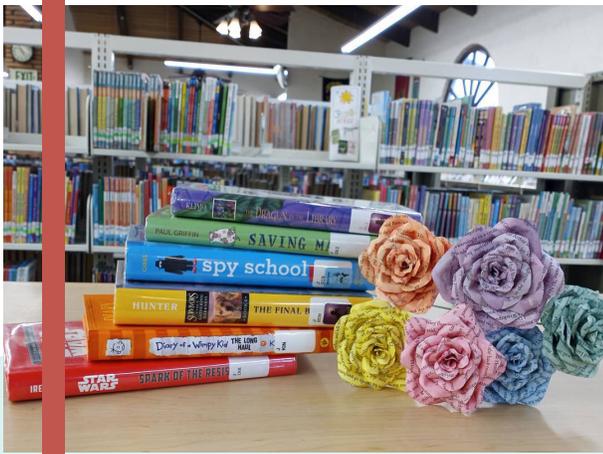




PALMDALE
CITY LIBRARY

Annual Report

Fiscal Year 2020-2021



**PALMDALE
CITY
LIBRARY**

700 E. Palmdale Blvd.
Palmdale, CA 93550

661/267-5600

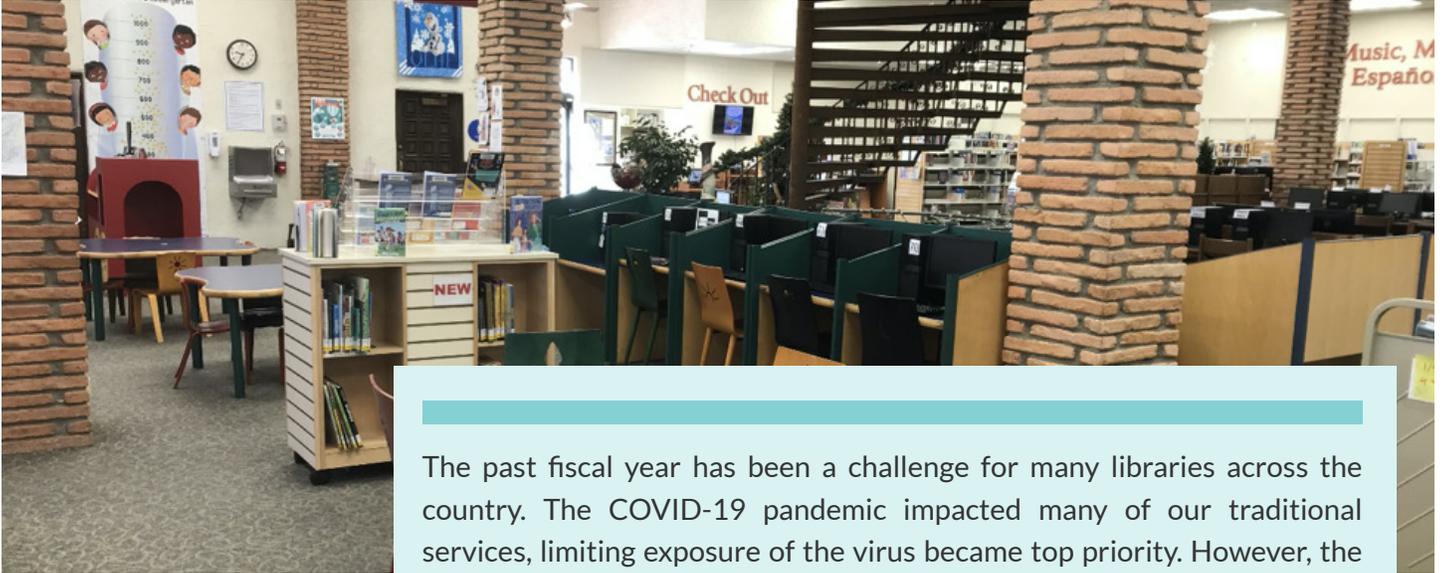
www.cityofpalmdale.org/library

Table of CONTENTS

Letter From the Library Director.....	3
Events & Activities.....	4
Strategic Planning Process Deployed.....	9
Library Statistics.....	10
Ongoing Support from the Friends.....	11



Letter from the Library Director



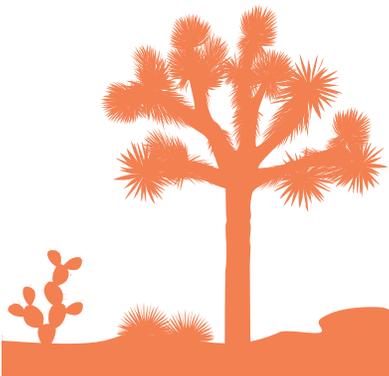
The past fiscal year has been a challenge for many libraries across the country. The COVID-19 pandemic impacted many of our traditional services, limiting exposure of the virus became top priority. However, the Palmdale City Library was able to pivot and provide much needed access in a trying time.

Library staff showed tenacity, adaptability and a can-do attitude to keep the community engaged with their Library. Barriers to access were removed where possible, including easing checkout limits and fines, reviewing policies and implementing new ways to reach patrons. This report highlights the Library's impact. The Library provided:

- phone reference and readers' advisory services
- front-door pick-up service for borrowing materials from the collection
- front-door print services for patrons
- pre-recorded virtual storytime sessions
- multiple grab & go programs targeting children, teens and adults with unique take-home activities and kits

Despite it all, we still connected with the community. Thank you for making this a year to remember. I am excited to start a new fiscal year, to continue to provide a safe place for patrons and staff, and provide much needed services.

Robert Shupe | Library Director



Events & Activities

Pivoting and Creatively Connecting with the Community

Fiscal Year 2020-2021 brought unexpected challenges and highlighted how important the Palmdale City Library is to the community. After closing the Library due to COVID 19 in March 2020, the Library quickly pivoted to offer enhanced website services as well as front-door pick-up for items reserved online or by phone. Library patrons were happy to stay connected and appreciated the service. Because of this success, front-door service continued throughout Fiscal Year 2020-2021, including after the Library building reopened.

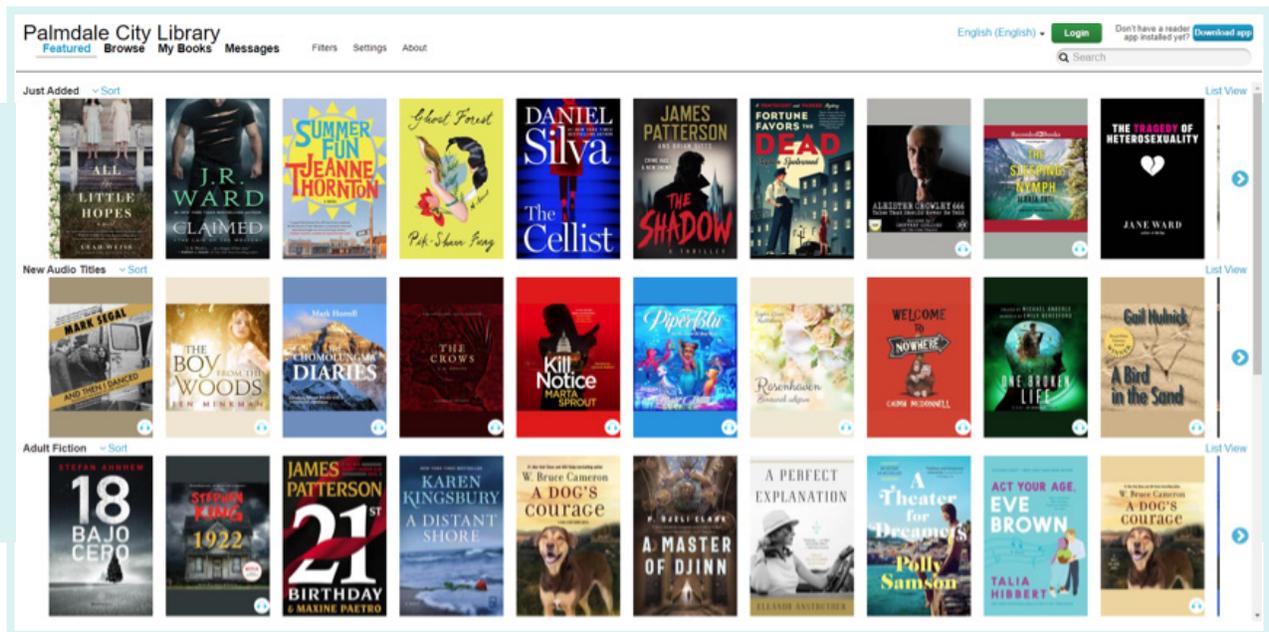
Library staff rose to the occasion and showed great creativity and flexibility. A variety of high-quality pre-recorded programs were made available on social media platforms so patrons could access them anytime. These programs ranged from the Library Director teaching literacy skills by reading chapter books, to staff members offering storytimes, to an unveiling of “Palmdale’s Puppets Chorus” keeping children engaged and entertained with familiar songs.



A “Library Murder Mystery” was entertaining for the entire community and reminded viewers of all the valuable services available at the Library. Staff members played the roles of suspects and clues were provided as community members tried to solve the mystery of who – fictitiously - murdered the Library Director. Feedback from the Palmdale community was excellent. Patrons thoroughly enjoyed the Library’s efforts to connect with them and provide various forms of fun and educational virtual programs while the community was in lockdown on advice from public health experts.

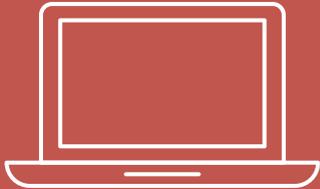
With access to the physical collection limited, the Library shifted significant resources to strengthening the digital collection, including adding more eBooks, eAudiobooks and movies, music, graphic novels and comic books.

Specifically, several thousand titles were added to the Library's CloudLibrary collection and hoopla, a highly regarded service for streaming eAudiobooks, music, video and eBooks. More than 800,000 items in digital format are now available to Palmdale library card holders through the hoopla service.



Virtual programs and downloadable or streaming materials were not the only ways the Library expanded service while the building was closed. The Library added 20 Mi-Fi devices with unlimited data plans so that patrons could check them out and have Wi-Fi service at home. This was incredibly important for families with students in distance learning and those working from home. This effort to provide home Wi-Fi was so popular that an additional 30 devices were provided by the City of Palmdale for patron check-out for the new fiscal year. In a similar vein, the Library was awarded California State Library grant funding through the Southern California Library Cooperative to provide 25 Chromebook computers for patron check-out during the summer of 2021.

50 MI-FI DEVICES 

25 CHROMEBOOKS 

Palmdale City Library Goes Fines Free and Installs Book Returns at Parks



The Library and Board of Trustees work to continuously improve services to Palmdale. Beginning in early in 2021, the Library Board of Trustees worked closely with Library and City staff to thoroughly study the possibility of eliminating fines on overdue materials. Comprehensive reports were provided by Library Systems & Services team members and reports and trends from across the country were assessed. It was clear that libraries were moving away from assessing late fines, a barrier to access for many community members.

In March 2021, the Library Board of Trustees voted unanimously to recommend to the City Council of Palmdale that the Library cease charging overdue fines on all patron library accounts in the City. Replacement fees will be still be added to user accounts for any missing or lost materials.

In an effort to make returning materials more convenient, two library book returns were purchased and are scheduled for install at Domenic Massari and Marie Kerr Parks as a 6-month pilot program. Due to supply chain issues, the book returns are still on backorder and City staff plan to install them by November 2021.

The action taken is a major milestone in providing equitable access to library services in the Palmdale Community. Fines – and worry about fines – can keep residents from using the library, particularly those in lower income neighborhoods.

Summer and Fall Literacy/Lunch Program

Through funding provided by the California State Library, the very popular Literacy Lunch outreach program continued during the Summer and Fall 2020 and Summer 2021. Hundreds of families and thousands of children within the Palmdale School District were directly impacted as staff members distributed high quality/ low-cost Scholastic® books at Palmdale School District's drive-through lunch sites.

The Library's KNOW MOBILE was incredibly valuable during the pandemic and was very busy as staff brought the mobile library to each Summer Literacy/Lunch outreach program site as well as back-to-school events sponsored by the Palmdale School District, LA Care and Blue Shield Palmdale Office.



Return to Walk-In Services and Restoration of Full-Service Hours



As guidelines and restrictions from the Los Angeles County Department of Public Health changed during Fiscal Year 2020-2021, so too did the Library's availability for in-person services.

On March 22, 2021 the Library reopened its doors to walk-in services. Occupancy limits mandated by the County meant some limits on Library services; patrons were limited to one hour per day in the Library to allow as many people as possible to browse the collection and use the public computers and printer/copier/scanner and fax machine. Public-use furniture was removed from the Library to encourage patrons to select their items and use computers during the one hour timeframe.

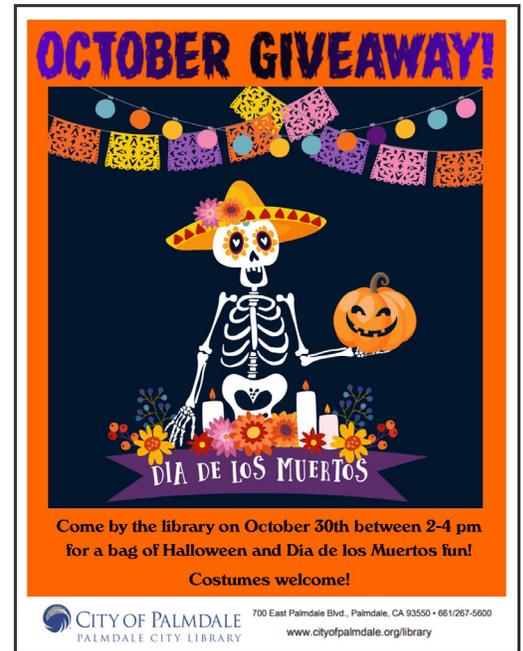
On June 7, 2021 full hours of operation resumed and all public use furniture and all public access computers were back in place. With these enhancements and return to pre-COVID-19 service levels, library use gradually increased.

Summer Reading Program – “Reading Colors Your World”

The Library's Summer Reading Program, Reading Colors Your World, launched June 7 and continued through July 30. Participation was strong with registration among children, teens and adults approaching pre-COVID-19 levels. Prizes were awarded throughout the program, with the goal to increase time spent reading. The Library hosted a Summer Reading Program Ending Celebration/Harry Potter Birthday Bash on July 30 that was enthusiastically attended and enjoyed by more than 300 people. Each House of Hogwarts was represented with fun activities and take-home crafts. Prize drawings offered a chance for an exciting grand prize. The event ended with a birthday cupcake for all. Smiles and selfies were abundant and participants enthusiastically expressed appreciation.



Grab and Go Celebrations



Hundreds of patrons attended festive and much appreciated Grab & Go events at the library entrance on several special occasions. On October 30 fun and spooky decorations lined a magical, winding path to the Library, including life-size cutout characters from literature and film including Dorothy, Scarecrow, Cowardly Lion and Tin Man, Shrek, Wonder Woman, Batman, The Mandalorian, Baby Yoda and others. Staff members dressed in their favorite Halloween/Day of the Dead attire and much fun was had by all.

On December 16, the Library hosted a similar Holiday Grab & Go, this time decorating the exterior winding path to the front entrance with life size cutout characters including Elsa and Olaf, Mickey and Minnie, Elf and of course Santa, along with Hanukkah and Kwanzaa decorations. These events are wonderful examples of the Library's special ability to bring the Palmdale community together and spark friendships among residents.



Strategic Planning Process Deployed

The Library Systems & Services team supported a robust strategic planning process during Fiscal Year 2020-2021. Stakeholder input was a key component; the process included multiple meetings with community members. Focus group meetings included representatives from elected bodies, business and education leaders, Friends of the Library board members, library staff members and the Library Board of Trustees. A survey was conducted to solicit feedback from community members and more than 900 responses were received! This thorough process culminated in a formal presentation to the Library Board of Trustees at the August board meeting and will guide the Library from 2022-2025.

! PRIORITY AREAS



EDUCATION

PCL meets the educational needs of the community.



STRONG COMMUNITY

PCL brings the community together through intentional inclusiveness in services and programming.



READING

PCL celebrates reading, focusing on literacy for all ages.

Library Statistics



7,766

VISITORS
(MARCH 2021-JUNE 2021)



1,834

FRONT DOOR
HOLD PICK-UPS



7,639

WI-FI
SESSIONS



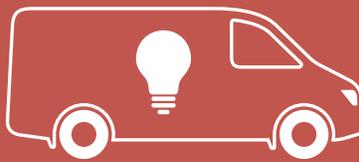
49

TOTAL PROGRAMS
(LIVE AND VIRTUAL)



1,164

PROGRAM
ATTENDANCE



13,247

KNOW MOBILE
PARTICIPANTS



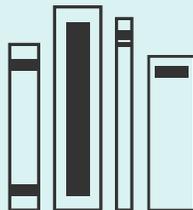
66

RECORDED
PROGRAMS



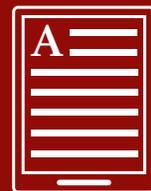
20,432

VIEWS OF RECORDED
PROGRAMS



45,452

PHYSICAL
CIRCULATION



16,572

ELECTRONIC
CIRCULATION

2,381

TAKE & MAKES
PARTICIPANTS

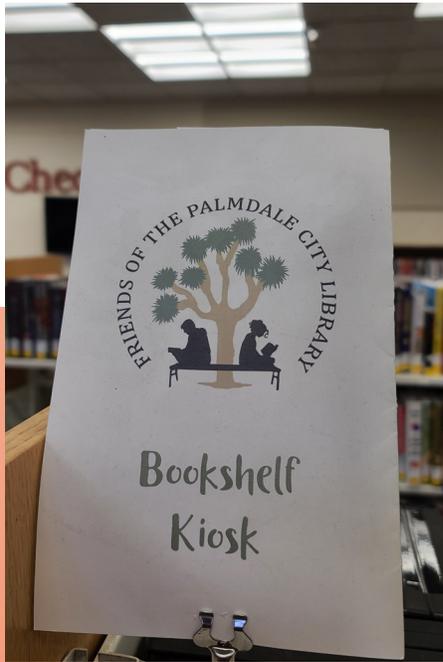


FISCAL YEAR
2020-2021



PALMDALE
CITY LIBRARY

Ongoing Support from the Friends



The Friends of the Palmdale City Library continued to offer gently used books for sale throughout the year in the Library. These dedicated volunteers supported the Library through the pandemic. Larger book sales and gatherings are planned as COVID-19 restrictions lift. Please contact the Library at 661-267-5600 or email pcl@cityofpalmdale.org if you are interested in volunteering with the Friends of the Palmdale City Library.

