



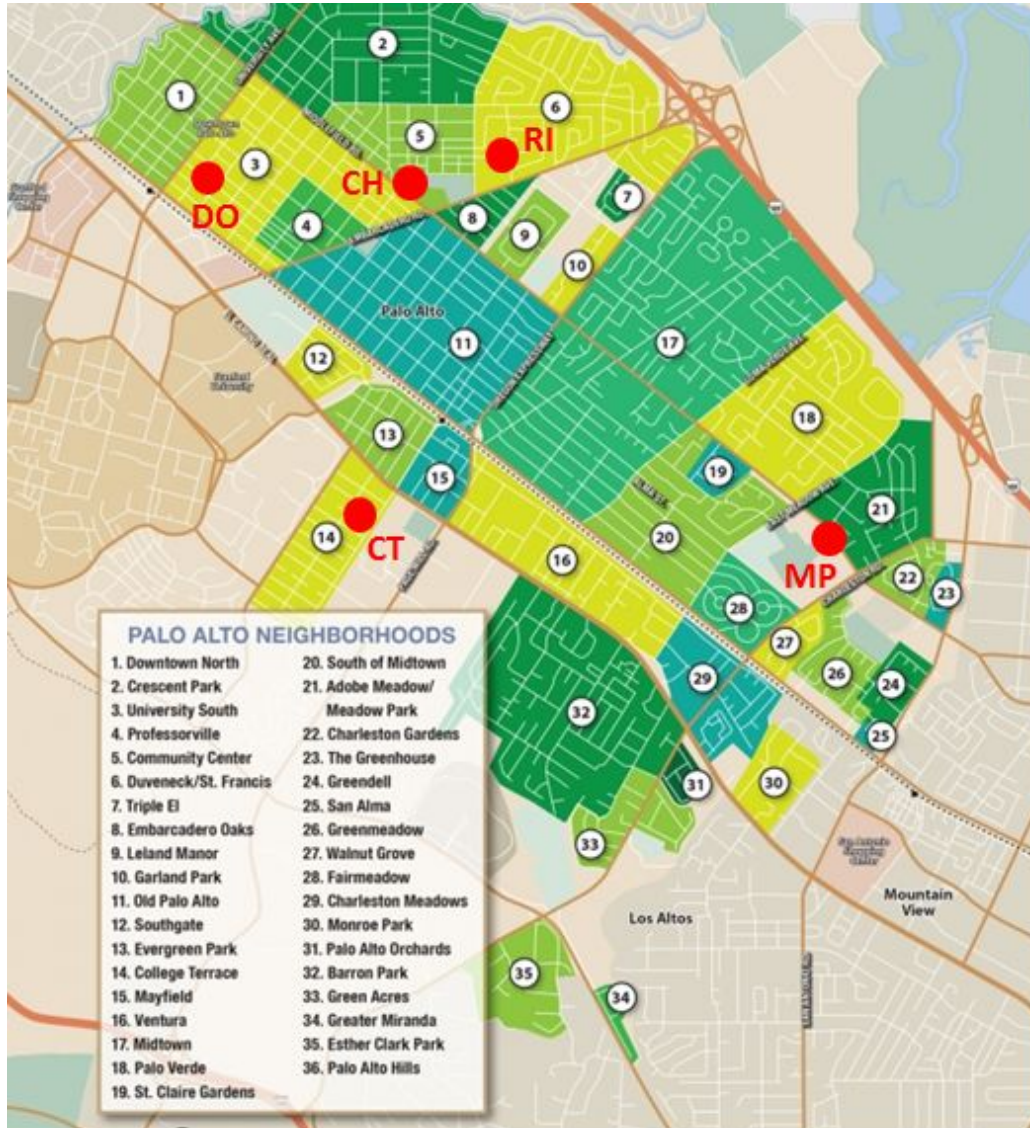
# Library Advisory Commission City Council Meeting, October 2019



# OVERVIEW OF LIBRARIES



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Map: Palo Alto Online

# LIBRARIES IN FY 2018-19

**1M+**  
annual visitors

**56K+**  
cardholders

**890K**  
website visits

**1.4M**  
total circulation

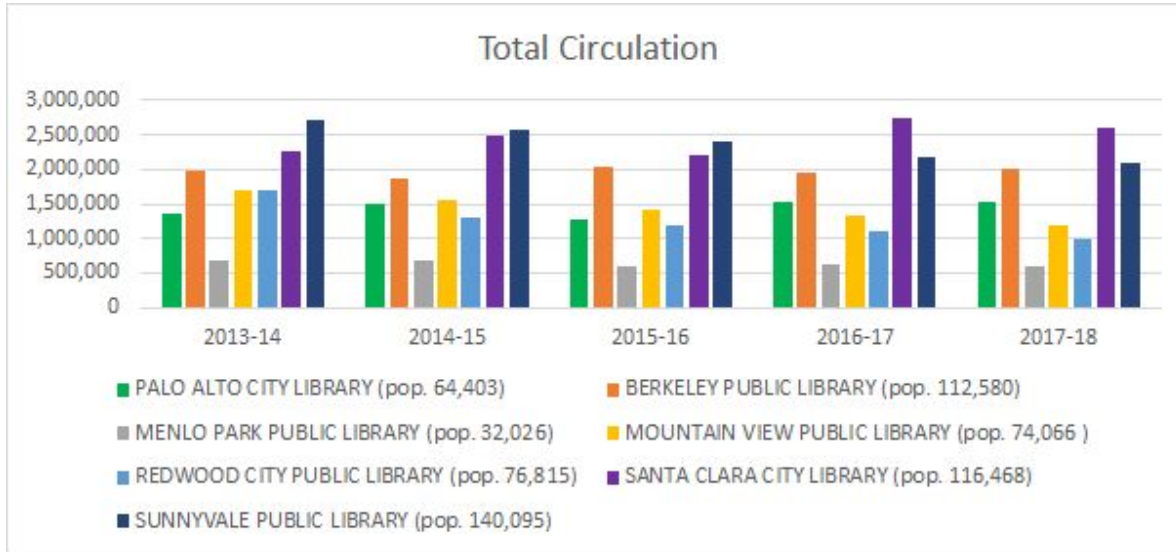
**430K**  
total collection

**1.2K**  
library programs

**51K**  
program attendees



# COMPARING PALO ALTO TO LOCAL LIBRARY SYSTEMS



Circulation per Capita	2013-14	2014-15	2015-16	2016-17	2017-18
<b>PALO ALTO CITY LIBRARY</b>	20	22	19	22	22
<b>BERKELEY PUBLIC LIBRARY</b>	17	16	17	16	17
<b>MENLO PARK PUBLIC LIBRARY</b>	20	20	17	17	17
<b>MOUNTAIN VIEW PUBLIC LIBRARY</b>	22	20	18	17	14
<b>REDWOOD CITY PUBLIC LIBRARY</b>	21	16	14	13	12
<b>SANTA CLARA CITY LIBRARY</b>	19	21	18	22	20
<b>SUNNYVALE PUBLIC LIBRARY</b>	18	17	16	15	14

## 2018-19 HIGHLIGHTS & ACCOMPLISHMENTS



**Be the place where everyone can  
learn anything.**

# 2018-19 HIGHLIGHTS & ACCOMPLISHMENTS



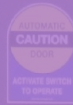
## Implemented Student Asset Card Initiative

10,000+ PAUSD students able to visit Palo Alto City Libraries and enjoy full services with student ID cards.

# 2018-19 HIGHLIGHTS & ACCOMPLISHMENTS

## Youth/Teen Writing Contest

113 essay entries, nearly doubling from last year.





# 2018-19 HIGHLIGHTS & ACCOMPLISHMENTS



**Short Story Dispenser**

Originally at City Hall, the Short Story Dispenser is now at the Mitchell Park Library. 3939 stories were printed and enjoyed by students and residents.



## 2018-19 HIGHLIGHTS & ACCOMPLISHMENTS



**Be the partner choice for community organizations.**

# 2018-19 HIGHLIGHTS & ACCOMPLISHMENTS

## “Celebrating Cultures”

Honored our diversity with programs, services, and collections that reflect Palo Alto and the Greater Bay Area.

The Chinese New Year Fair drew a crowd of 2,000. Our 2nd Diwali Celebration attracted 425 attendees.

# 2018-19 HIGHLIGHTS & ACCOMPLISHMENTS

## RE:Maker Fair

Engagement in reuse, environmental preservation, sustainable living, and environmental technology. The event drew a crowd of 200 people.



## 2018-19 HIGHLIGHTS & ACCOMPLISHMENTS



Leverage technology to integrate the Library into the lives of community members.

# 2018-19 HIGHLIGHTS & ACCOMPLISHMENTS



## Digital Literacy Programs

Improved awareness and access to, emerging technologies.

- 3D Design Coach sessions
- Teen volunteers taught the public to create virtual models.
- Virtual Reality demonstrations
- Robotic Programs:
  - 20 classes
  - 4 series
  - 446 students & parents
-

# 2018-19 HIGHLIGHTS & ACCOMPLISHMENTS

## Cybersecurity Education

Developed a cybersecurity education program for youth based on the popular computer game Minecraft. Program reached 2,100 teens and 7 libraries in the Bay Area.



# 2019-20 PRIORITIES

## Capital Improvement Master Plan Projects

- Create a special “digital” space where the Library can provide information literacy classes, robotic programs, and virtual reality demonstrations.

## Education & Learning

- Train PAUSD teachers on using library databases and other educational resources.
- Introduce Brainfuse to parent and student groups



# 2019-20 PRIORITIES

## Community Partnerships

- Work with PAUSD to engage students with summer learning, recreation and volunteering opportunities

## Technology

- Turn occasional services into ongoing services, and hold more occasional services.
- Hold technology lectures, discussions, more coding workshops

# 2019-20 PRIORITIES

## Marketing and Publicity

- Create several marketing and publicity staff work groups to effectively market the library's services and programs
- Share monthly director reports with City Council

## Revenue Generation

- Seek out new opportunities for revenue generation to contribute to the fiscal sustainability of the Library

# 2019-20 PRIORITIES

## Eliminate Late Fines

- LAC passed a motion in June 2019 to recommend banning fines on policy terms
- Neighboring libraries that have eliminated fines: San Francisco, Mountain View, San Mateo County

## Disband LAC until there's a need for more advocacy

- No current or recent major issues require oversight
- Allow staff to use time to provide more library services to the community

# Thank you!

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   @paloaltolibrary

