



# *CITY COUNCIL AGENDA REPORT*

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**MEETING DATE:** October 7, 2008

**ITEM NUMBER:**

**SUBJECT:** REQUEST FOR LIBRARY SERVICES MASTER PLAN

**DATE:** SEPTEMBER 22, 2008

**FROM:** CITY MANAGERS DEPARTMENT/ ADMINISTRATION

**PRESENTATION BY:** THOMAS R. HATCH, ASSISTANT CITY MANAGER  
ANN C. SHULTZ, LEGISLATIVE AND PUBLIC AFFAIRS  
MANAGER

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## **RECOMMENDATION:**

That the City Council decide whether to direct staff to prepare and distribute a Request for Proposals (RFP) for the preparation of a Master Plan of Library Services for Costa Mesa and bring forward the proposed costs for the preparation of such a plan in the proposed budget for Fiscal Year 2009 – 2010 for further consideration.

## **BACKGROUND:**

Over the last several years, there has been a continuing discussion in the community and on City Council regarding library services in Costa Mesa. Currently, the City is a member of Orange County Public Library (OCPL). Through its membership in OCPL, three branch libraries are operated in the City: the Costa Mesa/Donald Dungan Branch, the Mesa Verde Branch, and a Technology Branch located on Bristol Street.

In 1999, the City Council hired Arroyo Associates, Inc. to conduct a Library Services Needs and Delivery Study. The Study was completed and presented to the City Council in August 2000. A copy of the Executive Summary and Survey of Existing Conditions is attached (Attachment 1).

Although dialogue on library issues continued subsequent to that, through both the Costa Mesa Friends of the Library (Friends) and Costa Mesa Library Foundation (Foundation), no City Council action was taken until June 2005. At that time, at the request of the Costa Mesa Friends of the Library, the City Council adopted Resolution 05-39 agreeing to set aside the parcel of land known as Civic Center Park. In exchange, the Friends pledged to raise funds to build a Central Library on the site and were asked to report to the City Council on their progress in June 2008, June 2010 and June 2012 (Attachment 2). The first report from the Costa Mesa Friends of the Library and the Costa Mesa Library Foundation is attached (see Attachment 3).

At their February 5, 2008 meeting, the City Council directed staff to prepare a report that would provide a variety of funding mechanisms for library services including, but not limited to, a citywide bond measure and Certificates of Participation (see Attachment 4).

As part of this process, staff subsequently met with members of the Costa Mesa Library Foundation. The Foundation feels strongly that a Master Plan of current and future library services is needed.

## **ANALYSIS:**

In January 2007, the City Council considered the possibility of development fees related to several high rise projects going up in Costa Mesa. One of the fees discussed and considered was a library impact fee. After long deliberation, the City Council ultimately decided against the adoption of such a fee.

However, the City Council did ask staff to return at a later time with the steps needed to move forward with a citywide bond issue as well as other viable public funding options. Research has determined that currently general obligation bonds, certificates of participation and parcel taxes are available as public funding mechanisms. It should be noted that in 2005, 11 cities in California floated ballot measures to fund some portion of library services. Of those, six measures passed; five of those were parcel taxes and one was a half cent increase in sales tax. None of these were to be used exclusively for libraries. No general obligation bonds to fund library services were passed.

With that background in mind, the Costa Mesa Library Foundation has proposed that the City Council commission a Library Services Master Plan as the basis for determining current and future needs as well as designing a plan to meet those needs and options for funding and timing. They are recommending that the City issue a Request for Proposals for a consultant to formulate a master plan.

The Foundation believes that such a plan would include the following elements:

- An update of the previous needs assessment conducted by Arroyo Associates in 2000;
- A study and summary of the range of services provided by contemporary library systems in cities comparable in population and demographics to Costa Mesa not only in California but nationwide;
- A survey of the community identifying needs and desires for library services, amenities, and programs for the purpose of developing a range of service delivery options which include size, space and cost options;
- An identification and characterization of site options;
- A study of Costa Mesa's three existing branches including feasibility of current and future service delivery and needed maintenance and potential improvements;

- A compilation of quantitative and qualitative economic and social benefits libraries provide to the City;
- A minimum of three library services delivery scenarios including capital and operating costs and potential sites; and
- A timeline for recommended actions.

In addition, the Foundation is requesting that bidders be asked to provide a separate bid, which the Council may, at its option, include in the final contract. This bid would formulate financing options for the capital campaign and for operating and maintenance, to be used in implementing the resulting Master Plan.

Staff has researched needs assessments and master plans for library services recently conducted by a sample of cities and counties. For example, in 2006, the City of Irvine hired Arroyo Associates to conduct a Needs Assessment and Planning Process. The cost for the contract was \$90,000. In 2001, the City of Orange hired Group Four Architecture to conduct a study and draft a Master Plan. The cost was \$137,000. In 2003, the City of Laguna Niguel hired Decision Research to conduct a library needs assessment survey on a much smaller scale. It did not include a Master Plan. The cost for the survey was \$15,000. Consultants in the field have indicated that our cost for a Master Plan should be in the range of \$100,000 to \$150,000. As indicated previously, the Foundation is requesting that the RFP process take place this year but that the cost for the actual study be considered for funding, along with other budgetary requests, during the review of the 2009-2010 proposed budget.

This issue was brought before the City Council at their September 9, 2008 Study Session. Councilwoman Katrina Foley and the Costa Mesa Library Foundation subsequently requested that it be placed on a City Council agenda for review and action.

Should the City Council decide to proceed, staff will issue a Request for Proposals to determine the most qualified consultant to be hired. Staff will then return with a contract for City Council consideration in fiscal year 2009-2010.

**ALTERNATIVES CONSIDERED:**

Do not proceed with the Request for Proposals process for the proposed Study.

**FISCAL REVIEW:**

Should the City Council authorize the RFP process, the cost for the Master Plan would be included in the 2009-2010 proposed budget for further consideration.

**LEGAL REVIEW:**

No legal review is necessary.

**CONCLUSION:**

That the City Council decide whether to direct staff to prepare and distribute a Request for Proposals (RFP) for the preparation of a Master Plan of Library Services for Costa Mesa and bring forward the proposed costs for the preparation of such a plan in the proposed budget for Fiscal Year 2009 – 2010 for further consideration.

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ANN C. SHULTZ  
Legislative and Public Affairs Manager

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THOMAS R. HATCH  
Assistant City Manager

DISTRIBUTION: Costa Mesa Library Foundation  
Costa Mesa Friends of the Library  
Helen Fried, County Librarian, OCPL

ATTACHMENTS: 1 [Executive Summary and Survey of Existing Conditions](#)  
2 [Resolution Setting Aside Civic Center Park](#)  
3 [Report from the Friends of the Library](#)  
4 [Minutes from February 5, 2008 Council Meeting](#)