



YEAR IN REVIEW
FISCAL YEAR
2022-23

ABOUT MOUNTAIN VIEW PUBLIC LIBRARY



Mission

Our Library is for everyone. We are a free resource helping our community connect, create and learn.

Library Use

CARDHOLDERS 60,748

DAYS OPEN 351

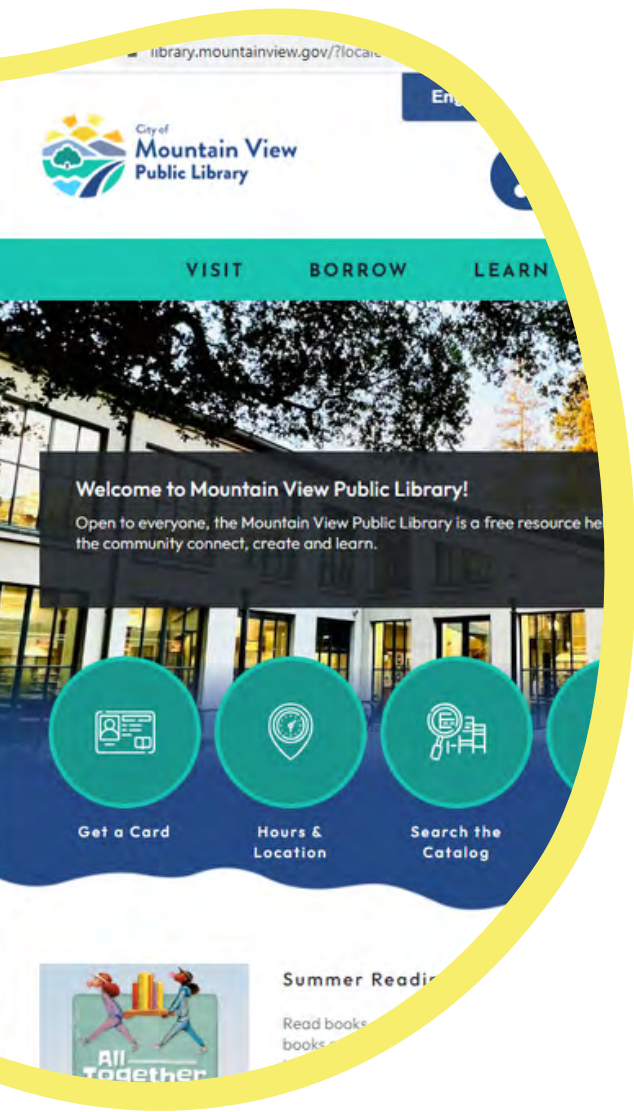
QUESTIONS ANSWERED 21,627

LIBRARY VISITS 362,998

Note from the Director Tracy Gray

I am in awe of how much the community used the Library this past year. We had on average 1,000 visitors per day and a yearly total of over a million physical and digital items that were checked out. Almost 20,000 people attended programs this year. We are thrilled to provide free resources and services to our community and to those just visiting the area. Lastly, I want to acknowledge the hard work done by library staff in implementing all our programs and services.





USER-CENTERED WEBSITE DESIGN

The Library launched a new website and public catalog in May 2023. Dedicated staff teams continue to develop the website and catalog so all members of our community can stay up to date on programs, services and collections.

Purposefully Redesigned

The Library's website has a refreshed look that reflects the City's new brand identity, but the changes go deeper.

The new website is intentionally designed based on user feedback gathered from analytics and observing customer behavior. This provides customers with a more streamlined website experience where they are able to get information they need quickly and efficiently.

Another major change with the website is that it incorporates up-to-date web technologies, such as mobile responsive pages and a focus on accessibility. Library staff will continue to gather information from analytics to improve user experiences.

In Fact...

After the homepage, the most visited pages on the website are:

- My Library Account.
- Get a Library Card.
- Search the Catalog.
- New York Times Online.
- Hours & Location.

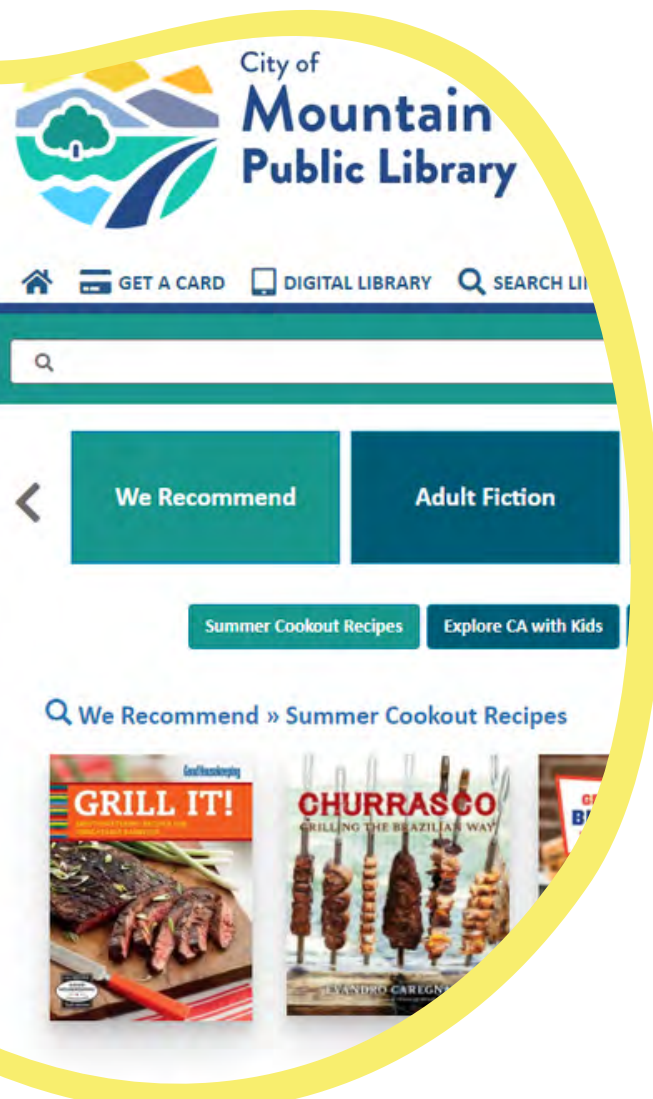
Website Goals

Library staff implemented changes on the website with the following goals in mind:

- Ensure that all pages are mobile responsive.
- Improve ease of use.
- Consistent layouts and formats.
- Update look and increase site engagement.

"I love the new design. I like the colors. It is easier to find items or services." - Library Customer





NEW WAY TO SEARCH

The Library migrated to a new catalog, Aspen, shortly after the website redesign. Aspen helps users discover what the Library has to offer with a new interface, event integration and greater functionality.

What's New

Aspen came with new features that our previous catalog did not have, including but not limited to:

- Personalized title recommendations based on customer ratings of previously borrowed items.
- New York Times Best Sellers book list integration.
- Option to change the interface to Chinese or Spanish language.

More Catalog Features

- Make purchase suggestions.
- Link multiple household accounts to view all checkouts, holds and fines.
- Search our eBook and print collection simultaneously or separately.
- Easily browse all formats (print, eBook, audiobook, etc.) of a title within one search result.
- Access the catalog on any mobile device using the Aspen LiDA app.
- Receive suggestions for related titles while you wait for items on hold.
- Manage your privacy settings for reading and search history.
- Save searches so you are alerted when new materials arrive.
- Add reviews and ratings to titles and your recommendations.
- Create, manage and share lists of your favorite materials.

In Fact...

- Work on the new catalog started in November 2022.
- Over 1,500 libraries are using Aspen.
- We are the first library in our region to use Aspen.

“The catalog is very user friendly! I particularly like how easy it is to see if something is available or checked out. I also love the teal and blue colors. It’s very eye catching.” - Library Customer



LENDING MATERIALS



Materials lending remains a core part of library service. Borrowing continued to trend upward this year. This year, we began issuing library cards on the second floor to make it more convenient for new customers to access public computers and study rooms without having to visit multiple service points.

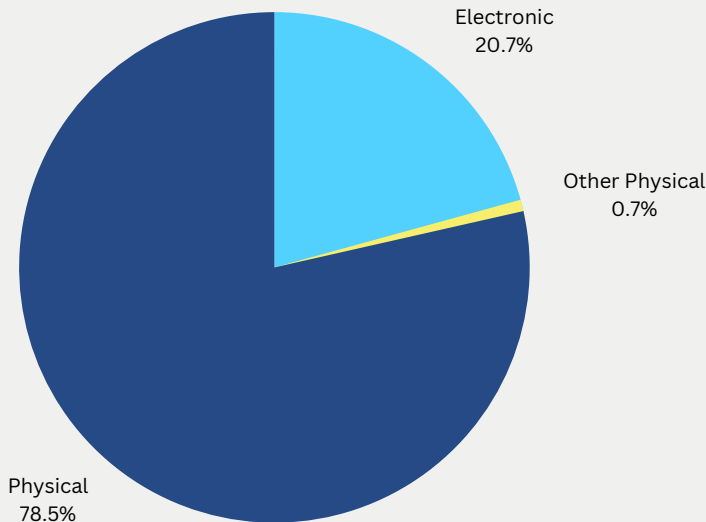
New Library Card Design

The Library Communications Team designed a fresh new look for our library cards. The new design incorporates the City's new brand identity and Library's mission.



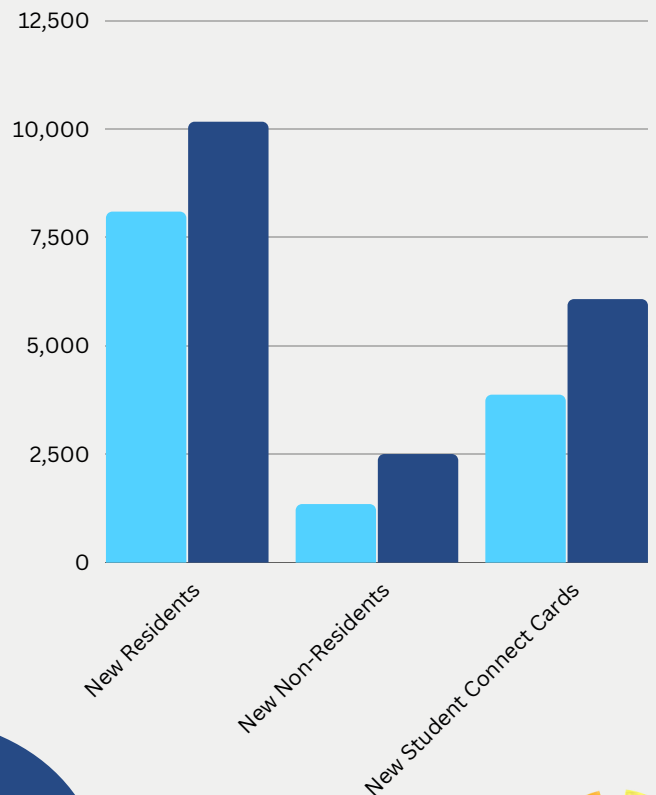
Items Circulated

Total Items Circulated: 1,310,366



Borrowers

■ 2021-22 ■ 2022-23



“You have confirmed my belief that librarians should be in charge of the world: generous, friendly, committed to the exploration of ideas. Many thanks!” - Library Customer



INFORM AND ENTERTAIN

Another core part of library service involves hosting programs and events for community members of all ages. We significantly increased our in-person programming from last year and attendance numbers increased accordingly.

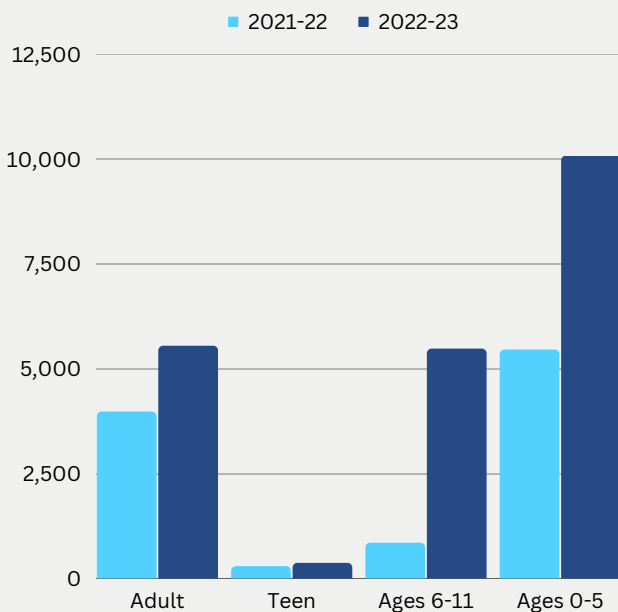
Program Totals

	FY 2021-22	FY 2022-23
VIRTUAL	168	119
IN-PERSON	101	330
IN-PERSON OFFSITE	11	5
GENERAL INTEREST	4	28
TOTAL	284	482

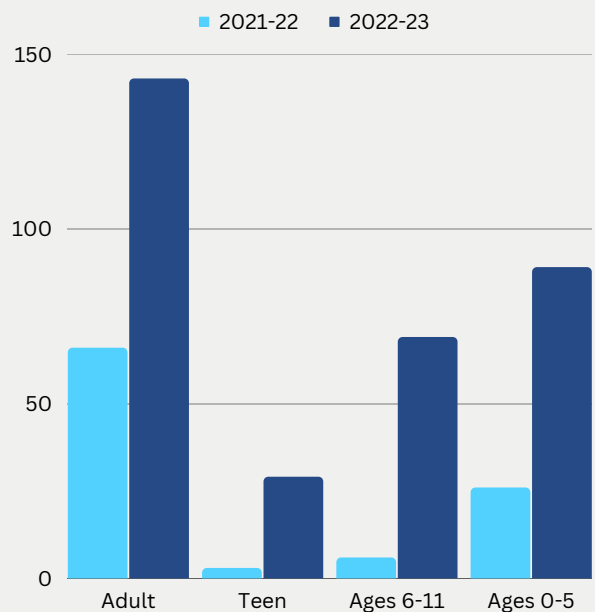


97% Overall Satisfaction

Attendance



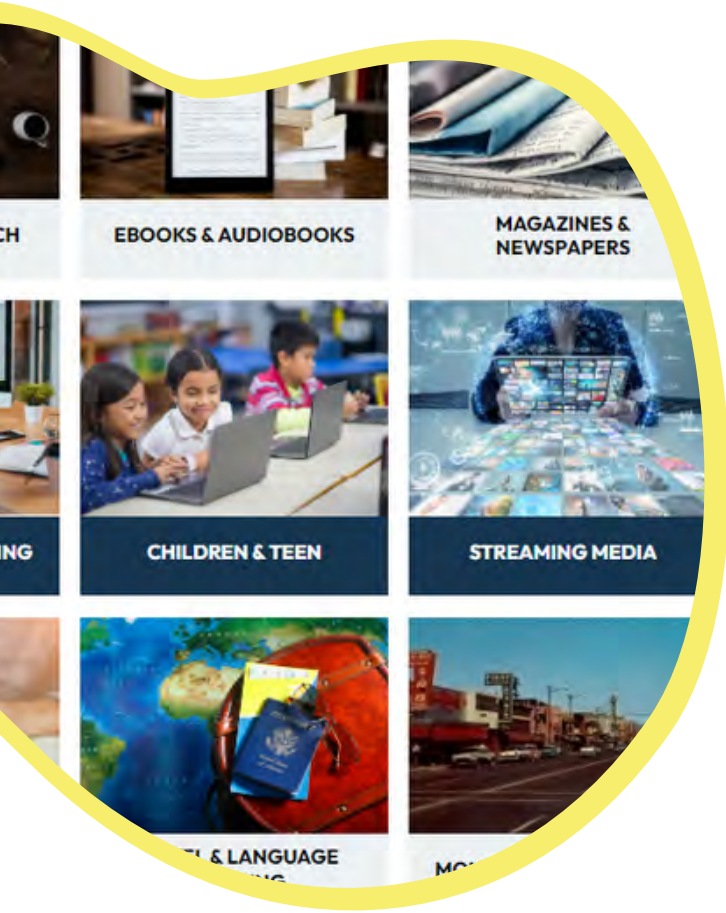
In-Person Programs by Age



“For some time now, my daughter and I have been going to the MV library and other programs that you offer, especially family storytime, which for us is the best in the region.” - Library Customer



READ, WATCH, LISTEN, LEARN



The Library continues to provide robust online access to many digital resources that pertain to a wide variety of interests.

New York Times Games and Cooking

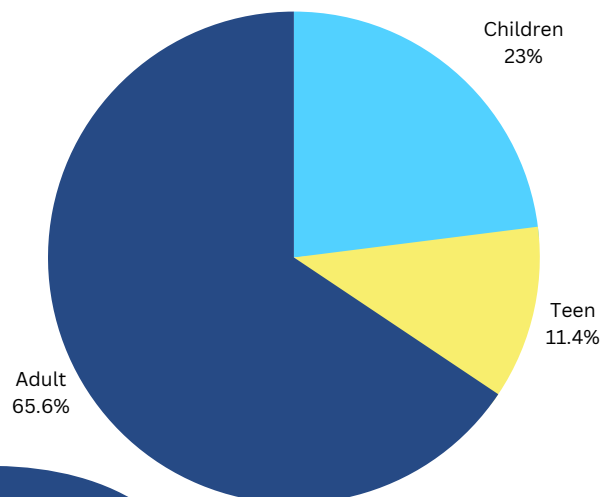
In August 2022, the Library announced the addition of two new products: New York Times Cooking and New York Times Games.

NYT Games provides access to the famous NYT Crossword puzzle as well as Spelling Bee, Sudoku, Tiles and more. NYT Cooking offers thousands of recipes and cooking videos for chefs of all levels. These products are available for free, along with the New York Times Online.

NYT Cooking and NYT Games are generously sponsored by the Friends of the Mountain View Library.

Overdrive Checkouts by Age

Total Checkouts: 205,157



Digital Library Usage

DATABASE USES	57,619
MATERIALS LENT	271,596
AVERAGE NEW APP USERS PER MONTH	537

In Fact...

The top three most used digital resources were:

- California Revealed (16,858).
- Flipster (12,242).
- NYT Online (7,262).

“NYT Cooking has some GREAT plant-based recipes for all cooking and baking levels!” - Library Customer



OPENING PATHWAYS



Career Online High School Graduations

The Library celebrated the graduation of two more students from the Career Online High School program on August 22, 2022.

The Adult and Customer Experience Division continued to grow its services and extend the Library's reach into the community with exciting, inclusive programming.

Online Author Series

Every month, the Library hosts two to four virtual events with best-selling authors and renowned thought leaders covering a wide range of topics. People can attend the events live for an opportunity to ask the authors questions. Archived recordings are also available for later viewing. This year, we organized 47 author talks with 1,248 live attendees and 8,558 on-demand views for recorded programs.

Most Popular Author Talks

- Fredrik Backman (A Man Called Ove).
- Geraldine Brooks (March, People of the Book).
- David Allen (Getting Things Done: The Art of Stress Free Productivity).

Human Library

We hosted three Human Library events throughout the year. In this program, community members have the opportunity to check out human "books" to "read" in one-on-one conversations. Each book in the Human Library is a real person who is available to answer questions about their unique perspective and life experiences.

Difficult questions are encouraged and appreciated. The Human Library aims to ignite dialogue and understanding between people by creating a safe space to have conversations that challenge society's stereotypes and prejudices.

"I 'read' the infertility and transgender books. They both had interesting stories. I appreciate them talking about their experiences in detail, even very private things. I enjoyed the time a lot. Thank you so much." - Library Customer



PRIORITIZING INCLUSIVITY



The Youth and Bookmobile Division made sure all children and teens felt seen, heard and included with both new and returning programs.

Lunch at the Library

The Library received grant funding from the California State Library for the Summer 2022 Lunch at the Library program. The Library worked with Mountain View Whisman School District to provide free books during the school district's free lunch program. The Library also gave away books at Castro and Mistral Schools and Rengstorff Park.

Sensory Storytime

The Library held its first Sensory Storytime program in January. This storytime sponsored by the Friends of the Mountain View Library is designed for young children who may benefit from a smaller class size and a more structured storytime with manipulatives. Feedback from families was very positive. New families joined in for this storytime and were very appreciative.

Top 10 Youth Programs

- Outdoor Storytimes
- Summer Reading Kickoff Concert
- Charity Kahn
- Asheba
- What is Magic? With Brian Scott
- Traveling Lantern Theater: Camp Ocean
- Diwali Dance Performance
- Christmas Dance Party
- Bluegrass Concert with The Goat Hill Girls
- Silicon Valley Reads Storytime

Bookmobile Relaunch

Bookmobile service was relaunched in October. It goes out into the community on Wednesdays and Thursdays, making two stops each day. It continues to visit senior centers and schools in the community.

In Fact...

- The Library hosted 73 stuffed animals for a sleepover in March 2023.
- On average, 20% of children's materials are checked out.

"We attended the Mandarin story hour this week which was so beautiful! Tristan benefited greatly from seeing other children there and hearing both languages." - Library Customer



FINDING WELLNESS OUTDOORS



The Library encouraged residents to get outdoors for physical health and mental wellness this past year through program and service offerings. The Seed Library and gardening programs promote a sustainable mindset shared with the City.

California State Parks Passes

The Library continues to offer California State Parks Passes. In January 2023, we received additional passes from the California State Library to meet demand for the program. The Library now has 103 passes available for checkout.

Hiking Daypacks

In addition to the California State Parks passes, the Library also has two backpacks available to borrow. The hiking daypacks contain helpful hiking gear and can be used by customers to haul all their essential items when hitting the trails to explore the natural beauty of California.

Gardening Programs

We hosted a number of well-attended gardening programs. Master Gardeners provided the community with information and resources to support independent and environmentally-friendly gardening.

Topics included:

- Winter Fruit Tree Pruning.
- Growing Fabulous Citrus.
- Growing Summer Vegetables.

Drop-In Bike Clinic

Professional bike mechanic Ryan Murphy continues to provide Drop-in Bike Clinic services to Mountain View's avid cycling community. He sets up his workshop outside the Library on every third Saturday of the month and helps 11 people per session on average.

In Fact...

The Library distributed 3,477 seed packets this year.

"Best bicycle repair, and it's free!" - Library Customer



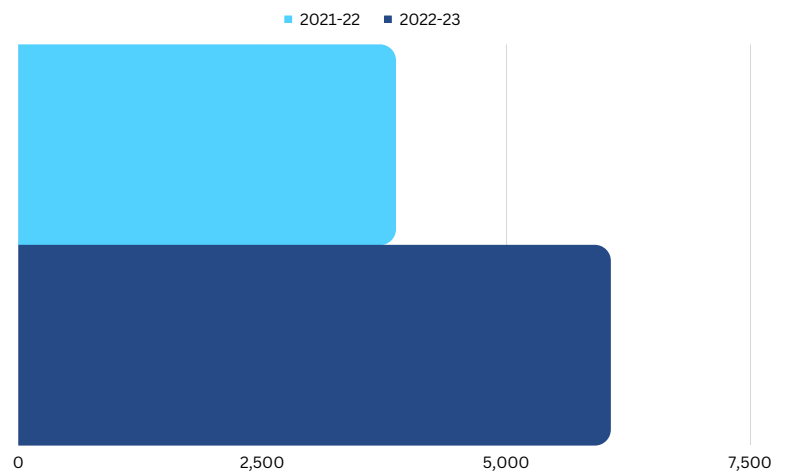
BY THE NUMBERS



Refuge from Inclement Weather

The Library welcomed 2,550 visitors to the Library on March 15, 2023, due to storm-related power outages, a significant increase over the typical daily average of 900 visitors.

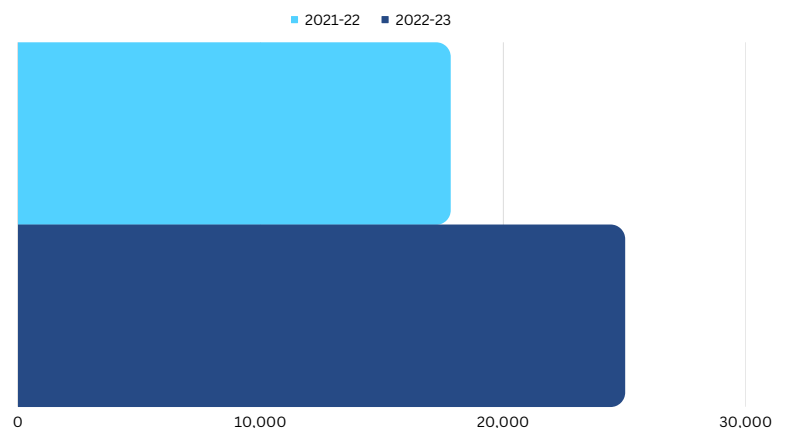
New Student Connect Cards



Grants & Awards

- Received \$90,000 from the Friends of the Mountain View Library for Library materials, programs, events, summer reading and digital resources.
- Received \$5,600 grant funding from the California State Library to provide free books and other materials in support of the Library and summer reading program at free lunch locations throughout the City.

Public Computer Sessions



In Fact...

- The Library offered 27 cultural programs with a total of 2,495 attendees.
- The Library hosted 900 attendees of the weekly ESL Conversation Club.

“This is the nicest library I've ever been in.” - Library Customer

