

A circular logo with a white background and a yellow border, containing the text "OAKLAND PUBLIC LIBRARY" in a bold, maroon, sans-serif font.

**OAKLAND
PUBLIC
LIBRARY**

A young Black woman with long dark hair, wearing a light pink t-shirt and light-colored jeans, stands in a library with her arms outstretched, resting her hands on wooden bookshelves. She is smiling warmly at the camera. The background shows rows of books and a warm, glowing light fixture.

**ANNUAL
REPORT**

2017/2018



PHOTO: VOLUNTEER VALENTINA AITYAN

LETTER FROM THE DIRECTOR

Dear Oakland,

What a difference a year makes.

As we transitioned into 2018, our libraries faced a difficult reality: without additional revenue, our libraries would be forced to cut back hours and some branches faced closure. However, in the face of this adversity, we got to work. Hundreds of you canvassed neighborhoods. Phone banked. Hosted parties. Talked to community groups. Advocated.

And, in June, the people made it abundantly clear: our libraries are here to stay. Measure D passed with 76 percent of the vote, allowing us to not only keep our libraries doors open, but keep them open longer. We'll be unveiling our plan for extended hours in the very near future.

It is with great pride that I present to you the Oakland Public Library (OPL) Annual Report for July 1, 2017 – June 30, 2018. As you'll see in this report, the programs and services offered at OPL have a tremendous impact on this city's vibrant communities.

You'll learn about Drag Queen Story Hour, which captures the imagination and play of gender fluidity in childhood; you'll hear about our community gathering in response to the Muslim Travel Ban; you'll discover our Community Kiosk — which provides free help for veterans, renters, students, job-seekers, and those without homes.

All of these things would not be possible without our dedicated staff, volunteers, the Friends of the Oakland Public Library, our Branch Friends, and the Library Advisory Commission.

Finally, I wish to acknowledge the neighbors, patrons, and all the supportive Oaklanders who make this work possible; without your help, OPL would not be where it is today.

Jamie Turbak
Director of Library Services

Cover: Youth Poet Laureate finalist Julia Hopkins, student at Oakland School for the Arts.

COVER PHOTO: SELENA DAVANT

AAMLO REFLECTIONS

Dedicated to the African American Experience

Through its archival collection, unique reference library, and rotating exhibits, the African American Museum and Library at Oakland (AAMLO) is the West Coast's premier source for the preservation, interpretation, and sharing of cultural and historical experiences of African Americans in California and the West.

In 2017-18, AAMLO hosted a panel discussion revolving around the 50th Anniversary of the founding of the Black Student Union at San Francisco State, the first at any school anywhere, and its famed 1968-69 student strike.

In June, along with community partner Donor Network West, AAMLO hosted an opening reception and month-long exhibit featuring Bay Area social documentary photographer, Katie Sugarman. The *Giving Me Life* exhibit powerfully depicted visual testimonials of nine African American Bay Area transplant recipients who overcame incredible obstacles in their journeys towards health, affirming that indeed, #BlackLivesMatter.

In 2019, you'll be able to drop by AAMLO and have access to 98 films and four audiotapes documenting Black Panther Party and student and union protest movements from the late 1960s and '70s. AAMLO was awarded a \$19,950 grant through the Council on Library and Information Resources (CLIR) that assisted AAMLO in cleaning, digitizing, and making these Black Panther Party films accessible to the public.

AAMLO's non-circulating reference library, consisting of approximately 16,000 volumes by or about African Americans, as well as a rare book collection (including a book from 1818), is located in the historic Charles S. Greene Library, blocks away from OPL's Main Library. The second-floor museum regularly hosts traveling and original exhibitions that highlight the art, history, and culture of African Americans.



AAMLO is located in the former Charles S. Greene Library (659 14th St.), a historic 1902 Carnegie building.

PHOTOS: OPL STAFF

EMPLOYMENT HELP

@oaklandhasjobs Connects Employers to Job Seekers

The Oakland Public Library offers an array of resources to help Oaklanders gain employment. From our A-to-Z Databases through Indeed.com, our free online tutorial platform Lynda.com by LinkedIn Learning, and our weekly job-search trainings through our partnership with the Employment Development Department, we're in the business of connecting people to job opportunities.

In an effort to extend OPL's reach to patrons beyond our walls, Teen Librarian Brian Boies, along with other teen services staff and reference librarians, have taken to the popular social media platform Instagram to supplement our efforts to help those looking for a job in Oakland. @oaklandhasjobs provides a convenient way for job-seekers to find out who is hiring in Oakland.

In just over a year, @oaklandhasjobs has gained well over 6,000 subscribers by sharing job openings around Oakland on a daily basis.

@oaklandhasjobs is the main promotional tool for four yearly job fairs at OPL. In 2017-18, our job fairs averaged more than 400 attendees each and featured over 20 employers, including Target, Safeway, AC Transit, Bay Alarm, Starbucks and more.



Whether you're looking for your first job or a new job, OPL can help!

PHOTO: SHARON MCKELLAR

OPL RESPONDS

Staying Nimble at the Library

The Oakland Public Library recognizes the importance of answering to quickly changing community needs, political climates, and critical events with a social justice lens. In a time when our country is struggling with divisive policies, Oakland and its libraries welcome everyone in our diverse community.

OPL's Critical Response Team, comprised of staff from multiple neighborhood branches around Oakland, provides an avenue for the library to respond to issues that are important to the success and existence of our communities. By hosting events, creating resource lists, and providing relevant information via oaklandlibrary.org, OPL is committed to ensuring patrons are equipped in trying times.

In response to the Supreme Court's decision in favor of the President's Executive order to restrict travel from several majority Muslim countries to the United States, OPL partnered with the Islamic Cultural Center to hold a community gathering and listening session, attended by immigration attorneys, activists, and community organizers. Attendees were informed of their rights and provided resources for legal protection. Most importantly, the event provided a common shared space for our community members who are directly affected – letting them know they're not alone.

In addition, in partnership with the Alameda County Immigration Legal and Education Partnership (ACILEP) and Anti Police-Terror Project (AFTP), we hosted a Bystander Training to provide community members the tools needed to verify Immigration and Customs Enforcement (ICE) activity and to rehearse tactics needed for protection. OPL will continue to do its part to ensure all Oaklanders feel safe, welcome, and supplied with the resources necessary to thrive.



OPL welcomes everyone in our diverse community.

PHOTO: SHARON MCKELLAR

STORYTIME

Every Week, Every Location, Every Age

By making literacy fun, storytime sets the early foundation required for reading success. These weekly programs for babies, toddlers, and preschoolers attract thousands of families each year.

Consider Play Café, fast becoming a signature storytime for OPL. Play Café combines storytime with playtime for children and their caregivers in a full morning program; it's a social space for interaction and community. Our patrons love Play Café—to the tune of a 9.3% increase in storytime attendance this year when we added weekly Play Cafés at three additional branches. OPL won't be the only library enjoying Play Cafés in the year to come—the California State Library is now using it as a model for expansion statewide.

In 2017-18, we hosted multiple Drag Queen Story Hours—an initiative to “capture the imagination and play of gender fluidity”, and “to give kids glamorous, positive, and unabashedly queer role models.”* Drag Queen Story Hour events were wildly popular among our patrons who want their kids to “see people who defy rigid gender restrictions and imagine a world where people can present as they wish.”*

Storytime at OPL is truly a memorable experience, and not just for children and caregivers. Piedmont Avenue's Baby Café travels once a month to the Piedmont Gardens senior living community; one staff member in the Memory Care unit reported that residents were still talking about the babies several days after each event.

Drop in and experience storytime at any of our branches. Whether it's your first time or your first time in a long time, everyone benefits when reading together!

*via www.dragqueenstoryhour.org



Total attendance (including repeat visitors) at OPL storytimes was 72,361 in 2017-18.

PHOTO: OPL STAFF

MEASURE D

Oakland Shows Love for Its Library

In June, voters overwhelmingly passed Measure D with 76 percent of the vote. This measure will raise approximately \$10 million annually for the city's libraries over the next 20 years. The funding generated by the additional \$75 parcel tax allows us to:

- **Expand service hours:** Providing more evening and weekend hours to ensure that more people in our community can access the services and programs we offer.
- **Upgrade library facilities:** With Measure D, we'll be improving our existing spaces, rather than deciding which ones stay and which ones go.
- **Add more benefited positions:** Over 90 new permanent positions have been added to assist with expanded hours and services.

A sincere, heartfelt "thank you" goes out to our Friends of the Oakland Public Library, the Library Advisory Commission, the hundreds of volunteers who campaigned, and most importantly, Oaklanders who came out in droves to support their library. The future of the Oakland Public Library is bright because of your hard work, effort, and commitment to keep our branches alive and thriving.

PHOTO: KATHRYN STERBENC



WELLNESS

What's Cookin'?

The role of the library doesn't stop at books when enhancing literacy in the community. It also expands to food. Food choices, nutrition, and diet have significant effects on overall wellness.

Through programs like "What's Cooking?" at the West Oakland and Asian Branches, OPL aims to educate, inform, and connect patrons to healthier food choices and a healthy lifestyle. In these educational cooking classes, children and teens are taught how healthy food choices and basic cooking techniques combine to significantly impact one's ability to focus, learn, and reach their highest potential.

And, we have more than cooking classes. This summer, along with local non-profit Mandela Partners, we hosted a produce stand on Friday afternoons outside the Main Library's Children's Room. Community members were welcome to purchase local farm-fresh produce and wholesome basic staples at discounted prices in a convenient and friendly atmosphere in downtown Oakland.



All smiles after learning how to make chili at West Oakland Branch.

PHOTO: SHARON MCKELLAR

THE COMMUNITY KIOSK

Reaching Out

The Main Library's Community Kiosk is a flexible, pop-up space where partner organizations provide drop-in, direct outreach to patrons in need. Co-located with our Veterans Resource Center in a prominent place in the lobby, folks can get assistance with everything from tenant rights to flu vaccines to mental health services.

Partner organizations include experts in issues related to homelessness, mental illness, substance abuse, unemployment, low or no-cost health insurance, tenant rights, and more. Staff from the Homeless Action Center, East Bay Community Recovery Project, Peers Envisioning and Engaging in Recovery Services, Employment Development Department, Alameda Alliance for Health, OpenOakland, the Oakland Tenants Union, and other community agencies provide services on a weekly, monthly, or even one-off basis.

These partnerships provide life-changing interventions for our patrons here in the library—a place they know and trust.



The drop-in Community Kiosk connects Oaklanders to the resources they need.

PHOTO: OPL STAFF

SUMMER READING

Stompin' at the Library

Every summer, we encourage our communities to explore, connect, and grow through our Summer Reading Programs. In 2017–18, we generated a record number of participants thanks to some exciting incentives.

The Oakland Athletics provided an amazing gift of 43,700 ticket vouchers for summer reading participants! In addition, the A's mascot, Stomper, delighted staff and patrons of all ages at five OPL locations — helping with storytimes, posing for photos, and adding even another reason for families to visit the library this summer.

Our summer programs were also enhanced by a partnership with the Golden State Warriors and the San Francisco Public Library. Together, we offered local patrons the opportunity to get a new, Warriors-branded library card. This special edition card combined an illustration of the Bay Bridge and a Warriors player wearing the team's special "The Town" jersey.

Our Children's Services team once again pulled out all the stops to make a fun-filled summer for kids. They arranged for petting zoos (some with real animals and others with musical instruments), circus performers, dancers, bubble parties, science programs, magicians, puppet shows, art projects, and so much more — all to keep kids engaged in creative learning and ready for a successful return to school in August.

With these extra incentives — and all the fabulous prizes available to program participants — our 2018 Summer Reading Programs attracted a record number of participants: 11,161 children, 1,093 teens, and 1,728 adults!



PHOTOS BY (CLOCKWISE FROM TOP LEFT): VOLUNTEER BILL BAGNELL, VOLUNTEER SHELBY ASHBAUGH, ELEESE MESCHERY, OPL STAFF

2017-2018 FINANCIAL STATS

EXPENDITURES BY FUND SOURCE

General Purpose Fund	\$13,191,707
Measure Q	\$16,865,871
Local/State/Federal Grants	\$166,123
Trust Fund & Other	\$330,343
Total	\$30,554,044

EXPENDITURES BY CATEGORY

Personnel	\$22,082,836
Operations & Maintenance	\$6,471,798
Books & Other Materials	\$1,999,410
Total	\$30,554,044

CITY/COUNTY POPULATION ESTIMATES WITH ANNUAL PERCENT CHANGE*

City	Total Population		
	1/1/2017	1/1/2018	% Change
Oakland	427,503	428,827	0.31%
Emeryville	11,995	11,994	-0.01%
Piedmont	11,309	11,318	0.08%
Total OPL Service Area	450,807	452,139	

\$67.58

is the average cost per person
based on service area population of 452,139
(Oakland, Emeryville, and Piedmont)

*California Department of Finance
Demographic Research Unit
May 2018

2017-2018 SUPPORTERS

The Oakland Public Library acknowledges the following private and government institutions that provided financial support for specific library programs. We are also deeply grateful to the hundreds of individual donors who support the library through the Friends of the Oakland Public Library and Branch Friends groups.

Alameda County Transportation Commission/Lifeline Transportation Program	Friends of the Oakland Public Library	Kenneth Rainin Foundation*
Herman Auerbach Memorial Fund Trust II*	William G. Gilmore Foundation*	The Stocker Foundation*
BART/Lifeline Transportation Program	Hanyu (Executive Management Director & Chairman Ki-Heung Park)*	Sunlight Giving*
California Humanities	Hellman Foundation*	Target
California Library Literacy Services (California State Library)	Library Services & Technology Act (California State Library)	Porter E. & Helenmae Thompson Foundation
Council on Library and Information Resources	Matson Foundation	Southern California Library Cooperative
Fentons Creamery*	The Bernard Osher Foundation*	*Provided support through the Friends of the Oakland Public Library
	Pacific Library Partnership	
	Philanthropic Ventures Foundation	



Library volunteers celebrate the passage of Measure D at campaign headquarters on June 5, 2018.

PHOTO: KATHRYN STERBENC



2017-2018

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TOP PHOTO: SHARON MCKELLAR
MIDDLE PHOTO: SHARON MCKELLAR
BOTTOM PHOTO: VOLUNTEER KHAI PHAM

2017-2018

LIBRARY ADMINISTRATION

Jamie Turbak, Director of Library Services
Gerry Garzón, Director of Library Services [Ret.]
Gene Tom, Chief Financial Officer
Nina Lindsay, Acting Associate Director/Supervising Librarian Children's Services
Matt Berson, Public Information Officer

LIBRARY MANAGERS

Lana Adlawan, Supervising Librarian, Teen Services/
Acting Associate Director
Susan D. Anderson, Interim Chief Curator, AAMLO
Jenera Burton, Supervising Librarian, Branches
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Crystal Ramie-Adams, Human Resources Manager
Mary Schrader, Supervising Librarian, Special Projects [Ret.]
Mana Tominaga, Supervising Librarian, Main Library



TOP PHOTO: SHARON MCKELLAR
MIDDLE PHOTO: VOLUNTEER VALENTINA AITYAN
BOTTOM PHOTO: OPL STAFF

Your Library



www.oaklandlibrary.org



[@oaklibrary](https://www.instagram.com/oaklibrary)

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