Watsonville CALIFORNIA

AGENDA REPORT

MEETING DATE:	**Tuesday, June 17, 2025**
TO:	**COMMUNITY INVESTMENT TAX MEASURE OVERSIGHT COMMITTEE (MEASURE R)**
RECOMMENDED BY:	**LIBRARY DIRECTOR MARTINEZ**
APPROVED BY:	**TAMARA VIDES, CITY MANAGER**
SUBJECT:	**LIBRARY DEPARTMENT FINAL UPDATE FOR FY 2024-2025**

RECOMMENDATION:

It is recommended that the Revenue Measure Oversight Committee accept, by motion, the final 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 multicultural community*. While the City offers a variety of exceptional services, the Library Department has the potential to deliver its services more effectively, strategically, and with a greater focus on the future—ultimately enhancing the quality of life for our residents.

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

DISCUSSION:

The Department's Measure R budget includes funding to support:

- **Library Facility Enhancements** – Contractors and supplies for improvements, expansions, maintenance, and operations.

- **Expansion of Library Services** – Hire additional staff to support additional operational hours.

- **Impactful Library Programs** – Hire performers, purchase book/media materials and supplies for in-person and off-site programs for all ages.

- **Engaging Outreach Services** – Hire additional staff, purchase book/media materials and supplies to increase community engagement and maximize impact of all WPL programs, resources, and services.

- **Innovative Technology Resources** - We are committed to delivering consistent, high-quality, and welcoming experiences at all points of contact with patrons. This includes exploring and implementing technology to enhance the overall customer experience.

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

Library Facility Enhancements

- The KPA Group, a structural and public architectural design firm, completed construction documents for the construction of the rooftop project at the Main Library.
    - Currently in permit review process.
    - RFP to go out June 2025 and construction to start Fall 2025.
      Total estimated cost $2,548,982.
- The installation of the new service desk at the Main Library will be completed by June 2025.
    - This service desk will allow patrons to have all their questions answered in one central location.
    - Purchased additional shelving units to highlight new book/media materials.
- Purchased furniture and accessories for the children's area to allow for an engaging learning experience for youth.

Expansion of Library Services

- Main Library is open every Saturday from 12pm-4pm.
    - Additional paraprofessional staff were hired.
- LibraryLink (homebound patrons) – provide library material to people who cannot easily leave their home.
    - Receive regular, pre-arranged visits on a monthly basis.

Impactful Library Programs

- Watsonville Reads: one book, one community
    - Partnered 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.
- Summer Reading Program – Purchase giveaway books and prizes for completion of reading goals.
  - Hire performers and artists to provide engaging programs for all ages during the summer.
- Contract local artists and professionals to offer art, writing and poetry workshops.
- 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 patrons of all ages the importance of exercise and healthy eating.
  - Continue to partner with PV Health Trust to offer nutritional cooking classes for all ages. These organizations utilize 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

- BiblioVan bookmobile provides high quality, free service to community members who may be underserved by our traditional library branches, including seniors, individuals with physical limitations, children, and geographically remote residents.
  - Staff drive a scheduled route and visit locations on a monthly basis.
  - Purchased English, Spanish, and Bilingual giveaway books and prizes.
- Created an Outreach Master plan for scheduled visit to schools, farmworker sites, migrant camps, assisted living facilities, teen group homes, senior center, and cultural events throughout the community.
- Staff 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.

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 homework assistance.

- Self-checkout machines – Upgraded current self-check machines to enable patrons to have a more streamlined process for checking out materials.

- 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.

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.