

OAKLAND PUBLIC LIBRARY
ANNUAL REPORT
2014-2015





LETTER FROM THE DIRECTOR



The Oakland Public Library (OPL), founded in 1878, is the second-oldest public library in California. Our Main Library, 16 neighborhood branch libraries, adult literacy program, the African American Museum & Library at Oakland, and the Tool Lending Library serve the residents of Oakland, Emeryville, and Piedmont with excellent materials and innovative programming.

In recent years, however, library staff have moved beyond the traditional model of simply creating inviting spaces for patrons to visit and access resources. Now, OPL can be found at neighborhood celebrations such as Cinco de Mayo, Oaktobefest, Love Our Lake, Pedal Fest, the Pride Parade, and more. Eight branches host special events to mark National Night Out with their neighbors, and our Teen Advisory Board organizes Culture Fest each summer to engage the community and celebrate our diverse backgrounds.

Children's Librarians host a special storytime at the Oakland Museum of California once each month, and one of our Library Assistants conducts a writing workshop at the Juvenile Justice Center. Our Youth Poet Laureate Program engages teens at schools and afterschool programs, then showcases their work in performances in local art venues.

The Library Advisory Commission also goes above and beyond, actively participating in City Council Meetings and library conferences to advocate for essential library services. And the Friends of the Oakland Public Library – which raised more than \$170,000 to support the library in 2014-15 – runs a beautiful used bookstore in Old Oakland and sets up shop once a month at the Jack London Square Farmers Market.

At the same time, OPL's online services continue to grow. Want to stream a movie? Download some music? Browse the latest issues of popular magazines? Check out e-books? Learn a new language? Get a recommendation on what to read next, based on your individual tastes? You need not leave your couch – simply access our unbelievable range of online resources with your computer or device.

This goal of our 2014-15 Annual Report is to share a snapshot of OPL as it operates today. Our most valuable resource – our staff – is excited to work more closely with individuals and institutions in Oakland wherever they might be. The libraries, we hope, will always be here. But moving outside these walls allows us to reach a wider audience, and to learn how OPL can be a more valuable resource. We look forward to seeing you – in the library or in the community – sometime soon!

Warm regards,

Gerry Garzón
Director of Library Services

The doors of the library
swing both ways.

ENGAGING BEYOND THE LIBRARY'S WALLS

When the library opens its doors, it is widely understood that anyone is welcome to come in. But, increasingly, the library is also heading out – into the city, where it can engage the community in a variety of interesting ways. Each spring, OPL teens throw open the side doors at the Main Library for an outdoor Culture Fest (pictured at right). Young dancers and singers perform on the patio while international foods are heaped onto your plate. Many library locations also participate in National Night Out, a nationwide celebration of block parties that helps neighbors form connections that can reduce crime in their communities. Representatives from OPL are also actively involved in Love Our Lake Day, the Oakland Book Festival, and Nerd Nite at the New Parkway Theater.

OAKLAND PUBLIC LIBRARY



Library services at your fingertips.

ENGAGING BEYOND THE LIBRARY'S WALLS

Technology is helping libraries offer more services to more people by making an expanding volume of resources freely accessible through computers and handheld devices. With an OPL library card, it is now possible to download e-books, stream movies and music, peruse massive databases, reserve books, ask a librarian a question, and pay overdue fines – all without leaving home.

OPL has a unique program, called Ready, Set, Connect!, that offers technology-based job skills training to young people, who then share what they have learned with the general public, offering one-on-one computer help to patrons using the library's computer labs. Ready, Set, Connect! is made possible through a partnership between OPL and San Francisco-based Community Technology Network.

The Asian Branch offers an iPad class for Asian American seniors and new immigrants (pictured at right). With instruction offered in Cantonese and Mandarin, the class augments the Ready, Set, Connect! tutoring program, which many of the seniors also attend.

OAKLAND PUBLIC LIBRARY



Reaching out on two wheels.

ENGAGING BEYOND THE LIBRARY'S WALLS

As part of the wider movement to get more people on bikes, OPL has become more bike-conscious. The library plays an active role in Bike to Work Day, setting up rider energizer stations near BART and library sites during the morning commute. OPL librarians have taken to the streets, heading out to public events on the Bike Library, towing a small trailer laden with materials from the "Share the Love" outreach collection of books – no library card needed. Patrons are asked to return these books or pass them along to another reader when they are done.

To promote the availability of bicycle repair tools, the Tool Lending Library has put on popular bicycle fix-it clinics (pictured at right), and 81st Avenue Branch has held an ongoing series of fix-it clinics to help get people back on their bikes and out around town.

OAKLAND PUBLIC LIBRARY



Cultivating the city's young voices.

ENGAGING BEYOND THE LIBRARY'S WALLS

OPL, Youth Speaks, Pro Arts and a dozen community partners conducted the fourth annual Youth Poet Laureate Contest in the summer of 2015, which culminated with 16-year-old Tova Ricardo (pictured, at right) claiming the honor. As Oakland's Youth Poet Laureate, Ms. Ricardo will receive a \$5,000 college scholarship and will have opportunities to publish her work and make public appearances during her yearlong reign. Sophie Elkin, the previous Youth Poet Laureate, stepped aside with gracious praise: "Tova Ricardo will keep my generation alert, on their toes, and ready to speak."

The contest engaged young wordsmiths from high schools throughout the City of Oakland. The program reached out to incarcerated youths as well, thanks to a creative writing workshop led by Peggy Simmons, a Library Assistant at Elmhurst Branch. Twenty-six youths attended at least one of the workshops, and many attended all six sessions. Two students from the class entered the Youth Poet Laureate Contest, and one made it to the final round. "The writers often did not want to leave the classroom at the end," Peggy says of her students in the Youth Jail.

OAKLAND PUBLIC LIBRARY



A gentle bounce and some encouragement to help get a child started.

SUPPORTING LIFELONG LEARNING

Many OPL programs are designed to actively promote and support early learning. In recent years the library's popular storytimes series has broadened its range to include Baby Bounce, a developmental program for newborns and infants (up to 18 months). In the photo at right, a future astronaut dons the space suit she made in an Astronomy for Preschoolers program.

The library offers school-age children a wide array of stimulating programs, from regular craft programs such as Afterschool Art with MOCHA, which brings in artist instructors from the Museum of Children's Art to help kids exercise their creativity.

Teens come to OPL's TeenZones for study hours and for special events such as Teen Tech Week, with hands-on workshops that help demystify technologies that are changing the world in which we live.





Oakland Libraries Open Doors for Oakland Youth
In June 2015, the Library Advisory Commission (LAC) held a public hearing focusing on library services for youth. Moderated by Shanthi Gonzales, Oakland Unified School Board Director and a former member of the LAC, the panel included (pictured, from left to right) **LaVonte Cockerham**, an OPL Library Aide; **Leanna Nguyen**, an 11th grader at Oakland School for the Arts; **Sophie Elkin**, the 2014 Oakland Youth Poet Laureate; and **Andrea Guzmán**, OPL's Ready, Set, Connect! Program Manager.

PHOTO: KATHRYN STERBENC

¿Cómo se dice “Check Mate?”

SUPPORTING LIFELONG LEARNING

Learning doesn't stop when the school day ends or when you graduate from school. Many library events attract people of all ages to engage in a stimulating game of chess, hone language skills in Spanish Conversation groups or ESL clubs, or work on knitting projects. Every week the calendar is filled with events featuring experts ready to share their knowledge in topics such as starting a small business and parenting.

Of course, the library is also a place to cultivate literary interests such as book clubs, author talks, and creative writing workshops.

OAKLAND PUBLIC LIBRARY



Joining forces to make a bigger impact.

COMMUNITY PARTNERS

Library patrons have come to count on the library for many programs that OPL could not provide alone. Not a week goes by without an OPL event sponsored or made possible by a partnering organization, such as the Alameda County Law Library, the Museum of Children's Art, Bike East Bay, or the Oakland Zoo. In the photo at right, a young child got a chance to play the trombone for the first time, with help from a member of the Oakland Symphony. Could this be the start of a lifelong pursuit for this young musician?

The Youth Poet Laureate Contest, now four years old and counting, is a joint effort by OPL and Youth Speaks. The Summer Lunch Program, which provides free, healthy meals to kids and teens during the summer, is brought to OPL by the Alameda County Community Food Bank and the City of Oakland Department of Human Services.

OAKLAND PUBLIC LIBRARY



To expand your horizons,
we broadened ours.

COMMUNITY PARTNERS

In the photo at right, a volunteer story reader enthralls a group of preschoolers with a picture book. She was recruited and trained by an OPL program called Books for Wider Horizons, which places its readers in preschools and childcare centers throughout the City of Oakland. It's just one way in which the library broadens its reach in its effort to promote early literacy.

In 2014-15 OPL also published a pair of booklets in three languages (English, Spanish, and Chinese) to encourage parents to read to their young children, with tips for engaging a child with questions and talking points, as well as promoting the parent-child bonding that happens during a shared reading experience. Thousands of copies of these booklets were distributed at preschools and childcare centers.



2014-2015 By the Numbers

EXPENDITURES BY FUND SOURCE

General Purpose Fund	\$9,110,565
Measure Q	\$16,717,918
Local/State/Federal Grants	\$204,660
Trust Fund & Other	\$206,171
Total	\$26,239,314

EXPENDITURES BY CATEGORY

Personnel	\$19,087,975
Operations & Maintenance	\$5,298,526
Books & Other Materials	\$1,852,813
Total	\$26,239,314

\$60.70 IS THE AVERAGE COST PER PERSON

based on service area population of 432,286 (Oakland, Emeryville, and Piedmont)

Note: The cities of Emeryville and Piedmont paid the City of Oakland an annual fee for library services in the amount of \$120,000 (Emeryville) and \$350,471 (Piedmont).

Statistical Highlights

USE

258,343

people have a library card

52%

of the service area residents have a library card

1,976,388

virtual visits to oaklandlibrary.org

301,901

uses of public internet computers

PERSONNEL

358

people were employed by the library representing 215 full-time equivalent staff

33,451

hours were contributed by volunteers

CIRCULATION

2,669,019

check-outs of library materials

2014-2015 Supporters

The Oakland Public Library is happy to acknowledge the following private and government institutions that provided financial support to the library. We are also deeply grateful to the more than 1,000 donors who support the library through the Friends of the Oakland Public Library and branch friends groups.

Anonymous
 Alameda County Transportation Commission/Lifeline Transportation Program
 BART/Lifeline Transportation Program
 California Library Literacy Services (California State Library)
 Edwin H. Lennette Fund at the East Bay Community Foundation
 Matson Foundation
 Library Services & Technology Act (California State Library)
 Pacific Library Partnership
 Philanthropic Ventures Foundation
 Kenneth Rainin Foundation
 Raymond Family Foundation
 Target
 Porter E. & Helenmae Thompson Foundation
 Union Pacific Foundation
 William G. Gilmore Foundation





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Administrative Team

Gerry Garzón, Director of Library Services
Jamie Turbak, Associate Director
Rosalía Arteaga-Romo, Executive Assistant
Jiao Han, Acting Administrative Librarian
Rick Moss, Chief Curator, AAMLO
Gene Tom, Chief Financial Officer
Winifred Walters, Community Relations Manager

Public Services Team

Lana Adlawan, Supervising Librarian, Teen Services
Daniel Hersh, Supervising Librarian for Support Services
Nina Lindsay, Supervising Librarian, Children's Services
Jane López, Supervising Librarian, Branch Administration
Crystal Ramie-Adams, Human Resources Manager
Mary Schrader, Supervising Librarian, Branch Administration
Mana Tominaga, Supervising Librarian, Main Library



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Friends of the Oakland Public Library (FOPL) Board of Directors 2014-15

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Sheila McCormick
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Library Advisory Commission (LAC) 2014-15

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PHOTO: THE ROGERS FOUNDATION



PHOTOS: VALENTINA AITYAN, OPL VOLUNTEER



LIBRARY BRANCH LOCATIONS

Main Library
125 14th Street

African American Museum and Library at Oakland (AAMLO)
659 14th Street

Second Start Adult Literacy Program
125 14th Street, 2nd floor

81st Avenue Branch Library
1021 81st Avenue

Asian Branch Library
Pacific Renaissance Plaza
388 9th Street, Suite 190

Brookfield Branch Library
9255 Edes Avenue

César E. Chávez Branch Library
3301 East 12th Street, Suite 271

Dimond Branch Library
3565 Fruitvale Avenue

Eastmont Branch Library
Eastmont Town Center
7200 Bancroft Avenue, Suite 211

Elmhurst Branch Library
1427 88th Avenue

Golden Gate Branch Library
5606 San Pablo Avenue

Lakeview Branch Library
550 El Embarcadero

Martin Luther King, Jr. Branch Library
6833 International Boulevard

Melrose Branch Library
4805 Foothill Boulevard

Montclair Branch Library
1687 Mountain Boulevard

Piedmont Avenue Branch Library
80 Echo Avenue

Rockridge Branch Library
5366 College Avenue

Temescal Branch Library
5205 Telegraph Avenue

Tool Lending Library
5205 Telegraph Avenue

West Oakland Branch Library
1801 Adeline Street

PHOTO: JANET CHEUNG



Credits

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