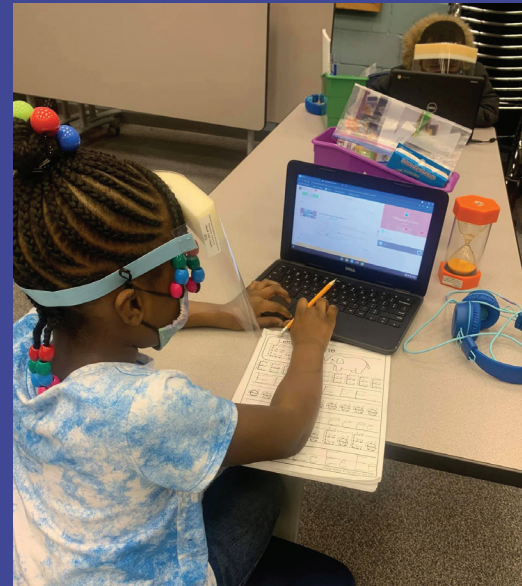


Rochester  
Public Library

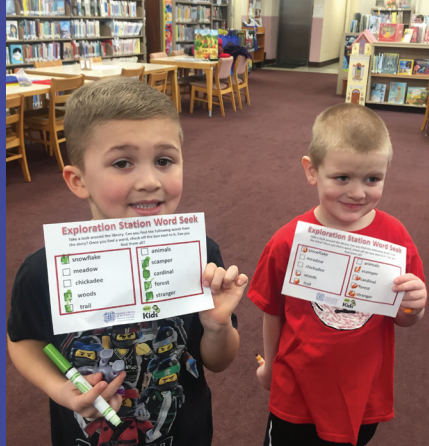
## ANNUAL REPORT TO THE COMMUNITY 2020



If there ever was a time when  
city residents needed their library,  
2020 was it.

More Than You Think





**Patricia Uttaro,**  
*Library Director*

So much changed in 2020, but the one thing that remained constant was the dedication of library staff to providing the best service possible to our community members. Staff recognized that people needed access to books, movies, music, art, information, and the internet and they stepped up to provide all those things and more. It became clear throughout the year, based on the thousands of people who participated in online programs or ordered materials through curbside pickup, that libraries were a source of sustenance for people who had nowhere to go for weeks on end. Those staff who could not work in person found ways to connect with their patrons through phone calls, digital programs, and collection maintenance. Staff learned new skills, like learning a second language, in preparation for that day when we will once again open fully for business. We've emerged from 2020 a very different organization and will continue to evolve in response to the needs of our staff and community.

### "Library pivots to online programs and services during COVID"

To view the video featuring Patty Uttaro discussing 2020 go to: [RocCityLibrary.org/AnnualReport](https://RocCityLibrary.org/AnnualReport)



**Donna P. Benjamin,**  
*RPL Board President*

Many of us have a vivid memory of a favorite library; or remember checking out a book for the first time, studying long hours in a quiet corner, story times enjoyed with children and grandchildren, and so much more. Enter 2020 "a year like no other." For many, it was the first time to experience change and trauma of such magnitude. In the midst of it all, the Rochester Public Library rose to support our beloved community in new and constantly changing ways. The committed library staff acted with purpose to help patrons navigate and orient themselves in this new world. The RPL staff acted with courage to ensure those with and without had equal opportunity for access to much needed library services. From curbside service, to increasing access to digital content via Overdrive, Libby and Hoopla, RPL staff learned to pivot to help the community forge ahead to use these and other tools, to ensure that we continue to foster life-long learning even during the midst of a pandemic and heightened civil unrest. RPL believes in and supports personal enrichment through stories which challenge, reflect, educate and celebrate all it means to be human. I am proud of the work RPL continues to do in fulfilling its ideals of opportunity and free and open access to knowledge for everyone. I am also proud of the community and its donors who recognize that RPL continues to serve as a positive vital resource for the changing Rochester community. Please read on to celebrate all that we accomplished together.

BTW, we're open, so come on in and support your local RPL branch and create a new memory. We're expecting you.

During our open months:

**339,136** people visited library buildings – that's **16,149** people a week.

**3,753** programs (virtual and in person)–

about **14 programs every day** with **60,464** people attending.

During the months we were closed to the public:

**15,123 curbside visits** that's **489 curbside visits a week.**

In 2020 Rochester Public Library:

- **circulated 685, 274 items – 1,877 items per day.**
- **provided 58,591 wi-fi sessions** or **1,127 people a week** using the wi-fi.

### Listen to how Library patrons appreciated the services offered during the pandemic:

View the full videos at [RocCityLibrary.org/AnnualReport](https://RocCityLibrary.org/AnnualReport)



#### RPL Patron Gratitude Video: "Marion and internet connections"

Speaking about her excitement upon borrowing a mi-fi unit. "I can't tell you how excited I was. Who knew one little box could bring you so much comfort and keep you connected? Libraries are wonderful and RPL is one of the best." ~ Marion uses Sully Branch

#### RPL Patron Gratitude Video: "Kate and the Winton Branch"

"It's not just a place to get books, the library is part of our community. We are so blessed to have librarians and pages at the Winton Branch that are so helpful and supportive. We feel loved."



#### RPL Patron Gratitude Video: "John and Central's Writing Classes"

"The library has always been there for me throughout my life; without the virtual writing classes I would not have the confidence in my writing that I do now. The kind gestures of others in the class have made a lifelong impact on me" ~ John uses Central



# Collections



## Mifi/hotspots added

Recognizing that many City residents do not have internet at home, in March the Library’s Reynolds Media Center (RMC) procured **500 mifi/hotspots** for borrowing. The availability of the units was much appreciated by patrons:

*"I am a regular library patron: I use the computer and WiFi for my phone there, because it's too expensive to get at home. I so appreciate getting this [device] from the library – since COVID-19 happened I have been in touch with my family and friends more than ever to let them know how much I love and care for them. Thank you from the bottom of my heart..." ~ J.Z.*

*"We used to have internet at home, but as the bill went up, our family could no longer afford it. We were using the internet at the Central and Irondequoit libraries before they had to close. I am homeschooling my two children, and we would be stuck without this mobile internet service – we would have zero access to resources. Now we can use Overdrive, my daughter can continue her art classes on Zoom, and both children can continue their schoolwork and entertainment." ~ Rachel*



## Meeting the needs of our patrons

When the COVID pandemic hit in March 2020, the library quickly pivoted its collections and services to continue to meet the informational, educational and entertainment needs of the City’s residents.

RPL increased its digital content (e-books, e-audiobooks and streaming video) purchases and circulated 157,677 digital titles in 2020— an **increase of 36%** over 2019.

## Understanding Black Experiences

Given the challenging events that gripped the nation and ushered in a new era of reckoning, the Library began prioritizing equity as one of its core values and objectives and we provided resources for patrons that address issues of racial inequity and discrimination.

A diverse team of library staff collaborated to create a collection of print and digital materials as an educational resource for the community. The Understanding Black Experiences web page includes resources on historical connections; books, e-books and More; film and the arts and community resources.

RPL also provided immediate access to downloads of the e-books and e-audiobooks of *How to be an Antiracist* by Ibram X. Kendi and *White Fragility: Why It's So Hard for White People to Talk About Racism* by Robin DiAngelo.



# New Services

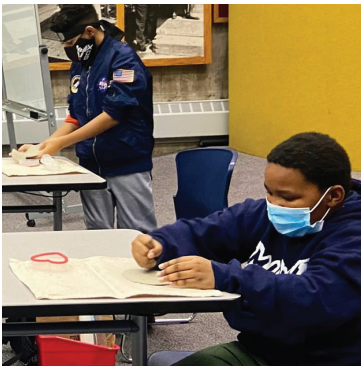
## Chat reference

When our libraries closed to the public in March 2020, we knew we had to offer new ways for patrons to ask for the help they needed. We launched a chat reference service in May where a chat reference box was available on any page of RPL’s website and a librarian was available to assist patrons during business hours. Our chat reference librarians assisted **2,654 patrons** in 2020!

## Online programming:

- Virtual playtimes hosted by the Toy Library
- Crafts
- Writing classes
- Book discussions
- Storytimes, including bilingual
- Virtual Chess Club and instruction
- Local History lectures
- Genealogy classes
- TASC/ESL instruction

Several RPL sites hosted **Learning Pods** led by ROC City Learning Pods and funded by the Rochester Area Community Foundation—located at Charlotte, Lincoln, Lyell and Wheatley Branches.



- For ages 4-12
- Free of cost for all families
- Breakfast, lunch, and snack provided
- Academic and social emotional support provided
- Experienced educators on staff
- Small class size, 12 student maximum

## RPL instituted safe curbside pick up services that were not just books:

- Take & Make activity bags
- Back-to-school packs
- Foodlink mobile food truck
- Food pantry distribution
- Themed book bundles
- Craft kits

## New Technology Center

The Central Library’s Technology Center construction was completed In July and in August we opened to the public, providing vitally needed access to computer and printing. When COVID restrictions are lifted, the Technology Center will offer access to its full suite of equipment and services, including Apple computers with the Adobe Creative Cloud, a large format scanner and printer, technologically sophisticated meeting room and classroom environments, and over 40 computers. The Technology Center is committed to helping patrons navigate the technologies needed to meet their goals, including for those of the Spanish language community.



## Outreach

When patrons were unable to come to the library, RPL staff increased outreach efforts in the community by using our *Books By Bike* carts, attending outdoor community events and providing outdoor programs like storytimes.





Special Projects

Even in the midst of the pandemic, the Library still began and completed special projects.



Arnett Murals Unveiled!

Langston Hughes, Harper Lee, Frederick Douglass and other esteemed authors now have new 'neighbors' on the outside of the Arnett Branch Library. Local artist Richmond Futch has painted additional murals depicting the biographies of Harriet Tubman and Austin Steward, African and Seneca folk tales and more.



Central Library's Rundel Terrace Revitalization Project

On March 5th, 2020, Mayor Lovely A. Warren was joined by Library, state and community partners to break ground on the Rundel Library Terrace. In late April, demolition of the North Terrace began. The Rundel Terrace Revitalization Project—one of the first sites developed for ROC the Riverway—will transform a long-closed area into a new park-like public riverfront terrace including a complementary art installation, 'The River Revealed,' with additional design and sculptural elements serving as an outdoor educational area.



Frederick Douglass Community Library Green Roof Project

The Douglass Green Roof project was completed; this grant-funded project replaced the roof membrane and flashing and added a green roof unit and garden installation from Broccolo Tree and Landscape. The site will be included in the Seneca Park Zoo butterfly beltway.

Financials

Statement of Financial Position

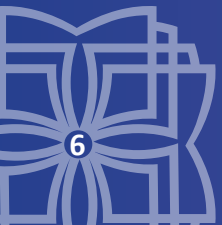
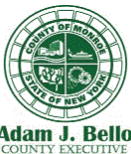
	2020	2019
<b>Assets</b>		
Cash	\$776,393	\$283,582
Contributions and receivables	\$3,905,399	\$3,793,594
Long-term assets (investments)	\$2,743,328	\$2,889,647
<b>TOTAL ASSETS</b>	<b>\$7,425,120</b>	<b>\$6,966,823</b>
<b>Liabilities and Net Assets</b>		
Total current liabilities	\$3,104,941	\$3,180,602
<b>NET ASSETS</b>		
Without Donor Restrictions	\$1,166,031	\$523,175
With Donor Restrictions	\$3,154,148	\$3,263,046
Total net assets	\$4,320,179	\$3,786,221
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$7,425,120</b>	<b>\$6,966,823</b>

Statement of Activities

	2020	2019
<b>Support and Revenue</b>		
Contributions and grants	\$16,693,195	\$16,864,263
In-kind support	\$4,345,688	\$4,379,858
Fines and fees	\$299,139	\$315,909
Investment income	\$127,841	\$308,081
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$21,465,863</b>	<b>\$21,868,111</b>
<b>Expenses</b>		
Operating expenses	\$19,848,193	\$20,295,341
Transfer to City of Rochester (capital/facility)	\$1,083,712	\$950,063
<b>TOTAL EXPENSES</b>	<b>\$20,874,965</b>	<b>\$21,413,079</b>
<b>Change in net assets</b>	<b>\$533,958</b>	<b>\$622,707</b>
Net assets - beginning of year	\$3,786,221	\$3,163,514
Net assets - end of year	\$4,320,179	\$3,786,221

The Rochester Public Library is funded by the City of Rochester and County of Monroe. The City of Rochester provides funding for the 10 neighborhood branch libraries and for capital projects in the Branches and at Central.

Monroe County provides operational funding for the Central Library.



# Rochester Public Library



**CENTRAL LIBRARY  
OF ROCHESTER &  
MONROE COUNTY**  
115 South Avenue  
428-7300



**LYELL BRANCH**  
428-8218  
956 Lyell Avenue



**ARNETT BRANCH**  
428-8214  
310 Arnett Boulevard



**MAPLEWOOD  
COMMUNITY LIBRARY**  
428-8220  
1111 Dewey Avenue



**CHARLOTTE BRANCH**  
428-8216  
3557 Lake Avenue



**MONROE BRANCH**  
428-8202  
809 Monroe Avenue



**FREDERICK DOUGLASS  
COMMUNITY LIBRARY**  
428-8206  
971 South Avenue



**SULLY BRANCH**  
428-8208  
530 Webster Avenue



**LINCOLN BRANCH &  
TOY LIBRARY**  
428-8210  
851 Joseph Avenue



**PHILLIS WHEATLEY  
COMMUNITY LIBRARY**  
428-8212  
33 Dr. Samuel McCree Way



**WINTON BRANCH**  
428-8204  
611 Winton Road North

## **RPL Board of Trustees**

*The RPL Board of Trustees is appointed by the Mayor and approved through City Council. 2019-20 Trustees include:*

**Katherine Baynes, President; Donna P. Benjamin, Vice President; Carolee Conklin, Treasurer; Daniel Karin, Secretary; Gary Brandt, Liaison from Monroe County Library System; Alinda Drury, Glenn Gardner, Richard Hamilton, John Lovenheim, Liaison to Monroe County Library System; Wanda Martinez, Sharon Salluzzo, Liaison from Reynolds Library Board**

## **Reynolds Library Board of Directors**

*The Reynolds Library Board of Directors remained intact when the Reynolds Library merged with the Rochester Public Library in 1908. The Reynolds Board meets twice a year and manages an endowment that supports innovation at the Central Library. 2020 Directors include:*

**Katherine Parsons, President; Sharon Salluzzo, Secretary; Kathryn Nixon, Treasurer; Jeremy Cooney, Justin Stevens, Patricia Uttaro, Robert VanNiel, Peter Willsea, Robert Wittman**

## **RPL Administration**

**Patricia Uttaro, Director, Monroe County Library System and the Rochester Public Library; Brie Harrison, Director of Finance; Melanie Lewis, Deputy Director of Community Services; Adam Traub, Associate Director for Central Library; Ana Suro, Director of Personnel**

**RocCityLibrary.org**



**Rochester  
Public Library**

**More Than You Think**