



MILL VALLEY
PUBLIC LIBRARY

**Mill Valley Library Foundation &
Friends of the Mill Valley Library
Funding Report 2021-2022**

WI-FI ON THE PLAZA: \$13,638.78

Supply chain issues and problems creating a Splash Page delayed this project, but it finally launched to the public in mid-August. Residents and visitors can now enjoy free Wi-Fi service on the Depot Plaza from the Gravity Car to the Lytton Square median. There are five access points: two facing the Plaza, two facing the Throckmorton median, and one facing Miller Avenue.

Expenditures covered equipment and installation. Ongoing costs for 2022-2023 will include monthly Comcast internet charges. Collection of usage stats did not start until July 2023. Initial statistics indicate about 1,000 users per month and will likely continue to increase over time and with greater publicity.

The advance of technology is rapid in our connected world, but an emerging digital divide and lack of steady internet access makes full participation in society increasingly difficult for many people. Beyond being convenient for downtown visitors, the Wi-Fi on the Plaza project helps bridge this gap and increase opportunity and equity. Individuals can apply for jobs, access health information and government services, do schoolwork, read email, or just surf the web with a speedy and reliable connection.

FOUNDATION: \$6,858.14

FRIENDS: \$6,780.64

EQUIPMENT: \$8,776.28

LABOR: \$4,862.50



TECH TO GO: \$8,997.20

Tech to Go was launched in early 2021, providing patrons the ability to check out Chromebooks, Wi-Fi hotspots, and backup batteries. It has been a popular offering since its launch and is also one of the Library's equity initiatives. By providing equipment and technology to patrons who do not have access, it is helping to bridge the digital divide. *Tech to Go* is also enjoyed by patrons who use hotspots on camping trips, while traveling, or for important presentations when their own connectivity is unstable.

In this funding cycle, the Library purchased five additional hot spots to meet increasing demand.



FOUNDATION: \$8,997.20

CIRCULATION STATISTICS 07/01/21 - 06/30/22

Chromebooks: 153
Hotspots: 384
Batteries: 252

COMPUTER INSTRUCTION: \$3,150.00

Technology classes started during the pandemic (9/2020) continued in this funding cycle. The *Everything Apple* classes cover Mac Computers, iPhones, iPads, and Apple Services such as iCloud. Patrons learn how to download apps, manage their passwords, use parental controls, and take, manage, and share photos. New classes are added to the rotation of basic classes, such as advanced iPhone and Mac classes, which cover more advanced features and controls. Classes are taught by Jon Hartman, who previously provided tech support at an Apple Genius Bar. v 2022-2023 will likely see a return to more in-person programming with hybrid options.

FOUNDATION: \$3,150.00

HISTORY ROOM: \$15,326.37

The Foundation supported the continued processing of the Sweetwater Collection, a bequest from Jeanie Patterson, the owner of the Sweetwater from 1979 to 1999. The collection fills 30 bankers boxes. Work included digitizing 16 of 70 scrapbooks (averaging between 75-150 pages), the majority of over 500 photos, 37 VHS tapes (1.5 – 2 hours each), and 20 out of 175 audio cassettes containing live concerts.

FOUNDATION: \$6,329.12

DONATION: \$533.75

CITY: \$8,463.50

This collection is generating a lot of interest from the public as well as from the new Sweetwater, which is planning a 50-year Anniversary Celebration in November. The work on this collection is allowing the Library to support the upcoming celebration by loaning photos, videos, and posters to the new Sweetwater. The Library is also curating a special exhibition in the Lower-Level Gallery during November.

The City supported basic operations in the History Room including part-time staffing to cover the History Room public desk, fill photo requests, and help users of all ages. The History Room answers requests from researchers nationwide who need access to unique information in the collection. The donated funds were from a grant that supports a web archiving project to build archives of web-published primary sources documenting local history and underrepresented voices.



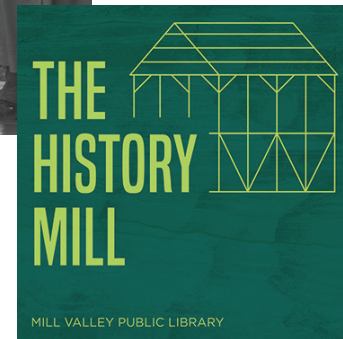
Tom Waits and Jeanie Patterson in the Sweetwater office. Photo by Jay Blakesberg

PODCASTS: \$287.75

The Foundation covered the hosting costs for the platform the Library uses to distribute its podcasts. In this funding cycle, Archivist Natalie Snoyman released the second episode of *The History Mill Podcast* on the 1918 Flu Pandemic. The well-received episode focused on a photo of the 1918 flu pandemic from the History Room archive that was posted on Instagram and went viral. Staffing shortages affected the Library's ability to release additional podcasts during this time period, but this issue will likely be resolved in 2022-2023 resulting in more podcasting projects.



FOUNDATION: \$287.75



STAFF DEVELOPMENT: \$3,428.94

Investing in staff was a priority in this funding cycle and will continue to be a focus in the upcoming fiscal year. With many new staff on board, staff development plays a critical role in welcoming new staff to the workplace and raising the competency of all staff through increased training opportunities. It is also important in retaining good employees.

The Foundation supported a California Academy of Sciences STEM training on its Science Action Club program. All full and part-time Children's staff participated in this day-long training. In addition to learning more about how to implement STEM programming, the training also functioned as a team-building exercise. The training was used in the development of several programs in the summer and will form the foundation of increased STEM programming in 2022-2023.

The Friends supported events that centered on staff appreciation. Bringing staff together to celebrate achievements and increase social interaction is an important element of building a healthy workplace and good morale. Support also included funding specific training for full and part-time staff.

The City funded a multi-week leadership academy for a new supervisor and a multi-week training on *Developing an Anti-Racist Library Culture*.

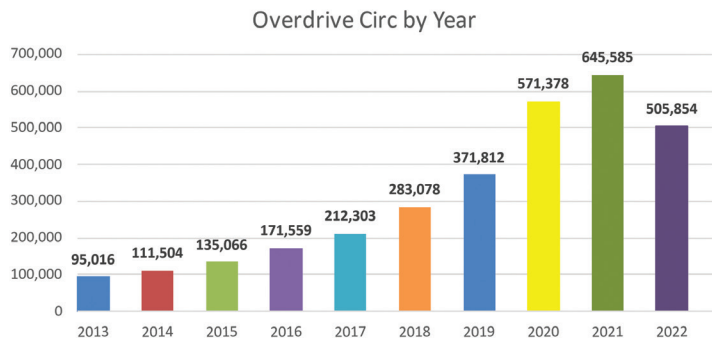
FOUNDATION: \$1,800.76

FRIENDS: \$348.74

CITY: \$1,279.44

COLLECTION (DIGITAL & PHYSICAL): \$224,170.13

Mill Valley Library patrons access ebooks and eaudiobooks through MARINet's *Shared Digital Collection*. Demand for econtent spiked during the pandemic and continues to rise with queues for popular materials particularly long. Foundation funding was used to significantly increase our contribution to econtent to help address demand.



Friends support the print, audiovisual, and magazine collections. The borrowing and loaning of books remains a popular service. Circulation of books on CD is declining. A lot of cars no longer have a CD player and digital audiobooks are increasingly popular, but the format is still in demand. DVDs are also seeing a slight decrease, though the collection still has high circulation.

Expenditures for databases, supported by the Friends and Foundation, decreased. *Kanopy* and *Hoopla* were more widely used during the pandemic. LinkedIn Learning (Lynda.com) became a MARINet shared resource so is no longer funded in this category.

Zip Books, a grant from the California State Library, allows the Library to fulfill orders through Amazon for items not in the collection. Patrons receive materials delivered directly to their residence, then return items to the Library when finished.

The MARINet consortium purchased a Diversity Audit tool that will show the diversity of individual library collections as well as that of the consortium. 2022-2023 is likely to see libraries using that tool to make their collections more diverse.

DIGITAL CONTENT: \$54,136.66

ECONTENT (EBOOKS AND EAUDIOBOOKS): \$38,467.66

FRIENDS: \$4,495.91

FOUNDATION: \$33,740.29

CITY: \$231.46

DATABASES: \$15,669.00

FRIENDS: \$7,617.14

FOUNDATION: \$8,051.86

PHYSICAL COLLECTION: \$ 170,033.47

ADULT BOOKS: \$121,899.26

FRIENDS: \$13,473.25

CITY: \$102,158.72

ZIP BOOK GRANT: \$6,267.29

CHILDREN'S BOOKS: \$21,058.50

DONATION: \$94.29

CITY: \$20,964.21

MAGAZINES: \$11,921.33

FRIENDS: \$8,715.40

CITY: \$3,205.93

AUDIOVISUAL (AUDIOBOOKS): \$10,389.95

FRIENDS: \$10,389.95

AUDIOVISUAL (DVD): \$2,782.11

FRIENDS: \$773.17

CITY: \$2,008.94

AUDIOVISUAL (MUSIC): \$1,684.55

CITY: \$1,684.55

AUDIOVISUAL (J A/V): \$297.77

CITY: \$297.77

PROGRAMMING (ADULT, TEEN, CHILDREN'S): \$43,832.88

ADULT (INCLUDES PART-TIME PAY): \$26,668.88

The Friends supported the bulk of adult programming for this funding cycle to cover the Library's six facilitated book clubs. Funding paid for facilitators, books, and Zoom contracts. Book Clubs enjoy active participation and have represented important programming during the pandemic, keeping patrons connected to other residents and to the Library. One-off events included *Dining with Mr. Darcy* and a special *Pride and Prejudice* book club, a collaboration with the Marin Theatre Company.

FRIENDS: \$22,448.73

FOUNDATION: \$4,220.15

The Foundation supported a popular ongoing writing workshop that meets twice/monthly.

The City supported other programming at the Library including poetry readings, a collaboration with the Marin Poetry Center, and *First Wednesdays*, a collaboration with the Mill Valley Historical Society.

TEEN: \$2,656.77

Foundation funding supported the *Teen Enthusiasts Book Club* (facilitator and books) and the Summer Reading Program, *Dare to Draw*. 74 teens participated in various weekly programs, including *Drawing with the Cartoon Art Museum* and a *Zombie Escape Room*. Other programming throughout the year included *Reaching Out with Robotics*.



Drawing with the Cartoon Art Museum

FOUNDATION: \$2,656.77

CHILDREN'S (INCLUDES PART-TIME PAY): \$14,507.23

Foundation funding supported the Children's Summer Reading Program, *Dare to Read*. Expenditures covered the cost of performers and contractors for programs, part-time staffing, supplies, reading logs, and flyers.



Summer Reading Program: Insect Discovery Lab

Wednesdays on Stage returned after two years and were very popular, with 601 children and 492 adults attending a total of eight events. Funding was used to purchase California Academy of Sciences Bug Safari Module Kits, which were used for programs. Funding also supported *Books & Bites*, *Sing & Stomp* (March-June) and *Pop-Up Story Times* (Walker Rezaian) which ran from April through October.

FOUNDATION

(WALKER REZAIAN): \$2,752.94

FOUNDATION: \$11,754.29