

The Seattle Public Library
Board of Trustees Meeting
12:00 p.m. Thursday, October 27, 2022

Washington Mutual Foundation Meeting Room 1, Level 4
1000 Fourth Ave., Seattle, WA 98104

Remote Listen Line:

Dial: 206-207-1700 / Access code: 2498 794 8577

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<https://seattle.webex.com/seattle/j.php?MTID=mb6407c1ee1f5bd8a7b46d4bce8160efc>

Password: PublicMeeting (78254263 from phones)

Public Comments Received Via: library.board@spl.org

Agenda

- A. CALL TO ORDER
- B. APPROVAL OF AGENDA
- C. PUBLIC COMMENT
- D. CONSENT
 - 1. Minutes of September 28, 2022 Library Board Special Meeting
 - 2. September 2022 Finance Report
- E. CHIEF LIBRARIAN REPORT
 - 1. Chief Librarian Report
 - 2. Systems Report
 - a. Friends of the Library Update – Amy VanderZanden, President, Friends of The Seattle Public Library Board
 - b. Foundation Update – Justo González, President, The Seattle Public Library Foundation Board
- F. OLD BUSINESS
- G. NEW BUSINESS
 - 1. Library Foundation and Friends of the Library Updates
 - 2. Updates from Library Board Members
- H. EXECUTIVE SESSION
- I. ADJOURN
- J. NEXT LIBRARY BOARD MEETING: November 17, 2022

(For more information, call Laura Gentry, head of the Communications Office, at 206-915-9028.)

Unapproved Board Minutes

Board of Trustees Special Meeting

The Seattle Public Library

September 28, 2022

CALL TO ORDER

A special meeting of The Seattle Public Library Board of Trustees was held on September 28, 2022. Library Board President Carmen Bendixen called the meeting to order at 12:02 p.m., noting the meeting was designated a special meeting due to a date change from the approved calendar. Trustees Ron Chew, W. Tali Hairston, and Yazmin Mehdi attended. Vice President Jay Reich was unable to attend. The meeting was conducted with a remote attendance option via video conference.

APPROVAL OF AGENDA

The agenda was approved as published.

PUBLIC COMMENT

There were no public comments.

CONSENT

It was moved and seconded to approve the consent agenda as published; the motion carried unanimously.

NEW BUSINESS

Appreciation for Kristi England's Ten Years of Service on the Library Board

Library Board President Carmen Bendixen welcomed Kristi England whose ten years of Library Board service concluded in July 2022. Ms. Bendixen said she got to know Ms. England through involvement with the Friends of the Library and has appreciated her willingness to share her knowledge and insight. She said she learned about good leadership and active representation from Ms. England. She said Ms. England's commitment has been inspiring and thanked her for her service. Library Board Trustee Ron Chew said ten years is a very long time, and that Ms. England is a great connector with a strong passion and history supporting Library issues. He said she drew attention to things others had not noticed, and that she has had a huge impact and will be missed. Library Board Trustee Yazmin Mehdi said she is learning that it takes a great deal of commitment to be a Library Board member, and she will pay attention to how Ms. England set the stage for her to step into her shoes. Chief Librarian Tom Fay said the Library will miss its biggest advocate for Book Bingo; he said her joy and avid participation was greatly appreciated. Mr. Fay said Ms. England was always willing to ask questions and come at things from a different angle, which makes an organization think and grow. Mr. Fay thanked Ms. England for her leadership qualities and stepping up for the betterment of the organization, and for ten years of service to the people of Seattle.

Ms. England thanked the group and said she will always have a commitment to the Library and a love for Book Bingo. She said programs like Book Bingo and Seattle Reads are important community builders, and she knows they take a lot of work to produce. Ms. England said there couldn't be a better team than the staff at the Library. She said seeing how everyone came together to provide services during the pandemic, and how they continue to think creatively about how to best serve Seattle and the community is inspiring. She said she has appreciated the opportunity to participate. Having joined the meeting, Library Board Trustee Tali Hairston thanked Ms. England for her leadership and for being a role model for him when he joined the Board. Mr. Fay said Ms.

England had received a crystal plaque engraved with her dates of service. He again thanked Ms. England for her ten great years of service.

CHIEF LIBRARIAN REPORT

Chief Librarian Report

Executive Director and Chief Librarian Tom Fay said work is underway with the Strategic Foresight effort. He said the Core Team and consultant are lining up interviews with stakeholders, community partners, and community-based organizations. He said they are working to get as much involvement as possible, as well as scheduling two days of workshops late in the year. Mr. Fay said he met with Leonard Garfield at the Museum of History and Industry (MOHAI) to discuss their work and opportunities for future partnerships. He said he has been engaged with the Library Foundation and met with donors Lalie and Carlos Scandiuizzi, attended a garden party hosted by Sarah Kohut and Florence Larson, and attended a Branch Social at the Northeast Branch with special guest Council-member Alex Pedersen. He said he gave a presentation to the Women's University Club (WUC) on the essential nature of libraries for democracy in society during Banned Books Week; he said it was a very engaged discussion, and the WUC had great tables, displays, and trivia from their own libraries.

Mr. Fay said he attended Historic Seattle's annual Preservation Celebration where the Soul Pole preservation project won their Preserving Neighborhood Character Award. He thanked the Black Heritage Society and Converge Media for their support and work in the project. He said one plaque was awarded, which was given to Stephanie Johnson-Toliver from the Black Heritage Society. He said he asked staff to work with Historic Seattle to order additional plaques to be awarded to project partners at Artech and Converge Media. Mr. Fay said he attended a reception for the Washington Talking Book and Braille Library (WTBBL) that was named the 2022 Network Library of the Year. He said WTBBL is the only library in the country to win the award three times, which is a significant achievement and an acknowledgment of their great work.

Mr. Fay said a recruitment process to fill his former position has resulted in the appointment of Andrew Harbison as Director of Library Programs and Services. He said Mr. Harbison has served in the interim role for nearly 18 months and has been largely responsible for reopening efforts. Mr. Fay said, in this position, Mr. Harbison has a broad portfolio of oversight that includes branch operations, Collections and Access, materials handling, and Information Technology. He said Mr. Harbison has done great work in the interim role and he is happy to see him in the permanent role as the Library moves forward.

Ms. Mehdi asked if there was discussion or planning between the Library and MOHAI regarding their photography collections. Mr. Fay said a review of collections had been done in the past, and they talked about the possibility of reviewing them again. He said there can be duplication of materials that are gifted or come from the government. He said there will be discussion around how the organizations can better share digital content and amplify it amongst organizations, as well as where is the best home for materials.

Mr. Chew said WTBBL does wonderful work. He said he is currently taping an audiobook version of his memoir and it is hard work. He said WTBBL is interested in having local authors read their works in their own words, and there is interest in building the Seattle collection and resources. Mr. Chew asked if there is an opportunity for the Library to partner with WTBBL to work with authors to create free audio versions of materials in the collection. He said there are poets and others in the community with hyper-local publications that could read their works and create a database of more resources. Mr. Fay said audio recordings are great project that WTBBL is uniquely positioned to do

because of allowances in copyright for the work that they do. He said the public library has less license to do that work, but WTBBL is able to digitize or audio record materials. Mr. Fay said he applauds their work and is happy to see them working with local authors to record content. He said The Seattle Public Library is able to record oral histories, but the Library's use of copyrighted material is very limited in comparison with WTBBL's. Mr. Chew said they are very skilled; Mr. Fay agreed and said they have great sound recording studios as well.

Ms. Bendixen congratulated Mr. Harbison on his new position. She said she has appreciated his forthrightness, ability to answer questions, dedication, and knowledge. Mr. Chew concurred.

System Reports

Seattle Reads 2022

Programs and Events Manager Stesha Brandon said the 2022 Seattle Reads selection is "The House of Broken Angels" by Louis Alberto Urrea. She said Mr. Urrea will do three programs at the Library, which will be the first in-person Seattle Reads programs since 2019. Ms. Brandon said the Library worked with a community liaison and hired La Sala, a nonprofit that celebrates Latinx artists, who provided two people to help participate in book selection and also helped identify a musician to support the public programs. She said the selection committee looked at 60 titles.

Ms. Brandon said the book is tied to Mr. Urrea's life and contains autobiographical elements. She said the story takes place over the course of a weekend where a family is gathering for a final birthday celebration for their ailing patriarch, Big Angel; but just before the party, his nearly 100-year old mother dies, and the birthday celebration turns into a big farewell and celebration of the family and their lives. She said there are a lot of bittersweet moments, but also more serious elements. She said one of the party goers is Big Angel's half-brother who has to reckon with the truth that although he shares a father with his siblings, his life has taken a very different path from theirs because he is half white. She said the themes in the book are grief and death, and the exploration of personal and family identity. She said the grief and the death elements felt particularly relevant in light of the pandemic's toll in the last three years. She said this the book felt like an interesting way to approach those topics and create space for people to talk about those things without being directly related to COVID. Ms. Brandon said the book, while heavy, is full of joy and humor.

Ms. Brandon said the selection committee felt this year was a great opportunity to engage communities that haven't had the opportunity to engage with Seattle Reads by choosing a book that is also available in Spanish. She said the committee specifically looked for titles that were available in English and Spanish, and for speakers that would be willing to present in Spanish. She said one of the events will take place in Spanish so that folks who haven't had a chance to engage with Seattle Reads will be able to do so this year. Ms. Brandon said Mr. Urrea is a very well-respected and well-known author. She said Mr. Urrea was born in Tijuana to a Mexican father and American mother, and now lives in Chicago where he teaches at the University of Illinois in Chicago. She said he is the author of a number of bestselling novels including "The Hummingbird's Daughter" and "Queen of America," as well as the story collection, "The Water Museum," which was a PEN/Faulkner Award finalist. She said he is also the author of the landmark work of nonfiction, "The Devil's Highway," which was a finalist for the Pulitzer Prize in 2005, and he has won a number of other notable literary awards. Ms. Brandon said Mr. Urrea is well-respected and has deep ties to Seattle, as his wife's family is from the area. She said she has had the pleasure of working with him before and he is a generous storyteller, and a pleasure to listen to and engage with.

Ms. Brandon said the three programs with Mr. Urrea will include one in Spanish at the Centilia Cultural Center at El Centro de la Raza, a daytime program at the Lake City Branch, and a final event at the Central Library.

Ms. Brandon said in addition to La Sala, the Seattle Reads team is also working with Seattle Escribe and El Centro de la Raza to create programming and help with outreach for uncatalogued copies so that communities who may not come into the Library still have access to the books. She said, as has been done in the past several years, 25% of the uncatalogued copies have been set aside for prioritized audiences for distribution through partners at community centers and to specific book groups. She said uncatalogued copies are available in both English and Spanish. She said musician Abel Rocha will be performing at two of the programs. Ms. Brandon said next year the program will transition back to being hosted in the spring time. She said next year will be the 25th anniversary of Seattle Reads, and there will be programming in May and fun things happening throughout the year.

Mr. Chew said he had started to read the book and it was a wonderful choice. Ms. Bendixen said she is also looking forward to the program. She asked if the next book has been chosen. Ms. Brandon the hope for next year is to bring back a beloved speaker from the earlier 25 years. She said there are not signed contracts yet, but an offer has been made to author Julia Otsuka. She said if all goes as planned, next year's program will be discussing Ms. Otsuka's novel, "The Swimmers," a beautiful novel about community and also about dementia and caretaking. She said it's a great opportunity.

OLD BUSINESS

Second Quarter 2022 Levy Report

Ms. Bendixen said the Board reviewed the Second Quarter 2022 Levy Report at last month's meeting and approved the report with noted changes. She said the report, with changes as approved, has been included in this month's packet for the historical record.

NEW BUSINESS

Library Foundation and Friends of the Library Updates

Ms. Mehdi said she enjoyed attending the Friends Board meeting. She said the Friends have hired a communications specialist, and a potential new board member joined the meeting. She said they are planning an annual meeting on November 13, and have created a new meeting schedule for 2023 that rotates the time of day and day of week to encourage engagement. She said the Friends are doing well financially. She said they spoke about doing more work around their Books for Teachers program, as well as discussing what kinds of membership benefits they could offer to new members. She said the Friends might be able to make a small grant to the Library this year. She said they are working on a new mission and vision statement. She said they are doing a lot of work to give books away in the community.

Mr. Fay said he attended the Foundation Board meeting. He said, as of August, the Foundation has raised \$1.9 million, which is 67% of their goal. He said the Foundation Board has challenged individual members to increase their efforts in fundraising, and many members have been holding house parties with friends, colleagues, and associates. He said a goal was set to raise \$50,000 through these parties, and so far they have raised \$99,000. He said they have a goal of 100% board member contributions and are at 71% to date. Mr. Fay said, through July, the Library had spent \$2.4 million, or 53%, of the total grants budget. He said the Foundation Grants Committee was meeting through the summer to get ready for the 2023 budget request. He said the investment market continues to be volatile, and the Foundation's finance team does a great job managing their investment portfolio. Mr.

Fay said the Foundation Board has been working on Diversity Equity and Inclusion (DEI) training with a consultant for the majority of the year. He said he and the Library's Assistant Director for Equity Learning and Engagement Services, Valerie Garrett-Turner, have been participating as well. He said the Foundation Board looked at their work and their organizational assessment; he said the organization measured as a level 3, out of 5 levels, in DEI. Mr. Fay said the Foundation Board approved their 2021 tax form, and approved an updated gift acceptance policy, which now includes language for accepting crypto currency as a donation. He said Foundation Board members are engaging in staff appreciation efforts and interacting with staff at Library locations.

Updates from Library Board Members

Ms. Mehdi said she attended the Community Conversation at the High Point Branch. She said the Board members could parcel out remaining meetings to make sure they attend to support Mr. Fay and so that the community sees the trustees involved in the work. She said there would be another Community Conversation on October 1. Mr. Fay said the Greenwood program would be held at 11:00 a.m., and he said one more is scheduled on October 25 at the Lake City Branch at 4:00 p.m. Mr. Fay said these would be the last two Community Conversations of the year. He said there will likely be more in the spring, as the Foresight work transitions to strategic planning work. Ms. Bendixen said she would plan to attend on October 25.

E-rate Program

Mr. Fay said the Board discussed the E-rate Program as a possibility last year, and postponed the full discussion until after a permanent Chief Librarian was hired. He said because of technology updates and funding opportunities, the item is being brought back to the Board for further exploration and consideration. Library Programs and Services Director Andrew Harbison said the E-rate program is administered by the Federal Communications Commission (FCC) for public libraries and schools. He said the program offsets some of the costs around internet and internet infrastructure. He said the E-rate program provides refunds or discounts on internet and internet infrastructure costs for libraries and schools. He said the discount is an incentive as costs increase over time, along with increased reliance on technology. Mr. Harbison said if the Library's internet spending continues at the expected rate, the Library would receive approximately \$1.4 million from 2023 to 2025 year, or roughly \$400,000 - 500,000 per year. He said participation in the E-rate program requires an extensive application process which would be completed with the help of a consultant whose costs would be covered by the discount.

Mr. Harbison said participation in the program requires implementation of basic internet filtering technology on Library computers to come into compliance with the Children's Internet Protection Act. He said there is also a cost associated with that technology, as well as a policy review and update that would need to be worked through with the Library Board. He said public input and public comment would be part of that process. Mr. Harbison said the Library has looked at filtering before, but technology has changed substantially over time and is now much more sophisticated and granular. He said the newer filters mean fewer concerns about access to information than there were in the past. He said older filters required a patron to request the filter be removed by a staff member, but newer filtering software is self-directed by the patron, or administered through the Library's settings and user profiles. He said reports can be generated on the filtering for the Library to review so that sites can be allowed if it is determined they are appropriate. He said because of these changes in technology, more libraries are participating in the E-rate program than in the past, including the King County Library System, Sno-Isle Libraries, and Pierce County Library. He reiterated that there would need to be a policy change and an opportunity for public input and comment.

Chief Technology Officer Charles Wesley said the program has been commonly used by schools and libraries for many years, and there are many existing implementations the Library can reference. He said best practices have been established to align the technology and values, and the Library would look to those best practices. Mr. Fay said the \$1.4 million reimbursed over the three years represents the opportunity to reallocate resources to equity work in the areas of digital literacy and digital media learning. He said the funding would allow the Library to focus on equity principles, which are key areas that need to be advanced in urban communities.

Ms. Mehdi said she would be pleased to support the Library's efforts to pursue the effort. She said she would be interested to see a report on the filtering after implementing it for a quarter. She said internet provision is a key Library activity that is in itself is an equity effort. She said it makes sense to mitigate some costs through a federal resource, especially as costs go up over time.

It was moved and seconded to grant permission to the Library to proceed with an application for the E-rate program; the motion carried unanimously.

Mr. Fay said an agenda item will come back to the Board containing the policy update, and that Board members will be kept informed of the early work in that process. He said the Library wants to ensure it has great public engagement in this effort. Mr. Harbison said the issue will come back to the Board for the November meeting, which will include the policy update and technical information, as well as the opportunity for public review and comment.

2023 Budget Process Update

Administrative Services Director Alex Yoon said Mayor Harrell released his proposed 2023-2024 budget yesterday and that it includes \$88.1 million for Library operations and \$13.3 million for the Library's capital improvements, for a total budget of approximately \$102 million for 2023. She said the budget includes about \$3.5 million in one-time funding from the JumpStart Payroll Expense Tax toward the city's Green New Deal goals, which will help with decarbonization of branches and other climate resilience efforts. She said \$300,000 in Real Estate Excise Tax funding was directed by the Office of Sustainability and Environment to support the electrification and installation of air conditioning at the Northeast and Southwest branches. She said the Library received approval to redirect fund balance from the 2019 Library Levy to fund two additional full-time Security Officers to help address security and safety issues throughout the system. Ms. Yoon said while the city faces revenue challenges for 2023 and beyond, the Library did not have proposed reductions in its expenditure appropriations, which will enable the Library to bring services back to pre-pandemic service levels and move forward with Levy expansion. She said the city's budget process has now moved into the City Council review phase, and the Library will respond to any questions from the City Council over the coming month.

Ms. Mehdi asked if Ms. Yoon has any sense of what the City Council's priorities will be in their budget review. Ms. Yoon said she has not received direction in terms of their priorities, but the Library has received questions related to capital improvement projects and branch electrification, and she expects those issues to be among their priorities. She said the city understands the Library is providing services including being cooling centers and daytime shelter for patrons, so that may be an influence for the Library having received one-time funding for climate resilience. Mr. Fay said it is also due to planning and communication efforts the Library has done around the need for improvements for climate resiliency. He said the new administration is also focused on this priority, so the pre-work the Library did over the past couple of years is now paying off. He said the Library

has also put together a sizeable package for federal FEMA dollars, and is making the effort to leave no stone unturned. He said the city is aware of that work on their government relation side as well.

2023 Operations Plan Framework

Finance and Accounting Manager Nick Merkner said the Library submitted its budget package for \$4.425 million to the Library Foundation a few days prior. He said it represents an increase of 8%, or about \$325,000, over the previous year. He said the increase is a result of the generosity of the Foundation, which has been a great partner for the Library, as well as increases in restricted distributions from endowments as they relate to the collection or other specific areas. He said the submission included a high level overview of community priorities. He said final approval of the grants is subject to the discretion of the Foundation's independent board of directors, who will adopt their budget in November. He said following that, the information will be included in the Library's 2023 Operations Plan that the Library Board will adopt in December.

Mr. Merkner said the City Council's budget deliberations will begin on October 17. He said the Library Board will review the draft Operations Plan at the October 27 Board meeting, at which time the Foundation Finance Committee will review grant requests from the Library. He said the Foundation will approve their grant package on November 9, and the City Council will officially adopt their budget on November 22. He said the Library Board will adopt the Library's 2023 budget on December 15. Mr. Fay said the Library would like to thank the Foundation again for their efforts in collaboration between the finance teams and understanding the processes on both sides. He said it makes discussions easier, as well as trust-based philanthropy manageable for both organizations. He said the trust-based philanthropy allows the funding to be managed in bigger buckets, with less granular detail, and more flexibility in moving funds as needs change over the course of the year to allow for success. Mr. Merkner said the growing partnership has been a wonderful thing to see.

Mr. Merkner said the finance team is looking for broad feedback from the Board on the Operations Plan framework at this stage. He said the Board will receive a first draft of the document in their October meeting. He said the document will evolve based on Board feedback, which will lead to the final document in December. He said the Operations Plan is intended to map out the vision and context for funding decisions, as well as to document changes to the base operating and capital budgets. He said the 2023 Operations Plan will include a section on how the Library has considered racial equity impacts in developing the budget, and how this may evolve for the organization moving forward. He said the document highlights key changes, reductions, and investments, as well as an overview of funding sources including the General Fund, 2019 Library Levy, and private funds. He said key risks and opportunities are identified.

Ms. Mehdi said she is interested in how the Library will address continuing to increase open hours as it continues to deal with the pandemic. She said she is interested in how the Library is thinking about its commitments to Levy requirements and the public, and how it is thinking about staffing the libraries as it continues to deal with COVID-19. Mr. Fay said in previous documents the issue has been addressed in the "challenges" and "opportunities" sections, laying out clearly for the Board where there could be impacts during the course of the year. He said that is an important area for feedback if there is something the Board sees that is not addressed. Ms. Mehdi said she is interested to hear more about how people are using the Library and how the Library can provide services that are needed if there are challenges to returning open hours to pre-pandemic levels. She said, as a new trustee, she is interested in learning about services such as Hotspots for patrons to access the internet. Mr. Fay said a lot of that information can be

accomplished through the Operations Plan document, as well as through conversations, particularly as the Library moves into its strategic planning effort. He said there will likely be a couple more surveys done between 2023 and the next levy to help inform the Library on both the strategic planning efforts as well as in moving forward to develop the next levy in 2026. He said those are some of the things he will be talking with the Long Term Sustainability team next week because getting a sense of touchpoints and feedback will be important as the Library moves all of this work forward. Ms. Yoon said they can add a section to the document that discusses how it is critical to return to pre-pandemic services levels in order to implement Levy-expanded hours. She said the Library has been working through planning and staffing, and the document can describe how the Library's Levy expansion has been delayed because of the pandemic, as well as laying out plans for how the Library will address that in 2023.

Mr. Hairston asked where deferred maintenance shows up in the report, given that some dollars were deferred during the pandemic. Ms. Yoon said there is a section titled, "Building and Facility Support" where she said they could address deferred maintenance. She said one of the main pieces under this section is major maintenance and some larger projects that were deferred or held over including projects at the Green Lake, University, and Columbia branches. She said that information is also part of the Library's Long Term Sustainability Plan as well as the Comprehensive Facility Plan. She said sometimes deferral is due to lack of funding, and has recently been due to the pandemic. She said the Central Library's 20th anniversary is coming up and there is work to be done to the building. She said some components can be added to the document to speak to those areas.

Mr. Fay said the document should add to the "challenges" section that, particularly in the last year, delays in capital maintenance are also due to a supply-side issue. He said supply chain issues cause waits of six months, which then combine with hyper-inflation construction to cause higher-cost projects or projects the Library cannot complete. He said the Library needs to look at capital maintenance and remodeling projects and determine realistically what can get done within the budgets, especially as bonds and other funding mechanisms have limitations on when the money is used. He said those are some of the things that need to be mentioned as well, and thanked Mr. Hairston for pointing it out. He said it's one of the most complicated and concerning areas the Library has in front of it. Ms. Mehdi said if projects are deferred for years and combined with hyper-inflation, it can be difficult to know what is needed. She said it is important to keep a good inventory so that the Library knows the needs, even if it doesn't have the money. Mr. Fay said the work Ms. Yoon and her team have been doing on the Comprehensive Facilities Plan allows the Library to know what there is, as well as applying for federal dollars. He said it allows the Library to know what the needs are in today's construction environment, while costs continue to rise.

Ms. Yoon said iterations of the Operations Plan will come back to the Board for review in October and November as the city budget process moves forward.

EXECUTIVE SESSION

No executive session was held.

ADJOURN

Board President Carmen Bendixen adjourned the meeting at 1:28 p.m.



The Seattle Public Library

Memorandum

Date: October 27, 2022

To: The Seattle Public Library Board of Trustees

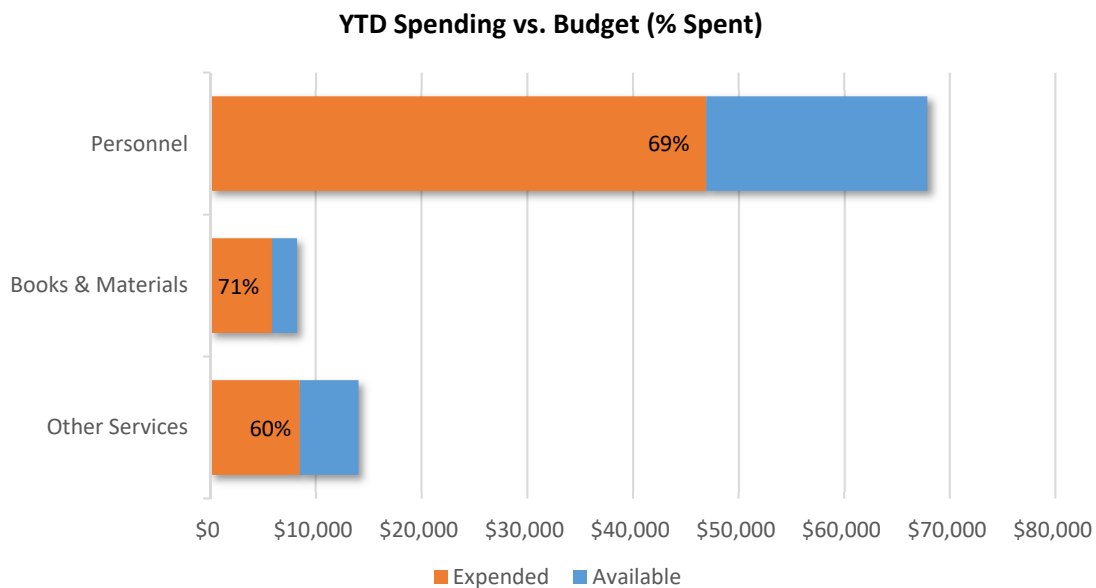
From: Tom Fay, Executive Director and Chief Librarian
H. Alex Yoon, Director of Administrative Services
Nicholas Merkner, Finance and Operations Analysis Manager

Subject: **September 2022 Financial Reporting**

Overview

Overall, the Library has expended **68%** of its operating budget with **75%** of the year elapsed. This is slightly ahead of the prior year when the Library had expended **67%** of the operating budget. Total expenditures at the end of the month were \$61 million.

The chart below provides a high level overview of year-to-date spending by budget group, and also helps to illustrate relative sizes within the Library's operating budget.



Personnel Services

Personnel costs represent the largest category of expenses at the Library and make up 75% of the operating budget. As of this report there have been twenty pay periods processed, so we expect 75% of the personnel budget to be expended—spending is slightly behind target at **69%**. Of note, the Library has been actively recruiting staff

associated with operation restorations. Considering current recruitment rates, system-wide staffing levels are projected to realign with forecasts in the fall.

Non-Personnel Services

The largest individual category of expenditures within the non-personnel budget is related to library books and materials—this category represents 9% of the operating budget. Spending is slightly behind target at **71%**, although year-end expenditures are expected to align with the budget.

Other accounts which represent 16% of the operating budget—and include equipment, services, and supplies—are **60%** expended.

Revenues

Library generated revenues for September were \$44,000, bringing year to date collections to approximately \$295,000 (72% of our target). While we are projecting revenue under-collections for print and copy, space rental, lost material fees, books sale consignment, and other miscellaneous revenues—the Library is nearly on pace for a full overall revenue collection by the end of the year. This is due solely to decision to change the garage management structure with ABM to the ambassadorship model. Revenue projections for 2023 are being closely looked at in consideration of these additional data points. A continued, but slow recovery is being projected.

Action Requested: Library Board consideration of September 2022 Operating Budget financial reporting for approval at October 27, 2022 meeting. Comments or feedback are welcome.

Expenditure Control for September 2022

Amounts in \$1,000s	Revised Budget*	Current Month Expenditures	Year to Date Expenditures	% Expend	Balance of Budget
Personnel Services					
Salaries	44,962	3,196	30,727	68%	14,236
Benefits	22,912	1,764	16,205	71%	6,707
Personnel Services Sub-Total	\$67,875	\$4,960	\$46,932	69%	\$20,943
Books and Library Materials					
Books & Materials	8,204	663	5,815	71%	2,389
Books and Library Materials Sub-Total	\$8,204	\$663	\$5,815	71%	\$2,389
Other Services and Charges					
Central Costs	2,690	221	2,018	75%	671
Equipment - IT & Facilities	2,393	154	1,244	52%	1,149
Office Supplies, Printing & Postage	312	25	182	58%	130
Operating Supplies	658	29	448	68%	210
Other Expenses	408	14	102	25%	306
Other Maintenance	729	9	514	71%	214
Phone, Wireless & Internet	644	35	419	65%	225
Professional Services	956	67	430	45%	526
Software	625	48	490	78%	134
Staff Training & Travel	265	6	24	9%	241
Vehicle Costs	298	-	196	66%	101
Facilities - Space Rental & Utilities	1,909	147	1,425	75%	484
Facilities - Building & Grounds Maint	1,726	31	567	33%	1,159
Facilities - Garage Debt Service	407	363	399	98% (A)	8
Other Services and Charges Sub-Total	\$14,017	\$1,151	\$8,459	60%	\$5,558
TOTAL LIBRARY OPERATING BUDGET	\$90,096	\$6,775	\$61,206	68%	\$28,890

Footnotes:

* Includes \$2M in prior year encumbrance, carry-forward, and grant budget authority; \$2.1M related to 4% 2022 AWI

(A) Central Library Garage debt service payment recorded in last half of year. Costs expected to align with budget.

Revenue Control for September 2022

	Revenue Budget	Current Month Revenue	Year to Date Revenue Collected	% Collected
Operations Plan Other Library Revenue				
Lost Material Fees	110,000	7,412	73,963	67%
Central Library Parking Garage Fees	75,000	20,712	113,130	151% (A)
Copy Services/Pay for Print	90,000	5,583	40,195	45%
Space Rental (Private & Inter-Departmental)	75,000	6,913	41,912	56%
Book Sale Consignment	55,000	3,050	25,152	46%
Coffee Cart & Miscellaneous (vending machines, etc.)	3,000	48	829	28%
TOTAL LIBRARY GENERATED REVENUES	\$408,000	\$43,719	\$295,181	72%

Footnotes:

(A) The Central Library parking garage introduced an "Ambassador" model earlier in the year--resulting in reduced operating costs. The impact of this change has been a net increase in 2022 garage related revenues.



The Seattle Public Library

Date: October 27, 2022

To: Library Board of Trustees

From: Tom Fay, Executive Director and Chief Librarian

Re: October 2022 Chief Librarian's Report

1. On September 27, Mayor Harrell released the 2023-24 Proposed Budget, investing in community priorities including public safety, housing, and homelessness, while responding to a revenue gap to balance priorities and resources. The mayor's proposed budget for 2023 includes \$88.1 million to support Library operations and \$13.3 million in capital support for major building maintenance. Overall, this represents good news about the Library's budget. In an environment of economic uncertainty, through partnership and collaboration with both the Mayor's Office and the City Budget Office, the Library was able to redirect accumulated savings from this past year to offset General Fund reductions and preserve staffing, programs, and services. Other resources were also identified to allow the Library to carryout additional priorities in 2023 including efforts in decarbonization, electrification, and installation of air conditioning at the Northeast and Southwest branches. Resources from the 2019 Library Levy will also fund two additional full-time Security Officers to help address security and safety issues on Library grounds. Over the next two months, the City Council will review the Mayor's proposed budget for adoption on November 22. The Library Board is scheduled to approve the Library Operations Plan on December 15.
2. The Library is moving ahead in our Strategic Foresight effort as a precursor to strategic planning. This month, our Houston Foresight consultants have been busy conducting interviews with a broad range of stakeholders to inform the process. Planning continues for Scenario Workshops and Implications Workshops that will be held with stakeholders and community partners in November and December.
3. After reviewing legal and safety issues, the Library made the decision to allow staff to administer naloxone, the prescription medication used to counteract opioid drug overdoses. Based on updated liability guidance from the City Attorney's Office, the Library will allow staff, on a volunteer basis, to administer naloxone to patrons on Library grounds who appear to be opioid overdose victims. Naloxone doses will be available in first aid kits, for staff use only. Staff who would like to be able to administer Naloxone on the job must attend a Library-sponsored training session. As naloxone will only be administered by trained volunteers from Library staff, there is no guarantee a staff member will be available at every Library facility or across all shifts. SPL will be clear in messaging to the public that the availability of the medicine at Library locations will be dependent on the availability of trained staff volunteers. As always, the first step after finding a patron who is non-responsive will remain calling 911 to request medical assistance from the Seattle Fire Department before attempting to provide any aid, including naloxone. Staff must also notify the Library's Security team of the situation.

4. On September 28, I joined library leaders from around the globe for the second virtual Public Library Leadership Council Meeting of 2022. The discussion centered around opportunities and challenges in today's library service environment. The international group offers lively discussion, and the opportunity to expand professional networks and learning to enrich the shared understanding of factors that affect libraries worldwide.
5. September 28 and 29, I attended the Washington Public Libraries Directors meeting in Spokane. This was the first time the directors had come together in person since the onset of the pandemic. The meeting was a good opportunity to connect and engage in deeper discussions on topical interests shared by Washington public library service providers, as well as sharing best practices for responding to the unique challenges that come with our work.
6. On October 1, I held a Community Conversation at the Greenwood Branch to discuss the impacts of the pandemic and the future of the Library. An engaged group of community members came together in conversation about how the Library has navigated the pandemic, how the pandemic has changed the patron experience, and how the Library is preparing for the future. This was the third in a series of four Community Conversations scheduled throughout the city to inform the Library's development of a new strategic plan.
7. On October 2, I attended the Foundation's annual State of the Library event at the Central Library. The event kicked off with a casual donor brunch in the Library's third-floor Norcliffe Foundation Living Room before the building opened to the public. Following the brunch, Library Foundation CEO Jonna Ward and I spoke to attendees in the Auditorium about the state of current operations and exciting work ahead for both the Library and the Foundation. A large and engaged group took part in the Sunday morning event. The Library is deeply appreciative of the interest, support, and generosity of the Foundation and its donors.
8. On October 12, I attended a Library Foundation event to honor Douglass Raff's and Fox Rothschild's donation of seven antique maps dating from the 1700s, in addition to an Arrowsmith map donated in 2017. Staff and guests from Fox Rothschild, including Douglass and Kathie Raff, members of Library leadership and Special Collections, and members of the Foundation's Grants and Program Committee gathered to celebrate the donation. The maps range in date from 1730 to 1802. The Library is grateful to the donors for trusting us to preserve and provide access to these important historical documents for education and research.
9. On October 13, staff from around the system came together in their work groups for "Staff Day Local." All locations of the Library were closed to the public until 2:00 p.m. so that staff could convene in their work groups for a mini-retreat designed to help connect on a smaller-scale unit level. The goal of the day was for staff to build connections with colleagues in a low-pressure, fun gathering. I had the opportunity to visit with several staff groups throughout the Central Library, and was thrilled and amused to see how different work units chose to interact and celebrate the day with one another. The Senior Management Team participated in a "2 Truths and Lie" survey game for all staff, and a Virtual Staff Art Show included impressive works from 35 staff members in a multitude of mediums including drawing, painting, photography, fabric art, poetry, music, jewelry fabrication, and more.

Meetings and events during this reporting period:

- a. Board Meetings: Monthly Library Board of Trustees meeting; Monthly calls with Board President; Friends of The Seattle Public Library's Board Meeting; The Seattle Public Library Foundation's State of the Library event.
- b. Standing Meetings: Compensation Committee; Leadership Team; Senior Management Team; Monthly Managers meeting; Union/Leadership meetings; Long-Term Sustainability meeting; Foundation CEO/Chief Librarian monthly meeting; Friends Board President/Chief Librarian monthly meeting; Strategic Foresight Core Team meetings.
- c. Library Talks, Meetings, Interviews and Visits: KCLS Director meetings; Metro area library director meetings, Meetings with Washington library directors and State Librarian; Urban Libraries Council Director/CEO meeting.
- d. City Meetings, Events and Programs: Mayor's Monthly Cabinet; Deputy Mayor's monthly meeting; Mayor's Emergency Executive Board meeting.

LIBRARY AT A GLANCE



Active Users – Last 12 Months 257K ↑ 1%	Monthly Users – Digital 83K ↑ 1%	Monthly Users – Physical 41K ↓ -3%
Monthly Questions Answered 51K ↓ -13%	Monthly Circulation – Digital 524K ↓ -6%	Monthly Circulation – Physical 490K ↓ -5%

The percent of change is a comparison to prior month data. Physical circulation includes renewals.



IN FOCUS: Exploring Reduced In-Person Checkouts

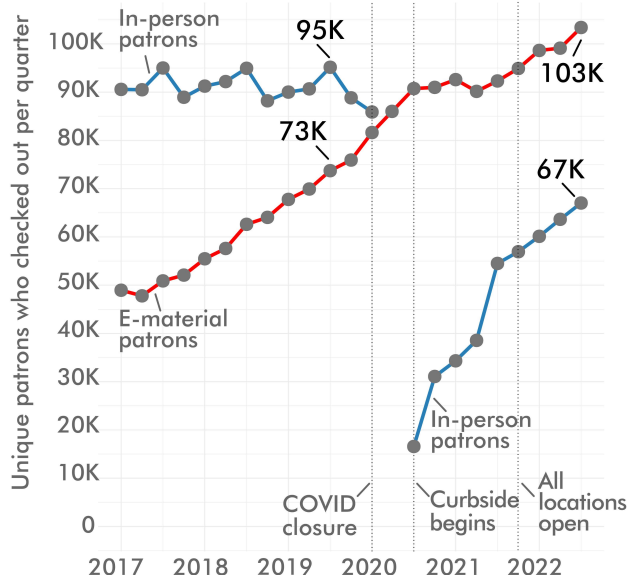
Several factors may explain why fewer people are checking out physical materials compared to pre-COVID times.

Overview: Reduced In-Person Checkouts

The number of unique patrons borrowing material in person Q1 to Q3 is at 71% of the same period in 2019 — or "pre-COVID baseline." Some of this decline is due to shifts to e-material use.

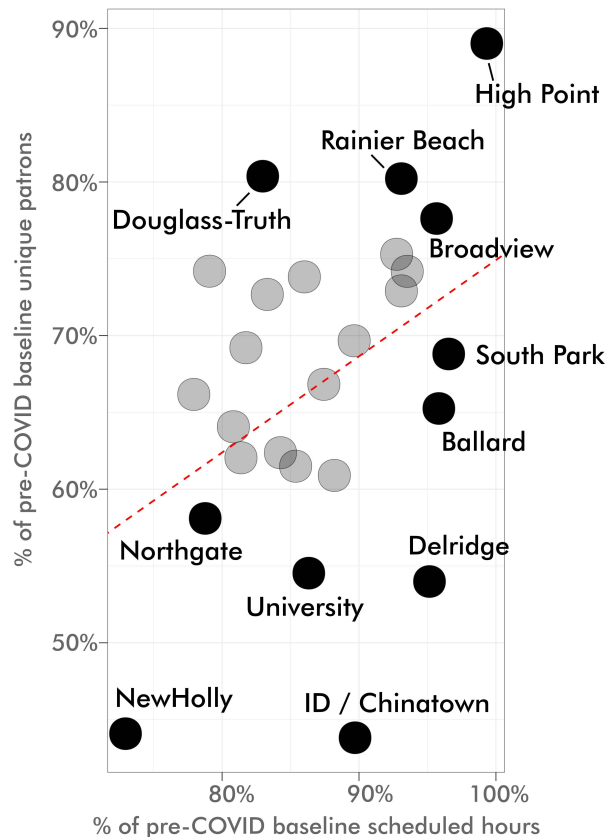
Reduction in scheduled hours was found to correlate to reduction in unique users with statistical significance, with unscheduled closures also contributing to branch use differences.

Rise in Patrons Checking Out E-materials



Many patrons started using e-materials during the 2020 closure, continuing a multi-year trend.

Comparing Scheduled Hours and Unique Patrons Checking Out Materials In Person



Hours at High Point Branch are nearly the same as its pre-COVID baseline and the count of patrons who checked out in-person most resembles pre-COVID levels. All other branches had fewer operating hours than their pre-COVID level.



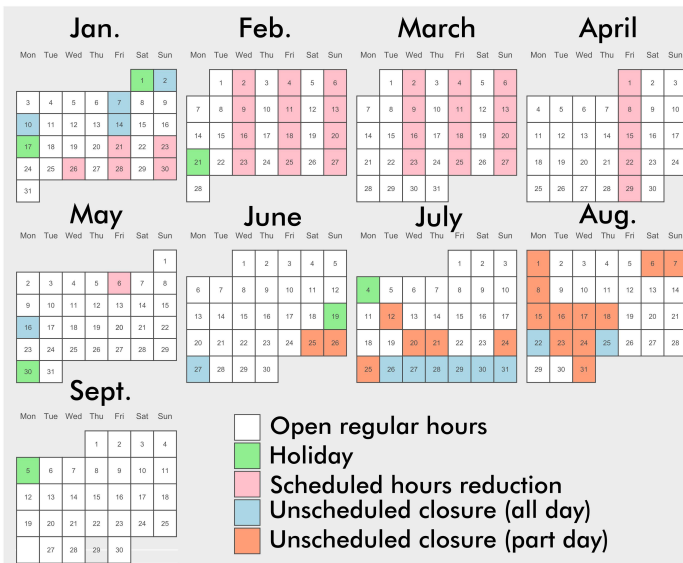
LIBRARY AT A GLANCE



IN FOCUS: Exploring Reduced In-Person Checkouts

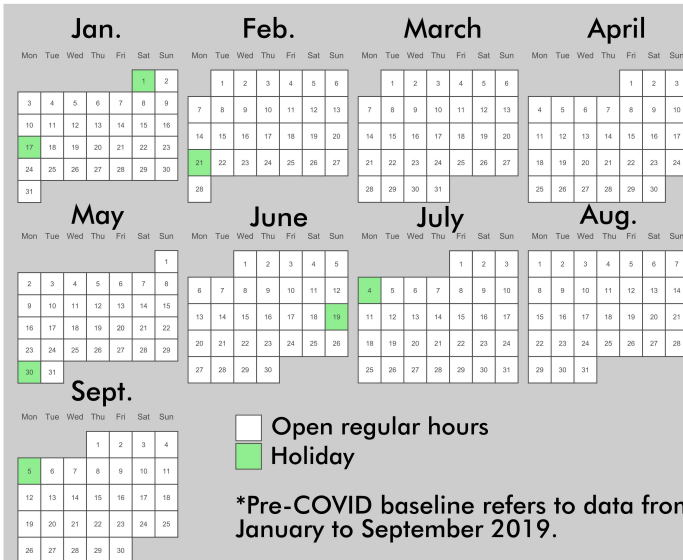
In 2022, unscheduled closures due to heat and staffing contributed to unpredictable hours of operation.

When were visits possible? A tale of two branches



University Branch

	Hours
*Pre-COVID Baseline	1,749
Scheduled Open	1,516 (87%)
Actual Open	1,403 (80%)
2022 Unique Patrons	55% of 2019 baseline



High Point Branch

	Hours
*Pre-COVID Baseline	1,791
Scheduled Open	1,786 (99%)
Actual Open	1,786 (99%)
2022 Unique Patrons	89% of 2019 baseline

Open hours calendars for these two branches highlight differences in service continuity. Through September, the number of unique patrons who checked out physical items at High Point was 89% of what it was during the same period in 2019, highest among branches. Some of this high percentage is likely due to unpredictable hours at nearby branches. The University Branch was among those with the most unscheduled closures, and through September, it had only 55% of the number of unique patrons who checked out in person compared to the same period in 2019.

Government Relations & Community Partnerships
October 12, 2022

Kiersten Nelson, Manager Government Relations & Community Partnerships

Access: Making sure the public has access to all that The Seattle Public Library offers.

Equity: Developing an environment where patrons have access to quality programs and services, no matter their demographic background, through public policy development at the local, state, and federal levels of government.

Sustainability: Educating government officials on the need for sustainable funding to ensure the Library will continue to operate and fulfill the needs of our community for today and the future.

***Educating public officials about The Seattle Public Library and
Building community through partnerships.***

Over the past year, Government Relations and Community Partnerships have been busy working to educate elected officials and increase partnerships across the City after nearly three years of pandemic lockdowns and closures.

Council Relations

Under Tom Fay's leadership, The Seattle Public Library has begun in earnest to build strong relationships with members of the City Council. Councilmember Andrew Lewis now chairs the Public Assets and Homelessness committee, which oversees The Seattle Public Library. The committee consists of Councilmembers Andrew Lewis, Lisa Herbold, Tammy Morales, Andrew Pedersen, Deborah Juarez, and Teresa Mosqueda. With several new members to the committee, we took this as an opportunity to level set members on what the Library does, the various programs we offer, and our funding sources.

Building on this foundation, councilmembers receive weekly emails updating them on various items of interest from the past week. These emails include upcoming events, awards/grants won, program summaries, extreme weather event responses, Levy reports, and data metrics similar to those provided during Board of Trustee meetings.

Council Concerns

Through our strategic efforts to build strong relationships, councilmembers know with whom to connect when they or their constituents have concerns regarding SPL. Councilmember Lewis's staff has become strong allies and now reach out to the Library when there is legislation that has potential impact on our operations. In the event councilmembers hear concerns from their constituents, they reach out to me directly to get a response. This allows us to provide more insight into the matter than what the constituent may know and allows councilmembers to respond more meaningfully.

The Seattle Public Library's budget is approved by the City Council as one piece of the City of Seattle's budget. Last year, Councilmembers added three amendments to the budget for The Seattle Public Library. These were money for additional hotspots, air-conditioning/HVAC upgrades in the Northeast and Southwest branches, and graffiti/external damages to our buildings during the pandemic. These funds are major wins, but also mean councilmembers want updates on how these specific projects are going to ensure funding oversight. With the delays to the air-conditioning projects, a lot of effort went to connecting with Councilmembers Pedersen and Herbold to let them know the project status, roadblocks throughout the process, and what support they could offer that would help move the projects along. We have successfully turned City Council concerns into partnership opportunities as opposed to defensive reactions that sewed distrust among members due to a lack of transparency.

Seeking Additional Financial Resources

In years past, the Library relied solely on City budget, Levy funding, and The Seattle Public Library Foundation grants to support operations, facility upgrades, and expanded programming. Occasionally, SPL would win a state grant, but this was not a priority as an additional funding source. Although we did not secure Congressionally Directed Spending, formally known as earmarks, this year, we were able to interest Senator Cantwell's office in our work and begin to form long-

term relationships with her Seattle area staff. The City of Seattle changed the process they used to collect proposals for appropriation requests in 2022 but did not inform all departments of this change. As a result, the Library had less than two weeks to determine eligible projects, finalize our proposal, and submit to Washington State's federal delegation. To not only complete the process but to be selected by Cantwell's office even if the proposal was not included in the final appropriations bill from the Senate is a feat that provides a positive outlook for future appropriation requests. We have already begun a strategic analysis of projects to submit for the federal 2024 fiscal year budget.

With the new mayoral administration installed, the Office of Intergovernmental Relations (OIR) placed increased emphasis on tracking and supporting grant requests from city departments at the local, state, and federal levels. The Library showed interest in this process and earned a seat at the table. This allows us to encourage the City of Seattle to provide more support for grants to which we apply. One example is the Hazard Mitigation grant from FEMA completed in partnership with the Office of Emergency Management and Seattle Parks and Recreation. As a component of the Bipartisan Infrastructure Legislation (BIL), the City of Seattle has been very active in tracking and providing vocal support for our project to receive consideration and eventually win the FEMA grant. OIR sends regular emails about various grant opportunities through BIL, which I monitor for opportunities that the Library may apply.

Community Partnerships (Museum pass increases, Ballard Alliance work, new MOA framework)

Throughout the pandemic many of our community facing programs and partnerships shutdown. As vaccinations became accessible and treatments grew, these outside organizations began to reopen and offered the Library an opportunity to focus on areas that would provide the greatest impact.

The much-loved Museum Pass program suffered greatly during the pandemic. Not only were museums closed but people were not venturing out to enjoy the few organizations that remained in the program. I am pleased to announce that in the past year we have nearly doubled the number of participating organizations. In addition, as we renew agreements for 2023, nearly every organization has increased the number of passes we can offer. Pass usage statistics show that nearly all passes are in use on any given day.

Community partnerships are part of the fabric of the work we do. The Library is more than the books we loan out, to paraphrase Andrew Carnegie, we are a never failing spring in the desert. One of the challenges our branches and programming team face is a lack of transparency in knowing with whom we partner. I am currently working with IT to produce a streamlined Memorandum of Agreement/Understanding (MOA/MOU) process that will be standardized, completed online, and stored in an accessible format to all. This will allow us to find an easy census of all our partnering organizations, similar programs that can serve as a template for new partnerships going forward, and an electronic database where staff can view current and past MOUs.

Our community partnerships extend to other city departments. For example, our partnership with the Office of Emergency Management (OEM) allowed for a holistic approach by the City to recent heatwaves, no longer relying solely on the Library to serve as cooling centers without understanding our operational restrictions/limitations. We have also worked extremely closely with Councilmember Dan Strauss, Seattle Parks, and the Ballard Alliance as that neighborhood reopens the Ballard Commons. From Seafood Fest in July to activities this fall on our plaza, SPL has taken an active role in working across city departments to provide the needed community support to our patrons.

The Seattle Public Library Foundation Liaison

The Seattle Public Library Foundation supports many aspects of the Library's work. Earlier this year the Foundation brought in a new director of communications and advocacy. The Library works closely with SPLF staff to ensure that the Foundation is speaking the same messaging as the Library and their advocacy priorities align with that of SPL. Additionally, SPL provides quarterly reports to SPLF on the status of grant spending. This allows the Foundation to know how we are using the funds they provide as well as serving as a reminder to Library staff to ensure funds are spent in a timely manner. The Library conducts weekly meetings with various SPLF leadership members to cover a range of topics from providing updates on programs the Foundation funds to assisting with scheduling meeting room access.

Outcome Statement: Increase efficiency and longevity of heavily used equipment by upgrading all older ACS RFID-reading antennae to the new FE Tech model.

Circulation Processing Equipment Upgrade

The Library has been using a software called ACS by Tech Logic for most of our physical circulation tasks since 2004. ACS is the software that has been facilitating our RFID-based materials handling system, and longtime SPL patrons would recognize ACS as the first self-checkout interface (right) we used until 2016, when it was replaced by our current self-checkout interface, Liber8. Staff have continued to use the ACS interface for staff-assisted checkout until now.



FE Tech

In the first week of October, we concluded a cross-divisional project of replacing over 100 RFID antennae with a more efficient antenna that also has a smaller footprint. As a part of this project, we replaced ACS with a new circulation software product: FE Tech. This project began with testing of the FE Tech software at three pilot locations in January, and required coordination between IT staff and Public Services managers and frontline staff. FE Tech is providing us with numerous process improvements:

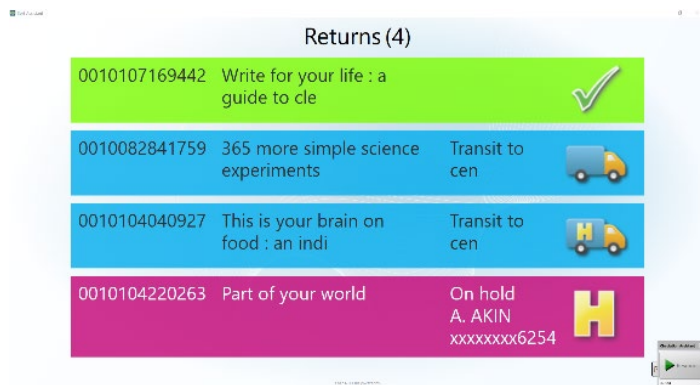


- The antennae (left) are smaller and more efficient in that they can process more items simultaneously.
- The user interface has more detailed functions available.
- The staff check in screen has a much larger format that is easier to read.
- We are able to use the same hardware that we use for our self-checkout stations.
- It greatly speeds up the process for removing items from our collection by eliminating a step in the deletion workflow.

User Interface and Process Improvements

FE Tech's check in function provides with a much better user experience over ACS. It was not easy to see the text that contains a lot of vital information, such as whether the item is staying at the location, filling a hold, or going out in transit to another branch. The old ACS interface is visible to the right.





To the left is a screenshot of FE Tech's check in function: Sort Assistant. Sort Assistant not only provides for a much more legible font size, it color codes the actions based on destination of the items. This makes the work of checking in items much easier for staff.

FE Tech is giving a major process improvement with it comes to item withdrawal. SPL removes hundreds of individual items from our collection every week, and many are sent on to Better World Books. This deselection was previously a two-step process. We had to remove the item from our Horizon collection database, and in a separate step, we had to deactivate the RFID tag. With FE Tech, the RFID tag can be deactivated while it is being removed from the database in the same step. This will save hundreds of hours of staff time over the course of the year.

Smooth Transition

The replacement of the most-frequently used software by circulation staff was anticipated to have some bumps and glitches, but this transition was remarkably smooth, with very few issues that required attention. Thanks to the extensive testing led by Circulation Services Manager Bo Kinney, in conjunction with Systems Analyst Nathan Cosgray, the Library was able to be confident that the FE Tech software would work well. The installation of the software and hardware was implemented with a phased approach, one region at a time, coordinated by Interim Circulation Services Manager Kevin Tracey. The team lead by Computing Infrastructure Manager Sean Timm completed this work ahead of schedule.

Communications Office: 2022 Q3 Report

Activities and accomplishments of the Library's Communications Office.

Learn more about us [on our infoNET site](#). Contact us at communications@spl.org.

What we've been up to: Activities and Accomplishments

Earned media in Q3 2022

Earned media is publicity we receive as a result of media planning and outreach, usually facilitated through media pitches, press releases and building relationships with journalists. The Communications Office **generated 18 [press releases](#)** and earned **at least 65 media stories** in Q3 2022. See [Appendix A](#) for a complete list of Library news clips.



KUOW:

[Library will allow staff to administer Narcan](#)



Seattle Times:

[Library's 2022 Seattle Reads pick](#)

Critical incident communications

Our goal in incident response is to accurately, effectively, and compassionately communicate during and after urgent and rapidly changing situations. Here are critical incidents we helped respond to, and other security-related communications we produced:

- [Security incident at the Lake City Branch 7/13](#)
- [Security incident at IDC Branch 7/15](#)
- [Security incident at the Wallingford Branch 9/11](#)
- [Security incident at Central Library 9/28](#)

Communications support for Library initiatives and projects

Community Conversations: The Communications Office coordinated with staff at the High Point and Rainier Beach branches to host [Community Conversations](#) with the Chief Librarian in August. The conversations are a chance for patrons to talk directly with the Chief Librarian about current and future Library services. During these conversations, patrons learn a bit about the Library and their local branch. They also discuss how the pandemic has impacted them as patrons and what they would like to see from us in future years. Feedback received from these sessions will help shape long-term planning for the Library. Two more conversations were scheduled in October at the Greenwood and Lake City branches. Similar events will be scheduled in 2023.

Heat impacts: In Q3, Seattle experienced multiple heat events that caused the Library to close some non air-conditioned libraries and change schedules to accommodate hours in the cooler mornings at some branches. The Communications Office shared this information with the public on www.spl.org/Today, as well as on social media channels. We also worked with the City's Office of Emergency Management and the Mayor's Office to ensure the information was included in citywide communications.

Budget Communications: Communications supported the Library's finance and budget team in Q3 by reviewing and editing the City's biennial Library budget book and the Library's pre-budget responses to City Council questions. We also drafted the [2023-2024 budget announcement](#) to staff.

Intellectual Freedom Training e-Learn: In Q3, Communications worked with staff from Collection Services, Public Services and Human Resources to develop a new intellectual freedom training e-learn that will roll out this year. Communications led the research and writing effort on the new e-learn, which covers the meaning and importance of intellectual freedom, its legal and policy framework, its history and practice within the Library, and its application to complex and contentious issues.

Green Lake Branch Seismic Retrofit Closure: In Q3, Communications continued working with CIP and Public Services staff to plan for the 2023 seismic retrofit closure of the Green Lake Branch, preparing patron communications, signage and other materials for Green Lake patrons and keeping staff informed with [regular project updates](#). We also drafted a [Building Resilient Infrastructure and Communities grant](#) for submission to FEMA to help fund future seismic retrofits of our Carnegie libraries.

Library App Project: In Q3, Communications joined the core work team on the [Library App Project](#), which aims to create or procure a new app to make Library services more equitable and accessible. We developed a staff engagement and communication plan, created and distributed a [Library App staff survey](#) and [began recruiting staff](#) to participate in future focus groups.

Rules of Conduct Review Task Force: In Q3, Communications continued serving on the Rules of Conduct Task Force core team, supporting its efforts to make the Library's rules of conduct and exclusion guidelines more equitable. We developed a [project communications plan](#), gave [presentations on staff engagement](#), provided [project updates to staff](#) and refreshed [the project infoNET page](#),

The Seattle Public Library Cooling Center Grant: In Q3, Communications continued to work with CIP staff and the City's Office of Emergency Management on a FEMA Hazard Mitigation Program Grant that,

if approved, would fund the installation of air conditioning in all Library branches currently without it. We drafted responses to state questions about the grant and coordinated content revisions of the grant. At the end of Q3, we were notified that our grant application passed a major hurdle by making it through the process and being sent to FEMA for final review.

Staff Day Local: Communications has participated on the Staff Day planning team since early 2022, including, most recently, helping plan Staff Day Local. We developed a communications plan, worked with the Union to organize the beloved Staff Art Show, drafted messaging from the chief Librarian, and helped plan the logistics and activities of the day, planned for Oct. 13.

Historic Seattle award: The Soul Pole conservation project at the Douglass-Truth Branch received a Historic Seattle Award for “Preserving Neighborhood Character.” Chief Librarian Tom Fay and Stephanie Johnson-Toliver, president of the Black Heritage Society, accepted the award on behalf of the project team, which included the Library, Artech Fine Art Services, Landrieu Conservation, and Converge Media. Communications has supported this project, including developing communication materials, hosting a rededication ceremony, and connecting with community members who have personal ties to the art piece. We will convene a meeting soon to discuss the potential for collecting and sharing oral histories of those who were involved.



Communications initiatives

Reaching prioritized audiences: For 2022, we are focusing on Spanish-language / Latinx audiences and supporting staff who also work with those audiences. We created a sponsored content plan for Spanish-language radio, working with El Rey radio to cover programs in Q3 including Summer of Learning ([interview with librarian Maria Leon Roman](#)) and Homework Help ([interview with Marcela Calderón-Vodall](#)). We posted news in the Seattle Housing Authority newsletter several times, including news about free COVID vaccine clinics, the Summer of Learning event at the Burke Museum, and the return of Homework Help. We also posted a news item about Homework Help in Seattle Public Schools School Beat newsletter. We continued to support the South Park Branch’s biweekly “South Park Branch Presents” program with Amigos de Seattle’s Radio Comunitaria. We also worked with MOS to plan and hold a meet-up of staff who serve Spanish-language patrons to get feedback and ideas about promotion efforts, resources, and ways to work more collaboratively. Outcomes of this meet-up include forming a Teams group to activate collaboration, and meeting again in December.



Library news on ShelfTalk: In Q3, the Communications Office produced **11 blog posts** for the Library's [ShelfTalk blog](#), including:

- [The Central Library's Iconic Red Floor Reopens To The Public](#) (7/18/22)
- [Escape the Heat at The Seattle Public Library](#) (7/21/22)
- [Hit the Reading Trail with 3 Magnolia StoryWalks in August](#) (8/1/22)
- [Chief Librarian Tom Fay Hosts Community Conversation at the High Point](#) Branch (8/16/22)
- [COVID Vaccine Clinics at The Seattle Public Library](#) (8/28/22)
- [Free Homework Help Returns, Virtual Tutoring Continues](#) (9/8/22)
- [Drum Roll, Please: The 2022 Washington State Book Award Winners](#) (9/13/22)
- [Fall 2022 Events: Improv-Inspired Lit Fest, Business of Books, Seattle Reads and More](#) (9/15/22)
- [Chatting About Book Bans With The Library's Librarians](#) (9/23/22)
- [11 New or Unexpected Things to Do at The Seattle Public Library This Fall](#) (9/27/22)
- [Library Staff to Be Authorized to Voluntarily Administer Naloxone](#) (9/28/22)

Reporting and surveys

Other reports: We helped edit the annual quarterly levy report for 2021, summarizing 2019 Library Levy accomplishments; and also edited and helped guide the development of the monthly Library at a Glance infographic for the board reports. Levy reports are available [on the SPL.org website](#). We also created weekly reports for the Mayor's office on Library activities. We completed a draft of the 2021 Impact Report, which will go live in Q3 2022.

Internal communications

Coffee Chat weekly newsletter: We produced about eight weekly staff newsletters in Q3. Highlights included a mini series of interviews with new staff members that are part of CEED (Community Engagement and Economic Development); a new "Artist Coffee Date" series with guest contributor Xavier Lopez; a new "talking point" about a timely topic; and photos of in-person events.

IT Communications Support: In Q3, Communications served as part of a pilot project and supported the Microsoft 365 Project Team as MS Teams was rolled out systemwide and preparations were made to decommission Skype on Library computers. We kept staff informed as the Microsoft 365 project advanced, [reporting back](#) on staff interviews, [announcing](#) and [providing updates](#) on the systemwide rollout of MS Teams, [preparing](#) for the uninstallation of Skype and [soliciting](#) the creation of new Teams.

Public disclosure

Communications fulfills public disclosure requests for the Library. In Q3, we responded to two individual requests sent to the Library, and two citywide requests for employee wage data from 2005-to present.

News you can use: How to work with Communications

- **Wondering about how MOS and Communications work together?** Check out the recent [Explainer](#) on this topic in Library Coffee Chat.

- **Need “boilerplate” content about the Library?** Do you need a short description of the Library and its mission? We now have a [“general Library content”](#) section of our infoNET site, where you can find blurbs about the Library, our mission, a bio of Chief Librarian Tom Fay and more.
- **Tell your story to the media:** Are you launching a new program, partnership or event? Reach out to us for help writing press releases, talking points, media pitches and more.
- **Tell your story to staff:** The Coffee Chat newsletter is designed to inform and connect Library staff. Learn more on the [Coffee Chat page](#) and send your submissions to newsletter@spl.org.
- **Reach out any time:** You can reach the head of the Communications Office, Laura Gentry, at laura.gentry@spl.org. Or you can reach the entire team at communications@spl.org.

Appendix A: 2022 earned media coverage

Q3: July - September

- July 6: Seattle Times – [Seattle Public Library temporarily reduces hours](#)
- July 6: Queen Anne & Magnolia News – [The Seattle Public Library temporarily reducing hours](#)
- July 8: Puget Sound Business Journal – [Seattle-area libraries adopt program to expand access](#)
- July 11: Capitol Hill Blog – [Seattle libraries reduce hours for summer](#)
- July 11: Madison Park Times – [The Library temporarily cutting hours at some branches](#)
- July 17: The Seattle Times – [Rave: Broadview librarian](#)
- July 19: PubliCola – [Seattle Libraries Prohibit Overdose Reversal Drug](#)
- July 19: The Seattle Times – [King Co. Elections asks sheriff to investigate ballot box ‘surveillance’](#)
- July 24: CBS Sunday Morning – [Welcome to the library of the 21st century](#)
- July 25: Capitol Hill Blog – [Escape the heat at The Seattle Public Library](#)
- July 25: Westside Seattle – [High temps this week mean you might need to cool off](#)
- July 25: KOMO News – [List of local cooling centers](#)
- July 25: My Northwest – [How to stay cool this week](#)
- July 25: South Seattle Emerald: [Cooling Centers open for heatwave](#)
- July 26: Westside Seattle – [Join SPL Chief Librarian Tom Fay at the High Point Library](#)
- July 26: West Seattle Blog – [New chief librarian coming to West Seattle](#)
- July 26: Seattle Times – [Where to cool off during Seattle’s heat wave](#)
- July 26: Seattle Met – [How to keep cool during a Seattle heat wave](#)
- July 27: Daily Journal of Commerce – [SPL’s Carnegie libraries provide modern service](#)
- July 27: South Seattle Emerald – [Help Seattle Public Library plan their future](#)
- Aug 4: Axios Seattle – [8 surprising perks of having a Seattle Library card](#)
- Aug 4: West Seattle Blog – [Seattle’s chief librarian at High Point Library](#)
- Aug 6: South Seattle Emerald – [A cool-off guide for the South End](#)
- Aug 8: Seattle Times – [Seattle Public Library’s 2022 Seattle Reads pick](#)
- Aug 12: KUOW – [A community conversation about Seattle and the overdose crisis](#)
- Aug 15: Lonely Planet – [10 free things to do in Washington state](#)
- Aug 18: Seattle Refined – [The Red Floor at Seattle’s Central Library is a must-see](#)
- Aug 19: KNKX – [Newly digitized Northwest photos connect history to recent headlines](#)

- Aug 19: The Olympian – [3 Olympia authors are finalists for Washington Book Awards](#)
- Aug 23: West Seattle Blog – [Heat alert, library changes for next 2 days](#)
- Aug 23: Seattle Times – [2022 Washington State Book Award finalists announced](#)
- Aug 24: Seattle's Child – [Free Homework Help returns to Seattle Public Library system](#)
- Aug 24: South Seattle Emerald – [Washington State Book Award finalists](#)
- Aug 25: Publicola – [Ban on Narcan continues amid overdoses at libraries](#)
- Aug 28: West Seattle Blog – ['Changing the narrative around gun violence' at High Point Library](#)
- Aug 29: Seattle Times – [How Seattle Public Library's Wi-Fi hotspot program has fared](#)
- Aug 29: South Seattle Emerald – [Homework Help returns with free tutoring](#)
- Aug 29: The Stranger – [Get Ready for a ballroom extravaganza](#)
- Sept 1: Seattle Times – [Seattle Public Library's Stesha Brandon tells us what she's reading](#)
- Sept 1: Seattle Times – [Why Seattle libraries had more than 130 closures this summer](#)
- Sept 6: Lit Hub – [Is climate change making it too hot for many of the nation's libraries?](#)
- Sept 8: Capitol Hill Blog – [Seattle shaping \\$6.5 million Green New Deal Opportunity Fund](#)
- Sept 12: South Seattle Emerald – [Free literary events](#)
- Sept 13: Seattle Times – [2022 Washington State Book Award winners announced](#)
- Sept 13: MyNorthwest – [Does checking out library books hurt authors and indie bookstores?](#)
- Sept 14: Queen Anne & Magnolia News – [September author events hosted by the Library](#)
- Sept 14: Seattle's Child – [2022 Washington State Book Award Winners](#)
- Sept 15: Seattle Times – [Enjoying Seattle Reads through audiobooks](#)
- Sept 19: Seattle Times – [What Seattleites read during the pandemic](#)
- Sept 19: South Seattle Emerald – [Council passes \\$6.5M for Seattle Green New Deal](#)
- Sept 19: South Seattle Emerald – [Legendary Children celebrates house and ball communities](#)
- Sept 22: West Seattle Blog – [Your annual chance to show your creation\(s\) at Southwest Library](#)
- Sept 22: Queen Anne & Magnolia – [WA State Book Award Winners include Queen Anne author](#)
- Sept 23: The Stranger – [Stranger Suggests: Bibliophilia Festival](#)
- Sept 23: Seattle Met – [What Banned Books Week Means for Seattle Readers](#)
- Sept 23: KUOW – [Should Seattle Public Library employees carry Narcan?](#)
- Sept 28: KUOW – [Seattle Library will allow staff to administer Narcan](#)
- Sept 28: Q13 Fox – [Library authorized to treat opioid overdose victims with Narcan](#)
- Sept 28: KOMO-TV – [Seattle Public Library to offer trainings for employees to administer Narcan](#)
- Sept 28: KIRO7 – [Seattle Public Libraries authorizes staff to administer Narcan for overdoses](#)
- Sept 28: MyNorthwest – [Seattle Public Libraries authorizes staff to administer Narcan](#)
- Sept 29: Seattle Times – [Seattle Public Library staff authorized to administer naloxone](#)
- Sept 29: KING5 – [Seattle Public Library OK's staff to volunteer to administer Narcan](#)
- Sept 29: Publicola – [In reversal, Library will allow staff to use Narcan on a voluntary basis](#)
- Sept 29: West Seattle – [9 options: Bring in your art](#)

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Welcome to the library of the 21st century



JULY 24, 2022 / 9:11 AM / CBS NEWS



CBS Sunday Morning:

[Welcome to the library of the 21st century](#)



The Seattle Public Library

NEWS RELEASES

Date			Title
09	06	2022	7th Annual 'Legendary Children' Lights Up Olympic Sculpture Park on Sept. 23, 2022
09	08	2022	September 2022 Author Events and Community Dialogues Hosted by The Seattle Public Library
09	13	2022	Banned Books Talk on Sept. 19, 2022 Features Authors Jonathan Evison and Jewell Parker Rhodes
09	13	2022	2022 Washington State Book Award Winners Announced
09	20	2022	Sept. 27-30: Bibliophilia Brings the Page to the Stage for 4 Nights at The Seattle Public Library
09	22	2022	Join Chief Librarian Tom Fay on Oct. 1 at The Seattle Public Library's Greenwood Branch for a Community Conversation
09	26	2022	El Programa De Ayuda Con La Tarea Regresa Con Tutoría Gratuita Sin Cita Previa en Seis Sucursales De La Biblioteca Pública De Seattle
09	27	2022	'Funeral Diva' Author Pamela Sneed Kicks Off Guest-Curated Public Engagement Series at the Library



The Seattle Public Library
MEDIA COVERAGE

Date			Organization	Headline	Details	Link
08	12	2022	<i>Garfield High School</i>	Meet our Community Partner: The Seattle Public Library Douglass-Truth Branch	“We are excited that our historic Douglass-Truth Branch (at 23rd and Yesler) is a community partner with neighboring Garfield High School. One of the many connections between these Central District institutions is the Soul Pole, the 21-foot sculpture that has stood outside the branch since 1973, representing 400 years of African American history.”	https://www.garfieldhighschoolseattle.com/post/meet-our-community-partner-the-seattle-public-library-douglass-truth-branch
09	19	2022	<i>The Seattle Times</i>	Lake City seeks investments from Seattle City Hall amid growth, change	<p>City Council President Debora Juarez, who lives in Lake City and represents the North End, said it’s gained attention since 2015, when the council moved to district seats.</p> <p>The library was remodeled; low-income apartments with a preschool have been added; and a new pocket park and a Seattle Indian Health Board clinic are opening, among other steps.</p>	https://www.seattletimes.com/seattle-news/politics/lake-city-seeks-investments-from-seattle-city-hall-amid-growth-change/
09	21	2022	<i>West Seattle Blog</i>	Southwest Art Showcase	Library press release reprinted	https://westseattleblog.com/event/southwest-art-showcase/