

AGENDA

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES REGULAR DATE MEETING








Monday, October 20, 2014
6:30 P.M.
Community Meeting Room

Mission Statement:

Placentia Library District provides lifelong learning and reading opportunities that inspire, open minds, and bring our community together.

The Centennial Vision Statement:

The Vision of the Trustees is intended to help celebrate the 100-year anniversary of the District.

-  We will be the place where the community “sees and experiences” the technical edge and premier programming.
-  We will renovate and expand our Library.
-  We will remain financially self-sufficient.
-  We will seek strong community support.
-  We will reach our community with an active marketing plan.
-  We will increase the percentage of our operating budget that supports establishing the premier collection in Orange County.
-  We will plan for maintaining our qualified and professional staff.

***AGENDA DESCRIPTIONS:** The Agenda descriptions are intended to give members of the public notice and a general summary of items of business to be transacted or discussed. The Board may take any action which it deems to be appropriate on the Agenda and is not limited in any way by the notice of the recommended action.*

***REPORTS AND DOCUMENTATION:** Reports and documentation relating to Agenda items are on file in the Administrative Office and the Reference Department of Placentia Library District, and are available for public inspection. A copy of the Agenda packet will be available for use during the Board Meetings. Any person having any question concerning any Agenda item may call the Library Director at 714-528-1925, Extension 200.*

PLEDGE OF ALLEGIANCE Library Board President

CALL TO ORDER

1. Call to Order Library Board President
2. Roll Call Recorder
3. Adoption of Agenda

This is the opportunity for Board members to delete items from the Agenda, to continue items, to re-order items, and to make additions pursuant to Government Code Section 54954.2(b).

Presentation: Library Director
Recommendation: Adopt by Motion

4. Oral Communications

Members of the public may address the Library Board of Trustees on any matter within the jurisdiction of the Board. Presentations by the public are limited to 5 minutes per person. Members of the public are also permitted to address the Library Board of Trustees on specific Agenda Items before and at the time that an Item is being considered by the Board. Action may not be taken on items not on the Agenda except in emergencies or as otherwise authorized. Reference: California Government Code Sections 54954.3, 54954.2(b).

TRUSTEE & ORGANIZATIONAL REPORTS

5. Board President Report - oral

The President makes announcements of general interest to the community and the Library Board of Trustees as well as conducting any ceremonial matters.

6. Trustee Reports

The Trustees make announcements of general interest to the community and the Library Board of Trustees, and report on meetings attended on behalf of the Board of Trustees.

7. Library Director Report

8. Placentia Library Friends Foundation Board of Director's Report

CONSENT CALENDAR (Items 9 – 24)

Presentation: Library Director

Recommendation: Approve by Motion

Items 9 – 24 may be considered together as one motion to approve the Consent Calendar. Items may be removed for individual consideration before the Consent Calendar is adopted. Items removed must then each have a separate motion.

MINUTES (Item 9)

9. Minutes of the September 10, 2014 Library Board of Trustees Meeting and Work Session. (Receive & File and Approve)

CLAIMS (Items 10 – 13)

10. Nonstandard Claims in excess of \$300. (Receive & File and Approve)

11. Claims forwarded by the Library Director and Library Trustees. (Receive & File and Approve)

12. Current Claims and Payroll. (Receive & File and Approve)

13. FY2013-2014 Cash Flow Analysis through September 2014; the Schedule of Anticipated Property Tax Revenues for FY2013-2014 as provided by the Orange County Auditor. (Receive & File).

TREASURER'S REPORTS (Items 14 – 17)

14. Financial Reports for August and September 2014 for Placentia Library District Accounts on Deposit with the Orange County Treasurer. (Receive & File)

15. Balance Sheet for August and September 2014. (Receive & File)

16. Acquisitions Report for August and September 2014. (Receive & File)

17. Entrepreneurial Activities Report for August and September 2014. (Receive & File)

GENERAL CONSENT REPORTS (Items 18 – 20)

18. Personnel Report for August and September 2014. (Receive, File, and Ratify Appointments)

19. Circulation Report for August and September 2014. (Receive & File)
20. Review of Shared Maintenance Costs with the City of Placentia under the JPA. (Receive & File)

STAFF REPORTS (Items 21 – 24)

21. Library Director's Report for August and September 2014.
22. Children's Services Report for August and September 2014.
23. Adult Services Report for August and September 2014.
24. Placentia Library Web Site & Technology Report for August and September 2014.

CONTINUING BUSINESS

25. Approve the Request for Proposal for service of can lighting fixtures as presented.
26. Presentation from Fieldman, Rolapp & Associates on the General Obligation Bond Exploration Phase.

NEW BUSINESS

27. Authorize True North Research, Inc. to design and conduct a survey of voters to assess the feasibility of a local bond measure for a flat fee of \$21,300.
28. Authorize TBWB to provide an initial communication strategy for the feasibility of a local bond measure for a flat fee of \$5,750.

CLOSED SESSION

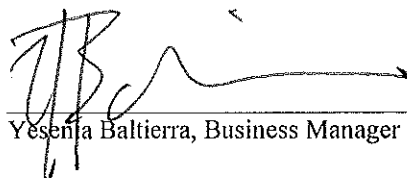
29. Closed Session to Discuss a Personnel Matter, Library Director's Annual Performance and Salary.
Pursuant to California Government Code Section 54957 a closed session can be held to discuss a personnel matter.

ADJOURNMENT

30. Agenda Preparation for the November Date Meeting which will be held on Monday, November 17, 2014 unless re-scheduled by the Library Board of Trustees.
31. Review of Action Items.
No action or discussion shall be taken on any item not appearing on the posted Agenda, unless authorized by law.
32. Adjourn

*****CERTIFICATION OF POSTING*****

I, Yesenia Baltierra, Business Manager of the Placentia Library District, hereby certify that the Agenda for the October 20, 2014 Regular Date Meeting of the Library Board of Trustees of the Placentia Library District was posted on October 16, 2014



Yesenia Baltierra, Business Manager



Page intentionally left blank

MINUTES
 PLACENTIA LIBRARY DISTRICT
 WORK SESSION MEETING OF THE BOARD OF TRUSTEES
 September 10, 2014

CALL TO ORDER President Shkoler called the Work Session Meeting of the Placentia Library District (PLD) Board of Trustees to order on September 10, 2014 at 5:02 P.M.

ROLL CALL Members Present: President Al Shkoler, Secretary Elizabeth Minter, Trustee Jo-Anne Martin, Trustee Richard DeVecchio, Trustee Gayle Carline.

Members Absent: None

Staff Present: Library Director Jeanette Contreras, Business Manager Yesenia Baltierra, Administrative Assistant Diane Warner, Adult Services Supervisor Nadia Dallstream

Guest: Brent Ives-BHI Management Consulting.

ADOPTION OF AGENDA It was moved by Trustee Martin and seconded by Trustee DeVecchio to adopt the agenda as presented. (Item 3)

AYES: Shkoler, DeVecchio, Martin, Carline, Minter
 NOES: None

ORAL COMMUNICATION None

DISCUSSION Mr. Ives provided an updated strategic plan document, which revised some due dates for strategic objectives and incorporated planning recommendations from Staff Development discussions held in July. Once finalized and approved, Trustees will review the Five-Year Strategic Plan annually. Strategic Plan will also be shared with the Friends Foundation Board, to provide a basis for on-going financial support requests from Library Management. Trustees discussed and voted on a slight modification to the Mission Statement verbiage, which will now read:

“Placentia Library District provides lifelong learning and reading opportunities that inspire, open minds and bring our community together.”

AYES: Shkoler, DeVecchio, Martin, Carline, Minter
 NOES: None

ADJOURNMENT The Work Session Meeting of the Board of Trustees of the Placentia Library District on September 10, 2014 adjourned at 6:00 P.M.

 Al Shkoler
 President
 Library Board of Trustees

 Elizabeth Minter
 Secretary
 Library Board of Trustees

MINUTES
 PLACENTIA LIBRARY DISTRICT
 UNUSUAL DATE MEETING OF THE BOARD OF TRUSTEES
 September 10, 2014

CALL TO ORDER

President Shkoler called the Regular Meeting of the Placentia Library District (PLD) Board of Trustees to order on September 10, 2014 at 6:31 p.m.

Members Present: President Al Shkoler, Secretary Elizabeth Minter, Trustee Richard DeVecchio, Trustee Jo-Anne Martin

Members Absent: None

Staff Present: Library Director Jeanette Contreras, Business Manager Yesenia Baltierra, Administrative Assistant Diane Warner and Nadia Dallstream, Adult Services Supervisor.

Guest: Jeff Lenning, President, Click Consulting;

ADOPTION OF AGENDA

It was moved by President Shkoler and seconded by Trustee Carline to adopt the agenda as presented:

AYES: Shkoler, Minter, DeVecchio, Carline, Martin
 NOES: None

ORAL COMMUNICATION

None

TRUSTEE & ORGANIZATIONAL REPORTS

President Shkoler attended wedding shower for Fernando Maldonado, participated in Ice Bucket Challenge, Concerts in the Park and submitted paper work for re-election as PLD Library Trustee. (Item 5)

Secretary Minter enjoyed attending the Summer Reading Celebration, and thanked staff for their combined efforts in coordinating the popular event. She represented the Trustees at a memorial service for Pat Sanatar, an accomplished and dedicated supporter of our library.

Trustee DeVecchio praised the very successful Summer Reading Celebration event. He visited with former trustee Jean Turner while at SRC; also attended Concerts in the Park.

Trustee Carline was on vacation in Scotland.

Trustee Martin also enjoyed the wedding shower for Fernando, and submitted paper work for re-election as a Trustee. She participated in the Ice Bucket Challenge, attended Concerts in the Park and a memorial for Pat Sanatar whose wife, Ginny, is a current member of our Friends Foundation Board. (Item 6)

LIBRARY DIRECTOR REPORT

Director Contreras is serving on the California State Library Digital Task Force and be presenting at the California Library Association Conference in November. Jeanette was elected Chair for the 2014-15 Santiago Library System of Orange

County Library Directors. State has provided funds for Broadband and for e-Resources, which will be used to increase PLD's volume from OverDrive.

Friends Foundation Report

No one attended from the Friends Foundation.

CONSENT CALENDAR

It was moved by Trustee Carline and seconded by Trustee Martin to approve Agenda Items 9-24:

AYES: Shkoler, Minter, Carline, DeVecchio, Martin
NOES: None

MINUTES FOR JULY 21 TRUSTEES MEETING

Meeting Minutes were received, approved and filed. (Item 9)

CLAIMS

Nonstandard Claims in excess of \$300 – none (Item 10)

Claims Forwarded by the Library Director and Trustees – Two (2) invoice claim batches were approved by the Trustees and forwarded to Orange County for payment on July 10, 2014. Moved by Secretary Minter and seconded by Trustee Martin to receive and approve the claims already submitted. (Item 11)

Moved by Secretary Minter and seconded by Trustee Martin to receive, file and approve the Current Vendor Claims, Book Claims and Payroll reports. (Item 12)

TREASURER'S REPORT

FY 2013-2014 Cash Flow Analysis: Fund 707 Balance Report for FY 2013-14 was received and filed (Item 13)

Financial Reports through July 2014 for Placentia Library District Accounts on Deposit with the Orange County Treasurer – received and filed (Item 14)

Balance Sheet through July 2014 – received and filed (Item 15)

Acquisitions Report for FY 2013-14 through June 2014 – received and filed (Item 16)

Entrepreneurial Activities Report through July 2014 – received and filed. Passport Revenue for FY 2013-14 exceeded the total passport revenue for FY 2012-13 by \$24,596.00. (Item 17)

GENERAL CONSENT REPORTS

Personnel Report for July 2014 – Interviews were held for the part-time Library Assistant position in Children's services. An offer was accepted, and now awaiting confirmation of fingerprint verification. (Item 18)

Circulation Report for July 2014 – received and filed. (Item 19)

Review of Shared Maintenance Costs with the City of Placentia under the JPA – received and filed. (Item 20)

Moved by Trustee DeVecchio and seconded by Trustee Martin to accept the general consent reports.

STAFF REPORTS

Library Director's Report for July 2014 (Item 21)
 Children's Services Report for July 2014 (Item 22)
 Adult Services Report for July 2014 (Item 23)
 Web Site & Technology Report for July 2014 (Item 24)

CONTINUING BUSINESS

PLD Website Demo

Jeff Lenning presented a demo of the new PLD public website and requested Trustee approval to launch new website for community use. He walked group through revised website screens for My Account, Passports, Adult and Children's Services, along with new Home Page navigation aspects, for easier drill-down to other information pages. During the demo, Board requested a "Catalog Search Box" be added to the Home page for easier book/author searches, and to add a Spanish translation button for instruction on how to get a library card, a Passport and the Library FAQs. Being a CMS-platform, PLD staff can make many website changes immediately and Click has guaranteed a maximum 2-day turn-around for any support issues once website is launched. After further discussion, the Board voted unanimously to launch the new website, along with the Search Box quick link to be added to Home page as soon as possible within 30 days. (item 25)

Business Manager Yesenia Baltierra pointed out that adding a "Find A Book" search box on to the Home page is not include in the current Click contract and will be an additional cost. Unanimous vote to launch new website.

AYES: Shkoler, Minter, Carline, DeVecchio, Martin
 NOES: None

iPad Borrowing Policy

Board of Trustees reviewed the policy as presented inclusive of input from Trustees. Trustee Martin also suggested that the minimum age in Rule 2 requiring parental approval to borrow an iPad be defined as 14. Library Director responded that a higher age requirement would prevent use of iPads within the Children's department. (10) iPads are being purchased using a \$10,000 gift to the library. iPads used in Children's Department will be filtered as to what sites and applications can be viewed. Moved to approve policy by Trustee DeVecchio and seconded by Trustee Carline. (item 26)

AYES: Shkoler, Minter, Carline, DeVecchio, Martin
 NOES: None

RFP for Audit Services

At the June 16, 2014 Library Board meeting, Trustees requested a Request For Proposal be developed for procurement of auditing services from a variety of auditing firms. After thorough review of the draft RFP verbiage, it was moved by Secretary Minter and seconded by Trustee Martin to approve, release and publish the RFP document. (Item 27)

AYES: Shkoler, Minter, Carline, DeVecchio, Martin
 NOES: None

NEW BUSINESS

Authorize Resolution 15-03 to Adopt FY 2013-2015 Amended Budget for Placentia Library District of Orange County

Resolution 15-03 was presented to amend the Library’s 2013-2015 Budget, as required by the County of Orange, to reflect current financial reports provided by the County of Orange. Moved for approval by Trustee Martin and seconded by Trustee Carline. (Item 28)

AYES: Shkoler, Minter, Carline, DeVecchio, Martin
 NOES: None

Travel Authorization for Library Director to Attend CLA Conference in Oakland, CA from Nov 7-9, 2014

Library Director requested Board approval to attend the California Library Association (CLA) Conference in Oakland, CA. Fiscal impact: \$1,000. Secretary Minter moved and Trustee Martin seconded the request for travel. (Item 29)

AYES: Shkoler, Minter, Carline, Martin, DeVecchio
 NOES: None

Authorization for Replacement of Can Lighting Fixtures in Public and Lobby Areas

At the April 22, 2013 Board meeting, trustees voted to postpone the ceiling and lighting seismic assessment project until FY 2013-14. A proposal from Brea Electric was presented. After discussion, Board requested an RFP be prepared for this project, and be presented at the Trustees Board meeting on October 20, 2014. Secretary Minter moved and Trustee Martin seconded the request. (Item 30)

Advertise on Placentia Downtown Street Banner Program

City of Placentia is offering an advertisement opportunity through its Downtown Street Banner Program, at a cost of \$100 per banner. After discussion, Board voted against participating in the program and directed Library Director Contreras to contact the City regarding a customized banner. (Item 31)

AYES: None
 NOES: Shkoler, Minter, Carline, DeVecchio, Martin

ADJOURNMENT

The Regular Meeting of the Board of Trustees of the Placentia Library District held on September 10 2014 was adjourned at 7:40pm.

The next Trustees meeting will be held on October 20, 2014 at 6:30 p.m.

 Al Shkoler
 President
 Library Board of Trustees

 Elizabeth Minter
 Secretary
 Library Board of Trustees



Page intentionally left blank

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Jeanette Contreras, Library Director
FROM: Diane Warner, Administrative Assistant
SUBJECT: Summary of Non-standard Claims for September 2014
DATE: October 20, 2014

TYPE	DATE	CLAIM #	AMOUNT
------	------	---------	--------

NONE

		TOTAL	\$0
--	--	--------------	------------



Page intentionally left blank

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

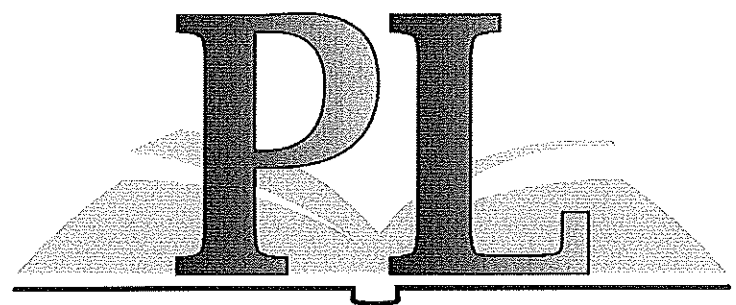
TO: Jeanette Contreras, Library Director

FROM: Diane Warner, Administrative Assistant

SUBJECT: Summary of Claims Forwarded by the Library Director & Trustees

DATE: October 20, 2014

<u>707 TYPE</u>	<u>DATE</u>	<u>CLAIM #</u>	<u>AMOUNT</u>
Misc Vendors	9-11-14	5782	\$ 34,678.06
Midwest Tape	9-11-14	5783	\$ 1,171.02
Baker & Taylor	9-11-14	5784	\$ 1,170.26
Misc Vendors	9-23-14	5785	\$ 9,747.80
Misc Vendors/Alonco	9-24-14	5786	\$ 32,171.00
Misc Vendors	10-09-14	5797	\$ 30,930.90
		TOTAL	\$ 109,869.04



Placentia Library District

Page intentionally left blank

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Jeanette Contreras, Library Director
FROM: Diane Warner, Administrative Assistant
SUBJECT: Current Claims and Payroll
DATE: October 20, 2014

Current Claims

<u>TYPE</u>	<u>DATE</u>	<u>CLAIM #</u>	<u>AMOUNT</u>
Baker & Taylor	09/25/14	5788	\$ 1,502.41
Baker & Taylor	09/25/14	5789	\$ 2,303.98
Baker & Taylor	09/29/14	5790	\$ 2,870.69
Midwest Tape/Ingram	09/29/14	5791	\$ 1,241.04
Baker & Taylor	10/03/14	5793	\$ 2,364.24
Baker & Taylor	10/06/14	5794	\$ 2,214.53
Baker & Taylor	10/06/14	5795	\$ 2,110.05
Baker & Taylor	10/07/14	5796	\$14,085.15

Subtotal for Claims **\$ 28,692.09**

Payroll			
On Demand Wire	10-27-14	113	40,000
On Demand Wire	11-10-14	114	40,000

Subtotal for Payroll **\$ 80,000.00**

TOTAL CURRENT CLAIMS & PAYROLL **\$ 108,692.09**

LOCALLY GOVERNED DISTRICT
CLAIMS TRANSMITTED FOR PAYMENT

DATE: 10/20/14
REPORT NO: 113

The County Auditor is authorized to draw these checks from:

Placentia Library District
411 E Chapman Ave
Placentia, CA 92870

FUND: 707
DEPT: V700
BUDGET CONTROL: 707
UNIT: 0900

*Process on the date specified.

APPROVED CLAIMS						AC'S USE ONLY	
Vendor Code Payee Name and Address	DATE INVOICE #	OBJT REV/ BS ACCT	DEPT OBJT	REPT CATG	AMOUNT	DOC NUMBER	SC
VC6532 Placentia Library District 411 E. Chapman Ave Placentia, CA 92870	*10-27-14 Payroll #09 FY14/15	0100			\$ 40,000.00		
TOTAL REMITTANCE:					\$ 40,000.00		
The claims listed above (totaling \$40,000.00) are approved for payment pursuant to an order entered in the Minutes of the Board of Directors of this District and I certify that the payees named who are described in Government Code Section 3101 have taken the oath or affirmation required by Government Code Section 3102.							

Approved by _____

Countersigned by _____

Attested and/or countersigned by _____

Page Total:

LOCALLY GOVERNED DISTRICT
CLAIMS TRANSMITTED FOR PAYMENT

DATE: 10/20/14
REPORT NO: 114

The County Auditor is authorized to draw these checks from:

Placentia Library District
411 E Chapman Ave
Placentia, CA 92870

FUND: 707
DEPT: V700
BUDGET CONTROL: 707
UNIT: 0900

*Process on the date specified.

APPROVED CLAIMS						AC'S USE ONLY	
Vendor Code Payee Name and Address	DATE INVOICE #	OBJT REV/ BS ACCT	DEPT OBJT	REPT CATG	AMOUNT	DOC NUMBER	SC
VC6532 Placentia Library District 411 E. Chapman Ave Placentia, CA 92870	*11-10-14 Payroll #10 FY14/15	0100			\$ 40,000.00		
TOTAL REMITTANCE:					\$ 40,000.00		

The claims listed above (totaling \$40,000.00) are approved for payment pursuant to an order entered in the Minutes of the Board of Directors of this District and I certify that the payees named who are described in Government Code Section 3101 have taken the oath or affirmation required by Government Code Section 3102.

Approved by _____

Countersigned by _____

Attested and/or countersigned by _____

Page Total:



Page intentionally left blank

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Jeanette Contreras, Library Director

FROM: Yesenia Baltierra, Business Manager

SUBJECT: Fund Balance Report for Placentia Library District Fund 707 on Deposit with Orange County Treasurer Post-Petition Balances (B/S Account 8010-Cash)

DATE: October 20, 2014

Fiscal Year 2014-2015	
07/31/14	2,038,031.94
8/31/2014	1,913,894.68
9/30/2014	1,786,383.91
10/31/14	0.00
11/30/2014	0.00
12/31/2014	0.00
01/31/15	0.00
2/28/2015	0.00
3/31/2015	0.00
04/30/15	0.00
5/31/2015	0.00
6/30/2015	0.00
General Reserves	414,789.10
Impact Fees	431,895.38

Fiscal Year 2013-2014	
07/31/13	2,041,592.77
8/31/2013	1,731,038.74
9/30/2013	1,637,400.49
10/31/13	1,498,226.33
11/30/2013	1,486,892.97
12/31/2013	2,147,271.47
01/31/14	2,066,699.35
2/28/2014	2,039,275.14
3/31/2014	1,979,234.63
04/30/14	2,442,155.17
5/31/2014	2,378,156.46
6/30/2014	2,134,629.15
General Reserves	414,789.10
Impact Fees	406,613.78



Page intentionally left blank

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Jeanette Contreras, Library Director

SUBJECT: **Financial Reports through September 2014 for the Placentia Library District Accounts on Deposit with the Orange County Treasurer and the Placentia Library District General Ledger**

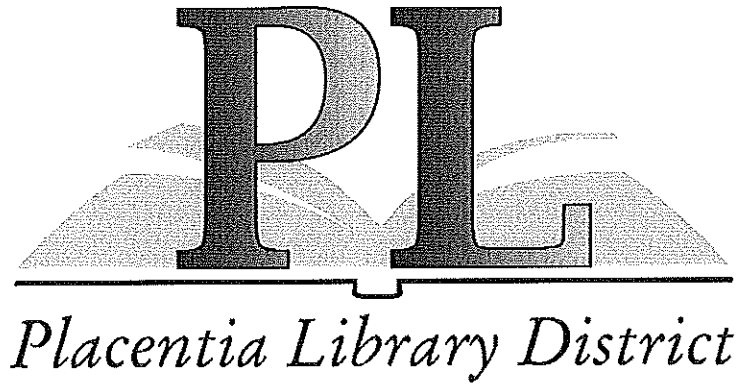
DATE: October 20, 2014

Summary of Cash and Investments as of September 30, 2014

Cash with Orange County Treasurer Fund 707	1,247,577.33
Reserves with Orange County Treasurer	414,789.10
Impact Fees with County and Bank of the West (Restricted)	431,895.38
General Fund Checking – Bank of the West	46,965.87
General Fund Savings – Bank of the West	543,938.92
Payroll Checking – Wells Fargo Bank	51,689.83
Total Cash and Investments	2,736,856.43

I hereby certify that the investments are in compliance with Placentia Library District Policy 3035 – Investment of District Funds, as adopted by the Library Board of Trustees, and California Government Code Section 53646(b)(1); and that Placentia Library District has the ability to meet its budgeted expenditures for the next six (6) months.

Jeanette Contreras
Library Director



Page intentionally left blank

PLACENTIA LIBRARY DISTRICT
YTD REVENUE REPORT
September 30, 2014

GENERAL REV Fund 707	SRCE	DESCRIPTION	BUDGET	YTD ACTUAL	BALANCE	PERCENT % RECEIVED
TAXES						
6210		Property Taxes - Current Secured	1,959,489	30,012	(1,929,476.95)	1.5%
6220		Property Taxes - Current Unsecured	55,415	53,450	(1,965.23)	96.5%
6230		Property Taxes - Prior Secured	0	-	0.00	0.0%
6240		Property Taxes - Prior Unsecured	0	-	0.00	0.0%
6250		Taxes - Spec Dist Augmentation	12,746	-	(12,746.00)	0.0%
6280		Property Taxes - Curr Supplemental	63,204	14,781	(48,422.90)	0.0%
6290		Other Taxes	3,000	-	(3,000.00)	0.0%
6300		Property Taxes - Prior Supplemental	0	614	614.29	100%
6540		Penalties & Costs on Delinq Taxes	975	335	(639.94)	34.4%
		Sub Total	2,094,829	99,192	(1,995,636.73)	4.7%
REVENUE FROM USE OF MONEY & PROPY						
6610		Interest	5,500	1,603	(3,897.18)	29.1%
		Sub Total	5,500	1,603	(3,897.18)	29.1%
INTERGOVERNMENTAL REVENUES						
6690		State - Homeowners Property Tax Relief	8,454	-	(8,454.00)	0.0%
6970		State - Other	0	-	0.00	0.0%
7120		Other-In-Lieu Taxes	0	-	0.00	0.0%
7130		Other Governmental Agencies	1,761	-	(1,761.00)	0.0%
		Sub Total	10,215	-	(10,215.00)	0.0%
MISCELLANEOUS REVENUES						
7670		Miscellaneous Revenue (Local Revenue)				
		Newsletter Ads	700	-	(700.00)	0.0%
		Grants	35,000	7,661	(27,339.25)	21.9%
		Fines & Fees	40,000	11,254	(28,746.09)	28.1%
		Passport/Photos	125,000	29,884	(95,116.00)	23.9%
		Meeting Room Fees	4,500	1,315	(3,185.00)	29.2%
		DVD Rentals	7,000	2,102	(4,898.00)	30.0%
		Test Proctor	6,200	2,750	(3,450.00)	44.4%
		Sub Total	218,400	54,966	(163,434.34)	25.2%
7680		6-MO Expired (Outlawed) Checks	0	-	0.00	0%
		YTD Actual	2,328,944	155,761	(2,173,183.25)	7%
		FY 13/14 Funds Available	107,978	107,978		
		TOTAL REVENUES FY 12/13:	2,436,922	263,739	(2,173,183.25)	10.8%
MISCELLANEOUS REVENUES						
		Restricted Impact Fees	0	25,282	25,281.60	100%
		SLS Account	0	-	0.00	100%

PLACENTIA LIBRARY DISTRICT

EXPENDITURES REPORT

September 30, 2014

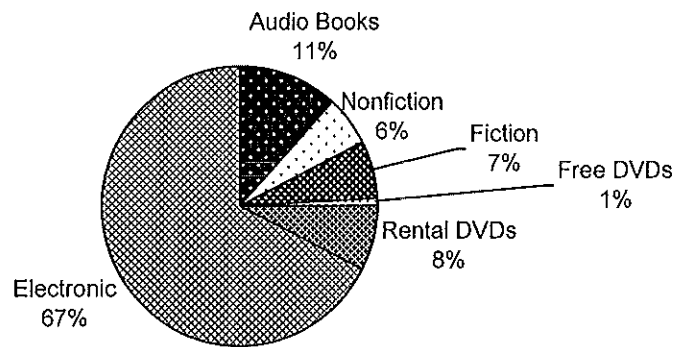
25% of year completed

ACCOUNT	DESCRIPTION	APPROPRIATIONS	EXPENDED	CURRENT	REMAINDER
SALARIES & EMPLOYEE BENEFITS					
0100	Salaries & Wages	1,160,530	280,984	0.24	\$879,546
0200	Retirement	43,351	2,888	0.07	\$40,463
0301	Unemployment Insurance	10,000	0	0.00	\$10,000
0306	Health Insurance	202,476	33,735	0.17	\$168,741
0306-0770	Employee Assistance Program	720	172	0.24	\$548
0308	Dental Insurance	15,523	2,912	0.19	\$12,611
0309	Life Insurance	8,351	1,688	0.20	\$6,663
0310	AD & D Insurance	5,869	1,085	0.18	\$4,784
0319	Vision Insurance	2,600	527	0.20	\$2,073
0350	Workers' Compensation Insurance	23,000	5,702	0.25	\$17,298
	TOTAL	\$1,472,420	\$329,694	0.22	\$1,142,726
SERVICES & SUPPLIES					
0700	Communications	20,000	4,319	0.22	\$15,681
0900	Food	2,000	107	0.05	\$1,893
1000	Household Expenses	19,000	2,454	0.13	\$16,546
1100	Library Insurance	13,000	11,901	0.92	\$1,099
1300	Maintenance, Equipment	34,000	13,105	0.39	\$20,895
1400	Maintenance, Buildings & Improvements	93,300	8,465	0.09	\$84,835
1600	Memberships	9,000	129	0.01	\$8,871
1700	Miscellaneous Expense	2,000	175	0.09	\$1,825
1800	Office Expenses	44,500	9,635	0.22	\$34,865
1803	Postage	12,000	662	0.06	\$11,338
1900	Prof./Specialized Services	176,000	39,524	0.22	\$136,476
1912	Investment Administrative Fees	1,600	249	0.16	\$1,351
2000	Publication and Legal Notices	500	0	0.00	\$500
2100	Rents and Leases - Equipment	1,000	0	0.00	\$1,000
2200	Rents & Leases - Buildings & Improvements	0	0	0.00	\$0
2400	Books/Library Materials	290,602	24,484	0.08	\$266,118
2600	Transportation & Travel	3,500	109	0.03	\$3,391
2700	Meetings	28,000	11,747	0.42	\$16,253
2800	Utilities	84,000	24,364	0.29	\$59,636
	TOTAL	\$834,002	\$151,429	0.18	\$682,573
OTHER CHARGES					
3700	Taxes and Assessments	\$10,000	\$1,153	0.12	\$8,847
	OPERATING EXPENSES	\$2,316,422	\$482,275	0.21	\$1,834,147
FIXED ASSETS & CONTINGENCY FUNDS					
4000	Equipment	\$100,000	\$626	0.01	\$99,374
4200	Structures/Improvements	20,000	\$1,997	0.10	\$18,003
5200	Contingency Funds	\$0	\$0	0.00	\$0
	TOTAL	\$120,000	\$2,623	0.02	\$117,377
TOTAL BUDGET (Fund 707)					
		\$2,436,422	\$484,898	0.20	\$1,951,524
Reserves	General Reserves	\$414,789	\$0	0.00	\$414,789
	Impact Fees (Restricted)	\$431,895	\$0	0.00	\$431,895
	Grants	\$35,000	\$37,069	1.06	-\$2,069

Placentia Library District

ACQUISITIONS REPORT FOR FISCAL YEAR 2014-2015 THROUGH THE MONTH OF AUG. 2014

	<u>Amount</u>	<u>Title</u>	<u>Volumes</u>
Total Fiction	\$809	88	98
Total Non-Fiction	\$745	7	147
Total Electronic	\$8,358	26	0
Total Audio Books	\$1,436	33	33
Total Free DVDs	\$89	4	4
Total Rental DVDs	\$938	35	37
TOTAL MATERIALS	\$12,375	193	319

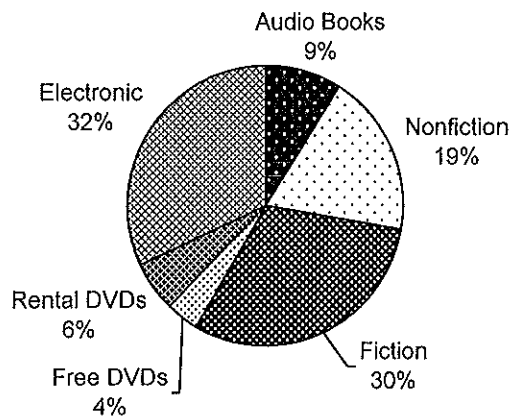


The figures on this report reflect items and invoices received through the end of the month. Invoices paid during the month are shown on the Financial Report rather than the Acquisitions report.

Placentia Library District

ACQUISITIONS REPORT FOR FISCAL YEAR 2014-2015 THROUGH THE MONTH OF SEP, 2014

	<u>Amount</u>	<u>Title</u>	<u>Volumes</u>
Total Fiction	\$7,951	592	615
Total Non-Fiction	\$4,996	192	426
Total Electronic	\$8,358	26	0
Total Audio Books	\$2,305	54	54
Total Free DVDs	\$1,067	49	50
Total Rental DVDs	\$1,507	62	64
TOTAL MATERIALS	\$26,184	975	1209



The figures on this report reflect items and invoices received through the end of the month. Invoices paid during the month are shown on the Financial Report rather than the Acquisitions report.

ACQUISITIONS REPORT FOR FISCAL YEAR 2014-2015 THROUGH THE MONTH OF SEPTEMBER 2014
Prepared by Katie Matas, Acquisitions Librarian

	GENERAL FUND			ADOPT-A-BOOK/GRANT			TOTAL PURCHASED			DONATED			TOTAL ITEMS		
	Amount	Titles	Volumes	Amount	Titles	Volumes	Amount	Titles	Volumes	Value	Titles	Volumes	Amount	Titles	Volumes
Adult Fiction	\$5,042	234	229	\$4,275	258	283	\$7,317	492	512	\$98	6	6	\$7,405	498	518
Califia Adult Fiction	\$0	0	0	\$0	0	0	\$0	0	0	\$0	0	0	\$0	0	0
Total Adult Fiction	\$5,042	234	229	\$4,275	258	283	\$7,317	492	512	\$98	6	6	\$7,405	498	518
Adult Non-Fiction	\$3,209	138	141	\$5,795	264	272	\$9,004	402	413	\$77	7	7	\$9,081	409	420
Adult Reference	\$150	6	6	\$47	1	1	\$207	7	7	\$5	1	1	\$212	8	8
Adult magazines	\$594	1	216	\$0	0	0	\$594	1	216	\$0	0	0	\$594	1	216
Califia Adult Non-Fiction	\$0	0	0	\$0	0	0	\$0	0	0	\$0	0	0	\$0	0	0
Total Adult Non-Fiction	\$3,963	145	363	\$5,842	265	273	\$9,805	410	426	\$82	8	8	\$9,887	418	428
TOTAL ADULT PRINT MATERIALS	\$7,005	379	592	\$10,117	523	556	\$17,122	902	1,148	\$170	14	14	\$17,292	916	1,162
Adult Music CDs	\$0	0	0	\$0	0	0	\$0	0	0	\$0	0	0	\$0	0	0
Adult Audio Books	\$2,110	49	49	\$337	9	9	\$2,447	58	58	\$30	1	1	\$2,477	59	59
Adult E-books	\$1,204	25	0	\$348	6	0	\$0	0	0	\$0	0	0	\$0	0	0
Adult Free DVDs	\$307	9	9	\$415	11	11	\$722	20	20	\$53	1	1	\$775	21	21
Adult Rental DVDs	\$1,193	51	51	\$0	0	0	\$1,193	51	51	\$60	1	1	\$1,253	52	52
TOTAL ADULT NON-PRINT MATERIALS	\$4,814	134	109	\$1,100	26	20	\$4,362	129	129	\$143	3	3	\$4,505	132	132
TOTAL ADULT MATERIALS	\$11,819	513	701	\$11,217	549	576	\$21,484	1,031	1,277	\$313	17	17	\$21,797	1,048	1,294
Juvenile Fiction	\$3,211	228	252	\$6,988	448	506	\$10,179	674	758	\$509	56	56	\$10,688	730	814
Califia Juvenile Fiction	\$0	0	0	\$1,864	94	114	\$1,864	94	114	\$0	0	0	\$1,864	94	114
Young Adult Fiction	\$1,698	132	134	\$2,488	174	175	\$4,186	308	309	\$294	28	28	\$4,480	334	337
Califia Young Adult Fiction	\$0	0	0	\$0	0	0	\$0	0	0	\$0	0	0	\$0	0	0
Total Juvenile Fiction	\$4,909	358	386	\$11,320	716	795	\$16,229	1,074	1,181	\$803	84	84	\$17,032	1,158	1,265
Juvenile Non-Fiction	\$939	42	43	\$1,853	104	104	\$2,792	146	147	\$0	0	0	\$2,792	146	147
Califia Juvenile Non-Fiction	\$0	0	0	\$0	0	0	\$0	0	0	\$0	0	0	\$0	0	0
Young Adult Non-Fiction	\$84	5	5	\$1,188	10	10	\$1,282	15	15	\$0	0	0	\$1,282	15	15
Califia Young Adult Non-Fiction	\$0	0	0	\$0	0	0	\$0	0	0	\$0	0	0	\$0	0	0
Juvenile Reference	\$0	0	0	\$0	0	0	\$0	0	0	\$0	0	0	\$0	0	0
Juvenile Magazines	\$0	0	15	\$0	0	0	\$0	0	15	\$0	0	0	\$0	0	15
Total Juvenile Non-Fiction	\$1,033	47	63	\$3,041	114	114	\$4,074	161	177	\$0	0	0	\$4,074	161	177
TOTAL JUVENILE PRINT MATERIALS	\$5,942	405	449	\$14,361	830	909	\$20,303	1,235	1,358	\$803	84	84	\$21,106	1,319	1,442
Juvenile Music CDs	\$82	4	4	\$148	5	5	\$230	9	9	\$0	0	0	\$230	9	9
Juvenile Audio Books	\$195	5	5	\$313	7	7	\$508	12	12	\$0	0	0	\$508	12	12
Juvenile E-books	\$0	0	0	\$1,500	118	0	\$0	0	0	\$0	0	0	\$0	0	0
Young Adult Video Games	\$30	1	1	\$0	0	0	\$30	1	1	\$20	1	1	\$50	2	2
Juvenile Free DVDs	\$760	40	41	\$681	32	34	\$1,441	72	75	\$0	0	0	\$1,441	72	75
Juvenile Rental DVDs	\$314	11	13	\$0	0	0	\$314	11	13	\$0	0	0	\$314	11	13
TOTAL JUVENILE NON-PRINT MATERIALS	\$1,381	61	64	\$2,742	162	46	\$2,823	105	110	\$20	1	1	\$2,943	106	111
TOTAL JUVENILE MATERIALS	\$7,323	466	513	\$17,103	992	955	\$22,826	1,340	1,468	\$823	85	85	\$23,649	1,425	1,553
On-line databases	\$7,154	1	0	\$0	0	0	\$7,154	1	0	\$0	0	0	\$7,154	1	0
E-books	\$1,204	\$25	\$0	\$1,948	\$124	\$0	\$3,152	149	0	\$0	\$0	\$0	\$3,152	149	0
Electronic Music	\$0	0	0	\$0	0	0	\$0	0	0	\$0	0	\$0	\$0	0	0
TOTAL ELECTRONIC MATERIALS	\$8,358	26	0	\$1,948	124	0	\$10,306	150	0	\$0	0	0	\$10,306	150	0
Total Fiction	\$7,951	562	615	\$15,595	974	1,079	\$23,546	1,566	1,693	\$891	90	90	\$24,437	1,656	1,783
Total Non-Fiction	\$4,996	192	426	\$8,893	379	387	\$13,879	571	813	\$82	8	8	\$13,961	579	821
Total Electronic	\$6,358	26	0	\$1,948	124	0	\$10,306	150	0	\$0	0	0	\$10,306	150	0
Total Audio Books	\$2,305	54	54	\$650	16	16	\$2,955	70	70	\$30	1	1	\$2,985	71	71
Total Free DVDs	\$1,067	49	50	\$1,096	43	45	\$2,163	92	95	\$53	1	1	\$2,215	93	96
Total Rental DVDs	\$1,507	62	64	\$0	0	0	\$1,507	62	64	\$60	1	1	\$1,567	63	65
TOTAL MATERIALS	\$26,184	975	1,209	\$28,172	1,536	1,526	\$54,356	2,511	2,735	\$1,116	101	101	\$55,472	2,612	2,836

Outstanding Orders as of September 2014
Adopt-a-book \$81

General Fund \$25,911

TOTAL \$25,992

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Jeanette Contreras, Library Director

FROM: Yesenia Baltierra, Business Manager

SUBJECT: Entrepreneurial Activities Report for August & September 2014

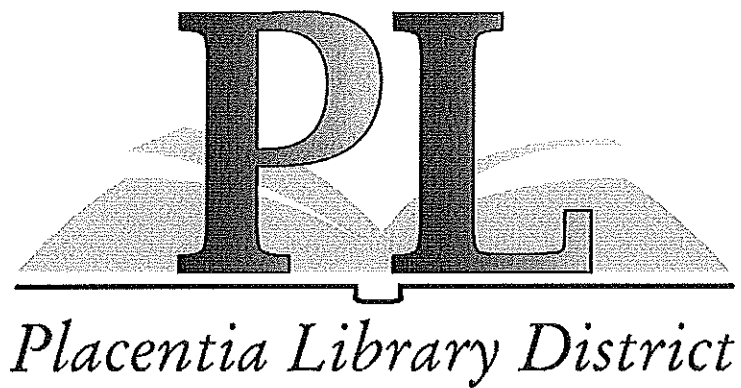
DATE: October 20, 2014

Net Revenue Summary for August 2014

			YTD	YTD
	Aug-14	Aug-13	2014-2015	2013-2014
Passport	8,525.00	6,450.00	16,275.00	13,625.00
Passport Photos	2,040.00	1,248.00	4,251.00	2,784.00
Test Proctor	1,250.00	750.00	2,450.00	1,450.00
Meeting Room	365.00	120.00	965.00	385.00
DVD Rentals	803.00	699.00	1,610.00	1,438.00
Total	12,983.00	9,267.00	25,551.00	19,682.00

Net Revenue Summary for September 2014

			YTD	YTD
	Sep-14	Sep-13	2014-2015	2013-2014
Passport	7,450.00	5,550.00	23,725.00	19,175.00
Passport Photos	1,908.00	1,236.00	6,159.00	4,020.00
Test Proctor	300.00	600.00	2,750.00	2,050.00
Meeting Room	350.00	145.00	1,315.00	530.00
DVD Rentals	492.00	447.00	2,102.00	1,885.00
Total	10,500.00	7,978.00	36,051.00	27,660.00



Page intentionally left blank

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Jeanette Contreras, Library Director
FROM: Yesenia Baltierra, Business Manager
SUBJECT: Personnel Report for August 2014
DATE: October 20, 2014

			YTD	YTD
	Aug-14	Aug-13	2014/2015	2013/2014
Separation	0	0	1	0
Retirement	0	0	0	0
Appointments	0	0	0	1
Open Positions	1	0	1	0
Workers' Compensation Leave	0	1	0	1
Total	1	1	2	2

SEPARATION:
None

RETIREMENT:
None

APPOINTMENTS:
None

OPEN POSITIONS:
Children's Library Assistant (15 hours)

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Jeanette Contreras, Library Director
FROM: Yesenia Baltierra, Business Manager
SUBJECT: Personnel Report for September 2014
DATE: October 20, 2014

			YTD	YTD
	Sep-14	Sep-13	2014/2015	2013/2014
Separation	0	0	1	0
Retirement	0	0	0	0
Appointments	0	0	0	1
Open Positions	1	1	1	1
Workers' Compensation Leave	0	1	0	1
Total	1	2	2	3

SEPARATION:
None

RETIREMENT:
None

APPOINTMENTS:
None

OPEN POSITIONS:
Children's Library Assistant (15 hours)

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Jeanette Contreras, Library Director

FROM: Fernando Maldonado, Circulation Supervisor

SUBJECT: Circulation Activity Report for August 2014

DATE: October 20, 2014

MONTHLY STATISTICS

August 2014

CIRCULATION				Y-T-D	Y-T-D	Y-T-D
	Aug-14	Aug-13		2014-15	2013-14	% change
New Patron Registrations	306	401		736	734	0.3%
Total Circulation	23,172	22,407		52,703	47,696	10.5%
Total Active Borrowers*	8,529	8,485		17,062	16,965	
Attendance	27,631	21,489		54,997	44,385	23.9%
Registered Card Holders*	33,288	29,259		66,276	58,125	
Adult Fiction	3,086	3,350		6,522	6,837	-4.6%
Adult Nonfiction	2,635	2,441		5,656	4,984	13.5%
Adult Magazines	309	225		617	477	29.4%
Adult Music CDs	202	187		382	402	-5.0%
Adult Audio Books	485	652		1,102	1,374	-19.8%
Adult Free DVDs	275	246		585	530	10.4%
Adult Rental DVDs	670	508		1,258	1,045	20.4%
Overdrive E-Books	937	475		1,775	1,007	76.3%
Overdrive Audio Books	385	217		738	445	65.8%
JV Fiction	9,932	9,024		23,998	20,022	19.9%
YA Fiction	1,581	1,829		3,840	3,999	-4.0%
JV Nonfiction	2,289	2,098		5,163	4,146	24.5%
YA Nonfiction	129	123		260	298	-12.8%
JV Magazines	10	10		18	13	38.5%
JV Music CDs	37	30		85	63	34.9%
JV Audio Books	35	61		87	119	-26.9%
JV Free DVDs	836	933		1,753	1,902	-7.8%
JV Rental DVDs	302	261		666	549	21.3%
Video Games	15	0		35	0	100.0%

* Year to date not applicable.

PATRON COUNT

	Sun	Mon	Tues	Wed	Thur	Fri	Sat	Total/Hr.
9:00		713	630	549	842	590	865	4,189
10:00		548	488	561	533	587	5,449	8,166
11:00		643	815	321	525	377	702	3,383
12:00		538	860	677	496	558	1,540	4,669
1:00	797	558	755	710	785	614	2,381	6,600
2:00	1,058	839	455	844	646	714	1,037	5,593
3:00	1,391	797	686	854	966	680	852	6,226
4:00	901	774	658	793	763	651	809	5,349
5:00	611	623	522	792	674	599	390	4,211
6:00		783	696	505	683			2,667
7:00		869	687	558	833			2,947
8:00		275	154	362	471			1,262
Total/Day								55,262
* Grand Total								27,631

*The patron count equipment counts each patron once every time they walk in & of the library therefore, the grand total reflected is smaller than the total because the total is divided by two.

PASSPORT SERVICES

	Sun	Mon	Tues	Wed	Thur	Fri	Sat	Total/Hr.
9:00		0	2	0	0	2	6	10
10:00		1	0	2	5	1	8	17
11:00		4	1	1	3	5	9	23
12:00		2	0	3	4	5	21	35
1:00	15	3	4	3	4	5	21	55
2:00	15	7	2	4	6	2	15	51
3:00	22	6	5	1	11	4	21	70
4:00	13	5	3	9	4	4	3	41
5:00		0	5	7	9			21
6:00		5	3	3	4			15
7:00		0	1	1	1			3
8:00		0	0	0	0			0
Total/Day								341
Grand Total								341

STAFF ACTIVITY

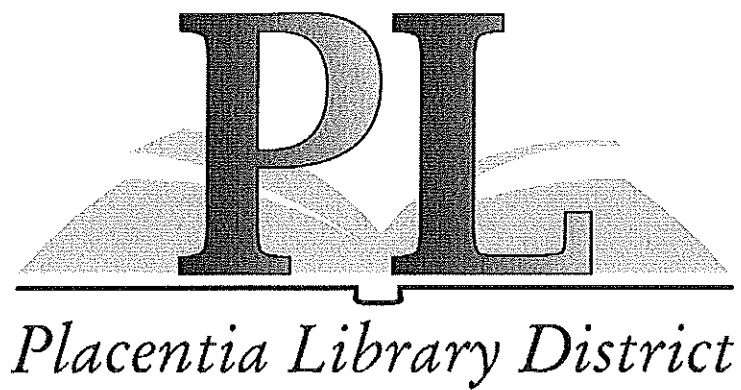
- August 05, 2014- Staff organized the meeting room for Pre-School story time.
- August 05, 2014- Estella delivered money deposits to the bank.
- August 07, 2014- Estella delivered money deposits to the bank.
- August 07, 2014- Staff organized the meeting room for P-Tac.
- August 10, 2014- Staff assisted PLFF with the book sale.
- August 12, 2014- Staff organized the meeting room for PLFF board meeting.
- August 12, 2014- Estella delivered money deposits to the bank.
- August 14, 2014- Estella delivered money deposits to the bank.
- August 14, 2014- Staff organized the meeting room for P-Tac.
- August 16, 2014- Staff assisted with Summer Reading Celebration event.
- August 19, 2014- Estella, Beatrice, Sara, Laura C., Victor and Fernando attended all staff meeting.
- August 19, 2014- Estella delivered money deposits to the bank.
- August 21, 2014- Estella delivered money deposits to the bank.
- August 21, 2014- Staff organized the meeting room for P-Tac.
- August 25, 2014- Staff organized the meeting room for First story time.
- August 26, 2014- Estella delivered money deposits to the bank.
- August 28, 2014- Estella delivered money deposits to the bank.
- August 28, 2014- Staff organized the meeting room for P-Tac.

ONGOING PROJECTS

Circulation staff continues to participate in Strategic Planning.

NEW PROJECTS AND ACTIVITIES

Laura D. and Fernando will work on Passport Marketing Campaign.



Page intentionally left blank

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Jeanette Contreras, Library Director
FROM: Fernando Maldonado, Circulation Supervisor
SUBJECT: Circulation Activity Report for September 2014
DATE: October 20, 2014

MONTHLY STATISTICS

September 2014

CIRCULATION				Y-T-D	Y-T-D	Y-T-D
	Sep-14	Sep-13		2014-15	2013-14	% change
New Patron Registrations	364	357		1,100	1,091	0.8%
Total Circulation	21,524	20,406		69,961	64,736	8.1%
Total Active Borrowers*	8,593	8,468		25,655	25,433	
Attendance	27,412	22,030		82,409	66,415	24.1%
Registered Card Holders*	33,770	29,956		100,046	88,081	
Adult Fiction	3,029	2,879		9,551	9,716	-1.7%
Adult Nonfiction	2,190	2,221		7,846	7,205	8.9%
Adult Magazines	225	280		842	757	11.2%
Adult Music CDs	145	186		527	588	-10.4%
Adult Audio Books	498	631		1,600	2,005	-20.2%
Adult Free DVDs	286	315		871	845	3.1%
Adult Rental DVDs	375	332		1,633	1,377	18.6%
Overdrive E-Books	741	496		2,516	1,503	67.4%
Overdrive Audio Books	358	208		1,096	653	67.8%
JV Fiction	10,156	9,021		34,154	29,043	17.6%
YA Fiction	1,273	1,310		5,113	5,309	-3.7%
JV Nonfiction	1,943	1,836		7,106	5,982	18.8%
YA Nonfiction	101	114		361	412	-12.4%
JV Magazines	5	19		23	32	-28.1%
JV Music CDs	29	17		114	80	42.5%
JV Audio Books	26	48		113	167	-32.3%
JV Free DVDs	657	601		2,410	2,503	-3.7%
JV Rental DVDs	230	180		896	729	22.9%
Video Games	17	0		52	0	100.0%

* Year to date not applicable.

PATRON COUNT

	Sun	Mon	Tues	Wed	Thur	Fri	Sat	Total/Hr.
9:00		577	1,276	601	1,118	465	804	4,841
10:00		450	532	391	858	310	934	3,475
11:00		368	1,077	1,002	696	394	573	4,110
12:00		688	744	503	523	320	720	3,498
1:00	452	308	517	622	719	427	748	3,793
2:00	1,191	698	690	1,081	556	461	996	5,673
3:00	1,118	734	847	938	835	626	648	5,746
4:00	942	1,216	1,209	870	898	598	599	6,332
5:00	494	739	1,272	743	1,325	389	429	5,391
6:00		1,358	1,420	859	1,470			5,107
7:00		1,237	1,683	831	885			4,636
8:00		328	964	633	297			2,222
Total/Day								54,824
* Grand Total								27,412

*The patron count equipment counts each patron once every time they walk in & of the library therefore, the grand total reflected is smaller than the total because the total is divided by two.

PASSPORT SERVICES

	Sun	Mon	Tues	Wed	Thur	Fri	Sat	Total/Hr.
9:00		0	1	1	1	0	6	9
10:00		3	0	2	2	3	9	19
11:00		4	2	5	4	0	9	24
12:00		6	3	6	1	5	14	35
1:00	14	8	2	6	5	2	15	52
2:00	11	8	6	7	2	2	13	49
3:00	12	7	8	2	3	3	9	44
4:00	6	4	2	3	4	9	4	32
5:00		3	6	4	9			22
6:00		1	1	2	3			7
7:00		0	5	0	0			5
8:00		0	0	0	0			0
Total/Day								298
Grand Total								298

STAFF ACTIVITY

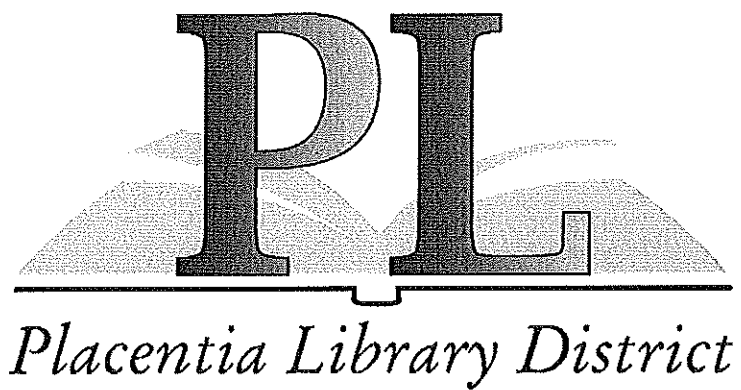
September 02, 2014- Staff organized the meeting room for Pre-School story time.
September 02, 2014- Estella delivered money deposits to the bank.
September 04, 2014- Fernando attended Supervisors meeting.
September 04, 2014- Staff organized the meeting room for Lap-Sit story time.
September 05, 2014- Staff organized the meeting room for Tweens Chess to Checkers.
September 08, 2014- Staff organized the meeting room for PLFF board meeting.
September 09, 2014- Staff organized the meeting room for Pre-School story time.
September 09, 2014- Estella delivered money deposits to the bank.
September 11, 2014- Estella delivered money deposits to the bank.
September 11, 2014- Estella attended Mindfulness class.
September 11, 2014- Staff organized the meeting room for Lap-Sit story time.
September 13, 2014- Staff organized the meeting room for Parenting Series.
September 14, 2014- Staff assisted PLFF with the book sale.
September 15, 2014- Staff organized the meeting room for Board of Trustees meeting.
September 16, 2014- Staff organized the meeting room for Pre-School story time.
September 16, 2014- Estella delivered money deposits to the bank.
September 16, 2014- Staff attended all staff meeting.
September 18, 2014- Estella delivered money deposits to the bank.
September 18, 2014- Staff organized the meeting room for Lap-Sit story time.
September 18, 2014- Staff organized the meeting room for P-Tac.
September 18, 2014- Estella attended Mindfulness class.
September 19, 2014- Staff organized the meeting room for Tweens Chess to Checkers.
September 21, 2014- Staff organized the meeting room for Camembert and Canvas.
September 23, 2014- Staff organized the meeting room for Pre-School story time.
September 23, 2014- Estella delivered money deposits to the bank.
September 23, 2014- Estella attended Mindfulness class.
September 25, 2014- Estella delivered money deposits to the bank.
September 25, 2014- Staff organized the meeting room for Lap-Sit story time.
September 25, 2014- Fernando attended Supervisors meeting.
September 27, 2014- Staff organized the meeting room for Super Star story time.
September 29, 2014- Staff organized the meeting room for Self-Publishing Savvy.
September 29, 2014- Fernando attended PLFF strategic planning meeting.
September 30, 2014- Staff organized the meeting room for Pre-School story time.
September 30, 2014- Estella delivered money deposits to the bank.

ONGOING PROJECTS

Circulation staff continues to participate in Strategic Planning.

NEW PROJECTS AND ACTIVITIES

Fernando will train department staff on RFID tagging.
Fernando will assign and train a staff member to handle the library's Yelp account.
Fernando will attend Consortium meeting.
Laura D. and Fernando will work on Passport Marketing Campaign.
Circulation will plan for Placentia Library Districts' participation at the annual Heritage Parade.



Page intentionally left blank

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Jeanette Contreras, Library Director
FROM: Diane Warner, Administrative Assistant
SUBJECT: City of Placentia Invoices for SEPT-OCT 2014
DATE: October 20, 2014

**CITY OF PLACENTIA
 INVOICES**

PERIOD COVERED FY 2014-2015	INVOICE DATE	SO. CA. EDISON	TURF (Mariposa)	GROUNDS (SA Aquatics)	IRRIGATION AT&T	FACILITY MAINT	<u>TOTAL</u>
May-June 2014	7-17-14	12,249.89	1,452.49	142.50	16.36	*	13,861.24
July-Aug 2014	8-13-14	8,722.47	2,904.98	285.00	8.18	*	11,920.63
14-Sep	*	*	*	*	*	*	*
14-Oct	10-08-14	8,081.06	*	285.00	8.57	12,245.32	20,619.95
14-Nov							
14-Dec							
15-Jan							
15-Feb							
15-Mar							
15-Apr							
15-May							
15-Jun							
	TOTAL	\$ 20,972.36	\$ 4,357.47	\$ 427.50	\$ 24.54		\$ 25,781.87
	AVG	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00

*City Billing Not Received

PERIOD COVERED FY 2013-2014	INVOICE DATE	SO. CA. EDISON	TURF	GROUNDS	IRRIGATION CONTROL	TOTAL
13-Jul	7/18/2013	6,812.45	1,452.49	142.50	*	\$8,407.44
13-Aug	8/14/2013	7,692.39	1,452.49	*	*	\$9,144.88
13-Sep	*	*	*	*	*	\$0.00
13-Oct	10/2/2013	7,334.43	2,904.98	285.00	15.87	\$10,540.28
13-Nov	11/21/2013	7,469.80	1,452.49	142.50	7.91	\$9,072.70
13-Dec	*	*	*	*	*	\$0.00
14-Jan	1/15/2014	11,909.86	1,452.49	285.00	23.66	\$13,671.01
14-Feb	2/26/2014	3,946.20	4,357.47	430.00	8.27	\$8,741.94
14-Mar	03/25/14	3,595.48	2,904.98	427.50	8.15	\$6,936.11
14-Apr	04/23/14	3,595.48		427.50	8.15	4,031.13
14-May	*	*	*	*	*	\$0.00
14-Jun	*	*	*	*	*	\$0.00
	TOTAL	\$ 52,356.09	\$ 15,977.39	\$ 2,140.00	\$ 72.01	\$ 70,545.49
	AVG	5,235.61	1,597.74	214.00	7.21	7,054.55

*No City Billing



Page intentionally left blank

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Jeanette Contreras, Library Director

SUBJECT: Library Director's Report for September 2014

DATE: October 20, 2014

Accomplishments

- Met with PLFF President to discuss the Strategic Planning retreat for PLFF.
- Submitted award nominations to the California Public Library Advocates (CPLA).
- Continue to work with the Bond Consultant in preparation for the next steps of the possible construction bond measure.
- Continue to mentor Circulation Supervisor on staff performance evaluation.
- Worked with staff, Trustees, and consultant to complete and finalize the 2014-2019 Strategic Plan.
- Worked with the Santiago Library System consortium and vendors to provide new e-resources – Enki and Zinio (online magazine subscriptions).
- Met with graphic designer to discuss scope of work and expectations.
- Worked with graphic designer to develop pamphlet templates for the California Library Digital Task Force, to be presented at the California Library Association Conference.

Meetings

- Library Board of Trustees – September 3rd, 10th
- Friday huddles – September 5th, 12th, 19th, 26th
- PLFF – September 8th
- Supervisor's – September 4th, 19th, 25th
- Graphic Designer – September 22nd
- Staples – September 25th

Conference / Training / Workshops

- Mindfulness Program – September 25th
- California Special District Association (CSDA) – September 29th – October 2nd

Community Events / Functions

- Round Table Women's Club Fundraiser at Craftsman – September 23rd
- Jewel Reception – September 26th
- PLFF Strategic Plan – September 29th



Page intentionally left blank

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Jeanette Contreras, Library Director
FROM: Lori Worden, Children’s Services Supervisor
SUBJECT: Children’s Services Monthly Activity Report for August 2014
DATE: October 20, 2014

MONTHLY STATISTICS

Childrens Desk Activity

	August 2014	August 2013	Y-T-D 2014-15	Y-T-D 2013-14	Y-T-D % change
Phone reference:	45	37	87	87	0.00%
In person reference/research:	705	685	1571	1642	-4.32%
Total Reference	750	722	1658	1729	-4.11%
Total Number of Programs	17	18	51	51	0.00%
Total Programs Attendance	1892	2339	3909	4111	-4.91%

PROGRAM STATISTICS

TYPE OF PROGRAM	NUMER OF PROGRAMS	TOTAL ATTENDANCE
Read to the Dogs	1	25
F.I.R.S.T.	1	25
Preschool Story Times I & II: 3-6 years	2	80
Pocket Tales: Stories, music, and movement.	1	40
Lap Sit 24 months & younger	1	72
P-TAC	2	43
Tweens Chess To Checkers	2	7
8/2 YA: Kaplan PSAT	1	30
8/6 Tween Book Discussion	1	12
8/5 National Night Out	1	300
8/6 SRP Animal Crafters Stories & Mixed Media Art Exhibit	1	87
8/6 SRP Animal Crafters Art Entries	1	9

8/16 Summer Reading Celebration	1	1,125
8/31 Total SRP Registrations	1	37
Total August 2014	17	1,892
Total August 2013	18	2,339
Current FY to date	51	3,909
Previous FY to date	51	4,111

Achievements:

- Children's staff assisted with the annual Summer Reading Celebration.
- Brenda Ramirez with other library staff represented the library at the Placentia National Night Out event on August 5.
- Brenda Ramirez displayed children's artwork from the Summer Reading Program art show in the library display case.
- Children's staff concluded the Summer Reading "Paws to Read" Summer Reading Program. There were 1,341 children and 123 teens registered for this year's program. Total Summer Reading Program registration was 1,464 children and teens.
- Children's staff supervised teen volunteers assisting with the Summer Reading Program.
- Children's staff supervised San Jose Library school student Maria Espinoza. She completed 135 internship hours in the Children's department.
- Brenda Ramirez attended a REFORMA meeting on August 14.
- Lori Worden conducted a Children's department staff meeting on August 19.
- Lori Worden met with Children's staff members on August 27.
- Children's staff purchased materials for the Children's and Young Adult collections.

In progress:

Children's staff made plans for Fall children's and teen programming.

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Jeanette Contreras, Library Director
FROM: Lori Worden, Children’s Services Supervisor
SUBJECT: Children’s Services Monthly Activity Report for September 2014
DATE: October 20, 2014

MONTHLY STATISTICS

Childrens Desk Activity

	September 2014	September 2013	Y-T-D 2014-15	Y-T-D 2013-14	Y-T-D % change
Phone reference:	63	35	150	122	22.95%
In person reference/research:	995	823	2566	2465	4.10%
Total Reference	1058	858	2716	2587	4.99%
Total Number of Programs	46	36	97	87	11.49%
Total Programs Attendance	1255	1045	5164	5156	0.16%

PROGRAM STATISTICS

TYPE OF PROGRAM	NUMER OF PROGRAMS	TOTAL ATTENDANCE
Read to the Dogs	1	15
F.I.R.S.T.	1	28
Preschool Story Times I & II: 3-6 years	10	236
Lego Club	1	117
Pocket Tales: Stories, music, and movement.	1	105
Lap Sit 24 months & younger	8	293
P-TAC	3	59
Tweens Chess To Checkers	2	29
Super STAR	1	4
Family Game Day	1	20
Homework Club	14	191
9/4 YA: Teen Volunteer Thank-You Party	1	34

9/29 Head Start Storytime Site Visit	2	124
Total September 2014	46	1,255
Total September 2013	36	1,045
Current FY to date	97	5,164
Previous FY to date	87	5,156

Achievements:

- Brenda Ramirez participated in an Infopeople webinar: “Basic Developmental Milestones of Early Childhood” on September 3.
- Coleen Wakai hosted a Summer Reading Program volunteer thank-you party on September 4.
- Brenda Ramirez presented Preschool Storytimes, Lapsit Storytimes, and a Head Start storytime.
- Coleen Wakai conducted the Homework Club program, Tweens Chess to Checkers, and P-TAC programs.
- Jennifer Rydberg presented a FIRST family book discussion and craft program.
- Lori Worden planned and conducted the new LEGO program.
- Lori Worden completed a leadership training seminar on September 11 and 12.
- Lori Worden attended meetings with supervisors and Jeanette Contreras on September 4 and September 25.
- Lori Worden attended the SLS Children’s Services meeting on September 29.
- Lori Worden conducted a Children’s department staff meeting on September 30.
- Brenda Ramirez presented a Back-to-school display in the lobby area display case.
- Brenda Ramirez and Coleen Wakai discarded older and obsolete items in the collection in preparation for the RFID tagging.

In progress:

- Children’s staff are ordering materials for the Children’s and Young Adult collections.
- Children’s staff are planning fall programs.

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Jeanette Contreras, Library Director
FROM: Nadia Dallstream, Adult Services Supervisor
SUBJECT: Adult Services Report for August 2014
DATE: October 20, 2014

MONTHLY STATISTICS

Reference Desk Activity

	August 2014	August 2013	Y-T-D 2014-15	Y-T-D 2013-14	Y-T-D % change
Reference -- in person	896	821	1943	1728	12.44
Reference -- telephone	387	356	681	694	-1.87
Reference -- email/chat	2	2	4	2	100.00
Technology assistance	421	2358	910	2783	-67.30
Guest passes	117	126	270	282	-4.26
Adult and Children's computer use (desktops)	2688	2358	5423	4524	19.87
Adult computer usage (desktop)	2327	1989	4687	4195	11.73
Public computer use (express laptops)	43	160	91	451	-79.82
Adult Program Attendance	1218	207	1375	707	94.48
Number of Adult Programs	10	9	21	18	16.67

Adult Services Programs

	August 2014
August 5, 2014 Computer Workshop: Microsoft Excel: Basics and Beyond (Killianey)	9
August 9, 2014 Volunteer Orientation (Townsend and Faber)	32
August 9, 2014 Literacy Orientation (Faber)	2
August 12, 2014 Book Discussions: <i>A Lion Called Christian</i> (Faber)	11
August 12, 2014 Computer Workshop: Microsoft Excel: Basics and Beyond (Killianey)	7
August 14, 2014 Adult Conversation Club (Faber)	4
August 16, 2014 Summer Reading Celebration (All Staff)	1125
August 19, 2014 Computer Workshop: Email 101 (Killianey)	6
August 28, 2014 Adult Conversation Club (Faber)	5
August 31, 2014 Overdrive (Reference Staff)	17
Total Program Attendance	1218

Volunteer Hours

	August 2014	August 2013	Y-T-D 2014-15	Y-T-D 2013-14	Y-T-D % change
History Room	4	3	4	3	33.33%
PLFF	557	481	1190.5	1031.25	15.44%
General Library	331	498	696.75	1150.75	-39.45%
Technology	76	10.25	121.25	33.25	264.66%
Homework Club	0	0	0	0	0
Adult Literacy	41.5	47.2	83.25	97.95	-15.01%
PTAC	128	33	301.5	207.75	45.13%
Summer Reading Program	390	697.75	1169.25	1480.5	-21.02%
Total Volunteer Hours	1527.5	1770.2	3566.5	4004.45	-10.94%

History Room Activity

	August 2014	August 2013	Y-T-D 2014-15	Y-T-D 2013-14	Y-T-D % change
History Room Visitors	9	5	23	14	64.29%

Adult Literacy

	August 2014
Number of Tutors	13
Number of Students	19
Total Number of Participants	33

Computer Literacy

	August 2014
Number of Tutors	3
Number of Students	3
Total Number of Participants	6

ACHIEVEMENTS

- *Venessa Faber* created new Literacy program applications.
- *Jeannie Killianey* coordinated and worked Registration Day for Adult Services programs on August 23rd.
- *Wendy Townsend* received a grant from the Placentia Community Foundation for the History Room.
- *Wendy Townsend and Nadia Dallstream* participated in the ALS Ice Bucket Challenge on August 16th.

MEETINGS

- *Nadia Dallstream* and Yesenia Baltierra met to discuss storage space and office options on August 6th.
- *Venessa Faber, Wendy Townsend and Nadia Dallstream* met to discuss 9/11 Day of Service on August 14th.
- *Nadia Dallstream, Katie Matas and Venessa Faber* attended the Staff Meeting on August 26th.
- *Jeannie Killianey and Nadia Dallstream* met 2 times.
- *Jeannie Killianey* and Coleen Wakai met 1 time regarding Pinterest.
- *Jeannie Killianey* and Max Molina met 1 time regarding Instagram/Facebook interface.
- *Katie Matas and Nadia Dallstream* participated in the monthly Baker & Taylor phone meeting on August 13th.
- *Wendy Townsend, Katie Matas, Jeannie Killianey, Nadia Dallstream and Venessa Faber* attended Adult Services meetings on August 19th and 27th.
- *Wendy Townsend* attended Kiwanis meetings on August 7th, 14th, 21st, and 28th.
- *Nadia Dallstream* met with Yesenia Baltierra on August 22nd.
- *Wendy Townsend* attended the Employee Appreciation Dinner committee meetings on August 27th.
- *Wendy Townsend* attended the Placentia Historical Committee meeting on August 26th.
- *Nadia Dallstream* met with *Katie Matas* on August 27th to discuss the annual performance review.
- *Wendy Townsend and Katie Matas* attended a training meeting for the new website on August 27th.
- *Nadia Dallstream and Wendy Townsend* met on August 27th to discuss participation in the OCI yearbook project.
- *Wendy Townsend* met with representatives from the Bradford House on August 6th to discuss a new display.
- *Wendy Townsend* visited the Costa Mesa Historical society on August 5th to discuss digitization projects.
- *Wendy Townsend* met with and trained a new History Room volunteer.

PROFESSIONAL DEVELOPMENT

- *Nadia Dallstream* attended the Pronunciator ProRadio Webinar on August 5th. This language database has added a radio feature. It plays songs and shows their lyrics while they are playing. It picks songs that are the right level for the user based on his/her progress in the lessons.
- *Nadia Dallstream* attended the Overdrive Streaming Video Webinar on August 21st. Overdrive offers streaming videos on its platform. They are adding new release popular titles, and right now their selection is limited but it is growing quickly. They have a strong children's collection and a strong non-fiction collection. Patrons could stream video to their device or computer using the free Overdrive App.
- *Nadia Dallstream* attended the CSDA webinar, "Do's and Don'ts of Employee Performance Evaluations," on August 27th. This webinar provided attendees with guidelines for addressing performance issues and conducting evaluations. The presenter emphasized the need to address performance issues as they arise and to bring them up again at the evaluation time. This allows employees to be made aware of issues and to make changes as soon as possible. By addressing it at the performance evaluation, it provides the evaluator a chance to acknowledge the achievements of the employee as they pertain to the issue. This also keeps employees informed throughout the year and minimizes any surprises at evaluation time. The presenter also recommended deleting any performance related information on the employee each year from the Supervisor's Employee File. All permanent records should be given to Human Resources, and the rest should be deleted or discarded after the evaluation takes place. Overall this webinar provided a good review of best practices and incorporated new information on legal updates as they pertain to performance evaluations.



Page intentionally left blank

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Jeanette Contreras, Library Director

FROM: Nadia Dallstream, Adult Services Supervisor

SUBJECT: Adult Services Report for September 2014

DATE: October 20, 2014

MONTHLY STATISTICS**Reference Desk Activity**

	September 2014	September 2013	Y-T-D 2014-15	Y-T-D 2013-14	Y-T-D % change
Reference -- in person	862	865	2805	2593	8.18%
Reference -- telephone	322	353	1003	1047	-4.20%
Reference -- email/chat	2	1	6	3	100.00%
Technology assistance	567	517	1477	3300	-55.24%
Guest passes	131	170	401	452	-11.28%
Adult and Children's computer use (desktops)	2919	2648	8342	7172	16.31%
Adult computer usage (desktop)	2421	2229	7108	6424	10.65%
Public computer use (express laptops)	25	86	116	537	-78.40%
Adult Program Attendance	207	97	1582	804	96.77%
Number of Adult Programs	14	7	35	25	40.00%

Adult Services Programs

		September 2014
September 3, 2014	Yoga (Matas)	20
September 9, 2014	Book Discussion: The Hundred-Foot Journey (Killianey)	13
September 10, 2014	Yoga (Matas)	21
September 11, 2014	Adult Conversation Club (Faber)	5
September 13, 2014	Parenting Series: Boundaries in Parenting (Faber)	14
September 13, 2014	Computer Workshop: Website for eCommerce (Killianey)	12
September 17, 2014	Yoga (Matas)	20
September 20, 2014	Computer Workshop: Website for eCommerce (Killianey)	10
September 21, 2014	Camembert & Canvas (Townsend)	21
September 23, 2014	Individual Adult Literacy Orientation (Faber)	1
September 24, 2014	Yoga (Matas)	19
September 25, 2014	Adult Conversation Club (Faber)	6
September 27, 2014	Computer Workshop: Website for eCommerce (Killianey)	9
September 29, 2014	Self-Publishing Savvy (Killianey)	18
September 30, 2014	Overdrive (Reference Staff)	19

Total Program Attendance 207

Volunteer Hours

	September 2014	September 2013	Y-T-D 2014-15	Y-T-D 2013-14	Y-T-D % change
History Room	17.75	6.5	21.75	9.5	128.95%
PLFF	605	506	1795.5	1537.25	16.80%
General Library	379.5	521	1076.25	1671.75	-35.62%
Technology	56.75	14	178	47.25	276.72%
Homework Club	113.5	94	113.5	94	20.74%
Adult Literacy	81.25	71.5	164.5	169.45	-2.92%
PTAC	148.75	157.5	450.25	365.25	23.27%
Total Volunteer Hours	1402.5	1370.5	4969	3894.45	27.59%

History Room Activity

	September 2014	September 2013	Y-T-D 2014-15	Y-T-D 2013-14	Y-T-D % change
History Room Visitors	8	10	31	24	29.17%

Adult Literacy

	September 2014
Number of Tutors	15
Number of Students	21
Total Number of Participants	36

Computer Literacy

	September 2014
Number of Tutors	3
Number of Students	5
Total Number of Participants	8

ACHIEVEMENTS

- *Jeannie Killianey* created the Banned Books Week book trough.
- *Jeannie Killianey* submitted one article for the Placentia News-Times.
- *Wendy Townsend* trained a new long-term History Room volunteer.
- *Wendy Townsend* completed the yearbook inventory and reorganization, and sent the first round of yearbooks to OCI for digitization.
- *Wendy Townsend* created a new History Room Display featuring the totem poles.
- *Wendy Townsend* assisted the Bradford House with their display in the northeast corner of the Library.
- *Venessa Faber* submitted a grant application for the Dollar General Grant: The American Dream @ your library.

MEETINGS

- *Nadia Dallstream* attended 3 Supervisor/Manager Meetings.
- *Katie Matas and Venessa Faber* attended the Staff Meeting on September 16th.
- *Katie Matas and Venessa Faber* attended *Friday Huddles* on September 12th, 19th, and 26th.
- *Jeannie Killianey and Nadia Dallstream* met 1 time.
- *Wendy Townsend, Katie Matas, Jeannie Killianey, Nadia Dallstream and Venessa Faber* attended Adult Services meetings on September 8th, 15th, 22nd and 29th.
- *Wendy Townsend* attended Kiwanis meetings on September 4th, and 25th.
- *Wendy Townsend* attended the Employee Appreciation Dinner committee meetings on September 17th.
- *Wendy Townsend* met with a potential OneStop participant on September 17th.
- *Wendy Townsend and Nadia Dallstream* attended the PLFF Strategic Planning Workshop on September 29th.
- *Venessa Faber* met with Federal Work Study student Khanh Pham on September 15th.
- *Venessa Faber and Nadia Dallstream* met on September 5th, 19th, and 26th.
- *Venessa Faber and Nadia Dallstream* met on September 24th to discuss the Dollar General Grant.
- *Jeannie Killianey* participated on the interview panel for the Children's Library Assistant position on September 6th.
- *Nadia Dallstream met with Lori Worden* to discuss subscription databases on September 4th.

PROFESSIONAL DEVELOPMENT

- *Wendy Townsend and Venessa Faber* attended the Mindfulness workshop on September 11th, 18th, and 25th.
- *Nadia Dallstream* attended the seminar *Management Skills for New or Prospective Managers* on September 11th and 12th. This was an excellent seminar that provided real world examples on how to best supervise and lead a group. The instructor discussed the need for supervisors and leaders to be accountable for their responsibilities and the need to hold employees accountable for their responsibilities. The instructor discussed the need to delegate and how to delegate and train others using scaffolding. He related this to retention of employees. He shared that the main reason people say they leave a position is due to lack of training opportunities. By delegating new responsibilities to employees and providing them with training, the supervisor is helping the employee increase his/her skills and success.



Page intentionally left blank

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Jeanette Contreras, Library Director
FROM: Katie Matas, Librarian I
SUBJECT: Placentia Library Website & Technology Report for August 2014
DATE: October 20, 2014

On-line database usage

	August 2014	Onsite Usage 8/14	Remote Usage 8/14	August 2013	Y-T-D 2014-15	Y-T-D 2013-14	Y-T-D % change
Placentia Library Catalog	18,033	N/A	N/A	15,922	38,911	35,092	11%
General Reference Center	32	17	15	18	89	44	102%
Biography In Context	8	8	0	4	19	5	280%
Opposing Viewpoints	7	6	1	5	26	7	271%
Freegal	561	N/A	N/A	565	1,186	1,153	3%
Heritage Quest	590	N/A	N/A	443	1,541	1,121	37%
Novelist	25	N/A	N/A	28	122	89	37%
Tumblebooks	116	N/A	N/A	245	417	568	-27%
Reference USA	219	N/A	N/A	575	400	871	-54%
TOTAL DATABASE USAGE	19,591			17,805	42,711	38,950	10%

Computer & Online Resource Use

	August 2014	Y-T-D 2014-15
Placentia Residents	1,158	1,895
Non-Placentia Residents	636	1,109
Total	1,794	3,004

Website Traffic

	August 2014	August 2013	Y-T-D 2014-15	Y-T-D 2013-14	Y-T-D % change
Website visits	22,555	21,125	45,992	43,216	6%
Page Hits	37,129	37,674	77,501	78,202	-1%

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Jeanette Contreras, Library Director
FROM: Katie Matas, Librarian I
SUBJECT: Placentia Library Website & Technology Report for September 2014
DATE: October 20, 2014

On-line database usage

	Sept. 2014	Onsite Usage 9/14	Remote Usage 9/14	Sept. 2013	Y-T-D 2014-15	Y-T-D 2013-14	Y-T-D % change
Placentia Library Catalog	16,757	N/A	N/A	14,422	55,668	49,514	12%
General Reference Center	56	36	20	19	145	63	130%
Biography In Context	30	29	1	9	49	14	250%
Opposing Viewpoints	21	20	1	9	47	16	194%
Freegal	622	N/A	N/A	548	1,808	1,701	6%
Heritage Quest	429	N/A	N/A	448	1,970	1,569	26%
Novelist	41	N/A	N/A	29	163	118	38%
Pronunciator (new Sept. 2014)	194	N/A	N/A	N/A	194	N/A	N/A
ABC Mouse (new Sept. 2014)	22	N/A	N/A	N/A	22	N/A	N/A
Tumblebooks	369	N/A	N/A	643	786	1,211	-35%
Reference USA	276	N/A	N/A	206	676	1,077	-37%
TOTAL DATABASE USAGE	18,817			16,333	61,528	55,283	11%

Computer & Online Resource Use

	September 2014	Y-T-D 2014-15
Placentia Residents	1,242	3,137
Non-Placentia Residents	809	1,918
Total	2,051	5,055

Website Traffic

	September 2014*	September 2013	Y-T-D 2013-14	Y-T-D 2012-13	Y-T-D % change
Website visits	17,641	21,755	63,633	64,971	-2%
Page Hits	29,403	39,576	106,904	117,778	-9%

*Through September 23, 2014 only

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Jeanette Contreras, Library Director

FROM: Yesenia Baltierra, Business Manager

SUBJECT: Request for Proposal (RFP) to Retrofit Can Light Fixtures

DATE: October 20, 2014

BACKGROUND

At the September 10, 2014 Library Board of Trustees meeting, Trustees requested that a Request for Proposal be developed for procurement of service to retrofit the can light fixtures. The Request for Proposal to retrofit can light fixtures is attached for the review and consideration of the Board of Trustees.

Fiscal Impact: TBD

Attachment A is the Request for Proposal to retrofit can light fixtures.

RECOMMENDATION

Authorize the Request for Proposal to retrofit can light fixtures as presented.

Date: October 24, 2014

SUBJECT: Request For Proposals (RFP) –Retrofit Can Light Fixtures

Submit Written Bid To: Placentia Library District
Attn.: Administration
411 E. Chapman Ave.
Placentia, CA 92870
714-528-1925, ext. 201

Written Bids Shall Be Submitted By:

Date: November 24, 2014

Time: 5:00 p.m., PST

NO EXCEPTIONS

Late submittals will not be considered. Written bids must be received by the time and at the location specified above. Postmarks will not be accepted. Bids addressed to anyone other than the designation specified above under "Submit written Bid to" section will not be accepted.

Note: All submitted bids shall be sealed.

It is recognized that this Request For Proposal does not identify every possible feature that would be of benefit to the Placentia Library District. Thus, bidders are encouraged to identify problems, solutions, or any additional features which would be of benefit to the Placentia Library District and pertinent to their proposals. Bidders are required to provide as much detail as possible in this proposal process regarding scope of services.

INTRODUCTION

The Placentia Library District owns, operates and maintains its building at 411 E. Chapman Avenue, Placentia, CA 92870 which was built in 1974. The District is a special district, independent of the City and County and provides Public Library services. It has four departments: Administration, Circulation, Children's Services and Adult Services. It is the District's intent to use the information provided by the bidders to present recommendations to the Library Board of Trustees. Such information must include recommendations for ceiling stability and solutions to retrofit 155 can light fixtures. The proposals shall identify lighting voltage, lighting fixture type, ballast type and quantity, if new lighting fixtures are recommended. Proposals must include detailed item costs and specify the most sustainable, cost effective, and efficient lighting available.

BACKGROUND INFORMATION

The Placentia Library District experienced major damages to its ceiling during the Chino Hills earthquake in 2008 which resulted in replacements of the ceiling and the interior can light fixtures. The District has experienced two additional earthquakes subsequent to the one in 2008 which also affected the can light fixtures.

In order to continue to provide high quality, high value services to our patrons, in a safe and pleasant environment, the District has identified a need to retrofit the existing 155 can light fixtures. These fixtures continue to be dislodged from the ceiling tiles and the T-bar system is also compromised. The District seeks a long-term solution with seismic requirement in compliance with current standards and District usage. We are open seven days a week and last year we provided library service to over 268,000 patrons. The security and proper working condition of the can light fixtures, in the public area, are essential to the District's goal to provide a safe environment for our patrons, staff, and volunteers.

The can light fixtures are located:

- Ninety-two (92) are located in the main public area of the building
- Twenty-four (24) are located in the checkout desk area of the building
- Three (3) are located in the return desk area of the building
- Eleven (11) are located in the main lobby area of the building
- Fourteen (14) are located in the main lobby high ceiling area of the building
- Eleven (11) are located in the Bookstore area

PROPOSAL REQUIREMENTS

Proposals should be prepared with a detailed description of services to be provided with a straight forward and concise description of the firm's ability to meet the requirements of the RFP. Proposals shall be written in ink or typewritten. No erasures are permitted. Mistakes may be crossed out and corrected and must be initialed in ink by the person signing proposal. Firms are encouraged to provide clear, concise proposals that contain only information required to respond to the needs of this project. At a minimum, the proposal shall include the following:

1. General Information – The firm shall provide general information describing the firm size, office locations and relevant firm capabilities.
2. Project Schedule – The firm shall submit a proposed project schedule identifying key tasks and milestone dates and their associated duration.
3. Project Team – The firm shall identify the team to be assigned to the project by name: this includes the project manager and other key team members. The firm shall assign a primary representative and an alternate to perform the services described in the scope of work. The firm's project manager shall remain in charge of all duties from contract negotiations through the completion of the contract. If the primary representative is unable to continue with the contract, then the alternate representative shall become the primary representative.
4. Experience/Qualifications – The firm shall submit a copy of one recent similar contract that reflects the quality of their work. They shall also provide information on recent projects similar in nature to the proposed to document the firm's expertise, experience and ability to complete the proposed project in a timely manner. A list of three references with name, address, phone number and contact person(s) shall also be provided.

5. Project Cost – The firm shall provide a breakdown outlining the projected hours to be spent on each portion of services described in the Scope of Work. Project cost must include prevailing wages. The firm selected must comply to the California's Prevailing Wage Law and Labor Compliance Program. The District will provide documents of the current prevailing wage determinations to the selected firm submits a list of job classifications for said duties to be performed. Selected firm and its subcontractors must copy and forward to the District in a timely manner certified payroll records for each workers. Firm's invoices will therefore correspond to the specific deliverables identified.
6. Proof of Insurance – The successful bidder shall submit the appropriate Liability Insurance including, Worker's Compensation policy coverage to the satisfaction of the Placentia Library District.

The District intends to award a contract to a vendor that is able to provide quality work to its facility at 411 E. Chapman, Placentia, CA 92870 and offers the best value to the District. However, the District reserves the right to reject any or all proposals, in whole or in part, submitted in response to this RFP. The District further reserves the right to negotiate the terms and conditions of any final contract to purchase the item(s) described herein. Questions and requests for further information and/or clarification of the RFP should be directed to:

Yesenia Baltierra, Business Manager
411 E. Chapman Avenue
Placentia, CA 92870
(714) 528-1925 x 201
ybaltierra@placentialibrary.org

PROJECT DESCRIPTION

The Placentia Library District of Orange County is requesting proposals from qualified vendors to retrofit can light fixtures. Bidder shall conduct an on-site assessment of T-bar ceiling and current lighting fixtures. Bidder must present recommendations for ceiling stability and solutions to retrofit 155 can light fixtures. Placentia Library District expects bidders to define, in detail, the approach to be used for the services requested. Description of time and cost must be included in the proposal.

SCOPE OF WORK-General Description

Assessment:

An on-site assessment of T-bar ceiling and current can light fixtures is required. Bidder must present recommendations for ceiling stability and solutions to retrofit 155 can light fixtures. The recommendation must be based on the existing ceiling infrastructure and must include specifications of the approach to be used to retrofit 155 can light fixtures.

Ceiling and Lighting Retrofitting includes, but is not limited to:

- Retrofit 155 can light fixtures.
- Inspect ceiling infrastructure and renovate as needed.
- Replace any damaged ceiling tiles.
- Provide proper and secure installation of new lighting fixtures.
- Proper disposal of all waste materials including any hazardous materials.

Other:

- Must include any other vital information not mentioned above.
- Bidder is responsible for final cleanup of all areas, including but not limited to equipment, furniture, walls, shelves and books.
- Provide final report with specifications on lighting manufacturer and replacement contact information for the full product installed.
- Provide licenses, permits, or fees as required by the City of Placentia at bidders expense.
- Bidder is responsible for any and all damages occurred during the process of work.

WORK SCHEDULE AND CONDITIONS

Work is to be performed during regular Library hours, this may include evenings and weekends or as agreed upon with the Placentia Library District. The Bidder shall provide appropriate barriers and shall protect persons and property from any related injury or damage.

Work shall be done in conformance to the current editions of the California Building Codes, including any amendments or local requirements established by Orange County and/or the City of Placentia. Procurement of appropriate permits for the work and arrangement of inspections by the authorities having jurisdiction, if required. Upon completion of the work, submitted certificates of inspection and acceptance as well as waivers from sub contractors and suppliers liens are required before final payment.

Each Bidder is expected to get fully acquainted with the local conditions and factors, which would have any effect on the performance of the contract and/or the cost. The Bidder is expected to know all conditions and factors, which may have any effect on the execution of the contract after issue of Letter of Award. The bidder may request clarifications from the Placentia Library District regarding these conditions. It is the Bidder's responsibility that such factors have properly been investigated and considered while submitting the bid proposals and no claim whatsoever including those for financial adjustment to the contract awarded under the bidding documents will be entertained by the Placentia Library District. Neither any change in the time schedule of the contract nor any financial adjustments arising thereof shall be permitted by the Placentia Library District on account of failure of the Bidder to know the local laws and conditions.

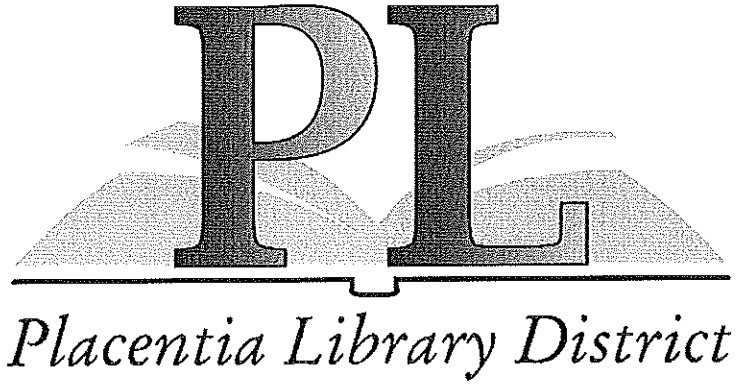
Bidder is expected to visit and examine the location of the Placentia Library District and its surroundings and obtain all information that may be necessary for preparing the bid at their own interest and cost. An appointment must be made in order to have access to all areas of the building. Appointments can be made by calling the Business Manager at (714) 528-1925, ext. 201 or at ybaltierra@placentialibrary.org.

SELECTION PROCESS

By submitting and signing the proposal, the Firm acknowledges they have read, accept and agree to be bound by the terms and conditions of the proposal. The District shall have the right to waive informalities and irregularities in a proposal received and to accept the proposal which, in the District's judgment, is in the District's best interests.

Successful bidder will be required to provide invoices for all completed work and submit to Placentia Library District at 411 E. Chapman Avenue, Placentia, CA 92870, Attention: Administration. The Library is open Monday-Thursday from 9:00 a.m. - 8:00 p.m., Friday and Saturday from 9:00 a.m. - 5:00 p.m. and Sunday from 1:00 p.m. - 5:00 p.m. The Administration staff is available Monday-Thursday from 9:00 a.m. - 6:00 p.m.

No payments will be made until the current certificates of insurance have been received and approved by the Business Manager. If the insurance as evidenced by certificates furnished by the Bidder expires or is cancelled during the term of the contract, services and related payments will be suspended. Bidder shall furnish the Placentia Library District Administration Office with certification of insurance evidencing such coverage and endorsements at least ten (10) working days prior to commencement of services under this contract. The District may exercise its authority to withhold payment and pass through penalty assessments that occur during the time of this project, to the Bidder and its subcontractor, if the proper and certified payroll documents are not provided in a timely manner. Failure to provide proper and certified payroll documents will result in payment withholding.



Page intentionally left blank

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Jeanette Contreras, Library Director

SUBJECT: Presentation from Fieldman, Rolapp & Associates on the General Obligation Bond Exploration Phase

DATE: October 20, 2014

BACKGROUND

Fieldman, Rolapp & Associates is a California-based independent financial advisor which provides advisory services to public agencies. They have been in business since 1966 with a focus on public sector clients. Their business approach is “to provide independent, unbiased quantitative advice” to public agencies while administering the debt for those agencies by providing ongoing administrative and management services.

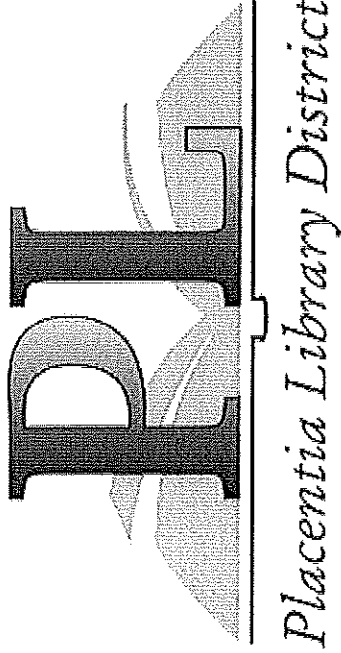
Mr. Adam Bauer is the current President of Fieldman, Rolapp & Associates and has over 13 years of public finance experience. He is also a contributor for USC’s Rossier School of Education School Business Management Program, contributing writer for CDIAC’s monthly publication *Debt Line* and a member of CSDA, CASBO, and CASH.

At the July 21, 2014 Library Board of Trustees meeting, the Board approved entering into a contract with Fieldman, Rolapp & Associates to explore the possibility of a construction bond measure. Mr. Bauer will present information on the next phase.

Attachment A is the Powerpoint presentation.

RECOMMENDATION

Action to be determined by the Library Board of Trustees.



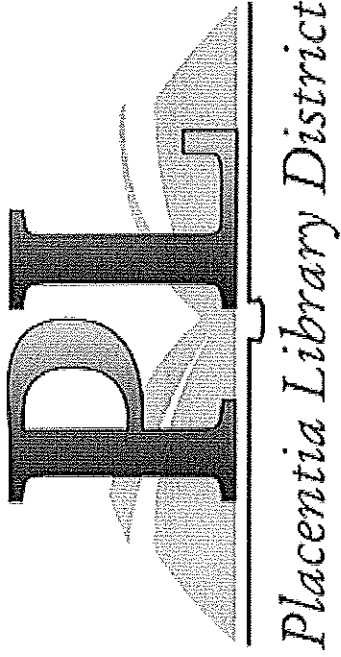
General Obligation Bond Exploration Phase

October 20, 2014



Table of Contents

Tab 1	Financing Overview and Schedule
Tab 2	Public Opinion Survey
Tab 3	Communications Strategist



Tab 1

Financing Overview and Schedule

Library Expansion Architect Review

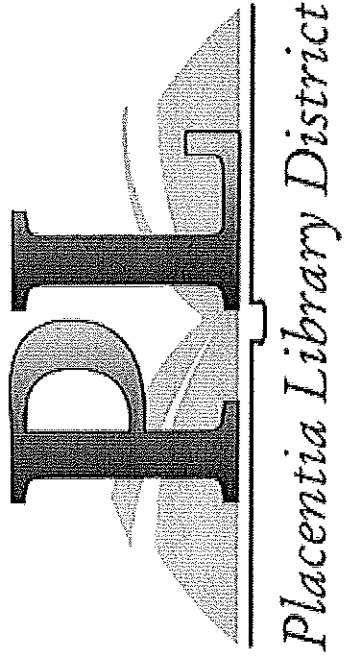
Option	Description
1	Renovate Existing Facility
2	Renovate Existing Facility and expand single story construction
3	Renovate Existing Facility and Expand with 2-story construction
4	Renovate Existing Facility and Expand with 15,000 sq. ft. 2-story construction



Preliminary Schedule

Preliminary Schedule for Considering a General Obligation Bond Measure

Phase	Description
1	Exploration ✓
2	Campaign
3	Bond Sale



Tab 2

Public Opinion Survey



Public Opinion Survey

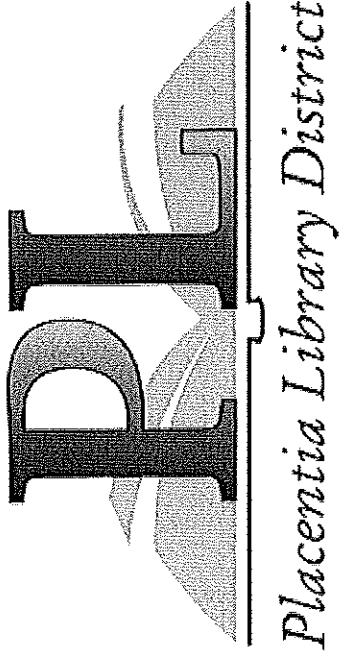
- Determine public's interest in pursuing a General Obligation Bond
- Determine Tax Rate Sensitivity
- Determine optimal timing
- Snapshot in time

True North Research

- Full-service survey research firm providing public agencies a clear understanding of opinions of residents and voters
- Design and implement surveys and expert interpretation of findings
- Conducted over 800 survey research studies for public agencies including library districts
- 94% success rate among measures that have gone to ballot

Public Opinion Survey – Scope of Work

- Consult with staff to define topics to be covered in survey
- Gather sampling data for likely voters
- Administer survey by telephone
- Prepare variety of statistical tables and analyses
- Prepare draft and final reports of the data with key findings
- Meet and present to District and Board representatives the results and discuss findings
- Provide any other tools or processes useful in understanding community opinions



Tab 3

Communications Strategist

Communications Strategist - Scope of Work

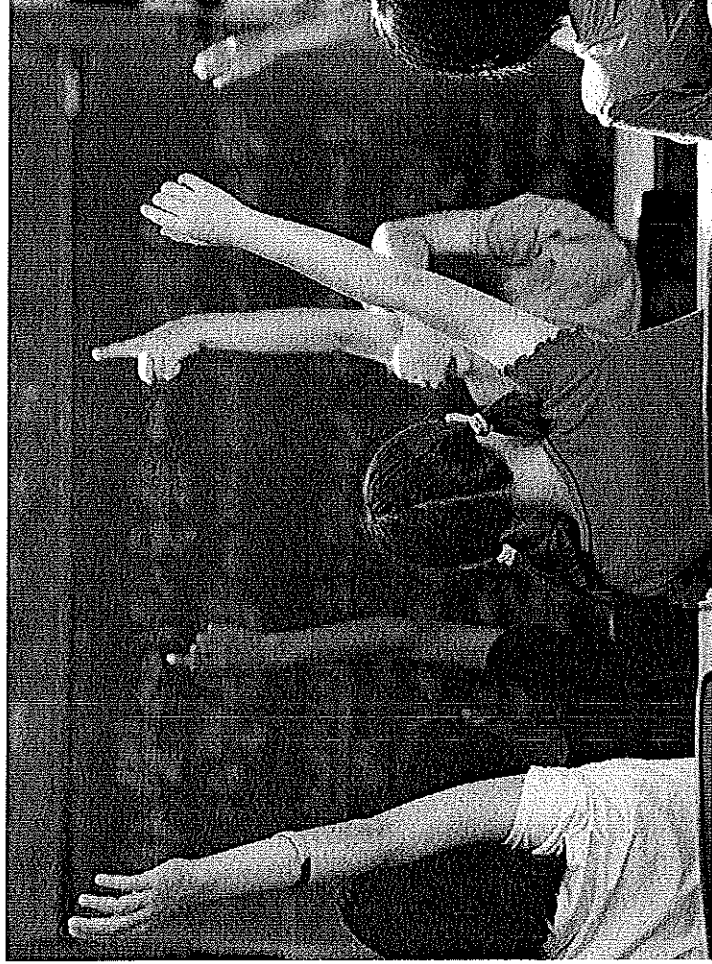
- Assist the District of overall feasibility of passing a GO Bond Measure and methods for communicating with larger community
- Meet with various stakeholders, planning committees and task forces to measure potential support
- Prepare informational materials to inform local community members about District needs and priorities
- Assist District in prioritizing facilities and financial needs, assist in preparing the ballot language and project list
- Coordinate with other District consultants as needed

TBWB Strategies

- TBWB is a political strategy and communications consulting firm specializing in helping public agencies pass bond and parcel tax ballot measures
- Independent advice on feasibility, bond amounts, tax rates and other strategic decisions – our only interest is meeting the Library District’s needs
- Close attention to detail and to the unique issues facing your community
- In-house graphic design, production and social media management



Next Steps/Questions/Comments



PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Jeanette Contreras, Library Director

SUBJECT: Authorize True North Research, Inc. to design and conduct a survey of voters to assess the feasibility of a local bond measure for a flat fee of \$21,300.

DATE: October 20, 2014

BACKGROUND

At the July 21, 2014 Library Board of Trustees, it was decided that the Placentia Library District will explore the possibility of a construction bond measure. The Library Board of Trustees retained the service of Mr. Adam Bauer from Fieldman, Rolapp & Associates to consult and guide the District through the bond measure process. In preparation for a decision regarding a bond measure, the Library Board of Trustees directed staff to work with Mr. Bauer to work on the next phase of the next phase. Mr. Bauer and Library Director Contreras met to discuss the survey phase and the procurement of a research firm to fulfill this phase.

The research firm will survey voters to determine potential support for a General Obligation Bond. Mr. Bauer recommended True North Research, Inc, a full-service survey research firm that provides services to public and private entities. The firm was founded in 2002 by Dr. Timothy McLarney and Richard Sarles. The firm has designed and conducted over 800 research studies for California-based agencies and companies. Dr. McLarney has designed and conducted research studies for California cities, schools, transportation agencies, and special districts including the City of Placentia, Tustin Unified School District, Rancho Santiago Community College District, and Torrance Unified School District. True North Research previously conducted a Voter Opinion Survey for the City of Placentia in June 2010 and assisted the City in the preparation and strategic advice that led to a successful utility users tax measure in November 2010.

True North Research, Inc. has a 95% success rate, resulting in more than \$19 billion in local revenue.

Fiscal Impact: \$21,300

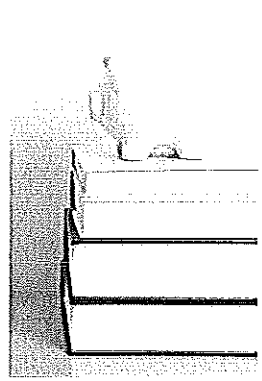
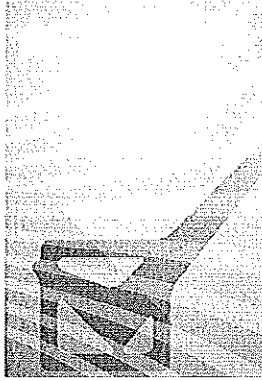
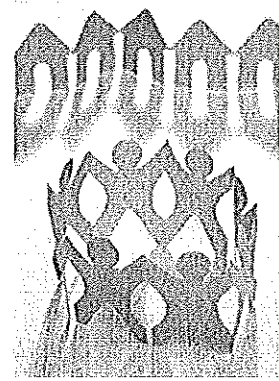
Attachment A is the proposal from True North Research, Inc.

RECOMMENDATION

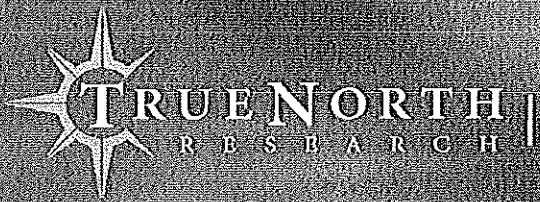
Authorize True North Research, Inc. to design and conduct a survey of voters to assess the feasibility of a local bond measure for a flat fee of \$21,300.

BOND MEASURE FEASIBILITY SURVEY
PROPOSAL FOR RESEARCH & CONSULTING

PREPARED FOR THE
PLACENTIA LIBRARY DISTRICT



SEPTEMBER 22, 2014

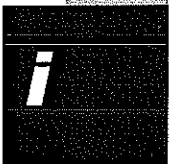


741 GARDEN VIEW COURT, SUITE 208
ENGLENDA, CA 92024
760.632.9900 WWW.TN-RESEARCH.COM

T A B L E O F C O N T E N T S

Table of Contents	i
Research Proposal	1
Scope of Work	1
Costs	2
Time Line	2
About True North	2
Project Manager Bio	2
References	3
City of Placentia	3
Tustin Unified School District	3
Rancho Santiago Community College District	3
San Dieguito Union High School District	3
Torrance Unified School District	3
Letter of Agreement	4
Business Terms	4

Table of Contents



R E S E A R C H P R O P O S A L

True North Research, Inc. (True North) is pleased to present the Placentia Library District (District) with this proposal to design and conduct a survey of voters to assess the feasibility of a local bond measure. Our conversations to date have been quite helpful to our understanding of the District's objectives and needs with respect to the proposed research, and we have crafted this summary description of the proposed work scope and associated costs accordingly. However, if we missed an important detail—or if other issues have arisen that should be factored into the study—please feel free to contact us (760.632.9900) and we'll be happy to revise this estimate.

SCOPE OF WORK Creating revenue measures that are ultimately approved by the necessary percentage of voters is difficult, especially in the State of California. Successful measures require insightful research, careful packaging, and a well-managed campaign. The overriding objective of the survey is thus to produce an *unbiased, statistically reliable* evaluation of voters' interest in supporting a local bond measure, as well as identify how best to align the measure with community priorities and package it for success.

The scope of services that we propose to perform for the District includes all tasks associated with designing, conducting and analyzing the survey, as well as presenting the results. Briefly, the scope of services includes:

- Meet with the District to thoroughly discuss the research objectives and methodology for the study, as well as discuss potential challenges, concerns, and issues that may surround the study.
- Develop a stratified and clustered sample of voters who—based on their voting history and registration status—are likely to participate in the election of interest on the natural or through targeted outreach efforts.
- Develop a draft questionnaire for the District's review and make revisions as needed until all parties approve of the instrument.
- Pre-test the survey instrument to ensure its integrity.
- CATI (Computer Assisted Telephone Interviewing) program the finalized survey instrument to ensure accurate and reliable data collection using live telephone interviewers.
- Collect 300 quality telephone interviews according to the sampling plan and a strict interviewing protocol. Interviewers will be professional, high quality interviewers. It is expected that the average interview will last approximately 15 minutes.
- Process the data, which includes conducting validity checks, cleaning, recoding, coding open-end responses, and adjusting for strategic oversampling (if used) through a statistical procedure known as 'weighting'.
- Prepare an initial topline report which presents the overall findings of the survey.
- Prepare a thorough report on the findings, including a detailed question-by-question analysis, description of the methodology, an executive summary of the key findings and conclusions/recommendations, as well as a comprehensive set of crosstabulations showing how the answers varied by subgroups of voters. The report will include extensive full-color graphics displaying the findings, as well as insightful narrative discussion of the results and their implications.

- Prepare an electronic copy of the final report to allow the District to reproduce the report as needed.
- Prepare a PowerPoint presentation of the results and present the results to the District.
- Be available to assist and provide advice to the District after the survey is complete.

COSTS True North's fixed-fee cost estimate to design and conduct the survey as described in this proposal is \$21,300. This cost is inclusive—there will be no additional charges associated with the study.

TIME LINE True North will work with the Placentia Library District to establish a project schedule that meets the District's needs. In general, we recommend eight weeks from start to completion, as it will allow the District sufficient time to participate in the design process and review deliverables (e.g., questionnaire, report and crosstabulations) prior to finalizing the documents. However, if the District prefers, we can proceed according to a more aggressive schedule.

ABOUT TRUE NORTH True North Research, Inc. is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, priorities and opinions of their residents and voters. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—including planning, revenue measures, performance measurement, service improvements and enhancements, and developing compelling public information campaigns.

During their careers, the principals at True North—Dr. McLarney and Mr. Sarles—have designed and conducted over 800 survey research studies for public agencies, including school districts, universities, libraries, hospital districts, cities, counties, and councils of government. True North has developed a proven framework for the design of revenue measure surveys that captures the pieces of information needed for estimating the feasibility of a measure and, if feasible, how best to package the measure for success. Of the measures that have gone to ballot based on Dr. McLarney's recommendation, 94% have been successful. In total, the research that Dr. McLarney has conducted has led to over \$22 billion in successful local revenue measures.

PROJECT MANAGER BIO Timothy McLarney, Ph.D., will serve as the Project Manager for this study. As President of True North, he is responsible for the design, management and analysis of True North's qualitative and quantitative research projects, including those that address community needs assessments, revenue measures, public policy, and strategic planning issues.

Dr. McLarney is a published author and a recognized expert in survey research methodology, sampling theory, weighting, and the use of statistical methods to generalize survey results. His research has been recognized at numerous national and state conferences, has been published in academic journals, and has earned him honors including the title of Visiting Scholar at the Institute of Governmental Studies at UC Berkeley. He has also served as an independent expert witness in survey research methodology for California legal cases.

RESEARCH PROPOSAL

Prior to co-founding True North Research, Dr. McLarney was the Director of Research at another west-coast survey firm and a consultant for Quest. Dr. McLarney holds an M.A. and Ph.D. in Government from Cornell University with an emphasis in survey research methods, voting behavior and sampling, as well as a Bachelor's degree in Politics from the University of California, Santa Cruz.

REFERENCES

City of Placentia True North has designed and conducted three surveys for the City of Placentia, including a revenue measure feasibility study that led to the successful passage of Measure W (utility users tax) in 2010. Contact: Troy Butzlaff, City Administrator. 401 E. Chapman Ave., Placentia CA 92870; 714.993.8117.

Tustin Unified School District True North conducted feasibility research that led to the passage of two bonds in the conservative Tustin Unified School District -- Measure L (2008) that funded library improvements along with other facilities, and Measure S (2012) that focused on technology in classrooms, labs and libraries. Contact: Dr. Gregory Franklin, Superintendent. 300 South C Street, Tustin CA 92780. 714-730-7301.

Rancho Santiago Community College District In 2012, True North assisted the Rancho Santiago Community College District with research that led to the successful passage of a \$198 million bond to improve college facilities, including libraries. Contact: Dr. Raul Rodriguez, Chancellor, 2323 N. Broadway, Santa Ana CA 92706, 714.480.7450.

San Dieguito Union High School District In 2012, True North assisted the San Dieguito Union High School District with research that led to the successful passage of a \$449 million bond to improve school facilities, including libraries. Contact: Eric Dill, Assoc. Superintendent of Business Services. 710 Encinitas Blvd., Encinitas CA 92024, 760.753.6491.

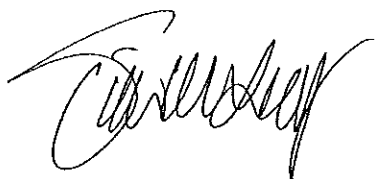
Torrance Unified School District After several failed attempts to pass a local bond measure using other consultant teams, True North Research assisted the District in successfully passing two bonds in November 2008 totaling \$355 million. We are also currently assisting the District with survey research related to two additional bonds that will appear on the November 2014 ballot: Measures T and U. Contact: Dr. George Mannon, Superintendent. 2335 Plaza Del Amo, Torrance CA 90501, 310.972.6500.

LETTER OF AGREEMENT

This proposal and the standard business terms (see below) will serve as a letter of agreement between True North Research and the Placentia Library District for the services described previously. In fulfillment of this agreement, True North will perform the services described in the *Scope of Work* on page 1. True North will invoice the full amount of the contract upon delivery of the report, with full payment due within 30 days of receiving the invoice.

Sincerely,

Agreed to and accepted by:



Timothy McLarney, Ph.D.
President
True North Research
741 Garden View Court, Suite 208
Encinitas CA 92024

Jeanette Contreras
Library Director
Placentia Library District
411 E. Chapman Ave.
Placentia CA 92870

BUSINESS TERMS Contracts and agreements between True North Research and its clients include the following general terms and conditions unless otherwise specified in a contract or agreement.

Flat Fees Unless otherwise specified, True North Research charges a flat fee for all or a portion of its services to a client in lieu of hourly charges.

Notices Any and all notices, demands, or other communications required or desired to be given hereunder by any party shall be documented in writing.

Confidentiality True North Research acknowledges that during the engagement it will have access to and possibly become acquainted with trade secrets, inventions, innovations, processes, information, records, and specifications owned or licensed by the Client in connection with the operation of its business including, business and product processes, methods, customer lists, accounts, and procedures. True North Research agrees that it will not disclose any of the aforesaid, directly or indirectly, or use any of them in any manner, either during the term of this Agreement or at any time thereafter, except as required in the course of this engagement with the client, or without written consent from the client.

Acting as Agent In compliance with California sales tax regulation, True North Research is designated as an Agent for the acquisition of tangible personal property and services as they apply to its clients' marketing activities.

- Merger* The merger or consolidation of the client into or with any other entity shall not terminate or otherwise modify this Agreement.
- Ownership of Materials* In producing finished products, it is expressly understood that ownership of all materials purchased by True North Research to complete the materials to be produced passes to its clients at the time of purchase and prior to any use by True North Research.
- Independent Contractor* This Agreement shall not render True North Research an employee, partner, agent of, or joint venturer for the client for federal, state or local tax purposes, or for any other purpose.
- Amendment Provision* This contract contains the entire agreement between the parties, and is subject to and will be construed under the laws of the State of California, and may be amended only in writing signed by both parties.
- Successors* Any agreement between the agency and a client shall be binding upon, the heirs, successors and assignors of the parties.
- Termination* The contract may be terminated by mutual consent of both parties, or by 10 days notice by either party. If the agreement is terminated, True North Research will bill the client for all work completed to date (including subcontractors' work).
- Attorneys' Fees* Should any action be brought by one party against the other party to enforce any agreement, the prevailing party shall be entitled to recover from the other party its reasonable attorneys' fees, costs and expenses.
- Governing Law* Any agreement between True North and a client shall be governed by California law and any action arising out of it shall be instituted and prosecuted in the Municipal or Superior Court of the County of San Diego.

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Jeanette Contreras, Library Director

SUBJECT: Authorize TBWB to provide an initial communication strategy for the feasibility of a local bond measure for a flat fee of \$5,750

DATE: October 20, 2014

BACKGROUND

As the Placentia Library District continues to explore a General Obligation Bond feasibility, one service that will be crucial during the initial stage is a Communications Strategist. A great communications strategist can help the District get the most out of the various methodology of conveying the kind of messages the District would like to send to its residents. The communications strategist will also find effective methods of making language work for the District that will speak to our residents and provide responses to the District. These forms of communications may include a multitude of social medium, direct mailing, community forums, etc.

The District's priority is to develop a strong, strategic communication plan to share with the public regarding a possible construction bond measure. The communication strategist will:

- Propose a clear articulation of the District's vision and the programs and services that support it.
- Present the District's story and position with well-defined communication goals to build support for a possible construction bond measure.
- Identify key audiences and prioritization: who we want to reach and engage and methods of engagement.

The District's bond consultant, Mr. Adam Bauer, recommended TBWB, a firm that specializes in public finance ballot measures supporting programs, services and facilities.

TBWB's five critical steps towards successful public finance measures involve:

- Feasibility study
- Building consensus
- Building a strong measure
- Campaigning for the win
- Bridging to the next election

TBWB's clients include the Tustin Unified School District, Rancho Santiago Community College District, Fullerton Joint Union High School District, Anaheim City School District, Glendale Unified School District and the Arcadia Unified School District.

Attachment A is the Management Consulting Agreement

Attachment B are sample case studies of TBWB's clients

Fiscal Impact: \$5,750

RECOMMENDATION

Authorize TBWB to provide an initial communication strategy for the feasibility of a local bond measure for a flat fee of \$5,750.

MANAGEMENT CONSULTING AGREEMENT

THIS MANAGEMENT CONSULTING AGREEMENT ("Agreement") is made effective as of October 1, 2014 (the "Effective Date") by and between PLACENTIA LIBRARY DISTRICT ("Client") and PUBLIC FINANCE STRATEGIES LLC, DBA TBWB STRATEGIES, a California Limited Liability Company ("TBWB").

RECITALS

- A. Client needs assistance evaluating the electoral feasibility of a Revenue Measure
- B. TBWB is a professional consulting firm that provides ballot measure electoral feasibility, public outreach and communication consulting services.
- C. Client desires that TBWB provide certain consulting services to Client with respect to a revenue measure ("Revenue Measure") pursuant to the terms and conditions set forth herein.

NOW THEREFORE, in consideration of the premises and mutual covenants contained herein, the parties agree as follows:

- 1. Engagement of TBWB. During the term of this Agreement, Client hereby engages TBWB to perform the following services (collectively, "Services"):
 - a. Feasibility Assessment. TBWB shall perform any of the following services as needed to assess the electoral feasibility of the Revenue Measure for Client:
 - 1) Develop potential Revenue Measure strategies to meet Client's funding needs to be tested in polling;
 - 2) Collaborate with Client's pollster to design, conduct and analyze an opinion survey of voters within Client's jurisdiction to assess the electoral feasibility of a Revenue Measure;
 - 3) Conduct a demographic analysis of voters within Client's jurisdiction and how they break into key sub-groups by age, ethnicity, political party, length of residency, and other key criteria;
 - 4) Analyze past election results in the jurisdiction and region to understand voter turnout trends and other relevant voting patterns;
 - 5) Research other local tax proposals that may be heading to an upcoming ballot that could compete with Client's Revenue Measure; and
 - 6) Make a specific recommendation regarding type of revenue measure to pursue, optimal election date, election type (polling place or mail-in), tax rate, tax structure and other important Revenue Measure features to the District.

- b. Employment of Additional Personnel. In connection with the consulting services to be provided under this Agreement, TBWB shall utilize its own employees and retain third party vendors. TBWB shall not be required to employ any additional personnel to assist TBWB in the performance of TBWB's duties. TBWB may recommend that Client hire additional personnel to assist TBWB. Any such personnel shall be hired and paid by Client, under the direction and control of Client, and may be discharged by Client. In every instance, such additional personnel shall be considered an employee of Client, not TBWB. The foregoing shall not limit TBWB's right to hire, pay, and/or discharge its own employees.
2. Term of Agreement. The term of this Agreement ("Term") shall commence on the Effective Date and shall continue until the earliest of:
 - a. January 31, 2015.
 - b. Either party having terminated this Agreement at any time without cause by giving thirty calendar (30) days' advance written notice to the other party.
 - c. Termination of this Agreement by TBWB at any time for non-payment of any amount owed to TBWB under Section 3.
3. Compensation. In consideration for the Services to be rendered by TBWB pursuant to this Agreement, Client shall pay a flat Feasibility Assessment Fee of \$5,750 for the Feasibility Assessment scope of services described in Section 1.a.
4. Indemnification and Limitation of Liability.
 - a. Each party (the "Indemnifying Party") agrees to indemnify, defend and hold harmless the other party (the "Indemnified Party") from all losses, liabilities, damages, claims, costs or expenses (including reasonable attorney fees or court costs) resulting solely and directly from the Indemnifying Party's breach of any provision in this Agreement, willful misconduct, negligence, or infringement of any patent, copyright, trade secret, or other proprietary right related to any material the Indemnifying Party furnished to the Indemnified Party pursuant to this Agreement; provided, however, this Section does not cover any acts or omissions by any third party pollsters. For avoidance of doubt, TBWB shall not have any liability arising from the use of materials approved by Client as provided in Section 7 hereof. The Indemnified Party agrees to give the Indemnifying Party prompt written notice of any claim or other matter as to which it believes this indemnification provision applies, and

to co-operate with the Indemnifying Party in the defense of any such claim or other matter.

- b. TBWB's sole and maximum liability arising out of, or related to, this Agreement or the Services shall not exceed the upper limit of TBWB's professional liability insurance coverage. TBWB shall provide to Client a certificate of insurance confirming the amounts such of coverages and shall maintain such policies in full force and effect during the Term. . In no event shall TBWB be liable for indirect, incidental, special, consequential, punitive or exemplary damages arising out of or related to this Agreement or the Services.
5. Interest Clause. In the event that any amount owed to TBWB is not paid when due, such amount will bear interest from the due date until paid at the rate of 1.5% per month, calculated on the basis of a 30 day month, or the maximum amount permitted by applicable law, whichever is lower.
 6. Expenditure Authority. Only Client, or a person designated by Client, shall have the authority to approve any single expenditure in excess of \$500. TBWB shall not commit Client to any expenditure, nor incur any obligation on behalf of Client, in excess of \$500 without verbal or written approval from Client. TBWB shall not spend more than the amount so approved plus 5% without securing additional approval from Client. Any verbal approval shall be confirmed in writing by either party. Client may designate in writing an individual(s) with authority to approve expenditures on Client's behalf.
 7. Termination Payments. Upon termination of this Agreement, Client shall pay TBWB the following.
 - a. Feasibility Consulting Fee. Client shall pay TBWB on the termination date the Feasibility Assessment Fee of \$5,750 that is owed under Section 3 for Services performed up to and including the date of termination.
 8. Proprietary Rights and Licenses.
 - a. Any idea, improvement, invention, discovery, process, development, design, know-how, data, logo, trademark, service mark, or work of authorship (collectively referred to as "Developments" and which shall include all intellectual property rights related thereto) conceived of, developed, or first reduced to practice in the performance of Services hereunder for Client shall be and remain the exclusive property of TBWB and may be treated and dealt with by TBWB as such without payment of any consideration to Client. The Development intellectual property rights shall include any patents, copyrights, moral rights, trademarks, trade secrets, industrial design, maskworks, and all other similar rights and protections, including without limitation all

applications for registration of any of the foregoing, anywhere in the world (in each case, whether or not patentable or registrable under patent, copyright, trademark, or similar statutes). Client shall make reasonable efforts to preserve such Developments as confidential during the Term of this Agreement and thereafter and, upon TBWB's request, shall execute such documents and instruments as TBWB shall reasonably request as necessary to confirm and vest title to such Developments in TBWB under any applicable law.

- b. TBWB hereby grants Client a perpetual, royalty-free, non-exclusive right and license (but without the right to sublicense) to use, modify, reproduce, perform, release, display, create derivative works from, and disclose Developments within the Client's jurisdiction for any legitimate civic purpose, which shall not include any commercial purpose or impermissible advocacy activities prohibited by applicable law.
9. Compliance with Relevant Laws. Client agrees to comply, during the course of this Agreement, with all applicable Federal, State and Municipal laws, including any applicable public disclosure laws and any applicable laws governing the expenditure of public funds, and obtain the necessary legal, accounting, and other Services necessary to comply with all such laws. Client is solely responsible for determining whether the Services performed by TBWB under this Agreement constitute permissible informational activities or impermissible advocacy activities pursuant to applicable law. Client acknowledges that TBWB does not provide any guidance or advice in this regard and Client's legal counsel has final review and responsibility for compliance with all legal requirements.
10. Relationship Between the Parties. Nothing contained in this Agreement shall be deemed or construed to create a partnership, joint venture or any relationship other than an independent consulting relationship between Client and TBWB, or cause TBWB to be responsible in any manner for the debts and obligations of Client.
11. Attorneys' Fees. If either party retains counsel to represent that party in any controversy, dispute or claim arising out of or relating to this Agreement, including any claim for the purpose of enforcing, or preventing the breach of, any provision of this Agreement, obtaining damages by reason of any alleged breach of any provision of this Agreement, obtaining a declaration of such party's rights or obligations under this Agreement, or obtaining any other legal remedy (a "Dispute"), before an arbitrator or a court of competent jurisdiction, the prevailing party shall be entitled to reasonable attorneys' fees and costs, in addition to any other relief to which the prevailing party may be entitled.
12. Limited Warranty. TBWB warrants that it shall perform the Services in a professional manner in accordance with commercially reasonable industry

standards for similar services. TBWB makes no warranty, express or implied, concerning the results of the Services, including, without limitation, the success of the Revenue Measure. TBWB makes no warranty concerning, and is not responsible for, any services performed by third party pollsters. To the full extent permitted by law, all implied warranties are hereby excluded.

13. Arbitration. To the fullest extent permitted by law, any Dispute, as defined in Section 12, shall be settled by binding arbitration administered by the American Arbitration Association in San Francisco, California under its Commercial Arbitration Rules that are in effect at that time ("Rules"), which may be obtained from www.adr.org or from any AAA office. In the event of any conflict between the Rules and this Section, this Section shall apply. The parties agree to submit to the jurisdiction of a single neutral arbitrator selected in accordance with the Rules. The arbitration shall be governed by the laws of the State of California, including, but not limited to, the California Arbitration Act (Code of Civil Procedure § 1280 et seq.). The arbitrator shall have discretion to award damages, and to fashion any other remedy or relief otherwise available under applicable law in a court proceeding. The arbitrator shall award the prevailing party reasonable attorneys' fees and costs pursuant to Section 12. The arbitrator shall provide a written award, including findings of fact and the conclusions of law on which the decision is based. The arbitrator shall not have the power or authority to commit errors of law or legal reasoning. The parties each expressly waive the right to a jury trial, and agree that the arbitrator's award shall be final and binding on the parties; provided that any award shall be reviewable for legal error, confirmation, correction or vacatur pursuant to California Code of Civil Procedure §1285 et seq. Any action to review the arbitration award shall be filed and maintained in a California state court of competent jurisdiction.
14. Assignment. Client shall not have the right to assign Client's rights or delegate Client's obligations under this Agreement without the prior written consent of TBWB, which consent may be withheld in TBWB's sole and absolute discretion. Any attempted assignment or delegation in violation of this provision is void and will entitle TBWB to terminate this Agreement.
15. Exclusivity of the Agreement. During the Term of this Agreement, Client shall not engage any other person or entity to perform any acts or services to be performed by TBWB under this Agreement without the prior written approval of TBWB. TBWB's right to perform consulting, media management, or any other services for any other person or party shall not be limited in any way.
16. Notices. Any notice required or permitted under this Agreement shall be in writing and shall be addressed to the other party at the address set forth on the signature page of this Agreement. A notice shall be effective (i) upon

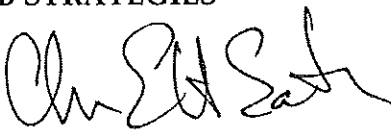
personal delivery if given by hand delivery, (ii) the date of the completed transmission if given by facsimile, (iii) one business day after deposit, prepaid, with Federal Express or similar overnight delivery service for next business day delivery, or (iii) two business days after deposit with the United States Post Office, by registered or certified mail, postage prepaid. Each party may, by five days advance written notice to all other parties, specify any other address for the receipt of such notices.

17. Entire Agreement. This Agreement constitutes the entire agreement between the parties with respect to its subject matter, and it supersedes and replaces any prior or contemporaneous understandings or agreements, whether written or oral, between the parties with respect to such subject matter. No party has been induced to enter into this Agreement by, nor is any party relying on, any representation or warranty outside those expressly set forth in this Agreement.
18. Applicable Law. This Agreement and the rights of the parties shall be governed by and construed and enforced in accordance with the laws of the State of California, except that the Agreement shall be interpreted as though drafted jointly by both parties.
19. Severability. In case one or more of the provisions contained in this Agreement, or any application of the provisions, shall be invalid, illegal or unenforceable in any respect, the validity, legality and enforceability of the remaining provisions of this Agreement, and any other application thereof, shall not in any way be affected or impaired.
20. Captions for Convenience. The captions and headings in this Agreement are for convenience only and shall not be considered in interpreting any provision of this Agreement or in determining any of the rights or obligations of the parties to this Agreement.
21. Waiver and Amendment. No breach of any provision of this Agreement can be waived unless in writing. Waiver of any one breach shall not be deemed to be a waiver of any other breach. This Agreement may be amended only by a written agreement executed by the parties hereto at the time of the modification.
22. Binding Effect. This Agreement shall be binding upon, and inure to the benefits of, the parties and their respective heirs, executors, administrators, successors and permitted assigns.
23. Counterparts; Facsimile Signature. This Agreement may be executed in any number of counterparts, each of which will be an original, but all of which together will constitute one Agreement. The parties agree that signatures on this Agreement transmitted via facsimile have the same force and effect, and are considered the same as, originals.

IN WITNESS WHEREOF, the parties hereto have executed this Management Consulting Agreement as of the date first written above.

TBWB STRATEGIES

CLIENT

By: 

By: _____

Name: Charles Heath

Name: _____

Title: Partner

Title: _____

Address for Notices:
400 Montgomery Street, 7th Floor
San Francisco, CA 94104

Address for Notices:
411 E Chapman Ave
Placentia, CA 92870



References

Name: Dr. Gregory A. Franklin
District: Tustin Unified School District
Position: Superintendent
Phone: 714-730-7301
Email: gfranklin@tustin.k12.ca.us

Name: Raúl Rodríguez, Ph.D.
District: Rancho Santiago Community College District
Position: Chancellor
Phone: 714-480-7450
Email: Rodriguez_Raul@rscdd.edu

Name: Peter Hardash
District: Rancho Santiago Community College District
Position: Vice Chancellor
Phone: 650-863-6295
Email: Hardash_Peter@rscdd.edu

Name: Mike Escalante
District: Fullerton Joint Union High School District/Glendale Unified School District
Position: Retired Superintendent
Phone: 818-802-4769
Email: mescalan@usc.edu

Name: Jose Banda
District: Anaheim City School District/Seattle Public Schools
Position: Former Superintendent/Current Superintendent
Phone: 206-252-0180
Email: jbanda@seattleschools.org

Name: Dick Sheehan
District: Glendale Unified School District
Position: Superintendent
Phone: 818-241-3111
Email: dsheehan@gusd.net

Name: Joel Shawn
District: Arcadia Unified School District
Position: Superintendent
Phone: 626-821-8300
Email: jshawn@ausd.net

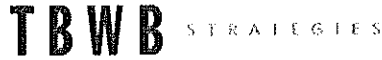
tel 415.291.1894
fax 415.291.0724
email info@tbwb.com

400 Montgomery St., Ste. 700
San Francisco, CA 94104

www.tbwb.com



Page intentionally left blank



Public Consensus - Winning Propositions

Case Study

Libraries Measure Marin County Libraries

Background

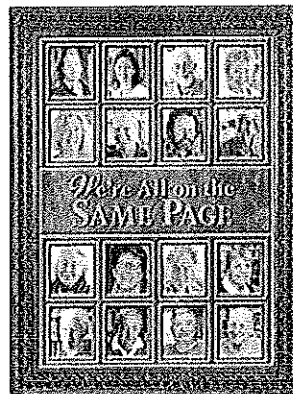
The county-operated libraries in Marin were facing more than \$1 million in declining revenue and annual state budget cuts. As a result, branch closures and reductions in hours, services and staffing were on the horizon. Measure A was the only recourse for Marin County to keep its libraries open and continue to provide critical services and programs for children, families and seniors in the community.



What We Did

TBWB worked with a coalition of local community members, elected officials, business leaders and educational leaders to develop a strategy to engage the community about the importance of libraries in the 21st century. The strategy of direct mail pieces and a targeted field campaign proved extremely effective in gaining serious momentum and support for Measure A.

In November 2010, Measure A passed with 74.8%, a fair amount above super majority approval needed to allow Marin County Library to continue to provide vital services and programs to the community.



CASE STUDIES

Northern California School Bond Measure
San Jose USD

Southern California School Bond Measure
Perris UHSD

Southern California School Tech Bond Measure
Tustin USD

Northern California School Parcel Tax Measure
Cotati-Rohnert Park USD

Southern California School Parcel Tax Measure
Arcadia USD

Northern California Community College Parcel Tax Measure
Peralta CCD

Southern California Community College Bond Measure
Rancho Santiago CCD

City Sales Tax Measure
City of Vacaville

Transportation Measure
Fresno County

Healthcare Measure
Seton Healthcare District

Libraries Measure
Marin County Libraries

Fire District Measure
North Tahoe Fire Protection District

Water District Measure
Santa Clara Valley Water District

County Sales Tax Measure
HART to Silicon Valley

Open Space Measure
Sonoma County Agricultural Preservation and Open Space District

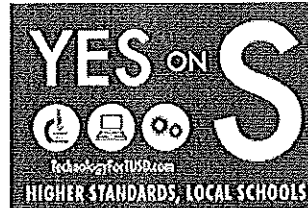
Statewide Ballot Measure
Prop 39 - Clean Energy & Jobs Act

Case Study

Southern California School Tech Bond Measure Tustin USD

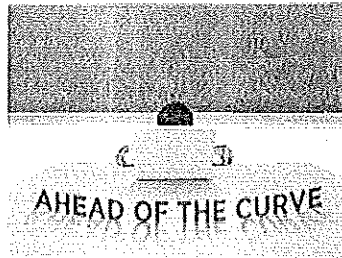
Background

Serving communities across Irvine, Tustin, and Santa Ana, the Tustin USD aimed to provide up-to-date, modern instructional technology in all of its schools. The District voted to place a "Technology Bond" on the November ballot, 100% dedicated to providing equal access for students to modern technology across the District.



What We Did

Navigating the sensitive subject of technology for classrooms was crucial to convincing voters that Measure S was important for their schools. With a regionalized mail plan and a broad range of supporters, the campaign emphasized how the bond would better prepare students for college and high-tech careers. Measure S passed with 58% of the vote.



CASE STUDIES

Northern California School Bond Measure
San Jose USD

Southern California School Bond Measure
Perris UHSD

Southern California School Tech Bond Measure
Tustin USD

Northern California School Parcel Tax Measure
Cotati-Rohnert Park USD

Southern California School Parcel Tax Measure
Arcadia USD

Northern California Community College Parcel Tax Measure
Peralta CCD

Southern California Community College Bond Measure
Rancho Santiago CCD

City Sales Tax Measure
City of Vacaville

Transportation Measure
Fresno County

Healthcare Measure
Seton Healthcare District

Libraries Measure
Marin County Libraries

Fire District Measure
North Tahoe Fire Protection District

Water District Measure
Santa Clara Valley Water District

County Sales Tax Measure
BART to Silicon Valley

Open Space Measure
Sonoma County Agricultural Preservation and Open Space District

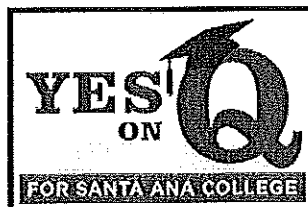
Statewide Ballot Measure
Prop 39 - Clean Energy & Jobs Act

Case Study

Southern California Community College Bond Measure Rancho Santiago CCD

Background

Santa Ana College is one of two colleges in the Rancho Santiago Community College District that serves the communities in central and eastern Orange County. It has provided affordable, high quality education to local students for over 100 years.



In 2002, voters in the Rancho Santiago Community College District approved Measure E, a bond to repair and renovate existing campus buildings and construct new classrooms to alleviate over crowding. These funds made basic and needed improvements possible for Santa Ana College. However, because of its age, further repairs and upgrades were needed to ensure students would continue to be adequately prepared to go on to four-year colleges and 21st century careers.

The Board of Trustees voted to place Measure Q on the November 2012 ballot, which created an improvement facilities district to finance renovations, repairs and construction to Santa Ana College.

What We Did

TBWB began working with the college only four months prior to the election. In that time, we helped the college seek feedback from community stakeholders throughout the special district, and worked with the District to determine what project improvements were a priority to voters- a critical step to crafting the campaign's core messages.



Working with the volunteer campaign committee, TBWB guided the campaign in fundraising, endorsements, neutralizing opposition, student organizing, and engaging community partners. TBWB also developed a direct mail plan and social media plan with targeted messages to persuade important subgroups of voters.

On November 6, 2012, Measure Q passed with an overwhelming 72% of the vote, and the repairs and improvements to the college's classrooms and facilities are underway.

CASE STUDIES

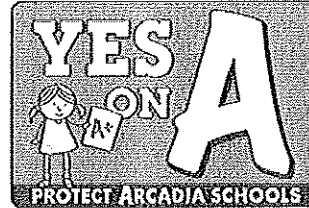
- Northern California School Bond Measure
San Jose USD
- Southern California School Bond Measure
Perris UHSD
- Southern California School Tech Bond Measure
Tustin USD
- Northern California School Parcel Tax Measure
Cotati-Rohnert Park USD
- Southern California School Parcel Tax Measure
Arcadia USD
- Northern California Community College Parcel Tax Measure
Peralta CCD
- Southern California Community College Bond Measure
Rancho Santiago CCD
- City Sales Tax Measure
City of Vacaville
- Transportation Measure
Fresno County
- Healthcare Measure
Seton Healthcare District
- Libraries Measure
Marin County Libraries
- Fire District Measure
North Tahoe Fire Protection District
- Water District Measure
Santa Clara Valley Water District
- County Sales Tax Measure
BART to Silicon Valley
- Open Space Measure
Sonoma County Agricultural Preservation and Open Space District
- Statewide Ballot Measure
Prop 39 - Clean Energy & Jobs Act

Case Study

Southern California School Parcel Tax Measure Arcadia USD

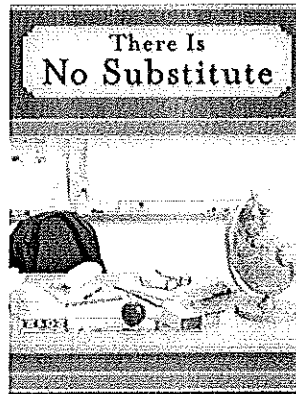
Background

Throughout the process of evaluating a potential local funding measure, community polling never indicated that there was enough support to pass a parcel tax at the rate the District required to shore up its funding gap. Nonetheless, with rapidly declining and unreliable state funding, the District needed to secure local funds to protect the academic programs expected by the community in local schools.



What We Did

In order obtain the needed 66.7% approval by those who vote, TBWB advised the District to opt for an all mail-ballot election. Through this strategy, the campaign committed to contacting all of the parents and potential likely supporters of the measure, particularly those who were otherwise unlikely to vote. This meant tailoring mailers and all other campaign communications to be printed in both English and Chinese to successfully contact every one of our supporters with our messages.



As a result of the campaign's dedication to ensuring that all their supporters cast votes, the unlikely parcel tax passed the required 66.7% approval by about 100 votes.

CASE STUDIES

Northern California School Bond Measure
San Jose USD

Southern California School Bond Measure
Perris UHSD

Southern California School Tech Bond Measure
Tustin USD

Northern California School Parcel Tax Measure
Cotati-Rohnert Park USD

Southern California School Parcel Tax Measure
Arcadia USD

Northern California Community College Parcel Tax Measure
Peralta CCD

Southern California Community College Bond Measure
Rancho Santiago CCD

City Sales Tax Measure
City of Vacaville

Transportation Measure
Fresno County

Healthcare Measure
Seton Healthcare District

Libraries Measure
Marin County Libraries

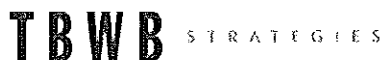
Fire District Measure
North Tahoe Fire Protection District

Water District Measure
Santa Clara Valley Water District

County Sales Tax Measure
BART to Silicon Valley

Open Space Measure
Sonoma County Agricultural Preservation and Open Space District

Statewide Ballot Measure
Prop 39 - Clean Energy & Jobs Act



Public Comments – Working Proposals

Case Study

Northern California School Bond Measure San Jose USD

Background

The San Jose Unified School District serves a large and diverse portion of the city of San Jose, including 27 elementary schools, six middle schools, six high schools, and multiple auxiliary schools for alternative education.



In 2011, the District adopted a strategic plan to prepare its students for the future called Opportunity21. This plan laid out the curriculum and upgrades that would be necessary to eliminate the opportunity gap and provide every student with a 21st century education.

In examining their budget and funding challenges in light of the goals set out by Opportunity21, District leadership saw that by paying off facilities leases, the District would be able to make significant general funds available for important academic programs. They also recognized that state funding would not provide the technological upgrades necessitated in the plan.

A potential bond measure provided the opportunity to make the funding available for the programs and technology upgrades needed to make Opportunity21 a reality—however in order to meet these goals, voters would have to approve an ambitious \$290 million bond measure. Polling showed that this was possible, but would necessitate a well-organized and well-funded campaign.

What We Did

With little time to prepare for the campaign and an aggressive bond total, TBWB and the Measure H campaign team moved quickly to develop a robust fundraising strategy and to compile a comprehensive endorsement list to demonstrate a consensus among local leaders across different interest groups and geographic areas in support of Measure H.



Due to the large area of the District and the number of schools and neighborhoods covered, TBWB created a regionalized mail plan that included six versions of each mail piece. Each version emphasized the mailing areas neighborhood schools, and included endorsements and quotes from local leaders that would resonate with that particular community. This way, the campaign was able to speak to voters about how Measure H would affect their own schools.

CASE STUDIES

Northern California School Bond Measure
San Jose USD

Southern California School Bond Measure
Perris UHSD

Southern California School Tech Bond Measure
Tustin USD

Northern California School Parcel Tax Measure
Cotati-Rohnert Park USD

Southern California School Parcel Tax Measure
Arcadia USD

Northern California Community College Parcel Tax Measure
Peralta CCD

Southern California Community College Bond Measure
Rancho Santiago CCD

City Sales Tax Measure
City of Vacaville

Transportation Measure
Fresno County

Healthcare Measure
Seton Healthcare District

Libraries Measure
Marin County Libraries

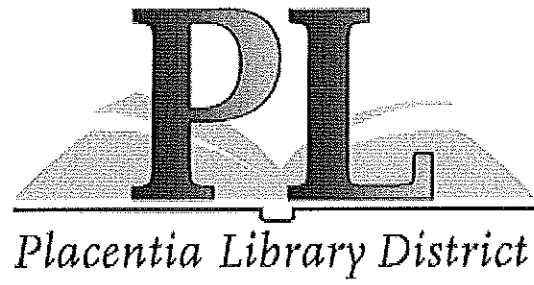
Fire District Measure
North Tahoe Fire Protection District

Water District Measure
Santa Clara Valley Water District

County Sales Tax Measure
BART to Silicon Valley

Open Space Measure
Sonoma County Agricultural Preservation and Open Space District

Statewide Ballot Measure
Prop 39 – Clean Energy & Jobs Act



Page intentionally left blank