

Honorable Mayor and Members  
of the City Council  
City Hall  
Torrance, California

Members of the Council:

**SUBJECT: Community Services – Accept and Appropriate a donation of \$7,000 from the Friends of the Torrance Library**

**RECOMMENDATION**

Recommendation of the Community Services Director that the City Council accept and appropriate a \$7,000 donation from the Friends of the Torrance Library for outreach supplies for the Torrance Public Library.

**FUNDING**

Funding is available from the \$7,000 donation from the Friends of the Torrance Library.

**BACKGROUND**

The Torrance Public Library conducts outreach to the community on a regular basis, with booths at events including the Salvation Army Health and Resource Fair, the Chamber of Commerce Business Expo, and the Environmental Fair. The Library also visits the Torrance Certified Farmers' Market and other community gatherings to promote programs and services. In addition, staff visits schools to reach parents and caregivers, encouraging them to bring students to the Library for homework assistance and to participate in the Summer Reading Program.

These gatherings can be quite busy, with many agencies and opportunities competing for attention from the participants. The Library provides staff and information, but an item someone can take away as a useful reminder of the Library's services is essential to get them to visit the Library or learn more.

The Friends of the Torrance Library have in the past generously funded a variety of items from smaller custom imprinted pencils and bookmarks, through personal radios and license plate frames. Each item is selected to reach a target audience and taken to applicable events. For example, imprinted business card holders were designed for the Business Expo while magnifying bookmarks are very popular at the Senior Faire and Salvation Army Health and Resource Fair. The ability to hand out an item as a reminder of their conversation, and a prompt to later use the services of the Library helps us reach all segments of Torrance, including those that may not know about our services.

**ANALYSIS**

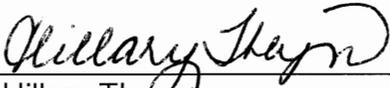
Library staff analyzed the most popular items from past incentives and asked the Friends of the Torrance Library to fund a new supply of items for outreach in 2011-12. The Friends voted at their September Board Meeting to donate \$7,000 toward these purchases.

**CONCLUSION**

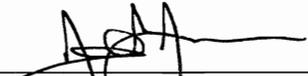
Through outreach efforts, the Library is able to reach community members that can benefit from public library programs and services. The addition of these items to outreach, through this donation, increases contact with the community and the likelihood that community members will contact the Library, and we can serve all segments of Torrance effectively.

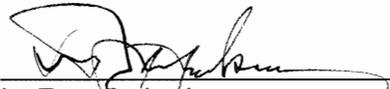
Respectfully submitted,

JOHN JONES  
COMMUNITY SERVICES DIRECTOR

By   
Hillary Theyer  
City Librarian

CONCUR:

  
\_\_\_\_\_  
John Jones  
Community Services Director

  
\_\_\_\_\_  
LeRoy Jackson  
City Manager

Attachment: A) Proposal for Funding Assistance-Outreach Materials and Incentives

September 14, 2011

**TO:** Friends of the Torrance Library

**FROM:** Dana Vinke, Principal Librarian  
Hillary Theyer, City Librarian

**SUBJECT:** Proposal for Funding Assistance – Outreach Materials and Incentives

**Recommendation**

The Principal Librarian and the City Librarian respectfully request that the Friends of the Torrance Library provide funding to support the Library's outreach efforts for 2011-12 in an amount not to exceed \$7,000.

**Background**

The Library routinely participates in community fairs and events, competing with public and private agencies for the time and attention of the attendees. This allows staff to inform non-Library users about our programs and services, and current patrons are reminded of the variety of Library resources. Outreach efforts are increasing, with staff receiving more invitations to participate than can be accepted. A partial listing of the events the Library participates in is as follows:

- Chamber of Commerce Business Expo
- Disaster Expo
- Farmers' Market
- Senior Faire
- Salvation Army Health and Resource Fair
- City Health and Rideshare Fair
- YMCA Healthy Kids Day

We also focus on education, attending Back to School Nights and Open Houses to reach parents/caregivers as well as the students. The Youth Services Librarians serve over 30 schools, with a goal of visiting at least one event at each campus every year, in addition to speaking with students directly to promote First Grade Outreach and the Summer Reading Program. At these events, parents are informed about the Library and how we serve students' needs. Staff also performs outreach visits to parochial and private schools in the area as well as local adult school classes.

In addition, promotional materials are utilized to brand the Library and make our name known. For example, we have in the past had a presence in the lobby of the West Annex on the first day of Parks & Recreation event registration, speaking to those enrolling in classes about the Library and giving them pencils to assist in filling out their forms.

**Analysis**

Incentives are important to outreach efforts. The Library is often present with other public and private agencies that are offering giveaways. Incentives brand the Library and provide individuals with a tangible reminder of their conversations at the Library booth or table.

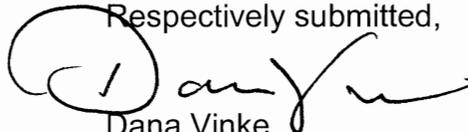
Noted below are examples of popular incentives the Library has purchased in the past. The Library may purchase similar or different materials based on demand and availability.

- Bookmark Magnifiers
- Jar Openers
- Pencils
- Snack Bag Clips
- License Plate Frames
- Tote Bags

**Conclusion**

Through outreach efforts, including personal attention from staff, the Torrance Public Library will continue to attract new users and acquaint “regulars” with materials, programs, and services with which they may not be familiar. Funding for imprinted incentives will enable the Library to conduct effective outreach and will encourage members of the community to turn to the Library for their informational, educational, cultural, and recreational.

Respectively submitted,



Dana Vinke  
Principal Librarian

CONCUR



Hillary Theyer, City Librarian