

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

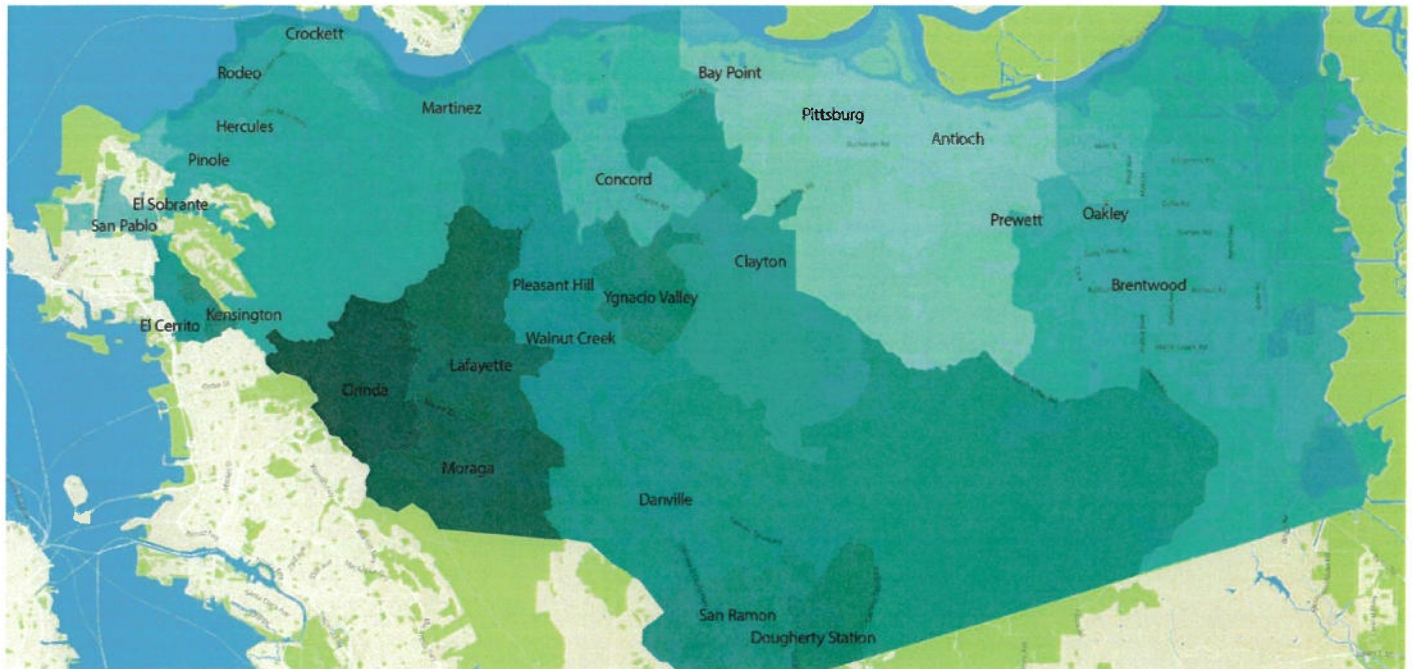
**not eligible to fund more than 6 extra hours due to size limitations of facility

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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.



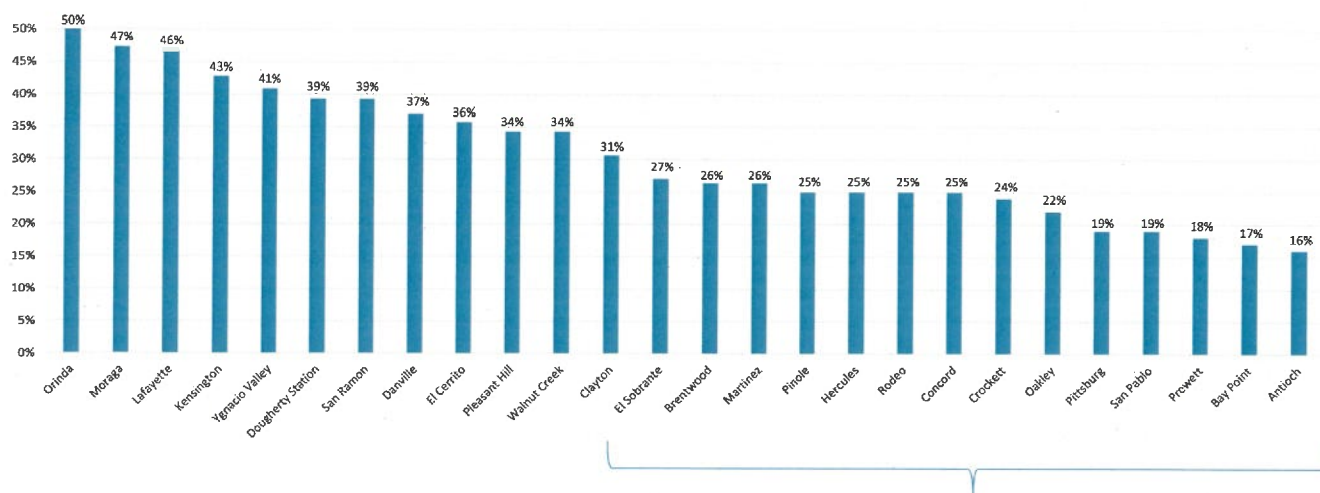
Market penetration by census tract; lighter colors indicate areas of less library use; darker colors indicate areas of higher library use.

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	<ul style="list-style-type: none"> Spanish bilingual new cardholder and inactive cardholder email campaigns 	<ul style="list-style-type: none"> Email digital and occasional users Send monthly regional emails
Social media	<ul style="list-style-type: none"> Facebook, Instagram, X, content YouTube videos 	<ul style="list-style-type: none"> Facebook and Instagram Reels and Stories Paid boosts on Facebook, ads on Instagram
Advertising	<ul style="list-style-type: none"> Series of bus tail ads TV and streaming ads DMV digital billboards 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> CCCOE monthly newsletter Staff/class visits 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Bookmarks for specific resources and events Branch newsletters using PPT template Focused event signage in branches Flyers for outreach 	<ul style="list-style-type: none"> 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.



14 branches to increase Market Penetration and utilization

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

Strategy	Implementation
Email Marketing	<ul style="list-style-type: none"> Send targeted emails by zip code focused on the most needed services and resources as identified in the patron survey
Social Media	<ul style="list-style-type: none"> Increase recruitment of Social Media Ambassadors. Paid boosts on Facebook, ads on Instagram
Local Promotion	<ul style="list-style-type: none"> 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.