

CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553



Committee Meeting Minutes - Final

Thursday, July 17, 2025

6:00 PM

**1025 Escobar St., Room 110
Martinez**

<https://zoom.us/j/99019817954?pwd=Ig6i65bDmwMeoIR8SsAS9lAaG9I1nH.1>

Webinar ID: 990 1981 7954

Passcode: 228815

Library Commission

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Library Commissioners, please call Library Administration, at (925) 608-7700 by 5 p.m. Wednesday, July 16th if you will NOT be at the meeting. A quorum must be established in-person before a meeting can be held. A record is maintained of Commissioner's attendance.

1. CALL THE MEETING TO ORDER / ROLL CALL

Chair Nicole Gemmer called the meeting to order at 6:05pm. Walt Beveridge took roll and with 13 voting members present, a quorum was established.

Present	Jim Dexter, Robin Eckert, Nicole Gemmer, Marina Hsieh, Heather Lurvey, Richard Means, Amit Prayag, Robert Sanguedolce, Linda Sendig, Tommy Smith, Bryan Thomas, and Bethany Woods
Excused	Julia Dozier, Sue Hamill, Zelda LeFrak-Belleci, Dennisha Marsh, Robert Mason, Frederick Page, and Rachel Rosekind
Absent	Matt DeFraga, Vivian Faye, Shrikant Garde, Stacie Hinton, Anne Kingsley, Amenda Kung, Lynn Mackey, Jo Ellen Marcotte, George Pursley, and Donna Rennie

2. WELCOME & INTRODUCTIONS

Chair Gemmer introduced several new commissioners who each took a moment to say a few words about themselves.

3. PUBLIC COMMENT

No members of the public were present at this meeting.

4. ACCEPTANCE OF MINUTES -- attachment 1 [25-2833](#)
Commissioners will approve or amend the minutes from the May 15, 2025, meeting.

With 13 "Aye" votes and one abstention, the motion to accept the 5-15-2025 meeting minutes as they were presented was passed.

Motion: Hsieh
Second: Prayag

5. COUNTY LIBRARIAN'S REPORT - Attachment 2 [25-2834](#)

County Librarian Alison McKee highlighted several items in her written report to the commission then called for any questions. No one had any so the meeting continued.

6. COMMISSIONER WORK PLAN ACTION ITEMS (Report Out / Current Events)

Commissioner Fitzpatrick: In his previous role as a Oakley Commissioner, Arnold was involved in fundraising efforts for the Clayton Library. He also has been attending programs there to show support.

Commissioner Prayag: Amit had 3 items to report. 1. He attended a Clayton Foundation meeting to report on the May Commission meeting to the group; 2. Amit and his family participated in the Clayton 4th of July parade to show support; 3. Amit has joined the Clayton Foundation Communication Sub-Committee and they are now reviewing the Library Marketing Plan for both the Foundation and the Clayton Library.

7. AGENDA SETTING FOR NEXT MEETING and FUTURE TOPICS

Commissioner Swernoff suggested an update on efforts regarding a new library for El Cerrito. Alison stated that she thought that was more of a city function than an item for the full commission and suggest that Commissioner Swernoff might huddle with Commissioner Fischer from El Cerrito to speak about this topic.

8. SELF-SERVICE SUNDAYS -attachment 3

25-2835

County Librarian Alison McKee, Deputy County Librarian Yemila Alvarez and Library Service Manager Gia Paolini will present a review of the recently completed pilot of this new program.

Alison's PowerPoint slides are attached to these minutes.

Self Service Sundays Presentation

25-3196

9. WORKING COMMITTEE REPORTS

Commissioner Lurvey provided the report this meeting due to Commissioner Dozier being absent:

Legislative Update
California

In June, Governor Newsom signed the 2025 State Budget Bill.

https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.com%2Fv3%2F_https%3A%2F%2Febudget.ca.gov%2FThe%3B!!OZEuhTV5Po1-xdhMVz0!G8ebJC2oL3yCRPKDtmNFXFwabRvesAKjh5hJaDG2GPnhYJlXijHhZsKa67tVpOAMM6jiem2p52lzJghzHuswOOuKLKHI6Os%24&data=05%7C02%7Cwalt%7C46254c836a474d5ae42308ddc4921791%7C76c13a07612f4e06a2f4783d69dc4cdb%7C0%7C0%7C638882853949106605%7CUnknown%7CTWfphGZsb3d8eyJFbXB0eU1hcGkiOnRvdWUsIiYiOiIwLjAuMDAwMCI%3D%3D%7C0%7C%7C%7C&sdata=OpeES%2B%2FvdAUGspSGxJ045FIRHpZnnBvZQUY1hEvPyTg%3D&reserved=0

California State Library Parks Pass program was funded through 2026-it had been subject to end in 2025 due to an \$6.75 million budget cut proposed in the legislature's budget plan earlier this year. The California State Parks Foundation obtained over 8,000 signatures supporting the program. The funds are appropriated for the State Parks & Rec Fund, not directly to the libraries. \$3.6 million was allocated to the Altadena Library District. The libraries in Altadena were damaged by the fires earlier this year. The Library District expects to receive reduced funding from property taxes for the next few years due to the widespread loss of homes and property

damage. The governor stated the State of California would not be able to replace the funds IMLS had provided to California.

Federal

No library-related bills in Congress right now.

In *FCC v. Consumers' Research* and *SHLB v. Consumers' Research* decided in June, the Supreme Court held the Universal Service Fund, which encompasses the E-Rate program which subsidizes internet connectivity for libraries, is constitutional, overturning the Fifth Circuit. *ALA v. Sonderling* and *State of Rhode Island v. Trump*, two lawsuits challenging the administration's Executive Order 14238, are pending in federal courts.

10. CORRESPONDENCE

Walter reported that the only correspondence since the previous meeting had to do with information relating to how an interested person could apply for an open spot on the commission. Walter referred the inquiry to the appropriate city clerk and the person asking was sent an application and a description of the process involved.

11. COMMISSIONER ANNOUNCEMENTS

Commissioner Hsieh shared that the San Ramon Pedestrian Bridge over Highway 680 was opening on Saturday July 19th and there would be a pop-up book sale by the Friends along the path of the walk. She also mentioned that the Dougherty Station Library would shortly be celebrating its 20th anniversary and for a \$20 donation, yard signs celebrating the library were available to the public.

12. ADJOURNMENT to the Thursday, September 18, 2025, LIBRARY COMMISSION MEETING.

Chair Gemmer adjourned the meeting at 7:33 pm.

County Librarian's Report to the Library Commission
Thursday, July 17, 2025

MARKETING PLAN IS COMPLETE

The Library's first ever Marketing Plan is now complete and attached to this report. Thank you to the Library Commission for your valuable input.

MOBILE HEALTH CLINICS AT CON, OAK, PRW

This summer Contra Costa Health will provide reproductive health services for young adults (ages 12-21) at the Concord, Oakley and Prewett Libraries their mobile health unit. The mobile health unit is at various public school sites during the school year so needed additional sites during the summer. The health services staff promote the library and encourage their patients to sign up for library cards during appointments.

COHS GRADUATION

5 Career Online High School (COHS) students graduated with their High School diploma on Saturday May 10th at the Orinda Library auditorium. Many thanks to the LFCC for sponsoring this event. COHS is funded by the California State Library and offers adults the opportunity to earn an accredited high school diploma and career certificate through an entirely online asynchronous program. There are currently 27 students enrolled in the program through CCCL.

SUPREME COURT UPHOLDS CONSTITUTIONALITY OF E-RATE

On June 27th, the Supreme Court ruled that the funding mechanism behind the Universal Service Fund, which funds the E-rate program, does not violate the constitution, neither in the way it is funded nor in having a private non-profit organization (the Universal Service Administration Company) manage the Universal Service Fund programs. E-rate is a US federal initiative that provides discounts on telecommunications and internet services to eligible schools and libraries. CCCL receives approximately at 66% discount on internet connectivity via E-rate.

PATRON SURVEY

The patron survey closed on June 8th. We received 11,147 responses and are at the beginning stages of analyzing them. OrangeBoy (the contractor who manages our surveys) will be coming to the September Commission meeting to present the survey findings.

EXTRA HOURS UPDATE

No city has opted to change the number of extra hours it funds in FY25-26. Extra hours for FY25-26 by library and city are as follows:

City	Branch Name	FY24-25	
		County Base	City Extra
Antioch	Antioch	40	0
Antioch	Prewett*	35	n/a
Brentwood	Brentwood	40	12
Clayton	Clayton	40	0
Concord	Concord	40	12
Danville	Danville	40	16
El Cerrito	El Cerrito**	40	6
Hercules	Hercules	40	6
Lafayette	Lafayette	40	16
Martinez	Martinez	40	0
Moraga	Moraga	40	0
Oakley	Oakley***	40	n/a
Orinda	Orinda	40	16
Pinole	Pinole	40	0
Pittsburg	Pittsburg	40	12
Pleasant Hill	Pleasant Hill	40	12
San Pablo	San Pablo	40	12
San Ramon	Dougherty Station	40	6
San Ramon	San Ramon	40	16
Walnut Creek	Walnut Creek	40	12
Walnut Creek	Ygnacio Valley	40	12
n/a	Bay Point*	35.5	n/a
n/a	Crockett*	18	6
n/a	EL Sobrante	40	n/a
n/a	Kensington	40	n/a
n/a	Rodeo*	18	6
TOTAL		986.5	177
TOTAL OPEN HOURS		1153.5/1163.5	

*outlets, not full-service libraries

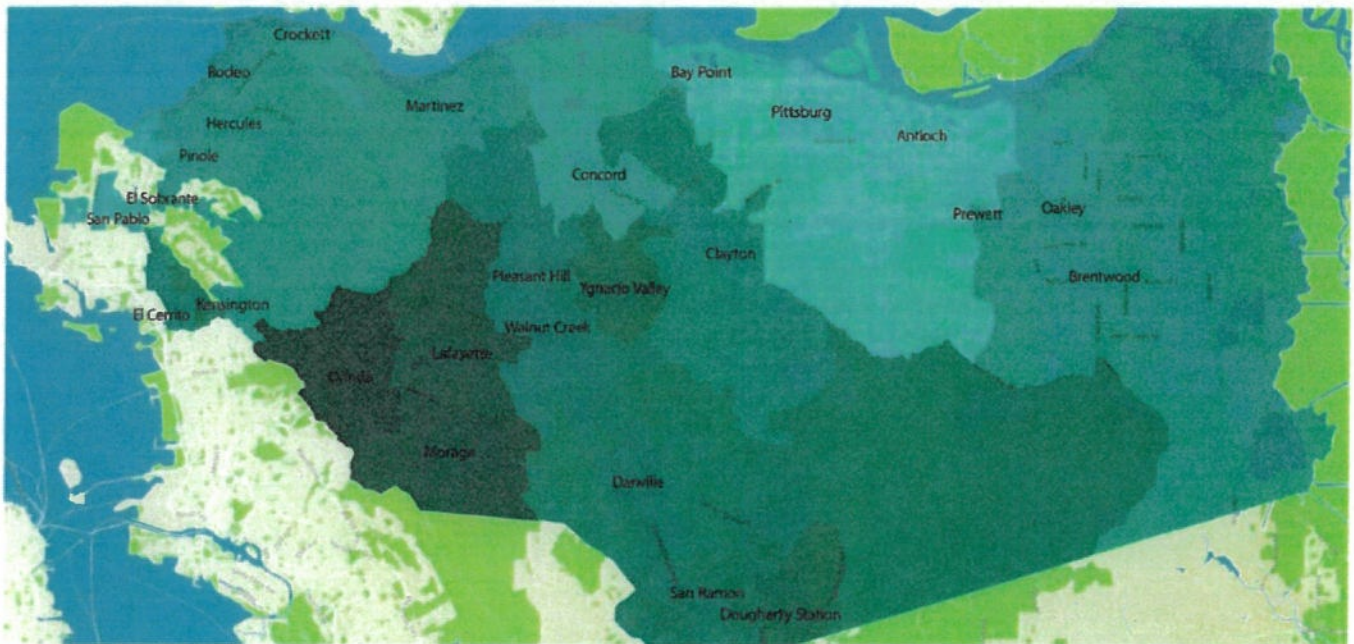
**not eligible to fund more than 6 extra hours due to size limitations of facility

***not eligible to fund extra hours due to size limitations of facility

Strategic Marketing Plan 2025



The Library serves 1.1 million individuals in a large and diverse County with a variety of needs. Guided by the Strategic Plan and to support its goals, this plan expands on proven marketing and communications efforts while adding a new layer of targeted efforts, all with the goal to bring library services to more members of the communities we serve.



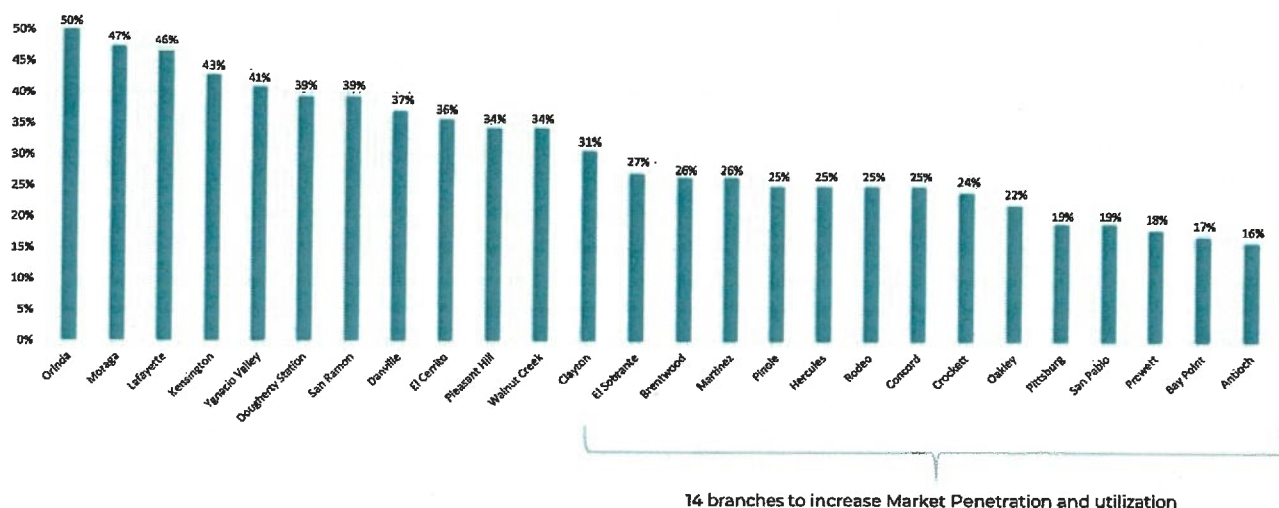
Market penetration by census tract; lighter colors indicate areas of less library use; darker colors indicate areas of higher library use.

1. The Library will refine and improve marketing and communication efforts that have proven successful in the past by increasing consistency, campaign duration, and introducing new approaches.

Marketing Strategies	Proven Methods	New Methods
Targeted emails	Spanish bilingual new cardholder and inactive cardholder email campaigns	- Email digital and occasional users - Send monthly regional emails
Social media	- Facebook, Instagram, X, content - YouTube videos	- Facebook and Instagram Reels and Stories - Paid boosts on Facebook, ads on Instagram
Advertising	- Series of bus tail ads - TV and streaming ads - DMV digital billboards	- Targeted mobile and Google ads - Explore additional digital billboards in kids' areas - Host targeted webinars to highlight specific services and products - Leverage advertising opportunities in existing technology
School engagement	- CCCOE monthly newsletter - Staff/class visits	- Produce videos for teachers to show in class - Explore local school district newsletter placement - Develop web landing pages to generate engagement with online content
Printed materials	- Bookmarks for specific resources and events - Branch newsletters using PPT template - Focused event signage in branches - Flyers for outreach	- Welcome guide w/QR code for card sign up - Print on demand flyers for specific resources and services

Branches with Low Market Penetration

While many areas of the county engage heavily with the library, some areas have low Market Penetration—the percentage of households that are actively using the library. These branches and their audiences need additional marketing engagement to grow.



2. The Library will add a layer of targeted efforts to those areas with Low Market Penetration.

Strategy	Implementation
Email Marketing	Send targeted emails by zip code focused on the most needed services and resources as identified in the patron survey
Social Media	- Increase recruitment of Social Media Ambassadors. - Paid boosts on Facebook, ads on Instagram
Local Promotion	Identify businesses and organizations willing to share flyers, air recorded programs, and share social media posts

Performance Metrics

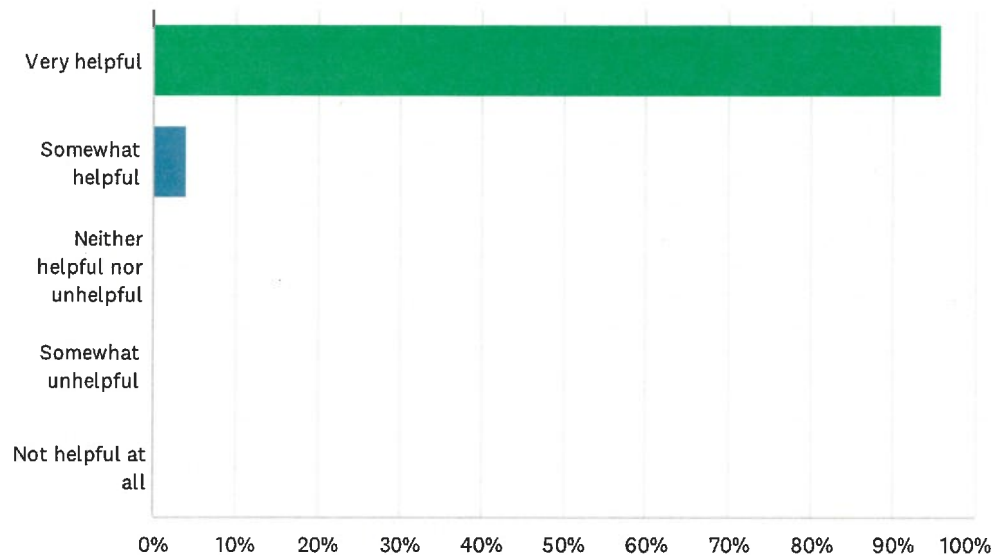
3. The Library will track several performance metrics and identify trends in third-party platforms to evaluate the success of the Marketing Plan. These metrics and trends will be reported annually in the Strategic Plan Progress Report.

- Active cardholders
- Library visits
- Checkouts
- Library card sign-ups
- Website visits
- Third graders with library cards
- Market penetration

This marketing plan aims to effectively communicate the Library's programs, materials, and resources to the diverse communities in Contra Costa County. By expanding advertising campaigns, introducing new strategies, and targeting areas with low market penetration, the Library seeks to engage individuals not currently connected to its offerings and build trust in this valuable community resource while continuing to serve and communicate with current patrons.

Q1 Was the orientation session helpful in preparing you to use Self-Service Sundays?

Answered: 25 Skipped: 0



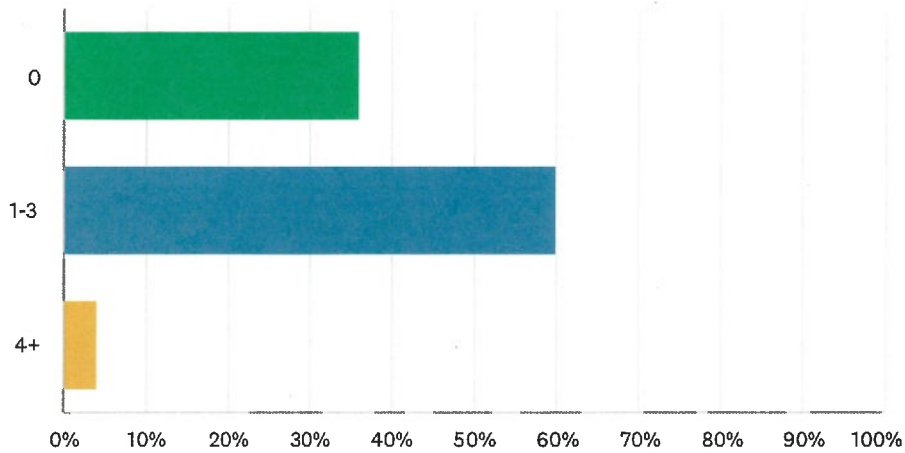
ANSWER CHOICES	RESPONSES	
Very helpful	96.00%	24
Somewhat helpful	4.00%	1
Neither helpful nor unhelpful	0.00%	0
Somewhat unhelpful	0.00%	0
Not helpful at all	0.00%	0
TOTAL		25

Q2 Your home zipcode: (optional)

Answered: 23 Skipped: 2

Q3 How many times have you accessed Self-Service Sundays?

Answered: 25 Skipped: 0



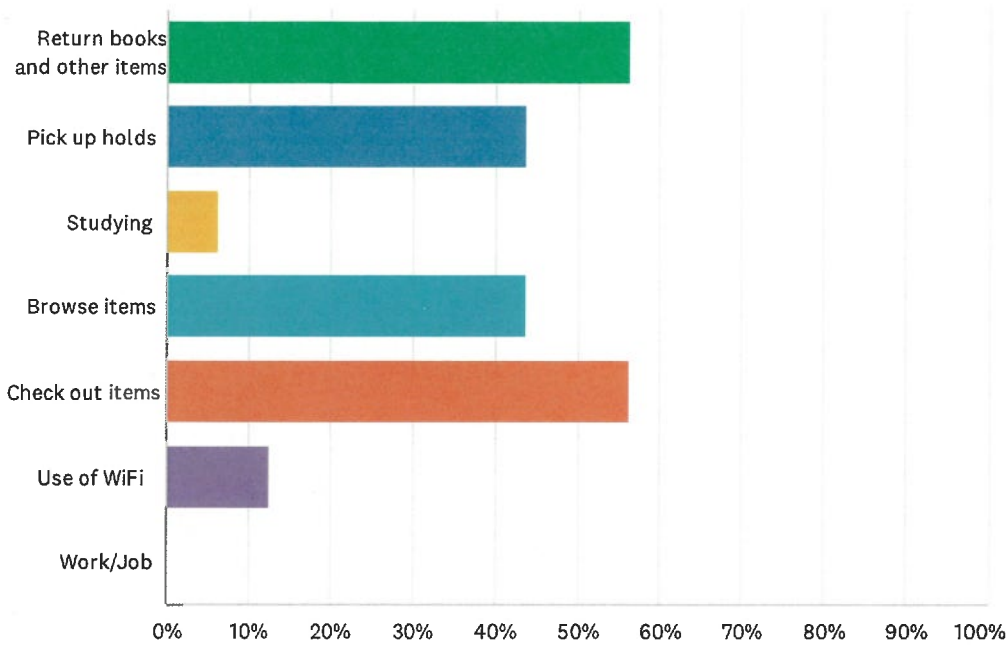
ANSWER CHOICES	RESPONSES	
0	36.00%	9
1-3	60.00%	15
4+	4.00%	1
TOTAL		25

Q4 Did you encounter any issues when accessing the building with your Library Card? If so, please describe the issue.

Answered: 12 Skipped: 13

Q5 What was your primary purpose for using Self-Service Sundays? (Check all that apply) (Select up to three choices)

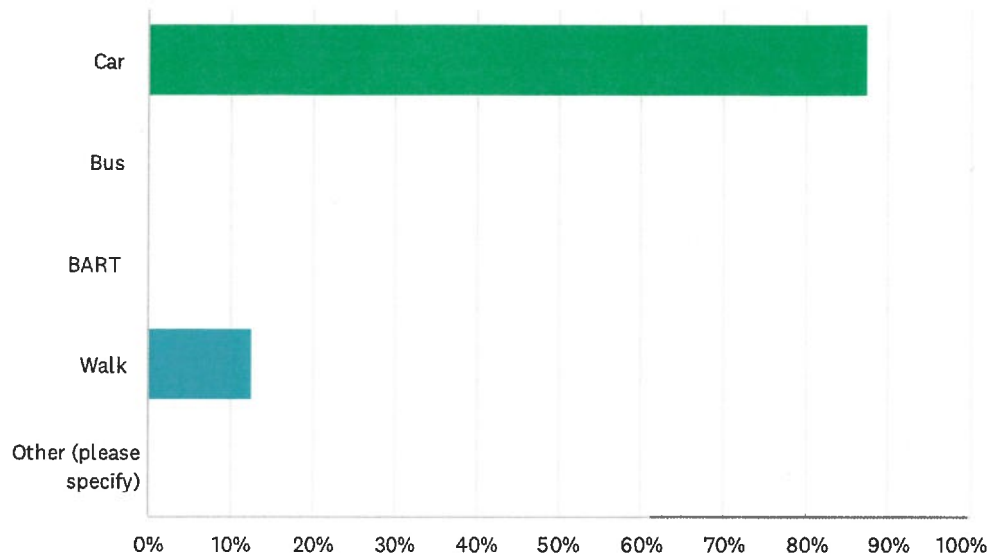
Answered: 16 Skipped: 9



ANSWER CHOICES	RESPONSES	
Return books and other items	56.25%	9
Pick up holds	43.75%	7
Studying	6.25%	1
Browse items	43.75%	7
Check out items	56.25%	9
Use of WiFi	12.50%	2
Work/Job	0.00%	0
Total Respondents: 16		

Q6 How did you get to the library for Self Service Sundays?

Answered: 16 Skipped: 9



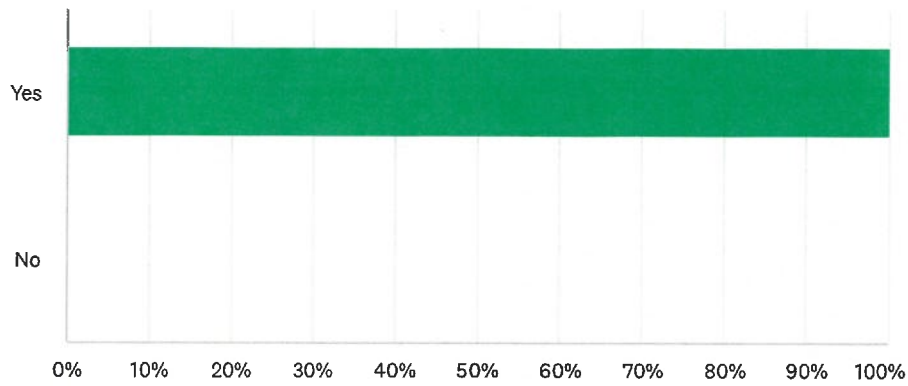
ANSWER CHOICES	RESPONSES	
Car	87.50%	14
Bus	0.00%	0
BART	0.00%	0
Walk	12.50%	2
Other (please specify)	0.00%	0
TOTAL		16

Q7 Is there anything else you would like to share with us about Self Service Sundays?

Answered: 13 Skipped: 12

Q8 Would you recommend Self-Service Sundays to other patrons?

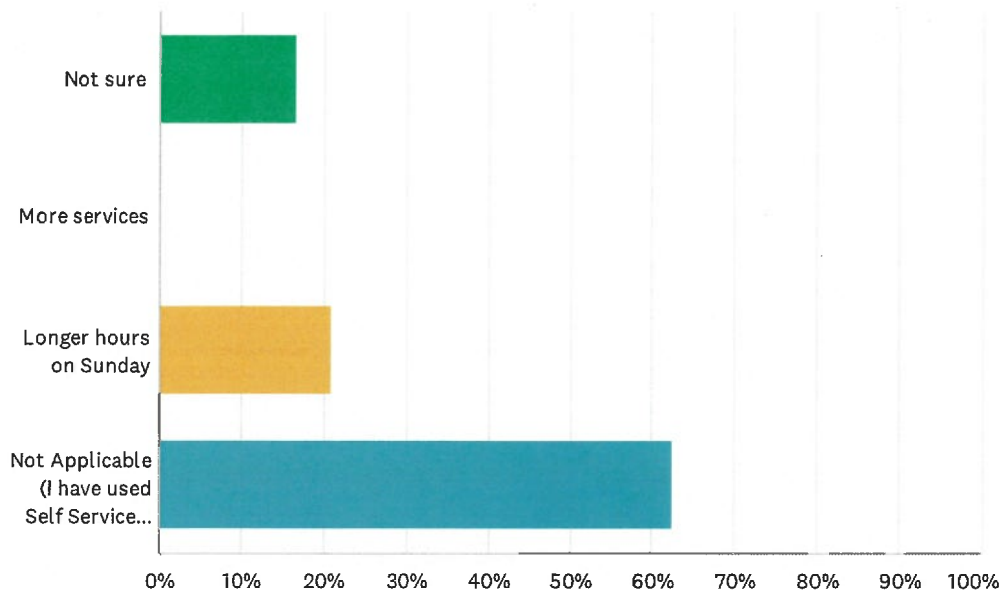
Answered: 16 Skipped: 9



ANSWER CHOICES		RESPONSES	
Yes		100.00%	16
No		0.00%	0
TOTAL			16

Q9 If you have not used the service yet why not, and what would make you more likely to use it?

Answered: 24 Skipped: 1



ANSWER CHOICES	RESPONSES	
Not sure	16.67%	4
More services	0.00%	0
Longer hours on Sunday	20.83%	5
Not Applicable (I have used Self Service Sundays)	62.50%	15
TOTAL		24

SELF-SERVICE SUNDAYS

6-Month Pilot Program Results & Future Plans



CONCORD LIBRARY PILOT

December 1, 2024 - May 31, 2025



SELF-SERVICE SUNDAYS PILOT PROGRAM OVERVIEW

Not full library service:

- Checkouts and returns
- Browsing
- Quiet reading and study
- Wi-Fi access

Security: Two guards present during pilot hours

Eligible patrons: Cardholders 18 and older; no recent incidents

Access: Card swipe entry after orientation and agreement

Adult Supervision: Adults may bring minors

Hours: Sundays 12:00 PM - 4:00 PM

Funding: County funded software, security, and facility modifications



COST OF PILOT

Software	\$15,000
Facility Modifications	\$4,500
Security Guards	\$12,348
TOTAL	\$31,848

PILOT RESULTS



100 patrons registered



7-10 visitors each Sunday



0 incidents

Key Points

- Usage tracked by badge-in software and door counters
- No incidents or facility damage during entire pilot
- Relatively low usage
- Almost all patrons from Concord, Martinez, Pleasant Hill



PILOT SURVEY

Implementation

- May 1 – 31
- Emailed to all users (94)
- 25 responses

- User Satisfaction
- Primary Use Patterns
- Transportation
- Improvements
- Technical Performance
- Usage Levels



PILOT SURVEY RESULTS

USER SATISFACTION

96% found the orientation "very helpful"

100% of respondents would recommend Self-Service Sundays

Primary Use Patterns

- Checking out items (56.25%)
- Browsing items (56.25%)
- Returning books and other items (56.25%)
- Picking up holds (43.75%)
- Studying (43.75%)

PILOT SURVEY RESULTS



Transportation



87.5% drove to the library



12.5% walked



No public transit usage reported

Areas for Improvement

- 62.5% of respondents wanted longer Sunday hours
- Only 20.8% said they hadn't used the service yet but would with longer hours



PILOT SURVEY RESULTS

Technical Performance

- Only one person reported an issue with accessing the Library on one instance

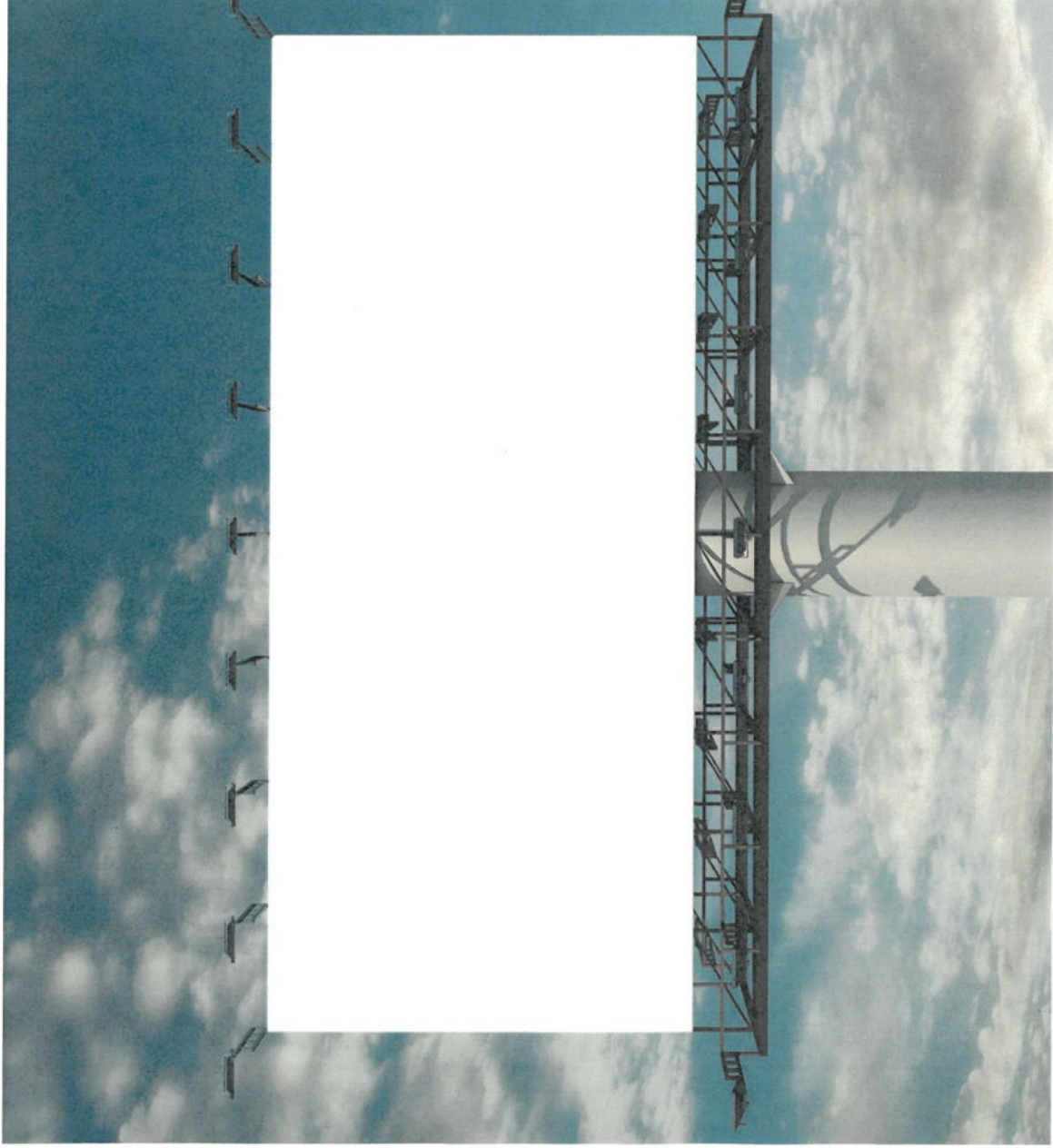
Usage Level

- 64% had used it at least once
- 9 people had never used it

STRATEGIES TO ADDRESS LOW USAGE

- Increased marketing efforts and channels
- Lower age eligibility
- Online orientations
- Increase open hours





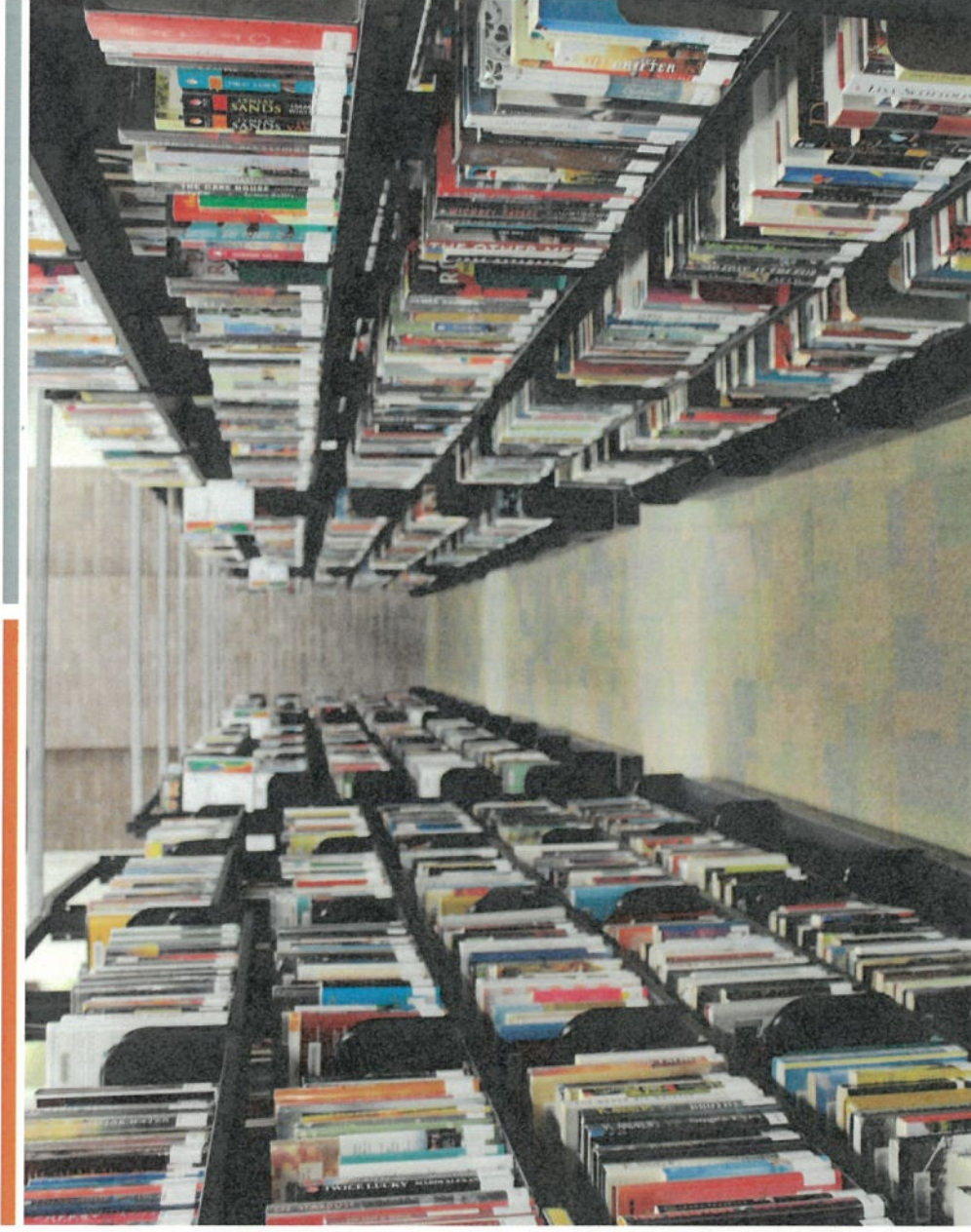
IDEAS FOR INCREASED MARKETING EFFORTS AND CHANNELS

- Promotional video
- Paid social media
'boosts'
- Partner channels:
 - Cities
 - School Districts
 - CCCOE

NEXT STEPS – EFFECTIVE JULY 1, 2025

Security Adjustment

- Reduce to one security guard due to absence of issues during pilot
- Estimated Annual Cost for one site: \$12,000 for FY25-26





NEXT STEPS – EFFECTIVE AUGUST 2025

Expanded Eligibility

- Age requirement lowered to 13 and older
- Adults may continue bringing unregistered minors
- Minors under 18 cannot bring other minors
- All adults must register

NEXT STEPS BY JANUARY 2026

Orientation Modernization

- Shift from in-person to online recorded orientation
- Patrons visit library to sign agreement after online completion
- Staff update accounts to enable access
- Minors must be accompanied by parent/guardian for signing

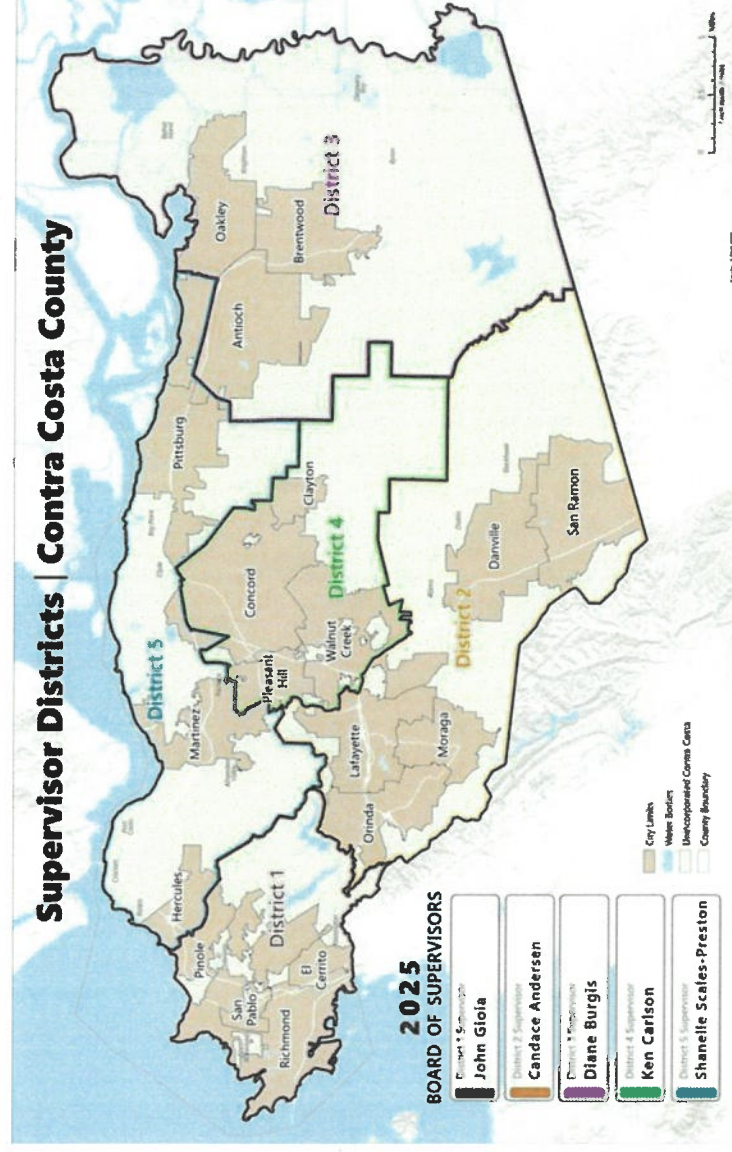
One additional open hour

- 12:00-5:00 p.m.

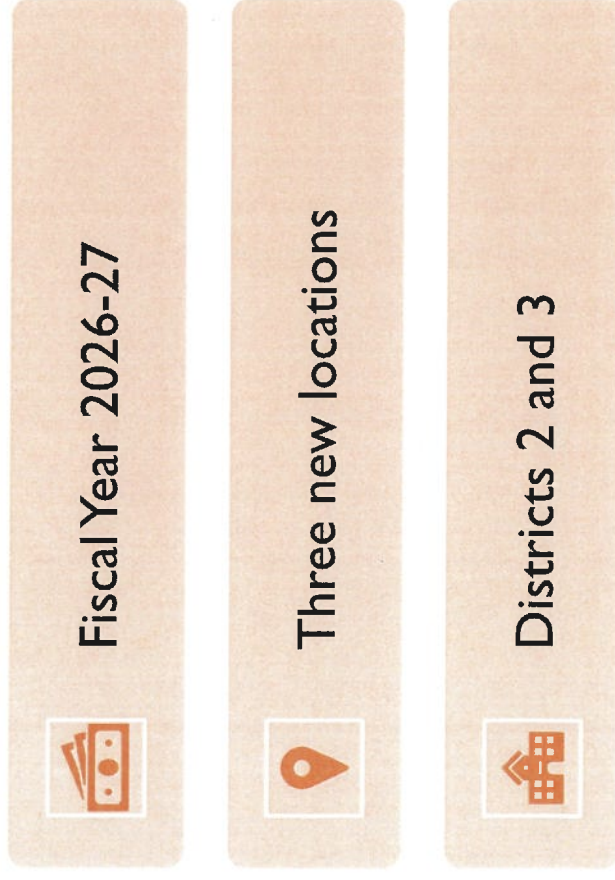


NEXT STEPS: FY 2025-26 EXPANSION

- Two new locations
- Districts 1 and 5
- One-story building
- No study rooms, or lockable study rooms
- Close to public transit
- Free on-site public parking



NEXT STEPS – THE YEARS AHEAD



COST ANALYSIS

FY25-26	FY26-27	FY27-28
\$66,900	\$131,550	\$90,000
Security 3 sites	Security 6 sites	Security 6 sites
One time start up costs for 2 sites	One time start up costs for 3 sites	

One fully-staffed Sunday branch costs approximately \$43,000 per year in FY25-26 dollars

SUMMARY



SUCCESSFUL 6-MONTH PILOT WITH NO INCIDENTS



POSITIVE COMMUNITY FEEDBACK AND SURVEY RESULTS



COUNTY TO MAKE ADJUSTMENTS TO ENCOURAGE GREATER USE



COUNTY FUNDS ALL COSTS ASSOCIATED WITH FIRST 6 SITES



CITIES MAY FUND ADDITIONAL SITES STARTING IN FY27-28