



# LIBRARY REVENUE MEASURE REPORT

City of Berkeley City Council Special Meeting

May 24, 2024

# BERKELEY PUBLIC LIBRARY

## LIBRARY SERVICES

- Access to a beloved collection that includes:
  - 400,000+ books
  - 700,000+ e-books
  - 400,000+ audiobooks/e-audiobooks
  - 68,000+ films
  - 5,000+ home repair & culinary tools
  - Museum & State Park passes
  - Laptops with built-in hotspots
  - Extensive databases & online learning platforms
- Offer annually over 300 cultural & educational programs in a variety of formats – virtual, offsite, outdoors and in-person at branches.



# BERKELEY PUBLIC LIBRARY

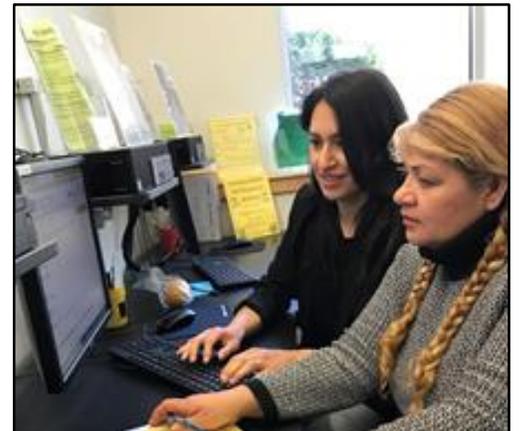
## LIBRARY SERVICES - CONTINUED

- Five locations which house collections & offer access to computers, internet, printing, charging stations, comfortable spaces, community meeting spaces, study rooms & more
  - Central Library
  - Claremont
  - North
  - Tarea Hall Pittman South & Tool Lending Library
  - West & Berkeley Reads (Adult Literacy Learning Center)
- 130+/- staff providing excellent, timely, easily-accessible services, programs, resources and information to the community



## RECENT ACCOMPLISHMENTS

- Berkeley Public Library is one of the top 20 highest circulating library systems in California.
- Central Library renovations completed on floors 1-2 and now planning has begun for improvements on floors 4-5.
- New key positions created: Social Services Specialist (Social Worker) & Equity, Diversity, and Inclusion (EDI) Manager.
- The Library completed a strategic planning process in 2023 and has established a new mission, vision, values, and goals.

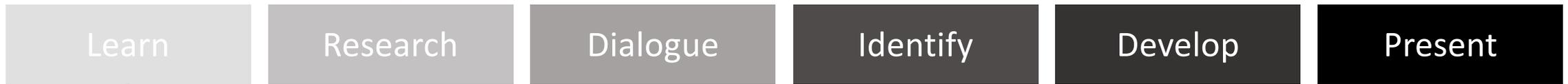


# 2024-2028 STRATEGIC ACTION PLAN: THE PROCESS

- ✓ **Community Survey – responses in 42 languages**
- ✓ **Community Conversation Tables in Libraries**
- ✓ **Invite-only Focus Groups**
- ✓ **Stakeholder Interviews**

- ✓ **Assess Findings**
- ✓ **Clarify Mission Vision, Values**
- ✓ **Identify Priorities**

- ✓ **Staff Review**
- ✓ **Board Review**
- ✓ **Public Marketing**



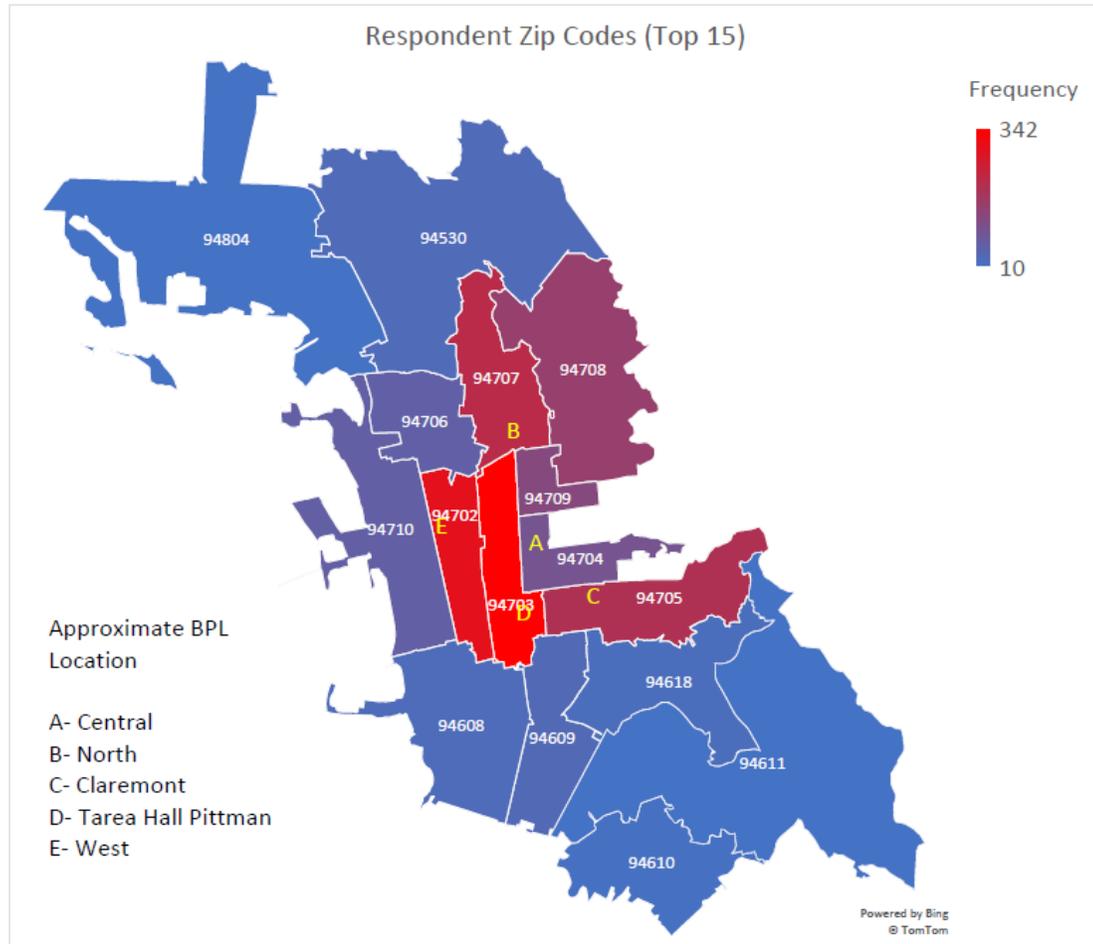
- ✓ **Strategic Plan Steering Committee**
- ✓ **Staff Focus Groups (each Location)**

- ✓ **All Staff Workshops**
- ✓ **BPL Racial Justice Advisory Group Discussions**

- ✓ **Strategic Action Teams Draft Goals & Objectives**
- ✓ **Leadership Team workshops Goals & Objectives**

<https://bit.ly/BPLStrategicPlan>

# 2023 COMMUNITY SURVEY FEEDBACK



## Most Valued Services:

- Books/collections
- Staff Assistance
- Programs for Children

# BERKELEY PUBLIC LIBRARY

## MISSION

Empower, inspire, and eliminate barriers with resources and experiences.

## VISION

Evolve and respond to the changing needs of the community.



# BERKELEY PUBLIC LIBRARY

## VALUES

### WELCOME

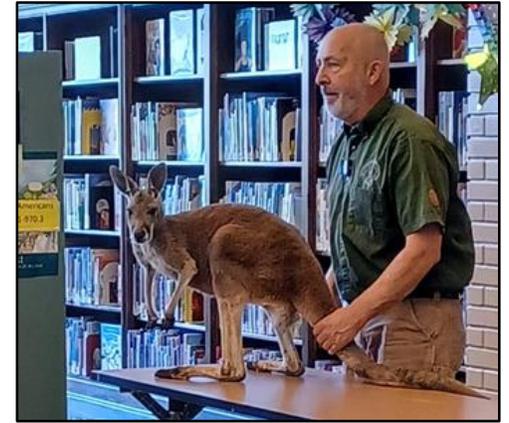
We wholeheartedly embrace the diversity within our community and strive to cultivate an environment where all are heard, valued, and feel safe and represented. We are dedicated to eliminating systemic barriers in access to resources and services.

### JOY

We foster a culture of learning, curiosity, and innovation. Our commitment is evident in our diverse collection of books, digital materials and interactive programs for all ages to explore, imagine and enjoy.

### COLLABORATE

We value collaboration and partnerships as catalysts for positive change. We actively seek opportunities to come together with community members to address evolving community needs, support collective action, foster innovation, and create impactful programs and initiatives.





# PATRON EXPERIENCE & EQUITABLE ACCESS

## STRATEGY

Ensure equitable access to high quality collections, programs, facilities, technology, and helpful staff.

## GOALS

**1.1 Serving Patrons:** Ensure staff have a consistent and even approach towards providing empathetic and non-biased service to all colleagues and members of the Library's patron community.

**1.2 Building & Maintaining our Collection:** Steward collections that reflect the diversity and interests of our community.

**1.3 Programs that Inspire:** Create innovative and engaging programs that ignite love for learning, reading, and facilitating community connections among our patrons.

**1.4 Engaging Facilities & Spaces:** Enhance our physical and digital spaces so patrons can experience dynamic and accessible resources.



# COMMUNITY-CENTERED COLLABORATION

## STRATEGY

Foster community connections and increase public awareness.

## GOALS

**2.1 Stronger Relationships:** Develop relationships with community members and community-based organizations to ensure that all public programs and collections reflect the diversity and variety of interests and needs within our community, focusing on community assets.

**2.2 Increase Awareness:** Increase public awareness of the Library's variety of programs and services, especially for non-library users and BIPOC communities.

**2.3 Meet Needs:** Continually assess community needs and maintain communication channels tailored to the preferences of unique individual communities.



# A DYNAMIC & RESPONSIVE SERVICE ORGANIZATION

## STRATEGY

Enhance the quality of experience for all Library employees and take steps to continually improve our ability to meet our mission and vision.

## GOALS

**3.1 Culture:** Promote a workplace climate that values the safety and health of employees and reinforces respect of all co-workers.

**3.2 Onboarding:** Review and enhance current onboarding processes to better reflect the comprehensive needs of new employees.

**3.3 Training:** Ensure employee professional development and enrichment opportunities.

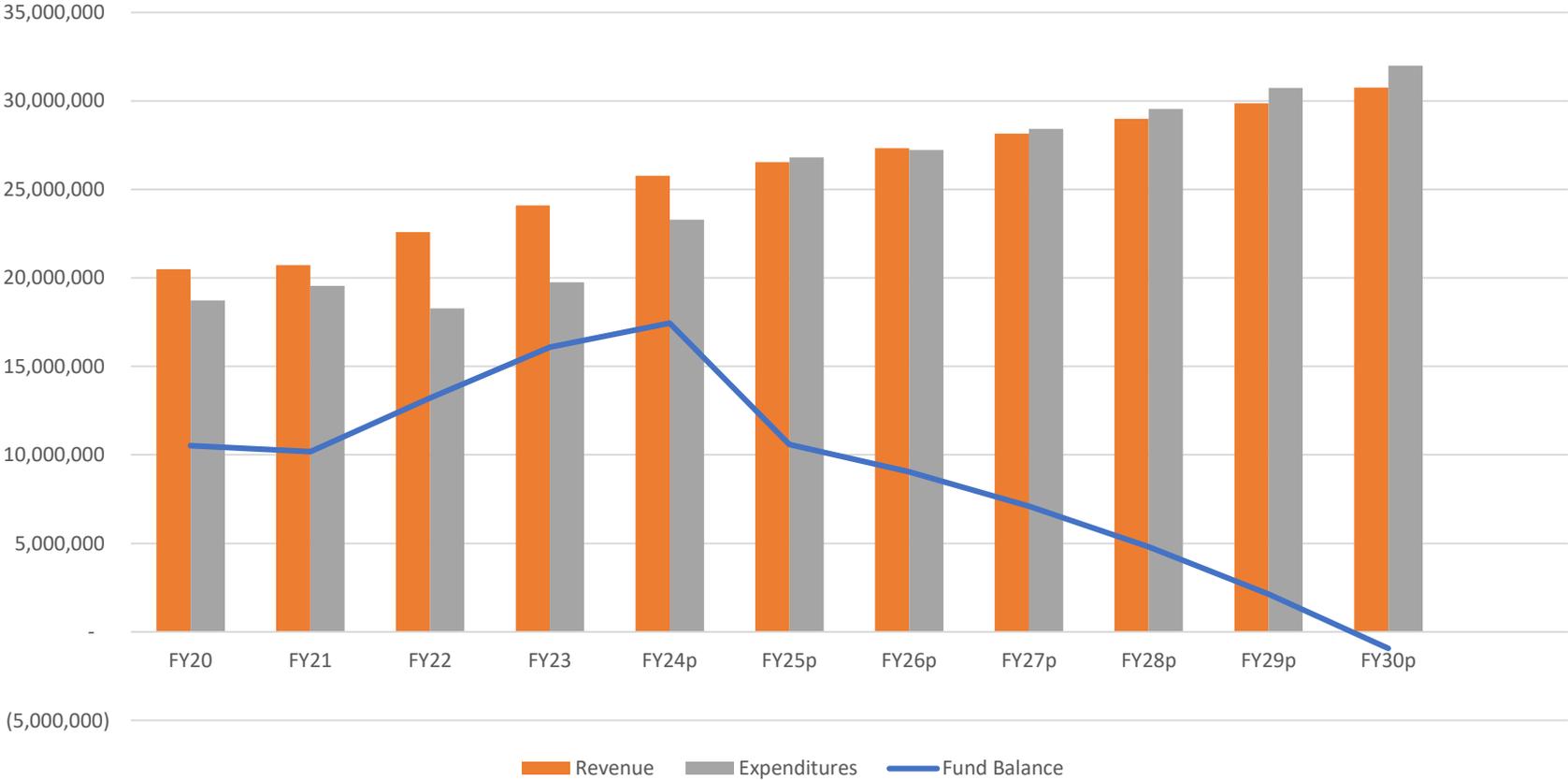
**3.4 Recruitment, Retention & Promotional Pathways:** Ensure equity in recruitment, hiring, and retention processes and clarify and communicate promotional pathways for all staff more effectively.

**3.5 Organizational Capacity:** Support internal efforts to ensure the Library can deliver on our mission and vision now and in the future.

# FUNDING IS RUNNING LOW

2025 & 2027 expenses exceed income +  
2030 fund balance is depleted

Revenues vs Expenditures vs Fund Balance  
Library Tax Fund



Assumes the following:

- Does not yet include increases to medical/PERS
- 3% annual revenue increase
- Maintains mandated emergency reserve policy of 6% per BOLT resolution April 2021

# LIBRARY REVENUE SOURCES

THE LIBRARY IS **NOT FUNDED** BY THE CITY'S GENERAL FUND

## Revenue Budgets – FY25/FY26

Primary revenue source to fund operations is the Library Tax Fund.

**Tax:** \$25,536,754/\$26,046,049

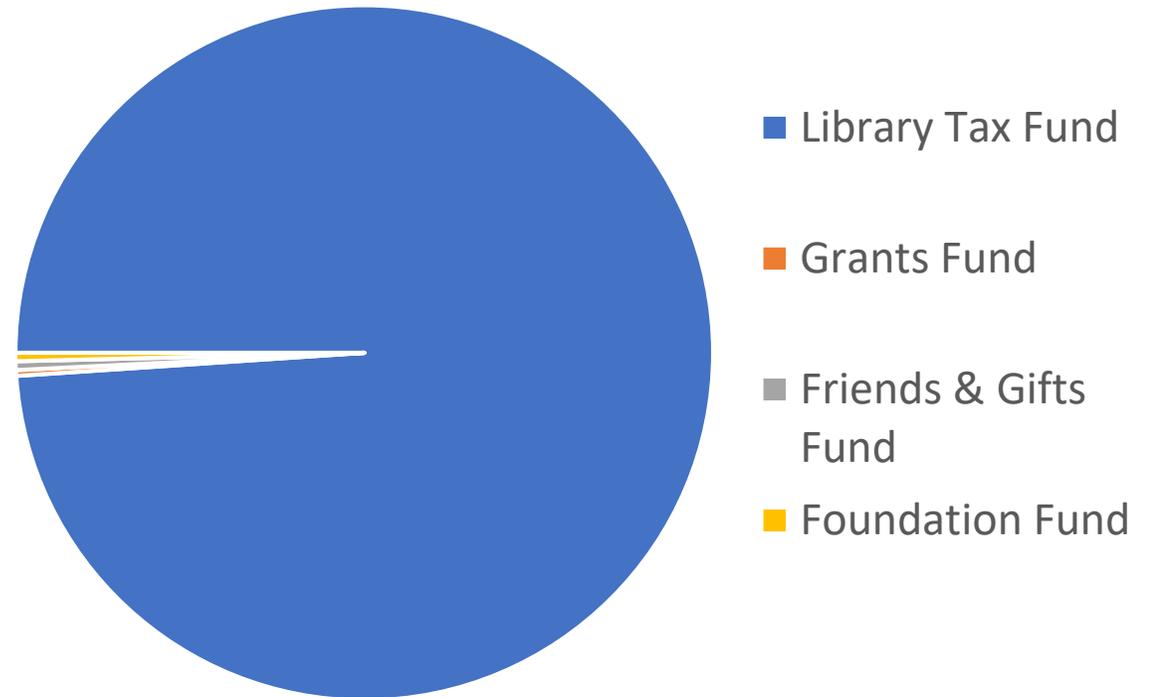
(99% of revenue)

**Grants:** \$68,420/\$68,420

**Friends:** \$150,000/\$150,000

**Foundation:** \$100,000/\$100,000

**Total:** \$25,855,174/\$26,364,469



**75% OF EXPENSES = STAFFING**

## EXPENSES - FY25

### Expense Budgets

Primary funding for operations is the Library Tax Fund.

**Tax:** \$26,815,703  
(used for 92% of expenses)

**Lib Capital Fund:** \$2,000,000

**Grants:** \$67,536

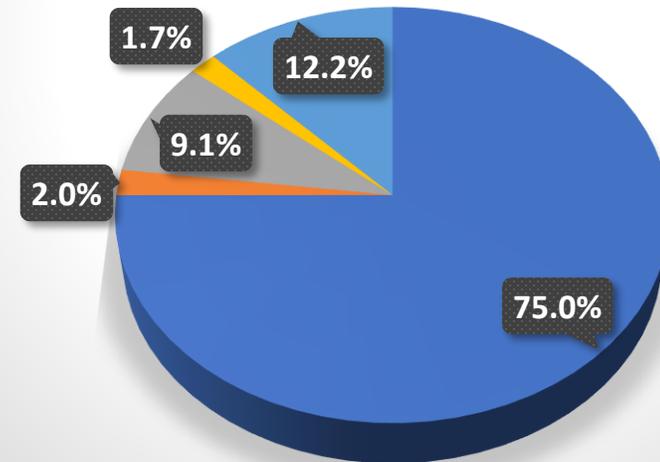
**Friends:** \$150,000

**Foundation:** \$350,000

**Total:** \$29,233,229

### FY25 Expenditures by Category Library Tax Fund: \$26,815,703

- Staffing
- Physical Plant
- Library Materials
- Computer/Software
- Other



# NEW FUNDING SOURCE NEEDED

## LIBRARY TAX FUND

	Library Tax Relief Act of 1980 (1988 update) BMC Chapter 7.56.030	Current Tax Rate (FY 2024)
Dwelling/ residential	\$0.0761 per sq ft	\$0.2698 (26.98 cents) per sq ft
Industrial/ Commercial/ Institutional	\$0.1151 per sq ft	\$0.4080 (40.80 cents) per sq ft

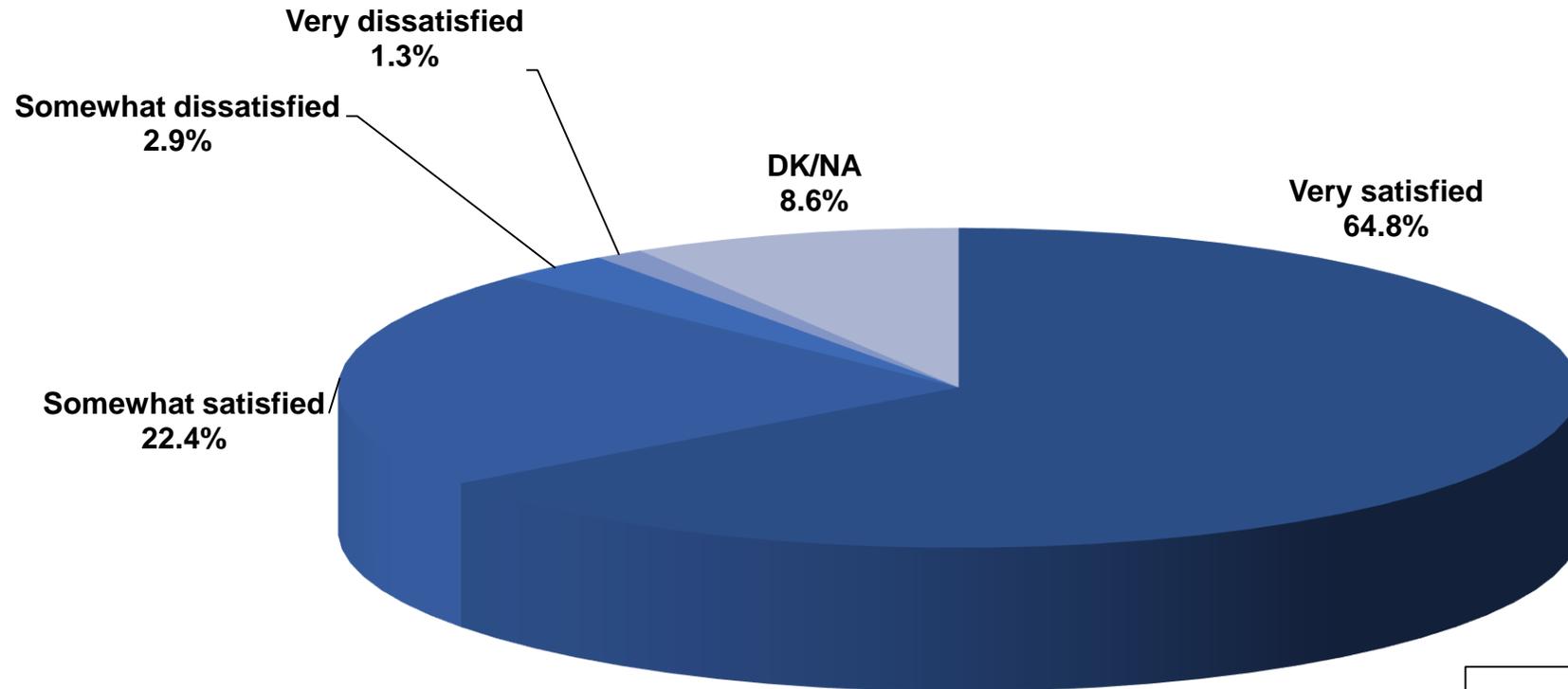
## ADDITIONAL TAX MEASURE PROPOSAL

Dwelling/ residential	\$0.06 per sq ft
Industrial/ Commercial/ Institutional	\$0.09 per sq ft

RAISES \$5.6 MILLION  
PER ANNUALLY

# MARCH 2024 COMMUNITY SURVEY

Overall Satisfaction With Library's  
Provision of Services: **87%**



	03/24 Survey 11/24 Voters
Total Satisfied	87.2%
Total Dissatisfied	4.2%
Ratio Sat to Dissatisfied	20.78

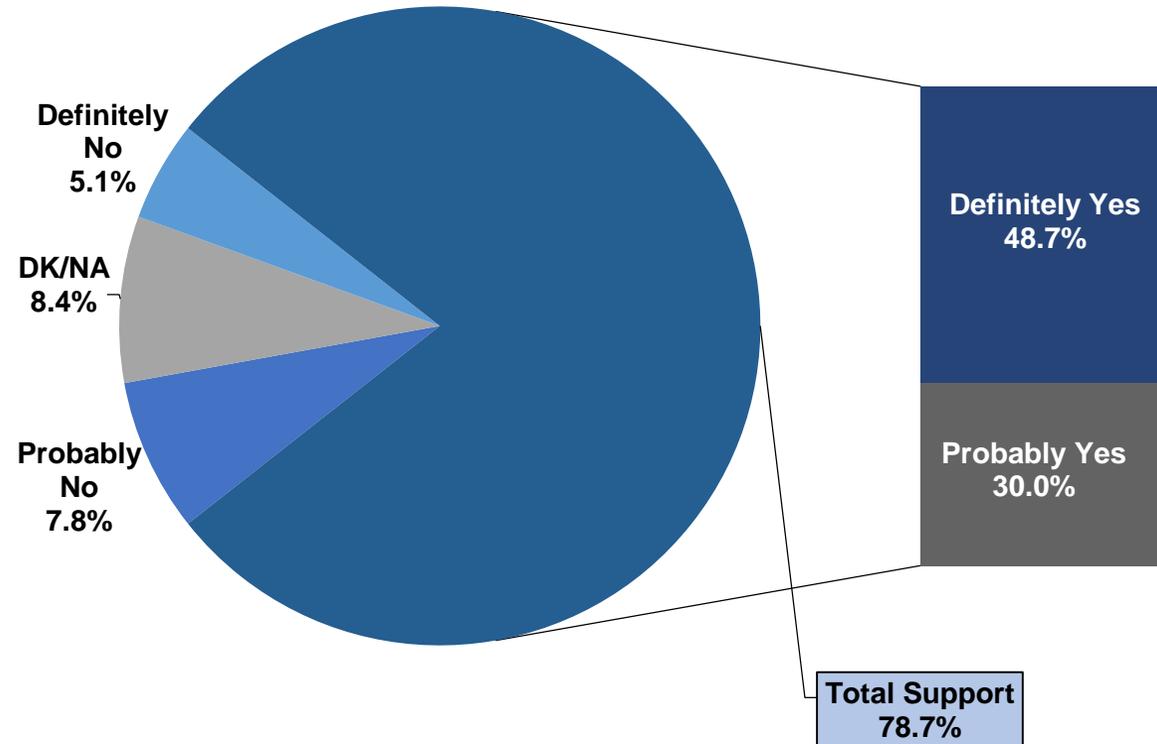
# Support for Per Square Foot of Building Space Tax Measure

“Uninformed” Support of Measure: 78.7%

To maintain Berkeley Public Library services/ facilities such as:

- summer reading programs for children;
- keeping qualified librarians;
- quality places for children;
- homework help/ tutoring;
- book, material/ digital collections;
- maintain library facilities;
- senior/ accessible programs; and
- maintain weekday and weekend hours;

shall the Berkeley Public Library measure be adopted, levying 6¢ per square foot of residential building space (other rates detailed in the voter handbook), providing \$5,600,000 annually, until ended by voters, with annual adjustments, and exempting very low-income homeowners?



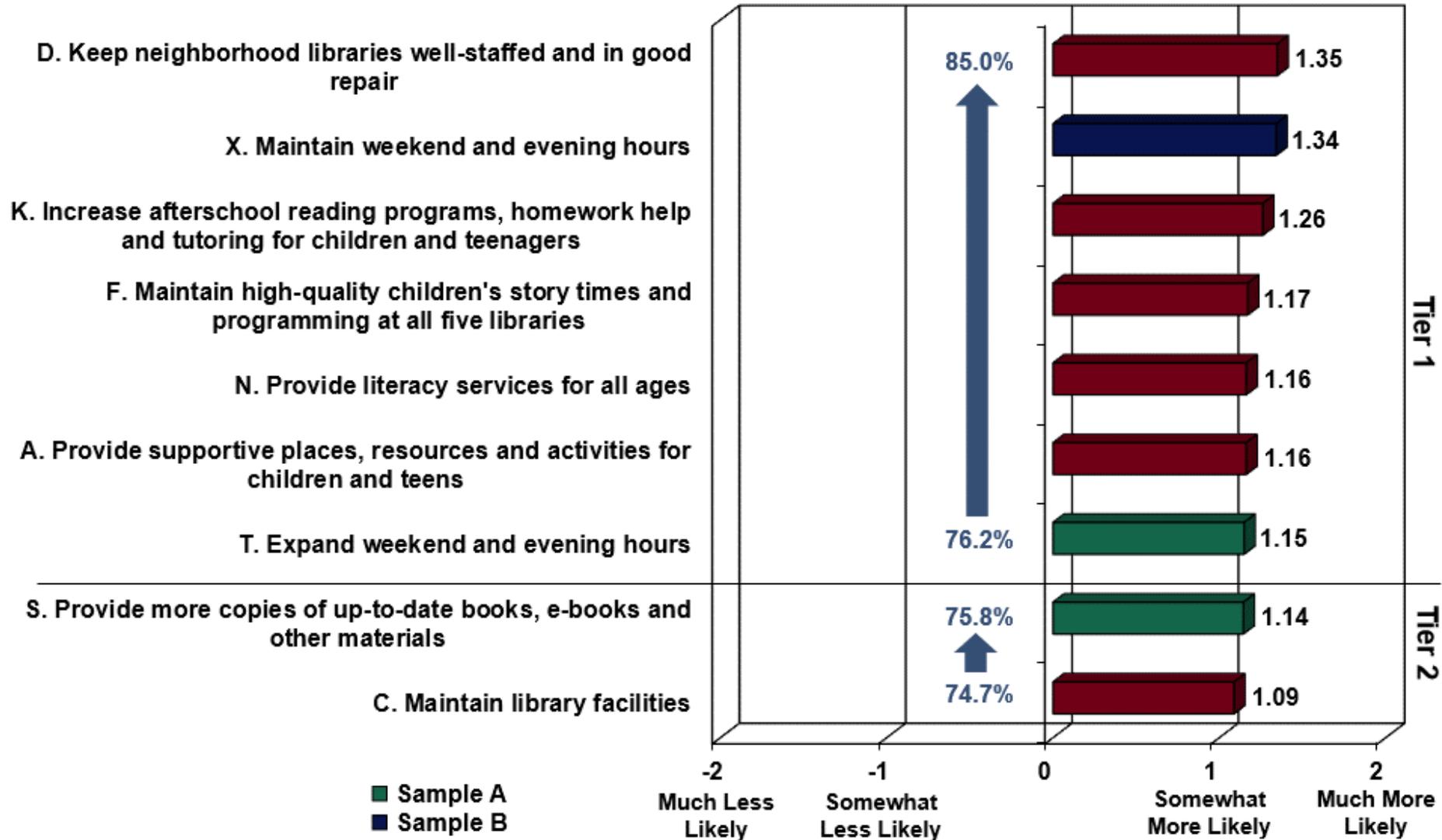
“Informed” Support of Measure:

Test 1: 82.3%

Test 2: 74.3%

Average : 78.3% (above 2/3)

# Features of the Measure



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

## PLANNING FOR THE FUTURE

Raises \$5.6M annually

Dwelling/Residential	\$0.06 per sq ft
Industrial/Commercial/Institutional	\$0.09 per sq ft

# IF BALLOT MEASURE PASSES

- The Library maintains staffing levels & hours.
- Technological infrastructure needs can be addressed.
- Work begins on large-scale deferred maintenance projects, including air conditioning/HVAC.
- The Library can address the aspirational and innovative projects surfaced during the strategic planning process.

# IF BALLOT MEASURE FAILS

- Hiring freezes will be instituted.
- Potential reduction in service hours possibly resulting long-term in a reduced workforce.
- Organizational restructure.
- Deferment of large-scale IT & facilities projects as well as cosmetic maintenance projects like painting & new carpets.
- Reduction of Collections budget.

THANK YOU!

# Questions?

Tess Mayer

510.981.6195

[tmayer@berkeleyca.gov](mailto:tmayer@berkeleyca.gov)

