CITY OF SANTA BARBARA
LIBRARY BOARD

Central Library
Faulkner Gallery West, 40 East Anapamu Street, Santa Barbara, CA

Tuesday, October 28, 2014
MEETING
12:00 noon
AGENDA

CALL TO ORDER

ROLL CALL

APPROVAL OF MINUTES – of September 23, 2014

CHANGES TO THE AGENDA

PUBLIC COMMENT
Any member of the public may address the Library Board for up to two minutes on any subject within the jurisdiction of the Board that is not scheduled for a public discussion before the Board.

OLD BUSINESS

1. **Library Plaza Project**
2. **Children's Library Project Update**
3. **Budget Update**
4. **Library Vision**

NEW BUSINESS

5. **Library Board Purview**
6. **Year-end Performance Measures (P3)**
7. **Capital Improvement Program**
8. **Library Director's Report**

BOARD/STAFF COMMUNICATIONS

FUTURE AGENDA ITEMS
Collection Development

Next Regular Meeting: November 25th, 2014

ADJOURNMENT

PUBLIC SERVICES FY14

Measurable Objectives

1. Achieve a circulation of **812,000 (853,177 | FY13 – 826,627)**

2. Assist **78,000** patrons at the adult service desks **(121,978 | FY13 – 105,005)**

3. Assist **21,000** patrons at the youth services desk **(43,533 | FY13 – 33,634)**

4. Achieve youth attendance of **26,750** at City library programs **(40,973 | FY13 – 30,666)**

5. Assist at least **165** adult literacy learners, with 50% reaching the Ca. Literacy Services goal **(232)**

6. Achieve **10,000** volunteer hours worked at City libraries **(13,675 | FY13 – 12,281)**

7. Achieve **80%** of circulation at City libraries from self-check machines **(80.11% | FY 13 – 75.79%)**

Project Objectives

8. Implement a series of technology classes for tablets that instruct patrons on a variety of apps **(achieved)**

9. Digitize & make accessible through the PAC, **100 photos** from the Edson Smith collection **(126 - achieved)**

10. Create a patron friendly new books area using marketplace concepts at the Central Library **(not achieved)**

11. Implement the State's *Outcomes-Based Evaluation* for SRP. Do **100** surveys & host **4** focus groups **(208 - achieved)**

Other Performance Measures

1. Downloadable audiobooks and eBooks circulated – **60,000 (93,854 | FY13 – 60,157)**

2. Adult print & media materials circulated by City libraries – **491,000 (476,296 | FY13 – 498,748)**

3. Children/Teen print & media materials circulated by City libraries – **200,500 (251,709 | FY13 – 218,312)**

4. Items used by patrons within City libraries but not checked out – **68,500 (71,963 | FY13 – 69,766)**

5. Circulation per capita for City residents – **9.00 (9.58 | FY13 – 9.26)**

6. Visits to library website – **675,000 (607,065 | FY13 – 679,153)**

7. eNewsletter subscriptions – **7,250 (8,969 | FY13 – 7,168)**

8. Visits to City libraries – **675,000 (633,225 | FY13 – 630,929)**

9. Average days for returned items to be available on shelf – **1.8 (1.11| FY13 – 1.17)**

SANTA BARBARA PUBLIC LIBRARY
SUPPORT SERVICES FY14

Measurable Objectives

1. Maintain processing time of new books at an average of **5** days from receipt to **(2.4 | FY13 – 6)**

2. Achieve an average collection turnover rate of **3.9** in City libraries **(4.4 | FY13 – 4.2)**

3. Ensure an in-service rate of **95%** for public computers during business hours **(98.34% | FY13 – 98.75%)**

Project Objectives

4. Investigate vendor supplied cataloging and processing for new audio-visual material **(achieved)**

Other Performance Measures

1. Books and AV materials processed by Technical Services – **28,500 (34,674 | FY13 – 28,930)**

2. Expenditure per capita for library materials for SBPL system – **$1.99 ($3.04 | FY13 – $1.80)**

3. Ratio of collection items per capita in SBPL system – **1.56 (1.51 | FY13 – 1.51)**

4. Number of requests filled – **85,000 (83,715 | FY13 – 85,083)**

ADMINISTRATIVE SERVICES FY14

Measurable Objectives

1. Ensure accomplishment of at least **80%** of departmental program objectives **(84.4% | FY13 – 84.1%)**

2. Number of residents using Central/Eastside meeting rooms at **30,000 (36,972 | FY13 – 38,338)**

3. Ensure the Library System has **150** media mentions from news media (**1,477**)

Project Objectives

4. Ensure all budgets are within expenditure and revenue FY14 budget appropriations **(achieved)**

5. Raise an **$1 million** towards campaign goal of $5 million for children's library & endowment **($1,230,500 - achieved)**

6. Complete final design of the Children's Library and award a construction contract **(not achieved)**

7. Set up vendor visits from **3** vendors for soliciting suggestions for Automated Materials Handling **(achieved)**

Other Performance Measures

1. City libraries per capita expenditure from state and local funds – **$45.50 ($46.85 | FY13 – $44.72)**

2. County libraries per capita expenditure from state and local funds – **$9.07 ($8.98 | FY13 - $9.59)**

3. County per capita appropriation – **$5.97 ($6.88 | FY13 – $5.98)**

Department: Library
Program Name and Number: Administration (5111)
Program Owner: Irene Macias, Library Director
Phone Number: 564-5609
Program Mission: Provide system-wide leadership, planning and direction, anticipating and addressing the library services needs of residents

MEASURABLE OBJECTIVES

1. Ensure accomplishment of at least 80% of departmental program objectives.						
Performance Measure	**Annual Target**	QTR 1 Jul-Sep	**QTR 2 Oct-Dec**	QTR 3 Jan-Mar	**QTR 4 Apr-Jun**	**Year to Date**
Percent of program objectives accomplished	80%	4.4%	11.1%	20%		84.4%
Status:	Objective achieved.					
Comments:	While the expectation at midyear was to achieve 93% of the objectives, some shortfalls in the Montecito and Goleta program precluded this from happening.				Objective Achieved ⊠	

2. Maintain the number of residents using Central and Eastside meeting rooms at 30,000.						
Performance Measure	**Annual Target**	QTR 1 Jul-Sep	**QTR 2 Oct-Dec**	QTR 3 Jan-Mar	**QTR 4 Apr-Jun**	**Year to Date**
Residents using meeting rooms	30,000	8,059	8,976	9,600	10,337	36,972
Status:	Objective achieved.					
Comments:	The strong use of the meeting rooms resulted in rental revenues $6K over budget.				Objective Achieved ⊠	

3. Ensure the Library System has 150 media mentions in all forms of news media (radio, television, print and electronic).						
Performance Measure	**Annual Target**	QTR 1 Jul-Sep	**QTR 2 Oct-Dec**	QTR 3 Jan-Mar	**QTR 4 Apr-Jun**	**Year to Date**
Media mentions	150	488	317	338	334	1,477
Status:	Objective achieved.					
Comments:	This was the first year for this measure. Data that was used to establish the measure produced a target that was too conservative.				Objective Achieved ⊠	

PROJECT OBJECTIVES

4. Ensure all program budgets are within expenditure and revenue FY14 budget appropriations, and that any revenue shortfalls are covered by expenditure savings.		
Status:	Objective achieved.	
Comments:	All programs ended year within their revenue and expenditure targets. County owned branches continue to use reserves to balance their budgets, as directed by County administration.	Objective Achieved ☒

5. By June 1, raise an additional $1 million to advance capital campaign goal of $5 million for children's library renovation and endowment for library services.		
Status:	Objective achieved.	
Comments:	By June community members contributed $1,230,500 to the children's library campaign. In addition, a bequest of $450k was earmarked for the project, for a total of $1,680,500.	Objective Achieved ☒

6. Complete final design of the Children's Library project and award a construction contract by May 1.		
Status:	Will not achieve objective.	
Comments:	Council approved contract for final design on March 11. At the end of the fiscal year, the design was in plan check. We expect to break ground in January.	Objective Achieved ☐

7. Set up vendor visits from a minimum of three vendors for soliciting suggestions for Automated Materials Handling.		
Status:	Objective achieved	
Comments:	Three vendors were solicited, two of which gave comprehensive proposals for a handling system. This information will be used to determine if a handling system should be invested in. We now have a strong sense of the pros and cons of the implementation options presented.	Objective Achieved ☒

OTHER PERFORMANCE MEASURES

Performance Measure	Annual Projection	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
1. City libraries per capita expenditure from state and local funds	$45.50	n/a	n/a			46.85
2. County libraries per capita expenditure from state and local funds	$9.07	n/a	n/a			$8.98
3. County per capita appropriation	$5.97	$6.90	n/a			$6.88

P³ YEAR-END REPORT
Fiscal Year 2014
Quarter: January - June 2014

Date: August 22, 2014

Department: Library
Program Name and Number: Public Services (5112)
Program Owner: Scott Love, Library Services Manager
Phone Number: Ext. 5602
Program Mission: Provide information services, programming, and equal access to materials for all residents of Santa Barbara in order to promote reading and lifelong learning.

MEASURABLE OBJECTIVES

1. Achieve a circulation of 812,000.

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Items checked out or used at library	812,000	217,783	198,711	205,190	231,493	853,177
Status:	Objective achieved					
Comments:	Circulation increased by 3% in FY14 and has increased more than 18% since FY11.				Objective Achieved ☒	

2. Assist 78,000 patrons at the adult service desks.

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Patrons assisted	78,000	31,827	27,858	30,534	31,759	121,978
Status:	Objective achieved					
Comments:	Staff assisted almost 16,000 more patrons in FY14 than they did in FY13. This is due mainly to improved handling of incoming phone calls and patrons needing assistance with the use of their smartphones and tablets.				Objective Achieved ☒	

3. Assist 21,000 patrons at the youth services desk.

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Patrons assisted	21,000	11,524	9,347	11,769	10,893	43,533
Status:	Objective achieved					
Comments:	Increased programming, such as homework help and school visits, made possible by grants and additional Friends of the Library funding, have resulted in increased use. Patron assistance exceeded target by 29%.				Objective Achieved ☒	

4. Achieve youth attendance of 26,750 at City library programs.						
Performance Measure	**Annual Target**	QTR 1 Jul-Sep	**QTR 2 Oct-Dec**	QTR 3 Jan-Mar	**QTR 4 Apr-Jun**	**Year to Date**
Youth program attendance	26,750	8,073	9,984	9,445	13,471	40,973
Status:	Objective achieved					
Comments:	Increased funding by grants and Friends of the Library resulted in more programs and increased attendance. Attendance was up by 34% from FY13.				Objective Achieved ☒	

5. Assist at least 165 adult literacy learners, with 50% reaching the California Library Literacy Services goal.						
Performance Measure	**Annual Target**	QTR 1 Jul-Sep	**QTR 2 Oct-Dec**	QTR 3 Jan-Mar	**QTR 4 Apr-Jun**	**Year to Date**
Adult literacy learners assisted	165		170	204	232	232
Status:	Objective achieved					
Comments:	With additional State funding, additional tutor training has increased the library's ability to tutor more individuals than in previous years.				Objective Achieved ☒	

6. Achieve 10,000 volunteer hours worked at City libraries.						
Performance Measure	**Annual Target**	QTR 1 Jul-Sep	**QTR 2 Oct-Dec**	QTR 3 Jan-Mar	**QTR 4 Apr-Jun**	**Year to Date**
Volunteer hours	10,000	3,582	3,027	3,201	3,866	13,675
Status:	Objective achieved					
Comments:	Volunteerism remains strong at the library, and is vital to many of the programs the library offers annually.				Objective Achieved ☒	

7. Achieve 80% of circulation at City libraries from self-check machines.						
Performance Measure	**Annual Target**	QTR 1 Jul-Sep	**QTR 2 Oct-Dec**	QTR 3 Jan-Mar	**QTR 4 Apr-Jun**	**Year to Date**
Percentage of circulation	80%	80.24%	79.71%	78.8%	81.55%	80.11%
Status:	Objective achieved					
Comments:	Percentage of self-check circulation has risen from 63.85% in FY12 to the current 80.11% in FY14. June 2014 reached 83.2%, the highest recorded month.				Objective Achieved ☒	

PROJECT OBJECTIVES

8. Implement a series of technology classes for tablets that instruct patrons on variety of apps available. Surveys will determine effectiveness and future offerings.

Status:	Objective achieved	
Comments:	Curricula for several classes were developed, and a series of classes were taught throughout the year. Surveys completed gave the classes high ratings and often offered suggestions for future classes.	Objective Achieved ⊠

9. Digitize and make accessible through the online catalog, 100 photos from the Edson Smith collection.

Status:	Objective achieved	
Comments:	126 photos were digitized and made available and the project has become a Measureable Objective for FY15.	Objective Achieved ⊠

10. Create a patron friendly new books area using marketplace concepts at the Central Library.

Status:	Objective not achieved	
Comments:	A plan was developed, but the project timeline was not met because the project was expanded. New marketplace furniture, a service desk and two computer tables should be installed by December 2014. This will be part of a new service model on the main floor that should be more efficient, enhance service and the patron experience.	Objective Achieved ☐

11. Implement the State Library's *Outcomes-Based Evaluation* for the Summer Reading Program. Administer 100 participant surveys and host four focus groups.

Status:	Objective achieved	
Comments:	208 surveys were completed, and five focus groups included 31 participants. Staff has become involved at the State level by providing input on improving reading programs statewide.	Objective Achieved ⊠

OTHER PERFORMANCE MEASURES

Performance Measure	Annual Projection	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
1. Downloadable audiobooks and eBooks circulated in the SBPL System.	60,000	23,628	21,328	23,775	25,123	93,854
2. Adult print and media materials circulated by City libraries	491,000	122,370	114,747	116,176	123,003	476,296

3. Children and Teen print and media materials circulated by City libraries	200,500	61,849	56,050	59,148	74,662	251,709
4. Items used by patrons within City libraries but not checked out	68,500	18,936	15,416	17,288	20,323	71,963
5. Circulation per capita for City residents	9.00	2.44	2.23	2.30	2.60	9.58
6. Visits to library website	675,000	151,347	145,118	158,555	152,045	607,065
7. eNewsletter subscriptions	7,250	8,530	9,193	9,429	8,969	8,969
8. Visits to City libraries	615,000	161,029	152,309	156,051	163,836	633,225
9. Average days for returned items to be available on shelf (at City libraries)	1.8	1.1	1.0	1.3	1.1	1.11

COMMENTS ON OTHER PERFORMANCE MEASURES:

1. The popularity of digital materials resulted in much higher than anticipated performance on downloadable materials, yet also resulted in the adult print and media circulation declining further than anticipated.

6. Visits to the website were likely down because many SBPL online services provided through 3rd party vendors are accessible without visiting the library's website first. Visits to non-library websites are not tracked.

Date: August 22, 2014

Department: Library
Program Name and Number: Support Services (5113)
Program Owner: Jace Turner, Supervising Librarian
Phone Number: Ext. 5611
Program Mission: Provide operational support to acquire, process and catalog collections, support technology hardware and software and maintain facilities.

MEASURABLE OBJECTIVES

1. Maintain processing time of new books at an average of 5 days from receipt to public availability.

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Average number of days from receipt to public availability	5	3.0	1.9	2.1	2.6	2.4
Status:	Objective achieved					
Comments:	All new books are now processed by the vendor. This is the best performance since the creation of this measure. Staff have streamlined the processing of donated books.				Objective Achieved ☒	

2. Achieve an average collection turnover rate of 3.9 (the number of checkouts per item per year) in City libraries.

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Collection turnover rate	3.9	1.1	1.0	1.1	1.2	4.5
Status:	Objective achieved					
Comments:	Strategic purchasing based on patron demand, in addition to extensive weeding, continues in the adult fiction and non-fiction areas. A continued increase in turnover rate is anticipated in FY15.				Objective Achieved ☒	

3. Ensure an in-service rate of 95% for public computers during business hours.

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
In-service rate for public computers	95%	98.4%	98.27	98.23%	97.86%	98.34%
Status:	Objective achieved					
Comments:	Over the course of the year staff have shown a dedicated effort to report computer issues to the Library Systems Technician, who in turn, has done an excellent job of addressing issues in a timely manner. The library is now in the process of upgrading all public computers at the two city libraries.				Objective Achieved ☒	

PROJECT OBJECTIVES

4. Investigate vendor supplied cataloging and processing for new audio-visual material, and implement if recommended.		
Status:	Objective achieved	
Comments:	Vendor processing of audio-visual materials has been implemented for all libraries in the Santa Barbara Public Library System. Technical Services staff continues to streamline the library's in-house processes.	Objective Achieved ☒

OTHER PERFORMANCE MEASURES

Performance Measure	Annual Projection	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
1. Books and AV materials processed by Technical Services	28,500	6,985	8,682	9,061	9,946	34,674
2. Expenditure per capita for library materials for SBPL system	$1.99	$.59	$1.37	$2.03	3.04	3.04
3. Ratio of collection items per capita in SBPL system	1.56	1.52	1.50	1.51	1.51	1.51
4. Number of requests filled	85,000	21,591	20,695	20,889	20,540	83,715

COMMENTS ON OTHER PERFORMANCE MEASURES:

4. Requests filled have declined annually since FY10 when 131,147 were filled. The elimination of the $1.00 holds fee in FY15 will likely reverse this trend, though downloadable eBooks, for which requests are not tracked, also play a part in the trend.