

The Seattle Public Library
Board of Trustees Meeting
12:00 p.m. Wednesday, January 25, 2023

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

Remote Listen Line:

Dial: 206-207-1700 / Access code: 2480 643 3261

Watch Live:

<https://seattle.webex.com/seattle/j.php?MTID=mfbd94cc2316221c5fdd04c31b47ca6ec>

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 December 15, 2022 Library Board Meeting
 - 2. November 2022 Finance Report
- E. CHIEF LIBRARIAN REPORT
 - 1. Chief Librarian Report
- F. OLD BUSINESS
- G. NEW BUSINESS
 - 1. Library Board Resolution: Naloxone
 - 2. Rules of Conduct Review Process Update
 - 3. Union Update
 - 4. Library Foundation and Friends of the Library Updates
 - 5. Updates from Library Board Members
- H. EXECUTIVE SESSION
- I. ADJOURN
- J. NEXT LIBRARY BOARD MEETING: February 23, 2023

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

Unapproved Board Minutes

Board of Trustees Meeting

The Seattle Public Library

December 15, 2022

CALL TO ORDER

The regular meeting of The Seattle Public Library (SPL) Board of Trustees was held on December 15, 2022. Library Board President Carmen Bendixen called the meeting to order at 12:03 p.m. Vice President Jay Reich and trustees Ron Chew, W. Tali Hairston, and Yazmin Mehdi were in attendance. 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.

CHIEF LIBRARIAN REPORT

Chief Librarian Report

Chief Librarian Tom Fay said budget news was positive and the Library received full appropriation. He said the Library will receive \$320,000 less in real estate excise tax which varies based on the state of property development in the city. He said the mayor's proposed budget included \$3.5 million in Green New Deal funding, while the final budget from the City Council included only \$1 million. Mr. Fay said the Library appreciates the support from Mayor Harrell and the Council. He said the Library Board will review greater detail in the Operations Plan later in today's meeting.

Mr. Fay said the Library is wrapping up its foresight process and the consultants will present their findings in January. He said he appreciates the Board's participation and time commitment in workshops, interviews, and surveys. He said the Library is working through final selection and contracting on a strategic plan consultant who will sync up with the foresight consultants for a solid foundation to begin their work. He said the Library is excited to begin the work once a contract is in place.

Mr. Fay noted staff reports contained in the meeting packet. He said one report contains good information on how the Social Services Team has been restructured as well as some of their accomplishments. He said there is also information about work done by youth librarians at the Central Library who have established a program that works with other nonprofits on youth homelessness issues. He said an infographic element on the 'Library to Business' program has a value calculator used with the Urban Library Council (ULC) to show the value of that service to the residents of Seattle. He said the graphic is also posted on ULC's website where there is a national collective of information viewable by ULC members. Mr. Fay said the packet also contains a report from the Security Team. He said the Security Team are often the first thing people see entering the Library, and many people don't realize the training work Security does for staff, as well as supporting staff through and after incidents to make the Library a safe place for everyone.

Library Board Trustee Yazmin Mehdi said she appreciated the Library to Business summary and gave kudos to staff who work on the Muslim Community Finance Coalition to develop interest-free

loan financing alternatives. Mr. Fay encouraged trustees to attend Library to Business programs led by Supervising Librarian Jay Lyman. He said the work done is amazing, and the Library wouldn't be able to do this work without great collaborations with partners.

System Reports

Social Media Report

Mr. Fay introduced Head of Marketing Helen Tapping, Social Media Specialist Amanda Chamba, and Content Strategist Ellis Johnson. Ms. Tapping said she has been at the Library for just over six years, and her team is responsible for targeted communications the Library does through the website, emails, targeted advertising, and social media. Ms. Chamba said she has been the Social Media Specialist at the Library since April 2021. Mx. Johnson said they have been the Library's Digital Marketing Strategist for almost exactly a year.

Mx. Johnson said the Library has four main social media channels: Facebook, Spanish language Facebook, Twitter, and Instagram. They said the Library has grown its social media presence and reached a lot of people this year. They said the engagement rate is the percentage of people who see content and interact with it by liking, commenting, sharing, clicking links, or taking some kind of action. They said the average engagement rate for nonprofits in 2021 was 0.11% for Facebook, 1% for Instagram, and 0.05% for Twitter. They said the Library's engagement rate of 2.9% for 2021 is impressive and is something the team is very proud of. Mx. Johnson said the team did a lot of work to get to this increased engagement rate. They said in the past, the Library did a lot of strictly promotional content using infographics and flyers, and often posted the same content the same way on multiple channels, sometimes multiple times. Mx. Johnson said they and Ms. Chamba saw an opportunity to evolve and modernize the strategy.

Ms. Chamba said social media is an evolving platform that is rapidly changing. She said having a social media team has allowed the Library to be more consistent with research and to ensure the Library is staying relevant. She said the team is diversifying content and following best industry practices. She said they are steering away from infographics and listed goals and are focusing on incorporating live photos and video content, and are encouraging new faces in the organization to participate. She said most work to date has primarily featured Central Library staff, and the team plans to coordinate visits to branches in 2023 to diversify featured staff. Ms. Chamba said the team understands that audiences across each platform have different needs and priorities, and content is being adapted to serve each channel, rather than copying content across platforms. She said this has allowed the Library's presence to be more relational, meeting people where they are, and inviting them into the culture the Library.

Mx. Johnson said, on Twitter, the Library is focusing on timely, in-the-moment content and is using humor to showcase the Library's brand and voice in relevant ways with posts that engage the audience. They showed an example of a post that featured a squirrel inside the Northeast Branch that used humor to relate to people, and another post that referenced a Taylor Swift album that had just come out to connect with something happening in the world and share a timely moment.

Ms. Chamba said Instagram reels, which are immersive videos that are 90 seconds or shorter, have also greatly attributed to the team's current success. She said one strategy has been to use sounds that are actively trending while adapting the captioning, materials and copy to align with the Library's programs, services, and collection. She said the team used this method to create videos, "A Negroni" and "It's Corn." She said the team also invited audiences into behind-the-scene moments with a short video featuring "A day in the life of a student assistant at The Seattle Public Library." She said the team has also incorporated reels into their strategy for event promotion, and they have focused resources to promote events that best resonate with targeted audiences. She said these videos include

a partner at the Burke Museum in a Spanish-language video with English captions for the Summer of Learning celebration, as well as live interviews of patrons at the Legendary Children celebration. She said they also collaborated with staff to make a video tour of the ZAPP Zine collection to engage youth and teen audiences.

Mx. Johnson said when this approach is done well, it generates a lot of love for the Library. They shared positive comments received that demonstrate how the social media strategy is working to engage the Library's audience and connect them to the system. Mx. Johnson encouraged the Library Board trustees to follow the Library's accounts: @splbuzz on Twitter, and @seattlepubliclibrary on Facebook and Instagram. Mx. Johnson played the "It's Corn" Instagram reel for the Library Board.

Answering a question from Library Board Vice President Jay Reich about the engagement rate, Mx. Johnson said "engagement" occurs when people interact with social media posts by taking an action such as liking or commenting, rather than just scrolling past. They said "reach" is the number of people who see the content. They said the "engagement rate" is the percentage of people who see the content and also interact with that content in some way. They said passive reach is very easy to achieve, and the engagement rate is important because it shows the ability to interrupt the scroll and connect. Ms. Tapping said the Library looks at benchmarks for government and non-profit to ensure the team is achieving a good range of engagement. She said the team looks at benchmarks for social media, emails, and the website.

Answering a question from Mr. Reich about prioritized audiences, Ms. Chamba said prioritized audiences are defined as non-traditional patrons of the Library. She said this includes youth and teens; families with very young kids; queer, trans, and LGBTQ+; and BIPOC communities. She said the team is also focusing on Spanish-speaking, non-English-speaking, and bilingual households. Ms. Chamba said it is hard to do one post that targets all of those people, so the team tries to adapt content to focus on one group at a time when it makes the most sense. Mx. Johnson said each social media post tries to align with the priority audience of the featured program or service. They said Summer of Learning had a language focus, which is why the social media promotion for the Summer of Learning celebration incorporated a Spanish-speaker.

Answering a question from Mr. Reich about the "It's Corn" reel, Mx. Johnson said a viral audio is when many people make a video using the same audio or song while putting their own spin on it. They said "It's Corn" was a song that became very popular on social media when a cute kid sang about corn, and many other people used the audio to create videos. Mr. Reich said the work is very exciting and he is pleased the Library has talent and expertise focused on future Library users.

Ms. Mehdi said she is aware that Facebook users tend to be older and more women while Twitter and Instagram users skew younger; she asked whether the Library monitors that kind of information. She also asked whether The Library is experimenting with channels within social media platforms so that followers don't lose interest if they aren't a member of the currently prioritized audience. Answering the first question, Mx. Johnson said SPL looks at demographic information available from the platforms and their social media tool, but does not do additional tracking. They said basic information available includes age, gender, and some sense of location. They agreed that Facebook users tend to be older and Instagram users tend to be younger, and said SPL uses Instagram to grow a younger audience. They said the Library's reach across each channel skews toward women.

Ms. Chamba said the Library doesn't have demographic information outside of the social listening tools and the platforms themselves. She said a lot of the team's work is trial and error, and they adapt content based on what audiences like. She said live videos do very well on Instagram and not as well on Twitter. She said Facebook has more of a parent audience, and Summer of Learning posts

resonate well there, compared with Instagram where not many of the Library's followers have children. She said the team takes what they learn about their audiences to determine how to share content in each platform to best reach intended audiences. Mx. Johnson said by adding entertaining elements, rather than strictly promoting programs, the team is seeing the audience engaging and growing. Ms. Tapping said while today's presentation is focused on social media, the Library also has paid and targeted communications for prioritized audiences, and more specificity there as well.

Library Board Trustee Ron Chew asked whether the Library has considered creating podcasts, and whether promotional items could also be embedded there. Ms. Tapping said the Library has podcasts on the website, which are primarily audio recordings of events. She said they can be difficult to understand, and the Library has moved to creating more video content during the pandemic which is more engaging and contains captioning for accessibility. She said the team is currently moving toward creating more video content. She said the team would love to do podcasting, and is still in the early stages of planning because the projects require staff availability. Mr. Chew said the chief librarian could cohost a podcast program with a personality and add promotional elements. Ms. Tapping said other library systems are doing very successful podcasts, and it is definitely an area of interest, while also a bandwidth issue. Mr. Fay said interesting podcasts are happening with co-creation with the community, as well as working with some great podcasters in the field. He said he is thinking about how the Library can provide space and equipment to create podcasts to invite more people to create content. He said there are podcasts for every age group, on every topic, and there is a lot of possibility.

Answering a question by Mr. Reich on their background and expertise, Mx. Johnson said they are not a librarian and previously worked for King County doing social media and communications for a number of departments, which has been their passion and career in public service. Ms. Chamba said she is not a librarian, she has a background in higher education, and is currently a digital marketing student at Bellevue College. She said she was previously a Black Students' Affinity Coordinator; she planned events did social media and community collaborations for black and brown students.

NEW BUSINESS

Election of 2023 Library Board Officers

Ms. Bendixen said current practice is to rotate officers for two year terms based on seniority. She said, traditionally, the chief librarian is nominated as secretary to fulfill the administrative duties of the Board. Ms. Bendixen said, in 2022, she has served as president and Mr. Reich as vice president.

It was moved and seconded to nominate Carmen Bendixen to serve as board president, Tali Hairston to serve as board vice president, and the chief librarian to serve as secretary in 2023; the motion carried unanimously.

Mr. Fay thanked Ms. Bendixen and Mr. Hairston for stepping into the leadership roles on the Board which require extra work and time, particularly in the coming year with strategic planning.

Library Foundation and Friends of the Library Updates

Mr. Fay said the Friends Board met last month. He said they are recruiting new Friends Board members on LinkedIn, which has proven successful with three potential new members attending the December meeting, and two additional candidates coming to a meeting in January. He said they have removed their LinkedIn posting, as their Board membership will be at capacity. He said Amy VanderZanden will be president again in 2023, and Angel Sauls will serve as vice president. He said the Gates Foundation Marketplace event on December 2 and 3 was successful, gaining many new

customers who were introduced to the gift items available at the FriendShop. He said purchases were strong and the Friends hope to participate again. Mr. Fay said the Friends' budget will be presented to the Friends Board in January. He said the Friends Board meeting schedule is changing for 2023, and the new dates will be sent out. Ms. Mehdi said she would be glad to attend the Friends Board meetings, or be one of the trustees who attends.

2022 Operations Plan

Library Finance Manager Nick Merkner said Mr. Fay gave a good overview at the beginning of the meeting in terms of the budget process with the Mayor and City Council. He said this is the third time the 2023 Operations Plan has come to the Board. He said the Operations Plan is the culmination of a ten-month budget process. He said the Library's budget going into 2023 is approximately \$104.8 million, which represents an approximately two percent increase over the prior year. He said this is a 'good news' budget for the Library, particularly taking into account some of the financial constraints that are currently faced by the city. Mr. Merkner said the Library was able to gain access to additional support from the levy to offset some projected inflationary increases, as well as some additional support for the Security Team. He said there were central cost adjustments from the city for healthcare and benefit rate changes. He said central costs don't carry programming flexibility so the 2023 budget will be very similar to that of 2022. Mr. Merkner commended the Library's partnership with the City Budget Office, who he said have been great partners for the Library and strong advocates with the Mayor's Office and with City Council staff. He said the Library greatly appreciates all of their efforts to keep the Library whole into 2023. He also thanked the Library Foundation for their ongoing support, advocacy, and partnership. He said the Library would not be able to deliver the services it delivers every year without the Foundation's support. He said the work that Capital Finance Manager Jay Donahue does on the capital budget is also indispensable, and he said Administrative Services Director Alex Yoon has guided the Finance Team with a steady hand while navigating through what could have been some very challenging asks.

Mr. Fay said many staff in the City Budget Office were new, including the Director. He said it was challenging to get up to speed in a difficult budget season and work as well as they did to support the Library through the process. He said their efforts were greatly appreciated and should be commended. Ms. Mehdi said she appreciated Mr. Merkner, Ms. Yoon, and the Finance team's work to incorporate suggestions made by the Library Board last month. She said she particularly appreciated the section at the end of the document that covers future risks to contextualize the Operations Plan with where the Library is heading. She said the future can't be predicted, but there are things that are known such as climate change and the continuing impacts of COVID. Ms. Bendixen agreed with Ms. Mehdi. She said the document is thorough and detailed, and tells the whole story. She said she learned about the Library's partnership with the University of Washington (UW) for a Direct Field Work program for four BIPOC MLIS candidates which offers stipends to provide some financial support to students completing their internship requirements for their degree. She said she was also glad to see the Rules of Conduct Task Force work is happening.

It was moved and seconded to approve the 2022 Operations Plan as published; the motion carried unanimously.

Mr. Fay thanked Ms. Bendixen for her comments on the Directed Field Work program. He said he hopes to have presentation for the Board in the first quarter with results from the past year. He said the Library hopes to have five students each year going forward, and to continue to develop the program with UW to work to everyone's benefit. He said the Library is looking at how they might develop the program to be better and stronger for the students and possibly provide opportunities for

experience in libraries. He said the whole library profession benefits. He said even if those students go out of state, the program is helping to create the best librarians possible.

Updates from Library Board Members

Mr. Hairston said he had a chance to show his two daughters – one a graduate of Franklin High School, and one a current student at Franklin High School – a photo of Ron Chew on the wall at the school and tell them that he knows Mr. Chew. Mr. Chew said he had not yet seen the photo. Ms. Mehdi said she recommended Mr. Chew's book as her book club choice for next year, and her club will be reading his book in 2023.

EXECUTIVE SESSION

No executive session was held.

ADJOURN

Board President Carmen Bendixen wished everyone happy holidays and a happy New Year. She adjourned the meeting at 1:00 p.m.



The Seattle Public Library

Memorandum

Date: January 25, 2023

To: The Seattle Public Library Board of Trustees

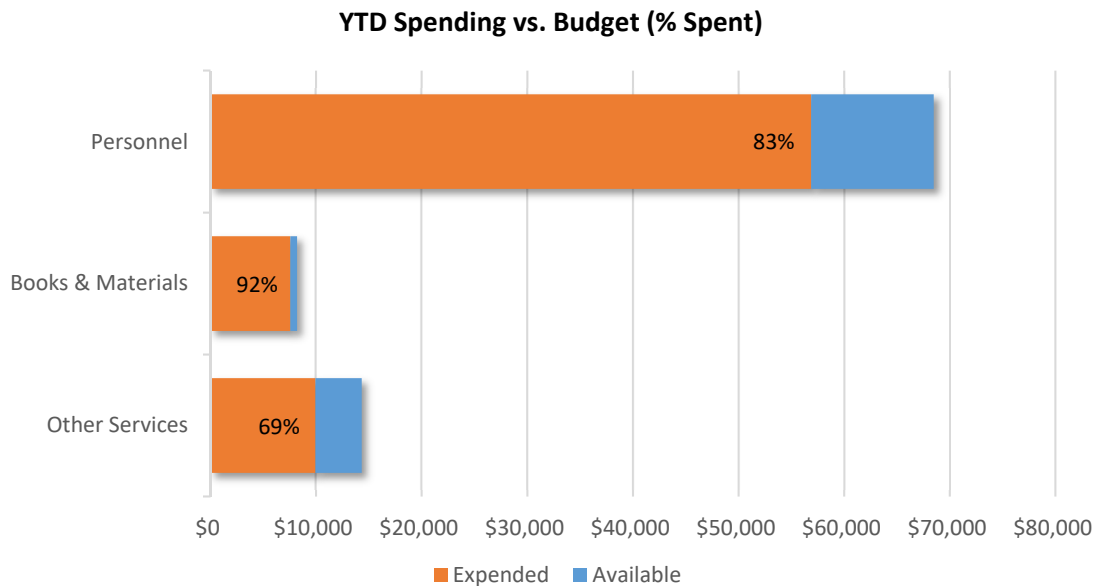
From: Tom Fay, Executive Director and Chief Librarian
H. Alex Yoon, Director of Administrative Services
Nicholas Merkner, Finance and Operations Analysis Manager

Subject: **November 2022 Financial Reporting**

Overview

Overall, the Library has expended **82%** of its operating budget with **92%** 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 \$74 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-four pay periods processed, so we expect 90% of the personnel budget to be expended—spending is behind target at **83%**. 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 moving into next year.

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 right on target at **92%**.

Other accounts which represent 16% of the operating budget—and include equipment, services, and supplies—are **69%** expended.

Revenues

Library generated revenues for the current month were \$29,000, bringing year to date collections to \$405,000 (99% of our target).

It is important to note that our 2022 revenue target of \$408,000 is reflective of COVID-19 impacted operations. Pre-COVID Library generated revenue projections were \$866,000—this differential has been funded over the past two years by use of accumulated Library Fund Balance. Revenue projections for 2023 are being closely looked at in consideration of our current data points.

Action Requested: Library Board consideration of November 2022 Operating Budget financial reporting for approval at January 25, 2023 meeting. Comments or feedback are welcome.

Expenditure Control for November 2022

Amounts in \$1,000s	Revised Budget*	Current Month Expenditures	Year to Date Expenditures	% Expend	Balance of Budget
Personnel Services					
Salaries	45,491	3,181	37,118	82%	8,373
Benefits	22,990	1,735	19,752	86%	3,238
Personnel Services Sub-Total	\$68,481	\$4,916	\$56,870	83%	\$11,611
Books and Library Materials					
Books & Materials	8,204	1,055	7,570	92%	634
Books and Library Materials Sub-Total	\$8,204	\$1,055	\$7,570	92%	\$634
Other Services and Charges					
Central Costs	2,690	225	2,471	92%	219
Equipment - IT & Facilities	2,708	77	1,438	53%	1,270
Office Supplies, Printing & Postage	312	19	231	74%	81
Operating Supplies	658	40	533	81%	125
Other Expenses	403	10	133	33%	270
Other Maintenance	729	67	617	85%	112
Phone, Wireless & Internet	644	10	442	69%	202
Professional Services	956	62	521	55%	435
Software	625	52	554	89%	71
Staff Training & Travel	265	5	32	12%	233
Vehicle Costs	298	25	270	91%	28
Facilities - Space Rental & Utilities	1,909	30	1,575	83%	334
Facilities - Building & Grounds Maint	1,726	76	729	42%	996
Facilities - Garage Debt Service	407	-	399	98% (A)	8
Other Services and Charges Sub-Total	\$14,327	\$698	\$9,944	69%	\$4,383
TOTAL LIBRARY OPERATING BUDGET	\$91,012	\$6,670	\$74,384	82%	\$16,628

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 November 2022

	Revenue Budget	Current Month Revenue	Year to Date Revenue Collected	% Collected
Operations Plan Other Library Revenue				
Lost Material Fees	110,000	1,021	85,201	77%
Central Library Parking Garage Fees	75,000	19,977	171,977	229% (A)
Copy Services/Pay for Print	90,000	1,435	51,932	58%
Space Rental (Private & Inter-Departmental)	75,000	3,225	63,242	84%
Book Sale Consignment	55,000	2,971	31,556	57%
Coffee Cart & Miscellaneous (vending machines, etc.)	3,000	166	1,092	36%
TOTAL LIBRARY GENERATED REVENUES	\$408,000	\$28,795	\$405,000	99%

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: January 25, 2023

To: Library Board of Trustees

From: Tom Fay, Executive Director and Chief Librarian

Re: January 2023 Chief Librarian's Report

1. Following an extensive RFP and interview process, the Library has engaged Territory to assist with our strategic planning effort. Territory is based in Portland, Oregon, and their network of consultants specialize in strategy, innovation, and transformation. I will ask Territory to join the February Library Board meeting to provide an introduction and overview of the project, methodologies and goals.
2. Along with the rest of the city, the Library weathered a winter snow and ice storm in late December. A multi-divisional management team monitored conditions and determined service capacity, and the Library was able to provide services with modifications to locations and hours on all days except Friday, Dec. 23, when we closed all locations due to ice. Thanks to the management team for round-the-clock monitoring and planning, to our Facilities team for prepping all locations and assessing conditions, and to all staff who adapted to the changing conditions and operations and were able to safely serve our community.
3. I, along with representatives from the Library Board, Foundation Board, and Friends Board, came together with a facilitator to discuss formalizing a partnership agreement between the Library, Foundation, and Friends. The discussion was productive, and all parties value the opportunity to formalize roles and responsibilities, and to develop and nurture a strong and efficient partnership that capitalizes on the strengths of each organization.
4. The Library provides an Interlibrary Loan (ILL) service which enables patrons to borrow materials from other libraries if SPL doesn't hold those materials in our collection. Prior to the pandemic closure in 2020, we charged a \$5 fee for each ILL request. This fee has been suspended since 2020. We are now making this a permanent change and will not reinstate the fee. The elimination of the \$5 fee has made the service more accessible to patrons regardless of income and has led to an increased number of patrons using ILL. In order to keep the volume of requests manageable, ILL will continue to limit patrons to one request per week.
5. Twice per year, public library directors from around the state convene for a Washington Public Libraries Directors meeting. The 2023 winter meeting is being held in Seattle, and we will be hosting the two-day meeting at the Central Library February 2-3. I look forward to hosting my colleagues, and our staff will be sharing a presentation on the good work they have done around developing trauma informed care at SPL.

6. I am pleased to share that Darth Nielsen has been selected and accepted the role of Assistant Director - Public Services (formerly held by Andrew Harbison) beginning January 4, 2023, following a lengthy recruitment effort that included national, regional, and local postings and promotions. Darth has been successfully serving in this role on an interim basis for approximately 20 months. His professional background includes ten years of extensive management experience with SPL and KCLS in the areas of public services and mobile outreach, and his deep understanding of public services leadership and administration distinguishes and prepares him for this important leadership role. Darth will oversee public services across all regions and will be an integral part of the Library Programs & Services Leadership Team to help design, implement, enhance and integrate services, programming, operations, collections, and information technology. With this hire, we have completed the process of filling upper management vacancies created by the departure of the former Chief Librarian in April 2021.
7. I continue to make introductions and connections in the community. Earlier this month I met with Loria Yeadon, President and CEO of YMCA of Greater Seattle; and I also have a meeting scheduled with Gordon McHenry, Jr., President & CEO at United Way of King County, to make introductions, and share the work of Library and our foresight and strategic planning efforts, and open conversations about shared goals and opportunities for partnership.

Meetings and events during this reporting period:

- a. Board Meetings: Monthly Library Board of Trustees meeting; Monthly calls with Library Board President; monthly meeting of Friends of the Library's Board; bi-monthly meeting of Library Foundation's Board.
- 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; 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; Brooks Rainwater, ULC.
- d. City Meetings, Events and Programs: Mayor's Monthly Cabinet; Deputy Mayor and department directors' bi-monthly meeting.

LIBRARY AT A GLANCE



Active Users – Last 12 Months 263K ↑ 1%	Monthly Users – Digital 90K ↑ 8%	Monthly Users – Physical 40K ↓ -2%
Monthly Questions Answered 55K ↓ -2%	Monthly Circulation – Digital 539K ↑ 0%	Monthly Circulation – Physical 487K ↓ -3%

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



IN FOCUS: 2022 Seattle Reads

This year's Seattle Reads was more accessible than ever, thanks to multiple programs and books available in two languages and a variety of formats.

Overview: Seattle Reads

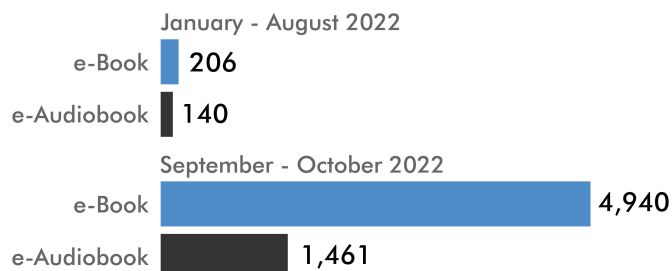
The 2022 Seattle Reads program, which featured "The House of Broken Angels" ("La Casa de los Angeles Rotos"), culminated in three in-person author events in October.

In the months prior to the author events, copies of the book were made available through Peak Picks, "Always Available" e-books and e-audiobooks, and informal lending copies in Spanish and English.



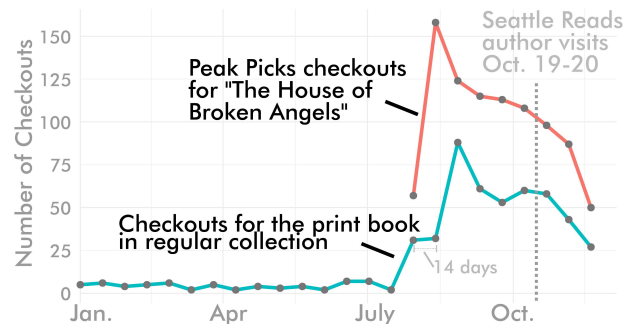
"Always Available" Meets Soaring Demand

"The House of Broken Angels" e-checkouts



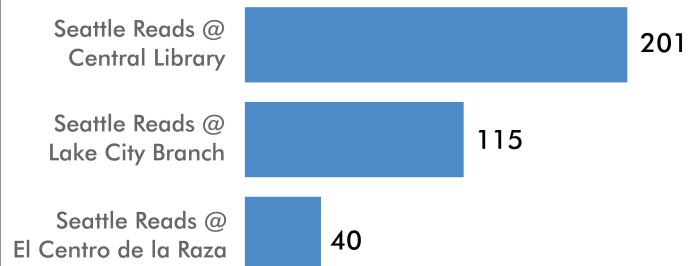
To make more copies of "The House of Broken Angels" available in the weeks leading up to Seattle Reads, the Library licensed "always available" versions of the e-book and e-audiobooks. This approach gave readers more access to the title in a timely way than the one-copy one-use licensing the Library typically uses. This title became the most checked out e-book of 2022.

On the Peak Picks Shelf, Again



"The House of Broken Angels" had an encore appearance on Peak Pick shelves, which helped make the title widely available in the months leading up to the author visits.

Attendance at Seattle Reads Events



The author event at El Centro de la Raza was presented in Spanish, and the events at Lake City Branch and Central Library were in English. An additional 100+ people watched the Central Library event online.

LIBRARY AT A GLANCE



Active Users – Last 12 Months 265K ↑ 1%	Monthly Users – Digital 88K ↓ -2%	Monthly Users – Physical 38K ↓ -5%
Monthly Questions Answered 45K ↓ -15%	Monthly Circulation – Digital 567K ↑ 5%	Monthly Circulation – Physical 470K ↓ -4%

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



IN FOCUS: 2022 Key Performance Indicators (KPIs)

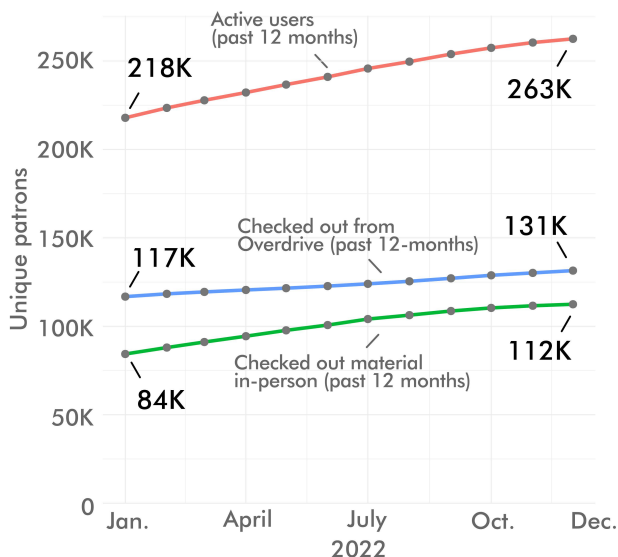
2022 was the first full year with all Library locations open since 2019.

Overview: 2022 KPIs

The number of active users increased steadily in 2022 as more patrons returned to in-person borrowing and the use of e-books and e-audiobooks continued to grow. Checkouts of physical materials increased in 2022, but it is still less than in 2019.

While some of this difference is likely due to shifts in patron preferences, unplanned staffing shortages and weather-related closures during the year may have also affected our KPIs.

Active Users Increase in 2022



The Library had 45K more active users by December than measured in January, ending the year with an active user count comparable to pre-COVID levels (272K in December 2019).

More Physical Materials Circulated



In 2022, there were 700K+ more initial checkouts and about 500K more renewals than in 2021. The Library first enabled autorenewals for physical items in July 2021.

More OverDrive Use Fewer Video and Music Streams

OverDrive (checkouts)



Freegal, Hoopla & Kanopy (streams / downloads)



OverDrive use continues to grow while use of streaming services has declined from a 2020 high.

Facility Maintenance and Janitorial/Custodial Accomplishments in 2022

The ongoing effects of and challenges from the COVID-19 pandemic extended well in 2022 for the facility maintenance and janitorial/custodial teams. Despite all of this, they persevered and were able to meet the operational needs of the Library including the full reopening of all of the 26 branches and Central Library.

The janitorial/custodial team were very busy this past year. Between their daily job duties, they also responded to a high demand for COVID-19 deep cleaning work orders that were requested and put an emphasis on the exterior of the Central library with pressure washing along the 4th Ave, Spring St, and 5th Ave plazas.

Annual review of existing contracts with vendors and service providers were required with contracts being executed between SPL and Stericycle, GWB, and First Class Building and Supply. The Stericycle contract allowed us to resolve one of the major issues that arose in 2021 which was the disposal of needles from our sharps containers. Stericycle is now able to go to the branches and properly dispose of them. The GWB contract covers the window cleaning for all 26 branches as well as the interior lower level windows of the Central library. First Class Building and Supply is contracted to deep clean the hard surface floors and carpets within all of the branches and CEN library.

Besides the work being done by outside vendors, the janitorial/custodial team did a tremendous job keeping clean facilities throughout. Additional work load was required for deep cleaning of restroom facilities in branches that have been subjected to the increase of illegal drug use that contaminates surfaces and endangers our staff and patrons to exposure of these substances. They completed and closed approximately 1600 work orders in 2022, and that is not including the deep cleaning of all Central library restrooms once a month to maintain cleanliness for our patrons and staff throughout 2022.

The facility maintenance team were also very busy in 2022. They maintained operations in the maintenance operation center (MOC) while the building was undergoing a full remodel which included space for relocating the AMHS. Other projects included the retrofitting of LED lighting on level 4 at the Central library and in all the elevator lobbies, and a 100% conversion to LED lighting at Greenwood branch. They were also able to reconfigure all the furnishings within each branch back to pre-COVID layouts/configurations. These are only a few of the major accomplishments of the facility maintenance department.

One very big challenge, but also a triumph is how they handled and managed the wave of vandalism surrounding the SPL properties. Several branches were subject to broken windows, graffiti and damage to the exterior grounds. Facilities were repaired, glass replaced and additional safety and anti-graffiti window film was installed as well as building surfaces were cleaned and/or painted over.

While undertaking all this work, this team of 19 extraordinary employees also performed over 6,000 work orders requested by the Library. This work included maintenance of AMHS, exterior and interior building improvements and maintenance, electrical and mechanical work, fire/life safety checks, ground maintenance, vertical transportation repair and maintenance, and plumbing and roof repairs. This work was absolutely essential to keeping the Library operational, safe and open to the public.

There was a shared responsibility of both the facilities and custodial/janitorial teams this past year on the Ballard branch and the increased encampments of the insecurely housed and garbage that was left on the grounds of the library. Daily pick up of garbage and weekly pressure washing of the exterior plaza were required to keep the shared facility with the Neighbor Center presentable and accessible to the public.

With all of this work going on, there were also staffing challenges due to illnesses, emergency leaves, and even the transitioning of leadership; but both the facility maintenance and janitorial/custodial teams were still able to get the library branches ready, stocked and prepped with COVID precautions and preventions for a public reopening.

2023 Q1 Weekly Report

Materials Distribution Services (AMHS, Delivery, Fleets, Shipping, Receiving, Mailroom)

AMHS

Update on new Lyngsoe AMHS replacement. The building modifications at the Maintenance and Operations Center (MOC) in Georgetown (5910 Corson Ave S.) are nearly complete and the space allocated for new AMHS is now occupied with the build of new AMHS. The AMHS build has made a lot of progress in the last month.

4 photos of AMHS build through Friday, January 6, 2023.





The go live date for switch over from current Tech Logic AMHS to new Lyngsoe AMHS has been pushed back until late February 2023 as there are some delays with delivery of components (low pressure conveyance, destacker, pdu). Once these components arrive the build will continue, software can be

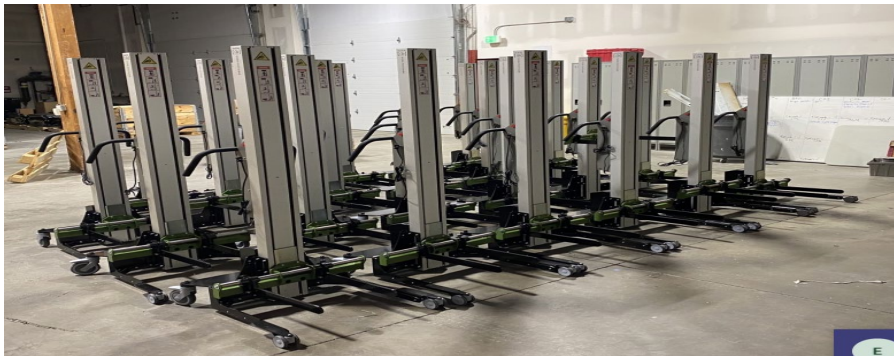
loaded, the system can be thoroughly tested and training can begin for AMHS Operators, building maintenance workers and other respective staff.

There is a great deal of other planning work occurring to include securing and testing of various equipment to support working with plastic totes, creating best practices/procedures and short video trainings, setting up incoming/outgoing delivery areas at the MOC, considering branch delivery route modifications to support full tote system processing/delivery, adding barcode labels to each tote to support batch check in of material inside totes and creation of a new AMHS single 9:30 a.m. to 6 p.m. shift Mon-Sat which is scheduled to begin on Wednesday, February 15, 2023 (start date is subject to change depending on progress of AMHS go live date). Jason Hayes (MDS Specialist) and Steven Haase (AMHS Lead Operator) have been leading a lot of this work and working closely with various staff across SPL including AMHS Operators, MDS drivers, numerous branch and Central Library staff.

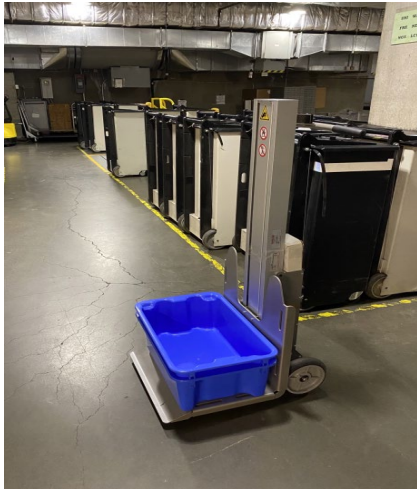
Non AMHS compatible hand sorted material @ MOC.



2 photos of Tote lifters used to transport, raise and lower totes with and without material inside.



1 photo of a Lift'N Buddy power hand truck used to transport, raise and lower totes with and without material inside. This equipment has a smaller foot print than the tote lifters.



Shared work room (AMHS Operators, Delivery drivers, Branch Building Maintenance) at MOC.



Fleet

Brand new 2022 Ford E-Transit Van is now a part of Library fleet and went on its first Mobile Services lobby stop delivery run on Wednesday, January 11, 2023.





This all electric vehicle is parked and plugged into charger in secured parking area at the MOC in Georgetown.



Better World Books and Thriftbooks

Since the summer of 2020 SPL transitioned the role of handling the Library's deaccessioned materials and donations from the Friends of the Library (FOL) to Better World Books (BWB) as a six month trial at first and we continue to work with BWB. BWB was selected according to a range of criteria and a multi-stage review process. Frontline staff continue using existing deprocessing procedures and red/grey bins for staging and delivery. Every two weeks or so, 6 full Gaylord's (see below photo) are picked up by a freight company (XPO Logistics) from the MOC in Georgetown. These Gaylord's are loaded with a forklift by a library delivery driver onto a large box delivery truck. Each Gaylord holds approximately 800 books (depending on size of material).



SPL partnered with another vendor Thriftbooks for six test runs/pickups during Q3 of 2022 (Oct-Dec) also using XPO Logistics as the freight company and the testing went very smoothly thanks to the coordination, planning and communication of Jason Hayes, library branch delivery driver team and key staff at Thriftbooks. We are analyzing the data and SPL will make a decision on what vendor(s) are best to continue working with on this process.



The Seattle Public Library

Date: January 25, 2023

To: Library Board of Trustees

From: Tom Fay, Executive Director and Chief Librarian
Rick Sheridan, Institutional and Strategic Advancement Director

Re: **Naloxone Resolution**

Naloxone (commonly referred to by the brand name Narcan) rapidly counteracts the effects of drug overdoses and can be used in the absence of trained medical personnel to address an overdose situation. In late 2022 Executive Director and Chief Librarian Tom Fay authorized the use of The Seattle Public Library (SPL) supplied naloxone by staff volunteers for overdose victims located on Library property.

The chief librarian made this decision after reviewing how other City of Seattle departments deploy the medication across their facilities and staff. He additionally considered Washington State law pertaining to "Good Samaritans" and the Washington State Department of Health's "Standing Order to Dispense Naloxone."

To implement this decision, SPL purchased naloxone from a local pharmacy and placed the doses in the first aid kits of all Library branches and all floors of the Central Library. The Library also conducted two in-person classes to train staff volunteers on the use of the medication, which were taught by an overdose education consultant from the Washington State Department of Health. An online version of this training is also now available for staff who were unable to attend the in-person trainings.

Library leadership, with input from the Union, additionally drafted a guidance document to support staff in the use of naloxone. In this document and all staff communications, Library leadership underscored that the first step after finding a patron who is non-responsive is to call 911 and request medical assistance from the Seattle Fire Department.

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 operational shifts. The Seattle Public Library has noted in communications for the public that the availability of the medicine at Library locations will be dependent on the availability of trained staff volunteers.

The draft resolution included in your packet reflects the Library Board's interest in considering a motion supporting this decision and the staff who volunteer to administer naloxone.

Action required/requested: Review of resolution for approval at Jan. 25, 2023 Board meeting.

THE SEATTLE PUBLIC LIBRARY
BOARD OF TRUSTEES
RESOLUTION

A RESOLUTION expressing support by The Seattle Public Library Board of Trustees for the Chief Librarian authorizing staff volunteers to administer naloxone for drug overdoses.

WHEREAS, The Seattle Public Library (Library) serves as a free source of information and materials, and a community gathering place for residents of Seattle and the region; and

WHEREAS, opioid overdose deaths are a leading cause of death in the United States; and

WHEREAS, naloxone, commonly referred to by its brand name Narcan, rapidly counteracts the effects of opioids and can be used in the absence of trained medical personnel to address an overdose; and

WHEREAS, Washington State law affords legal protection to “Good Samaritans” providing medical assistance (RCW 4.24.300) and authorizes a standing order for opioid overdose reversal medication (RCW 69.41.095); and

WHEREAS, the Washington State Department of Health issued a “Standing Order to Dispense Naloxone” in 2021, which allows nonmedical professionals to administer naloxone to overdose victims; and

WHEREAS, Executive Director and Chief Librarian Tom Fay authorized staff, on a volunteer basis, to administer naloxone to patrons who appear to be drug overdose victims and are located on Library grounds; and

WHEREAS, the Library provides training for staff volunteers, placed naloxone in first aid kits in all branches and on all floors of the Central Library, and mandated that the first step after encountering an overdose victim is call 911 and request medical assistance;

NOW, THEREFORE, BE IT RESOLVED, THAT:

1. The Library Board of Trustees officially affirms its support for Executive Director and Chief Librarian Tom Fay’s decision to allow staff, on a volunteer basis, to administer naloxone in order to prevent drug overdose deaths.
2. The Board additionally agrees that in most if not all cases, Library staff who administer or provide naloxone during their work hours will be acting within the course and scope of their employment for purposes of Seattle Municipal Code 4.64 (Defense of City Officers and Employees) et seq.
3. To ensure oversight, the Chief Librarian will provide to the Board progress reports on the use of the medication by staff and its impacts in preventing drug overdose deaths.

THIS RESOLUTION WAS ADOPTED BY THE SEATTLE PUBLIC LIBRARY BOARD OF
TRUSTEES AT A REGULAR MEETING ON THE 25TH DAY OF JANUARY, 2023.

Carmen Bendixen, President

W. Tali Hairston, Vice President

Ron Chew, Trustee

Jay Reich, Trustee

Yazmin Mehdi, Trustee



The Seattle Public Library

Memorandum

Date: January 25, 2023

To: The Seattle Public Library Board of Trustees

From: Tom Fay, Executive Director and Chief Librarian
H. Alex Yoon, Director of Administrative Services

Subject: **Rules of Conduct Task Force Update**

Background

In Aug. 2019, the Library convened a cross-divisional task force to review and update the Rules of Conduct (ROC) and exclusion guidelines, which had not been updated for 10 years. The goals were to deepen our understanding of how and when the ROC disproportionately impacted patrons and prepare recommendations for updating them to create a more welcoming and safe environment for all library users.

During this pre-pandemic phase, the ROC Task Force made progress, particularly on gathering staff feedback on the ROC via a series of listening sessions and a staff survey. But it was still in the progress of developing a substantive community engagement plan in March 2020 when the work was paused due to the pandemic. In 2022, the ROC Task Force reconvened and resumed its work. Some members remained and we recruited new members to ensure that perspectives from across the Library were included.

Progress through 2022

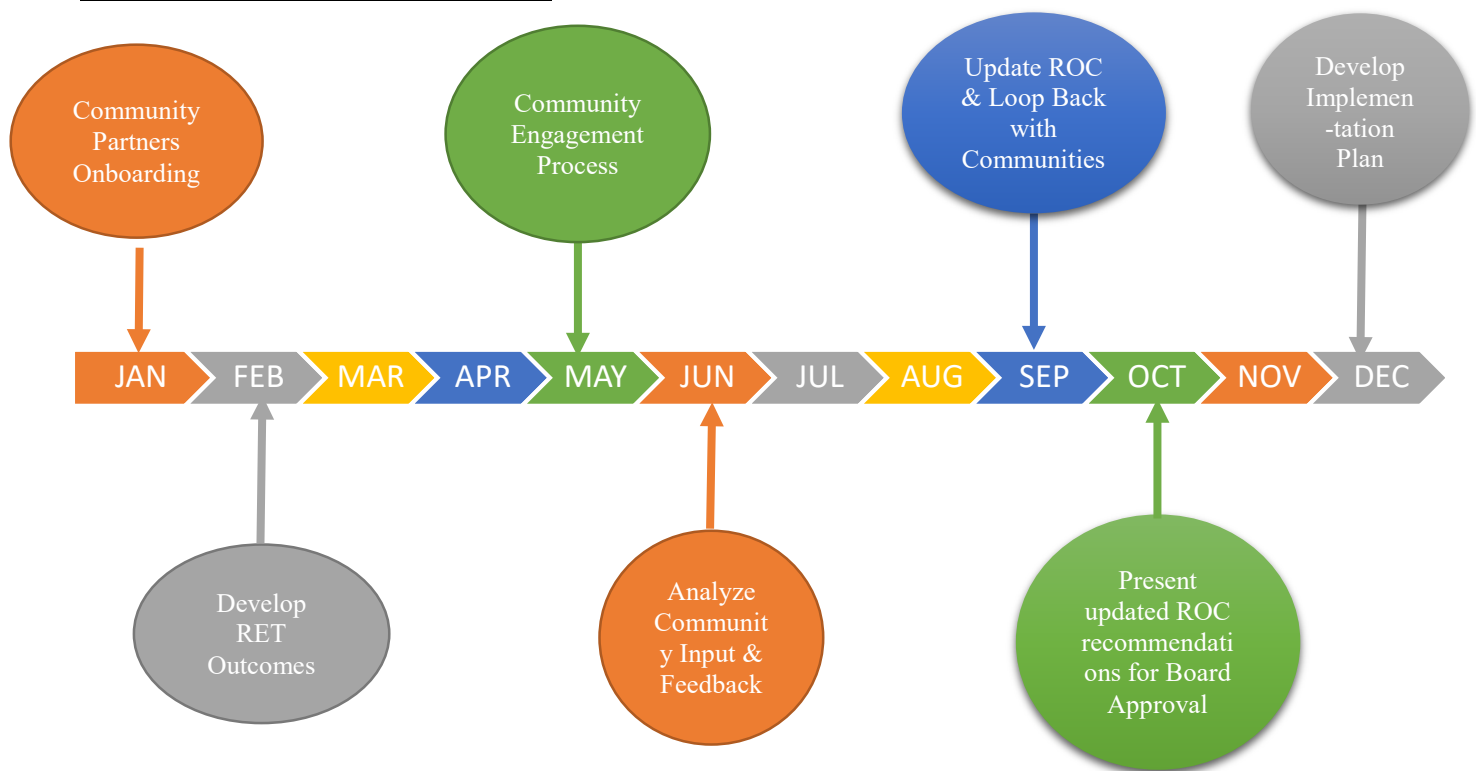
A key part of the ROC Task Force's work plan for this year is to conduct a racial equity toolkit (RET) analysis to understand the impact of ROC enforcement on communities most affected by racial and social inequities, including BIPOC patrons, youth and unhoused patrons. We contracted with a third-party facilitator, REAL ([Racial Equity Action Lab](#)) to help us do inclusive community outreach and develop racial equity outcomes that will inform ROC recommendations. Partnering with REAL, we've been working with community partners to invite them to be part of the ROC Task Force and finalize that recruitment in December 2022.

2023 Project Timeline

We are excited to report out that on January 26, 2023, the ROC Task Force will meet in person to onboard 8 community partners and introduce them to our work. These community partners will

collaborate with Library staff to develop racial equity goals and work through the RET analysis, conduct community outreach and engagement, and identify ROC revisions for recommendation to the Board.

2023 timeline with key deliverables:



In 2023, once we developed our initial RET outcomes, much of our time will be spent on community outreach and engagement, working directly with members of the Library’s prioritized audiences to solicit constructive feedback on the Library’s ROC and their enforcement. These conversations with community will guide our review of the ROC and inform our recommendations to the Board. Upon the Board’s approval, we will develop communications, training and implementation plans for staff and an external communications plan to inform patrons and the media of changes to the ROC and the process by which they were derived. We expect this to occur in early 2024.

Action required/requested: No action requested; informational only. Comments welcome.



The Seattle Public Library

Date: January 25, 2023
To: Library Board of Trustees
From: Anne Cisney, President, AFSCME Local 2083
Re: **Union Update**

To the Seattle Public Library Board of Trustees,

Much of the Union's bandwidth at this time is taken up with contract negotiations, but in this memo we will provide you with a snapshot of the issues our members have been discussing outside that context. Most will be familiar to you from previous Library Board memos:

Safety and Security – Serious incidents involving threats, harassment, and violence continue to regularly unfold across the library system. Three such incidents occurred within hours of each other at separate locations on a single Saturday shortly before the writing of this memo. These events, and the unrelenting nature of safe environment efforts, places the most strain on workers who face additional threats and harassment associated with their identities. Such workers include staff of color, those who belong to a visible religious minority, and those with gender identities other than male. Strengthening supports in this area continues to be a key Union priority.

Staffing – As hard as library administration, managers, and HR are working to fill vacant positions, we are still operating at dangerously low levels. Branches are brought to the brink of closure by sick calls. Shelves and clerks struggle to keep up with materials processing. Central staff report that a shortage of Librarians in the Spiral and in our World Languages program has led to service impacts on patrons (longer wait time, patrons leaving before they can be served)-challenges that will not be resolved through currently projected hiring efforts.

Language pay – The Union continues to seek collaboration with Library Administration on an equity analysis related to language pay. We look forward to a status update on this and the timelines for processing new staff into the program at our next Labor/Management Leadership meeting.

RSJI – Internally, the Union has embarked on a more intensive review of our practices related to creating safe and supportive spaces for staff who are Black, indigenous, or otherwise identify as a person of color.

Sincerely,
Anne Cisney
President, AFSCME Local 2083

Action required/requested: No action requested; informational only.



The Seattle Public Library

NEWS RELEASES

Date			Title
12	01	2022	December 2022 Author Readings and Community Events With The Seattle Public Library
12	14	2022	9 Ways to Entertain Kids Through The Seattle Public Library
12	21	2022	January 2023 Author Readings and Community Events With The Seattle Public Library
12	27	2022	What Seattle read in 2022: The Seattle Public Library's most checked-out books of the year



The Seattle Public Library
MEDIA COVERAGE

Date			Organization	Headline	Details	Link
12	06	2022	<i>South Seattle Emerald</i>	The South End Guide to Winter Preparedness	Lists South Seattle library locations as warming centers	https://southseattleemerald.com/2022/12/06/the-south-end-guide-to-winter-preparedness/
12	15	2022	<i>Seattle Housing Authority (SHA)</i>	7 Ways to Entertain Kids This Winter Break	Library press release reprinted	https://www.seattlehousing.org/the-voice/7-ways-to-entertain-kids-this-winter-break?utm_medium=email&utm_campaign=Issue%2091%20The%20Voice&utm_content=Issue%2091%20The%20Voice+CID_a7714b63b9719dfc31a984ced00632bd&utm_source=Campaign%20Monitor&utm_term=READ%20MORE
12	17	2022	<i>The Seattle Times</i>	Rant and Rave: Reader ruffled by lack of sympathy for people who use checks	“RAVE to the Seattle Public Library’s website. It’s so friendly and easy to use. They don’t act like it’s Fort Knox with password security walls, while at the same time protecting our information and privacy. It’s so simple to find a book, reserve it, and have it delivered to my local branch.”	https://www.seattletimes.com/life/lifestyle/rant-and-rave-reader-ruffled-by-lack-of-sympathy-for-people-who-use-checks/

12	17	2022	<i>El Rey 1360 AM</i>	Actividades con los servicios de La Biblioteca de Seattle, durante vacaciones escolares.	Maria Leon-Roman in El Rey spot on winter break activities through the Library	https://www.facebook.com/elrey1360seattle/posts/pfbid02PsXuoXqD3ZwbMUdsSRXtzPSPW6R7Zz8WVGzeofdfbQfEUQepaw1iyctv99tPA7b9l
12	19	2022	<i>Westside Seattle</i>	Winter Storm Warning: Snow and severe cold impact Seattle this week, Emergency shelters available	"Libraries: Seattle Public Library branch hours may be impacted by staff capacity and weather. Please visit spl.org/Today to check for any unanticipated closures or delays in opening."	https://www.westside-seattle.com/robinson-papers/2022/12/19/winter-storm-warning-snow-and-severe-cold-impact-seattle-week-emergency
12	20	2022	<i>Seattle's Child</i>	6 public libraries well worth the trip	"Explore the whole building: Young kids will be fascinated by the conveyor-belt book return, the all-red floor (painted in 13 shades of red and pink) and the giant octopus mural lurking by bookcases and other wonderful art."	https://www.seattleschild.com/cool-puget-sound-libraries/
12	20	2022	<i>West Seattle Blog</i>	West Seattle Snow: Tuesday afternoon updates	SPL update: All neighborhood library branches closing at 5 pm	https://westseattleblog.com/2022/12/west-seattle-snow-tuesday-afternoon-updates-2/
12	21	2022	<i>West Seattle Blog</i>	Libraries: Some branches closed today	"The High Point and Southwest branches will be open noon-6 pm. The Delridge, West Seattle (Admiral), and South Park branches are closed."	https://westseattleblog.com/2022/12/libraries-some-branches-closed-today/
12	22	2022	<i>West Seattle Blog</i>	West Seattle Thursday: Other changes – including libraries and parks – plus events for today	"Seattle Public Library says its branches will open at noon today and close at regular times."	https://westseattleblog.com/2022/12/west-seattle-thursday-other-changes-including-libraries-and-parks-and-events-for-today/

12	22	2022	<i>Queen Anne & Magnolia News</i>	Seattle Public Library offers entertainment for children during winter break	Library press release reprinted.	https://queenannene.ws.com/news/2022/dec/22/seattle-public-library-offers-entertainment-for-children-during-winter-break/
12	23	2022	<i>The Facts Newspaper</i>	January 2023 Author Readings and Community Events with The Seattle Public Library	Library press release reprinted.	https://www.thefactsnewspaper.com/post/january-2023-author-readings-and-community-events-with-the-seattle-public-library
12	23	2022	<i>The Seattle Times</i>	What's canceled or closed in the Seattle area Friday due to ice, freezing rain	"All locations of The Seattle Public Library, including book returns, are closed today."	https://www.seattletimes.com/entertainment/whats-canceled-or-closed-in-the-seattle-area-friday-due-to-ice-freezing-rain/
12	28	2022	<i>The Seattle Times</i>	Here are Seattle Public Library's most-checked-out books in 2022	"Louise Erdrich's 'The Sentence,' the most popular fiction novel of the year, was checked out 3,139 times in physical book form; Luis Alberto Urrea's 'The House of Broken Angels' (the Seattle Reads selection this year) was checked out 5,197 times in digital form."	https://www.seattletimes.com/entertainment/books/here-are-seattle-public-librarys-most-checked-out-books-in-2022/
12	28	2022	<i>Queen Anne & Magnolia News</i>	Seattle Public Library offers readings and community events in January	Library press release reprinted.	https://queenannene.ws.com/news/2022/dec/28/seattle-public-library-offers-readings-and-community-events-in-january/

12	29	2022	<i>Capitol Hill Blog</i>	CHS Year in Review 2022 Seattle Library's 'most checked-out' books of the year	"One of the most-read involves the haunting of an independent bookstore, naturally, while the nonfiction ranks will make you want to give Seattleites a hug on their quest to find love and eat better."	https://www.capitolhillseattle.com/2022/12/chs-year-in-review-2022-seattles-most-checked-out-books-of-the-year/
12	30	2022	<i>Kirkus Reviews</i>	Seattle Public Library Reveals Most Borrowed Books	"In a Spotify Wrapped–inspired feature on its website, the Seattle Public Library revealed that its most popular e-book of the year was Luis Alberto Urrea's <i>The House of Broken Angels</i> . The most popular book genre among Seattleites, the library said, was detective/mystery fiction."	https://www.kirkusreviews.com/news-and-features/articles/seattle-public-library-reveals-most-borrowed-books/
12	30	2022	<i>KUOW</i>	What Seattle has been checking out at the library in 2022 ... CDs?!	<p>"While listing the most popular checked out items for different forms of media, the library notes the top checked-out CDs were:</p> <ul style="list-style-type: none"> • "30" by Adele • "Raise the Roof" by Robert Plant and Alison Krauss • "In These Silent Days" by Brandi Carlile • "Red" (Taylor's version) by Taylor Swift • "Wet Leg" by Wet Leg" 	https://www.kuow.org/stories/what-seattle-has-been-checking-out-over-2022-cds