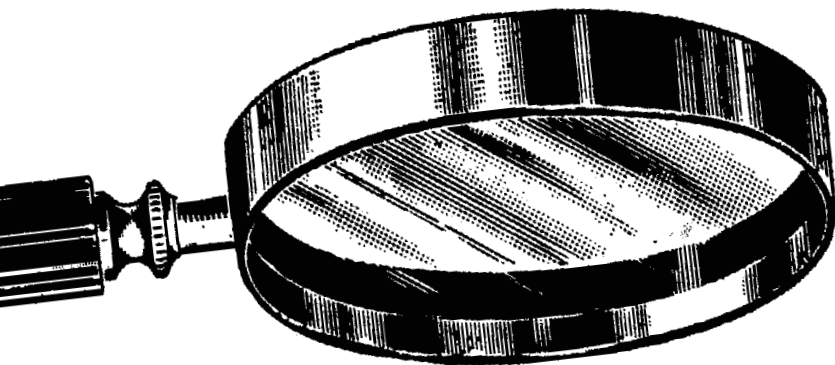# ...WHODUNNIT?

We did!

San Diego Public Library

Established in 1882, the San Diego Public Library is a department of the City of San Diego. The Library system serves the more than 1.27 million residents of the City of San Diego, which encompasses an area of 342 square miles. The system consists of the Central Library, 34 branches, one adult literacy program office (READ/San Diego), and one outlet (Environmental Library). The Library Department serves the educational, cultural, business and recreational needs of San Diego's diverse community through its collection.

Library Mission Statement

Respond to the information needs of San Diego's diverse communities.

Ensure equal access to local, national, and global resources.

Anticipate and address the educational, cultural, business, and recreational interests of the public.

Develop and provide welcoming environments.

"Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it."

— Raymond Chandler (1888-1959),
mystery writer and San Diego resident.

From Our Files:
AN OPEN AND SHUT CASE

There's no mystery behind the success of the City of San Diego Public Library. The support and assistance we receive from City Hall, citizens, and the Library's own staff contribute to programs and services that enrich the community and educate the public.

Many people throughout San Diego generously and unselfishly donate funds and volunteer their time to assist the Library. In addition, we have received unprecedented support from the Mayor and City Council who are committed to building a 21st century library system for all San Diegans.

As we look back on the Library's accomplishments in the 2002-2003 fiscal years, we can also look forward to a very bright future. Already in the works is a plan to build new facilities and expand others to better serve the public. This plan, along with the Library's current programs and services, will attract more patrons and help improve literacy throughout the region.

Libraries are both centers of learning and community gathering places. Patronage continues to rise, circulation of materials continues to increase, and new technologies and expanded collections provide more reasons than ever before to visit your local library.

Library staff and supporters have the ability, motivation and attitude to help us achieve great things. With the clues available in this annual report, the Library's success is evident for all.

Anna Tatár
Director
City of San Diego Public Library

Mel Katz
Chair
Board of Library Commissioners

Slipping Into Disguise:
CHANGING ROLES OF LIBRARIES

1

The role of libraries for communities is rapidly changing. No longer are they facilities that simply house books and other media. Today, libraries are community meeting places with a variety of learning materials, computers, live performances, lectures and workshops. The changing role of libraries provides an ever-increasing number of opportunities for people to learn and improve their lives.

Perhaps no library in the City better exemplifies the role change than the City Heights/Weingart Branch. Besides the main facility, the library also includes a neighboring annex building that hosts music events, plays, meetings, dance performances, and other activities.

"The City Heights Library Performance Annex provides a tremendous focal point for cultural and entertainment events that bring residents together," said Aglae Saint-Lot, coordinator of the Performance Annex. "It's a community gathering place with important and positive activities for everyone." More than 40 special events were held in fiscal year 2002 as well as reading programs and classes in ballet, Cuban dance and art. Some of the other undertakings included original plays, community festivals, live music concerts, film presentations, and dance performances.

Kit and Mike Lynch moved to City Heights in 1993 and they have watched their neighborhood blossom into a **culturally hip area**, thanks in part to the Performance Annex. "Five years ago I came to the first performance at the Annex and was blown away by the professional excellence," said Kit, who is now president of the nonprofit Friends of the City Heights Performance Annex.

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City Heights is a unique community in San Diego. More than 100 languages and dialects are spoken among the 70,000 residents. Special seasonal celebrations at the Performance Annex included the Asian Moon Festival in September, Kwanzaa in December, Vietnamese TET New Year in February, and Cinco de Mayo.

"The Performance Annex celebrates the rich cultural diversity of the community and both entertains and educates the public," Aglae said.

Building a Case:
LIBRARY BUILDING PROJECTS

The Mission Valley Branch had its grand opening on July 20, 2002. The new, 19,760-square-foot facility includes a large community room, two seminar rooms, a computer lab, reading areas for all ages and a children's library.

The **state-of-the-art facility** is home to 70,000 books and mixed media applications. One of the more enchanting places is the east garden opposite the children's library that includes a fountain and meandering stream. The Mission Valley Branch is open 76 hours each week, more than any other branch library in San Diego.

In addition, City staff completed a building improvement program to build new libraries or improve existing facilities throughout the City. Approved by the Mayor and City Council in July 2002, the $312.3 million program includes the building of a new Main Library and 10 new branches, and the expansion of 13 current branches.

The first two projects of the program will be the construction of a new Point Loma branch and the expansion of the La Jolla branch, both of which are expected to be completed in fiscal year 2004. The remaining 22 projects are scheduled to be completed by 2013.

Volunteers:
PUTTING THE PIECES TOGETHER

Volunteers are a very important part of what makes the San Diego Public Library so successful. Volunteers of all ages perform a variety of jobs ranging from working with children or assisting with the creating of displays to restocking library collections and promoting programs for the public. The hours vary and the minimum age for volunteering, without adult supervision, is only 13. Some volunteers have gone on to accept paid Library positions while others have continued to volunteer just for the fun of it.

"Volunteers at the Library have ranged in age from 9 to 98 years old," said Alice Moss, the Library's volunteer coordinator. "We estimate that their assistance to the Library is valued at approximately $1.9 million each year, so their work is extremely valuable."

Hundreds of tasks must be performed so that library materials are in good repair,

clean, available, and easily accessible to patrons. Volunteers figure very prominently in performing these tasks, which often require good organizational skills, good manual dexterity, and attention to detail. Many volunteers also provide services for the Library's many literacy, cultural and other programs.

A retired Teledyne Ryan supervisor, John Farrell has volunteered in the Central Library's Genealogy Room for the past five years. Donating four hours of his time each week, he assists patrons find information about their ancestors and bring their family trees to life. "I enjoy volunteering very much," John said. "It's especially gratifying when you can actually help someone find information that they're looking for."

John said he's helped a lot of people over the past few years make connections to their families' past. "It's amazing what you can find in these libraries!" he said.

Annual Volunteer Statistics, Fiscal Year 2002		
	Volunteers	**Hours**
Central/Branch Libraries	2,722	70,685
- Friends of the Library	1,855	16,268
- Board of Library Commissioners	7	204
READ/San Diego	691	31,165
- Friends of READ/San Diego	53	2,181
Totals	**5,275**	**120,503**

Beyond Code Dewey...
CRACKING THE WEB

Access to the Library's services, programs and other information is no longer only for those patrons who visit one of the City's 35 libraries. The Library's web site offers a different yet valuable option for the public.

For basic information ranging from finding Library locations, phone numbers and operating

hours to getting a library card or finding a list of upcoming workshops or a calendar of events and programs throughout the Library system, the Library's web site can be a great starting point.

"Anyone with Internet access can use the Library's online catalog to renew or reserve a book, ask a reference question or request that the Library purchase a specific title," said Douglas Spence, the Library's supervisor of online services. "We continually add more databases and other features to provide better service for patrons."

One can also find out about the many outreach programs the Library supports. There is information on countywide literacy programs, services for people with disabilities, and programs for small business owners. Students can use the Library's Homework Center as a starting point for their research on the Library's databases and selected sites on the Internet.

The Library offers free access to more than 45 databases containing full-text magazine and newspaper articles, biographical profiles, full-text books, and much more. These databases also contain large amounts of **material that you would never be able to access using a web search engine.** Some popular areas for research include genealogy, biographies, literature, art, music and health. One exciting database available from the web site is a digital archive of the *New York Times* covering the years 1851-1999.

These are just a few examples of what can be done on the Library's homepage. Log on to the City's web site at www.sandiego.gov, choose "libraries," and experience a gateway to the world.

Literacy:
PLOTTING SUCCESS

In San Diego County, approximately 422,000 adults cannot read and write well enough to meet everyday needs and pursue professional goals. The Library's READ/San Diego program is a free literacy, English as a Second Language and family literacy instruction service for adults 18 years of age and older.

Staffed by literacy professionals, READ/San Diego coordinates the efforts of volunteer reading tutors and cooperates with local adult schools, community colleges and other literacy education providers in making and receiving student referrals.

Each year, the program assists more than 1,000 students **from various backgrounds and learning levels.** One of the program's major success stories of fiscal year 2002 was that of Wanda Hill.

A successful, self-employed, small business owner, Wanda carried the dream of completing her high school education for decades after dropping out of the 10th grade of a local high school. Though talented and capable in many areas, she had always questioned whether she could receive her diploma.

Wanda enrolled in her first GED test preparation class in 1989, and 12 years later she passed all of the GED tests except for the one on math. In fall 2001,

she discovered READ/San Diego and enrolled to confront her fear of math and receive the help she needed. The program paired her with veteran tutor Dr. Charlotte Yesselman, a retired math professor from San Diego State University.

After two months of hard work Wanda passed the math test and jumped the final hurdle of her long pursuit of a high school diploma. Although it took her 12 years, she did not give up. Wanda encourages other adult learners to overcome their fears and never give up on education,

Homeschooling Children:
INVESTIGATING ALTERNATIVES

If school is in session and there are children at the public library, chances are they're not on the lam. More likely, the youngsters are being homeschooled and using the library's collection for their education.

Homeschooling is a fast growing use of libraries, where families not only take advantage of the library's collection but also meeting rooms and assistance from knowledgeable library staff. Parents who homeschool their kids find a wealth of materials at City libraries to assist them in teaching all subjects.

Rebecca Stuart, mother of two children ages 9 and 5˚, frequents the Serra Mesa Branch Library. She said they regularly search for titles in literature, history,

science and math. But their use of the library is not limited to books. "The library is very good about putting in requests for orders of books," she said "There are also great CD-ROMs, music CDs, and movies."

Stuart also takes part of a growing network of home-schooling families who meet bimonthly at the Serra Mesa branch to help families who are new to homeschooling get started.

Margaret Brown is another parent who has found that **libraries are goldmines** for books and other materials to help provide a good education for her children.

"The library has a lot of things we use, especially books," said Brown, whose three young children can often be found in the Skyline Hills Branch Library near their home.

Besides reading material, Brown said she has found information on how to homeschool at the library. Her children also regularly attend the branch's story time sessions.

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Donors:
OUR ACCOMPLICES

Some people feel that they pay taxes and therefore shouldn't have to do anything more in order to have a high quality library system. Ideally, tax revenue should cover this basic service; however, in San Diego, at the current time, tax revenue is insufficient to fund the level of library service that San Diegans need and demand. The Library receives its annual appropriation from the City of San Diego's General Fund, which in turn is funded primarily by the small percentage of property and sales taxes that do not go to the state, county or education. And, the Library must compete for these scarce funds with other essential services like police, fire, sanitation, and health.

The Library's per capita allocation from tax dollars is lower than that of most of the large western cities, yet the San Diego Public Library's circulation and 7.7 million annual visitors rank among the highest. Private support — from library volunteers, Friends' groups, individuals, foundations, corporations, and service organizations — makes the difference between what the Library could provide if it relied solely on tax revenue and the excellent programs and services it does provide for San Diego.

San Diego residents Gilbert and Julie Sih support the Library

with an annual donation. Because Gilbert's employer Qualcomm matches employee gifts 100 percent, and the City of San Diego matches the *combined* amount 100 percent, the result is **a quadrupling of the value of the original donation**.

"Making the San Diego Public Library one of our family's charities is not a purely altruistic decision," said Julie. "We are such heavy users of the collection that we obviously stand to benefit from an increase in the library's purchase funds. Every year, our family checks out many thousands of dollars worth of materials, so we get back much more than we are giving. Of course, the library enriches our lives in ways that can't be assigned a price tag. For example, our kids enjoy performing in the biannual

children's poetry recitals at the Scripps Miramar Ranch Library Center. So we make it a priority to support this wonderful public institution that has so touched our own lives."

Monetary donations enable the Library to purchase up-to-date materials, including books, videocassettes, DVDs, CDs, audiocassettes, and periodical subscriptions; to upgrade and replace equipment; and to provide programs like READ/San Diego, the Library's adult literacy program, which receives over a third of its budget via donations. Contributions support children's programming, including the critical Summer Reading Program. These are just a few of the things that simply wouldn't happen without the generous support of Library donors.
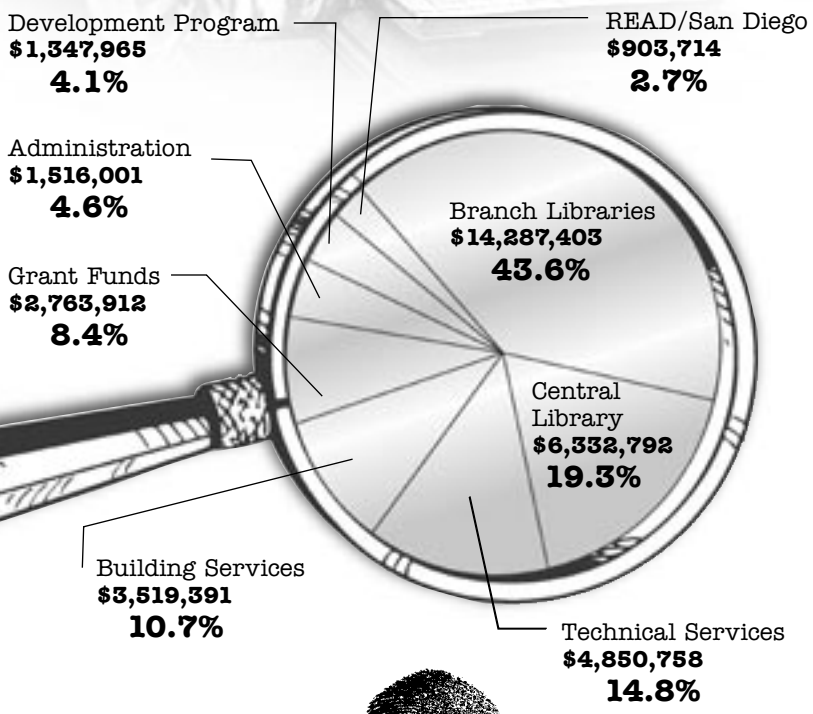
San Diego is the seventh largest city in the United States and the second largest in California. The San Diego Public Library serves a City population of more than 1.27 million people.
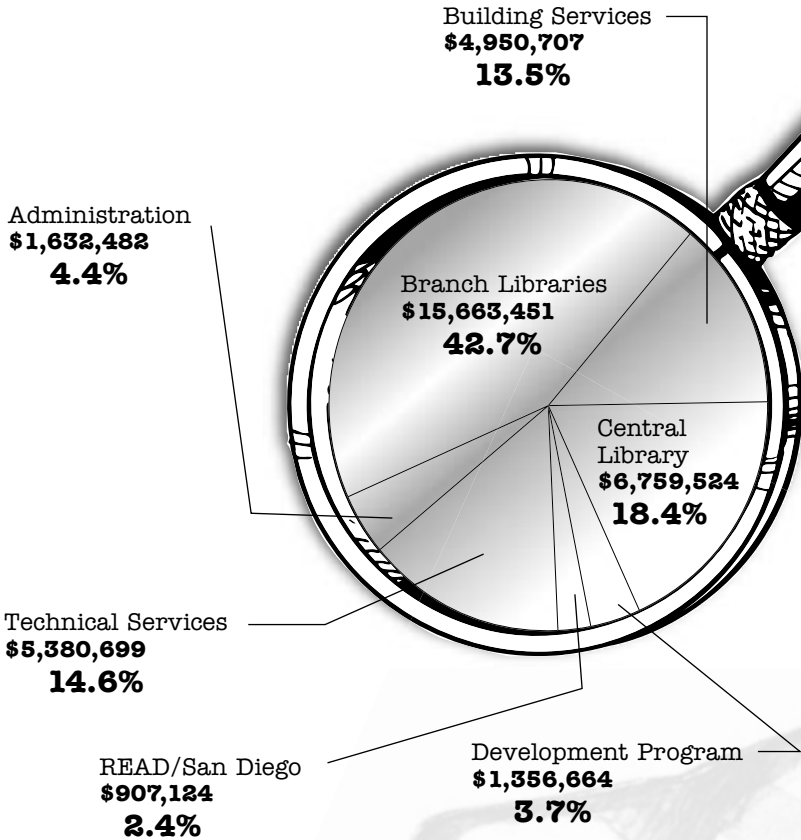
BUDGET DOLLARS AT WORK

	FY 2002	FY 2003
Volumes	3,199,014	3,298,869
New Items Added	341,866	326,704
New Titles Added	63,042	68,691
Bound Periodicals	89,050	89,300
Periodical Subscriptions	4,116	4,244
Government Documents	1,732,140	1,608,332
Microforms	695,200	620,032
Audio Visual Materials	170,460	187,350
Circulations	6,587,877	6,995,244
Reference Questions Answered	1,920,822	1,974,599
Registered Borrowers	728,215	721,371
Library Facilities	34	35

ALLOCATION OF FUNDING FY 2002

Development Program
$1,347,965
4.1%

READ/San Diego
$903,714
2.7%

Administration
$1,516,001
4.6%

Grant Funds
$2,763,912
8.4%

Branch Libraries
$14,287,403
43.6%

Central
Library
$6,332,792
19.3%

Building Services
$3,519,391
10.7%

Technical Services
$4,850,758
14.8%

ALLOCATION OF FUNDING FY 2003

Building Services
$4,950,707
13.5%

Administration
$1,632,482
4.4%

Branch Libraries
$15,663,451
42.7%

Central
Library
$6,759,524
18.4%

Technical Services
$5,380,699
14.6%

READ/San Diego
$907,124
2.4%

Development Program
$1,356,664
3.7%

LIBRARY DEPARTMENT BUDGET SUMMARY

	FY 2002	FY 2003
Positions	415.09	441.71
Personnel Expense	$21,909,070.00	$23,991,909
Non-Personnel Expense	$10,848,954.00	$12,658,742
Total Expenditures	$32,758,024.00	$36,650,651

Branch Libraries

1. **Central Library**
   820 E Street
   San Diego, CA 92101

2. **Balboa Branch**
   4255 Mt. Abernathy Avenue
   San Diego, CA 92117

3. **Beckwourth/Mountain View Branch**
   721 San Pasqual Street
   San Diego, CA 92113

4. **Benjamin/Allied Gardens Branch**
   5188 Zion Avenue
   San Diego, CA 92120

5. **Carmel Mountain Ranch Branch**
   12095 World Trade Drive
   San Diego, CA 92128

6. **Carmel Valley Branch**
   3919 Townsgate Drive
   San Diego, CA 92130

7. **City Heights/Weingart Branch**
   3795 Fairmount Avenue
   San Diego, CA 92105

8. **Clairemont Branch**
   2920 Burgener Boulevard
   San Diego, CA 92110

9. **College Heights Branch**
   4710 College Avenue
   San Diego, CA 92115

10. **Kensington/Normal Heights Branch**
    4121 Adams Avenue
    San Diego, CA 92116

11. **La Jolla/Riford Branch**
    7555 Draper Avenue
    San Diego, CA 92037

12. **Linda Vista Branch**
    2160 Ulric Street
    San Diego, CA 92111

13. **Logan Heights Branch**
    811 So. 28th Street
    San Diego, CA 92113

14. **Malcolm X/Valencia Park Branch**
    5148 Market Street
    San Diego, CA 92115

15. **Mira Mesa Branch**
    8405 New Salem Street
    San Diego, CA 92126

16. **Mission Hills Branch**
    925 W. Washington Street
    San Diego, CA 92103

17. **Mission Valley Branch**
    2123 Fenton Parkway
    San Diego, CA 92108

18. **North Clairemont Branch**
    4616 Clairemont Drive
    San Diego, CA 92117

19. **North Park Branch**
    3795 31st Street
    San Diego, CA 92104

20. **Oak Park Branch**
    2802 54th Street
    San Diego, CA 92105

21. **Ocean Beach Branch**
    4801 Santa Monica Avenue
    San Diego, CA 92107

22. **Otay Mesa/Nestor Branch**
    3003 Coronado Avenue
    San Diego, CA 92154

23. **Pacific Beach/Taylor Branch**
    4275 Cass Street
    San Diego, CA 92109

24. **Paradise Hills Branch**
    5922 Rancho Hills Drive
    San Diego, CA 92139

25. **Point Loma/Hervey Branch**
    3701 Voltaire Street
    San Diego, CA 92107

26. **Rancho Bernardo Branch**
    17110 Bernardo Center Drive
    San Diego, CA 92128

27. **Rancho Peñasquitos Branch**
    13355 Salmon River Road
    San Diego, CA 92129

28. **San Carlos Branch**
    7265 Jackson Drive
    San Diego, CA 92119

29. **San Ysidro Branch**
    101 W. San Ysidro Boulevard
    San Diego, CA 92173

30. **Scripps Miramar Ranch Branch**
    10301 Scripps Lake Drive
    San Diego, CA 92131

31. **Serra Mesa Branch**
    3440 Sandrock Road
    San Diego, CA 92123

32. **Skyline Hills Branch**
    480 S. Meadowbrook Drive
    San Diego, CA 92114

33. **Tierrasanta Branch**
    4985 La Cuenta, Drive
    San Diego, CA 92124

34. **University Community Branch**
    4155 Governor Drive
    San Diego, CA 92122

35. **University Heights Branch**
    4193 Park Boulevard
    San Diego, CA 92103
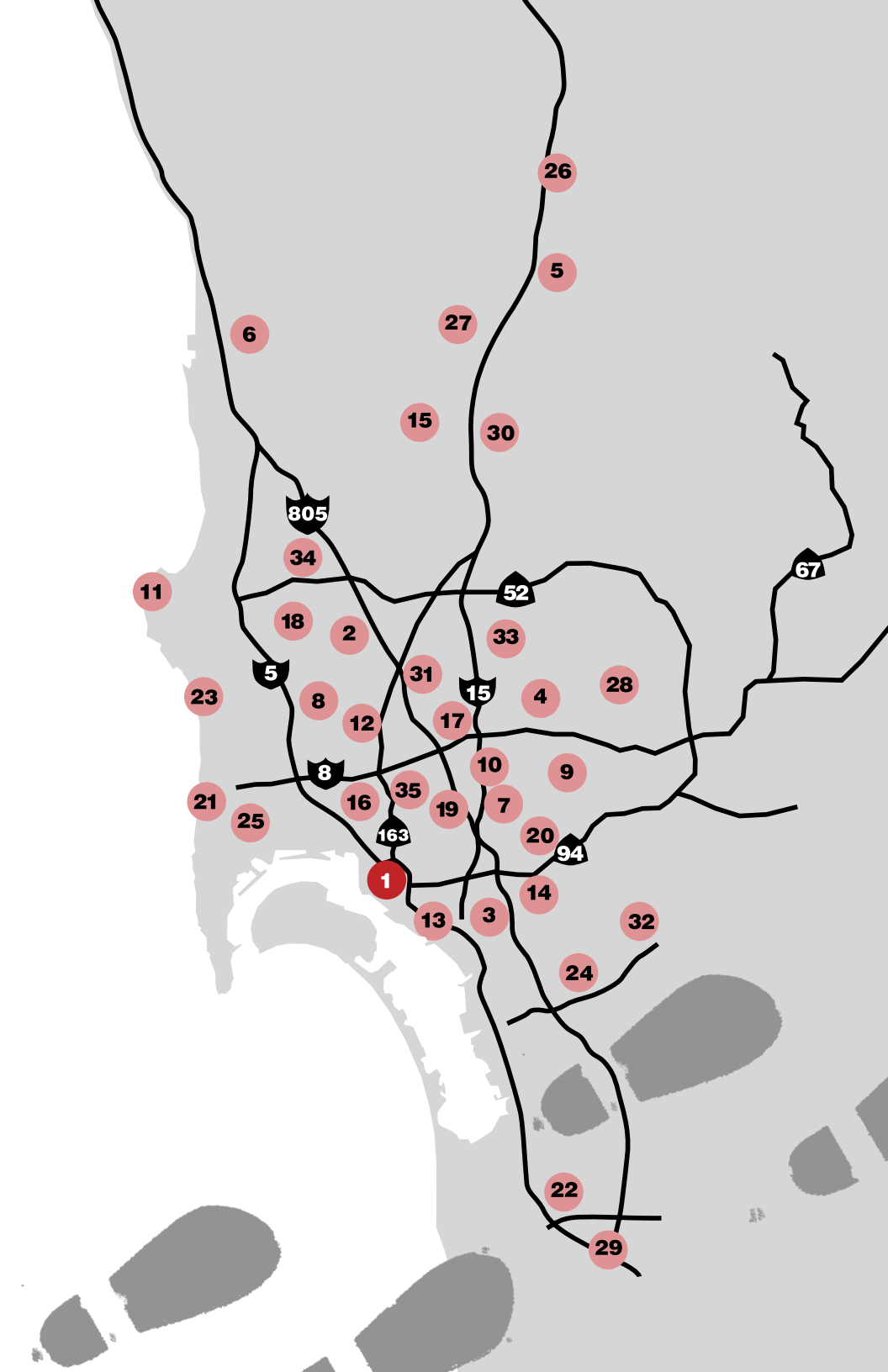
The clues all add up — **The Library** is a great place to be!

CASE CLOSED

THE CITY OF SAN DIEGO

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