

County of Los Angeles Public Library
7400 East Imperial Hwy., Downey, CA 90242 • (562) 940-8400 • colapublib.org



ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

December 19, 2017

38 December 19, 2017

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

LORI GLASGOW
EXECUTIVE OFFICER

Dear Supervisors:

**REQUEST FOR DEPARTMENT NAME CHANGE FROM
COUNTY OF LOS ANGELES PUBLIC LIBRARY TO
LA COUNTY LIBRARY
(ALL SUPERVISORAL DISTRICTS) (3 VOTES)**

SUBJECT

The Public Library is requesting approval to change the department's name from County of Los Angeles Public Library to LA County Library. The name was selected following survey results and feedback from internal stakeholders to better reflect and communicate library services provided by the County.

IT IS RECOMMENDED THAT THE BOARD:

1. Find that the proposed action is not a project under the California Environmental Quality Act (CEQA) pursuant to the State CEQA Guidelines, Section 15378.
2. Approve the departmental name change from County of Los Angeles Public Library to LA County Library, effective upon Board approval; and make factual and technical corrections, as may be needed, that update sections of the Los Angeles County Code to reflect the name change.
3. Authorize and delegate authority to the County Librarian to execute rebranding strategies and efforts to reflect the departmental name change and to make other factual and technical changes to effectively communicate the services provided by the library to its constituents.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

On September 5, 1912, your Board established the Los Angeles County “Free Public Library”. On December 1, 1932, the department’s name was changed to “Los Angeles County Public Library”. Again, in 1989 the department’s name was officially changed to “County of Los Angeles Public Library”. The name changes have had no effect on the functions of library services within the County.

The proposed department name, LA County Library, was selected following a series of activities to obtain feedback. The department gathered information on how customers utilize library services through an online survey. Additionally, the department also conducted a series of interviews with internal stakeholders to get a better view of the current brand.

The department serves 49 cities and the unincorporated areas of the County through a network of 87 libraries and a website offering downloadable and streaming resources. Three book mobiles, four maker mobiles and later this year, the addition of two early literacy mobiles, bring services directly to populations who are not visiting libraries because of lack of transportation, technology awareness or mobility. The proposed department name, LA County Library, and subsequent rebranding efforts will focus on ensuring awareness of a cohesive County library system and distinguishing it from other city library jurisdictions such as the City of Los Angeles Public Library. With the brand positioning statement, the department engaged a graphic designer for logo exploration, brand style design, and brand guidelines. Upon Board approval, the department plans to engage local communities to vote on the top logo options before finalizing the new logo design.

Implementation of Strategic Plan Goals

Approval of the recommended actions is consistent with the following objectives stated within the County’s Strategic Plan Goals of Objective II.2.2: Expand Access to Recreational and Cultural Opportunities (Goal 2) and Objective III.2.2: Leverage Technology to Increase Visibility of and Access to Services (Goal 3).

FISCAL IMPACT/FINANCING

Costs associated with changing the departmental name, such as development of a new logo, web redesign, creation of new signage, and designing and printing of new business cards/letterhead will be covered by the department’s current budget. To implement the new brand, the department will take a phased approach to slowly introduce the new brand and phase out old materials, to minimize the financial impact of a re-brand.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

On September 5, 1912, your Board established the Los Angeles County “Free Public Library”. On December 1, 1932, your Board adopted a motion to change the department’s name to the Los Angeles County Public Library. Again in 1989 the name was changed to County of Los Angeles Public Library. These name changes have been in response to public perception and recognition. The proposed change to the LA County Library will again better suit the branding and recognition of our department on a massive scale.

The recommended actions have been reviewed and approved by County Counsel.

ENVIRONMENTAL DOCUMENTATION

The recommended action is not subject to the California Environmental Quality Act (CEQA) because it does not constitute a project according to Section 15378 of CEQA.

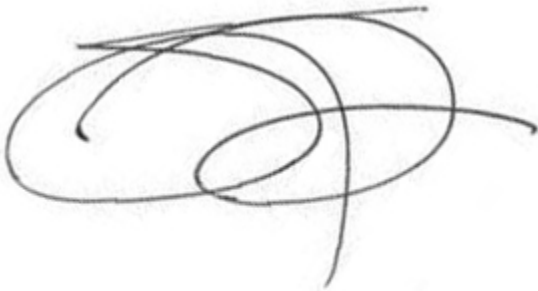
IMPACT ON CURRENT SERVICES (OR PROJECTS)

This proposed name change and domain simplifies the name of the department making it more memorable and accessible to customers. It is anticipated that the new name will enhance service delivery, build upon the department's public brand, image and recognition.

CONCLUSION

If you have any questions or need additional information, please contact Yolanda De Ramus at (562) 940-8412.

Respectfully submitted,

A handwritten signature in dark ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

SKYE PATRICK
County Librarian

SP

c: Chief Executive Office
County Counsel
Executive Office, Board of Supervisors