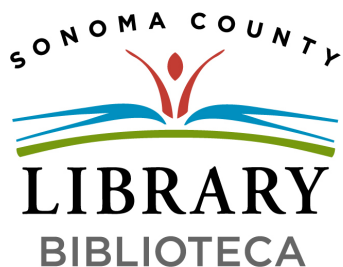


Library News August 2024



“In a library, you could find miracles and truth and you might find something that would make you laugh so hard that you get shushed, in the friendliest way.”

— Anne Lamott

MEDIA ALERTS PAGE 3

Our mission is to bring information, ideas, and people together to build a stronger community

FROM THE DIRECTOR



Sonoma County Library Director Erika Thibault

Sustaining Library Funding

Do you know how your library system is funded?

Funding for Sonoma County Library is split between property taxes (60 percent) and sales taxes (40 percent).

At the July 10, 2024 Library Commission meeting, the Commission voted to approve an ordinance and resolution placing a sales tax renewal measure on the November

5, 2024 ballot. The new measure, Measure W, would renew the 1/8 of a cent sales tax (known as Measure Y) that expires on March 31, 2027.

Sales tax funding has been crucial to the library’s growth and success by allowing us to expand programs and services to all areas of the county.

We expanded our hours in November 2022 to seven days a week, and patron visits have increased 13 percent over last year. Our circulation

has grown exponentially – last year we had 4.4 million checkouts, which is 8 percent above the prior year, and higher than any other year in Sonoma County Library’s history.

Adding new books and digital content to our collections is an important way we invest our tax revenue. Sonoma County Library is #5 in the state for Libby usage, and we have also expanded access by increasing outreach with our BiblioBus service.

None of this would be possible without our dedicated and friendly staff, who welcome you in to our branches every day.

This year, we are planning to purchase a second mobile library vehicle to meet the needs of all of our communities, but especially the more remote areas of the county. In our outreach efforts, we heard you loud and clear – people would like to pick up holds when they visit the BiblioBus, and we hope to provide this service with our new outreach van. Stay tuned for more information!

Join a Book Club!

SONOMA COUNTY LIBRARY BIBLIOTECA

¡Únete a un club de lectura!

Read With Others

Build community and explore new perspectives at one or more of our book clubs.

From memoir to mystery, we’ve got something for everyone, including special book clubs for teens, adults, and children.

Wherever you live in Sonoma County, there’s a book club near you at a library branch, or you can check out a virtual book club online, from wherever you are.

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Learn More About Your Library

Library staff and volunteers are on the road this year, sharing the message about the extraordinary value of free public libraries. If you would like someone from the library to speak to your group, club, or organization, contact us at libraryinfo@sonomalibrary.org. We love to talk about the library!

FROM THE COMMISSION CHAIR



Library Commission Chair Deborah Doyle

Let's talk about Measure W! Last month the Commission approved a ballot measure that will renew the 1/8 cent sales tax approved in 2016 that has transformed the Sonoma County Library system.

Measure W will be on the November 5, 2024 ballot. During this robust election season, we hope those of you who believe in the joy of reading and the

freedom to read will talk to your friends about why free public libraries are so important.

As days grow shorter, we hope you find just the right end-of-summer book or movie and continue to enjoy library programming, community gatherings, and tech support with our fabulous library staff.

Free people read freely!

LIBRARIES ARE FOR EVERYONE



OUR PATRONS SAY ...

From library patrons:

"I love that the library reflects our community here in Sonoma County. I love how many activities it supports that are non-reading related. It draws folks into the library and creates a community who is exposed to what is possible in life. I love that there are online author talks, and other ongoing online groups as well. It gives people of all ages the opportunity to challenge themselves and to grow."

"Great locations. Accommodating special requests. Staff always welcoming"

"The staff is courteous, friendly, professional and helpful! The offerings are great."

"¡Me atendieron de maravilla!"

"Open seven days a week. Friendly and available staff. Current DVDs for check out. Free online news subscriptions. Many monthly activities. Reading programs for children."

"So many resources to use for the enrichment of our lives and all for free!"



The Sonoma County Library Commission

Deborah Doyle, Town of Windsor, Commission Chair
Brooke Greene, City of Cloverdale, Commission Vice-Chair
David Cahill, City of Santa Rosa
Andy Elkind, City of Healdsburg
Fred Engbarth, City of Sebastopol
Eve Goldberg, County of Sonoma
Paul Heavenridge, City of Petaluma
Sarah Laggos, City of Santa Rosa / County of Sonoma
Barbara Mackenzie, City of Rohnert Park
Erika Thibault, Library Director

MEDIA ALERTS: Press inquiries communications@sonomalibrary.org

Economic Impact Study Details Huge Return-On-Investment



Economic benefits | *Beneficios económicos*

“Every dollar invested in the Sonoma County Library returns \$3.82 to the community.”

[Economic Impact of the Sonoma County Library, Dr. Robert Eyler, Economic Forensics & Analysis]

“Cada dólar invertido en la Biblioteca del Condado de Sonoma devuelve \$3.82 a la comunidad.”

[Impacto económico de la Biblioteca del Condado de Sonoma, Dr. Robert Eyler, Análisis y Análisis Forense Económico]



For every dollar the Sonoma County Library spends on library services, Sonoma County residents receive \$3.82 in benefits, according to an economic impact study released recently.

The report was created by Economic Forensics and Analytics (EFA), a Sonoma County-based independent research and consulting firm led by Dr. Robert Eyler.

The EFA study looked at three key areas of impact: the library’s annual operating budget, its annual capital spending, and the annual household savings cardmembers receive from free library services.

Sonoma County Library Director Erika Thibault said the significant return-on-investment validates the library’s role in Sonoma County as both a source of education, information, and entertainment and its substantial positive financial impact to the community.

“This report confirms that the library provides amazing resources and a huge economic boost to our Sonoma County residents,” Thibault said.

The report is posted on the library website in both Spanish and English, and print copies are available at all library branches.



Join us at the Rohnert Park Cotati Regional Library on Wednesday, August 28, at 6:30 pm for the **Teen Film Festival premiere!**

After you walk the red carpet, enjoy an in-person screening of the winning films with popcorn and refreshments, followed by an awards ceremony.

This event showcases the extraordinary talent and innovation of local teen filmmakers.

