

CITY OF OAKLAND

CITY COUNCIL AGENDA REPORT

TO: Office of the City Manager
ATTN: Robert C. Bobb
FROM: Life Enrichment Agency
DATE: April 17, 2001

RE: RESOLUTION AUTHORIZING THE CITY MANAGER, ON BEHALF OF THE CITY OF OAKLAND, TO APPLY FOR, ACCEPT, AND APPROPRIATE A LIBRARY SERVICE AND TECHNOLOGY ACT PARTNERSHIPS FOR CHANGE IMPLEMENTATION GRANT IN THE AMOUNT OF \$30,000 FROM THE CALIFORNIA STATE LIBRARY TO PURCHASE MATERIALS AND PROVIDE PROGRAMS FOR THE TEMESCAL BRANCH LIBRARY, MARTIN LUTHER KING, JR. BRANCH LIBRARY, AND GOLDEN GATE BRANCH LIBRARY FOR FISCAL YEAR 2000-2001

SUMMARY

Staff recommends that the City Council approve a resolution authorizing the City Manager to apply for, accept, and appropriate a Library Service and Technology (PFC) Implementation Grant in the amount of \$30,000 from the California State Library to fund young adult programs and the purchase of bilingual materials in fiscal year 2000-2001.

The Partnerships for Change Implementation Grant targets those populations who are under served by public libraries, and encourages the development of community collaborations to provide new or enhanced library services. The project will strengthen collections of bilingual instructional materials for Spanish-speaking students in grades K through 6 in the Martin Luther King, Jr. Branch Library and provide interactive Jazz and Poetry programs for Young Adults in the service areas of the Temescal and Golden Gate Branch Libraries. The resolution meets the City Council's Major Goals Number 7 – "To provide accessible and high quality programs to engage the City's children, youth, and seniors in health and educational activities."

FISCAL IMPACT

Acceptance of this grant does not require a General Fund match nor does it have any adverse impact on the City's budget.

The \$30,000 from this grant will be deposited into Fund No. 2993 (Library Grants) and appropriated in equal amounts to the Temescal Branch Library (Org. 61338); the Martin Luther King, Jr. Branch Library (Org. 61335); and the Golden Gate Branch Library (Org. 61343). The monies from this grant will be used to purchase library materials and fund publicity and contract services in the fiscal year 2000-2001 for the libraries named.

BACKGROUND

The California State Library has made Library Services and Technology Act (LSTA) funds available in Fiscal Year 2000-2001 for public libraries to form coalitions and collaborations with community agencies to improve and enhance library service to under-served populations. Only libraries from which a team attended all three PFC Institute training sessions are eligible to receive funds from the Partnerships for Change program. All three Oakland Public Library branches sent teams to the Partnerships for Change training sessions.

KEY ISSUES AND IMPACTS

The Golden Gate and Temescal Branches of the Oakland Public Library are committed to serving young adults through library and educational resources, and cultural centers. Both branches have provided successful teen arts programs and together serve 19,502 young adults according to the 1990 census. According to the College Board, Profile of SAT and Achievement Test Takers (1995), students who participate in arts programs continue to outperform their non-arts peers in the Scholastic Assessment Test. If funded these programs would provide opportunities for teens to participate in performance arts programs and work closely with performers and teachers. These programs would serve specific library goals: to target and improve services and performance art collections, to bolster reading and writing skills for youth, enhance artistic understanding and appreciation, increase branch use and visibility and contribute to community collaboration efforts and improved quality of life.

The Martin Luther King, Jr. Branch serves a community with low student literacy rates and with a growing Hispanic population. The two schools, Whittier and Lockwood, that would join Martin Luther King, Jr. Branch Library in a coalition to increase student literacy, serve populations that are 55% and 38% Spanish speaking, respectively. Multi-media educational enrichment resources and increased bilingual materials and services would benefit the schools and library users throughout the community.

PROJECT AND PROGRAM DESCRIPTION

The purpose of the Martin Luther King, Jr. Branch Library project is to work with Lockwood and Whittier schools to provide new K-6 educational materials and services to increase student literacy. Goals and objectives are: to inform schools, parents and community of new and enhanced educational library materials and services, to reach youth who are currently not using library materials and computers for educational enrichment, and to better serve and attract Spanish-speaking families to the library. During the first 3 months of the grant period, a coalition of the Lockwood and Whittier Schools and the Martin Luther King, Jr. Branch Library will be established. During the second 3-month period materials will be purchased and programs planned. Publicity will be disseminated and instruction and programs implemented during the third 3-month period.

The plan for ongoing maintenance includes allocating funds from the branch juvenile materials budget for the purchase of additional bilingual educational Spanish language materials and continued community outreach.

Statistics on program attendance and materials usage will be collected and discussed with representatives from Lockwood and Whittier Schools.

The purpose of the Golden Gate and Temescal Branch Library programs is to collaborate with community partners to provide interactive arts programs for Young Adults. Goals and objectives include exposing teens to cultural and artistic processes, making youth aware of community and library resources, and providing a center (the Library) where teens have the opportunity to work with others and express themselves through the arts.

Publicity will be on going. Visits to schools and recreation centers will take place from February through May and September through November. Instruction and workshops will start in April and continue through May on Fridays and Saturdays. A joint performance will culminate the program.

The teen advisory board and youth performances will be continued through the Library's Teen Service program.

Evaluation of the program will be based on evaluative data compiled during and at completion of the programs, the number of teachers attending meetings and collaborating with the library, and the number of enrollment forms returned.

ENVIRONMENTAL OPPORTUNITIES

No environmental opportunities are being addressed.

DISABILITY AND SENIOR CITIZEN ACCESS

All library facilities are ADA compliant and accessible to the disabled. The jazz, poetry and multicultural performances provided through the grant will be open to all ages and may be enjoyed by senior citizens. The bilingual materials at the Martin Luther King, Jr. Branch Library may also be useful for senior citizens.

RECOMMENDATIONS AND RATIONALE

Staff recommends that the City Council approve a resolution authorizing the City Manager to apply for, accept, and appropriate a Library Services and Technology Act grant in the amount of \$30,000 from the California State Library for Fiscal Year 2000-2001. The grant will allow the Martin Luther King, Jr. Branch Library to purchase books and other materials to enhance and expand its bilingual Spanish/English instructional collection and will enable the Temescal and

Golden Gate Library Branches to provide Poetry and Jazz workshops and programs for Young Adults.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council approve a resolution authorizing the City Manager to apply for, accept, and appropriate a Partnerships for Change Implementation Grant in the amount of \$30,000 from the California State Library for Fiscal Year 2000-2001.

Respectfully submitted,

DR. GEORGE MUSGROVE
Assistant City Manager
For the Life Enrichment Agency

Prepared by:
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APPROVED FOR FORWARDING TO THE
CITY COUNCIL

OFFICE OF THE CITY MANAGER