

LIBRARY PLAN OF SERVICE

FEBRUARY 2009

NEEDS ASSESSMENT FOR THE RICHMOND PUBLIC LIBRARY

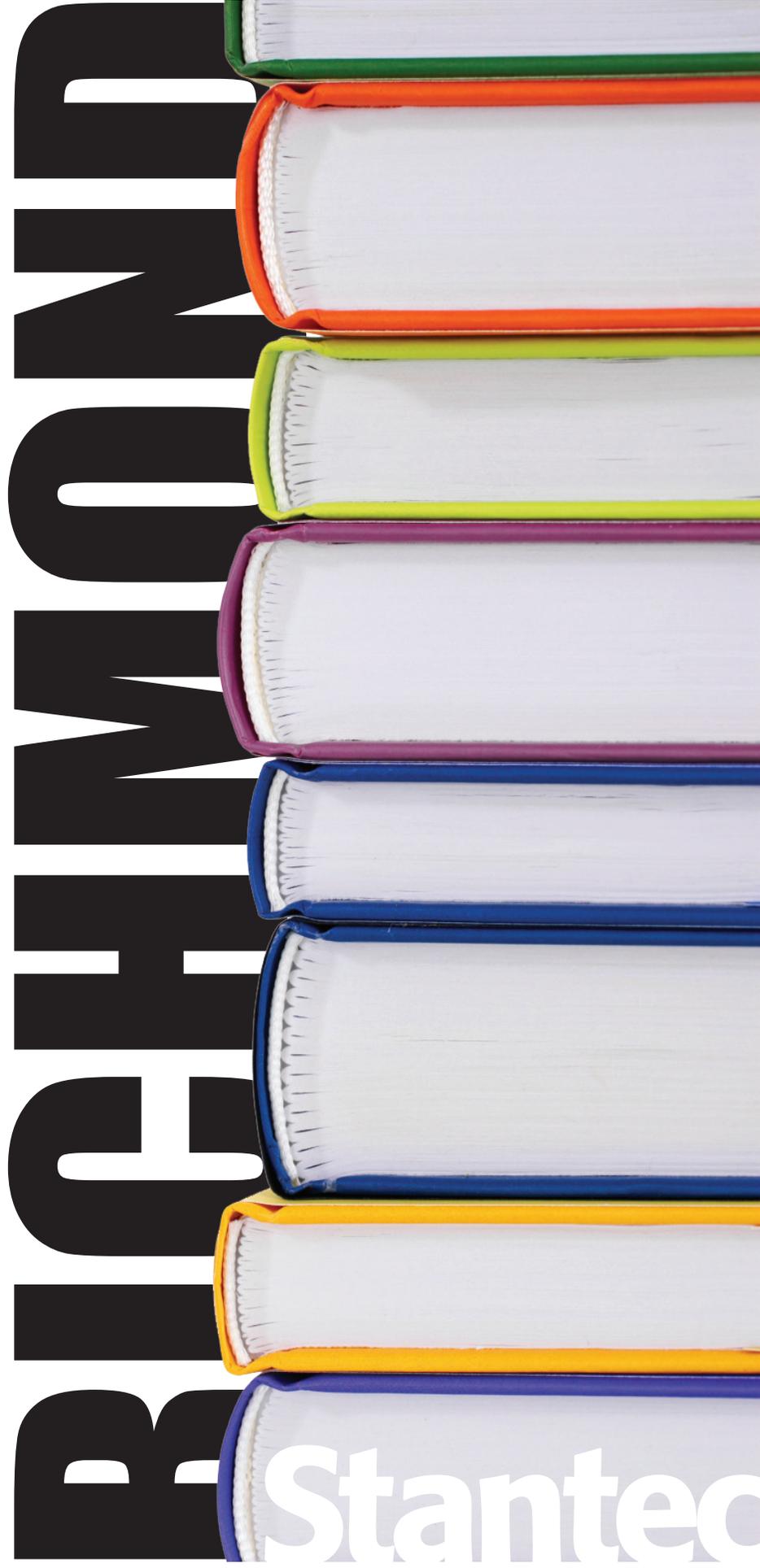


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LIBRARY PLAN OF SERVICE

FEBRUARY 2009

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RICHMOND

EX

**Executive Summary
+ Introduction**



Executive Summary

In 2007, recognizing that the current Main Library in Richmond has significant physical and service limitations, the City engaged in a comprehensive Community Library Needs Assessment (CLNA) to identify current and anticipated library service needs through the year 2030. The Richmond CLNA documents these needs and proposes a new library of approximately 65,300 square feet to replace the current facility.

The construction of a new facility will allow services to be delivered to the diverse Richmond community that will have a powerful impact on the lives of Richmond residents. This Library Plan of Service includes descriptions of services to meet community library service needs, goals and objectives for service, and service indicators that assess the effectiveness of delivery. Seven strategic goals are identified for the new Richmond Main Library:

Goal No.1: General Services

The library is inviting, exciting, welcoming to all, universally accessible, and safe; community members find the collections, assistance, and services they need, delivered efficiently.

Goal No.2: Technology Services

Technology empowers community members to build life skills, reach educational goals, access information, and pursue personal interests; technology improves the library's operational efficiency.

Goal No.3: Children's Services

Children are supported and enriched in their development as lifelong learners and community members in an environment of discovery.

Goal No. 4: Teen Services

The "whole teen" is nurtured by library programs and services; teens have a distinct area of their own in the library.

Goal No.5: Adult Services

Richmond adults use the library as a primary resource for seeking information, pursuing lifelong learning, developing life skills, experiencing cultural events, and borrowing materials for recreation.

Goal No.6: Services to Special Constituencies

The library provides expanded services to constituencies with special needs, including non-English speaking residents, Friends of the Richmond Public Library (Friends), new readers, job seekers/owners of small businesses and previous non-users.

Goal No.7: The Library as Community Asset

The Main Library is used by residents as a community center providing information about the community, meeting/programming rooms and exhibits, a café and other community gathering spaces, and an accessible archive for local history.

The plan provides for a rich array of services:

- An inviting facility with space enough for all the collections, seating, computers, staff workspaces, meeting rooms and special services needed by community members and staff
- State of the art technology that includes a flexible infrastructure, ample public access computers, a computer lab, and wireless connectivity, all of which enhance service and facilitate efficient operations
- Expanded collections for a diverse and growing population
- Children's collections, programs and services to enrich and support formal education and lifelong learning
- Teen space and engaging programs to encourage lifelong learning and positive contribution to the community
- Adult collections, services and programs to support lifelong learning
- Collections and services for constituencies with special needs
- Meeting/programming rooms, a café, art exhibit space, local information and historical archives as community assets

Introduction

Throughout 2007, the City of Richmond engaged in a Community Library Needs Assessment (CLNA) to clarify the current and anticipated library service needs of its residents. Representatives of all segments of the community participated through the Richmond Library Building Advisory Committee (RLBAC), a library survey with 1,100 responses, 13 focus groups with special constituencies, and 47 interviews with key stakeholders and community leaders. Information from these sources, as well as from an analysis of demographics, review of current library use statistics, study of city data, and observations of the current library facility and operations, is included in the Richmond CLNA, which describes diverse library service needs that the 60 year old current Main Library is no longer adequate to meet.

The CLNA proposes a new Main Library based upon proposed service level guidelines similar to comparable municipal libraries:

<u>Service Element</u>	<u>Recommended Service Level</u>
Facility Size	.5 - .61 square feet per capita
Collection Size	2.75 – 3 items per capita
Patron Seats	2.5 – 3 seats per 1,000 population
Public Access Computers	1 - 1.1 computers per 1,000 population

A new Main Library of approximately 65,300 square feet will accommodate a collection of 358,000 items, 387 patron seats and 135 public computers, as well as the special service spaces, staff workspace and meeting rooms that will meet the needs of Richmond residents through the year 2030, when the population is estimated to be 128,000. These conform to the recommended service levels.

There is tremendous community support for a new Main Library. A National Citizen Survey conducted in 2007 in Richmond reported that 67% of respondents ranked a new library as essential or very important.

Characteristics of the Richmond Community

The CLNA described the characteristics of the Richmond community:

- Richmond is engaged in a renaissance after a severe fiscal crisis. The population of Richmond is expected to increase by 24% to approximately 128,000 by 2030; a larger facility is needed to meet the needs of a community of this size.
- The population is diverse in all ways: cultures, ethnicities, languages spoken, economics, education, and age; diverse constituencies have equally diverse service needs; the library must be inviting to all.
- There is a significant percentage of residents with limited educational attainment (25% with less than a high school diploma), limited English language skills (over 36% speak languages other than English at home), and/or limited literacy skills (an estimated 58% have significant literacy limitations). Tutoring and ESL services and materials in languages other than English will be needed in the library.
- Only one of the area public schools meets the Academic Performance Index interim statewide goal of 800; students need support in their academic studies.
- Violence is a concern for many residents; the library must both be safe and appear to be safe.
- Richmond has higher unemployment, a higher poverty rate, lower per capita income, and lower property values than many communities in the Bay Area; the majority of businesses in the city are small. The library needs to provide employment resources in conjunction with other service providers, and support for small business owners.
- Richmond is a compassionate city with many community organizations serving the needs of the most vulnerable; the library must respond to the needs of special constituencies.
- Many residents espouse green values; the new building should be a model for energy efficiency and responsible use of resources.
- Richmond has a long history of supporting the arts and celebrating its rich cultural heritage; both should be reflected in a new library.

Library Service Needs

Any library in a community as diverse as Richmond has tremendous demands upon it for provision of services. In an environment of finite resources, it is necessary to prioritize services. Through surveys, focus groups and interviews, participants in the CLNA identified general library service needs, and the materials, services and qualities/spaces to emphasize in a new library to help Richmond residents meet their personal, cultural, educational and professional needs.

The materials most in demand (30% or more survey respondents indicated important) include:

- Children's Books
- New Books and Best Sellers
- Career Resources
- Teen Collections
- Reference Resources
- Adult Basic Education
- Local History

- Adult Fiction and Non-Fiction DVDs
- Community Information
- School Curriculum Support

In addition, all formats of audiovisual materials are used heavily now and these collections should be expanded. Many community members reached through interviews and focus groups expressed the need for bi-lingual materials and resources in languages other than English, particularly Spanish.

The services considered most needed (selected by 35% or more of survey respondents) are:

- Homework Programs
- Children’s Reading Programs
- Computer Training
- Public Computers
- Adult Education Programs
- Teen Programs
- Basic Literacy
- English Skill Development
- Reference Assistance
- Arts Programs

Other services for which there was much popular support were after school programs, service to the homebound, bookmobile outreach service, adult programming, and a local history archive.

The qualities or spaces to be emphasized in a new library (ranked as important by at least 35% of survey respondents) include:

- Children’s Area
- Homework Center
- Quiet Areas
- Internet Stations
- Comfortable Seating
- Wireless Internet
- Art Exhibits
- Individual Study Space
- Public Meeting Room

Additional qualities or spaces recognized as important by other community members include family seating, study tables for students, space for Friends to sort and display sale books, group study rooms, programming rooms, a café, and adequate workroom space for staff to operate efficiently. Library staff and civic leaders recommend utilizing modern technology to enhance operational efficiencies. All recognized the importance of making the library a safe environment, especially for the vulnerable - children, families, and seniors.

A summary of the priority needs identified in the Richmond Library Needs Assessment include:

General Services

An environment welcoming to all in this diverse community, universally accessible, with many activities occurring simultaneously and comfortably; helpful staff; collections broad and deep enough to respond to the diverse needs of community members; and expanded service hours.

Technology Services

Access to computers and computer training, with software useful to job-seekers, students, business persons, literacy and ESL students; and technology that maximizes operational efficiency.

Children's Services

Robust library service for children that includes: a large collection; adequate space; an emphasis on early literacy, homework support, English language skill development, and development of lifelong learners; and productive activities in the library after school.

Teen Services

Services that support both the recreational and academic lives of predominantly middle school aged youth; a distinct acoustically isolated teen space with a teen-friendly environment; and constructive activities as an alternative to violence.

Adult Services

Services, materials, and programs that promote lifelong learning.

Services to Special Constituencies

Specialized materials and programs for the unemployed, small businesses, and those with limited English skills or who participate in adult education classes.

Library as Community Resource

Exhibit space, café, meeting rooms, local history archives, and distribution of community information.

The Library Plan of Service

This Library Plan of Service is designed to respond to the current and anticipated needs identified in the Richmond CLNA. It includes four sections:

- The Library and City's mission statements, vision, values and roles
- Library service goals and objectives
- A description of services to be offered in a new Main Library
- The role of technology in the delivery of service

The Library Plan of Service will be used to generate the Building Program, which translates these service needs into library spaces for use by the architect in designing a new Main Library.

01

MISSION STATEMENT + VISION



Mission Statements, Vision, Values, Initiatives, Roles

The Richmond Public Library is a department of the City of Richmond. Any library plan must be aligned with the mission, vision, values, priorities and key initiatives of the city. All of these have been incorporated into this Library Plan of Service.

City's Mission Statement:

The City of Richmond shall provide services that enhance economic vitality, the environment and the quality of life of our community.

City's Vision:

Richmond will develop all of its neighborhoods and businesses as quality places to live, work, shop and play, with its 32 miles of shoreline as a widely recognized symbol of the city's success.

City's Strategic Goals for the Library & Cultural Services Department (2007-2008 Budget):

Maintain and enhance the physical environment

- Replace dilapidated Civic Center library furniture and equipment and improve signage and ergonomics to create a "user friendly" atmosphere for users and staff.
- Remodel the bookmobile to improve usability at schools, community centers, and other public sites.
- Incorporate public art into Redevelopment projects, public facilities, and neighborhoods.

Promote a safe and secure community

- Provide diverse programs to users of all ages as an alternative to violence.
- Offer comfortable and attractive interior and exterior public spaces that allow library users to explore their needs and contribute positively to the community.

Promote economic vitality

- Develop collaborative programs with educational, cultural, and social institutions, and the business community to promote economic and personal development.
- Increase accessibility of library services and programs to community and business organizations.
- Increase literacy levels to allow more of the community to participate fully in business, educational and government institutions.

Promote effective government

- Satisfy the city government's information needs.
- Assist the community in assessing information about the City of Richmond through technology and training.

Local Initiatives:

The reduction of violence is a city-wide priority and all government agencies are charged with emphasizing services that will contribute to this reduction. In his 195 Violence Reduction Strategies, the City Manager suggested seven library services that would help reduce violence: reopening branches, expanding bookmobile services, expanding homework assistance, expanding literacy programs, outreach to schools, summer and holiday programs for youth, and creating ways for youth to be involved in the community. These are integrated into this Library Plan of Service.

Library Mission Statement:

The Richmond Public Library provides outstanding and diverse materials and services to help our community meet their personal, cultural, educational and professional needs. The library is committed to supporting lifelong enjoyment of reading and learning.

The Roles of the Richmond Main Library

It is clear that the library cannot provide all services to all people, and that priorities must be developed to guide the allocation of staff, equipment and materials funding. Using a modified Public Library Association New Planning for Results process, both the RLBC members and library staff discussed and prioritized a range of possible library service roles based upon their understanding of community needs and the extent to which other organizations already provide similar services. The roles are associated with services that follow. All 15 services are described in Appendix 1.

- After School Activities
- Basic Literacy
- Business Information
- Commons – Community Meeting Place
- Community Information/Referral Cultural Awareness
- Early Literacy
- General Information/Reference
- Information Literacy
- Lifelong Learning
- Local History Archive
- Popular Materials
- Support of Formal Education
- Technology Center
- Teen Center

Both the RLBC and library staff proposed the same six blended service responses as priorities.

Basic and Early Literacy

Early Literacy addresses the need to prepare young children to read, by making reading a joyful experience that contributes to the quality of their lives and their future educational success. It includes a large children's collection, story times for toddlers and preschool children, programs for parents to encourage reading at home, and the Family Literacy program. Basic Literacy addresses the need to read and to perform other essential daily tasks, providing a learning environment, specialized materials and access to trained tutors to help people reach their literacy goals.

Lifelong Learning / Popular Materials

Lifelong Learning helps address the desire for self-directed personal growth and development opportunities, and includes programs for all ages, and a large general fiction and non-fiction collection for recreation and individual study. It includes materials for all ages and incorporates the role of Popular Materials library that helps to fulfill the appetite of community members for new materials and information about popular culture; this includes best sellers, audiovisual materials, newspapers and magazines and "hot topics" and is similar to popular bookstores.

Technology Center

This addresses the need for public access computers, computer training and computer literacy in the community.

Teen Center

This responds to the need for teens to have a place of their own in the library, both for quiet and group study, and for social interaction. It includes a separate collection, group study rooms, a quiet study space, computers, and programming for both the academic and recreational interests of teens.

Local History Archive

This addresses the desire of community residents to know and understand their community heritage and includes archived city documents, materials in all formats about the city and surrounding area, realia, and/or genealogical materials.

Support of Formal Education and After School Activities

These focus on the needs of students. Support of Formal Education assists students who are enrolled in a formal education program or through a program of home schooling to attain their educational goals. It includes reference assistance, materials that support school curricula, public access computers, group study areas and/or homework assistance. After School Activities addresses the need for productive activities for these students, many of whom are unsupervised after school. It includes structured programs, homework assistance, provision of snacks, recreational programs, volunteer programs, etc.

In addition, the RLBC and staff described limited aspects of the remaining roles to be incorporated into the Library Plan of Service:

Business Information

The library should include a business equipment center (copy machine, FAX, etc), links on the website to job placement websites, and programs for small businesses.

Community Information/Referral

The library should also be a place for residents to find out about community services; this will be a general reference function of the new Richmond library.

Commons - Community Meeting Place

The library will be the venue for cultural, educational and civic programs, providing a variety of meeting and programming spaces. With no other large community center in Richmond, the library will develop naturally into the gathering place for diverse segments of the community who cross paths in the "community living room."

Cultural Awareness

While not a distinct role of the library, the celebration of the multicultural nature of the city will be integrated into the library's materials, programs and exhibits. This is more of a background value than a service priority.

General Information / Reference

This is a core and valued role of the library, but not one to enhance at this time.

Information Literacy

This was not identified as a priority service. Because the school staff and library staff consider it important for students, however, information literacy instruction will be integrated into class visits and computer classes, and offered to individuals as part of reference service. Library and information literacy is not being taught consistently to students at any level of education. Many think that they know about information because they can navigate the Internet, but do not know how to evaluate information they find.

02

Needs, Goals + Objectives



Library Service Needs, Goals and Objectives

Combining the priorities from the role-setting workshops with the staff and RLBC, the priority services from the library survey, and the information gleaned from community members, the needs/goals/objectives of a new Main Library can be divided into seven categories:

General Services:

Collections, Seating, and Safety

Technology Services:

Public Computers, Wireless Internet, Computer Training, Operational Efficiency

Children's Services:

Children's Books, Children's Area, School Support, Homework Assistance, Study Space, Formal Learning, After School Activities, Literacy, Children's Reading Programs

Teen Services:

Teen Collections, Teen Center, Study Space, Lifelong Learning, Teen Programs

Adult Services:

Lifelong Learning, Quiet Reading Space, Reference Resources and Service, Adult Basic Education, Programs, Popular Library

Services to Special Non-English Speaking, Literacy, Business and Career Information Constituencies:

Friends, English Skill Development, Homebound, Bookmobile Outreach

The Library as Art Exhibits, Community Information, Meeting/Programming Community Asset:

Rooms and Local History

For each category, the following pages highlight the information about community needs gathered in the CLNA, summarize the service response(s), propose goals and objectives, and provide service indicators to measure the effectiveness of the delivery of proposed services. Each goal is linked to a role or roles the library plays in the community.

N.B. A customer satisfaction survey will be administered one year after the new library opens to gauge the effectiveness of services, including usefulness of collections, quality of reference assistance, availability of seating and computers, services to age level and special constituencies, use of the meeting/programming rooms, independent use of the library, and efficiency of operations. In addition, a staff survey will be administered to evaluate workflow and service delivery.

General Services

The basic or core library service needs of Richmond residents include expanded collections, ample comfortable seating, and a safe facility. One additional need expressed by all segments of the community but not captured in any of the categories above is for the new Main Library to be welcoming and relevant to all segments of the community.

Goal No. 1:

The library is inviting, exciting, welcoming to all, universally accessible, efficient and safe; community members find the collections, assistance and services they need.

Roles: All

Inviting Facility, Welcoming to All

Community Need:

The current library, once boasting light, open spaces with high ceilings, has lost some of its charm over its 60 years. Shelving has crowded out seating and obstructed visibility. New formats of materials do not have the appropriate shelving and furnishings and shelving are mis-matched. Many community members find the library less than inviting, and certainly not a place to seek out for pleasure. The library was built before electronic technology and computers were such a foundation of library services. There are not enough power or data outlets to increase the number of computers to meet the needs of patrons, and the computers are grouped not by functionality but by where electrical retrofits were possible.

Community leaders see a new library as a keystone in the renaissance of Richmond, something of which the city can be proud, telling a positive story about Richmond. They are not interested in a "monument" or in an architectural landmark, but rather a functional, inviting facility that provides an atmosphere of discovery and enrichment. Many library users do not travel beyond their own neighborhoods; the library will provide a window into literature, art, and reading as a lifelong and enjoyable pursuit.

Richmond is a city of neighborhoods with differing economic and educational levels. Council members and other community leaders stressed the importance of having a library that is relevant to all members of the community from the downtown to the hills, for all ages from birth to the most senior citizen, and for all economic and educational levels. It cannot be seen as "belonging" to only one segment of the population.

Service Response:

The library will be designed to be full of light and space, with attractive areas for different functions. It will be universally accessible, with no barriers to access or services, and will have areas of "discovery" to delight and enrich visitors. It will provide materials, services and programs accessible to all segments of the Richmond community.

Objective:

Richmond residents are proud of their library; it is a destination point for community members and visitors to the area. Residents from all areas of the city use the Main Library.

Service Indicators:

- Number of library visitors; number of tours conducted
- Delight in library as measured by the customer satisfaction survey
- Circulation of various segments of the collection
- Distribution of zip codes of library card holders
- The facility meets or exceeds all ADA requirements
- Unfulfilled requests from patrons, as recorded by staff

Relevant Collections

Community Need:

A full 72% of library survey respondents indicated that they use the library to borrow books or other materials; collections are important. Community members identified a variety of collection needs, including materials to support early literacy, books at all reading levels to help develop English language skills, curriculum-based materials for students, bilingual books and materials in other languages for those with limited English proficiency, popular materials to engage teens in lifelong learning, recreational reading, best sellers and materials for exploring individual interests, new reader resources, media for family and student recreation and study, and both electronic and print reference services.

The collection developed in the Richmond Library over its 60 years of existence has a good reputation and is considered a regional resource, particularly for older fiction and the arts. Neighboring libraries within the Contra Costa County Library would like the library to maintain its excellent retrospective collection.

Service Response:

These needs were translated into a collection profile to guide purchasing for the next 25 years, recognizing that the profile will require ongoing evaluation/revision as the community continues to change. This profile is displayed in Appendix 2, where it is compared to the existing collection. Staff will integrate the selection of resources so that they are format neutral, providing the best resources available.

Objective:

Richmond residents have expanded collections of print, media and electronic resources that meet their educational, personal and professional needs.

Service Indicators:

- Collection purchases move the collection closer to the proposed profile, as measured by annual collection distribution
- Circulation correlates strongly with collection distribution; circulation count
- Usefulness of the collection as measured in the customer satisfaction survey
- Ease of use of reference collections in different formats as measured through the staff survey

Objective:

The Richmond Library serves as a regional resource.

Service Indicators:

- Circulation to those outside the city's limits as determined through library card information
- Number of materials loaned to other libraries

Ample Seating

Community Need:

The current library has very little seating; shelving has crowded out many of the original seats. With a parochial school immediately across the street from the library and a public middle school within walking distance, there is need for ample seating during the after school hours. Adult patrons requested quiet reading areas with comfortable seating. Teens want seating both to visit and to study in quiet. Children of different ages need furniture of different sizes. Families want to sit and read together. Group study space is needed by students doing projects or homework together and for home schooling families. Many want the library to be the “community’s living room” that provides a place for the diverse population to cross paths.

Service Response:

The new Main Library will provide a variety of seating appropriate to the various activities in the library. There will be separate areas for children, adults and teens; quiet seating and seating for socializing; individual seats and group seating.

Objective:

Ample seating in a variety of environments is used comfortably and simultaneously by children, families, adults and teens.

Service Indicators:

- Number of reader seats in the new library
- Adequacy of seating during peak hours, as observed by staff
- Satisfaction with seating as measured by the customer satisfaction survey

Efficient Work Space

Staff Need:

The current library has modular workstations for the majority of staff. Staff associated with the acquisition and processing of materials need more space than carrels provide. There is no place to store deliveries until they can be sorted and distributed. This results in both poor workflow and untidy/unsafe workrooms.

Service Response:

The staff workstations will be configured to match the tasks of employees; workstations will be flexible to respond to changing processes and technology. A receiving counter and temporary storage will be provided in the new library for deliveries.

Objective:

Staff workstations facilitate efficient workflow that leads to improved public service.

Service Indicators:

- Transparency of workflow processes for identification of backlogs
- Speed with which materials are made available to public
- Evaluation of workstations by staff
- Adequacy of storage for delivered items awaiting sorting and distribution

Safe Environment

Community Need:

One of the issues on the minds of most Richmond residents is security and safety. Violence reduction is the priority of the City Manager. With Richmond having one of the highest crime levels in California and the location of the library near the “downtown” area perceived by some to be dangerous, the library must both be safe and appear safe for residents to feel comfortable using it.

Service Response:

The facility will be designed to maximize the safety of library visitors and staff; security staff will be present during hours of heaviest use. The exterior lighting and landscaping will promote an atmosphere of safety, particularly important to encourage the use of the library at night.

Objective:

The library is safe and is considered to be a safe place for community members and staff.

Service Indicators:

- Number of patrons visiting the library
- Number of “incidents” requiring intervention of staff, security or police
- Perception of the library’s safety as measured through the customer satisfaction survey

Technology Services

Technology Services include public access to computers and the Internet, computer training, the use of technology to improve operational efficiency, support for the independent use of the library by patrons, and a strong technology infrastructure.

Goal #2:

Technology empowers community members to build life skills, reach educational goals, access information, and pursue personal interests; technology improves the library's operational efficiency.

Role: Technology Center

Public Access Computers and Computer Training

Community Need:

Computer Access and Computer Training were identified by 47% and 52% of library survey respondents respectively as services to emphasize in a new Main Library. These services ranked third and fourth overall in importance among the 18 services on the survey. In part this is a result of the high poverty level in the community (13.4% of families and 16.2% of residents); many residents are unable to afford a computer at home. In addition, of the 87% of library survey respondents with computers at home, 25% indicated that they also use the computers at the library. Educators suggest that this is because many households may have computers but not Internet access, there is a computer at home without a printer, it is shared among several family members, there is no one at home to assist in the use of the computer, or the children do not go home after school.

Service Response:

The library will provide ample public access computers and computer training for all ages as well as wireless Internet connectivity. This will help bridge the “digital divide” caused by economic disparity. A Computer Lab will facilitate computer training classes.

Objective:

Richmond community members have ready access in the library to computers and network connectivity.

Service Indicators:

- Use of the library’s computers as recorded in reservation software
- Number of patrons waiting for computers, as observed by staff
- Experience of computer use by patrons as measured by the customer satisfaction survey

Objective:

Richmond residents of all ages improve their computer skills at the library.

Service Indicators:

- Number of computer classes given by library staff; number of participants
- Use of the Computer Lab for computer classes sponsored by other organizations; number of participants

Operational Efficiency

Community Need:

There are many community members who need assistance in using the library, including immigrants without the experience of public libraries, those with limited English language skills, those with limited computer skills unable to use the electronic resources, and those with complex reference questions. Instruction on finding and evaluating information in print and electronic formats is part of many interactions between staff and patrons.

Service Response:

The library will use technology and simplified processes for routine tasks so that staff are freed to work directly with patrons on more complex transactions. Efficiencies will be introduced into the acquisitions/processing system and the circulation system. Most activities associated with the circulation process are routine, repetitive and time-consuming. The library's two circulations desks (general and children's) will be replaced by a single desk and multiple self-check machines. These changes will reduce staff workload as well as the time it takes for materials to reach the shelves for use by patrons.

Streamlining is a priority of library staff and city administrators and will allow the ambitious library service plan to be implemented without increasing the number of staff significantly. This is important, since a large portion of the library budget relates to personnel costs.

The library will be designed for easy way-finding as well as independent use by patrons. Upon entering the library, patrons will see the main spaces and a directional map.

Objective:

The use of technology streamlines acquisitions and circulation processes.

Service Indicators:

- Percentage of materials borrowed through self-check machines (goal is 90-95%)
- Percentage of materials purchased shelf-ready
- Proportion of materials returned through book return slots and/or using automated returns rather than at the circulation desk

Objective:

Richmond residents find the library easy to use independently.

Service Indicators:

- Number of "directional" questions asked by patrons
- Visibility of primary spaces from the entrance
- Percentage of reserved items picked up by patrons without staff assistance
- Ease of use as measured by the customer satisfaction survey

Children's Services

Residents of Richmond are united in their desire for rich and varied library services for children. This category encompasses early literacy services, homework assistance, after school activities, and lifelong learning.

Goal #3:

Children are supported and enriched in their development as lifelong learners and community members, in an environment of discovery.

Roles: Primary roles

Early Literacy, Lifelong Learning;

Partnership roles

Support of Formal Learning, After School Activities

Early Literacy

Community Need:

Students in Richmond schools are testing below the statewide interim target of 800 on the Academic Performance Index. One factor affecting the scores is the large number of students with limited English language skills. The RLBC and library staff selected Early Literacy as one of the five priority roles of the library, for it is documented that early reading skills result in better achievement later in school. This will also help break the cycle of illiteracy that seems to accompany poverty. The library is a natural partner with the coalition Building Blocks for Kids that is targeting preschool children in the Historic Triangle of the city with a variety of services.

Service Response:

The library will provide a large collection of books for preschool children in English and other languages, sponsor regular preschool and lap-sit story times in the library, at community centers, from the bookmobile and at preschools. The primary school area of the new library will include a whimsical storytelling area, intriguing to youngsters and drawing them to the library as a place of exploration and fun. The Family Literacy Program will encourage parents learning to read to share stories with their children. The library will also provide "program kits" that include stories and activities for teachers to share with young children.

Objective:

Children throughout the city experience the joy of reading at an early age.

Service Indicators:

- Number of preschool story times at the library; attendance at each
- Number of children involved in the Families for Literacy Program
- Size of preschool collection and circulation
- Number of story times at preschools, community centers and bookmobile stops
- Circulation of story kits

Homework Assistance

Community Need:

Homework programs were the top priority service for survey respondents, despite the fact that there are other organizations providing homework assistance. There seems to be a huge need for this service. This is not surprising given the performance of local schools, the large number of English Language Learners, and the fact that most families cannot afford private tutors. 72% of those participating in the recent National Citizen Survey were concerned about the quality of Richmond schools. There are several elements to this service:

- For many children and youth, the library is their “home” after school until they are picked up by working parents. For these and other youth who do not have a quiet place to study in a crowded home, the library is needed as a homework center venue.
- Many students need not only a place to do homework, but assistance with the content.
- Children of immigrants may need assistance; their parents may be unable to help their children with homework due to language or education limitations. Other parents have the content knowledge but not the English vocabulary, and requested that there be bilingual textbooks and a time when families can work together on homework assignments with assistance from a library staff member.

Service Response:

The new library will provide a space for a homework assistance program, materials of use to students, homework assistance online, copies of textbooks used in the schools and computers with English language skill-building software. Group study rooms will provide space for students to work together on homework or projects.

Objective:

Students use the library as a homework center; homework assistance is provided.

Service Indicators:

- Number of students in the library after school
- Number of students enrolled in the library’s homework program
- Number of hours during which homework assistance is provided
- Use of the group study rooms, as monitored by the reservation sheets

After School Activities

Community Need:

City Council members, local service providers, library staff, seniors and staff of other city departments identified after school programs for youth as a great need in the community. Richmond is a working-class city. Many children and teens are more-or-less unsupervised after school while their parents work, and need structured activities to encourage good behavior and productive use of time. All local schools have after school programs, but attendance is limited by space and hours of operation. The library would be complementing activities offered by other community organizations. This is consistent with the goals of violence reduction in the city.

Service Response:

The library will develop consistent programming targeted at elementary age children and young teens that include craft activities, recreational movies, homework assistance, reading, information literacy training, storytelling, computer training, volunteer training and quiet space for working on homework independently. A Multipurpose Room, shared with LEAP, will provide a venue for such programs.

Objective:

Local children are engaged in constructive activities after school in the library.

Service Indicators:

- Number of after school activities in the library
- Number of youth attending after school programs at the library
- Number of youth volunteers and volunteer hours

Lifelong Learning

Community Need:

Supporting lifelong learning was one of the five roles of the library identified as most important during the role-setting workshops with the RLAC and staff. Encouraging children to read supports their academic achievement as well as opens their world to new places and adventures.

Parents with limited English language skills want programs for their children that will strengthen reading skills.

Service Response:

The library will provide a large collection of the most popular children's materials: paperbacks, fiction and books in series. Regular book-related programs will draw children to the library and introduce them to the joy of reading. A Summer Reading Program will encourage children to continue reading during months away from school.

Objective:

Richmond children read.

Service Indicators:

- Size of children's collection and circulation of materials, particularly fiction and paperbacks
- Number of children enrolled in the Summer Reading Program
- Number of book-related programs in the library and the attendance at each

Teen Services

Enhanced teen service is a critical component of the Library Plan of Service, one that is difficult to implement in the current library with its limited space.

Goal #4:

The “whole teen” is nurtured by library programs and services; teens have a distinct area of their own in the library.

Role: Teen Center

Teen Services

Community Need:

The library is close to both a large public middle school and a parochial school with students through eighth grade. The population of teens living in the area around the library is exceptionally high. The city's violence reduction strategies stress the need for after school programs and opportunities for teens to participate in a meaningful way in their community. Teens expressed a desire for their own space, distinct from those of children and adults, and engaging programs for academics and recreation. They particularly need access to computers.

Service Response:

The new library will have an acoustically isolated, visible, teen-friendly area with computers, lounge and table seating, and collections that are attractively displayed. Programs of all types will be offered regularly, including SAT preparation and computer literacy. A structured volunteer program will encourage youth to contribute to their community. Teens will be given an orientation to the Teen Center prior to using it to explain its use and expected conduct.

Objective:

Teens use the library responsibly for academic, recreational and social activities.

Service Indicators:

- Use of the Teen Area as observed by staff
- Number of teens participating in orientation to the Teen Center
- Number of teen library cards issued
- Attendance at on-going and one-time teen programs
- Size of the teen collection; circulation and turnover of teen materials
- Usefulness of collections and services as measured by the customer satisfaction survey
- Feedback from the library's Young Adult Advisory Council (YAAC)

Objective:

Teens participate in a meaningful way in their community through the library.

Service Indicators:

- Number of teen volunteers and volunteer hours
- Number of teens enrolled in the structured volunteer program
- Feedback from the library's YAAC

Adult Services

This area includes general information/reference service and support of lifelong learning.

Goal #5:

Richmond adults use the library as a primary resource for finding information, pursuing lifelong learning, developing life skills, experiencing cultural enrichment, and borrowing materials for recreation.

Roles: General Information / Reference, Lifelong Learning (Including New Books and Best sellers)

General Information / Reference

Community Need:

Reference assistance was identified by 30% of survey respondents as an important library service. This includes providing specific information, assisting patrons using the library's print and electronic resources, and providing readers' advisory service to patrons of all ages. This core service is particularly important in Richmond where there are many residents without the experience of using a public library. Not only is specific information needed, but the staff must explain the use of the library and its services.

Service Response:

Each staff librarian provides reference assistance in addition to having responsibility for another focused service such as electronic resources, cataloging, local history, collection development, adult programming, teen services or government documents. Reference service is available during library hours by phone or in person. Patrons and staff use a carefully selected collection of both print and electronic reference resources.

Objective:

Richmond residents know and use the library as a source of professional friendly service and reliable information.

Service Indicators:

- Number of reference questions answered
- Quality and availability of reference assistance as measured by the customer satisfaction survey

Objective:

Electronic and print resources are integrated in the delivery of service.

Service Indicators:

- The reference collection in print format has been evaluated and weeded
- A mechanism is established for the selection of reference tools that is "format neutral"
- Ease of use of electronic resources as assessed by reference librarians
- Adequate computers for use of electronic resources

Lifelong Learning

Community Need:

This is also one of the priority library roles as identified by both staff and members of the RL-BAC. Residents need the fiction, non-fiction and media collections that provide opportunities for exploring personal interests, continual growth and development, recreation, civic participation and keeping up with “hot topics” and world issues. This includes adult education classes and engaging relevant programs. “Baby Boomers” participating in focus groups helped identify the need for a wide variety of targeted programs for the many Richmond adults with different life situations, ranging from survival issues to use of recreational time.

Service Response:

The library will provide a large and deep collection of fiction and non-fiction for adults; and an extensive media collection will include both educational and recreational DVDs or other formats that may emerge for popular use. It will sponsor educational, civic and cultural programs that contribute to lifelong learning for Richmond residents by partnering with other community organizations.

Objective:

Adult materials and programs promote lifelong learning and support adults in their individual pursuit of interests.

Service Indicators:

- Size of adult collections; use measured by circulation
- Number of civic, educational and cultural programs for adults; attendance at programs

Services to Special Constituencies

This category includes services to constituents with special needs.

Goal # 6

The library provides expanded services to constituencies with special needs, including non-English speaking residents, library Friends, new readers, job seekers/small business owners, and non-users.

Roles: Cultural Awareness, Literacy, Business Information

Non-English Speaking Residents

Community Need:

Richmond is a city of great diversity, an entry point for immigrants to the United States from all over the world, and particularly from Asia and Latin America. Many have not experienced using a free public library; others have limited or no English language skills; still others may have a fear of government institutions.

Service Response:

Following the recommendation of service providers to these residents, the library will provide clear multilingual signage, bicultural bilingual staff, materials in languages spoken by residents, exhibits featuring different cultures, and outreach through community based organizations to make the library welcoming and useful to this segment of the population.

Objective:

Residents with diverse cultures and languages successfully use the library.

Service Indicators:

- Number of languages and cultures in the city represented by staff
- Finding aids available for non-English speaking patrons
- Number of partnerships with service providers for publicizing library services
- Size and circulation of international collections

Literacy

Community Need:

Responding to early and basic literacy needs was a primary role of the library identified by both the RLBC and library staff. Literacy ranked #7 in the library survey as a service to be emphasized; it might have ranked higher except that persons most likely to benefit from literacy services would not be reached in great numbers through a written survey. The information on illiteracy rates of individual cities is now old, but there is no reason to assume the problem has diminished. In 2002 it was estimated that 58% of adult Richmond residents had significant reading limitations that impacted their daily life in a negative way.

Service Response:

The library will continue to provide basic literacy, life-skill building, GED preparation, ESL, and Families for Literacy services in the Main Library. The services will be expanded by bringing them to other community venues as well.

Objective:

Literacy materials and services are used by Richmond adults and families.

Service Indicators:

- Number of students enrolled in the LEAP programs (GED preparation, basic literacy, ESL and Family Literacy)
- Drop-in use of literacy resources
- Number of tutors trained and volunteering
- Number of sites in the community at which literacy service is offered
- Referrals from partnering community organizations

Business Information

Community Need:

There are three targeted user groups for business services in Richmond: teens and adults investigating career options; small local business owners and the self-employed; and the unemployed or under-employed. The unemployment rate is high in Richmond, and has been consistently since the dismantling of industries that flourished during World War II. Residents need resources to explore careers, find jobs, build work skills, and to start and manage small businesses.

Service Response:

The library will include a Job Information Center with print and electronic resources for all three user groups and will provide programs to assist in the creation of new businesses.

Objective:

Patrons will use the library's up-to-date and comprehensive business resources for career, job and business information.

Service Indicators:

- Size of the business collection; currency as evaluated using the automation system to retrieve publication dates
- Use of the collection as measured by book circulation and use of specialized software
- Number and use of business databases

Friends of the Richmond Public Library (Friends)

Community Need:

The Friends raise supplementary funds for library collections and programs, primarily through the sale of used books. To increase their fundraising effectiveness the Friends need a space to receive, sort and store gift books donated by generous community members, and an attractive, visible area in the library to display the books for sale. The Friends do not anticipate being able to staff a full bookstore or gift shop.

Service Response:

The new Main Library will have a sorting/storage room for the Friends that will allow them to solicit more donations. It will also provide attractive shelving near the entrance for the sale of books.

Objective:

The Friends expand their fundraising capacity.

Service Indicators:

- Number and quality of donated materials received
- Amount of money raised by the Friends

Reaching Out

Community Need:

There are large segments of the Richmond population that do not participate in the life of the community, including the library, because of linguistic (non-English speaking residents), cultural (immigrant groups), educational (students with limited academic success, adults with limited reading skills), or geographic factors (reluctant to leave their neighborhood, without transportation, geographically isolated). The library will have to reach out to these community members both to deliver services directly and to invite them to use the library. There is also a growing number of aging residents, some of whom are homebound and unable to get to the library.

Service Response:

The library will expand its bookmobile service. A smaller van will be purchased to deliver materials to areas of the city that the large bookmobile cannot access. The need for service to the homebound will be evaluated and services implemented if appropriate. Library staff will bring storytelling, literacy and other services to community venues.

Objective:

Library services are brought into the community.

Service Indicators:

- Number of bookmobile stops; service stops using the van
- Number of community organizations to whom presentations about library services are given
- Number of literacy and storytelling programs presented in the community and attendance
- Evaluation of need for service to the homebound completed; service plan implemented

Community Need:

With the cutbacks in the library hours as a result of the budget crisis beginning in 2004, many former library users have found other more distant libraries to use; some do not know that the library is again open. Circulation is relatively low for such a large population; the rich resources of the library are not as widely known as they could be.

Service Response:

The library will develop a strategic marketing plan in conjunction with the opening of the new Main Library. "Push" technology will be implemented to inform patrons about new materials and programs.

Objectives:

- Increase the use of the library by Richmond residents through a marketing plan concurrent with the opening of the new Main Library.
- The library and its services are widely known in the community.

Service Indicators:

- A marketing plan is developed and implemented
- Increase in circulation of materials
- Increase in number of library visitors
- Increased number of hits on the library's website
- "Push" technology is implemented; the number of patrons receiving library-generated e-mails about new materials or services

Library as Community Asset

This category includes those aspects of the library that serve all community members as general assets of the city: a distribution point for community information, provision of meeting/programming and art exhibit space, a local history archive, and a café.

Goal # 7:

The Main Library is used by residents as a community center providing information about the community, meeting/programming rooms and exhibits; a café and other community gathering spaces; and an accessible archive for local history.

Role: Commons, Local History Archive, Community Information

Community Information

Community Need:

Community Information was selected by 41% of survey respondents as material to be emphasized in a new library, second only to Children's Books. This refers to the role of the library as a distribution point for information about community services and events and has two distinct constituents. The most vulnerable residents need to find assistance from social service agencies. Richmond is a city of many neighborhoods and decentralized services that are not, for the most part, coordinated. There is a need in a growing and changing community to have a central place to go for such information.

Other community members are interested in either publicizing or learning about civic and cultural events; they want the library as a distribution point for event flyers.

Service Response:

Reference staff will provide current information about community services, using on-line resources such as the Contra Costa County database of services, the city's website, and brochures from a variety of social service agencies. The library will also have literature display racks for flyers about community events, equipped with cabinetry for "give-aways."

Objective:

Richmond residents use the library for information about community services and activities.

Service Indicators:

- The new library has display racks for community flyers sufficient to accommodate flyers and brochures of local agencies
- Number of community service providers with which the library partners for the distribution of information
- Website links on library's website to the websites of other service providers

Meeting/Programming Rooms

Community Need:

Community organizations were unanimous in their desire for a new Main Library to provide meeting rooms and programming space. The city's Auditorium has a number of meeting rooms that may be configured for a variety of functions, but they are both in great demand and relatively expensive. There is a dearth of inexpensive meeting space in the community. The current library has one meeting room, the Madeline F. Whittlesey Community Room, heavily used for both library and community programs. The single room does not meet the demand for space; library programs are limited as the librarians serving each age level compete with community groups for its use. Community members suggested the library have several rooms, with varying seating capacities and access from the exterior so that they could be used independently of the library.

Service Response:

The new Main Library will have a large Auditorium, a Community Room, a Conference Room, and three Group Study Rooms for use during library service hours; the Auditorium and Community Room can also be used by the community when the library is closed.

Objective:

Meeting/programming space in the new Main Library fulfills the meeting room needs of the public and the need for library programming space.

Service Indicators:

- Number of community organizations using the meeting/programming rooms
- Number of library programs held in the meeting room, and attendance
- Ability to meet requests for meeting/program space, as monitored through a meeting room scheduling calendar

Café and Community Living Room

Community Need:

There is no Richmond center or central gathering point for the entire community. Located in the Civic Center near the downtown, the library of the future is seen by city administrators as the “community’s living room” full of activity and people of all ages. One Library Commissioner said, “The Library plays an important social function as a place to rub shoulders. The community’s vitality is in these small interactions.” The Richmond Library Foundation, in its brochure informing residents about the need for a new Main Library, captured the spirit:

“In countless cities, the library, museum and city hall, all surrounding a central square, define the civic center – the commons, the gathering place where a community’s identity takes root and expresses itself. There is no such place in Richmond today. The Library, the Museum, and City Hall are like orphans separated from one another by miles. ...Imagine this! The Library moves into a new building at the Civic Center. Offering twice the space of the current library, this new home reflects the emerging role of libraries today. More than simply a collection of books and media, it is a hub of information technologies, a place where people come to learn and meet and mingle-and feel the buzz of it all.”

A café within or adjacent to the library would serve library patrons and staff as well as visitors and staff from other buildings in the Civic Center. There is no such amenity in this area. Children and teens coming to the library directly from school and staying through the afternoon often need snacks. A café would allow them to purchase healthy snacks and provide a place to consume them before entering the main part of the library.

Service Response:

The new library will have comfortable seating throughout, allowing small groups of library visitors to interact in a welcoming environment without disturbing those who require a quiet study environment, providing a pleasant meeting place or destination. The library will include a café; the size will depend somewhat on whether the final Civic Center Master Plan includes a commercial eatery.

Objective:

The library is a meeting and gathering place for Richmond residents.

Service Indicators:

- Overall visitor count
- Observation of staff on proportion of lounge seating occupied in adult areas
- Use of the library café as measured by receipts

Art Exhibit Space

Community Need:

Richmond is a city with a rich history and a well-established arts community that sponsors nationally recognized arts programs. It was the consensus that the library should not provide a single exhibit space, since this is available at the Richmond Art Center, but should provide a variety of display opportunities throughout the library to add an element of discovery and enrichment to the library experience through visual arts.

Service Response:

The Richmond Art Center will partner with the library in displaying the work of local artists and providing art activities and programs. Display opportunities (cabinets, niches, wall space) will be provided in the children's, teen, languages, adult and local history areas.

Objective:

Visitors to the library are enriched by the art displays.

Service Indicators:

- Number of display opportunities provided
- Number of displays throughout the year

Local History Archive

Community Need:

Richmond has a rich heritage and much to be proud of in its history, part of which is honored in the new Rosie the Riveter/World War II Home Front National Historical Park. The Richmond Museum of History houses and displays historical artifacts, although materials from the mid-twentieth century to the present are warehoused because of limited museum space. For years the library has been the repository of documents relating to the cultural history of Richmond. The library also collects important city documents for public use, while the City Clerk maintains the official archive. The library's collection is poorly housed and difficult to use. Much is uncataloged and stored in cabinets, on shelving or in boxes that are difficult to access. This limits its use.

Service Response:

The new Main Library will provide a local history room with space enough to display and peruse materials. Appropriate housing will be provided for each format, and limited cataloging provided to facilitate access. This room will be secure, with access provided upon request, to protect the materials, almost all of which are reference materials to be used in the library.

Objectives:

- Richmond residents have access to local history materials in the library.
- Staff develop streamlined cataloging and other access tools for the local history materials in varying formats.

Service Indicators:

- Amount of material accessible through the catalog or other finding aids
- Use of the collection as recorded by staff
- Cataloging tools in place

03

Description of Services



Jurisdiction-wide Services

The Richmond Public Library is an independent municipal library. Library service is delivered to Richmond residents through a large Main Library, two small branches and a bookmobile. The branches are connected to the Main Library through a daily delivery van, which facilitates resource sharing, and all share the same online catalog.

Bookmobile

The bookmobile reaches areas of the city most remote from the library facilities, and focuses upon visits to schools. It delivers materials and some programming directly and publicizes the resources of the entire Richmond Library. Because of its size, the bookmobile cannot get into some of the hillside communities. In order to expand mobile service to these areas, the Library is planning to purchase a smaller van with enough room to bring a smaller collection of materials for patrons to borrow. This van will also be used to bring library services such as literacy and storytelling to Community Centers and other community venues as well. The bookmobile and van will operate out of a new Main Library, facilitating the sharing of collections and staff.

Branches

The branch libraries, Bayview and West Side, are treasured by their local communities despite the limited resources they can accommodate in 1,950 and 1,745 square feet respectively. They were renovated and reopened in March 2008, following closure due to budget cuts. They provide small collections, computers, some programming, and serve as a delivery point for materials requested from the Main Library. The Bayview Branch will focus on services to seniors, youth after school and intergenerational programming. The West Side Branch will emphasize story times and recreational reading.

The CLNA found a great deal of support for providing another branch, in the Hilltop Area. If that were to be added, it would be about 5,000 square feet, and would serve in the same capacity as the current branches, although with larger collections and more seating and computers.

Main Library

This project proposes to replace the existing Main Library with a new one that is almost twice its size. The Main Library is the primary service delivery point. It houses the administrative and other support services for the entire system and maintains a respected comprehensive collection of both current and retrospective titles. A daily delivery allows materials from the Main Library to be used by patrons at the branches.

The new Main Library will house the city-wide services such as literacy and teen services. It will have the meeting/programming space large enough to draw residents from throughout the city to cultural, educational and recreational programs for all ages. It will have modern technology that will streamline operations, provide public access computers and include a Computer Lab that can be used for training or classes. The bookmobile will operate from the Main Library, allowing the library's entire circulating collection to be more readily accessible to bookmobile users.

Cooperation with Other Libraries

The Richmond Public Library is a member of the Bay Area Libraries Information System (BALIS), one of 15 cooperatives in California that enables resource sharing and professional development. It is also associated with the 45 academic and public libraries of LINK+, which facilitates resources sharing. Richmond has a good working relationship with the Contra Costa County Library, with which it is exploring ways to coordinate services.

New Main Library - General Services Staffing

Although the size of the Main Library is expected to be almost double that of the current facility, it is anticipated that the design of the new library and operational efficiencies will limit the need for additional staff. Staffing level will increase from 48 to 53 fulltime and permanent part-time positions and from 13 to 24 part-time positions. A comparison of the current and proposed staffing is included as Appendix 2. The additional staff are a direct response to the service needs identified in the CLNA. These include:

- Technical services staff to support the large number of public access computers
- Library pages to handle the anticipated increase in circulation as a result of a new facility and expanded collection
- Children's Librarian responding to the demand for children's materials and programs and outreach
- Homework helpers to provide assistance to students and families
- Additional part-time librarians and support staff to expand hours
- Security staff to ensure the safety and security of patrons, staff, collections and facility

An effort will be made to hire more bicultural, bilingual staff, especially for public service desks, to reflect the multicultural nature of the population. Language skills needed include Spanish, Thai, Chinese, Vietnamese, and Cambodian at this time.

Hours of Service

The residents of Richmond need generous hours of service, more than the current 45 hours per week. Seniors reluctant to go out at night want daytime hours. Commuters and families with working parents need evening and weekend hours. College students need extended hours in the evening and on weekends. The recommended hours of service for the Main Library respond to these needs. The library will be open 62 hours over seven days, an increase of 17 hours over the service level in March 2008. All library services, with the exception of literacy and homework services will be available all hours the library is open.

Day	Current Hours	Proposed Hours
Monday	12:00 p.m. – 8:00 p.m.	10:00 a.m. – 9:00 p.m.
Tuesday	12:00 p.m. – 8:00 p.m.	10:00 a.m. – 9:00 p.m.
Wednesday	10:00 a.m. – 8:00 p.m.	10:00 a.m. – 9:00 p.m.
Thursday	10:00 a.m. – 5:00 p.m.	10:00 a.m. – 9:00 p.m.
Friday	12:00 p.m. – 5:00 p.m.	10:00 a.m. – 5:00 p.m.
Saturday	10:00 a.m. – 5:00 p.m.	10:00 a.m. – 5:00 p.m.
Sunday	Closed	1:00 – 5:00 p.m.
TOTAL	45	62

Community organizations may use the Auditorium and Community Room independent of the library’s hours. These meeting/programming rooms, as well as the public rest rooms, will be zoned as a separate security area.

With the development of a more robust automation system, information and electronic resources are available via the Library’s website; this virtual library is available 24/7.

Seating

The Richmond Main Library is being developed with the vision of it being the community’s living room, a comfortable environment buzzing with activities. Community members were in agreement that there should be different areas within the library for the different age groups because of their disparate activities. A total of 387 patron seats will be provided in the new Main Library. This is 3 seats per 1,000 residents in 2030, within the proposed guideline of 2.5 – 3 seats per 1,000 population. A variety of seating is provided: tables, carrels, and lounge chairs. Some seating is in quiet areas; the remainder is in areas that encourage interaction among patrons. Furniture will be appropriately sized for the patrons in each area of the library. More details about seating are provided below.

Collections

The collection needs of the Richmond community are varied due to the significant diversity of ages, cultures, languages, educational attainment, interests, and economics. The availability of materials in a variety of formats also increases the options. The construction of a new Main Library will allow for the expansion of the current collection of approximately 209,000 cataloged books and audiovisual materials to 358,000 by the year 2030. This will provide 2.8 items per capita for the projected 2030 population of 128,000. This is comparable to similar municipal libraries. The valued retrospective collections will continue to be a regional resource. The specific collections for different patron groups are described in the following pages.

Implementation:

To respond to the popular materials needs of lifelong learners, the implementation of the changes recommended by Innovative Interfaces, Inc. is essential; it is anticipated that the suggested simplified ordering/cataloging will be in place long before the new library opens.

This project proposes a collection profile responsive to the needs identified in the CLNA; it is shown in detail and compared to the current collection in Appendix 3. The collection profile will be used to guide the collection development over the next 25 years, with modifications to the profile as community needs change. It is anticipated that the collection will grow by approximately 5,000 items per year. This will require consistent increases in materials budget to maintain buying power.

Technology Services

These are summarized in the following chapter.

Children's Services

Children's collections, homework assistance and a large Children's Area were the top priority for collections, services and qualities identified by library survey respondents. Richmond residents are united in their support of the community's children and youth. Aspects of Children's Services are described below.

The Children's Area will be one of discovery, with attractive displays and programs that enrich the lives of the children. It will be large and open, with ample space for collections, seating and computers. There will be a preschool area with smaller furniture, a play area with stimulating educational toys, seating for families to read together, and a storytelling area. There will be a small area for the "tweens" (not quite teens) and a larger area with children's table seating and computers for older children.

Adjacent to the Children's Area will be a Multipurpose Room for after school activities.

Collections

Although all areas of the children's collection will be expanded, there are four segments that will be emphasized to meet community needs.

The picture book collection will include both multiple copies of perennial favorites and a deep collection for enrichment. Picture books and books for toddlers in English, Spanish (and other locally spoken languages as available) and bilingual books will support parents, teachers, and literacy students as they encourage young children to enjoy reading.

A comprehensive and greatly expanded non-fiction collection will supplement the service of school libraries that are small and have limited hours. The collection will include curriculum related materials in multiple copies and on differing reading levels to match the reading skills of children, many of whom are English Language Learners. Although the majority of the collection will be in English, the library will provide a core collection of curriculum-related materials in Spanish (or bilingual materials) that can be used by students independently or by parents with limited English skills with their children. Library staff will also develop a core reference collection for general information needs of children and for use in the Homework Center.

Recreational materials to encourage lifelong enjoyment of reading will be increased, including paperbacks, popular general fiction and “series” fiction.

The languages collection will be expanded to more than four times its current size, with particular emphasis on Spanish materials and smaller collections of Asian languages, matching the languages of Richmond residents. These will support early and family literacy, academic excellence and lifelong learning.

Implementation:

The collection will be expanded over the next 25 years to its maximum capacity. The additional shelving in the new library will allow the library to maintain both a current and retrospective collection of the best in children’s literature.

General Children’s Services

Reference and readers’ advisory services will be provided by four librarians at a separate children’s reference desk all hours the library is open. Services include assisting students in finding information for school work or personal interest, recommending books to read for enjoyment, training individuals on the use of the online catalog and other electronic resources, and helping parents find appropriate books and media for their children.

The Children’s Area of the library will have three distinct sections with furnishings sized to its users. In the Preschool Area youngsters can use two small play tables, play space with educational interactive toys, and comfortable seating for parents and children to read together. Immediately adjacent to the picture book collection will be a storytelling area that can seat 50 children. A Family Rest Room within the Children’s Area will add a degree of safety for children using the library without adult supervision. There will also be a small section of lounge seating for “tweens” and a larger area for older children with tables and computers.

Classes will be welcome at the library for orientation and information literacy instruction, and librarians will visit local schools to publicize the Summer Reading Program.

Programs to Encourage Lifelong Learning

One of the most effective ways to inculcate a joy of reading and learning is to expose children to reading at a young age. The library will continue to provide regular preschool story times and will add lap-sit story times for toddlers 18 months to two years of age. To reach patrons not accustomed to using the library, staff will provide story times at Community Centers, preschools and at the Bay Area Rescue Mission for homeless families. To encourage older children to read, the library will sponsor regular book-related enrichment programs for children and families throughout the year as well as those that are part of the Summer Reading Program.

Homework Center

The service identified by community members through the library survey as the most important for children was homework assistance. The schools are not achieving the performance that the community would like; they want the children to be successful in their academic studies. While there are many community organizations that provide homework assistance to small groups, there is still a great unmet need.

Homework assistance will be provided by three part-time homework assistants recruited from local colleges and supplemented by community volunteers recruited on the website and through the city's Senior Centers. The recommended hours are 3-6 p.m. Monday, Tuesday and Thursday, 3-8 p.m. Wednesday, 1-4 p.m. on Saturday and 2-4 p.m. on Sunday for a total of 20 hours per week. In addition to working with specific school assignments, the students will have an opportunity to read aloud, developing both reading and language skills in a safe environment.

While this is an important service, it will be available during specified hours and will not require a dedicated space. The large Auditorium will be dividable into two smaller spaces. One of these can be used for the homework program, since the full space will not be booked on a regular basis. (If a conflict arises from time to time, the Multipurpose Room can be used as a Homework Center. Wireless laptops will be used as needed.)

After School Activities

Richmond is a working class city; many families have two working parents, and children need supervision after school. Many organizations provide after school programs, including the schools, but the need is greater than the program availability. Almost universally the community members involved in the CLNA requested that the library provide structured activities for children and youth after school. In addition, 67% of participants in the 2007 National Citizen Survey in Richmond indicated that expanding after school programs in the city was essential or very important.

Implementation:

The library will continue its ongoing programs such as the weekly chess club and will extend the programming to include regularly scheduled and structured programs with crafts, movies, book discussions, games, and a volunteer program.

One of the limitations to providing after school programs in the current library is the lack of space. The new Main Library will have a Multipurpose Room in which programs and classes can be conducted. In addition, the Homework Center will be housed in half of the Auditorium. The Community Room will also be available for programming.

Partnerships:

The library will have a number of partners in its service to children, including the West Contra Costa Unified School District that administers the public schools in Richmond. The Police Activities League (PAL), local schools and the Bay Area Rescue Mission can take advantage of the library's resources and Computer Lab as part of their provision of homework assistance. The children's librarians partner with those of Berkeley Public Library in reviewing children's materials. The library will partner with the Building Blocks for Kids coalition to serve children in the Historic Triangle area of the city. The library will partner with teachers in promoting early literacy by providing Story Kits.

Teen Services

Service to teens is a community priority for several reasons. Richmond has a large population of youth, especially in the census tracts closest to the library; there is a high dropout rate in high school; and there is a very high level of unemployment in the city. The city's focus on reducing violence includes providing meaningful ways youth can be involved in their community and in constructive activities after school.

The library will provide two opportunities for community involvement. The first is through the formation of a Teen Council, comprised of teen leaders who can assist staff in developing programs of interest and use to teens. The second is the establishment of a Volunteer Academy, a structured program that trains teens in use of the library and basic job skills as well as providing volunteer opportunities working with children's programs, assisting in the Homework Center and answering basic computer use questions.

In addition the library will sponsor special programs designed to engage teens. Programs include SAT preparation, computer instruction with emphasis on gaming and other topics of particular interest to youth, poetry slams, all aspects of technology, music, writing, public speaking - a program at least once a month.

Implementation:

A Teen Services Librarian will coordinate services to youth ages 12 to 18, with an emphasis upon middle school students because of the proximity to the library of two schools with middle school age students. There will be a distinct, somewhat acoustically isolated, visible Teen Area in the new library, large enough to seat 32, with an additional 12 computer workstations in a computer "café" configuration. Furnishings will be teen-friendly and

comfortable, not institutional. High counter and floor seating will complement table and lounge seating to make this a distinct area in the library. Teens will be given an orientation to the new Teen Center that explains the materials, equipment, and expected behavior. There will also be group study room near the Teen Area for those working on homework or school projects together.

The collection in the Teen Area will be primarily recreational, with students using the adult and children's collections to meet their academic needs. Information about careers and jobs will be available in the Job Information Center. A mobile reference station will allow staff to supervise the space more closely during peak hours.

Partnerships:

In developing a Volunteer Academy, the library will work with local middle and high schools that require students to do community service, to publicize the program and develop volunteer opportunities that meet school requirements. The Arts & Culture Commission and the Recreation Department will partner in providing programs for teens.

Adult Services

The primary needs of adults, other than those special constituencies highlighted below, are for reference and lifelong learning services. Services for adults include reference and readers' advisory service, a deep and broad collection of print, audiovisual and electronic resources and extensive programming.

Implementation:

Eight reference librarians will provide reference and readers' advisory services. Large general fiction and non-fiction collections will provide both recreational and ongoing education options. The library will continue to develop its collection of African American books and media. Continually adding new books and bestsellers in a timely manner will reflect the high ranking given these materials in the library survey. Collections of books in audio CD format and/or in large print will be helpful to seniors and others with diminished sight.

A variety of seating will be provided for adults, including comfortable lounge chairs in areas for quiet reading away from the main aisles of traffic, and in "gathering" areas, table seating, carrels, sofas, for a total of 109 seats. The creation of separate children's, teen and adult areas will make it possible for many people to use the library at the same time comfortably for different functions. Lounge seating in small groups will provide spaces for informal gathering, yet avoid the clustering of large groups of people that sometimes intimidates library patrons.

The library will be active in presenting or co-sponsoring educational, civic, and cultural programs for adults. Examples of programs that have been offered already or suggested by community members include immigration reform, care-giving skills for the "sandwich" generation, violence reduction, Lawyers in the Library, Latino Film Festival, financial programs, computer literacy, poetry readings, and cultural craft demonstrations.

Partnerships:

A number of community organizations either are currently or have expressed interest in partnering with the library in providing cultural, educational and civic programs, including the Richmond Art Center, the city's Recreation Department, the Senior Centers, the Chamber of Commerce, the Small Business Administration, the Richmond Museum of History, and Contra Costa College.

Services to Special Constituencies

Services for Those with Limited English Language Skills

Over one-fourth of Richmond residents were born outside the United States. Over 36% speak a language other than English at home, and almost one-fifth of adults are linguistically isolated. The percentage of English language learners in Richmond schools ranges from 14% to 64% of the students. These residents need special services to meet their needs, some of which were identified by the residents themselves, others by community service providers.

Implementation:

The library will provide a large collection of materials in languages other than English, especially Spanish and Asian languages; materials for new readers and those with limited English vocabulary; ESL materials in print and media formats; and information on immigration and citizenship. It will supply information about social services and immigration and citizenship procedures, and provide literacy tutoring. Family programs in the library will help build language skills and provide an opportunity for new residents to learn about the library.

The collection will be finite in size, continually refreshed with materials of greatest interest. The LEAP program already provides individual tutoring and ESL classes as well as a family literacy program. Through programs highlighting different cultures and displays of art and artifacts from many parts of the world, the library will welcome the city's new residents. Library staff will visit community organizations serving these new residents to extend an invitation to the library. Bilingual bicultural staff will assist new library patrons to feel welcome. A computer associated with the language and ESL collections will allow patrons to build their language skills using the electronic tutorials and appropriate literacy websites.

One useful tool would be CDs, DVDs or online tutorials introducing the library in languages not spoken by library staff. These could be developed in partnership with community service providers.

Partnerships:

A number of the community organizations serving immigrants suggested ways in which they could partner with the library in serving their clientele. They offered to assist in locating language materials for the library, disseminating information about library services, providing programs on crafts of a particular culture, and mediating with the community to encourage people to use the library. These potential partners include the Bay Area Rescue Mission, The Lao Family Community Development Corporation, the Southeast Asian Psychological Services, Familias Unidas, St Cornelius School, and the Multilingual District Advisory Committee of the West Contra Costa Unified School District.

Business and Career Services

The City of Richmond has relatively high unemployment and many small businesses. The library has a role in responding to the needs of these residents. The library will continue to provide a collection of print and electronic resources for use by those seeking jobs or investigating career options, those who are or would like to be small business owners, and those desiring to improve job skills. Programs related to business will also be provided. These will supplement and complement services offered by other organizations.

Implementation:

The materials of interest to this segment of the community will be centralized in a Job Information Center for easy access. Two computers will provide Internet access for job searches, word processing for resume writing and a link to a number of small business websites. The library will continue to sponsor programs such as the successful "Starting Your Own Business from Scratch", and will expand to include budgeting and other business management and life skills.

Partnerships:

The library will coordinate services and publicity with other organizations providing job assistance, such as RichmondWorks, YouthWorks, the Chamber of Commerce, the Renaissance Center, the Mechanics Bank, the Small Business Administration and other potential partners. If the city is able to create a vocational program for youth, the library will support this with appropriate collections.

Literacy Services

The library's literacy service, Literacy for Every Adult Program (LEAP), is well respected in the community and responds to the needs of adults who have "fallen through the cracks" in school, as well as those with limited English ability needing the individual attention that Adult School classes cannot give. It is estimated that up to 58% of Richmond adults have significant reading limitations.

The majority of the literacy materials are workbooks that are consumable. The items are not in the library catalog; staff assist students with the materials and both tutors and students

borrow them without formally checking them out. Some, like the Families for Literacy books for children, are gifts to the students. Additional materials are available in the main adult collections. One of the advantages of bringing the literacy program into the new Main Library is to make the transition to the greater library easier. LEAP serves as a gateway, an entry point for new readers to the vast resources of the library.

LEAP will have a separate entrance with hours most useful to new readers. It may be secured for use when the rest of the library is closed, and is expected to continue with its current schedule, shown below. As the literacy program is expanded to include services at other venues over the next year, the hours may be adjusted.

Day	Proposed Hours
Monday	8:30 a.m. – 8:00 p.m.
Tuesday	8:30 a.m. – 8:00 p.m.
Wednesday	8:30 a.m. – 8:00 p.m.
Thursday	8:30 a.m. – 8:00 p.m.
Friday	8:30 a.m. – 5:00 p.m.
Saturday	Closed
Sunday	Closed
TOTAL	54.5

LEAP provides a number of client-focused and client-directed services. These include basic literacy (one on one tutoring using volunteers), preparation for the GED, English as a Second Language (ESL) and Families for Literacy, which focuses on students who are parents of young children in order to impact the entire family. The individual assistance and encouragement given by LEAP staff are valuable to those adults who are not prepared for a larger classroom environment in Adult School ESL programs. Services include intake interviews and skill assessment, design of individual programs for each student, and participation in classes and/or tutoring. Programs for adult new readers and their children are provided to promote literacy and family reading.

Implementation:

LEAP is well-established in the community and will be able to move ahead in the Main Library immediately. Staff will include a program manager, a Learning Center manager, a family literacy specialist, two tutor/learner coordinators, an office assistant and a receptionist. LEAP will be housed in the Main Library in a Literacy Center, which will include a large classroom seating 24 with four PCs and four laptops, two smaller classrooms seating 12 each, individual tutoring rooms, an area for children to play while their parents are being tutored, staff workstations immediately adjacent to the classroom, an office for intake interviews, shelving for collections, and storage for reading incentives.

LEAP will also share a Multipurpose Room with the Children’s Library for family programs. A play area for small children, cabinets for toys and supplies, room for tables and a kitchenette will provide all that is needed for family programs. The proximity of LEAP to the Children’s Area will make it easier and natural for parents in the literacy program to find books for their children.

In the future, literacy services will be brought into appropriate Community Centers to reach students unable to come to the Main Library. Also in the future, the literacy program will develop its own website.

Partnerships:

Library partners in literacy include organizations that refer students to LEAP and those with which it shares a constituency: Bay Area Rescue Mission, the Samuel Gompers Continuation High School, GRIP (Greater Richmond Interfaith Program), West Contra Costa Unified School District, "Building Blocks for Kids", and the Contra Costa County Library literacy program (Project Second Chance).

Outreach to Non-Users

There are segments of the community that do not currently use the library for a number of reasons: they do not know about its services, feel uncomfortable using the library, are reluctant to leave their own neighborhood, or cannot get to the library. The primary outreach into the community currently is through the bookmobile, which focuses on visits to schools remote from the library. There are also many new (and older) residents who are unaware of the resources of the library or became discouraged when the library's hours were cut drastically during the budget crisis. The library and its services must be promoted in the community.

The library will expand the delivery of services into the community. These include literacy at Community Centers, and storytelling to promote early literacy at local preschools, the Bay Area Rescue Mission and in the Historic Triangle.

Implementation:

The bookmobile service will be expanded from four to five days per week, still concentrating on service to children. In addition, the library will purchase a van that can visit areas of the community that the large bookmobile cannot, to reach non-users. This van can be used also at community venues and events to publicize the library. The library will develop a strategic marketing plan in conjunction with the opening of the new Main Library to make the library more visible in the community.

Partnerships:

The Community Centers, including the two Senior Centers, will partner with the library, providing venues for the delivery of library services.

Library as Venue

A new Richmond Main Library is seen as a city asset, a focal point for a large dispersed and diverse population, a point of pride for the city, both beautiful and functional. As a community center it fulfills needs for meeting/programming space, art exhibit space, a place to gather, a distribution point for information about the community, and an archive for local history resources. It is also the community's living room.

Meeting/Programming Rooms

To meet the need for low-cost community meeting rooms, the new Main Library will include an Auditorium with a seating capacity of 200 that can be divided into two smaller rooms; a Community Room that seats 80 and can also be divided; and a Conference Room that will seat 12. The two larger rooms will include data and audio-visual presentation equipment. The rooms, public restrooms and a kitchen will be on a separate security zone for use when the library is closed.

Implementation:

All spaces will be included in the design of the new Main Library and will be available upon opening. Library staff will develop an internal on-line system for booking both meeting rooms and the group study rooms.

Art Exhibits

The art community recommended that the exhibit space be spread throughout the library rather than concentrated in a single exhibit area. Built-in exhibit cases in the children's, teen, languages and adult areas will provide opportunities for displays of artifacts, work of local artists and library materials. An exhibit case in the Local History Room will promote the library's collection, the treasures of the Richmond Museum of History, and the Rosie the Riveter World War II Home Front National Historical Park.

Implementation:

The exhibit spaces will be designed into the library and will be available when the library opens. Library staff will work with community organizations to keep the exhibits fresh and to provide an enriching environment.

Partnerships:

The National Park Service, Richmond Art Center and the Richmond Museum of History will be partners in providing exhibits and programs.

Gathering Place

The library will provide distinct lounge areas for children, teens, families and adults that will encourage use of the library as a gathering place and its use by adults, teens and children simultaneously and comfortably. Lounge seating will provide a welcoming and inviting environment in the Popular Library, Adult Fiction, Adult Periodicals, Languages & English Language Development, Quiet Reading, Teen, and the “Tween” Areas. Comfortable seating for parents and children to read together will be provided in the Primary Area. The Community Living Room and Café will have seating where conversations can occur without disturbing other library users.

The lounge seating will be dispersed in small clusters to create intimate spaces and to avoid the congregation of groups of patrons that can be intimidating. The library will also provide three group study rooms for students to gather to work on homework, research or group projects, as well as for small group conversations. Each will seat six.

In addition, a café, with access from both the library and the outside will be provided, drawing people from the entire Civic Center and adding another dimension to the library as a gathering place.

Implementation and Partnerships:

All lounge seating and the group study rooms will be part of the design of the new facility. The Café will be part of the library design and library visitors will be able to purchase light refreshments and enjoy conversations at tables or in comfortable lounge chairs. Preparation and serving counters will be part of the café. The food service may be provided by a vendor or through a partnership between the Friends and programs that provide work training for high school students such as the national School Enterprise program or the Business Academy at Richmond High School. The Director of Career and Technical Education for the West Contra Costa Unified School District has offered to facilitate this collaboration.

Community Information

Richmond residents ranked Community Information as one of the services most needed; community information refers to provision of information about community services and events.

Implementation:

Reference librarians will help patrons find information about community services and events using the city’s website, the community information database of the County and other resources. This is especially important for new residents in this widely dispersed community with decentralized services.

In addition, the library will have literature display units and built-in cabinetry for give-aways. Library staff will continue and expand partnerships with other service organizations throughout the city, soliciting information about their services and programs. During the six months prior to the opening of the new library, staff will make a concerted effort to establish ongoing partnerships with service organizations throughout the city to receive flyers about services and events. This is a natural extension of the local history function of the library; some of these materials will become part of the library’s local history archives.

Local History

Over its 60 years, the years the Richmond Public Library has collected documents related to the city's history and culture, a unique source of information and pride in the community. Although the City Clerk is the official archive for city documents, those housed in the library are more accessible to residents and are heavily used by local historians.

Patrons will be able to more easily access the rich collection of documents and other historical resources currently crowded into a nook of the staff workroom. These resources include city budgets and other official documents, photos, scrapbooks, telephone books, city directories, oral histories, maps, historic newspapers, news stories and other reminders of cultural events, and school yearbooks. These focus on politics, government, crime, schools and the West County area. The new library will provide adequate space for storage, display and reference use by the public. Brochures and flyers about current events and social services will be adjacent to this space. In addition to providing reference service, the library will sponsor community programs on Richmond's history and prepare a tour of the room for school students.

Implementation:

The library will be designed to include a local history room with controlled access; patrons may make an appointment or request access during any open hours. Because the materials have been so difficult to access, they will need to be inventoried and perhaps cataloged prior to the opening of the new library. Materials will be housed in vertical files and map cases and on shelves. An exhibit case will facilitate the display of items to pique the interest of library visitors. One of the adult reference librarians will be responsible for the collection development, but all will provide reference service. A table and computer will be provided for patron use.

Partnerships:

There are several natural partnerships between the library and other organizations, notably the Richmond Museum of History and the Rosie the Riveter World War II Home Front National Historical Park in the city. Both of these organizations can assist with programs in the library on Richmond's rich history.

04

Technology



TECHNOLOGY

Unlike the library of just a decade ago that was book-centered, the modern library relies heavily upon technology. The integration of technology into library service is based upon several assumptions:

- Technology is constantly changing; the technology infrastructure should be as powerful, flexible and expandable as possible
- The digital divide will continue to be an issue in this community for some time
- The integration of technology responds to library service needs identified in the CLNA

The key elements of the Richmond Public Library system are flexible infrastructure; a sophisticated automation system; a helpful and user-friendly website; staff computers; and ample public access computers. The goal of this technology is to enhance customer service and improve efficiency of operations.

Infrastructure

The new Main Library will be designed with a technology infrastructure flexible enough to respond to changing technologies, modern equipment and evolving service needs. It will have fiber optic cabling, the most flexible and powerful. Vertical fiber optic risers will link the Main Telecommunications Room on the first floor of the library to the Communications Closets stacked above it on each floor. Raised floor or extensive cabling grids will allow for the expansion of technology or relocation of equipment in the future.

Conduit for cabling will be provided to the roof to facilitate the addition of security cameras on the roof of the library for monitoring the Civic Center area if needed in the future.

In addition to the cabling, the Library will have wireless connectivity in both public and staff spaces. The backbone of the wireless technology will be part of the building design. This will facilitate the use of library laptops and private electronic devices.

Main Communications Room

This room will be the termination point for all data and phone lines. It will also house the servers for the Local Area Network (LAN) and Wide Area Network (WAN) that links the Main Library to the branches and, in the future, the Community Centers. It will contain the equipment for the fire alarm, intrusion alarm, paging and card-entry systems. It will be sufficiently large to allow for additional equipment on racks in the future.

Automation System

The Richmond Public Library has utilized the Innovative Interfaces, Inc. text-based automation system since 1996 and the Millennium system since 2005. In 2007 the library contracted with the vendor to conduct an audit of the system to determine if it was being used to its full capacity. Recommendations are being implemented and will result in a very robust system and the ability to produce useful management tools. Although many of the recommendations are highly technical, there are several key proposals:

- The Edifact ordering system is not fully set up, resulting in the need to hand-key records. The utilization of vendor bibliographic interfaces and downloads will speed up the ordering process. This will also reduce repetitive steps in ordering children's materials.
- Implementing the Library's Z39.50 server will allow cataloging staff to reduce the amount of time-consuming original cataloging by searching the bibliographic records of other libraries.
- Simplification of the location code hierarchy and modification of the patron and collection templates will facilitate the generation of accurate statistical data and management tools.

This interaction with Innovative Interfaces, Inc. will continue so that the full capacity of the Millennium system is utilized and staff are trained as new service modules are made available. The system already supports self-check and patron reserve pick up functions that will be an important part of making the library more user friendly for independent use.

Website

The website, maintained by library staff, is accessible to patrons from any computer with Internet connectivity. The website will be reviewed regularly to assess its relevance, provide information about current library services and events, and to utilize new system capacities. The website provides or facilitates:

- Access to the Library's catalog, ROSIE (Richmond Online System for Information and Exploration)
- Reservation of circulating materials
- Renewal of borrowed materials
- Links to the online catalogs of other libraries
- LINK+ service that facilitates resource sharing among over 45 academic and public libraries in California and Nevada
- Content-rich electronic information databases
- Links to other websites for research and personal exploration for children, teens and adults
- Information about the library and its programs
- Readers' Advisory service

Computers and Computer Training

With so much of the library's operations and service provision reliant upon electronic technology, it will be important to have adequate technology and equipment for staff. Most staff workstations will be equipped with a computer and a printer/FAX/scanner/copier.

There is a great need for public access computers and access to the Internet. The new Main Library will be designed to accommodate computers for general use by the public for accessing the catalog, information retrieval and school assignments, building life skills, developing language skills, writing documents, checking e-mails, playing games or exploring the Internet.

These computers will be distributed throughout the library, in clusters to facilitate staff assistance. The two computers in the Fiction Area, two of the many in the Non-Fiction Area and two of the 20 in the Children's Area will be located at the ends of shelving units that are remote from other terminals, to facilitate the use of the on-line catalog. Four additional computers near the entrance will be reserved as express terminals for checking the online catalog or quick e-mails.

Distribution of Public Access Computers

LIBRARY SPACE	NUMBER
Adult Services	
Adult Areas	
Reference	12
Fiction	2 OPACs on end panels
Non-Fiction	10 + 2 OPACs on end panels
Local History Room	1
Media Room	2
Jobs & Careers	2
Government Documents	1
Languages and English Language Development	2
Teen Services	12
Children's Services	
Primary	4 AWE
Older Children	18 + 2 OPACs on end panels
Homework Center (Auditorium)	20 laptops
LEAP Literacy Services	
Classroom	4 + 4 laptops
Literacy Children's Play Area	1 AWE
General	
Computer Lab	16 + 16 laptops
Express Terminals	4

TOTAL

135:

84 PCs, 6 OPACs, 5 AWE,
40 laptops

With the exception of the Online Public Access Catalogs (OPACs), all computers will be multi-functional, with access to the Internet, business software, and will include CD and DVD players, although staff will be able to designate computers for particular uses according to demand. Two computers will be located near the Media Room to facilitate the previewing of CDs and DVDs with headphones. There will be public access computers located with the government documents and language learning collections, in the Job Information Center for job searching or writing resumes, in the Local History Room and in the Literacy Center. The Computer Lab will have 16 desktop and 16 laptop computers.

Although the computers will be multi-functional, staff will be able to set (and change) each computer for specified uses to meet patron demands throughout the day. These uses include, OPAC, Word Processing, and Internet access.

Printers will be located in the Copy Center on each public service floor, controlled by print management equipment.

Computer training will be facilitated by the inclusion of a Computer Lab in the new Main Library. With 32 computers, this will be used for library programs of computer instruction and for electronic resource staff training by BALIS.

Technology Enhancements of Service

The technology planned for the new Main Library is fully integrated into the library's operations and the delivery of all library services. A summary of the many service enhancements made possible by technology follows.

General Services

Computers and Computer Training:

The 135 public computers planned for the new Main Library enhance library services, allowing patrons to reach information and resources beyond the walls of the Richmond Public Library through databases, website links and access to the catalogs of other libraries. "Time out" software will assist in monitoring the use of computers by patrons.

Children are learning some computer skills in school, but not as consistently or thoroughly as needed. Seniors and adult students returning to college will have their education enhanced through computer training in the library, teens will have programs on a variety of computer applications, children and their parents will be introduced to the library's electronic resources, all provided in a new Computer Lab equipped with data and audiovisual projector equipment.

Collections:

Technology, especially utilizing the Millennium automation system to its full capacity, will streamline the ordering and cataloging of new materials. This, as well as ordering more materials shelf-ready online, will result in patrons finding new materials on the shelves sooner and a reduction in staff workload.

The Online Public Access Catalog (OPAC) enhances service by providing easy access to the rich collection of the library. Through the library's website, patrons also have increased access to materials in other libraries (California Libraries Catalog, LINK+ and WorldCat).

The Richmond Public Library is a 9% federal government depository. As a depository it has an obligation to make the materials available to the public. Currently, most of the documents are stored on shelves in the second floor workroom. Access is through indexes created by library staff; this is a time-consuming process. In the new library the documents will be in "open" stacks, directly available to library users. They will be filed by the U.S. Government Printing Office classifications scheme or SuDoc numbers. A computer located adjacent to the documents will have a link to the GPO Index, which will improve access to the materials as well as reduce processing time. Much of this collection will migrate to electronic formats in the future, which will free up some shelving.

Circulation:

Through the library's website, patrons can reserve materials, renew materials that have been checked-out, and check the status of their accounts for due dates, fines or reserves. The technology infrastructure will be designed so that new technologies may be used in the future for the circulation functions of check-out and returns. Self check machines will facilitate independent use of the library by those who do not need staff assistance. Patrons will be able to pick up their "reserve" books on their own.

Reference Services:

The library's reference collection includes both print and electronic resources. Reference librarians and patrons use content-rich electronic information databases to expand their access to information. The library's website currently lists 23 databases for children, students and adults, ranging from magazine and periodical indexes to specialized resources on associations, businesses, auto repair, etc. These resources reach beyond the walls of the library. In addition, the library's Grants Information Center provides research resources for businesses and non-profit organizations interested in fundraising. The primary resource is the CD-ROM database FC Search, which contains all known active foundations in the United States.

Readers' Advisory Service:

One of the most important functions of the reference librarians is readers' advisory assistance, working with patrons to find a "good read". This service is enhanced by technology: patrons and staff will use the What Do I Read Next? database that includes 120,000 recommended reading and 66,000 plot summaries.

Children's Services

Service to children is enhanced through technology. Computers in the Preschool Area provide early literacy computer stations for parents and young children to use together to develop pre-literacy skills. Computers in the Children's Area allow children to find the library's materials using the online catalog. The Kids Stuff icon on the website provides access to magazines for children online, lists of recommended and award winning books, and links to websites of other children's libraries and Spanish websites.

The ability of children to do school research or homework is enhanced through the library's electronic databases, particularly Kids InfoBits covering geography, current events, art, science, health, people, government, history and sports for beginning researchers in Kindergarten through grade 5. There are also numerous links to websites for both younger and older children. Kids' Search Tools provides access to search engines especially designed for children with some control over the websites included: KidsClick!, The Awesome Library, Ask for Kids.

Teen Services

Service to teens is expanded through technology: access to computers, Internet resources and the many electronic databases on the library's website support students doing research. Of particular importance to students are Opposing Viewpoints, Student Resource Center-Gold, Citation Machine, Literature Resource Center and Biography Resource Center. Computers with word processing software assist students in their academic work.

Teens are very "connected" via electronic equipment. Having both electronic games in the library and sponsoring programs on such topics as games and creating websites and other personal online pages will draw teens into and enhance their experience of the library. Computers with the capacity to play CDs and DVDs will also expand the library's use by teens.

Adult Services

Technology expands service to adults through electronic databases that allow adults to explore their own interests as lifelong learners, and to locate recreational reading through What Do I Read Next? (see Readers' Advisory Service above). Expanded services to adults with special needs are described below.

Services to Special Constituencies

Business Information Services:

The library's website includes an icon for business resources; this leads to information about library programs of interest to business owners and those looking for jobs. It includes a link to a number of small business websites. Those searching for jobs can prepare résumés using the library's word processing software and search for jobs using the Internet. Patrons searching for information on businesses can search the Business & Company reference center electronic databases.

Service to Non-English Speakers:

Those with limited English skills can utilize the language-learning databases, which offer self-directed language instruction. Two computers in the Languages Area of the library will promote this service. Spanish speaking patrons may view the library's website in Spanish and access to the Página en español with its links to other useful databases for children and adults. The library itself has a subscription to the Informe database, with its full-text access to Spanish language full-text periodicals.

Literacy Services:

The computer is a useful tool for those learning to read and build life and employment skills. Students and tutors can work together on computer competency and use specialized software to build vocabulary and check on reading comprehension. LEAP's computers access electronic educational programs and games as well.

Local History Services:

Service to those interested in local history will be enhanced through technology. After the inventory of the existing local history collection is completed, some of the more fragile materials may be digitized, perhaps through the State Library grant funding. Through the library's website, researchers may access the Online Archive Catalog of California, a searchable database of "finding aids" to primary resources and digital facsimiles, and Calisphere, the University of California's free public gateway with more than 150,000 digitized items (photos, documents, newspaper pages, etc.) that cover the history and culture of California.

Services Associated with the Library as a Community Asset

The Auditorium and Community Room will both be equipped with a projector for data and audiovisual presentations, creating venues with great flexibility for programming.

Implementation of Technology

The infrastructure for technology will be part of the design of the new Main Library, providing the foundation for technology enhancements of service and operation. It will be designed for flexibility, and particularly so that it may be used in the future with state of the art inventory control software and automated sorting systems for returned materials. Meanwhile library staff will continue to work with Innovative Interfaces, Inc. to maximize the use of its Millennium automation system that will lead to streamlined handling of materials by the time the new library opens.

The computers and printers will be available when the library opens. Computers and equipment will be maintained by the City's Information Technology staff. In addition, there will be staff dedicated to technology, providing basic help to patrons using the library's computers and assisting with hardware troubleshooting. One of the reference librarians will be responsible for managing e-resources, a new job assignment.

Future technology initiatives include e-mail broadcasts to patrons through "push" technology that allows the library to communicate electronically and automatically with patrons who request to be informed about new materials or services of interest to them, e-commerce for handling library financial transactions and receiving donations, expanding on-line reference service, development of e-book collections in some format, and the use of an ATM-like e-Library kiosk in community centers to provide an electronic link to the library for those without computers.

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Appendices



Appendix 1:

Potential Service Roles of the Library

General Information/Reference Center: This helps meet the need for information and answers to questions on a broad array of topics related to work, school and personal life and might include reference books, electronic databases, and reference assistance.

Popular Materials Library: This helps to fulfill the appetite of community members for new materials and information about popular culture; it includes best sellers, audiovisual materials, newspapers and magazines and “hot topics” and is similar to popular bookstores.

Business Information Center: This addresses the need for information related to business, careers, work, entrepreneurship, personal finances, job skills and obtaining employment.

Center to Support Formal Education: This helps students who are enrolled in a formal program of education or through a program of home schooling to attain their educational goals. This might include reference assistance, materials that support school curricula, public access computers, groups study areas and/or homework assistance.

Early Literacy Center: This addresses the need to prepare young children to read, by making reading a joyful experience that contributes to the quality of their lives and their future educational success. It may include a large children’s collection, story times for toddlers and preschool children, programs for parents to encourage reading at home, and the Family Literacy program.

Basic Literacy Center: This addresses the need to read and to perform other essential daily tasks, providing a learning environment, specialized materials and access to trained tutors to help people reach their literacy goals.

Lifelong Learning Library: This helps address the desire for self-directed personal growth and development opportunities, and may include programs for all ages, and a large general fiction and non-fiction collection for recreation and individual study. This includes materials for all ages.

Technology Center: This addresses the need for public access computers, computer training and computer literacy in the community.

Community Information/Referral Center: This addresses the need for information about services provided by community agencies and organizations and may include a database of services, intake and evaluation forms from referral agencies and/or initial interviews with potential clients.

Commons - Community Meeting Center: This addresses the need of people to meet and interact with others in the community and to participate in discourse about community issues; it may include public space for meeting and gathering that is recognized as neutral, inviting and safe by all individuals and groups, as well as such spaces as a Friends' bookstore and café.

Teen Center: This responds to the need for teens to have a place of their own in the library, both for quiet and group study, and for social interaction. It may include a separate collection, group study rooms, a quiet study space, computers and programming for both the academic and recreational interests of teens.

Information Literacy Center: This helps address the need for skills related to finding, evaluating and using information effectively, and might include working with students, providing classes on the use of the library, evaluating information on the Internet, etc.

Local History Archive: This addresses the desire of community residents to know and understand their community heritage and may include archived city documents, materials in all formats about the city and area, realia, and/or genealogical materials.

Cultural Awareness Center: This helps satisfy the desire of community residents to gain an understanding of their own cultural heritage and that of others. It may include materials in languages other than English, cultural programming and displays, and materials about cultures within the community.

After-School Activities Center: This addresses the need for productive activities for children after school. Many of these children may be unsupervised. It may include structured programs, homework assistance, provision of snacks, recreational programs, volunteer programs, etc.

Appendix 2:

Richmond Main Library Staffing

	Current Staffing	Proposed Staffing/Workstations
LIBRARY DIRECTOR	1	1
Executive Secretary II	1	1
Office Aide	1 PT	1 PT
Budget Analyst (shared with Recreation)	1	1
Administrative Manager (shared with Recreation)	1	1
ADMINISTRATIVE LIBRARIAN-ADULT & ACCESS SERVICES	1	1
Technical Systems Support		2 (new)
Librarian (Cat)	1 + 1 PPT	1 + 1 PPT
Library Assistant II	3+ 2 PPT	3+ 2 PPT
Access Services -Circulation		
Access Services Manager	1	1
Sr. Library Assistant	1	1
Library Asst. IHLL	1	1 + 1 PPT (new)
Library Aide - Public Services Supp.	2 PPT	2 PPT
Library Aide	2 PT	3 PT (1 new)
Access Services-Acquisitions		
Access Services Manager	1	1
Library Asst. II	2	2
Library Page	5 PT	6 PT (1 new)
Head of Reference	1	1
Librarians I/ II – Documents, Programming, Teens, Audiovisual, local history, eresources	7	7
Library Asst. II	1	1
Library Page	1 PT	4 PT (3 new)
Public Support Services	As needed	As needed
ADMINISTRATIVE LIBRARIAN	Children's & Extension Services 1	Children's Services 1
Office Assistant II	1 PPT	1 PPT
Librarian I/II (includes Branch Support Ch. Lib.)	2 + 1 PPT	2+ 2 PPT (1 new)
Sr. Library Asst.	1	1
Library Assistant II	1	1
Library Aide	2 PT	3 PT (1 new)
Library Information Systems Support	1	1
Homework Helpers		3 PT (new)
Library Page	2 PT	3 PT (1 new)
ADMINISTRATIVE LIBRARIAN-OUTREACH SERVICES		1 (NEW)
Librarian I/II	1	1
Library Aide	1 PPT	1 PPT
Driver	1	1
LITERACY PROGRAM MANAGER	1	1
Family Literacy Specialist	1	1
Tutor/Learner Coordinator	2	2
Learning Center Manager	1	1
Office Assistant	1	1
Receptionist	1	1
OTHER		
Security Staff	1	1 plus 1 PT (new)
TOTAL	40 FT/8 PPT/13 PT	43 FT/10 PPT/24PT

Appendix 3:

Richmond Main Library Collections

ADULT COLLECTIONS	Main	% Collection	Proposed Main	% Collection
Books				
Reference				
Desk	144	0.07%	150	0.04%
Reference	3805	1.79%	3750	1.05%
Closed Storage	1090	0.51%	3500	0.98%
African American	2109	0.99%	2500	0.70%
Richmond History	1116	0.53%	4000	1.12%
Telephone Directories	257	0.12%	300	0.08%
New Books	1494	0.70%	1500	0.42%
Fiction				
General	30462	14.37%	39000	10.89%
Mystery	8000	3.77%	12000	3.35%
Science Fiction	2300	1.08%	3500	0.98%
Short Stories	700	0.33%	1000	0.28%
Westerns	1500	0.71%	2500	0.70%
Paperbacks	158	0.07%	2500	0.70%
Non-Fiction				
General	73882	34.85%	90000	25.13%
Job/Careers/Business	1158	0.55%	3500	0.98%
Auto Manuals	386	0.18%	700	0.20%
Grants	223	0.11%	480	0.13%
English Language Development			2500	0.70%
International Languages				
Spanish	9649	4.55%	15000	4.19%
Japanese	230	0.11%	400	0.11%
Chinese	477	0.23%	1250	0.35%
Farsi	25	0.01%	100	0.03%
Lao	2	0.00%	200	0.06%
Tagalog	24	0.01%	200	0.06%
Thai	40	0.02%	200	0.06%
Vietnamese	349	0.16%	1000	0.28%
Large Type	1180	0.56%	2000	0.56%
Subtotal Adult Books	139580	65.84%	193730	54.09%
Media				
Videos	7889		4500	1.26%
DVDs	1013	0.48%	5000	1.40%
CDs/Music, Audiobooks	1595	0.75%		
CDs			6000	1.68%
CD-ROMs			1000	0.28%
Audiobook CDs			2500	0.70%
Languages Audiobooks, CDs, DVDs			1800	0.50%
Subtotal Adult Media	10497	4.95%	20800	5.81%
TOTAL ADULT Books/AV	150077	70.79%	214530	59.90%

CHILDREN'S COLLECTIONS	Main	% Collection	Proposed Main	% Collection
Books				
Reference				
Desk	199	0.09%	200	0.06%
General	577	0.27%	550	0.15%
Professional Collection (Workroom)	159	0.08%	1250	0.35%
Easy Readers		0.00%		0.00%
Picture Books	9516	4.49%	22000	6.14%
Easy Chapters	1364	0.64%	3000	0.84%
ABC/123	235	0.11%	500	0.14%
Toddlers	379	0.18%	1000	0.28%
Fiction	7017	3.31%	15000	4.19%
New Books			72	0.02%
Paperbacks	160	0.08%	2500	0.70%
Non-Fiction				
General	28155	13.28%	52000	14.52%
Homework Center	67	0.03%	280	0.08%
International Languages		0.00%		0.00%
Chinese (cat & uncat)	180	0.08%	500	0.14%
Spanish/bilingual	2985	1.41%	15000	4.19%
Korean	153	0.07%	500	0.14%
Vietnamese	177	0.08%	450	0.13%
Other	190	0.09%	550	0.15%
Holiday Books	1883	0.89%	2500	0.70%
Parents	273	0.13%	500	0.14%
Tweens				
Anime			1200	0.34%
Graphic Novels			600	0.17%
Subtotal Children's Books	53669	25.32%	120152	33.55%
Media				
Audiobooks	683	0.32%	500	0.14%
CDs			4000	1.12%
CD-ROMs			200	0.06%
Read Along	185	0.09%	500	0.14%
Videos & DVDs	264	0.12%		
Videos	654	0.31%	800	0.22%
DVDs			5000	1.40%
Subtotal Children's Media	1786	0.84%	11000	3.07%
TOTAL CHILDREN'S	2469	1.16%	131152	36.62%
TEEN COLLECTIONS	Main	% Collection	Proposed Main	% Collection
Fiction	1372	0.65%	3500	0.98%
Non-Fiction	1851	0.87%	4750	1.33%
New Books	153	0.07%	200	0.06%
Paperbacks			2000	0.56%
CDs			2000	0.56%
TOTAL TEEN	3376	1.59%	12450	3.48%
TOTAL-Books and AV	155922	73.55%	358132	100.00%

Appendix 3: (cont)

PROPOSED PERIODICAL COLLECTIONS

Adult English Language Titles	250
Adult International Language Titles	24
Children's Titles	18
Teen Titles	18
Adult Newspaper Titles	10

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