



**CITY OF PACIFICA
COUNCIL AGENDA SUMMARY REPORT**

10/23/2017

SUBJECT:

Update on New Pacifica Library Planning Efforts

RECOMMENDED ACTION:

Motion to receive and file the update.

STAFF CONTACT:

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BACKGROUND:

The City of Pacifica has been working toward constructing modern library facilities to meet our community's needs for two decades. The process began in the late 1990s when the City of Pacifica joined a number of other cities and San Mateo County to form the San Mateo County Library Joint Powers Authority (JPA). Since that time, the Pacifica Library Foundation, the Pacifica Friends of the Library, the SMC Library JPA, San Mateo County, and the City have been working together to take the steps needed to make a new library a reality.

Aligned with these efforts, on November 23, 2015 the City Council directed staff to take several actions toward constructing a New Pacifica Public Library culminating with placement of a construction funding bond measure on the November 2016 ballot.

NOVEMBER 2016 BOND MEASURE RESULTS:

The pre-election polling showed majority support in the community for a new library facility but indicated that getting the two-thirds super majority needed to pass a dedicated construction funding tax measure would be difficult. This proved to be accurate as despite considerable efforts by the Pacifica Library Foundation and Pacifica Friends of the Library, Measure N failed:

Final Measure N Results

	Votes	Percent
Yes	10,368	54.6%
No	8,628	45.4%

Notably, the measure maintained its base of community support – even with active opposition in the community. This outcome supports the pre-election polling which

showed majority community support for new library facilities.

Post-election vote data analysis and a community wide survey via City Hall Listens indicate that concern over closure of the Sanchez Library is a key issue for the community.

POST ELECTION CITY COUNCIL DIRECTION:

Although a construction bond failed to pass, there is majority support for new library facilities; therefore, Council directed staff, the Library Advisory Committee (LAC), and project architecture firm Group 4 to take the following next steps:

1. Study options for a dual facility service model, keeping a location at the south end of town.
2. Council supported the LAC's recommendation to develop a comprehensive public outreach strategy that engages and responds to the community and directed the LAC to lead this effort.
3. Revisit and reconfirm the 2011 needs assessment findings.
4. Re-engage the community on library site locations, evaluating all possible locations.

The remainder of this report provides the implementation status of Council direction to date.

IMPLEMENTATION OF CITY COUNCIL DIRECTION:

Staff, LAC, and Group 4 developed a three-phase work plan to implement Council's direction:

Community Needs and Site Assessment

- Update demographic and service level data
- Inventory potential library sites (including alternative service locations), analyze each site against a number of factors
- Community outreach: open house and workshop; outreach at five community events; online survey; monthly LAC meetings

System Facility and Operational Options and Analysis

- Facility options (one vs two libraries)
- Operational strategies
- Community outreach: open house and workshop; outreach at two community events; Planning Commission study session; online survey; monthly LAC meetings

Recommendations

- Refine findings for recommendations on location, site options, and service delivery options
- Community outreach: open house and workshop on November 2nd; on-line survey; monthly LAC meetings
- Present recommendations to City Council including future implementation plan

Site Assessment:

The LAC received community input in the first phase of outreach regarding library site locations. There were 22 location suggestions. The LAC then began the process of reviewing each site, based on the following criteria:

- Size and capacity
- Accessibility
- Relative costs
- Availability
- Potential Economic Impact
- Synergy/connectivity
- Environment

The LAC now has four preferred sites identified: 1) existing Sharp Park Library Site; 2) southwest corner of Palmetto and Montecito; 3) City Hall location on Francisco and Santa Maria; 4) Corporation Yard location at Oceana and Milagra. It is anticipated that the LAC’s final report will present multiple alternatives with site-related information, pros/cons, and policy considerations related to each site.

SITE OPTIONS

LARGE BRANCH (BOTH SYSTEM FACILITY STRATEGY A & B)			
1 SHARP PARK LIBRARY		2 PALMETTO AND MONTECITO	
3 CITY HALL SITE		4 CORPORATION YARD	
SMALL BRANCH			
1 SANCHEZ LIBRARY			

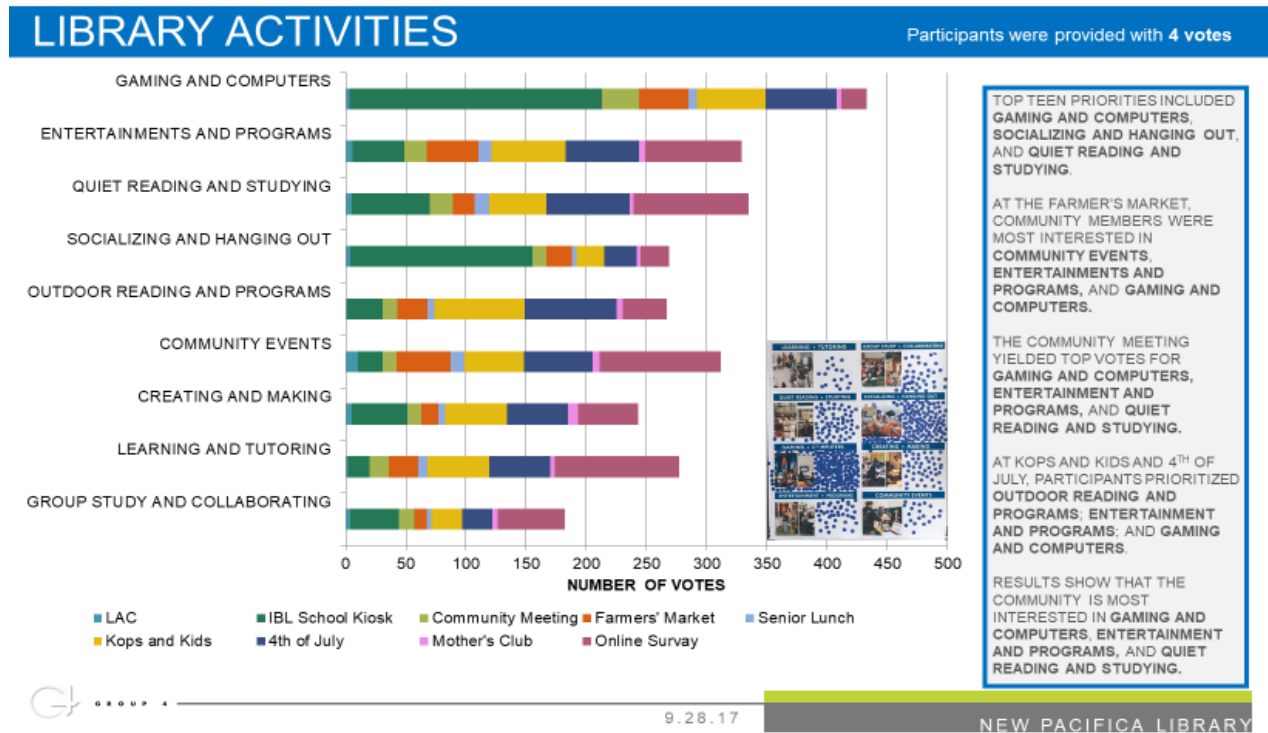
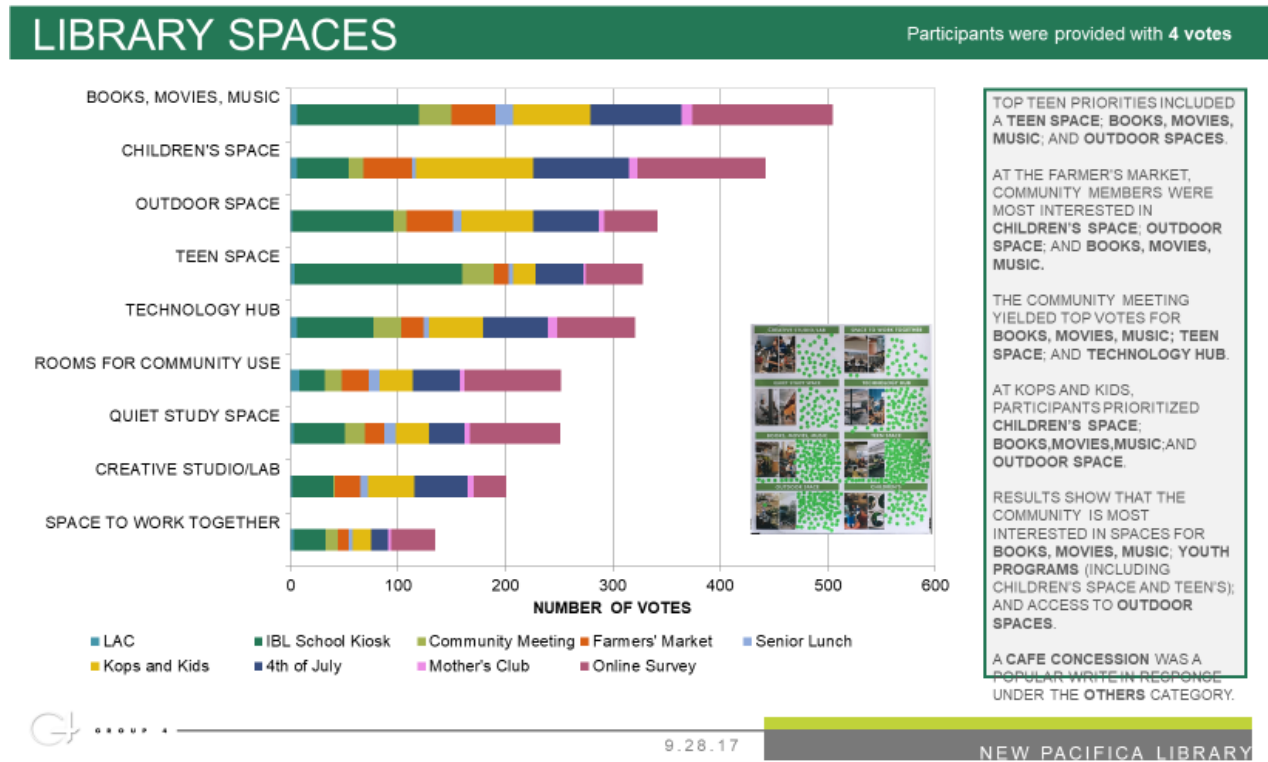
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PACIFICA LIBRARIES OPPORTUNITIES

Community Needs:

The charts below summarize the feedback received regarding community spaces and activities desired in a library.



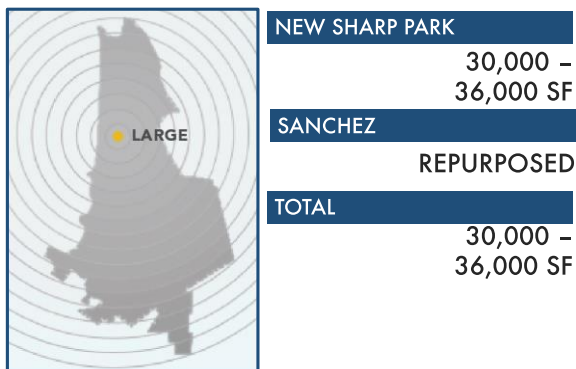
System Facility and Operational Strategies:

The community feedback to date shows a strong preference to keep a dual facility service model for Pacifica. The LAC is currently studying how a dual facility model can

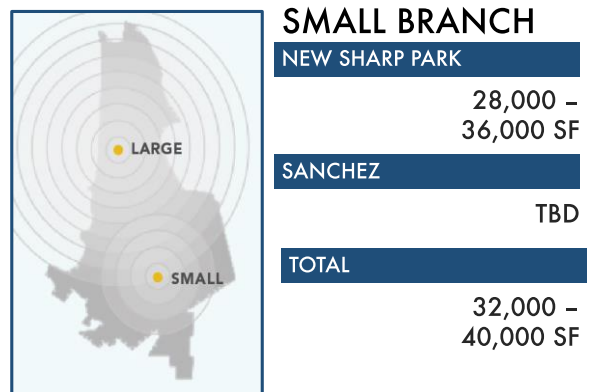
be accomplished given the 60 library operating hours provided for in the JPA. San Mateo County Library/JPA administration has been involved in the conversation and options being studied include but are not limited to: utilizing alternative service models (e.g. self-service hold pick-up); and providing other community center and program services at Sanchez via Parks, Beaches, and Recreation programming.

SYSTEM FACILITY STRATEGIES

A. 1 LIBRARY – 1 LARGE BRANCH



B. 2 LIBRARIES – 1 LARGE BRANCH + 1 SMALL BRANCH



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PACIFICA LIBRARIES OPPORTUNITIES

Recommendations and Next Steps

The LAC is working to complete their analysis and recommendation on System Facility and Operational Strategies and will be doing so at their next regularly scheduled meetings on November 8th and December 13th. There will also be a community open house and workshop on November 2nd beginning at 4:00pm at the Community Center.

COMMUNITY INVOLVEMENT:

The Council has stressed the importance of community participation and feedback. To date, the LAC’s engagement strategy has received approximately 970 individual inputs from Pacifica residents. A strategy of varied outreach methods was used in order to attempt to reach broad representative segments of the community including: traditional open house/community meetings; on-line surveys; and taking the project to “where the people are” including:

- IBL Middle School lunch pop-up
- Pacifica Farmers Market
- Senior lunch program pop-up
- Kops & Kids Festival
- 4th of July Celebration at Frontier Land Park

- In-library survey opportunities
- Fog Fest

ROUND 1	• 5/10 LAC Meeting	~10 PARTICIPANTS
	• 5/23 IBL School Kiosk	~160 PARTICIPANTS
	• 5/23 Community Open House	~40 PARTICIPANTS
	• 5/23 Community Workshop 01	~40 PARTICIPANTS
	• 5/24 Farmers Market Kiosk	~60 PARTICIPANTS
	• 6/12 Online Survey	~161 PARTICIPANTS
	• 6/13 Senior Lunch Program	~20 PARTICIPANTS
	• 6/18 Kops and Kids Festival	~110 PARTICIPANTS
	• 7/04 4th of July	~120 PARTICIPANTS
	• 8/12 Pacifica Mothers Club	~20 PARTICIPANTS
		~700 PARTICIPANTS



ROUND 2	• 9/23 Fog Festival	120 PARTICIPANTS (+27 via iPad Kiosk)
	• 9/28 Community Meeting	~15 PARTICIPANTS
	• 10/4 Farmers Market	~36 PARTICIPANTS
	• Ongoing Online Survey	~93 PARTICIPANTS As of October 3, 2017
		~271 PARTICIPANTS- TO DATE



10.11.17

PACIFICA LIBRARIES OPPORTUNITIES

RELATION TO CITY COUNCIL GOALS AND WORK PLAN:

This item is consistent with the adopted Council Work Plan which includes continuing planning efforts toward construction of a new Pacifica Library (Priority #6), and furthers the goal of ‘Stewardship of City Facilities’ including repairing/replacing outdated city facilities.

SUMMARY:

The recommended action is to receive and file this report on LAC activities to date. There will be a Council discussion and action item on a future agenda, including a detailed report on the LAC’s findings and recommendations.

ORIGINATED BY:

Planning Department

ATTACHMENT LIST: