

Not taking the time to plan well and develop support. Time is your ally.
Not raising sufficient funding.

- 📖 There is never a perfect time. There is always competition. Voters are fatigued.
- 📖 Not staying on message.

Presentation on Family Friendly Employee Motivaton/Retention Programs by Jane Rozanski, innovative program recipient from a hospital district in Southern California. She presented a review of their cost-effective, morale boosting tips:

- 📖 Job sharing
- 📖 Abbreviated work schedule for full time benefits, kick in at 30 hours per week instead of 40
- 📖 Flexible work schedules
- 📖 Parent/child school activities
- 📖 Work from home
- 📖 Gradual return to work
- 📖 Use of sick time for care-giving
- 📖 Consideration of pets
- 📖 New hire welcome kit
- 📖 Suggestion box
- 📖 Recognition program
- 📖 Discounted gym membership
- 📖 Discounts on district services
- 📖 Paid time off for community service
- 📖 Dry-cleaning pick up service
- 📖 Donating sick leave and/or vacation to other employees

CSDA Public Records Act Presentation about Public Records Audit, CA Code Government Section 6250 et. Seq. which covers the consequences of failing to comply with the public records act.

- 📖 Policy -- the public has the right to know the public's business.
- 📖 Documents used by a public agency should be considered to be public documents, with some limited exceptions.
- 📖 Independent special districts are subject to the public records act.
- 📖 Public records defined

“Any writing containing” -- includes video and sound recordings

Mere custody of a writing does not make it a public record.

But if a records is kept by an agency because it is necessary or convenient to the discharge of public duties...it is a public record.

The Public Records Act does not apply to records that do not exist or are not in the public agency's possession.

Records stored electronically are included.

- 📖 The request may be written or verbal. You can't make them fill out a form or provide their identification -- it can be anonymous.

The request must sufficiently describe the information so that it can be Identified.

- 📖 Request form -- staff should help fill this out if necessary. It helps to make sure that the correct information is requested.

Often the requests are extremely vague. Assist the requester to identify information that is responsive to the request or to the purpose of the request, if stated. Describe the information technology and physical location in which the records exist. Provide suggestions for overcoming any practical basis for denying access to the records or information sought.

It really works the best for everyone if you work with the requester collaboratively.

- 📖 Responding to the Request

- *Immediate response

- *10 day notice -- notify requester whether the records are disclosable or not and provide the reasons for any undisclosed records.

- *14 day extension is available in certain unusual circumstance.

- 📖 Expressly disclosable records

- *Public official employment contracts.

- *Form 700's under the Political Reform Act

- *Agendas & Minutes

- 📖 Express exemptions

- *preliminary drafts, notes

- *utility customer data

- *Personnel, medical files

- 📖 Public Records Act never requires an agency to compile a report.

- 📖 *Video surveillance is a public record. Invasion of privacy is not a valid reason for not disclosing.*

- 📖 Electronic files, only disclose in pdf -- Do not disclose in word, or excel -- only pdf.

📖 Board members emails are public records if they relate to public business.

📖 Recent Court Decisions:

Salaries of Public Employees

*salaries of public employees are public records

*Officer names, entry and termination dates are public information

Oct 7 Staff Appreciation Dinner

Oct 8 PLFF Foundation Committee and PLFF Board of Directors Meetings

Oct 9 Met with City Administrator Bob Dominguez to discuss the impact fee process and MuniFinancial's draft report to Placentia Library District, including the recommendation that the City conduct the public hearing and prepare the ordinance.

Made a presentation to the South Pasadena Library Board on marketing planned giving activities for public libraries.

Oct 11 Attended North Orange County Legislative Alliance and heard a presentation on groundwater replenishment.

Oct 13 Participated in the Heritage Day Parade.

Staff Meetings:

Sep 19 Acquisitions Staff Meeting (Matas), Minutes are Attachment A.

Children's Desk Staff (Gurkweitz), Minutes not provided by Roberts.

Reference Desk Staff (Strazdas), Minutes not provided by Roberts.

Staff Meeting (Roberts & Napier), Agenda is Attachment B.

Public Services Meeting (Roberts), Minutes not provided by Roberts

Circulation Meeting (Hoffman), Minutes are Attachment C.

Shelvers Meeting (Hoffman), Minutes are Attachment D.

Sep 20 Web Site Advisory Group (Napier), Minutes are Attachment E.

Oct 3 Program Committee (Roberts), Minutes not provided by Roberts.

Managers Meeting

Sep 19 Goodson was Recorder, Agenda & Minutes are Attachment F.

- Sep 26 (Minutes from Roberts don't match Agenda -- I have no idea why, the Managers did not meet on October 4), Agenda & Minutes are Attachment G.
- Oct 3 Goodson conducted the meeting, Napier was Recorder., Agenda & Minutes are Attachment H
- Oct 10 Roberts was Recorder, Agenda & Minutes are Attachment I

Acquisitions Meeting
Minutes
9-19-07

Staff present: Kathy Staymates, Caroline Gurkweitz, Katie Matas, Vernon Napier, Gary Bell, Mary Strazdas

1. The book budget is flowing normally, and at this time of the fiscal year we'd expect to have spent about 25%. Everyone needs to check to see if they need new BTOL carts. We could still use a few more pre-algebra and geometry books; we need a *circulating* copy of a literary terms book (Gary) and perhaps a general-type book on motorcycle repairs (Kathy.)
2. Jane Herb from BTOL recently visited Katie. BTOL is going to extend the time ordered books will be kept in their system to six months. Still, a FORTHCOMING cart would be a good idea if a desired book won't be ordered for three months or more. BTOL will be placing library labels on DVDs, which will make them easier to spine read. Once the account is set up, we will get materials registered in OCLC. This will occur monthly. Previously purchased items need to be input by Anaheim. "JRO" is the Placentia code.
3. Caroline may order books for the Halloween giveaway paid for by the Friends/Foundation from Ingram, because of their speed.
4. Weeding is going well.
5. Katie will watch to refresh CDs, DVDs and books for the ESL collection because she does the 400s. Suggestions are appreciated!
6. There is no available space for additional foreign language books, though we have requests for Chinese, Korean, Farsi, and Vietnamese. Canyon carries Farsi and Chinese (even a newspaper) and Santa Ana has generous Vietnamese holdings (they charge for library cards for nonresidents.)
7. Why don't adults have and use library cards? Some prefer to not allow their children cards (lost materials payment issues); some adults prefer to purchase new books.
8. Should there be a special library card for children for computer use only? Then parents would at least need to give permission for children to be on the machines.

STAFF MEETING AGENDA

Sept. 19, 2007 - 3:30pm

- Word of Mouth Marketing (Elizabeth)
- Board decision re Sunday closing before Monday holidays (Elizabeth)
- Public (mis)behavior (Jim, Vernon)
 - Public computers
 - Public toilets
 - Graffiti
 - Skateboarders
- Library materials/equipment
- **Department Updates**
 - Public Services
 - Adult (Mary, Kathy)
 - Children's (Caroline, Phyllis)
 - Literacy (Jim, Toby, Nadia, Hilda)
 - Volunteer Services (Lois)
 - Technical Services
 - Web/Technology (Vernon)
 - Acquisitions (Katie)
 - Circulation (Kristen)
 - Administrative Services
 - Development (Yesenia)
 - Admin (Wendy)
 - Staff Appreciation Dinner – October 7 @ 5:30pm
 - Staff Bowling Night
 - Halloween Haunt
 - Halloween Day Dress Up
 - Holiday event
- **Next Meeting**

We meet next on October 17 at 1:30pm. Please advise Elizabeth or Wendy of any items you wish to have on the agenda.

**Placentia Library District
Circulation Staff Meeting
Minutes
September 19, 2007**

Clean-up

Discussed clean-up procedures when closing the library. All of the books and trash need to be picked.

Notes

Reminder to staff, check out all of the materials that are taken home.
All notes put on patrons account need to have staff initials.

Timesheets

Regular working hours need to stay the same. Any additional hours worked needs to have a separate row indicating that they are extra hours.

Passport Register

Discussed closing procedures for the passport register. Staff needs to follow the instructions provided in the register. All of the credit card receipts need to be itemized. Any voids need to be voided on the register too (not just write void on receipt). Closing receipt needs to have tape total, even if it doesn't match.

Passports

Post-it notes need to have all names to match with check and it needs to be clearly visible on the right side of the application. All passport agents need to sign the applications they process. Every passport agent is responsible for ordering supplies, immediately.



September 19, 2007

The Shelves did not meet.

Kristen Hoffman

**Placentia Library District
Website Advisory Group Meeting**

Minutes for September 19, 2007

1. Photos

Photos for the website homepage were submitted by Caroline and Mary

2. Updates

Nadia provided updated information for the Literacy pages, including details of the new Kraemer Homework Club

3. Design

Vernon reviewed progress of the Branding Work Group

Program Committee Meeting October 3, 2007

Attendance:

Caroline absent (vacation)

Children's Department: no report

Adult Programming: Mary

Animal care program on 10/25. Possible program about either the California detention camps or the Korean war, TBA. Discussed possible Mediterranean music program, TBA. Mary had questions about the cowboy poetry event scheduled for January, 2008. There will be a dinner at the Roundtable Woman's club on Thursday, Jan. 10 and a workshop at the library on Saturday, Jan. 12 from 1 to 4 PM.

We talked about passports using the meeting room on Saturdays. We will invite passports to use the literacy conference area when we have a Saturday event.

History Room: Gary

The new and improved Flood video is ready for public viewing. Ten copies are ready. We talked pricing the video. We thought that a minimum donation of \$25.00 was reasonable. Gary and Pat Irot are working on a calendar of events, including a series of local authors receptions. The foundation will be invited to support these receptions. The dates will be selected by the history committee and the library.

The Valadez reception is scheduled for Thursday, Nov. 8 at 7PM. The oral history will be presented to the history room. CSUF and the Library Historical Committee are partners in this event.

There will be a reception on Jan. 12, 2008 to introduce Girl Scouts to the history room.

On March 1st 2008 there will be a "reunion" with Placenza, Italy our sister city.

There will be a West Attwood Yacht Club event on Aug. 25, 2008.

Other programming: Dixie

Dixie discussed the Brea Wellness fair and up coming wellness events including flu shot clinics. Flu shots are scheduled for 11/8 at the Backs Building; 11/9 in Brea and 11/10 at Placentia Linda Hospital.

Dixie donated the book, "The Story of Painting", in memory of her late husband, Gordon.

Poetry Programming: Meredith

There will be a poetry reading on Saturday, Oct. 27, 2007 from 1-3. The theme will be "things that go bump in the afternoon" poetry related to Halloween. We talked about a possible poetry event for the Topaz/Tuffree homework club. The theme will be Hip/Hop poetry.

We will order a poster/sign to inform library patrons about poetry events and the noise that they may create.

Meredith will post a link to her website on the poet laureate page of the library's website.

Volunteer Programming: Lois
Homebound Read is scheduled to kick off by Nov.1
Lois has HS volunteers lined up to become library monitors

Tutoring and Homework Clubs: Toby/Nadia
Library homework club has started.
Topaz/Tuffree will begin on Oct. 8.
HIS House has already started

Miscellaneous: Committee
Future program meetings will be scheduled for the 2nd and 4th Wednesdays of the month
at 1:30PM.

Community Calendar
Submit events to Toby by first Tuesday of the month for the subsequent month.
ALL programs and events must be put on the calendar.

Next Meeting: Wednesday, October24, 2007 at 1:30PM

(

(

(

Managers Meeting
Sep 19, 2007 @ 8:30 am

Present: Minter, Roberts, Napier, Goodson

Recorder: Goodson

Communications

WOM – EDM suggested re-doing the October badge to focus on literacy.
Children's section revisions - Jim and Vernon to review with Caroline
Refresh website – no further action on this until Branding committee meets
PLFF website – EDM to call Stelter for status.

Building Signage

Banner for booksale – on order. Will be ready October 1, 2007
PLFF copier sign – completed.

Performers contract – due Sept 26 per JR

Budget Implementation

Staff changes – aide/clerk positions' testing completed. Hoffman is sick and all
recruitment efforts have ceased until her return.
Janitor's request – contract finalize and sent out for bids
Mens public restroom – toilets stopped up. Main line cleared.

History Room- Vernon to call Kristi to borrow additional screen.
Authors – JR to speak with Gary.

Staff Meetings – Groups have been established to meet with Valerie Poole.

Committee Meetings – Managers reported that there were not meetings in the last week.

Agenda Review for Staff Meeting – topics include WOM, Holiday Sunday public service
schedule,

PLFF update – membership campaign – EDM gave status

Donor reception – arrangements are being coordinated by the managers to include video
set-up presentations and song

Midwinter Western Dinner cost is \$45

Status on departments

Admin – Payroll update will occur Sept 27 2007. Wnek is included in the
training.

Public Svcs – no date set for Anaheim visit to see computers

No status on children's evening story hours

Technical – Vernon to speak with reference about instant messaging

Privacy issues in discussion with Captain Smith

7. Rotating staff for Saturdays before Monday holidays (so that everyone can benefit from the longer holiday weekend); and discuss how we will handle holiday weekend scheduling with the Sunday closings being eliminated.

4. Staff Meetings

A. Schedule for meeting with Valerie Poole in October

Wed Oct 24, 6 pm

Thurs Oct 25, 4 pm

Mon Oct 29, 6 pm (not librarians, Mary at CLA)

Tues Oct 30, 6 pm

B. Reports from Committee Meetings – Managers

C. Review of Agenda for today, September 19.

5. PLFF update – Elizabeth

A. Membership Campaign

B. Donor reception

Video set-up: flood video; EDM presentation & words for song at platform; Time Warner continuous

Technology demonstrations

C. Midwinter Western Dinner & Poetry workshop

6. Status report on Departmental Projects & Staff Meetings

A. Administration –

Payroll services changes – orientation schedule.

B. Public Services

Status on the Early Childhood Computer order – have you set a date to visit Anaheim?

What's the status of Children's evening story hours – they were supposed to be back on the schedule no later than September 1st?

Instant Messaging implementation.

C. Technical Services

Report on privacy issues meeting with Police Captain Ward Smith.

Clerk job duties – let's review at the next staff meeting so everyone knows what to anticipate from this new position.

Placentia Library District
Managers Meeting Agenda
September 19, 2007

Wendy Goodson, Recorder

1. Communications

A. Word of Mouth Marketing for October –Jim – review of graphic & background information

B. Web Site – Vernon

Children's Section revisions – status report by Jim

Report on status on refreshing the appearance of the web site

Incorporation of the PLFF Planned Giving web site

C. September issue of Newsletter for Teachers & presentation to principals-- Jim

D. Building signage

Banners for booksale – status report by Wendy & Jim In place for October?

Status report on PLFF sign for photocopier

E. Performer's contract – Jim will bring and present his draft

2. Budget Implementation

A. Status of staff changes
Circ Clerk I
Library Aide

B. Janitor's contract supplement – Vernon

C. Status report on men's public bathroom – plumber called 3 times this week, twice after hours.

3. Placentia History Room

A. Update on Flood dvd status – Jim – can we show this at the Donor Reception?

B. Celebrating Placentia's Authors – status report Jim – has a new date been proposed? Who is leading this?

Placentia Library District
Managers Meeting Agenda
September 26, 2007

Jim Roberts, Recorder

1. Communications

- A. Follow through with staff for Safety Day workshop -- Wendy
- B. Web Site -- Vernon
 - Children's Section revisions -- status report by Jim
 - Status report on Marketing & Branding Committee
 - Review of the PLFF Planned Giving web site
- C. September issue of Newsletter for Teachers & presentation to principals--
Jim
- D. Building signage
 - Banners for booksale -- status report by Wendy & Jim In place for
October?
- E. Performer's contract -- Jim will bring and present his draft
- F. Review of Library Director's presentation for the Donor Reception

2. Budget Implementation

- A. Status of staff changes
 - Circ Clerk I
 - Library Aide
- B. Janitor's contract supplement -- Vernon
- C. Status report on men's public bathroom
- D. Status report on the ice machine and discussion of maintenance &
operation

3. Placentia History Room

- A. Update on Flood dvd status -- Jim
- B. Celebrating Placentia's Authors -- status report Jim -- has a new date been
proposed? Who is leading this?

4. Staff Meetings

- A. Reports from Committee Meetings – Managers
- B. Program Committee meeting schedule

5. PLFF update – Elizabeth

- A. Membership Campaign
- B. Donor reception – review of responsibilities
- C. Midwinter Western Dinner & Poetry workshop – draft of poster

6. Status report on Departmental Projects & Staff Meetings

- A. Administration –
- B. Public Services

Status on the Early Childhood Computer order – have you set a date to visit Anaheim?

What's the status of Children's evening story hours – they were supposed to be back on the schedule no later than September 1st?

Instant Messaging implementation.

- C. Technical Services

Report on privacy issues meeting with Police Captain Ward Smith.

Clerk job duties – let's review at the next staff meeting so everyone knows what to anticipate from this new position.

Placentia Library District
Managers Meeting Agenda
September 25, 2007
minutes: Oct. 4, 2007, by Jim Roberts

1. Communications

- A. Word of Mouth Marketing for October – Jim – review of graphic & background information

Graphic approved.

- B. Web Site – Vernon

Children's Section revisions – status report by Jim

Met w/Caroline. Done.

Report on status on refreshing the appearance of the web site.

Still on-going.

Incorporation of the PLFF Planned Giving web site.

Done.

- C. September issue of Newsletter for Teachers & presentation to principals—
Jim: **Still working on them.**

- D. Building signage

Banners for booksale – status report by Wendy & Jim In place for
October? **Should be ready in Oct.**

Status report on PLFF sign for photocopier. **Done.**

- E. Performer's contract – Jim will bring and present his draft. **Be ready soon.**

2. Budget Implementation

- A. Status of staff changes

Circ Clerk I: **Interviews on 29 & 30 Sep.**

Library Aide: **Same as above.**

- B. Janitor's contract supplement – Vernon: **Out for bid.**

- C. Status report on men's public bathroom – plumber called 3 times this week, twice after hours. **Reduce the amount of toilet paper on hand.**

3. Placentia History Room

- A. Update on Flood dvd status – Jim – can we show this at the Donor Reception? **Finishing up version 2. Be ready for the Birthday bash.**

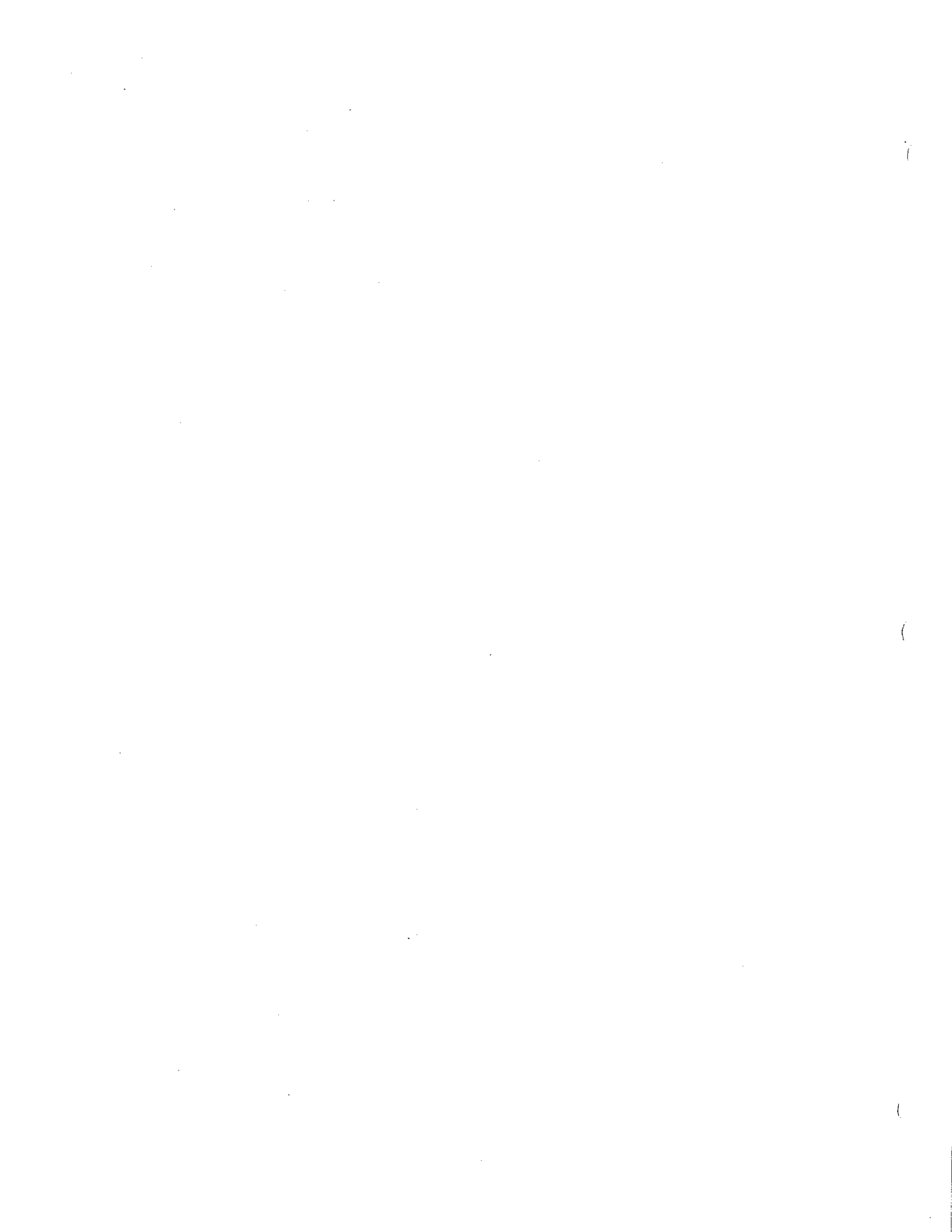
- B. Celebrating Placentia's Authors – status report Jim – has a new date been proposed? Who is leading this? **The Library and the History Committee are leading this. Will come up with a schedule soon.**

Staff Meetings

- A. Schedule for meeting with Valerie Poole in October
Working on the schedule
- B. Reports from Committee Meetings – Managers: **All managers gave reports.**
- C. Review of Agenda for today, September 25. **Agenda reviewed.**
5. PLFF update – Elizabeth
- A. Membership Campaign **Elizabeth gave an update.**
- B. Donor reception
- Video set-up: flood video; EDM presentation & words for song at platform; Time Warner continuous. **All ready and taken care of**
- Technology demonstrations **Same as above**
- C. Midwinter Western Dinner & Poetry workshop. **Everything set.**
6. Status report on Departmental Projects & Staff Meetings
- A. Administration –
- Payroll services changes – orientation schedule. **New payroll software.**
- B. Public Services
- Status on the Early Childhood Computer order – have you set a date to visit Anaheim? **No firm date yet.**
- What's the status of Children's evening story hours – they were supposed to be back on the schedule no later than September 1st? **Jim will get with Caroline.**
- Instant Messaging implementation. **Still in progress.**
- C. Technical Services
- Report on privacy issues meeting with Police Captain Ward Smith. **Captain Smith to get back to Vernon.**

Clerk job duties – let's review at the next staff meeting so everyone knows what to anticipate from this new position. **To review at next meeting.**

7. Rotating staff for Saturdays before Monday holidays (so that everyone can benefit from the longer holiday weekend); and discuss how we will handle holiday weekend scheduling with the Sunday closings being eliminated. **A long discussion ensued, and we worked out a schedule for managers.**



Placentia Library District
Managers Meeting Agenda
October 3, 2007

Vernon Napier, Recorder

1. Communications

- A. Follow through with staff for Safety Day workshop - Wendy

Agreed it was better for Patricia to attend morning session than not to attend at all

- B. Web Site – Vernon

Status report on status on Marketing & Branding Committee

Work continues – next meeting on October 11

- B. September issue of Newsletter for Teachers & presentation to principals—
Jim

Will give to Elizabeth for review and approval

- D. Banners for booksale – status report by Wendy & Jim In place for
October?

Arriving October 8th

- E. Performer's contract – Jim will bring and present his draft

Will give to Elizabeth for review and approval

2. Budget Implementation

- A. Status of staff changes
Circ Clerk I
Library Aide

Interviews completed – trying to start new staff on Monday 8 October

- B. Janitor's contract supplement – Wendy

Out on bid

- C. Status report on ice machine

Jim suggested bagging ice and keeping in freezer

3. Placentia History Room

Celebrating Placentia's Authors – status report Jim – has a new date been proposed?
Who is leading this?

This is a joint effort between the Historical Committee and the Library. Jim to lead

4. Staff Meetings

A. Reports from Committee Meetings – Managers

Need to have Minutes to Elizabeth - noted

5. Status report on Departmental Projects & Staff Meetings

A. Administration –

Wendy passed out instruction re need to fill out various forms completely and on time

B. Public Services

Status on the Early Childhood Computer order – have you set a date to visit Anaheim?

Instant Messaging implementation.

C. Technical Services

Clerk job duties – let's review at the next staff meeting so everyone knows what to anticipate from this new position.

Placentia Library District
Managers Meeting Agenda
October 10, 2007

Jim Roberts, Recorder

1. Communications

A. Review arrangements for Safety Day workshop – Wendy **Completed.**

B. Web Site – Vernon

Children's Section revisions – status report by Jim **Up**

and running.

Status report on Marketing & Branding Committee **Progressing.**

Pictures are too dark, are they being edited before uploading. It's been two weeks since the Donor Reception but there are no photos.

1. What are we doing about staying current? **Vernon for action.**

2. What are we doing about developing systematic photo & video collections? **Vernon for action.**

C. September issue of Newsletter for Teachers -- we're now in the middle of October. EDM hasn't seen the copy yet. **Will be out soon.**

What's the status on Jim's presentation to the principals? **Jim is waiting for the District.**

D. Building signage

Banners for book sale – handing the inside banner. **Banners done. Elizabeth to pick up magnets for inside banner.**

Topic for Circ Desk overhead banner. **Waiting for staff input.**

E. Performer's contract – Review Jim's draft and approve. **Presented by Jim. Jim to clean up instructions.**

F. Review of Library Director's presentation for the Donor Reception **NA**

2. Budget Implementation

A. Status of staff changes

Circ Clerk I: **Starts Oct. 22.**

Library Aide: **Hired. Already working.**

B. Janitor's contract supplement – Vernon: **Still working on it.**

- C. Status report on fire alarm system issues – Wendy: **Waiting for the alarm company.**
 - D. Status report on the ice machine and discussion of maintenance & operation – use of tub (given to Mary Strazdas for the Program Committee) & scheduling weekly emptying of bin. **Already in and working.**
3. Placentia History Room
- A. 2007-2008 video project. **No date yet for the next project" Placentia's Historical Landmarks.**
 - B. Celebrating Placentia's Authors – status report Jim – has a new date been proposed? **Will likely do a series of 3 next calendar year.**
4. Staff Meetings
- A. Reports from Committee Meetings – Still outstanding from the September meetings
 - Acquisitions – Vernon
 - Children's Desk Staff – Jim
 - Reference Desk Staff – Jim
 - Public Services Staff – Jim
 - Circulation Desk Staff – Vernon
 - Shelvers – Vernon
- Also outstanding – meetings of the Web Site Advisory Group -- Vernon
- Program Committee minutes have been received from Jim.
5. PLFF update – Elizabeth
- A. Membership Campaign
 - B. Midwinter Western Dinner & Poetry workshop – musician now in place – ticket sales will begin by the end of October: **Everything a go.**

Status on the grant application to Wells Fargo – Jim: **Will pick up grant application this week.**
 - C. Author's Luncheon: **Set for Mar 1.**
6. Status report on Departmental Projects & Staff Meetings
- A. Administration – time cards, status report from Jim on the re-organization of the Public Services collection & review process. **Jim to work on this.**

Report from Wendy on the implementation of the new payroll system with Paychex. When will it begin to include the vacation/sick leave balances?
Wendy gave her report on the new system.

B. Public Services

Status on the Early Childhood Computer order – have you set a date to visit Anaheim? **Will set a date next week.**

What's the status of Children's evening story hours – they were supposed to be back on the schedule no later than September 1st? **Will get a status when Caroline returns from vacation.**

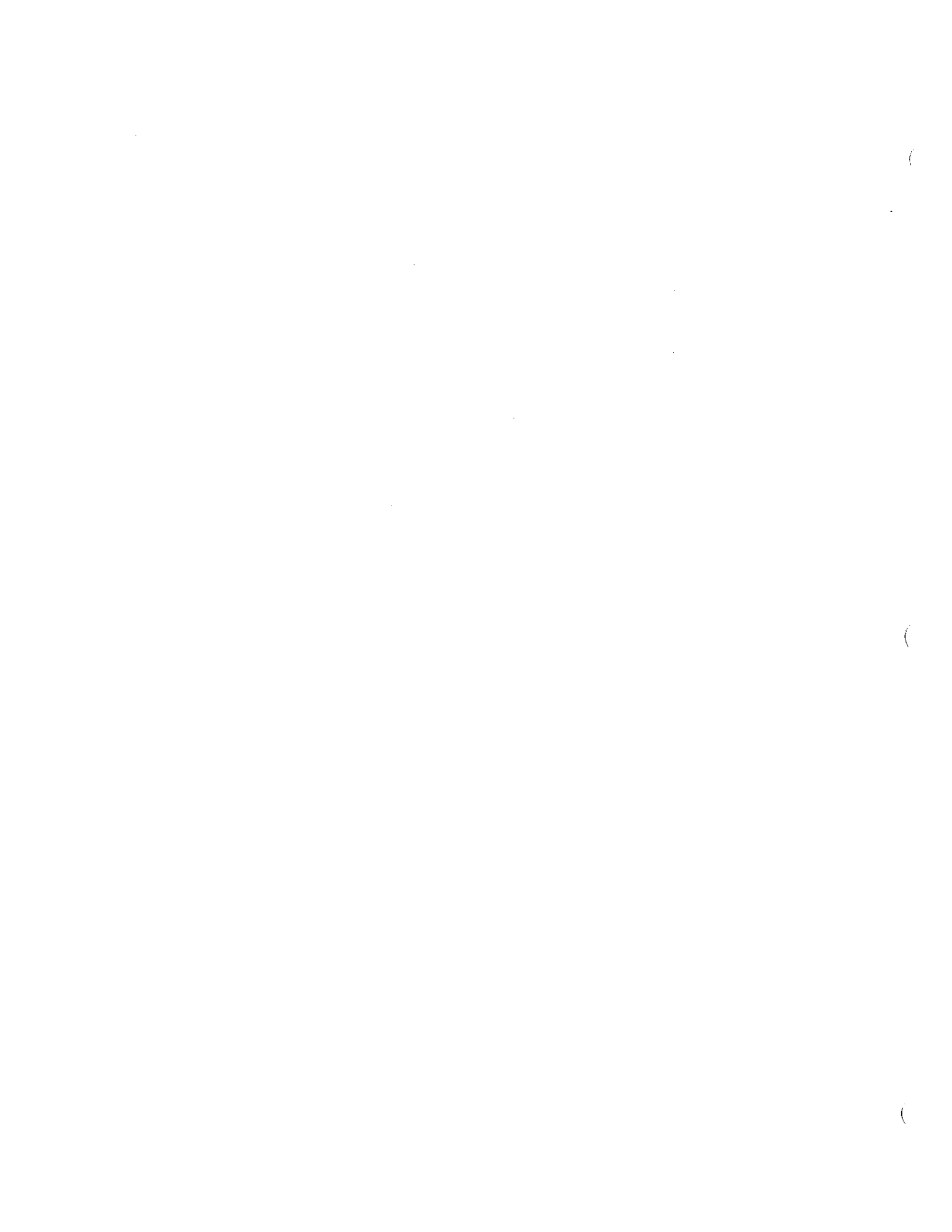
Instant Messaging implementation. **Vernon is working on this.**

C. Technical Services

Update on privacy issues report from Myers, Nave at California Special Districts Association -- Minter.


No privacy issues for the public to view Library closed-circuit videos.

Clerk job duties –review of the position responsibilities for the new Technology Clerk position. **Vernon went over his new list.**



Agenda Item 32

TO: Elizabeth Minter, Library Director

FROM: Jim Roberts, Public Services Manager 

DATE: October 15, 2007

SUBJECT: Program Committee Report for the month of September.

ADULT SERVICES

	Sep 06-07	Sep 07-08	YTD 06-07	YTD 07-08
NUMBER OF PROGRAMS	2	1	4	1
NUMBER OF ATTENDEES	28	32	48	32

CHILDREN'S SERVICES

	Sep 06-07	Sep 07-08	YTD 06-07	YTD 07-08
NUMBER OF PROGRAMS	27	20	79	69
NUMBER OF ATTENDEES	1,083	638	3,126	2,819

PROGRAM COMMITTEE

	Sep 06-07	Sep 07-08	YTD 06-07	YTD 07-08
NUMBER OF MEETINGS	1	2	5	4
NUMBER OF ATTENDEES	10	20	31	38
NEWS RELEASES	1	1	3	3

LITERACY SERVICES

	Sep 06-07	Sep 07-08	YTD 06-07	YTD 07-08
Total Tutors	90	87	111	125
Total Students	150	72	169	150
Total Hours	1,030	379	2,125	1,683

For more detailed literacy statistics, see Agenda Item 36, pages 2 of 3 and 3 of 3.

To: Elizabeth Minter, Library Director

From: Caroline Gurkweitz, Children's Librarian *Cg*

Date: for Board Meeting, October 15, 2007


Subject: September 2007 Activities in the Children's Department

TYPE OF PROGRAM	NUMER OF PROGRAMS	TOTAL ATTENDANCE
Lap Sit 24 months & younger	4	101
Story Time I: 6 years & younger	4	157
Story Time II: 6 years & younger	4	120
Special Story Time III	1	19
Special Story Time IV	1	12
Read to the Dogs event	1	42
Conversation Club	4	20
Bilingual Magic Show	1	167
Total September 2007	20	638
Total September 2006	27	1083
Current FY to date	69	2819
Previous FY to date	79	3126

Cy

				Agenda Item 33	
				Page 2 of 2	
CHILDREN'S DEPT. REFERENCE STATS				Sep-07	
BOARD MEETING				October 15, 2007	
DATE	IN-PERSON	PHONE	TOTAL		
1	36	3	39		
closed2					
closed3					
4	40	5	45		
5	52	5	57		
6	48	4	52		
closed7					
8	33	4	37		
9	24	2	26		
10	56	4	60		
11	49	4	53		
12	48	5	53		
13	57	3	60		
closed14					
15	45	0	45		
16	28	1	29		
17	48	3	51		
18	50	6	56		
19	55	0	55		
20	34	4	38		
closed21					
22	30	3	33		
23	26	0	26		
24	40	3	43		
25	39	4	43		
26	48	1	49		
27	35	4	39		
closed28					
29	26	3	29		
30	25	2	27		
TOTAL	972	73	1045		

TO: Elizabeth Minter, Library Director

FROM: Jim Roberts, Public Services Manager/Literacy Coordinator 

DATE: October 15, 2007

SUBJECT: Placentia Library Literacy Services (PLLS) Activities Report for the month of September.

Tutor Training. There was one tutor training workshop in August, and 13 tutors were trained. All are tutoring or pending

Placentia Rotary Reading Enrichment Program (PRREP).

The PRREP Clubs at El Dorado High School and Valencia High School ended in late May. We are still signing up PRREP volunteers for this school year.

Update on the three off-site PLLS homework clubs. Both the Topaz-Tuffree Homework Club at Topaz Elementary School and the Homeless Intervention Shelter (H.I.S. House) Homework Club were tremendously successful last school year. Both of them started again this school year on October 8. The Kraemer-Placentia Library Homework Club also started on October 8.

English Language and Literacy Intensive (ELLI) Program Update. ELLI will start again this school year in mid-October. We plan to be active at three elementary schools--Ruby Drive, Topaz, and Brookhaven.

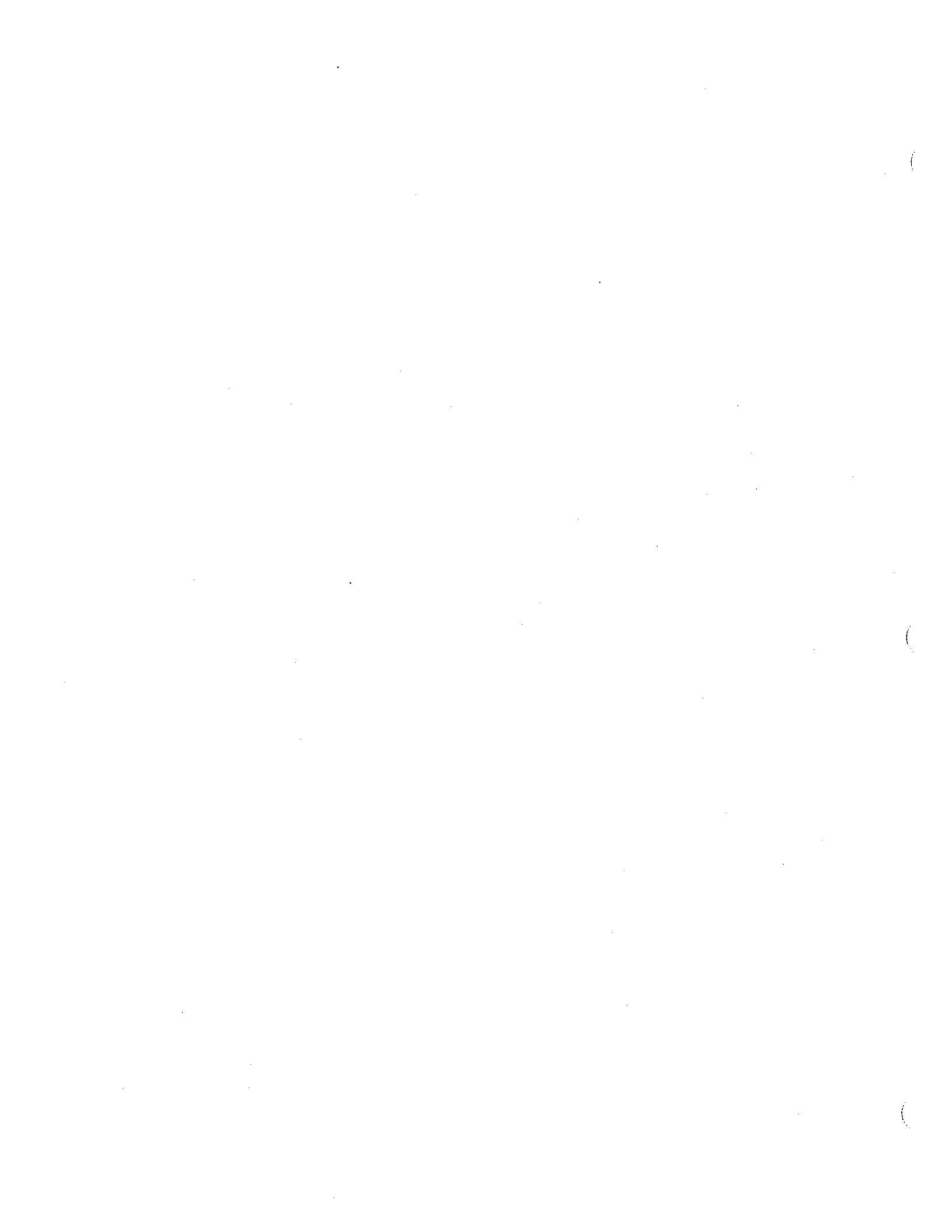
Federal Work Study (FWS). Our FWS partnerships with Financial Aid at Cal State Fullerton and with Western State University College of Law this FY were very strong, and will continue this school year. We renewed our FWS contract with Cal State Fullerton and Western State last spring for FY 2007/08, and we already have fifteen (15) FWS tutors from Cal State Fullerton processed in and most of them are tutoring.

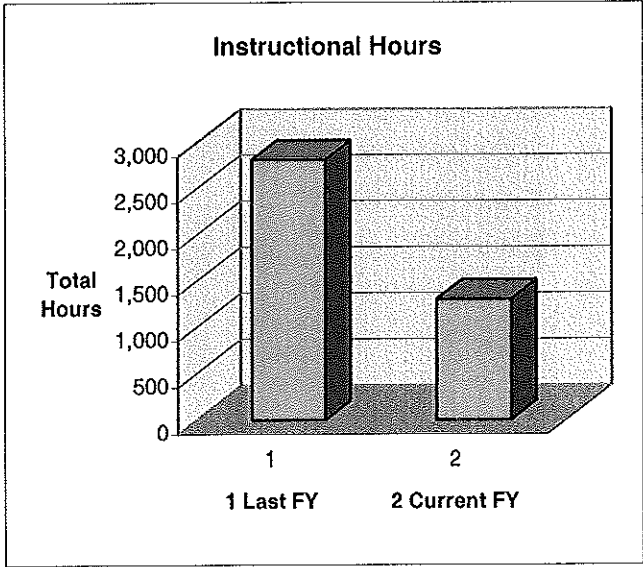
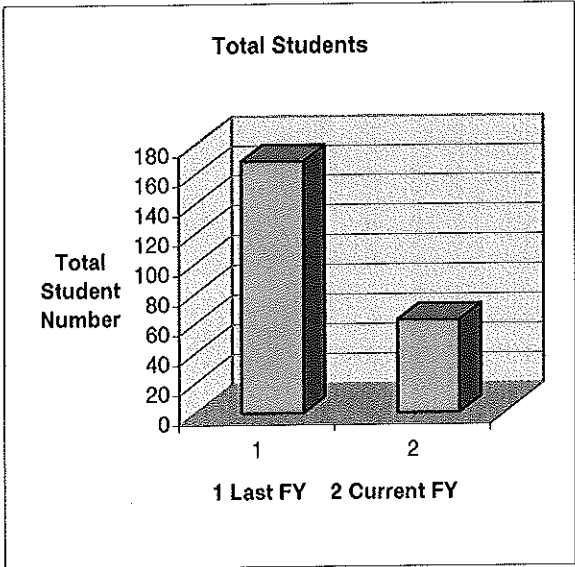
Literacy statistics. See Agenda Item 34 Pages 2 of 3, and 3 of 3.

Placenta Library Literacy Services

Report of Growth and Progress

	Sep 06-07	Sep 07-08	YTD 06-07	YTD 07-08
Tutors				
Adult	60	45	64	71
Teen	30	37	37	62
Hours Instruction	1,030	379	2,819	1,683
Other Volunteer Hours	120	200	360	440
Total Hours	1,150	579	3,059	2,123
Training Workshops				
Workshops Held	1	1	3	2
Tutors Trained	11	13	39	28
Students				
With Adult Tutors	104	45	123	71
With Teen Tutors	46	37	46	62
In Groups	0	0	0	0
Total Active Students	150	72	169	133
Families for Literacy				
Family Students	5	5	5	5
Family Tutors	5	5	5	5
Hours of Instruction	60	60	120	60
ELLI Program				
K-6th Grade Students	0	0	0	0
Tutors for K-6th Grade	0	0	0	0
Hours of Instruction	0	0	0	0
Homework Clubs				
On-Site: Students	0	20	0	20
On-Site Tutors	0	10	0	10
Hours of Instruction	0	120	0	120
H.I.S. House Students	0	11	0	11
H.I.S. House Tutors	0	2	0	2
Hours of Instruction	0	22	0	0
Topaz Students	0	0	0	0
Topaz Tutors	0	0	0	0
Hours of Instruction	0	0	0	0
Total Tutors	90	45	111	71
Total Students	150	37	169	62
Total Instruction Hours	987	379	2,819	1,304





(

(

(

TO: Elizabeth Minter, Library Director
FROM: Mary Strazdas, Librarian *MES*
DATE: October 15, 2007
SUBJECT: Reference and Adult Services report for September, 2007

- There was one Program Committee meeting during the month.
- Special library displays included the on-going Placentia Round Table Women's Club Bicentennial quilt. There was also a book display about WW II that included a bibliography and filmography. It tied in with the huge promotion of Ken Burns' THE WAR on PBS. On one side of the trough we featured books and a bibliography celebrating Self Awareness Month. On the other side we included our new Playaways. These recorded books come in MP3 players smaller than a pack of cigarettes; about 1/3 of the titles were already reserved when the display went up. Their convenience should make them very popular. Patrons will only need to supply earphones, and can enjoy listening on their home computers, in their cars, or simply by plugging in to the players.
- On Tuesday, September 18, "Genealogical Database Help" was our program. It drew 32 patrons, some who brought their own laptop computers to follow Caroline Rober's instructions pertinent to Ancestry Library.com and Heritage Quest.com. Patrons received individualized help and seemed to enjoy what they learned. The library and the Genealogical Society of North Orange County California supplied handouts, and there were also library materials available for checkout.
- Upcoming confirmed programs include "Animal Care" on Thursday, October 25, with Dr. Paul Evans; "Local Resources" taught by GSNOCC as part of a series done in different libraries on Tuesday, October 30; "Mastering Midlife" with Dr. Jerry Binder on Monday, November 5; "Emergency Room Services" on Thursday, November 29, with Rhonda Sausedo, RN; "A Child's Christmas in Wales" on Thursday, December 20; and "True Stories and Other Lies", with Dr. Joseph Arnold, Monday, March 24.
- The Placentia Library is partnering with the Placentia-Linda Hospital and will be the location for Senior Yoga classes every Tuesday and Thursday morning. These classes will be taught by the YMCA through the end of December, when the hospital's remodel should be complete.

Statistical Comparisons at the Reference Desk
September FY 2007/2008

	2006	2007	YTD 06-07	YTD 07-08
Phone Reference Questions	181	222	752	738
Desk Reference Questions	1,608	3,801	6,436	8,228
E-Mail Reference Questions	0	0	13	0
Ready Reference	23	24	111	93
Instruction	363	161	526	871
Computer Use	3,296	3,595	11,529	13,693
Reference Books: In-Library Use	3,491	3,061	9,033	14,338
Patron Database Signups	160	N/A	839	N/A

TO: Elizabeth Minter, Library Director

FROM: Gary Bell, Librarian *GB*

DATE: October 15, 2007

SUBJECT: History Room report for September

History Room visitors in September: fiscal year: 2006-2007: 2
History Room visitors in September: fiscal year: 2007-2008: 14

I attended the Historical Coordinating Council meeting on September 11th at the Fullerton Public Library.

Leonora Pierotti donated several photographs of the Pierotti house to our collection. They are excellent photos, better than any we already own.

There were many requests for high school yearbooks.

The DVD of the 1938 flood is now completed and was exhibited at the donor reception and birthday bash on September 28th. We are quite pleased with the results and are thankful to Mr. Eddie Castro for sharing his memories with us.

On Saturday, September 8th students from Cal State Fullerton did shelf reading of the History Room collection and shifted books accordingly.

Our volunteer Larry Cummings continues to provide expert assistance in scanning photographs for the archives.

Maps were requested from the collection and Diane Eastman was given a tour of the History Room and workroom.

Our committee is preparing a calendar of events for History Room activities. This includes author receptions, an oral history presentation, a Girls' Scouts event, a Piacenza reunion, a veterans event, a city officials orientation and a reunion of the West Atwood Yacht Club in August, 2008.

Placentia Library District
On-line database usage – September 2007

	September 2007	September 2006		Y-T-D 2007	Y-T-D 2006	Y-T-D change
Chilton Library (Automobiles)	10	-		16	0	16
General Reference Center	47	111		152	244	-92
Opposing Viewpoints	29	92		61	174	-113
Newsbank -Newspaper search	8	23		146	54	92
Newsbank -Magazine search	1	0		3	0	3
L.A Times	1	0		8	2	6
Wall Street Journal	1	218		16	265	-249
Heritage Quest	5,399	1,966		17,978	4,947	13,031
Learning Express (Learn a test)	13	1		38	9	29
Novelist	1	0		4	44	-40
Tumblebooks	331	252		1,179	402	777
MorningStar	135	135		470	135	335
Value Line	153	-		3,011	0	3,011

Library website traffic for the period October 2006 through September 2007

	Oct '06	Nov '06	Dec'06	Jan'07	Feb'07	Mar'07	Apr'07	May'07	Jun'07	Jul'07	Aug'07	Sep'07	Y-T-D	Monthly Average
Unique visitors	2,035	2,032	1,926	n/a	n/a	2,589	2,388	2,301	2,218	2,336	2,246	2,455	22,506	2,251
Number of visits	3,469	3,441	3,056	n/a	n/a	4,317	4,000	3,925	3,742	3,864	3,836	4,037	37,687	3,769
(visits per visitor)	1.70	1.69	1.58	n/a	n/a	1.68	1.67	1.70	1.68	1.65	1.70	1.64	207,152	1.67
Pages visited	23,774	22,888	17,544	n/a	n/a	20,338	18,835	19,422	17,373	22,980	23,934	20,064	207,152	20,715
(pages per visit)	6.85	6.65	5.74	n/a	n/a	4.71	4.70	4.94	4.64	5.94	6.23	4.97	5,447	5.54
Pages most viewed														
Application for library card	0	0	62	n/a	n/a	0	57	44	99	27	18	45	352	35
Borrowing library materials	216	157	96	n/a	n/a	164	135	117	110	130	109	119	1,353	135
Calendar	187	125	2	n/a	n/a	174	122	109	226	170	161	145	1,421	142
Catalog	820	1,119	810	n/a	n/a	491	604	301	468	5,603	340	375	10,931	1,093
Community links	71	55	51	n/a	n/a	66	57	59	64	44	72	58	597	60
Contact Us	150	207	118	n/a	n/a	150	162	169	159	167	126	181	1,589	159
Frequently Asked Questions	265	189	183	n/a	n/a	242	261	233	235	254	201	237	2,300	230
Home page	18,988	18,073	13,739	n/a	n/a	14,543	13,008	13,856	12,760	17,236	18,994	14,875	156,072	15,607
Kids page	155	238	401	n/a	n/a	206	178	199	317	209	206	205	2,314	231
Literacy services	122	72	42	n/a	n/a	77	83	72	58	76	116	172	890	89
Passport applications	241	175	178	n/a	n/a	546	444	311	317	324	245	234	3,015	302
Photos (pick of the pics)	173	135	96	n/a	n/a	159	115	85	92	126	103	68	1,152	115
Searching for information	543	642	381	n/a	n/a	670	626	728	424	451	493	489	5,447	545

Placentia Library District

TO: Elizabeth Minter, Library Director
FROM: Vernon Napier, Technical Services Manager
DATE: October 8, 2007
SUBJECT: **Technology Report for September 2007**



- Attended OCLC Seminar held in Pomona.
- Met with the representative from Sirsi/Dynix to discuss RFID.
- Let a contract to convert the History Room's PICK database to a more user-friendly program.
- Arranged inaugural meeting of the Branding & Marketing Working Group.
- Interviewed applicants for the Clerk 1 position.
- Attended the Chamber of Commerce luncheon.
- Attended the Donor Reception evening.
- Re-built a PC for use in the Development Coordinator's office
- Set up 5 new laptop PCs for use by the Kraemer Homework Club.
- Revised Internet Access Policy 6020 (Item 46 on September Agenda)

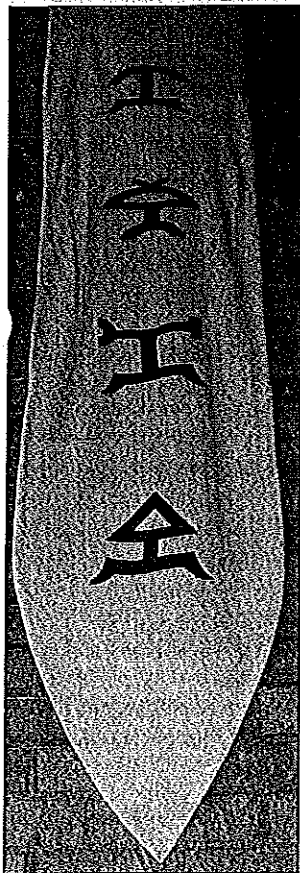
pacific clippings
p m b 1 1 7 8 9
santa ana, calif. 92711

Placentia News
Weekly AUG 30 2007

ASK US

What are those weird symbols?

332



Question: What are the odd symbols on the banners hanging out in the front atrium of the Placentia Public Library?

Answer: The four symbols are cattle brands used at different points during the mid-1800s by Bernardo Yorba, according to information from the library's local history department.

Yorba's ranch extended throughout what is now Yorba Linda and Placentia. He grew corn, beans, wheat, grapes and fruit trees in addition to the hundreds of head of cattle he raised there.

The Yorba Ranch was like a small town, with blacksmiths, cheese makers, carpenters, gardeners, winemakers, tailors, jewelers and housekeepers who all worked there.

On a side note, we had a number of responses to last week's "Ask Us" question from Marie Schmidt about the old Burbank fire engine parked at the burnt-out Shell station on the east side of town. The fire truck is no longer parked there, according to the e-mails from residents I've received.

The gentleman who purchased it makes a business out of purchasing used vehicles like that fire truck at auction to sell for scrap and parts, according to one of the e-mails.

- Adam Townsend

Send your questions to atownsend@ocregister.com.
He'd love to answer them.

pacific clippings
p m b 1 1 7 8 9
santa ana, calif. 92711

The Register
Daily AUG 31 2007

332 PLACENTIA
Political girls: Girls State delegates Brianne Cyrus from El Dorado High School, Debbie Kim from Valencia High School and Krista Perry from Esperanza High School attended Girls State civic education program in Fresno in July. Perry was selected as one of the two delegates representing California at Girls Nation where she will meet President Bush. She is the first delegate from a Placentia school to be selected for the honor. The Placentia American Legion Auxiliary annually sponsors a high school junior from each local high school to attend Girls State. Information: 714-528-3485

Adam Townsend
714-704-3706 atownend@ocregister.com

The Register
Daily AUG 31 2007

Field dedication to feature Angels

Team representatives will attend a Placentia ceremony recognizing a spot where kids will be able to play baseball.

332
By ADAM TOWNSEND
THE ORANGE COUNTY REGISTER

PLACENTIA • Angels baseball players and a coach will be in Kraemer Park today to dedicate a baseball field they're building with help from non-profit groups and contractors

working free.

Angels third base coach Dino Ebel, infielder Robb Quinlan and former second baseman Bobby Grich will appear with children from Little League teams and city officials at 11 a.m.

The Angels Baseball Foun-

ation is contributing \$50,000 to the project, and the Arizona-based Magical Builders is the nonprofit coordinating the construction. The baseball field will be next to the site of a planned new Boys & Girls Clubs.

Placentia is leasing the land - part of the park - to the Boys & Girls Clubs of Placentia-Yorba Linda for free.

Jon Frank of Magical Builders said the city has approved the plans and lease for the

field.

Once the foundation secures a landscaping and fencing company to supply in-kind support, building will start. Frank said he expects construction to end in spring 2008.

CONTACT THE WRITER:
714-704-3706 or
atowndsend@ocregister.com

pacific clippings
p m b 1 1 7 8 9
santa ana, calif. 92711

Placentia News
Weekly

AUG 30 2007

Bookstore looking for volunteers

332
The Placentia Public Library is looking for volunteers to staff the library's bookstore from 6 to 8 p.m. on Wednesdays and Thursdays.

Volunteers can also sign up as substitutes to fill in shifts as needed. For more information, call Nancy Lone-Tollefson at 714-524-7318.

All proceeds from the store go to providing services at the library.

pacific clippings
p m b 1 1 7 8 9
santa ana, calif. 92711

O.C. Post
Daily SEP 01 2007

SOUTHERN CALIFORNIA ORCHID SPECIES SOCIETY • Monthly meeting 2 p.m. Sept. 9 at the Placentia Library, 411 E. Chapman Ave., Placentia. Free. 714-991-8661

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

The Register
 Daily **SEP 04 2007**

Promoting literacy in life's first chapter

Pediatricians hiring readers for patients.

BY SAM MILLER
 THE ORANGE COUNTY REGISTER

Give an 11-month-old a book and the results are predictable, say the experts.

The book goes into the mouth.

It's true. Just ask Kali Hall, an 11-month-old waiting for an appointment with her San Clemente pediatrician. (She can't talk. She showed it instead.)

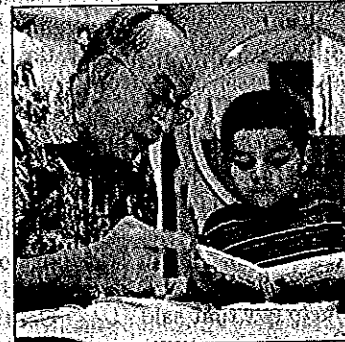
If the experts are right about that, they might be right about this: Before Kali spends a day in kindergarten, her brain will already have done most of its heavy lifting. Her

brain development in areas like language, communication and social interaction will be, in many ways, irreversible.

And in all those years of development, she'll likely have contact with only one professional - her pediatrician.

Over the past year, dozens of pediatricians in Orange County have embraced this responsibility by joining a program called Reach Out and Read, a national program originally developed in Boston.

Backed by \$500,000 per year from the Children and Families Commission of Orange County - a county program funded by tobacco taxes



MARK MARTINEZ, THE REGISTER
STARTING EARLY: Dr. Paul Oqundah reads a story to Angel Raya, 3, of Anaheim.

they are stocking waiting rooms with books and professional readers and giving away age-specific books to thousands of children.

During the 10 routine check-ups most children go to, pediatricians are giving parents instructions on how to read to their kids.

"I want them to learn to read

SEE CHILDREN • PAGE 3

CHILDREN: Reading while waiting

FROM PAGE 1

at home," said Paul Qaundah, a pediatrician in Huntington Beach. "I want them to be social, to interact with kids. I want them to have friends, and learn to take turns, and respect. And it all starts with reading."

"Good health may also start with reading. Adults who don't read well are less likely to read the directions on medicine bottles or seek information about their health, said Nancy Donnelly, program coordinator with the American Academy of Pediatrics.

Over the past year or so, the number of doctors participating in the program has gone from about five to about 40. The Children and Families

Commission provides the matching funds needed to get federal grants, and pays for bilingual adults to read in waiting rooms.

That's where Kali was Thursday in the San Clemente office of pediatrician Nicole Tran. She was the star as Rep. Ken Calvert, R-Corona, observed the program. Reach Out and Read officials wanted to show the lawmaker how the program works, as he'll vote on the annual \$10 million grant - about 3.5 million books - to fund it nationwide.

"We desperately need this funding in California," Donnelly said.

Near Kali was Gustavo Ortega, a former machine gunner in the U.S. Army who returned from Iraq less than a year ago.

He gets paid \$12 per hour to read to kids.

"It's pretty relaxing, actually," said Ortega. He said his parents both worked 12 to 16 hours a day, and his older siblings had to tend to the house, so he was rarely read to. It wasn't until he was a senior in high school that he discovered reading for pleasure.

He spread three books in front of Kali, and she took one called "Mommy and Me." She immediately tried to rip it apart, then put the corner into her mouth.

"The idea is not that you have to be able to read every word on a page," said Geeta Grover, a behavioral pediatrician in Laguna Niguel, and the first Orange County doctor to use the program nearly a dec-

ade ago. "What matters is, they're beginning to see that books can be a source of pleasure and it can give them a lot of parent-child interaction time."

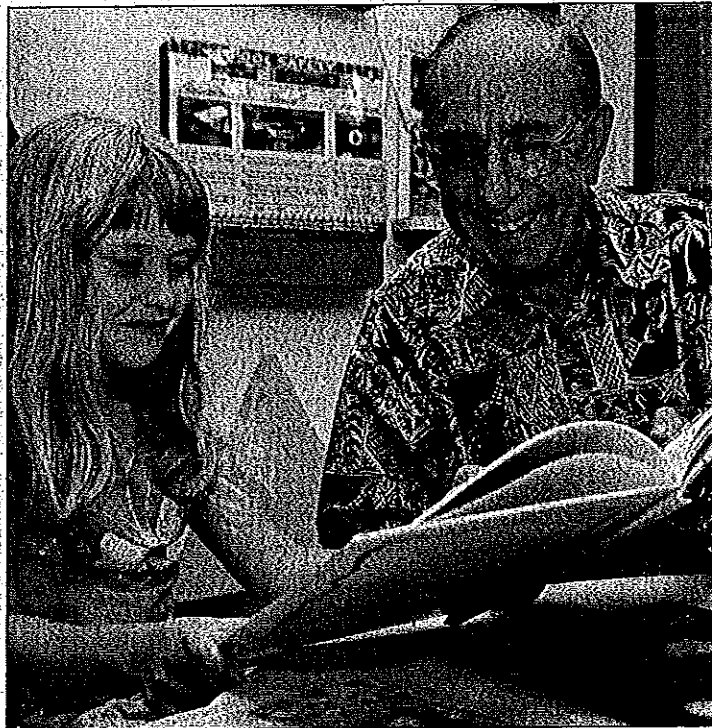
Grover said she used to give parents surveys about activities they did with their children. Reading was never very high up. But after a few visits with a Reach Out and Read doctor, it was typically high. A 2001 study published in the journal Pediatrics found similar tendencies among 122 inner-city patients.

"Several parents said, 'If I don't mention reading I'm afraid you're going to kill me, because all around the room it's books, books, books,'" she said. "I said, 'Then our job is done.'"

CONTACT THE WRITER:

949-454-7394 or

sammiller@ocregister.com



MARK MARTINEZ, THE REGISTER

SHARING A STORY: Dr. Paul Qaundah reads to Johnsie Manfredonia, 6, in his office in Huntington Beach.

open, wagner said. "We have

halsano@ocregister.com

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

The Register
Daily SEP 08 2007

GARDEN EVENTS 332

American Begonia Society's 2007 Convention. Sept. 8 and 9 at the Ayres Hotel, 14400 Hindry Ave., Hawthorne. Event features one-of-a-kind begonia displays and expert judging, with speakers and seminars. A plant sale runs from 9 a.m. to 5 p.m. Sept. 8 and 9 a.m.-2 p.m. Sept. 9. The event concludes with an award ceremony and banquet. Discounts available for room packages. Call Margaret Fisher with the Orange County Chapter of the Begonia Society for more information. 714-847-1889 or e-mail begonialittlebit@earthlink.net.

EDITOR'S TOP PICK **Growing Plumerias.** 9 a.m. Sept. 8 at Roger's Gardens, 2301 San Joaquin Hills Road, Newport Beach. Members of the South Coast Plumeria Society will be on hand to teach participants how to grow the plant in Southern California. Free. 949-640-5800 or www.rogersgardens.com.

Crafts fair: About 90 arts and crafts vendors will showcase their wares at the 30th annual Arts and Crafts Faire Sept. 8 and 9 in Eisenhower Park at the foot of the Seal Beach Pier. The plant sale, hosted by the Seal Beach Women's Club, features home-grown colored plumerias, succulents, house plants, ferns, begonias and geraniums. Proceeds to benefit service projects. Food will also be sold. 9 a.m.-6 p.m. Sept. 8; 9 a.m.-5 p.m. Sept. 9. 562-598-0116.

Class on orchids. Noon Sept. 8 at the Plant Stand, 2972-A Century Pl., Costa Mesa. Class led by master gardeners of the nursery. Free. 714-966-0797 or <http://plant-stand.com>. Other September Saturday noon classes: Sept. 15: Fall Arrangements; Sept. 22: Azaleas; Sept. 29: Ferns.

Tomato Tasting and Sizzlin' Summer Salsa Contest. 10 a.m.-2 p.m. Sept. 8 at the new Orange County Agricultural and Nikkei Heritage Museum on the grounds of the Fullerton Arboretum, 1900 Associated Road, Fullerton. Awards will be given for People's Choice for the top three tomatoes of 2007 and several categories of salsa. 714-278-3579 or www.arboretum.fullerton.edu.

"Salvia Spectacular" plant sale featuring more than 150 salvia species and varieties. This event marks the seasonal reopening of The Potting Shed at the Fullerton Arboretum, a retail nursery and garden shop. Salvias are valued for their medicinal and culinary qualities. 10 a.m.-4 p.m. Sept. 8 and 9 at 1900 Associated Road, Fullerton. Free admission. 714-278-3579 or www.arboretum.fullerton.edu.

Orchid Show and sale. 10 a.m.-6 p.m. Sept. 8 and 9 at 1631 W. Sunflower, Santa Ana (across from South Coast Plaza near Morton's Restaurant). Twenty vendors will show thousands of exotic orchids, with orchid-growing supplies. Free lectures by local orchid experts throughout both days. Free admission and parking. 949-735-2930 or www.ocorchidshow.com.

Orange County Geranium Society monthly meeting. 10 a.m. Sept. 8 at East Anaheim Christian Church, 2216 E. South St., Anaheim. This month's subject is geranium arrangements and gardening plants in hanging baskets. Free. All are welcome. 714-350-3355.

Southern California Orchid Species Society monthly meeting. 2 p.m. Sept. 9 at the Placentia Library, 411 E. Chapman Ave., Placentia. Free. 714-991-8661.

Southern California Orchid Society monthly meeting. 1 p.m. social time; 2 p.m. meeting Sept. 9 at the Placentia Library, 411 E. Chapman Ave., Placentia. Guest speaker is AOS judge Helmut Rohr, presenting "A Trip Through the World of Oncidiums." Free. 714-993-5075.

pacific clippings
 p m b 1 1 7 8 9
 santa ana, calif. 92711

Placentia News
 Weekly SEP 06 2007

**BOOKSTORE LOOKING FOR
 332 VOLUNTEERS**

The Placentia Public Library is looking for volunteers to staff the library's bookstore from 6 to 8 p.m. on Wednesdays and Thursdays.

Volunteers can also sign up as substitutes to fill in shifts as needed. For more information, call Nancy Lone-Tollefson at 714-524-7318.

All proceeds from the store go to providing services at the library.

pacific clippings

p m b 1 1 7 8 9
 santa ana, calif. 92711

The Register
 Daily SEP 07 2007

PLACENTIA 332

Ancestors: Caroline Rober of the North Orange County Genealogical Society will demonstrate how to find a family history at 7 p.m. Sept. 18, in the Placentia Library's Meeting Room. Information: 714-528-1906, ext. 209.

Adam Townsend
 714-704-3706 atownsend@ocregister.com

pacific clippings

p m b 1 1 7 8 9
 santa ana, calif. 92711

The Register
 Daily SEP 11 2007

332 PLACENTIA

Computer heritage: Caroline Rober of the North Orange County Genealogical Society will demonstrate how to find family history on the Ancestry Library and HeritageQuest online databases at 7 p.m. Sept. 18. The free class will continue until about 8:30 p.m. in the Placentia Library's Meeting Room. Patrons are invited to bring their battery-powered laptop computers. The library has WiFi access. Information: 714-528-1906, ext. 209.

Adam Townsend
 714-704-3706 atownsend@ocregister.com

pacific clippings

post office box 11789
 santa ana, calif. 92711

News Enterprise
 Weekly SEP 12 2007

Local libraries take part in national campaign to promote reading

Local libraries will be reading a story to take part in a national campaign to promote reading.

Seal Beach area children will be reading "The Story of Ferdinand" at the Seal Beach Mary Wilson branch Library on Monday, September 17 from 3 - 5 p.m. Cypress area children will be doing the same on Tuesday, Sept. 18 from 11 a.m. to 1 p.m.

This local literacy activity ties in with Jumpstart's second annual Read for the Record national campaign designed to encourage hundreds of thousands of children and adults from

across the country to read the same book on the same day. The goal of Jumpstart's Read for the Record campaign is to raise public awareness about significant disparities in early education.

An early learning gap exists as early as age 3, due primarily to economic inequality. And because of these early discrepancies in language acquisition and literacy skills, one third of America's children arrive at their first day of school unprepared to learn.

Awareness about this issue is crucial, as this early learning disparity

serves as a critical precursor to our country's persistent educational achievement gap.

The Families for Literacy component of READ/Orange County is working with the Children's Librarians at all Branches of the Orange County Public Library to support this program locally. READ/Orange County is the literacy services of the Orange County Public Library.

Get more information by calling READ/Orange County at (714) 566-3070.

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

Fullerton News Tribune
Weekly SEP 13 2007

Library to start offering passport services

Beginning in October, the Fullerton Main Library will accept passport applications and documents, plus see that applications and materials are mailed on a daily basis to the U.S. State Department's passport division for processing.

Library Director Maureen Gebelein said the new federal passport laws are placing greater demands in terms and applications.

"We thought this would be a good way to bring some non-library users to the library and introduce them to the wide variety of free services and programs we offer," Gebelein said.

The library service would also prevent applicants from waiting in long lines at the post office.

Also, the \$30 processing fee for passport applications would offer a new revenue source for the library that could benefit the community. Fees could be used to purchase books, magazines and audio visuals.

The Placentia Library has offered the service for several years and recently surpassed the \$1 million mark in revenue.

Passport services will be available from 3 to 7 p.m. Mondays through Wednesdays, and from noon to 4 p.m. on Saturdays.

The library is at 353 W. Commonwealth Ave. Information: 714-738-6326.

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

Placentia News
Weekly SEP 13 2007

BRIEFLY

Help for finding your family

Caroline Rober, of the North Orange County Genealogical Society, will demonstrate how to find family history on the Ancestry Library and HeritageQuest online databases at 7 p.m. Tuesday.

The free class will continue until about 8:30 p.m. in the Placentia Library's Meeting Room. Patrons are invited to bring their battery-powered laptop computers. The library has WiFi access.

Information: 714-528-1906 ext. 209.

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

Placentia News
Weekly SEP 13 2007

Bookstore looking for volunteers

The Placentia Public Library is looking for volunteers

to staff the library's bookstore from 6 to 8 p.m. on Wednesdays and Thursdays.

Volunteers can also sign up as substitutes to fill in shifts as needed. For more information, call Nancy Lone-Tollefson at 714-524-7318. All proceeds from the store go to providing services at the library.

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

Fullerton Observer
Weekly **SEP 15 2007**

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

Los Angeles Times
OC Edition **SEP 18 2007**
Daily

SEPT 18: GENEALOGICAL SOCIETY OF NORTH OC 332

PLACENTIA LIBRARY, CHAPMAN & KRAMER, PLACENTIA 528-1906

7pm: Caroline Rober will show how to use HeritageQuest.com and AncestryLibrary.com two well-known genealogical databases. You can bring your laptop if you would like to. Free

Orange County calendar of events

Today 332

Children's hour: Little naturalists can learn about trees and what plants need to grow. 10 a.m. \$5. Environmental Nature Center, 1601 16th St., Newport Beach, (949) 645-8489 or www.ENCenter.org
Genealogy workshop: Caroline Rober shows how to use genealogical databases HeritageQuest and AncestryLibrary. 7 p.m. Free. Placentia Library, 411 Chapman Ave. (714) 528-1906 or www.placentialibrary.net

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

Los Angeles Times
OC Edition **SEP 17 2007**
Daily

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

The Register
Daily **SEP 20 2007**

Tuesday 332

Children's hour: Little naturalists can learn about trees and what plants need to grow. 10 a.m. \$5. Environmental Nature Center, 1601 16th St., Newport Beach, (949) 645-8489 or www.ENCenter.org
Genealogy workshop: Caroline Rober shows how to use genealogical databases. 7 p.m. Free. Placentia Library, 411 Chapman Ave. (714) 528-1906 or www.placentialibrary.net

PLACENTIA 332

Dominguez retires: Placentia City Administrator Bob Dominguez announced his retirement at a Placentia City Council meeting Tuesday, citing family health reasons. During his three years with the city, Dominguez oversaw the disbanding of the OnTrac agency, worked to improve the city's financial stability and oversaw the establishment of a Quiet Zone.

Adam Townsend
714-704-3706 atowsend@ocregister.com

pacific clippings
p m b 1 1 7 8 9
santa ana, calif. 92711

Placentia News
Weekly SEP 20 2007

**Bookstore looking
for volunteers**

337
The Placentia Public Library is looking for volunteers to staff the library's bookstore from 6 to 8 p.m. on Wednesdays and Thursdays.

Volunteers can also sign up as substitutes to fill in shifts as needed. For more information, call Nancy Lone-Tollefson at 714-524-7318.

All proceeds from the store go to providing services at the library.

pacific clippings
p m b 1 1 7 8 9
santa ana, calif. 92711

The Register
Daily SEP 27 2007

332 **PLACENTIA**

Books on Wheels: The Placentia Library District is looking for volunteers 18 and older to read to and deliver books to homebound people in the city. Workers are needed from 9 a.m. to 3 p.m. and must have their own transportation. The library will provide training. Information: Lois Monroe, 714-528-1925, ext. 219.

Adam Townsend
714-704-3706 atownsend@ocregister.com

pacific clippings
p m b 1 1 7 8 9
santa ana, calif. 92711

Placentia News
Weekly SEP 27 2007

332 **Yoga classes for
seniors**

Placentia-Linda Hospital and the Yorba Linda/Placentia YMCA will offer a yoga class for seniors from 11 a.m. to noon Tuesdays and Thursdays at

the Placentia Library, 411 E. Chapman Ave., Placentia.

The cost for the class is \$20 per month, payable to the YMCA, and \$15 for seniors who are members of Placentia-Linda Premier Advantage.

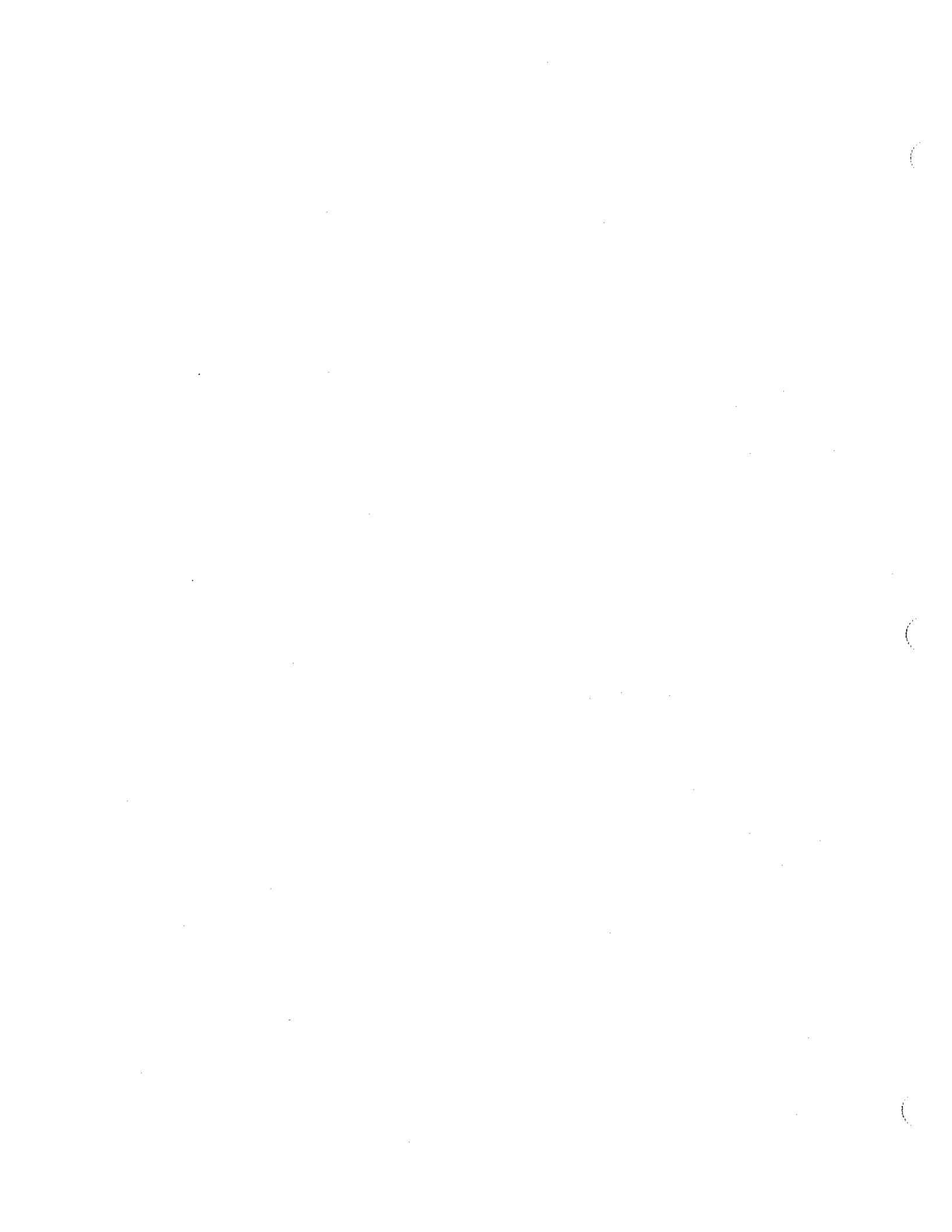
pacific clippings
p m b 1 1 7 8 9
santa ana, calif. 92711

The Register
Daily OCT - 4 2007

332 **PLACENTIA**

Halloween poetry: The Placentia Public Library will hold a poetry reading from 1 to 3 p.m. Oct. 27. Readers will recite poetry loosely based on Halloween themes. The event is free and open to the public for reading and listening. The library is at 411 E. Chapman Ave. Information: 714-528-1906.

Adam Townsend
714-704-3706 atownsend@ocregister.com



SAFETY COMMITTEE MEETING
September 22, 2007
MINUTES

I. Call to Order: 11:00 A.M.

Members Attending: Nadia Dallstream
Jesus Diaz
Wendy Goodson
Alexander Hernandez

II. Old Business

1. None


III. New Business

1. The managers will recommend selected staff to attend the Disaster Preparedness Academy conducted by the American Red Cross on October 17, 2007 at the Anaheim Convention Center. Topics to include Urban Search and Rescue and Building Response Teams.

The next meeting will be October 20, 2007 at 10:00 A.M.

Prepared by : Wendy Goodson

Placentia Library District

TO: Elizabeth Minter, Library Director
FROM: Vernon Napier, Technical Services Manager 
DATE: October 10, 2007
SUBJECT: **Branding Working Group Report for September, 2007**

The Working Group met briefly with Jon West on September 27. There was a general discussion about the direction we wanted to go, as well as expressions of opinion about the samples Jon put on display. Jon undertook to bring to our next meeting examples incorporating some of the ideas raised.

Our next meeting is scheduled for Thursday, October 11

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Elizabeth D. Minter, Library Director *EDM*

SUBJECT: Legislative Issues and a Review of the Status of the State Budget and State Library Budget

DATE: October 15, 2007

BACKGROUND

Agenda Item 24 contains information about current legislation affecting independent special districts.

The Public Library Fund estimates provided by the State Library shows Placentia Library District receiving \$20,996. Full funding would yield \$147,905 which means that in Fiscal Year 2007-2008 Placentia Library District will be receiving only 14% of the full allocation. The budget estimate for this was \$35,000 based on the Governor's May revisions.

Library Director Minter attended the North Orange County Legislative Alliance meeting on October 11, 2007 at Brea City Hall. A representative from the Municipal Water District of Orange County made a presentation on Groundwater Replenishment Systems.

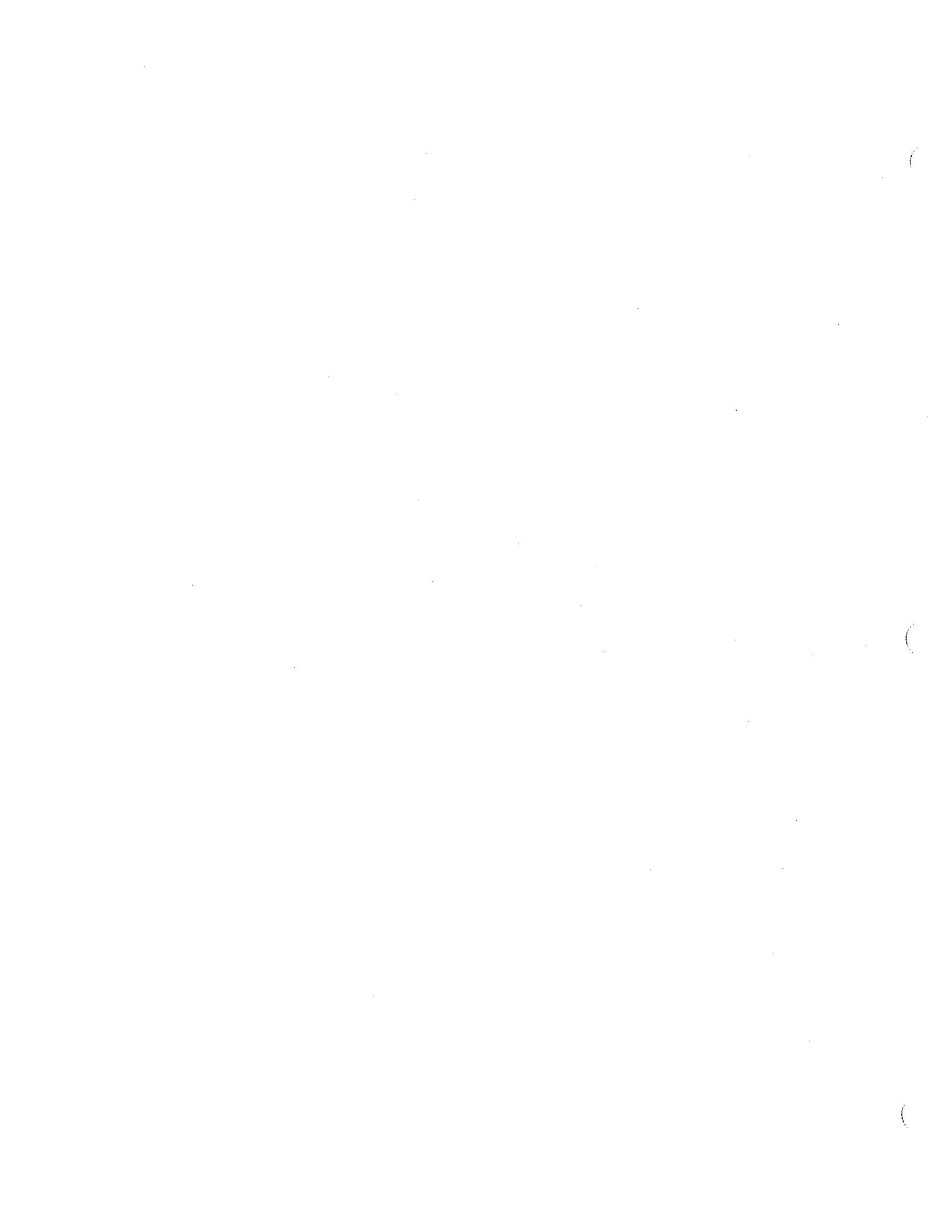
Assembly Member Michael Duvall is scheduled to be the speaker at the October 25, 2007 Chamber of Commerce Breakfast.

There have been no requests for legislative action received during this report period.

The Trustees may report on any contacts they have had with Federal, California or Orange County Legislators.

RECOMMENDATION

Action to be determined by the Library Board of Trustees.



PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Elizabeth D. Minter, Library Director *EDM*
SUBJECT: Determine whether to invite a representative from Tramutola (tax measure consultants) to make a presentation to the Library Board on the steps and costs involved in preparing for a successful tax measure, suggest several dates for this meeting, and determine who should participate in this work session and discussion.

DATE: October 15, 2007

BACKGROUND:

Marshall Eyerman, our project manager at MuniFinancial, will be at the Library Board meeting around 7:30 P.M. to present and discuss the Placentia Library District Library Facilities Impact Fee Report. The transmittal memo is Attachment A and the draft Report is Attachment B.

I provided the acreage information last week. I was somewhat surprised to learn that the City and District each own individual parcels. The City has 3.55 acres and the District has 2.41 acres according to a parcel map provided by the City Administrator.

I gave a copy of the draft Report to the City Administrator. During our meeting we discussed the potential height of a building.

RECOMMENDATION:

1. Finalize and approve the Development Impact Fee Study. *Geo / D.E.*
2. Authorize the Library Director and Library Board President to initialize the process with the City of Placentia and County of Orange to formalize the fees and conduct the public hearings.
3. Authorize the use of staff from MuniFinancial to assist with the presentation of the Placentia Library District Development Impact Fees Study to City and County staff and governing officials on a time and materials basis.

Richard well





MEMORANDUM

To: Elizabeth D. Minter, Library Director
Placentia Library District

From: Marshall Eyerman, MuniFinancial

Date: October 5, 2007

Re: Development Impact Fee Study - Status Update

Based on our previous conversations and an analysis of the preliminary facilities fee report (dated August 17) for the District, the report reflected an existing deficiency for the District of approximately \$19.4 million to meet the Master Plan. At this time it is my understanding that the District is unable able to identify a potential funding source for this deficiency. As reflected in the August draft of the report, for the District to collect the amount of the impact fees calculated the deficiency would need to be resolved or the future developments paying the impact fees may be unfairly burdened for the costs of the facilities.

Based on this situation the report has been adjusted to calculate the library facilities impact fee based on the existing level of service provided by the District. This fee amount will allow the District to begin to collect fees once adopted by the Board and the City or County.

In connection with your review of the development impact fee, I would like to confirm the existing acreage for the current library property. This number will then be incorporated into the draft as appropriate.

Once the report has been finalized and approved by the Library Board, the report will need to be adopted and implemented by Ordinance by the City and the County before the fees can be collected in the respective areas. The timeline for this process varies depending on agenda deadlines and Council/Board meeting dates, but at a minimum will require 45 days notice for the public hearings and 90 days for the fees to become effective.

As the District looks to the future to fund the existing deficiencies to increase the impact fees and to meet the goals of the Master Plan, we will need to discuss the alternative financing necessary for the District to fund any existing deficiencies. Typical funding strategies may include Community Facilities District or Parcel Taxes. The timing for the implementation of either of these methods will depend on the political environment for the public to vote for new taxes since these both require a



2/3rd vote. Since public outreach can help with the approval it is essential that this be performed as comprehensive as possible. The new taxes should be pursued if the District feels that there is enough public support for the taxes.

DRAFT

LIBRARY FACILITIES IMPACT FEE REPORT

PLACENTIA LIBRARY DISTRICT

OCTOBER 5, 2007



Corporate Office:

27368 Via Industria
Suite 110
Temecula, CA 92590
Tel: (951) 587-3500
Tel: (800) 755-MUNI (6864)
Fax: (951) 587-3510

Office Locations:

Anaheim, CA
Lancaster, CA
Oakland, CA
Orlando, FL

Phoenix, AZ
Sacramento, CA
Seattle, WA

www.muni.com

TABLE OF CONTENTS

1. INTRODUCTION.....	3
Background and Study Objectives	3
Public Facilities Financing In California	3
Facility Standards Approach	4
2. GROWTH ASSUMPTIONS	7
Population and Employment Estimates	7
Service Population	7
Occupant Densities	9
3. LIBRARY FACILITIES.....	10
Facility Inventories, Plans & Standards	10
Allocation of Facilities Costs to New Development	11
Fee Schedule	12
4. IMPLEMENTATION	13
Ordinances and Resolutions	13
Capital Improvement Planning and Budgeting	13
Inflation Adjustments	14
Compliance With Statutory Accounting and Reporting Requirements	14
5. MITIGATION FEE ACT FINDINGS	15
Purpose of Fee	15
Use of Fee Revenues	15
Benefit Relationship	16
Burden Relationship	16
Proportionality	17

1. Introduction

This report presents an analysis of the need for library facilities to accommodate new development in the Placentia Library District. This chapter explains the study approach and summarizes results under the following sections:

- ♦ Background and study objectives;
- ♦ Public facilities financing in California;
- ♦ Public facilities planning and financing for the Placentia Library District;
- ♦ Organization of the report; and
- ♦ Facility standards approach.

Background and Study Objectives

The primary policy objective of a public facilities fee program is to ensure that new development pays the capital costs associated with growth. The primary purpose of this report is to complete a library facilities fee study and determine the maximum justified fee levels to impose on new development to maintain the District's facilities standard. Public agencies should review and update their fee programs periodically to incorporate the best available information.

The District may impose a library facilities fees under authority granted by the Mitigation Fee Act (*Act*), contained in the *California Government Code* Sections 66000 through 66025. This report provides the necessary findings required by the Act for adoption of the fees presented in the fee schedules contained herein.

Public Facilities Financing In California

The changing fiscal landscape in the State of California during the past thirty (30) years has steadily undercut the financial capacity of local governments to fund infrastructure. Three dominant trends stand out:

- ♦ The passage of a string of tax limitation measures, starting with Proposition 13 in 1978 and continuing through the passage of Proposition 218 in 1996;
- ♦ Declining popular support for bond measures to finance infrastructure for the next generation of residents and businesses; and
- ♦ Steep reductions in federal and state assistance.

Faced with these trends, many agencies and jurisdictions have had to adopt a policy of "growth pays its own way." This policy shifts the burden of funding infrastructure expansion from existing rates and taxpayers onto new development. This funding shift has been accomplished primarily through the imposition of assessments, special taxes, and development impact fees also known as public facilities fees. Assessments and special taxes require approval of property owners and are appropriate when the funded facilities are

directly related to the developing property. Development fees, on the other hand, are an appropriate funding source for facilities that benefit all development jurisdiction-wide. Development fees need only a majority vote of the legislative body of the District and the agency imposing the fee, for adoption.

Facility Standards Approach

The key public policy issue in public facility fee studies is the identification of facility standards for each category of facilities in a fee program. A facility standard is a public policy that states the amount of facilities required per unit of new development to accommodate the increased service demand. Examples of facility standards include park acres per capita and wastewater generation per equivalent dwelling unit. Standards also may be expressed in monetary terms such as the total cost of facility investments per capita.

The facility standard assists in documenting statutory findings required for adoption of a public facilities fee. First, the standard documents a reasonable relationship between the type of new development and the total need for new facilities. Where applicable, the same facility standard is applied to both existing and new development to ensure that new development does not fund deficiencies associated with existing development. Second, the facility standard is often used to allocate facility costs to each development project, documenting a reasonable relationship between the amount of the fee and the cost of facilities allocated to each development project.

Types of facility standards and their application in specific situations are discussed below. This section concludes with a description of how facility standards are used in the current study.

Types of Facility Standards

The types of standards that may be used in a public facility fee study include:

- ◆ *Demand standards* determine the amount of facilities required to accommodate growth, for example park acres per thousand residents, traffic level of service, or gallons of water per day per dwelling unit. These standards are the most common method for discussing policy options with regards to public facility fees.
- ◆ *Design standards* determine how a facility should be designed to meet expected demand, for example park improvement requirements, street intersection design, and water storage needs. These standards are typically not evaluated as part of a fee analysis, but they can have a significant impact on the cost of facilities.
- ◆ *Cost standards* determine the cost per unit of demand based on the estimated cost of facilities, for example cost per capita, cost per vehicle trip, or cost per gallon of water per day.

Applying Facility Standards

Demand and design standards may or may not play an explicit role in the documentation of a specific public facility fee, while cost standards always play a role. Often the approach depends on the degree to which the community has engaged in comprehensive facility master planning to identify facility needs.

- ◆ For some fees explicit *demand* and *design* standards are used to determine total facility needs and costs, and then a cost standard is used to allocate costs to new development. For example, the fee study may document how a park standard of three acres per 1,000 residents determines park needs for new development. Next, a *cost* standard is calculated based on total park needs allocated per unit of new development to calculate the fee schedule.
- ◆ For other fees the total cost of needed facilities is documented outside of the fee study. The fee study may base future facility needs on a community's existing inventory of facilities, a detailed facility master plan, or simply the judgment of a community's elected leaders regarding facility needs. Though *demand* and *design* standards may have been used the fee study itself does not explicitly use these factors in the fee calculation. Instead the study proceeds directly to the calculation of a *cost* standard to allocate costs per unit of development and calculate the fee schedule. For example, a separate wastewater facilities master plan may have already documented the facilities needs requiring the fee study to simply allocate those total costs per unit of new development.

Demand and *design* standards tend to be grounded in engineering analysis performed outside of the fee study if not simply a statement of public policy. *Cost* standards, on the other hand, tend to be an integral part of all fee studies. There are three approaches used to calculate a cost standard, described below.

- ◆ The **existing inventory method** calculates the facility standard and allocates costs based on the ratio of existing facilities to the existing service population. Under this approach new development funds the expansion of facilities at the same standard currently serving existing development. By definition the existing inventory method results in no facility deficiencies attributable to existing development. This method is often used when a long-range plan for new development. This method is often used when a long-range plan for new facilities is not available. Only the initial facilities to be funded with fees are identified in the fee study. Future facilities to serve growth are identified through an annual capital improvement plan and budget process.
- ◆ The **planned facilities method** calculates the facility standard and allocates costs based on the ratio of planned facilities to the increase in demand associated with new development. This method is appropriate when planned facilities only benefit new development, such as a sewer trunk line extension to a previously undeveloped area. This method also may be used when there is excess capacity in existing facilities that can accommodate new development. In that case new development can fund facilities at a standard lower than the existing inventory standard and still provide an acceptable level of facilities. Alternatively, this method may be used when improvements would benefit both existing and new

development. In this case, new development only pays its fair share of facilities costs.

- ♦ The **system plan method** calculates the facility standard and allocates costs based on the ratio of existing plus planned facilities to total future demand (existing and new development). This method is used when (1) the local agency anticipates increasing its facility standard above the existing inventory standard discussed above, and (2) planned facilities are part of a system that benefit both existing and new development. Using a facility standard that is higher than the existing inventory standard creates a deficiency for existing development. The jurisdiction must secure non-fee funding for that portion of planned facilities required to correct the deficiency.

The Types and Approaches Used In This Study

The type of facility standard calculated in this study is primarily the cost standard. This study uses the existing inventory approach to determine facility standards for public facilities. Under the existing inventory approach, new development would contribute to the cost of improvements in proportion to the level of investment made to date by existing development.

2. Growth Assumptions

This chapter explains how development projections are used to calculate library facilities fees, and summarizes estimates of existing development and projections of growth used throughout this study. Existing development is estimated for 2007 and projections are used for the planning horizon of 2025.

Population and Employment Estimates

Estimates of existing development and projections of growth are critical assumptions used throughout the library facility fee chapters that follow in this report. District wide population and employment estimates are based on California Department of Finance figures and the most recently available forecasts from the Southern California Association of Governments (SCAG). Table 2.1 presents the demographic estimates and projections used in this report.

Table 2.1: Placentia Library District Population and Employment

	2007	2025	Net Growth
City of Placentia Resident Population	51,294	54,753	3,459
Resident Population Outside City Boundaries	4,844	5,247	403
Subtotal	56,138	60,000	3,862
Employment	18,345	20,065	1,720

Sources: California Department of Finance; Southern California Association of Governments (SCAG); Placentia Library District; MuniFinancial.

Service Population

One of the statutory findings required to impose a public facilities fee is establishing a reasonable relationship between the need for additional facilities and new development. "Service population," the population served by a public facility, helps establish this relationship. Service population is the measure of existing development and future growth used in this report.

Service population is defined as resident population plus employment (workers employed at jobs within the library district boundaries). We use these measures because the number of residents and workers is a reasonable indicator of the level of demand for public facilities. The District builds library facilities primarily to serve these populations. The greater the population the more facilities required to provide a given level of service.

The District estimates that although its library users are primarily residents its facilities are also utilized by employees associated with local businesses. Neither Placentia nor any of the other libraries in the County of Orange have conducted specific user surveys. The City of Phoenix, Arizona, is one of the few cities known to have conducted extensive surveys of use of public facilities, including library use. The City of Phoenix data suggests an employee weighting of 0.19. Because a specific library use survey has not been administered for the District, a more conservative employee weighting estimate of 0.10 has been applied to estimate total service population. Estimates of the existing service population and projected growth in service population are shown in **Table 2.2**.

Table 2.2: Placentia Library District Service Population

	2007	2025	Change
Residents	56,138	60,000	3,862
Employment	18,345	20,065	1,720
Employment Weighting ¹	0.10	0.10	0.10
Weighted Employment	1,830	2,010	170
Total District Service Population	57,968	62,010	4,032

¹ Employment weighting of 0.10 based on estimated use.

Sources: Table 2.1; Placentia Library District; MuniFinancial.

Occupant Densities

Occupant densities ensure a reasonable relationship between the increase in service population and amount of the fee. To do this, they must vary by the estimated service population generated by a particular development project. Developers pay the fee based on the number of additional building square feet of new development, so the fee schedule must convert service population estimates to these measures of project size. This conversion is done with average occupant density factors by land use type, shown in **Table 2.3**.

The residential occupant density factors are derived from the 2000 U.S. Census Bureau's Tables H-31 through H-33. Table H-31 provides vacant housing units data, while Table H-32 provides information relating to occupied housing. Table H-33 documents the total 2000 population residing in occupied housing. The US Census numbers are adjusted by using the California Department of Finance (DOF) estimates for January 1, 2006 found on Table E-5.

The non-residential density factors are based on *Employment Density Study Summary Report*, prepared for the Southern California Association of Governments, October 2001 by The Natelson Company. The factors represent an average for the specific land uses included in the study. For example, the industrial density factor represents an average for light industrial, heavy industrial, and warehouse uses likely to occur within the District.

Table 2.3: Occupant Density

<u>Residential</u> ¹		
Single Family	3.30	Residents per dwelling unit
Multi-family	2.66	Residents per dwelling unit
<u>Nonresidential</u> ²		
Commercial	2.10	Employees per 1,000 square feet
Office	3.05	Employees per 1,000 square feet
Industrial	1.40	Employees per 1,000 square feet

¹ Based on 2000 Census data for the City of Placentia.

² Nonresidential occupant density factors derived from the Natelson Company, Inc., *Employment Density Study Summary Report*, October 31, 2001. Report completed for the Southern California Association of Governments (SCAG).

3. Library Facilities

The purpose of this fee is to ensure that new development funds its fair share of library facilities. The District would use fee revenues to expand library facilities to serve new development.

Facility Inventories, Plans & Standards

This section sets forth the Placentia Library District's existing facility inventory.

Table 3.1: Cost of Library Facilities - Existing Standard

<u>Library Land (acres)</u>	
Existing Library Land	
Cost per Acre	\$ -
Total Library Land Costs	\$ -
<u>Library Space (sq ft)</u>	
Existing Library Space	22,800
Cost per Square Foot	\$ 700
Total Library Space Costs	\$ 15,960,000
<u>Volumes</u>	
Existing Library Volumes	112,521
Cost Per Volume	\$ 50
Total Volumes Costs	\$ 5,626,100
Total Library Facilities Costs	\$ 21,586,100
Existing Service Population	57,968
Cost Per Capita	
Facility Standard per Resident	\$ 372
Facility Standard per Employee	\$ 37

Sources: Placentia Library District; MuniFinancial.

Allocation of Facilities Costs to New Development

Table 3.2 presents the cost of new library facilities needed to maintain the existing facility standard as growth occurs. The costs generated by new development also represent the total revenue that the library facilities fee would generate. These revenues should be annually programmed to capital improvement projects and be integrated into a 5-year Capital Improvement Plan (CIP).

Table 3.2: Library Facilities to Accommodate New Growth

Facility Standard per Capita	\$ 372
New Development Service Population (2007 - 2025)	<u>4,032</u>
Costs Generated by New Development	\$ 1,499,904

Sources: MuniFinancial.

Fee Schedule

Table 3.3 presents the fee schedule. Fee amounts are calculated by multiplying the total cost per resident or per worker by the average density for residential units and non-residential square footage, respectively. The total fee includes an administrative charge to fund costs that include:

- (1) A standard overhead charge applied to all programs for legal, accounting, and other departmental and administrative support;
- (2) Capital planning, programming, project management costs associated with the share of projects funded by the public facilities fee; and
- (3) Public facilities fee program administrative costs including revenue collection, revenue and cost accounting, mandated public reporting, and fee justification analyses.

Table 3.3: Fee Schedule - Existing Standard

Land Use	Costs per Capita ¹	Density ²	Fee ¹	Administration Cost ²	Total Fee ¹	Fee Per Sq Ft ³
<i>Residential</i>						
Single Family	\$ 372	3.30	\$ 1,228	\$ 25	\$ 1,253	0.84
Multi-family	\$ 372	2.66	990	20	1,010	1.01
<i>Nonresidential</i>						
Commercial	\$ 37	2.10	\$ 78	\$ 2	\$ 80	0.08
Office	\$ 37	3.05	113	2	115	0.12
Industrial	\$ 37	1.40	52	1	53	0.05

¹ Per dwelling unit for residential or per 1,000 square feet for nonresidential.

² Two percent of the impact fee. Administrative costs include such as costs for fee studies, collection, accounting, and annual reporting required by the California Government Code.

³ District wide the historical average single family home square footage is estimated at 1,500 and the historical average multi family home square footage is estimated at 1,000. These estimates are to reflect the existing inventory of homes, which have contributed historically to the library facilities.

Source: MuniFinancial.

4. Implementation

This section identifies tasks that the District should complete when implementing the new library facilities impact fee requirements.

Ordinances and Resolutions

The District Board should adopt the report and then present the report to the City of Placentia and the County of Orange.

The City and the County will need to adopt the appropriate ordinances to provide the agencies with the authority to implement the library facilities impact fee program, subject to the advice of legal counsel. The ordinances would authorize the City and the County to impose and collect, on behalf of the District, a library facilities impact fee based on the statutory findings required by the Mitigation Fee Act (see the following section). The ordinances should provide for increasing the fees based on an explicit inflation index, and for the setting of fees by resolution.

The City and County should also adopt fee resolutions to establish the amount of the library facilities impact fees. We recommend that the actual fee amount be established by resolution to facilitate updating the fee for inflation or other purposes without having to amend the Municipal Codes.

Capital Improvement Planning and Budgeting

The District should annually update its capital improvement budget to program library facilities impact fee revenues to specific capital projects. Use of the capital improvement budgeting and planning process is essential to demonstrate a reasonable relationship between new development and the use of fee revenues as follows:

- ◆ Library facilities impact fee revenues should only be used for:
 - Acquisition of additional land;
 - Development of unimproved land with library facilities; and
 - Expansion or addition of new library facilities to existing facilities to enable more intensive use.

The District should substantially program all fee revenues and fund balances on an annual basis to specific capital projects even if for a reserve while sufficient funds are raised to complete the project. Committing fees in this manner would enable the District to hold fee revenues for as long as necessary to collect sufficient funds to complete a capital project without the threat of having to refund uncommitted fund balances to property owners.

Inflation Adjustments

The District should identify appropriate inflation indexes and should adjust the fee for inflation annually. To calculate the fee increases the District would use the unit cost shares shown in **Table 3.1** to weight the index. The District could use a property appraisal process to adjust the land acquisition component of the library facilities impact fee. For improvement costs the District could use its recent capital project experience or an index from a reputable source such as the Construction Cost Index found in the *Engineering News Record* publication.

Compliance With Statutory Accounting and Reporting Requirements

The District should comply with the accounting and reporting requirements of the Mitigation Fee Act in §66001(d) and §66006. The District should establish separate fee revenue accounts for the library facilities impact fee. Interest earned on fund balances should be credited to the account.

5. Mitigation Fee Act Findings

To guide the widespread imposition of development impact fees, the State Legislature adopted the *Mitigation Fee Act* (the *Act*) with Assembly Bill 1600 in 1988 and subsequent amendments. The *Act* is contained in *California Government Code* Section 66000 *et seq.* and establishes requirements for the imposition and administration of impact fee programs. The *Act* became law in January 1989 and requires local governments to document the five findings explained in the sections below when adopting an impact fee. The findings explained here and supported in detail by the report that follows. All statutory references are to the *Act*.

Purpose of Fee

For the first finding the District must:

Identify the purpose of the fee. (§66001(a)(1))

The purpose of the library facilities fee is to provide a funding source from new development for capital improvements of library facilities to serve that development. The fee advances a legitimate interest of the District by enabling the District to provide library facilities to new development.

Use of Fee Revenues

For the second finding the District must:

Identify the use to which the fee is to be put. If the use is financing public facilities, the facilities shall be identified. That identification may, but need not, be made by reference to a capital improvement plan as specified in Section 65403 or 66002, may be made in applicable general or specific plan requirements, or may be made in other public documents that identify the public facilities for which the fee is charged. (§66001(a)(2))

The library facilities fee will fund expanded facilities to serve new development. All planned facilities will be located within the Placentia Library District. These facilities may include:

- ◆ Land for library facilities;
- ◆ Library buildings also including administrative space and storage or other associated structures;
- ◆ Capital equipment, furnishings, and library materials (volumes); and
- ◆ Financing costs associated with the above (if applicable).

A potential list of planned public facilities is identified in this report. Specific facilities to be funded by fee revenues will be identified through the District's Capital Improvement Plan

(CIP) during the annual budget process. The CIP will identify the size, location, cost, and funding sources for each facility, including the share of costs to be funded by the public facilities fee.

Benefit Relationship

For the third finding the District must:

Determine how there is a reasonable relationship between the fee's use and the type of development project on which the fee is imposed. (§66001(a)(3))

The District will restrict fee revenues to the acquisition of land, construction of public buildings, and purchase of related equipment, furnishings, vehicles, and services that provide library facilities for new development.

Library facilities funded by the fee will expand the existing district wide network of services accessible to the additional residents and workers associated with new development. Thus there is a reasonable relationship between all new development district wide and the use of fee revenues to fund library facilities located throughout the District.

The benefit received by new development from new or expanded library facilities varies between residential and nonresidential development. The future service population to be served by these facilities takes into account the lower level of demand associated with nonresidential development for these facilities (see further explanation under the "Burden Relationship", below). Thus, there is a reasonable relationship between the type of development and the use of fee revenues.

See Chapter 2, *Growth Projections*, for a description of how service population and growth projections are calculated.

Burden Relationship

For the fourth finding the District must:

Determine how there is a reasonable relationship between the need for the public facility and the type of development project on which the fee is imposed. (§66001(a)(4))

Service population provides an indicator of the demand for the library facilities needed to accommodate growth. Service population is based on residents associated with residential development and employment associated with nonresidential development. To calculate a single per capita facility standard, one worker (employee) is weighted less than one resident based on an analysis of the relative demand for library facilities in 2007 by land use type.

The need for the fee is based on the facility standards identified in this report and the growth in district wide service population projected through 2025. The facility standards represent the level of service that the District plans to provide its residents and businesses in 2025.

Standards are based on the District's total existing inventory of public facilities in 2007 allocated across the District's total service population in 2007.

By calculating standards based on the existing facilities for 2007 and the associated service population, new development will only be responsible for its fair share of those facilities. The library facilities fee will not unfairly burden new development with the cost of facilities associated with serving existing development, including any deficiencies that require funding to achieve the master plan facility standard for the entire District.

See Chapter 2, *Growth Projections*, for a description of how service population and growth projections are calculated. Facility standards are described in Chapter 3, *Library Facilities*.

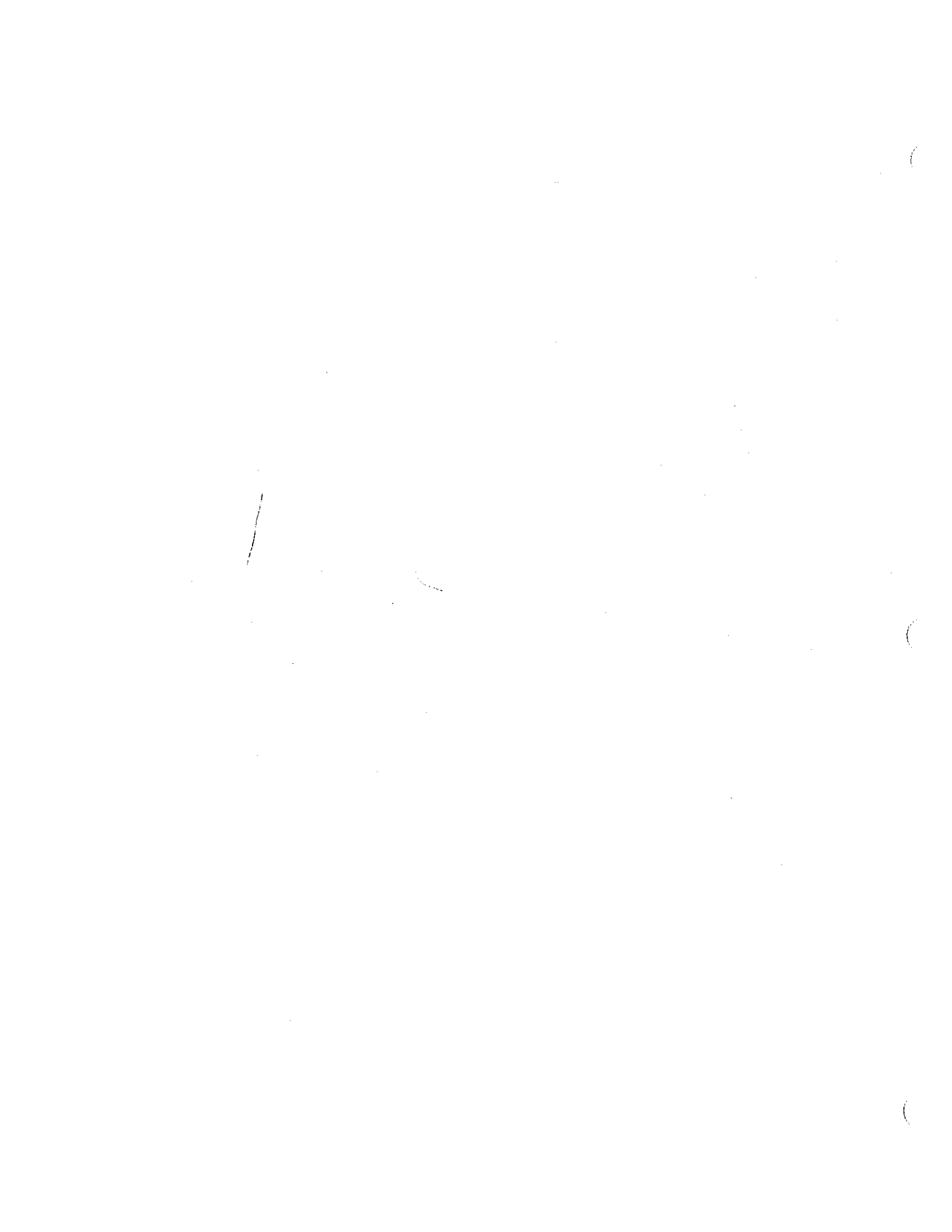
Proportionality

For the fifth finding the District must:

Determine how there is a reasonable relationship between the amount of the fee and the cost of the public facility or portion of the public facility attributable to the development on which the fee is imposed. (§66001(b))

This reasonable relationship between the library facilities fee for a specific development project and the cost of the facilities attributable to that project is based on the estimated size of the service population that the project will accommodate. The total fee for a specific project is based on its size as measured by building square feet. The fee schedule converts the estimated service population that a development project will accommodate into a fee based on the size of the project. Larger projects of a certain land use type will have a higher service population and pay a higher fee than smaller projects of the same land use type. Thus, the fee schedule ensures a reasonable relationship between the library facilities fee for a specific development project and the cost of the facilities attributable to that project.

See Chapter 2, *Growth Projections*, for a description of how service population is determined for different types of land uses using occupancy density factors. See Chapter 3, *Fee Schedule*, for a presentation of the library facilities fee schedule.





Placentia Library District Development Impact Fee Study

October 24, 2007

Marshall Eyerman
Principal Consultant



**Project
Management
Analysis**



**Data
Management**

**Information
People Count**

Study Objectives

- Determine most effective use of impact fees within overall capital improvement program
- Determine the maximum justifiable contribution from new development (fee schedule)
- Develop a defensible nexus justification based on “reasonable relationship” and “deferential review” legal standards
- Document all findings and conclusions in compliance with Mitigation Fee Act

Need for Impact Fees

**External Forces
(Constant Funding)**

**Local Policy Responses
(Spendment)**

**Implementation
(Impose Exactions)**

1. Tax limitation (Props. 13, 62, 218)
2. Declining voter support
3. State & federal aid reductions
4. State revenue shifts (ERAF)

- ▶ Land use (“fiscalization”)
 - Zoning for high value homes, retail, & jobs
 - Fiscal “triggers”
- ▶ **Development exactions**
 - **Funding for facilities & services**
- ▶ Economic development incentives & subsidies
 - Retail attraction
 - Redevelopment

- Development Impact Fees
- Special Assessments
- Special Taxes (CFDs)
- Subdivision Improvements
- Developer Agreements



Impact Fee Overview

- What are development impact fees?
 - ✓ A type of exaction imposed on development to fund the facilities required to accommodate growth
 - ✓ Adoption:
 - Requires Library Board, City Council, and County Board approval
 - Does not require property owner or voter approval
 - Statutory findings based on nexus study
 - ✓ Use of funds
 - Only capital costs
 - Not maintenance or operations

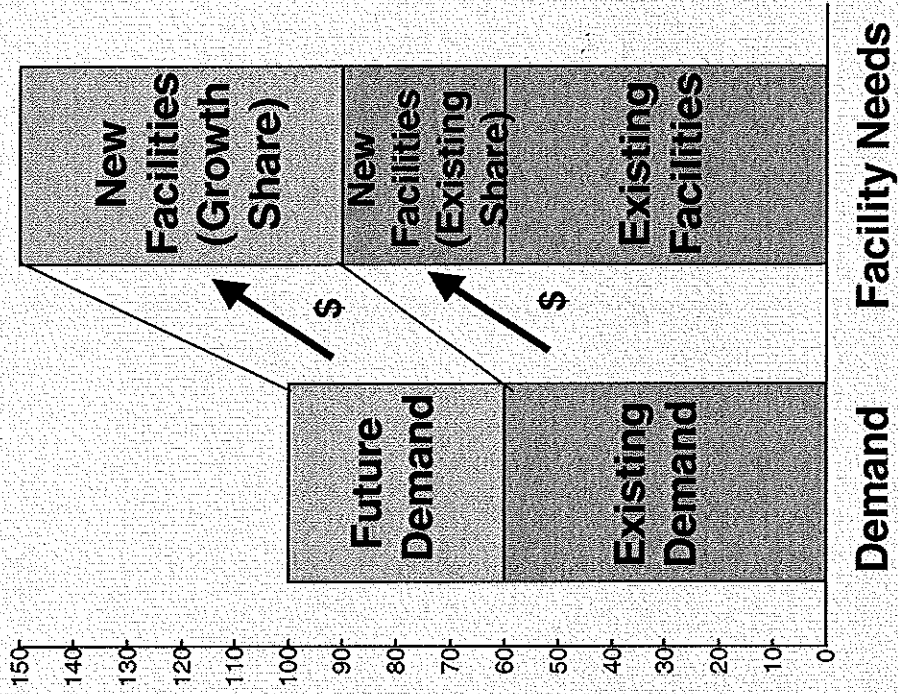
Mitigation Fee Act Findings

(Govt. Code §66001)

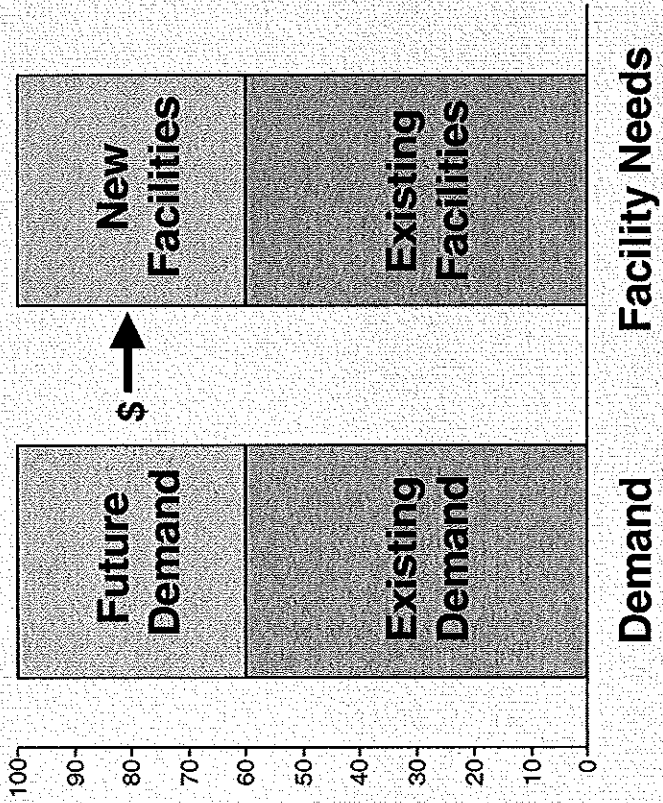
- Purpose of fee
 - ✓ Reference General Plan goals and objectives
 - ✓ Maintain existing levels of service
- Use of fee revenue
 - ✓ General description, maintain flexibility
- “Dual Nexus”
 - ✓ **Need:** Development \approx Need for facilities
 - ✓ **Benefit:** Development \approx Use of revenue
- **Rough Proportionality:** Fee amount \approx development’s share of facility costs

Maintaining Standards vs. Raising Standards

**“System Plan” Approach
(50% Increase Service Level)**

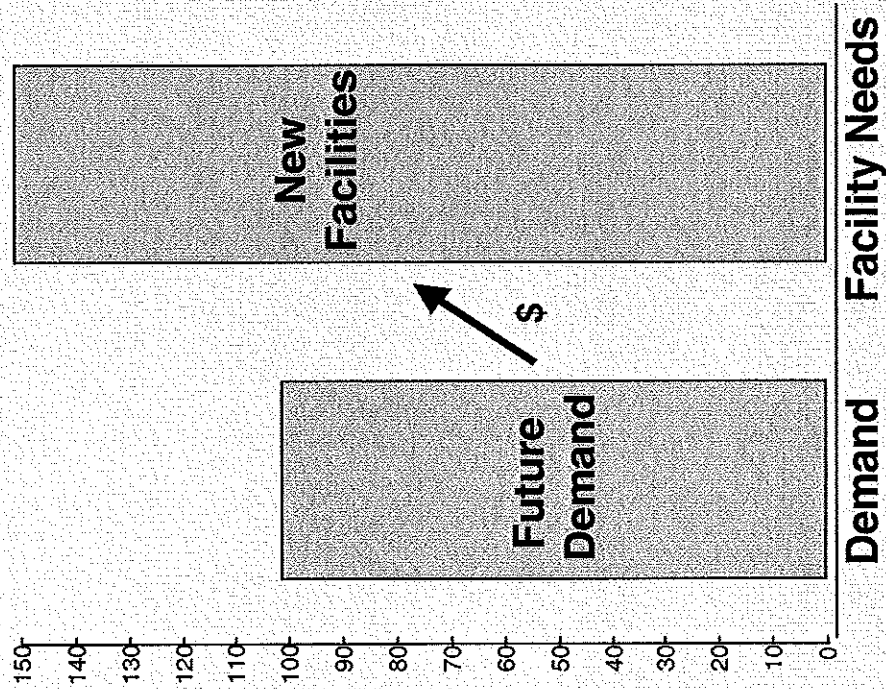


“Existing Inventory” Approach



“Planned Facilities” Approach: When Needs Are Solely Due to Growth

“Planned Facilities” Approach



- Planned facilities not needed BUT FOR new development
 - Use engineering models to demonstrate need for facilities to serve growth
 - Usually applicable for traffic & utility fees
 - Problem of forcing “last one in” to pay high marginal costs
 - May also have deficiencies that must be funded by alternative revenues

Development Projections

	2007	2025	Net Growth
City of Placentia Resident Population	51,294	54,753	3,459
Resident Population Outside City Boundaries	4,844	5,247	403
Subtotal	56,138	60,000	3,862
Employment	18,345	20,065	1,720

Sources: California Department of Finance; Southern California Association of Governments (SCAG); Placentia Library District; MuniFinancial.

Development Projections

	2007	2025	Change
Residents	56,138	60,000	3,862
Employment	18,345	20,065	1,720
Employment Weighting ¹	0.10	0.10	0.10
Weighted Employment	1,830	2,010	170
Total District Service Population	57,968	62,010	4,032

¹ Employment weighting of 0.10 based on estimated use.

Sources: Table 2.1; Placentia Library District; MuniFinancial.

Existing Facilities

<u>Library Land (acres)</u>	
Existing Library Land	2.41
Cost per Acre	\$ 800,000
Total Library Land Costs	\$ 1,928,000

<u>Library Space (sq ft)</u>	
Existing Library Space	22,800
Cost per Square Foot	\$ 700
Total Library Space Costs	\$ 15,960,000

<u>Volumes</u>	
Existing Library Volumes	112,521
Cost Per Volume	\$ 50
Total Volumes Costs	\$ 5,626,100

Total Library Facilities Costs \$ 23,514,100

Existing Service Population 57,968

Cost Per Capita	
Facility Standard per Resident	\$ 406
Facility Standard per Employee	\$ 41

Proposed Fee Schedule

Land Use	Costs per		Administration Cost ²	Total Fee ¹	Fee Per Sq Ft ³
	Capita ¹	Density ²			
<u>Residential</u>					
Single Family	\$ 406	3.30	\$ 27	\$ 1,367	\$ 0.91
Multi-family	\$ 406	2.66	\$ 22	\$ 1,102	\$ 1.10
<u>Nonresidential</u>					
Commercial	\$ 41	2.10	\$ 2	\$ 88	\$ 0.09
Office	\$ 41	3.05	\$ 3	\$ 128	\$ 0.13
Industrial	\$ 41	1.40	\$ 1	\$ 58	\$ 0.06

¹ Per dwelling unit for residential or per 1,000 square feet for nonresidential.

² Two percent of the impact fee. Administrative costs include such as costs for fee studies, collection, accounting, and annual reporting required by the California Government Code.

³ District wide the historical average single family home square footage is estimated at 1,500 and the historical average multi family home square footage is estimated at 1,000. These estimates are to reflect the existing inventory of homes, which have contributed historically to the library facilities.

Source: MuniFinancial.



Implementation Issues

- Economic development concerns
 - ✓ Existing deficiencies
 - ✓ Use of other revenue sources to to subsidize fees (CFD, Parcel Tax, Grants, etc.)
- Adoption through City and County
- Automatic inflation adjustment
- Program fee revenues through a CIP

Questions and Answers




October 24, 2007

Placentia Library District

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Elizabeth D. Minter, Library Director 

SUBJECT: Final Reading of Placentia Library District Policy 2030 – Holidays, to reflect the addition of the Martin Luther King holiday, deletion of the provision for closing on the Sunday before Monday holidays, and re-instatement of the Floating Holiday accrued in April (the Birthday holiday).

DATE: October 15, 2007

BACKGROUND:

At its Meeting on September, 2007 the Library Board of Trustees conducted a first reading of an amendment to Placentia Library District Policy 2030 – Holidays, to add the Martin Luther King holiday, delete the provision for closing on the Sunday before Monday holidays, and re-instate the Floating Holiday accrued in April (the Birthday holiday).

The Board requested that the amended Policy be discussed with the staff to see if there were additional suggestions. The Policy was discussed at length at the staff meeting on September 19th. While many expressed disappointment at losing the Sunday closings there were no suggestions discussed for requesting any changes to the Policy as presented. The Managers met with the scheduling supervisors on September 19th to let them know the parameters of the new scheduling policy for holiday weekends. The Library Director has prepared a chart by employee categories to ensure that everyone works at least one holiday weekend per year and has the opportunity for three four-day weekends per year.

Placentia Library District Policy 2030 – Holidays has completed its review process and is ready for final adoption.

RECOMMENDATION:

Adopt Placentia Library District Policy 2030 as presented on October 15, 2007.

Placentia Library District

POLICY HANDBOOK

POLICY TITLE: Internet Access Policy
POLICY NUMBER: 6020

6020.1 General.

6020.1.1 Electronic reference resources, including the Internet, are services provided by Placentia Library District in fulfillment of its mission of providing materials and services that satisfy the educational and informational needs of the community.

6020.2 Requirements

6020.12.1 Users of these services are required to enter their Library Card or Guest Pass number and PIN register initially at the Reference Desk. Reservations may then be made at the reservation station, or at any unused Internet PC.

Formatted: Strikethrough

Formatted: Strikethrough

6020.12.2 Each patron is guaranteed thirty (30) minutes of uninterrupted use per session. Time will be extended automatically in fifteen (15) minute increments if there is no reservation in place. A five (5) minute notice will be given if another patron has reserved that PC, and will be given a ten (10) minute notice if another patron is waiting to use that machine. There is a maximum of three (3) hours use per day.

Formatted: Strikethrough

Formatted: Strikethrough

Formatted: Strikethrough

Formatted: Underline

6020.12.3 No more than two (2) people individuals per terminal, some terminals may be restricted to one (1) only person.

6020.12.4 Only web-based email (i.e. e.g. Hotmail, or, Yahoo!Mail) is available.

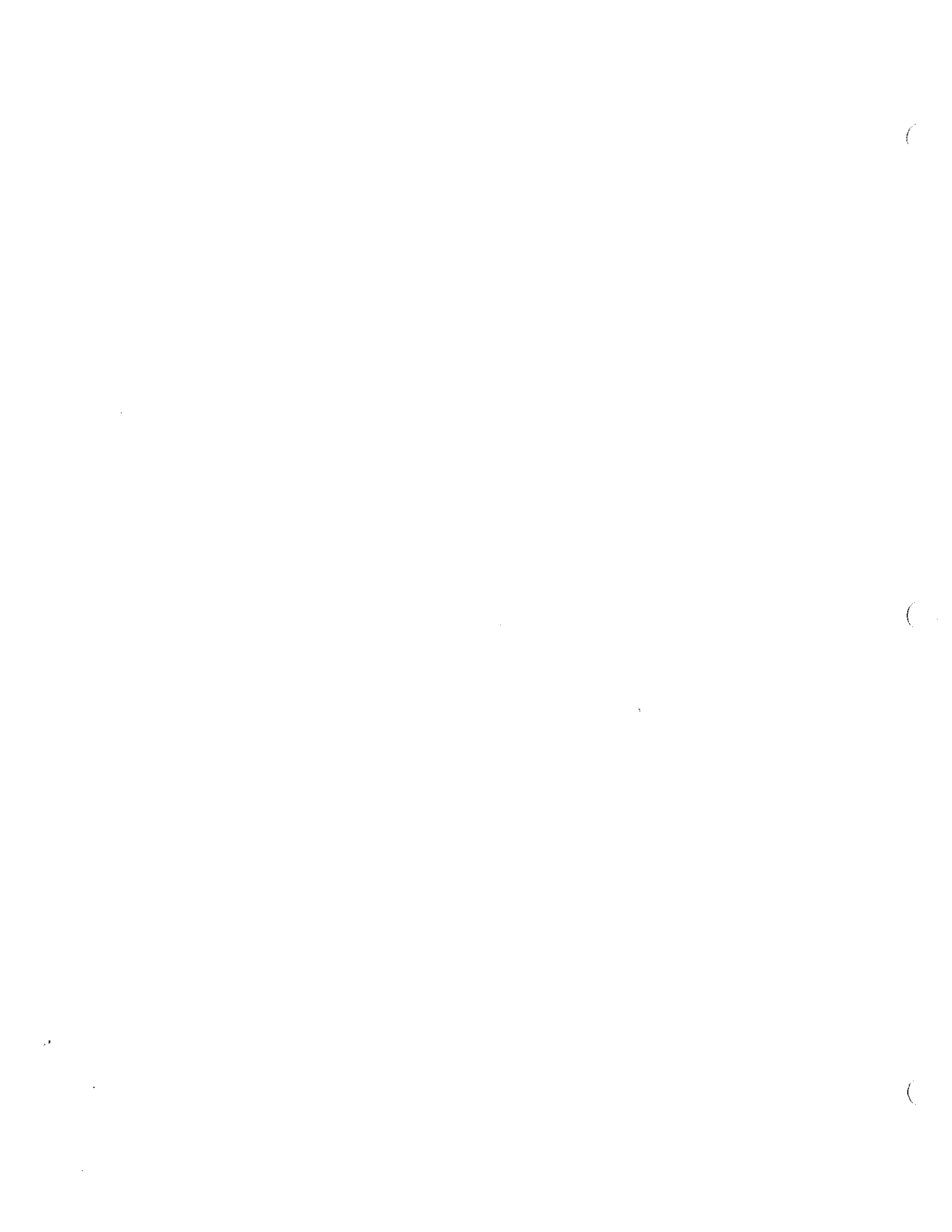
6020.12.5 For security reasons, downloading materials from the Internet onto the computer hard drive is not allowed for security reasons. However, files may be printed or saved to 3½-inch floppy disks a USB flashdrive.

6020.12.6 Patrons under the age of eighteen (18) will have access to "filtered" Internet only. Unfiltered access is available to adult patrons upon request. Most PCs are configured to filter out certain sites (e.g. pornography, gambling). Un-filtered access is available on request to any adult patron with a valid adult Placentia or Anaheim Library card.

Formatted: Font color: Black

6020.1.7 Patrons using unfiltered access must use a computer with a privacy screen.

6020.12.87 No personal peripherals may be attached to Library computers other than a USB flashdrive or headphones.



PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Elizabeth D. Minter, Library Director
SUBJECT: Determine whether to invite a representative from Tramutola (tax measure consultants) to make a presentation to the Library Board on the steps and costs involved in preparing for a successful tax measure, suggest several dates for this meeting, and determine who should participate in this work session and discussion.

DATE: October 15, 2007

BACKGROUND:

Library Board President Shkoler and I attended a presentation by Charles Heath with Tramutola at the California Special Districts Association Conference in Monterey on October 3, 2007. Mr. Heath also made a presentation on the Oakland Library tax campaign at the Public Library Association Conference in Boston in 2005.

I am recommending that the Library Board invite a representative from Tramutola to make a presentation to the Library Board and other interested parties on the steps and costs involved in conducting a successful tax measure. This work session should give the Trustees additional information on the feasibility of implementing the Library expansion recommended in the Facility Master Plan.

Information about Tramutola and a description of its services and clients is Attachment A.

RECOMMENDATION:

Action to be determined by the Library Board of Trustees.

*Defer to next
April or June*

TRAMUTOLA
THE DISCIPLINE OF WINNING

Tramutola LLC
191 Ridgeway Avenue
Oakland, California 94611 USA

fax: 510/658-7302
info@tramutola.com

- ABOUT US
- SERVICES
- STAFF
- WORK SAMPLES
- OUR CLIENTS
- CONTACT US
- SIDEWALK**
Non-electoral
consulting services



TRAMUTOLA provides political
strategy to public entities
and to private **organizations**
and **individuals**.

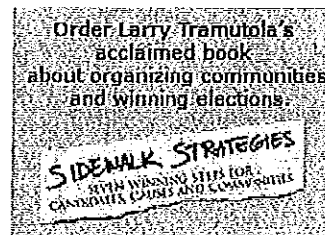
We are passionate about
improving local **communities**.



News

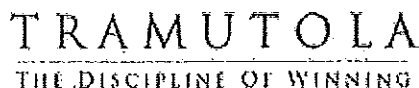
**2007 Annual Association
Conferences & Workshops**
California Special Districts
Association
League of California Cities
California School Board
Association

2007 Headlines & Articles
TRAMUTOLA in the news



	Tramutola LLC 191 Ridgeway Avenue Oakland, California 94611 USA	FAX: 510/938-7302 info@tramutola.com
	Home About Us Services Staff Work Samples Our Clients Contact Us	

About Us



TRAMUTOLA LLC is a full service political consulting firm, providing planning strategy and campaign management for public agencies, private organizations, and candidates. We are regarded as experts in grassroots mobilization, community outreach, political strategy, direct mail and media.

The TRAMUTOLA team will develop a strategy designed to help you achieve your objectives. We call it *The Discipline of Winning™*.

Our subsidiary Sidewalk Strategies LLC guides public agencies through their planning, outreach and decision-making process that occurs prior to placing a tax measure on the ballot. Our efforts have helped over 200 public agencies prepare for and eventually and pass tax measures.

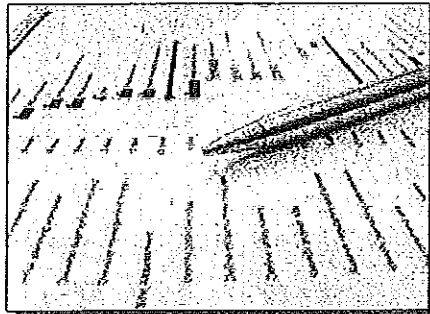
We are different from other political consulting firms!

We are noted for our work ethic and our disciplined approach. Your satisfaction and success are critical to us. The TRAMUTOLA team is with you every step of the way. We'll spend the time and effort needed to fully understand your needs and learn about your community. Then we blend our experience and expertise to develop a unique plan, realistic timetable, budget and a clear set of objectives to make the most effective use of available resources – time, people and money.

POLITICAL STRATEGY	SCHOOL & COLLEGE DISTRICTS
GRASSROOTS MOBILIZATION	HOSPITALS & HEALTHCARE DISTRICTS
PUBLIC OPINION POLLING	LOCAL GOVERNMENT
TAX ELECTION PLANNING	CORPORATE & BUSINESS
WORK SAMPLES	CANDIDATES

TRAMUTOLA THE DISCIPLINE OF WINNING	Tramutola LLC 191 Ridgeway Avenue Oakland, California 94611 USA	Tax: 510/658-7302 info@tramutola.com				
Home	About Us	Services	Staff	Work Samples	Our Clients	Contact Us
Public Opinion Polling	Tax Election Planning	Political Strategy	Grassroots Mobilization/Community Involvement			

Services



TAX ELECTION PLANNING

Informed, well-calculated strategy is essential in any campaign. The TRAMUTOLA team will develop a strategy designed to generate the appropriate response for your campaign – whether it is to recruit supporters, win voters, enlist volunteers or change how people think about your organization, project or cause.

The TRAMUTOLA team is with you every step of the way. We'll spend whatever time it takes to understand your needs and learn about your community. We'll blend our experience and expertise with what we've learned and develop a plan with a realistic timetable, budget and a clear set of objectives to make the most effective use of your available resources – time, people and money.

We provide political strategy, tax election planning, polling and are experts at building community support. To learn more about these services please click onto the links above.

TRAMUTOLA THE DISCIPLINE OF WINNING		Tramutola, LLC 191 Ridgeway Avenue Oakland, California 94611 USA	fax: 510/658-7302 info@tramutola.com
Home	About Us	Services	Staff
Work Samples	Our Clients	Contact Us	
Public Opinion Polling	Tax Election Planning	Political Strategy	Grassroots Mobilization/Community Involvement

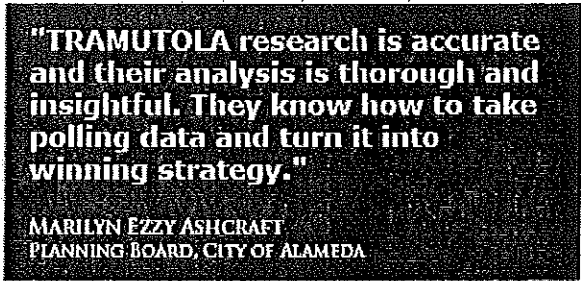
Public Opinion Polling

TRAMUTOLA polling provides you with insightful and precise measurement of public opinion. We are involved in all phases of the research – from identifying your needs to developing the questionnaire to analyzing the results. We often collaborate with industry leaders to provide the best quality research possible.

Helping you make decisions

An effective poll provides valuable insight to help you make critical decisions. TRAMUTOLA develops polls that:

- Reveal what programs and policies the public supports and give you a sense of your community’s priorities.
- Provide statistically accurate insight into voter attitudes and opinions.
- Uncover which messages are most persuasive and how those messages should be delivered to voters.
- Help you understand who supports and opposes your cause and allows you to target communications for maximum effect.



Precise Methodology

The accuracy of any poll is determined by the sample of people surveyed, what questions are asked, and how the questions are asked.

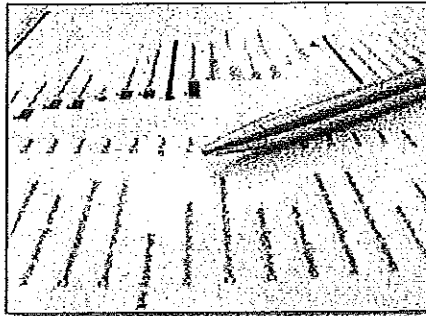
- TRAMUTOLA draws samples from an up-to-date and refined database that allows us to analyze poll data, based on over a hundred different demographic variables.
- For political campaigns our sample is carefully drawn to reflect the makeup of voters likely to turnout in a given election.
- Our survey questionnaires are crafted to ensure accurate and unbiased results that will provide useful information.

Analysis

Our team of experienced political strategists will guide you through the reports, and interpret what your poll results mean, why they are important, and how they can be used to develop the strategies you need to achieve your goals.

TRAMUTOLA THE DISCIPLINE OF WINNING	Tramutola LLC 191 Ridgeway Avenue Oakland, California 94611 USA	fax: 510/658-7302 info@tramutola.com
	Home About Us Services Staff Work Samples Our Clients Contact Us Public Opinion Polling Tax Election Planning Political Strategy Grassroots Mobilization/Community Involvement School and College Districts Hospital and Healthcare Districts Local Government	

Tax Election Planning



Asking voters to increase their taxes is never easy. Winning tax elections requires sound strategy and honest communication with voters, but most of all, disciplined hard work. TRAMUTOLA has helped public agencies prepare for and pass over 200 tax measures that have resulted in over \$22 billion in voter-approved revenues. Most of these measures required two-thirds voter approval. We are proud to be known as this country's tax election experts.

- We work with your administration, staff and planners to get a clear sense of what your needs are and the challenges you face.
- We develop an effective communications plan that communicates your needs.
- Our team helps find the balance between your needs and what the public is willing to support.
- We help you answer the tough questions -- when to hold your election, the tax rate that voters will support, and what projects and programs to include.
- We work with you to develop your ballot measure and qualify for the ballot

Learn more about TRAMUTOLA's services for **School & College Districts, Hospitals & Healthcare Districts, Local Government Agencies** click on to the links.

TRAMUTOLA
THE DISCIPLINE OF WINNING

Tramutola LLC
191 Ridgeway Avenue
Oakland, California 94611 USA
fax: 510/658-7302
info@tramutola.com

Home About Us Services Staff Work Samples Our Clients Contact Us
Public Opinion Polling Tax Election Planning Political Strategy Grassroots Mobilization/Community Involvement
Candidates Corporate and Business

Political Strategy

Our clients come to us because they want to win. Everything we do is focused on that goal. We are disciplined. We work hard. We demand the best of ourselves and from you. Our process starts with developing an understanding of your goals, your challenges and your motivations. We will develop strategy that fits based on your goals, your budget, your time frame and the size of your community. You are involved every step of the way. Using state-of-the-art demographic profiling, the TRAMUTOLA team will determine who will vote in your election and how many votes you will need to win.

- **Understanding YOUR needs.** TRAMUTOLA staff is deliberate and thorough getting to understand your needs and your community. Our goal is to help you win. We take the time to listen and learn so we can develop a smart and effective strategy.
- **Build support...at the grassroots level.** Every member of the TRAMUTOLA team is skilled in the art of grassroots political management. You'll learn how to create grassroots support in your community.
- **Get your message heard.** Campaigns often struggle with how best to deliver a message to voters. Should you use mail? Television? Signs? Phone banks? What about using the internet? We'll help you determine the most cost efficient and effective strategies to reach your targeted voters and make the best use of your resources.
- **Say it simply, say it effectively.** Voters respond best to candor and honesty. We will develop themes and messages that everyone can understand and that resonate with your targeted voters.

The TRAMUTOLA process is successful because it blends an effective and proven system with local knowledge and grass roots support.

Learn more about TRAMUTOLA's services for **School & College Districts, Hospitals & Healthcare Districts, Local Government Agencies, Corporate & Business Clients, and Candidates.**

TRAMUTOLA THE DISCIPLINE OF WINNING		Tramutola LLC 191 Ridgeway Avenue Oakland, California 94611 USA	fax: 510/658-7302 info@tramutola.com
Home	About Us	Services	Staff
Work Samples	Our Clients	Contact Us	
Public Opinion Polling	Tax Election Planning	Political Strategy	Grassroots Mobilization/Community Involvement

Grassroots Mobilization/Community Involvement

Successful grassroots campaigns are the result of careful planning and disciplined execution of an effective strategy. At TRAMUTOLA we call this *The Discipline of Winning™*.

Your grassroots program will be designed specifically to your needs and objectives. TRAMUTOLA will guide you through the process of recruiting, training and coordinating volunteers and staff to ensure they become passionate advocates for your cause. Our grassroots materials, well-defined tasks, accurate data and clear objectives will keep your team motivated and enable you to track their activities and progress.



Larry Tramutola training volunteers for door-to-door canvassing

Let TRAMUTOLA bring the *Discipline of Winning* to your campaign or organization

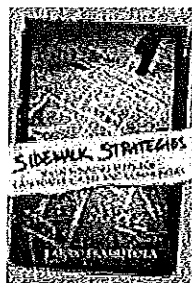
- TRAMUTOLA will help you recruit, train, inspire and coordinate an army of committed advocates for your cause
- We'll provide well-defined, realistic, and understandable tasks and the materials you need to effectively communicate your messages.
- We help you prioritize available resources – time, people and money. – TRAMUTOLA keeps you moving forward, making certain that your campaign does not drift, that you stay on message, and that all activities help you achieve your overall goal.

"As I read *Sidewalk Strategies* I found myself saying over and over – 'I really wish people who do organizing...would read this book.' Now that you know about it, read it."

RANDY SHAW
AUTHOR / THE ACTIVIST HANDBOOK

Your grassroots program will be designed specifically to your needs and objectives.

Larry Tramutola and his team are nationally recognized as the leading experts in grassroots organizing, with over 30 years experience working on campaigns at the national, state and local level.



To learn more about *The Discipline of Winning* – our guiding philosophy at TRAMUTOLA – and what you can expect from a TRAMUTOLA organized grassroots campaign, read Larry Tramutola's acclaimed book, *Sidewalk Strategies, Seven Winning Steps for Candidates, Causes and Communities*.

TRAMUTOLA THE DISCIPLINE OF WINNING		Tramutola, LLC 191 Ridgeway Avenue Oakland, California 94611 USA	fax: 510/658-7302 info@tramutola.com
Home	About Us	Services	Staff
Work Samples	Our Clients	Contact Us	
Public Opinion Polling	Tax Election Planning	Political Strategy	Grassroots Mobilization/Community Involvement
School and College Districts	Hospital and Healthcare Districts	Local Government	

Local Government



Public agencies of all kinds come to TRAMUTOLA to help prepare for and pass tax measures. As a result, our work has improved libraries, museums, and zoos, maintained and expanded police and fire services, upgraded public infrastructure and improved traffic and mass transit systems.

Working with large and small communities, in rural and urban environments, we have passed almost 200 tax measures that have generated more than \$20 billion in community improvements.

TRAMUTOLA has expertise in a wide variety of tax elections including:

- General Obligation Bonds
- Parcel Taxes
- Sales Taxes
- Utility Taxes
- Hotel and Occupancy Tax
- Special Assessment Districts

"TRAMUTOLA delivered what it promised in our 2004 Transportation Sales Tax Measure campaign. We interviewed many consultants before choosing TRAMUTOLA, and would highly recommend them to any group who wants and need to get a tax passed."

CYNTHIA MURRAY
FORMER SUPERVISOR, MARIN COUNTY

Planning to win

Before placing your measure on a ballot the TRAMUTOLA team will help you determine the answers to some of the tough questions you will be facing:

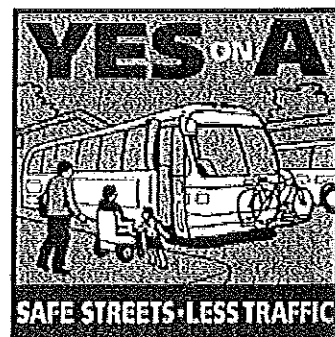
- Are voters aware of your needs?
- What are voters willing to support?
- How do you craft a winning measure?
- When is the best time to place a measure on the ballot?

Building Community Awareness

The TRAMUTOLA process is successful because it blends an effective and proven system with knowledge about your district and your community in order to develop grassroots support. We'll assess public opinion and evaluate your public communications efforts. We will make recommendations on how to implement a communication strategy to make sure the community understands your needs.

Preparing for the Ballot

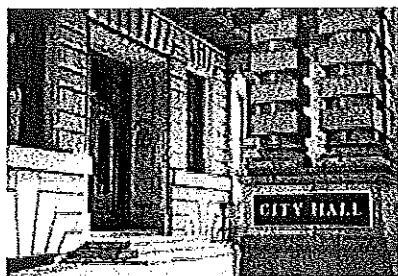
TRAMUTOLA will make recommendations on every detail of the election from optimal timing and appropriate tax rate to ballot language.



And when it's time to move into the final crucial months leading up to Election Day, TRAMUTOLA's **Political Strategy** services are available to guide you. TRAMUTOLA also provides services in **Grassroots Mobilization, Public Opinion Polling and Campaign Mail and Media.**

TRAMUTOLA THE DISCIPLINE OF WINNING	Tramutola LLC 191 Ridgeway Avenue Oakland, California 94611 USA	TAX: 510/658-7302 info@tramutola.com
	Home About Us Services Staff Work Samples Our Clients Contact Us	
School and College Districts Healthcare Local Government Corporate and Business Candidates		

Local Government



TRAMUTOLA works with cities, counties and public agencies from all over California. We help our clients prepare for and pass bond and tax measures to fund operations and capital improvements to emergency services, libraries, transit systems, roads, sewer systems, zoos, museums, health services, parks and recreation, open space, public safety and other vital public services.

For more information on how we can help your district, **please contact us.**

Cities / Counties:

- Alameda County
- Castro Valley
- City of Alameda
- City of Colton
- City of El Cajon
- City of Encinitas
- City of El Cerrito
- City of Oakland
- City of Palo Alto
- City of Piedmont
- City of Richmond
- City of San Francisco
- City of San Rafael
- City of Santa Cruz
- City of Sausalito
- City of Watsonville Santa Cruz County
- Contra Costa County
- Marin County
- Santa Clara County

Libraries:

- Alameda City Library
- Alameda County Library - San Lorenzo Library
- Contra Costa County Libraries
- Oakland Public Library
- Santa Cruz County Libraries
- Santa Clara County Libraries

Transportation; Parks & Recreation; Other

- Alameda/Contra Costa Transit District
- Marin Transportation Initiative
- Santa Barbara County Association of Governments
- East Bay Regional Park District
- City of Santa Cruz Parks and Recreation
- Oakland Parks and Clean Water
- Oakland Lighting District
- Oakland Museum
- Oakland Zoo
- Oakland Chabot Space & Science Center
- City of Oakland Kids First Initiative

Police and Fire

- City of El Cajon
- City of Oakland
- City of San Rafael
- Oakland Crime Prevention
- Oakland Wildfire Prevention District
- Ripon CFPD
- Napa Firefighters
- Oakland Firefighters
- San Leandro Firefighters
- Santa Cruz Firefighters

Partial List

TRAMUTOLA THE DISCIPLINE OF WINNING		Tramutola LLC 191 Ridgeway Avenue Oakland, California 94611 USA	fax: 510/658-7302 info@tramutola.com			
Home	About Us	Services	Staff	Work Samples	Our Clients	Contact Us

Staff



Larry
Tramutola



Bonnie
Moss



Charles
Heath



David
Basmajian



Ann Caponio
Tramutola



Tom
Balawejder



Alison
Kastama



Sabrina
Dickinson

TRAMUTOLA senior staff are seasoned and experienced with a minimum of 6-10 years working with both public and private sector clients. Each of our clients is served not only by a senior staff member but also but also by our highly skilled administrative staff and account representatives, whose primary function is to make sure your experience with TRAMUTOLA is successful and enjoyable. As 80% of our business is either repeat business or referrals from satisfied clients, we put great attention on customer satisfaction.

LIBRARY/JOURNAL

DESIGN INSTITUTE

SAVE THE DATE!

DETAILS COMING SOON

LIBRARY JOURNAL'S DESIGN INSTITUTE will take place in December 2007 at the Chicago Public Library.

Now in its second year, this one-day seminar brings librarians together with leading architects, designers, and vendors for a day of presentations, interactive discussions, and innovative problem-solving on library space, design, and construction — with a special focus on green design.

Are you considering a new building project? Are you in the fundraising or pre-bond stage, or in the early planning process? The Design Institute will help you reenvision elements of your library with experts on the multi-service needs of the 21st century institution.

DATE December 11, 2007

TIME 10 AM - 7 PM

LOCATION Harold Washington Library Center
Chicago Public Library
400 S. State Street
Chicago, IL 60605

CRITERIA Design Institute is open to librarians who are in the bond, pre-bond, or early planning stage. Admission is FREE.

For immediate questions, contact:
Krista Rafanello, krista.rafanello@reedbusiness.com

Stay tuned for registration information in future issues of
Library Journal and on LibraryJournal.com

SPONSORED BY:



**BROWNING
DAY MULLINS
DIERDORF
ARCHITECTS**

Chicago
Public
Library



MS R

PSA Dewberry



ADVERTISEMENT



Sell your stolen library DVDs and CDs online today!

LJ Library News Web Reviews

   **SUBSCRIBE TO LIBRARYJOURNAL**



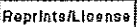

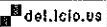




STORY TOOLS

 Email |  Print |  Reprints/License |  RSS |  del.icio.us |  My Yahoo |  Digg |  newsvine |  Blogger

Chicago Public Library Hosting LJ's Design Institute '07: Going Green

by Michael Rogers -- Library Journal, 10/9/2007 5:51:00 AM

The Chicago Public Library's Harold Washington Center will play host to LJ's free Design Institute 2007: Going Green on December 11. Like the smash inaugural Design Institute held in the Queens Library's Flushing branch in 2006, this one offers 100 librarians considering a new building project or renovation, in the fundraising or pre-bond stage, or in the early building process an opportunity to join LJ, architects, and vendors for a free, full-day seminar discussing the latest developments, cost concerns, and cutting-edge solutions. Following the initial Design Institute's proven formula, participants will break out into smaller groups led by architects to focus on specific design challenges based on real-life projects submitted in advance by attendees. Click for registration info.

 Email |  Print |  Reprints/License |  RSS |  del.icio.us |  My Yahoo |  Digg |  newsvine |  Blogger

RELATED ARTICLES

[InfoTech: Ingram's MyLibrary Conducting JISC Ebook study](#)

[Mercer Appointed Ex Libris President](#)

Sponsored Links

[H.W. Wilson : Give your staff and patrons access to historical library information with our online database](#)

[EBSCO : Simplify your e-Journal package management with proven systems for acquisition and maintenance](#)


[Ex Libris : Ex Libris form partnership to develop revolutionary end-to-end digital collection preservation system](#)



Advertisements

NEW Crest Whitestrips
daily multicare

NEW Crest Whitestrips Daily Multicare



TALKBACK BLOGS PODCASTS PHOTOS

We would love your feedback!

Post a comment

» VIEW ALL TALKBACK THREADS

Advertisement

5 Tips for Managing a Seasonal Workforce

Expert BUSINESS SOURCE Real Tips. Right Now.

ALSO BY THIS AUTHOR...

[InfoTech: ProQuest Adds UK's Guardian and The Observer to](#)

ATTENTION SMALL BUSINESS OWNERS

Apply now at bizbreakthrough.com
business BREAKTHROUGH
POWERED BY VISA

LJ NEWSLETTERS

Click on a title below to learn more.

- LJXPRESS
- LJ ACADEMIC NEWSWIRE
- LJ REVIEW ALERT
- CRITICAS

