



CITY OF HAYWARD LIBRARY COMMISSION
Library and Neighborhood Services Department
Hayward Public Library
Administrative Office
835 C Street, Hayward

October 19, 2009
6:30 PM

A G E N D A

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Roll Call**
4. **Minutes of Meeting of September 21, 2009**
5. **Public Comment**

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

6. **Friends of the Hayward Public Library Report**
Report on the activities of the Friends of the Hayward Public Library.
7. **New Business**
 - a. "Fines-Free" Library Loan Program User Policy
 - b. Library Advocacy
8. **Interim Library Director's Report**
Report on library activities and statistics.

CITY OF HAYWARD LIBRARY COMMISSION - Agenda

Library and Neighborhood Services Department

October 19, 2009

6:30 PM

Page two of two

- 9. Library Commission Report**
Report on Library activities in which Commissioners have been engaged.
- 10. City Council Liaison Report**
Report on City matters that are of pertinence to the Library Commission.
- 11. Agenda Building**
Consider items for inclusion on the Library Commission Agenda for coming months.
- 12. Adjournment**



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



Minutes of the Library Commission Meeting
Library and Neighborhood Services Department

Hayward Public Library
Administrative Office
835 C Street, Hayward

September 21, 2009

1. **Call to Order.** Commission Chair Linda Bennett called the meeting to order at 6:33 PM.
2. **Pledge of Allegiance.** Commissioners recited the Pledge of Allegiance.
3. **Attendance**

| Commissioner | Attendance this Meeting | Present to Date Regular Meetings | Absent to Date Regular Meetings | Attendance Special Meetings |
|-----------------|-------------------------------|--|---------------------------------------|-----------------------------------|
| Stephanie Ayala | X | 1 | 0 | |
| Linda Bennett | X | 1 | 0 | |
| Lisa Brunner | X | 1 | 0 | |
| Natalie Forrest | X | 1 | 0 | |
| Kelly Greenne | X | 1 | 0 | |
| Judy Harrison | X | 1 | 0 | |
| Monica Schultz | X | 1 | 0 | |

Library Staff: Sean Reinhart, Interim Library Director
Laurie Willis, Electronic Resources Manager

City Council Liaison: Council Member Bill Quirk

Guest: Simon Wong, Tri-City Voice

4. **Approval of Minutes of Meeting of June 15, 2009**

Board Action: It was moved and seconded (Harrison/Forrest) to approve the minutes of the meeting of June 15, 2009 as submitted. Motion unanimously carried.

5. **Welcome and Introductions:** Commission Chair Bennett greeted everyone back from the summer hiatus and extended a welcome to newly appointed Library Commissioner Stephanie Ayala. Around the table introductions were made.
6. **Public Comment:** Commission Chair Bennett welcomed Simon Wong to the meeting. Commissioner Schultz provided report on a project in which she is involved, the Big Box program (bigboxprogram.org). This is the website for Northern California libraries to share information and reviews about authors and speakers they have hosted.
7. **Friends of the Hayward Public Library Report:** Commissioner Harrison provided the Friends of the Hayward Public Library Report. During the months of June, July and August, the Friends sold more than \$4,900 in materials at the Farmer's Market. During this same period of time, sales of ear buds, blank CD's, flash drives, and books from the Marge Keller book sale shelves raised over \$3,400, with an additional \$900 coming in from miscellaneous book sales (Weekes, Café Caribe, and internet). The Friends' presence at the Farmer's Market has also served to help to spread the word that the Friends accept donation of materials. Many donations of items in very good condition have been received.

The Friends provided funding for purchase of all the prizes and handouts for the Summer Reading Program and The Reading Rodeo, Street Fair giveaways, author visits, computer classes, materials for the new teen reading group, refreshments for the movie programs and staff trainings.

The Friends invited the Library Commission to join the Baker-Madsen's at their table for the upcoming Volunteer Dinner scheduled on October 20, 2009.

8. **New Business:**

- a. **Election of Officers for FY 2010:** Commission Chair Bennett provided description of the duties of the Chair and Vice Chair.

Board Action: Commissioner Brunner nominated Linda Bennett and Judy Harrison to continue in their positions as Chair and Vice Chair, respectively. Commissioner Greenne seconded the nomination; the candidates accepted nomination; and nominations were closed. Commissioners voted unanimously in favor of the nominations.

(Due to a commitment, Commissioner Harrison excused herself from the meeting at this time.)

- b. **"Fines-Free" Circulation Option:** In introducing the topic of a "Fines-Free" Library Loan Program, the Interim Director first provided background information. The Library's primary mission is to provide public access to books, media, and information that meet the needs of Hayward residents. The circulation model traditionally used is the same as that used by the vast majority of other public libraries nationwide. This model relies upon due dates and late fines to encourage the timely return of borrowed materials.

In Hayward, registered library cardholders can borrow up to 75 items at any one time; items borrowed are due back in one or three weeks depending on item format. Cardholders are subject to overdue fines if items are returned or renewed late, from \$0.25 to \$1.00 per day depending on item format. The main purpose of due dates and overdue fines is to encourage library users to return borrowed materials in a timely fashion. This is consistent with the Library's mission and its responsibility to take reasonable steps to ensure equal access to these shared community resources for all.

Library cardholders who accrue fines on their accounts in excess of \$20 are blocked from further borrowing until their balance is paid down below that threshold. Library records show that over 20% of Hayward Public Library cardholders – more than 20,000 people – are currently blocked from further checkout of library materials due to the overdue fines they have accrued on their accounts.

There are a variety of reasons why people accrue overdue fines to the point of losing their borrowing privileges. One common reason is that people today are busy and don't have time to keep track of yet one more thing (i.e., library due dates) in their schedules. Another significant reason is that people's customer service expectations have changed. Several for-profit enterprises in the media rental business (e.g., Netflix, Blockbuster) have thrown out the concept of late fines and due dates entirely, which has dramatically altered customer expectations for what a loan/rental service should offer. The overwhelming success of these services shows that today's customer favors a "fines-free" model in which they can borrow materials for as long as they wish, with no due dates or overdue fees.

Customers are willing to pay a modest subscription fee for this kind of convenience, and further, are willing to authorize recurring payments on their credit card or debit account through an e-commerce system to subscribe. All of the systems and technology needed to implement this model in the Library (not including the home delivery of items by mail) are currently in operation, or can be readily obtained at little or no cost.

The "Fines-Free" Library Loan Program will offer Hayward Public Library users more convenience, choice, and control over how they borrow library materials. The program will present library cardholders two options from which to choose:

- The Traditional Plan is the standard circulation plan used by the vast majority of public libraries nationwide in which up to 75 items can be borrowed at a time with no up-front charges. Due dates and overdue fines apply to all items borrowed.
- The "Fines-Free" Plan is new, and offers cardholders the ability to borrow up to three, five, or ten library items at a time, to be returned whenever the cardholder wishes, with no due dates and no late fines, in exchange for a small monthly subscription fee.

Library cardholders will be given free choice of which plan they prefer and will be able to switch plans at any time. Membership in either plan will be completely voluntary. All cardholders will remain subject to all library card eligibility requirements and library use policies, regardless of which plan they select.

The “Fines-Free” Plan will offer participating cardholders three subscription tiers from which to choose. The first tier will allow cardholders to borrow up to three items at a time for \$2.99 per month; the second tier, up to five items at a time for \$4.99 per month; the third tier, up to ten items at a time for \$8.99 per month.

The monthly subscription fees will be collected electronically each month from the customer’s credit or debit account through an online recurring payment service. The subscription payments will be fully automated – the customer signs up once, authorizes the recurring monthly payments, and then the payments are collected each month with no further action required on the part of the customer or the library.

Cardholders may cancel their membership in the “Fines-Free” Plan at any time. In the event of cancellation, or failure to pay the monthly subscription fee, the cardholder will be moved back to the traditional circulation plan. Any items currently on loan at that time would then be assigned the standard due dates, and overdue fines would apply if the items were returned late. The cardholder would be given ample notification of these changes.

To ensure equal access to Library materials for customers of both the traditional and “Fines-Free” plans, the Library will adapt its materials acquisition policies to suit. For example, if an item goes out to a “Fines-Free” cardholder for an extended period of time, and a cardholder on the traditional plan seeks access to the item, the Library will simply purchase another copy. The Library’s existing systems have the capacity to track this data, notify staff when additional copies are needed, and maintain a queue of cardholders who wish to receive the next available copy of any given item.

The Library’s current materials acquisition policy, like that of many other public libraries, already emphasizes the purchase of multiple copies of popular materials to meet community demand. A further extension of this principle to balance the needs of customers in both circulation plans and ensure equal access is a relatively simple matter.

The California State Library has provided a written opinion stating that the “Fines-Free” plan “is consistent with current California library laws regarding public libraries... [and] the provisions of the California Library Services Act regarding equal access.”

There are no direct costs involved to adapt the Library’s existing systems and operations to accommodate the “Fines-Free” plan. The integrated library system now in place, Millennium, has the capacity to handle multiple circulation plans, including plans that do not charge overdue fines. Millennium already has in place the necessary data tracking and inventory management functions to manage both plans efficiently and effectively.

There are some indirect costs associated with administrating and operating the “Fines-Free” plan including salaries, overhead, supplies, etc., that roll into the Library’s operating budget. These indirect costs were analyzed in further detail in a Fee Study for Membership prepared by the City Finance Department and shared with the Library Commission.

There are a number of secure e-commerce services available which can process and automate electronic subscription payments. All of the top e-commerce service providers offer secure hosted systems with no start up or installation fees. These providers only collect service fees on a per-transaction basis once transactions begin flowing through their systems. A typical e-commerce service collects a flat fee of \$0.24 per transaction, plus a percentage of the amount of each transaction in the amount of 2.15%.

As of July 1, 2009, Hayward Public Library has nearly 100,000 registered cardholders. If 2% of all cardholders (2,000 people) enroll in the “Fines-Free” plan at the mid-level tier of \$4.99 per month, the projected gross revenue to the General Fund would be \$120,000 per year. Transaction fees would amount to \$8,000, leaving a net revenue to the general fund of \$112,000 per year.

Throughout the Interim Director’s presentation of the “Fines Free” program, he responded to questions and comments that were raised. The program is intended as a 12 month pilot project. With the Library Commission’s approval, the project would be presented to the City Council for their consideration.

Board Action: It was moved and seconded (Schultz/Forrest) to approve the pilot “Fines-Free” Library Loan Program and related fees. Motion carried by unanimous vote with one Commissioner (Judy Harrison) absent.

9. **Interim Director of Library and Neighborhood Services Report:** In the interest of time, Interim Director Reinhart referred Commissioners to the August Monthly Activity Report included in their agenda packets, for the majority of his report. He added that on Saturday, September 12, the Library hosted its third annual Reading Rodeo, an outdoor family festival with a western theme. Unfortunately, that was also the date of an unusual summer thunderstorm, which drove the festivities inside the Main Library at the last moment. However, the Reading Rodeo was still a huge success, with over 400 children and families in attendance throughout the four hour event to celebrate reading, learning and community togetherness.

Several youth-centered community organizations were onsite to provide information about the services they offer to children and families in Hayward, including Head Start, HARD, Hayward Parent Nursery, Parent Voices, 4 C's of Alameda County, Sulphur Creek, and Sun Gallery. Also contributing to the event was Cyclepath Bicycle Shop, who brought four children’s bicycles to give away as door prizes (with helmets) to lucky youth winners. The bicycles and helmets were provided by Cyclepath in partnership with Friends of the Library, Literacy Council, and the City of Hayward Revenue Department. Entertainment was provided by Nick Barrone Puppets and Just Kidding Music, along with numerous crafts, carnival games, and other kid-friendly activities. The most popular activity was a petting zoo which had been set up outside the Main Library entrance for the day. Sponsored by Friends of the Library, the petting zoo featured goats, lambs, chickens, ducks, rabbits and a pony.

10. **Library Commission Report:** Commissioners reported on various events and programs they had attended, including the Linda Tillery program, SARK, Chamber of Commerce Mixer, and Mostly Literary Book Group. Commissioner Greenne appreciates the variety of kids and teens programs that the library offers.
11. **Council Liaison Report:** City Council Member Quirk reported that the Salem Communications radio tower proposal was not approved by the City Council. This project would have provided \$5 million to the City for the library. An update on Calpine's proposed Russell City Energy Center was provided. The public hearing and comment period for the power plant is over and given the ways the laws are written, it would be almost impossible for the Air Quality District not to write an approval for the power plant. The City would receive \$10 million for a new library, once the project breaks ground, however, litigation could delay the start.
12. **Agenda Building:** Commissioners suggested the topic of Library Advocacy be placed on the next agenda.
13. **Adjournment:** The Library Commission meeting was adjourned at 7:50 PM.