MEMORANDUM

December 23, 2014

TO: MAYOR AND CITY COUNCIL

FROM: BRETT ESTES, CITY MANAGER

SUBJECT: LIBRARY DEPARTMENT STATUS REPORT

The following are summaries of Library Department projects and activities.

FACILITIES OVERVIEW

The 10th Street building is the first permanent home of the Astoria Library, which dates back to February 6, 1892. The Astoria Public Library opened the 10th Street building 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 City Council unanimously accepted *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 and the recommendations of the Astoria Library Advisory Board on January 6, 2014.

The Renovation Committee held its initial meeting on August 12, 2014. The Renovation Committee for the Astoria Library was formed in May, 2014. Its initial meeting was held on August 12, 2014, followed by subsequent meetings on August 18, October 8 of 2014 and January 8, 2015.

In December 2014, the estate of Ruth Jensen donated $7,400 for furnishing the children's area of the renovated library and to inspire others to give to the renovation effort.

The Astoria Oregon Public Library Foundation was granted 501c3 status on December 27, 2014. David Oser served as the incorporator, Bruce Jones, Patsy Oser, Beth LaFleur and Janice Galizio assisted in the formation. Patricia Oser and Bruce Jones are initial officers. Kiwanis released to the foundation $1000 of the $3000 raised in the First $10,000 challenge to pay the filing fees.

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. Throughout the spring, special plants contributed by area residents will bloom along the west and south facing sides of the building.

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
Repairs made to the roof in September 2014 continued to hold up in the December rains. In a routine Public Works inspection, it was found that a scupper had been removed. It was replaced in time for the December rains.

DOORS
All of the exterior doors are original to the 1967 opening of the 10th Street facility. On December 30, the doors facing onto 10th Street broke. Repairs are underway and are expected to be completed by February 15, 2015.
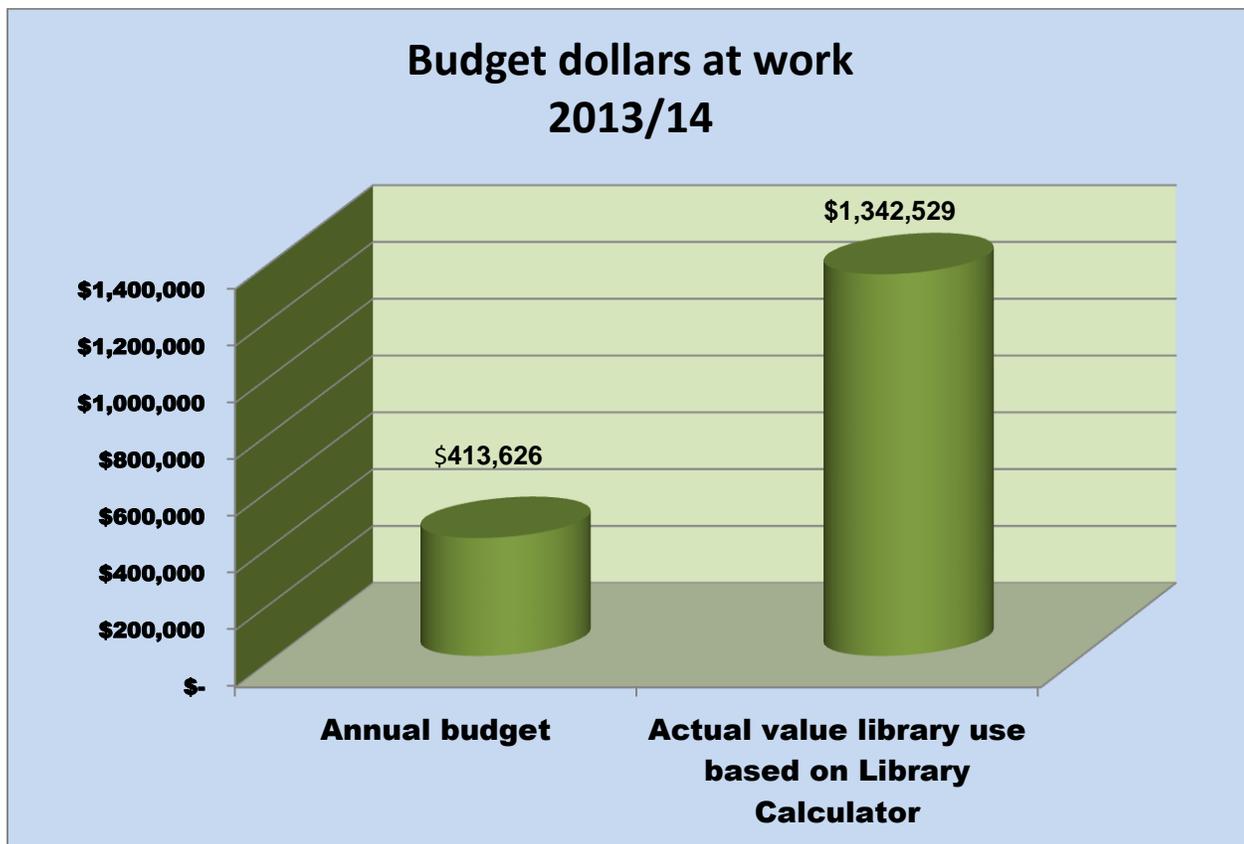
PROGRAMS AND SERVICES OVERVIEW
Library services and programs are organized according to the goals of the 2007-2011 strategic plan. The public identified Create Young Readers, Visit Comfortable Spaces, Satisfy Curiosity, Stimulate Imagination, and Connect to the Online World as priorities in Astoria.

The annual Fall Fun Food for Fines food drive resulted in barrels of food for Clatsop Community Action food bank. In addition, a holiday discount of 50% on overdue fines enabled many patrons to reduce or eliminate fines. Many patrons expressed genuine appreciation of these opportunities.

In November, all staff attended a class on personal safety, threat assessment, and active shooters, offered by Clatsop County. The class offered information pertaining to personal safety in all situations and advocated a proactive approach to safety in the work place for the benefit of patrons and staff.

The following graphs illustrate the return on investment for library services. In the 2013/2014 fiscal year, with a budget of $413,626, the Library Use Calculator* describes a value to the community of $1,342,529. The second graph demonstrates a value of $338,520.00 in the 2nd quarter of the 2014/2015 fiscal year, which is budgeted at $463,140. The value for the 1st and 2nd quarters combined is $708,668.00.

*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 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.

Actual use of the Library in the second quarter of 2014 is valued at $338,520.00

WHAT IS YOUR LIBRARY WORTH TO YOU?
How much would you pay out-of-pocket for your library services?
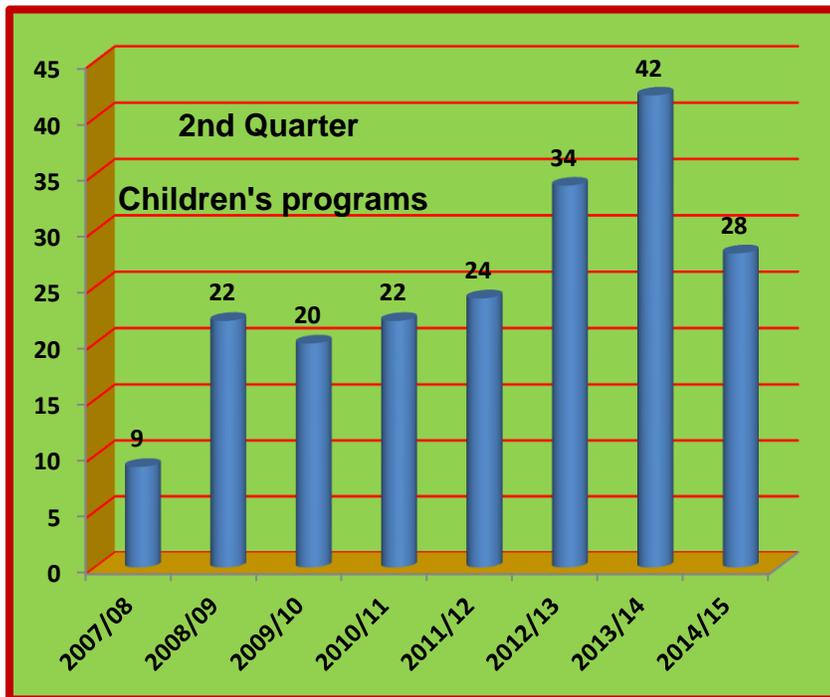
2ND QUARTER ACTUAL USE

Library Use	Library Services	Value of Service	Total per Service
10,313	Books Borrowed	$15.00	$154,695
300	Newspapers Read (Daily A, Oregonian)	$3.00	$900
188	Magazines Borrowed	5	$940
3,122	Movies Borrowed	4	$12,488
533	Audio Books Borrowed	15	$7,995
924	Library2Go Downloads	15	$13,860
6	Meeting Room Use per Hour	35	$210
352	Participants in Adult/Young Adult and teen Programs	10	$3,520
822	Participants in Children's Programs	6	$4,932
2408	Hours of Computer Use (Public computers)	12	$28,896
432	WIFI devices used	12	$5,184
8290	Library Website	10	$82,900
425	Use of Database Searching like Gale, Freegal, Mango	20	$8,500
1500	Reference Questions Asked	7	$10,500
300	Newspaper Archives (microfilm reader/Astoria newspapers)	10	$3,000
	Total Value of Library Use that visit	**$179.00**	**$338,520.00**

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. Current research into the brain development of children tells us that the years from birth to five form a critical foundation on which a child's success in school and in life depend. Assisting parents with their children's development so that they enter school ready to learn and ready to read is a priority service for this age group. The Library partners with early literacy HUB members, Head Start, the Lower Columbia Hispanic Council and other groups to support this demographic.

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. Children in these age groups need consistency with programs that are delivered at the same time, on the same day of the week, and by the same personnel.

2nd Quarter

Children's programs

Year	Value
2007/08	9
2008/09	22
2009/10	20
2010/11	22
2011/12	24
2012/13	34
2013/14	42
2014/15	28

This graph compares the 2nd quarter of 2014/2015 to the second quarters of the years preceding it. The drop in numbers is due to an analysis of the Baby Bounce program. Although briefly discontinued for a brief lack of participation, it is being reintroduced in January 2015 in response to patron requests for this valuable service.

PRESCHOOL

Preschool programs concentrate on early literacy practices and on preparing children to enter school ready to learn. Mrs. Skinner assists parents in helping children with pre-reading skills, learning how to be part of a group, how to listen, and how 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 and use these concepts 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 while parents engage in a supportive community.

Reading to children is one of the first and most significant activities bonding parent and child.

INFANT PROGRAMS
During programs for infants, Mrs. Skinner guides parents in helping their babies develop a love of sounds and words.

These pre-literacy skills are the foundation of reading skills to come. Children who are read to have larger vocabularies, which contributes to educational success.

Baby Bounce programs are held on Friday mornings.

LIBRARIES ROCC*

The Astoria Library participates in Libraries ROCC, Rural Outreach in Clatsop County, a federal grant now in its fifth year. This important grant provides a library card to all children in Clatsop County who want a library card. ROCC youth obtain a card at the library of their choice. A countywide summer reading program has been well supported by city and county businesses and organizations. In July of 2015, Libraries ROCC will transition to local funding, leveraging more than $400,000 in federal funding invested in the future of Clatsop County's children. The Seaside Library has written a grant to the Oregon Community Foundation to provide funding to assist with this transition, with letters of support from the Astoria and Warrenton libraries, Clatsop County, Jewell School District, and Knappa School Districts.

Libraries ROCC also supports resource sharing among the Warrenton, Seaside and Astoria print collections. Patrons of any of the libraries can request titles held at the other libraries. This service has been popular, with 275 titles exchanged in this fiscal year to date.

(*Libraries ROCC is supported in whole or in part by the Institute of Museum and Library Services through the Library Services and Technology Act, administered by the Oregon State Library.

OUTREACH SERVICES

In addition to collaborating with the Seaside and Warrenton libraries and the Jewell and Knappa schools, library staff engage in community outreach with other multiple partners, including the Lower Columbia Hispanic Council, Connect the Dots, Head Start, the early literacy hub, the free lunch program, and Jumpstart.

Read for the Record, a national campaign by Jumpstart* to celebrate early literacy, at the Astoria Public Library. This national campaign "mobilizes millions of children and adults to celebrate literacy by participating in the largest shared reading experience. "

*Jumpstart is a national early education organization working toward the day every child in America enters kindergarten prepared to succeed. It delivers a research-based and cost-effective program by training college students and community volunteers to work with preschool-age children in low-income neighborhoods. Through a proven curriculum, these children develop the language and literacy skills they need to be ready for kindergarten, setting them on a path for lifelong success. Jumpstart is a proud member of the AmeriCorps national service network.

SCHOOL AGE PROGRAMS
School age programs support reading and STEM (Science, Technology, Engineering and Math) skills. During K-3 grades, children are learning to read. In grade four forward, children are reading to learn. Programs in this category therefore include an emphasis on 3rd grade during the school year and as a component of summer reading between June and August. The collections and programs supporting activities in each grade encompass both recreational and educational reading.

The Bug Chicks, two intrepid scientists from the Portland area, talked about bugs to a capacity crowd. The program featured a blue hued tarantula and other bugs. The Bug Chicks encourage all children to be curious about their world and model careers in science for girls.

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. The third annual countywide summer reading program is being planned by Libraries ROCC Youth Coordinator, Jewell and Knappa school districts, the Seaside and Warrenton libraries, and the Astoria Library.

The very popular Alex Zerbe dazzles a capacity crowd of summer readers with his high-octane acrobatics.

TEENS and TWEENS
Teen programs are intended to engage teens and build enjoyment in being in the library. While there is no dedicated space conducive to their needs and in which they can express themselves, teen programs are consistently expanding. Collection development and activities for this age group are evaluated monthly. It is a staff goal to develop the staffing and/or collaborations to better serve teens and tweens, including creation of a dedicated space for teens in the renovated library. Statistics for teen programs are included in the Adult and Family program count.

ADULT and FAMILY PROGRAMS
Adult and family programs span a wide variety of interests and ideas. Programs such as Library After Hours, Game Days, and Haunted Library draw capacity attendance. While it is challenging to plan, promote, host, and track family and adult/YA programs within the available staffing, adults and families were offered 14 programs in the 2nd quarter with 1,930 people participating. December's Library After Hours programs were particularly successful.

Adult, family and teen programs were added in 2011. From an initial offering of eight programs, a high of 22 programs was reached in 2013/2014. The popular First Thursday Trivia program had to be discontinued due to the preparation time involved and the limitations of the Flag Room, resulting in 14 programs delivered in the 2nd quarter of 2014/2015.

Haunted Library, now in its third year, provided a wild evening of wailing and fright, recommended for those over age ten. Tongue Point Job Corps students provided zombies, wolves, a fortune teller and assorted creepy crawling creatures in the stacks. TPJC helped with every aspect of the event, from setting up to cleaning up.

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. A renovated library will provide the comfortable seating, good lighting, inviting environments for community meetings, a welcoming space for all children, a dedicated space for teens, and community destination space required to fully meet this role.

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 film. ALFA, Astor Library Friends Association, garnered new members as a result of these programs and the library enjoyed meeting new patrons. These programs provoke interest in the collections and services the library offers to the community and provide a community gathering space.

STIMULATE IMAGINATION: READING, VIEWING AND LISTENTING 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. In the 2nd quarter, new print materials circulated at a rate 120% higher and DVD's circulated 1,793% higher. Online databases offer a variety of options to meet the many ways in which people learn and acquire information.

DATABASES

Registered library patrons have access a wide range of informational databases.

- Multiple educational and informational databases are offered through the Oregon State Library, funded by LSTA
- Freegal offers three music downloads per week to registered patrons. This will increase to five downloads per patron per week in April 2015.
- Mango Languages offers more than fifty languages to registered patrons.
- Library2Go, the downloadable audio and ebook consortial database, offers thousands of ebook titles.
- Sanborn Maps provide a unique access to these documents.

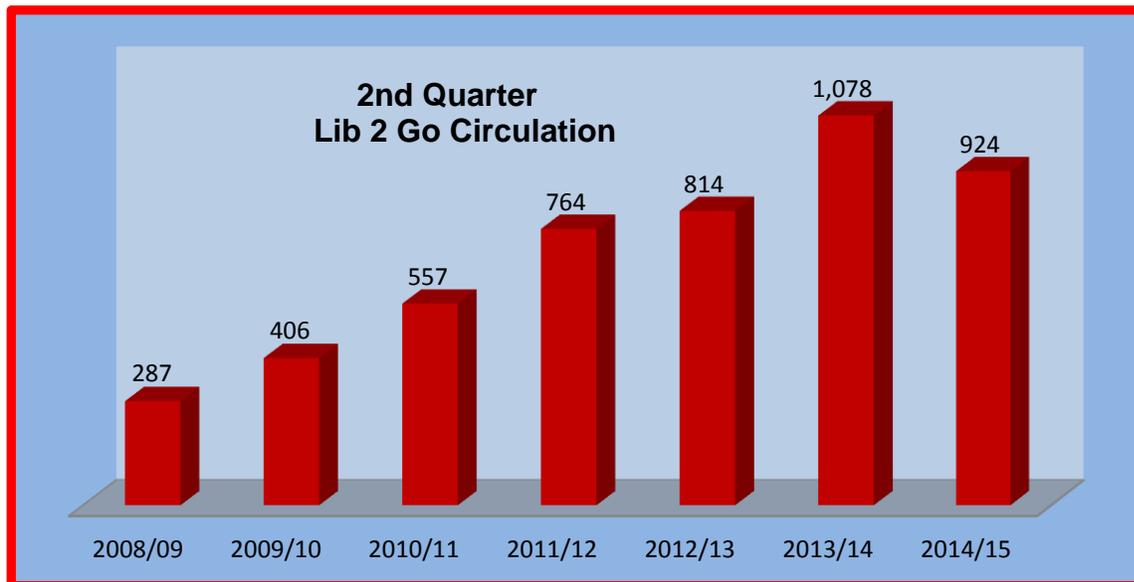# CONNECTING TO THE ONLINE WORLD AND INFORMATION LITERACY

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. In addition to sessions on the public computers, staff has noticed an increase in people using their own devices. As there are only two electrical outlets in the main room of the library, charging stations are a priority the renovation plan.
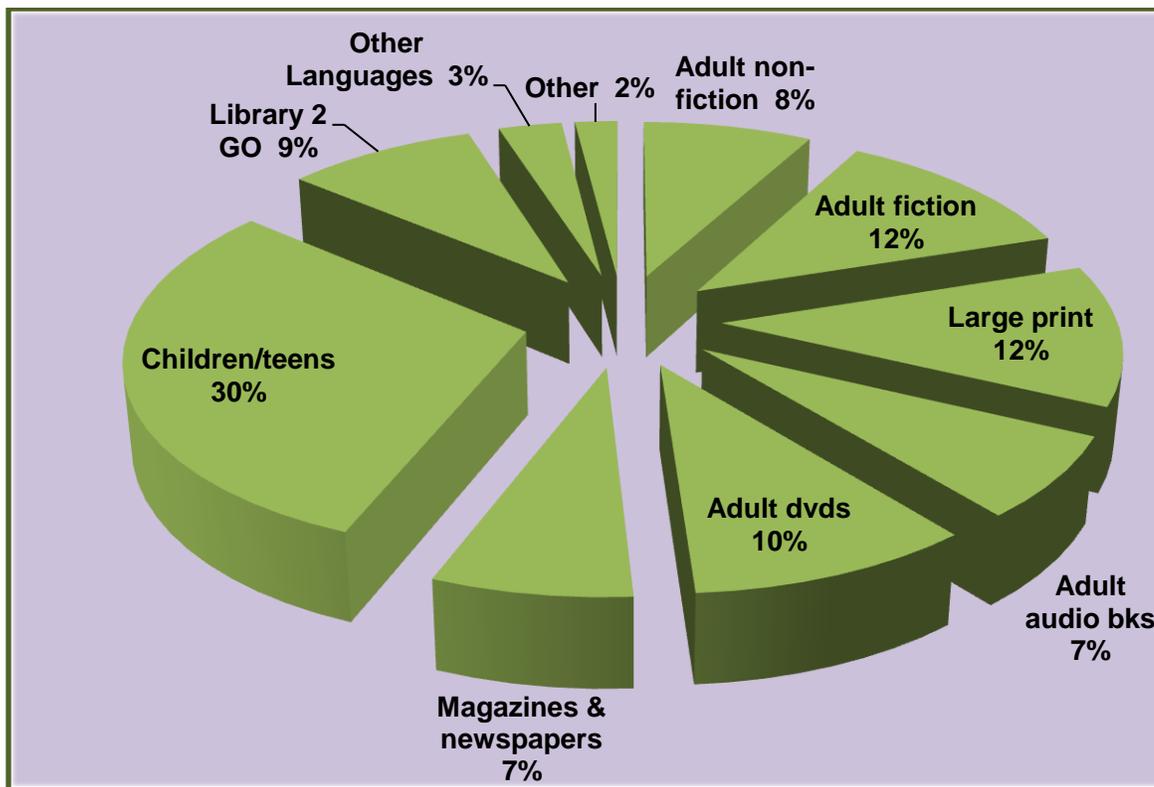
TECHNOLOGY OVERVIEW

In June, 2014 the Astoria Library migrated its operating system to a hosted service, continuing its highly effective association with TLC, The Library Corporation.

Library2Go circulation decreased slightly in the 2nd quarter although this service remains one of the most popular and cost effective programs offered.

2nd Quarter Lib 2 Go Circulation

Year	Circulation
2008/09	287
2009/10	406
2010/11	557
2011/12	764
2012/13	814
2013/14	1,078
2014/15	924

COLLECTIONS

There are multiple collections categories to serve various ages and interests. The following graph shows the major collection areas at this time.

Other Languages 3%
Other 2%
Adult non-fiction 8%
Library 2 GO 9%
Adult fiction 12%
Children/teens 30%
Large print 12%
Adult dvds 10%
Adult audio bks 7%
Magazines & newspapers 7%

Submitted by: _____
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