


STAFF REPORT

Date: 1/6/2016

To:	Bryan Montgomery, City Manager 
From:	Nancy Marquez, Assistant to the City Manager

SUBJECT: Resolution directing City Staff to prepare all the necessary documents to place a Ballot Measure for voter consideration at the June 7, 2016 Election that would fund the construction of a new Oakley Library and Learning Center in the Downtown

Background and Analysis

In 1999 Oakley's Community Library moved to the Freedom High School, in what was supposed to be a temporary five-year arrangement. Seventeen years later, the Library is still located at Freedom High School and is very limited in all regards. Currently, the library occupies about 3,000 square feet and can, at times, access an additional 3,000 square feet of the School's Library space for programming. The collection, technology, space, parking, and visibility are all lacking at this location.

Last year the Library served 59,650 visitors (an average of 27 visitors per hour); saw 89,640 items borrowed and provided 7,698 of computer logins by patrons across the total of eight computer terminals. The Library is currently open 41 hours a week.

The Evaluation Process to Develop a Recommendation:

A number of graduates of the 2014 Leadership Academy voluntarily took on the project of assessing the feasibility of a stand-alone library. This group was further joined by a number of concerned citizens who too wanted to lend their time, support, and energy to the effort. Since February of 2015, the group has met on at least a bi-monthly basis to evaluate community support for a parcel tax which would allow for the construction and operation of a new stand-alone Library and Learning Center in downtown Oakley.

Utilizing the renderings prepared by Noll & Tamm Architects and made possible through the City Council's allocation of one-time monies, the Feasibility Group set off to engage the community. Over 100 face-to-face conversations were held with community members with the purpose of gaining an understanding of the perception of library services, programs that they would like to be available, as well as, the tolerance threshold for a property assessment. These conversations were held with attendees of the Book It Run, Cityhood Celebration, as well as other community members accessible and willing to offer their candid opinions (friends, neighbors, etc.). The information learned later informed the formal survey that followed.

These conversations with the community were positive. In brief, residents communicated that they would be willing to pay something for a new facility that prioritized children's story time, youth programs, after school/tutoring programs, followed by access to books and the Internet.

Meanwhile, the Feasibility Group toured the Lafayette and Walnut Creek libraries for its own research and held follow-up meetings with key individuals who had been instrumental in the realization of these and other community libraries. Most importantly, at the suggestion of the Contra Costa Library, the Feasibility Group secured a commitment and assistance of pro-bono consulting by *Every Library*, a national political action committee with a superb record of guiding citizen committees to run successful library campaigns.

Per *Every Library's* recommendation, even more effort was made to survey the community and to differentiate between "library users" and "non-library users." Computer stations were made available at the Heart of Oakley Festival and at the Harvest Festival for residents to complete an online survey. Group members also walked neighborhoods to get to the ultimate goal of at least 360 surveys as a sample size. Approximately half of the surveys were completed at events vs door-to-door. In total, 380 residents participated and here are the key learnings:

1. 89% of surveyed residents believe there is a need for a new Library & Learning Center
2. 91% of users and non-users think a new library is a good investment for Oakley
3. 89% of those surveyed agree the Library should be in the Downtown area
4. The desired services at a new library included:
 1. Availability of computers and Wi-Fi
 2. Small group/meeting rooms
 3. Community meeting areas
 4. Dedicated teens and children's areas
 5. Local art displays
 6. Tech center/computer labs

Next, the Feasibility Group proceeded to conduct numerous conversations with key stakeholders in the community to hear their thoughts, suggestions and concerns. Again, the conversations were very optimistic and supportive of pursuing this endeavor. The only concerns expressed spoke to: 1) the challenge of securing the necessary votes to pass the ballot measure; 2) a fiscally responsible ballot amount; and, 3) the prevalent misconceptions regarding the services offered by libraries today which far exceed just a collection of books.

It is important to note that this positive feedback were the results of no prior information or persuasive arguments, just simply a request for honest feedback on their opinion with regards to a library and learning center in our community.

Current Library is Inadequate:

In addition to the more obvious anecdotes shared by residents that the Oakley Library is too small and has not kept pace with the growing community, the many

scenarios of the inconveniences/challenges presented by the Library currently sharing space with a high school presents the following problems:

1. There are no community meeting rooms
2. There is only one single outlet for people to plug in laptops, I-pads, etc.
3. The shelf space is already exhausted, meaning less books and movies (limiting the collection, but also the opportunity to accept even newer "floating" items shared across all libraries)
4. Any family programming (which is highly requested) is limited to afterschool hours
5. There are no quiet study/work spaces
6. The parking is inadequate

Most importantly, the current location prolongs what was supposed to be a temporary solution that presents equal challenges to the services available to the students of the High School, as well as to the broader community. The High School needs the space currently occupied by the Oakley Library.

The Proposal:

According to the California State Library 2007 "Public Library Needs by Library Jurisdiction" report, Oakley's library would be best-suited at 20,000 square feet to meet the current and future demands.

With regards to a site, the community has clearly indicated a preference for the Library to be in the Downtown. In 2012, the Friends of the Oakley Library conducted an analysis of three potential sites for a stand-alone library -- ultimately opting for the renovation of the former CentroMart Building because of the reduced costs and its Downtown location. Similarly, in the 2013 Town Hall meeting conducted by the Contra Costa County Library System the desire for a stand-alone library with a better location/building in the heart of the community was emphasized by local residents.

The current proposal, depicted in the attached renderings establishes a Library & Learning Center in the Downtown, more specifically, within the Civic Center Plaza just east of City Hall and just south of the Civic Center Park.

Being fully cognizant of the need to present the most cost-effective alternative, this site presents no associated land acquisition costs, as well as cost savings stemming from the existing utility connections and paid development fees.

The cost:

Noll & Tam Architects, who prepared the preliminary renderings for the Downtown Library & Learning Center, believe the 20,000 square foot, two-story facility will cost about \$12 million to design, construct, and mostly furnish. To obtain the funds necessary for the project, a parcel tax is needed of approximately \$7.75 per month for each parcel within the City of Oakley. A summary of the preliminary financing plan is attached.

Fiscal Impact

The cost to hold the election as part of the June Primary Election is estimated to cost about \$40,000. The City's participation in the educational outreach materials and efforts related to the ballot measure could cost up to \$10,000.

Recommendation

Staff recommends that the City Council adopt the resolution directing City Staff to prepare all the necessary documents to place a ballot measure for voter consideration at the June 7, 2016 election that would fund a new Oakley Library & Learning Center in the Downtown. (These documents would come back to the City Council final consideration and action).

Attachments

1. Library Site
2. Conceptual Renderings
3. Resolution
4. Preliminary Financing Summary
5. Survey Executive Summary



City Hall

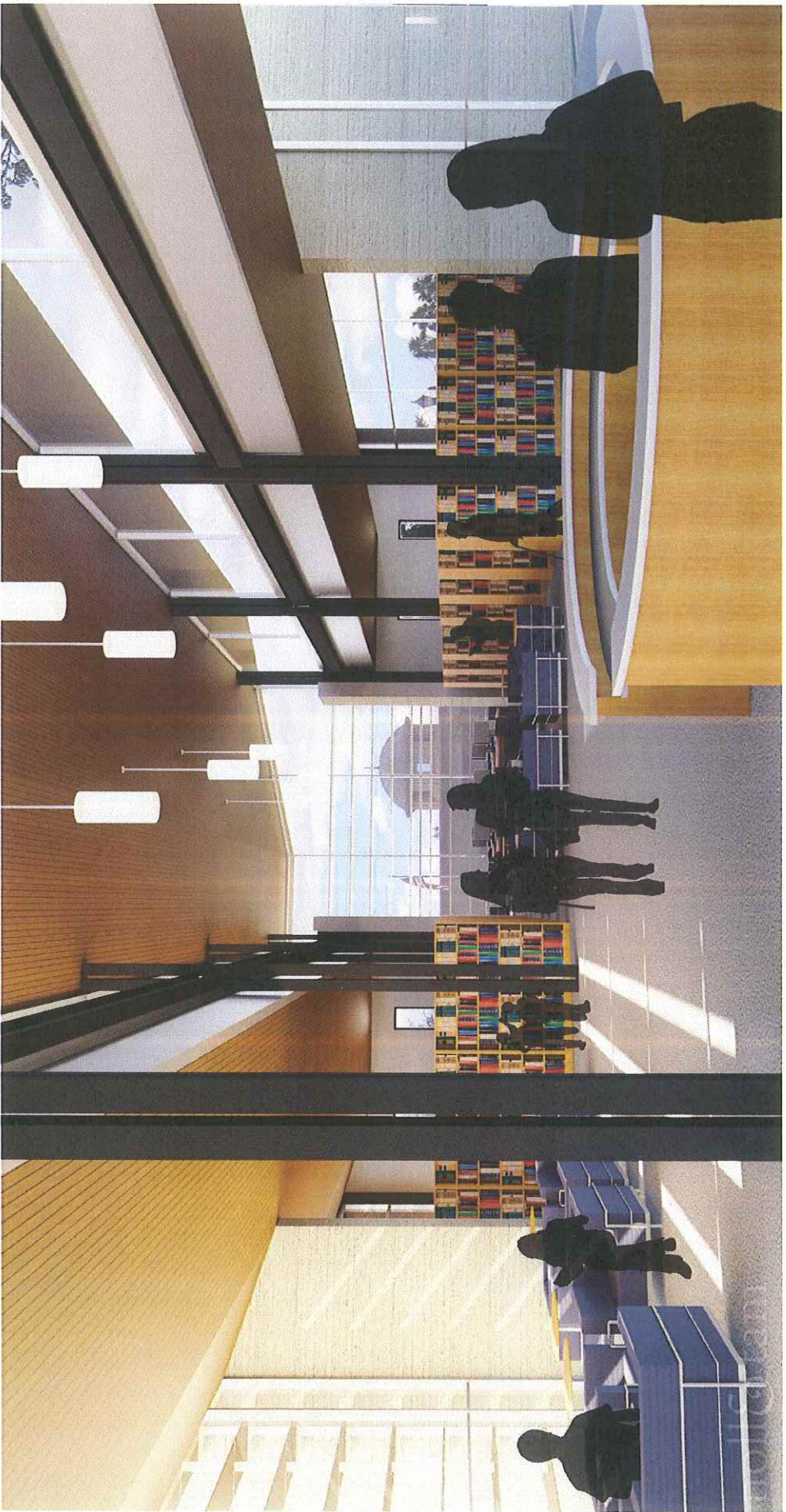
Library Site



noll&tam



holl & tam



RESOLUTION NO. _____

RESOLUTION OF THE OAKLEY CITY COUNCIL DIRECTING CITY STAFF TO PREPARE ALL THE NECESSARY DOCUMENTS TO PLACE A BALLOT MEASURE FOR VOTER CONSIDERATION ON THE JUNE 7, 2016 ELECTION BALLOT THAT WOULD FUND THE CONSTRUCTION OF A NEW OAKLEY LIBRARY AND LEARNING CENTER IN THE DOWNTOWN

WHEREAS, Oakley residents are provided with public library services by the Contra Costa County Library System, and the current public library serving Oakley is housed within Freedom High School and contains insufficient space for library collections, materials, technology, other equipment and services to adequately serve the Oakley community; and

WHEREAS, housing the public library within the high school was always considered a temporary solution and members of the Oakley City Council have discussed since Incorporation the need to development a stand-alone library; and

WHEREAS, in 2014 the City Council included in the 2014-2016 Strategic Plan an action item to evaluate the opportunities for a new library in the Downtown; and

WHEREAS, the City Council further expressed its commitment by appropriating funds required for conceptual architectural renderings of a new Library and Learning Center to be located in the Downtown; and

WHEREAS, the conceptual drawings are complete and an organized group of citizens of Oakley has been conducting community outreach to determine the community's support for a new library; and

WHEREAS, this group of citizens (hereinafter "Library & Learning Center Feasibility Group") has enlisted the assistance of *Every Library*, a national political action committee with a superb record of guiding citizen committees in successful new library campaigns; and

WHEREAS, there currently is inadequate funding to construct a new Library and Learning Center; and

WHEREAS, the Library & Learning Center Feasibility Group, in consultation with *Every Library* and City Staff, has prepared a preliminary financing summary that identifies the need of a "Library & Learning Center Development Tax" of not to exceed \$7.75 per month per parcel located in Oakley; and

WHEREAS, such a tax requires the approval of at least two-thirds of the ballots cast on the matter by Oakley voters at an election; and

02-16

WHEREAS, the Library & Learning Center Feasibility Group and City Staff are recommending that such a ballot measure be placed on the June 7, 2016 election ballot; and

WHEREAS, State law requires various documents be prepared and approved by the City Council in order to place the "Library & Learning Center Development Tax" on the election ballot.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Oakley that City Staff is hereby directed to prepared the various documents leading for the placement of this ballot measure on the June 7, 2016 election ballot.

The foregoing resolution was introduced at a regular meeting of the Council of the City of Oakley held on the 12th day of January 2016 by the following vote:

AYES:
NOES:
ABSTENTIONS:
ABSENT:

APPROVED:

Kevin Romick, Mayor

ATTEST:

Libby Vreonis, City Clerk

Date:

Preliminary Financing Summary

Oakley Library & Learning Center

PARCEL TAX REVENUES

(\$7.75 per month per parcel)

\$ 1,110,000

EXPENDITURES

Estimated Annual Debt Service on 30-yr Financing

(780,000)

Estimated Additional Operations:

Utilities

(70,000)

Janitorial & Supplies

(45,000)

Exterior Maintenance (landscaping, parking lot, trash, etc.)

(7,500)

Equipment/Technology Updates and Long-term Facility Needs

(15,000)

Additional Staff & Library Hours

(190,000)

Misc./Contingency/Other costs

(2,500)

\$ -

Notes:

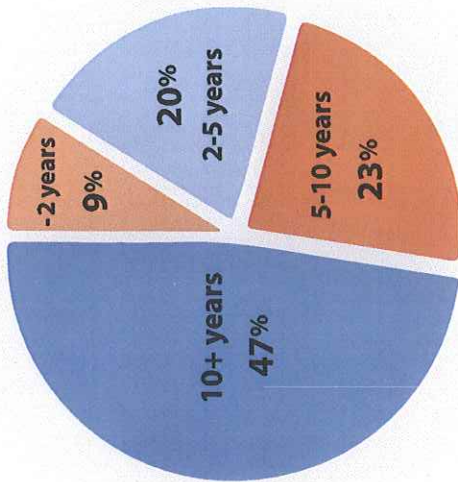
- 1) Repayment for cost of election and/or other up front costs should be considered. (This could come from "Equipment/Long-Term Needs" for first 2-3 years).
- 2) A bond reserve fund would need to be set up and issuance costs need to be covered by the financing. (Reserve could be used near the end of the loan term for some building renovations)
- 3) A small escalator to the tax is prudent so that funding keeps up with additional operations cost increases (inflation or other factors). This could be capped at 1%/year, as the large majority of the tax covers debt service, not operations.
- 4) Project costs in this scenario include soft costs of architecture and *low* estimate of furnishings and fixtures. (Some donations for furnishings and fixtures would be needed).

1/5/2016

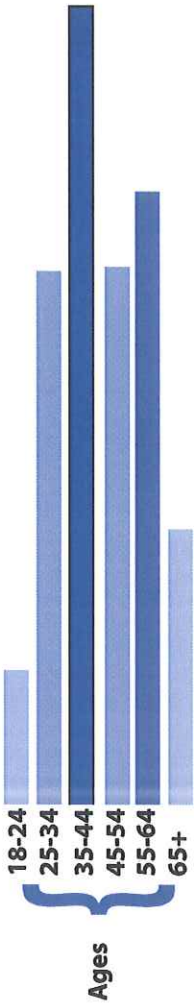
Who did we survey?

380 OAKLEY RESIDENTS • LIBRARY USERS AND NON-USERS

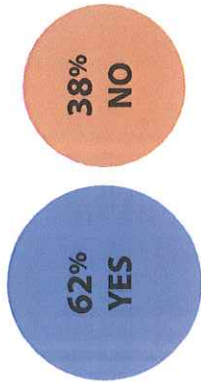
Most were long time residents of Oakley.



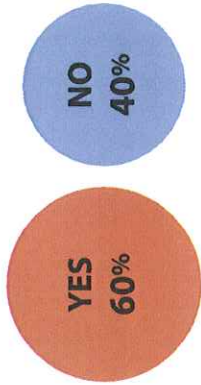
All adult age groups were included.



Current Library Users.

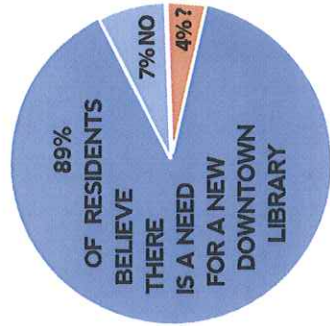
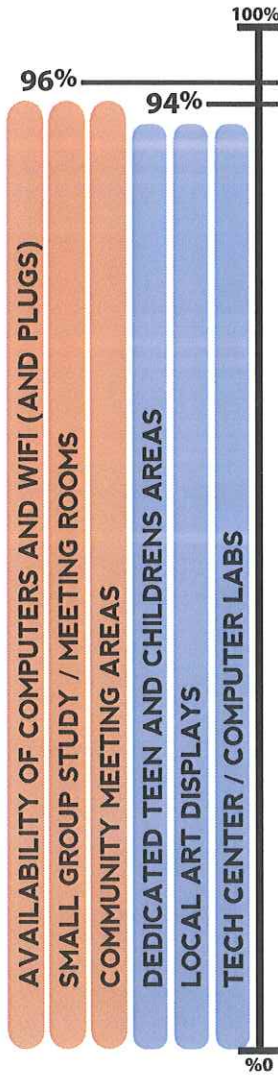


Children under 18 in the home.



What did we learn?

Respondents agreed these items are important to them:



91% OF USERS AND NON-USERS THINK A NEW LIBRARY IS A GOOD INVESTMENT FOR OAKLEY

89% OF RESIDENTS SURVEYED AGREE OUR LIBRARY SHOULD BE DOWNTOWN

95% OF RESPONDENTS HAVE INTERNET, YET WOULD STILL SUPPORT THE PROJECT