

Library Board, Santa Monica Public Library
Director Report
March 2021
March 4, 2021

Citywide:

At the February 23rd, City staff presented a staff report on the City's efforts to address [homelessness](#).

Budget:

As part of the Biennial Budget for Fiscal Years 21/22 and 22/23, the Library has asked for a number of strategies to move the organization forward.

Library budget requests:

1. Open + support: year 3 and 4 of subscription support for software and security camera licensing and backfill of as needed staffing resources for FY 21-23
2. Support for Library Program Specialist in Youth Services (1 position)
3. Additional as needed support for library pages

Timeline

| | |
|--------------------|---|
| March 13 | Special Council Meeting to discuss community priorities. Department heads and the community will be present. |
| March 30 | Department budget meeting. Library leadership will meet with Interim City Manager Lane Dilg, Chief Finance Officer Gigi Decavalles-Hughes and Chief People Officer Lori Gentles to discuss library budget requests. |
| May 29 - 30 | Department presentations about the Budget. The Library time has yet to be identified. |

Santa Monica Public Library Operations:

Reimagining the Santa Monica Public Library

The Library has created a refreshed framework of services that is patron focused, that will enable us to grow and develop new services that are part of a system rather than location based. The framework was based on a great deal of staff input on service priorities, community engagement over the past ten months with the public, recommendations from the Segal Waters classification study, and comments from engaged stakeholders. This new framework will provide the stability and direction for staff and the public in moving us forward.

The three focused service areas (divisions) are 1) Collections, Technology and Patron Services, 2) Community Engagement and Programming, and 3) Administration and Business Services. Please see attachment 1-A for descriptions.

Next steps: There are some updates to the Principal Librarian and Librarian III classifications that required additional work and those staff have been involved in the revisions. Now the materials are with HR who will then work with the bargaining units to review, then to the Personnel Board and finally to City Council for review. The timeline is as follows:

- March/April** Changes to Principal Librarian and Librarian III classifications (no changes to the other library job descriptions) – to employee bargaining units and Personnel Board.
- May** Integration of changes with recommendations to Library Board for information and staff preparations for Budget for Council

Curbside Service: New Evening Hours

Effective, March 17 the Library will open each Wednesday evening at all library locations.

The hours for curbside will be:

| Location | Regular Hours | Evening Hours | Weekend Hours |
|----------------|--|------------------------|--|
| Main Library | Monday/Tuesday/Thursday/Friday, 10 a.m.- 4 p.m. | Wednesday, 1-7 p.m. | 1 st Saturday of each month. 10 a.m.- 4 p.m. |
| Pico Branch | Monday/Tuesday/Thursday/Friday, 10 a.m.- 4 p.m. | Wednesday, 1-7 p.m. | 1 st Saturday of each month. 10 a.m.- 4 p.m. |
| Montana Branch | Monday 10 a.m.- 4 p.m. | Wednesday, 1-7 p.m. | ----- |

During this time, phone service and reference queries will continue to be available M-F from 10 a.m. - 4 p.m., reference@smgov.net.

Curbside Service – February

During the month of February, the library served 2,722 unique patrons with 18,086 items checked out through curbside. Including renewals, the circulation for February was 39,088, our highest since we started curbside services. Main Library had 20,848 checkouts, 11,715 checkouts at Pico Branch and 6,472 checkouts at Montana which is only open two days a week.

Facilities

Reopening

City leadership has begun to plan for reopening and is working with department's to identify services or areas for consideration. Susan Lamb is leading the effort with a cadre of library staff to review processes and procedures for consideration. These may include time limits and limits on the number of people in each building; triage phasing to open the various facilities; what entrances/exits and traffic patterns are recommended; providing PPE to the public; physical distancing guidelines; sanitizing of equipment; relocation of public access computers to the first floor of Main Library; new services like loaning computer equipment and hotspots or services to the children and families and schools; safety and security needs; teleworking needs of some staff; and much more. We are working on a nexus point of vaccinations for staff and public in order to plan in person hours in the buildings.

The goal is to consider 50% services with some limitations after vaccinations have been issued to library staff – late Spring/Summer with increasing access as public health conditions allow. The greater thinking is 100% return in Summer 2022, but much will depend upon the vaccination schedule, community health and our staffing capacity.

Open + at Ocean Park Branch

SMPL was one of ten libraries awarded a grant to provide an innovative technology to provide library services, under conditions where we might have not been able to operate. Through Bibliotheca LLC, we will be able to open Ocean Park Branch Library 15 hours a week with limited staffing through a key card and security system. We will completely installation late March, early April and are working through requirements for participation. We will be presenting this new service to Ocean Park Association on April 10 at 12 noon and hope to engage OPA and the Library Board in promotion and engagement with Ocean Park and all Santa Monica residents. Kudos to Greco Venegas and the team for writing and leading the staff and working with Architectural Services and the various needed vendors as well as Isabel Birrueta from the City Attorney's Office to make this happen. We hope to invite City Council and the Library Board to a demonstration in April/May with activation as soon as it is safe to do so.

Programming

Dial-a-Story – A fun new service for children ages 3 to 10 that allows them to hear exciting stories are accessible via phone in English, Spanish, and now in Mandarin! Stories can be listened to by phone any time of day. The stories include traditional tales, poems and picture books. Service began on Monday, February 2nd and as of February 28th we received 422 calls.

Youth Services Take & Make Kits have been very popular, and this month features Art & Science concept and is provided to us by the Cayton Children's Museum in Santa Monica as part of their "Cayton Creativity Kits" outreach and education program. This month's kit teaches kids the basics of color theory and the mixing of colors, while reflecting on the diversity of their communities. All done through play with watercolors and natural elements, such as salt. All materials are provided in the kit, which are available at Curbside Pickup, while supplies last.

2020 Tax Support

As a courtesy during the pandemic, we will be offering 10 free print pages per day and pre-printed tax forms will be available for pick-up at curbside.

Reading-2-Go Backpacks- Youth Services offers a wonderful opportunity to parents and caregivers to read, play, and interact with their kids while at the same time instill learning. Effective March, parents and caregivers can check out one of our more than 50 themed Reading-2-Go backpacks. Each backpack contains a set of five early literacy books and a CD, DVD, or toy. In addition, kits include suggested activities to extend learning. Available in English, Spanish, and Amharic/English.

Storypalooza on National Read Across America Day an initiative that focuses on motivating children to read. A special half day family event on March 6th Sponsored by the Kiwanis Club of Santa Monica. Program included a live Buster Balloon Show that contained comedy, magic, and balloons. 200 Take & Make Kits were distributed at the beginning of the month which included a free easy-to-read book to support early literacy at home.

Building Blocks for Kindergarten: The library is hosting weekly bilingual English Spanish video segments that focus on kindergarten readiness skills through reading and activities posted on Facebook and YouTube, with more than **1,000 views** over the last month. Parents and caregivers can keep track of reading and activities their child completes through the virtual platform called Beanstack and earn points towards a prize drawing for book packs. Parents and caregivers can register at simpl.beanstack.org.

15th Anniversary of the opening of the Main Library

The last 50 of the 200 **Build a Library** kits were delivered to the CREST office on February 12. They will distribute to the school programs to students. The project was developed to highlight architecture and building during this year-long celebration.

Partnerships:

Friends of the Santa Monica Public Library - With approval and clearance from the City's Safety Officer and Emergency Operations Center, the Friends are now processing online orders and accepting book donations. Book donations are doing great! In addition, they are working on a sale to a prop master in need of books for a movie.

Santa Monica Library Board – With approval from City Council, the Santa Monica Library Board has been approved to resume regular meetings- to consider meeting on a quarterly basis, with the same parameters focused on library associated work and services.

Santa Monica History Museum – Is partnering with the Library to contribute Take and Make kits. In addition, they are looking to raise awareness of the Santa Monica History Museum and are working to develop new signage that will call attention to the museum’s location on 7th Street.

Safety/Health & Security:

The LSO team continues to provide a safe and secure environment for patrons and staff during curbside and staff working hours at all our facilities. Requests for ongoing LSO support have been submitted as a budget proposal as we look to resume indoor library services.

With the increased number of patrons using our services it also comes with the increased number of homeless incidents that are handled and documented. The LSO team has begun reconnecting with SMPD and partners, the HLP Team and the NRO's within the department. We are working with SMPD as they will be using Ocean Park branch as a location for rest/ breaks which will assist SMPD teams / pods to maintain social distance requirements. In turn police presence will be available at Ocean Park Branch during weekends and afterhours.

The team continues to assist library staff with the set up and breakdown of the curbside areas and with receiving donations from the public.

Respectfully submitted,

Patty Wong, Director of Library Services

Timeline

| | |
|---------------------------------|--|
| May 2019 – June 2020 | Work with Segal Waters & Staff Conversations |
| March 2020 to present | Pandemic and Library Facility Closures |
| June 2020 | Temporary Staff Reorganization (Due to Budget Restructure) |
| July 2020 | Contact-less Services implemented and expanded |
| December 2020 to present | Library Restructure meetings with HR |
| March - June 202 | Budget Process and Adoption for FY2021-23 |

Santa Monica Public Library

The mission of the Library is to provide resources, services and a place to encourage the community to read, connect, relax, and learn. The Library supports literacy, lifelong learning, civic engagement, and cultural awareness through the Strategic Plan’s four main focus areas:

1) Vibrant Learning Center, 2) Wellbeing Cultivator, 3) Dynamic Third Place, and 4) Community and Cultural Connector.

| | |
|--|---|
| <p>Collections, Technology and Patron Services</p> | <p>The Collections, Technology and Patron Services Division is responsible for providing engaging collection materials to the community and supporting the Library’s strategic goal as a Vibrant Learning Center. The division includes staff to support functions starting from the selection and acquisitions process to cataloging and processing and ending with the collection in the community’s hands at the Patron Services desk. The division is responsible for implementation of the Library’s technology initiatives, virtual infrastructure and virtual environment and supports the library as a virtual Dynamic Third Place.</p> |
| <p>Community Engagement and Programming</p> | <p>The Community Engagement and Programming Division addresses the programming needs of youth, families, and adults through innovative programs, activities, and learning experiences. In alignment with the Library’s goal of Vibrant Learning Center, this division produces a variety of literary programs and literacy services for adults and families, coordinates volunteers, and hosts technology and educational classes. The division supports the Library as a Wellbeing Cultivator and Community and Cultural Connector by collaborating with community groups and organizations, working with diverse populations, enhancing relationships with the schools and other youth service providers, and actively engaging with new partners and external resources.</p> |
| <p>Administration and Business Services</p> | <p>Library Administration plans and oversees the operation of the department; coordinates system-wide business services, including HR processes, staff development, and facilities management; develops and disperses the budget; oversees branch facilities and daily operations; handles special projects; directs internal staff communications and engagement; and aligns staff work with the City’s and Library’s priorities, mission and vision. The division manages system-wide publicity and community relations, staffs the Library Board, assists the Friends of the Santa Monica Public Library, and maintains the safety and security of all library facilities.</p> |

- Does the plan set forth align with the vision for the future of the Library to include equity and inclusion? Is it attainable and actionable?

- Are all jobs and cross-training options being leveraged to ensure equal workload and opportunities among team members?



- Are the immediate needs of the community met? Have all non-immediate needs been placed in the "parking lot" for the time being?

- Are current limitations (e.g., hours of operation, focus areas, and branch closures) addressed?



**MINUTES
SPECIAL MEETING OF THE
SANTA MONICA PUBLIC LIBRARY BOARD
THURSDAY, NOVEMBER 5, 2020
7:00PM**

**SPECIAL MEETING VIA
TELECONFERENCE PURSUANT TO
EXECUTIVE ORDER N-29-20 ISSUED BY,
GOVERNOR GAVIN NEWSOM**

Call to Order

Chair Lucien Plauzoles called the meeting to order at 7:14 p.m.

Roll Call

The following persons were recorded in attendance by the Recording Secretary:

Present: Chair Lucien Plauzoles, Vice Chair Arlene Hopkins, Boardmember John Hart, Boardmember Marcia Ferreira and Boardmember Michael Klein.

Also present: Patty Wong, Director of Library Services; Priscilla Bouvet, Executive Administrative Assistant; Joseph Cevetello, Chief Information Officer; Sarkis Metspakyan, Infrastructure and Cloud Services Manager; Gary Carter, Community Broadband Manager.

(This is a special Library Board meeting. Public comment is restricted to only items listed on the agenda.)

Change in order.

3. New Business:

- B.** Presentation and status update by Joseph Cevetello, Director, Information Systems and Gary Carter, Community Broadband Manager and WiFi usage, Information Systems of the City's net broadband, net neutrality considerations and technological support of the Library's plan to digitize its historic collection.

Ms. Wong provided a brief update on agenda item 3.B, clarifying that the presentation by the Information Systems team would be focused on the City's Broadband only.

Staff member Sarkis Metspakyan presented on the City's WiFi, coverage areas and usage trends. Key highlights included the Library being one of the highest users of the City's public network with plenty of bandwidth made available to its library patrons.

Discussion ensued. Information Services Team answered board member questions and provided clarification of the City's focus related to WiFi and broadband.

Hart questioned why the City had not pursued selling internet connection as well as expanding WiFi to its residents. Mr. Cevetello and Carter shared previous pilot programs and cost studies conducted to explore those options in the past noting infrastructure challenges, City evaluation of areas with possible savings, high costs and absence of capital.

Mr. Carter shared the City's efforts to negotiate a contract with Verizon and T-Mobile Wireless to deploy 4G and 5G service, with the wireless companies' covering costs.

Hopkins questioned the charge of the City's committee assigned to evaluate areas for possible savings and the City's shift of its broadband mission. Hopkins expressed a strong desire for the City to bring fiber optics to the home and businesses of Santa Monica, as the Library focus is to provide learning resources to the community at large.

Klein remarked on the likelihood that the City would face challenges to compete for services and become a competitor with private enterprise should they pursue providing internet service more broadly to residents.

Ferreira inquired to the City's efforts to promote it's WiFi in public areas.

2. Approval of Minutes:

- A.** Staff recommends that the Library Board approve the minutes of the October 1, 2020 Special Library Board meeting.

MOTION

Klein moved and Plauzoles seconded a motion to approve minutes of October 1, 2020 Special Library Board meeting as amended. The motion was approved by the following vote:

AYES: Plauzoles, Hopkins, Hart, Ferreira, Klein

NOES: None

ABSTAINING: None

ABSENT: None

3. New Business:

- B.** Review and approve in concept and addendum to the Library Rules of Conduct due to precautions needed to reduce the risk of spreading Coronavirus (COVID-19) and ensure customer and staff safety.

Ferreira moved and Hart seconded a motion to approve in concept and addendum to the Library Rules of Conduct with language noting rules are subject to change based on COVID-19 directives. The motion was approved by the following vote:

AYES: Plauzoles, Hopkins, Hart, Ferreira, Klein

NOES: None

ABSTAINING: None

ABSENT: None

1. Reports of Staff Liaisons/Members:

- A.** Secretary's Report, Patty Wong, Director of Library Services
 - a. Update on City of Santa Monica and Library Budgets
 - b. Update on Library Operations
 - c. Update on Library Partnerships
 - d. Update on Library Safety and Security

Report highlights from Director Wong.

One-time allocation of CARES ACT funding in the amount of \$50,000 for library page hours was approved by Council. In addition, an estimated \$300,000 is anticipated from the passing of Measure SM to increase staffing levels.

Christopher Edwards, Library Services Officer, was appointed to serve as the Library's Equity and Inclusion Officer.

As part of rebuilding for a new library system, Library leadership are working to identify positions to fill should the opportunity for additional funding become available.

A recruitment plan is underway for the position for Youth and Family Services Librarian III recently vacated. Recruitment will include internal and external candidates.

Renovations at Ocean Park Branch are due for completion by mid-December. Upon completion, Ocean Park Branch will have a new roof and HVAC system.

4. Future Agenda Items:

- A.** Report back and approve in concept ideas for outreach and engagement activities with Downtown Santa Monica.

Hopkins provided a brief update and efforts to meet with Karen Reitz, Librarian III and Kathleen Rawson, Downtown Santa Monica.

Ms. Wong shared ideas for activities identified by the Library Management Team: Collaboration with the Friends of the Santa Monica Public Library, in the area of activating a Booksale; and option to explore regular story times in Downtown Santa Monica areas.

Ferreira requested that a presentation by City staff regarding funding allocation for Measure SM be added as a future agenda item. In addition, Ferreira requested that an updated org chart of the Library be shared once available.

Adjournment

MOTION

Chair adjourned meeting at 8:56 p.m.

ATTEST:

Patricia Wong
Director of Library Services

APPROVED:

Lucien Plauzoles
Library Board Chair

STANDARDS OF BEHAVIOR THAT PROMOTE CIVILITY AT ALL PUBLIC MEETINGS:

- Treat everyone courteously;
- Listen to others respectfully;
- Exercise self-control;
- Give open-minded consideration to all viewpoints;
- Focus on the issues and avoid personalizing debate;
- Embrace respectful disagreement and dissent as democratic rights, inherent components of an inclusive public process, and tools for forging sound decisions

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Any person wishing to speak to the Library Board may do so under "Public Input," or to address an agenda item by first presenting their name, address and/or affiliation with an organization if any. All remarks shall be addressed to the Library Board as a body, and not to any one member thereof. All persons shall be given three minutes to make a presentation.

This agenda is subject to change up to 72 hours prior to a regular meeting and 24 hours prior to a special. Please check the agenda for prior to the meeting for changes.

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