**SAN RAFAEL PUBLIC LIBRARY
BOARD OF TRUSTEES
AGENDA**

**Tuesday, June 8, 2021
6:00 P.M.**

Virtual via Zoom

CORONAVIRUS (COVID-19) ADVISORY NOTICE

In response to Executive Order N-29-20, the City of San Rafael will no longer offer an in-person meeting location for the public to attend. This meeting will be streamed through a Live Zoom Video Webinar at: https://tinyurl.com/BLT-06-08-2021

The City is not responsible for any interrupted service.

Want to listen to the meeting and comment in real-time over the phone? Call:
(669) 900-9128 and enter 92722272405#

CALL TO ORDER

• Roll Call

AGENDA AMENDMENTS

MINUTES

1. Approve regular meeting minutes of May 11, 2021

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations
   • San Rafael Libraries Reopening – Jill Harris, Supervising Librarian
3. Public Comment from the audience regarding items not listed on the agenda. *Speakers are encouraged to limit comments to 3 minutes.*

MATTERS BEFORE THE BOARD OF TRUSTEES

If necessary to assure completion of the following items, the Chairperson may establish time limits for the presentations by individual speakers.

• Savannah Messaging Platform
• Lucas Valley Road Book Drop

BOARD REPORTS AND COMMENTS

4.   Other brief reports on any meetings, conferences, and/or seminars attended by Board members.

STAFF REPORTS AND COMMENTS

5.   Other brief program updates or reports on any meetings, conferences, and/or seminars attended by staff:

>   A. Measure D Parcel Tax Committee
>   B. Friends of the San Rafael Public Library
>   C. San Rafael Public Library Foundation
>   D. MARINet Board
>   E. NorthNet Board
>   F. New Library Building Update
>   G. City Librarian Update

NEXT MEETING: July 13, 2021

FUTURE AGENDA TOPICS

- Update on Universal Borrowing

ADJOURNMENT

BOARD OF LIBRARY TRUSTEES

MINUTES

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San Rafael Library – 1100 E Street, San Rafael, CA
May 11, 2021 – 6:00 P.M.
Virtual Meeting Recording Link:
https://www.youtube.com/watch?v=H6ZOuejRyNo

CALL TO ORDER
Chair Cortes called the meeting to order at 6:02 P.M.

Roll Call

Present: Chair Cortes
                  Trustee Han
                  Trustee Lentini

Absent: Trustee Duque Hughes
                  Trustee Ross

Also Present: Susan Andrade-Wax, Library & Recreation Director
                    Henry Bankhead, Assistant Library & Recreation Director/City Librarian
                    Jinder Banwait, Administrative Analyst
                    Jill Tokutomi, Supervising Librarian

AGENDA AMENDMENTS
None.

MINUTES

1.   **Approve Regular Meeting Minutes of April 13, 2021**
        The minutes of April 13, 2021 were approved as submitted.
        Trustee Lentini moved, and Trustee Han seconded to approve the minutes of the April 13, 2021 meeting.

        Ayes: Trustees: Han, Lentini, & Cortes
        Noes: Trustees: None
        Absent: Trustees: Duque Hughes & Ross

Abstain: Trustees: None

Minutes approved as submitted.

MEETING OPEN TO THE PUBLIC

2.   Introductions/Awards/Recognitions/Presentations
Mall Re-opening Presentation – Jill Tokutomi, Supervising Librarian
    Jill Tokutomi, Supervising Librarian, presented the staff report.
    Staff responded to questions from the Trustees.
    Chair Cortes invited public comment; however, there was none.
    Trustees provided comments.

Referenced Link: https://canalalliance.org/other/digital-divide-in-the-canal/

3.   Public Comment from the audience regarding items not listed on the agenda
None.

MATTERS BEFORE THE BOARD

4.   Proposed Updates to Library Fee Schedule
Presentation by Henry Bankhead, Assistant Library & Recreation Director/City Librarian,
Proposed Updates to Library Fee Schedule
    Staff responded to questions from the Trustees.
    Chair Cortes invited public comment; however, there was none.
    Trustees provided comments.

Trustee Lentini moved, and Trustee Han seconded to accept the report.

Ayes: Trustees: Han, Lentini, & Cortes
Noes: Trustees: None
Absent: Trustees: Duque Hughes & Ross
Abstain: Trustees: None

Report accepted as presented.

5.   FY 2020-2021 3rd Quarter Annual Revenue and Expenditure Budget Report
Presentation by Henry Bankhead, Assistant Library & Recreation Director/City Librarian,
FY 2020-2021 3rd Quarter Annual Revenue and Expenditure Budget Report
    Staff responded to questions from the Trustees.
    Chair Cortes invited public comment; however, there was none.

Trustees provided comments.

Trustee Han moved, and Trustee Lentini seconded to accept the report.

Ayes: Trustees: Han, Lentini, & Cortes
Noes: Trustees: None
Absent: Trustees: Duque Hughes & Ross
Abstain: Trustees: None

Report accepted as presented.

BOARD REPORTS AND COMMENTS

6.   Other brief reports on any meetings, conferences, and/or seminars attended by Board members.
Trustee Lentini shared a story about a Halifax team distributing climate change survival kits to their communities through the library system.

STAFF REPORTS AND COMMENTS

7.   Other brief program updates or reports on any meetings, conferences, and/or seminars attended by staff
Presentation by Henry Bankhead, Assistant Library and Recreation Director/City Librarian and Susan Andrade-Wax, Library & Recreation Director
    Staff responded to questions from the Trustees.
    Trustees provided comments.

A. Measure D Parcel Tax Committee
B. Friends of the San Rafael Public Library
C. San Rafael Public Library Foundation
D. MARINet Board
E. NorthNet Board
F. New Library Building Update
G. City Librarian Update

NEXT MEETING: June 8, 2021

FUTURE AGENDA TOPICS

Lucas Road Book Drop

ADJOURNMENT

The meeting was adjourned at 7:21 P.M.

June 8, 2021
Item #4

TITLE: **SAVANNAH MESSAGING PLATFORM**

SUMMARY

The San Rafael Library recently added a new messaging platform. This platform, Savannah from OrangeBoy, replaces the previous platform MailChimp and provides significantly greater functionality and greater ability to address all or parts of the library user base.

RECOMMENDATION:

That the Board of Trustees receive the report and provide feedback.

BACKGROUND:

The Library's previous newsletter product, MailChimp, allowed users to opt-in to receive Library news. Over several years, the number of subscribers grew to approximately 1,200. This is a rather small percentage of the 20,000 total library users. The Library's new product, Savannah, allows staff to email all of the San Rafael library patrons as well as a number of subgroups. This means that the Library can now engage in efficient messaging to all its users with regards to global changes or updates. It also means that we can engage in targeted messaging to pre-determined subgroups of library users based on their borrowing behavior. Specific information about the patron in terms of their personal identity remains confidential throughout the process.

DISCUSSION:

The Savannah database of contact information is dynamically populated with information from the library's online catalog; when new users get library cards their email addresses are added to the list that receives our general messages. In addition, based on how the patron uses the library they are also added to one of several subgroups. These subgroups are termed "clusters" in the Savannah platform. These clusters are constantly updating and changing according to each patrons' library behaviors (frequency of use, type of material checked-out, etc).

In addition to the predefined clusters from Savannah, staff can also run queries to build subgroups based on patron demographic information, such as home library, preferred language and age.

Here is the distribution of clusters within the San Rafael Library Patron Group

Cluster	Percent of Customers	Sum of NumCustomers
Bedtime Stories	0.052497	655
Bright Future	0.014988	187
Dependables	0.01066	133
Digitarians	0.161978	2,021
Double Feature	0.00537	67
New Cardholder	0.005049	63
Occasionals	0.556624	6,945
Page Turners	0.062034	774
Rising Stars	0.028132	351
Transitionals	0.014587	182
Unknown	0.088082	1,099

Here are our clusters compared to all other Savannah libraries
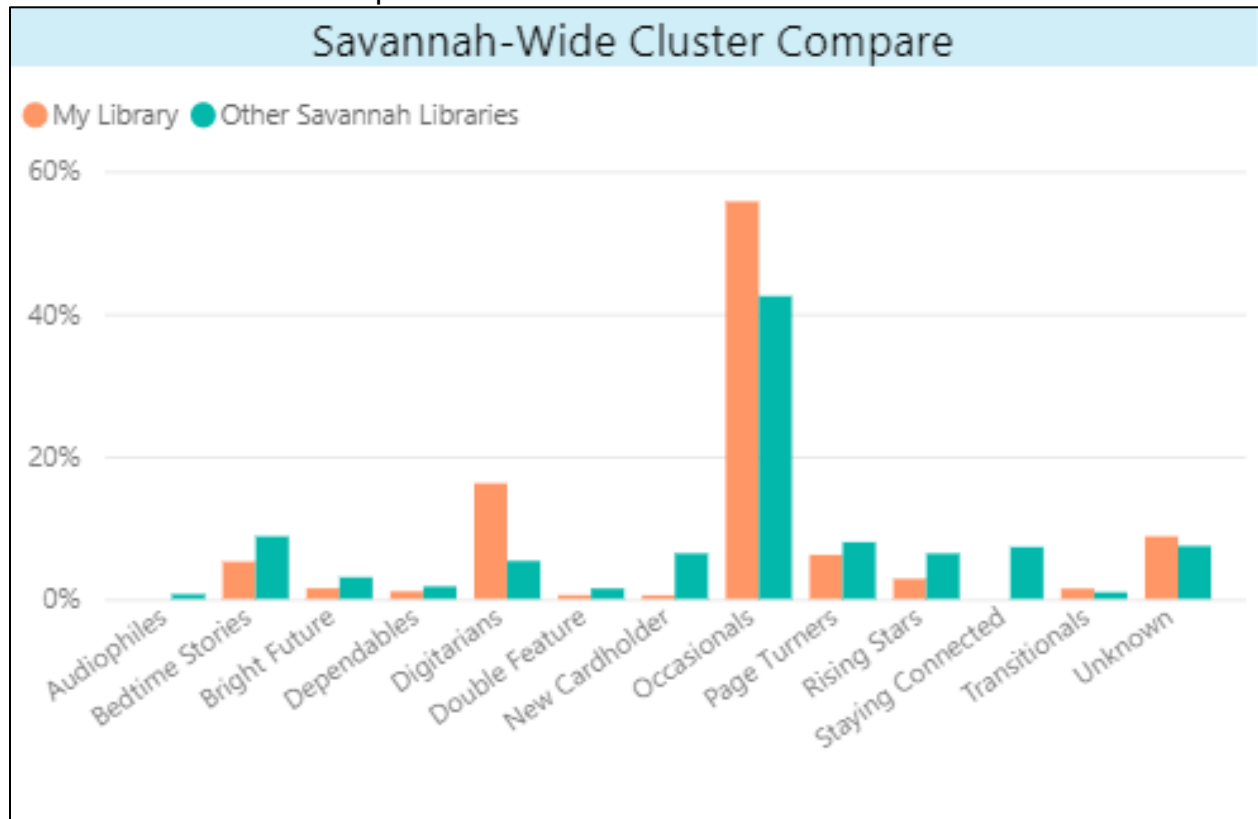
*You will notice that the Audiophiles cluster is not represented in our data as we currently have no patrons who fit that user group

Savannah describes each cluster as such:

Audiophiles
Audiophiles enjoy listening to books as opposed to reading or downloading them. They respond to diverse and easy-to-access collections and are open to trying digital offerings.

Bedtime Stories
Bedtime Stories use the library frequently with children to borrow children's materials, attend activities and enjoy interactive spaces. Some individuals in this cluster are at risk for becoming inactive once their children are grown unless the library fosters their own interests.

Bright Futures
Bright Futures use the library as a destination and to access school and leisure reading materials. Building strong relations now may encourage loyal usage throughout adulthood for this cluster.

Dependables
Dependables are loyal library enthusiasts that engage in a variety of library offerings, particularly print and A/V materials. A steady supply of new materials tends to keep this cluster engaged.

Digitarians
Digitarians access the library virtually to download eBooks, eAudio and digital magazines. An ever-expanding digital library is a key factor for this cluster's ongoing use.

Double Features
Double Features enjoy library DVDs and CDs for watching TV shows and movies and listening to music. Average number of items borrowed by Double Features tends to be among the highest of all clusters.

New Cardholders
New Cardholders are new to the library and are exploring a variety of activities during their first three months as customers. It's important to engage this cluster early and often to establish a long-term relationship.

Occasionals
Occasionals are infrequent library users that tend to borrow print materials when they do occasionally use the library. They are receptive to library promotions, especially digital and downloadable resources.

Page Turners
Page Turners visit the library regularly to borrow print materials. They are avid readers who enjoy finding new content through the online catalog and browsing at the library.

Rising Stars
Rising Stars are children who use a personal library card to select and borrow their own library materials. They are avid readers who mimic Page Turners in their library use.

Transitionals
Transitionals use the library for the best of both worlds — eBooks and print materials. Convenience and ease of use are important determinants for continued digital use.

Unknown
Unknowns are patrons whose activity is not or cannot be tracked in Savannah. They are engaging with the library in ways that update when they were last active in their ILS information, but do not display what activity it is.

*Inactives
Inactives' library usage has ceased for more than 12 months. Lifestyle and options outside the library can be key factors in lapsed use, however lack of personal use does not indicate lack of library support. Inactives do not show up in the clusters because they are not active.

As the Library continues to use Savannah, staff will create targeted messaging for the most populous clusters represented in our user group. Since the Library recently acquired this product, staff has yet to use its full functionality for creating connections with each of the subgroups. As the Library begins to resume normal operations, staff plans to devote more attention to refining the Library's communication with all of its patrons.

Analytics
Savannah also provides very detailed analytics that help staff to understand how well the Library's email messages are received. Staff is able to track how many messages were send, how many people opened the messages and which links inside the messages were clicked. Savannah also retains all this data ongoing to allow us to compare how well our messages are received. Here is a snapshot of recent message performance.
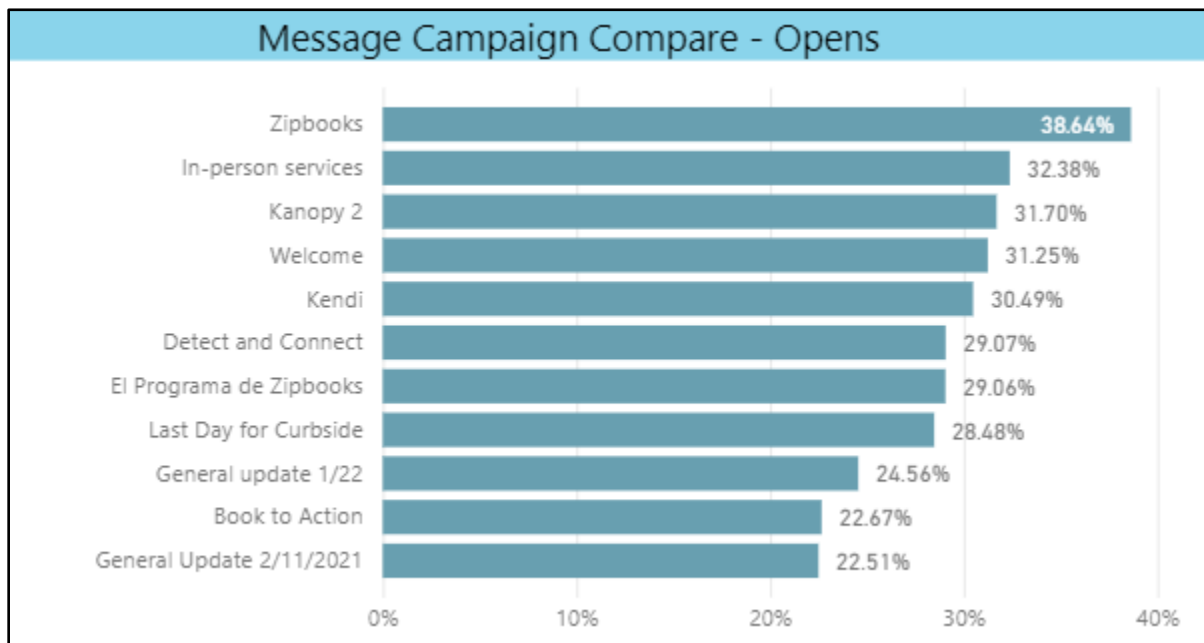
As the data reveals, the Zipbooks campaign message was particularly successful, resulting in twice as many emails were opened pertaining to Zipbooks compared to the Library's general update in February 2021. The data also shows that generally email messages that are about specific topics are opened more frequently than general messages that contain a list of topics.

The Library has seen the success of the email campaigns reflected in its program and services data. For example, on May 26, 2021 , the Library sent a email campaign to advertise a virtual program on mental health and aging. This campaign resulted in 4,927 emails being opened and 171 clicks. The next day, staff received an email from the program presenter alerting us that as of May 26, 2021 at 6:00 pm, all 50 attendance slots had been filled and the program was sold-out, prompting staff to schedule an additional workshop and accommodate more people.

Submitted by:

Henry Bankhead
Assistant Library & Recreation Director / City Librarian

June 8, 2021
Item #5

TITLE: LUCAS VALLEY ROAD BOOK DROP

SUMMARY

In early May 2020, a library book return location was installed on Lucas Valley Road between Las Gallinas and highway 101. It was installed next to an existing mailbox location with convenient drive through access. The City's Public Works Department installed a cement pad and mounted the book drop box on top of the pad. Books from any public library in Marin County can be returned at this book drop.

RECOMMENDATION:

That the Board of Trustees receive the report and provide feedback.

BACKGROUND:

Some parts of Marin County self-identify as discreet neighborhoods, but are actually un-incorporated areas within the County, such as Tamalpais Valley and Marinwood. These areas are located next to incorporated cities such as Mill Valley and San Rafael, with which the populace of these areas identify. These un-incorporated areas are not officially served by city operated libraries, but instead are served by Marin County Free Library, which serves all un-incorporated areas of the county as well as the cities of Novato, Corte Madera, Fairfax, Marin City, Bolinas, Inverness, and Pt. Reyes. To provide more access to services for these un-incorporated areas Marin County Free Library and the MARINet consortium has begun installing some additional book drops for the convenience of patrons in these un-incorporated areas. This effort is part of a plan to generally help share the load of serving un-incorporated areas that sometimes can fall on the adjacent cities to these areas. The first book drop to be installed as part of this project is the one located on Lucas Valley Road.

DISCUSSION:

Patrons have been quite pleased with the new book drop and the use of this drop-off location has grown steadily since it's installation. MARINet plans to install an additional book drop in Tamalpais Valley to serve patrons of that county un-incorporated area. The book drop is being funded cooperatively by existing funds from MARINet. In addition, this pickup location has been added to the City of San Rafael's Public Library existing

delivery contract. This will be an additional stop on an on-going basis and will result in a slight additional to the consortium. The delivery service provider will be picking up items at this drop box three (3) days per week.

Submitted by:

Henry Bankhead
Assistant Library & Recreation Director / City Librarian