



## CITY COUNCIL STAFF REPORT

DATE: April 16, 2014 NEW BUSINESS

SUBJECT: WELWOOD MURRAY MEMORIAL LIBRARY REMODEL PROJECT  
CONTRACT AWARD, CP 13-03.

FROM: David H. Ready, City Manager

BY: Special Projects Coordinator

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### SUMMARY

The proposed action would result in an award of contract for the Welwood Murray Memorial Library Remodel Project, CP 13-03, and the granting of special change order authority.

### RECOMMENDATION:

1. Award of contract for the Welwood Murray Memorial Library Remodel Project, CP 13-03, to Abboud Diamond Construction, Inc., in the amount of \$1,100,000.
2. Authorize the Director of Finance & Treasurer to transfer funds from Measure "J" Unscheduled Reserves to cover Welwood Murray Memorial Library remodel project shortfalls.
3. Grant Special Change Order Authority to the Special Projects Coordinator, up to the total amount of 5% of the awarded construction contract amount subject to regular reporting to and consultation with the City Manager.
4. Adopt Resolution No. \_\_\_\_\_, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, AWARDED A CONTRACT FOR THE WELWOOD MURRAY MEMORIAL LIBRARY REMODEL PROJECT AND FINDING THE WORK TO BE PERFORMED WILL DIRECTLY CONTRIBUTE TO THE LIBRARY USE OF THE WELWOOD MURRAY MEMORIAL LIBRARY."

# Item No. 5A

STAFF ANALYSIS:

On March 18, 2014, at 3:00 pm, bids were received for the Welwood Murray Memorial Library Remodel Project, CP# 13-03 as follows:

<u>Bidder</u>	<u>Amount</u>
Abboud Diamond Construction, Inc	\$1,100,000
4 Aces Construction	\$1,121,113
Doug Wall Construction	\$1,224,785
Broughton Construction, Inc.	\$1,259,078
Hamel Contracting	\$1,290,866
Dalke & Sons Construction	\$1,388,480
CA Construction, Inc.	\$1,410,000
Young Contractors, Inc.	\$1,440,000

The responsive, responsible low bidder on the project is Abboud Diamond Construction, Inc. in the amount of \$1,100,000. The bidder is from Moreno Valley and did an outstanding job of reaching out to local subs; its bid includes local subs equaling 36% of the total. A sample of the local subs include Brudvik Electric, Kincaid Plumbing, Magik Glass, and Del's Flooring.

On past large and complex projects the City Council has given special change order authority in the amount of 5% of the contract amount to the project administrator subject to regular reporting to and consultation with the City Manager. For this project staff seeks the same authority. The following is included in the recommended resolution:

That the Special Projects Coordinator, in consultation with the City Manager, is hereby authorized to approve cumulative change orders up to 5% of the Welwood Murray Memorial Library Remodel Project construction contract amount, subject to regular reporting back to the City Council. When the 5% is exceeded, additional authority will be required by the City Council for all additional change orders; thereafter, shall be approved by City Council.

The proposed improvements are intended to further and enhance the redevelopment of the library as a modern library that reasonably satisfies and provides library services to the City and its residents and visitors, consistent with the current needs and expectations of the users of the library. A memorandum from the Director of Library Services is attached to this Staff Report in support of this conclusion. Prior memoranda and staff reports to the Council over the last few years regarding the project also support this conclusion.

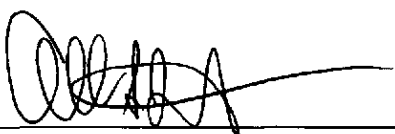
FISCAL IMPACT:

The Welwood Murray Memorial Library project had a construction budget of \$900,000. The low bid came in at \$1.1million. Why the \$200,000 discrepancy? The following is a listing of items that affected the bid price:

1. Add of a Fire Sprinkler system	\$60,000
2. Relocate Tahquitz/Indian signal panel	\$38,000
3. Relocate PC decorative lighting panel	\$30,000
4. Addition of transformer for new service	\$22,000
5. Late addition of interior designer (The bid Includes \$40,000 allowance for upgrades)	\$40,000
6. No direction on courtyard improvements (The bidders carried a \$40,000 allowance)	\$40,000
Total	\$230,000

Item 1 is not a code requirement and could be deleted. Items 2 and 3 were surprise issues as the electric services for these totally unrelated uses were located in the Welwood; other funding sources for traffic and lighting could be allocated – but the panels have to move. Item 4, late in the game SCE advised they could not provide the power we wanted unless we installed a transformer. Item 5, if someone else comes thru with improvements to the courtyard we can delete \$40,000 from the contract. Item 6, if we hold the line with the interior designer most of the allowance can be deleted.

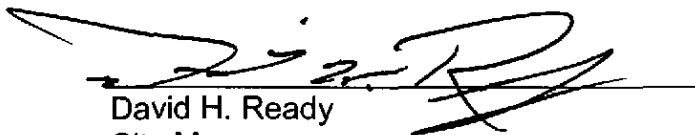
Funds are available in accounts 260-4500-59418 and 261-1395-65224 to cover \$900,000 of the construction cost. Staff recommends that no changes be made to the project and that the additional \$200,000 to cover the bid price be added to the project from Measure "J" Unallocated Funds Account.



Allen Smoot  
Special Projects Coordinator



Craig Gladders,  
Procurement & Contracting



David H. Ready  
City Manager

Attachment: Bid Abstract  
Memorandum of Director of Library Services  
Resolution

City of Palm Springs, CA  
Procurement Contracting Division  
Bid Abstract

BID ABSTRACT	Vendor & Bid Amount	Vendor & Bid Amount	Vendor & Bid Amount	Vendor & Bid Amount	Vendor & Bid Amount
PROJECT NO: CP 13-03	4 Ave Construction	Hamel Contracting	Diamond Construction	Doug Hall Construction	Avia - Construction CA Construction
PROJECT NAME:					
Welwood Murray Memorial Library Remodel	\$1,121,113.00	\$1,290,866.00	\$1,100,000.00	\$1,224,785.00	\$1,410,000.00
DUE DATE: 3/18/2014					
Total of all Bid Schedule Items	\$1,121,113.00	\$1,290,866.00	\$1,100,000.00	\$1,224,785.00	\$1,410,000.00
Witnessed By: <i>Cheryl Martin</i>					
Date: <i>3/18/14</i>					

# Memorandum

**To:** Honorable Mayor Pougnet and Members of the City Council  
**CC:** David Ready, City Manager  
**From:** Jeannie Kays, Library Director  
**Date:** 4/2/2014  
**Re:** Welwood Murray Memorial Library

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Welwood Murray Memorial Library is expected to open in 2015 as a branch of the Palm Springs Public Library. The Palm Springs Public Library serves over 225,000 people each year and the additional location in Downtown Palm Springs will augment services provided at the Main Branch at Sunrise. Welwood Murray Memorial Library will be a 4,300 square foot facility that will house not just the Palm Springs Library Department but the Palm Springs Historical Society and the Bureau of Tourism in a unique collaborative partnership of library service providers. The Palm Springs Historical Society plans to store its archive in the building and provide researchers access to the archive. The Bureau of Tourism plans to assist visitors with recommendations for area attractions, events, and even restaurants. It is expected that everyone working in the facility will share responsibility to serve those who enter the library, assisting everyone who comes into the library with his or her information need. Activities at Welwood Murray will mirror the activities happening at the Main Branch; however at Welwood Murray, we will have experts in their respective field on-hand to offer assistance.

Welwood Murray Memorial Library will provide free wireless Internet, public Internet computers with printing capabilities, magazines, and newspapers. Visitors will have access to check email, print boarding passes, perform localized research on Palm Springs attractions, events, and history, or apply for jobs online. Online services, identical to those available at the Main Branch, include access to professional journals and newspapers, downloadable eBooks and audiobooks, downloadable music, downloadable magazines, language learning programs, career training and job search assistance, tuition search assistance, homework help with live tutors, and genealogy research resources. Most notably, the library's downloadable eBook collection tops 3,500 books and over 1,300 downloadable audiobooks, all of which will be accessible at Welwood Murray Memorial Library.

With the additional location, the library staff at Welwood Murray Memorial Library plans to offer new library programs, exhibits, and events. We expect to host lectures, small concerts, and family activities at Welwood Murray Memorial Library. We feel that the new location will be perfect to host exhibits for Modernism Week, historical photograph exhibits,

and other cultural displays from outside organizations. Our new Community Room will be available to businesses or small groups.

Welwood Murray Memorial Library will be an extension of our already existing first-class library. We are excited to have a second location to serve our community, visitors, and downtown businesses.

Modern libraries are more than book depositories and reading rooms. According to the California Library Association, libraries can help people find the jobs they need, offer computer training, provide educational programs to children, offer homework assistance, and offer free access to expensive databases necessary for many school research projects. In a 2010 Library Journal letter to the editor, Harry Courtright, then Library Director of Maricopa County Library District and now Palm Springs Public Library Trustee stated, "The modern public library is very different from when I came into the profession...There were few chances or even thoughts of asking the folks who walked in the door what they wanted and how they wanted it. The changes in the world (including computers, the internet, self-service at the gas station, bank and grocery store) have resulted in the need for the library to change as well. The public has adapted to these changes and they use them."

Cari Hillman, in a June 1, 2013 article in Middletown Journal (OH) stated, "We are a modern, changing library. We bring you more than just books," she said. "But libraries are evolving into a community meeting area, a technology hub. Libraries change with the times."

On January 3, 2014, Paul Weber, Associated Press, AP Financial News wrote:

"Texas has seen the future of the public library, and it looks a lot like an Apple Store: Rows of glossy iMacs beckon. iPads mounted on a tangerine-colored bar invite readers. And hundreds of other tablets stand ready for checkout to anyone with a borrowing card.

Even the librarians imitate Apple's dress code, wearing matching shirts and that standard-bearer of geek-chic, the hoodie. But this \$2.3 million library might be most notable for what it does not have--any actual books.

That makes Bexar County's BiblioTech the nation's only bookless public library, a distinction that has attracted scores of digital bookworms, plus emissaries from as far away as Hong Kong who want to learn about the idea and possibly take it home.

'I told our people that you need to take a look at this. This is the future,' said Mary Graham, vice president of South Carolina's Charleston Metro Chamber of Commerce. 'If you're going to be building new library facilities, this is what you need to be doing.'

All-digital libraries have been on college campuses for years. But the county, which runs no other libraries, made history when it decided to open BiblioTech. It is the first bookless public library system in the country, according to information gathered by the American Library Association."

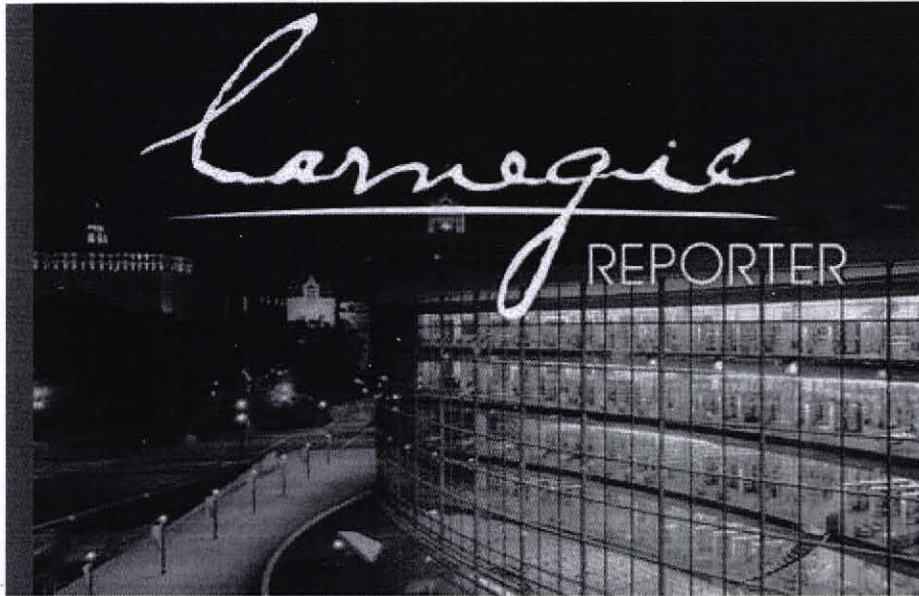
In the March 2008 issue of Public Management, ICMA writes about "Local Government Managers and Public Libraries: Partners for a Better Community." The article is specifically focused on the changing roles of public libraries:

"Libraries are a dynamic resource and play many roles in their community. They are no longer just a place to get books and quietly study. Community needs are evolving and libraries are changing with them. And libraries function inside and outside their four walls through literacy programs and bookmobiles, and form nontraditional partnerships with other government departments to better serve residents.

The rise of the Internet has turned libraries into a communication hub for everyone. The Chicago Public Library recognizes that 50 percent of their patrons come for Internet access. Adults and children without computers come to the library and learn to use the technology. Many libraries offer free WiFi, giving business people and students another place to work. Visitors and tourists are able to come in and check their email. The Internet allows libraries to provide access to critical information and databases required by residents 24 hours a day/7 days a week. In Arlington County, Virginia, use of the library's Web site makes it the second largest branch in the system by use—all in a "virtual" world."

With over 225,000 people visiting the Main Branch at Sunrise during Fiscal Year 2012-13, we can only imagine the number of people who will visit our branch in Downtown Palm Springs. We know that, through technology, the possibilities and opportunities are endless.

(Copies of the articles referenced in this memorandum as well as an article from the Spring 2012 Carnegie Reporter are attached for reference.)



VOL. 6 / NO. 4 / SPRING 2012



# TODAY'S PUBLIC LIBRARIES: PUBLIC PLACES OF EXCELLENCE, EDUCATION AND INNOVATION

*by* Daniel Akst

**IN OUR DIGITAL AGE, PUBLIC LIBRARIES ARE NOT ONLY THRIVING BUT SERVING NEW PURPOSES AND NEW POPULATIONS.**

Knowledge was hard to come by in the 19th century, when Andrew Carnegie began funding libraries all over America. People didn't have much money, schooling was limited, and leisure for learning was scant.

Today, of course, things are different. The average American is awash in information, more and more of it pouring from the bottomless cornucopia of the Internet, that life-changing simulacrum of the universal library scholars and science fiction writers fantasized about for so long. As almost everyone knows by now, it's vast, ubiquitous and always available.





The main section of the Anythink Brighton (Colorado) library is seen through multicolored glass panels in the children's area. The building is the first "carbon neutral" library in the U.S.

Yet in the first decade of the 21st century, as the Internet was reaching into almost every arena of American life, libraries were bustling. Library visits per capita rose by 24 percent. Circulation was up by about the same. Nor are physical libraries about to disappear any time soon, at least judging by the evidence literally on the ground. On the contrary, not only has the number of libraries grown, but since 1990 this country has witnessed a remarkable renaissance in library construction. Many communities have built modern new library facilities, some of them designed by the likes of Michael Graves, and Rem Koolhaas and Moshe Safdie. Other libraries, such as the White Tank Branch Library in Arizona have become leaders in using "green technology"; the Anythink Brighton Library in Colorado is the first carbon-positive library in the U.S. and is actually able to contribute energy to the local power grid.

Despite the Internet, it seems, libraries persist—and even thrive. Given the wealth of information and reading material at our fingertips at all times, it's fair to ask: why should that be? Why do people still want—and need—public libraries? There are many reasons, but the most important have to do with a couple of ideas that might sound archaic to modern ears, perhaps because in reality what they are is enduring.

The first is the notion of place, a thing the Internet was supposed to have obliterated. Yet a funny thing happened on the way to the digital future: place kept mattering. It turns out that people often need somewhere to go, especially people who aren't affluent enough to live in big houses. People with large families might need some peace and quiet, or a change of venue for study that is removed from the television and the refrigerator. People who live alone—and their ranks are increasing daily—might just want a little company while they read. An ideal place for all these folks should be safe, convenient and most of all public—a place where you don't have to

buy anything yet can stay as long as you like. Libraries are the very definition of such locales, and our unending need for this place that isn't home, work or care accounts for a lot of their persistence. Library patrons themselves will tell you that. After she was laid off by Home Depot, Shamika Miller visited the public library in Tracy, California, almost every day during 2008 to look for work. As she told the *Wall Street Journal*, "There's something about the library that helps you think."

The second reason libraries persist is the notion of *improvement*, something that has been an article of faith among librarians and their civic backers for as long as there have been libraries in this country. We Americans were early proponents of universal education and individual initiative, and we long ago recognized the importance of giving people a chance to make their lives better by gaining knowledge and cultivating their minds—in other words, improving themselves both materially and intellectually. It's an idea redolent of Ben Franklin and Samuel Smiles, Horatio Alger and even Dale Carnegie.

We're supposed to know better, somehow, today. The idea of progress isn't so universal any more. But if you think self-improvement is dead, or is only the kind of thing people do at the gym nowadays, you need to visit a public library or two—particularly in a neighborhood full of new Americans. They need a place to go where they can pursue the mission of improvement, which after all is what made them come to this country to begin with.

I live part of every week in New York's borough of Queens, in the neighborhood of Flushing, and I defy anyone to visit the big public library there, a short walk from the end of the number 7 subway line, without coming away a little misty-eyed at the scene inside. Flushing has a vibrant Asian population, and if you visit almost anytime after school you'll find the place packed with Asian-American kids hitting the books. These young people have computers, cell phones—a full complement of technology. But they also have books. And they're not fooling around. This is a big, multi-story building, and when I last stopped in, on a Saturday afternoon, there was nary an empty seat in the house.

Librarians no longer do a lot of shushing, a young staff member at the information desk told me, and so the library offers a quiet room for those bent on intensive concentration. But as I walked among the tables in the rest of the facility, you could hardly tell the whole place wasn't a quiet room. There were kids everywhere, yet little noise. Everyone was immersed in study. And they had chosen to study in the library.

Public libraries were my introduction to the world of ideas, and to the possibility of life as a writer, so nothing could be more thrilling than seeing all these aspiring young scholars hard at work. What a useful corrective to the drumbeat of pessimism that besets us from the media.

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"Librarians have more training nowadays, not just in using computers but in communicating with patrons. And they are using the tools of the digital revolution the very ones that were supposed to make librarians obsolete—to do a better job for the public." ”

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Yet there is more to this library than eager students—a great deal more. There is a monthly support group—conducted in Mandarin—for families struggling to care for a loved one with Alzheimer’s disease. There are courses in Microsoft Word for Spanish speakers. There are youth-oriented programs, such as a teen *Jeopardy* challenge (and judging from what I saw in the library, that competition will be tough). A weekend performance combining Congolese dance with tap and urban fusion was on the agenda in the auditorium. Other branches of the sprawling Queens Library system offer programs for just about everyone, from toddlers to job-seekers to retirees, in just about every conceivable language—including, of course, programs aimed at new Americans and, since this is New York, programs on the rights and obligations of tenants.

Visiting the Flushing library helped me realize that libraries persist because the marketplace, with all its many splendors, provides no good alternative to these comforting institutions where you can sit and think without a penny in your pocket. Libraries also persist because the idea of improvement persists—and because libraries continue to meet the needs of their patrons, perhaps even better than they have in the past. Library layouts have been evolving in recent years to accommodate different groups of patrons—just as they did years ago, to accommodate children. Librarians also have more training nowadays, not just in using computers but in communicating with patrons. And they are using the tools of the digital revolution—the very ones that were supposed to make librarians obsolete—to do a better job for the public, for example by promoting community discussions online, offering help on the Web and using Twitter to keep patrons informed.

In New York City, in Chicago, in Los Angeles and so many other places that are magnets for immigrants, libraries provide reading material in a host of tongues, not to mention instruction in the English language and workshops on how to become a citizen. They still provide books, of course, but they also provide Internet access for those who lack a connection, a computer or even a home. In smaller communities, they remain cherished civic and cultural spaces, anchoring sometimes tattered main streets and serving as a destination for children after school and the elderly after a lifetime of work. This idea of improvement—of helping people to make their lives better through knowledge, just as Andrew Carnegie sought to do through his vast international library-building program—is what ties together all the things libraries do today.



Library patrons participate in a seminar about downloading digital books to their mobile devices for free at the Reston, Virginia branch library.

And during hard times, libraries do a pretty wide range of things. Several public libraries, following the lead of San Francisco's Main Branch, have hired social workers, for instance, to help them deal with the homeless, many of whom depend on the nearest public library for everything from Internet access to daily ablutions. The Greensboro, N.C. public library started providing haircuts and blood pressure screenings to these needy visitors. In Gainesville, Fla., the Alachua County Library District has coped with declining in-person access to government services by forming the Library Partnership, a facility containing both a library and various community services. By this means the library has made itself into a gateway for local residents seeking health and legal services, rent and utility subsidies, counseling and tax help, not to mention book and clothing drives and weekend food for kids nourished by the food lunch

program during the week. Like so many libraries, the one in Gainesville goes far beyond providing food for thought.

At the Columbus, Ohio Metropolitan Library, meanwhile, job centers have opened at all 21 branches to help patrons cope with the recession through resume instruction and the like. The library also brought in experts in employment, entrepreneurship and business development. In 2010 alone the program helped 44,000 people. Its web site offers links to job sites, and for younger patrons, there's homework help at every branch. At the Hilltop branch, which offers classes in English as a second language and "going beyond Google" in using the Internet, among other services, there was a special incentive for student performance: Sarah Wright, who runs the Hilltop homework center, set up the "A Meter" to track the number of top grades students got on assignments and tests. Library staffers agreed to do some outrageous stuff when the meter hit various benchmarks—including dressing up like Lady Gaga or taking pies in the face from kids, who've had to study in order to earn the right to throw them.

Always useful, public libraries are an invaluable haven in hard times. Predictably, they were thronged as a result of the Great Recession. Library visits hit 1.59 billion in 2009, an all-time record. Many patrons were drawn to free Internet access, often for job-hunting, and then discovered what a great deal the library is for all sorts of diversion and enlightenment. Some unemployed patrons reported going to the library daily as a kind of office. Cash-strapped libraries found that career-oriented books flew off the shelves and Internet-connected computers were oversubscribed—as were popular titles such as Stephenie Meyer's "Twilight" series. At the Randolph County Public Library in Asheboro, N.C., a near-stampede of new patrons driven to the library by hard times wore out the carpet. Recessions in 1987 and 2001 saw a similar upswing in library patronage. Despite cutbacks in funding—and the need to become career counselors and even consolers of jobless patrons, harried librarians coped.

The dedication of librarians all across this land is one reason that Carnegie Corporation, in conjunction with *The New York Times* and the American Library Association, bestows the "I Love My Librarian Award" to 10 librarians each year who are nominated and selected for service to their communities, schools and campuses.\* Commenting on the 2011 winners, Carnegie Corporation President Vartan Gregorian said, "Libraries are the treasure house of civilization. Librarians are our guides to this treasure house. With their help, we can translate the overwhelming flood of information generated by our hectic, complex world into true knowledge and understanding."



A citizenship class at the East Elmhurst Branch of the Queens, New York public library.

The idea that public institutions can help us improve our lives has fallen into disrepute in some quarters. Critics of government programs point to unintended consequences and mounting deficits. The financial crisis of 2007-08 has taken its toll on cultural institutions across the board. Funding for public colleges and universities has plunged, newspapers have shrunk or in some cases vanished thanks to a radical reduction in advertising revenue, and despite strong public support for libraries, their budgets have been mauled. As state and local governments have tightened their belts, libraries have been forced to curtail hours and services during an economic downturn that left millions of Americans less able to afford books and more in need of job-training guidance and other employment-related help.

Just when Americans needed libraries most, in other words, services were slashed. *Library Journal's* annual budget survey, published in January, painted a grim picture. "Most libraries have still not recovered from the massive cuts inflicted since the financial crisis of 2008," the magazine reported, "and when this depressed starting point meets with the rapid evaporation of state aid and the inexorable rise of expenses, then the numbers often translate to stressed staffs, fewer materials, and reduced service hours."

Big city libraries have been hit hardest. Libraries serving a population of one million or more reported that staffing was cut by a third in the preceding year—a brutal reduction. Staffing was cut by a fifth in communities of 500,000 to 999,999. San Jose has built four new branch libraries that it can't afford to open. Smaller library systems have fared less badly, but even there, harried librarians must juggle an ever-growing workload, with predictable effects on

morale. Donna Howell, the director of the Mountain Regional Library System in Georgia, told the magazine, "Library use is up about 25 percent since 2009 with about the same number of staff—everyone is doing more and getting paid less."

To compensate, libraries are working hard to become more efficient. But they're also looking for new sources of revenue, some of which sound as if they might change the free and egalitarian nature of these places. "It was from my own early experience," wrote Andrew Carnegie in his autobiography, "that I decided there was no use to which money could be applied so productive of good to boys and girls who have good within them and ability and ambition to develop it, as the founding of a public library in a community which is willing to support it as a municipal institution."

The whole point, in fact, was to give the have-nots a chance to improve their lot through learning. Yet to generate revenue, some libraries are offering patrons first dibs on new releases or flexible due dates—for a fee. In Hayward, California, the library offers patrons a menu of plans reminiscent of Netflix. For \$2.99 a month, library users get to check out three items at a time and keep them as long as they like, with no due dates. Pay \$8.99 per month and you get up to 10 items at a time on the same no-fines principle. If another patron wants to use an item checked out under the "Fines Free" program, the library says it will buy another. Other libraries are selling sponsorships to businesses to keep the doors open, or inviting for-profit test-prep companies to give classes. Some libraries go even further, outsourcing operations to a for-profit library company that markets its ability to run library operations for less.

These measures aren't necessarily so bad, and the motivation is understandable, given that library funding from public sources has been cut sharply. But these efforts could undermine the precious idea of a library as an egalitarian public institution where money doesn't matter and buys no extra privileges. Public libraries are different from subscription libraries. They are publicly run, even if they're operated by a not-for-profit association, as many are, and they have a universal purpose, part of which is to promote democracy through access to knowledge. The public, correctly, perceives them as equal-access educational institutions. Library taxes enjoy overwhelming public support, too. And aside perhaps from firefighters, few public servants are more popular than librarians, who must now work harder than ever to cope with greater demand and diminished resources while trying to decide what kinds of compromises they should make to keep their cherished institutions afloat.

In New York City, in Chicago, in Los Angeles and so many other places that are magnets for immigrants, libraries provide reading material in a host of tongues, not to mention instruction in the English language and workshops on how to become a citizen.”

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When libraries close, the formerly employed librarians suffer, of course, but so do the patrons. Thanks to budget cutting, moreover, libraries aren't open as much as they used to be. Overall, in 2008, libraries were open just shy of 60 hours a week on average. In 2011 they were down to just 49 hours. That hurts, because as much as anything else, libraries really are places to go—something especially evident in crowded immigrant neighborhoods such as Flushing.

Yet with the digital revolution well under way, it's worth asking at this juncture whether America's roughly 16,700 bricks-and-mortar public libraries have a future. Books and other textual matter are fast abandoning ink and paper in favor of electronic storage, distribution and consumption. You may love the feel of a book in your hand, but the future of books is in all likelihood digital. And that raises questions about libraries. Will they merely serve as repositories and gatekeepers for human knowledge encoded in ones and zeroes? Will there be any need for the buildings we now think of when someone mentions "library?" Can they function if they cease to be primarily dispensers of books?

Since libraries serve an important role as our collective memory, it's only sensible that we turn to history for some answers. And what the record shows is that libraries have always struggled with the problem of purpose—and they were never intended to be mere dispensers of books. The publicly supported libraries that we know today trace their roots back to the middle of the 19th century, when they sprang up as extensions of the relatively new public primary schools. They were intended, in other words, as both educational and civic institutions, offering a way for grown-ups to educate themselves at a time when not many attended secondary school.

Almost from the outset, there was tension between the idealism of librarians, who saw their role as one of public uplift, and the desires of patrons, who wanted free access to popular fiction. Some librarians took comfort in the notion that such readers, sucked in by such light reading, would advance to more enlightening works, and no doubt some did. But librarians had little choice but to supply it, since accepting public support meant bowing, at least to some extent, to public tastes.



The spread of public support for libraries was a crucial development in which Andrew Carnegie played a major role. Beginning in 1886, Carnegie (and later, Carnegie Corporation of New York) spent \$56 million to create 1,681 public libraries in nearly as many U.S. communities, plus 828 more elsewhere in the world. In order to get Carnegie funding, communities had to agree to spend on annual maintenance 10 percent of the initial cost of the library. This meant a tax, one people were willing to pay, but one that invested them in the library whether they used it or not. Libraries became, more than ever before, truly public institutions.

This in turn broadened their purpose. For example, they began not just admitting children, but creating special departments for them. The public at large wanted entertainment as much as enlightenment, yet the democratization of the library also provided an opening for librarians to go well beyond handing out the latest literary love story. Reference departments, for example, were created in the 1890s, putting trained librarians and library resources at the disposal of the citizenry.

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How libraries will fit into the future of books remains unclear... but given public expectations and the important role libraries already play, it's a good bet they'll be involved, whatever the future holds.”

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Infused with missionary zeal, librarians in the early 20th century realized that libraries could be important cultural institutions, especially in towns and cities where culture was otherwise scarce. Carnegie libraries, for instance, were often the biggest and most important public buildings around, and many contained meeting rooms that made it easy for them to hold classes, lectures, concerts and exhibitions. Many libraries in out-of-the-way places became the center of social life as well as a crucial entry point for local residents to access culture and the arts—roles that persist to this day in small town libraries across America.

Inevitably, libraries tried adult education, spurred in part by a 1938 study (funded by Carnegie Corporation) called *The Public Library—a People's University*. These efforts were never very successful; for one thing, community colleges offered all kinds of adult learning opportunities, and for another, most library patrons weren't interested in signing up for classroom education. In the 1960s and 1970s, libraries conducted aggressive outreach programs to extend their

services beyond their often middle-class clientele. Some libraries also struggled to reinvent themselves for the dawning computer age—as perhaps they are still doing.

Yet even with the Internet at their fingertips, Americans still need—and want—their public libraries, even if only as a place to access the Internet. Most of us, though, want and expect much more from our libraries, and that's reflected in every measure of public attitudes toward them. Consider that homes near libraries sell for higher prices. Two-thirds of American adults say they visit a library at least once annually. Last year voters approved a remarkable 87 percent of library operating ballot measures, suggesting that taxpayers overwhelmingly believe they are getting their money's worth from these venerable and much-loved institutions.



Sign at the reference desk of the Brookline, Massachusetts public library

So for now at least, the American people want their libraries. The question then is, what will be the role of the library in the digital tomorrow? Susan Hildreth, a former top librarian in Seattle and for the state of California who is now director of the federal Institute of Museum and Library Services, has thought about these issues and offers a sensible vision for what's ahead. "I see three big goals for libraries," she writes. "Provide engaging learning experiences, become community anchors, and provide access to content even as the devices for accessing that content change rapidly."

As we've seen, libraries are already working hard on providing engaged learning, and have been doing so for decades. As to their role as community anchors, well, that goes back more than a

century. Which leaves us with the matter of access to the materials of culture. In the popular mind the best known mission of the public library, of course, is lending books, to say nothing of videos and other material—all the wonderful stuff reductively known nowadays as “content.” And public libraries are well on the road to lending that content in digital form, which will surely be the main form in which it is consumed a decade or two from now. OverDrive, a leading distributor of eBooks for libraries, reported that in 2011 users checked out more than 35 million digital titles, while 17 million titles were put on hold.

Much remains unsettled in this brave new world; theoretically, after all, a single library owning a single digital copy of every book could lend them all simultaneously to every library patron anywhere in the world. Of course, this would be the end of books sales as we know them—and might well strangle off literary production, since writers would have no way to get paid for their work. Right now libraries usually are only permitted to lend an eBook to one user at a time, and some publishers place restrictions on how many times a given eBook can be loaned out. The digital revolution is rattling the entire publishing ecosystem, wiping out bookstores and threatening publisher profit margins. How libraries will fit into the future of books remains unclear. But given public expectations and the important role libraries already play—accounting for something like 10 percent of print-book sales, for example—it’s a good bet they’ll be involved, whatever the future holds.

Libraries have real challenges ahead in balancing the needs of traditional readers against the many other cultural and civic functions that libraries can fulfill. But they also have advantages: as popular books in digital format have grown more affordable, and virtually the entire library of cinema is available for streaming at minimal cost, libraries can begin to free themselves from the role of providing entertainment already amply supplied by the marketplace—a role librarians have long been uneasy about.

Instead, librarians can focus on their unique capabilities as repositories, organizers and guides to knowledge. They can provide a focal point for their communities, as well as a necessary refuge. And they can carry forward the faith in improvement that has sustained them all along. By upholding their great tradition of public service, libraries will continue to win public support—and, it is hoped, public dollars. It’s a great bargain for society, and one likely to keep libraries in business long into the digital future. ■

*Daniel Akst is an author, journalist and former trustee and treasurer of the one-room Tivoli Free Library, which anchors its tiny community in New York’s Hudson Valley. He’s written on the subject of libraries twice before for the Carnegie Reporter over the years, exploring the*

*difficulty future generations may have in deciphering our digital texts and the shape library lending may someday take when most of it occurs electronically. He is the author of two novels and two nonfiction books found in many libraries, and his articles and reviews have appeared in the Los Angeles Times, New York Times, Wall Street Journal, Wilson Quarterly and many other publications. He is a columnist and editorial writer for Newsday.*

\* Carnegie Corporation does not have a specific program focused on supporting libraries in the U.S. However, in keeping with Andrew Carnegie's belief in the importance of libraries in providing access to education for all citizens as well as in helping to strengthen American democracy, the foundation does, from time to time, fund specific library-related efforts such as the "I Love My Librarian" awards. Another example is a 2011 grant of \$5 million—given in recognition of the Corporation's Centennial—to the three New York City public library systems: the New York Public Library, Queens Library and Brooklyn Public Library to help enhance the libraries' ability to serve the public in general and the city's 1.1 million public school children in particular. Previous support has included \$1 million to help some 800 small and rural libraries across the country to receive the fifty-volume Library of America great books series and \$4.5 million in memory of the 9/11 victims, to support the book collections at the New York Public Library and at the Brooklyn and Queens libraries. In addition, the Corporation also recently concluded a decade-long program of assisting in the development of public libraries in South Africa.





# [feedback]

**"We have had double-digit increases in use...  
as a result of the many 'fads' we have implemented  
after asking our customers...what they wanted"**

## The modern P.L.

Over the past few months, a number of letters to *LJ* questioned public libraries that have offered Deweyless organization, vending machines for food, bookstore models, self-service, drive-ins, and even vending machines for books, DVDs and the like (e.g., "No vending machines," Feedback, *LJ* 5/15/10).... Our folks want all these services and more.

The modern public library is very different from when I came into the profession.... There were few chances or even thoughts of asking the folks who walked in the door what they wanted and how they wanted it. The changes in the world (including computers, the internet, self service at the gas station, bank and grocery store) have resulted in the need for the library to change as well. The public has adapted to these changes and they use them.... To charge a fee for checking out DVDs, music CDs, or new best sellers is outdated and a disservice to our users. Yet there are public libraries that still charge. Some who charge for basic services...condemn those of us who listen to our customers and provide what they want and how they want it.

These changes in service...are serious attempts to meet customer needs and requests in ways that make customers happy and make them feel the library is doing what they want it to do and how they want it. We have had double-digit increases in use for over seven years as a result of the many "fads" we have implemented....

I would never argue that staff are not a

critical element to the success of the public library; however, to have real success you need to put the customers as number one. After all, they are the ones who pay the bill.

—Harry R. Courtright, Dir./Cty. Libn.,  
Maricopa Cty. Lib. Dist., Phoenix

## Fees for better service

Francine Fialkoff's editorial "Free or Fee" (*LJ* 5/15/10, p. 8) illustrates thinking "inside the box".... To suggest that all library services remain free in the face of inadequate resources is to cripple public libraries.

Across the country, and especially in California, there have been budget cuts of ten, 20, and 30 percent, with associated cuts in staffing, materials purchases, and database leasing. An implication of the editorial stance of "free services" is that library services may, instead, be "Free—but Not Available."... In California, the Contra Costa County Library's response to great patron demand for popular books is "Yes, that book is available free, but the waiting list is 500 persons long." In other words, the materials are "Free—but Not Available."

Library leaders must think "outside the box." Why not, for instance, consider a fee of \$5–\$10 for offering a patron the "next available" copy of a popular book, moving that patron to the front of the line. The fee could be allocated back to the fund for purchasing additional copies of popular books.... It may be that continual replenishment of the "additional popular books" fund would lead to reduced wait times for all.

Setting different costs for services delivered in different manners is conventional in business and government. Want a passport quickly? Pay \$60 more. The revenue-generating policies of library leaders must be innovative.

—David Kruegel, Pres.,  
Friends of the Library, Moraga, CA

## Libraries aren't "free"

I sit and watch Illinois libraries slowly closing. I worry each day whether we will be able to share and borrow materials from other libraries because the State of Illinois is not paying its bills and cutting budgets for libraries. Then I read Francine Fialkoff's editorial "Free or Fee" (*LJ* 5/15/10, p. 8), and I begin to realize why libraries are sinking ships....

Even Andrew Carnegie didn't really believe in the "free" library. When he gave money for communities to build libraries, he required that the community charge a tax to keep the building up and running....

If Carnegie were alive today, I think he would agree that libraries and services cost money, and someone has to pay for them. Schools absorb the biggest portion of the property tax dollar...and they still charge fees for services. Parks take more tax money than the library, and they charge for every program they offer....

When are we librarians going to wake up and realize that we are doing ourselves and our communities a disservice by saying the library is free? It is incumbent upon us to find additional revenue sources to fund all that we offer to every resident in our districts....

When are we going to get tired enough of doing without, of underpaying our staff, of just eking by, and take action?... First we must admit to ourselves that libraries are anything but free. Everything that we do, everything that we offer costs money, and we have to have money to provide all the services and materials that the public wants and needs.... [W]hen we keep saying that it's free, we send the message that we don't need the money....

If we don't change our tune, our way of thinking and acting, libraries will disappear.... Libraries cost money. There is nothing free about them.

—Sarah A. Tobias, Dir., Sycamore P.L., IL

*LJ* welcomes letters and will publish as many as possible. Those that exceed 250 words may be excerpted by the editors.  
Email [lfeedback@mediasourceinc.com](mailto:lfeedback@mediasourceinc.com);  
or write to: Feedback, *LJ*, 160 Varick Street,  
11th floor, New York, NY 10013;  
FAX 646-380-0756



Leaders at the Core of Better Communities

## ICMA Management Perspective

October 2007

# Local Government Managers and Public Libraries: Partners for a Better Community

### Managers Can Strategically Use Their Public Libraries to Achieve Community Priorities

Once considered quiet havens for study and research, modern public libraries are creating a new niche for themselves in community life. From bridging the digital divide to offering solutions to societal challenges, the public library has evolved into the essential “go to” facility for young and old alike—both physically and in cyberspace.

How effective libraries are in achieving their potential varies depending on how connected they are to the needs and opportunities within a community. Local government managers can play a critical role in helping libraries understand and fulfill community needs and obtain resources necessary for success.

One potential barrier to library effectiveness and integration with the local government is the variation in governance structures for the management of libraries. Not all library directors report to the local government manager. The library may

have a separate authority or board, may be part of a regional entity, or may provide services under a contract. Regardless of the governance structure, libraries are essential to communities, making it vitally important that managers and library directors form strategic partnerships to provide dynamic and responsive community support services. “The central question we have before us is how to connect the library with the local government. One of our core responsibilities as managers within a community is to connect the dots, horizontally and vertically,

in order to achieve the community’s strategic objectives. We as managers need to think of public libraries as partners in this effort,” said Ron Carlee, county manager, Arlington County, Virginia.

Libraries can easily be overlooked or forgotten in local government strategic planning processes. Because of the “discretionary” nature of library services, they may also be among the last to be considered in annual budgeting and programming cycles. Yet time after time, libraries are rated very highly in the measurement of service quality in

#### ICMA Local Government and Public Libraries Partnership Initiative—Advisory Committee

Members of the ICMA Local Government and Public Libraries Partnership Initiative Advisory Committee are committed to gaining and promoting an understanding of the role and value of the modern public library. Composed of 25 members from communities all across the United States, the initiative’s advisory committee includes local government managers and public librarians. With a diversity of community size, type, and geographic location represented, the advisory committee provides the experience and reality check for ICMA and the Gates Foundation to explore the role of managers for the 21st century library. On August 16 and 17, 2007, at the Harold Washington Library Center in downtown Chicago, the committee met to discuss how local governments and public libraries can partner to improve communities. To see a full list of committee members, go to [icma.org/public\\_libraries](http://icma.org/public_libraries).

customer satisfaction surveys. The credibility that libraries have with residents provides a strong platform for their expanded roles. Al Roder, city administrator of Northfield, Minnesota, suggests that the challenge is to view libraries as a core "essential" function of local government. Libraries will thrive and find new and innovative ways to serve the community with the support and leadership role of the manager.

ICMA has formed an advisory committee designed to enable managers to explore their role as advocates for public libraries and as partners in enhancing community quality of life and sustainability, one of ICMA's long-term priorities. Members of the Advisory Committee for the ICMA Local Government and Public Libraries Partnership Initiative, funded by the Bill & Melinda Gates Foundation, will also work to increase awareness among other local government officials.

## **Manager's role in supporting libraries**

While the governance structure of a library strongly influences its relationship with the local government, its work still needs to be integrated with that of the broader community. In order to achieve such integration, the group defined the roles that the local government manager can take to provide greater support to public libraries.

**Strategic Planning.** The local government manager has one of the most comprehensive views of the community's vision and future available. As such, he or she can play a pivotal role in advising the library director on how the library's goals can best complement and reinforce the larger goals of the community. In particular, the manager can help the librarian determine if

the library's mission is consistent with that of the local government's. He or she can remove barriers to productive partnerships within the local government organization and encourage other departments, such as parks and recreation or social services, to work in conjunction with the library on projects. Finally, the local government manager can help align the library's efforts to provide Internet access with the broader communication needs of the community, for example, offering WiFi access.

**Funding.** Managers have a clear role in insuring that libraries have an adequate and dependable source of funding, as well as a seat at the table when budgets are being prepared. They can also help libraries gain nontraditional sources of funding. As libraries' roles evolve within the community, it makes sense that their ability to leverage resources with other local government departments that share the library's mission may become more commonplace. And, by showcasing and celebrating the important contributions of local libraries, managers can help librarians attract funding from philanthropic, non-profit, and for-profit organizations.

**Public Support.** By publicly promoting library programs and services, the manager draws community attention to the importance of the library and its contribution to overall quality of life. For example, by reading to kids during a library's story-time program, the manager lets the community and the library know he or she recognizes its worth. The manager can also function as a coach and mentor to the library director in garnering better community support—whether or not the library director reports to the manager. The manager can provide critical

opportunities for libraries to educate elected officials and residents about their work in public meetings, particularly helping them to do so in a meaningful way and using concise language. Likewise, managers can communicate with the library's board of trustees to educate them on the needs of the community and facilitate communication and increased interaction with elected officials.

**Accountability.** Just as all local government departments must be accountable for the work they do, so, too, are public libraries. By listening and better understanding the library's priorities, local government managers can assist library directors align their programs with the broad goals of the local government. Local government managers can help identify relevant performance indicators for the library and assure that the needs of all ages and other population groups within the community are being addressed.

## **The role libraries play and value they bring to a community**

Michael Bryan, director of the Seminole Community Library in Florida, describes libraries as "the manifestation of democracy." As the most visible, physical symbol of a government's civic presence, libraries provide free and open access to knowledge and services to all residents regardless of income, race, and/or age. They are a neutral, respected gateway to information, a safe "third place"—a space between work and home—with equal access for all community members.

**The Third Place.** Libraries provide services for people of all ages and

needs. Seniors use the library as a social center, young children as a place to develop a love for reading and learning, and teenagers go there to study, use technology, and engage in constructive, fun activities. For new immigrants, libraries offer a means to learn about their new community and the local culture, or learn English. Libraries are a neutral haven where all people can feel comfortable and safe. Libraries can also provide a place to communicate information about local government programs, showcase local artists, and encourage civic engagement and discourse. Libraries function as a cultural center that celebrates diversity in the community.

**Building Communities.** Libraries are viable partners in community development projects and anchors for new retail centers and residential development. Libraries provide stability in neighborhoods, as well as symbolize positive change and local commitment when new facilities are built. They provide a means for individual residents and businesses to connect to their immediate community, as well as to the global world. Libraries are fundamental social and economic connectors in every neighborhood where they reside.

**Education, Workforce, and Business Enhancement.** According to a recent Urban Libraries Council report, Making Communities Stronger, libraries are contributing to their communities in many new and innovative ways. Libraries encourage literacy within the community in the broadest sense of the word. Early literacy programs help parents and child-care providers prepare children of all income levels for school. Adult programs build an educated workforce. Libraries facilitate workforce development by providing access to the Internet and technology training that helps local

residents learn new skills and apply for jobs. Many libraries are also offering technical assistance programs for small businesses.

**Change Agent.** Libraries are a focal point for neighborhood change. Several Chicago Public Library branches, have bridged affluent and previously blighted neighborhoods, helping to create new economic development, along with a safer, more stable community.

*Libraries have become much louder places, just out of necessity, because people in neighborhoods need a library to be that third place, the place where they can come to find answers to questions they have.*

Amy Eshleman, Assistant Commissioner  
Chicago Public Library

In short, libraries can be important partners for local governments in improving the quality of residents' lives and increasing opportunities for all. Pete Giacomini, director of the Davis County Library in Utah, emphasizes the need for partnership, noting, "Equal effort is required on both sides. The local government manager and the library director must have a shared sense of excellence and be willing to work cooperatively with each other to provide services for the community."

### **The changing roles of public libraries**

Libraries are a dynamic resource and play many roles in their com-

munity. They are no longer just a place to get books and quietly study. Community needs are evolving and libraries are changing with them. And libraries function inside and outside their four walls through literacy programs and bookmobiles, and form nontraditional partnerships with other government departments to better serve residents.

The rise of the Internet has turned libraries into a communication hub for everyone. The Chicago Public Library recognizes that 50 percent of their patrons come for Internet access. Adults and children without computers come to the library and learn to use the technology. Many libraries offer free WiFi, giving business people and students another place to work. Visitors and tourists are able to come in and check their e-mail. The Internet allows libraries to provide access to critical information and databases required by residents 24 hours a day/7 days a week. In Arlington County, Virginia, use of the library's Web site makes it the second largest branch in the system by use—all in a "virtual" world.

Libraries are designing and implementing unique ways to reach a tough community demographic—teenagers. Some offer gaming programs where teens can come in and use library computers for games with the provision that they also check out and read books. In Casper, Wyoming, City Manager Tom Forslund reported the public library has started to do prevention work to address two of that community's most pressing issues—drug abuse and high school drop-out rates. And from the Mathews Memorial Library in Mathews, Virginia, to the Carson City Library in Nevada, teens packed their public libraries for rock concerts.



## **Governance and community partnership models for libraries**

There are many governance structures for libraries. Some library directors are on municipal executive management teams and report directly to the local government manager, others report to an appointed library board of directors, and several unique models were described at the advisory committee meeting, such as the two below.

The municipal library in South Burlington, Vermont, is physically located in the public high school and shares facilities with the high school library. The two libraries have separate budgets, with the public library paying the school \$75,000 per year for rent, utilities, and technology. The school provides IT and janitorial services,

while the municipal library provides most of the collection. The libraries have separate staffs, including two chief librarians who work together, one reporting to the school superintendent and the other reporting to the city manager. This relationship has been in place for over 30 years and works well for the community.

Corning, New York, and seven surrounding municipalities have created a public-private partnership with Three Rivers Development, a private, nonprofit economic development organization. A ten-year agreement was reached seven years ago to change the Corning Library to a free association library. The library became a nonprofit organization under the state education law. Three Rivers Development owns the library building and leases the space to the library; they are also the main funder of the library's endowment and the municipalities pay the

operating costs through their negotiated contracts. The municipalities' contracts define what services Three Rivers Development will provide and the cost of those services. The library's board of directors is made up of members appointed by the municipalities and Three Rivers Development.

## **Next steps**

Local government managers across the United States need to have a greater awareness and understanding of the traditional, evolving, and potential role of libraries in the community. As this role continues to change and mature over time, local government managers need new information and tools to better integrate the work of libraries in helping to realize broader community goals. The advisory committee will be working in the coming months to develop a proposed plan for addressing these needs.

## **About ICMA**

ICMA is the premier local government leadership and management organization. Its mission is to create excellence in local governance by developing and advancing professional management of local government worldwide. ICMA provides member support; publications, data, and information; peer and results-oriented assistance; and training and professional development to nearly 9,000 city, town, and county experts and other individuals and organizations throughout the world.

# **ICMA**

*Leaders at the Core of Better Communities*

## **About the Bill & Melinda Gates Foundation**

Guided by the belief that every life has equal value, the Bill & Melinda Gates Foundation works to help all people lead healthy, productive lives. In developing countries, it focuses on improving people's health and giving them the chance to lift themselves out of hunger and extreme poverty. In the United States, it seeks to ensure that all people—especially those with the fewest resources—have access to the opportunities they need to succeed in school and life. More information is available at: [www.gatesfoundation.org](http://www.gatesfoundation.org).

## **U.S. Libraries Initiative**

Computers and Internet connections have become an essential part of daily life in the United States. Millions of people, many of them in low-income communities, rely on public libraries for access to these technical tools and training. The foundation's goal is to help libraries continue to provide these services for the people who need them most.

# MidPointe: We are a modern, changing library



The MidPointe Middletown Library is preparing for its centennial celebration.

By Michael D. Pitman

Staff Writer

MIDDLETOWN —

It's uncertain how technology will shape libraries in the future, but advocates say they'll always be an important part of the community.

MidPointe Library begins today celebrating its centennial anniversary. For most of the past 100 years, libraries had been consistent in what it offered and how it was provided to the public. But technology has changed the face of the library's service. It will continue to change it in ways no one without a crystal ball will know.

"I'm not sure what libraries may look like in 10 years let alone 100," said Doug Evans, executive director of the Ohio Library Council, an organization that represents the interests of Ohio's public libraries. "Technology is going to determine that significantly."

Libraries in this country began populating cities in the late 19th and early 20th centuries, in large part due to the \$60 million donation by Andrew Carnegie which helped build 1,689 libraries — including MidPointe Library in Middletown when it opened in January 1913.

While the next 100 years is a mystery, MidPointe Library spokeswoman Cari Hillman would like to think the system will be around for another 100 years and beyond.

"We are a modern, changing library. We bring you more than just books," she said. "But libraries are evolving into a community meeting area, a technology hub. Libraries change with the times."

Public libraries will need to adapt to the ever-changing technology and the proliferation of downloadable material while balancing the traditional collections users still want, Evans said.

But the facilities of the future will need to adapt to those changing needs of library patrons and the community.

“Digital content doesn’t take up any shelf space, but the library facilities are still needed in the communities around the state because of the desire to have meeting space,” Evans said. “We’re seeing library facilities change as the result of changing needs and changing technology.”

He touted MidPointe’s West Chester Twp. branch, which opened in 2010 replacing its antiquated and small branch, “is an example of how to best to use a library facility if it meets the needs of the community.”

Though the way libraries conduct its business will change, the core mission of literacy will be a part of the library, Hillman said.

“When we started 100 years ago, the folks that worked to establish this library could have never imagined we would have the kind of materials, the kinds of programming that we have today,” she said. “You might always be able to get books here, quite possibly. I’d like to think so.”

Friends of the MidPointe Library President John Mueller said while he doesn’t have any idea the direction of the library will head when it celebrates its bicentennial, it “will forever be a vital part of this community.”

“We’re probably going to change and morph into ways I can’t even begin to guess,” he said. “If you go out now, you can check out books of the library without ever touching a piece of paper.”

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**Middletown Journal (OH)**

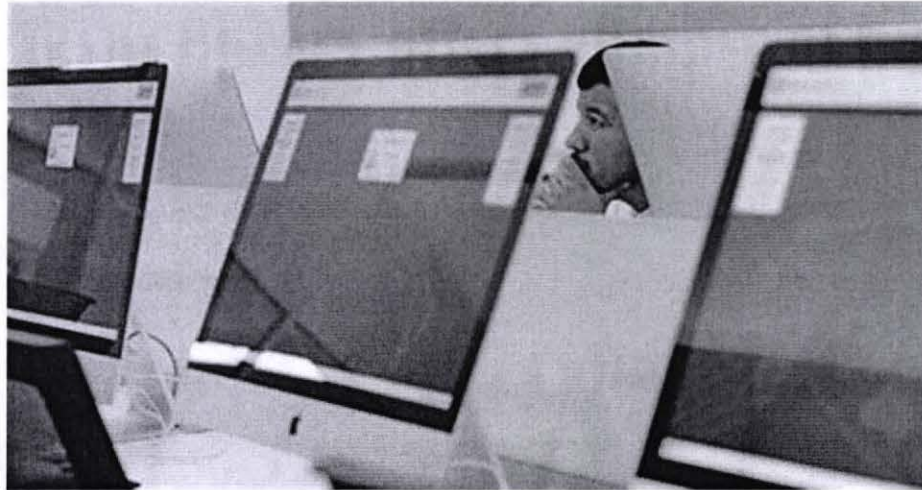
**6/1/2013**

# Texas library offers glimpse of bookless future

By PAUL J. WEBER

— Jan. 3, 2014 4:38 PM EST

**AP Financial News**



Juan Castilleja uses a computer at BiblioTech, a first of its kind digital public library, Wednesday, Dec. 11, 2013, in San Antonio. Bexar County's BibiloTech is the nation's only

SAN ANTONIO (AP) — Texas has seen the future of the public library, and it looks a lot like an Apple Store: Rows of glossy iMacs beckon. iPads mounted on a tangerine-colored bar invite readers. And hundreds of other tablets stand ready for checkout to anyone with a borrowing card.

Even the librarians imitate Apple's dress code, wearing matching shirts and that standard-bearer of geek-chic, the hoodie. But this \$2.3 million library might be most notable for what it does not have — any actual books.

That makes Bexar County's BiblioTech the nation's only bookless public library, a distinction that has attracted scores of digital bookworms, plus emissaries from as far away as Hong Kong who want to learn about the idea and possibly take it home.

"I told our people that you need to take a look at this. This is the future," said Mary Graham, vice president of South Carolina's Charleston Metro Chamber of Commerce. "If you're going to be building new library facilities, this is what you need to be doing."

All-digital libraries have been on college campuses for years. But the county, which runs no other libraries, made history when it decided to open BiblioTech. It is the first bookless public library system in the country, according to information gathered by the American Library Association.

Similar proposals in other communities have been met with doubts. In California, the city of Newport Beach floated the concept of a bookless branch in 2011 until a backlash put stacks back in the plan. Nearly a decade earlier in Arizona, the Tucson-Pima library system opened an all-digital branch, but residents who said they wanted books ultimately got their way.

Graham toured BiblioTech in the fall and is pushing Charleston leaders for a bond measure in 2014 to fund a similar concept, right down to the same hip aesthetic reminiscent of Apple.

Except Apple Stores aren't usually found in parts of town like this. BiblioTech is on the city's economically depressed South Side and shares an old strip mall with a Bexar County government building. On a recent afternoon, one confused couple walked into the library looking for the justice of the peace.

San Antonio is the nation's seventh-largest city but ranks 60th in literacy, according to census figures. Back in the early 2000s, community leaders in Bibliotech's neighborhood of low-income apartments and thrift stores railed about not even having a nearby bookstore, said Laura Cole, BiblioTech's project coordinator. A decade later, Cole said, most families in the area still don't have wi-fi.

"How do you advance literacy with so few resources available?" she said.

Residents are taking advantage now. The library is on pace to surpass 100,000 visitors in its first year. Finding an open iMac among the four dozen at BiblioTech is often difficult after the nearby high school lets out, and about half of the facility's e-readers are checked out at any given time, each loaded with up to five books. One of BiblioTech's regulars is a man teaching himself Mandarin.

Head librarian Ashley Elkholf came from a traditional Wisconsin high school library and recalled the scourges of her old job: misshelved items hopelessly lost in the stacks, pages thoughtlessly ripped out of books and items that went unreturned by patrons who were unfazed by measly fines and lax enforcement.

But in the nearly four months since BiblioTech opened, Elkholf has yet to lend out one of her pricey tablets and never see it again. The space is also more economical than traditional libraries despite the technology: BiblioTech purchases its 10,000-title digital collection for the same price as physical copies, but the county saved millions on architecture because the building's design didn't need to accommodate printed books.

"If you have bookshelves, you have to structure the building so it can hold all of that weight," Elkholf said. "Books are heavy, if you've ever had one fall on your foot."

Up the road in Austin, for example, the city is building a downtown library to open in 2016 at a cost of \$120 million. Even a smaller traditional public library that recently opened in nearby suburban Kyle cost that city about \$1 million more than BiblioTech.

On her first visit, 19-year-old Abigail Reyes was only looking for a quiet space to study for an algebra exam. But she got a quick tutorial from a librarian on how to search for digital books and check out tablets before plopping down on a row of sleek couches.

"I kind of miss the books," Reyes said. "I don't like being on the tablets and stuff like that. It hurts my eyes."

Across the room, Rosemary Caballeo tried shopping for health insurance on a set of computers reserved for enrollment in the Affordable Care Act. Her restless 2-year-old ran around and pawed at a row of keyboards. The little girl shrieked loudly, shattering the main room's quiet. She was soon whisked outside by her father.

After all, it's still a library.

Follow Paul J. Weber on Twitter: [www.twitter.com/pauljweber](http://www.twitter.com/pauljweber) .

From California State Library and State Stats:

<http://www.statestats.org/support-your-local-library/>

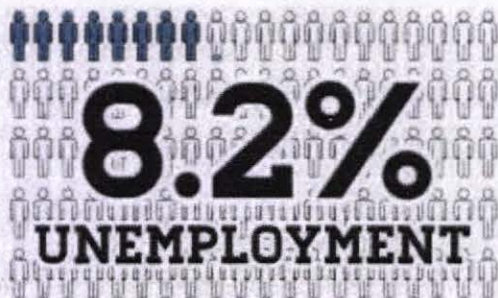
## WHY SUPPORT YOUR LOCAL LIBRARY?



Budget cuts are affecting public libraries nation-wide. These non-profit organizations are being forced to cut hours, lay off staff, and even close their doors. Why should you care about this problem?



## UNEMPLOYMENT RATES AREN'T IMPROVING



According to the U.S. Bureau of Labor Statistics  
**12.7 MILLION PEOPLE  
ARE WITHOUT A JOB**

## WHAT DO LIBRARIES HAVE TO DO WITH UNEMPLOYMENT RATES?

At first glance, you may not think libraries have anything at all to do with unemployment. Looks can be deceiving, though. Here are the facts:



Online search is the most effective way of job hunting, but millions of Americans still don't have access to high-speed Internet at home.

Those without internet access are much less likely to have the technical skills necessary to perform most jobs today.



## LIBRARIES CAN HELP PEOPLE FIND THE JOBS THEY NEED

### ★ ACCESS



libraries provide access to online job databases



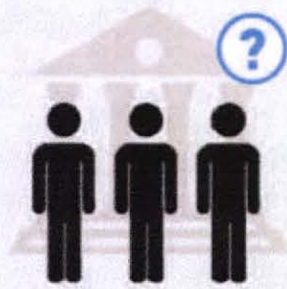
Provide free access to high-speed Internet, allowing the unemployed to perform online job searches



libraries say they're the only provider of free computer/Internet access in their communities



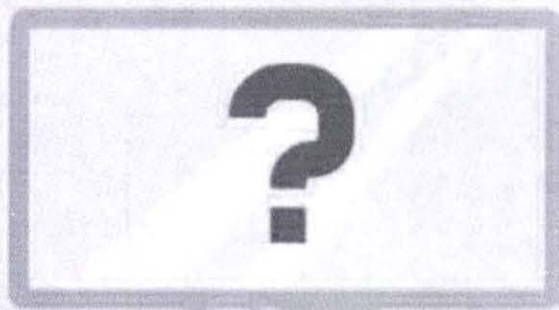
## ★ ASSISTANCE



300,000 people receive help with their job searches at public libraries everyday.



13,000 public libraries offer career counseling and assistance with job applications and resumes.



**92.2%**

Public libraries offer general computer use training (i.e. how to use a mouse and keyboard, how to print a document, etc.)

## LIBRARIES PROVIDE AN ESSENTIAL LINK BETWEEN GOVERNMENT AND CITIZENS



**88.8%**

Libraries help people understand and use government websites

**78.7%**

Libraries help people apply for E-government services

**APPLY**



**63.3%**

Libraries help people complete E-government forms

**82.4%**

Libraries report it is very important to provide access to government information

**90.2%**

Public libraries provide some form of technology training

**14,700**

People attend free library classes each day

## HOW LIBRARIES HELP STUDENTS

Public libraries provide over 2 million educational programs for children each year

Circulation of children's materials has increased by 17% over the last decade



**66.2%**

libraries offer homework assistance.

**66.2%**

libraries offer free access to expensive licensed databases necessary for many school research projects.



## LIBRARIES ARE BECOMING MORE POPULAR



2/3 of all Americans have a library card. There are 151 million public library cardholders, nearly as many as the 181 million credit card holders.



Library circulation has increased by 26% over the past ten years.



**218** million

Visit sport event each year



**1.3** billion

Visit movies each year



**1.4** billion

Visit library each year

# OUR LIBRARIES ARE STRUGGLING



## 60%

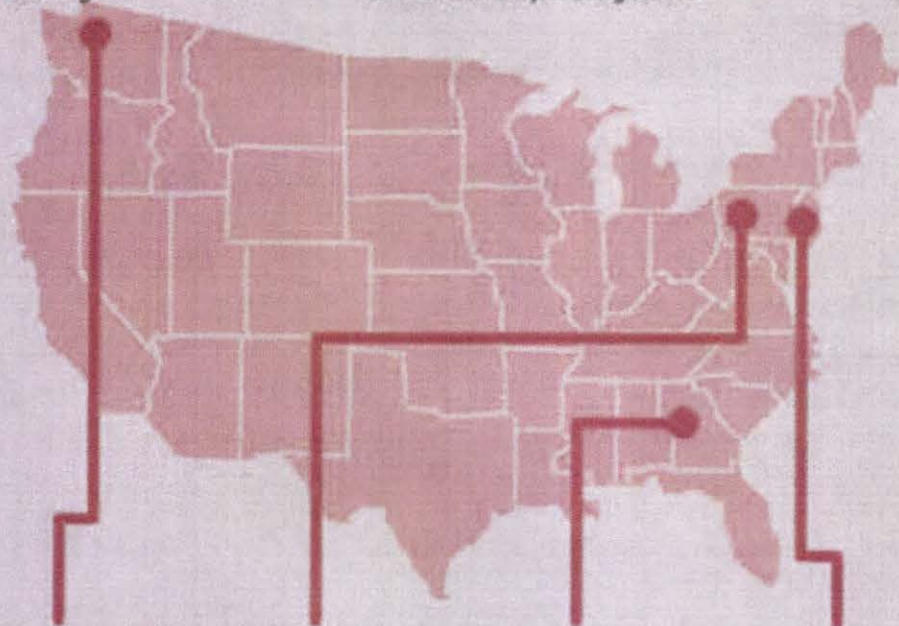
public libraries report flat or decreased operating budgets

## ★ DECREASED FUNDING

## 16%

of libraries have had to scale back their operating hours due to lack of funding

Urban areas have experienced the biggest backlash, 1/3 of urban libraries report reductions in operating hours

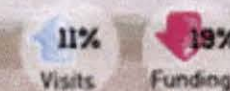


SEATTLE

PITTSBURGH

ATLANTA

PHILADELPHIA



**PUBLIC LIBRARIES REPORT COST IS THE NUMBER ONE FACTOR PREVENTING THEM FROM REPLACING BROKEN OR OUTDATED PUBLIC ACCESS COMPUTERS**



**77.9%**

report a challenge maintaining their technology infrastructure

**37.2%**



have insufficient workstations to meet job-seeking demand, especially in urban areas

**Percentage of libraries reporting a reduction in service hours**

**49%**

Ohio

**44.5%**

California

**31.5%**

Georgia

**WHERE DOES THE MONEY COME FROM?**

Only 0.4% of funding comes from the federal government.

**0.4%**



**7.9%**

funding comes from other sources like donations, fines, fees, and grants

# HOW CAN YOU HELP?

## ★ Legislative Action

support your library through legislative action and urge your local officials to support local libraries.

<http://capwiz.com/aia/home/>



## ★ Donate Money

When you support your local library, you're supporting your community!



For every \$1 invested in a public library, \$1.10 to \$10 worth of services are provided back to the public



\$629 million worth of free library classes are donated to the public each year

## FOR EVERY \$1000 SPENT LIBRARIES CAN :



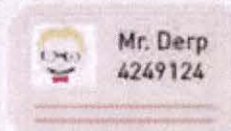
Receive 179 library visits



Circulate 260 free materials



Train 12 patrons via library program



Issue library cards and provide services for 20 new library patrons

## ADVANTAGE OF LIBRARY FREE SERVICES



### SAVE VIDEO RENTAL FEES

libraries lend 2.1 M DVDs per day

### SKIP THE BOOK STORE

for an average annual cost of \$34 in taxes, Americans check out an average of 7 books per year. That's a huge savings over buying the materials.



### SAVE YOUR DATA

86% of public libraries offer free Wi-Fi

### NO NEED TO BUY AN E-READER OR E-BOOKS

67.2% of libraries now offer free e-books and 26.7% of libraries now lend e-readers (i.e. Kindle, Nook)



### NO NEED TO BUY MUSIC/AUDIO CD

59.5% of public libraries lend audio content.

# VOLUNTEER

★ Can't afford to donate money? Donate your time instead. You can make a difference!



In most public libraries, anyone over the age of 14 can volunteer



At Arlington Heights Memorial Library in Illinois, 295 volunteers contributed 28,074 hours in 2011.



**VOLUNTEER**

Library volunteers in Santa Cruz will increase branch open hours by 53% between March 2011 and July 2012



2,000 California Public Library volunteers serve 22,000 adult learners every year



# VOLUNTEER DUTIES

Read to young children

Help plan and implement programs

Help patrons with copiers, printing, computer sign-ins, etc.

Help keep the materials up-to-date

Assist in computer training & access

Help out with paperwork, booklists, spreadsheets, Web lists

Clean DVDs & CDs for better performance

Coordinate afterschool programs

Share ideas to make the library experience a better one for everyone

Staff bookmobiles



# REAP THE REWARDS OF VOLUNTEERING



## Sense

Provides a sense of "making a difference"



## Health

Surveys show volunteering benefits your health!



## Career

Increase career options



## Skills

Learn and develop new skill



## Satisfaction

Feel the satisfaction of "making a difference"



## Connection

Meet new people



## Leadership

Increase leadership potential

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, AWARDING A CONTRACT FOR THE WELWOOD MURRAY MEMORIAL LIBRARY REMODEL PROJECT AND FINDING THE WORK TO BE PERFORMED WILL DIRECTLY CONTRIBUTE TO THE LIBRARY USE OF THE WELWOOD MURRAY MEMORIAL LIBRARY.

THE CITY COUNCIL OF THE CITY OF PALM SPRINGS FINDS:

A. George Welwood Murray and his wife May Ditto Murray granted the property and improvements on the southeast corner of Tahquitz Way and Palm Canyon Drive to the City of Palm Springs on October 4, 1938 (the "Murray Deed"). The conveyance was made on condition that the City "continue and forever maintain the Palm Springs Free Public Library . . . in and on buildings which are now or may be hereafter placed on the property . . ."

B. At the November 15, 1938 special election, the voters approved a ballot measure accepting the Murray Deed and the City Council subsequently adopted Resolution No. 102 accepting the Murray Deed. Pursuant to the Murray Deed, Resolution No. 102, and an implementation agreement between the Murrays and the City, the City was and is obligated to maintain the property as a library, that certain funds are to be appropriated for maintenance, that the property should be named the "Welwood Murray Memorial Library," and a plaque bearing the name would be placed on the library building.

C. As generally described in the City Manager's Staff Report dated April 16, 2014, the City Council authorized the preparation of bid specifications for the redevelopment, improvement, and maintenance of the Welwood Murray Memorial Library and has considered the City Manager's recommendation to (1) award a contract for such work to Abboud Diamond Construction, Inc. in the amount of \$1,100,000.00, (2) authorize the Director of Finance and Treasurer to transfer funds from Measure "J" Unallocated Reserves to cover Welwood Murray Memorial Library remodel project shortfalls, and (3) grant special change order authority to the Special Projects Coordinator subject to specific limits and restrictions.

D. The redevelopment, improvement, and maintenance work to be performed under the contract of work described above involves:

1. The removal of the existing, outdated 1940 era electrical service and installation of a modern electrical system that will be appropriately sized to provide services to a modern library, including computer systems and terminals;
2. Replacement of the corroded galvanized piping for potable water service and installation of new copper water system;
3. Replacement of the current outdated and inefficient air-conditioning and

heating system existing air-conditioning and heating system to effectively and efficiently serve the entire enclosed library space.

4. Replacement of the flat portion of the building roof that currently leaks, causing damage to the building structure and fixtures.
5. Installation of a single uni-sex restroom to for staff use during the day and public use in the evenings in conjunction with the use of the community room. Current facilities are undersized and located in inappropriate locations.
6. Upgrade the community room to include modern meeting facilities, including electronic services and communications and to reorient the room to allow separate evening use while the remainder of the building is closed.
7. Installation of properly secured and sectioned off archive space and the provision of highly visible space for the review of historical documents.
8. Installation of new and upgraded lighting to ensure reasonable levels of lighting within the premises.
9. Installation of new floor and wall finishes to provide improved acoustical presentation of the building.
10. Paint the exterior of the library building to match the 1940's colors and to protect the exterior of the building.

E. The Council finds that the redevelopment, improvement, and maintenance work as described in the contract and summarized above are necessary, complimentary, and will directly contribute to the use of the Welwood Murray Memorial Library as a library.

F. The Council has considered the memorandum from the Director of Library Services and related materials attached to the Staff Report. The Council concurs with the Director that modern libraries are more than book depositories and reading rooms and the uses, activities, and opportunities described in her memorandum as uses, activities, and opportunities that will be provided at the Welwood Murray Memorial Library are consistent with and directly contribute to the use of the Welwood Murray Memorial Library as a library in the modern world. The redevelopment, improvement, and maintenance work to be performed pursuant to the contract awarded by this Resolution will reasonably satisfy and provide library services to the City and its residents and visitors, consistent with the current needs and expectations of the users of the library.

THE CITY COUNCIL OF THE CITY OF PALM SPRINGS RESOLVES:

SECTION 1. The City Manager is authorized to execute a contract in the amount of \$1,100,000.00 with Abboud Diamond Construction, Inc. for the Welwood Murray Memorial Library Remodel Project (CP 13-03).

SECTION 2. The Special Projects Coordinator, in consultation with the City Manager, is authorized to approve cumulative change orders up to five (5) percent of the Welwood Murray Memorial Library Remodel Project construction contract amount,

subject to regular reporting back to the City Council. In the event the five (5) percent amount is exceeded, additional authority from the City Council will be required for all subsequent change orders and each such change order shall be approved by the City Council.

SECTION 3. The Director of Finance is authorized to transfer funds from Measure "J" Unallocated Reserves to cover Welwood Murray Memorial Library remodel project shortfalls.

PASSED, APPROVED AND ADOPTED BY THE PALM SPRINGS CITY COUNCIL THIS 16<sup>TH</sup> DAY OF APRIL, 2014.

\_\_\_\_\_  
DAVID H. READY, CITY MANAGER

ATTEST:

\_\_\_\_\_  
JAMES THOMPSON, CITY CLERK

CERTIFICATION

STATE OF CALIFORNIA )  
COUNTY OF RIVERSIDE ) ss.  
CITY OF PALM SPRINGS )

I, JAMES THOMPSON, City Clerk of the City of Palm Springs, hereby certify that Resolution No. \_\_\_\_\_ is a full, true and correct copy, and was duly adopted at a regular meeting of the City Council of the City of Palm Springs on April 16, 2013, by the following vote:

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

\_\_\_\_\_  
JAMES THOMPSON, CITY CLERK  
City of Palm Springs, California