

Library Board, Santa Monica Public Library
Director Report
August 2018
August 16, 2018

Citywide Priorities:

The **Pico Wellbeing Project** hosted a community meeting on June 30 with dozens of residents and stakeholders. All of the communications were translated simultaneously through headsets provided by a LA based company specializing in translation with a community and social justice perspective. Community members were supportive of the library and relationships with Cultural and Community Services operating the park and recreation efforts. A resident mentioned the need for more comfortable seating. Principal Librarian Cecilia Tovar is one of the key planning members of the Pico Wellbeing Project led by the Office of Civic Wellbeing and Planning.

Performance Based Budgeting: The budget process continued with a June 21 meeting with staff stakeholders to begin initiating teams to develop action steps in the areas of: Mapping and Metrics, Process and Criteria, Sacred Cows and Obstacles, Communication and Internal Messaging and Measuring Effectiveness. A secondary team of all those involved in finances and performance at the department level met to focus on the subgroups on July 31. Pilot departments to work on mapping sample services and activities were identified: Big Blue Bus, Housing and Economic Development, the Airport, Farmer's Market, and the Library.

Library Facilities and Budget Update:

Pico: A signage and color scheme to replace the original vinyl is under discussion. A small condensation problem with the room air conditioning units presented a minor leak in the staff work room that was exacerbated during the heat wave and quickly repaired. The Automated Materials Handling Sorter is working well with few interruptions. Nathan Bishop from KoningEizenberg, the Pico Branch architect, is working with City staff to identify acoustic solutions, solve the tears in the colorful external sailcloth features, and design needs for the front desk area, as well as reducing noise in the study rooms.

Library and Parking staff are considering pre-pay machines to assist customers with efficient exits. Eleven electric vehicle chargers have been installed in July on P1 in the parking structure. Parking is also providing additional 60-minute vouchers for programming use.

The Adult Literacy/Public Services/Tenant Improvements bids were reviewed and a contractor selection made. The staff will be moving to temporary quarters in the Staff Meeting Room and Reference during the three-month renovation which will begin in late August. The lead staff project manager for the library is Nancy Bender working with William Clerk and Amelia Feichtner and Pharaoh Augustine from Architectural Services.

Staff has initiated meeting with the project management team during their periodic construction meetings for Fire Station 1 to ensure support for all aspects of the work that might impact library functions, traffic or operations.

Ocean Park Branch: A series of vandalism attempts with the last result of significant window damage has been reviewed. Increased security measures will be put into place – a secondary late hours security check has been initiated. Meetings have been conducted with SMPD, SM Conservancy and Ocean Park Association and OPA will host a neighborhood meeting to cultivate a local safety meeting. Staff is working to re-activate night lighting and install cameras.

Library Classification and Compensation Study: The RFP is in final design and in review with Human Resources. Staff promoted the RFP concept at the American Library Association Conference in late June with anticipated RFP call in August; returns expected in September. Timeline for the project to be completed within 12 months.

Library Services and Programs:

Services to unsheltered people: The BookMark Café began new hours on July 2 eliminating non-open library hours in the mornings from 8-10 a.m. This meant the need to keep the library restroom and courtyard during these hours would no longer be needed and that Library Service Officer and custodial services could be redirected to other functions, saving money and time. So far, the number of unsheltered people near the library during closed hours has been reduced and some of our frequent visitors have moved onto other locations during the morning, some returning upon opening at 10 a.m. There is a stronger sense of calm in the morning.

The most recent Pop Up Resource Fair in early August drew about 40 individuals seeking service from a number of providers. A key story to highlight: SHARE Collaborative came to the last Resource Fair and drew much interest. Their focus is to convert donated and rent single family homes and create communities of individuals seeking housing. Homes are located throughout the LA metro region but geographically disperse and supported with multiple resources including some onsite management. In the span of less than three months, two individuals who came to the Resource Fair received housing and two others provide musical support every Friday for one of SHARE's households where the community is full of musicians. SHARE Collaborative just obtained their first West LA home on the West side in Venice – that is sure to be a popular location. Library staff

reached out to SHARE Collaborative leadership and brought them as a new provider to the Pop Up at the Library.

The RFP for the Library Social Worker posted and closed on 4/27 and reopened again in May due to limited proposals. Once again, the library received few responses and will determine re-opening the RFP. Library staff held a pre-bid conference to meet prospective applicants. Closing date for current process is August 17.

The People Concern: As part of the City's "compassionate engagement" strategy to address homelessness, the Library offers onsite resources at several library locations. Several connections to service have been made, including entry into case management, assistance with preparing and interviewing for jobs, and getting proper identification to obtain other supportive services and housing. With the direct contact and resources available at the Library, we are working to meet people where they are and build relationships in an environment where they feel most comfortable.

The People Concern staff member Stacy Allen comes to the Main Library and branches four days a week. She provides outreach, hosts a greeter table in the front lobby and provides office hours in one of the study rooms at the Main Library three times a week. She provides that friendly smile, knowledge of resources, and engagement so needed by the community. Every person experiencing homelessness has been through trauma; it takes many steps and several connections to establish trust and a relationship that is so needed for engagement. Through Stacy's recent efforts one individual has now decided to rejoin the work force after coming to the branch libraries daily for several years and another has obtained their ID and clothing and successfully interviewed and landed a job in Santa Monica.

Summer time is one of the busiest in the Library's business operations.

Summer Reading: Reading Takes You Everywhere opened with a goal of surpassing 5000 enrollments over the various reading groups and we are almost there! The round of specialty programs highlighting reading and the travel theme has brought close to 300 programs for all ages during the ten-week Summer festivities. There is something for everyone – time travel movies, roller coaster themed story time, STEAM programs, musical concerts, gardening programs, book and film discussions and of course, Summer Reading for all ages.

The program created strong results with a phenomenal increase in new library cards for youth recorded in July 2018 as compared to July 2017. A report on the effort is attached.

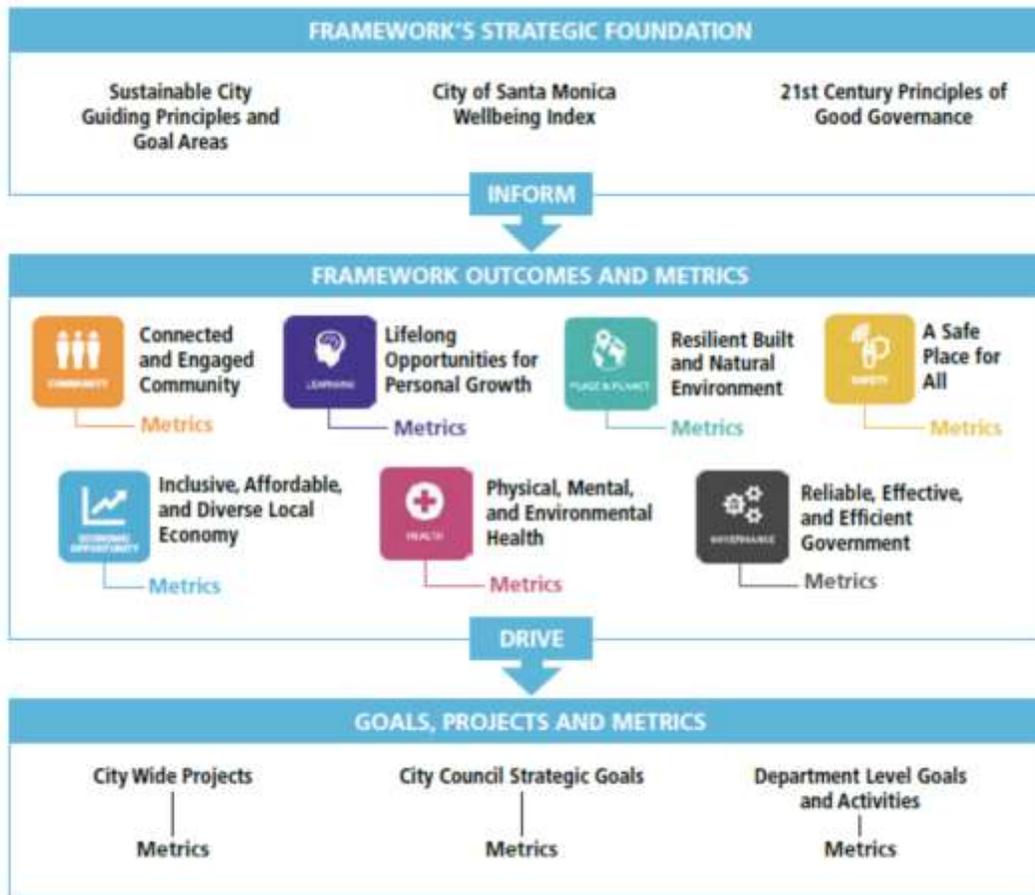
Pop Up at the Beach: Librarians Jeff Kaplan and Kane Tsay created another round of outstanding programs focused on engaging the public at the beach. The scheduled events, including popular story times, ukulele lessons, Brazilian dance, and much more, are scattered along Santa Monica beachfronts and attract dozens of community

members of every age. A full report on impacts will be forthcoming in the fall.

Fine Free for Youth: Staff created a week of engaged crafts to highlight the opus of good news in the Fine Free for Youth program which kicked off on July 2. More than 1900 youth were blocked from using their library cards, most of these individuals were teens and most of them Santa Monica residents. A fourth grader, Annabelle, came to each daily engagement and posted this YouTube recording about her experience: <https://www.youtube.com/watch?v=eVtQpQnBHGo>

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Strategic Plan: Rachel Foyt and Jasmine Gutierrez continue to work on refining the Plan focus and representation on the Library website. As the City continues to pursue a process to adapt the budget process to reflect the Framework and the City Strategic Priorities (Learn+Thrive, Inclusive and Diverse Community, Homelessness, Mobility, and the Airport), the emphasis on the Department (Library) priorities – Vibrant Learning Center, Wellbeing Cultivator, Dynamic Third Place, and Community & Cultural Connector – all tie in and provide relevance for the role that Library service and programs provide to meet Council and community goals. An illustration can be seen below.



Human Resources

Vacancies

Librarian III: We welcome **Kathy Lo** as the new Librarian III for Reference and Circulation Services!

After receiving her MLIS from San Jose State University, Kathy joined the Santa Monica Public Library in December 2006 as a Librarian I. Kathy was promoted to Librarian II in 2013, supervising 3 members of the Reference Department, managing collections, in World Languages and the 400s, as well as the Image Archives. Kathy is fluent in Mandarin. Her skill in managing scheduling of full-time and as-needed staff for Reference is notable, for meeting our goal to serve the public, staff training, collaborations and adult computer literacy classes as well as other programs offered monthly. She has overseen training and orientation for all Reference staff, especially our crucial as-needed librarians.

As the librarian in charge of the Image Archives, Kathy has built connections with community stakeholders and organizations. Kathy worked with the family of the late Dr. Alfred T. Quinn to process his personal archives. An education and civic leader, Dr. Quinn was the first certified African American teacher in Santa Monica. Kathy helped connect the family with the Ralph J. Bunche Center for African American Studies at UCLA where the archives are now digitized and housed. Her collegiality has extended to several joint programs with the Santa Monica History Museum (such as a talk about the history of the Civic Auditorium) and plans for more in the coming year.

Kathy has also represented the Library at various *LA As Subject* functions. A research alliance dedicated to preserving and improving access to the archival material of Los Angeles history, *LA As Subject* has hosted an annual archives bazaar for the past 12 years. Kathy has showcased the Library's digitized photograph collection every year to history buffs across the southland.

In 2016, while serving on the 125th Anniversary committee, Kathy created "The Santa Monica Public Library: An Illustrated History" to commemorate the landmark anniversary of the library. The well-crafted booklet won a PReXcellence Award from the California Library Association --- a first for SMPL.

Kathy's intellectual curiosity has resulted in her continuing to seek learning opportunities. In the past year, learning ranged from "Protecting Cultural Collections" at the Huntington Library to a workshop on "Emotional Intelligence" hosted by the CLA Leadership Institute at Los Angeles Public Library.

Kathy has capably handled so many tasks, big and small, that keep Reference on track. She will effectively utilize her skills and experience to work with Reference and Circulation staff to better serve the community and City. Kathy started her new role on June 24, 2018. (adapted from announcement penned by Susan Lamb).

Library Assistant II: **Jeremy Abbott** will be joining the Ocean Park Branch team the week of September 17 as a part-time permanent Library Assistant II.

Jeremy has worked at the Main Library in the Circulation Department for approximately 1.5 years. During his time at the Main Library he has played an instrumental role in a number of newly introduced library initiatives including Read Away Your Fines and Fine Free Juvenile cards. Additionally, Jeremy assisted with the programs, publicity and outreach for Free Comic Book Day in May. Jeremy is known for his excellent customer service, patience, humor, creativity and willingness to do what it takes to get the job done, all traits that will come in handy in his new position at the Ocean Park Branch.

Jeremy will also pursue a Master's Degree in Library Science at UCLA in the fall. (adapted from announcement penned by Karen Reitz).

Roger Kelly will be retiring in mid-September after more than a decade of services as Coordinator of Youth Services at Santa Monica Public Library. A strong advocate of

services to youth and families, Roger has cultivated a retinue of quality programming and has trained countless youth professionals that rival many other library systems. His commitment to excellence within youth services and education has led to deep partnerships within the Santa Monica and LA metro community. Roger is often recognized for his teaching children's and youth services at UCLA's School of Library and Information Science. As a champion of advocacy for children and families, Roger represented the Library as a key member of the City's strategic focus on Learn + Thrive.

A document highlighting Roger's accomplishments will be included in the September 2018 Secretary's Report.

Recruitments

Librarian I (Teen/Adult Services) – Pico Branch: Recruitment completed; a large interview process will take place in mid-August.

Librarian II – Public Services, Reference Services: Recruitment completed; this is a promotional only process; candidates will be interviewed in early September.

Librarian III – Youth and Family Services Coordinator: Recruitment underway and will close August 24 with interviews to be held mid-September.

Library Assistant II – Youth Services: Interviews held; selection in process.

Library Partners and Allies

Santa Monica Pier: Staff met with new Executive Director Negin Singh to initiate cooperative approaches to activating the Pier based in educational and literacy efforts. Nancy Bender is taking the lead for the Library to work with the Pier on a Pro/Con weekly debate series where staff would offer collections, library services including registration and reading lists associated with the topic. Current issue focuses on rent control. The Library will also work with the Pier on fall concerts focused on music from South America, Australia, Africa and India/Pakistan, providing reading lists and playlists.

Santa Monica YMCA: Staff met with Executive Director Tara Pomposini to review ways in which the Library can partner with our neighbor. YMCA priorities fall with literacy and water safety. Ideas are emerging about potential collaborations around summer reading, early literacy and other areas of common interest. The YMCA serves 5900 members of all ages, hosts significant numbers of children and families during the summer and provides a strong commitment to health and wellbeing for local community members. They have a large meeting space with a full kitchen should the Library need offsite space for staff events.

Library Foundation: Foundation leadership is planning a fall get to know one another event on September 12 from 6-9 p.m., with a location still in planning. Audience push will focus on building up the Board, and developing relationships.

Friends of the Santa Monica Public Library Board: The Board is going to be working with a consultant to work on developing a Friends strategic plan, and board development. They hope to craft an opportunity to engage in community-based visioning with a number of individuals to garner a variety of viewpoints and to build Board capacity.

American Library Association Annual Conference, June 21-26, 2018

Cecilia Tovar and Patty Wong represented Santa Monica Public Library at the Conference. Cecilia is Chapter Councilor representing California on the ALA Council. Patty serves as a member of the ALA Executive Board. Here are some highlights:

Michele Obama interviewed by Librarian of Congress Carla Hayden
Screening of the film “The Public” featuring homeless patrons who occupy the Cincinnati Public Library during an extreme weather event
Thanks to outgoing President Jim Neal, inauguration of incoming President Loida Garcia-Febo
50th Anniversary of the Coretta Scott King Book Awards; 20th anniversary of Spectrum
Actions taken to support refugee families separated by policy; interpretations of the bill of rights
Themes on fine forgiveness, big data, international librarianship, equity and diversity, adult literacy, racial healing, public access to information, support for school libraries.

Safety & Security Report – June/July 2018

The LSO Team has been extremely busy these past two months. They continue to enforce the updated Rules of Conduct and provide consistent presence at the entrances. In addition, with the Bookmark Café changing its operating hours, the team has had to communicate with patrons regarding the closure of our external doors at the Main Library until 10 am.

At the end of June, the team increased their presence and patrols at the Main Library and the Branches. We have stationed two LSO’s at both entrances at the main facility with an additional two officers patrolling and responding to calls throughout the facility. We also have two officers patrolling in vehicles at the branches. Each LSO is responsible for two branches. This coverage will hopefully allow for LSO’s to be more responsive to branch requests and incidents.

We hosted the HLP (Homeless Liaison Program) Team meeting here at the Main Library on Tuesday August 17 , where we discussed Homeless related incidents and issues with SMPD and other City departments, and partners such as Downtown Santa Monica.

On August 1, the LSO Team started using the new security incident software, Trackforce. This, along with new city cell phones and the Trackforce app, will help the team track incidents efficiently, and more consistently. Touring will be the next phase, where LSO's will check in via RFID tags at certain points of a patrol. We anticipate this happening in the next few months, after we evaluate and refine the security incident tracking process.

The LSO Team will be attending training that will be instructed by SMPD in late August. This will include De-escalation Techniques, Combative and Defensive Techniques.

Administration is currently working on updating Rules of Conduct signage in the buildings, as well as a new brochure that clearly and simply outlines our rules for the public.

Below are comparative statistics for the last 3 months, as well as Year-to-date incident numbers. It is interesting to note the decrease in incidents in June (43), particularly because the updated Rules of Conduct was actively implemented, and the LSO Team began actively posting at the entrances of the Main Library. July's incident numbers (56) were a bit higher than June, so we will continue to monitor and analyze activity levels as we become more familiar with Trackforce and its reporting capabilities. Top violations include verbal altercations/threats/harassment, disruptive behaviors, and intoxications/possession.

July 2018

Incident Reports- **56**

Police Calls- **9**

Bans Issued- **8**

Bans Active- **43**

Stay Away Orders Active- **13**

Top 3 violation types: Verbal (altercations, threats, harassment), disruptive, intoxication/possession

June 2018

Incident Reports- **43**

Police Calls- **10**

Bans Issued- **10**

Bans Active- **37**

Stay Away Orders Active- **11**

Top 3 violation types: Verbal (altercations, threats, harassment), intoxication/possession, disruptive

May 2018

Incident Reports- **69**

Police Calls- **13**

Bans Issued- **8**

Bans Active- **28**

Stay Away Orders Active- **12**

Top 3 violation types: Disruptive, Verbal (altercations, threats, harassment), and hygiene or restroom related

Year to Date

Incident Reports- **388** (Average 55/month)

Police Calls- **81** (Average 12/month)

Bans Issued- **40** (Average 5/month)

Stay Away Orders Issued- **7**

Top violation types:

83-Verbal (altercations, threats, harassment)

68- disruptive

44- Loitering or Sleeping

47- Intoxication/Possession

Respectfully submitted:

Patricia M. Wong, Director of Library Services