



Oakland Public Library
125 14th Street
Oakland, CA 94612
www.oaklandlibrary.org

MEASURE Q CHRONOLOGY

January, 2003 Citywide budget emergency—Library asked to cut \$1.7 million. Library hours cut, book budget frozen, staff layoffs, branch library closures threatened.

Save Our Libraries organization formed.

Lakeview Friends are core, rallies and public meetings.

February: organized appearances of adults and school children at City Council budget hearings, \$100,000 for book budget.

April, 2003 Branch librarians start Wish Lists on Amazon.com.
Leon Cho the instigator/UPS.

May, 2003 Pamie.com gets involved.
Support bolsters our courage.

August, 2003 Oakland Reads campaign with hills newspapers.
Educating the public and gathering support.
Library Director decides to try to renew Measure O (parcel tax passed in 1994 that was inadequate).
August-September: makes the round of Councilmembers and Mayor, garnering two council sponsors.

October, 2003 Pollster conducts telephone “tax tolerance” poll.

December, 2003 Council places Measure Q on ballot for March, 2004.
Library hires Gerry Garzon as “Save Our Libraries” chair.
Measure Q and Measure E share campaign costs.

January, 2004 Begin three months of phone banks, lawn signs, media coverage, speaking appearances (all after work and on weekends).

February, 2004 Authors Who Care fundraiser.

March, 2004 Election day 100th birthday party for Dr. Seuss and Get Out the Vote rally at City Hall.

March, 2004 MEASURE Q PASSES WITH ASTOUNDING 77% OF VOTE.

July, 2004 Branch libraries re-open on Saturdays.
Banners, thank you’s.

November, 2004 Infusion of new materials in “splash collections” and “hot picks popular titles collections” in all libraries.
Teen and children’s outreach librarians hired.