other volunteers at the Library's booth in Heritage Park where they passed out comic books for Free Comic Book Day and prizes earned through with the spinning wheel. The Library's booth attracted over 500 people!

**Class Visit:** Maggie presented a library tour and short storytime to kindergarten classes from Gideon Hausner Jewish Day School on May 13 at Mitchell Park Library. 36 kids, parents and teachers were entranced by the behind-the-scenes AMH machine!

**School Visit:** Molly visited with the Gender and Sexuality Alliance at Fletcher Middle School on May 17. She previewed upcoming Pride Month programs at the library, as well as facilitated a conversation on ways in which the library can better support LGBTQ+ youth in our community.

**Class Visit:** Kathy led a tour and storytime for the Elizabeth Seton Pre-K class on Wednesday, May 29 at Children's Library for an audience of 30 including teachers and parents.



### Adult Services

**iNaturalist:** Rebecca hosted a presentation on May 5 on iNaturalist by Tony Iwane, Outreach and Community Coordinator for this citizen science platform. Mr. Iwane



gave a demonstration of how to search and upload photographs of wildlife onto the platform and the mobile version. He led the group outside to find examples of wildlife and practice adding photos via the iNaturalist app. Happily, there were some tussock moth caterpillars under the oak trees that were co-operative subjects.

**Menstrual Kit Drive:** Librarian Doris Chen worked with the local chapter of Days for Girls to set up a menstrual kit drive at Mitchell Park Library. The supplies, which included underwear, wash cloths, thread, and travel soaps, will be used to create sustainable menstrual care kits for women and girls in developing countries. The drive will run until June 8, the day the Library and local chapter will host a community kit-packing event to assemble kits going to Guatemala and Tanzania.



## Information Technology & Collections

**Chatbots and Machine Learning:** The eLibrary team met with library chatbot technologists from SJSU and Stanford to discuss the underlying technology. The eLibrary will be focusing on AI in FY 2019-20. One outcome of our meeting with our colleagues was to bring them back to the library to share their know-how in a public forum in late 2019.

**Robotics Partners:** Senior Librarian Dan Lou worked with Sonoma County Library staff in support of their robotics program, modeled after our own.

## Leverage technology to integrate the library into the lives of community members.

### Information Technology & Collections

**Sunday Robot Show:** Dewey the Robot delighted 93 children in May with storytimes, tickling and robot hugs.



## Provide a richer library experience for our community because of the expertise and effort of our dynamic staff.

### Youth Services

Liz viewed the webinar, "All Things YA," on May 9. This webinar covered Young Adult books being published during the summer and early fall, by several major and

some smaller publishers. This webinar aided her in getting ahead on what is being published and then ordering those items for the teen collection.

Maggie was promoted to a Youth Services Senior Librarian at Mitchell Park Library on May 11. Maggie has been with PACL since February 2016 and has done a great job introducing new and exciting events and services to the Library. Her creativity and collaborative spirit have brought engaging and well-attended events, such as several Lunar New Year Fairs and the Solar Eclipse Viewing Party. Her storytimes are super popular; she makes Kids Place at Mitchell Park so welcoming for all families; and she recommends the best books to customers (and staff!).

### Adult Services

Camden and Alison began the City's course, "Mindfulness Resiliency Training." The training is led by the Chief of Police of Palo Alto and both are learning a lot about mindfulness in work environments.

Doris viewed the webinar series, "Marketing Strategies from PRExcellence Winners" on May 15 and 16. The webinars featured successful projects from various libraries and provided insight into the process of developing effective promotional materials. She was particularly inspired by San Jose Public Library's design approach to their new cardholder handouts and the idea of repeated storytelling on multiple platforms.

### Information Technology & Collections

**Python Foundation Grant:** Dan Lou submitted a proposal to the Python Foundation to purchase more robots to use in our library programming, such as the popular Robo Dojo.

**VR Hackfest & Exhibit:** eLibrary devoted most of their energy in May to fine tune our June VR Hackfest workshop. Workshop slots filled within a week with dozens waitlisted. Due to this popularity, eLibrary will design a scaled-down version to run regularly.

## UPCOMING EVENTS

**Summer Reading Program 2019:** The program's Kickoff Party is scheduled for Saturday, June 1 at the Mitchell Park Bowl. Events are planned for the summer for all ages and staff are looking forward to another successful reading program.

### Youth Services:

**Dungeons and Dragons for Teens:** In June, Camden will assist staff members Leslie Salzmann and Lauren Rhodes in a Dungeons and Dragons campaign for teens ages 11-18. The event is, as of May, full and staff are all looking forward to beginning this campaign with the teens this summer.

### Adult Services:

**Advanced Screening & Discussion:** *Chasing the Moon*: Alison is excited to partner with PBS and local affiliate KQED to host an advanced screening of an excerpt from the forthcoming documentary film from American Experience, *Chasing the Moon*, which commemorates the 50th anniversary of the moon landing. The screening and discussion is scheduled for 2 p.m. on June 29 at the Rinconada Library.

