



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**

SEPT. 2019 CIRCULATION STATISTICS	2019	2018	2017
Checkout	72,426	78,116	80,185
Self-Check	84%	86%	87.96%
Total Circulation	127,683	114,429	114,768
Visitor Count	83,376	86,061	89,812
Holds*	19,329	18,892	18,022

BRANCH CIRCULATION STATISTICS	Children's	College Terrace	Downtown	Mitchell Park	Rinconada	Totals
Checkout	11,868	3,566	3,794	42,529	10,669	72,426
Self-Check	84%	83%	83%	87%	81%	84%
Total Circulation	21,805	6,109	6,470	75,337	17,962	127,683
Visitor Count	6,594	4,176	7,209	44,017	21,380	83,376
Holds	211	19	59	1,188	209	19,329*

*Includes online

SEPT. 2019 EVENT STATISTICS	2019	2018	2017
Total Programs	114	136	168
Total Program Attendees	3,959	4842	5577
# of Outreach Events	3	3	1
Total Outreach Attendees	520	354	44
Total Volunteer Hours	219	245	227

E-BRANCH STATISTICS	September 2019	August 2019	July 2019
Total Virtual Visits	79,105	87,627	94,147
Total Digital Content Downloads	17,109	15,334	18,073

COLLECTION DEVELOPMENT STATISTICS	September 2019	August 2019	July 2019
Number of Patron Suggestions Received and Responded To	—	210	182

SOCIAL MEDIA	Total Followers	Follower Increases	Messages Sent	Impressions	Impressions per Message Sent	Engagements	Engagements per Post	Link Clicks
Facebook	2,314	-0.09%	12	10.3k	855.92	682	56.83	65
Twitter	1,270	1.76%	11	22k	2,003.82	120	10.91	21
Instagram	1,682	0.36%	14	—	—	528	37.71	—

Be the place where everyone can learn anything.

Children's Events

Wild Child Adventures Presents: Bubbles!: September 4, Teen Librarian, Molly Wallner, oversaw a bubble show performed by Wild Child Adventures at Mitchell Park Community Center. Over 80 people attended the show and were wowed by the science and whimsy of the bubble performance.



Intergenerational Storytime: Senior Librarian Alison de Geus and Librarian Camden Kimura presented the first two sessions of this special storytime on September 19 and 26 at College Terrace Library. Each session had 3-4 seniors living with Alzheimer's from Palo Alto Commons and four toddlers, and all seemed to enjoy themselves. They heard lots of wonderful comments from attendees; including from one mother shared that her grandmother had recently passed, and her sons really enjoyed the time they spent with her, so she thought this would be a great opportunity to have her sons continue to have interaction with some of our older friends in the community. A couple of attendees from Palo Alto Commons remarked on how long it had been since they'd seen children that young, and really came alive observing and interacting with the kids. Camden has done a wonderful job putting together the storytimes, particularly in selecting songs that would be familiar for the seniors some of whom really got excited to sing along.

Paws to Read: Librarian Kathy Swartz hosted the Paws to Read on Saturday, September 7, at Children's Library. There were four dogs with their handlers and 41 human attendees. One girl had a special visitor from her



kindergarten class for the weekend – Ladybug Bear. She needed a photo showing things she did with Ladybug Bear over the weekend.

Teen Events

Teen Maker Tuesday: On September 17, Librarian Maggie Lai led 8 middle school students in this fun craft activity. Using a motor, battery and an assortment of cups, the girls created a robot that can scribble. It took a few tries to be successful but they were good sports and had fun with their friends.



Hack Your Planner: Organization and Time Management Support for Teens: 15 teens attended the workshop on September 22 at Mitchell Park Library, taught by creativity coach and inner wellness author, Kanessa Baynard, and hosted by Molly. Teens learned how to streamline tasks, customize their planners, and make time for things that matter the most. Teens had fun diving into the creative organizational tools provided in order to begin implementing the skills they had learned during the workshop.



Adult Services

Vintage Media Lab: The Library soft-launched the Vintage Media Lab on Thursday, September 19 at Mitchell Park Library. The lab provides software for customers to digitize old formats, such as slides, 8 mm film and videocassettes. The lab is available for one-hour appointments on Thursdays from 11-2 PM, and volunteers are available to assist customers with the equipment. Since launching, the lab has successfully digitized videos, 8 mm film and slides eight customers, with more reservations in the next coming weeks. The Library will add other equipment in the next month or two to digitize photos, LPs and audiocassettes. Customers can book at bit.ly/vmlreserve. The Vintage Media Lab is made possible by the Pacific Library Partnership grant to replicate the RetroTech: Preserving Memories service at Santa Clara City Library. This service was launched by:

- RuthAnn Garcia, Library Services Manager (grant writer and project lead)
- Valeh Dabiri, Supervising Librarian (volunteer recruitment)
- Doris Chen, Librarian (marketing)
- Chris Markman, eBranch Senior Librarian (online page and form)
- Martha Walters, Business Analyst (IT support)
- Interns Chris Castro and Jodi Tam

Welcome Week Community Potluck and Storytelling Lounge: The Library participated in the YMCA's Welcome Week initiative (September 12-22), highlighting special events and services around Palo Alto that highlight and support the contributions of immigrants. The Library co-hosted a potluck with the YMCA and Kafenia Peace Collective at the Mitchell Park Community Center on September 21. An intimate gathering of about 40 attendees shared food, recipes and stories of their arrival to the U.S. In addition to the potluck, the Library presented several storytimes around the welcoming theme and highlighted a book club and reading for Hispanic Heritage month. Librarian Doris Chen worked with MidPen Media Center again this year to create posters featuring different immigrant and refugee stories. The posters were displayed throughout the branches during Welcome Week.



Welcome Week Community Potluck & Storytelling Lounge

Information Technology & Collections

"Encounters" Exhibit: Rodney recently helped curate a playlist of animal-themed songs for the Friday Night at the Art Center's "Encounters: Honoring the Animal in Ourselves" exhibition.

Be the partner of choice for community organizations.

Youth Services

Library Class Visits at Mitchell Park:

- September 3: Molly and Maggie hosted 38 8th graders from Gideon Hausner Jewish School, who came for a tour and a presentation on library resources.
- September 9: Maggie hosted five kindergartners and their two teachers from Imagination Lab. She presented a storytime and gave a short tour of the library.
- September 23: 32 kindergartners from International School of the Peninsula came for a library tour and storytime, led by Maggie.
- Molly hosted three class visits at Mitchell Park Library from schools all over the county, and grades ranging from nursery school to eighth grade. Students learned about databases and online resources, got a tour of the library, and participated in storytime and book talks. One eighth grade class applied for 32 PACL library cards, and put them straight to use as they began researching for an upcoming school project.

LGBTQ+ Working Summit: On September 11, Molly attended the 2nd meeting of the North County LGBTQ+ Working Summit, a coalition of community partners focused on providing resources and support to the local LGBTQ+ community. Representatives from the county presented on various topics including how to advocate for policy change and current and upcoming county initiatives.

PAUSD Family Fun Day: On September 29th, Molly and Maggie represented PACL at an outreach event in Mitchell Park, hosted by the Palo Alto Unified School District and the Palo Alto Community Advisory Committee for Special Education. Over 420 attendees visited the PACL booth to learn about library programs and services, make personalized bookmarks, and take a spin on the prize wheel. The event coordinator wrote, *"All the prizes and bookmark crafts were amazing! Kids and families had a great time thanks to your station. We could not have a successful event without you!"*

Adult Services

Alta Torre Resource Fair: Alison attended this outreach event on September 27. Twelve senior residents of Bridge Housing stopped by the PACL table to learn about programs and services, though it was a bit hard with a language barrier as many of the residents are not native English speakers. There was lots of interest in the Library's ESL Conversation Group, however.

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

Children's Events

Society of Bookworms: Librarian Kathy Swartz ran the Society of Bookworms book club meeting on Wednesday, September 18 at Children's Library, with Library Associate, Reggie Mallorca. The book was *One Crazy Summer*. After a lively discussion, in which nine attendees learned about what a collect call was (the book takes place in 1969), the kids chose "new" names for themselves – picking different than normal ones the way the mom did in the book. Also, we held the meeting outside in the Secret Garden!

Teen Events

Banned Book Movie Night: To celebrate National Banned Books Week, Molly held a Banned Books Movie Night on September 24th at Mitchell Park Library. Eight teens spent the evening munching on popcorn, watching *A Wrinkle in Time* (2018), and creating blackout poetry, which was added to the Banned Books display in the teen zone.

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

Information Technology & Collections

California Revealed: The Library is participating in the State Library's California Revealed digitization project for the third year in a row. This year we are nominating a total of sixty-two films (both 16mm and Super 8) from the Palo Alto Children's Theatre archives. Included are educational and feature films, documentaries, footage from historic May Fete parades, and curiosities such as a commercial for Borden's Milk and the music video "Techno-Dunce." Kudos to digitization intern Chris Castro who has done so much work on this project!

Sunday Robot Show: The Library's robot, Dewey, began bringing his shiny toys to the Sunday Robot Show. Dewey can make the Sphero robotic balls spin, circle and change colors—pretty much what a Sphero can do. Kids are amazed (AMAZED!) at the interaction between the two types of robotics technologies. They also love to hold the Sphero balls in their hands—the size is perfect and it is perfectly safe—to feel the movement in their palms.



Catalog Upgrade: The Library's online experience is undergoing a major upgrade this Fall. The eLibrary team, in collaboration with library content creators, is migrating the old web content to the new version of BiblioWeb. When completed, the Library's web experience will be more engaging and serendipitous, allowing customers more opportunity to engage with the Library's resources and services.

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

Youth Services

New Staff: Alicia Hulten started her new role as Youth Services Librarian on Tuesday, September 17. She quickly adapted to the public library setting (after years as a school librarian) and is fitting in just fine with staff and customers. She's looking forward to taking on new programs and decorating the Kids Place area at Mitchell Park.

Webinar Viewing: Senior Librarian Liz Stewart viewed "Library Marketing Basics, Promoting on a Shoestring Budget" by Booklist on September 23. The webinar covered basic marketing definitions, what libraries generally do well, and where they could improve. The biggest takeaway was that libraries usually only focus on the 'promotion' aspect of marketing and that is just once piece of the marketing mix. Libraries should incorporate more aspects of the marketing pie such as studying and researching your users and segmenting them so that you can better focus on a specific group to market to from your user pool. This information will be useful as PACL has created focused marketing teams for 2020.

Safety Training: Maggie and Kathy attended the City's safety training on September 12.

Library Fairy: Maggie created a webpage for Sadie Ann, the Library Fairy at Children's Library. Now writers can email her a message from the Library's website. This is a nice feature, since letters are generally only written by

kids from Children's Library. Now other kids in Palo Alto (or anywhere in the world!) can email Sadie Ann!

Nature Storytime: Maggie curated a nature-themed reading list at the request of the Foster Art Gallery for their guests. The gallery is starting a storytime and craft program with Jenny Jordan, former Youth Services manager. The list is featured on the Library's website at bit.ly/naturestorytime.

Information Technology & Collections

Digitization Dan Lou was featured by the Urban Libraries Council in an article on her work with robotics and AI, "Lessons from the Robo Dojo Master."

UPCOMING EVENTS

Youth Services

Performances: On Wednesday, October 9, the Golden Thread Fairytale Players will perform "Leila's Quest for Flight" at the Rinconada Library. The story, which is drawn from Palestinian folk tales, incorporates music, dance, and physical comedy. Golden Thread Theater Company was the first American theater company devoted to the Middle East, and works to create treasured cultural experiences for audiences of all ages and backgrounds.

Special Storytime Event: Kathy is coordinating a series of storytimes with the PAFD Fire Chief, Geo Blackshire, for October's Fire Prevention Month/Week. PAFD have provided nice giveaways for attendees, including fire hats!

Adult Services:

True Crime Trivia Night: Alison and Supervising Librarian Marleah Augustine are excited to host this program at Downtown Library on October 17. They have been hard at work coming up with questions, watching episodes of *Forensic Files* and *Cold Case Files* for inspiration, and are looking forward to testing the knowledge of the local "Murderino" community.