



MEMORANDUM

August 6, 2014

TO: MAYOR AND CITY COUNCIL

FROM: BRETT ESTES, CITY MANAGER PRO TEM

SUBJECT: LIBRARY DEPARTMENT STATUS REPORT

The following are summaries of Library Department projects and activities.

FACILITIES OVERVIEW

The Astoria Public Library opened to the public on October 8, 1967. At 49 years old, the building regularly experiences challenges to its roof, architectural systems, and use of its space. Citizen use of the building continues to grow, stimulated by programs for all ages, popular collections, and those who are tutoring or conducting small meetings.

RENOVATION

The Renovation Committee for the Astoria Public Library was appointed by the Mayor in May. The first meeting of the Renovation Committee is scheduled for August 12, 2014.

Led by Library Board Chairman David Oser, a private foundation in support of the renovation capital campaign, has been formed. Patricia Oser and Bruce Jones are initial officers.

These latest steps in renovation activity add to the progress to date, which includes Library Board and City Council acceptance of *The Astoria Public Library Renovation Study Report, Part 1: Needs Assessment and Cost Estimate and Part 2: Building Program*, produced by RMA, Ruth Metz Associates.

LANDSCAPING

Volunteers, under the direction of Jessica Schleif, a local business woman and volunteer herself, continue to maintain library landscaping along the south and west sides of the building. The majority of the plants for these beds were contributed by the volunteers.

Parks crew assisted with a major pruning of the hedges in the spring. They had grown to a height that obstructed visibility, endangering both pedestrians and drivers. The hedges will be maintained at a height of three feet.

LIGHTING

Lighting continues to be addressed by Public Works and the Library staff. Changing the lights is planned six weeks in advance. A highlift, needed to replace bulbs in fixtures that are two and a half stories in height, is ordered. Other citywide tasks that may require a high lift are scheduled while the highlift is rented.

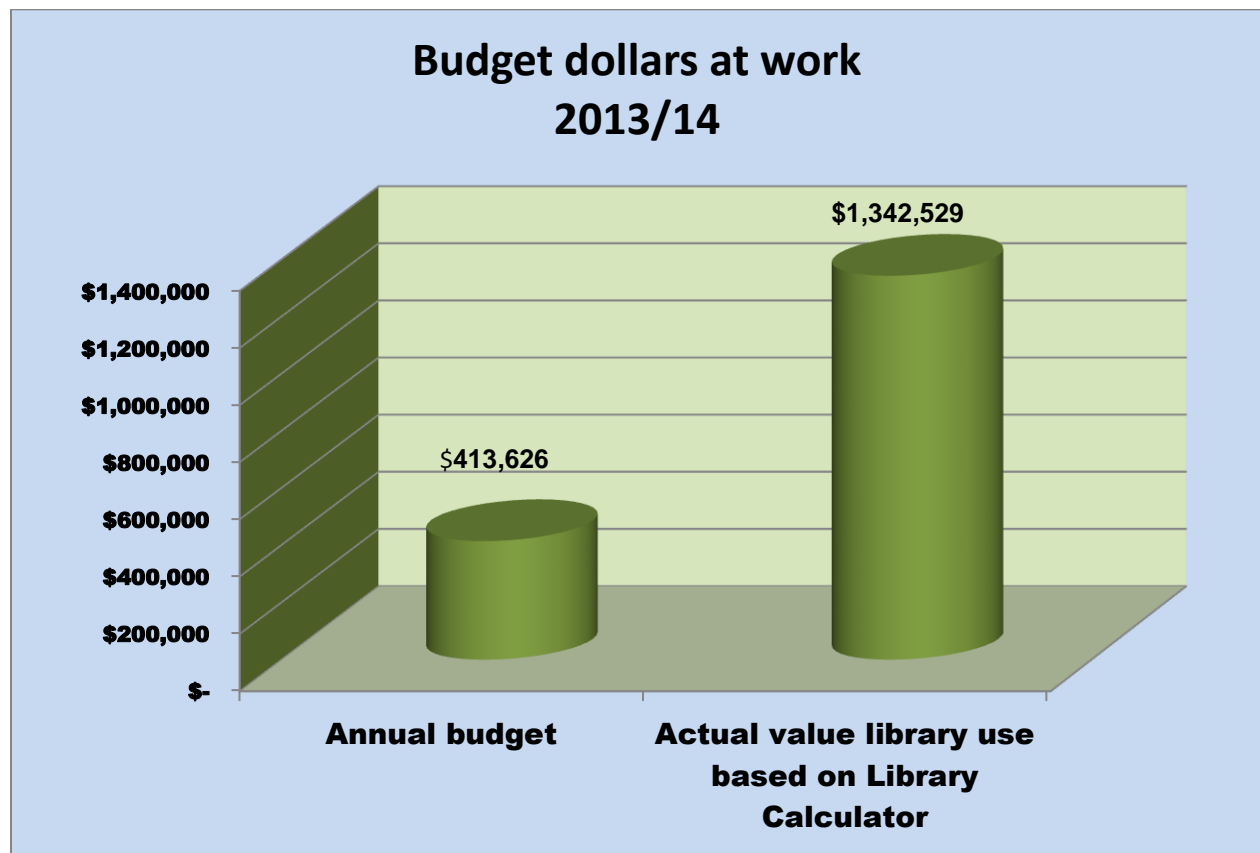
ROOF

The roof has been leaking in the winter months for many years. However, this year the roof leaked in the Director's office in both June and July during relatively light rains. Repairs for the roof are being assessed by Public Works and Library staff.

PROGRAMS AND SERVICES OVERVIEW

Library services and programs are organized according to the goals of the 2007-2011 strategic plan. During the writing of that plan, the public emphasized five roles as being of priority importance in Astoria: Create Young Readers, Visit Comfortable Spaces, Satisfy Curiosity, Stimulate Imagination, and Connect to the Online World. The Library Advisory Board and staff update the strategic plan as needed. During the renovation process, the Library Advisory Board will write a new plan based on a renovated library.

The Library staff consists of 4.5 full time equivalent (fte). The Director and two Library Assistants are full time employees and the remaining are temporary part time employees. With an annual budget of \$413,626, the Library Use Calculator* describes a value to the community of \$1,342,529.



*The Library Use Calculator measures total value of library use per visit. It was developed by Massachusetts Library Association and Maine State Library. The value of each service is periodically updated by our staff keeping values in line with other Oregon libraries. Patrons may access the calculator through our website to see the value of their individual use.

WHAT IS YOUR LIBRARY WORTH TO YOU?

How much would you pay out-of-pocket for your library services?

EXAMPLE FOR A TYPICAL VISIT FOR A FAMILY OF 4

Library Use	Library Services	Value of Service	Total per Service
12	Books Borrowed	\$15.00	\$180.00
1	Newspapers Read (Daily A, Oregonian)	\$3.00	\$3.00
2	Magazines Borrowed	4.00	\$8.00
5	Movies Borrowed	4.00	\$20.00
2	Audio Books Borrowed	15.00	\$30.00
0	Library2Go Downloads	15.00	\$0.00
0	Meeting Room Use per Hour	35.00	\$0.00
0	Participants in Adult/Young Adult and teen Programs	10.00	\$0.00
0	Participants in Children's Programs	6.00	\$0.00
2	Hours of Computer Use (Public computers)	12.00	\$24.00
1	Library Website	10.00	\$10.00
1	Use of Database Searching like Gale, Freegal, Mango	20.00	\$20.00
2	Reference Questions Asked	7.00	\$14.00
0	Newspaper Archives (microfilm reader/Astoria newspapers)	10.00	\$0.00
	Total Value of Library Use that visit	\$166.00	\$309.00

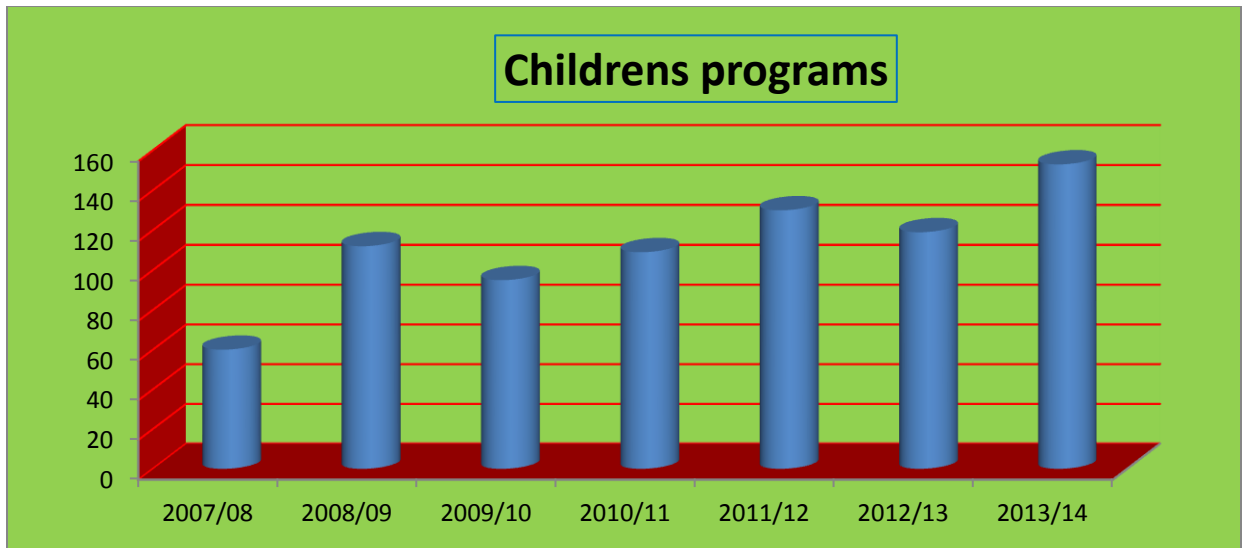
CREATE YOUNG READERS

Babies and preschoolers will have access to a wide variety of early literacy programs and materials. School age children will have access to reading motivation programs and materials.

The public library is the only free institution that specifically serves birth to preschool aged children. It is also one of few public institutions serving all school age children.

Patty Skinner, a full time Library Assistant with advanced degrees in pre-literacy and education, concentrates on children's services, providing weekly programs specifically dedicated to infants, toddlers, and preschoolers. Preschool, Toddler and Infant programs occur throughout the year, with exceptions during holidays and months in which staff is preparing for summer. These age groups generally need consistency, tending to need programs that are delivered at the same time and on the same day of the week.

Comparing 2013/2014 to 2007/2008 demonstrates the outcomes achieved. The number of programs offered increased by 155%, from 60 to 153 programs. Attendance at those programs increased by 41%, from 2655 to 3748. Children and young adult materials circulated increased from 11,717 in 2007/2008 to 21,698 in 2013/2014, an increase of 85%.



PRESCHOOL

Preschool programs concentrate on early literacy practices and on preparing children to enter school ready to learn. Mrs. Skinner is helping children with pre-reading skills and also how to be part of a group, how to be able to listen, and how to be able to follow directions. Preschool story times are presented on Wednesday mornings at 10:30 am.

TODDLER

Toddler programs concentrate on pre-literacy concepts. In these programs, Mrs. Skinner is helping parents learn these concepts and how to use them on a daily basis. Toddlers tend to move around and are supplied with both books and toys in a stimulating environment. Toddler Time is generally held on Thursday mornings at 10:30.



These busy toddlers reach for toys and books.

INFANT

During infant programs, Mrs. Skinner guides parents in helping their infants develop a love of sounds and words. These pre-literacy skills are the foundation of eventual success in reading. Children who hear more words have larger vocabularies, which contribute to educational success. Baby Bounce programs are generally held on Friday mornings.

SCHOOL AGE PROGRAMS

School age programs support reading and STEM skills. During K-3 grades, children are learning to read. In grades 4 -12, children are now reading to learn. The collections and programs supporting activities in each grade are geared toward these educational goals and also toward recreational reading. Programs in this category include a concentration on 3rd grade during the school year and summer reading for all ages between June and August.

SUMMER READING

Summer Reading is a family wide program, with elements for infants through adults. For school age children, however, Summer Reading is the primary program supporting school activity. Studies have shown that children who read during the summer retain more of what they learned in the year before and are more ready to succeed in their new grade. All library staff contribute to summer reading. There can be as many as 175 children and adults in the library during an SR program. Additionally, 2014 is the second year of a countywide summer reading effort involving collaboration with the Seaside and Warrenton public libraries and the Jewell and Knappa schools.

Summer Reading special programs are delivered to all ages on Tuesday mornings. Given the size of the program, the library is opened early for participants. In 2014, Astoria was pleased to host several day cares and preschools that brought their children to performances by Alex Zerbe, the Bug Chicks, and Christopher Leebrick. The Astor Library Friends Association sponsored Zerbe and the Bug Chicks. Leebrick was sponsored by the Oregon College Savings Plan.



Alex Zerbe about to juggle while simultaneously balancing on a moving platform.

TEENS and TWEENS

Teen programs are supervised by temporary part time employee Lindsay Johnson. Programs for this age group are intended to encourage appreciation of the library and build an enjoyment in being in the library. In the spring, Lindsay participated in a training program for service to teens.

Although results from summer 2014 indicate progress in reaching this demographic, teens have proven difficult to attract. There is no dedicated space in which they can express themselves and no existing space is conducive to their needs. All children who use a library many times are transported by adults. For teens, this can be an additional barrier to library use. Tweens are between being children and being teens. They typically read well but may be disinterested in younger literature and yet not ready for teen literature. They may attend family programs, such as storytellers or performances, and they may also come to teen events. It is a staff goal to develop the staffing and/or collaborations to better serve teens and tweens, which includes a dedicated space for teens in the renovated library.

ADULT and FAMILY PROGRAMS

Adult and family programs span a wide array of interests and ideas. Library Assistants Ami Kreider, Anne Odom, and Lindsay Johnson created a variety of programs. The current library building lends itself well to transformation into a dark and eerie space, resulting in two consecutive Haunted Library programs. Families especially enjoy monthly First Thursday Trivia nights, with an eclectic variety of questions accompanied by visual clues. Library After Hours occurred on Friday evenings and included lectures, authors, music, storytellers, a game night, and a celebration of Oregon poet William Stafford.

VISIT COMFORTABLE SPACES

Residents of all ages and backgrounds will find a welcoming and inviting physical place where they can interact with others or sit quietly and read. They will have open and accessible virtual spaces that support social networking.

The library has fulfilled the technological part of this role. Website hits jumped from 3046 to 43,973, an increase of 1344%. However, with regard to the physical space, this role would be met in a renovated library. It requires comfortable seating and good lighting, inviting environments for community meetings, and a sense of the library as community destination space. Programs for adults and families were non-existent in 2007/2008. In this current year, staff offered 90 programs with participation of 1194 people. The public clearly indicated a desire for additional programming for the adult population.

SATISFY CURIOSITY: LIFELONG LEARNING

Residents of all ages and backgrounds will have the non-fiction resources they need to explore topics of personal interest and continue to learn throughout their lives.

Library After Hours programs included philosophical programs, community conversations, music, and storytelling performances. In celebration of William Stafford, Paulann Peterson provided both a night of poetry reading and a writing workshop. Christopher Leebrick provided a night of dramatized story telling, followed by a workshop for the public on the following day.

Circulation of non-fiction materials has increased by 15% when comparing 2007/2008 to 2013/2014. Staff believes the introduction of adult programming in 1012/2013 has increased the use of the non-fiction collections and highlighted areas of public interest.

STIMULATE IMAGINATION: READING, VIEWING AND LISTENING FOR PLEASURE

Residents of all ages and backgrounds will find a wide variety of current and popular materials to satisfy their personal interests and enhance their leisure time. They will have the help they need to make choices from among the options.

Fiction reading and dvd viewing are two of the most popular collections. Circulation of materials in these popular categories jumped from 7700 in 2007/2008 to 21,259 in 2013/2014, an increase of 176%. Online databases offer a variety of options to meet the many ways in which people learn and acquire information. (See Databases under Technology Overview for more information.

CONNECTING TO THE ONLINE WORLD AND INFORMATION LITERACY

Residents of all ages and backgrounds will have high-speed access to the digital world. They will have the tools and skills to find, evaluate and use information resources that best meet their needs.

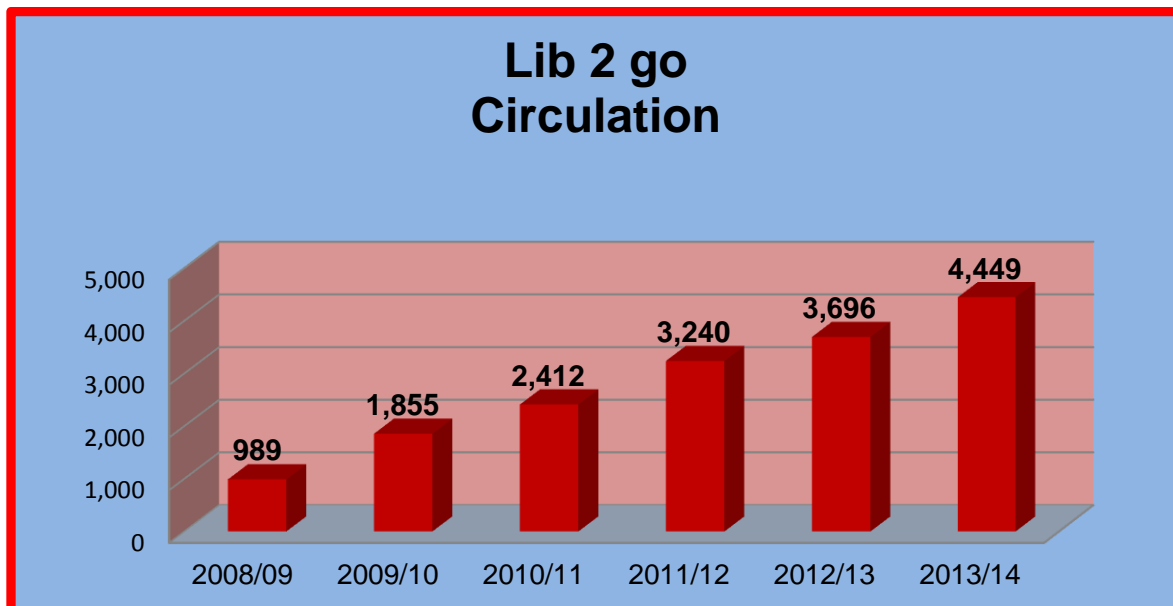
Through the efforts of iFocus Consulting, the City of Astoria, and library staff, our residents enjoy high speed access through both hardwired and wireless connections. The Library offers between eight and ten hardwired workstations. Use of those workstations increased by 15% since the inception of the strategic plan in 2007/2008. In addition to 12,091 sessions on the public computers, staff has noticed an increase in people using their own devices. iFocus is currently working on a way to document wifi use. Currently there are only two electrical outlets in the main room of the library, and charging stations are included in the renovation plan.

TECHNOLOGY OVERVIEW

In June, 2014 the Astoria Library migrated its operating system to a hosted service, continuing its highly effective association with TLC, The Library Corporation. Because this move facilitated resource sharing with the Seaside Library, a reimbursement of \$9000 from ROCC, Rural Outreach in Clatsop County, offset the cost of the migration.

DATABASES

The library continues to offer popular databases via its website. At the current time, library patrons can access a wide range of informational databases supplied by the Oregon State Library through LSTA funding. Freegal, downloadable music, was added in 2013. Mango Languages continues to grow in popularity, offering more than fifty languages. Library2Go, the downloadable audio and ebook database, offers smaller, stand alone municipal libraries the ebook opportunities of the larger urban libraries. Sanborn Maps provide a unique access to these important documents.



ASTOR LIBRARY FRIENDS ASSOCIATION -- ALFA

As it has since the 1960's, ALFA continues to support the programs and activities of the Astoria Library. The majority of their income, derived from activities such as book sales and copier income, is used to support the programs and activities described above, including Library After Hours, the Haunted Library, Summer Reading, and activities of the ROCC grant.

GRANTS and DONATIONS

The Astoria and Seaside libraries successfully achieved a fifth year of funding for ROCC, Rural Outreach in Clatsop County. This important grant provides a library card to all children in Clatsop County who want a library card. Participants obtain a card at the library of their choice. In 2013/2014, the ROCC grant made it possible for area libraries to issue 550 cards and circulate 18,741 items. The Seaside and Astoria libraries shared 640 items. The Seaside and Astoria libraries combined entertained 5,358 children and families at 240 programs.

The Warrenton Community Library joined the grant in this fifth year. Goals for the year ahead include establishing a formal fundraising effort to both leverage and sustain the investment to date and facilitate improved resource sharing among the Warrenton, Seaside and Astoria libraries.

COLLECTIONS

The following graph shows the major collection areas at this time. There are more than 25 categories of collection. In Children/teens for example, there are board books for infants, picture books for pre-literacy, I Can Read early chapter books, and multiple other categories.

