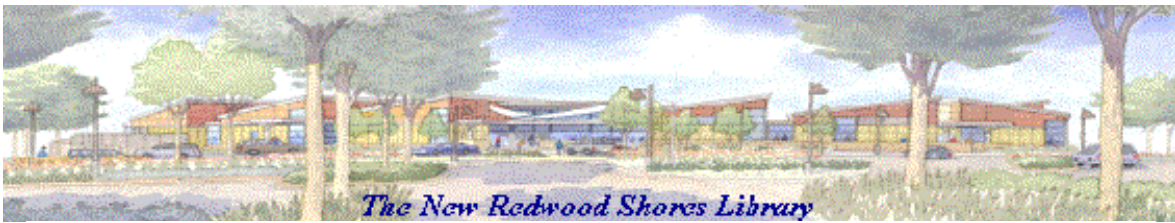


**Library Director's Report
November 2006**

Bids for the Redwood Shores Community Library were opened. All bids were within 5% of each other - a good sign of fair costs. However, the lowest bid is still close to 3 million dollars over budget. City Council will consider approving the project bid, with options to fully fund the project, in December.

The Foundation's campaign for the Shores opening day collection has raised a total of 350,000 dollars to date, plus a \$50,000 matching contribution from the Redwood Shores Community Association (the RSCA will match up to \$50,000 any community contribution). The \$500,000 in the following graph is the amount the Campaign still needs to raise.



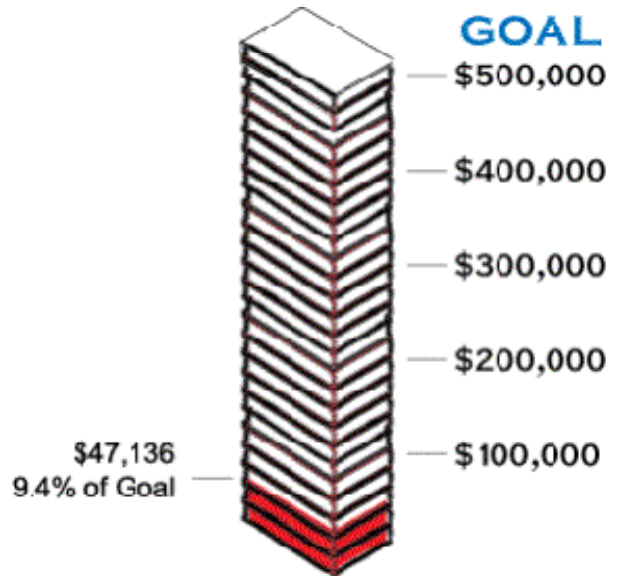
"CAMPAIGN FOR OPENING DAY COLLECTION"

Campaign Report - 12/7/06

Campaign Leaders & Workers! We're making progress: \$47,136 or 9.4%.

Campaign	Goal	Actual	%
Community	\$200,000	*28,620	14.3%
Business	150,000	2,200	1.5%
Major Gifts	150,000	16,316	10.9%
Total	\$500,000	\$47,136	9.4%

* Includes \$13,815 of RSCA Match dollars.
See attached Neighborhood Report



Keep up the good work and let's make maximum use of the Redwood Shores Community Association (RSCA) \$50K Match prior to 12/31/06. If we continue money raising at the current rate, we have a good chance to use the full RSCA match.

Onward and Upward!

ProjectREAD has secured \$80,000 from the Peninsula Community Foundation; 3,200 books from the Mercury News for holiday giveaway to needy families; and \$24,000 from the Trivia Bee program. In these tough times, raising funds has become very, very competitive and this is just outstanding work by Kathy and her team.

Saturday's opening of the Family Place/Children's Room at the Downtown Library was a big success. During the day hundreds of children and their families made their way into the newly expanded area and were knocked out by the colors, artwork, display areas, multiple copies of books, and the general ambience of the room. The slatwall display of picture books is very inviting and the display pyramids allow for face out marketing of favorite author/illustrators and popular titles. The openness of the room makes it much more comfortable; even with hundreds of people in the room on Saturday there was still room to walk around, talk with friends and staff, and have a sense of community. On the day of the reopening over 1800 made their way into the library.

Like all living things, the room is still evolving. In the next couple of months children's book illustrator Elizabeth Gomez will be installing above the Spanish picture book section a mural she is creating for us; glass doors for the Storytime Room are on order; and signs will be installed.

Two weeks after the grand reopening of the Children's Room, the library hosted 2 sixth grade classes from Hoover - the first classes to see the new room. Cries of "awesome!" and "cool!" and even dumbstruck silence reverberated. In short, they loved it. Youth Services plans to issue invitations to teachers to bring their classes in to marvel at the new Family Space, the coolest place.

Like any successful effort this project was made possible through a lot of team effort.

There are many to thank:

- The City staff who helped make everything come together
- Ed Everett, City Council, Friends and especially the Library Board for supporting the effort
- The interior designers, painters, electrical workers, carpenters, carpet layers, and shelving installers who physically transformed the children's room into a work of art
- The entire library staff who ALL got behind the effort and especially those who helped out in so many ways over the last month in preparing the room for reopening
- Gianna Marino for her fabulous art for the pillars and for taking the time to join us for the opening celebration by signing her book and selling her original art as a fundraiser for Traveling Storytime
- The children, parents, and care givers of Redwood City who put up with having the children's collection spread about the library for two months and have already expressed their amazement and gratitude for the new area we have created for them

Michele and the County Library are looking at LibrarySite2 as a CMS option as software to use for the new web site. This out-of-the-box solution makes creating and managing complex websites much easier.

eCommerce, payment via our website for fines and fees, has been launched.

Traveling Storytime received a \$2000 grant from the Friends to purchase books for our volunteers to give as gifts to the children they read to. 650 copies of Wood's Ten Little Fish were ordered and an acknowledgment was put in each thanking the Friends. The Traveling Storytime grand opening of their new office and volunteer recognition event was very well attended. Many volunteers have been reading weekly for years! Joanne Wetzel, creator of the program and children's librarian, has retired.

Several teen moms involved in the San Mateo County health program visited the library with their babies. They got a tour, a talk on the importance of literacy and on library services, and everyone left with a free book and other goodies -- including library cards.

The Peninsula Library System's Children's Services Committee held its bi-monthly meeting at Redwood City. Needless to say, the committee members made up of the Children's coordinators from the various PLS libraries were knocked out by the newly remodeled Children's Room. Most left stating their regrets for having to have to go back their own drab surroundings.

The Fair Oaks Library held a cultural celebration in recognition of Day of the Dead, on Wednesday, November 1, 2006. The morning was reserved for the Fair Oaks School Day Care Center students. A total of 67 students from 3 classes walked to the Fair Oaks Library to participate in the celebration. The students enjoyed traditional tales and stories about Day of the Dead; learned the basic elements that form an "ofrenda"/offering and tasted the traditional "pan de Muerto". In the afternoon, a public celebration was held for the community.

Here is an interesting "calculator" that quantifies library service per family:

<http://www.maine.gov/msl/services/calculator.htm>

And finally, a new study released November 29, 2006 shows that nine public library systems in Butler, Clermont, Hamilton, and Warren counties in Southwest Ohio create an annual economic impact of nearly four times the amount invested in their operations. The report from Levin, Driscoll & Fleeter in Columbus concludes that, using a conservative measure of value the libraries' cumulative expenditure of about \$74 million returned a quantifiable direct economic benefit of \$238.6 million, or \$3.81 for each dollar expended in 2005. The study also recognizes that these libraries add significant value to their users and communities that cannot be assigned a dollar value including, "improved economic prospects and an enhanced quality of life."

the full report is available at:

<http://9libraries.info/>