Agenda Report

MEETING DATE: **Wednesday, November 6, 2024**

TO: **COMMUNITY INVESTMENT TAX MEASURE OVERSIGHT COMMITTEE (MEASURE R)**

FROM: **LIBRARY DIRECTOR MARTINEZ**

SUBJECT: **LIBRARY DEPARTMENT STATUS UPDATE FOR FY 2024-2025**

RECOMMENDED ACTION:

It is recommended that the Revenue Measure Oversight Committee accept, by motion, the operations report from the Watsonville Public Library for Fiscal Year 2024-2025.

BACKGROUND:

The Watsonville Public Library (WPL) strives to provide *information, materials, and services in a welcoming place where people gather, learn, and celebrate our multi-cultural community*. Our community's library programs and facilities improve the quality of life of our residents and although the City offers a variety of exceptional services, the Library Department has the potential to deliver services more effectively, more strategically, and more future focused.

WPL is in its second year of its five-year strategic plan. This plan is relevant, practical and achievable given our economic restraints and potential. This plan aligns with the City of Watsonville's Strategic Plan; articulates the library's priorities and guides policy decisions; and enables staff to develop feasible, actionable strategies to address priorities, implement policies and allocate resources effectively for both the Main Library and Freedom Branch Library.

DISCUSSION:

The Department's Measure R budget includes funding to support:
- **Library Facility Enhancements** – Contractors and supplies for improvements, maintenance, and operations.
- **Expansion of Library Services** – Increase operational hours.
- **Impactful Library Programs** – Performers, book/media materials and supplies for in-person and off-site programs for all ages.
- **Engaging Outreach Services** – Additional staff, book/media materials and supplies to increase community engagement and maximize impact of all WPL programs, resources, and services.

- **Innovative Technology Resources** - Delivery of consistent, high-quality, and inviting experiences at all points of contact with patrons. This includes exploring and implementing technology to enhance the customer experience.

The Department's Measure R expenditures for FY 2024-2025:

Library Facility Enhancements
- Contract with The KPA Group, a structural and public architectural design firm, to provide project design services and prepare a complete set of construction documents to advertise, bid and construct the rooftop project at the Main Library.
  - The addition will allow the library to provide an outdoor reading area and programming for all ages.
  - RFP to go out March 2025 and start construction in Spring/Summer 2025. Total estimated cost $2,548,982.
- Purchased a service desk for the Main Library. This one-stop model service desk will allow patrons to have all their questions answered in one central location.
- Purchase furniture and accessories for the children's area to allow for an engaging learning experience for youth.
- Purchase additional shelving units for the Main Library to highlight new materials/media.

Expansion of Library Services
- Main Library continues to be open every third Saturday of every month from 12pm-4pm.
- Main Library aims to open every Saturday starting FY 2025-2026.
- Hire more staff to assist with staffing, programming and outreach efforts.

Impactful Library Programs
- Partner with UCSC, Cabrillo College and other local organizations to highlight archives and artifacts focused on social reform, activism, and cultural heritage.
- Virtual Author Talks – Partner with Library Speakers Consortium to offer a range of talks from bestselling authors and thought leaders. Community members can register for these live virtual events or view past recordings of events via the library's website.
- Bi-monthly TikTok videos – Library's production of short videos that highlights books, resources and services to community members. These reels are viewable through the library's social media platforms.
- Summer Reading Program – Purchase giveaway books and prizes for completion of reading goals. Hire performers and purchase supplies to provide engaging programs for all ages during the summer.
- Contract with local artists and professionals to offer art, writing and poetry workshops and other cultural events.
- Continue to partner with the California State Library to offer park passes and check out a hiking backpack so that community members can visit California parks throughout the year.

- Purchased a Charlie Cart, a mobile kitchen on wheels that includes power, storage, equipment, tools, and a sink. The Charlie Cart is being used during programming to teach youth the importance of exercise and healthy eating.
- Partner with PV Health Trust and Second Harvest Food Bank to offer nutritional cooking classes for all ages. These organizations will be utilizing the Charlie Cart in their cooking demonstrations.
- Bi-monthly newsletter sent via email to patrons detailing upcoming programs and events and highlighting library resources, streaming services, and e-resources.
- Produce a monthly calendar of events that is available for patrons to take home and sent to PVUSD and local non-profits.
- Advertise all programs, services, and resources via social media platforms and the library's website.

Engaging Outreach Services
- Purchase new materials/media for the BiblioVan for patrons to checkout at regular scheduled visits.
- Established a master outreach plan for the BiblioVan vehicle to visit schools, farmworker sites, migrant camps, assisted living facilities, senior center, and cultural events throughout the community on a bi-weekly basis.
- Staff will continue to participate in events such as Santa Cruz County Historical Fair, National Night Out, Farmer's Market, and Parent Nights at PVUSD schools to educate the community about the library's resources and the services of the literacy department.
- Purchase English, Spanish, and Bilingual giveaway books and prizes.

Innovative Technology Resources
Purchased the following technology, e-resources, streaming services to expand and enhance the library's user experience:
- Vega Discover Online Catalog – A new discovery experience for print and electronic resources. This online catalog provides the experience patrons expect, using a simple, intuitive interface and linked data to create an immersive library experience that drives interest and exploration while advancing our library's role in the community.
- Kanopy – Patrons can enjoy critically-acclaimed movies, inspiring documentaries, award-winning foreign films and more with their library card.
- CapiraMobile App – This software allows patrons to engage with our library and learn about events, services, and resources conveniently through their phones.
- Brainfuse Online Tutoring – Connects students to live on-line tutors for assistance will all subjects. Tutoring is offered Monday thru Sunday 1pm-10pm in English and in Spanish.
- Self-checkout machines – Upgraded current self-check machines to enable patrons to have a more streamlined process for checking out materials.
- Laptops – Purchased six (6) laptops for patrons to use inside the library. Patrons can have the choice of using a desktop in the lab or a laptop in a study room.

- Everbright Classic - A modern re-imagining of the giant Light Bright, making creativity accessible to everyone, without removable parts is available for patrons in the children's room.
- MetaQuest 3 – Virtual headset that will be utilized as part of our technology programming that includes 3D Printing consoles, Laser Cutter, and Robotics.
- Nintendo Switch consoles – Are being utilized for video tournaments geared for teens.
- AB Video Arcade – Introduce new generations of teens to old school gaming technology.
- Fun Builder Lego Table – Currently being utilized in the Children's Room to enhance our Lego Club and encourage children to learn while having fun.
- Pillar Booth – Soundproof booths that balance functionality, thoughtful design, and can be utilized by patrons for calls, in-person or online meetings, focused work and on-line interviews.

STRATEGIC PLAN:
- 02-Infrastructure & Environment – Measure R funds are used to address enhancements, maintenance, and operations of our community's libraries.
- 04-Fiscal Health – Ability to leverage Measure R revenues to develop a spending plan for community priorities.
- 06-Community Engagement & Well-Being – Measure R funds will be utilized to support engaging and well-being programs for all ages.

FINANCIAL IMPACT:
There is no financial impact. Measure R funds are being utilized as directed by the voters.

ALTERNATIVE ACTION:
None.

ATTACHMENTS AND/OR REFERENCES (If any):
None.