



# oakland PUBLIC LIBRARY

Annual Report 2011/2012

# DIRECTOR'S MESSAGE



It has been an honor to serve as your Library Director for the past twelve years and to lead the incredibly talented staff of the Oakland Public Library. I am so proud of the Library services delivered to you, the public, on a daily basis.

During the fiscal year ending June 30, 2012, the Public Library showed its increasing relevance with usage of collections and attendance at programs marking an increase over the prior year. Children's Services staff have enhanced the Library's storytime offerings and attendance has skyrocketed as a result. Our Teen Services librarians provide opportunities for young people to develop leadership skills, to express themselves and to make their voices heard. And staff at the Library's 18 locations throughout Oakland organized programs and events that reflect the diversity of backgrounds, cultures, needs and interests of our residents. Behind the scenes, staff implemented improvements to the catalog and the website which are visible to thousands of patrons who access our services online from a myriad of electronic devices.

As you will see in this report, the Oakland Public Library continues to be a gathering place – a public commons – where people come to learn, grow and be entertained. Our patrons, the thousands of people who use the Library each day, hundreds of dedicated volunteers and generous supporters, make librarianship a wonderful profession. As Library Director, I have enjoyed the lively support of the Friends of the Oakland Public Library, dozens of branch friends groups, and an active and engaged Library Advisory Commission. Thank you for the opportunity to serve the City of Oakland.

My last day with OPL was December 14, 2012. I look forward to retirement knowing that the Library is in excellent hands with Gerry Garzón as its Interim Library Director. Gerry has been an OPL Administrator since 2000, serving as the Associate Director since 2005. As Interim Library Director he will be ably assisted by a strong administrative team who are committed to continuing the long tradition of providing first-class library service to the Oakland community.

A handwritten signature in black ink, which appears to read "Carmen Martínez". The signature is fluid and cursive.

—**Carmen Martínez**

# SPECIAL PROGRAMS, EVENTS, and EXHIBITS

THE LIBRARY REPRESENTS A PUBLIC COMMONS WHERE PEOPLE CAN GAIN A BETTER UNDERSTANDING OF AND A GREATER APPRECIATION FOR THE WORLD IN WHICH WE LIVE. EVERY DAY PATRONS COME TO THE LIBRARY TO MEET AUTHORS, JOIN GROUP DISCUSSIONS, SEE MUSICIANS OR DANCERS PERFORM, AND BETTER THEMSELVES PERSONALLY BY TAKING CLASSES.



**JOB ON! SECRETS TO JOB SEARCH SUCCESS** is a program designed by former librarian Nancy Rhoda to provide instruction to job seekers as they enter the complicated and sometimes confusing job market. Four courses cover preparation steps such as self-assessment, clarifying goals, and developing a plan; job searching strategies such as networking, discovering opportunities, online searches, and resumes; and interview strategies and follow-up. The popular course, which was first offered in fall 2011, was brought back by popular demand in early 2012 and will continue to come back to various OPL locations.

Most current government publications are available in electronic format and increasingly government agencies are requiring applications and forms to be submitted online. To make people aware of the many local community and e-government resources available to them and to help them to access these resources, the Library began, in January 2012, to offer an educational program to promote **E-GOVERNMENT LITERACY**. Programs and workshops, held in partnership with local community organizations, covered topics such as Tenants' Rights, Consumer Fraud Against Seniors, Guardianship and Custody Options, Starting a Business, and Developing a Web



Presence for a Business. Online and print toolkits were also designed to help patrons more easily access online e-government resources.

In January 2012, the African American Museum and Library at Oakland (AAMLO) began a five-part reading and discussion series called **LET'S TALK ABOUT IT: MAKING SENSE OF THE CIVIL WAR**. The series, which set out to examine the historical complexity and irony associated with the Emancipation Proclamation, was supported by a \$3,000 grant from the American Library Association (ALA) and the National Endowment for the Humanities (NEH). The in-depth discussion continued until late June.

## SPECIAL PROGRAMS, EVENTS, AND EXHIBITS

As a special treat on El Día de los Muertos, in the fall of 2011, author and social justice activist **LUIS J. RODRIGUEZ** presented an inspiring film screening at the César E. Chávez Branch. The film was adapted from Rodriguez's book, *Rushing Waters, Rising Dreams*, about young people using various forms of art to engender positive change for themselves and for their community.

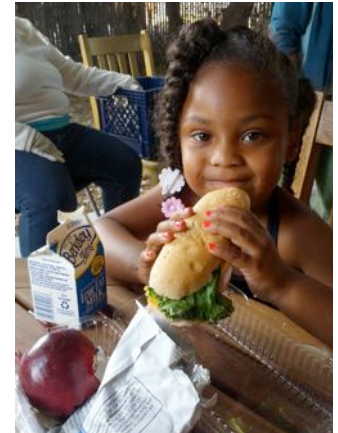
In June 2012, as part of **HEAR HERE**, a year-long project documenting how residents of Oakland work, eat, love, play, worship and create, producers from public radio station KALW came to Temescal Branch to collect interviews with local residents. A few weeks later, when the KALW team reached 81st Avenue Branch, they met a young girl, named Lita Hernández, who revealed her aspiration to become a professional chef



LITA'S CHARMING STORY CAN BE SEEN ON THE [KALW WEBSITE](#)

and a pharmacist. Sharon Youmans, a professor at the UCSF School of Pharmacy (who happens to share Lita's passion for cooking), saw the video, and was so moved she invited Lita to visit her lab for a fun, behind-the-scenes introduction to the profession (all the while, we're told, encouraging Lita to follow her two-fold dream of being a pharmacist/chef).

In April 2012, Children's Librarian Amy Martin organized "**EAT THE LIBRARY: How Libraries and Food Justice Organizations Can Work Together to Make Food Healthy, Safe, and Available in their Communities,**" a half-day event for library professionals at Rockridge Branch. The program brought together community leaders in the areas of food justice, community gardening, and food bank distribution to examine efforts in Oakland to make



good, healthy food available to people who can't afford to buy it. For the Library's part, several branches hosted instructive **COOKING PROGRAMS** geared to show adults and children creative ways to put healthy meals on their tables. Meanwhile, the César E. Chávez Branch, with an assist from the Seedfolks, initiated a **SEED LENDING LIBRARY** to help gardeners broaden their nutritional options. **SUMMER LUNCHEES** continued to be available to kids and teens at the Library, with a growing number of branches participating in that program.

## SPECIAL PROGRAMS, EVENTS, and EXHIBITS

Author talks, book discussions, and other cultural events highlighted the OPL calendar of events every month.

Rockridge Branch hosted the **2011 PEN OAKLAND LITERARY AWARDS** in December.

Local writer Adam David Miller received a lifetime achievement award. In April, the Main Library's popular and impressive **MYSTERY WRITERS SERIES** continued with an appearance by best-selling authors Cara Black and Rhys Bowen. The Temescal Branch launched a new **LITERARY SALON**, with authors of recently published works appearing at the branch throughout the year.



## SPECIAL PROGRAMS, EVENTS, AND EXHIBITS

In August 2011, the Main Library brought a piece of **BURNING MAN** into the Bradley C. Walters Community Room with a fevered discussion of the extraordinary cultural phenomenon that has such an indelible connection to Oakland. The event brought together event organizers, artists, and authors who shared stories and insights on Burning Man.

**LIVE MUSIC** continues to be a regularly featured attraction at various Library locations, in particular the Golden Gate Branch, which again hosted its two-month summer jazz series. The Main Library hosted lectures on folk and jazz music and even offered tango lessons. Many branches provided regular programming that featured folklorico troupes, Native American dancers, Chinese lion dancers, and other entertainments reflecting the city's great cultural diversity.

**EXHIBITS PRESENTING ART, HISTORY, AND CONTEMPORARY CULTURE** are always on display at many Library locations. At the Main Library, the Oakland History Room (OHR) presented “Remembering and Rebuilding,” a commemoration of the Oakland-Berkeley firestorm 20 years after that tragic event. The OHR also presented “Educating Oakland: A History of the Oakland Public Schools” which turned out to be its big hit of the year, running from January to March 2012. The exhibit’s arrangement of photographs, news articles, and program brochures were especially compelling for OUSD alumni, and in response to popular demand plans are in place to to revisit the subject in a future exhibit.



## SPECIAL PROGRAMS, EVENTS, AND EXHIBITS

The Library offered **FREE LEGAL ADVICE** through its continuing partnership with the Alameda County Bar Association. Licensed lawyers volunteer their time at nine Library locations to provide legal information and referrals. Not a week goes by without a lawyer providing assistance in a branch or the Main Library. Similarly, in partnership with AARP, the Library continues to offer **FREE TAX HELP** in the weeks leading up to the mid-April tax deadline. The AARP trains volunteers to help patrons file their taxes at five Library locations.



# services for children

AS IT DOES EVERY YEAR, THE CHILDREN'S SERVICES DEPARTMENT PROVIDED FUN AND POPULAR SERVICES AND PROGRAMS DESIGNED TO PROMOTE EARLY READING, CREATIVITY, AND LIBRARY USE. THE DEPARTMENT'S WEEKLY STORYTIMES FOR PREREADERS HAVE ALWAYS BEEN WELL ATTENDED, PROMPTING EXPANSION IN THE SERVICE.





Since 2010, the number of **STORYTIMES** has increased by 50 percent. A grant from First 5 Alameda County helped Children's Services expand the Library's storytime program. OPL now offers storytimes in three sizes: for babies, toddlers and preschoolers. With over 30 weekly storytimes, there is something for everyone, every week, at the Library. At the same time, the Library's **BOOKS FOR WIDER HORIZONS** (BWH) program has continued to recruit and train volunteer readers who take their services out into the community. In 2011-12, BWH volunteers read to nearly 1,500 children in classrooms and educational centers in Oakland.

The **FREE SUMMER LUNCH AT THE LIBRARY** program, brought about through a partnership with the Alameda County Community Food Bank, was greatly expanded in 2012 after a successful inauguration in 2011. The program is



designed to help low-income kids stay healthy at a time when school is out of session. This year eleven branches provided more than 7,300 lunches to children and teens.

The annual **SUMMER READING PROGRAM** was as popular as ever, promoting reading and library use while school was out during the summer months. As part of this

program, fun and educational events and reading games took place in all branches, thanks to support from the Friends of the Oakland Public Library, the Stocker Foundation and other generous funders. In June, 9,454 children signed up for the 2012 children's Summer Reading Program, and over the course of the summer 5,015 kids met the goal of reading at least 8 hours!

Similarly, **EL DÍA DE LOS NIÑOS/EL DÍA DE LOS LIBROS** (Children's Day/Book Day), in which the Library participates each April, emphasized the importance of advocating literacy for children of all linguistic and cultural backgrounds.

In March, a **NASA ASTRONAUT** took a giant step into the 81st Avenue Branch to talk to kids as part of NASA's Destination Station campaign promoting awareness of research on the International Space Station. Astronaut Rex Walheim enthralled a packed house with a presentation and then posed for photographs with excited fans.

## services for children





81st Avenue Branch also hosted a unique **FIREFIGHTER STORYTIME** featuring officers from the Oakland Fire Department, who read to children in an afternoon program that was fun for children and firefighters alike.

The Library and the Museum of Children’s Art (MOCHA) continued to bring weekly **MOCHA AFTERSCHOOL ART** programming to six Library locations, with seasonal one-time programs at all locations. This program, made possible in part through grants from the Oakland Fund for Children and Youth and the Institute of Museum and Library Science, builds on the Library’s collaboration with MOCHA and the ReCreate Art Workshops.



services  
for CHILDREN

# services for teens

THROUGH COLLABORATIONS  
WITH EDUCATIONAL INSTITU-  
TIONS AND YOUTH ORGANIZA-  
TIONS IN OAKLAND, A GREATER  
NUMBER OF STUDENTS ARE  
CONNECTING WITH OPL AND  
MAKING WAVES THAT EXTEND  
FAR BEYOND LIBRARY WALLS.





# oakland's best young poets 2012



THE SEVEN FINALISTS IN THE INAUGURAL YOUTH POET LAUREATE COMPETITION WERE (FROM TOP, LEFT TO RIGHT) ROBIN LEVY, JOSE SALDONA, VICTORIA KUPU, KERBY LYNCH, EUNA BONOVICH, TELE'JON QUINN, AND THE EVENTUAL WINNER STEPHANIE YUN.

In April 2012, OPL, with partners Youth Speaks, the Oakland Unified School District and a network of community organizations, launched the city's very first **YOUTH POET LAUREATE** competition. After receiving dozens of applications, the first round of judging took place in June. Ten judges, including renowned authors and fellow teens, presided over the selection process. The competition culminated in September, but we won't ask you to wait for the 2012-13 Annual Report to learn the results: congratulations to **STEPHANIE YUN**, Oakland's first Youth Poet Laureate!

The Library also partnered with Youth Speaks to create a 10-week series of **WORKSHOPS FOR YOUNG WRITERS**. Offered at Rockridge and César E. Chávez branches, and conducted by professional writers, these workshops set out to help teens grapple honestly with the world in which they live. The aim was to encourage self-discovery and self-empowerment through the written word.

The Main Library TeenZone presented **EXHIBITS BY TEEN ARTISTS** all year. A highlight was *E Pluribus Unum (Out of Many, One)*, featuring original comic panels by students from Oakland International High School. The theme, appropriately enough, was the immigrant experience, and it provoked some very thoughtful work. The artwork was selected from a published anthology by the students called *We are Oakland International*, and the exhibit led up to a well attended and highly energetic book release at the TeenZone.

## services for teens

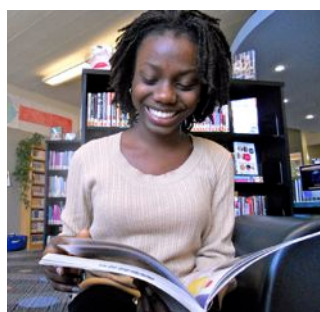
Teen Services also partnered with artist Brett Cook and Youth Speaks/LIFE is LIVING to install eight **MURALS** depicting Oakland healers as teenagers. The murals were displayed at Rockridge, 81st Avenue, César E. Chávez, West Oakland, and Eastmont branches.

In 2012, 743 teens signed up for the popular **TEEN SUMMER PASSPORT PROGRAM**, which provides fun and challenging programming that keeps teens coming to the Library when school is out. The passport program also encourages young people to explore cultural attractions throughout the Bay Area, rewarding participants who get their passports stamped at museums and historical sites accessible by public transit.

The Library gets invaluable input from teens through its **YOUTH LEADERSHIP COUNCIL** (the “YLC,” which celebrated its 10th anniversary in 2012) and **TEEN ADVISORY BOARDS** at several branches. During the past year, new advisory boards were founded at the 81st Avenue and Rockridge

branches. The YLC also put on another successful **CULTURE FEST** at the Main Library, with games, food, and performances celebrating Oakland’s international mix of cultures. The event was organized by teen patrons, who solicited edible contributions from local restaurants, lined up performing talent, planned activities, and got the word out to the public and local media in order to draw a crowd for the event. It was only the second Culture Fest put on by YLC and already things are running smoothly!

The Teen Services Department offers other opportunities for young people to gain invaluable work and volunteer experience in a professional environment. Many locations have **TEEN VOLUNTEERS** who help with library tasks. The Main Library, for



## services for teens



example, averages 20 to 25 teen volunteers a week. Additionally, in collaboration with MetWest High School, the TeenZone established an **INTERNSHIP** for a student from the school. Beginning in the fall of 2011, Isis Fuller worked at the Library until the end of the school year, helping with class visits, making displays, and running craft programs for fellow teens.

As part of its outreach to tech savvy teens, the Teen Services Department has

branched out into various social media platforms. The department launched a Pinterest page, which allows patrons to “pin” cool reading suggestions and news items. The TeenZone Pinterest page is a fun and highly visual way for teens and librarians to connect, with bulletin boards for staff picks, teen picks, and library news. Online Educational Database rated the OPL TeenZone #9 in a review of the nation’s top library Pinterest sites. Check it out at the Pinterest website: [oplteenzone](http://oplteenzone).

# SITE IMPROVEMENTS AND EXPANDING COLLECTIONS

THE LIBRARY TOOK SOME IMPORTANT STEPS TO KEEP UP WITH EVOLVING AVENUES OF INFORMATION AND THE PUBLIC'S INCREASING DEMAND FOR UP-TO-DATE TECHNOLOGY. THE MOST OBVIOUS UPGRADE HAS BEEN TO THE OPL WEBSITE, WHICH NOT ONLY LOOKS BETTER BUT IS ALSO MORE USER FRIENDLY AND READILY ADAPTABLE TO ACCOMMODATE THE LIBRARY'S QUICKLY CHANGING DAILY NEEDS. LIBRARY PATRONS ALSO WILL HAVE NOTICED THAT OPL'S CATALOG HAS IMPROVED, THANKS TO THE INTRODUCTION OF A NEW INTERFACE POWERED BY ENCORE IN EARLY 2012.





In May, the Oakland Public Library introduced its new **DISCOVER AND GO** service, which makes free passes to museums and other cultural institutions available to library card holders. The service is very easy to use and was an instant hit with patrons, who appreciate the opportunity to visit places like the California Academy of Sciences, the Exploratorium, the Lawrence Hall of Science, the Oakland Museum of California, and many other institutions for free.

The Library's downloadable **E-BOOK SERVICES** now accommodate Kindle users, who make up a sizeable portion of electronic readers. Meanwhile, the e-book and audiobook collections are growing steadily. Over the past year the emphasis has been on new fiction and



non-fiction titles for adults, teens and children, but also includes classics and e-books in Chinese and Spanish. One advantage of e-books, in terms of circulation, is that large wait lists for popular titles can prompt ordering of additional copies, and these orders can be filled quickly to expedite getting reading material into patrons' hands. The Friends of the Oakland Public Library has made generous contributions to help the Library build on these important new collections.

Of course, physical spaces serve as the primary venues for library service, and it is an ongoing challenge for OPL to maintain its buildings and modify and improve out-of-date facilities. As part of this effort, **RENOVATIONS** were completed at the Martin Luther King, Jr. Branch during the first half of 2012. Building improvements included ADA-compliant public restrooms, a new entry area, improved lighting, a computer lab, electrical and data upgrades, improved landscaping, security features, and new signage.

Asian and Rockridge branches now have larger, greatly improved **TEENZONES**, continuing the drive to offer teens highly social environments with lots of computers and room to hang out. At both branches, teen patrons contributed ideas that were incorporated into the new designs.

## SITE IMPROVEMENTS AND EXPANDING COLLECTIONS

The **SECOND START ADULT LITERACY OFFICE** didn't merely see improvements – the program actually moved its headquarters to a newly designed space at the Main Library. Second Start's new home looks spectacular while serving as a central base for the program, which will continue to increase its service to adult literacy students, their families, and volunteer tutors all over town.

The Library also achieved one of its goals at the 81st Avenue Branch when it was awarded a **GOLD LEADERSHIP IN ENERGY AND ENVIRONMENTAL DESIGN (LEED) CERTIFICATION** from the U.S. Green Building Council (USGBC) for incorporating design elements that demonstrate environmental stewardship. The branch was designed by Group 4 Architecture to be "Green from the Ground Up," in accordance with the City of Oakland's Civic Green Building Ordinance. (The ordinance, passed in 2005, requires that municipal buildings costing \$3 million or more to construct or renovate meet the LEED Silver certification standards.) The 81st Avenue Branch scored especially high in energy efficiency, which

was achieved in part through a design that oriented and shaped the building to bring natural sunlight to 95% of the public areas.

The 81st Avenue Branch was also certified as a **BAY AREA GREEN BUSINESS**. The Bay Area Green Business Program distinguishes small businesses that protect, preserve, and sustain our environment.

Another structural improvement received a much appreciated acknowledgement when Oakland Heritage Alliance (OHA) granted its **PARTNERS**

**IN PRESERVATION AWARD** to YHLA Architects for restoration work done on historic windows at the Melrose Branch. The work at the landmark library was completed in 2010, but the award was granted in 2012.

During the past year, the Oakland Public Library continued to expand on its commitment to readers of books in foreign languages. The Main Library's collection now includes **BOOKS IN ARABIC**, in response to requests from some of the city's most recent arrivals. New children's

books in Arabic are held at the Dimond and Temescal branches.

César E. Chávez Branch started a very new sort of circulating collection when it announced that it was starting a **SEED LENDING LIBRARY**. Begun in partnership with Seedfolks Community Seed Libraries, the new service allows patrons to check out seeds to grow their own vegetables and herbs. In return, patrons are asked to harvest some of the seeds from their gardens and bring back to share with other patrons.



## SITE IMPROVEMENTS AND EXPANDING COLLECTIONS



# RECOGNITION OF FRIENDS, VOLUNTEERS & SUPPORTERS

THE LIBRARY IS SUPPORTED BY FRIENDS OF THE LIBRARY GROUPS AND HUNDREDS OF VOLUNTEERS WHO DO EVERYTHING FROM ANSWERING QUESTIONS AT THE MAIN LIBRARY INFORMATION DESK TO READING TO PRESCHOOL CHILDREN AT HEAD START PROGRAMS THROUGHOUT OAKLAND.

With 50 active volunteers, the **FRIENDS OF THE OAKLAND PUBLIC LIBRARY** (FOPL) raises funds by selling used books at **THE BOOKMARK BOOKSTORE** in Old Oakland and offering special sale events during the year. On May 4, 2012, the same day as Oakland's 160th birthday, the Friends celebrated the 160th birthday of Alice Pleasance Liddell who inspired the children's classic *Alice's Adventures in Wonderland* by Lewis Carroll. The Bookmark held a silent auction and sale of *Alice*-themed items and books, with all proceeds benefiting the Library. Each year, thousands of books are donated to the Bookmark and over 850 individuals support the Library by joining FOPL. As a result, in 2011-12, FOPL donated over \$100,000 to the Library for free community programs, branch projects, funding for collections, and more.

Fourteen branches are supported by local Friends volunteers who conduct book sales, help with outreach, and support their local branch in many other ways. The **BRANCH FRIENDS NETWORK** includes representatives from these groups who meet once or twice a year to share information about how each group supports its local branch library and to learn from each other.

OPL gained **NEW VOLUNTEERS** in 2011-12 with the introduction of public information sessions that covered the role of volunteers in the library and types of positions available. At four programs held in the spring and fall, program staff and volunteers were available to answer questions and provide information on how to sign up.

In 2011-12, the Library's **BOOKS FOR WIDER HORIZONS** (BWH) program trained 34 new volunteer storyreaders. The 8-session training was led by Children's Librarian Gay Ducey. During the year, 61 volunteer storyreaders served 31 centers, with 78 weekly storytimes performed for 1,488 children. In addition to educational centers, BWH volunteers read at La Clínica de la Raza, a free medical clinic in the Fruitvale District, and at Project Pride, a residential treatment center for women recovering from substance abuse in West Oakland.

More than 120 volunteer tutors in the **SECOND START ADULT LITERACY PROGRAM** work one-on-one with adult learners.

Other OPL **VOLUNTEERS** work the information desk at the Main Library, serve as computer docents, greet patrons at events, and perform a variety of other services at Oakland libraries.

The **E-GOVERNMENT LITERACY** series included programs that were presented by representatives from the East Bay Community Law Center, Legal Assistance to Seniors, the Alameda County Small Business Development Center, and the Association of Bay Area Governments, who graciously contributed their time and expertise.

Two popular library services are made possible through partnerships with organizations. Volunteers from AARP offer **FREE TAX HELP** at five library locations. The Alameda County Bar Association offers **LAWYERS IN THE LIBRARY**, a program in which lawyers volunteer their time to offer legal advice and referrals.

# STAFF ACHIEVEMENTS

**NINA LINDSAY**, Supervising Librarian for Children’s Services, was recognized as a Community Hero at former Councilmember Jane Brunner’s annual July picnic. The Community Hero award goes to North Oakland residents who provide community leadership.

Children’s Librarian **MIRIAM MEDOW** was appointed to the Caldecott Award Selection Committee, which annually awards the prestigious Caldecott Medal for the most distinguished American picture book for children.

Reference Librarian **REBEKAH EPPLEY** was selected as a 2011 Eureka! Leadership Institute Fellow. She joined a small group in a weeklong leadership training event that focused on developing future leaders for California libraries and the communities they serve.

**RESONJA WILLOUGHBY** from Second Start was selected to serve on the national Student Advisory Council for ProLiteracy, an international organization that “champions the power of literacy to improve the lives of adults and their families, communities and societies.” Resonja is serving a three-year term working with different departments and governance groups and reports directly to the president of the organization to ensure that the experiences and voices of adult learners guide the operation of ProLiteracy.

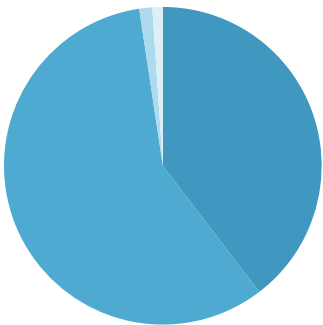
Children’s Librarian **HELEN BLOCH** successfully applied to conduct a poster session at the 2012 American Library Association (ALA) conference to share news of OPL’s “Check Out Science in the Library” program. The program, which made educational science kits available at Main Children’s Room, 81st Avenue Branch, and Rockridge Branch, was possible thanks to a partnership between Children’s Services and the Lawrence Hall of Science. Being chosen to make a poster presentation at ALA was a great honor – less than half of the proposals submitted for 2012 were accepted.

Also at the ALA Conference, **HELEN BLOCH**, **AMY MARTIN**, and **PETE VILLASEÑOR** led a well-received panel presentation called “How to Save Your Library: Advocating with Today’s Media During Economic Crisis.” **NINA LINDSAY** was a panelist in an ALA discussion called “The New Nonfiction: What is it, and Does It Matter?”

The **OAKLAND HISTORY ROOM** received warm acknowledgments from Florentine Films for contributing historic photographs for the Ken Burns documentary, “The Dust Bowl,” which premiered in November 2012. During the fiscal year, the History Room made similar contributions to the research efforts of the Natural Science Department of Oakland Museum of California, the Exploratorium, KQED public television station, the Chicano Studies Library of UC Berkeley, and journalists representing the *New York Times*, *The Nation*, *GQ*, and the *Oakland Tribune*.



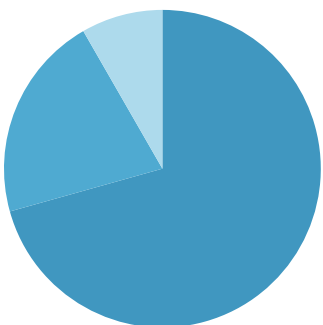
# Financial Summary



## 2011-2012

### EXPENDITURES BY FUND SOURCE

General Purpose Fund	\$9,034,016	39.62%
Measure Q	\$13,225,455	58.00%
Local/State/Federal Grants	\$300,602	1.32%
Trust Fund	\$241,097	1.06%
<b>TOTAL</b>	<b>\$22,801,170</b>	<b>100.0%</b>



### EXPENDITURES BY CATEGORY

Personnel	\$16,111,274	70.66%
Operations & Maintenance	4,791,730	21.02%
Books and Other Materials	\$1,898,166	8.32%
<b>TOTAL</b>	<b>\$22,801,170</b>	<b>100.0%</b>

### AVERAGE COST PER CAPITA: \$54.76

*Note: cost per capita based on a population of 416,348*



## STATISTICAL HIGHLIGHTS

### USE

Population Served  
416,348  
Registered Borrowers  
281,553  
Percent of population registered  
68 %

### COLLECTIONS

Total Circulation  
2,670,928  
Circulation of Children's Materials  
1,077,744  
Circulation of DVDs, CDs, and other Media  
918,760  
Circulation of Non-English Materials  
322,445

### PERSONNEL

Total Number of Staff  
352  
Full Time Equivalent Staff  
215.5  
Annual Volunteer Hours  
23,173

# 2011-2012 SUPPORTERS

THE OAKLAND PUBLIC LIBRARY THANKS AND ACKNOWLEDGES THE FOLLOWING SUPPORTERS WHO MADE DONATIONS TO THE LIBRARY BETWEEN JULY 1, 2011 AND JUNE 30, 2012. GIFTS TO THE OAKLAND PUBLIC LIBRARY SUPPORT AND ENHANCE LIBRARY SERVICES, PROGRAMS, COLLECTIONS.

## INDIVIDUALS

Anonymous (5)  
Estate of Virginia A. Baldwin  
Debra Capitan  
H. Gibby Cattanach  
& Paula Wagner  
Deborah L. Churchill  
LaVernee' Drayton  
Hannah Emery  
& Alexander McEachern  
Michele Ferris  
& David L. Brown  
Kevin Fitzpatrick  
Caroline James  
J.E. Johnson-Glover  
Alan Amos Lans  
Judy M. Martin  
Laurene Martin  
Martha L. McWoodson  
Patricia Ann Moore  
Barbara D. Oseroff  
Alma Prins & Blaze Woodlief  
Sandra Roth  
Cleo Salisbury  
Tamar Sberlo  
Andrew Thompson  
Nora Todenhagen  
Wanda L. Underhill  
Estate of Lelia C. White

## TRIBUTES

In memory of Richard Higgins  
from Brian Fisher  
In memory of Luella Edmond  
from  
Doris Jackson  
Paulette and Robert R. Moore  
Mrs. Helen Bickley  
Caroline Sachs  
Martha Coady Sachs  
Dennise R. Gibson  
In memory of Lynda White  
from Jean Christie  
In memory of Shannon Carrel  
Williams from  
Janice and Allen Pastron  
Barbara Sarkisian  
In memory of Bea Wong  
from Winifred Walters



## ORGANIZATIONS

Anonymous, Fidelity Charitable Gift Fund  
Alexander & Baldwin Foundation  
American Library Association  
BART (Lifeline Transportation)  
Heatherly Born Fund, Community Foundation of the  
Chattahoochee Valley  
Burma Superstar Oakland Inc.  
Chevron Humankind Employee Funds  
Community Health Charities  
Economic Council for West Oakland Revitalization  
Fentons Creamery  
Friends of the Oakland Public Library  
Friends of the Rockridge Library  
William G. Gilmore Foundation  
Edwin H. Lennette Fund at the East Bay Community  
Foundation  
Planet Green  
Raymond Family Foundation  
Stocker Foundation  
Porter E. & Helenmae Thompson Foundation  
Union Pacific Foundation  
University of California  
State & Federal Grants  
California Library Association: Summer Matters  
Library Services & Technology Act (California State Library)

# Oakland Public Library

## ADMINISTRATIVE TEAM

Carmen Martínez, Library Director  
Gerry Garzón, Associate Director  
Gene Tom, Chief Financial Officer  
Jamie Turbak, Administrative Librarian  
Rosalía Arteaga-Romo, Executive Assistant  
Winifred Walters, Community Relations Manager  
Crystal Ramie-Adams, Human Resources Manager  
Rick Moss, Chief Curator, AAMLO

## PUBLIC SERVICES TEAM

Kathleen DiGiovanni, Acting Supervising Librarian, Main Library  
Nina Lindsay, Supervising Librarian, Children's Services  
Jane Lopez, Supervising Librarian, Branch Administration  
Mary Schrader, Supervising Librarian, Branch Administration  
Daniel Hersh, Public Services Support

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## LOCATIONS

### Main Library

125 14th Street  
Children's Room  
238-3615  
TeenZone  
238-7332

### African American Museum and Library at Oakland (AAMLO)

659 14<sup>th</sup> Street

### Second Start Adult Literacy Program

125 14th Street, 2nd floor

### 81st Avenue East Oakland Community Library

1021 81<sup>st</sup> Avenue

### Asian Branch Library

Pacific Renaissance Plaza  
388 9th Street, Ste. 190

### Brookfield Branch Library

9255 Edes Avenue

### César E. Chávez Branch Library

3301 East 12th St., Ste. 271

### Dimond Branch Library

3565 Fruitvale Avenue

### Eastmont Branch Library

Eastmont Town Center  
7200 Bancroft Ave., Suite 211

### Elmhurst Branch Library

1427 88th Avenue

### Golden Gate Branch Library

5606 San Pablo Avenue

### Lakeview Branch Library

550 El Embarcadero

### Martin Luther King, Jr. Branch Library

6833 International Blvd.

### Melrose Branch Library

4805 Foothill Blvd.

### Montclair Branch Library

1687 Mountain Blvd.

### Piedmont Avenue Branch Library

80 Echo Avenue

### Rockridge Branch Library

5366 College Avenue

### Temescal Branch Library

5205 Telegraph Avenue

### Temescal Tool Lending Library

5205 Telegraph Avenue

### West Oakland Branch Library

1801 Adeline Street



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