2018 Shasta Public Libraries Annual Report

2018 was an exciting year of growth at all three branches of the Shasta Public Libraries. Despite the devastating Carr Fire, we remain Shasta Strong. Youth programs engagement was at an all-time high throughout the system and circulation grew at Anderson and Burney while community partnerships continued to grow and thrive.

Library staff and the Shasta Library Foundation (SLF) successfully secured grants and donations to support programs. The Friends of the Shasta County Libraries (FOSCL) and the SLF remained significant financial contributors. The Friends of the Intermountain Libraries (FOIL) and the Friends of the Anderson Library (FOAL) also contributed generously. Approximately $370,000 was collectively raised by the Libraries and its support groups.

The following report outlines 2018 accomplishments and highlights projects that will continue in 2019.
Library Usage & Collection

According to the 2018 Customer Satisfaction Survey, the feeling of safety at the Libraries increased 18% from the previous survey. Incident reports for 2018 were lower, averaging less than one per day. Other highlights include:

- Changes in policies and procedures resulted in increased revenue and efficiency. With a new fee structure, the Redding Library’s Community Room realized $2,360, an increase from $1,275 in 2017 and $165 in 2016.
- In Redding, sorter room procedures were streamlined to prepare for the $220,000 Automated Materials Handling upgrade. These changes and the new equipment combined to reduce returns processing time from one-three weeks to one-three days.
- The Redding Library is cleaner and more organized with well-maintained displays and current, weeded collections as staff were assigned specific areas to maintain weekly.
- The Test Drive Turtle Bay program (a collaboration with Turtle Bay Exploration Park with funding from Tri Counties Bank) increased the number of museum passes available for checkout from four to 10. This significantly shortened the holds wait time and provided two permanent passes at the Anderson Library.
- Shasta Public Libraries received $16,000 in Zip Books grant funding from the California State Library. In August, the Libraries received an additional $3,000 to continue the program through September 2018. The Zip Books program is a popular and cost-effective alternative to inter-library loan.
- Reference collections were eliminated due to lack of use and outdated material, with some useful titles merged into circulating collections. The branches completed this project while Redding expects to be completed in early 2019. This effort resulted from 2018 Customer Satisfaction Survey and will make space for the Library of Things expansion.

Total Registered Borrowers

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<thead>
<tr>
<th></th>
<th>All Branches</th>
<th>Redding</th>
<th>Anderson</th>
<th>Burney</th>
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<tbody>
<tr>
<td>2018 Total</td>
<td>95,814</td>
<td>84,521</td>
<td>9,237</td>
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<td>2017 Total</td>
<td>80,621</td>
<td>70,023</td>
<td>8,630</td>
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2018 Total Circulation

<table>
<thead>
<tr>
<th></th>
<th>All Branches</th>
<th>Redding</th>
<th>Anderson</th>
<th>Burney</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 Total</td>
<td>460,269</td>
<td>399,738</td>
<td>45,259</td>
<td>15,272</td>
</tr>
<tr>
<td>2017 Total</td>
<td>45,259</td>
<td>15,272</td>
<td>15,272</td>
<td>15,272</td>
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</table>
Library Programs

Community partnerships continued to be a focus in 2018. New program partnerships were formed with the Shasta County Health and Human Services Agency-Community Health Advocates (CHA) and the Veterans Resource Center (VRC). The CHAs worked four hours each week at the Redding Library helping with CalFresh, Medi-Cal, Covered California and housing. VRC staff worked two hours a week assisting veterans and their families.

The Youth Department experienced a steady increase in program attendance at weekly storytimes and larger annual events. Highlights include:

- Redding's Monday Babies, Books & Play storytime (Babies, Books, & Play) was revamped, to the delight of patrons.
- The ever-popular Rev, Rumble, & Roar big truck event attendance increased to 2,130 attendees, the largest Shasta Public Libraries program to date.
- The Teen Advisory Board (TAB) focused on family programming and community engagement. They made and donated 126 bars of soap to One Safe Place.

For several years now, the second floor of the Redding Library has provided jigsaw puzzles and games for all to enjoy. Chess, in particular, was popular this year. Customers enjoyed assembling the puzzles and then seeing them on display.

The Anderson Library had a very successful year, offering 45 programs with 2,818 attendees. The Anderson Teen Advisory Board (TAB) will return to Anderson in January 2019.

Programs unique to the Burney Library included Read and Ride, a partnership with Burney Elementary School through which children read to receive ride bracelets for the Inter-Mountain Fair, and a job-shadowing program partnership with Burney Junior-Senior High School.
Summer Reading
What a great year! Signups significantly increased from the previous year with a total of 2,740 people signed up for the newly-named summer reading program, Summer Blast! With the theme “Read, Grow, & Learn,” Summer Blast! began on May 21st and ran through August 7th, extended one week from its original end date due to the Carr Fire. Summer 2018 highlights included:

- **Messy Paint Day**, the kick-off event for Summer Blast!, gave children the chance to throw paint-soaked sponges at a concrete wall, paint driftwood, paint with their feet, and more.
- **Youth Cooking Day Camp**, a partnership with the Shasta Community Health Center offered tweens the opportunity to prepare a recipe with a team and presented it to participants.
- **Summer Blast! concluded with the Harry Potter Birthday Party**. Teens made their own wands, enjoyed butterbeer and had their tea leaves read. Despite happening during the Carr Fire, the program was well-attended.
- **During 2019**, Youth Department staff will increase programming for tweens.
**Shasta Literacy Program**

The *Shasta Literacy Program* provides free one-on-one tutoring to adults in reading, writing, and math. Other services include GED tutoring, financial and computer literacy training, and professional, military, or citizenship test preparation.

iPads for tutors and learners were new in 2018, as was *Reading Horizons*, a popular and successful new online reading program. Online training and binders are available to train volunteer tutors.

In 2018, the *Shasta Literacy Program* attended monthly “Successful Transitions on Probation and Parole” (STOPP) meetings hosted by the Probation Department in conjunction with the California Department of Corrections, Parole Division. Participation enabled the Libraries to present to 729 offenders and service providers.

**School Library Card Initiative**

Growth continued as three new districts joined, for a total participation of 16 districts and one charter school - over 17,000 students served.

Data retrieval is in process for the other three school districts, and library staff members continue to work to onboard additional districts through MOUs with the City of Redding, the Shasta Public Libraries, and local school districts.

Staff members will continue working diligently to onboard the remaining nine Shasta County school districts into the School Library Card Initiative.

In 2018, Shasta Public Libraries was named a stakeholder in the Gateway Educational Options School. The initiative helped the school retain accreditation and enhance opportunities for collaboration.
Technology

Significant updates to networking and patron-facing equipment were completed. As patrons increasingly access Shasta Public Libraries’ Wi-Fi and stream content using mobile devices, more bandwidth at a reasonable cost was necessary. The Library partnered with the Corporation for Education Network Initiatives in California (CENIC), resulting in ten times faster bandwidth in Redding, and 20 times faster bandwidth in Anderson and Burney. Other technology highlights include:

- The Square payment system was implemented to accept credit card payments through www.shastalibraries.org, Shasta Public Libraries' website.
- Seven new self-check stations were installed in Redding, including new touchscreen computers, Radio Frequency Identification (RFID) pads, and receipt printers. This technology dramatically improved patron experience and ease of checkout.
- A new materials sorter was installed and configured in Redding to optimize staff workload and ensure superior patron experience well into the future. This Automated Materials Handling (AMH) project will continue into the early months of 2019 with the installation of RFID pads, a self-check station in Anderson, and new security gates in Redding.
- A new videophone for the deaf and hearing impaired at Redding provides much-needed quality of life enrichment for residents who rely on adaptive technology.
- The Create It! Space at the Redding Library saw a significant increase in use. A second Oculus Rift (Virtual Reality) device, sewing machine, and vinyl cutter were added and are available for public use. Patrons made 933 unique computer reservations and worked creatively for 813 hours. More than 3,000 hours of 3D printing jobs were completed, using two miles of biodegradable Polylactic Acid (PLA) filament.
Grants and Donations
Shasta Public Libraries continued to excel in grant seeking and fundraising with $285,985.52 in donated revenue in 2018, an increase of approximately $51,000 from 2017. The Redding Library’s Outdoor Explore Children’s Garden received $85,000 in grant funding from First 5 Shasta, The McConnell Fund at the Shasta Regional Community Foundation, and the Redding Rancheria Community Fund of the Shasta Regional Community Foundation. Library staff members continue to seek grant funding for materials and provide innovative programming, and capital improvements.

Replacement cost for all lost items during the Carr Fire was generously provided by The Rotary Club of Redding, Community Disaster Relief Fund of the Shasta Regional Community Foundation, and the Financial Institution Regulatory Authority (FINRA).

The Shasta Library Foundation’s annual fundraiser, A Novel & Enchanted Affair, was held in November and included several fire-related changes. Though the event was postponed, and the venue changed to the Redding Library, the event saw overwhelming contributions of $85,000 and positive feedback. The majority of funds raised will be allocated at the Spring 2019 Resource Committee Meeting.

Volunteers
In 2018, 226 individuals donated 16,330 hours of service. These hours are equivalent to 7.85 full-time positions with an estimated value of $250,000+. The commitment and service of so many community members is deeply appreciated.

A new partnership with the Anderson Union High School District’s Transitional Planning Program (TPP) resulted in more volunteers in 2018. TPP places students in workplaces where they gain up to 100 hours of paid vocational education, while the workplace receives free volunteer assistance.
Professional Development

Staff from all three branches participated in the 2018 Staff In-Service Day at the Redding Library and were trained in emergency and safety procedures and Brazelton Touchpoints (early childhood development). Staff also took time to explore the Create It! Space and participate in team building exercises. All staff pitched in to clean the library and maintain LS&S appearance standards.

Overall, staff attended 51 trainings, including the California Library Association (CLA), Public Library Association (PLA) and American Library Association (ALA) annual conferences. Training subjects included marketing, collection development, cataloging and classification, services for the mentally ill and the homeless, mandated reporter training, emerging library trends, programming, leadership, and customer service. During its conference, CLA honored the Libraries with a PReExcellence Award for the “Read ‘n’ Track” Reading Tracker App.

Outreach

While the three libraries remained physically untouched by 2018’s destructive California wildfires, the community was affected in many different ways. Library staff was committed to helping support the community. Shasta Public Libraries were flexible and responsive to community needs:

- All branches experienced loss of materials checked out to patrons who lost homes in the Carr Fire. Fines, fees, and loss of materials were waived for all affected patrons.
- All three branches participated in a book drive to rebuild home libraries, bringing in over 5,000 books. Adecco Staffing encouraged their US offices to send in popular children’s titles, while three Redding Starbucks locations, First 5 Shasta, and Rotary Clubs hosted donation barrels. Distribution began in December 2018 and will continue in 2019.

During Fall 2018, the Libraries participated in five of the largest outreach events in Shasta County. This crucial outreach beyond Library walls connected staff to a diverse array of community members and introduced Library services to potential new patrons. The events included Project Homeless Connect, The Shasta County Mini Maker Faire, Shasta College’s 8th Grade Career Days, North Valley Stand Down, and STEM Career Day.
Looking Ahead
In 2019, the Shasta Public Libraries plan to undertake a strategic planning process, using community input and best public library practices to set key goals and provide a roadmap to a successful future.

Conclusion
Shasta Public Libraries rose to the challenge in 2018, supporting the community through an incredibly challenging natural disaster. Staff showed determination and grace, ensuring the Libraries were safe, stable havens for learning, enrichment and access to technology.

The Libraries continue to improve and enjoy exceptionally strong patron service, fundraising, and volunteer commitment. Staff members work hard every day to raise the bar for patron service, collection management, and special programming, to advance the mission to provide information, lifelong learning, inspiration, and enjoyment to people of all ages through reading and technology.