



ESCONDIDO PUBLIC LIBRARY BOARD OF TRUSTEES

AGENDA

Thursday, February 10, 2011

2:00 p.m.

Board Room

1. CALL TO ORDER

2. **WRITTEN / ORAL COMMUNICATIONS.** At this time the public may comment on items not appearing on the agenda. State law prohibits the Board from discussing or taking action on such items, but the matter may be referred to the staff or scheduled on a subsequent agenda.

3. **APPROVAL OF MINUTES FROM PREVIOUS MEETING.** *Attached.*

4. BOARD ADMINISTRATIVE ANNOUNCEMENTS

5. PROJECT UPDATES –

6. **BOARD NEWS/ISSUES** – The California Association of Library Trustees and Commissioners (CALTAC) Conference is scheduled for March 12 in Monrovia. Information is included in the "Customer Comments/Reading" folder available at the meeting.

7. REPORTS FROM AUXILIARY GROUPS

- a. Serra Library System Advisory Board –Serra Administrative Council will meet Feb. 17th. Budget issues will be the main topic on the agenda, as almost all funding for Serra is slated to be cur.
- b. Friends of the Escondido Public Library – The Friends are reviewing their Shop book selection policy, because they received a complaint about a book they had for sale. Mitchell is meeting with a sub-committee to provide guidance and support.
- c. Pioneer Room Friends – The PR Friends are still looking for additional Board members and are soliciting donations for pages in next year's local history calendar.
- d. Escondido Library Endowment Foundation – The ELEF newsletter should be out momentarily.
- e. Friends of Library Literacy Services –The Scrabble-Thon takes place on Saturday February 5th.

8. SIGNIFICANT UPCOMING EVENTS

<i>Date & Time</i>	<i>Location</i>	<i>Event</i>
February 12, 3 p.m.	Turrentine Room	Concert: Blue Creek Band (bluegrass)
February 14, all day	McDonald's locations	ELEF "Love Your Library" fund raiser
February 16, 4:30 p.m.	City Council Chambers	Budget discussion & architect contract
February 21, all day	All locations	Library closed for Presidents' Day
February 25, all day	All locations	Fine Free Friday

9. CURRENT BUSINESS

- a. **STATE BUDGET.** Update on how proposed state budget cuts may affect our library.
- b. **CITY AND LIBRARY BUDGET.** Update and discussion on Council direction to date.

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- c. **LIBRARY & TECHNOLOGY CENTER PLANNING.** Progress report.
- d. **STAFF EXPENSES FOR ALA CONFERENCE IN JUNE.** Reimbursement for Joanna Axelrod.

10. CITY STAFF COMMUNICATIONS

- a. Community Services Director
- b. City Librarian
- c. Deputy City Librarians

11. CUSTOMER SERVICE COMMENTS. Available at meeting.

12. ADJOURN UNTIL March 10, 2011

13. UPCOMING MEETING SCHEDULE. Regular meetings are the 2nd Thursday of each month at 2 p.m.

<i>Day</i>	<i>Date</i>	<i>Time</i>	<i>Location</i>
Thursday	March 10, 2011	2:00 p.m.	Library Board Room
Thursday	April 14, 2011	2:00 p.m.	Library Board Room
Thursday	May 12, 2011	2:00 p.m.	Library Board Room

TO ADDRESS THE BOARD: The public may address the Library Board of Trustees on any agenda item. Please complete a Speaker's form and give it to the Administrative Assistant. Comments are generally limited to 3 minutes. If you wish to speak concerning an item *not* on the agenda, you may do so under "Oral Communications." Please complete a Speaker's form as noted above.

Handouts for the Library Board should be given to the Administrative Assistant. To address the Board, **STATE YOUR NAME FOR THE RECORD. Please turn off all cell phones and pagers while the meeting is in session.**

**ESCONDIDO PUBLIC LIBRARY BOARD OF TRUSTEES
MEETING MINUTES**

Thursday, January 6, 2011, 2:00 p.m.

Library Board Room

CALL TO ORDER: Board President Knight called the meeting to order at 2:02 p.m.

Members Present: Elmer Cameron, Alex Galenes, Gary Knight, Stan Levy, Diane Yerkes

Guest: Lucy Berk

Staff Present: Director of Community Services Jerry Van Leeuwen, City Librarian Laura Mitchell, Deputy City Librarian Jo Ann Greenberg, Deputy City Librarian Cynthia Smith, Senior Librarian Donna Feddern and Board Secretary Janet Rulien

WRITTEN/ORAL COMMUNICATIONS: Mitchell noted that our previous Children's Librarian, Candace Cameron, sent us a check for \$500 to purchase materials for our children's library.

The Board welcomed Lucy Berk, whose deceased husband, William Fark, was president of the Board when the current library was built. Berk presented the Board with a bequest in the amount of \$10,000 for maintaining and improving the Fark Drama Collection.

APPROVAL OF MINUTES FROM PREVIOUS MEETING: MSC Galenes/Cameron to approve the minutes as written, Vote 4/0.

BOARD ADMINISTRATIVE ANNOUNCEMENTS: Stan Levy announced that he is retiring from the Library Board after 12 years, stating that he could not think of a more important place to be on a board in a city than the library, a place that acquires information and promotes culture. Levy's concern for improving library services and facilities and his eloquence in support of library issues have been greatly appreciated by trustees and staff, and the Board thanked him for his dedicated service.

PROJECT UPDATES: The heavy rain has resulted in severe leaks in the main lobby and the business center. City hall staff are working on a bid package for a new roof. The new air conditioning and roof repair at EVCC is still ongoing.

REPORTS FROM AUXILIARY GROUPS: The Pioneer Room Friends are looking for new board members. Please refer anyone interested in genealogy and/or local history. Literacy is working hard on its annual Scrabble-thon tournament.

SIGNIFICANT UPCOMING EVENTS: The Board reviewed various upcoming events.

CURRENT BUSINESS:

Revised Web Site: Feddern has been working on a new web site for the library and explained that one goal is to make our site more user-friendly. A discussion was held on what information trustees would like to have available on the Library Board web page for

our patrons. Feddern requested a brief biography about each Board Member and perhaps a new mission statement. Yerkes will coordinate the biographies.

Electronic Audio Books: The Library is preparing to launch downloadable audio books, which will be available from our web site to download to iPods and MP3 players. Greenberg reported that we chose Ingram for our vendor, and we have allocated \$6,000 for the initial collection (about 100 titles). She spoke of the complexities in developing an audio book digital collection, including integrating with our regular catalog and training staff to assist patrons. This program is anticipated to launch in February, and we will report at the next board meeting.

Library and Technology Planning: The planning team toured buildings designed by the two architects to aid in architect selection. Group 4 was selected because they have more experience in planning libraries, and their libraries were larger and more varied in design. Galenes would like to set up a joint meeting with the Foundation and the Board to talk about fund raising, how to achieve goals, educate Board members about the project and how the Board can support the effort. Mitchell will follow up with ELEF.

CITY COMMUNICATIONS:

Community Services Director: VanLeeuwen said the meeting to develop an Action Plan for the new city council is scheduled for February 2, 2011 at 12:00 p.m. in the Mitchell Room at City Hall. Mike Morasco was appointed as the fifth council member.

City Librarian: The fourth Friday of the month will be our Fine Free Friday. It should be fairly easy to implement and we will keep the Board posted. The Board has supported the purchase of public computers from the trust fund for some time. We recently found that 70 of our computers were out of warranty and needed to be replaced. VanLeeuwen approved the purchase of 40 public computers from the renovation budget. Our Telecirc phone notification service is no longer working and is out of warranty. This program calls patrons to inform them of overdue items and to let them know a reserved book is available. We are looking at a new product, Talking Tech, which will cost about \$8,800.

Deputy City Librarians: Greenberg reported that the new employee organizational structure, which was changed after Chris Reeske's resignation, is working quite well. A full time librarian announcement was posted and we have 24 applicants.

Smith reported that Children's Services is hosting the San Diego Symphony in February. Local schools come to this event and we usually have 200-400 children attend. We now have a part time librarian in Children's, Lalitha Nataraj. Smith reported that Joanna Axelrod is taking some teen students to ALA to look at books. Literacy is preparing for the Scrabble-thon in February.

Adjourned: 3:50

Respectfully submitted,

Diane Yerkes

LIBRARY BOARD OF TRUSTEES MEETING**Date:** February 10, 2011**Agenda Item No. 9a****State Budget****Recommendation:**

Receive briefing on proposed state budget cuts and how they may affect the Escondido Public Library.

Background:

Governor Brown is proposing to cut \$30.4 million in library funding. These cuts will:

- Reduce the amount of books, DVDs, and other materials that libraries can provide.
- Eliminate adult literacy programs in 800 public libraries across the state.
- Jeopardize \$16 million in matching federal funds.

The \$30.4 million cuts would be total and complete elimination of the Public Library Foundation, the California Library Services Act (including funding for the systems and funding for resource sharing), and the Literacy program.

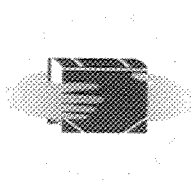
Since the release of the Budget on January 10th, librarians and library supporters have been actively meeting with key legislators and staff to make sure that library issues are agendaized during Budget Subcommittee hearings so that the consequences of the loss of these programs can be revealed and debated. The Governor has indicated that he would like the legislature to take action on about \$12 billion in cuts by the first part of March, which seriously condenses the time period by which the subcommittees and full Budget committees will meet.

Hearings to discuss the elimination of funding for the Public Library Foundation (\$12.9 million) the California Library Services Act (including the Transaction Based Reimbursement and funding for the systems - \$12.9 million), and the Literacy program (\$4.6 million) have already taken place in the Senate Budget Subcommittee and in the Assembly Budget Subcommittee.

The Messaging

The California Library Association (CLA) recognizes the severity of the state budget deficit challenges, yet they also recognize that the library community has taken more than its share of very difficult cuts over the last few decades to help balance the state budgets. To that end, they want to be practical, but continue to fight for the maintenance of these critical programs. Loss of the CSLA funding would not only mean an eventual loss in federal funds as well as state funds, but it would also lead to the total dismantling of the book and material sharing between libraries. Calling it, "Equity of access," CLA felt strongly that legislators should be aware that CSLA is a state-administered program that would not be a good fit for the Governor's platform of shifting state responsibilities to the local level. There would also be a tremendous impact of the cuts on the literacy community. For example, librarians have identified as many as 67% of California communities that would not have any access to a literacy program if the Governor's cuts were enacted, as adult education programs, etc. do not exist in those areas.

Attached are "Talking Points" listed by CLA, as well as a letter written by the current Chair of the Serra Cooperative Library System which states the System's position.



California Library Association

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2011 Legislative Talking Points

The Governor's proposed budget decreases General Fund assistance for public libraries by \$30.4 million in FY 2011-12, eliminating the California Library Services Act, Public Library Foundation and the California Library Literacy and English Acquisition Services—that is, access, resource sharing and adult literacy.

California Library Services Act (CLSA) supports universal access by facilitating sharing during times of scarcity

- Fosters inter-library cooperation, resource sharing and economies of scale
- Funds Transaction-Based Reimbursement (TBR) to reimburse libraries for loaning books and materials to other libraries' residents
- Supports the right of all Californians to walk in and checkout materials from any public library anywhere in the state (14 million transactions last year)

California Library Literacy and English Acquisition Services Program (CLLS) provides basic skills to support good citizenship, employment opportunities and families who value education

- Enables Californians to reach their literacy goals, including voting for the first time, reading newspapers, reading aloud to their children and securing jobs
- Serves over 20,000 adults annually in over 800 library locations statewide
- Provides tutoring delivered by volunteers, utilizing California's most important resource: its people
- California has approximately 3.4 million adults with below basic literacy skills

Public Library Foundation (PLF) leverages State funding to ensure local support

- Provides per capita funding of about \$.30 per year specifically for library services to every library jurisdiction that meets a threshold level of local funding
- Has been cut more than 75% since 2000 and has never been fully funded
- Provides some libraries' only support to fund library materials for community members to use and check out

Elimination of State Funding will jeopardize \$16M in federal funds

What this means in [my jurisdiction] - What would it look like without those programs?

Summary

Public libraries across California have experienced significant funding cuts in recent years. The total elimination of **ALL** state support for local library services is of deep concern for the above reasons noted; in addition, public libraries have been one of the hardest hit segments with deep reductions totaling more than 75% already made to some of these programs since 2000. Once these services are eliminated they may never be reinstated. Finally, complete elimination of CSSL and CLSA funding will result in a significant loss of Federal funds—California received \$16M this year.

State Funds for Libraries Received by State Senate District

Funds received are for the entire library jurisdiction and do not reflect the proportionate share of the library jurisdiction of each senator.

<i>Senate District / Senator</i>	<i>FY 2009 -10</i>	<i>Literacy*</i>	<i>ILL**</i>	<i>PLF***</i>	<i>Total</i>
38 Mark Wyland		\$303,903	\$267,500	\$1,514,288	\$2,085,691
Carlsbad City Library		\$41,812	\$122,262	\$37,067	\$201,141
Escondido Public Library		\$50,123	\$390	\$0	\$50,513
Oceanside Public Library		\$19,273	\$271	\$63,641	\$83,185
Orange County Public Libraries		\$78,599	\$2,890	\$552,340	\$633,829
San Diego County Library		\$34,601	\$140,683	\$381,671	\$556,955
San Diego Public Library		\$79,495	\$1,004	\$479,569	\$560,068

**Literacy: California Library Literacy Services - California Library Literacy And English Acquisition Services Program*

***ILL: California Library Services Act (CLSA) Transaction Based Reimbursement Program, includes Direct Loan.*

****PLF: Public Library Fund*

Friday, January 21, 2011



PUBLIC LIBRARY

January 28, 2011

SENT VIA FAX

The Honorable Carol Liu
Chair, Senate Budget Subcommittee Number 1 on Education Finance
State Capitol, Room 5061
Sacramento, CA 95814

Dear Senator Liu,

I am writing on behalf of the Serra Cooperative Library System, representing over 13 public and affiliated library systems in San Diego and Imperial Counties. We are gravely concerned about Governor Brown's proposal to eliminate the Public Library Foundation, The California Library Services Act, and the California Library Literacy Service. This would mean total and complete elimination of any state support for public libraries. Furthermore, the cuts will destroy fifty years of statewide public library cooperation.

We understand that the State of California needs to take serious action to solve its chronic budget problems. However, the total amount of state support for library programs amounts to only about 80 cents per resident and gives back many times that in value.

Lifelong Californians may not realize that the universal borrowing system we take for granted is possible because of state support. The California Library Services Act offers a token reimbursement to any library that loans books and materials outside its jurisdictional boundaries. This is the reason that your constituents, and all California residents, can have library cards and borrow freely from nearby communities, not just their own. This enormous leveraging of existing resources, the ability to share and benefit across jurisdictional lines, is efficient cooperation at its best, and is a model for many other governmental functions.

California stands to lose significant millions in federal funding for libraries if state support is taken away. The California Library Association estimates that literacy services would disappear in 67% of California communities where the public library is the only source of literacy education for adults who can't read.

We ask your help. Please send a strong message to the governor to prevent the balkanization of public library service in California. Total withdrawal of state support will leave us with boutique public libraries in rich communities whose doors are shut to outsiders, and threadbare remains in poor ones. The public library is the great equalizer that works hand in hand with the local school district, opening the door to all for lifelong learning, self-improvement, self-actualization and personal responsibility. It deserves decent support and will pay back our taxpayers many times over.

Sincerely,

Betty Waznis
Director, Chula Vista Public Library
Chair, Serra Cooperative Library System

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LIBRARY BOARD OF TRUSTEES MEETING**Date:** February 10, 2011**Agenda Item No. 9b
City & Library Budget****Recommendation:**

Update and discussion on City Council direction to date.

Background:

The attached transcription from Trustee Galenes recaps the Council's discussion on January 26, concerning their direction on the City's budget. Basically, the Council's direction was to arrive at a balanced budget by cuts in the following areas:

- Outsourcing
- California Center for the Arts, Escondido
- East Valley Community Center
- Recreation programs & staffing
- Pension reform
- Targeted cuts across the board, including Police & Fire
- Efficiencies to restore basic services, library hours

City staff is scheduled to return to the City Council with information about such reductions and their consequences on February 16th (NOT March 2nd as previously scheduled).

The City Librarian has been directed to submit an analysis of cost savings for closing the East Valley Branch Library permanently, including losing staff, absorbing as much of the collection and equipment as possible, and selling off the rest of the contents. We anticipate having an estimated savings figure for you at the Board meeting on Thursday.

Outsourcing:

During the Council meeting and at the February 2nd Action Plan workshop, outsourcing library services to the County was brought up several times by Council members. We will be addressing the issue to the City Council in the next couple of months, either by a report at the Council meeting or by memo. Staff feels that the best way to resolve the situation and keep the library in the City's jurisdiction is to increase open hours, and we are taking a long and thorough look at how to accomplish that with current resources.

Escondido City Council Meeting
January 26, 2011
Preliminary 2011-2012 Budget Discussion
Notes by Alex A. Galenes

Sam Abed: We promised a balanced budget (BB), voters voted for it, we need to do it. Give us a BB using zero reserves. Cuts will not be easy but we have an obligation to the taxpayer. It is irresponsible to continue with deficits. We need to look at efficiencies starting today. If we balance the budget, then any additional revenue can be used to restore the services that we are cutting today. We need to look at every department, including police and fire and say all we can afford today are only the very basic services---like cops on the street.

Ed Gallo: I will not accept anything over 3% in revenue projections for the 11-12 year (finance staff projected 5.5+%). The only core services that governments have to do are for the health and safety of the people who live in the community—a police department, a fire department, potable water, a wastewater system that works, streets and roads. And that's it—all the other stuff is “fluff”. It's nice to have parks, it's nice to have all these other things, but that's not in my opinion the role of government. Our role is to have a safe place (role of police department), protect our properties (role of fire department) and some water and sewer system and the streets and roads. Those are primary functions that we need to make sure that we take care of, and all the other functions that might be on there, they are great to have, but if we can't afford to do it, then gosh darn, then we just can't afford to do it.

Michael Morasco: Do we have to pay prevailing wage if the city outsources?
Clay: Only construction. What is policy re: cuts by attrition? Clay—attrition is the only way I can cut without council direction. Morasco: I am for a balanced budget. Look at pension reform, outsourcing, changing CCAE agreement, as well as attrition.

Marie Waldron: What is our reserve now? Clay: \$20m. Waldron: Goal was 15M? Clay: City standard is 15% of operating revenue, or \$10.9 million. Waldron: Goal of a balanced budget is what we need but I'm not sure its attainable in one year. We may have to use some reserves within a two year period. I have been a strong advocate of a zero base budget. I am very interested in working on the plan to look at payback from redevelopment to the general fund. I support fire station 6 staffing—step increases are a looming issue. As far as recreation, program is now 84% funded, what is the 16% that is not. I am already getting questions, rumors that we are closing skate park, there will be cuts, people are getting upset. I would like to get info on exactly what is happening. The CCAE deficits are not acceptable. We need to look at targeted cuts—priority issues are public safety and public works, water. I am worried about inflation.

Olga Diaz: I do want a balanced budget. I can go through the budget and give you recommendations where I can cut. We should not plan to use the reserve. I see recreation transfers to the Vineyard Golf Course and I don't think it may be more

valuable than hockey or other activities. We need the discussion among council where there cuts will occur, as we used to do in the budget subcommittee. We should revive the idea of looking at library efficiencies. Mayor Abed and I had pushed for it and it had gotten pushed aside. If there is a possibility of 7 day a week of library services on some contract basis with the County I want at least a thorough review of that. We got sidetracked on that but I want those numbers. The public just wants the library to be open and if we can achieve that in a more cost efficient way we should certainly consider it. General fund payback from redevelopment funds should be the first priority. We need to look at red light camera to determine whether they are indeed paying for themselves. We need staff to come back and show us options, rather than coming back, for example, with a cut of an entire department. A two year budget may be a good idea. We need early direction on funding for external agencies. That includes the COC—money for CONVIS. They will probably want money for next year, so the sooner we tell them the sooner they can figure out whether they can spend it. We need to err on the side of being more conservative with regard to revenue projections. I'm not sure that Gallo's 3% is the right choice but we should be more conservative. I was concerned when we had to rely on a church to buy protective vests for the police department. That critical type of item should be the city's responsibility. They should have come to council to ask for that. Council is going to take the heat and should have skin in the game. I like the March 2 date for staff to come back to council. I want to know how we are going to staff fire station 6. We need to look at pension reform, wages. We need to look at efficiency studies for government—what does it really take to run a library. Redevelopment payback, library model review (which Abed and I have asked for many times), analysis of the consequences of the cuts we made over the past few years. I want a balanced budget but I want the ability to change my mind if the results will cause some terrible thing to happen.

Clay Phillips: All this will take much more time, especially if we don't have a budget subcommittee. We are going to have to start a whole different process. We actually did address the library issue and there was a report done—we can bring that back. But, if you want to be that involved in all those issues it is going to take more time. If you are going to expect us to come back with a balanced budget in March you are going to have to give us some more global direction.

Sam Abed: I'm happy to see that all seem to agree on a balanced budget but two years? I agree with fire stations 6, with expanding library hours, but if we don't balance the budget today we won't have the money. If we balance the budget today, then additional funds will be available to restore services. We cannot afford all the services that we are doing now. We need to cut vertically—horizontally—but let's give the city manager general direction to balance the budget. Every area will be affected. It will cost about \$4m to restore library hours, open City Hall on Fridays and staff fire station 6. Recreation is a benefit to the community but now we have to make a decision. Can't balance budget with cuts only—have to look at pensions, outsourcing, etc. We can't continue the model of using reserves. We value recreation—we have the highest efficiency in North County. We will restore recreation when the time comes. I

expect Jerry and other staff to come up with the priorities. It is time to balance budget and look for additional revenue.

Olga Diaz: I agree let's balance budget but we must give staff guidance on what is important because we go out to the public and get feedback.

Clay Phillips: To clarify. I hear CCAE, pension reform, East Valley Comm Ctr, efficiencies, outsourcing and police and fire as well. And you expect us to come back on March 2 and that those items will balance the budget.

Ed Gallo: On the library I will forward an email I got from Joe Balogna about library operations that can be outsourced. We should look at all the options and every creative solution.

Marie Waldron: I get comments all the time about the options about the county system. I know the study was done but what happened?

Clay Phillips: The county librarian made some assumptions about what he could do. When we asked for a proposal, he could not produce one.

Sam Abed: At the same time they came back to Carlsbad and they created some efficiencies.

LIBRARY BOARD OF TRUSTEES MEETING**Date:** February 10, 2011**Agenda Item No. 9c
Library & Technology Center Planning****Recommendation:**

Review progress report on the new library project.

Background:

City staff has been negotiating with Group 4 Architecture to finalize the scope of work, attached, and the cost, indicated in the table below.

Base Scope as initially proposed	\$137,205
Added Allowance for communication materials	\$10,000
Added Mathes Building historical Assessment	\$2,875
Added Traffic Study	\$ 22,475
Total Basic Services contract amount	\$172,555
Reimbursable Expenses	\$16,000

The cost has gone up because staff added a historical assessment for the Mathes Center and a traffic study. We also added \$10,000 for public relations materials, such as a model or a film. Everything adds up to \$188,555. There is a balance of \$192,875 in the project account, so there is not much room for additional charges.

The finalized project does not include preparing a plan to move the former Woman's Club building; this will be treated as a separate project and the timing considered on its own merits.

Implementing the Project

The first tasks on the project schedule are two meetings: (1) an expanded Task Force meeting on February 23rd, and (2) a Stakeholder Workshop on March 16th. Please see the attached "Collaboration Plan" for a further explanation of these groups. I will have more details for you soon, but please mark these dates on your calendars.

ATTACHMENT A

SCOPE OF SERVICES

ESCONDIDO LIBRARY AND TECHNOLOGY CENTER

Escondido Public Library
City of Escondido

I THE PROJECT

- 1.0 The Project is for the conceptual design for the Phase I expansion of the Escondido Main library that will include the renovation of the 40,000 square foot existing library at 239 South Kalmia Street, Escondido, CA 92025 and a new addition of approximately 30,000 – 40,000 square feet to create an integrated library campus and technology center. The project includes site design for the entire library “block” bounded by Second and Third Avenues and Broadway and South Kalmia Streets. Included in the project will be the determination to keep or remove the approximate 8,000 square foot Mathes Community Center at 247 South Kalmia Street and if removed the inclusion of some or all of its functions into the library project. The project includes master planning for a later project Phase II in which the new addition may be expanded as a replacement for the existing library.
- 2.0 The initial Scope of Basic Services is for limited architectural services to update the building program, receive community input, create conceptual site and building options for the Project, assistance to the City to select a preferred option, and development of cost and assistance with CEQA to be the basis for development of funding for the Project by the City.
- 3.0 In selecting the Consultant, the City recognizes that the Consultant has the qualifications to provide full planning, architecture, and interior design services including schematic design, design development, construction documents, bidding, construction administration, and post-construction phase services. The City, at its discretion, may choose to amend this contract to add these services to the Consultant's Scope of Services for Additional Compensation if mutually agreed to by the City and the Consultant.

II SCOPE OF BASIC SERVICES

1. Phase 1 Building Program Update and Incubator Analysis

- 1.1. Orientation: The Consultant shall meet with Project Management Team (PMT) to review progress to date; review pre-design process and communications plan; identify/update on city and planning issues; and identify and prioritize project goals.
- 1.2. Building Program Update
 - 1.2.1. The Consultant shall update the current building program by adding language to reflect the campus concept and to include the latest and most forward-thinking trends in technology, library services delivery and sustainability.
 - 1.2.2. The Consultant shall re-evaluate functional relationships in light of the two-building concept.
 - 1.2.3. The Consultant shall gather additional public input into the library plan to find out what residents want in their library.
 - 1.2.4. The Consultant shall provide information on and incorporate the latest thinking in terms of future library services, flexible and innovative public spaces, sustainable operations and green design.

- 1.2.5. If the preferred site option proposes the removal of the existing Mathes Center, then the Consultant shall incorporate into the design the Library the Pioneer Room local history functions and consideration of incorporating and/or relocating the current Recreation Department uses.
- 1.3. Integration of Business Incubator Related Features and/or Spaces into the Building Program.
 - 1.3.1. The Consultant shall gather input from San Diego North Economic Development Council to determine types of spaces or resources that may be provided in the library for their new business incubator.
 - 1.3.2. The Consultant shall recommend how much space is needed in the library for incubator functions.
 - 1.3.3. The Consultant shall determine what additional technological infrastructure may be needed.
 - 1.3.4. The Consultant shall recommend parking and loading/unloading standards.
- 1.4. The Consultant shall prepare an outline building program for a future Phase II of the library.
- 1.5. Deliverables
 - Updated building program – In summary spreadsheet format that includes:
 - Library Phase 1
 - Library Phase 2
 - Incubator Spaces
 - Parking
 - Mathes Center strategy
- 1.6. Meetings
 - 2 Task Force Meetings/workshops
 - Coordination meeting with SDNEDC
 - Community Meeting
 - 3 Project Management Team Meetings
- 2. Phase 2 CEQA and Entitlements**
 - 2.1. It is anticipated that prior to the City placing a funding measure on the ballot the proposed project, at the Conceptual Design level, will need to obtain CEQA clearance. The City will take the lead in preparing the necessary CEQA clearance documentation. It is anticipated that CEQA clearance will be obtained by the City preparing an addendum to the 2002 library project Negative Declaration and/or including the new library project into the City's current General Plan Update EIR process.
 - 2.2. The Consultant shall provide a new project description and other project data appropriate to the conceptual design phase..
 - 2.3. The Consultant shall consult with the Escondido Planning Division and assist in their completion of an updated preliminary CEQA review.
 - 2.4. The Consultant shall prepare an historical background study and significance assessment for the Mathes Center as defined under the California Environmental Quality Act and in accordance with the requirements of the City of Escondido. The scope of this study includes a chain of title search, archival research, a field check of the property, and preparation of appropriate documentation and DPR forms to be submitted to the City of Escondido. This study and assessment will be used by the project team to confirm what mitigations, if any, may be required to remove the Mathes Center building.

2.5. Traffic Study: The Consultant shall update the 2002 traffic study for up to three signalized intersections, seven unsignalized intersections including the project driveways, and six roadway segments. The Consultant shall provide the following services.

2.5.1 Data Collection and Field Reconnaissance. The Consultant shall collect a.m. and p.m. peakhour turning movement counts at the existing study intersections and roadway segments within the vicinity of the project site. This scope assumes that up to ten AM and PM peak-hour turning movement counts and up to six 24-hour roadway segment counts will be required. Additionally, observe existing roadway conditions in the project site vicinity.

2.5.2 Traffic Generation Distribution and Assignment: The Consultant shall estimate the project trip generation based on the site plan provided by the Client and on the San Diego Association of Government (SANDAG) trip generation rates. The project trip distribution will be based on observed traffic patterns in the vicinity of the project site and on discussions with City staff. Assign project traffic accordingly.

2.5.3 Capacity Analysis: The Consultant shall conduct an intersection and roadway segment analysis at the identified locations agreed upon in Task 1 for the following traffic scenarios: Existing, Near Term, Near term Plus Project, Buildout, Buildout Plus Project.

2.5.4 Documentation: The Consultant shall summarize the key assumptions and findings of the foregoing analysis in a draft traffic impact analysis with appropriate exhibits and appendices. The Consultant shall summarize parking requirements for the new building and compare those requirements to the available on-site parking. The Consultant shall respond to a consolidated list of local agency comments to the draft traffic study and provide a final traffic study.

2.5.5 Should additional locations be identified during the meeting, analysis of those additional locations can be completed as Additional Services.

2.6. Additional technical studies may be directed as Additional Services.

2.7. Deliverables

Project data and inputs for CEQA checklist.
Mathes Center Historical Background Study and Significance Assessment
Traffic Study

2.8. Meetings (some concurrent with meetings of other phases)

Coordination meetings with Planning Department
Project Management Team meetings
Attend up to two project-related meetings to present and discuss the results of the traffic analysis.

3. Phase 3 Conceptual Design

3.1. In this phase the Consultant will develop and evaluate options for the disposition of the site, library building entry orientation, parking and service access, quantity and layout of parking, plazas, site features and landscape, and the disposition of the Mathes Center. The Consultant will also synthesize the updated program into the conceptual design. Floor plan options will be developed for evaluation by the Library Technical Team and Library Task Force. The Consultant will meet with the Building Official to confirm building code strategy as well as requirements for emergency access, security, and fire protection. The Consultant will develop massing and refined 3D animations. The

Consultant will gather input from the community and commissions and refine the design.

- 3.2. The Consultant shall develop up to 3 alternative preliminary building and site designs based on the updated building program, including the preparation of functional layouts, the resolution of code issues, provision of required parking and circulation, and estimated cost models for alternatives. At least one alternative must include the incubator concept.
- 3.3. The Consultant shall present/discuss alternative designs and recommendations in workshops with the public, the Design Review Board, the City Appearance Committee and the City Council.
- 3.4. The Consultant shall refine the selected design and prepare Conceptual Design graphics including diagrammatic renderings conforming to space needs as detailed in the updated Building Program.
- 3.5. The Consultant shall provide a preliminary plan and drawing for Phase II of the selected design, including how it ties into Phase I and a parking plan.
- 3.6. The Consultant shall develop a project computer model, a powerpoint presentation and a one page two sided handout for community information.
- 3.7. The Consultant shall prepare additional communication / presentation materials as directed by the City that may include video presentation, illuminated physical presentation model, mailers or other materials that can be accomplished within the communication allowance funds.
- 3.8. Deliverables
 - Building and Site Plan Options
 - Preferred Building and Site Plan
 - Phase 2 Library Expansion Plan
 - Digital Model, PowerPoint Presentation and Handout
 - Cost Model
- 3.9. Meetings (some concurrent with meetings of other phases)
 - 4 Task Force Meetings/workshops
 - 4 Project Management Team Meetings
 - Community Meeting
 - Design Review Board Presentation
 - City Appearance Committee presentation
 - City Council Meeting

III. OPTIONAL SERVICES

The following services will be provided by the Consultant if authorized in writing by the City for the compensation described in Exhibit B.

1. Sustainable Operations Strategy

The Consultant shall work with the Escondido Public Library to review, realign, and re-imagine library services from a new, more sustainable perspective. Using library-supplied data plus information gleaned in a variety of industries and settings, the Consultant shall work collaboratively with the project team to develop a sustainable operations strategy that incorporates:

- Recommendations for adding, changing, and, as appropriate, discontinuing services, based on factors such as links to expanding market segments, scalability without increased staff, availability of mainstream technology support, etc.,
- Broad criteria for measuring service impact, including elements such as repeat business and lifecycle patterns of use, and
- Staff deployment models for optimum productivity, and
- Collection planning formulas that anticipate future demand for both print and electronic collections.

The product of this work will be a Sustainable Operations document and powerpoint..

IV. ADDITIONAL SERVICES

The following services are not included in the Consultant's Scope of Basic Services and shall be provided if requested by the City. The Consultant shall be compensated for Additional Services in addition to compensation for Basic Services, Optional Services and Reimbursable Expenses.

- ✧ Preparation of design options beyond those specified in Basic Services.
- ✧ Project Meetings beyond those specified in Basic Services
- ✧ Preparation of communication materials beyond those included in Basic Services.
- ✧ Public Opinion Surveys or Polls
- ✧ CEQA or EIR services beyond those listed in Basic Services, including but not limited to cultural/historic resource consulting, environmental studies, CEQA filing preparation.
- ✧ Conceptual engineering studies including but not limited to soils, geotechnical, civil engineering, site surveying, structural, mechanical, electrical, plumbing, fire protection, audio visual, data, telecommunications, security, signage.
- ✧ Hazardous Material Assessment or Mitigation Planning
- ✧ Environmental Assessment (Phase 1 or Phase 2)
- ✧ Analysis of other buildings or sites.
- ✧ Real Estate services including but not limited to property assessment, lease or purchase representation or negotiation services
- ✧ As Built drawings – measuring or surveying existing conditions.
- ✧ Energy modeling
- ✧ Public finance consulting
- ✧ Bond Council
- ✧ Schematic Design,
- ✧ Design Development,
- ✧ Construction Documents
- ✧ Bidding and Award Phase Services
- ✧ Construction Administration
- ✧ Post Construction Services

Escondido Library & Technology Center Project

Collaboration Plan

Project Management Team—Day-to-day coordination with the architect. Consists of the Library Director, the Community Services Director, and representatives from Engineering and Planning, and the Architect. This group will meet approximately every other week, alternating between in-person meetings and web-based teleconferences. Laura and Fred as minimum quorum; Jerry, Alex, and Jack need to be included for strategic discussions/ decisions.

Library Technical Team—For working through the details of the building program. Architect will meet with Library management and staff representatives, in workshop format sessions.

Library Task Force—For guiding the design team and carrying the project to Council. Consists of the Project Management Team and representatives of the Library Trustees, ELEF, and Friends of the Library as well as staff representatives from Recreation, Planning, and other departments as needed. We propose to meet with the Task Force approximately once a month.

Stakeholder Group—Broad cross section of community leaders engaged through open community meetings. Group to include local business, educational and service leaders. Council are usually invited to community meetings, where they participate as community members. There has not been a problem with Brown Act/advance noticing as long as they do not make any decisions. One to two workshops are planned with stakeholders to solicit input on the design and refine strategies for moving the project forward.

Presentations—Architect will assist with presentations to the Design Review Board, the City Appearance Committee, and/or other commissions or bodies requested. The architects and the Task Force will make a presentation to Council at the conclusion of this phase and also recommend that the Task Force give Council a progress update at the midpoint of the project.

Outreach Materials—For engaging the general public, the architects will develop interim or final conceptual design phase work products for public outreach. They can assist with the design of displays, web sites, mailers, and presentations that can be delivered by a speakers bureau of library supporters.

LIBRARY BOARD OF TRUSTEES MEETING**Date:** February 10, 2011**Agenda Item No. 9d
ALA Conference Attendance****Recommendation:**

Approve attendance for one staff at the American Library Association Conference in New Orleans in June 2011 and authorize payment from Trust Fund Special Projects for that purpose.

Background:

Our teen services librarian, Joanna Axelrod, has been appointed to serve on the American Library Association's Amazing Audio books for Young Adults committee. You may be aware that Joanna is a very bright and outstanding young librarian who has been receiving statewide and now national attention. Here is what she wrote us about this appointment:

"I'm very excited to represent our library on this national committee and get even more exposure and experience. I will need to attend the ALA Annual conference and will work with Janet on my registration, but I wanted to share this exciting news with you and thank you all for your support and encouragement. I can't tell you how excited I am - especially since this is my first time at ALA Annual. I've never actually been able to afford to pay for travel, registration, and all the rest so this is the first time I'll be able to participate in the conference aside from going to the exhibits. I'd like to start making reservations now to secure the best prices."

Normally the City does not permit out-of-state conference attendance, but Jerry Van Leeuwen has agreed that Joanna may attend. We are asking the Trustee to fund this conference for Joanna; we estimate it will cost around \$1000.00.