



CITY OF HAYWARD LIBRARY COMMISSION
Library and Community Services Department

Hayward Public Library
Administrative Office
835 C Street, Hayward, CA 94541

May 16, 2011
6:30 PM

A G E N D A

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Roll Call**
4. **Minutes of Meeting of April 28, 2011**
5. **Public Comment**

This section provides an opportunity to address the Library Commission on items listed on the agenda, as well as other items of interest. The Commission welcomes comment and requests that speakers present their remarks within established time limits. (Individual comments are set at a 3-minute time limit; comments on behalf of a group are set at a 5-minute time limit.) As the Commission is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.
6. **Staff Presentation**

Summer Reading Program and After School Homework Center Summer Camp
7. **Report from Director of Library and Community Services**
8. **Friends of the Hayward Public Library Report**

Report on the activities of the Friends of the Hayward Public Library
9. **New Business**
 - a. Budget Update
 - b. Planning for annual No Host Library Commission Dinner

CITY OF HAYWARD LIBRARY COMMISSION - Agenda

Library and Community Services Department

May 16, 2011

6:30 PM

Page two of two

10. Library Commission Report

Report on Library activities in which Commissioners have been engaged.

11. City Council Liaison Report

Report on City matters that are of pertinence to the Library Commission.

12. Agenda Building

Consider items for inclusion on the Library Commission Agenda for coming months.

13. Adjournment



Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Library Administration at 510/881-7954 or by calling the TDD line for those with speech and hearing disabilities at 510/247-3340.



Minutes of the Library Commission Meeting
Library and Community Services Department

Weekes Branch Library
John and Alice Pappas Legacy Room
27300 Patrick Avenue, Hayward

April 18, 2011

1. **Call to Order:** Commission Chair Kelly Greenne called the meeting to order at 6:42 PM.
2. **Pledge of Allegiance:** Commissioners recited the Pledge of Allegiance.
3. **Attendance:**

	Attendance this Meeting	Present to Date Regular Meetings	Absent to Date Regular Meetings	Attendance Special Meetings
Commissioner				
Linda Bennett	X	6	1	1
Lisa Brunner	0	6	1	1
Kelly Greenne	X	7	0	1
Judy Harrison	X	6	1	1
Kari McAllister	X	7	0	1
Monica Schultz	X	7	0	1

City Staff: Sean Reinhart, Director of Library and Community Services
Linda Atwater, Administrative Secretary
Victoria Williams, Paratransit Coordinator

City Council Liaison: Council Member Mark Salinas

4. **Approval of Minutes of Meeting of March 28, 2011**

Board Action: It was moved and seconded (Bennett/Harrison) to approve the minutes of the meeting of March 28, 2011. Motion unanimously carried.

5. **Public Comment:** No public comments offered.

6. **Presentation on Services for Seniors.** Victoria Williams, the City's Paratransit Coordinator, and a member of the Library and Community Services Department provided a presentation on Services for Seniors and distributed an assortment of flyers. There are three different funding sources that support the various services and Ms. Williams provided explanation of each of those sources and a description of the services offered through each of the programs:

Social Service Program grants currently provide funding for five non-profit agencies:

- **Community Resources for Independent Living (CRIL)** is a peer-based disability resource agency that provides advocacy and resources for people who have disabilities to improve lives and make communities fully accessible.
- **Legal Assistance for Seniors (LAS)** ensures the independence and dignity of seniors by protecting their legal rights through education, counseling, and advocacy.
- **Lincoln Child Center (LLC)** provides a Kinship Support Services Program (KSSP) which is a community-based, family-center, support and resource program for relatives who are raising another family member's child, thereby keeping children within their families, communities and cultures.
- **Senior Services Foundation (SSF)** provides a Friendly Visiting Program (FVP) which encourages independent living with dignity for isolated lonely residents through a volunteer visiting program.
- **Spectrum Community Services** supports low income disadvantaged families, individuals and elderly residents in their effort to improve self-sufficiency and the overall quality of their lives by providing a senior nutrition program, a fall risk program, energy assistance programs and adult education.

Three services are funded by Paratransit's Measure B funding:

- **Alzheimer's Services of the East Bay (ASEB)** provides specialists in Family Support and Adult Day Health Care for those living with memory decline. Funding provides transportation to and from the Day Care Program by specially trained and familiar drivers.
- **Service Opportunities for Seniors (SOS)** provides home-delivered meals and a daily check-in by a familiar driver for isolated residents who are unable to shop for food or prepare meals for themselves.
- **Paratransit** is special transportation service available for people who are unable to ride the AC Transit Bus or BART due to mobility impairment. The Hayward Paratransit Program encourages and promotes full accessibility for all Hayward residents by providing door-to-door services and group trips. A shuttle program is being developed. Emergency wheelchair transportation is available (funded by Measure B).

Community Development Block Grant (CDBG) Federal funding currently provides financial support to eight agencies:

- **Salvation Army** helps individuals and families become self-reliant, contributing members of society by providing tools and support. Provides food baskets, brown bag lunches, PG&E assistance, Spectrum senior hot lunches Monday-Friday, a hot meal on Sunday nights and more.
- **Alameda County Food Bank** is Alameda County's central clearinghouse for donated food, providing food for 6 Hayward Homeless shelters (Building Opportunities for Self Sufficiency, FESCO, Magnolia House, ESP, 7th Step and Women on the Way). Also provides an Emergency Food Help Line, nutrition education and Food Stamp outreach.
- **Bridge of Faith** provides "Meals of Love" (two hot meals each week and on many major holidays), clothing, groceries, and information and referral services.
- **Davis Street Family Resource Center** provides emergency food and clothing, free medical and dental care, mental health services, and housing assistance for low-income families including seniors.
- **South Hayward Parish** sponsors an Emergency Food Program, an interagency referral system, a Day Labor Center and assistance for homeless individuals.
- **Eden I & R.** The 2-1-1 Line provides resource information links to Alameda County social services agencies which include affordable housing, tenants' rights, public assistance programs, emergency shelters, hot meals, food programs, and more.
- **ECHO Housing** is an agency for Tenants and Landlords to resolve issues regarding repair problems, rental increases, rental assistance, foreclosure mitigation counseling, harassment and/or discrimination complaints.
- **Housing Rehabilitation Program** helps Hayward homeowners who are eligible (senior citizens, persons with disabilities, or those who have no other source of funds) to make needed repairs. The goal is for the homeowner to be independent in the home while stabilizing neighborhood home values. Projects are prioritized by work that impacts the owner's safety, health, activities of daily living, code correction violations or mobility.

Director Reinhart provided an overview of the Library's Senior Outreach Services (SOS) program. SOS is a service where volunteers are sent out to deliver reading materials to people who are no longer able to come into the library on their own due to mobility and/or health issues. The SOS volunteers arrange with their clients when and how often they visit and how many materials will be delivered at any given visit. The range of the clients' needs vary considerably.

A special SOS-only collection is housed in the Main Library basement, accessible only to SOS program volunteers, and includes books (fiction and non-fiction); large print books; and audio books (cassettes and CD's, fiction and non-fiction). Materials in the SOS collection have been culled from donations of used books and audio to the Friends of the Library, in addition to items which have been withdrawn from the library's circulating collection. Because SOS materials are not part of the library's regular circulating collection, there is no time constraint on when they need to be returned to the library.

In 2010, 338 items were loaned to seniors through the SOS program. Of that total, 40 items were loaned directly to individuals in their homes, 153 items were loaned to individuals who reside in various senior facilities, and 145 were batch-loaned to St. Regis Retirement Center in Hayward to create an in-house collection for residents of that facility.

7. Report from Director of Library and Community Services: Director Reinhart provided report on several items:

- The design process for the New Main Library and Learning Center is on hold pending the outcome of the budget process.
- Chabot College has taken a stand against the Calpine project and articles have appeared in the newspaper (article from Contra Costa Times included in packet). As the Commission is aware, Calpine has made a commitment to provide \$10 million to the City, designated for the New Main Library project. The Director reminded the Commission that the Calpine funding is critical to the new library project to cover costs associated with furnishings, fixtures and equipment, items that would not be covered by a possible facilities bond.
- Since 2006, Library circulation has increased 62% (from @70,000 to @113,000 items per month). At the same time, the number of items purchased and retained in the collection has decreased. The average circulation per item has increased by 87% (from .37 to .69 circulations per item). Hayward librarians have worked hard to produce more bang for the buck in the library's collections, and the positive results are striking.
- The Library has been tracking computer use for just a few years. In one year, the use of the library's computers to access the Internet increased by 12% (from 10,000 users per month in 2010 to nearly 12,000 users per month in 2011).
- Included in the packet were the Snapshot Day statistics. On California Library Snapshot Day, at the Hayward Public Library:
 - ✓ 2,287 people visited the library
 - ✓ 3,319 items were checked out or renewed
 - ✓ 104 reference questions were answered
 - ✓ 522 people used a library computer
 - ✓ 78 people attended 5 public programs
 - ✓ 142 people received tutorial and training, and
 - ✓ The library's website was accessed 2,976 times

During the meeting of March 28, 2011, Commissioners requested library “talking point” data for use in library advocacy and outreach activities. Director Reinhart distributed several handouts relevant to the topic, and provided an overview of the content. The handouts included:

- Excerpts from a report titled “Maximize the Potential of Your Public Library” prepared by the International City/County Management Association (ICMA);
http://icma.org/en/icma/knowledge_network/documents/kn/Document/302161/Maximize_the_Potential_of_Your_Public_Library
- A copy of the draft annual report for the Hayward Public Library’s After School Homework Center;
- A copy of the draft Executive Summary of the annual report to the Department of Education, which provides primary funding for the Hayward Public Library’s After School Homework Center; and,
- An Executive Summary from the Urban Libraries Council on “Making Cities Stronger” (Public Library Contributions to Local Economic Development).
http://urbanlibraries.org/associations/9851/files/making_cities_stronger.pdf

8. Friends of the Library Report: Commissioner Harrison, President of the Friends of the Library, reported \$1700 in sales at two Farmer’s Market book sales in March, and \$870 raised at the first April book sale alone. Effective May through September, the Friends will increase their Saturday book sales to three sales per month (on the 2nd, 3rd, and 4th Saturdays). The Friends are also in the process of having a new logo designed for promotional use.

The Friends are providing funding for the After School Homework Center’s Pizza Party (to which Commissioners are invited and invitations are forthcoming). The Friends are working in partnership with the AAUW (American Association of University Women) in supporting several upcoming programs, including author Ayelet Waldman’s visit on May 31, 2011. The Friends are also involved with the next Book to Action event in June where the presentation focuses on the volume *In Defense of Food*.

The Friends will be the charitable beneficiary of the new “Taste of Hayward” event -- a wine and food tasting event scheduled for June 8 in the City Hall Rotunda. The event is hosted by the City’s Economic Development Department and the proceeds will benefit the Library’s After School Homework Center through the Friends. Flyers and tickets are being produced and more information will be available soon.

Commissioner Harrison, in her role as President of the Friends, will attend the upcoming Hayward Nonprofit Alliance event on April 21, 2011. Two new officers will be appointed to the Friends’ Board; Helene Carr as the new Treasurer and Evelyn Gertler as the new Vice President; and Stephanie Ayala will join the Board.

9. New Business:

a. **Update on Ethics Training.** Director Reinhart reported on his communication with the City Clerk, having shared the observations that were made by Commissioners during their last meeting. Director Reinhart recapped the discussion and the options that were available:

- The Commission could elect to schedule one of its meetings to fulfill the training requirement as a group;
- Commissioners who have certification through any other channel can submit that certification to the Office of the City Clerk to meet the requirement;
- Commissioners may contact the City Clerk, Mayor or City Council directly with any further questions or concerns if desired, or the Library Director is happy to carry forward any such requests on behalf of the Commission.
- All of the City's Boards, Commissions, and Task Force members are required to participate in the training (excluding members of the Youth Commission, who are under 18 years of age).

Several Commissioners acknowledged their plans to complete the requirements online, therefore, it was determined that the Commission would not schedule a meeting specifically for this purpose.

b. **Budget Update.** Director Reinhart provided a brief budget update, noting that a more detailed update was provided during the last month's Commission meeting. He noted that the Library's FTE staff is 43.45; currently, 5.9 FTE positions are vacant, then provided a budget-related timeline and other information.

- The Human Resources Department and City Manager have requested the bargaining units' final word on any contributions that may be forthcoming (above and beyond the 5% furlough which was agreed to last year) by April 22.
- Most of the Executive Team, including the Library and Community Services Director, has agreed to concessions in the amount of 13% of their total compensation to contribute to the budget solution.
- All departments are preparing potential budget reduction scenarios of 10% and 22%. The Library may be able to weather a 10% budget reduction scenario, due to the vacancy savings currently in place. However, with a 22% budget reduction scenario, library hours would probably be lost.
- On May 10, 2011 the recommended draft FY 2012 budget is due to the City Manager and Department Heads from the Finance Department.
- A draft budget will go to the Mayor and City Council for prior review on May 20.
- Several public budget meetings are scheduled. All meetings take place in City Hall Council Chambers beginning at 7:00 p.m.:
 1. May 31 – FY 2012 operating budget work session. Department-level budget reviews of Police and Fire.
 2. June 7 – FY 2012 operating budget work session. Department-level budget reviews of Maintenance Services, Development Services and Public Works;

3. June 14 – FY 2012 operating budget work session. Department-level budget reviews of all other departments, including Library and Community Services.
4. June 14 – FY 2012 City of Hayward operating budget public hearing.
5. June 21 – FY 2012 City of Hayward operating budget adoption.

10. Library Commission Report: Commissioner Stephanie Ayala submitted her letter of resignation from the Library Commission due to her move from Hayward; however, as noted earlier in the meeting, she has agreed to serve as a Board Member for the Friends of the Library.

11. City Council Liaison Report: City Council Member Salinas reported on the success of “The Life and Lasting Legacy of César E. Chávez” event that was held on March 31, 2011, with over 200 in attendance. The event was a birthday celebration and a “teach in.” Council Member Salinas commented on his interest in exploring how the library could work collaboratively with the HUSD and HARD, and his plan to set up a meeting with the middle school principals and other agency representatives in this regard.

Council Member Salinas commented favorably on the project underway for the Friends of the Library to have a logo, noting that he favored a branding by logo. He provided report on the “Let’s Do Lunch-Hayward (and Breakfast Too)” program which will set up breakfast and lunch sites throughout Hayward during the summer vacation from school. The program will serve breakfast and lunch to kids under age 18 at the various sites.

12. Agenda Building: The following items were suggested for inclusion on the next agenda (or inclusion in the Director’s report) for the May 16, 2011 meeting:

- Library “talking points” data for Library Commissioners
- Presentation on Summer Reading Program
- Presentation on After School Homework Center Summer Camp
- Planning for annual No Host Library Commission Dinner
- Budget Update

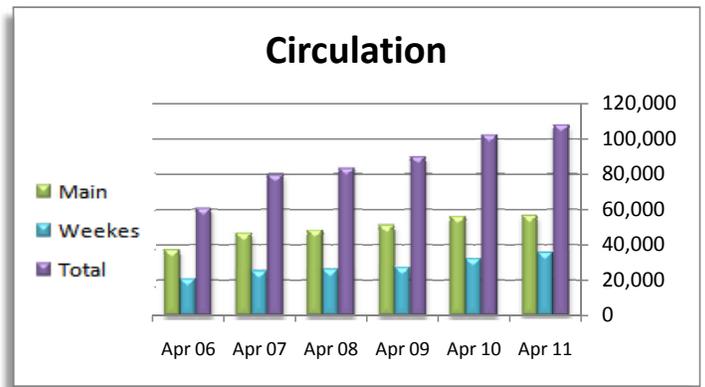
13. Adjournment: The meeting was adjourned at 8:00 PM.

Hayward Public Library Statistics -- April 2011

CIRCULATION

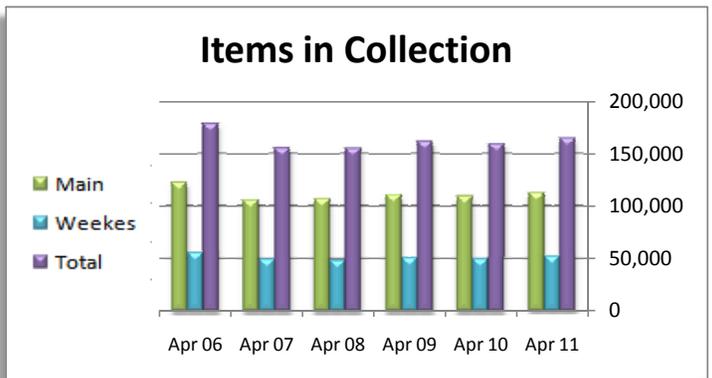
	Main	Weekes	Total
Apr 11	56,831	35,824	108,200
Apr 10	56,297	32,247	102,373
Apr 09	51,165	27,411	90,148
Apr 08	48,505	26,361	83,664
Apr 07	46,789	25,459	79,840
Apr 06	37,256	21,025	60,913

*Total includes web renewals, inhouse, ebooks



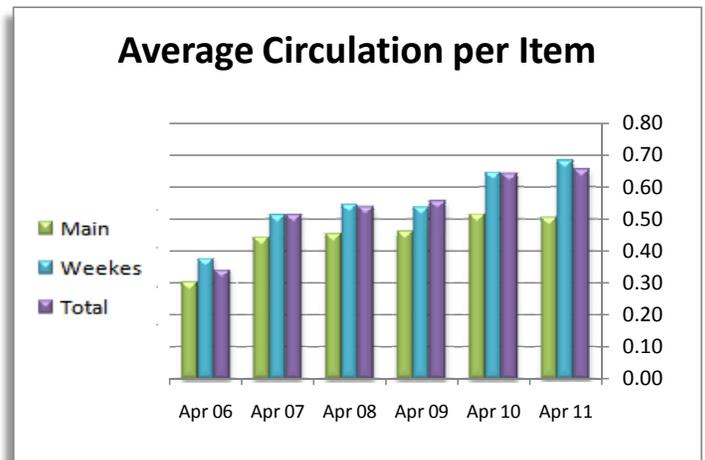
ITEMS in COLLECTION

	Main	Weekes	Total
Apr 11	112,694	52,317	165,011
Apr 10	109,609	49,772	159,381
Apr 09	111,022	50,818	161,840
Apr 08	106,991	48,177	155,168
Apr 07	105,883	49,501	155,384
Apr 06	122,964	55,784	178,748



AVERAGE CIRCULATION per ITEM

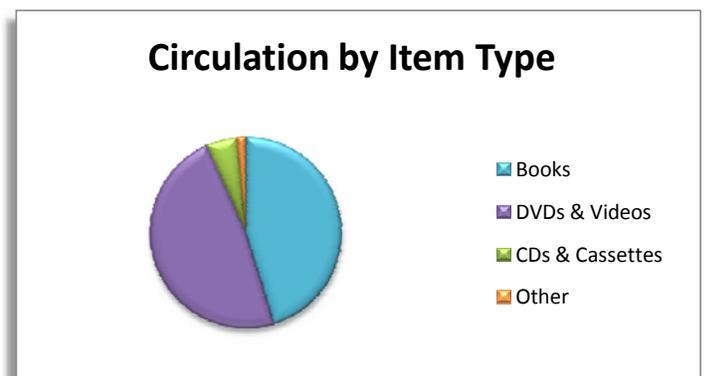
	Main	Weekes	Total
Apr 11	0.50	0.68	0.66
Apr 10	0.51	0.65	0.64
Apr 09	0.46	0.54	0.56
Apr 08	0.45	0.55	0.54
Apr 07	0.44	0.51	0.51
Apr 06	0.30	0.38	0.34



CIRCULATION by ITEM TYPE

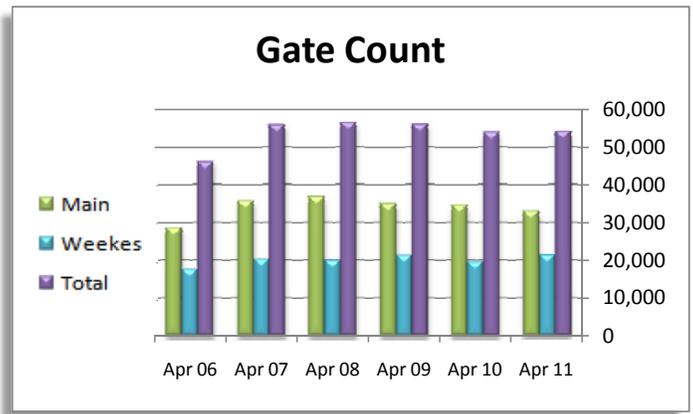
Books	35,826
DVDs & Videos	38,072
CDs & Cassettes	4,039
Other	1,199

(Only Includes Regular Circulation)



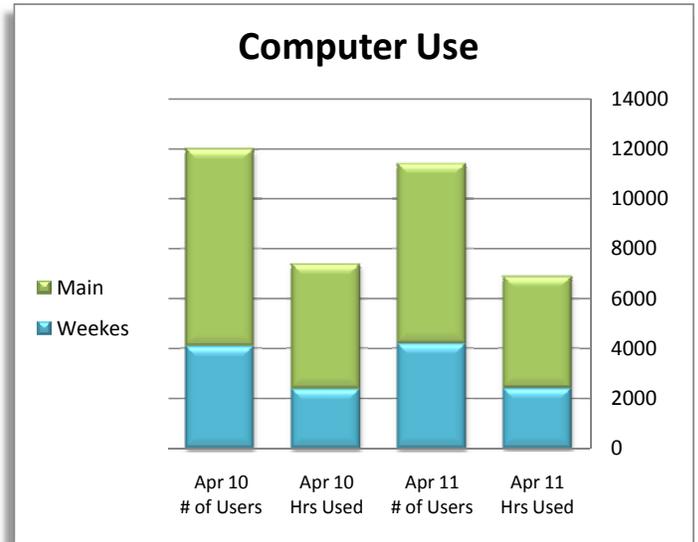
GATE COUNT

	Main	Weekes	Total
Apr 11	32,880	21,396	54,276
Apr 10	34,462	19,531	53,993
Apr 09	34,817	21,312	56,129
Apr 08	36,664	19,962	56,626
Apr 07	35,620	20,335	55,955
Apr 06	28,531	17,586	46,117



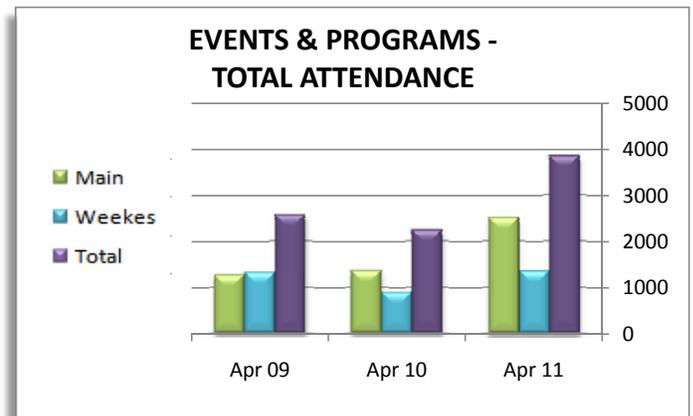
COMPUTER USE

	Main	Weekes	Total
Apr 11 Hrs Used	4486	2401	6887
Apr 11 # of Users	7221	4195	11416
Average session (minutes) Apr 11	37.3	34.3	36.2
Apr 10 Hrs Used	5013	2376	7389
Apr 10 # of Users	7916	4082	11998



EVENTS & PROGRAMS - TOTAL ATTENDANCE

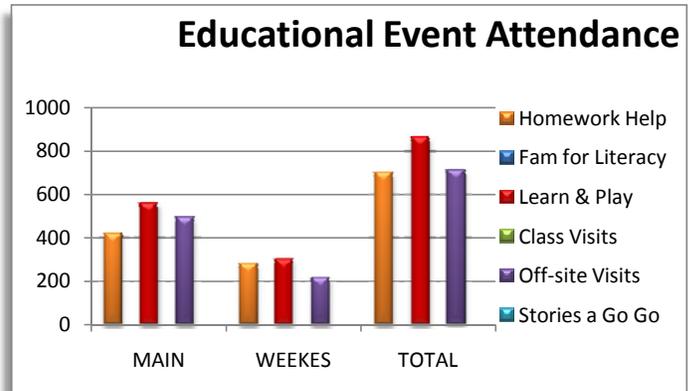
	MAIN	WEEKES	TOTAL
Apr 11	2502	1343	3845
Apr 10	1358	886	2244
Apr 09	1264	1308	2572



EDUCATIONAL PROGRAMS

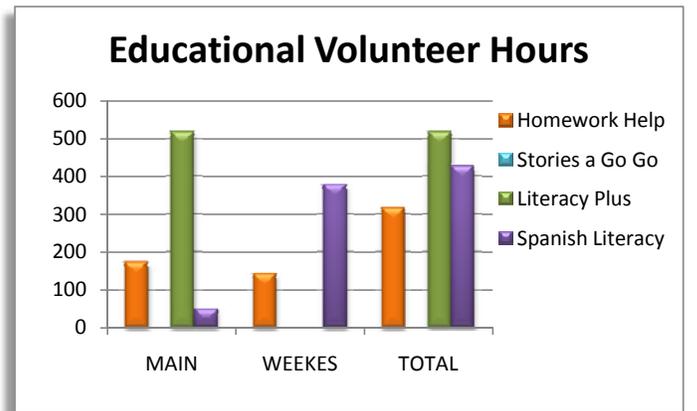
EDUCATIONAL PROGRAM ATTENDANCE

	MAIN	WEEKES	TOTAL
Homework Help	422	283	705
Fam for Literacy	0	0	0
Learn & Play	563	305	868
Class Visits	0	0	0
Off-site Visits	496	217	713
Stories a Go Go	0	0	0
TOTAL	1481	805	2286



EDUCATIONAL VOLUNTEER HOURS

	MAIN	WEEKES	TOTAL
Homework Help	174	142	316
Stories a Go Go	0	0	0
Literacy Plus	517	0	517
Spanish Literacy	49	378	427
TOTAL	740	520	1,260





Library Department Activity Report

April 2011

Gate Count: Number of customers entering each Library building

Library	Customers	Open Days	Average # of customers per day
Main Library	32,880		1,265
Weekes Branch	21,396		823
Total	54,276	26	2,088
Circulation:			
Main Library	56,831		
Weekes Branch	35,824		
Total*	108,200		
*includes Web Renewals			

A Message from the Director

Springtime means budget time here in the Library and Community Services Department. And in recent years budget time has been a time of tremendous challenges, as we face increasingly difficult decisions in response to the economic recession. As the City of Hayward and all its departments grapple with the difficulty of serving the community with limited and even shrinking resources, it becomes imperative that we prioritize our activities and services to ensure that we are giving our community the best bang for their buck.

Just in the past few years, the Library has seen its staff reduced 26% while at the same time circulation of library materials has increased over 25%. Library staff has done an amazing job keeping up with this increased demand for library services despite having fewer staff available to deliver them. And the importance of our incredible corps of volunteers can't be overstated. These folks, over 300 strong, make it possible for the Library to continue to deliver high quality services and programs for children, families and teens after school especially. For instance, the Friends of the Library raise thousands and thousands of dollars each year that help the Library to deliver important services to Hayward kids such as the Summer Reading Program.

The upcoming fiscal year is going to be the most challenging one yet for the City of Hayward and for the Library. Several years of cuts to the Library budget has made us one of the leanest and most efficient library systems in the Bay Area. Unfortunately the economic outlook for the city in the coming fiscal year indicates that more cuts are needed. Any further budget cuts could potentially result in the library

needing to close doors and reduce hours in order to make ends meet. We know this is not what our community wants; we can see it in the statistics we collect every day, which show library use increasing dramatically as more people turn to us for Internet access, books, information, educational support and job seeking assistance during these tough economic times.

Hayward is very fortunate to have solid fiscal leadership in our Mayor, City Council and City Manager. These key decision makers really do listen to what community members are saying about where the City's budget priorities should be. Those priorities guide the budget decision-making process. It's important that our entire diverse community takes advantage of the available opportunities to make their voices heard in the conversations about the budget priorities of the City.

There are many ways Hayward community members can have their voices heard in the decision-making process. The most important opportunities concerning the budget are coming up soon. City Council will be having four public budget meetings, with the first one taking place on Tuesday, May 31 at 7:00 PM and again each of the following three Tuesdays on June 7, 14, and 21 in City Hall, 777 B Street. Community members are encouraged to come to those meetings and voice their opinions on the City services that are a priority to them!

Budget Update

Background

The Library and Community Services (L&CS) department's approach to the "new normal" created by the Great Recession has been to carefully manage the savings created by staff attrition over time. The department understood and responded to the long-term implications of the economic recession early on, and proactively put in motion processes to manage staff attrition and realize long-term employee cost savings beginning in early 2009 when the recession took hold.

This managed staff attrition process has yielded a 12.6% vacancy rate in Library Community Services as of mid-year FY 2011, creating annualized General Fund costs savings of \$472,950. This was achieved through careful stewardship and management of naturally occurring staff attrition in the department over a period of three years, combined with the implementation of new automation and self-service technologies to meet increasing services demands. During the same three-year period, community demand for Library services in Hayward increased by 25% as measured by library use statistics. Though it has been a difficult challenge, the department staff has done a fantastic job of adapting to meet this increased demand with fewer staff resources.

Other department efforts to realize ongoing cost savings to the general fund include a cumulative 12% reduction in supplies and services expenditures in FY's 2010 and 2011, as well as the shift of Community Services division employee costs (5.0 FTE, \$683,700 annually) off the General Fund and onto special revenue funds including Community Development Block Grant (CDBG) and Measure B – Paratransit.

Efforts to enhance department revenues through grants have also contributed to the success of the department's managed attrition process, for example by creating new After School Homework Centers in both libraries using grant funding, and securing additional grant funding to expand the Homework Center program to Longwood Elementary School in partnership with HUSD in August, 2011.

In the above regard, the Library and Community Services Department and its staff have consistently been good stewards of available resources and true "team players" in the context of the City organization, Council priorities, and the community we serve.

FY 2012 Proposed Library and Community Services Department Budget Reductions

In response to City-wide resource limitations projected in FY 2012 and beyond, significant Library and Community Services department budget changes recommended at the close of FY 2011 include the elimination of six (6) vacant positions in the Library Services Division (4.6 FTE total): Supervising Librarian (1.0 FTE); Lead Library Assistant (1.0 FTE); Librarian I (1.0 FTE); Librarian I (0.5 FTE); Library Assistant (0.5 FTE); and Senior Library Page (0.6 FTE).

Service Impacts

Hayward's two library facilities were visited 625,000 times in FY 2010, an average of 12,000 visits per week. Public access to library facilities is the core service of the Library division; most other essential library functions flow from this access, including internet access for job seekers, offering a safe out-of-school-time place for children, delivering homework help to teens, and tutoring illiterate and/or ESL adults to read and write English.

Because the six positions recommended for elimination are vacant, and in light of the heavy demand for open hours among public library users in Hayward to support their educational and information needs, a reduction in regular library operating hours in FY 2012 is neither necessary nor recommended at this time. However, because the Library Services staff runs very lean as it is, and library use is projected to increase by an additional 10% in FY 2012, immediate service reductions in other areas would be necessary to refocus available resources toward direct public service during open hours.

These service reductions will include among others: a 33% reduction in early childhood education and parenting programs; a 50% reduction in outreach activities to Hayward elementary schools to support literacy; a 75% reduction in after-school programs for teens (not including the Homework Centers); and due to significant additional reductions anticipated at the State level to FY 2012 funding support for adult literacy services, a 25% reduction to the adult literacy program activities. The impacts of these reductions would result in (respectively): approximately 450 fewer children ages 0-3 and parents attending early childhood literacy and parenting classes per month; approximately 3,500 fewer elementary school students supported by literacy outreach per quarter; 50 fewer days per year in which structured programs are offered for teens in the library after school (not including the Homework Centers); and 30 fewer illiterate or low-literate Hayward adults who learn to read through the Literacy program per year.

To realize additional cost savings and to better manage the operational impacts of City-wide voluntary work furloughs in FY 2012, both Library facilities will participate in City-wide furlough closures during the 2011 Thanksgiving and Christmas holiday weeks.

Books & Media

Browsing Collections. The current display of books on the topic of urban farming has been very popular, due to the success of the Book-to-Action program in March featuring author Novella Carpenter and her book, *Farm City: The Education of an Urban Farmer*. To keep up with the high circulation of those items

and help get them back out on the display shelf for other customers more quickly, Library staff had the simple yet effective idea to mark those books with plain yellow tape. The tape is placed horizontally on the spine of the book above the call number. This has made it much easier for library pages and other staff to quickly identify these titles, pull them out of the return area, and get them back to the display shelf as soon as they are returned. The yellow tape, which is firmly adhered to the books yet easily removed by staff, will be used to identify other special display collections in the future.

Adult Literacy Activities

Literacy Plus Program Statistics:

Adult Learners:	122 active, waiting and matched
Tutors:	117 active, waiting and matched
New Tutor/Learner pairs:	6 matched this month
Computer Learning Lab:	237 hours for April
Families for Literacy:	37 participants
Spanish Literacy Hours:	427 hours of tutoring
Spanish Literacy Attendance:	224 attendees

New Tutor Training. Literacy Plus tutor training began on April 29, 2011. Orientation for new tutors was held on April 18 and April 20 from 6 to 8 PM and a new class was added on April 27 from 11 AM to 1 PM with 10 prospective tutors attending. Eight new tutors registered for April Tutor Training.

Spanish Literacy Program. Currently, seven tutors are volunteering in this Library-run program at the Hayward Day Labor Center, helping Spanish-speaking adults to learn English. This program, funded by grants, continues to grow in popularity, so in April the small group and one-on-one tutoring classes were extended to four evenings per week. Also, due to strong student demand, the session lengths of the ESL conversation circles offered at the Library were increased from one-hour to two-hour sessions.

Programs / Events

Taste of Hayward. The City of Hayward's Economic Development department in collaboration with the Library department and Friends of the Hayward Public Library will present the first "Taste of Hayward" event on Wednesday, June 8, 2011, from 5:30 p.m. to 8:30 p.m. at the City Hall Rotunda. There will be sample wines from over forty local wineries and exclusive culinary cuisine from some of the best restaurants and caterers in Hayward. All proceeds from the event will benefit the After School Homework Centers. Advance tickets are now available for sale at the Library accounts desk. Tickets are \$30 in advance; \$40 at the door. Please mark your calendars for what will be a celebratory event and feel free to forward information about this event to your friends and family so that they may also experience the fine dining choices that the City has to offer. More details may be found on the flyer attached.

"No More Homework" Pizza Party. On June 1, the Main Library will host this third annual celebration and recognition of the students and tutors in the After School Homework Centers. The event takes place from 3:00 to 5:00 p.m. in the Main Library meeting room, where the Homework Center operates four days per week during the school year. Students, tutors, staff, and supporters of the Homework Centers

are cordially invited to attend this fun-filled annual event. Pizza and beverages are generously provided by the Friends of the Library. An invitation is attached to this report.

A lot of hard work and dedication goes into making the Homework Centers a success, especially the work of the staff, students and volunteer tutors, day in and day out. In school year 2010-2011, the After School Homework Centers were supported by a corps of 60 trained volunteer tutors, who provided drop-in 1:1 homework help to Hayward children and teens in the public library after school, at no charge to the students. The centers are open four days per week at two Hayward Public Library locations during the school year. Over 600 individual students in grades K-12 received homework help in school year 2010-2011. The centers are very popular with many repeat visitors; approximately 60 students visit the centers each day. The majority of these students (65%) do not speak English in the home environment. Eighty-five percent of students who visited the library's homework centers improved their standardized test scores. The Centers are funded in with a grant from the U.S. Department of Education in partnership with the City of Hayward and the Friends of the Hayward Public Library.

Summer Reading Program. The 2011 Summer Reading Program is all set to begin on June 13th, and will run through August 13th. The goal of the Summer Reading Game is to encourage young people to visit and use the library; and to spend more time reading for learning and enjoyment during the summer months. Thousands of libraries participate in the Summer Reading Game nationwide. Last summer in Hayward, over 700 children completed the entire Summer Reading Game by logging 15 or more hours of reading. This year, children who complete 3, 6, 9, 12 and 15 hours of reading will receive prizes and free passes donated by local organizations including Chabot Space Center, Children's Fairyland, Lawrence Hall of Science, Round Table Pizza, and Friends of the Library. Youth Services staff has been hard at work soliciting donations of prizes for the 2011 program, and their efforts have paid off – this year's prizes have a combined retail value of over \$180,000! The following chart breaks down the list of donated prizes and their retail values.

2011 Summer Reading Program Prize Donations – As of May 12, 2011

DONOR	Total Number of Units	Single Unit Value	Total Retail Value
TGI Friday	1260	\$5	\$6,300
Fresh Choice	2300	\$5	\$11,500
Chipotle	2000	\$4	\$8,000
Children's Fairyland	2300	\$8	\$18,400
Museum of Children's Art	2300	\$8	\$18,400
Chabot Space and Science	2300	\$5.50	\$12,650
The Book Shop (Hayward)	1	\$20	\$20
Panda Express	1	\$6	\$6
In-N-Out Burger	75	\$2.50	\$188
Chuck E. Cheese	1	\$28.00	\$28
Lonely Planet	17	\$31.41	\$534
Carl's Jr.	400	\$3.72	\$1,488
Applebee's	2800	\$5.00	\$14,000
Hometown Buffet	1200	\$6.00	\$7,200
Baskin and Robbins	2300	\$1.00	\$2,300
Marie Callendar's	6	\$16.67	\$100

Trader Joe's	1	\$50.00	\$50
Lawrence Hall of Science	2300	\$14.00	\$32,200
Aqua Adventures	2300	\$17.00	\$39,100
Olive Garden	55	\$5.00	\$275
Round Table Pizza	2000	\$5.50	\$11,000
Grand Total			\$183,738

The Big Read. The Big Read officially opened at the Farmer’s Market on April 2, 2011 with the first day of the Read-A-Thon. Over four consecutive Saturdays, 100 community members took to the stage to take turns reading passages from *In the Time of the Butterflies* until the entire book had been read cover-to-cover. Listeners often sat and enjoyed snacks purchased at the market while the story was read. Balloons were handed out to children who stopped by with their parents. Hayward’s own Book Shop was present to sell copies of Julia Alvarez’ books during the reading.

As with all programs and activities, there is a tremendous amount of “behind-the-scenes” work necessary to ensure the success of events such as The Big Read. For example, the Library Operations team set up and took down all the tables, chairs, sound equipment, stage, etc., needed for the Read-a-thon four Saturdays in a row. On two of those Saturday, Library Pages also had to set up and take down the Friends of the Library book sale at the same time! Through communication and team work, the Library Pages were able to do everything without any problems. They were able to adapt to changes without missing a step. Kudos to the Operations team for their outstanding efforts!

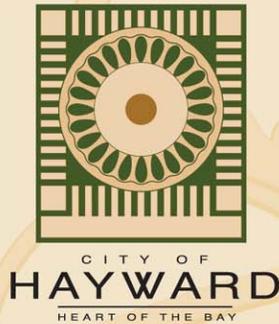
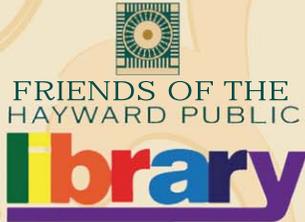
In addition to the Big Read-a-Thon, numerous other Big Read activities took place during April and May. For example, several hundred copies of the book were purchased with Big Read grant funding and successfully distributed to high school students in Hayward whose teachers pledged to read and discuss the book in their classrooms. Hayward City Council Member Francisco Zermeño held a lively discussion in Spanish of *In the Time of the Butterflies* at Weekes Branch on April 20, 2011. And four poetry workshops, culminating in a multigenerational Poetry Slam event, were held throughout April and May. The culminating Poetry Slam event featured original poetry written by local poets and inspired by the themes of *In the Time of the Butterflies*, with cash prizes for the top three poets provided by the Friends of the Library. And on May 10, the author herself, Julia Alvarez, appeared live via Skype for an intimate discussion about her life and work.

A full summary of the May events, as well as the final Big Read report will appear in the next Library Activity Report, so stay tuned!



a Taste of Hayward

Presented by



*June 8, 2011
5:30-8:30pm*



*Hayward City Hall Rotunda
777 B Street, Hayward, CA 94541*

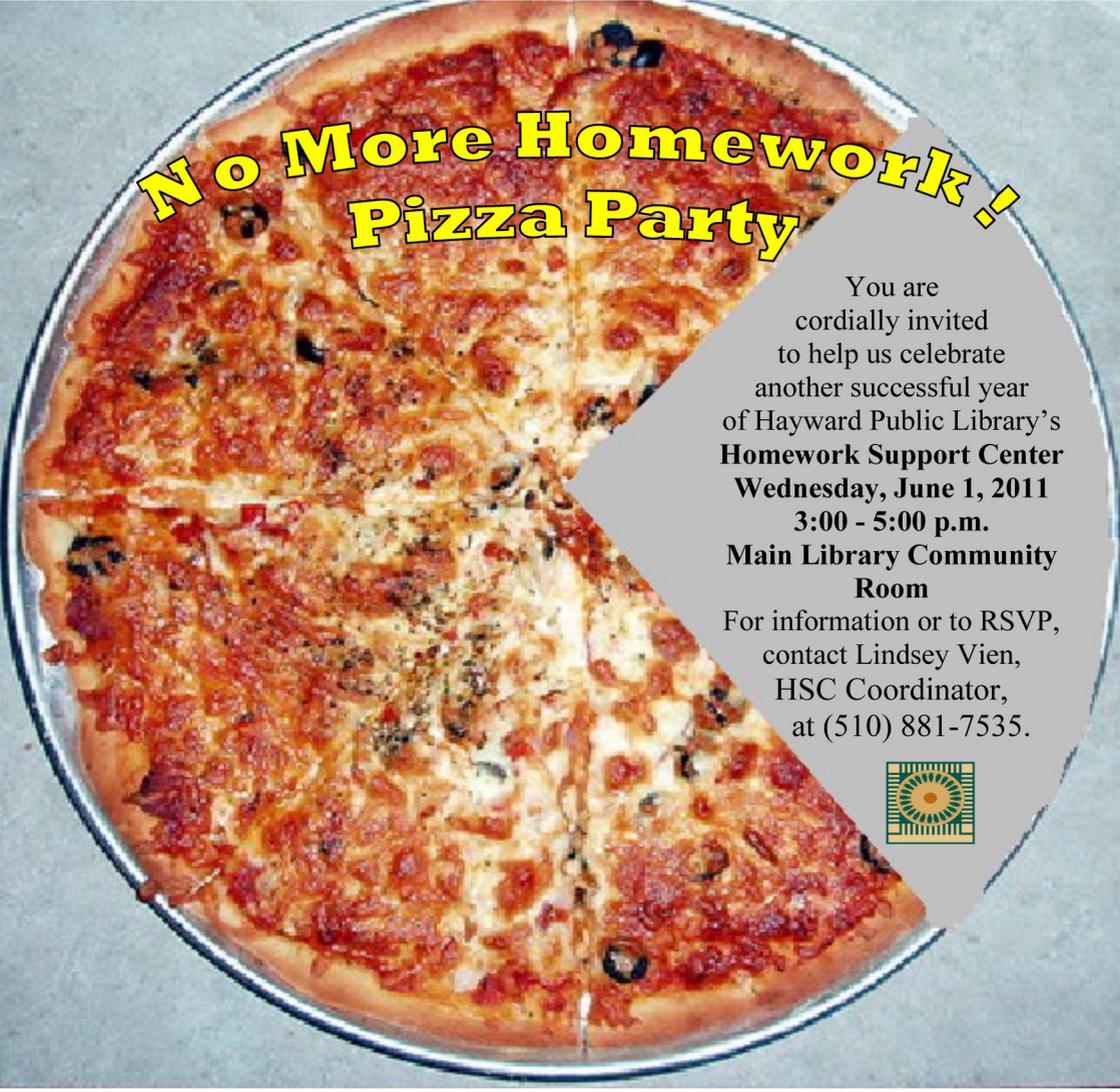
*Sample Wines from over 40 wineries
and taste food from the area's Best
Restaurants, Caterers, and Retailers.*

*Silent Auction • Raffle • Door Prizes
\$30 in Advance | \$40 at the Door*

*Proceeds Benefit Hayward Public Library's After School Homework Support Center
For tickets or more information, contact Event Director Jack Papazian at 510.828.7459*



flyer design sponsored by Patrick Hari, Leadership Hayward alumnus



No More Homework! Pizza Party

You are cordially invited to help us celebrate another successful year of Hayward Public Library's Homework Support Center
Wednesday, June 1, 2011
3:00 - 5:00 p.m.

Main Library Community Room

For information or to RSVP, contact Lindsey Vien, HSC Coordinator, at (510) 881-7535.



From: Access Hayward [mailto:noreply@user.govoutreach.com]
Sent: Saturday, May 07, 2011 10:57 AM
To: Sean Reinhart
Subject: City of Hayward: You have been assigned a new Request #: 19135

Request type: Complaint

Request area: Contact the Library Director

Citizen name: Anonymous

Description: your library has a bad odor. as soon as i walk in the door it is obvious you need to dis-infect your walls, carpet, table tops, keyboards. in addition, it does not make any sense to just mop the bathroom floors and vanity top when cleaning. those BATHROOM WALLS need to be cleaned. Get a pressure washer and spray those walls down with something that includes soap and chlorine bleach! that is the only way you are going to rid that bathroom of the horrid smell it has! if you cannot pressure wash, then scrub those dirty walls down. it is your responsibility to make sure the patrons enjoy a library that has no sanitation issues. You have been so used to seeing the library in the state that it is in, that you see nothing wrong with it. Well, it stinks! You may ask, "well, i see nothing wrong with it" and my response would be, "it depends on what you are comfortable around-both at work and at your home"....

Expected Close Date: 05/13/2011

From: Access Hayward [mailto:noreply@user.govoutreach.com]
Sent: Friday, May 06, 2011 2:03 PM
To: Sean Reinhart
Subject: City of Hayward: You have been assigned a new Request #: 19112

Request type: Compliment

Request area: Contact the Library Director

Citizen name: Joelle Charbonneau

Description: Dear Sean:

I just wanted to introduce myself and say thank you. My name is Joelle Charbonneau. I am the author of Skating Around The Law - the first in the Rebecca Robbins mystery series by St. Martin's/Minotaur. As both a reader and an author I want to thank you for the wonderful work you are doing to keep reading alive in our country. Very often people forget how important our libraries are especially when they talk about budget cuts. I know this is a hard time for libraries and I just wanted to say thank you for all you do. You probably don't hear it enough.

Best Regards,
Joelle Charbonneau

Skating Around The Law ~ Out Now ~ Minotaur Books
Skating Over The Line ~ Sept. 27th, 2011 ~ Minotaur Books
Murder For Choir ~ TBD ~ Berkley Prime Crime
www.joellecharbonneau.net

Expected Close Date: 05/13/2011

Special Summer Events



June 25, 2011
Karen Quest's Cowgirl Tricks
 12 p.m. at Main Library
 2 p.m. at Weekes Branch



July 9, 2011
Drummm Rhythmic Events
 12 p.m. at Main Library
 2 p.m. at Weekes Branch

READING August 13th
 11-3 p.m.
RODEO



Nick Barone Puppets
 12:30 p.m.

Jose Luis Orozco!
 1:45 p.m.

Thanks to Our Sponsors



The Book Shop of Hayward



Hayward Public Library 2011 Summer Reading Log

June 13th—August 13th



Name

Library Card Number

One World, Many Stories

SUMMER READING INSTRUCTIONS

- 1 Write the number of minutes that you have read each day in the boxes below.
- 2 Collect your prize after completing each level.
- 3 Call or stop by one of the library with any question about the Summer Reading Program
- 4 Have fun!

Prizes

Sign up and get:
Applebee's Meal

Read 3 Hours/180 Minutes and get:
Tattoo
Chabot Space & Science 1/2 off
Baskin Robbins \$1 Ice-cream

Read 6 Hours/360 Minutes and get:
Silly Putty
Clif Bar
Lawrence Hall of Science Admission

Read 9 Hours/540 Minutes and get:
Card Game
Museum of Children's Art Admission
Aqua Adventures Admission

Read 12 Hours/720 Minutes and get:
Notebook and Pen
Children's Fairyland Admission
Chiptole Mexican Grill Meal

Read 15 Hours/900 Minutes and get:
Paperback Book and Bag
Fresh Choice Meal
TGI Friday Meal
Round Table Personal Pizza

June

13th	25th
14th	26th
15th	27th
16th	28th
17th	29th
18th	30th
19th	
20th	
21st	
22nd	
23rd	
24th	

July

1st	11th	21st
2nd	12th	22nd
3rd	13th	23rd
4th	14th	24th
5th	15th	25th
6th	16th	26th
7th	17th	27th
8th	18th	28th
9th	19th	29th
10th	20th	30th
		31st

August

1st	12th
2nd	13th
3rd	
4th	
5th	
7th	
8th	
9th	
10th	
11th	

Grand Total

July Total

