



Contra
Costa
County

To: Board of Supervisors
From: Melinda Cervantes, County Librarian
Date: June 26, 2018

Subject: Summer Reading Program Incentives

RECOMMENDATION(S):

APPROVE and AUTHORIZE the County Librarian, or designee, to authorize expenditures and reimbursements for Summer Reading Program incentives such as books, games and devices for a total amount not to exceed \$11,300, for the period of January 1, 2018 through December 31, 2018.

FISCAL IMPACT:

100% Library Fund.

BACKGROUND:

The Library hosts the Summer Reading Program, promoting literacy, community engagement, library engagement, and summer activities for all ages. A component of the program is to conduct reading contests and offer incentives for patrons that participate. Incentive details are listed in attachment titled "2018 Summer Reading Incentive Budget."

The Contra Costa County Library's Summer Reading is a yearly effort to keep kids reading during the summer months, preventing "brain drain." Reading and learning through programs filled with activities, events and reading lists help to spark new ideas and flex

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **06/26/2018** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor
Candace Andersen, District II Supervisor
Diane Burgis, District III Supervisor
Karen Mitchoff, District IV Supervisor
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: June 26, 2018

David Twa, County Administrator and Clerk of the Board of Supervisors

By: June McHuen, Deputy

Contact: Alison McKee,
925-608-7700

cc:

creative muscles.

BACKGROUND: (CONT'D)

Readers of all ages can participate online or use a paper reading record. Completed reading records or online completion certificates are returned to one of the 26 Contra Costa County Library branches by a designated date in August. All finishers will receive a book prize and be entered into a drawing to win prizes.

CONSEQUENCE OF NEGATIVE ACTION:

The Summer Reading Program will not have resources to engage those that may already have fewer resources and/or cultural differences.

CHILDREN'S IMPACT STATEMENT:

This program meets Children's Impact Statements: Children Ready for and Succeeding in School, Children and Youth Healthy and Preparing for Productive Adulthood; and Communities that are Safe and Provide a High Quality of Life for Children and Families.

As part of the library's strategic plan, the library champions personal and community engagement in literacy and reading to enrich lives. The Library works to position and market each library as the community's early literacy center, and to prioritize and develop programming to attract and retain new readers.

ATTACHMENTS

Summer Reading Program Incentives Budget