

Impossibly, Impressively Qualified!

The Library Foundation's new Executive Director, **Beth Needel**, is remarkably, absolutely, uncannily, and, well, impossibly qualified for the job.

Consider this: Given the community's commitment to the library and literature, it was important to find someone who was knowledgeable and who cared deeply about books. However, given the Library's nationally-recognized programming efforts delivered by the prestigious non-profit institutions that make up



Beth Needel

the Glenn Seaborg Learning Consortium, it was also critical to hire a candidate who could work effectively with partners such as the Commonwealth Club and the Oakland Zoo. But perhaps most importantly, since the ultimate mission of the Foundation is to raise money, it was essential that the new ED be a savvy and experienced fundraiser.

Put all those impossibly diverse needs together and the want-ad read something like: *Library Foundation looking for experienced fundraiser who also worked at Barnes and Noble and the Oakland Zoo.*

Beth Needel, take a bow.

In her most recent stint as as Capital Campaign and Grants Manager for Oakland Zoo, Beth raised funds for education outreach programs and construction projects at the Zoo including a new veterinary hospital, a biodiversity center, and the California Trail project. Prior to that, Needel served as Community Relations Manager for – yes, it's true – Barnes & Noble. In this post she worked extensively with award-winning authors to create and manage educational pro-

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THE FOUNDATION OF THE LIBRARY

Why You Should Support the Lafayette Library and Learning Center Foundation

Have you been to the Lafayette Library and Learning Center lately? If so, you already know how busy the place is. If not, well, you absolutely *must* make some time to stop by and see what all the fuss is all about. With its state-of-the-art facilities and non-stop activities, the new Lafayette Library and Learning Center (LLLC) has quickly become the beating heart of this community.

A day at the library typically starts in the Homework Center when story time is delivered by Miss Ginny to a gaggle of rambunctious preschoolers. And it often ends when the wood-paneled Community Hall is filled with scores of eager learners listening to an animator describe how she makes movies at Pixar, or an author discussing her latest mystery novel at a Sweet Thursday talk. Meanwhile, during the day, it's just a constant flow of patrons moving in and out of the library. The facility now averages about 1,400 visits each day, equal to about 6%

of Lafayette's total population. With books, videos, magazines, and programs for everybody, the LLLC is the antidote for the phrase, "I'm bored."

It wasn't always like this. Long-time residents will remember how small and cramped the old library's facilities were, and how rarely the building was open. The new Lafayette Library and Learning Center, though, is open until 8:00 PM on most weeknights, and during the day on both Saturday and Sunday. All told, visitors can cruise the library collection

fifty-eight hours each week, and there are opportunities to see programs in the Community Hall almost every evening.

The Library's evening calendar is, indeed, rich. Members of the Glenn Seaborg Learning Consortium – a partnership of twelve top education, science and arts institutions – provide many outstanding programs, including recent talks by former Michigan Governor Jennifer Granholm, hero-pilot Chesley "Sully" Sullenberger, journalist Belva Davis, and religious scholar Reza Aslan.

In addition to Consortium programs, the Library Foundation has developed its own "Distinguished Speakers Series," presenting high profile authors and notable guests to sell-out crowds.

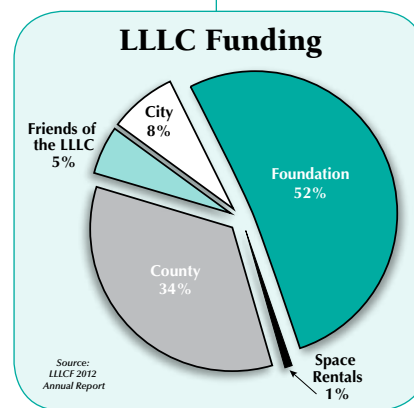
Featured speakers have included *Wild* author Cheryl Strayed, Alexander McCall Smith (best-selling author of the *No. 1 Ladies' Detective Agency* series), *New York Times* best-selling author Joyce Maynard, and the well-known travel writer Rick Steves.

And don't forget the Friends Corner Book Shop! The best book store in Contra Costa County – featuring more than 25,000 gently used titles – is open six days a week.

None of this comes cheap. When it's all said and done, it costs more than \$1 million a year to operate the Lafayette Library and Learning Center.

Where does the money come from? Well, County property tax revenues fund the first thirty-five hours of operation each week. The City of

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Imagine that you're about to jump in your car and drive from Burton Valley to the Lafayette Library. What if you knew that riding your bike instead of driving the SUV would only take five extra minutes, would save you \$3.52, save a third of a gallon of gas, prevent 8.7 pounds of CO2 emissions, and burn almost 200 calories? **GoLafayette.org** is an innovative web-based tool that was launched in 2012, just for Lafayette, that will show all of this information and more, in seconds.

Developed by Sustainable Lafayette, GoLafayette is billed as "a smarter way to get around town." It was designed to help Lafayette residents figure out how to get from point A to point B for work, school or shopping, using the most efficient mode of transportation. All you have to do is enter a starting point and destination and click "View Your Options."

GoLafayette will then display a table and map showing the distance, time, cost, fossil fuel use, CO2 emissions, calories burned, and recommended route if you take a car. With a single click, you can instantly compare that with

HAVE YOU TRIED

golafayette?

other transportation modes like walking, biking, using a scooter, car-pooling, taking a hybrid, etc. The theory is that by easily seeing the costs and impacts of each option, residents may be more often motivated to choose alternatives to driving and, as a result, help reduce traffic congestion, air pollution, and parking headaches in Lafayette.

But that's just the first part. Once you've decided on a transportation mode, the next challenge is knowing the easiest and safest route to your destination. With GoLafayette you just click on "Get Directions" and directions are automatically displayed on your device. GoLafayette was carefully designed to work easily on mobile phones and tablets, as well as computers, so directions are available when you need them, where you need them.

Another challenge is how to take advantage of all the experience that other residents have getting around

A smarter way to get around town

town. For that, GoLafayette provides a function called

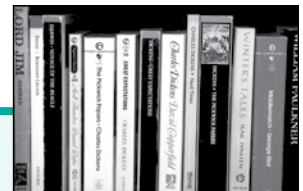
"Tips and Trips." So, for example, if you've figured out the best way for your kids to get from your neighborhood to your child's school, then you can share that tip. Other residents can then search through all the tips and trips to gain that insider information. GoLafayette has a number of tips posted already, and many more will be added over time.

"GoLafayette is a breakthrough in many ways," stated Michael Dawson, the project leader. "It is the first tool we've seen that goes beyond mapping and directions to show the environmental costs and impacts of each choice." According to Michael, it's also one of the first to integrate community submitted tips and be developed for a city of Lafayette's size.

Sustainable Lafayette received funding for the site from The Lafayette Community Foundation, City of Lafayette, and 511 Contra Costa.

To try GoLafayette – just visit:

golafayette.org



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(continued from front)

grams and community events. Finally, earlier in her career, Beth served as the "People Connect Director" at Tony La Russa's Animal Rescue Foundation, where she was instrumental in the creation of a department aimed at education, teen volunteerism, community engagement and animal-assisted therapy.

Perfectly qualified? Indeed and in fact. With more than thirty years of non-profit professional experience in leadership, development, marketing and program management, Beth Needel brings important vision and perspective that will propel the library forward.

"As the Foundation's new Executive Director, I look forward to leading the outreach effort to local residents about the Lafayette Library's vast array of programs and services," said Needel. "That effort, combined with the community's ongoing financial and volunteer support, will be key to sustaining this fundamental community resource. It is an honor for me to be the new Executive Director, and I take the responsibility to heart. I'm excited to work closely with the board, Friends, and with our community partners as we collaborate on the Library Foundation's future."

If you have any questions for Beth or just want to introduce yourself, try **bneedel@lllcf.org** or 925-283-6513.

The Foundation of the Library

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Lafayette dips into its general fund to pay for the next twenty-three hours (about \$140,000 annually). And the rest – all the remaining hours, all of the programs, and all of the facilities maintenance and upkeep – are made possible through the efforts of the Friends of the Library as well as the Lafayette Library and Learning Center Foundation.

Indeed, this is why the Lafayette Library and Learning Center Foundation was founded in 2008: to sustain excellence in our library. The Foundation, with support from you, opens the library's doors fifty-eight hours each week. The Foundation keeps the lights on and the building safe and secure. The Foundation manages the library's programs, and it manages the library's outreach.

All told, the LLLCF is responsible for funding more than 50% of the Lafayette Library and Learning Center's total operations, which means it must net more than half million dollars from the community each year.

To do so, the Foundation marshals the efforts of a volunteer board of directors that is twenty people strong but otherwise relies on a tiny paid staff and countless community volunteers to achieve its mission.

"The library's programs reflect Lafayette's rich diversity and interests," says Beth Needel, LLLCF's new Executive Director. "We here at the Foundation do our very best to team up with local residents and community partners to sustain the Lafayette Library and Learning Center as an important regional resource. We offer enrichment experiences for people of all ages and income levels. We provide a centerpoint – a meeting place – a community living room – for Lafayette. And we intend to do this for a very long, long time."

For information about the Lafayette Library and Learning Center Foundation, visit **www.lllcf.org** or call 925-283-6513.



The sculpture will appear to wind and unwind presenting a different profile from each vantage point.

New Art

“OVER EASY” BY ROGER BERRY

The City of Lafayette welcomes its newest piece of public art, “Over Easy” by noted local artist Roger Berry. Located on the corner of Mt. Diablo Boulevard and Pleasant Hill Road where the old Hungry Hunter restaurant used to sit, the large, 90 inch tall Mobius strip-like sculpture is made entirely of Corten steel. Townhome developer Taylor Morrison was required by the City to include public art in the new development, and the artist and sculpture were selected by the Public Art Committee and City Council back in 2012. While the artwork is considered “public,” Signature Properties paid for the full cost of the artwork and installation. Berry describes the scul-

ture in this way: “Over Easy is a dynamically balanced form conceived to reference the experience of travel. It will be visible to pedestrians and drivers alike... as one passes by, the sculpture will appear to wind and unwind presenting a different profile from each vantage point. The dark, weathered, Corten steel (which over time will change to a mature red purple) has great visual weight that will contrast with the surrounding light green ground planting and the redwoods behind. The paradox of this swirling, heavy mass is the delight of the sculpture.” We couldn’t agree more! Thank you to Roger Berry, Taylor Morrison, and the Lafayette Public Art Committee.

COUNCIL FORMS OLD LIBRARY TASK FORCE

The City Council, in October, agreed to create a task force to study the old county library building, located on Moraga Road near Lafayette School, as well as the vacant doctors building across the street. The committee will make recommendations regarding the highest, best, and most fiscally responsible uses for these properties.

Here’s some background: As part of the deal to build the new library, the City also agreed to purchase the old County library building. While the transaction was delayed for a number of reasons, those issues have now been resolved and the City and County now expect to complete the transaction before the end of this calendar year.

Because it is located next to Lafayette School, it might seem natural for the School District to use the site, either as a building or as a parking lot. The City, however, has periodically asked whether, as a cost saving measure, the old library might productively be renovated into offices for the Lafayette staff (the City currently spends about \$300,000 annually in rent for the city’s offices in Desco Plaza). Others have suggested that the old library might make a good dance studio, downtown recreation center, parking garage, or meeting and educational space for special communities such as seniors, youth, or people with disabilities.

Meanwhile, in 2010, the City spent accumulated parking meter money to buy the old doctors office and parking lot located directly across the street, at 949 Moraga Road, next to the Methodist Church. Since the structure is in relatively good shape, the City must also decide what to do with that space. Should it be razed to create additional parking spaces for the downtown? Reserved as a site for affordable housing? Converted into a senior recreation center or some other use that is synergistic with the church next door?

Tough questions – but ones that new seventeen-member Task Force will tackle. Do you have ideas regarding how these buildings on Moraga Road should be used? If so, send them to the City via sfalk@lovelafayette.org.



The Mural of the Story

Neesha Merani and Shweta Srivastava are two stay-at-home Lafayette artist moms who believe that a beautiful space not only gives a sense of comfort to a little child, it also inspires creativity and imagination. After many years of creating murals in their own kids’ bedrooms, Neesha and Shweta combined forces in 2013 to create a company called Paper Kite Art, with the main focus on creating beautiful murals and wall art for other kids, too. As a gift to the Kindergym at the Lafayette Community Center, they donated more than forty seven hours to design and paint a mural that depicts children flying kites on green hillsides with local flora and fauna. The mural was unveiled in October to appreciative Kindergym participants and staff. Stop by the Lafayette Community Center, at 500 St. Mary’s Road, some day to check it out. And: thanks to Neesha and Shweta for your generosity, time, and talent.



City of Lafayette
3675 Mt. Diablo Blvd. #210
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LAFAY-VIGNETTES

Restaurant Row

In recent restaurant news, **Rustic Tavern**, located at 3576 Mt. Diablo Blvd. (formerly Roya's Garlic Garden), was opened by Chris Amsden, and Gary and Tressa Rust, alumni of Lark Creek, and specializes in true American cuisine. Entrées include wild coho salmon, house-made fettuccini, kale salad, and crispy cod fish. Coming soon: Zagat-rated **Roam Artisan Burgers** has signed a lease for the old AG Ferrari space in La Fiesta Square, and will offer delicious burgers, sides, shakes and sodas crafted from fresh quality ingredients. **Rancho Cantina**, located at 3620 Mt. Diablo Blvd. just west of Pet Food Express, will serve *Californio*-style food – a confluence of Spanish, Mexican, and native Californian tastes. Sometime this fall the **Cooperage American Grille** will open in the old Petar's space featuring favorites like slow roasted chicken prepared in a rotisserie oven, New York steak, beef tenderloin, plus healthier options made with local and organically grown ingredients. Finally, San Francisco's hipster-favorite **Smitten** will soon be opening in the old Coldstone Creamery space. Smitten's goal is to make each and every ice cream scoop to order, using only the freshest, purest, locally sourced and seasonal ingredients, and turning those into ice cream in 60 seconds via the use of liquid nitrogen. One minute, it's milk, cream, sugar, and caramelized peaches; the next minute, it's the smoothest, most flavorful peach ice cream you can imagine.

New Medians On the Way

At its meeting on September 23rd, the City Council awarded a contract to the lowest bidder to install the much-discussed landscaped medians along the east end of Mt. Diablo Boulevard. The new medians will stretch from First Street to Brown Avenue, and will be planted with twelve live oaks, eighteen crape myrtles, and six flowering pear trees. Ground cover will include seventy-five fortnight lilies and more than 1,000 society garlic plants. 80% of the funding for the \$1.5M project comes from developer fees and outside grants. The project should be completed sometime next March.

677 Moraga Road Storm Drain Repair

In an act of good cooperation, the Town of Moraga and the City of Lafayette are working together to fix a failed storm drain located at 199 Calle la Mesa/677 Moraga Road. The existing concrete spillway at the outfall of a 15-inch storm drain pipe located in Moraga was recently damaged, as was the storm drain outfall that is located in Lafayette. Rather than bicker regarding who would pay for what, the two Town/City Councils decided to split the ~\$150,000 repair cost. The work will also repair a trail serving both communities that will eventually connect to the Palos Colorados development and provide a regional connection from the Lafayette-Moraga Trail to the Lafayette Reservoir.

Lafayette Gift Cards

As part of its "Try Lafayette First" campaign, the Lafayette Chamber of Commerce recently launched a new program where you can purchase a gift card for all your Lafayette shopping needs. Gift cards can be customized with photos of Lafayette. Participating merchants include: El Charro, Postino, Mangia, Sharp Bicycle, Clocks Etc., the Bloom Space, Diablo Foods, Elmwood Stationary, Venture Quality Goods, and Wine Thieves. For more information and a complete list of participating businesses, call the Chamber of Commerce at 284-7404. They make the perfect gift for your friends, family, and neighbors. Get yours today!

CITY DIRECTORY

For Council Members call: 284-1968

Council Members

Michael Anderson	Mayor
Don Tatzin	Vice Mayor
Brandt Andersson	Council Member
Mark Mitchell	Council Member
Traci Reilly	Council Member

Messages to all Council Members:
cityhall@lovelafayette.org

Administration

General Reception and	284-1968
Steven Falk, City Manager	Fax: 284-3169
Tracy Robinson, Admin. Srv. Dir.	299-3227
Gonzalo Silva, Financial Srv. Mgr.	299-3213
Joanne Robbins, City Clerk	299-3210

Community Development

Tony Coe, Engineering Srv. Mgr.	284-1951
Niroop Srivatsa, Planning Srv. Mgr.	284-1976
Ron Lefler, Public Works Srv. Mgr.	299-3214
P.W. Hotline (to report problems)	299-3259

If you observe illegal dumping in creeks & storm drains or accidental spills on roads, call Contra Costa Hazardous Materials Division 646-2286.

Lamorinda School Bus Program

Juliet Hansen, Program Mgr.	299-3216
	Or 299-3215

Parks, Trails and Recreation

Jennifer Russell, Director	284-2232
Senior Services	284-5050

Police Services

Emergency: 24 Hours	911
Police Dispatch: 24 Hours	284-5010
Police Business Office:	283-3680

Anonymous Tipline, Traffic Enforcement, Suggestions & LEARN (Laf. Emergency Action Response Network), 299-3230

Fax	284-3169
Address	3675 Mt. Diablo Blvd. #210 Lafayette, CA 94549

Website	www.ci.lafayette.ca.us
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E-MAIL: Council/staff members can be reached via e-mail using this address format:
First Initial + Last Name @lovelafayette.org
Example: SFalk@lovelafayette.org

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