



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

November 14, 2024 at 4:00 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

Virginia Bunnell

SECRETARY

Francis X. Bova III

TRUSTEES

John Schwab
Carolyn Clemens
Maribel Reyes

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, NOVEMBER 14, 2024

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.municodemeetings.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 from the October 10, 2024 meeting

CURRENT BUSINESS

2. Public Art - Library Mural

Presentation and update on the exterior mural project (at the corner of 2nd Ave and Kalmia St) funded by the Escondido Community Foundation.

Presenter(s): Tim Topalov (artist) and the Escondido Community Foundation

3. Building Forward: Library Infrastructure Grant Project

Monthly progress update on the \$10 million library infrastructure state-grant project.

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



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES

THURSDAY, NOVEMBER 14, 2024

4. **Workshop Report & Discussion**

Report on the October 22, 2024, Library Board of Trustees workshop held at the library to discuss the costs related to the library infrastructure grant project that are not covered by grant funds.

Presenters(s): Francis X. Bova III, Secretary, Library Board of Trustees; John Schwab, Board Member

5. **Library Annual Report FY2023-2024**

Presentation of the library's annual report to the Board of Trustees.

Presenters(s): Rino Landa, Library Director

STATISTICS REPORT

- 6. Presentation of monthly statistical report and strategic plan updates.

LIBRARY DIRECTOR'S REPORT

- 7. Presentation of monthly report and general library updates.

TRUSTEE LIBRARY USE REPORT

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

ADJOURNMENT

UPCOMING MEETING SCHEDULE

- 9. 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.

12/12/2024 at 4:00 p.m.

1/9/2025 at **6:00 p.m.**

2/6/2025 AT 4:00 p.m.



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

October 10, 2024 at 6:00 PM

MINUTES

ROLL CALL

PRESENT

President Virginia Bunnell
Secretary Francis X. Bova III
Trustee Carolyn Clemens
Trustee Maribel Reyes

ABSENT

Trustee John Schwab

ORAL COMMUNICATIONS

None

APPROVAL OF MINUTES

- 1. Review and Approve the minutes from the September 12, 2024 meeting**

Motion made by Trustee Reyes
Seconded by Trustee Clemens.
Approved 4-0 (Schwab - Absent)

CURRENT BUSINESS

- 2. Building Forward: Library Infrastructure Grant Project**

A progress update on the \$10 million library infrastructure state-grant project.

Presenter(s): Ed Vasquez, Project Manager; Robert Rhoades, Assistant Director of Community Services

- 3. Discussion and possible vote on a recommendation to City that the entire EPL staff, now funded with ARPA grant money, be kept intact to ensure the best possible service during the building shutdown and to enable a smooth reopening.**

Presenter: John Schwab, Board Member – President Bunnell provided an update

Motion made by Trustee Reyes
Seconded by President Bunnell.
Approved 4-0 (Schwab - Absent)



CITY of ESCONDIDO

LIBRARY BOARD OF TRUSTEES MEETING

October 10, 2024 at 6:00 PM

STATISTICS REPORT

- 4. **Presentation of monthly statistical report and strategic plan updates.**

Presenter(s): Rino Landa, Library Director

LIBRARY DIRECTOR'S REPORT

- 5. **Updates and news from the Library Director**

TRUSTEE LIBRARY USE REPORT

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

Trustee Reyes - Looking forward to Echoes of Change and Genealogy drop ins

President Bunnell shared her experience with re-activation of library card being easy and user friendly

Trustee Clemens - Shared she was able to check out the same books as her parents did in Texas

Secretary Bova - Visited Grape Day Festival booth and loved it; Shared about a recent visit to Ohio and the utilization of poles with signs for the library

ADJOURNMENT

Meeting Adjourned at 6:58 p.m.

UPCOMING MEETING SCHEDULE

- 7. 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.
* **10/25/2024 at 10:30 a.m. Community Workshop:** Library Infrastructure Grant Project. Board Room at the Escondido Public Library, 239 S. Kalmia St, Escondido, CA 92025
11/14/2024 at 4:00 p.m.
12/12/2024 at 4:00 p.m.

PRESIDENT

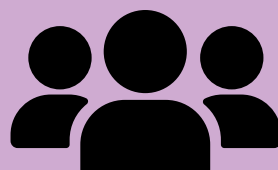
ASSISTANT CITY CLERK



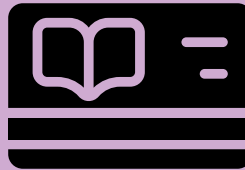
 **Escondido
Public Library** 2023-2024
ANNUAL REPORT

 **Escondido
Public Library**
239 South Kalmia Street
Escondido, CA 92025
760.839.4683
www.escondidolibrary.org







89,478
CARD HOLDERS



6,009
NEW CARDS



495,186
PHYSICAL CHECKOUTS



96,569
DIGITAL CHECKOUTS



MISSION

The Escondido Public Library provides equal access to information and educational experiences that inspire learning and foster participation in a thoughtful, diverse society.

VISION

The destination to expand your world to unlimited possibilities.

VALUES

We proudly carry out the goals and objectives of our mission by upholding these values:

Excellence: We are dedicated to providing the highest quality professional resources and services in everything we do.

Inspiration: We encourage innovation, curiosity, and exploration of ideas to inspire progress and enrich the quality of life.

Collaboration: We are committed to building partnerships that strengthen our community.

Education: We believe that access to literacy, education, and cultural enrichment are essential for everyone to be successful.

Community: We encourage community connections by creating a welcoming environment in which to share knowledge and experiences.

Access: We believe in protecting the right to free and equal access to information and ideas.

Diversity: We welcome everyone.



DIRECTOR'S NOTE

The 2023-2024 fiscal year was marked by significant achievements at the Escondido Public Library (EPL). As the Library continues to embrace its role as a cultural and educational hub in the community, we remain focused on meeting the dynamic needs of our patrons through innovative programs, expanded services, and partnerships.

This year, EPL strengthened its commitment to supporting Escondido's diverse community by investing in workforce development, cultural outreach, STEAM education, and wellness programs while enhancing operational efficiency and sustainability.

I am happy to report that all key metrics, such as checkouts, library visits, programs, and attendance, increased compared to the 2022-2023 fiscal year.

This report details EPL's progress across its four strategic goals: 1) Community Hub/Cultural Connector, 2) Embrace Emerging Services, 3) Support the Escondido Economy, and 4) Resilience with a look towards the future. Throughout the report, readers will see library statistics, patron quotes, and essential data that provide context for the value and continued relevance of EPL in the community. Thank you and we look forward to seeing you at the library!

Rino Landa
Library Director

LIBRARY STRATEGIC PLAN

In January 2018, Library Systems & Services (LS&S) began operating the Escondido Public Library with the goals of connecting to the community, helping it grow, and inspiring innovation through access and service. To do this successfully, the Library needed a metrics system in place. With heavy input from the community, a five-year strategic plan was created.

1 COMMUNITY HUB & CULTURAL CONNECTOR

EPL will provide experiences that bring the community together, embrace the diversity of a dynamic and growing community, and be a hub for local information.



Partnership Development

Building partnerships with local organizations was one of EPL's main strategies for expanding its reach and offering more diverse programming. In the 2023-2024 fiscal year, EPL partnered with 35+ organizations, including the **San Diego Air & Space Museum** and **US Navy Naval Aviation volunteers**, to engage patrons of all ages, focusing on pre-k and children's programs and events.

Partnerships like this have been shown to significantly increase participation in library programming, particularly when linked to early childhood education, which remains a top priority for many libraries.

Cultural Events & Celebrations

Cultural programming at EPL thrived in 2023-2024. EPL's collaboration with the **Persian Cultural Center** for the **Nowruz Celebration** drew 180 attendees, providing a vibrant showcase of Persian food, music, and dance. This event exemplified how partnerships can enhance cultural programming and allow for cultural exchange.



Another hallmark event was the **Día de los Muertos** celebration, which attracted 160 attendees from across Escondido. The event included traditional Mexican elements such as *folklorico* (folk) dance, storytelling, and an *ofrenda* (offering), where families could place photos of loved ones. The success of this event reflects the growing demand for culturally relevant programming that acknowledges the heritage of Escondido's diverse populations. Such events build community and foster cross-cultural understanding.

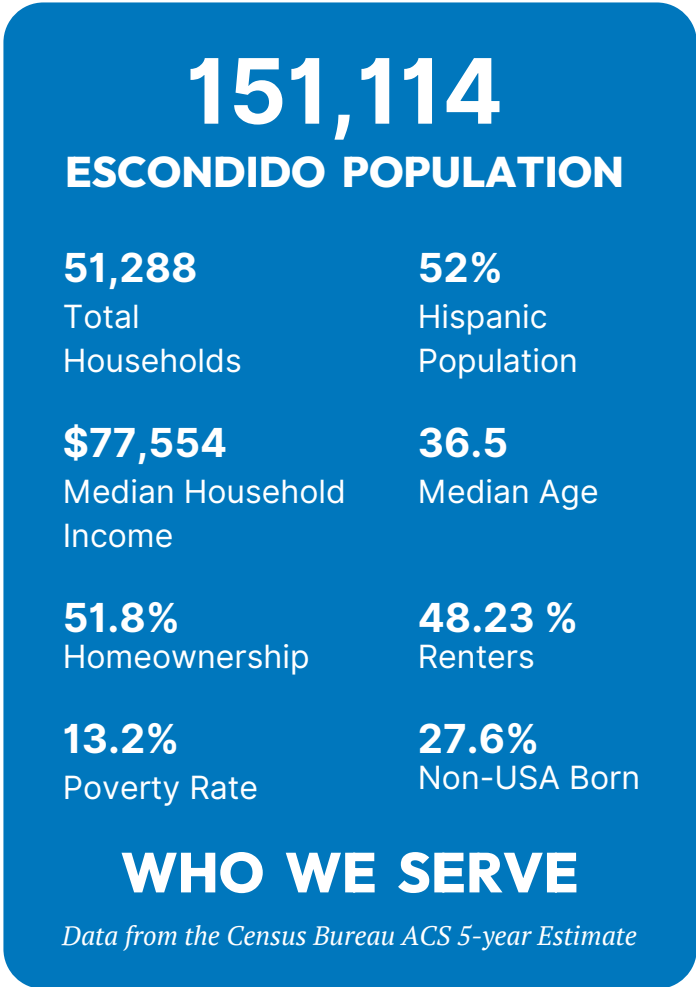
Diversity Outreach

In recognition of Escondido's cultural and linguistic diversity, EPL prioritized expanding its bilingual and multilingual programming in the 2023-2024 fiscal year. Through targeted outreach, EPL launched **Bilingual Storytimes**, offered 33 times throughout the year, where Spanish- and English-speaking families could engage in literacy-building activities.

EPL's efforts extended beyond programming to include more diverse marketing strategies. By conducting research to identify the most effective ways to reach Escondido's underserved communities, EPL expanded its social media presence and increased its outreach through email newsletters and physical flyers distributed in areas with high concentrations of non-English-speaking residents.

Community Information Hub

EPL continued to strengthen its role as a community information hub, providing vital information on local services, such as the **Affordable Connectivity Program (ACP)**, which helps low-income households access broadband services. EPL's role as an information hub is particularly important in bridging the digital divide: the gap between people who have access to digital technology and those who do not. By enhancing both its physical and digital platforms, EPL was reached more residents than ever before. **Outreach events at schools, parks, and community centers** helped extend EPL's reach to underserved areas, bringing library services directly to the community.



2 EMBRACE EMERGING SERVICES




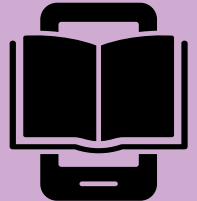
EPL provides experiences that reveal the Library is more than a place for books and is the center for lifelong learning in Escondido.



Technology Adoptions

To meet the demands of a tech-savvy population and bridge the digital divide, EPL expanded its offerings of **public computers** and **laptops** for in-library use. By making technology accessible to patrons who may not have reliable internet or devices at home, EPL supports the mission to ensure equitable access to digital tools.

EPL grew its use of **Link+**, a consortium that allows patrons to borrow materials from over 70 libraries across California and Nevada. This collaboration increased the number of available materials by over **6.5 million titles**, expanding EPL's collection without requiring physical space for additional books. Such resource-sharing systems are considered best practice, as they allow libraries to provide a wider range of materials at a lower cost.

	28,061 COMPUTER SESSIONS		39,184 AUDIOBOOK DOWNLOADS
	177,800 WI-FI SESSIONS		40,640 E-BOOK DOWNLOADS

Mobile & Off-Site Services

EPL recognized that not all patrons could visit the Library's physical location, particularly those with transportation challenges or time constraints. To address this issue, EPL expanded its mobile and off-site services, bringing programs and materials directly to the community. Through **pop-up storytimes** and outreach **book giveaways**, held at public parks and recreational centers, EPL provided access to its resources to underserved neighborhoods.

Innovative Programs & Events

From digital literacy workshops, financial education sessions, and hybrid book clubs to creative arts programs like the **Teen Art Studio** and hands-on **STEAM** activities, EPL provided diverse opportunities for patrons to explore new skills and interests. The Library also hosted themed events, celebrating the joy of reading, and wellness programs such as the **Healthy You Series**, promoting mindfulness and mental well-being. By embracing emerging services, EPL fostered a dynamic learning environment that met the evolving needs of the Escondido community.




1,364 FREE EVENTS
EVENT ATTENDANCE
26,347

Star Wars Reads Day, held on October 14, 2023, welcomed 50+ visitors to enjoy Star Wars-themed books, special guest appearances, and photo opportunities, with many participants dressing up as their favorite characters. The festivities continued later in the year with **Star Wars Week**, where the community celebrated literacy through the beloved Star Wars universe. The popular **Build Your Own Droid** event on April 29, 2024, had 120 children and families create custom droids from upcycled materials. The week culminated on May 4, 2024, with a Star Wars Week Finale and **Free Comic Book Day**.



Overall, EPL's programming reflected the strategic focus on embracing emerging services, empowering patrons through education, creativity, and holistic wellness.

“ So many wonderful experiences for the whole family. Check out all the wonderful free of cost services, events, and activities! ”

-Laura





3 SUPPORT THE ESCONDIDO ECONOMY

EPL offers materials, technology, programs, and spaces to support local businesses and for residents to learn, connect and have fun.

Business & Workforce Support

EPL played a significant role in workforce development by hosting the **2nd Annual Career Fair**, which connected 35 employers with 200+ job seekers. The event featured a wide range of industries, offering opportunities for both entry-level and experienced workers. EPL's career fair provided a vital platform for local businesses to find qualified candidates and for residents to explore job opportunities in fields such as healthcare, education, technology, and the trades.

In addition to the career fair, EPL hosted **resume writing workshops** throughout the year, offering personalized assistance to attendees. These workshops were designed to help job seekers create polished, professional resumes that reflected their skills and experiences.



EPL's commitment to financial literacy was further demonstrated through its **Financial Literacy Workshop Series**, offered in both English and Spanish. This five-week series covered essential financial topics such as budgeting, saving, investing, and retirement planning. Participants attended these workshops, which empowered them to make informed financial decisions and build long-term economic stability. Financial literacy programs are increasingly recognized as a best practice for libraries, as they provide essential skills that contribute to personal and community-wide economic resilience.

“ Good place to study and work: quiet. Desks by walls have electrical outlets. Internet faster than I expected. -Bruce ”

By using the Library, rather than buying or paying for a service, patrons saved approximately:

\$7.5 MILLION

Books Borrowed

\$780,000

eAudio Downloaded

\$400,000

eBooks Downloaded

\$3 MILLION

Movies Borrowed

\$112,000

Computer Sessions

\$260,000

Events Attended

**\$12 MILLION
TOTAL SAVED BY LIBRARY PATRONS**

Entrepreneurial Support Services

EPL continued to support local entrepreneurs and small business owners through its range of business resources and services. By offering access to databases such as **AtoZ Databases**, the Library provided detailed information on potential clients, competitors, and market trends. At least 545 local entrepreneurs used these resources to conduct market research and grow their businesses.

EPL also collaborated with the **San Diego Law Library** to offer **legal workshops** where small business owners could receive advice on intellectual property, contract negotiations, and business formation. These workshops helped attendees address common legal challenges faced by small businesses and entrepreneurs, particularly those without access to professional legal services.



SUMMER READING CHALLENGE



The 2023 Summer Reading Challenge (SRC) at Escondido Public Library, themed “**All Together Now**,” focused on building community and promoting teamwork through a variety of engaging programs for all ages. Running from June 12 to July 30, the program featured activities such as crafting “**Love Bugs**” with kind messages, learning about global animal habitats with “**Wild Wonders**,” and creating pinch pots inspired by different cultural techniques.

These free programs emphasized the Library’s commitment to community engagement and lifelong learning, aligning with the strategic plan to provide diverse, inclusive experiences that foster a sense of belonging and mutual support. The SRC encouraged families to connect, explore new skills, and celebrate togetherness.

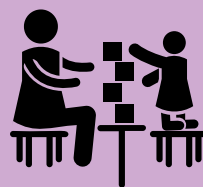
SUMMER READERS BY AGE

180	598	180
BABIES	KIDS	TWEENS
(AGES 0-3)	(AGES 4-8)	(AGES 9-12)

120	260
TEENS	ADULTS
(AGES 13-18)	(AGES 18+)

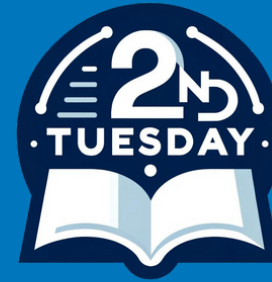


784,096
MINUTES
READ



1,679
ACTITIVIES
COMPLETED

PROGRAMS FOR ADULTS



Monthly meetings bring together adults who enjoy reading and discussing books. Zoom attendance is supported in this hybrid club.



Monthly series focused on health, wellness, and related topics for adults.



Bilingual book club for adults. English and Spanish editions for each book are available.



Quarterly social arts and craft sessions for adults. All supplies are provided.

SUMMER PROGRAMS

These programs help bridge the summer learning gap for students, keep young minds active, and provide families with enjoyable and educational experiences. By offering diverse, no-cost activities, EPL ensures that all residents can participate in meaningful learning and recreational opportunities throughout the summer.



4 RESILIENCE & THE FUTURE

EPL will make the best use of resources by operating efficiently and will be a good neighbor and community member.



Sustainability Initiatives

EPL's commitment to sustainability was evident in its waste reduction and recycling programs, implemented in partnership with the **City of Escondido's Recycling Division**. EPL hosted two public meetings with city officials to explore best practices in waste management and determine how the Library could model sustainable behavior for the broader community. As a result of these discussions, EPL introduced a **composting workshop** that taught participants how to reduce household waste and improve soil health through composting.

Additionally, EPL hosted **succulent swaps**, where attendees traded plant clippings and learned about low-water-use gardening techniques. These events were part of EPL's effort to promote environmentally friendly practices in a region where water conservation is critical.



100 ACTIVE VOLUNTEERS



11,465 VOLUNTEER HOURS

Volunteers

Library volunteers were invaluable to the Escondido Public Library's mission, embodying the spirit of community engagement and service. Volunteers contributed their time and talents in a variety of roles, from assisting with **program facilitation** to **supporting library events** and **daily operations**. Their dedication not only enhanced the library's ability to offer a broader range of services but also fostered a sense of community ownership and connection. This collaborative effort reflects the library's commitment to building a resilient and connected Escondido, where neighbors come together to support each other and share resources that benefit everyone.



STEAM Forward: Inspiring Children

EPL's commitment to **STEAM (Science, Technology, Engineering, Arts, and Mathematics)** education has played a crucial role in equipping Escondido's youth and adults for success in a rapidly evolving economy. Through after-school STEAM programs in collaboration with **California State University San Marcos (CSUSM)**, elementary and middle school students participated in hands-on activities like coding, robotics, and engineering. These programs were designed to engage students in practical problem-solving and ignite interest in fields that are projected to be among the fastest-growing sectors in the coming years.

The **Storytime Engineers!** program, developed in partnership with the **San Diego Air & Space Museum**, offered young learners a unique introduction to engineering principles through creative storytelling. By blending narratives with technical concepts, the program captivated and educated children, sparking curiosity and encouraging future exploration of STEAM topics.

EPL's efforts in promoting STEAM education are not just preparing students for individual success but are also building a foundation for a vibrant, innovative future for the entire Escondido community.





PIONEER ROOM

Operated by the Escondido Public Library, the Pioneer Room was established in 1992 with a bequest from historian Frances Beven Ryan. A valuable space, the Pioneer Room houses the Library's collection of local history and genealogy research materials.



Archival Collection Additions

EPL expanded the Pioneer Room local history archives with the addition of eight new archival collections. These included two **Patio Playhouse** collections, as well as significant photo collections from **Lorna Underwood** and the **Melbourne-Hayden** family. Manuscript collections from **Janis Bittner** and **George Marabotto** were also incorporated, enriching the archive's resources and preserving the community's cultural heritage.

	22 DIGITAL COLLECTIONS		608 PUBLIC HOURS OPEN
	1,022 ITEMS VIEWABLE ONLINE		557 PATRONS SERVED
	643 READING ROOM MATERIALS USED		545 RESEARCH QUESTIONS



Lorna Underwood Collection

Consists of two posters featuring photographs and information on LC the Library Cat (1994-2003) after her retirement as library cat at the Escondido Public Library.



Janis Bittner Collection

Tells the story of how the Albert H. Beach House at 700 S. Juniper Street was constructed between July 11, 1895 and Feb. 8, 1896 as told by contractor and builder Abram Smith (pictured).



George Marabotto Collection

Includes five yearbooks, a kindergarten photograph, school cardigan sweater, Escondido Mercantile coin, a newspaper, and a Walker Scott gift box.

Patio Playhouse Collection

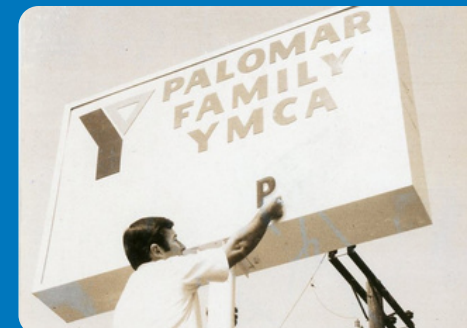
Varied collection includes annotated scripts, collages, film slides, photographs, newsletters, scrapbooks, and video and audio tapes.

All Together Now: The Palomar Family YMCA

Photographs from the YMCA photograph collection.
EXHIBIT: 6/2023-1/2024

Wild Animal Park

Photographs from the Times-Advocate photograph collection.
EXHIBIT: 1/2024-12/2024



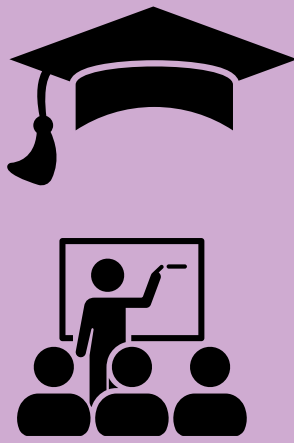
Pioneer Room Outreach and Programs

EPL participated in several engaging events and programs that highlighted local history and fostered community connections. At **Grape Day 2023**, the Library's booth attracted 535 visitors, offering educational resources about Escondido's history, distributing free books and promotional items, and generating increased interest in the Pioneer Room archives. The **Beginning Genealogy Workshop**, provided attendees with valuable genealogy research skills and access to the Ancestry.com database, celebrating National Archives Month.

Additionally, the Pioneer Room hosted its first-ever scout badge workshop, where **Girl Scout Troop 2700** earned their **Book Artist Badge** by learning bookbinding and repair techniques from Archivist Ashley Hays and Assistant Archivist Abril Ruiz Erives.

These events effectively showcased the Library's dedication to preserving local heritage and engaging the community in meaningful ways.

LITERACY SERVICES



145
ACTIVE LEARNERS

2,000
INSTRUCTIONAL HOURS

Literacy Programs for Escondido

Escondido Public Library's Literacy Services has been a cornerstone of the community since 1991, providing essential support to adults seeking to improve their reading, writing, and comprehension skills. The program offers a variety of free and confidential services, including **English as a Second Language (ESL)** classes, one-on-one **adult literacy** tutoring, and the **Families for Literacy (FFL)** program.



These services empower adults to achieve personal goals such as securing employment, managing finances, and supporting their children's education. By enhancing literacy skills, the program significantly improves the quality of life for participants and their families. Each program is tailored to meet individual needs, offering flexible schedules and personalized instruction. Literacy Services is an integral part of EPL's mission to foster lifelong learning and community engagement, helping to build a more informed and capable community.

LITERACY FUNDING

Literacy Services are primarily funded through California State Library grants:

\$47,561
Adult Literacy Services

\$26,244
Family Literacy Services

\$107,296
English as a Second Language (ESL)

TOTAL GRANT FUNDS AWARDED: \$181,101

Literacy Learners' Stories

"This course has been an extraordinary tool to increase job opportunities, to communicate effectively in English, and to help people contribute with their children's homework and education."
-Benedito

Benedito, originally from Brazil, moved to the U.S. ten years ago and struggled to find an English language course that met his needs. After nearly a year of searching, he discovered the English as a Second Language program offered by the Library. This program significantly enhanced his language skills in speaking, listening, writing, and reading, increasing his confidence and improving his ability to support his children's education. Grateful for the support he received, Benedito now feels inspired to give back to the community, finding personal fulfillment in contributing to the city that has provided him with such invaluable resources.

"Before, I didn't speak English. I communicate in Spanish. My English improved a lot since I began to have classes. My life changed. Today I speak with my doctor."
-Angelica

Angelica, originally from Mexico and a resident of Escondido since 2011, began taking ESL classes at the Library in 2023. Before joining the program, she communicated only in Spanish. Since starting the classes, her English has improved significantly, transforming her daily life. She now confidently communicates with her doctor, manages appointments, and handles tasks at the post office in English. Angelica is proud of her progress and is motivated to continue her studies to further enhance her language skills.

"This course has been key in our adaptation to life in this country. It has empowered us to communicate effectively and connect with others."
-Abigail

Abigail, who moved to the U.S. from Mexico in January 2024, joined the Library's ESL program to improve her English and find better job opportunities. Initially feeling nervous and unsure of her language skills in a new city, she soon found support and encouragement from her teacher, Ilana, and her classmates. The course not only enhanced her communication abilities but also helped her adapt to American customs while sharing her own cultural experiences. Grateful for the free classes and the support she received, Abigail is committed to continuing her language learning and making the most of the opportunities available to her and other immigrants in Escondido.

LIBRARY SUPPORT

The Library is supported by the invaluable contributions of the **Friends of the Escondido Public Library**, the **Escondido Library Foundation**, the **Pioneer Room Friends**, and the **Library Board of Trustees**. These dedicated groups provide essential resources and advocacy, enabling the Library to offer the diverse programs, services, and community engagement initiatives covered in this report.

Friends of the Library

The Friends are library lovers who formed this non-profit organization in 1970. There are over 300 Friends members.

Friend volunteers operate the **Friends Book Shop**, selling books, audiobooks, magazines, videos, CDs, DVDs, and more, largely donated by the public. Funds raised by the Friends of the Library help support programs for all ages throughout the year.



Pioneer Room Friends

The Pioneer Room Friends is a non-profit organization that supports the Library's local history collections through fundraising projects and donations.

Escondido Library Foundation

The Escondido Library Foundation (ELF) is the fundraising arm of the Library. Created in 1990, the ELF greatly enhances the effectiveness of the Escondido Public Library by supporting programs that meet special needs in our community.



\$30,000+
TOTAL FRIENDS DONATIONS

Library Board of Trustees

The primary mission of the Board is to be vocal and energetic library advocates and to give sound and timely advice and counsel to the City Council on the development of library plans, policies, and programs. The five members of the Board are appointed by the Mayor for three-year terms and confirmed by the City Council. The Board elects a President and Secretary annually.

2023-2024 Board

- Virginia Bunnell, President
- Francis X. Bova III, Secretary
- Carolyn Clemens, Board Member
- John Schwab, Board Member
- Maribel Reyes, Board Member

COMMUNITY PARTNERS

EPL partners with nonprofits, businesses, organizations, and institutions throughout the community to present programs inside and outside of the library:

- 501st Legion
- City of Escondido
- Comic-Con International
- County of San Diego
- CSUSM
- Danza Xinaxtli
- Escondido Art Association
- Escondido Community Garden
- Escondido Union High School District
- Escondido History Center
- Escondido Union School District
- KPBS
- Mando Mercs
- Master Gardeners Association of SD Count
- Museum & Arts Growing Escondido Culture
- Palomar Health
- Persian Cultural Center
- PNC
- Rebel Legion
- San Diego Children's Discovery Museum
- San Diego Council on Literacy
- San Diego County Public Library
- And many more!



In 2015, EPL launched a community engagement program for local businesses called Read Local, Shop Local! This program continued to facilitate cross-promotion of local businesses and the Library through marketing, events, and more during the fiscal year.

2023-2024 Partners:

- ArtHatch Escape
- Burger Bench
- Clue Avenue
- Cute Cakes Escondido
- EcoVivarium
- The Grand Tea Room
- Mathnasium of South Escondido
- Patio Playhouse
- Persian Cultural Center
- Printing Solutions
- Rock On Pizza
- Shakey's Pizza Parlor
- Sunny Side Kitchen

LIBRARY STAFF

Escondido Public Library has a dedicated and hardworking staff of 28 who provide excellent customer service, readers advice, promote and select collections, present programs, and so much more for the residents of Escondido and the greater North County area. Of our staff, eight hold at least one Master's degree, and four are enrolled in a library school Master's program. Many staff are native speakers of Spanish. We are proud of the diverse backgrounds and life experiences our staff bring to the Library and the community. We look forward to helping you during your next visit!



BY THE NUMBERS

The Escondido Public Library collects data in accordance with the the City of Escondido fiscal year. The fiscal year starts on July 1st and ends June 30th the following calendar year. As such, the tables below and throughout this report rely on data recorded on June 30th of the listed year. For example, data from fiscal year 2024 was collected between July 1, 2023 and June 30, 2024.

	Fiscal Year 2022	Fiscal Year 2023	Fiscal Year 2024	% Change FY22 vs FY21*	% Change FY23 vs FY22	% Change FY24 vs FY23
Cardholders	76,524	82,784	89,478	↑ 7%	↑ 8%	↑ 8%
Total Checkouts	501,844	532,629	591,755	↑ 26%	↑ 6%	↑ 11%
Physical Checkouts	428,674	448,305	495,186	↑ 37%	↑ 5%	↑ 10%
Digital Checkouts	73,170	84,324	96,569	↓ -13%	↑ 15%	↑ 15%
Total Physical Collections Items	108,887	113,062	103,118	↓ -5%	↑ 4%	↓ -9%
Visits to the Library	202,946	237,522	264,976	↑ 162%	↑ 17%	↑ 12%
Free Events	505	736	1,364	↑ 42%	↑ 46%	↑ 85%
Event Attendance	11,935	23,625	26,347	↑ 118%	↑ 98%	↑ 12%
Questions Answered	69,321	68,903	71,238	↑ 62%	↓ -1%	↑ 3%
Active Volunteers	129	104	100	↑ 14%	↓ -19%	↓ -4%
Volunteer Hours	19,092	15,144	11,465	↑ 295%	↓ -21%	↓ -24%
Computer Sessions	21,922	23,719	28,061	↑ 156%	↑ 8%	↑ 18%
Wi-Fi Sessions	167,044	332,081	177,800	↑ 386%	↑ 99%	↓ -46%

* During FY21, the library was closed to the public between September 2020 and March 2021 due to COVID-19. Library patrons were able to place holds and pickup materials, but there were no in-person events or public access to the building during this partial closure. As a result, the %Change for FY22 vs FY21 displays more drastic changes when compared with other listed years.

CURRENT REPORT

Budgets & Collection Development

	Fiscal Year 2022	Fiscal Year 2023	Fiscal Year 2024	% Change FY22 vs FY21	% Change FY23 vs FY22	% Change FY24 vs FY23
Library Budget	\$3,576,618	\$3,661,960	\$3,771,040	↑ 2%	↑ 2%	↑ 3%
FTE Staff	23.75	22.75	24.625	↑ 6%	↓ -4%	↑ 8%
Grant Awards**	\$141,275	\$173,342	\$204,211	↑ 47%	↑ 23%	↑ 18%
Total Collections Budget	\$250,000	\$250,000	\$250,000	↔ 0%	↔ 0%	↔ 0%
Physical Collections Budget	\$135,894	\$130,183	\$144,689	↓ -0.3%	↓ -4%	↑ 11%
Digital Collections Budget	\$102,201	\$107,912	\$93,406	↓ -7%	↑ 6%	↓ -13%
Physical Cost per Checkout***	\$0.32	\$0.29	\$0.29	↓ -27%	↓ -8%	↔ 0%
Digital Cost per Checkout***	\$1.40	\$1.28	\$0.92	↑ 7%	↓ -8%	↓ -24%
Physical Items Purchased	7,670	7,430	6,851	↑ 1%	↓ -3%	↓ -8%

** A ten million (\$10,000,000) Building Forward grant awarded by the California State Library is not included in the table as the project has not been completed. The grant was awarded during fiscal year 2023.
 *** Costs are an estimate for the return on investment for each collection. Checkouts include items purchased with prior budgets and do not necessarily reflect what items were checked out with the given years' budget.

Pioneer Room

	Fiscal Year 2022	Fiscal Year 2023	Fiscal Year 2024	% Change FY22 vs FY21	% Change FY23 vs FY22	% Change FY24 vs FY23
Digitized Materials	3,854	4,162	4,876	↓ -0.3%	↑ 8%	↑ 17%
Digital Collections	30	43	54	↑ 36%	↑ 43%	↑ 26%



CITY OF ESCONDIDO



Dane White
Mayor



Consuelo Martinez
Councilmember
District 1



Joe Garcia
Councilmember
District 2



Christian Garcia
Councilmember
District 3



Michael Morasco
Councilmember
District 4

Sean McGlynn
City Manager

Christopher McKinney
Deputy City Manager/
Director of Utilities

Joanna Axelrod
Deputy City Manager/ Director of
Communications & Community Services



STATISTICS REPORT

Monthly Library Board of Trustees Statistics 2024-2025		July	August	September
CIRCULATION:	Physical Materials (Books, media, museum passes, laptops)	49,378	46,212	40,626
	eMaterial (includes eBooks and eAudiobooks-OverDrive, CloudLibrary, Biblioboard, eMagazines (Flipster), and Hoopla digital media.	7,503	8,070	6,363
	Total Circulation	56,881	54,282	46,989
	Holds Satisfied	2,551	2,496	2,328
INTER-LIBRARY LOANS:	ILLs Checked Out	12	2	4
	Link+ Items Borrowed (EPL patrons)	347	351	366
	Link+ Items Lent (to patrons at other libraries)	349	338	315
POPULATION & BORROWERS:	Total Registered Borrowers	90,116	90,781	91,341
REFERENCE QUESTIONS:	Total Reference Transactions	7,599	6,912	5,907
LIBRARY SERVICES:	Public Service Hours	260	269	249
	Library Visits	26,472	26,000	25,000
ELECTRONIC SERVICES:	Users of Public Internet Computers	2,795	2,797	2,291
	Wireless Sessions	11,422	11,236	11,256
	Number of Website Visits	9,106	5,500	5,400
VOLUNTEERS:	Total Active Volunteers	147	137	113
	Total Volunteer Hours	1,173	926	840
PROGRAMS:	# of live, in-person programs	97	72	121
	Live, in-person attendance	2879	1270	2024
	# of live, virtual programs	0	0	0
	Live, virtual program attendance	0	0	0
	# of pre-recorded programs	0	0	0
	# of views of recorded program content	0	0	0
	# of live, off site programs (outreach)	2	5	6
	Live, off site program (outreach) attendance	76	693	1145
	# of take home kits given out	80	80	80





STRATEGIC PLAN GOALS & OBJECTIVES REPORT

3. Support the Escondido Economy

EPL offers materials, technology, programs, and spaces to support local businesses and for residents to learn, connect and have fun.

Strategy	Objective	Timeline	Updates (June-October)
Support employment	Bring job seekers and employers together by hosting or co-hosting one job fair.	FY 2023–2027	Annual Job Fair and Resume workshops are being developed for 2025
Enhance technology training and access	Increase patron online safety by offering three social media safety and best practices classes.	FY 2024–2027	Youth and Adult Services teams are working to secure community partners for classes. Adult classes will likely be conducted by library staff.
Modify the current facility	Increase digital equity by offering two quiet, private spaces for technology use or study.	FY 2024–2027	Study rooms remain an integral part of the library renovation.
	Improve amenities by offering a high-quality coffee bar with snacks. Release an RFP for private operation with contractual obligations for hours of operation and products.	FY 2025–2027	Dependent on funding post-infrastructure grant. Plans currently include space for vending.
	Attract new users by providing space for maker equipment and/or a library of things.	FY 2026–2027	A flex-space/makerspace is included in current library renovation plans.
	Engage elementary and middle grade students by offering a STEAM area for coding, robotics, etc.	FY 2026–2027	EPL’s Youth Services department continues to work with Dr. Sinem Siyahhan at CSUSM’s School of Education to host STEM classes at the library. 2024 will see the addition of new "Tinkering" programs for youth





			and the creation of a Tween space with STEAM elements.
	Create more welcoming spaces by making one improvement to the facility annually as funding permits.	FY 2024–2027	The library received the Play for All grant (\$19.7k) and began purchases for enhancements to the Children’s space. Further enhancements are dependent on funding post-infrastructure grant.
Provide off site services.	Investigate collaboration with business by considering pop–up services in local retail and government spaces. Identify one space for a pilot project.	FY 2025–2027	Part of the ongoing discussions with Read Local, Shop Local partners and refresh of said program.





LIBRARY DIRECTOR'S REPORT

Sales Tax "Measure I"

As of November 10, 2024, the City of Escondido one-cent sales tax ballot measure I received a majority of votes to pass with approximately 60% voting for "yes."

As reported in news and by City staff, the measure will provide funding for essential services in Escondido. Measure I will assist in addressing City Council and resident-identified City service priorities, including repairing and maintaining local streets, sidewalks, and infrastructure; keeping parks and public facilities safe, clean, and well maintained; providing quick responses to 9-1-1 emergencies; providing fire protection and paramedic services; and cleaning up trash and litter on streets, sidewalks and public areas.

Measure I does not specifically mention funding for the library. However, as Measure I provides unrestricted revenue for the City General Fund, which has been the primary source of library funding in the past, the added funds are expected allow for the ongoing operations of the library following the end of one-time ARPA funds in fiscal year 2025-2026.

Update: Play for All Grant

The library has purchased most of the Play for All furniture, including new seating, wall manipulatives, and climbing structures. Staff expect delivery in early December 2024, with installation finalized by the end of December. A grand opening is being considered for early January 2024, pending any delays in delivery and installation. Additional technology elements, such as new in-library circulating educational tablets and a augmented reality overlay and app for the children's mural are yet to be purchased, but are expected to be ready by the end of December 2024.

Grant Background: The Escondido Library was awarded a \$19,710 California State Library LSTA grant to transform the Children's Area through the *Little Explorers Safari* project, aimed at enhancing early childhood learning and play experiences. Funds must be spent by June 30, 2025. A matching \$20k from the Library Trust set aside for the Children's Library was allocated to purchase furniture not covered by the grant.

Staff Changes

A Library Associate 2 (PT30) position in the library Youth Services Department opened following an internal transfer. Screening and interviews began the first week of November.





ADULT SERVICES HIGHLIGHTS



October 12, 2024: 2nd Saturday Concert – Dmitry Kirichenko

We were delighted to welcome back Dmitry Kirichenko, a cherished performer in our 2nd Saturday Concert series. Dmitry, an acclaimed pianist from Russia now teaching in the United States, delivered a captivating classical music program that enthralled our audience. In a touching moment, he dedicated his performance to his late friend, Bill Walton. The concert was highly successful, drawing a full house of **60 attendees**, all of whom expressed enthusiastic support for Dmitry’s artistry and many requests for his return. Feedback was overwhelmingly positive, with patrons praising his exceptional talent and requesting more classical music offerings. It was a truly memorable evening that left attendees eagerly anticipating future concerts.

October 26, 2024: Artsy Adults – Fall Stitching

Our quarterly Artsy Adults program offered a seasonal treat with a fall-themed stitching craft. Participants enjoyed embroidering festive designs using felt cut-outs, trinkets, and buttons framed in embroidery hoops. The event attracted a great turnout, with **8 patrons** actively participating. Feedback was excellent, with attendees appreciating the interactive, hands-on nature of the activity and expressing interest in more such craft events in the future.

October 29, 2024: Horror Jeopardy – Trivia Terror at the Library

In celebration of Halloween, we hosted our first "Jeopardy" trivia event, featuring a horror movie theme to capture the spirit of the season. **Sixteen participants were divided into four teams**, each seated in a semi-circle around the host. Players took turns in the "hot seat" to answer questions, while other attendees enjoyed the game as a live audience. The event drew **25 enthusiastic attendees**, including both staff and patrons, who enjoyed the interactive format, fun prizes, and vibrant atmosphere. Due to popular demand, we’re excited to announce that Jeopardy will return in January 2025!





PIONEER ROOM HIGHLIGHTS

2025 Pioneer Room Calendars – "We Had Fun!" Now Available

The 2025 Pioneer Room Calendars, titled "We Had Fun!", are now available for purchase in the Pioneer Room. Each calendar is \$10, with proceeds directly supporting the archives. Stop by to pick up a calendar and help preserve our local history!

Latinos in Escondido History Project

As part of our ongoing effort to document Escondido's rich cultural heritage, we recently reached out to approximately 16,000 local families via Peachjar to encourage participation in the Latinos in Escondido History Project. We are gathering stories, photos, and memorabilia that capture the experiences of Escondido's Hispanic and Latino communities. We invite you to contribute to this meaningful project and help us preserve these stories for future generations. To learn more or share your history, [click here](#).

Pioneer Room Contributes to Palm Springs Life Magazine

We are proud to have provided several photos from the Eloise Perkins Collection for an upcoming article in *Palm Springs Life* magazine, which will feature Anza-Borrego State Park. We're thrilled to support projects that celebrate and share our regional history!

YOUTH SERVICES HIGHLIGHTS



Star Wars Reads Day - Saturday, October 5

Over **100 attendees** gathered to celebrate the galaxy far, far away at Star Wars Reads Day, where fans of all ages enjoyed an event filled with reading, crafts, and exciting character meet-and-greets. With 14 dedicated volunteers from the 501st Legion, attendees had the chance to take photos with iconic characters from both the books and movies. The event brought the Star Wars universe to life through interactive activities, bringing fans closer to the stories and characters they love.





Not-So-Spooky Storytime - Thursday, October 24

With **50 attendees**, the Not-So-Spooky Storytime was a festive hit for young trick-or-treaters. Staff dressed as witches from HOCUS POCUS added to the magic, while Mrs. Garcia led an engaging and fun-filled storytime. Kids got creative with four themed activity stations: crafting popsicle stick spider webs, designing Halloween masks, exploring the eerie Zombie Buffet with mystery boxes, and posing for photos at a green screen with spooky Halloween backgrounds. It was an event full of fun and frights—without the scare!

