



San Francisco Public Library

SAN FRANCISCO PUBLIC LIBRARY COMMISSION

Minutes of the Regular Meeting of July 16, 2015

Approved at the Regular Meeting of September 17, 2015

The San Francisco Public Library Commission held a regular meeting on Thursday, July 16, 2015 in the Koret Auditorium Main Library.

The meeting was called to order at 4:38 pm.

Commissioners present: Lee, Mall, Nguyen, and Ono

Commissioner Dunning arrived at 4:39 pm.

Commissioner excused: Wardell-Ghirarduzzi

AGENDA ITEM NO. 1 GENERAL PUBLIC COMMENT

Peter Warfield, Executive Director, Library Users Association, said BiblioCommons is a privacy smashing technology. He said comments made on BiblioCommons may come back to haunt patrons. He said the opt out option is a rip off. He said library secrecy is ongoing. He said the Deputy City Librarian did not give him the correct information on the availability of a webinar.

Patrick Flanagan said he was using the computers and found a Christian brochure from a group that is recognized as a hate group and he wanted the Commission to be aware of this.

AGENDA ITEM 2 CONTROLLER'S OFFICE STUDY ON BRANCH LIBRARY IMPROVEMENT PROGRAM (BLIP)

Michael Lambert, Deputy City Librarian, said this is a report on the BLIP community and economic benefits assessment. He said the Controller's Office will be providing us with a status report on the BLIP Return on Investment (ROI) Study.

Inger Brinck, Analyst in the City Controller's Office, gave a presentation on the Community and Economic Benefits Assessment. She said they have made significant progress working with library staff and their consultant Berk Consulting. She said BLIP represented the largest capital program in the Library's history. She said the goals are to document the

community and economic benefits of the BLIP on the City, the library system and individual neighborhoods; and to provide residents with a measure of their overall “Return on Investment”. She said they have extended the timeline and they will be presenting their findings at the September Commission meeting. She explained the highlights of the BLIP outcomes. She said the report will discuss the broad benefits of BLIP. She said nine of the branches will be profiled. She said BLIP impacts include safety and accessibility of branch libraries, community engagement, neighborhood vitality, energy efficiency and local hiring. She said the report will provide an estimate on a return on investment in dollar terms. She said the report will also include recommendations for future capital investments. She said the consultants have provided a two page document which has been provided in the Commission’s packet.
Explanatory document: [ROI Framework](#)

Public Comment

Peter Warfield, Executive Director, Library Users Association, asked on what authority is the Controller’s Office doing this. He said the voters approved a measure that was intended for the Controller to do a study to make sure that bond programs were carried out appropriately. He said a return on investment is a complete red herring. He said this is a white wash. He said the description about the North Beach Library is completely biased.

Glenn Ramisky said he is a resident of Mission Bay and he moved in to the area prior to having a branch library. He said the library came in and it became the focal point for the neighborhood. He said the opportunities were always available for the patrons and the public to participate in the process and to give their input. He said congratulations on the BLIP.

Commission Discussion

Commissioner Dunning asked about the cause of the delay and whether it would increase the cost of the contract.

Inger Brinck, Analyst in the City Controller’s Office, said there is no change to the contract and no change to the price. She said it is really a matter of collecting the appropriate data.

Commissioner Mall asked about the return on investment.

Inger Brinck, Analyst in the City Controller’s Office said that the return on investment is converted into an actual dollar amount. She said for every dollar spent on BLIP they will determine the dollar amount gained by the city on a City-wide basis.

Michael Lambert, Deputy City Librarian, said that another aspect of the study is to look at a no BLIP situation and the types of services the library would not be able to provide if we did not have BLIP.

Commissioner Lee asked what was in the bond measure when it was originally adopted. He said the evaluation should address those issues. He said stimulating the economy is very nice but it is frosting on the cake. He said maybe we can have more information in the future, such as increased patronage of the facilities.

President Ono asked about the how the community engagement was being measured.

Inger Brinck, Analyst in the City Controller's Office, said community engagement probably will not have a quantitative measurement. She said what is equally important in the report is the qualitative evaluation. She said they have done a number of stakeholder interviews and they will be doing more so the success of the community engagement will be assessed by the stakeholder interviews. She said the community engagement will be throughout the time of the BLIP.

Michael Lambert, Deputy City Librarian, said the consultants have worked with DPW who have specific data on the number of community meetings

President Ono said she was at ALA during the panel discussion on BLIP and it was well attended and she appreciates the Controller's office help on this.

AGENDA ITEM 3 CITY LIBRARIAN'S REPORT

Michael Lambert, Deputy City Librarian, said we will begin the City Librarian's Report with a report on the 2015 and 2016 budget update.

Maureen Singleton, Chief Financial Officer, gave a presentation on the approved FY 2016 budget and looking at future budget considerations for FY 2017. She said the budget considerations center around the Library's Strategic Priorities, which are Literacy and Learning, Youth Engagement, Partnerships for Excellence, and Digital Strategy. She went over the FY 16 budget review including key budget drivers, revenue sources and expenditure types. She said the Library Preservation Fund Balance is \$19.7 Million.

Michael Lambert, Deputy City Librarian, said one of the priorities is responding to community needs for services and programs. He said we are also looking at optimizing our public service hours. He said we will be coming back at future budget discussions with more information on this. He said we are working with the Controller's Office on assessing our staff capacity system wide.

Maureen Singleton, Chief Financial Officer, said we will also be working with the Controller's Office on establishing a reserve policy. She said we want to look at what type of expenditures are appropriate for the reserve and what type of reserve balance we should maintain for a rainy day. She said we are looking at what types of investments in our facilities and

capital projects will be needed as well as ensuring a robust technology infrastructure.

Michael Lambert, Deputy City Librarian, said it has been six months since the ribbon cutting at the Bridge and we are poised to offer a new service very soon so Mel Gooch will be making a presentation.

Mel Gooch, Learning Engagement Coordinator, gave a presentation on the Bridge. She said it is a literacy and learning center that prioritizes community learning, adult literacy, youth and family literacy and digital literacy. She showed the floor plan of the Bridge and its separate areas. She said Project Read is now part of the Bridge. She said we have also added a Learning Differences Librarian to staff. She said since January they have had 45 programs and we host an average of 15 programs a week. She said the Veterans Resource Center was also opened in January and is open 27 hours a week. She said we are launching Career Online High School and explained the curricula. She said 100 scholarships are available for the first year.

Michelle Jeffers, Chief of Community Programs and Partnerships, gave a presentation on the Discover and Go program. She said this program replaces the old San Francisco Family Pass, which was created in 2010. She said the new program, Discover and Go, was created by the Contra Costa County Library system. She said SFPL partners with the Department of Children Youth and Families and SF Recreation and Parks Department. She said there are 53 museums and attraction from around the Bay area available. She went over the list of existing attractions and the new ones that have been added.

Michael Lambert, Deputy City Librarian, said he is pleased to report on the American Libraries Association (ALA) annual conference held in San Francisco in June. He said we were honored to have Congresswoman Nancy Pelosi kick off the event. He said we were able to showcase our beautiful facilities, our wonderful staff and all of our innovative services. He said there were 23,000 plus attendees and many of our staff presented in panels and other events. He said one of the highlights was the Pride parade, in which many staff and ALA attendees participated. He said the ALA International Relations Roundtable reception was held at the Main.

Explanatory documents: [FYs 2015 and 2016 Budget Review](#) and [Attachment 1; The Bridge at Main](#) presentation; [Discover and Go Presentation](#); and [ALA San Francisco presentation](#).

Public Comment

Peter Warfield, Executive Director, Library Users Association, said each one of these items should have been on the agenda separately. He said in early June he did a public records request asking for information on staff presentations at ALA. He said the response did not mention presentations to be given by Luis Herrera. He said the Library is secret

and excludes the public from knowing what is going on. He said there is not a very attentive attention to library information requests.

Commission Discussion

Commissioner Mall asked about the Mix and how things are going.

Michael Lambert, Deputy City Librarian, said that the Mix has been successful with many programs being offered. He said staff have been very gracious in giving any tours that are requested.

Commissioner Dunning said she was glad to hear that optimizing public service hours is one of the objectives that we are looking at allocating resources for in the budget. She said she wanted to know a little bit more about the reserve policy.

Maureen Singleton, Chief Financial Officer, said that there is presently no reserve policy and she explained the need to develop one now. She said it is a good problem to have.

Commissioner Dunning asked about the digitization process and if we are including that in the budget.

Maureen Singleton, Chief Financial Officer, said it is something we will be ramping up in the budget.

Michael Lambert, Deputy City Librarian, said that digitization is one of our key considerations for the next two year budget process. He said we are currently in the process of recruitment for a Digital Strategy Manager.

Commissioner Dunning asked about the Bridge and if we were going to do more of an analysis on expectations versus actual usage on these programs.

Mel Gooch, Learning Engagement Coordinator, said we are starting to analyze this now and we will be working on a three to five year program which will include staff training. She said we are developing an evaluation sheet so that we can get direct feedback after every program.

Commissioner Lee wanted to know how we are looking at measuring the success of the programs at the Bridge.

Mel Gooch, Learning Engagement Coordinator, said we are looking at attendance to track the success since none of these programs were available before. She said they are still developing some measurement tools.

Michael Lambert, Deputy City Librarian said to that point we can build on the existing best practice of Project Read so we can measure the outcome. He said outcome based measurement is something the library

would like to improve upon so we will be working with the Controller's Office to help us develop some additional tools.

Commissioner Lee said completion of programs does not always bring that great of a return. He asked if there were any programs relating to EQ.

Mel Gooch, Learning Engagement Coordinator, said she would like to see us develop ways to measure emotional intelligence as well.

Commissioner Lee asked about the cost to the Library of the Discover and Go program.

Michelle Jeffers, Chief of Community Programs and Partnerships, said Discover and Go is a free program for people with library cards. She said the program was targeted at families but it has now been expanded.

Commissioner Lee said he spent a day at the ALA conference and he feels very fortunate that he is part of this system.

Commissioner Mall asked for more information about the Discover and Go program.

Michelle Jeffers, Chief of Community Programs and Partnerships, said that patrons can have up to two passes at a time and the patron can choose the date they go to use the pass.

Commissioner Nguyen asked about the Career Online High School and if other places have implemented this and how it relates to having a GED.

Mel Gooch, Learning Engagement Coordinator, said there are several other major library systems that have started this. She said Los Angeles Public Library just had their first graduates from the program.

Michael Lambert, Deputy City Librarian, said it is a subscription based service. He said this is on the forefront of learning.

Mel Gooch, Learning Engagement Coordinator, said the program is for adults 19 and over and they must have intermediate computer skills.

President Ono asked about the hours for the Veterans center.

Mel Gooch, Learning Engagement Coordinator, said they have had 209 visits by 98 people. She said they are looking for people to volunteer so that they can potentially expand hours.

President Ono asked about Project Read and if there have been any changes to the program.

Mel Gooch, Learning Engagement Coordinator, said we have the same number of people participating but we are looking at ways to further market the program.

President Ono said she would like to get feedback on the Career Online High School like the demographics and ages of the participants. She said originally there were questions about whether the Family Passes were going to be taking away from some of the work of the librarians. She asked if there would be any impacts with the new system.

Michelle Jeffers, Chief of Community Programs and Partnerships said there has not been any impact on the librarians on the previous program and that the impacts will be even less with this program because Discover and Go will be online.

President Ono said she is grateful that we are starting the budget process earlier. She said she wanted to thank all of the staff for their work during the last year with the opening of the Bridge, the opening of the Mix and ALA.

AGENDA ITEM NO. 4 APPROVAL OF THE MINUTES JUNE 18, 2015

Public Comment

Peter Warfield, Executive Director, Library Users Association, said he would like to see more clarity in his comments at the top of page two regarding the difference between the classic catalog and BiblioCommons. He said his comments regarding the magazine section did not include his statement about the loss of half of the shelving for bound magazines and that that was a scandal. He said his comments on the Facilities Update regarding the size of the library's budget were not specific. He said his comments on page four concerning the Mix need to be clarified.

Commissioner Dunning said she had a clarification on page 8 on the Action item on the Minutes. She said it should read Dunning excused instead of Dunning abstaining.

Motion: By Commissioner Mall, seconded by Commissioner Dunning, to approve the [Minutes of June 18, 2015](#), with the modification to page 8 as stated above.

Action: AYES 5-0: (Dunning, Lee, Mall, Nguyen, and Ono).

AGENDA ITEM NO. 5 ADJOURNMENT

Public Comment

Peter Warfield, Executive Director, Library Users Association, said the agenda does not include New Business which chops off the key purposes that the Commission was appointed to carry out and that is to discuss what the Commission wants to discuss on future agendas. He said the Commission should not adjourn until it is clear that New Business will be on all future agendas. He said there are several issues the Commission should be discussing in the future.

Deborah Doyle, Friends of the Library, said it is wonderful as we adjourn, to thank the volunteers and the staff for the very successful American Library Association Conference held here.

Ray Hartz, Director San Francisco Open Government, said the Commission does not treat public speakers equitably. He said if it is a viewpoint the Commission does not like the speaker will be cut off. He said he has 8 orders of determination against the Commission for violating his rights under the First Amendment.

Motion: By Commissioner Dunning, seconded by Commissioner Mall to adjourn the regular meeting of July 16, 2015.

Action: AYES 5-0: (Dunning, Lee, Mall, Nguyen, and Ono).

The meeting adjourned at 6:15 pm.

Sue Blackman
Commission Secretary

Explanatory documents: Copies of listed explanatory documents are available as follows: (1) from the commission secretary/custodian of records, 6th floor, Main Library; (2) in the rear of Koret Auditorium immediately prior to, and during, the meeting; and (3), to the extent possible, on the Public Library's website <http://sfpl.org>. Additional materials not listed as explanatory documents on this agenda, if any, that are distributed to library commissioners prior to or during the meeting in connection with any agenda item will be available to the public for inspection and copying in accordance with Government Code Section 54954.1 and Sunshine Ordinance Sections 67.9, 67.28(b), and 67.28(d).