



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

January 08, 2026 at 6:00 PM

Council Chambers: 201 North Broadway, Escondido, CA 92025

WELCOME TO YOUR BOARD MEETING

We welcome your interest and involvement in the legislative process of Escondido. This agenda includes information about topics coming before the board.

PRESIDENT

Maribel Cruz Reyes

SECRETARY

Giselle Luevanos

TRUSTEES

Francis X. Bova III

Virginia Bunnell

John Schwab

ASSISTANT CITY CLERK

Sarena Garcia

How to Watch

The City of Escondido provides one way to watch a board meeting:

In Person



201 N. Broadway, Escondido, CA 92025



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

THURSDAY, JANUARY 08, 2026

HOW TO PARTICIPATE

The City of Escondido provides two ways to communicate with the board during a meeting:

In Person



Fill out Speaker Slip and Submit to City Clerk

In Writing



<https://escondido-ca.municodemeeetings.com>

ASSISTANCE PROVIDED

If you need special assistance to participate in this meeting, please contact our ADA Coordinator at 760-839-4869. Notification 48 hours prior to the meeting will enable the city to make reasonable arrangements to ensure accessibility. Listening devices are available for the hearing impaired – please see the City Clerk.



ROLL CALL

ORAL COMMUNICATIONS

APPROVAL OF MINUTES

1. Review and approve the minutes for the December 11, 2025 meeting.

CURRENT BUSINESS

2. **Updates: City of Escondido**

General updates from the City, including specific updates regarding the library infrastructure project.

Staff Recommendation: Receive and File (Community Services Department: Robert Rhoades, Assistant Director of Community Services)

Presenter(s): Robert Rhoades, Assistant Director of Community Services

3. **Brown Act: 2026 Updates**

A brief refresher on the Brown Act and its impact on board meetings and expectations for public open access. Changes brought to the law for 2026 will be highlighted.



CITY *of* ESCONDIDO

LIBRARY BOARD OF TRUSTEES

THURSDAY, JANUARY 08, 2026

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director; City Clerk's staff

4. New Stacks: Overview and Initial Plans

A brief presentation on the library's new bookshelves, or "stacks," for the 239 S Kalmia Library. Planned layouts and potential collections housed will be presented.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director

5. Update: FY 25/26 Library Collection Budget and Expenditures

An update of the state of the library's collection budget for FY 25/26 with expenditures and free balances as of 12/31/25.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director

6. Staff Report: Potential Use of Library Trust Funds for Collections

A report outlining the potential use of an additional \$40,000 of Library Trust funds for use on the purchase of collection materials for the remainder of FY25/26.

Staff Recommendation: Request for Guidance (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director

STATISTICS REPORT

7. Presentation of monthly statistical report.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director

LIBRARY DIRECTOR'S REPORT

8. Presentation of monthly report and general library updates.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)



CITY *of* ESCONDIDO

LIBRARY BOARD OF TRUSTEES

THURSDAY, JANUARY 08, 2026

Presenter(s): Rino Landa, Library Director

TRUSTEE LIBRARY USE REPORT

9. Reports by the Library Board of Trustees of their use of the library and its services.

ADJOURNMENT

UPCOMING MEETING SCHEDULE

10. Unless otherwise noted, the Library Board of Trustees meets on the second Thursday of each month at 4:00 p.m. in the City Council Chambers.

2/12/2026 – 4:00 PM

3/13/2026 – 4:00 PM

4/9/2026 – 6:00 PM

5/14/2026 – 4:00 PM

6/11/2026 – 4:00 PM

7/9/2026 – 6:00 PM

8/13/2026 – 4:00 PM

9/10/2026 – 4:00 PM

10/8/2026 – 6:00 PM

11/12/2026 – 4:00 PM

12/10/2026 – 4:00 PM



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

December 11, 2025 at 4:00 PM

MINUTES

ROLL CALL

PRESENT

President Maribel Reyes
 Secretary Giselle Luevanos
 Trustee Francis X. Bova III
 Trustee John Schwab

ABSENT

Trustee Virginia Segarra Bunnell

ORAL COMMUNICATIONS

None

APPROVAL OF MINUTES

1. Review and approve the minutes for the November 13, 2025 meeting.

Motion made by Trustee Bova III,

Seconded by Secretary Luevanos

Approved 3-0 (Schwab - Abstaining)

CURRENT BUSINESS

2. Updates: City of Escondido

General updates from the City, including specific updates regarding the library infrastructure project.

Staff Recommendation: Receive and File (Community Services Department: Robert Rhoades, Assistant Director of Community Services)

Presenter(s): Robert Rhoades, Assistant Director of Community Services

3. Report on Physical Checkout Trends: Before & After Moving to the Mall

A data-driven report of 39,042 valid physical circulation transactions comparing borrowing patterns across two equal 120-day windows (November 1, 2024–March 1, 2025 and June 1–September 29, 2025).



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

December 11, 2025 at 4:00 PM

The review examines overall demand, returning versus new patron behavior, collection and Spanish-language circulation performance, and operational patterns influencing staffing and programming.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director

STATISTICS REPORT

4. Presentation of monthly statistical report.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director

LIBRARY DIRECTOR'S REPORT

5. Presentation of monthly report and general library updates.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director

TRUSTEE LIBRARY USE REPORT

6. Reports by the Library Board of Trustees of their use of the library and its services.

Trustee Schwab shared the library is doing a good job in presenting the general collections and that his granddaughter's enjoy the new location; South Escondido resident library traffic seems to have increased with library location.

President Reyes spoke about the Latinos in History project and shared it with her past San Diego State University professor; enjoyed the children's programming on first floor.

Trustee Luevanos Shared son visits the library regularly and utilizes the auto-renew feature; Extended thanks to the library team for their marketing and outreach.

Trustee Bova's family has been regularly visiting the library and loves it and has been receiving inquiries from Old Escondido residents regarding the library re-opening.

ADJOURNMENT

Meeting Adjourned at 5:01 p.m.



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

December 11, 2025 at 4:00 PM

UPCOMING MEETING SCHEDULE

Unless otherwise noted, the Library Board of Trustees meets on the second Thursday of each month at 4:00 p.m. in the City Council Chambers.

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7/9/2026 – 6:00 PM

8/13/2026 – 4:00 PM

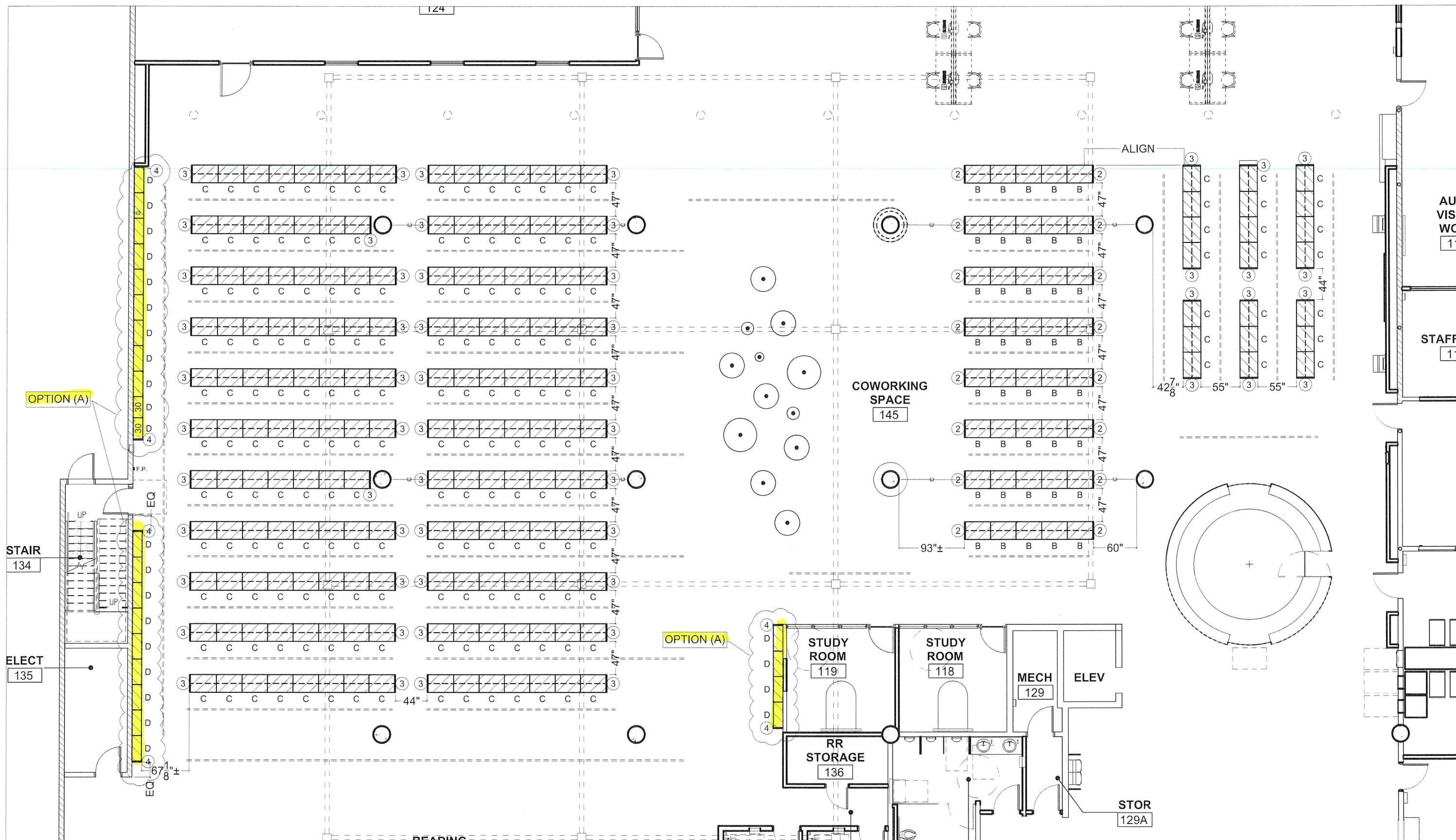
9/10/2026 – 4:00 PM

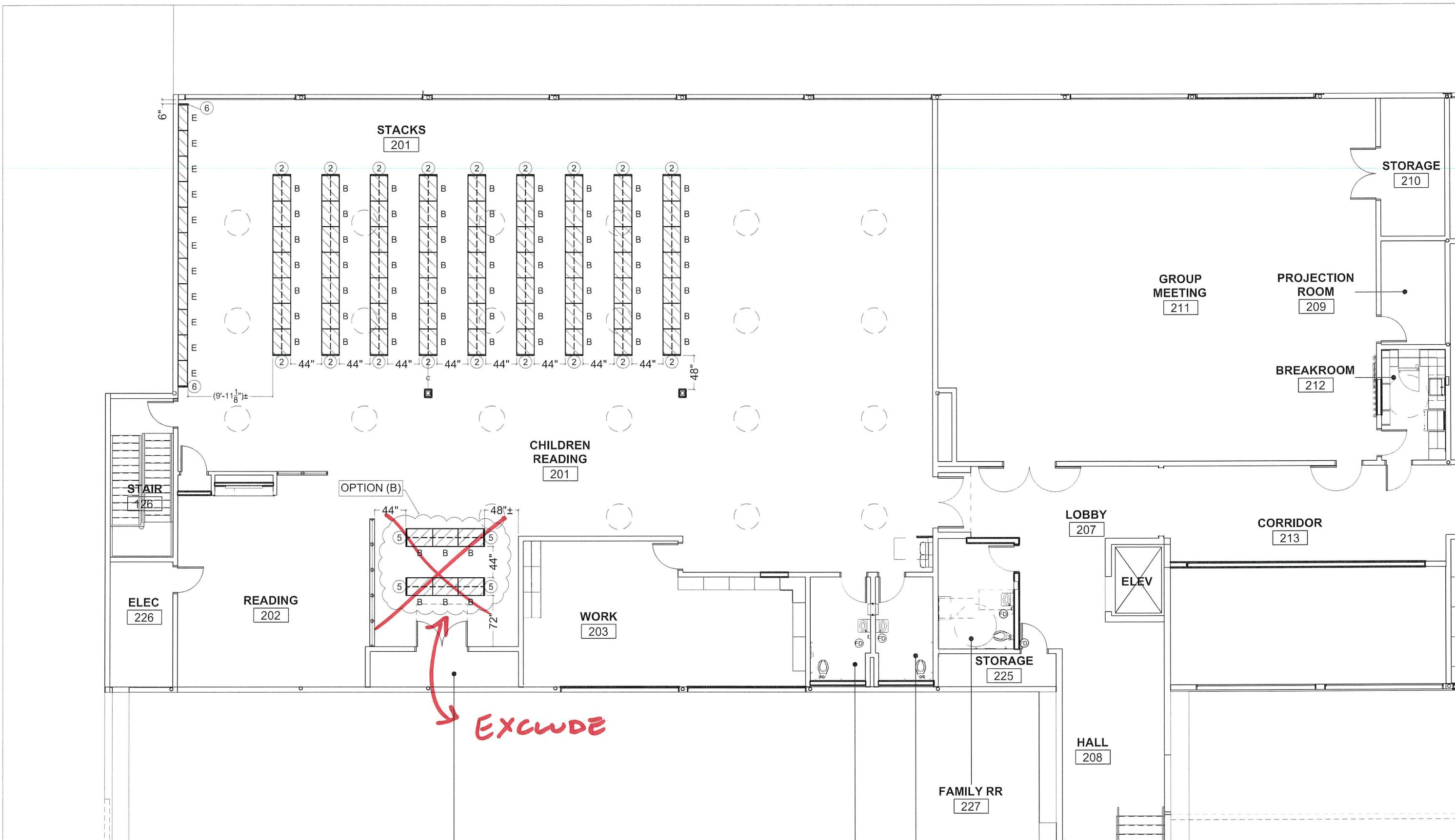
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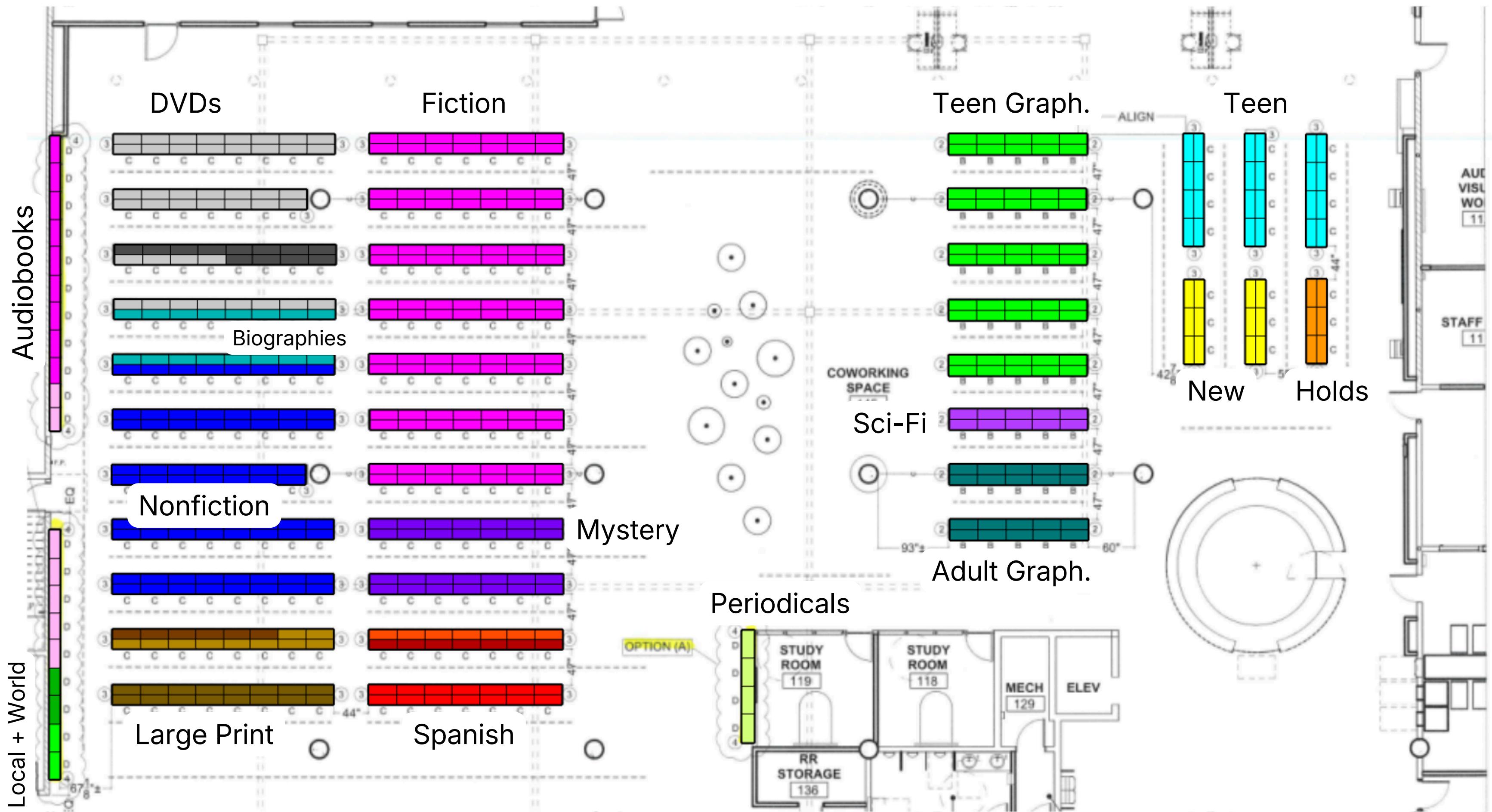
11/12/2026 – 4:00 PM

PRESIDENT

ASSISTANT CITY CLERK







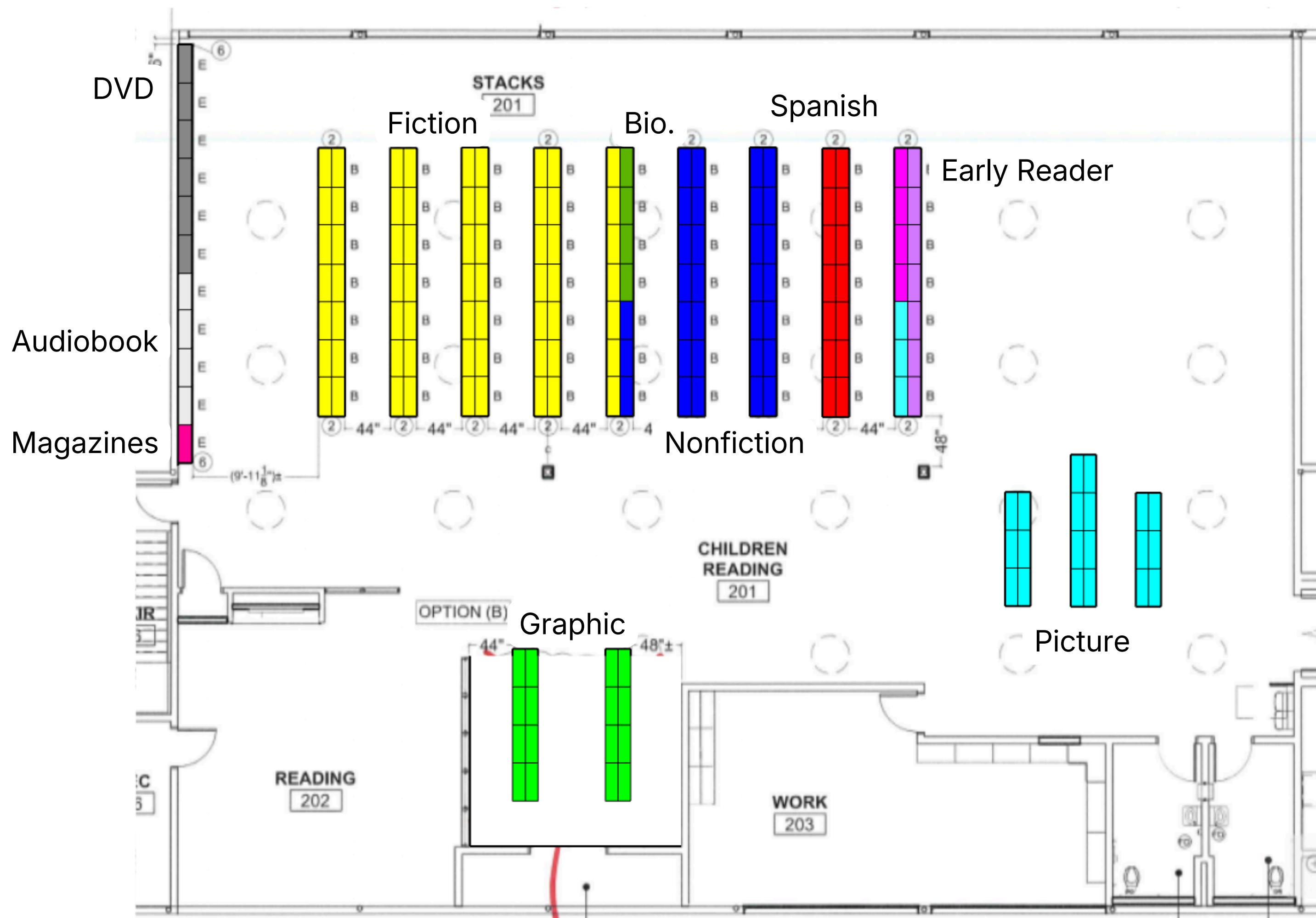
	Current Items	Current LI	Shelves	Target Faces	Given Faces	Color	Extra Shelves	Growth LI
Teen Fiction	2,742	3,181	106.02	21.20	22		4.0	119
Teen Nonfiction	209	161	5.36	1.07	2		4.6	139
Teen Biography	33	25	0.85	0.17	1		4.2	125
Holds		900	30.00	6.00	6		0.0	0
New Items		1,800	60.00	12.00	12		0.0	0

Teen Graphic Fiction	4,681	3,745	125	42	50		25.2	755	Low
Graphic Fiction	2,572	1,415	47	16	20		12.8	385	Shelves
Science Fiction	638	791	26.37	9	10		3.6	109	42"

Spanish Fiction	1,477	1,521	50.71	10	14		19.3	579
Spanish Nonfiction	565	407	13.56	3	7		21.4	643
Spanish Biography	100	83	2.77	1	7		32.2	967
Mystery	3,418	3,726	124.19	25	28		15.8	474
Fiction	9,685	12,009	400.31	80	84		19.7	591

Large Print Fiction	1,388	2,179	72.64	15	16		7.4	221
Large Print Mystery	872	1,125	37.50	7	8		2.5	75
Large Print Western	204	198	6.60	1	2		3.4	102
Large Print Nonfiction	87	98	3.28	1	3		11.7	352
Large Print Biography	44	50	1.66	0	3		13.3	400
Nonfiction	7,246	8,405	280.18	56	70		69.8	2095
Biography	1,672	1,940	64.65	13	16		15.3	460
DVD Fiction	7,632	4,350	145.01	29	30		5.0	150
DVD Television	2,782	1,586	52.86	11	12		7.1	214
DVD Nonfiction	1,441	821	27.38	5	4		-7.4	-221
DVD World Languages	978	557	18.58	4	4		1.4	43
Blu-ray Fiction	487	278	9.25	2	2		0.7	22
DVD Anime	234	133	4.45	1	2		5.6	167

Audiobook Fiction	1,452	1,800	60.02	9	9		3.0	90	Wall
Audiobook Nonfiction	282	364	12.13	2	2		1.9	56	Shelves
Audiobook Biography	68	88	3.66	1	2		10.3	310	84"
Local Author	253	185	6.16	1	2		5.6	168	
World Languages					2				



Collection	Current Items	Current LI	On Shelf Items	% Checked Out	Expected LI	Min Shelves	Min Target Faces	Max Shelves	Max Target Faces	Average Faces	Given Faces	Color	
Children's Biography	694	333	649	6%	312	10.38	3.46	11.10	3.70	3.58	4	Green	
Children's Board Book	1,215	486	543	55%	217	7.24	2.41	16.20	5.40	3.91	3	Pink	
Children's Concept	105	41	83	21%	32	1.08	0.36	1.37	0.46	0.41	1	Magenta	
Children's Easy Reader Fiction	2,771	942	1535	45%	522	17.40	5.80	31.40	10.47	8.13	7	Purple	
Children's Fiction	6,737	6,400	5102	24%	4847	161.56	53.85	213.34	71.11	62.48	63	Yellow	
						-							
Children's Holiday	948	341	511	46%	184	6.13	1.53	11.38	3.79	2.66	3	Cyan	
Children's Nonfiction	4,709	2,213	3985	15%	1873	62.43	20.81	73.77	24.59	22.70	27.00	Dark Blue	
Children's Read-Along Fiction	42	32	22	48%	17	0.55	0.18	1.05	0.35	0.27	-		
Children's Picture Book	5,387	2,101	3880	28%	1513	50.44	16.81	70.03	23.34	20.08	18	Cyan	Mobile
Children's Graphic Fiction	2,978	1,697	1926	35%	1098	36.59	12.20	56.58	18.86	15.53	16.00	Green	Shelves
Spanish Children's Biography	62	24	59	5%	22	0.75	0.25	0.79	0.26	0.26	0	Red	
Spanish Children's Board Book	171	86	70	59%	35	1.17	0.39	2.85	0.95	0.67	0	Red	
Spanish Children's Easy Reader Fiction	477	138	436	9%	126	4.21	1.40	4.61	1.54	1.47	1	Red	
Spanish Children's Fiction	340	214	313	8%	197	6.57	2.19	7.14	2.38	2.29	3	Red	
Spanish Children's Graphic Fiction	152	84	131	14%	72	2.40	0.80	2.79	0.93	0.86	1	Red	
Spanish Children's Graphic Nonfiction	10	6	10	0%	6	0.18	0.06	0.18	0.06	0.06	0	Red	
Spanish Children's Nonfiction	829	315	770	7%	293	9.75	3.25	10.50	3.50	3.38	3	Red	
Spanish Children's Picture Book	1,624	552	1393	14%	474	15.79	5.26	18.41	6.14	5.70	6	Red	
Spanish Children's Read-along Fiction	18	10	13	28%	7	-	0.33	0.11	0.06	0	0	Red	
Children's Magazine	141	35			35	1.18	0.39	1.18	0.39	0.39	1	Pink	
Children's Audiobook Fiction	327	379	279	15%	324	12.64	3.16	12.64	4.21	3.69	4	Grey	
Children's DVD Fiction	901	514	665	26%	379	17.12	4.28	17.12	5.71	4.99	5	Grey	
Children's DVD Nonfiction	114	65	89	22%	51	2.17	0.54	2.17	0.72	0.63	1	Grey	

Floor	Area	Shelf Type	Unit Faces	Shelves/Face	Shelf LI	Available LI		Collection	Current Items	Current LI (Max)	Target LI (Min)	Average
2	Children	Mobile	16	3	1,728	1,440		Children's Biography	694	333	312	322
2	Children	42" Floor	126	3	13,608	11,340		Children's Board Book	1,215	486	217	352
2	Children	54" Wall	11	4	1,584	1,320		Children's Concept	105	41	32	37
			153		16,920	14,100		Children's Easy Reader Fiction	2,771	942	522	732
								Children's Fiction	6,737	6,400	4,847	5,624
		Shelf Type	Unit Faces	Shelves/Face	Projected LI	Needed LI		Children's Holiday	948	341	184	263
	Graphic	Mobile	16	3	1440	1398		Children's Nonfiction	4,709	2,213	1,873	2,043
	Picture	Mobile	20	3	1800	1807		Children's Read-Along Fiction	42	32	17	24
								Children's Picture Book	5,387	2,101	1,513	1,807
								Children's Graphic Fiction	2,978	1,697	1,098	1,398
		Mobile Needed						Spanish Children's Biography	62	24	22	23
	Graphic		8					Spanish Children's Board Book	171	86	35	60
	Picture		2					Spanish Children's Easy Reader Fiction	477	138	126	132
			10					Spanish Children's Fiction	340	214	197	206
								Spanish Children's Graphic Fiction	152	84	72	78
	Unit Cost	\$	1,219.99					Spanish Children's Graphic Nonfiction	10	6	6	6
	Subtotal	\$	12,199.90					Spanish Children's Nonfiction	829	315	293	304
	Tax	\$	1,036.99					Spanish Children's Picture Book	1,624	552	474	513
	Total	\$	13,236.89					Spanish Children's Read-along Fiction	18	10	7	9
	Shipping	TBD						Children's Magazine	141	35	35	35
								Children's Audiobook Fiction	327	379	324	351
								Children's DVD Fiction	901	514	379	446
								Children's DVD Nonfiction	114	65	51	58
								TOTAL	30,752	17,008	12,635	14,821

Budget as of 12/31/25	Allocated	% Budget	Encumbered	Spent	Free	% Spent
E-EPL 200 [25-26] Adult Audio	\$ 1,500.00	6.3	\$ 85.98	\$ 881.01	\$ 533.01	64.47
E-EPL 200 [25-26] Adult DVDs	\$ 7,200.00	3.44	\$ 453.84	\$ 4,193.33	\$ 2,552.83	64.54
E-EPL 200 [25-26] Adult Fiction	\$ 14,684.00	6.3	\$ 3,900.67	\$ 8,410.55	\$ 2,372.78	83.84
E-EPL 200 [25-26] Adult Graphic Novels	\$ 4,500.00	1.89	\$ 1,631.80	\$ 2,483.33	\$ 384.87	91.45
E-EPL 200 [25-26] Adult Large Print	\$ 5,000.00	2.1	\$ 1,588.48	\$ 2,065.12	\$ 1,346.40	73.07
E-EPL 200 [25-26] Adult Lease Fiction	\$ 12,132.00	2.52	\$ -	\$ 6,316.00	\$ 5,816.00	52.06
E-EPL 200 [25-26] Adult Lease Nonfiction	\$ 3,250.00	0.84	\$ -	\$ 2,000.00	\$ 1,250.00	61.54
E-EPL 200 [25-26] Adult Nonfiction	\$ 13,000.00	5.46	\$ 2,691.81	\$ 6,307.57	\$ 4,000.62	69.23
E-EPL 200 [25-26] Adult Periodicals (Local)	\$ 7,250.00	2.52	\$ -	\$ 7,242.05	\$ 7.95	99.89
E-EPL 200 [25-26] Adult Spanish Fiction	\$ 2,500.00	1.05	\$ 297.39	\$ 1,422.37	\$ 780.24	68.79
E-EPL 200 [25-26] Adult Spanish Nonfiction	\$ 2,500.00	1.05	\$ 764.84	\$ 928.07	\$ 807.09	67.72
E-EPL 200 [25-26] Children's Audio	\$ 640.00	0.27	\$ 84.97	\$ 303.40	\$ 251.63	60.68
E-EPL 200 [25-26] Children's Board Books	\$ 5,000.00	2.1	\$ 9.99	\$ 1,797.39	\$ 3,192.62	36.15
E-EPL 200 [25-26] Children's DVDs	\$ 1,000.00	0.84	\$ -	\$ 718.70	\$ 281.30	71.87
E-EPL 200 [25-26] Children's Easy Readers	\$ 8,000.00	3.78	\$ 1,717.09	\$ 2,453.26	\$ 3,829.65	52.13
E-EPL 200 [25-26] Children's Fiction	\$ 11,000.00	5.04	\$ 5,759.70	\$ 801.35	\$ 4,438.95	59.65
E-EPL 200 [25-26] Children's Graphic Novels	\$ 11,000.00	5.04	\$ 3,290.52	\$ 6,343.46	\$ 1,366.02	87.58
E-EPL 200 [25-26] Children's Nonfiction	\$ 9,000.00	3.78	\$ 1,036.40	\$ 4,659.99	\$ 3,303.61	63.29
E-EPL 200 [25-26] Children's Periodicals (Local)	\$ 350.00	0.15	\$ -	\$ 105.05	\$ 244.95	30.01
E-EPL 200 [25-26] Children's Picture Books	\$ 13,000.00	5.46	\$ 2,325.40	\$ 4,890.17	\$ 5,784.43	55.50
E-EPL 200 [25-26] Children's Spanish Books	\$ 6,000.00	2.52	\$ 1,737.30	\$ 2,387.31	\$ 1,875.39	68.74
E-EPL 200 [25-26] Children's Wonderbooks	\$ 2,000.00	0.84	\$ -	\$ -	\$ 2,000.00	-
E-EPL 200 [25-26] Database Subscriptions	\$ 14,805.24	1.83	\$ -	\$ 8,350.47	\$ 6,454.77	56.40
E-EPL 200 [25-26] Discretionary Adult Bks & Audbks	\$ 8,350.00	4.03	\$ 1,686.13	\$ 2,758.72	\$ 3,905.15	53.23
E-EPL 200 [25-26] Discretionary Child Bks & Audbks	\$ 7,500.00	3.36	\$ 118.88	\$ 1,712.62	\$ 5,668.50	24.42
E-EPL 200 [25-26] Discretionary DVDs	\$ 3,750.00	1.26	\$ 30.99	\$ 2,841.84	\$ 877.17	76.61
E-EPL 200 [25-26] Discretionary Spanish	\$ 4,000.00	1.68	\$ 1,299.48	\$ 523.94	\$ 2,176.58	45.59
E-EPL 200 [25-26] Discretionary YA Bks & Audbks	\$ 5,000.00	1.05	\$ 1,746.90	\$ 56.82	\$ 3,196.28	36.07
E-EPL 200 [25-26] hoopla	\$ 16,184.00	7.56	\$ -	\$ 5,297.67	\$ 10,886.33	32.73
E-EPL 200 [25-26] Overdrive eContent (Local)	\$ 24,000.00	11.34	\$ -	\$ 11,472.84	\$ 12,527.16	47.80
E-EPL 200 [25-26] Pioneer Room (Local)	\$ 1,000.00	0.42	\$ -	\$ -	\$ 1,000.00	-
E-EPL 200 [25-26] Teen Fiction	\$ 4,000.00	1.68	\$ 1,308.37	\$ 2,131.46	\$ 560.17	86.00
E-EPL 200 [25-26] Teen Graphic Novels	\$ 9,000.00	3.78	\$ 3,427.11	\$ 4,350.20	\$ 1,222.69	86.42
Total	\$ 238,095.24	100	\$ 37,012.99	\$ 106,206.06	\$ 94,876.19	60.15

Lease
Local selectors
Digital materials
CMT selectors

Staff Report

To: Escondido Public Library Board of Trustees

From: Library Administration

Date: January 7, 2026

Subject: Recommendation to Allocate Additional \$40,000 for Collection Materials

Recommendation

As requested by the Board, staff recommend to allocate an additional \$40,000 in collection funding to refresh and strengthen targeted collection areas, as follows:

\$14,000 — Nonfiction

\$8,000 — Mystery

\$8,000 — Large Print Fiction

\$3,500 — Science Fiction

\$3,000 — Large Print Nonfiction

\$2,000 — Hoopla (pilot increase for evaluation)

\$1,500 — Children's Holiday

Total: \$40,000

Executive Summary

Staff reviewed collection metrics—including recent circulation trends, popularity, and average age of materials—along with a physical inspection of item condition. Based on this analysis, staff identified the collection areas that would benefit most from a focused refresh and growth investment. The recommended allocation prioritizes high-demand areas with aging and worn materials, strengthens equitable access through large print materials, and includes a time-limited Hoopla budget increase to evaluate service impacts.

Background and Analysis

The Library's collection is one of its most visible and heavily used public services. While ongoing annual collection purchasing maintains baseline support across formats and age levels, staff's review identified several areas where materials are either disproportionately outdated, worn, or underfunded relative to demand, creating service gaps and limiting patron satisfaction.

Staff's approach prioritized three factors:

1. High use / high community demand (circulation and holds trends)
2. Collection condition and age (worn items, outdated editions, weeding needs)
3. Strategic readiness for reopening after renovation (ensuring refreshed, attractive collections in prominent locations)

Proposed Allocation and Rationale

1) Nonfiction — \$14,000

Nonfiction is recommended for the largest allocation due to a significant portion of titles being outdated. While new nonfiction circulates strongly, the collection's overall "health" varies widely, with many very old items still present alongside newer titles. These funds will primarily support:

- Replacing outdated and weeded items with current editions
- Purchasing new materials aligned with recent community interests
- Strengthening core topical areas where accuracy and currency are essential

Intended outcome: A more current, reliable, and appealing nonfiction collection that supports learning and everyday information needs.

2) Mystery — \$8,000

Mystery remains one of the Library's most popular genre collections, but staff observed many titles are older and worn. Funds will be used to:

- Replace heavily worn, high-circulating items
- Expand titles by current and historically popular authors
- Improve browsing quality and patron experience

Intended outcome: Increased availability of popular items and improved shelf appeal in a consistently high-demand genre.

3) Science Fiction — \$3,500

Science Fiction is similarly popular to Mystery, though with fewer overall checkouts. However, it is trending upward and is tentatively planned for a prominent shelf location when the Library reopens after renovation. A refreshed collection is needed to succeed in that placement and maintain momentum. Funds will support:

- Updating dated and worn titles
- Expanding modern authors and currently requested series
- Strengthening a curated, browsable selection suitable for prominent display

Intended outcome: A modernized Science Fiction collection positioned to attract interest and sustain growth.

4) Large Print Fiction — \$8,000 and Large Print Nonfiction — \$3,000

Large print collections support older adults and patrons who are blind, low vision, or otherwise benefit from accessible formats. Historically, large print has received limited annual funding—typically about

\$5,000 total for both fiction and nonfiction—despite strong community value and higher per-item costs (often approximately double standard print). Funds will be used to:

- Replace very old and worn items
- Add popular authors and current titles in large print
- Improve equity of access for patrons with visual needs

Intended outcome: A healthier, more current large print collection that better matches demand and supports inclusive service.

5) Children's Holiday — \$1,500

The Library has intentionally shifted more collection funding toward children's materials in recent years, reflecting that children's collections now comprise more than half of all checkouts. Within that broader success, the Children's Holiday collection has seen limited purchasing despite remaining one of the most popular genre areas. Funds will focus on the highest-demand holidays:

- Halloween
- Thanksgiving
- Christmas

Intended outcome: Improved availability and variety during peak seasonal demand, supporting family engagement and early literacy.

6) Hoopla (Pilot Increase) — \$2,000

Staff recommends a moderate Hoopla spending increase to evaluate service impacts under controlled conditions. Hoopla use is currently capped at \$1,300 per month, resulting in approximately 550 downloads per month, with some patron checkouts denied when the monthly cap is reached.

Staff proposes a \$500 per month increase for a limited evaluation period (February through July; four months funded through this allocation as described in staff's plan). This represents an approximate 40% monthly budget increase during the pilot window. Staff will evaluate whether the increase:

- Significantly increases monthly downloads
- Reduces the number of denied checkouts due to the cap
- Improves patron satisfaction and access, particularly during high-demand periods

Intended outcome: Data-driven decision-making on whether incremental Hoopla increases provide meaningful service improvements relative to cost.

Implementation Plan

Upon Board approval, staff will:

1. Place orders prioritizing replacement of worn/outdated items and high-demand titles.
2. Update and rebalance selections to align with current interests, including newer authors and subjects.
3. For Hoopla, implement the pilot budget increase and track outcomes during the evaluation period.
4. Report back to the Board with results, including circulation/usage impacts and any recommended ongoing adjustments.

Fiscal Impact

If voted on by the Board, this action authorizes the one-time expenditure of \$40,000 for collection materials across physical and digital collections, allocated as detailed above. No additional ongoing staffing costs are anticipated. If the Board chooses to provide a lower amount than the \$40,000 initially suggested, the allocations would adjust proportionately.

Alternatives Considered

- Allocate the full amount exclusively to high-circulating collections (e.g., only children's and bestselling fiction). Staff did not recommend this option because it would leave significant known needs unaddressed—particularly nonfiction currency and large print accessibility.
- Allocate the full amount to digital materials. Staff did not recommend this option due to the demonstrated need to replace worn physical items and improve collection health for reopening.

Requested Board Action

Provide direction to staff on the recommended allocation of \$40,000 in additional collection funding as presented in this staff report.

Appendix A: Recommended Collection Statistical Breakdown

Location	Collection Code	Current Items	Items on Shelf	Collection Age	% No Circ in 3 Years	% Total Collection	Circulation Last 12	% Total Circulat	Weeding	% DOA	Turnover	Relative Use
Mall Storage	Nonfiction	991	894	14.6	8.07	8.19	2391	13.8	0	50	2.41	1.68
Mall	Nonfiction	4884	4027	6.9	1.88	7.72	17384	5.68	1	13.65	3.56	0.74
Offsite	Nonfiction	1380	1360	15.1	52.83	13.53	374	5.3	610	20	0.27	0.39
Mall	Mystery	1685	1389	5.1	0.12	2.66	7740	2.53	2	5.24	4.59	0.95
Mall Storage	Mystery	920	877	11.1	1.3	7.61	857	4.95	12	0	0.93	0.65
Offsite	Mystery	819	784	15.5	5.25	8.03	992	14.07	43	12.5	1.21	1.75
Mall	Children's Holiday	941	600	13.3	0.74	1.49	4545	1.49	7	7.69	4.83	1
Mall	Large Print Fiction	1284	1138	9.1	4.05	2.03	3376	1.1	52	1.92	2.63	0.54
Offsite	Large Print Fiction	107	105	11.3	12.15	1.05	48	0.68	13	0	0.45	0.65
Mall	Large Print Nonfiction	87	83	14.1	0	0.14	140	0.05	0	50	1.61	0.33
Mall	Science Fiction	372	304	7.2	1.88	0.59	1448	0.47	7	8	3.89	0.81
Mall Storage	Science Fiction	143	139	13.5	4.2	1.18	213	1.23	6	0	1.49	1.04

Appendix B: Mall Collection Circulation Data

Collection	Sum of Weeding List	Average of Age	Circ Last 12 Months	Sum of % Total Circulation	Sum of Current Items	Sum of % Total Collection	Average of % No Circ in 3 Years
Children's Picture Book	13	8.8	42507	13.9	5393	8.52	0.24
Children's Fiction	10	8.7	32898	10.76	5492	8.68	0.18
Children's Easy Reader Fiction	9	12.3	29023	9.49	2748	4.34	0.33
Children's Graphic Fiction	4	5.1	24510	8.01	2770	4.38	0.14
Fiction	19	5.4	22412	7.33	5139	8.12	0.37
DVD Fiction	2	11.2	18285	5.98	4093	6.47	0.05
Nonfiction	1	6.9	17384	5.68	4884	7.72	1.88
Children's Nonfiction	259	10.7	16758	5.48	4712	7.45	5.5
Children's Board Book	20	4.2	15443	5.05	1177	1.86	0.93
Teen Graphic Fiction	4	6.1	13068	4.27	3093	4.89	0.13
DVD Television	5	12.6	8641	2.83	2030	3.21	0.25
Mystery	2	5.1	7740	2.53	1685	2.66	0.12
Graphic Fiction	40	6.4	6970	2.28	2443	3.86	1.64
Teen Fiction	35	4.8	5329	1.74	1846	2.92	1.9
Spanish Children's Picture Book	82	8.9	5078	1.66	1620	2.56	5.06
Children's Holiday	7	13.3	4545	1.49	941	1.49	0.74
Children's DVD Fiction	4	12.8	3986	1.3	898	1.42	0.45
Large Print Fiction	52	9.1	3376	1.1	1284	2.03	4.05
Blu-ray Fiction	4	9.7	2050	0.67	465	0.73	0.86
Spanish Children's Board Book	4	3.4	1917	0.63	169	0.27	2.37
Biography	18	4.6	1740	0.57	729	1.15	2.47
Large Print Mystery	11	8.6	1727	0.56	517	0.82	2.13
Spanish Children's Nonfiction	43	10.1	1705	0.56	828	1.31	5.19
Audiobook Fiction	44	9.6	1536	0.5	757	1.2	5.81
DVD Nonfiction	1	16.4	1530	0.5	770	1.22	0.13
Spanish Children's Easy Reader Fiction	8	9.6	1460	0.48	477	0.75	1.68
Science Fiction	7	7.2	1448	0.47	372	0.59	1.88
Children's Biography	24	8.5	1356	0.44	695	1.1	3.45
Spanish Fiction	10	4.1	1091	0.36	759	1.2	1.32
DVD World Languages	8	13.4	1068	0.35	415	0.66	1.93
DVD Anime	1	13.9	1009	0.33	237	0.37	0.42
Children's Audiobook Fiction	2	13.6	729	0.24	327	0.52	0.61
Children's Concept	0	13.3	711	0.23	105	0.17	0
Spanish Nonfiction	0	2.4	625	0.2	358	0.57	0
Spanish Children's Fiction	42	9.3	599	0.2	340	0.54	12.35
Audiobook Nonfiction	0	15.6	461	0.15	218	0.34	5.5
Spanish Children's Graphic Fiction	1	4.4	449	0.15	152	0.24	0.66
Children's DVD Nonfiction	0	18	445	0.15	114	0.18	0
Graphic Nonfiction	6	6.4	398	0.13	133	0.21	4.51
Teen Nonfiction	1	5	265	0.09	70	0.11	1.43
Children's Read-Along Fiction	0	3.8	247	0.08	42	0.07	0
Large Print Western	29	14.9	234	0.08	204	0.32	14.22
Children's Music CD	1	11	166	0.05	1	0	100
Spanish Biography	21	9.7	159	0.05	98	0.15	21.43
Large Print Nonfiction	0	14.1	140	0.05	87	0.14	0
Spanish Children's Read-along Fiction	0	3.9	90	0.03	18	0.03	0
Large Print Biography	2	14.7	80	0.03	43	0.07	4.65
Audiobook Biography	0	3.8	62	0.02	17	0.03	0
Spanish Children's Biography	11	12.1	49	0.02	62	0.1	17.74
Teen Biography	0	7.9	33	0.01	8	0.01	0
Graphic Biography	1	10.3	31	0.01	20	0.03	5
Children's Read-Along Nonfiction	0	5.4	14	0	3	0	0
Children's Blu-ray Fiction	0	4	8	0	1	0	0
Blu-ray Nonfiction	0	8	4	0	1	0	0
Children's Audiobook Nonfiction	0	13.1	0	0	2	0	0
New Large Print Fiction	0	6.7	0	0	1	0	0
Spanish Children's Graphic Nonfiction	1	16.5	0	0	10	0.02	10
Spanish Graphic Fiction	0	15.8	0	0	1	0	0



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STATISTICS REPORT

Monthly Statistics 2025-2026		September	October	November
CIRCULATION:	Physical Materials	31,706	32,225	29,945
	Digital Materials	7,788	7,959	7,273
	<i>Overdrive Libby</i>	6,928	7,135	6,359
	<i>Hoopla</i>	561	582	573
	Total Circulation	39,494	40,184	37,218
	Holds Satisfied	1,659	1,682	1,628
INTER-LIBRARY LOANS:	ILLs Checked Out	5	1	1
	Link+ Items Borrowed (EPL patrons)	338	303	299
	Link+ Items Lent (to patrons at other libraries)	213	154	167
POPULATION & BORROWERS:	Total Registered Borrowers	98,189	98,684	99,256
REFERENCE QUESTIONS:	Total Reference Transactions	6,769	6,917	5,212
LIBRARY SERVICES:	Public Service Hours	250	260	217
	Library Visits	22,196	20,089	20,733
ELECTRONIC SERVICES:	Users of Public Internet Computers	511	504	422
	Wireless Sessions	4,600	4,600	4,684
	Number of Website Visits	11,584	11,546	10,817
VOLUNTEERS:	Total Active Volunteers	36	66	68
	Total Volunteer Hours	398	567	367
PROGRAMS:	# of live, in-person programs	154	174	114
	Live, in-person attendance	2,097	2,333	1,225
	# of live, virtual programs	-	-	-
	Live, virtual program attendance	-	-	-
	# of pre-recorded programs	-	-	-
	# of views of recorded program content	-	-	-
	# of live, off site programs (outreach)	4	7	1
	Live, off site program (outreach) attendance	1,010	188	126
PIONEER ROOM:	Pioneer Room Visits:	550	550	550
	Digital Collection Items Accessed:	267	604	271
	On-Site Items & Resources Accessed:	101	88	140
LITERACY:	Class Attendance	147	122	70
	Classes Taught	52	54	34
	Active Learner Pairs	28	34	32
	Books Distributed	588	100	6
	# of take home kits given out	80	80	80





LIBRARY DIRECTOR'S REPORT

San Diego Law Library Laptops

Escondido Public Library has continued to strengthen its partnership with the San Diego Law Library by ensuring ongoing public access to critical legal information resources. As part of this effort, the San Diego Law Library is now fully providing and supporting two dedicated laptops for patron use in accessing the Law Library's online databases. These devices are maintained by the Law Library and its IT team, which will improve reliability and allow for timelier updates, maintenance, and database access management.

This shift also provides an operational benefit to the City. By transitioning these workstations to Law Library ownership and support, City Information Systems staff will be able to focus on other library technology needs and priorities. The two laptops previously supplied by the City will be reassigned for other purposes within the library to better meet broader service demands.

Importantly, this partnership supports equitable access to legal information. The San Diego Law Library databases represent some of the only free legal research resources available in North San Diego County. Without this access point, many Escondido residents would be required to travel to the San Diego Law Library's downtown location or to another North County partner site, with the closest currently located in Vista. Maintaining and enhancing this service helps remove barriers for patrons seeking legal information and reinforces the Library's role as a trusted access point for essential community resources.

Furniture Orders

I have been working closely with the renovation project's furniture vendor, GM Business Interiors, to finalize furniture selections for both the first and second floors of the Main Library. The objective is to complete all selections so the City can prepare and submit a final purchase order (PO) in alignment with the renovation schedule and procurement timelines.

Selections for the first floor were completed last fall and have remained on track pending final consolidation into the overall PO. By contrast, second floor furniture options were only provided for review during the first week of January 2026. Since receiving those materials, I have begun the review process with the vendor to confirm specifications, functionality, and alignment with the intended use of each space.

Completing these selections promptly will help avoid procurement delays and ensure furniture orders can be placed with sufficient lead time for manufacturing and delivery.





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DECEMBER HIGHLIGHTS

During the December holiday season, the Library welcomed patrons of all ages for programs that offered both meaningful engagement and a welcome pause from the pace of the month. In the Pioneer Room, two in-demand author talks drew strong attendance and invited the community to explore local history through compelling storytelling. Adult Services encouraged patrons to step away from holiday shopping and seasonal obligations to enjoy hands-on craft programs and stay connected through the Library's monthly book clubs. Youth Services, in partnership with Literacy staff, created memorable family experiences that combined festive traditions with literacy-rich activities and creative opportunities for tweens.

YOUTH SERVICES



Tween Art Squad: Beaded Tracker

December 9 Attendance: 15+

Tween Art Squad provided a creative, engaging “crafternoon” where participants designed and personalized their own beaded trackers—crafted accessories such as keychains or bracelets that can be used to track habits or meaningful personal goals. Led by Ms. Amie, the program encouraged self-expression and creativity while offering tweens a welcoming space to connect with peers and build a unique project to take home.

Santa by the Fireside

December 11 Attendance: 38 children and 31 adults

Youth Services partnered with the Literacy and Pioneer Room teams for a festive, family-friendly program hosted in the Pioneer Room. Santa delighted the crowd and presented each child with an official “Nice List” certificate in recognition of their enthusiastic participation in reading, singing, and activities with Ms. Teresa. Families also enjoyed hands-on ornament making with guidance from library staff, while photos were captured throughout the evening to help families preserve and share holiday memories. In addition, several patrons took time to explore local history in the Pioneer Room, including a special moment revisiting an *Orange Glen High School* yearbook from 2004.





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ADULT SERVICES

Adult Services invited community members to step away from the holiday shopping rush and seasonal chaos to enjoy meaningful, restorative time at the Library. Throughout the month, adults were encouraged to participate in a variety of craft programs and to stay connected through the Library's monthly book clubs, creating opportunities for creativity, conversation, and community.



Weaving Heritage: Native American Basket Weaving

December 10

Attendance: 12

Adult Services hosted a hands-on cultural arts workshop presented by the Waxayam Pomki Museum, representing the Rincon Band of Luiseño Indians. Participants learned about the cultural significance of basket weaving in Luiseño communities, including traditional materials and techniques, before creating their own introductory round reed-style basket. All supplies were provided, and attendees left with both a completed project and a deeper appreciation for Native American craftsmanship and heritage.

Artsy Adults: Cozy Holiday Craft

December 11 Attendance: 11

Our Artsy Adults program brought patrons together for an evening of seasonal creativity and connection. Attendees enjoyed holiday-themed crafts, ornament decorating, and winter-inspired projects, customizing and enhancing a variety of pieces. The program fostered a welcoming atmosphere filled with holiday cheer, conversation, and community-building.





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THE PIONEER ROOM

The Pioneer Room hosted two author talks this month in response to strong community interest and popular demand. Building on the success of earlier programs, these well-attended events brought patrons back to the Pioneer Room to engage with local history through compelling storytelling—ranging from San Diego County's haunted past to the enduring contributions of Chicano and Latino communities in shaping the region.



Fireside Frights with Jessica D. Johnson

December 5 Attendance: 20

Following a well-received September program on her book *Abandoned San Diego*, local author and Hidden San Diego founder Jessica D. Johnson returned to the Pioneer Room for an evening of ghost stories and “darker history” from across San Diego County. The program explored a range of reputedly haunted sites—from Victorian homes and abandoned cemeteries to remote forests—inviting attendees to learn more about the region’s lesser-known past through a uniquely engaging lens.

How Latinos Built San Diego: Author Talk with Maria E. Garcia

December 6 Attendance: 12

The Pioneer Room hosted an author talk with Maria E. Garcia, acclaimed writer and community advocate, featuring her book *We Made San Diego*. Through storytelling and research, Garcia highlighted the enduring cultural, social, and political contributions of San Diego’s Chicano and Latino communities. The program offered an opportunity to honor Escondido’s Latino community while deepening understanding of the history and impact of Latino leadership and civic life in the region.

