AGENDA
Regular Meeting of the Pierce County Library System Board of Trustees
September 11, 2013
3:30 – 6:00 pm

3:30 pm	02 min.	**Call to Order:** *Linda Ishem, Chair*	

3:32 pm | 05 min. | **Public Comment**: *This is time set aside for members of the public to speak to the Board of Trustees. Unless the item you wish to discuss is of an emergency nature, the Board ordinarily takes matters under advisement before taking action. Please sign up at the time of the meeting to speak during the public Comment period, and limit your comments to three minutes.*

3:37 pm | 03 min. | **Consent Agenda** *Action*
1. Approval of Minutes of the August 14, 2013 Regular Meeting
2. Approval of August 2013 Payroll, Benefits and Vouchers
3. Approval of Purchase Order for PAC HVAC

3:40 pm | 10 min. | **Board Members Report**

3:50 pm | 25 min. | **Officers Reports**
1. July Dashboard, *Georgia Lomax*
2. August 2013 Financial Report, *Dale Hough*
3. Library Card Campaign, *Mary Getchell*
4. Steilacoom Project, *Jaime Prothro*
5. Fife Stoplight and Crosswalk, *Jennifer Patterson*
6. Lakewood 50th Anniversary, *Jaime Prothro and Kim Archer*
7. Teen Summer Challenge Partnership, *David Durante*
8. Bookmobile Sale, *Lorie Erickson*
9. Outreach to Seniors Sprinter Van, *Lynne Hoffman*

Unfinished Business
4:15 pm | 15 min. | 1. 2014 Budget: Estimated Revenue and Expenditures, *Clifford Jo*
| 30 min. | 2. Intellectual Freedom Policies, *Georgia Lomax and Neel Parikh*

New Business
5:00 pm | 15 min. | 1. Paul Allen Grant Focus Group Report, *Jennifer Patterson*
| 10 min. | 2. Pierce County Capital Facilities Plan, *Georgia Lomax*
| 15 min. | 3. Policy Review, *Georgia Lomax*
a) Holiday Policy
b) Programming Policy

5:40 pm | 05 min. | **Executive Session:** *At this time on the agenda, the Board of Trustees will recess to Executive Session, per RCW 42.30.110, to discuss personnel issues.*

5:45 pm | 05 min. | **Announcements**

5:50 pm | | **Adjournment**

American Disability Act (ADA) Accommodations Provided Upon Request

Consent Agenda

BOARD OF TRUSTEES
PIERCE COUNTY LIBRARY SYSTEM
REGULAR MEETING, AUGUST 14, 2013

CALL TO ORDER

Chair Linda Ishem called to order the regular meeting of the Pierce County Rural Library District Board of Trustees at 3:33 pm. Board members present were J.J. McCament, Allen Rose, Donna Albers and Robert Allen.

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

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1. Minutes of the July 12, 2013 Regular Meeting of the Board of Trustees
2. July 2013 Payroll, Benefits and Vouchers in the total amount of $2,173,33.19
    a. Payroll Warrants 3436 - 3452, dated 07/01/13 – 07/31/13 in the amount of $4456.09
    b. Payroll Disbursement Voucher dated 07/05/13 in the amount of $523,085.20
    c. Payroll Disbursement Voucher dated 07/22/13 in the amount of $918,054.72
    d. Accounts Payable Warrants 620762 - 620919 dated 07/01/13 – 07/31/13 in the amount of $727,717.18

Mr. Allen moved for approval of the consent agenda. Ms. McCament seconded the motion and it was passed.

BOARD MEMBER REPORT

Chair Ishem: Chair Ishem recently visited the Boston Public Library, known as the oldest library in the country. She noted the incredible murals and artwork. She also noted that although the facility was located in the center of the downtown commerce district, many youth and teens were inside enjoying the space and engaging in the books.

OFFICER REPORT

Georgia Lomax: Ms. Lomax introduced Bonnie Valens, who has recently started as Senior Administrative Assistant. Ms. Valens, who comes from the City of Edgewood, is a strong library proponent.

June Dashboard: Chair Ishem asked if it is time to be alarmed by downward movement of the trend lines on checkouts. Ms. Lomax remarked that the two-year trend of decreased use is likely a result of the spike in use during the recession. Further analysis of the recent reduction of the collection budget is also in progress. Ms. Parikh indicated this is a national trend and that libraries across the country are trying to determine how to capture usage information and get a viable metric for the new ways people use libraries. Mr. Allen suggested an index of library activities combined into a more comprehensive measure may give a better indication. Ms. Lomax stressed that library Directors are all interested in determining what the unifying measurement is.

STEM Grants: Judy Nelson, Customer Experience Manager, reported that the Pierce County Library Foundation has secured several new grants which will allow the Library to provide additional block play programs in all of its locations. Mr. Allen inquired whether the usage statistics are being measured. Ms. Nelson indicated that WAKids has provided some baseline data.

Ms. Ishem was interested in understanding how the Library plans on integrating the Paul Allen program with the children's Science-to-Go program. Ms. Nelson replied that as curriculum is built for what goes into the theme bags, they will be tied to the Library's website via QR code. She added that as the programs are built more details will be available.

Gig Harbor Landscaping: Ms. Parikh reported that she is pleased with the upgraded landscaping. This is the 2nd time the Gig Harbor Friends have funded improvements at the branch. The Board expressed appreciation for the volunteer project. Ms. McCament was pleased with the visibility of the sign and its professional appearance.

Ms. Parikh reported the Library has sold Gertie, the oldest bookmobile. Lorie Ericson, Facilities Director reported that plans for delivery of the vehicle are underway.

University Place Condominium Association: Ms. Parikh attended a meeting on August 12, 2013, during which Lianna Collinge presented contracts authorizing management of the building by her firm, Association Management, Inc. All contracts related to the building will be transferred to Ms. Collinge's firm. Insurance will also be obtained by her firm. The Board opened operating and reserve accounts. The 2013 budget was approved and all contracts signed.

Department Head Searches: The Director's Team will be interviewing six candidates for the Staff Experience Director position on August 20, 2013. Ms. Parikh has invited staff and union members to participate in the public presentation portion of the interview process. Joe Carrillo, the Library's Labor Negotiator is assisting in the process. The Marketing and Community Relations Director position has been advertised. Interviews are tentatively scheduled for the 25th of September.

Urban Libraries Council Partners Conference: Ms. Parikh encouraged the Board to attend the upcoming conference held in Seattle on November 12-14, 2013. She indicated that ULC typically provides high quality programs during these events. She reminded them that the early bird registration deadline is September 13, 2013.

UNFINISHED BUSINESS

PAC HVAC: Clifford Jo, Director of Finance and IT, reported the final dollar amount for the HVAC system is $1,126,000. Both repairs and replacement of the system were considered. Ms. Erickson reported that the costs rose to that amount because the original estimate was to merely repair the system. It became clear that it would not be prudent to repair the system since the units would need to be brought up to date later. Upon a recommendation from Roen, who provided estimates for in the Library's 2030 Facilities Master Plan, the Library hired a consultant who prepared a second budget. The Library then issued an RFQ, at which time Mechanical & Control Services Inc. was selected. The focus was on looking for units with the longest life, energy savings, and rebates. With the system selected, the Library expects over $72,000 in energy rebates. In addition, the units have 320KW/hr. savings per year. Conversion to natural gas will not take place since there are no rebates available and lines would also need to be upgraded. Ms. Erickson indicated the facility will be operational during installation, the permit is currently being reviewed at the County and she hopes to have approval to put the project out to bid by end of the week.

Mr. Jo indicated that the number in the budget does not include offsetting rebates, but it does include the units, controls and design. The cost of renting a boiler in case there is a need to heat the facility in the interim has been built in to the budget.

Mr. Jo noted that in the future the Library will get accurate engineering quotes first rather than a ball park estimate. Ms. Erickson added that the Library has studied electrical capacity and is looking at all recovery options. The HVAC system is state of the art technology and is widely used in Europe. She has spoken in depth with those who have the system in place, as well as MCS, and has had any concerns alleviated.

2014 Budget - Calendar and Process: Mr. Jo reported that the 2014 fiscal year budget process has begun. The calendar has been presented. The levy certificate will be issued mid-September. Budget instructions have been given to department heads.

2014 CPI-U: Mr. Jo reported that the CPI-U was 1.4%. Under the new labor contract the COLA formula is set at 50% of the CPI-U with a floor of 1%. As a result of this calculation, the 2014 COLA for represented employees is 1%.

NEW BUSINESS

Intellectual Freedom and Pierce County Library System Practices: Sally Porter Smith, Customer Experience Director, presented the third in a series of informational sessions on Intellectual Freedom. In response to the Board's inquiry of staff training she noted that staff surveys were conducted in which they answered specific questions including what technological training opportunities they would like. Of those surveyed, 55 staff responded. Participation in the survey was not mandatory. Three staff members indicated they wanted more CIPA training. Some wanted more formalized training for new employees as well as a schedule of training.

Ms. McCament expressed favor with the Library's hiring process which asks applicants if they can abide by the provisions of the Intellectual Freedom process. Mr. Allen appreciated seeing the responses from the survey and found Ms. Porter Smith's information helpful and informative.

Ms. Nelson explained the review process when considering unblocking internet sites for youth. The types of sites most frequently identified are those with forums or chat rooms which can be partially unblocked. The team reviews security processes and terms of service to determine if it is appropriate under CIPA. Ms. Nelson reviews the guidelines based on CIPA'S documentation on annual basis. The Library has chosen to meet minimal blocking levels and reviews the blocked categories to ensure they are focused and specialized.

Ms. Lomax indicated the next step in Intellectual Freedom training for the Board will involve identifying questions they have and ensuring the Library's policies are in line with expectations.

Board Visioning of the Library's Future: Ms. Parikh introduced Catherine McHugh, a Library consultant who has been working with the organization for several years. Ms. McHugh has provided Executive coaching to members of the Library's administrative team, coaching training to top level managers and supervisors and has conducted training on the customer-supplier model.

Ms. McHugh reviewed the results of her report based on recent conversations with the Board identifying their vision of the future of Pierce County Library System.

When asked to identify the strengths that will hold the Library together, the members responded with good reputation, constant solicitation of customer data, well maintained facilities, clear messaging about internal and external relationships, well-managed budgets, and a strong investment in staff development.

When asked what the members perceive will remain the same, responses included working within budget constraints, cost of living, technological changes which will require responsiveness and an ongoing focus on succession planning and talent development in all positions.

In response to Ms. McHugh's question about what shifts are foreseen in the external environment, the members noted uncertain economic decisions causing Pierce County Library to feel pressured to provide more with less, demographic shifts, library space, more service demands, greater desire for access to technology, viewing the library as a gathering place and customers' desire for more mobile and digital resources.

Ms. McHugh asked for comments from the Board as they reflected on the summarization of the report.

Ms. Albers commented on the public's perception that libraries are not necessary; noting it is imperative to help them to understand there is still a need for libraries.

Ms. McCament remarked that the public libraries are the cornerstone of democracy. She added that there is a need for good early education, teen programs, civic engagement and partnerships with those who see the greater good of the library.

Mr. Rose agreed that libraries are called to provide early learning. Ms. Parikh reiterated that libraries must provide services that add value and clearly communicate that message. He added that since the marketplace also dictates service considerations with entertainment vendors such as Red Box, it will be important to find a niche when convenience and universal availability are considered.

Mr. Allen agreed, stating that all of these needs tie libraries to the community and noted the importance to communicate the library's relevance.

Chair Ishem stressed the importance of measuring and capturing the nuances of the roles that only libraries play. She added that libraries must articulate their value message with clarity. As shifts occur it is important to keep the message current and relevant to audiences.

In summarizing what was of importance to the Board when identifying internal issues and challenges faced by the Library, Ms. McHugh identified limited funding, maintaining the leadership DNA, an aging workforce, loss of organizational knowledge, maintaining strong relationships with the Union and the need to continue to build leadership talent.

Ms. Albers noted there are considerations regarding upgrading systems in the Library's facilities and that it would be useful to look for opportunities to partner with other library systems to work for the greater good of the community.

Mr. Rose commented that given the challenges of having to provide more services in a financially constrained environment, the Library must revisit alternatives that have been disregarded in the past.

Mr. Allen stressed the importance of keeping the Library an interesting and rewarding place to work, noting the need and value of developing and maintaining the culture.

Ms. McHugh asked the Board what near-term priorities they envision a new Director will face. Responses included the importance of transitioning them successfully and weaving them into leadership teams, developing and building a web of external relationships, understanding the status of facilities maintenance needs, readdressing the Capital Facilities Plan, embracing visions to navigate change and the turnover, training and onboarding of the Board.

Ms. McHugh stated that although changes will add challenges, the Library is in a good position to welcome a new Director. In addition to her conversations with the Board members and the Administrative

and Customer Experience teams she will be speaking with key stakeholders in the community over the next several weeks and will share the outcome with the Board at the October meeting.

EXECUTIVE SESSION

At   5:28 pm, Mr. Allen moved to enter into Executive Session as per RCW 42.30.110 for 15 minutes for discussion of personnel matters.   Ms. McCament seconded the motion and it passed. The session was reopened to the public at 5:46 pm.

ANNOUNCEMENTS

There were no announcements.

ADJOURNMENT

The meeting was adjourned at 5:47 pm on motion by Ms. McCament, seconded by Mr. Allen.

_____   _____
Neel Parikh, Secretary   Linda Ishem, Chair

August 2013 Payroll, Benefits and Vouchers

	Warrant Numbers	Date(s)	Amount
Payroll Warrants	3453-3461	08/01/13-08/31/13	$7,392.83
Disbursement Voucher - Payroll & Acct Payable		08/05/13	$557,370.05
Disbursement Voucher - Payroll & Acct Payable		08/20/13	$744,475.50
Accounts Payable Warrants	620920-621129	08/01/13-08/31/13	$923,104.26
Total:			**$2,232,342.64**

COUNTY OF PIERCE BUDGET AND FINANCE DEPARTMENT	Disbursement Journal Voucher (T/C) 74	Agency No. 001-116	D.J.V. Date revised 8/5/2013	D.J.V. No.

				Account Code				Acct.		
	Fund	Dept	Prog	BASUB	Elem	OB	M/OB	Action	DESCRIPTION	AMOUNT
1	697	001	0000	237	00				FIT EE and EIC- Wire to IRS	$67,922.29
2	697	001	0000	237	00				Fica EE and Medicare - Wire to IRS	$46,660.75
3	697	001	0000	237	00				Fica ER and Medicare - Wire to IRS	$46,660.75
4	697	001	0000	237	00				DIR DEP-file to Columbia Bank I	$430,968.56
5	697	001	0000	237	00					
6	697	001	0000	237	00					
7	697	001	0000	237	00				dept of rev	$0.00
8	697	001	0000	237	00				**COLA Retro adjustment**	($43,513.47)
9	697	001	0000	237	00				dabney overpayment	($343.88)
10	697	001	0000	237	00				vickie smith overpayment	($453.21)
11	697	001	0000	237	00					
12	697	001	0000	237	00					
13	697	001	0000	237	00					
14	697	001	0000	237	00					
15	697	001	0000	237	00				H.S.A. Employees deductions	$1,980.25
16	697	001	0000	237	00				H.S.A. Employer Contributions	
17	697	001	0000	237	00				H.S.A Fee	
18	697	001	0000	237	00				BCC adjustment 7488.01	$7,488.01
									please put the total amt below into PCLS payroll account	
									TOTAL	**$557,370.05**

Bank No.	Check No.	Issued To	Bank No.	Check No.	Issued To
		U.S. Treasury			

Prepared By: Christy Telling	Date: 8/5/2013	Approved By: Christy Telling	8/5/2013

DJV 08062013 PC copy .xlsx

Pierce County Rural Library District: Org 04   **Sch:**   **Pay Date:**   *8/21/2013*

		COUNTY OF PIERCE BUDGET AND FINANCE DEPARTMENT					Disbursement Journal Voucher (T/C) 74		Agency No. 001-116	D.J.V. Date revised 8/20/2013	D.J.V. No.

	\multicolumn{7}{Account Code}		Acct. Action	DESCRIPTION	AMOUNT

	Fund	Dept	Prog	BASUB	Elem	OB	M/OB	Acct. Action	DESCRIPTION	AMOUNT
1	697	001	0000	237	00				FIT EE and EIC- Wire to IRS	$61,222.80
2	697	001	0000	237	00				Fica EE and Medicare - Wire to IRS	$43,977.29
3	697	001	0000	237	00				Fica ER and Medicare - Wire to IRS	$43,977.29
4	697	001	0000	237	00				DIR DEP-file to Columbia Bank	$408,886.78
5	697	001	0000	237	00					
6	697	001	0000	237	00					
7	697	001	0000	237	00				dept of rev	$1,844.37
8	697	001	0000	237	00					
9	697	001	0000	237	00				supplemental Cindy Bonaro	
10	697	001	0000	237	00				FIT	$125.07
11	697	001	0000	237	00				fica/med EE	$116.18
12	697	001	0000	237	00				fica/med ER	$116.18
13	697	001	0000	237	00					
14	697	001	0000	237	00					
15	697	001	0000	237	00				H.S.A. Employees deductions	$2,088.58
16	697	001	0000	237	00				H.S.A. Employer Contributions	
									H.S.A Fee	$206.50
									BCC Sept	$181,914.46
									please put the total amt below into PCLS payroll account	
									TOTAL	**$744,475.50**

Bank No.	Check No.	Issued To	Bank No.	Check No.	Issued To
		U.S. Treasury			

Prepared By: Christy Telling	Date: 8/20/2013	Approved By: Christy Telling	8/20/2013

DJV 08212013PC copy.xlsx

Check #	Bank		Date	Paid to	Status	Can/Vd Date	Pay Period Dates	Dir Dep	Amount
3453	pr	Bank of America	08/06/2013	WATERS, LINDA			07/16/13 - 07/31/13	0.00	441.08
3454	pr	Bank of America	08/06/2013	SFERRAZZO, KAITLIN			07/16/13 - 07/31/13	0.00	305.57
3455	pr	Bank of America	08/06/2013	CHHOUY, SOKPHORN			07/16/13 - 07/31/13	0.00	185.73
3456	pr	Bank of America	08/06/2013	VALENS, BONNIE			07/16/13 - 07/31/13	0.00	1,744.43
3457	pr	Bank of America	08/15/2013	BONARO, CYNTHIA	V	08/15/2013	08/15/13 - 08/15/13	0.00	1,216.67
3458	pr	Bank of America	08/16/2013	BONARO, CYNTHIA			08/15/13 - 08/15/13	0.00	1,186.29
3459	pr	Bank of America	08/21/2013	WATERS, LINDA			08/01/13 - 08/15/13	0.00	322.50
3460	pr	Bank of America	08/21/2013	SFERRAZZO, KAITLIN			08/01/13 - 08/15/13	0.00	309.81
3461	pr	Bank of America	08/21/2013	VALENS, BONNIE			08/01/13 - 08/15/13	0.00	1,680.75
							Total:	0.00	7,392.83

Checks in report: 9

Grand Total: 0.00   7,392.83

Bank code: boa

Check #	Date	Vendor	Status	Check Total
620920	08/01/2013	000161 CENGAGE LEARNING		295.57
620921	08/01/2013	000184 CITY TREASURER		2,369.92
620922	08/01/2013	000020 ELISE DEGUISEPPI		617.20
620923	08/01/2013	001994 CLIFFORD JO		698.30
620924	08/01/2013	004625 JOY KIM		308.85
620925	08/01/2013	001941 JUDY T NELSON		414.72
620926	08/01/2013	000362 ORTING CITY OF		1,310.10
620927	08/01/2013	000377 PUGET SOUND ENERGY		220.26
620928	08/01/2013	000460 STEILACOOM TOWN OF		784.06
620929	08/02/2013	001554 ANDREW'S FIXTURE CO INC		6,564.00
620930	08/02/2013	000363 ARAMARK UNIFORM SERVICES		16.41
620931	08/02/2013	005623 ROBERT BEATTY		140.11
620932	08/02/2013	001764 CASCADIA INTERNATIONAL LLC		547.32
620933	08/02/2013	000895 COLUMBIA BANK		269.85
620934	08/02/2013	003311 DEPARTMENT OF LABOR & INDUSTRI		28.20
620935	08/02/2013	004709 HAAKENSON GROUP INC		785.35
620936	08/02/2013	001638 TEREX UTILITIES WEST		1,061.77
620937	08/02/2013	001638 TEREX UTILITIES WEST		402.58
620938	08/02/2013	001284 TRUGREEN LANDCARE		722.93
620939	08/06/2013	001583 ALIBRIS		195.30
620940	08/06/2013	000830 BAKER & TAYLOR		7,343.95
620941	08/06/2013	000234 BOUND TO STAY BOUND BOOKS INC		637.37
620942	08/06/2013	000161 CENGAGE LEARNING		2,884.25
620943	08/06/2013	000184 CITY TREASURER		636.03
620944	08/06/2013	000184 CITY TREASURER		34.05
620945	08/06/2013	003745 ROBIN CLAUSEN		52.87
620946	08/06/2013	003817 STEPHEN GAINES		52.71
620947	08/06/2013	005055 CHRISTOPHER HAMILTON		51.98
620948	08/06/2013	000725 INFORMATION TODAY INC		957.00
620949	08/06/2013	000243 INGRAM LIBRARY SERVICES		13,516.89
620950	08/06/2013	004916 TESA JOHNSON		23.21
620951	08/06/2013	002062 GEORGIA LOMAX		81.85
620952	08/06/2013	003761 TERRI MAY		24.91
620953	08/06/2013	000352 MIDWEST TAPE	V	0.00
620954	08/06/2013	000352 MIDWEST TAPE		30,767.91
620955	08/06/2013	000323 NEWS TRIBUNE		227.40
620956	08/06/2013	000377 PUGET SOUND ENERGY		1,855.06
620957	08/06/2013	000406 RECORDED BOOKS LLC		158.67

Bank code: boa

Check #	Date	Vendor	Status	Check Total
620958	08/06/2013	003497 TAMARA SAARINEN		76.08
620959	08/06/2013	000451 SEATTLE TIMES SEATTLE PI		337.53
620960	08/06/2013	002094 CHARLOTTE STRAIN		147.16
620961	08/07/2013	000828 AFSCME AFL-CIO		5,626.82
620962	08/07/2013	000898 DEPARTMENT OF RETIREMENT SYSTE		7,889.00
620963	08/07/2013	000825 ING-VC3371		1,900.00
620964	08/07/2013	004571 INSCCU - ASFE		55.00
620965	08/07/2013	003985 PACIFICSOURCE ADMINISTRATORS		2,091.00
620966	08/07/2013	001181 PIERCE CTY LIBRARY FOUNDATION		339.10
620967	08/07/2013	004276 STATE CENTRAL COLLECTION UNIT		151.67
620968	08/07/2013	000823 UNITED WAY		87.51
620969	08/07/2013	004782 US DEPARTMENT OF EDUCATION		190.49
620970	08/07/2013	001355 VOLUNTARY EMPLOYEES' BENEFICIA		1,091.19
620971	08/07/2013	000827 WA STATE- DEPT OF RETIREMENT S		98,996.44
620972	08/07/2013	000881 WASHINGTON STATE SUPPORT REGIS		612.50
620973	08/08/2013	004038 ASSOCIATED BUSINESS SYSTEMS		319.64
620974	08/08/2013	001467 DATA SECURITY CORP		132.50
620975	08/08/2013	005272 GREEN EFFECTS INC		101.74
620976	08/08/2013	000271 LES SCHWAB TIRE CENTER		398.25
620977	08/08/2013	000857 PIERCE COUNTY RECYCLING		46.87
620978	08/08/2013	001290 REGIONAL BUILDING SVCS CORP		507.25
620979	08/08/2013	004022 US BANK		31,236.47
620980	08/08/2013	000635 WAYNES ROOFING INC		1,208.87
620981	08/09/2013	000273 CARRILLO & ASSOCIATES		3,625.00
620982	08/09/2013	000895 COLUMBIA BANK		50.00
620983	08/09/2013	000895 COLUMBIA BANK		284.64
620984	08/09/2013	001342 KRISTINE COUNTRYMAN		32.81
620985	08/09/2013	005531 IAN DOBSON		2,433.00
620986	08/09/2013	001024 DWYER PEMBERTON & COULSON PC		2,500.00
620987	08/09/2013	005272 GREEN EFFECTS INC		5,905.40
620988	08/09/2013	004123 METRO PARKS TACOMA		400.00
620989	08/09/2013	005417 RICOH USA INC		221.56
620990	08/09/2013	005451 ROBERT ROSE		568.22
620991	08/09/2013	001379 SENTINEL PEST CONTROL INC		708.70
620992	08/09/2013	005613 SUNWEST PROPERTY MAINTENANCE		2,527.14
620993	08/09/2013	001583 ALIBRIS		96.65
620994	08/09/2013	000830 BAKER & TAYLOR		15,219.20
620995	08/09/2013	005652 CAVENDISH SQUARE		1,423.44
620996	08/09/2013	000161 CENGAGE LEARNING		73.56

Bank code: boa

Check #	Date	Vendor	Status	Check Total
620997	08/09/2013	000184 CITY TREASURER		881.15
620998	08/09/2013	000184 CITY TREASURER		526.84
620999	08/09/2013	000243 INGRAM LIBRARY SERVICES		16,292.70
621000	08/09/2013	000352 MIDWEST TAPE	V	0.00
621001	08/09/2013	000352 MIDWEST TAPE		25,772.45
621002	08/09/2013	000406 RECORDED BOOKS LLC		345.10
621003	08/09/2013	000451 SEATTLE TIMES SEATTLE PI		337.24
621004	08/14/2013	000363 ARAMARK UNIFORM SERVICES		16.41
621005	08/14/2013	005656 BIG HORN COUNTY PUBLIC LIBRARY		35.00
621006	08/14/2013	003938 BINW		613.97
621007	08/14/2013	005369 BIRCH ELECTRIC LLC		2,248.79
621008	08/14/2013	004088 DELAWARE TECHNICAL &		5.00
621009	08/14/2013	004709 HAAKENSON GROUP INC		1,306.57
621010	08/14/2013	000266 KITSAP REGIONAL LIBRARY		51.50
621011	08/14/2013	000690 STEILACOOM CHAMBER OF COMMERCE		80.00
621012	08/14/2013	003719 UNIQUE MANAGEMENT SERVICES		1,872.71
621013	08/15/2013	005047 PATTY AMADOR		63.85
621014	08/15/2013	002061 SUSAN ANDERSON-NEWHAM		1,078.54
621015	08/15/2013	000025 TRIS BAZZAR		74.32
621016	08/15/2013	004129 MARIANNA BISSONNETTE		142.95
621017	08/15/2013	000242 BUCKLEY CITY OF		200.75
621018	08/15/2013	000184 CITY TREASURER		3,877.20
621019	08/15/2013	000184 CITY TREASURER		800.03
621020	08/15/2013	000094 ELMHURST MUTUAL POWER & LIGHT		916.02
621021	08/15/2013	004159 LORIE ERICKSON		258.77
621022	08/15/2013	004157 MINDY EWING		33.05
621023	08/15/2013	003883 SUSAN FORDHAM		48.99
621024	08/15/2013	005226 DENNIS GOULD		60.17
621025	08/15/2013	004128 LISA HEYERDAHL		10.17
621026	08/15/2013	002082 DALE HOUGH		7.35
621027	08/15/2013	005550 RAYMOND JOHNSON		24.86
621028	08/15/2013	003418 KAREN MCGHEE		40.68
621029	08/15/2013	001941 JUDY T NELSON		40.17
621030	08/15/2013	002023 KATHERINE NORBECK		26.10
621031	08/15/2013	005498 JAIME PROTHRO		105.66
621032	08/15/2013	000377 PUGET SOUND ENERGY		992.35
621033	08/15/2013	003497 TAMARA SAARINEN		31.94
621034	08/15/2013	005044 KATHERINE SAVAGE		20.62
621035	08/15/2013	004972 LAURA SCHMINKEY		124.30

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Bank code: boa

Check #	Date	Vendor	Status	Check Total
				427.79
621036	08/15/2013	002064 HOLLY L SMITH		214.34
621037	08/15/2013	005416 WILMINGTON DRIVE HOLDINGS LLC		255.10
621038	08/15/2013	004867 JOSHUA WRIGHT		291.90
621039	08/16/2013	001512 DAILY JOURNAL OF COMMERCE		2,450.41
621040	08/16/2013	000802 HEMLEY'S SEPTIC TANK CLEANING		359.26
621041	08/16/2013	005417 RICOH USA INC		96,590.04
621042	08/17/2013	004022 US BANK		6,381.18
621043	08/20/2013	000830 BAKER & TAYLOR		131.61
621044	08/20/2013	000189 BAKER & TAYLOR ENTERTAINMENT		228.37
621045	08/20/2013	000161 CENGAGE LEARNING		142.59
621046	08/20/2013	000847 CENTER POINT PUBLISHING		11,276.65
621047	08/20/2013	000243 INGRAM LIBRARY SERVICES		17,584.27
621048	08/20/2013	000352 MIDWEST TAPE		227.40
621049	08/20/2013	000323 NEWS TRIBUNE		83.25
621050	08/20/2013	005666 ASHLIE BAKER		17.25
621051	08/20/2013	005670 CYNTHIA BERGER		44.17
621052	08/20/2013	000242 BUCKLEY CITY OF		295.57
621053	08/20/2013	000161 CENGAGE LEARNING		14.95
621054	08/20/2013	005669 CHET CLOUD		19.99
621055	08/20/2013	005672 CHRISTINE DICARLO		19.09
621056	08/20/2013	005664 LINDA DULEY		25.95
621057	08/20/2013	005663 TRAVIS HECKENLIABLE		6.95
621058	08/20/2013	005667 TYLER RICKERT		858.00
621059	08/20/2013	000907 NEW YORK TIMES		227.40
621060	08/20/2013	000323 NEWS TRIBUNE		3.09
621061	08/20/2013	005665 MICHELE NIELSON		107.16
621062	08/20/2013	001886 NEEL PARIKH		56.04
621063	08/20/2013	005662 HEATHER SAWYER		23.99
621064	08/20/2013	005668 NICHOLAS STATEZNI		413.30
621065	08/20/2013	000463 SUMMIT WATER & SUPPLY CO		394.26
621066	08/20/2013	000541 STATE OF WASHINGTON		319.64
621067	08/21/2013	004038 ASSOCIATED BUSINESS SYSTEMS		353.50
621068	08/21/2013	003311 DEPARTMENT OF LABOR & INDUSTRI		4,125.00
621069	08/21/2013	005455 LOUIE FOXX LLC		1,596.00
621070	08/21/2013	004123 METRO PARKS TACOMA		400.00
621071	08/21/2013	005620 OREGON SHADOW THEATRE		1,181.45
621072	08/21/2013	005417 RICOH USA INC		7,646.50
621073	08/21/2013	004397 SHKS ARCHITECTS PS INC		1,243.96
621074	08/21/2013	000534 WCP SOLUTIONS		

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Bank code: boa

Check #	Date	Vendor	Status	Check Total
		001378 CHARLIE WILLIAMS		3,750.00
621075	08/21/2013	003778 AFLAC		3,544.04
621076	08/22/2013	000828 AFSCME AFL-CIO		5,319.99
621077	08/22/2013	001578 COLONIAL SUPPLEMENTAL INSURANC		1,107.96
621078	08/22/2013	000898 DEPARTMENT OF RETIREMENT SYSTE		7,864.00
621079	08/22/2013	000825 ING-VC3371		1,955.00
621080	08/22/2013	003985 PACIFICSOURCE ADMINISTRATORS		2,091.00
621081	08/22/2013	001181 PIERCE CTY LIBRARY FOUNDATION		339.10
621082	08/22/2013	004276 STATE CENTRAL COLLECTION UNIT		151.67
621083	08/22/2013	000823 UNITED WAY		77.51
621084	08/22/2013	004782 US DEPARTMENT OF EDUCATION		171.31
621085	08/22/2013	000827 WA STATE- DEPT OF RETIREMENT S		77,487.94
621086	08/22/2013	000881 WASHINGTON STATE SUPPORT REGIS		612.50
621087	08/22/2013	003938 BINW		4,657.19
621088	08/22/2013	001764 CASCADIA INTERNATIONAL LLC		594.67
621089	08/22/2013	001512 DAILY JOURNAL OF COMMERCE		277.20
621090	08/22/2013	001875 LINDA ESKESEN		10.93
621091	08/22/2013	000079 SUPERIOR SAW		16.75
621092	08/22/2013	004022 US BANK		57,379.00
621093	08/22/2013	000534 WCP SOLUTIONS		143.78
621094	08/22/2013	005675 CLOIE CAPASSO		6.00
621095	08/22/2013	005677 MELINDA FYFE		25.00
621096	08/22/2013	005676 ALICIA MARTIN		3.00
621097	08/22/2013	005204 REBECCA PARKER		6.99
621098	08/22/2013	000377 PUGET SOUND ENERGY		2,889.11
621099	08/22/2013	005674 LEONARDO URREGO		16.99
621100	08/22/2013	005673 MARIE WRIGHT		7.99
621101	08/22/2013	005671 MAGALY ZACAPU		14.99
621102	08/22/2013	005660 BURIEN OF TOYOTA SCION		27,293.25
621103	08/23/2013	005660 BURIEN OF TOYOTA SCION		44,856.51
621104	08/28/2013	005272 GREEN EFFECTS INC		1,445.86
621105	08/28/2013	004674 MCHUGH MANAGEMENT CONSULTING		11,835.00
621106	08/28/2013	000370 PIERCE COUNTY		184.80
621107	08/28/2013	003655 ANITA SHENEBERGER		3.99
621108	08/28/2013	001518 TUMBUSCH PHOTOGRAPHY		271.18
621109	08/28/2013	004391 WRP SURPRISE LAKE LLC		7,643.07
621110	08/28/2013	004798 LEARNING TIMES LLC		12,500.00
621111	08/21/2013	003985 PACIFICSOURCE ADMINISTRATORS		194.25
621112	08/21/2013	005679 CIVIC BUILDING UNIVERSITY PLACE		28,166.25
621113	08/21/2013			

Bank code: boa

Check #	Date	Vendor	Status	Check Total
621114	08/29/2013	001583 ALIBRIS		90.65
621115	08/29/2013	000830 BAKER & TAYLOR		10,490.46
621116	08/29/2013	000087 BLACKSTONE AUDIO BOOKS INC		73.32
621117	08/29/2013	000847 CENTER POINT PUBLISHING		1,056.33
621118	08/29/2013	000184 CITY TREASURER		2,442.21
621119	08/29/2013	000243 INGRAM LIBRARY SERVICES		16,023.34
621120	08/29/2013	000352 MIDWEST TAPE	V	0.00
621121	08/29/2013	000352 MIDWEST TAPE	V	0.00
621122	08/29/2013	000352 MIDWEST TAPE	V	0.00
621123	08/29/2013	000352 MIDWEST TAPE		102,378.06
621124	08/29/2013	000323 NEWS TRIBUNE		227.40
621125	08/29/2013	000377 PUGET SOUND ENERGY		1,997.02
621126	08/29/2013	001419 RANDOM HOUSE INC		123.19
621127	08/29/2013	000451 SEATTLE TIMES SEATTLE PI		306.80
621128	08/29/2013	000460 STEILACOOM TOWN OF		739.89
621129	08/29/2013	000506 UNIVERSITY PLACE REFUSE SERVIC		166.87

boa Total: **923,104.26**

210 checks in this report

Total Checks: **923,104.26**

M E M O

Date: August 30, 2013

To: Chair Linda Ishem and Members of the Board of Trustees

From: Clifford Jo, Director of Finance & IT

Subject: Approve contract for PAC HVAC and purchase order for ATS automation

The Request for Bid was let on August 28, 2013. Approximately 20 vendors have expressed interest and participated in the mandatory walkthrough on Friday, September 30. Bids are due September 9 and a public bid opening will be conducted.

We anticipate no change to the overall project budget of $1,120,000, and expect bids to be around $834,000 for the main contractor portion.

Another part of the project is the automation equipment needed for controlling the HVAC. This was included in the overall $1,120,000 budget. We will sole-source this purchase to ATS, as they are the only vendor that provides the equipment we need.

We are asking the Board of Trustees to:

- Authorize, by motion, the Library to sign a contract with the winning HVAC contractor. We will communicate the bid results to you prior to the Board meeting.

- Authorize, by motion, the Library to create a purchase order for the ATS controls portion of the project, not to exceed $110,000.

OFFICERS

REPORT

CUSTOMER SERVICE/PHILANTHROPY DASHBOARD - JULY
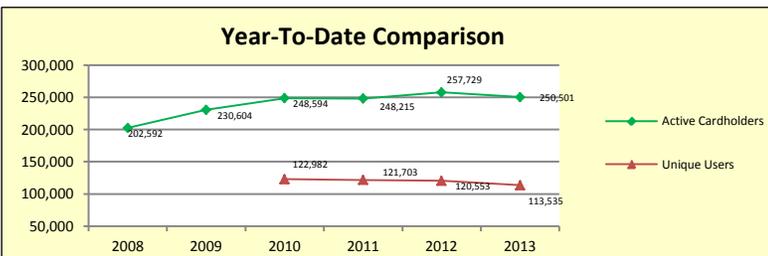
VISITS

Year-To-Date Comparison

Locations, Catalog, Website data points:
- 1,316,501
- 1,512,119
- 1,619,159
- 1,728,349
- 1,900,123
- 1,576,251
- 1,583,819
- 1,503,880
- 1,454,416
- 1,458,572
- 1,440,720
- 1,414,279
- 1,364,493
- 1,243,841
- 1,133,200
- 1,111,914
- 817,663
- 182,193

*Problem with software that recorded Catalog visits May-December 2011
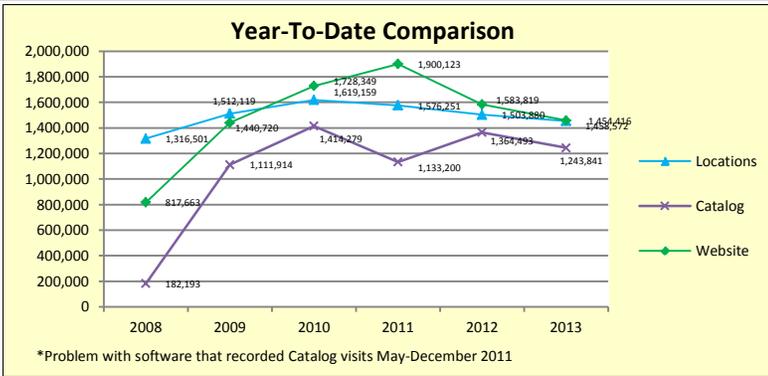
	July		
	2012	2013	% Change
Door Count	225,610	222,110	-1.55%
Catalog	193,617	178,742	-7.68%
Website	220,678	198,339	-10.12%
Job & Business Portal	1,109	2,925	163.75%
Military Portal (launched 3/12)	177	124	-29.94%
Total	641,191	602,240	-6.07%

CHECKOUTS

Year-To-Date Comparison

Total Checkouts:
- 3,819,006
- 4,356,999
- 5,148,999
- 5,033,957
- 4,866,757
- 4,473,492
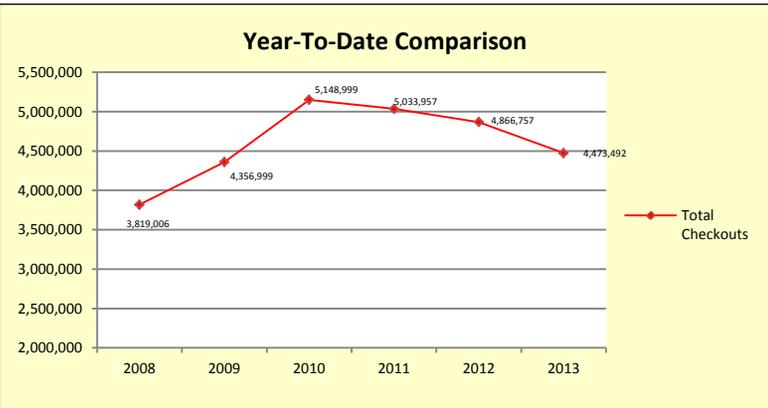
	July		
	2,012	2,013	% Change
Checkouts	688,893	640,316	-7.05%
eBook Downloads	48,612	51,307	5.54%
Total	737,505	691,623	-6.22%

CUSTOMERS

Year-To-Date Comparison

Active Cardholders:
- 202,592
- 230,604
- 248,594
- 248,215
- 257,729
- 250,501

Unique Users:
- 122,982
- 121,703
- 120,553
- 113,535

	July		
	2,012	2,013	% Change
Active Cardholders	257,729	250,501	-2.80%
New Cards	4,678	4,702	0.51%
Checkout Transactions	112,745	107,697	-4.48%
Unique Users	50,554	48,585	-3.89%

PHILANTHROPY

Year-To-Date Comparison*

Total Donors:
- 2012: 100
- 2013: 60

*Foundation Fiscal Year is July through June
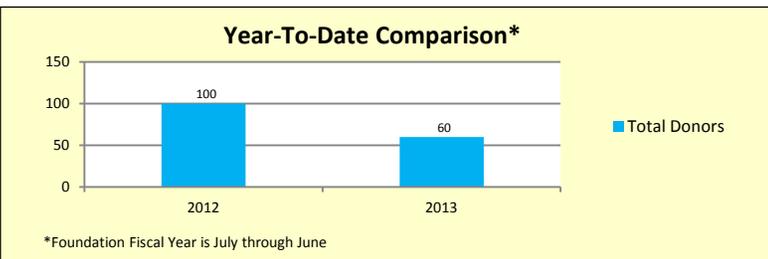
	July		
	2012	2013	% Change
Foundation Donors	100	60	-40.00%
New Foundation Donors	27	9	-66.67%
$ Raised by Foundation	$ 8,030	$ 4,349	-45.84%
$ Provided by Friends	$1,969	$0	-100.00%

BRANCH CLOSURES

2012
Snow Closures	1/17-1/23 (7 Days)
Bonney Lk	2/13-2/26 (13 Days)
Graham	3/21-4/5 (15 Days)
South Hill	4/9-5/6 (27 Days)
Tillicum	7/3-8/5 (33 Days)
Sumner	7/30-9/3 (35 Days)
Summit	9/17-9/30 (13 Days)
Steilacoom	10/17-11/14 (28 Days)
Bkmbl Ended	11/11
Key Center	11/14-12/31 (47 Days)

2013
Key Center	1/1-2/3 (34 Days)

Monthly Financial Reports – August 2013

This report does not include August property tax and other revenues Pierce County Budget and Finance posts to the Pierce County Library System accounts. County data was not available as of the publication date of this report.

Pierce County Library System
Statement of Financial Position
August 31, 2013
All Funds

	General Fund	Debt Service Fund	Capital Improvement Projects Fund
Assets			
Current Assets - Cash			
Cash	$ 1,604,856	$ 1	$ 141,110
Investments	$ 5,900,000	$ 83,526	$ 1,960,000
Total Cash	**$ 7,504,856**	**$ 83,527**	**$ 2,101,110**
Total Current Assets	**$ 7,504,856**	**$ 83,527**	**$ 2,101,110**
Liabilities and Fund Balance			
Current Liabilities			
Warrants Payable	$ 54,049	$ -	$ 10,842
Sales Tax Payable	$ 2,076	$ -	$ -
Payroll Taxes and Benefits Payable	$ 95,641	$ -	$ -
Total Current Liabilities	**$ 151,766**	**$ -**	**$ 10,842**
Fund Balance			
Reserve for Encumbrances	$ 495,847	$ -	$ 376,693
Net Excess (Deficit)	$ (2,544,010)	$ 83	$ 942,522
Unreserved Fund Balance	$ 9,401,254	$ 83,444	$ 771,054
Total Fund Balance	**$ 7,353,090**	**$ 83,527**	**$ 2,090,269**
Total Liabilities and Fund Balance	**$ 7,504,856**	**$ 83,527**	**$ 2,101,110**
Anticipated Property Tax Revenue	**$ 12,069,099**	**$ 39**	$ -

Pierce County Library System
Comparative Statement of Financial Position
General Fund - Rolling Comparison
(as of the listed date of the reported month)

	HISTORICAL 8/31/2012	HISTORICAL 9/30/2012	HISTORICAL 10/31/2012	HISTORICAL 11/30/2012	HISTORICAL 12/31/2012	HISTORICAL 1/31/2013	HISTORICAL 2/28/2013	HISTORICAL 3/31/2013	HISTORICAL 4/30/2013	HISTORICAL 5/31/2013	HISTORICAL 6/30/2013	HISTORICAL 7/31/2013	CURRENT 8/31/2013
Assets													
Current Assets - Cash													
Cash	$ 1,724,696	$ 2,027,981	$ 10,666,037	$ 2,577,504	$ 10,858,588	$ 959,998	$ 1,261,690	$ 2,797,368	$ 8,648,366	$ 4,759,718	$ 1,697,396	$ 1,759,564	$ 1,604,856
Investments	$ 5,993,116	$ 4,200,000	$ 2,764,114	$ 11,123,000	$ -	$ 7,110,000	$ 5,300,000	$ 3,860,000	$ 3,323,000	$ 8,681,493	$ 9,800,000	$ 7,850,000	$ 5,900,000
Total Cash	$ 7,717,812	$ 6,227,981	$ 13,430,151	$ 13,700,504	$ 10,858,588	$ 8,069,998	$ 6,561,690	$ 6,657,368	$ 11,971,366	$ 13,441,211	$ 11,497,396	$ 9,609,564	$ 7,504,856
Total Current Assets	$ 7,717,812	$ 6,227,981	$ 13,430,151	$ 13,700,504	$ 10,858,588	$ 8,069,998	$ 6,561,690	$ 6,657,368	$ 11,971,366	$ 13,441,211	$ 11,497,396	$ 9,609,564	$ 7,504,856
Liabilities and Fund Balance													
Current Liabilities													
Warrants Payable	$ 372,015	$ 272,110	$ 306,737	$ 355,677	$ 1,190,010	$ 290,600	$ 309,158	$ 384,525	$ 182,186	$ 307,368	$ 201,001	$ 61,424	$ 54,049
Sales Tax Payable	$ 4,884	$ 4,927	$ 7,019	$ 4,142	$ 2,986	$ 3,869	$ 1,519	$ 2,496	$ 2,527	$ 2,361	$ 1,500	$ 1,861	$ 2,076
Payroll Taxes and Benefits Payable	$ 78,079	$ 76,507	$ 75,204	$ 76,155	$ 79,154	$ 59,580	$ 98,196	$ 114,830	$ 91,874	$ 99,447	$ 117,325	$ 118,009	$ 95,641
Total Current Liabilities	$ 454,978	$ 353,544	$ 388,959	$ 435,974	$ 1,272,150	$ 354,048	$ 408,872	$ 501,851	$ 276,587	$ 409,176	$ 319,826	$ 181,293	$ 151,766
Fund Balance													
Reserve for Encumbrances	$ 271,299	$ 248,074	$ 235,508	$ 223,152	$ -	$ 463,130	$ 465,957	$ 452,172	$ 474,946	$ 399,459	$ 483,361	$ 470,718	$ 495,847
Net Excess (Deficit)	$ (1,622,753)	$ (2,987,926)	$ 4,191,395	$ 4,427,089	$ 786,965	$ (1,991,920)	$ (3,492,470)	$ (3,461,979)	$ 2,054,493	$ 3,231,322	$ 1,292,956	$ (443,701)	$ (2,544,010)
Unreserved Fund Balance	$ 8,614,289	$ 8,614,289	$ 8,614,289	$ 8,614,289	$ 8,799,473	$ 9,244,740	$ 9,179,330	$ 9,165,324	$ 9,165,341	$ 9,401,254	$ 9,401,254	$ 9,401,254	$ 9,401,254
Total Fund Balance	$ 7,262,834	$ 5,874,437	$ 13,041,192	$ 13,264,529	$ 9,586,438	$ 7,715,950	$ 6,152,818	$ 6,155,517	$ 11,694,779	$ 13,032,035	$ 11,177,570	$ 9,428,271	$ 7,353,090
Total Liabilities and Fund Balance	$ 7,717,812	$ 6,227,981	$ 13,430,151	$ 13,700,504	$ 10,858,588	$ 8,069,998	$ 6,561,690	$ 6,657,368	$ 11,971,366	$ 13,441,211	$ 11,497,396	$ 9,609,564	$ 7,504,856
Anticipated Property Tax Revenue	$ 13,278,800	$ 12,847,984	$ 3,712,600	$ 1,537,464	$ 1,349,456	$ 24,973,702	$ 24,554,434	$ 22,817,140	$ 15,377,335	$ 15,377,335	$ 12,250,392	$ 12,069,099	$ 12,069,099

PIERCE COUNTY LIBRARY SYSTEM
Statement of Revenue and Expenditures
Year to Date through August 31, 2013
no pre-encumbrances

General Fund

	2013 Budget	Year To Date	Encumbrances	Budget Balance	% of Budget
Revenue					
Property Tax/Investment Income & Other PC Revenue $	24,614,170	$ 13,027,492	$ -	$ 11,586,678	53%
Other Revenue $	932,400	$ 655,270	$ -	$ 277,130	70%
Total Revenue $	**25,546,570**	**$ 13,682,762**	**$ -**	**$ 11,863,808**	**54%**
Expenditures					
Personnel/Taxes and Benefits $	18,285,836.00	$ 12,074,360	$ 1,166	$ 6,210,310	66%
Materials $	3,304,075	$ 1,823,839	$ -	$ 1,480,236	55%
Maintenance and Operations $	3,460,970	$ 1,832,727	$ 494,681	$ 1,133,562	67%
Transfers Out $	495,689	$ -	$ -	$ 495,689	0%
Total Expenditures $	**25,546,570**	**$ 15,730,926**	**$ 495,847**	**$ 9,319,798**	**64%**
Excess/(Deficit)		$ (2,048,164)			
(less encumbrances)		(495,847)			
Net Excess (Deficit)		**$ (2,544,010.35)**			

Debt Service Fund

	2013 Budget	Year To Date	Encumbrances	Budget Balance	% of Budget
Revenue					
Property Tax/Investment Income & Other PC Revenue $	-	$ 83	$ -	$ (83)	0%
Other Revenue $	-	$ -	$ -	$ -	0%
Total Revenue $	**-**	**$ 83**	**$ -**	**$ (83)**	**0%**
Expenditures $	-	$ -	$ -	$ -	0%
Excess/(Deficit)		**$ 83**			

Capital Improvement Projects Fund

	2013 Budget	Year To Date	Encumbrances	Budget Balance	% of Budget
Revenue					
Use of Fund Balance $	1,793,411	$ 1,793,411	$ -	$ -	100%
Other Revenue $	-	$ 98,274	$ -	$ (98,274)	0%
Transfers In $	495,689	$ -	$ -	$ 495,689	0%
Total Revenue $	**2,289,100**	**$ 1,891,685**	**$ -**	**$ 397,415**	**83%**
Expenditures					
Maintenance and Operations $	2,289,100	$ 572,470	$ 376,693	$ 1,339,937	41%
Total Expenditures $	**2,289,100**	**$ 572,470**	**$ 376,693**	**$ 1,339,937**	**41%**
Excess/(Deficit)		$ 1,319,215			
(less encumbrances)		(376,693)			
Net Excess (Deficit)		**$ 942,522**			

Pierce County Library System

Information & Imagination

CUMULATIVE GENERAL FUND REVENUE AND EXPENDITURE
Including Cash Flow Projection
2013

Legend:
- ENDING CASH BALANCE
- CUMULATIVE REVENUE
- CUMULATIVE EXPENDITURES
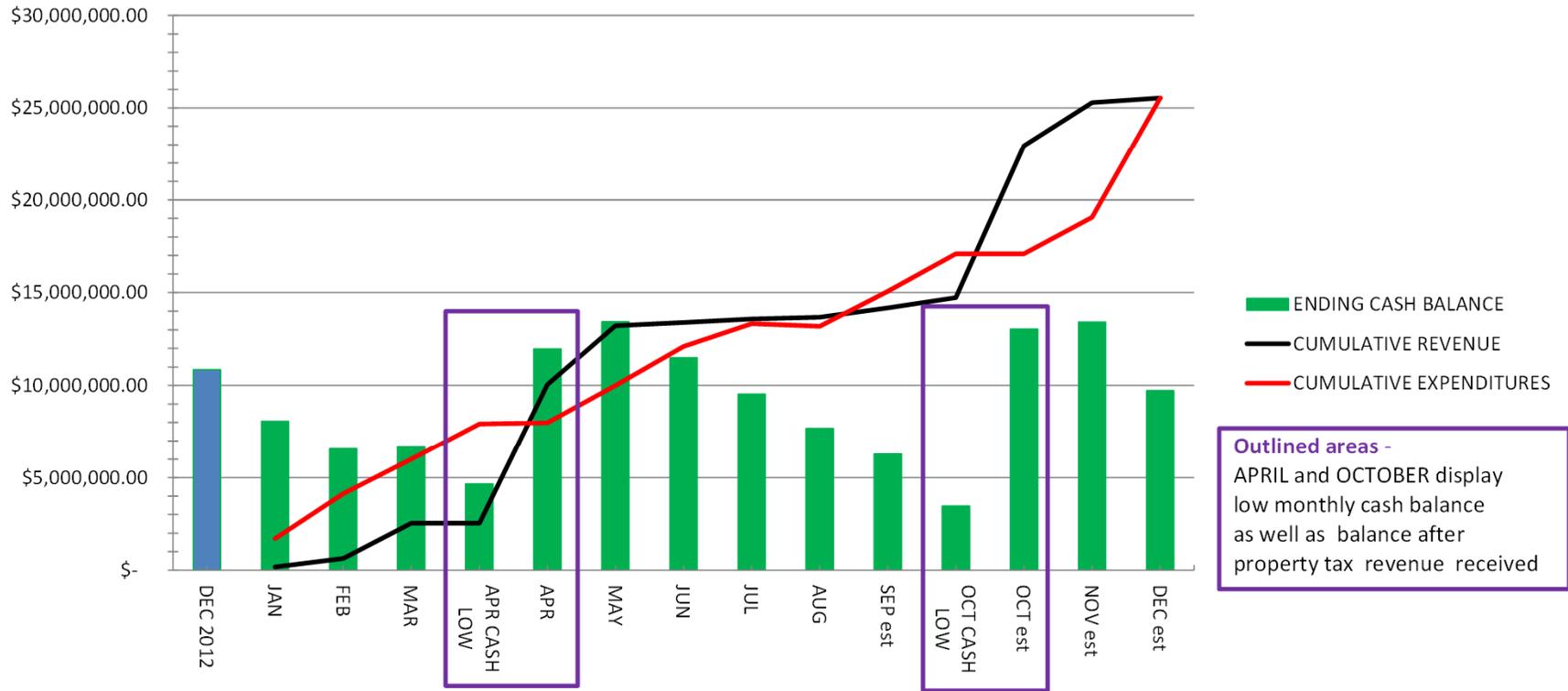
Outlined areas -
APRIL and OCTOBER display
low monthly cash balance
as well as balance after
property tax revenue received
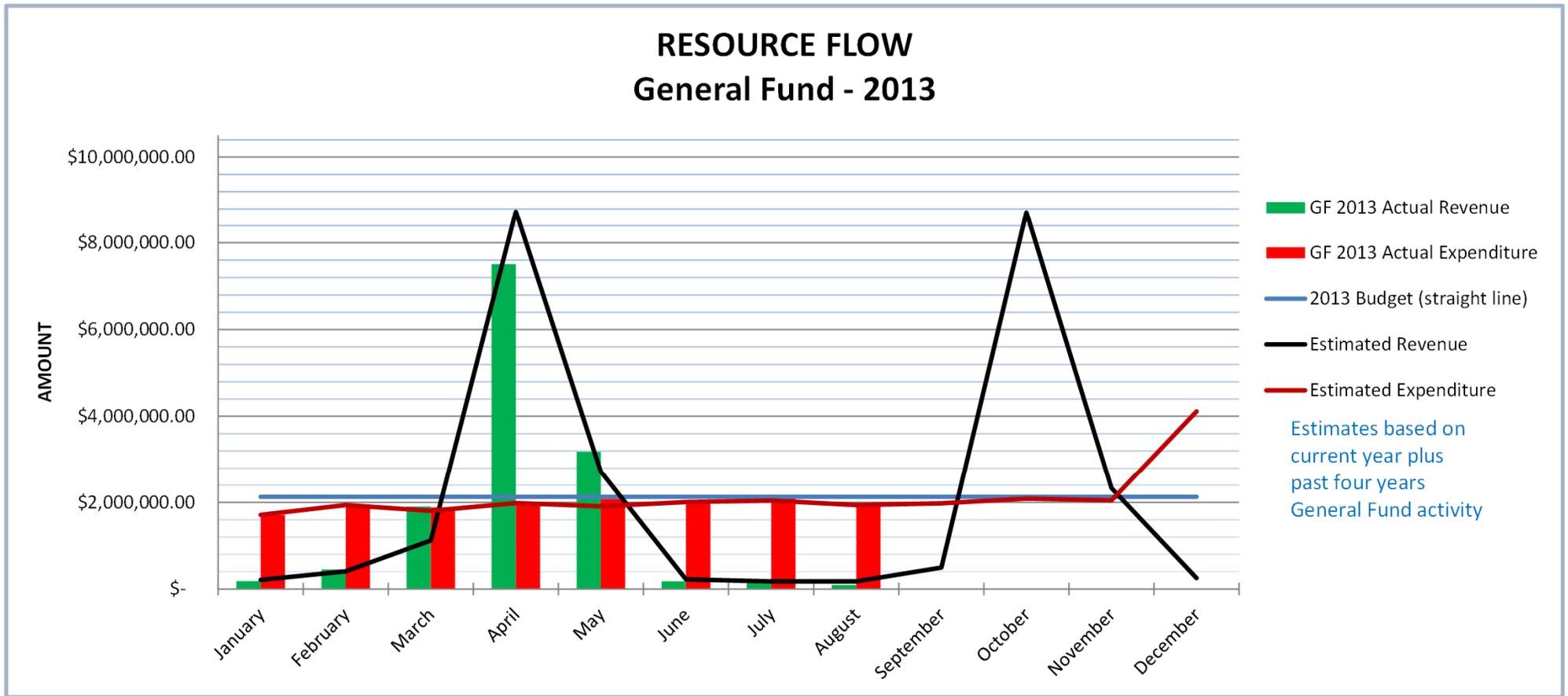
Pierce County
Library System
Information & Imagination

RESOURCE FLOW
General Fund - 2013

Legend:
- GF 2013 Actual Revenue
- GF 2013 Actual Expenditure
- 2013 Budget (straight line)
- Estimated Revenue
- Estimated Expenditure

Estimates based on current year plus past four years General Fund activity

prepared by Dale E. Hough, Finance Manager   *Unaudited Statement*   *9/3/2013*

Printed on: 09/03/2013

Pierce County Library System
Board Report - Budget to Actual by Object
Report as of: 8/31/2013

Page 1 of 5

FUND: GENERAL FUND (01)

Object	2013 Budget	August Actual	Year-To-Date Actual	Encumbrances	Balance	Expend %
REVENUE ACCOUNTS						
29150 USE OF FUND BALANCE-BUDGET	762,126.00	0.00	0.00	0.00	762,126.00	0.0
31111 PROPERTY TAXES CURRENT	22,831,773.00	0.00	12,335,904.10	0.00	10,495,868.90	54.0
31112 PROPERTY TAXES DELINQUENT	913,271.00	0.00	628,590.44	0.00	284,680.56	68.8
31130 SALE OF TAX TITLE PROPERTY	3,000.00	0.00	0.00	0.00	3,000.00	0.0
31210 PRIVATE HARVEST TAX	70,000.00	0.00	34,360.11	0.00	35,639.89	49.1
31720 LEASEHOLD EXCISE TAX	20,000.00	0.00	19,266.31	0.00	733.69	96.3
TAXES:	**24,600,170.00**	**0.00**	**13,018,120.96**	**0.00**	**11,582,049.04**	**52.9**
33533 STATE FOREST FUNDS	4,000.00	0.00	1,865.53	0.00	2,134.47	46.6
33872 CONTRACTS FEES - CITIES	3,400.00	810.00	2,430.00	0.00	970.00	71.5
33890 GOVERMENTAL GRANTS	0.00	0.00	5,375.33	0.00	(5,375.33)	0.0
34160 COPIER FEES	28,000.00	2,869.57	19,294.66	0.00	8,705.34	68.9
34161 GRAPHICS SERVICES CHARGES	4,400.00	162.80	4,820.35	0.00	(420.35)	109.6
34162 PRINTER FEES	70,000.00	7,724.87	49,967.24	0.00	20,032.76	71.4
34730 INTERLIBRARY LOAN FEES	0.00	0.00	143.87	0.00	(143.87)	0.0
35970 LIBRARY FINES	580,000.00	52,873.02	395,000.11	0.00	184,999.89	68.1
36110 INVESTMENT INCOME	10,000.00	0.00	7,386.42	0.00	2,613.58	73.9
36111 INTEREST - STATE FOREST FUND	0.00	0.00	0.47	0.00	(0.47)	0.0
36190 OTHER INTEREST EARNINGS	0.00	0.48	4.57	0.00	(4.57)	0.0
36200 KEY PEN HLTH DEPT FACILITY REV	0.00	0.00	419.12	0.00	(419.12)	0.0
36700 FOUNDATION DONATIONS	150,000.00	0.00	50,882.00	0.00	99,118.00	33.9
36710 FRIENDS' DONATIONS	0.00	2,400.00	2,762.11	0.00	(2,762.11)	0.0
36720 FRIENDS' REIMBURSEMENTS	12,000.00	0.00	11,510.58	0.00	489.42	95.9
36725 DONATIONS - OTHER	1,000.00	42.66	2,626.35	0.00	(1,626.35)	262.6
36910 SALE OF SCRAP AND SALVAGE	0.00	150.00	151.00	0.00	(151.00)	0.0
36920 BOOK SALE REVENUE	6,000.00	8.00	3,191.61	0.00	2,808.39	53.2
36990 MISCELLANEOUS REVENUE	30,000.00	8,197.74	38,501.53	0.00	(8,501.53)	128.3
36991 PAYMENT FOR LOST MATERIALS	17,000.00	1,015.33	11,009.65	0.00	5,990.35	64.8
36994 UNCLAIMED PROPERTY	0.00	851.20	946.82	0.00	(946.82)	0.0
36995 COLLECTION AGENCY REVENUE	0.00	92.00	553.98	0.00	(553.98)	0.0
36996 JURY DUTY REIMBURSEMENT	0.00	40.00	230.00	0.00	(230.00)	0.0
36997 PRIOR YEAR'S REFUNDS	1,600.00	683.23	2,265.73	0.00	(665.73)	141.6
36998 E RATE REIMBURSEMENT	6,000.00	0.00	12,936.29	0.00	(6,936.29)	215.6
36999 REBATES - PROCUREMENT CARD	19,500.00	5,237.26	21,820.86	0.00	(2,320.86)	111.9
CHARGES OTHER:	**942,900.00**	**83,158.16**	**646,096.18**	**0.00**	**296,803.82**	**68.5**
39510 SALE OF FIXED ASSETS	0.00	15,000.00	15,118.35	0.00	(15,118.35)	0.0
39520 INSURANCE RECOVERIES - CAPITAL ASSE	3,500.00	0.00	3,426.32	0.00	73.68	97.9
TOTAL FOR REVENUE ACCOUNTS	**25,546,570.00**	**98,158.16**	**13,682,761.81**	**0.00**	**11,863,808.19**	**53.6**
EXPENSE ACCOUNTS						
51100 SALARIES AND WAGES	13,310,332.00	1,128,290.26	8,681,338.18	0.00	4,628,993.82	65.2
51105 ADDITIONAL HOURS	240,200.00	26,390.14	173,523.92	0.00	66,676.08	72.2
51106 SHIFT DIFFERENTIAL	147,872.00	10,529.69	88,506.46	0.00	59,365.54	59.9
51107 SUBSTITUTE HOURS	316,350.00	27,879.12	191,831.71	0.00	124,518.29	60.6
51109 TUITION ASSISTANCE PROGRAM	3,000.00	0.00	1,410.35	0.00	1,589.65	47.0
51200 OVERTIME WAGES	7,100.00	452.94	3,093.76	0.00	4,006.24	43.6
51999 ADJ WAGE/SALARY TO MATCH PLAN	(259,227.00)	0.00	0.00	0.00	(259,227.00)	0.0
52001 INDUSTRIAL INSURANCE	165,787.00	14,284.55	109,577.95	0.00	56,209.05	66.1

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FUND: GENERAL FUND (01)

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EXPENSE ACCOUNTS						
52002 MEDICAL INSURANCE	2,077,991.00	147,959.85	1,332,488.76	1,166.10	744,336.14	64.2
52003 F.I.C.A.	1,085,861.00	90,126.75	687,891.01	0.00	397,969.99	63.3
52004 RETIREMENT	994,557.00	101,766.67	640,902.96	0.00	353,654.04	64.4
52005 DENTAL INSURANCE	217,822.00	16,740.12	135,230.13	0.00	82,591.87	62.1
52006 OTHER BENEFIT	10,620.00	640.00	5,960.00	0.00	4,660.00	56.1
52010 LIFE AND DISABILITY INSURANCE	24,185.00	1,855.86	15,727.31	0.00	8,457.69	65.0
52020 UNEMPLOYMENT COMPENSATION	20,000.00	0.00	6,877.30	0.00	13,122.70	34.4
52200 UNIFORMS	1,300.00	0.00	0.00	0.00	1,300.00	0.0
52999 ADJ BENEFITS TO MATCH PLAN	(77,914.00)	0.00	0.00	0.00	(77,914.00)	0.0
PERSONNEL	**18,285,836.00**	**1,566,915.95**	**12,074,359.80**	**1,166.10**	**6,210,310.10**	**66.0**
53100 OFFICE/OPERATING SUPPLIES	158,300.00	3,376.07	105,134.94	26,906.12	26,258.94	83.4
53101 CUSTODIAL SUPPLIES	56,100.00	5,821.86	40,345.99	0.00	15,754.01	71.9
53102 MAINTENANCE SUPPLIES	60,200.00	4,414.22	39,405.17	0.00	20,794.83	65.5
53103 AUDIOVISUAL PROCESSING SUP	30,000.00	0.00	19,438.09	9,742.86	819.05	97.3
53104 BOOK PROCESSING SUPPLIES	25,000.00	0.00	13,159.61	0.00	11,840.39	52.6
53200 FUEL	58,000.00	-49.45	27,109.71	0.00	30,890.29	46.7
53401 ADULT MATERIALS	847,684.00	25,919.03	477,138.87	0.00	370,545.13	56.3
53402 SERIALS	0.00	1,129.08	1,369.18	0.00	(1,369.18)	0.0
53403 PERIODICALS	80,000.00	749.56	70,012.14	0.00	9,987.86	87.5
53405 JUVENILE BOOKS	496,458.00	20,677.54	253,725.56	0.00	242,732.44	51.1
53406 PROFESSIONAL COLLECTION	20,000.00	261.57	15,684.86	0.00	4,315.14	78.4
53407 INTERNATIONAL COLLECTION	76,000.00	119.96	39,011.37	0.00	36,988.63	51.3
53408 AUDIOVISUAL MATERIALS - ADULT	816,000.00	101,967.49	586,856.85	0.00	229,143.15	71.9
53409 AUDIOVISUAL MATERIALS - JUV	102,040.00	7,642.64	50,428.53	0.00	51,611.47	49.4
53411 ELECTRONIC INFO SOURCES	170,355.00	0.00	8,899.26	0.00	161,455.74	5.2
53412 REFERENCE SERIALS	36,414.00	0.00	7,820.57	0.00	28,593.43	21.5
53413 ELECTRONIC SERVICES	244,124.00	0.00	26,665.34	0.00	217,458.66	10.9
53414 ELECTRONIC COLLECTION	255,000.00	14,515.07	173,680.46	0.00	81,319.54	68.1
53464 VENDOR PROCESSING SERVICES	153,000.00	16,414.86	107,050.25	0.00	45,949.75	70.0
53490 COLLECTION PROJECTS	6,000.00	0.00	5,155.64	0.00	844.36	85.9
53499 GIFTS - MATERIALS	1,000.00	0.00	339.68	0.00	660.32	34.0
53500 MINOR EQUIPMENT	8,300.00	0.00	2,027.07	12.93	6,260.00	24.6
53501 FURNISHINGS	60,000.00	6,577.73	22,004.84	8,835.20	29,159.96	51.4
53502 IT HARDWARE	296,200.00	28,909.99	119,192.11	0.00	177,007.89	40.2
53503 PRINTERS	20,000.00	0.00	6,380.55	183.54	13,435.91	32.8
53505 SOFTWARE	33,500.00	1,320.72	17,644.78	3,282.00	12,573.22	62.5
54100 PROFESSIONAL SERVICES	362,450.00	45,511.55	198,314.63	98,026.64	66,108.73	81.8
54101 LEGAL SERVICES	105,000.00	0.00	57,554.60	0.00	47,445.40	54.8
54102 COLLECTION AGENCY	30,000.00	1,872.71	13,754.62	0.00	16,245.38	45.8
54161 RESOURCE SHARING SERVICES	25,000.00	5.00	9,531.63	0.00	15,468.37	38.1
54162 BIBLIOGRAPHICS SERVICES	40,000.00	0.00	13,487.97	0.00	26,512.03	33.7
54163 PRINTING AND BINDING	2,000.00	0.00	820.67	0.00	1,179.33	41.0
54165 ILL LOST ITEM CHARGE	3,000.00	86.50	1,116.78	0.00	1,883.22	37.2
54200 POSTAGE	42,000.00	0.00	33,924.49	0.00	8,075.51	80.8
54201 TELEPHONE/DATA LINES	161,300.00	394.26	78,288.90	0.00	83,011.10	48.5
54300 TRAVEL	29,140.00	1,152.86	13,169.23	0.00	15,970.77	45.2
54301 MILEAGE REIMBURSEMENTS	31,050.00	2,340.45	21,348.26	0.00	9,701.74	68.8

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FUND: GENERAL FUND (01)

Object	2013 Budget	August Actual	Year-To-Date Actual	Encumbrances	Balance	Expend %
EXPENSE ACCOUNTS						
54400 ADVERTISING	28,920.00	0.00	6,495.95	12,000.00	10,424.05	64.0
54501 RENTALS/LEASES - BUILDINGS	197,000.00	33,535.32	109,785.93	72,199.51	15,014.56	92.4
54502 RENTAL/LEASE - EQUIPMENT	32,000.00	2,566.45	20,128.19	8,198.50	3,673.31	88.5
54600 INSURANCE	189,500.00	0.00	720.00	0.00	188,780.00	0.4
54700 ELECTRICITY	220,000.00	15,375.38	154,406.48	0.00	65,593.52	70.2
54701 NATURAL GAS	17,000.00	302.31	6,718.40	0.00	10,281.60	39.5
54702 WATER	20,200.00	861.55	17,473.25	0.00	2,726.75	86.5
54703 SEWER	21,700.00	380.44	16,963.26	0.00	4,736.74	78.2
54704 REFUSE	22,500.00	262.49	15,186.41	0.00	7,313.59	67.5
54800 GENERAL REPAIRS/MAINTENANCE	204,300.00	21,638.14	129,943.95	41,823.64	32,532.41	84.1
54801 CONTRACTED MAINTENANCE	703,800.00	15,772.85	405,366.64	202,817.37	95,615.99	86.4
54803 MAINT. TELECOM EQUIPMENT	30,200.00	0.00	21,214.45	3,981.19	5,004.36	83.4
54805 VEHICLE REPAIR - MAJOR	0.00	0.00	8,406.65	0.00	(8,406.65)	0.0
54900 REGISTRATIONS	21,700.00	2,661.50	17,427.90	1,699.00	2,573.10	88.1
54901 DUES AND MEMBERSHIPS	31,320.00	80.00	4,450.00	543.00	26,327.00	15.9
54902 TAXES AND ASSESSMENTS	30,500.00	14.35	13,925.49	0.00	16,574.51	45.7
54903 LICENSES AND FEES	37,750.00	3,039.47	21,044.98	49.00	16,656.02	55.9
54904 MISCELLANEOUS	1,040.00	0.00	118.44	0.00	921.56	11.4
54905 EVENT REGISTRATION	0.00	0.00	1,151.15	0.00	(1,151.15)	0.0
54906 INTERNAL TRAINING	0.00	0.00	0.00	4,380.00	(4,380.00)	0.0
55100 INTERGOVERMENTAL	15,000.00	0.00	0.00	0.00	15,000.00	0.0
56400 MACHINERY & EQUIPMENT	0.00	0.00	8,645.04	0.00	(8,645.04)	0.0
59700 TRANSFERS OUT	495,689.00	0.00	0.00	0.00	495,689.00	0.0
ALL OTHER EXPENSES	**7,260,734.00**	**381,943.66**	**3,656,565.76**	**494,680.50**	**3,109,487.74**	**57.2**
TOTAL FOR EXPENSE ACCOUNTS	**25,546,570.00**	**1,948,859.61**	**15,730,925.56**	**495,846.60**	**9,319,797.84**	**63.5**
NET SURPLUS / DEFICIT	**0.00**	**(1,850,701.45)**	**(2,048,163.75)**	**(495,846.60)**	**2,544,010.35**	**0.0**

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FUND: DEBT SERVICE FUND (20)

Object	2013 Budget	August Actual	Year-To-Date Actual	Encumbrances	Balance	Expend %
REVENUE ACCOUNTS						
31112 PROPERTY TAXES DELINQUENT	0.00	0.00	0.13	0.00	(0.13)	0.0
TAXES:	**0.00**	**0.00**	**0.13**	**0.00**	**(0.13)**	**0.0**
36110 INVESTMENT INCOME	0.00	0.00	82.62	0.00	(82.62)	0.0
CHARGES OTHER:	**0.00**	**0.00**	**82.62**	**0.00**	**(82.62)**	**0.0**
TOTAL FOR REVENUE ACCOUNTS	**0.00**	**0.00**	**82.75**	**0.00**	**(82.75)**	**0.0**
NET SURPLUS / DEFICIT	**0.00**	**0.00**	**82.75**	**0.00**	**(82.75)**	**0.0**

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FUND: CAPITAL IMPROVEMENT PROJECTS FUND (30)

Object	2013 Budget	August Actual	Year-To-Date Actual	Encumbrances	Balance	Expend %
REVENUE ACCOUNTS						
29150 USE OF FUND BALANCE-BUDGET	1,793,411.00	0.00	1,793,411.00	0.00	0.00	100.0
36110 INVESTMENT INCOME	0.00	0.00	1,373.94	0.00	(1,373.94)	0.0
36700 FOUNDATION DONATIONS	0.00	0.00	96,900.26	0.00	(96,900.26)	0.0
CHARGES OTHER:	**1,793,411.00**	**0**	**1,891,685.20**	**0.00**	**(98,274.20)**	**105.5**
39700 TRANSFERS IN	495,689.00	0.00	0.00	0.00	495,689.00	0.0
TOTAL FOR REVENUE ACCOUNTS	**2,289,100.00**	**0.00**	**1,891,685.20**	**0.00**	**397,414.80**	**82.6**
EXPENSE ACCOUNTS						
53100 OFFICE/OPERATING SUPPLIES	0.00	0.00	679.75	0.00	(679.75)	0.0
53102 MAINTENANCE SUPPLIES	0.00	0.00	397.28	0.00	(397.28)	0.0
53500 MINOR EQUIPMENT	2,500.00	0.00	3,952.57	0.00	(1,452.57)	158.1
53501 FURNISHINGS	0.00	0.00	30,426.98	1,859.80	(32,286.78)	0.0
53502 PC HARDWARE	0.00	0.00	20,303.68	0.00	(20,303.68)	0.0
53505 SOFTWARE	14,000.00	0.00	0.00	0.00	14,000.00	0.0
54100 PROFESSIONAL SERVICES	161,900.00	8,215.60	96,392.75	52,420.64	13,086.61	91.9
54101 LEGAL SERVICES	0.00	0.00	1,110.00	0.00	(1,110.00)	0.0
54800 GENERAL REPAIRS/MAINTENANCE	10,000.00	0.00	745.01	0.00	9,254.99	7.5
54912 CONTINGENCY/RESERVE	67,000.00	0.00	0.00	0.00	67,000.00	0.0
56200 BUILDINGS & BLDG IMPROVEMENTS	510,000.00	52.74	87,065.51	282,520.76	140,413.73	72.5
56201 CONSTRUCTION	227,600.00	0.00	112,227.18	12,935.46	102,437.36	55.0
56202 ELECTRICAL	17,100.00	2,196.05	45,560.89	0.00	(28,460.89)	266.4
56203 FLOORING	0.00	0.00	24,350.15	0.00	(24,350.15)	0.0
56204 PAINTING AND WALL TREATMENTS	3,000.00	0.00	0.00	0.00	3,000.00	0.0
56400 MACHINERY & EQUIPMENT	66,000.00	0.00	48,993.15	0.00	17,006.85	74.2
56401 VEHICLES	160,000.00	72,149.76	72,149.76	0.00	87,850.24	45.1
56402 HVAC	1,050,000.00	0.00	28,115.80	26,956.16	994,928.04	5.2
TOTAL FOR EXPENSE ACCOUNTS	**2,289,100.00**	**82,614.15**	**572,470.46**	**376,692.82**	**1,339,936.72**	**41.5**
NET SURPLUS / DEFICIT	**0.00**	**(82,614.15)**	**1,319,214.74**	**(376,692.82)**	**(942,521.92)**	**0.0**

Date: August 14, 2012

To: Linda Ishem and members of the Board of Trustees

From: Mary Getchell, Marketing & Community Relations Director

Subject: Library Card Drive 2013

October 1, Pierce County Library System launches its seventh annual library card drive to increase public awareness and knowledge of library services and promote the use of the Library's offerings. This year our team of Lynne Hoffman, Judy Nelson, Jami Schwarzwalder, Cheri Star, and the full Marketing & Community Relations Department will focus in four primary areas to reach target audiences and encourage people to GET THE CARD!

Communicate with People Where They Live: develop and send a direct mail to a selected target demographic in the Library's service area, based upon high density population and low card holder numbers. The mailing includes a library card recipients may activate by bringing the card to a Pierce County Library. In addition, we ascertained leading common characteristics of people in our service area to further define and focus the direct mail messages, design, and areas for the mailing.

Library Card Liaisons: rally staff and conduct guerrilla marketing in communities.

Students: to promote the drive and issue cards to students, librarians will reach students directly in schools. Bethel School District and Franklin Pierce Schools are participating in a "Card in Every Student's Hand" campaign to issue cards to all students in the schools that do not already have library cards.

YouTube Videos with Local Celebrities: to promote the card drive, Lynne and I coordinated with local celebrities to create videos. The video includes local celebrities such as athletes, elected officials, military personnel, and other dignitaries. Thank you to Liz Randall, an intern with the Virtual Services Team and a Senior Branch Librarian, for a great job editing the videos. Judy facilitated getting a video(s) of authors. The videos will run on the Library's YouTube channel. Lynne, Mary, and Kit Thompson will ask the featured participants to share links to the videos on their social media channels.

The Marketing & Community Relations Department will produce a variety of marketing tools: reader board messages; banners on the exteriors of library buildings; listserv messages; social media including Twitter, Facebook, and Craigslist; Web ad and pages; collateral products; thermometer displays in libraries and online; and paid and earned media.

Pierce County Library System's 2013 Library Card Drive Communications Plan
August 13, 2013

Introduction

Pierce County Library System is conducting its seventh annual library card drive to increase public awareness and knowledge of library services and promote the use of the Library's offerings. The Library will conduct an intensive one-month drive to increase awareness and welcome and grow card holders, which will ultimately be library customers.

The 2013 Library Card Drive Team includes Lynne Hoffman, Judy Nelson, Jami Schwarzwalder, Cheri Star, and Mary Getchell.

Goals

1. Advance public awareness, knowledge, and interest in Pierce County Library's services.
2. During the one-month drive, add 7,500 card holders.
3. Encourage and bolster residents' use of library services.

Audiences

Target audiences

- Families with preschool and school age children
- 'Tweens and teens
- People in high density population areas, with low card numbers

Other key audiences

- Media
- Residents of Pierce County
- Community leaders

Partners

- Pierce County Library Foundation
- Friends organizations

Community Partners

- Local governments in service area
- School districts in service area
- The News Tribune, media sponsor

<u>Key Messages</u>

(Third person—media communications; will change to second person with direct communications.)

1. GET THE CARD!

2. Get a free Pierce County Library System card today!

3. During October, help grow the number of people with Pierce County Library cards. The Library's goal is to welcome 7,500 new card holders during the month of October.

4. During the Library's sixth card drive in October 2012, a record 10,555 people got cards. The number is significant. In a typical month approximately 4,000 people get cards.

5. At the end of 2012, 251,034 people had Pierce County Library cards. As of June 30, 2013, 245,901 people were active Pierce County Library card holders, which is 44% of the estimated 558,445 people living in the Library's service area.

6. A Pierce County Library card brings the world of information and imagination to all people in the community.

7. A Pierce County Library card gives free access to:

   - One million books, movies and more.

   - Online help in real-time from professional tutors and coaches for help with homework and getting jobs.

   - E-books, audiobooks and songs to download. Download e-books for free to iPad, Kindle or other readers. Download audiobooks for road trips or to escape traffic nightmares.

   - Computer access for up to 48 hours in advance and for 2 hours of use. (Without a card, a one-time visitor's pass to use a computer up to 30 minutes.)

   - Credible, reliable information from online e-sources of subscription magazines and databases such as Consumer Reports, Morningstar Investment Research Center and Chilton car repair. Free home access to e-sources would cost an individual thousands of dollars to access these on their own without their library card.

   - Museum passes to Museum of Glass, Tacoma Art Museum and Washington State History Museum.

8. Get a card at any of 18 libraries and enter to win an e-reader, a gift from Pierce County Library Foundation.

9. If a person already has a card, they can bring in a friend and sign them up for a card and the current card holder may enter the drawing, too!

10. People can also get a card online @ www.piercecountylibrary.org.

11. If a person hasn't used their card in two years, their card is no longer active, so get a new card now.

12. People who live in or own property in unincorporated Pierce County, or any of the 15 cities or towns the Library serves: Bonney Lake, Buckley, DuPont, Eatonville, Edgewood, Fife, Gig Harbor, Lakewood, Milton, Orting, South Prairie, Steilacoom, Sumner, University Place, and Wilkeson, as well as people who live on a military base, tribal land or national park in the county, can get a free card.

13. Through borrowing agreements with nearby libraries, residents in Puyallup, Roy and Tacoma may also get a free card.

14. Cards for all ages—babies to adults.

Slogan

GET THE CARD!

Strategy

Communicate with People Where They Live

Direct mail: Develop and send a direct mail to a selected target demographic in the Library's service area, based upon high density population and low card holder numbers. Mailing includes a library card to activate by bringing the card to a Pierce County Library. A demographic software Community Connects should provide information to customize the mailing to interests of the residents.

Library Card Liaisons

Judy Nelson and Cheri Star will work with staff which Site Location Supervisors have identified as Library Card Liaisons. The liaisons will be advocates for the drive. Individually the libraries will determine how best to promote the drive and the Library, as well as issue cards during the one-month drive. Site Location Supervisors may access information from Community Connects to customize their card drive activities.

Liaisons will rally staff.

Liaisons will request reader board space from community organizations and guerrilla market the card drive by taking posters and bookmarks to local businesses and organizations, as well as conduct other unique and interesting marketing.

Students

To promote the drive and issue cards to students, Judy Nelson will work with Youth Services Librarians to reach students directly in schools. Bethel School District and Franklin Pierce Schools are participating in a "Card in Every Student's Hand" campaign to issue cards to all students in the schools that do not already have library cards. With the communications directors from both schools, Mary Getchell revised a letter and flyer to announce the partnership and direct card issuance. The school districts plan to distribute the letter and flyer to the parents/guardians of every student, as part of the students' school enrollment packets.

YouTube Videos with Local Celebrities

To promote the card drive, Lynne Hoffman and Mary coordinated with local celebrities to create videos. The video includes local celebrities such as athletes, elected officials, military personnel, and other dignitaries. Judy facilitated getting a video(s) of authors. The videos will run on the Library's YouTube channel. Lynne, Mary, and Kit Thompson will ask the featured participants to share links to the videos on their social media channels.

Tactics and Activities

Project	Lead Staff	Target Date	
Produce a YouTube video with local celebrities, such as athletes, elected officials, military personnel, authors, and other dignitaries, to promote the drive.	Mary/Lynne/Judy/Kit	Acquire Celebrities: Judy/Lynne/Mary	March 31
		Take or Get Videos: Judy/Lynne/Mary	June 30
		Videos may be uploaded to their YouTube channel or directly to the Library's YouTube or Vimeo accounts, with individuals sending an email to their contact Judy, Lynne, or Mary, that the post has been made. Judy, Lynne, or Mary can also arrange to make the video recording directly of the individuals.	
		Get signed image permission form.	
		Acquire video editor/producer to create/edit video Mary	June 30
		Edit/produce video Video editor	August 31
		Promote YouTube Video, including w/celebrities Kit/Lynne	October
		Send links to video with thank you to celebrities Kit/Lynne	October
Create and maintain Staff Web Library Card Drive Page.	Kit	Kit—to build and maintain—August-November 2013	

Direct mailing to selected target demographic in the Library's service area. Mailing will include cards to activate. Make TAKE TO MAKE Active very large on card drive mailing.	Cassie/Troy/Mary/Carol	Work with mail house to determine number of households for mailing, given our budget—Cassie/Troy—August
		Work with Mike McKenney to review high density population area(s) and low card holder counts–Cassie—August
		Review and select direct mail area(s)—Mary—August
		Work with mail house to create custom mailing list to match selected target demographic–Cassie–August
		Develop direct mailing—Mary—August
		Design mailing, feature giveaway prominently—Carol/Troy—August
		Print mailing—Carol—August
		Communicate with Site Location Supervisors to communicate with staff that people will be bringing in cards to be activated during the drive—note geographic area of direct mailing. Communicate at Site Location Supervisor meeting, Staff Web Bulletin Board. Have Site Location Supervisors ensure staff ready and excited to activate cards and welcome new card holders—Judy—September
		Send mailing to mail house—Cassie—Mailing to Start Sept. 28
		Provide number of direct-mail related cards activated to Marketing & Community Relations Director–by November 4—Cassie

Card Drive Drawing	Carol/Cassie/Site Location Supervisors/Mary	Cassie purchase giveaway-August
		Carol–print drawing slips-English–September
		Carol–prepare drawing boxes for 18 libraries–September
		Cassie–distribute slips and boxes to libraries–September
		Site Location Sups–provide all completed slips to Cassie by Nov. 4
		Cassie–draw winner from entries
		Lynne H.–call winner of giveaway–by Nov. 5
		MCR Director—coordinate event w/Site Location Supervisor for pickup of giveaway and conduct any associated media/social media
Coordinate and conduct signups in schools. Take library display.	Judy/Linda E.	Coordinate—Spring Conduct—Third week of September-October
Letter and Flyer for Franklin Pierce Schools and Bethel School District: Card in Every Hand	Mary/Carol	August
Ask Site location supervisors for confirmation on liaisons.	Cassie	August

Email liaisons to ensure roles and opportunities on board. Then, continue to support and share ideas.	Mary--initial Cheri—follows w/ideas from the past, how you/others have done successful marketing.	August September

Request promotion on other organizations' electronic reader boards:
 	
    Lakewood Town Center-Cassie
    TapCo Credit Union-Cassie
    Central Pierce County Fire District-Cassie
 	
*Note: these organizations are based upon results with numerous contacts with organizations for the 2007-2011 library card drive. These are the organizations that confirmed promotion.
 	
Message:
 	
Get a Pierce County Library card!
	Cassie	Contact organizations—August
		
		Message runs—October

Request promotion on other organizations' reader boards Message: Get a Pierce County Library card!	Card Drive Liaisons	See list above that Cassie is approaching, to avoid dual-contacts Enlist Friends assistance to contact organizations—September Contact organizations—September Message runs—October
Buttons for branch staff—"GET THE CARD!" buttons	Cassie/Judy	Cassie-distribute buttons to staff—September Judy-coordinate distribution and wearing for all Branch Services staff—Late September
Banners	Cassie/Facilities	Cassie-submit work order to Facilities to install banners—July (taking down summer reading and installing card drive). Note: special banner for Key Center, coordinate w/Rosina Coordinate, as necessary w/city/towns and hang—Facilities—September
Rally staff—Encourage and advocate for staff to promote the card drive throughout October and ask all library visitors to GET THE CARD!	Liaisons	September

Track and report card drive progress. Include per location /Outreach/online info, as well as percentage comparison to 2012 drive.	Jill Henriksen-Kit	Provide to Kit card holder number, as of October 1, 2013, 12:01 a.m.—or whatever makes sense for start of drive—post to project page on staff web for card drive—Jill—Oct. 1.
		Provide weekly info for drive to Kit—Jill
		Post weekly info to project page and send to liaisons for thermometer updates, and post systemwide number to public web–Kit
		Provide final results to Kit—Jill—November 4.
		Post final numbers to project page staff web and send to liaisons and systemwide number to public web–Kit
Write news releases	Kit	Draft—September 10
		Issue—September 24
		Draft results—October 29
		Issue results—November 12
Social Media: post to twitter, Facebook, Craigslist	Kit-primary	Post info per key points in news release on Facebook/Craigslist—Kit--October
		Post tweets throughout October re: card drive and various elements of it—Kit—October
		Send launch and near-final message–Kit–October

Advertise in TNT—print and online, weeklies, Suburban Times	Mary/Carol Sheehan/Cassie	Write-Mary—August Design-Carol—August Place—Cassie—August Send to papers—Cassie—September Run—October
Web page— include testimonials	Kit	Update content per messages in communications plan—August Update pages—September Go live—September 24
Home page ad—all four ads promote aspects of drive	Mary/Lauren/Kit	Write—Mary--August Design—Lauren—August Post—Kit—September
Listserv messages	Kit	Write and distribute listserv message re: library card drive—encouraging every member of a home to get a library card—October 1 Second listserv–Oct. 23 Final results listserv–Nov. 12

Bookmark marketing piece—why get library card/benefits of library card/top 5 reasons to get the most wanted card in the county	Cassie/Mary/Carol/ Liaisons	Update content Mary—August Design-Carol--August; print-Early September Distribute to libraries--Cassie--Late September Guerrilla market bookmarks in community places--Library Card Drive Liaisons- - Late September
Posters—GET THE CARD! Feature giveaway prominently. Include three sizes: regular poster size, large standup size, and 5x7. 5x7—primarily distributed to liaisons for marketing.	Mary/Carol/Cassie/Card Drive Liaisons	Update content—Mary--August Design—Carol--August Print—Carol--Early September Distribute to libraries—Cassie–Late September W/bookmark, guerrilla market to community places— Card drive liaisons—Late September
Marketing display of all card choices	Carol	Design-August Print—Carol--Early September Distribute to libraries—Cassie–Late September

Thermometers	Carol/Cassie/Card Drive Liaisons	Print—Carol—July Distribute—Cassie—Late September Update Systemwide and location specific info on staff web weekly–Kit Update Systemwide and location specific info per weekly info from Kit--Card Drive Liaisons Update Systemwide info on Web page weekly—Kit
Mouse pad inserts for public computers	Mary/Carol/Cassie/Location Site Sups	Update language—Mary—August Design—Carol—August Distribute to libraries—Cassie—September Change out inserts in mouse pads—Location Site Sups—October 1
Checkout station ads	Mary/Lauren/Jill	Update language—Mary—August Design—Lauren—August Live—Jill—by October 1
Produce library cards	Cassie	July
Staffs e-mail signatures: GET THE CARDS! and hyperlink to library card Web page.	Steve H./Kit	Coordinate w/Steve—Kit—August Send all staff email—Kit—September

Evaluation

- Successfully implemented communications plan: developed and distributed marketing tools; developed partnerships with schools, community organizations.
- Added 7,500 card holders.
- 2% ROI from direct mailing; i.e. 2% of households that received direct mailing, activated cards.

August 15, 2013

Dear Parent(s)/Guardian(s):

Bethel School District and Pierce County Library System are excited to announce a new partnership that will greatly benefit your child(ren) at no cost. Research shows that students who read at home are more likely to perform strongly on tests of reading comprehension and writing. In addition, students who read are more likely to become lifelong readers and leaders.

This school year every student attending Bethel School District will get a free Pierce County Library card, which will give them free access to one million books, movies, e-books, and more. A Pierce County Library card is free. Students may choose from nearly 77,000 book titles written just for kids. Students can check out books, movies, audiobooks, and more for free at any Pierce County Library. They may also check out online e-books and audiobooks from their home computers or mobile devices. Also, with their library card students will have access to an incredibly important resource from their home computer or mobile devices, as well as on library computers: free Online Homework Help with live, real-time tutors every day to help with homework. Students may also access e-sources online 24/7, which will give them free subscription magazines, encyclopedias, and SAT and other test preparation help.

If your child(ren) either already has a Pierce County Library card or you have no objections to them getting a card, no action is required of you. If you do not want your child(ren) to receive a Pierce County Library card, please inform us no later than September 15, 2013. Please inform us by contacting Timra Knox at 253-683-6053 or tknox@bethelsd.org. Also, if you have any questions about this partnership, please contact Timra Knox.

We look forward to joining with you in this exciting new partnership. We know that reading is a critical part of achieving powerful learning that will prepare students for successful futures!

Sincerely,

Tom Seigel, Superintendent
Bethel School District

Neel Parikh, Executive Director
Pierce County Library System

"Library Card in Every Hand"

Providing Franklin Pierce Schools' students with Pierce County Library System's rich learning resources.

With a FREE Pierce County Library card your student will get the world of information and imagination:

- 18 Libraries + online library.

- 1 million books, movies and more.
    – Books, audiobooks, downloadable e-books and audiobooks check out for 3 weeks.
    – Movies check out for 7 days.
    – 15¢ charge/day if overdue.

- Online homework help in real-time from professional tutors. From your home or wherever you have Internet access—on your computer, phone or in the library—online professional tutors will work directly with your student and help them with homework.
    – K – 12.
    – Math, science, social studies, English, reading.
    – All tutors have been cleared with thorough background and reference checks, possess a four-year degree, and have prior teaching/tutoring experience. All tutors are U.S. based.
    – Offered every day, 1–10 p.m.
    – 24-hour writing lab where tutors review and assist students with their papers.
    – Available in English and Spanish.
    – piercecountylibrary.org search site: homework.

- E-books, audiobooks and songs to download. Download e-books for free to iPad, Kindle or other readers.

- Computer use for up to 2 hours every day in libraries.

- Museum passes to Museum of Glass, Tacoma Art Museum and Washington State History Museum.

Pierce County Library offers a broad range of print, online and audiovisual materials, which reflect the great diversity of interests and opinions in Pierce County communities.

Parents and legal guardians should help guide and participate in their children's use of the library.

Library records are confidential by state law and by library policy; parents or legal guardians may request a list of overdue items checked out by their child.

August 15, 2013

Dear Parent(s)/Guardian(s):

Franklin Pierce Schools and Pierce County Library System are excited to announce a continuing partnership that will greatly benefit your child(ren) at no cost. Research shows that students who read at home are more likely to perform strongly on tests of reading comprehension and writing. In addition, students who read are more likely to become lifelong readers and leaders.

As we provided during the 2012-13 school year, this school year every student attending Franklin Pierce Schools will get a free Pierce County Library card, which will give them free access to one million books, movies, e-books, and more. A Pierce County Library card is free. Students may choose from nearly 77,000 book titles written just for kids. Students can check out books, movies, audiobooks, and more for free at any Pierce County Library. They may also check out online e-books and audiobooks from their home computers or mobile devices. Also, with their library card students will have access to an incredibly important resource from their home computer or mobile devices, as well as on library computers: free Online Homework Help with live, real-time tutors every day to help with homework. Students may also access e-sources online 24/7, which will give them free subscription magazines, encyclopedias, and SAT and other test preparation help.

If your child(ren) either already has a Pierce County Library card or you have no objections to them getting a card, no action is required of you. If you do not want your child(ren) to receive a Pierce County Library card, please inform us no later than September 15, 2013. Please inform us by contacting Willie Painter, Public Information Officer for Franklin Pierce Schools, at 253-298-3087 or wpainter@fpschools.org. Also, if you have any questions about this partnership, please contact Willie Painter.

We look forward to joining with you in this exciting partnership. We know that reading is a critical part of achieving powerful learning that will prepare students for successful futures!

Sincerely,

Dr. Frank Hewins, Superintendent
Franklin Pierce Schools

Neel Parikh, Executive Director
Pierce County Library System

"Library Card in Every Hand"

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With a <u>FREE</u> Pierce County Library card your student will get the world of information and imagination:

- 18 Libraries + online library.

- 1 million books, movies and more.
  – Books, audiobooks, downloadable e-books and audiobooks check out for 3 weeks.
  – Movies check out for 7 days.
  – 15¢ charge/day if overdue.

- Online homework help in real-time from professional tutors. From your home or wherever you have Internet access—on your computer, phone or in the library—online professional tutors will work directly with your student and help them with homework.
  – K – 12.
  – Math, science, social studies, English, reading.
  – All tutors have been cleared with thorough background and reference checks, possess a four-year degree, and have prior teaching/tutoring experience. All tutors are U.S. based.
  – Offered every day, 1–10 p.m.
  – 24-hour writing lab where tutors review and assist students with their papers.
  – Available in English and Spanish.
  – piercecountylibrary.org search site: homework.

- E-books, audiobooks and songs to download. Download e-books for free to iPad, Kindle or other readers.

- Computer use for up to 2 hours every day in libraries.

- Museum passes to Museum of Glass, Tacoma Art Museum and Washington State History Museum.

Pierce County Library offers a broad range of print, online and audiovisual materials, which reflect the great diversity of interests and opinions in Pierce County communities.

Parents and legal guardians should help guide and participate in their children's use of the library.

Library records are confidential by state law and by library policy; parents or legal guardians may request a list of overdue items checked out by their child.

MEMO

Date: August 30, 2013

To: Linda Ishem and members of the Board of Trustees

From: Jaime Prothro, Customer Experience Manager

Subject: Steilacoom Library Landscaping Project

The exterior landscaping project at the Steilacoom Library is complete. The Friends of the Steilacoom Library (photographed below) worked with Facilities and the Customer Experience department to design the concept and provided funding of $9000.00 for its completion. The improvements provide a welcoming environment to customers who can now enjoy the space for Wi-Fi access, conversations, and outdoor reading. The work, which features a paver patio, overhead awning, and new seating, has received positive feedback from the community.

Provided below are before and after photographs.

M E M O

Pierce County Library System
Information & Imagination

Date: August 30, 2013

To: Chair Linda Ishem and members of the Board of Trustees

From: Jennifer Patterson, Customer Experience Manager

Subject: Fife Crosswalk

The opening of the Fife Pierce County Library in December of 2011 was met with great excitement and anticipation. The residents of the apartment complex across the street from the library on 20th St. E. became frequent library customers, including children of all ages. To safely cross the street to get to the library, residents of the apartment complex would have to walk several blocks east to 70th Ave E. and cross at the light. Unfortunately, the majority of the residents would instead walk directly from the apartments across 20th St. E. to the library, crossing this busy street without a crosswalk or traffic light. When traffic was backed up eastbound in front of the library due to the traffic light at 70th Ave E., children would frequently step out from between two stopped cars and into the path of vehicles traveling westbound at speeds in excess of 35 mph. The squeal of brakes was often heard and staff feared that an accident would occur.

Fife Police officers had the opportunity to observe first-hand the danger that library customers were in when crossing the street, especially after dark. Several officers commented that a crosswalk was needed. In the spring of 2013, the City of Fife purchased the land west of the library and immediately began the installation process for a new crosswalk with flashing lights, reduced speed of 25 mph, and bright distinctive signage just to the west of the entry to the library parking lot. The impact once this installation was complete was immediate. The new crosswalk has afforded a safer designated crossing and has reduced the likelihood of accidents.

The Library is appreciative of the City of Fife's response and willingness to install this safety feature on one of the main arterials.

3005 112th St. E. * Tacoma, WA 98446-2215 * 253-548-3300 * FAX 253-537-4600
piercecountylibrary.org

MEMO

Date: August 30, 2013

To: Linda Ishem and members of the Board of Trustees

From: Jaime Prothro, Customer Experience Manager

Subject: Lakewood 50th Anniversary

Lakewood Pierce County Library turned 50 on August 4, 2013! To celebrate years of serving the community from this location, Pierce County Library System and FRIENDS of Lakewood Library hosted a free community celebration August 4-17.

The Library System invited residents to share their library story in a book at Lakewood Library or on the Library's Facebook page. Additionally, the City of Lakewood presented a proclamation to the Pierce County Library on August 5. Celebratory events included a presentation by the Lakewood Historical Society about the history of Lakewood and the Library. Community members learned about this Library's early years through a photo exhibit in the upstairs gallery that shared the building's transformation, many changes to library services throughout the years, and the story of how Lakewood became home to a section of a large Douglas fir (almost 13 feet in diameter).

The culminating event on Saturday, August 17 included face-painting, caricature and balloon art, and a concert by a Beatles tribute band. Brief remarks about the impact and history of the Lakewood Library were made by Pierce County Library Board of Trustee Chair Linda Ishem, Marlene Tenzler, Lakewood City Councilmember Mike Brandstetter, FRIENDS President Bob Estrada, and Pierce County Library Executive Director Neel Parikh. Over 365 people participated in the day-long celebration.

(photos by Melissa Ng and Lynn Gracey)

M E M O

Date: August 20th, 2013

To: Linda Ishem and members of the Board of Trustees

From: David Durante, Customer Experience Manager

Subject: Buddy Press/Achievements Partnership

This year marked our second year of the Teen Summer Challenge. It has been our most successful Teen Summer Reading program ever. PCLS did not achieve this success on its own. In an ongoing effort to develop digital partnerships and communities around the Library, the Virtual Services team has cultivated relationships with many developers in the Word Press community.

One such partnership developed between the Library and the creators of the Buddy Press platform. In working with the developers of this platform we were able to develop a partnership with them wherein we received an excellent platform for less than $500 and they received free customer experience testing and feedback about their product. Normally, a service like this would cost an organization of our size and usage around $25,000 per year. Through this relationship we were also able to direct the progress of the development and in many ways the platform was tailored to fit our needs.

The Virtual Services team plans to continue its work in developing partnerships and communities around the Library as we believe it not only brings needed resources to the team but also creates exposure for the services we provide. As the Virtual Services team continues to grow we plan to make community involvement a guiding tenant in our operations in the same way that our physical branches have.

Thank you.

M E M O

Pierce County Library System
Information & Imagination

Date: August 29, 2013

To: Chair Linda Ishem and members of the Board of Trustees

From: Lorie Erickson, Facilities Director

Subject: Bookmobile sale

The sale of the bookmobile "Gertie" is final. A check in the amount of $15,000.00 was received from Mid-Continent Public Library on August 26th and was receipted on August 27th. Mid-Continent Public Library has contracted the delivery from PCLS to Missouri. This is tentatively scheduled to take place the week of September 2nd, 2013.

Pierce County Library Foundation

Memorandum

Date: August 28, 2013

To: Linda Ishem, Chair and members of the Board of Trustees

From: Lynne Hoffman, Foundation Director
               Julie Kramer, Development Associate

Subject: New Grant for Senior Outreach Van

The Pierce County Library Foundation is delighted to announce a $75,000 grant award from the Gary E. Milgard Family Foundation. This funding will purchase a new Senior Outreach Sprinter Van replacing the aging van currently in use. The funds will be used to purchase the vehicle and customize it with a "Tommy Gate" lift, interior shelving, carts, crates, totes, bins and a new colorful wrap.

The Gary E. Milgard Family Foundation is a private philanthropic organization founded in Tacoma in 2000 by Gary and Carol Milgard and their children. The Milgards felt that the Foundation was a way to give back to the community that helped them become so successful. Their children honor their memory by continuing their charitable work. This is the largest gift from the Foundation to Pierce County Libraries – previously the Foundation supported the Bookmobiles and more recently, the Job and Business Centers.

Pierce County Library has been providing outreach to adult care facilities for 40 years. This personalized service brings bestselling books, large print books, audiobooks, movies, music and eReaders to seniors living in care facilities - many confined to their rooms or without the ability to travel. Residents of care facilities receive one-on-one reader advisory services from highly skilled librarians who get to know residents and do much more than just deliver material.

Currently, Pierce County Library checks out 2,000 items to approximately 250 individuals in 29 adult care facilities each month. In addition, in several locations, materials are selected to support fun group activities conducted by care facility activity staff. "All About Dogs" was the monthly theme for one facility this summer. Materials from the library also support memory nights or other dementia-related programs.

Librarians visiting care facilities reduce the sense of isolation residents often experience and provide a key connection to the outside world.   This generous award from the Gary E. Milgard Family Foundation celebrates this work and will provide years of service to our wonderful community of elderly seniors.

Pierce County Library Foundation

Memorandum

Date: August 28, 2013

To: Board of Trustees, Linda Ishem, Chair

From: Lynne Hoffman, Foundation Director

Subject: Acquiring and Retaining New Donors

The Customer Service/Philanthropy Dashboard reflected a drop in new Foundation donors in the month of May. This decrease was due in part to a poor response from cardholders in the spring acquisition mailing. In 2012, cardholders performed well, generating 2.5% response, compared to a .39% response in 2013.

An annual infusion of new donors along with a high rate of renewal for current donors is needed for a healthy donor base. In order to increase our donor pool, the Foundation has invested in purchasing rental lists through the Carl Bloom Consortium in conjunction with mailing to non-donor cardholders.

In 2011-12, the results were spectacular, doubling the number of new donors and increasing total donors by 48%. The Foundation retained 50% of all new donors the previous year (as compared to 33%, the average for donor acquisition renewals) with gifts totaling $21,547 in their second year of giving. Their average gift jumped from about $43 to $73.

The monthly Customer Service/Philanthropy reports are a snapshot in time. You may see swings in the number of donors caused by the timing of mailings, their performance, and our success in nurturing new donors to become loyal donors.

The Foundation ended the year with 60 fewer donors than the year before and 400 more donors than two years ago.

August 6, 2013

Ms. Neel Parikh
Executive Director
Pierce County Library System
3005 112th Street E.
Tacoma, WA 98446-2215

Dear Neel:

Congratulations on winning a National Medal for Museum and Library Services! To be the first in Washington State to win, and one of only ten chosen out of 200 institutions nominated nationally shows that the Pierce County Library System really stands out!

Of course, we here at the iSchool know that your library system is innovative and dedicated to exceeding expected levels of community service and outreach. These are the kinds of things we strive for, too, which is what makes our partnership so meaningful.

Thank you for letting us know about winning this prestigious award, and for sending along the brochure highlighting you among all the other winners. I found a photo online of you holding the award -- it must have been very exciting to meet First Lady Michelle Obama!

Congratulations and best wishes,
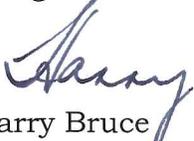
Harry Bruce
Dean and Professor

K130802.docx

August 6, 2013

Ms. Pat McCarthy
Pierce County Executive
Pierce County
County-City Building - Room 737
930 Tacoma Avenue South
Tacoma, WA 98402-2100

Dear Ms. McCarthy:

Annually, the Urban Libraries Council (ULC) recognizes a small number of public libraries that have done outstanding work that greatly benefits their community and citizens. I am delighted to share that Pierce County Library System is selected as a 2013 Top Innovator for its outstanding program, *How to Cut a Million: The Collection Budget Crew's Material Budgeting Process*.

In addition to presenting an award to Director Neel Parikh and her staff, ULC has recognized PCLS's initiative in the enclosed *2013 Top Innovators* report which is disseminated nationally to library and local government leaders. We also look forward to showcasing the program on ULC's website, accessible to libraries everywhere.

ULC is a membership association of North America's leading libraries. Much of our work relates to recognizing and showcasing leading practices that are developed at the local level.

I am so very pleased that public libraries in the United States and beyond will learn from the excellent work done by Director Parikh and the PCLS staff.

Congratulations!

With best regards,

Susan Benton
President and CEO

cc: Neel Parikh
    Georgia Lomax

Unfinished Business

M E M O

Date: August 30, 2013

To: Chair Linda Ishem and Members of the Board of Trustees

From: Clifford Jo, Finance & Business Director

Subject: 2014 Estimated Revenues and Expenditures

At this time we estimate a budget shortfall of about $1,074,000. However, we will not know the final revenues until the County provides us a preliminary certificate, around the middle to late September. Major assumptions that went into this estimated budget include:

Revenues
- Property tax values and revenues increase by 3.40% based on the amended 2013 preliminary certificate recognized during the 2013 mid-year budget. We anticipate a percentage increase more than the statutory limit of 1% due to our current taxing authority being under our highest lawful limit last recorded in 2010.
- 50 cent statutory limit.
- No new construction.
- The IPD should not be a factor in the 2014 budget because we are under the 2010 highest lawful limit.

Expenditures
- 1% COLA as provisioned in the 2013-15 labor agreement.
- Estimated increases for medical/health coverage.
- Statutory increases to retirement system contributions.
- 0% set aside for contingency, as the unrestricted fund balance is at least 2% of new revenues.
- All Maintenance & Operations remain flat from 2013 pending department head proposals.
- 2% Capital Improvement Fund transfer, pending a review of capital project needs.

Balanced Budget
At this time we are awaiting the preliminary certificate and Department Head proposals to determine the strategies needed to close the budget shortfall. We will bring discussions and proposals to you in October and November.

Department Head budget presentations began this week and will continue through September.

PIERCE COUNTY LIBRARY SYSTEM
- 2014 ESTIMATED -

GENERAL FUND ANNUAL BUDGET ESTIMATED AS OF 8/30/2013	2013 Final (12/12/12)	2014 Estimated	% Change 2013 Final to 2014 Est	2014 FISCAL YEAR Notes
Use of Fund Balance/Cash Reserves	807,172		-100.00%	**TO BE DETERMINED FOR 2014**

--------------------------------------- REVENUES ---------------------------------------

31110 Property Taxes Refunded				
31111 Property Taxes Current	22,724,764	**23,608,053**	3.89%	3.40% AV change (776k) compared to 12/21/12 levy certif.
31112 Property Taxes Delinquent	908,991	**944,322**	3.89%	3.40% AV change (31k) compared to 12/21/12 levy certif.
31130 Sale of Tax Title Property	3,000	**3,000**		
31210 Private Harvest Tax	50,000	**50,000**		
31720 Leasehold Excise Tax	15,000	**15,000**		
33300 Indirect Federal Grants	0	**0**		
34160 Copier Fees	25,000	**25,000**		
34162 Printer Fees	60,000	**60,000**		
35970 Library Fines	615,000	**615,000**		
36110 Investment Income	10,000	**10,000**		
36700 Foundation Donations	150,000	**150,000**		
36920 Book Sale Revenue	20,000	**20,000**		
36991 Payment for Lost Materials	25,000	**25,000**		
36999 Rebates - Procurement Card	10,000	**10,000**		
39510 Sale of Fixed Assets		**0**		
TOTAL REVENUES	**$24,616,755**	**$25,535,375**	**3.73%**	
Increase/decrease over previous		918,620 (3.73%)		Compared to 2013 Original budget (passed 12/12/2012)
TOTAL FUNDING SOURCES	**$25,423,927**	**$25,535,375**	**0.44%**	
Increase/decrease over previous		111,448 (.44%)		Compared to 2013 Original budget (passed 12/12/2012)

PIERCE COUNTY LIBRARY SYSTEM
- 2014 ESTIMATED -

GENERAL FUND ANNUAL BUDGET ESTIMATED AS OF 8/30/2013	2013 Final (12/12/12)	2014 Estimated	% Change 2013 Final to 2014 Est	2014 FISCAL YEAR Notes
-- **EXPENDITURES** --				
PERSONNEL				
51100 Salaries & Wages	13,681,285	13,910,977	1.68%	Includes 1% COLA and steps
51105 Additional Hours	230,600	230,600		
51106 Shift Differential	160,175	162,467	1.43%	Follows Salaries & Wages
51107 Substitute Hours	299,600	299,600		
51109 Tuition Assistance Program	3,000	3,000		
51200 Overtime Wages	7,500	7,500		
52001 Industrial Insurance	167,861	167,648	-0.13%	
52002 Medical Insurance	2,139,809	2,315,526	8.21%	Estimated increase, pending renewal costs
52003 FICA	1,094,384	1,117,978	2.16%	Follows Salaries & Wages
52004 Retirement	1,039,773	1,183,183	13.79%	Based on Department of Retirement Services increases
52005 Dental Insurance	227,556	246,339	8.25%	Estimated increase, pending renewal costs
52006 Other Benefit (Cell Phone Allowance)	9,580	9,580		
52010 Life and Disability Insurance	25,631	25,491	-0.55%	
52020 Unemployment Compensation	30,500	30,500		
52200 Uniforms	1,300	1,300		
Total Personnel	19,118,554	19,711,689	3.10%	
Reduction in salaries planning budget to match projections (	(573,557)		100.00%	**TO BE DETERMINED FOR 2014**
Net Personnel	18,544,997	19,711,689	6.29%	
MAINTENANCE & OPERATIONS				
53100 Office/Operating Supplies	152,300	152,300		**KEPT FLAT FOR ESTIMATED BUDGET**
53101 Custodial Supplies	41,000	41,000		
53102 Maintenance Supplies	40,000	40,000		
53103 A/V Processing Supplies	25,000	25,000		
53104 Book Processing Supplies	20,000	20,000		
53200 Fuel	58,000	58,000		
53500 Minor Equipment	15,300	15,300		
53501 * Furnishings	50,000	50,000		
53502 * PC Hardware	196,200	196,200		
53503 Printers	20,000	20,000		
53505 Software	33,500	33,500		
54100 * Professional Services	251,500	251,500		
54101 Legal Services	30,000	30,000		
54102 Collection Agency	33,400	33,400		
54161 Resource Sharing Services	25,000	25,000		
54162 Bibliographics Services	40,000	40,000		
54163 Printing and Binding	2,000	2,000		

PIERCE COUNTY LIBRARY SYSTEM
- 2014 ESTIMATED -

GENERAL FUND ANNUAL BUDGET ESTIMATED AS OF 8/30/2013	2013 Final (12/12/12)	2014 Estimated	% Change 2013 Final to 2014 Est	2014 FISCAL YEAR Notes
54165 Inter Library Loan Lost Item Charges	3,000	3,000		
54200 Postage	42,000	42,000		
54201 Telephone/Data Lines	161,300	161,300		
54300 * Travel	28,600	28,600		
54301 Mileage Reimbursements	31,050	31,050		
54400 * Advertising	28,920	28,920		
54501 * Rentals/Leases - Buildings	195,300	195,300		
54502 * Rentals/Leases - Equipment	27,800	27,800		
54600 Insurance	189,500	189,500		
54700 Electricity	229,000	229,000		
54701 Natural Gas	17,500	17,500		
54702 Water	24,500	24,500		
54703 Sewer	21,000	21,000		
54704 Refuse	22,500	22,500		
54800 * General Repairs/Maintenance	204,300	204,300		
54801 * Contracted Maintenance	659,200	659,200		
54803 Maint. Telecomm Equipment	35,000	35,000		
54900 * Registrations	21,700	21,700		
54901 * Dues and Memberships	31,200	31,200		
54902 Taxes and Assessments	30,500	30,500		
54903 Licenses and Fees	36,550	36,550		
54904 Miscellaneous	900	900		
55100 Intergovernmental	15,000	15,000		
Total Maintenance & Operations	3,089,520	3,089,520		

* Items that are asterisked required department heads to list specific costs

MATERIALS

	2013 Final (12/12/12)	2014 Estimated	% Change 2013 Final to 2014 Est	Notes
534xx Materials	3,297,075	3,297,075		**KEPT FLAT FOR ESTIMATED BUDGET**
53401 Adult Materials	847,684	847,684		**Based on the Collection Budget Crew's 2013 recommendation**
53403 Periodicals	80,000	80,000		
53405 Juvenile Books	496,458	496,458		
53406 Professional Collection	20,000	20,000		
53407 International Collection	76,000	76,000		
53408 Audiovisual Materials - Adult	816,000	816,000		
53409 Audiovisual Materials - Juvenile	102,040	102,040		
53411 Electronic Info Sources	170,355	170,355		
53412 Reference Serials	36,414	36,414		
53413 Electronic Services	244,124	244,124		
53414 Electronic Collection	255,000	255,000		
53464 Vendor Processing Services	153,000	153,000		
Total Materials	3,297,075	3,297,075		= 12.91% of revenues

PIERCE COUNTY LIBRARY SYSTEM
- 2014 ESTIMATED -

GENERAL FUND ANNUAL BUDGET ESTIMATED AS OF 8/30/2013	2013 Final (12/12/12)	2014 Estimated	% Change 2013 Final to 2014 Est	2014 FISCAL YEAR Notes
54912 CONTINGENCY	0	0		Cash reserves are adequate
59700 TRANSFERS TO CIP	492,335	**510,708**	3.73%	Set at 2% of revenues
Total Transfers	**492,335**	**510,708**	**3.73%**	
TOTAL EXPENDITURES	**$25,423,927**	**$26,608,992**	**4.66%**	
REVENUES LESS EXPENDITURES	**($807,172)**	**($1,073,617)**	**-33.01%**	

------------------------------------ BUDGET SUMMARY --------------------------------------				
Use of Fund Balance/Cash Reserves	807,172		-100.00%	**TO BE DETERMINED FOR 2014**
REVENUES				
Taxes	23,701,755	**24,620,375**	3.88%	96.42% of revenues
Intergovernmental	0	**0**		0.00% of revenues
Charges for Services	85,000	**85,000**		0.33% of revenues
Fines	615,000	**615,000**		2.41% of revenues
Miscellaneous	215,000	**215,000**		0.84% of revenues
TOTAL REVENUES	**24,616,755**	**25,535,375**	**3.73%**	100.00% of revenues
Increase/decrease over previous year		918,620 (3.73%)		
TOTAL AVAILABLE FUNDING SOURCES	**25,423,927**	**25,535,375.00**	**0.44%**	
Increase/decrease over previous year		111,448 (.44%)		
EXPENDITURES				
Personnel	18,544,997	**19,711,689**	6.29%	74.08% of expenditures
Maintenance & Operations	3,089,520	**3,089,520**		11.61% of expenditures
Materials	3,297,075	**3,297,075**		12.39% of expenditures
Subtotal	**24,931,592**	**26,098,284**	**4.68%**	98.08% of expenditures
Increase/decrease over previous year		1,166,692 (4.68%)		
CONTINGENCY	0	**0**		0.00% of expenditures
TRANSFERS TO CIP	492,335	**510,708**	3.73%	1.92% of expenditures
Subtotal	**492,335**	**510,708**	**3.73%**	1.92% of expenditures
TOTAL EXPENDITURES	**25,423,927**	**26,608,992**	**4.66%**	100.00% of expenditures
Increase/decrease over previous year		1,185,065 (4.66%)		
NET OF REVS & EXPS	**$0**	**($1,073,617)**	**new**	

MEMO
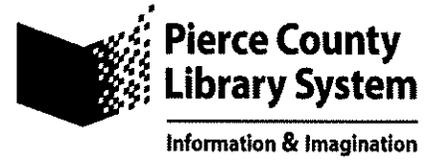
Date: September 11, 2013

To: Chair Linda Ishem and members of the Board of Trustees

From: Georgia Lomax, Deputy Director

Subject: INTELLECTUAL FREEDOM POLICIES

Over the past months the Board has been learning about and discussing aspects of Intellectual Freedom, a core principle for libraries. This principle reflects the importance for an individual to have free access to information they seek; to hold and express an opinion or an idea; and the privacy to explore ideas. All are based on the belief that a democracy requires an informed public where all have access to knowledge and information to they can make their own decisions.

In addition to providing board members with a general working knowledge of intellectual freedom and what it means for our customers and communities, the conversation was intended to prepare the board to begin the process of reviewing the many policies that support or are related to intellectual freedom.

One policy, the Board's Philosophy Statement, adopted in 1974, is a good place to start the work.

Philosophy Statement provides a foundation for what we do and why we do it. It addresses foundation principles of library services, such as intellectual freedom, freedom of access, and democracy. It summarizes how we fit within our communities and guides us in our decisions. In reviewing it, in many ways it stands the test of time well, but as the System has grown, our view has grown and it is probably time to capture that evolution. For instance, some of the topics you have brought up that you might want incorporated into the statement include:

- actions and choices are driven by our commitment to being customer focused;
- acting as good stewards of the taxpayer's dollar, and ensuring we are spending tax moneys in a way the community wants;
- partnering and collaborating to deliver services for the best use of resources;
- listening and actively engaging the community about what they want from the library;
- continuing to be committed as a foundation of democracy; and
- being innovative and creative.

During the meeting we would like to hear what you think of the current policy and whether it reflects Pierce County Library today and for the future, and what elements you think should be captured in this statement. We will use that to craft a proposed revision for your discussion at a future meeting.

The Philosophy Statement is attached, along with the statements and documents referred to in it.

Philosophy Board Policy (1.1)

Policy Statement

Pierce County Library is a service organization created to provide all types of library materials and services for the people. It was established to serve unincorporated areas and the incorporated areas which contract with the library. It is one of the places which allows an individual to pursue his own interests, support his search for enlightenment, and stimulate his imagination, all on an unstructured basis and without bias. To sustain this philosophy, the library endorses the Library Bill of Rights the Freedom to Read Statement, and the Free Access to Libraries for Minors Statement. Additionally, Pierce County Library responds to its role as a community information center by cooperating with community groups and organizations to achieve common goals and to ensure that the materials collections and services reflect community needs.

The library serves sparsely populated rural areas with concentrations of population in suburban communities. With the goal of providing equitable service for all communities in the county, the best utilization of money and resources is achieved by sharing materials, administrative policies, and professional capabilities. Pierce County Library employs a systems approach with all resources available to each community through procedures established at the administrative center.

Fundamental to the operation of Pierce County Library is the emphasis on the extension of service and materials to the people by conventional and innovative methods. Recognizing the inability of any one library to provide a complete service, Pierce County Library endorses cooperative use of resources among all libraries. The existence in the area of other materials collections and services frees Pierce County Library from the needs to make directly available highly specialized services or those which primarily support curriculum needs.

Adopted by the Pierce County Rural Library District Board of Trustees, July 17, 1974

Board Policy

Pierce County Library System
Information & Imagination

<mark>Washington Library Association's Intellectual Freedom Statement</mark>

The Washington Library Association ⊟supports the principle of free, open, and unrestricted access to information and ideas regardless of the medium in which they exist.

A democracy can only succeed if individuals have access to the information necessary to form opinions and make decisions on issues affecting their lives. Libraries play a key role in providing access to this information.

The Association regards this access as a right of all individuals. Therefore the Association believes that libraries have a responsibility to provide access to a wide range of perspectives and viewpoints.

The Association believes that parents and legal guardians have the right and responsibility to guide their own children in the exercise of their rights of access.

The Association recognizes privacy and confidentiality as essential components of intellectual freedom.

The Association encourages and supports local community involvement in developing policies that uphold the United States and Washington State constitutional guarantees of free speech and intellectual freedom.

The Washington Library Association endorses the American Library Association ⊟'s Code of Ethics ⊟, Freedom to Read Statement ⊟, Freedom to View Statement ⊟and Library Bill of Rights and its interpretations.

Therefore, the Washington Library Association opposes censorship and restrictions on access to the full range of constitutionally protected materials and speech.

Board Policy 1.7
Ratified at the WLA Conference in Spokane, Washington, April 6, 2001. Endorsed by the Pierce County Library System, February 13, 2002.

Library Bill of Rights

The American Library Association affirms that all libraries are forums for information and ideas, and that the following basic policies should guide their services.

I. Books and other library resources should be provided for the interest, information, and enlightenment of all people of the community the library serves. Materials should not be excluded because of the origin, background, or views of those contributing to their creation.

II. Libraries should provide materials and information presenting all points of view on current and historical issues. Materials should not be proscribed or removed because of partisan or doctrinal disapproval.

III. Libraries should challenge censorship in the fulfillment of their responsibility to provide information and enlightenment.

IV. Libraries should cooperate with all persons and groups concerned with resisting abridgment of free expression and free access to ideas.

V. A person's right to use a library should not be denied or abridged because of origin, age, background, or views.

VI. Libraries that make exhibit spaces and meeting rooms available to the public they serve should make such facilities available on an equitable basis, regardless of the beliefs or affiliations of individuals or groups requesting their use.

Adopted June 19, 1939, by the ALA Council; amended October 14, 1944; June 18, 1948; February 2, 1961; June 27, 1967; January 23, 1980; inclusion of "age" reaffirmed January 23, 1996.

The Freedom to Read Statement

The freedom to read is essential to our democracy. It is continuously under attack. Private groups and public authorities in various parts of the country are working to remove or limit access to reading materials, to censor content in schools, to label "controversial" views, to distribute lists of "objectionable" books or authors, and to purge libraries. These actions apparently rise from a view that our national tradition of free expression is no longer valid; that censorship and suppression are needed to counter threats to safety or national security, as well as to avoid the subversion of politics and the corruption of morals. We, as individuals devoted to reading and as librarians and publishers responsible for disseminating ideas, wish to assert the public interest in the preservation of the freedom to read.

Most attempts at suppression rest on a denial of the fundamental premise of democracy: that the ordinary individual, by exercising critical judgment, will select the good and reject the bad. We trust Americans to recognize propaganda and misinformation, and to make their own decisions about what they read and believe. We do not believe they are prepared to sacrifice their heritage of a free press in order to be "protected" against what others think may be bad for them. We believe they still favor free enterprise in ideas and expression.

These efforts at suppression are related to a larger pattern of pressures being brought against education, the press, art and images, films, broadcast media, and the Internet. The problem is not only one of actual censorship. The shadow of fear cast by these pressures leads, we suspect, to an even larger voluntary curtailment of expression by those who seek to avoid controversy or unwelcome scrutiny by government officials.

Such pressure toward conformity is perhaps natural to a time of accelerated change. And yet suppression is never more dangerous than in such a time of social tension. Freedom has given the United States the elasticity to endure strain. Freedom keeps open the path of novel and creative solutions, and enables change to come by choice. Every silencing of a heresy, every enforcement of an orthodoxy, diminishes the toughness and resilience of our society and leaves it the less able to deal with controversy and difference.

Now as always in our history, reading is among our greatest freedoms. The freedom to read and write is almost the only means for making generally available ideas or manners of expression that can initially command only a small audience. The written word is the natural medium for the new idea and the untried voice from which come the original contributions to social growth. It is essential to the extended discussion that serious thought requires, and to the accumulation of knowledge and ideas into organized collections.

We believe that free communication is essential to the preservation of a free society and a creative culture. We believe that these pressures toward conformity present the danger of limiting the range and variety of inquiry and expression on which our democracy and our culture depend. We believe that every American community must jealously guard the freedom to publish and to circulate, in order to preserve its own freedom to read. We believe that publishers and librarians have a profound responsibility to give validity to that freedom to read by making it possible for the readers to choose freely from a variety of offerings.

The freedom to read is guaranteed by the Constitution. Those with faith in free people will stand firm on these constitutional guarantees of essential rights and will exercise the responsibilities that accompany these rights.

We therefore affirm these propositions:

1. *It is in the public interest for publishers and librarians to make available the widest diversity of views and expressions, including those that are unorthodox, unpopular, or considered dangerous by the majority.*

   Creative thought is by definition new, and what is new is different. The bearer of every new thought is a rebel until that idea is refined and tested. Totalitarian systems attempt to maintain themselves in power by the ruthless suppression of any concept that challenges the established orthodoxy. The power of a democratic system to adapt to change is vastly strengthened by the freedom of its citizens to choose widely from among conflicting opinions offered freely to them. To stifle every nonconformist idea at birth would mark the end of the democratic process.

Furthermore, only through the constant activity of weighing and selecting can the democratic mind attain the strength demanded by times like these. We need to know not only what we believe but why we believe it.

2. *Publishers, librarians, and booksellers do not need to endorse every idea or presentation they make available. It would conflict with the public interest for them to establish their own political, moral, or aesthetic views as a standard for determining what should be published or circulated.*

   Publishers and librarians serve the educational process by helping to make available knowledge and ideas required for the growth of the mind and the increase of learning. They do not foster education by imposing as mentors the patterns of their own thought. The people should have the freedom to read and consider a broader range of ideas than those that may be held by any single librarian or publisher or government or church. It is wrong that what one can read should be confined to what another thinks proper.

3. *It is contrary to the public interest for publishers or librarians to bar access to writings on the basis of the personal history or political affiliations of the author.*

   No art or literature can flourish if it is to be measured by the political views or private lives of its creators. No society of free people can flourish that draws up lists of writers to whom it will not listen, whatever they may have to say.

4. *There is no place in our society for efforts to coerce the taste of others, to confine adults to the reading matter deemed suitable for adolescents, or to inhibit the efforts of writers to achieve artistic expression.*

   To some, much of modern expression is shocking. But is not much of life itself shocking? We cut off literature at the source if we prevent writers from dealing with the stuff of life. Parents and teachers have a responsibility to prepare the young to meet the diversity of experiences in life to which they will be exposed, as they have a responsibility to help them learn to think critically for themselves. These are affirmative responsibilities, not to be discharged simply by preventing them from reading works for which they are not yet prepared. In these matters values differ, and values cannot be legislated; nor can machinery be devised that will suit the demands of one group without limiting the freedom of others.

5. *It is not in the public interest to force a reader to accept the prejudgment of a label characterizing any expression or its author as subversive or dangerous.*

   The ideal of labeling presupposes the existence of individuals or groups with wisdom to determine by authority what is good or bad for others. It presupposes that individuals must be directed in making up their minds about the ideas they examine. But Americans do not need others to do their thinking for them.

6. *It is the responsibility of publishers and librarians, as guardians of the people's freedom to read, to contest encroachments upon that freedom by individuals or groups seeking to impose their own standards or tastes upon the community at large; and by the government whenever it seeks to reduce or deny public access to public information.*

   It is inevitable in the give and take of the democratic process that the political, the moral, or the aesthetic concepts of an individual or group will occasionally collide with those of another individual or group. In a free society individuals are free to determine for themselves what they wish to read, and each group is free to determine what it will recommend to its freely associated members. But no group has the right to take the law into its own hands, and to impose its own concept of politics or morality upon other members of a democratic society. Freedom is no freedom if it is accorded only to the accepted and the inoffensive. Further, democratic societies are more safe, free, and creative when the free flow of public information is not restricted by governmental prerogative or self-censorship.

7. *It is the responsibility of publishers and librarians to give full meaning to the freedom to read by providing books that enrich the quality and diversity of thought and expression. By the exercise of this affirmative responsibility, they can demonstrate that the answer to a "bad" book is a good one, the answer to a "bad" idea is a good one.*

The freedom to read is of little consequence when the reader cannot obtain matter fit for that reader's purpose. What is needed is not only the absence of restraint, but the positive provision of opportunity for the people to read the best that has been thought and said. Books are the major channel by which the intellectual inheritance is handed down, and the principal means of its testing and growth. The defense of the freedom to read requires of all publishers and librarians the utmost of their faculties, and deserves of all Americans the fullest of their support.

We state these propositions neither lightly nor as easy generalizations. We here stake out a lofty claim for the value of the written word. We do so because we believe that it is possessed of enormous variety and usefulness, worthy of cherishing and keeping free. We realize that the application of these propositions may mean the dissemination of ideas and manners of expression that are repugnant to many persons. We do not state these propositions in the comfortable belief that what people read is unimportant. We believe rather that what people read is deeply important; that ideas can be dangerous; but that the suppression of ideas is fatal to a democratic society. Freedom itself is a dangerous way of life, but it is ours.

This statement was originally issued in May of 1953 by the Westchester Conference of the American Library Association and the American Book Publishers Council, which in 1970 consolidated with the American Educational Publishers Institute to become the Association of American Publishers.

Adopted June 25, 1953, by the ALA Council and the AAP Freedom to Read Committee; amended January 28, 1972; January 16, 1991; July 12, 2000; June 30, 2004.

A Joint Statement by:

American Library Association
Association of American Publishers

Subsequently endorsed by:

American Booksellers Foundation for Free Expression
The Association of American University Presses, Inc.
The Children's Book Council
Freedom to Read Foundation
National Association of College Stores
National Coalition Against Censorship
National Council of Teachers of English
The Thomas Jefferson Center for the Protection of Free Expression

Free Access to Libraries for Minors

An Interpretation of the Library Bill of Rights

Library policies and procedures that effectively deny minors equal and equitable access to all library resources and services available to other users violate the Library Bill of Rights. The American Library Association opposes all attempts to restrict access to library services, materials, and facilities based on the age of library users.

Article V of the Library Bill of Rights states, "A person's right to use a library should not be denied or abridged because of origin, age, background, or views." The "right to use a library" includes free access to, and unrestricted use of, all the services, materials, and facilities the library has to offer. Every restriction on access to, and use of, library resources, based solely on the chronological age, educational level, literacy skills, or legal emancipation of users violates Article V.

Libraries are charged with the mission of providing services and developing resources to meet the diverse information needs and interests of the communities they serve. Services, materials, and facilities that fulfill the needs and interests of library users at different stages in their personal development are a necessary part of library resources. The needs and interests of each library user, and resources appropriate to meet those needs and interests, must be determined on an individual basis. Librarians cannot predict what resources will best fulfill the needs and interests of any individual user based on a single criterion such as chronological age, educational level, literacy skills, or legal emancipation. Equitable access to all library resources and services shall not be abridged through restrictive scheduling or use policies.

Libraries should not limit the selection and development of library resources simply because minors will have access to them. Institutional self-censorship diminishes the credibility of the library in the community, and restricts access for all library users.

Children and young adults unquestionably possess First Amendment rights, including the right to receive information through the library in print, nonprint, or digital format. Constitutionally protected speech cannot be suppressed solely to protect children or young adults from ideas or images a legislative body believes to be unsuitable for them.1 Librarians and library governing bodies should not resort to age restrictions in an effort to avoid actual or anticipated objections, because only a court of law can determine whether material is not constitutionally protected.

The mission, goals, and objectives of libraries cannot authorize librarians or library governing bodies to assume, abrogate, or overrule the rights and responsibilities of parents and guardians. As Libraries: An American Value states, "We affirm the responsibility and the right of all parents and guardians to guide their own children's use of the library and its resources and services." Librarians and library governing bodies cannot assume the role of parents or the functions of parental authority in the private relationship between parent and child. Librarians and governing bodies should maintain that only parents and guardians have the right and the responsibility to determine their children's—and only their children's—access to library resources. Parents and guardians who do not want their children to have access to specific library services, materials, or facilities should so advise their children.

Lack of access to information can be harmful to minors. Librarians and library governing bodies have a public and professional obligation to ensure that all members of the community they serve have free, equal, and equitable access to the entire range of library resources regardless of content, approach, format, or amount of detail. This principle of library service applies equally to all users, minors as well as adults. Librarians and library governing bodies must uphold this principle in order to provide adequate and effective service to minors.

See also Access to Resources and Services in the School Library Media Program and Access to Children and Young Adults to Nonprint Materials.

1 See Erznoznik v. City of Jacksonville, 422 U.S. 205 (1975) "Speech that is neither obscene as to youths nor subject to some other legitimate proscription cannot be suppressed solely to protect the young from ideas or images that a legislative body thinks unsuitable for them. In most circumstances, the values protected by the First Amendment are no less

applicable when government seeks to control the flow of information to minors." See also Tinker v. Des Moines School Dist., 393 U.S.503 (1969); West Virginia Bd. of Ed. v. Barnette, 319 U.S. 624 (1943); AAMA v. Kendrick,. 244 F.3d 572 (7th Cir. 2001).

Adopted June 30, 1972, by the ALA Council; amended July 1, 1981; July 3, 1991; June 30, 2004; and July 2, 2008.

You are at: ALA.org » Offices » Office for Intellectual Freedom » Freedom to View Statement

Freedom to View Statement

The **FREEDOM TO VIEW**, along with the freedom to speak, to hear, and to read, is protected by the **First Amendment to the Constitution of the United States** . In a free society, there is no place for censorship of any medium of expression. Therefore these principles are affirmed:

1. To provide the broadest access to film, video, and other audiovisual materials because they are a means for the communication of ideas. Liberty of circulation is essential to insure the constitutional guarantee of freedom of expression.
2. To protect the confidentiality of all individuals and institutions using film, video, and other audiovisual materials.
3. To provide film, video, and other audiovisual materials which represent a diversity of views and expression. Selection of a work does not constitute or imply agreement with or approval of the content.
4. To provide a diversity of viewpoints without the constraint of labeling or prejudging film, video, or other audiovisual materials on the basis of the moral, religious, or political beliefs of the producer or filmmaker or on the basis of controversial content.
5. To contest vigorously, by all lawful means, every encroachment upon the public's freedom to view.

This statement was originally drafted by the Freedom to View Committee of the American Film and Video Association (formerly the Educational Film Library Association) and was adopted by the AFVA Board of Directors in February 1979. This statement was updated and approved by the AFVA Board of Directors in 1989.

Endorsed January 10, 1990, by the ALA Council

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ALAAmericanLibraryAssociation
50 E Huron St., Chicago IL 60611 | 1.800.545.2433

Code of Ethics of the American Library Association

As members of the American Library Association, we recognize the importance of codifying and making known to the profession and to the general public the ethical principles that guide the work of librarians, other professionals providing information services, library trustees and library staffs.

Ethical dilemmas occur when values are in conflict. The American Library Association Code of Ethics states the values to which we are committed, and embodies the ethical responsibilities of the profession in this changing information environment.

We significantly influence or control the selection, organization, preservation, and dissemination of information. In a political system grounded in an informed citizenry, we are members of a profession explicitly committed to intellectual freedom and the freedom of access to information. We have a special obligation to ensure the free flow of information and ideas to present and future generations.

The principles of this Code are expressed in broad statements to guide ethical decision making. These statements provide a framework; they cannot and do not dictate conduct to cover particular situations.

I. We provide the highest level of service to all library users through appropriate and usefully organized resources; equitable service policies; equitable access; and accurate, unbiased, and courteous responses to all requests.

II. We uphold the principles of intellectual freedom and resist all efforts to censor library resources.

III. We protect each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.

IV. We respect intellectual property rights and advocate balance between the interests of information users and rights holders.

V. We treat co-workers and other colleagues with respect, fairness, and good faith, and advocate conditions of employment that safeguard the rights and welfare of all employees of our institutions.

VI. We do not advance private interests at the expense of library users, colleagues, or our employing institutions.

VII. We distinguish between our personal convictions and professional duties and do not allow our personal beliefs to interfere with fair representation of the aims of our institutions or the provision of access to their information resources.

VIII. We strive for excellence in the profession by maintaining and enhancing our own knowledge and skills, by encouraging the professional development of coworkers, and by fostering the aspirations of potential members of the profession.

Adopted at the 1939 Midwinter Meeting by the ALA Council; amended June 30, 1981; June 28, 1995; and January 22, 2008.

The previous version of this file has long held the **incorrect amendment date of June 28, 1997**; the Office for Intellectual Freedom regrets and apologizes for the error.

New Business

M E M O

Date: August 30, 2013

To: Chair Linda Ishem and members of the Board of Trustees

From: Jennifer Patterson, Customer Experience Manager

Subject: Paul Allen Grant Focus Group Report

The Library utilized a consultant, Hemispheres, to conduct two focus groups of library and non-library users on May 29th to gather feedback and ideas about what would appeal to them in an online rewards program. The summary of findings is included in the attached focus group report from Hemispheres. Some of the highlights from the report include:

- Readers are most interested in programs that reward them for behavior they already conduct. With this in mind, the online reward program will most likely appeal to current library users.
- Focus group participants would like to see a rewards program that includes the whole family.
- Appeal is strongest for activities that match their personal hobbies and interests, including DIY projects, gardening, health and nutrition, different cultures and their local community.
- The rewards that generate the most excitement are ones that marry the library theme (art, culture, learning) with an experience or reward of perceived value. These include museum passes, eReaders/tablets, tools for their hobby or craft, community gatherings (movies or picnics) and books to own.
- There is also a great deal of interest in rewards that simply elevate their status within the library system, such as credit toward library fees, priority spot in line for new titles, author events or library events for players to attend with their families.

The report also touched on some general points that the Library may want to consider when planning future services:

- All readers strongly agree that the library is for everyone. The library is a community resource valued by library and non-library users alike.
- Readers compare the library to a book store as a gathering place where they can explore countless books. Readers see an opportunity for libraries to provide a similarly rich experience, especially now that many of these book stores are closing.
- While nearly everyone is aware of the library programs that help people learn to read or prepare to find a job, there is less awareness of programs that are personally relevant to everyday readers. For example, the museum passes generated a great deal of excitement in the group discussion, although very few readers are aware the program exists.
- Participants did not think of the library as a place to go for reading recommendations.

The information gathered from these focus groups was valuable and will be used to help inform the development of the content for the Paul Allen Grant project to create an interactive platform that highlights library resources and services to customers who will be engaged and rewarded for participating in a variety of activities.

HEMISPHERES

PCLS Online Library Game

June 11, 2013

Pierce County
Library System
Information & Imagination

Table of Contents

- Purpose & Methodology
- Summary of Highlights
- Reading Behavior & Attitudes
- Library Attitudes and Usage
- Online Gaming
- PCLS Rewards Program

HEMISPHERES

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Purpose & Objectives

Purpose:	The Pierce County Library System is developing an online game targeted to adults to emphasize reading and educate players on Pierce County Library services.
Objectives:	This study is designed to: • Understand attitudes and needs toward library services. • Gauge reactions to the online game concept and determine potential players' expectations of this online game.

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Methodology

Technique:	Focus Groups

Criteria:	• Adult readers, 30-45 years old living in Pierce County who read at least 6 books per year and play online games at least once a week.
	    • Pierce County Library users, Pierce county Resident utilizing Pierce County Library System at least once a month.
	    • Library non-users, Pierce County Resident that does not utilize Pierce County Library System for at least two years.

Session Length:	2 Hours
Timing:	May 29, 2013

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Summary of Highlights

Readers and library users fall into the following personality segments:

- Parents: They have fond memories of the library from their own youth and now have returned to the library system to share the same experiences with their children.
- Teachers and students: The library is a valuable learning resource and allows them access to the books they need to continue their personal and professional growth.
- Businesses and projects: Whether it is a DIY project or a new business venture, these readers seek out information to aid them in their task.
- Escape and leisure readers: These readers enjoy a good book for relaxation, escape and/or entertainment. They read a large number of books and use library wait lists for popular new releases.
- Problem solvers: These readers are often conducting research to educate themselves on problems or challenges they face in their lives, often health related.

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Summary of Highlights (Cont.)

Both current library members as well as lapsed/non members have very positive perceptions of the library and the service it provides the community.

While nearly everyone is aware of the library programs that help people learn to read, find a tutor or prepare to find a job, there is less awareness of programs that are personally relevant to everyday readers.

- The museum passes generated a great deal of excitement in the group discussion, although very few readers are aware the program exists.
- There is a desire for classes, programs or resources to help readers learn new skills (DIY, gardening, health & nutrition) or connect with others in their community.
- Parents also have a desire for structured kids' programs that allow parents to explore the library on their own.

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Summary of Highlights (Cont.)

Many readers are familiar with behavioral reward programs and find the idea of a program from PCLS appealing if the activities and rewards are personally relevant.

- Appeal is strongest for activities that match their personal hobbies and interests, including DIY projects, gardening, health & nutrition, different cultures and their local community.

- The rewards that generate the most excitement are ones that marry the library theme (art, culture, learning) with an experience or reward of perceived value. These include museum passes, eReaders/tablets, tools for their hobby or craft, community gatherings (movies or picnics) and books to own.

- There is a great deal of interest in rewards that simply elevate their status within the library system, such as credit toward library fees, priority spot in line for new titles, author events or library events (movie night or sleepover) for players to attend with their families.

HEMISPHERES

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Summary of Highlights (Cont.)

Readers are most interested in programs that reward them for behavior they already conduct. With this in mind, PCLS is most likely to appeal to current library users.

To attract players to the game, PCLS needs to start with easy, achievable goals which yield a gift or a reward players can redeem right away. While players enjoy the idea of a large reward to work towards, they also want to see little gifts to provide encouragement along the way.

Increasing levels of challenge will help to keep players engaged. Players enjoy the intellectual challenge of the games they play and the feeling of accomplishment when they achieve certain milestones and unlock new tools or levels.

PCLS should also include social features in this game, allowing users to work together to achieve difficult goals. Some wish to trade their points/badges with other players to complete the set of requirements for their desired rewards.

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Summary of Highlights (Cont.)

When communicating this game out to library visitors and the general public, PCLS should call attention to the following:

- This program takes the library experience beyond the pages of the books within.

- Players will earn rewards by conducting the activities they already enjoy at the library and by learning even more ways the library benefits them and their community.

- Consistent with the experience beyond the pages of the book, PCLS should promote the experience based rewards, particularly museum passes and VIP events.

- Players can work together with their family or friends to achieve their goals and earn rewards they can enjoy together.

HEMISPHERES

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Reading Behavior & Attitudes
The Experience of Reading

Books play an important role in the lives of heavy readers, ranging from an escape from daily pressures to a resource for personal growth. Reading:

- Is a special time for peace and relaxation

- Is a fun escape from daily worries

- Helps exercise your mind

- Is a source of ideas and inspiration

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Reading Behavior & Attitudes
Personal and Social Connections

Reading connects readers to others.
- Reading connects you to your family
- Reading connects you to your local community
- Reading connects you to your nationality, culture or heritage
- Reading helps you relate to others
- Reading offers support, knowledge that someone out there feels similarly
- Reading connects you to social movements

Readers with children in the household see reading as a way to engage with them.
- It is an activity they can do together
- It gives them something in common to talk about
- It gives them resources to educate and answer difficult questions

HEMISPHERES

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Reading Behavior & Attitudes
How Books are Obtained

Heavy readers try to avoid purchasing full price books, and primarily seek out second hand books, discounted books or borrow books free. Common sources of their books include:

- Library
- Garage sales
- Second hand stores or thrift stores
- Discount or club stores
- Borrowed or passed down by friends
- Amazon
- Barnes & Noble or other full price retailer

"I only buy books I think are so effective I need to have them around."

"The library waitlist can be very long to wait for a book."

"Costco is a great place to find new books at a great price."

HEMISPHERES

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Reading Behavior & Attitudes

How Books are Selected

When looking for inspiration or recommendations on that next great book, readers look to trusted friends, family or Oprah, as well as a little bit of fate and intuition as they peruse garage sales and store displays.

- Oprah is still a resource for book ideas among female readers.
- Many readers talk about a book simply grabbing their eye or jumping out at them. While some attribute this to an appealing title or cover art, others attribute this to fate.
- Some look to the Internet for book ideas, as friends on social media post about books they have read, or reviews they read on Amazon.
- Life events often are catalysts to explore new books or subjects. For example, illness, family challenges or changes can motivate readers to seek out information.
- Others find inspiration from TV placements, author interviews, or radio.
- Some seek books that appear heavily worn and stained, as these are signs of a book that has been read again and again.

HEMISPHERES

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Library Attitudes and Usage

The Role of the Library

All readers strongly agree that the library is for everyone.

The library is a community resource valued by patrons and non users alike.

- The library is a gathering place for the community
- It is accepting of everyone, regardless of income or ability
- It is a safe place for youth
- It is a place where you can find companionship

"The library strengthens your community"

The library provides resources for personal growth.

- It offers the tools to expand your knowledge, such as learning a new language or skill
- The library offers resources to further your education or find a job
- The library offers access to cultural experiences, such as art, music, etc.

"It is a place to center yourself"

HEMISPHERES

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Library Attitudes and Usage
The Role of the Library (Cont.)

Some patrons tend to visit the library for cultural and personal growth, while others visit out of necessity.

Those with low incomes appreciate the access to materials, programs and services that they could not otherwise afford, such as:

- Books
- Technology (computers, ereaders, Internet etc.)
- Children's development programs
- Passes to local museums, theater, etc.
- Career help

"It has free activities when you are on a budget."

"It has a reading club over the summer with recognition and pizza...."

There is also a group that feels responsibility to support the library so it can continue its work in the community.

- Supporting the local library system is part of being a good contributor to your community
- Teaching your children to use the library system and providing them with an understanding of the role it serves is an important part of being a responsible parent

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Library Attitudes and Usage
The Library Experience

For many who use the library, the experience of the visit is equally as important as the service itself.

The library experience includes:

- Walking through the aisles and looking at book covers, with colorful images and intriguing titles
- The smell of the pages, the love readers have for physical books
- Searching for treasures, like a weathered book with coffee stains and tattered pages to indicate it has been enjoyed by countless readers
- A peaceful place to getaway
- A sense of nostalgia as readers recall visiting when they were children either as a safe place to escape, afterschool hang out, or as a center for fantasy, learning and exploration

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Library Attitudes and Usage
The Library Experience (Cont.)

Readers compare the library to a coffee shop or book store as a gathering place where they can explore countless books for inspiration, knowledge or fantasy. However, the experience in a library falls short of readers' favorite retail establishments.

Readers see an opportunity for libraries to provide a similarly rich experience, especially now that many of these book store/cafes are closing.

- The library décor is perceived to be cold and unsophisticated, not warm and welcoming
- The library seems dated, not current
- Some would like to see the library offer coffee and refreshments like many book retailers they frequent

Some readers use the library's website to extend checkout dates, reserve a book or pay fines, but few use it for purposes beyond these account management tasks.

"They should update the décor, maybe have a café."

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Library Attitudes and Usage
Library Services Awareness

When asked to name library services beyond providing books to read, most know about library programs that tutor kids and adults as well as programs to develop reading and language skills.

- Many mention the library's assistance with finding a job through resume building and professional networking.
- The library is also seen as a community hub with message boards to stay in touch with your local community as well as community assistance, such as elder programs, tax help, and information on health and technology.
- Parents were likely to have heard of children's programs and clubs like Baby Mozart, story time or Lego club.
- Very few are aware of the library's access to museum passes, such as the Children's Museum or Museum of Glass. While awareness of this benefit is quite low, interest and excitement around these museum passes is very high.

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Library Attitudes and Usage

Parents' Appreciation

Parents are among the library system's greatest fans.

- The library provides a safe, tolerant environment for their children.
- The library allows parents to provide a rich learning experience for their kids regardless of income. The clubs, programs and museum passes allow low income families to take part in these experiences they would otherwise be unable to afford. This makes the adults feel like better parents and the kids feel like they have the same opportunities as their peers.
- Other patrons view the library as an important part of their child's social development. It teaches social skills, involvement with the community, inspires exploration beyond the shopping mall and video games, and encourages responsibility with library cards to keep track of and due dates to adhere to.
- The library allows access to a wealth of culture, allowing parents to teach children about their heritage, connect with social causes, foster an understanding of other cultures, and explore the worlds of art and music.

"You can actually get museum passes… that's just an amazing thing when you are on a budget."

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Online Gaming

Attitudes Toward Online Games

Online games have both positive and negative associations in the minds of readers.

Some like a moment of pure entertainment or escape in the day, and frequent games that they can enjoy without having to think too hard.

- Candy Crush
- Angry Birds
- Fruit Ninja
- Words with Friends
- Bubble Witch Saga
- Super Mario Bros.

"I can enjoy it without having to think about it."

"I like games that make me better."

Others prefer some intellectual challenge from their games, and primarily play poker, chess or other games involving strategy and competition.

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Online Gaming

Social Online Games

Most readers who are gamers interact with others through Facebook game apps or other social online games.

While most do not tend to play against others in real-time, they do enjoy games like Words with Friends that allow them to play against others one turn at a time.

"I can pick friends who are not on all the time, so it's less pressure and stress."

There are some readers who avoid the social online games through Facebook out of concern that their friends list will be accessed by the app.

"I don't like to accept the game invitations because it allows access to your friends' information"

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Online Gaming

What Brings Players Back?

Online games are also perceived as addictive, and dedicating too much time to games is concerning to readers.

Much of what makes a game addictive is the leveling.

- The games begin with easy entry levels to draw players in.
- The increasing difficulty keeps the game interesting and brings players back again and again.
- The colorful graphics and music in a game also contribute to its appeal.
- Competition from friends adds to the challenge, as players watch their friends advance on the leaderboards and strive to catch up.

"The first couple levels are so easy, then you get stuck and you want to [master it]."

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PCLS Rewards Program
Familiarity with Rewards Programs

While nearly everyone is aware of shopper rewards programs (purchase using your card and get a discount, or get rewards based on your accumulated purchases), few have experience with programs based on activities rather than purchases.

When thinking of activity based programs, the following come to mind:

- Big Fish Game Club where points are earned for free games, discounts on games or early access to new releases
- Chuck e Cheese, where kids receive tokens for completing their chores or homework
- My Coke Rewards where they earn gift cards, experiences or can make donations as rewards for purchasing Coke products
- Bing Rewards where they earn movie rentals, gift cards and more for searching on Bing
- Survey programs that provide gift cards for participating in research studies

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PCLS Rewards Program
Likely Participation

The reward programs readers value most are the ones that give them some gift or reward for doing the things they already do.

With this in mind, PCLS should consider that a library program is likely to get the greatest momentum among current library patrons. It is likely to:

- Strengthen relationships with library goers
- Increase awareness and use of library services
- Increase frequency of visits
- Potentially re-engage library cardholders who have not visited in recent months or years

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PCLS Rewards Program

Expectations of Game

When asked, unaided, to brainstorm what a game based on the library experience might be like, readers provided a wide variety of gaming ideas and expectations.

Some readers view this program as a way to engage children, and have difficulty separating the adult library experience from that designed for youth.

Those who are parents want a rewards program that includes the whole family, including activities and rewards for all ages.

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PCLS Rewards Program

Expectations of Game Goals

Most readers imagine games that are closely tied to the library theme, either in a library setting or incorporating tasks that require reading or research.

- Most game descriptions include problem solving or tasks players must accomplish to progress through the game, such as:
  - Quests: Quest for knowledge/search for clues to complete the game
  - Story themed: Mystery at the library/Choose your adventure
  - Leveling saga type game: Answer questions to move forward, like Candyland
  - Book based: Book trivia/Book of the day game/How many books can you read?
- The most common goals to their library games are points/rewards or new levels to unlock and progress through, including:
  - Collect points
  - Proceed to the next level/unlock a new level
  - To sample books/music/audio/explore the library
  - Read as many books as you can

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PCLS Rewards Program
Expectations of Game Challenges

- To move through the game, readers expect to face challenges or tasks to test their knowledge and activity.
  - Read certain books
  - Attend certain library programs
  - Visit library locations
  - Lose points for being inactive
  - An adventure game where different choices are made along the way
  - Quizzes/trivia/tests of skill or comprehension
  - Solve a mystery
  - Time based tasks

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PCLS Rewards Program
Expectations of Game Features

- Readers imagine a visually appealing game, with inviting colors, music and the ability to chose their communication preferences.
  - Vibrant colors/cool graphics
  - Different rooms based on preference (kid room = lighthearted, community room = talk with others, quiet section = no communication with others)
  - Music
  - Avatars
  - Downloads of digital content (movies, books, games)
- Many expect to be able to work together with others to solve challenges or accumulate points for activity.
  - Co-op play option to work together with friends
  - Trade points/badges with other players to get what you need for the prize you want
  - Top players face off against each other
  - Avatars, chat rooms, real time communication
  - Through social networking

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PCLS Rewards Program
Expectations of Game Rewards

- Ultimately, the rewards and gifts throughout the game are what will bring players back to play again and again. Motivators include:
  - Any/all rewards
  - Goodies along the way/coffee cards
  - Beating the levels/the challenge of the game
  - Winner gets recognition (library customer of the week)

- Nearly everyone expects their game to be played by everyone, regardless of age.
  - Everyone/all ages (just like the library itself)
  - Kids (a couple of readers imagine a program for kids and had a difficult time imagining a strictly adult library experience)

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PCLS Rewards Program
Desired Activities/Challenges

All readers expressed interest in participating in the PCLS rewards program if the activities and rewards are compelling.

- Activities they are likely to conduct:
  - Participate in classes
  - Make recipe/complete project & submit photos
  - Share advice/knowledge/tips
  - Answer trivia questions
  - Solve puzzles
  - Write reviews
  - Explore local history
  - Explore local industry
  - Volunteer labor (build, clear, etc.)
  - Volunteer at programs (zoo, nursery, etc.)
  - Visit other library locations
  - Interact with the librarian

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PCLS Rewards Program

Desired Rewards

While there is certainly interest in expensive rewards like tablets, tools and gift cards, there is also a great deal of excitement over experiences and VIP status as rewards for loyal library use.

Tangibles:
- Tablets or eReaders
- Gift cards
- Gas cards
- Coffee credits or cards
- Books to keep
- Movies
- Totes
- Gift items relevant to the topic or activity (i.e., garden tool for garden badge or kitchen tool for cooking badge)

Library VIP benefits:
- Priority spot in line for new titles
- Credit toward library fees
- Extended due dates
- Overnight sleepover
- Childcare (Friday Night at the Library)

Experiences:
- Passes to the museum, zoo, etc.
- Theater tickets
- Member events, like movie night, picnic, etc.
- Book readings
- Author visits
- Ability to donate rewards

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PCLS Rewards Program

Desired Topics/Interests

- Subjects or topics readers find most compelling focus on health and wellness, DIY and culture.
- Readers are interested in activities that focus on the following themes:

- Health and nutrition
- Cooking
- DIY auto maintenance
- DIY technology repair
- General DIY
- Gardening
- Cultures/Cultural fairs
- Urban farming
- Upcycling
- Beauty
- Parenting/Family

- Camping
- Hiking
- Outdoor activities
- Motivational

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PCLS Rewards Program

Naming Reactions

- Participants in the library visitor group found the phrase "Beyond the Pages" very appealing and descriptive of the program's purpose. They believe this would make a great name or tagline for the game.

- While none of the names presented in the discussion were clear winners for this game, there were certain phrases that resonate more strongly than others.

  - Share Reading generated modest appeal, because the word share suggests community participation and connection with others.

  - Reading is Rewarding and Reading Rewards were liked for their matter-of-fact description of the program purpose and function.

  - Discover Reading was liked by a few readers because it suggests exploration and discovering something new.

  - "Discover," "Share" and "Reward" all suggest activity in the program, while words like "prizes" and "gifts" are perceived to be less engaging.

"A reward is something you earn, a prize is something you just get"

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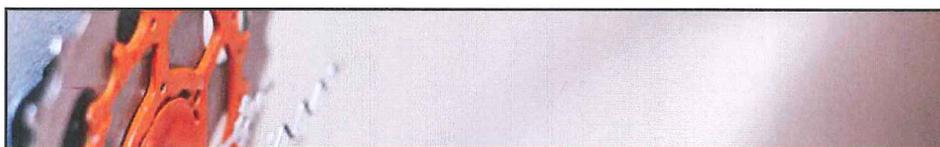
We look forward to continuing the conversation...

HEMISPHERES

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MEMO

Date: September 11, 2013

To: Chair Linda Ishem and members of the Board of Trustees

From: Georgia Lomax, Deputy Director

Subject: Pierce County Capital Facilities Plan 2013/2014-2019

Attached is the Library's submission to Pierce County's 2013/2014-2019 Capital Facilities Plan.

The Capital Facilities Plan (CFP) is a 6-year plan for financing capital improvements that support the County's current and future population and economy. Its purpose is to ensure that adequate public facilities exist as the County grows. The CFP is one element of Pierce County's comprehensive plan and is required by Washington's Growth Management Act.

The Library and other taxing districts are included in the document, though they are separately funded.

PIERCE COUNTY LIBRARY SYSTEM

The Pierce County Rural Library District is an independent municipal corporation established under Revised Code of Washington 27.12, serving all unincorporated areas within Pierce County as well as annexed cities and towns. As a junior taxing district, all operations and capital improvements are funded by a dedicated property tax levy with a maximum mill rate of 50 cents per $1000 of assessed property value. Property tax provides 96% of the Library's revenue.

Library revenue has declined by $6.5 million since 2010 due to drops in assessed property value. In 2013, as a result of the continued decline in property values, the Library's revenue dropped 9.25% below the previous year. In 2014, the Library projects revenue to increase approximately 2%.

Pierce County Library currently serves 558,455 people within its service area. Regional Planners project that by 2030 the Library will serve 718,000 residents. In 2013, Pierce County Library facilities provided 0.39 square feet per person Countywide. Library services include access to books, movies, music and audio-books, downloadable books and music; help and resources for finding answers and information or building skills; homework and reading support and other services to youth and teens; support and resources for job seekers and for soldiers and military families; access to computers and technology; individual and group study space; and community meeting rooms. The Library also provides services beyond the Library's physical facilities both in the community and online.

Pierce County Library 2030, the Library's facilities master plan, was completed in January 2010 with the input and participation of over 5,000 community residents. Travel patterns, community activity centers, and anticipated population growth and use patterns were used to determine where facilities are needed for easy, convenient and cost effective access to library services.

Pierce County Library Technology Plan will be completed by the end of 2013. The plan, developed by a multi-departmental staff team, with input from more than 3600 community residents, will guide the library in transforming its technology to support the needs of 21st century library customers and employees. The plan will focus on activities for 2014 and 2015 and will inform the development of upcoming Capital Improvement expenditures in technology.

Level of Service: *Pierce County Library 2030* establishes a service level target of 0.61 to 0.71 square feet per district resident. This service level target will increase the materials, service, seating, technology, and meeting space available within communities. The desired service level is based on current best planning practices for library design and space both nationally and within the West Coast region.

The plan identifies the need to regularly evaluate and revise target service levels to reflect changing technology and service directions. Significant changes in customer use patterns, service expectations and technology signal the need for the Library to revisit *Pierce County Library 2030* in the near future to reassess service level targets in light of the changing landscape to ensure it accurately reflects the needs of the community.

In addition to building space, *Pierce County Library 2030* established the following service level targets:

- Seating: 3.77 seats per 1,000 population
- Parking: 4 stalls per 1,000 square feet of building space
- Computers: 1.93 computers per 1,000 population

Adequate Public Facilities: The Pierce County Library currently operates 19 facilities throughout the County and serves a district population of 558,455. With a current facility inventory of 217,319 square feet or 0.39 square feet per capita, the Library needs an additional 123,339 square feet to meet the 0.61 square feet per capita level of service.

To reach this level, the Library will need to increase the size of all its facilities and add one new facility to its system in Frederickson, as identified in *Pierce County Library 2030*. However, no development permit should be denied based on the Library's inability to maintain level of service standards for Library facilities.

CURRENT FACILITY INVENTORY

The Pierce County Library operates 19 facilities throughout unincorporated Pierce County and the 15 cities and towns that have annexed into the District. Residents may use any of the facilities in the District for access to Pierce County Library materials and services, as well as its digital branch. In addition, cardholders are able to request material from any location through the library catalog and have it delivered to their preferred library location for pick up.

Facility	Current Capacity (square feet)	Location
Bonney Lake	6,480	18501 90th Street E., Bonney Lake
Buckley	4,100	123 S. River Avenue, Buckley
DuPont	3,610	1540 Wilmington Drive, DuPont
Eatonville	4,100	205 Center Street W., Eatonville
Fife	6,000	6622 20th Street E., Fife
Gig Harbor	15,214	4424 Point Fosdick Drive N.W., Gig Harbor
Graham	7,152	9202 224th Street E., Graham
Key Center	3,949	8905 Key Peninsula Highway, Key Center
Lakewood	32,592	6300 Wildaire Road, S.W., Lakewood
Milton/Edgewood	6,583	900 Meridian Avenue E., Suite 29, Milton
Orting	2,700	202 Washington Avenue S., Orting
Parkland/Spanaway	15,576	13718 Pacific Avenue S., Parkland
South Hill	20,100	15420 Meridian Avenue E., South Hill
Steilacoom	4,039	2950 Steilacoom Boulevard, Steilacoom
Summit	7,424	5107 112th Street E., Summit
Sumner	10,600	1116 Fryar Avenue, Sumner
Tillicum	2,100	14916 Washington Avenue S.W., Tillicum
University Place	15,000	3609 Market Place W., University Place
Processing and Administration Center	50,000	3005 112th Street E., Summit
Digital Branch	0	www.piercecountylibrary.org
TOTAL	**217,319**	

PRIOR YEAR MAJOR ACCOMPLISHMENTS -- 2013

Key Center Pierce County Library Remodel and Expansion
Key Center Library reopened on Monday, February 4, 2013 with an added 451 square feet, redesigned interior to better accommodate the high use. The remodel incorporated a Movie Tower, Afterschool Learning Computer, Teen Area, public internet stations, reading area, laptop tables and self-service holds. The multi-purpose meeting room is now equipped with new furnishings, a cyber-bar, and an early learning block set.

Lakewood Pierce County Library Steve Albers Early Learners Area
Funded primarily by donations, the Steve Albers Early Learners area provides a place to make learning fun for the whole family through interactive, hands-on activities. Parents and caregivers are able to work while watching their children play and read.

Fife Pierce County Library Parking Lot Improvements and Expansion
Six parking spots were added to the existing parking lot, along with improved exterior lighting, and a turnaround for improved traffic flow in this high-use location.

Ashford Return Site at Pierce 23 Fire and Rescue Station
On July 11, 2013 a book drop was installed at the Pierce 23 Fire and Rescue Station located at 29815 State Route 706 East in Ashford. The drop provides Ashford and Elbe residents with a convenient, local location to return library materials. The Eatonville Library is the closest library facility for these residents. The agreement with Pierce 23 Fire and Rescue provides Pierce County Library System with free access to space for the book drop.

NON-CAPITAL ALTERNATIVES

The Pierce County Library District also provides services outside library facilities, including mobile services; service to daycares, home-based child care providers, care facility residents and homebound; 24/7 access to web-based services; and staff providing programs, classes and services at local community locations and in local schools.

Pierce County Library 2030 identified the need for non-facility based approaches to provide convenient access to meaningful library services for all residents, and as a method for serving residents in remote or isolated areas. Alternative approaches could include online, kiosks, vending machines, service in partner spaces, and other forms of making services and resources accessible outside of library buildings and in convenient community locations. Alternative service delivery strategies were considered during the facilities planning process and the recommended library service level guideline of 0.61 to 0.71 square feet per capita reflect use of this option.

The Board of Trustees adopted the following criteria for developing and providing alternative service delivery:

- local interests & issues
- geographical and physical isolation
- customer convenience
- relationship to an existing Library
- economic efficiency

Alternative 1: Digital Library Service
    The Library provides a wide variety of online services that allow cardholders to access library resources remotely 24/7 or at library locations during open hours. Resources available electronically include:

- premium content, such as electronic reference resources, research databases and directories, and online reference books
- portals for specific audiences such as military families, job seekers and small businesses
- community information links
- online homework help
- support and resources for job seekers and entrepreneurs
- downloadable audiobooks, e-books and music
- electronic language learning programs
- online book clubs, book reviews and readers' services
- online library catalog access in both regular and children's form
- online Pierce County Library account management and RSS feeds
- social media presence (Facebook, Twitter, YouTube, Flicker, Foursquare and Pinterest)
- online teen summer reading program

Alternative 2: Mobile Delivery
Services provided through Outreach efforts include mobile service to kids and families, delivery services at adult care facilities and to the homebound, school visits, summer mobile service using Explorer bookmobile, and partnering with communities for special events and programs. As part of the Library's service review, in 2013 the family bookmobile service and the Explorer children's bookmobile service were eliminated.

Alternative 3: Reciprocal Borrowing
    Pierce County Library has reciprocal borrowing agreements with the Puyallup Public Library, Roy Public Library, Tacoma Public Library system, Fort Vancouver Regional Library, King County Library System, Kitsap Regional Library, North Central Regional Library, North Olympic Library System, Seattle Public Library, Sno-Isle Regional Library, and Timberland Regional Library. These agreements provide customers with free, convenient access to libraries outside the Pierce County Library service area.

Alternative 4: Service in Partner Spaces
On July 11, 2013 a book drop was installed at the Pierce 23 Fire and Rescue Station located at 29815 State Route 706 East in Ashford. The drop provides Ashford and Elbe residents with a convenient, local

location to return library materials. The Eatonville Library is the closest library facility for these residents. The agreement with Pierce 23 Fire and Rescue provides Pierce County Library System with free access to space for installation of the book drop.

CAPITAL PROJECTS – 2014-2018

Funding for capital projects, large projects or equipment purchases that may cross fiscal years, comes from three sources:

1. Fund balance of the Capital Improvement Fund

2. Funds transferred from the General Fund

3. New revenues (e.g., fund raising, investment)

Capital Project Categories	2013 BUDGET	2014 ESTIMATED	2015 ESTIMATED	2016 ESTIMATED	2017 ESTIMATED
Commitments	$ 240,000	$ 120,000	$ 120,000	$ 120,000	$ 120,000
Direct customer experience	0				
Indirect customer support projects	0				
Major maintenance	1,174,000	322,000	194,000		226,000
Vehicles	170,000	10,000	45,000	120,000	10,000
Equipment and technology		235,000	200,000		
SUBTOTAL	1,584,000	687,000	559,000	240,000	356,000
Contingency (by exec approval)	48,000	25,000	25,000	25,000	25,000
TOTAL CAPITAL PROJECT BUDGET	**$ 1,632,000**	**$ 712,000**	**$ 584,000**	**$ 265,000**	**$ 381,000**

2013/2014 Commitments:

- Annual payment to City of University Place to purchase additional 5000 square feet for future library expansion (2013, 2014).
- Follow up work at the Fife Library to improve parking lot navigation (2013).

2013/2014 Direct Customer Experience:

Improve the customer's experience within the facility; create more efficient workflow to help staff keep up with the growing use of Library services and facilities.

- Improved customer printing experience and cost recovery (2013)

2013/2014 Indirect Customer Support:

Workflow and efficiencies for departments providing indirect customer service and that support the front-line branch staff, or for library systems such as the catalog.

- No projects planned due to revenue decrease (2013, 2014).

2013/2014 Major Maintenance:

Maintaining the Library's facilities and physical assets.

- HVAC replacement at Processing and Administrative Center (2013).
- Roof replacement at Summit (2013).

- Install cooling in IT network closets in all locations (2013).
- HVAC replacement at Lakewood (1 unit) and Tillicum (2014).
- Roof replacement at Steilacoom and Key Center (2014).
- Re-keying all facilities (2014)
- Interior painting at Parkland/Spanaway (2014).
- Public restroom upgrades at South Hill, Graham, Summit, Lakewood and Parkland/Spanaway (2014).

Vehicles:

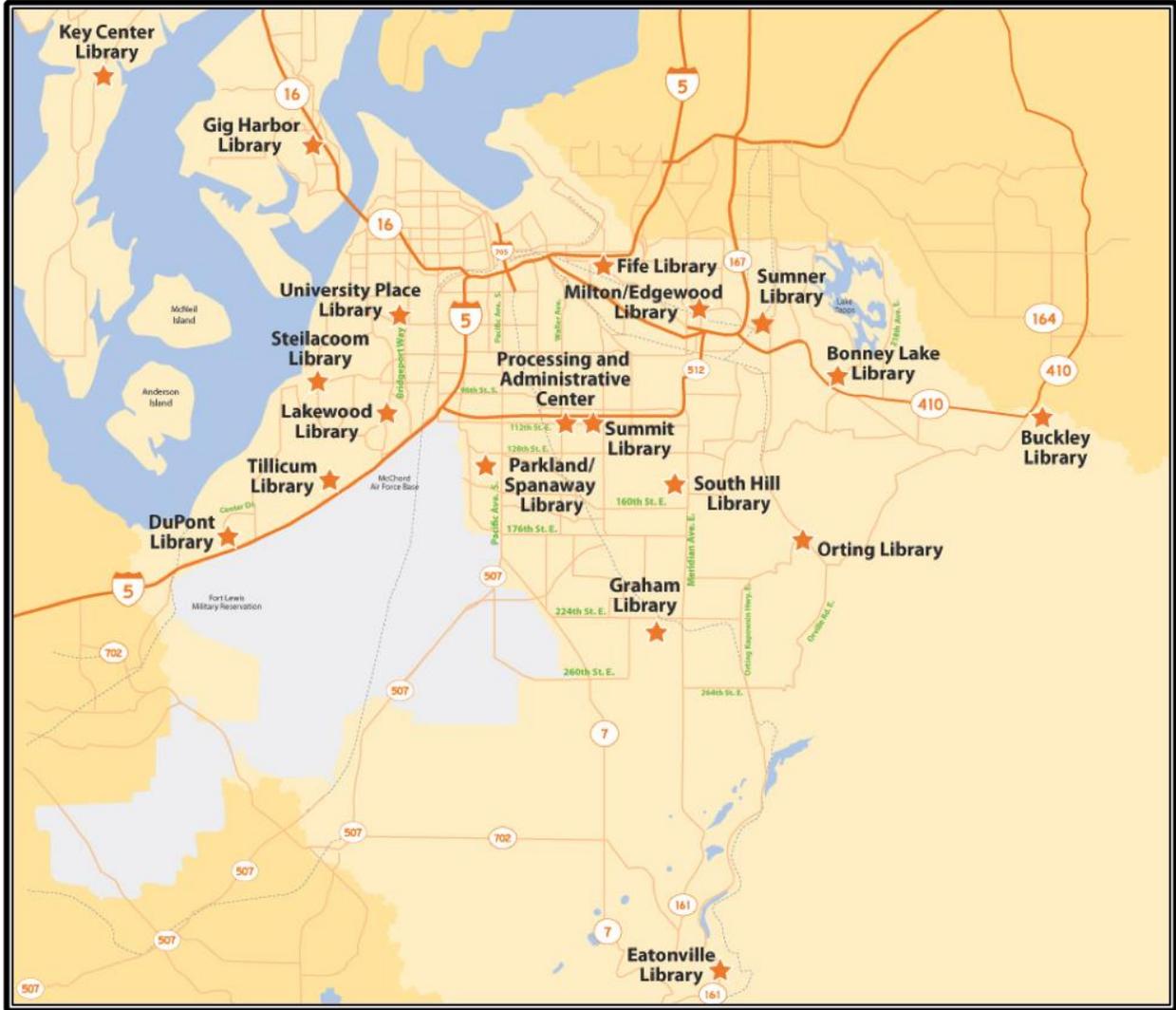- Replace two worn-out vehicles with hybrid models (2013)

Equipment & Technology:

- Security monitoring of HVAC units to deter copper theft (2013)
- Added security access to IT closets (2013)

Future Anticipated Major Projects (2015-2017):

- Network Equipment Upgrade (2015)

MAP OF LOCATIONS

PIERCE COUNTY LIBRARY LOCATIONS

FUTURE NEEDS – NO FUNDING CURRENTLY AVAILABLE

Pierce County Library's existing operating levy supports ongoing operations and capital maintenance, but is not adequate for new or expanded facilities. To implement the recommended service levels and facility improvements, the Library will need to approach voters for additional capital facilities funding or obtain additional revenue from other sources. The Library will continue to work with communities to determine when the timing is best to begin plans to seek funding for the improvements recommended in the *Pierce County Library 2030.*

RELATION TO GMA

The level of service target for Pierce County libraries is 0.61 to 0.71 square feet per capita by 2030, which was

the planning horizon for the *Pierce County Library 2030: Facilities Master Plan*. The desired service level is based on current best planning practices for library design and space, and will be regularly evaluated and revised to reflect changing technology and service directions.

The Library added 451 square feet to the District in 2013 with a redesign at the Key Center Pierce County Library that leveraged a small expansion in the lobby area. The Pierce County Library plans to purchase 5,000 square feet for future use at the University Place branch. No added space is planned for 2014.

By 2015, the population of the Library District is estimated to be approximately 578,000 people. To meet level of service recommendations, the Library should provide an additional 135,000 square feet. The Library's 2022 projection estimates a service population of 619,000. The 2030 population projection for the Library's service area is between 653,000 and 721,000 (representing a 10% range from the PSRC forecasts). By 2030, the Library anticipates needing to provide between 420,200 and 488,300 square feet.

Pierce County Library: Current Level of Service and Deficit by Library Service Areas Level of Service 0.61 Square Feet per Capita				
Library Service Area	**2013 Square Ft**	**2013 Population**	**2013 SF/Capita**	**2013 Deficit (in SF)**
Bonney Lake	6,480	44,328	0.15	(20,560)
Buckley	4,100	12,936	0.32	(3,791)
DuPont	3,610	8,487	0.43	(1,567)
Eatonville	4,100	10,316	0.40	(2,193)
Fife	6,000	13,033	0.46	(1,950)
Gig Harbor	15,214	45,596	0.33	(12,600)
Graham	7,152	37,883	0.19	(15,957)
Key Center	3,949	17,697	0.22	(6,846)
Lakewood	32,592	75,716	0.43	(13,595)
Milton/Edgewood	6,583	18,575	0.35	(4,748)
Orting	2,700	11,223	0.24	(4,146)
Parkland/Spanaway	15,576	81,386	0.19	(34,069)
South Hill	20,100	76,971	0.26	(26,852)
Steilacoom	4,039	11,691	0.35	(3,093)
Summit	7,424	37,225	0.20	(15,283)
Sumner	10,600	18,465	0.57	(664)
Tillicum	2,100	4,906	0.43	(893)
University Place	15,000	32,021	0.47	(4,533)
Processing and Admin. Center	50,000			
TOTALS	**217,319**	**558,455**	**0.39**	**(123,339)**

| Pierce County Library Population Projections by Library Service Areas					
Library Service Area	**2013**	**2015**	**2022**	**2030 Range**	
				10% range*	
Bonney Lake	44,328	51,987	58,527	65,000	72,000
Buckley	12,936	16,309	17,702	19,000	21,000
DuPont	8,487	14,469	15,590	16,000	18,000
Eatonville	10,316	10,460	11,186	12,000	13,000
Fife	13,033	10,255	11,420	13,000	15,000
Gig Harbor	45,596	50,831	54,123	57,000	63,000
Graham	37,883	42,885	46,009	48,000	53,000
Key Center	17,697	17,299	18,103	19,000	21,000
Lakewood	75,716	72,829	73,936	73,000	81,000
Milton/Edgewood	18,575	19,489	22,140	26,000	28,000
Orting	11,223	10,506	11,933	14,000	15,000
Parkland/Spanaway	81,386	72,565	75,658	77,000	85,000
South Hill	76,971	66,060	72,959	78,000	86,000
Steilacoom	11,691	12,269	12,629	13,000	14,000
Summit	37,225	36,910	39,431	41,000	45,000
Sumner	18,465	32,030	36,134	41,000	45,000
Tillicum	4,906	4,772	4,893	5,000	6,000
University Place	32,021	35,654	36,464	36,000	40,000
TOTAL DISTRICT POPULATION	**558,455**	**577,579**	**618,837**	**653,000**	**721,000**

* Population projections based on Library Service Area geographies, U.S. Census 2010, and PSRC forecasts

Pierce County Library: 2015 & 2030 Projections Facility Needs Based on 0.61 SF/Capita by Library Service Areas							
	2012	**2015**		**2030**			
Library Service Area	**Current Square Feet**	**Projected Population**	**Recommended Square Feet**	**Projected Population (10% Range)**		**Recommended Square Feet**	
Bonney Lake	6,480	51,987	31,712	65,000	72,000	38,200	44,400
Buckley	4,100	16,309	9,948	19,000	21,000	14,700	17,100
DuPont	3,610	14,469	8,826	16,000	18,000	11,800	13,700
Eatonville	4,100	10,460	6,381	12,000	13,000	9,300	10,800
Fife	6,000	10,255	6,256	13,000	15,000	10,200	11,800
Gig Harbor	15,214	50,831	31,007	57,000	63,000	35,800	41,600
Graham	7,152	42,885	26,160	48,000	53,000	30,700	35,700
Key Center	3,949	17,299	10,552	19,000	21,000	14,500	16,900
Lakewood	32,592	72,829	44,426	73,000	81,000	42,500	49,400
Milton/Edgewood	6,583	19,489	11,888	26,000	28,000	18,300	21,300
Orting	2,700	10,506	6,409	14,000	15,000	10,400	12,100
Parkland/Spanaway	15,576	72,565	44,265	77,000	85,000	44,300	51,500
South Hill	20,100	66,060	40,297	78,000	86,000	44,900	52,100
Steilacoom	4,039	12,269	7,484	13,000	14,000	10,100	11,700
Summit	7,424	36,910	22,515	41,000	45,000	26,100	30,300
Sumner	10,600	32,030	19,538	41,000	45,000	27,200	31,700
Tillicum	2,100	4,772	2,911	5,000	6,000	7,500	8,700
University Place	15,000	35,654	21,749	36,000	40,000	23,700	27,500
Processing and Admin. Center	50,000						
TOTALS	**217,319**	**577,579**	**352,323**	**653,000**	**721,000**	**420,200**	**488,300**

* Population projections based on Library Service Area geographies, U.S. Census 2010, and PSRC forecasts

M E M O
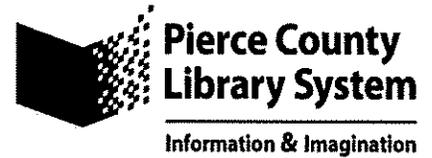
Date: September 11, 2013
To: Chair Linda Ishem and members of the Board of Trustees
From: Georgia Lomax, Deputy Director
Subject: Facilities Master Plan Standards

After completing the Library's chapter for the annual Pierce County Capital Facilities Plan, we review growth in our communities, changes in facilities and future plans. Attached is a quick update of how Library facilities currently compare with the vision set out in *Pierce County Library 2030*, the Library's facilities master planning document that addresses the community's vision and the Library's response to how PCLS can provide services and facilities to meet community needs in the coming years.

Using *Pierce County Library 2030's* proposed target of .61 square feet per capita, Chart 1 shows how facility square footages currently compare to that standard.

Of note, in 2013, eight of communities exceed their 2015 service area population projections, and five of those also exceed the plan's 2022 projection (chart 2).

Pierce County Library 2030

Chart 1: Comparison of Current Square Footage to PCL 2030 Target

| Location	Current Square footage	2013 SF/Capita	SF deficit (based on .61sf/cap)	% of SF increase needed to achieve target (0.61sf/cap)
Bonney Lake	6,480	0.15	(20,560)	317.3%
Graham	7,152	0.19	(15,957)	223.1%
Parkland/Spanaway	15,576	0.19	(34,069)	218.7%
Summit	7,424	0.20	(15,283)	205.9%
Key Center	3,949	0.22	(6,846)	173.4%
Orting	2,700	0.24	(4,146)	153.6%
South Hill	20,100	0.26	(26,852)	134.0%
Buckley	4,100	0.32	(3,791)	92.5%
Gig Harbor	15,214	0.33	(12,600)	82.8%
Steilacoom	4,039	0.35	(3,093)	76.6%
Milton/Edgewood	6,583	0.35	(4,748)	72.1%
Eatonville	4,100	0.40	(2,193)	53.5%
DuPont	3,610	0.43	(1,567)	43.4%
Tillicum	2,100	0.43	(893)	42.5%
Lakewood	32,592	0.43	(13,595)	41.7%
Fife	6,000	0.46	(1,950)	32.5%
University Place	15,000	0.47	(4,533)	30.2%
Sumner	10,600	0.57	(664)	6.3%

(Highlighted locations would have reduced service area populations if a facility was added in Frederickson.)

Chart 2: Comparison of current population against 2015 and 2022 projections

Location	2013 population	Exceeds 2015 projection by:	% exceeds 2015 projection
Fife	13,033	2,778	27%
South Hill	76,971	10,911	16.5%
Parkland/Spanaway	81,386	8,821	12%
Orting	11,223	717	6.8%
Lakewood	75,716	2,887	3.9%
Tillicum	4,906	134	2.8%
Key Center	17,697	398	2.3%
Summit	37,225	315	0.85%
Location	2013 population	Exceeds 2022 projection by:	% exceeds 2022 projection
Fife	13,033	1,613	14.1%
Parkland/Spanaway	81,386	5,728	7.6%
South Hill	76,971	4,012	5.5%
Lakewood	75,716	1,780	2.4%
Tillicum	4,906	13	0.27%

(Highlighted locations would have reduced service area populations if a facility was added in Frederickson.)

8/29/2013

MEMO
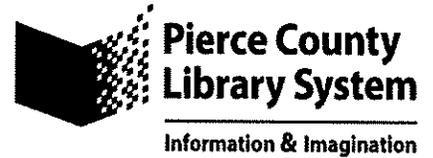
Date: September 11, 2013

To: Chair Linda Ishem and members of the Board of Trustees

From: Georgia Lomax, Deputy Director

Subject: PROPOSED HOLIDAY POLICY REVISION

Upon ratification of the 2013-2015 Collective Bargaining Agreement between the Library and Local 3787, regular part-time employees, regardless of number of regularly assigned hours worked per week, receive holiday benefits pro-rated in proportion to time worked.

Attached is a proposed revision to the Board's Holiday Policy to reflect this change. he current policy, Legal Holidays (October 5, 2007), is also attached. Other changes include updating it into the Library's policy format and reflecting the Library's practice of closing its facilities on the official date of the holiday regardless of which day of the week it falls on.

During the Board meeting we would like your input on the proposed revision and ask you to consider approving the update.

Holiday Board Policy

Policy Statement

Pierce County Library facilities will close for holidays established by the Board of Trustees.

Purpose

To identify the holidays of the Pierce County Library.

Policy

Paid holidays for eligible employees are established by the Board of Trustees.

All Library locations will be closed for holidays on the official date that the holiday is to be observed. On all other days, Pierce County Library facilities will open according to their regular schedules.

The Board of Trustees may negotiate or grant additional or fewer library district holidays as part of employee compensation.

The Board of Trustees may identify days to be recognized as unpaid holidays.

Paid Holidays

Holiday	Date to be Observed
New Year's Day	January 1
Martin Luther King Jr.	Third Monday in January
Presidents' Day	Third Monday in February
Memorial Day	Last Monday in May
Independence Day	July 4
Labor Day	First Monday in September
Veteran's Day	November 11
Thanksgiving Day	Fourth Thursday in November
The Day after Thanksgiving	Friday after Thanksgiving
Christmas Eve	December 24
Christmas	December 25

<u>Unpaid Holidays</u>

All facilities will be closed as an unpaid holiday on Easter Sunday.

Adopted by the Board of Trustees of the Pierce County Rural Library District Board of Trustees, January 12, 1995 (Legal Holidays); revised October 4, 2007; revised and renamed XXXX 2013

Legal Holidays (95-01)

The following days shall be recognized as Pierce County Library District legal and paid holidays for all eligible employees who work twenty (20) or more hours per week:

Holiday	Date to be Observed
New Year's Day	January 1
Martin Luther King Jr.	Third Monday in January
Presidents' Day	Third Monday in February
Memorial Day	Last Monday in May
Independence Day	July 4
Labor Day	First Monday in September
Veteran's Day	November 11
Thanksgiving Day	Fourth Thursday in November
The Day after Thanksgiving	Friday after Thanksgiving
Christmas Eve	December 24
Christmas	December 25

In addition, all facilities will be closed as an unpaid holiday on Easter Sunday.

On all other days, Pierce County Library System facilities will open according to their regular schedules.

The Board of Trustees may negotiate or grant additional or fewer library district holidays as part of employee compensation.

Originally approved: January 12, 1995

Revised: October 4, 2007

MEMO
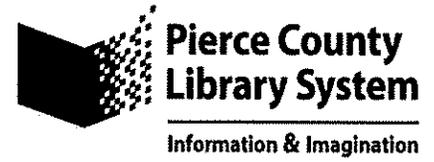
Date: September 11, 2013
To: Chair Linda Ishem and members of the Board of Trustees
From: Georgia Lomax, Deputy Director
Subject: Programming Policy

The Library's programming-related policies were last reviewed and updated in 2009. The two policies establish why the Library offers programs, guides staff in developing and providing this service, and ties programming to the mission of the library. The programming policies also connect to the Library's Intellectual Freedom role, providing another method of offering access to a variety of opinions, viewpoints and information.

Attached are the current "Programming Policy" and "Programming Procedures for Programming Policy", as well as a proposed revision for your review.

The revision combines the two policies into one, and adds a section to call out the Library's commitment to partnering and collaborating with others in the community in order to best serve customers.

During the Board meeting we would like your feedback on the proposal, and ask that you consider approving the "Programming Board Policy" that incorporates the two policies into one.

Board Policy

Programming Policy

Policy Statement

Pierce County Library System offers programs to support, enrich, and collaborate with communities.

Definition

Program: any group activity offered to the public that library staff have coordinated, planned, and/or presented.

Purpose of Programs

To provide information, promote social skills and language development, encourage curiosity and creativity, contribute to knowledge of self and the world, and to engage with residents. Programs allow the Library to promote and make accessible the Library's services and resources, as well as give residents opportunities for engagement, community involvement, collaboration and learning.

Programs Open to All

Programs are open to all people.

No Admission Fees

The Library will not charge admission fees to programs. However, at the discretion of the Executive Director the following may be permissible at programs:
- Fundraisers to benefit the Library, sponsored by the Friends of the Library groups, Pierce County Library Foundation, or other organizations.
- The sale of books or other related media by authors or other performers as part of a library program.

Variety of Viewpoints

The Library will strive to include a wide spectrum of opinions and viewpoints in Library-sponsored programs. Library sponsorship of a program does not constitute an endorsement of the content of the program or the views expressed by participants.
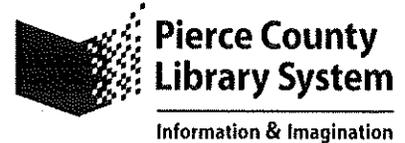
Reference to Related Policy

Sponsorships and Donations (Board Policy 1.12)

Board Policy 1.8
Adopted by the Board of Trustees of the Pierce County Library System, July 17, 1974. Revised May 8, 2002. Revised August 31, 2009.

Board Policy

Programming Procedure for Programming Policy (Board Policy: Philosophy (1.8))

Procedure

Programs Open to All

Programs are open to all people and every attempt will be made to accommodate all who wish to attend programs offered by the Library. However, when safety or the success of a program requires it, attendance may be limited. This will be accomplished on a first come, first served basis either with advanced registration or at the door.
The Library will endeavor to offer a wide variety of programs for children, teenagers, adults, and families to appeal to the range of interests and information needs to engage communities.
The Library will strive to offer programs to collaborate with individuals and organizations within communities.

Other Related Organizations

Friends of the Library groups, Pierce County Library Foundation, or other organizations and individuals may also provide programs.

Board Policy 1.8
Adopted by the Board of Trustees of the Pierce County Library System, July 17, 1974. Revised May 8, 2002. Revised August 31, 2009.

Programming Board Policy

POLICY STATEMENT

Pierce County Library System offers programs to support, enrich, and collaborate with communities.

DEFINITION

Program: any group activity offered to the public that library staff have coordinated, planned, and/or presented.

POLICY

Programming is offered that furthers the mission, vision, philosophy, goals and initiatives of the Library, and that meets the cultural, informational and educational needs and interests of the community.

Among the purposes that programs may fulfill are:

- To provide information,
- To promote social skills and language development,
- To encourage curiosity and creativity,
- To contribute to knowledge of self and the world,
- To draw target audiences into the Library,
- To provide opportunities that allow the library to engage with residents,
- To promote and make accessible the Library's services and resources, and,
- To give residents opportunities for engagement, community involvement, collaboration, and learning.

Programs may be offered in library facilities or offsite.

Access

All programs are open to the public.

Attendance may be limited due to space, or when safety or the success of a program requires it. Limits will be accomplished on a first come, first served basis either with advanced registration or at the door.

The Library will not charge admission fees to programs.

Fund Raising

At the discretion of the Executive Director, fund raising to benefit the Library may be permitted.

At the discretion of the Executive Director, sale of books or other materials by authors or performers may be permitted as part of a library program.

Variety of Viewpoints

The Library will strive to include a wide spectrum of opinions and viewpoints in Library-sponsored programs, as well as offer programs that appeal to a range of ages, interests and information needs in order to engage the community

Library sponsorship of a program does not constitute an endorsement of the content of the program or the views expressed by participants.

Partners and Community Collaboration

The Library encourages partnerships with non-profit and civic organizations, governments, commercial entities and other groups in order to support and enrich our communities, to reach new audiences and to create opportunities to meet the goals of programming.

Adopted by the Board of Trustees of the Pierce County Library System, July 17, 1974. Revised May 8, 2002. Revised August 31, 2009. Revised XXXXX2013

Related Policies

Mission/vision/values
Philosophy Statement
Partnerships