

SUMMARY

UNITED FOR LIBRARIES TRAINING

OAKLAND PUBLIC LIBRARY

January 24-25, 2015

On successive ½ days, a group of representatives from the Library Advisory Commission (LAC), Save Oakland Libraries, Friends of Oakland Public Library (OPL), Youth Leadership Council and Library staff, met with Sally G. Reed, Executive Director of United For Libraries, a division of the American Library Association, in order to receive advocacy and campaign training. This training was provided as a result of a grant received by the LAC.

To summarize the discussion and outcome:

- The goal established at the training focused on passage of a new measure that would remove the need for a minimum funding from the city's general fund. The issue of the minimum funding has been burdening Measure Q and its predecessor (Measure O) since its inception.
- It is not known at this time how much the initial budget request would be.
- A new measure would not immediately address the large number of infrastructure needs. However, it could be structured to allow the library to set aside part of the funds for infrastructure upgrades.
- There are many positives to both the City and OPL for structuring a new measure that removes the general fund requirement and provides full funding to the Library.
- There are potentially many allies and supporters of such a measure.
- The remainder of the training focused on the development and roles of:
 - The campaign team
 - The Wifi team
 - The public awareness team