BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name:	BOS
Department No.:	011
For Agenda Of:	2/3/09
Placement:	Departmental
Estimated Tme:	30 minutes on 2/3/09
Continued Item:	No
If Yes, date from:	
Vote Required:	Majority

TO: Board of Supervisors

FROM: Board Member(s) Supervisor Janet Wolf, 2nd District

Contact Info: Mary O' Gorman, Executive Assistant, 568.2191

SUBJECT: **Report on Countywide Free Library System**

County Counsel Concurrence	**Auditor-Controller Concurrence**
As to form: N/A	As to form: N/A

Other Concurrence: Select_Other
As to form: Select_Concurrence

Recommended Actions:

Receive a report on the Countywide free library system.

Summary Text:

The International City/County Management Association issued a whitepaper in October 2007 that illustrated the role of libraries within a community. Specifically, "as the most visible, physical symbol of a government's civic presence, libraries provide free and open access to knowledge and services to all residents regardless of income, race and/or age. They are a neutral, respected gateway to information, a safe "third place"- a space between work and home- with equal access for all community members." Libraries core functions may be categorized as:

- Providing access and services to people of all ages and needs,
- Encouraging literacy within the community;
- Partnering with the community and help build and sustain communities;
- Enhancing workforce and businesses development; and,
- Serving as a focal point for neighborhood change. [1]

The County contracts with the cities of Lompoc, Santa Barbara and Santa Maria for the provision of library services throughout the County via zones as follows:

- Library **Zone 1**, administered by the City of Santa Barbara, includes the cities and unincorporated areas surrounding Carpinteria, Goleta, Los Olivos, Montecito, Santa Barbara, Santa Ynez and Solvang;

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[1] International City/County Management Association, ICMA Management Perspective, "Local Government Managers and Public Libraries: Partners for a Better Community", October 2007. Available at http://icma.org/documents/Final_Mgmt_Prsptv_Libraries_(gates).pdf

- Library **Zone 2**, administered by the City of Lompoc, includes the cities and unincorporated areas surrounding Buellton, Lompoc, Mission Hills, Vandenberg Village and all of Vandenberg Air Force Base; and,
- Library **Zone 3**, administered by the City of Santa Maria, includes the cities and unincorporated areas surrounding Cuyama, Guadalupe, Orcutt and Santa Maria.

Library services are provided through each City's' main library and branch locations as a way to efficiently use existing facilities and utilize the technical expertise of the Librarians rather than creating a County-operated library system. Each City Librarian is a department director in his/her respective City; therefore, the provision of library services reflects the spirit of intergovernmental cooperation between the County, its neighboring cities and the region through the Black and Gold Cooperative Library System that allows libraries within San Luis Obispo, Santa Barbara and Ventura counties to share materials.

The library system also illustrates the partnership with the local community, namely schools, business/private sector and residents as illustrated through these examples:

- Lompoc library is partnering with the Lompoc School District to provide K-6 textbooks and provide weekly homework club for research using the library's resources.
- Santa Barbara is partnering with the Junior League of Santa Barbara in a multi-year project to renovate the Central Library's children's area and to enhance programming with the goal of strengthening youth literacy in Santa Barbara.
- Santa Barbara has partnered with SCORE to host a panel of business people discussing the "Secrets of Survival for Small Business in a Down Economy."
- Santa Barbara Library has partnered with UCSB for three years for UCSB Reads/Santa Barbara Reads, a community reading program. Members of the community are encouraged to read the same book and UCSB professors and selected community members will engage in guided public discussions of the book's key issues and themes during the month in the public library branches.
- The Santa Maria Public Library partners with the Santa Maria Joint Union High School District to provide adult education and independent study programs in the Main Library.
- The Santa Maria Public Library partners with the Santa Maria Valley Historical Society and the Santa Maria Valley Genealogical Society to provide programs for the public.
- Various libraries have partnered with the arts community for art exhibits, poetry readings and jazz performances.
- Libraries are open to all members of the public and provide a clean, quiet and safe environment for the community, including free meeting space for community groups.
- Community members with an interest in libraries have joined various "Friends" groups and volunteer their time and energy to preserve and strengthen libraries, and to create awareness and appreciation of library services.
- County residents also serve on the Library Advisory Committee (LAC) created by the County Board of Supervisors. The LAC meets quarterly to review services and operations and make advisory recommendations to the Board of Supervisors as follows:
  - o Ensure adequate library services to all the inhabitants of the County of Santa Barbara;
  - o Review annually the operation of the library system and this Agreement;
  - o Submit advisory recommendations to ensure adequate service to branch libraries;
  - o Assure adequate exchange of information among libraries;
  - o Determine the level of service necessary to ensure adequate library services for all the residents of the County;
  - o Consider site locations and building programs;
  - o Receive notices of reductions to the level of library services; and,

o Receive citizen input regarding library-related issues and make recommendations thereon.

The library system reflects the needs of the various members of the community and has often been described as providing services from "cradle to grave." Libraries provide storytelling programs for pre-school age children, provide teen and adult programs and assist in "bridging the digital divide" by providing computer access and classes to individuals that do not own personal computers and/or are not as familiar with this technology. Many pre-school to adult literacy programs are offered in Spanish. Libraries have responded to the new technology and the needs of some of its users (for example by allowing audio books to be downloaded to media players) while continuing to provide services in the more traditional manner as requested by other users (i.e. materials available in print and other formats, public building that houses the collection and is staffed by subject experts that can provide assistance and answer reference questions). This duality of responding to changing demographics and environmental/business trends and being an active part of the virtual and global community while retaining the traditional core services to ensure access to all users and maintain a local community presence is arguably the greatest attribute of libraries and their greatest challenge.

The effect of technology has had a noticeable effect on the ways libraries operate and will continue to do so in the future. A report entitled *The Public Library Funding and Technology Access Study 2006-2007*[2] indicates three emerging trends facing libraries:
1. Technology is bringing more users to public libraries. The report indicates that one-third of Americans do not own desktop computers or have Internet access at home and 73 percent of libraries nationwide indicate they are the only source of free public access to the Internet and computers to the community. The demand for free access continues to increase significantly with growing need for access to digital and online information—including e-government, continuing education and employment opportunities. (The libraries within the County of Santa Barbara indicate that computer usage is in great demand by the community, with people waiting in line before the library opens to gain access to computers and one library providing a reservation system for a guaranteed time for computer usage.)
2. Library infrastructure (space, bandwidth and staffing) is being pushed to capacity.
3. Libraries need technology planning and dedicated technology support.

However, the technology age has not made libraries obsolete. According to the American Library Association[3],
▪ A 2006 poll conducted by the American Library Association found that 92 percent of respondents expect libraries to be needed in the future, despite the increased availability of information on the Internet.
▪ Library use continues to climb. Sixty-eight percent of adults in the U.S. have public library cards, the greatest number since the ALA began collecting this data in 1990. (2008 Harris poll: http://tinyurl.com/9ewpcc).
▪ Americans visit libraries more than 1.3 billion times and check out more than 2.1 billion items each year. Users turn to their libraries for free books, to borrow DVDs, to learn new computer skills, to conduct job searches and more.
▪ Americans go to school, public and academic libraries 50 percent more often than they go to the movies.
▪ Nationally, the average user takes out more than seven books a year . . . but users turn to their libraries for more than books: to borrow DVDs, to learn new computer skills, to conduct job searches, and to participate in the activities of local and community organizations.

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[2] http://www.ala.org/ala/aboutala/offices/ors/plftas/finalreport.pdf

[3] http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/toolkit/index.cfm

This data is augmented by the Pew Internet and American Life Project that reported in December 2007 on "Information Searches That Solve Problems" that:

- Libraries drew visits by more than half of Americans (53%) in the past year for all kinds of purposes, not just the problems mentioned in this survey. And it was the young adults in tech-loving Generation Y (age 18-30) who led the pack. Compared to their elders, Gen Y members were the most likely to use libraries for problem-solving information and in general patronage for any purpose.
- Young adults who are the most likely to say they will use libraries in the future when they encounter problems: 40% of Gen Y said they would do that, compared with 20% of those above age 30 who say they would go to a library.

In addition to providing the physical space and actual hardware needed to use computers and the Internet, libraries also provide related computer and Internet training and services for job seekers. The American Library Association reports that only 44 percent of the top 100 U.S. retailers accepted in-store paper applications in 2006- down from 68 percent in 2004.[4] Library staff report that many patrons are turning to library computers and Internet access to find work, apply for jobs online, type resumes and cover letters and open email accounts.[5] Even more fundamental than providing job searching skills, a library's core functions are to promote literacy and lifetime learning. Without the ability to read, many job search efforts are moot. As previously cited, libraries provide a variety of programs related to reading and literacy programs focusing on pres-school age children to adults. Consequently, the linkage between libraries and the economy is strong; which is another attribute and challenge of libraries. During economic recessions[6], library usage increases as individuals use the library's free resources for such activities as conducting job searches, renting movies and downloading audio books. Increased usage has been documented at the local and national level for the past six months. Circulation is up from 30% - 50% and higher throughout the Black Gold Library System. The trend and challenge is that while usage may be up, the necessary funding to sustain these services from government and the private sector is likely to be down.

Another trend on the horizon is an increase in literary reading. A January 2009 report released from the National Endowment for the Arts documents a significant turning point in recent American cultural history. For the first time in over a quarter-century, the survey shows that literary reading has risen among adult Americans. After decades of declining trends, there has been a decisive and unambiguous increase among virtually every group measured in this comprehensive National Education Association survey. The most significant growth has been among young adults, the group that had shown the largest declines in earlier surveys. The youngest group (ages 18-24) has undergone a particularly inspiring transformation from a 20 percent decline in 2002 to a 21 percent increase in 2008.[7]

Background:

Performance Measure:

The libraries are required to report key statistical information annually to the California State Library.[8] The Library Advisory Committee has endorsed the use of three performance measures for the libraries: (1) circulation of materials, (2) registration of patrons and (3) attendance at youth programs.

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[4] http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/toolkit/talkingpoints/economy.cfm

[5] http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/toolkit/index.cfm

[6] The American Library Association reports that a 2002 ALA study contracted with the University of Illinois Library Research Center (LRC) highlights the increase of library usage in the wake of a recession. This study found that circulation in March 2001 was 8.3 percent higher than would be expected from the trend observed since January 1997.

[7] http://www.arts.gov/research/ReadingonRise.pdf

[8] http://www.library.ca.gov/lds/librarystats.html

When examining the change in circulation since last year (December 2008 compared to December 2007), braches are experiencing an increase in usage of 19-61 percent as illustrated in the chart below. The trend in circulation on a monthly basis (from January-December 2008) for the braches is attached.

Location	December 2007	December 2008	Percent Change
Carpinteria	5,881	7,738	31.6%
Montecito	5,635	8,034	42.6%
Santa Barbara	37,894	55,316	46.0%
SB Bookmobile	1,583	983	-37.9%
Eastside	4,426	5,827	31.7%
Goleta	31,759	43,795	37.9%
Solvang	5,248	6,294	19.9%
Buellton	2,929	3,831	30.8%
Lompoc	11,993	15,452	28.8%
Lompoc Village	1,613	2,455	52.2%
Cuyama	283	222	-21.6%
Guadalupe	450	551	22.4%
Santa Maria	25,929	41,646	60.6%
Orcutt	4,168	5,167	24.0%

Fiscal and Facilities Impacts:

Budgeted: Yes

Fiscal Analysis:

While each library branch within the system has its own unique budget, the expenditures and revenue sources are similar. Libraries spend their budgets on staffing, buildings (rent/maintenance/ utilities/janitorial), furniture, computers, and materials. In order to provide access to all types of library users, libraries must purchase materials in different formats (books for example are purchased in print format, in other languages and in electronic format). Funding sources include the State, the County, cities and other private sources such as the respective "friends" groups that raise funds for the branch libraries. The budgets for the branch libraries are depicted below.

	Zone 1 Branch Libraries' Budgets				
	Goleta	Montecito	Carpinteria	Solvang/SY/LO	Central/Eastside
Revenue Source					
PLF (State of California)	35,868	3,586	7,174	7,174	35,868
County per Capita	562,532	80,082	138,030	109,210	623,292
Administrative Fee/Branch Support					124,795
Goleta CSA3 (parcel tax)	333,970				
City of Goleta	184,150				
City of Solvang				54,500	
City of Carpinteria			8,000		
City of Santa Barbara					3,180,517
Friends of the Library	1,000	33,738	32,870	11,000	35,000
Grants					48,500
Use of gift funds		60,203			305,696
Budgeted Fines & Fees FY 09	130,000	22,765	25,138	26,051	180,329
TOTALS	1,211,652	200,374	204,038	200,761	4,533,997

	Zone 2 Branch Libraries' Budget		
	Buellton	**Vandenberg Village**	**Lompoc**
Revenue Source			
PLF (State of California)	1926	2621	18,010
County per Capita	44,689	53,176	397,131
Administrative Fee/Branch Support			34,419
City of Buellton	71,000		
City of Lompoc			450,985
Friends of the Library/Contributions	150		8,650
Grants			43,653
Use of gift funds			
Operations support		25,000	
Budgeted Fines & Fees FY 09	12,331	6,375	44,350
Interest income	1,000	450	8,500
TOTALS	**131,096**	**87,622**	**1,005,698**

	Zone 3 Libraries' Budgets			
	Cuyama	**Guadalupe**	**Orcutt**	**Santa Maria**
Revenue Source				
PLF (State of California)	500	2,000	8,456	34,695
County per Capita	19,577	36,000	140,200	612,224
Administrative Fee/Branch Support				21,000
City of Guadalupe		15,000		
City of Santa Maria				1,081,483
Friends of the Library		7,508	7,000	
Grants	500			120,397
Use of gift funds				
Budgeted Fines & Fees FY 09	551	2,810	14,656	91,057
TOTALS	**21,128**	**63,318**	**170,312**	**1,960,856**

Funding from the State is through the Public Library Fund, which provides funding to all qualifying public libraries based on population. To qualify for this funding, the local governing body (county, city, district) must appropriate funds to the library that are at least equal to its appropriation for the immediate preceding year (so called "maintenance of effort," or MOE). Funding is available to qualifying libraries that formally apply by the annual deadline, contingent on the annual appropriation by the Legislature and Governor. According to the California Public Library's website[9] "The law permits the Legislature to appropriate an amount up to 10% of a target "foundation" level of service based on a per capita cost each year. This foundation level, adjusted annually, has risen from $37.6 million in 1987/88 to $106.8 million in 2008/09. The state appropriation has never reached the target level. In the first year, 1983, the state appropriation was $6 million, and has varied from $56.8 million (80% of full funding) in 1999/00 to $12.9 million (12% of full funding) in 2008/09." The libraries also receive funding or a "credit" for loaning materials to other libraries within the system. However, the ability of the respective libraries to purchase materials that are in demand and may be loaned to other entities is contingent on the books and materials budget. If a library does not have sufficient funds to acquire materials, the particular library also loses potential revenue associated with loaning said materials to other libraries within the system.

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[9] http://www.library.ca.gov/services/libraries/plf.html on January 2009

The County contracts with the respective cities of Lompoc, Santa Barbara and Santa Maria to administer a zone of service that includes cities and the unincorporated area. The County contribution is allocated to each zone based on population. Each City Librarian, in turn, directs the zone funding to the branches based upon population. The Fiscal Year 2008-2009 contract amount is $2,911,758 or $6.906 per capita, and is allocated according to the zones as follows:

Zone	Population	Funding Amount
Zone 1- Santa Barbara/South Coast	231,894	$1,601,469
Zone 2- Lompoc and Central area	71,676	$494,997
Zone 3- Santa Maria and the North	118,055	$815,292
Total	**421,625**	**$2,911,758**

The various cities located within the County also contribute to library branch locations. Contributions include paying rent or housing a branch within a city-owned facility, providing maintenance of the facility and/or providing funding for library operations.

The library system also relies on, and is grateful for, the efforts of the local community in raising funds and making donations. Specifically, the library system has various "Friends" groups that ensure the vitality of the library within the community. The Lompoc System also has a Foundation that raises funds for book endowments at each outlet and for capital projects.

Staffing Impacts:

Legal Positions:	FTEs:
N/A	N/A

Attachments:

1. Circulation Statistics for Countywide Branches
2. Video to be played during Board meeting

Authored by:

Sharon Friedrichsen, County Executive Office, in collaboration with Molly Gerald (City Librarian, City of Lompoc), Irene Macias (City Librarian, City of Santa Barbara) and Jack Buchanan (City Librarian, City of Santa Maria).

cc:

Molly Gerald, City Librarian, City of Lompoc
Irene Macias, City Librarian, City of Santa Barbara
Jack Buchanan, City Librarian, City of Santa Maria