

**Council Meeting: December 9, 2008**

**SUBJECT:** Exploration of a Branch Library in Sunnyvale (Study Issue)

**REPORT IN BRIEF**

This report explores the possibility of establishing a branch library in Sunnyvale. It builds on extensive community input obtained during the *Sunnyvale Library of the Future* project which developed a plan for library services in Sunnyvale to 2030. Additional community input gathered through a Branch Library Community Forum, outreach meetings and comments made by e-mail revealed a lack of widespread support for establishing a branch library, especially if it meant the issues of the main Library would not be addressed.

The opportunities and challenges of operating and placing a branch library are discussed. Scenarios have been developed to show what a 10,000, 15,000 and 20,000 square-foot branch library could contain and what services could be offered. Demographic and geographic issues are considered for locating a suitable location for a branch library in Sunnyvale. The Lakewood, Ponderosa and Raynor neighborhoods were identified as the most promising areas to establish a branch library. Population growth combined with limited access to library services cause north Sunnyvale to rise above the others as the best location to place a branch library. Specific lease sites, park sites, joint-use sites, City-owned properties and properties for sale were reviewed. There are several sites in north Sunnyvale which may be suitable for placement of a branch library.

A branch library represents a new service in a restricted fiscal environment. To fund start-up and ongoing costs, Council would need to prioritize this project and reduce other City services or identify additional revenue sources.

Other outreach alternatives have been explored, including remote digital access to the Library, Bookmobile services, transporting people to the Library, mail delivery of Library materials, kiosks/vending machines, satellite libraries and cooperative ventures. The lower costs and potential benefits of delivering library services through these outreach methods provide viable alternatives to a branch library.

Staff recommends Alternative #6, Deliver library services through developing remote digital access and exploring cooperative ventures, with no additional costs required outside the operating budget, and Alternative #13, Continue to explore all outreach service options as well as improvements to the main

Library under the oversight of the City Manager. At their November 17, 2008 meeting, the Board of Library Trustees recommended Alternative #6 and Alternative #13 with the following revision: "Continue to explore all outreach service options with a specific focus on the communities identified by the study as being most in need of library services and suggest City Council approve an immediate follow-up Study Issue to investigate how better to serve those communities." Library staff does not believe a Study Issue is warranted at this time due to current plans to conduct extensive outreach throughout the City in 2009, including, for example, an effort to register every third grader in Sunnyvale for a library card.

### **BACKGROUND**

At the January 25, 2008 Study and Budget Issues workshop, Council voted approval of a Study Issue (Attachment A) to explore a branch library in Sunnyvale. The key elements of the Study Issue included the following considerations:

- Leased space within walking distance of a park or a business
- Anywhere within the boundaries of the City

While there were no geographic limitations on the study, specific community issues in north and central Sunnyvale were identified as a potential basis for establishing a branch library, including inadequate library facilities, lower school rankings, lower property turnover and property assessments, and struggling businesses. The Study Issue requested consideration of a branch library possibly aligned along the Sunnyvale Avenue – Borregas corridor to be formed by new bicycle bridges.

The Study Issue also directed staff to explore the potential for a branch library to seed economic activity, increase turnover of homes, strengthen small businesses and increase sales and property tax revenue to pay back the investment in a branch library.

This Study Issue is preceded by the recent *Sunnyvale Library of the Future* project which developed a comprehensive plan of service and facility strategy to address the Sunnyvale community's library needs to 2030. A community needs assessment, plan of service, building program and facility scenarios were completed and published in the *Sunnyvale Library of the Future Study and Strategy* document on June 28, 2007. The conclusions in these documents were derived from extensive community surveys, analysis of current services and exploration of best practices.

Results of the *Sunnyvale Library of the Future Study* revealed that a primary role of the main library is to serve as a "venue for interaction connecting people

from all parts of the community. The Library fosters a sense of community beyond the neighborhood where one lives, works or goes to school.” Participants in the study also expressed a need for greater breadth and depth in the Library collections. These factors contributed to the scenarios to expand the main Library facility and alleviate the impediments to Library services in Sunnyvale.

Community participants in the *Sunnyvale Library of the Future Study* also said they experience barriers to Library access and use that prevent them from visiting the main Library – including the main Library location, the distance to reach it from outlying areas of the City, and public transportation issues. In response to these perceptions, the *Sunnyvale Library of the Future Study* noted outreach methods for “service beyond the walls” of a central library facility. These methods were remote services, mobile services, a branch library, satellite service facilities and joint-use service facilities.

To address the barriers to use of the central facility which were identified through public input, the *Sunnyvale Library of the Future Study* determined that a 16,000 - 24,000 square-foot branch library could “provide sustainable and equitable access to library services to augment an upgraded central library facility in Sunnyvale.” At one stage in the study there was a proposal to partner with the Sunnyvale School District to operate a joint-use branch library at the Columbia Neighborhood Center by 2010. As the main Library facility scenarios evolved, it was determined by Council that the study of a branch library should be postponed until completion of a main Library facility. The joint-use arrangement with the Sunnyvale School District for Columbia Center was not feasible at that time. Council also directed staff to continue evaluating alternative outreach methods including other opportunities for cooperation with school districts as the library facility project proceeded.

A bond measure to construct a new main library received 59% support in November 2007, however, a 2/3 majority was required for the measure to pass. Since then, staff has continued to evaluate outreach methods and cooperative ventures.

On August 19, 2008, Council reviewed a study to consider options for the use of the Raynor Activity Center. Council approved exploration of leasing this center for long-term use by one or more lessees and stipulated that the lessee(s) invest in the site to upgrade the building structures to meet applicable building codes. Council also established four goals related to the site, including the exploration of a branch library possibility to include all specialty books already on the site. Staff was directed to return to Council if they find it is not possible to make the site revenue neutral or cash positive.

On September 30, 2008, a joint Study Session with the City Council and Board of Library Trustees was held to discuss issues regarding the exploration of a branch library, in anticipation of the current report. At that meeting, staff gave an overview of the exploration of a branch library in Sunnyvale. Subjects of comments and questions included: interest in a branch from mobile home parks; consideration of properties for sale, as well as lease; the possible influence of a branch on businesses or home values; additional sites to consider; the possibility of a joint facility with a school district; the possible influence of a branch on truancy and crime; and additional statistics on library card holders in neighborhood areas. Information on these issues has been incorporated into this report.

### **EXISTING POLICY**

The Library Sub-element, adopted in 2003, included the following policy related to this study:

Policy 6.2B.4 Provide outreach services at times and locations to meet needs of current customers who do not travel to the Main Library.

#### Action Statements

6.2B.4a. Explore the most effective methods for getting library services and materials out into the community (the Bookmobile, for example).

6.2B.4c. Explore methods through which Library users can receive Library materials and services at home or in the workplace.

6.2B.4d. Explore providing Library services through other facilities (schools, for example).

Goal 6.2D Maintain Library facilities and materials that are easily obtainable and appropriate based on changing community needs.

Policy 6.2D.2 Maintain a full service Library adequate to meet community needs.

#### Action Statements

6.2D.2a. Study the space needs of the Library as the population grows and diversifies and recommend the most appropriate configuration for services and facilities.

6.2D.2f. Periodically assess the adequacy of public points of contact for library services.

- 6.2F.4c. Provide careful assessment of new initiatives and the resources needed to accomplish them.

## **DISCUSSION**

Findings from the recent *Sunnyvale Library of the Future Study* indicate that there are residents who do not use the Library because of the challenges of getting there. Heightened awareness of personal energy use and recent increases in energy costs are other reasons for looking closely at how people access the Library and evaluating methods for offering outreach services “beyond the walls” of the Library.

Discussion follows in four sections. The first section summarizes community input. The second section provides an overview of branch library services. The third section is an analysis of a branch library in Sunnyvale, including an overview of services in 10,000, 15,000, and 20,000 square-foot facilities, discussion of criteria for successful location and operation, and review of branch library site possibilities in the City. The fourth section updates Council on other options for outreach services identified in the *Sunnyvale Library of the Future Study*. This section also evaluates potential timing and process for going forward with outreach options.

## **SECTION ONE – COMMUNITY INPUT ON BRANCH LIBRARIES**

Library staff conducted an extensive outreach effort to engage the community on the questions of a branch library: Is a branch library needed in Sunnyvale? Where would one be located? What services would it offer? What would a branch library cost and how would it be funded? Other ideas?

Staff attended neighborhood association and parent/teacher association meetings to increase awareness of the branch library issue as well as published articles in the City’s Quarterly Report and the Library newsletter. More than 40 people participated in the Branch Library Community Forum held on May 29, 2008 at the Library (Attachment B). Those unable to attend the forum or neighborhood meetings were invited to send comments by e-mail (Attachment C). This effort built upon the extensive outreach done for the *Sunnyvale Library of the Future* project between July 2005 and February 2007.

Roughly two-thirds of residents providing input were not in favor of establishing a branch library in Sunnyvale. The predominant concern was that establishing a branch could cause the City to lose focus on the issues of the main Library. A number of residents commented that the Library is already centrally located and unless a branch library was within walking distance of their home, they were more likely to drive to a main library than a branch library, even if it was closer. With the development of the downtown area as a

destination, residents felt they could combine a trip to the Library with other errands in central Sunnyvale. Other concerns included costs, operational sustainability, the inefficiencies and duplication inherent in a branch library and whether there is truly a need for a branch library in a City of Sunnyvale's size.

About a third of residents providing input were in favor of establishing a branch library in Sunnyvale. Equal access to City services and a catalyst for community were some of the most common reasons for desiring a branch library. There was a perception that the north side of Sunnyvale is underserved. However, input specifically from north Sunnyvale residents was decidedly mixed. Several people suggested smaller, multiple branches that could be located within easy walking distances. A number of people also suggested that a bookmobile might be a more cost-effective solution to providing equitable access to Library services than a more fixed, branch library. Another suggestion was to have a van bring people to the main Library on a regular basis.

## **SECTION TWO – OVERVIEW OF BRANCH LIBRARIES**

The *Sunnyvale Library of the Future Study* defined branch libraries as “smaller outlets of service strategically located in other parts of the community. Branches tend to have less in-depth print reference material, smaller collections and limited programs in general. As neighborhood-oriented facilities, they usually focus on children, formal learning support for students and adult popular materials.” Other features seen locally in branch libraries are information and readers' advisory services, teen collections, magazines and newspapers, public Internet access, self-checkout machines and delivery of reserved items from the main Library. Branch libraries augment main Library services by duplicating the most highly used materials and services.

The establishment of a branch library is generally a long-term fiscal commitment to establish and maintain the Library in a certain location with standards of service comparable to the main Library. Information services should be provided to the professional standard of the main Library. All Library materials must be cataloged and checked out through the Library computer system so that the branch library collection is findable through the Library online catalog.

There are both opportunities and challenges to be addressed in considering the establishment of a branch library.

*The opportunities are:*

- Enhanced service for the community. This can be accomplished by targeting an underserved area in the community or targeting a highly populated section of the community where demand for library services is very high.
- Increased convenience for residents living near a branch library. Better access to a library for youth and seniors in that area.
- Potential increased use of commercial areas near a library.
- Energy cost savings from shorter trips to visit the branch library for a segment of the community.
- Enjoyment of the facility by users – browsing collections of popular materials for children and adults and information and readers' advisory services from the branch library collection.
- Increased access to materials from the main Library through the delivery of materials to the branch library.

*The challenges are:*

- Increased costs to maintain multiple facilities (utilities, cleaning, maintenance and security).
- Duplication of costs for services, staff and collections so the branch library does not deplete the main Library.
- Lack of depth in the browsing collection of the branch library. Under some circumstances residents may need to travel to the main Library.
- Limited capacity at a branch library for programs for children and adults may require residents to continue to travel to the main Library.
- Inappropriate placement of a branch library within a community can cause it to fail.
- Potential difficulty in reducing or eliminating services during fiscally challenging times. A branch library requires a significant amount of investment in design and infrastructure – even in a leased facility.
- Appeal of going to a large main Library in Sunnyvale or a neighboring city with broad access to services and collections may negate any advantage gained from proximity to a branch library.
- Attraction of a revitalized downtown area in Sunnyvale may cause even those living close to a branch library to visit the main Library instead because of the convenience of having both in close proximity.

There are four jurisdictions in Santa Clara County with branch libraries. A map of these libraries is provided in Attachment D. The Santa Clara County Library system serves seven cities (Campbell, Cupertino, Gilroy, Los Altos, Milpitas, Morgan Hill and Saratoga). Each County-operated Community Library provides the full range of library services for their City, except Los Altos where there is a main library and a 4,600 square-foot branch library (Woodland). The Palo Alto City Library system has a main library and four branches located

throughout the city. Three of the Palo Alto branch libraries are comparable in size and services. In addition to these libraries, there is also a smaller neighborhood library. The Santa Clara City Library has one full service main library and one branch library near Santa Clara University. A second 16,000 square-foot branch library is planned to open in the Rivermark area in northern Santa Clara in 2012. The San Jose Public Library has one major central facility operated in collaboration between the City of San Jose and San Jose State University and eighteen branch libraries. Attachment E provides square footage, visitors, volumes, checkouts, annual operating expenses and staffing information for the branch libraries in Santa Clara County.

The City of Sunnyvale operated a branch library in one schoolroom at the former Bayside School in North Sunnyvale from 1975 to 1978. The school was closed and the building was shared with Sunnyvale Community Liaison police officers and a sheltered workshop. The Sunnyvale Library provided a book collection and reference/readers' advisory services for all ages at this site. The hours were the same as the main Library. Some children's programs were offered. At that time, the site was not appropriate for the community, usage was very low and the branch did not succeed. The Bayside school has since been demolished and replaced with houses.

The *Sunnyvale Library of the Future Study* proposed that a branch library in Sunnyvale could be an important component of effective library service established in conjunction with an expanded and modernized main Library facility.

### **SECTION THREE – BRANCH LIBRARY SERVICES, CRITERIA, AND SITE POSSIBILITIES**

Currently, the 20-year budget for the City is balanced. In order to begin a new service, such as branch library service, money would need to be reallocated within the City's budget. Council would need to look at existing City services and the Priority Ranking for FY 2008/09 or find other sources of revenue for this project.

In this section, there is a description of the services and collections which could be established in three different scenarios ranging from 10,000 to 20,000 square-foot libraries. Start-up and ongoing cost estimates are provided for each scenario. Criteria for successfully operating and placing a branch library are then discussed. Finally, specific site possibilities are evaluated for how well they fit the criteria to establish a successful branch library in Sunnyvale.

#### **Services in 10,000, 15,000 and 20,000 Square-Foot Branch Libraries**

The amount of space available for a branch library and how the space would be used would result in different scenarios for library services. To provide a better

understanding of what services could be offered and what a branch library could contain, profiles of a 10,000, 15,000 and 20,000 square-foot branch library have been developed. All scenarios assume open hours to be between 40 and 44 hours per week. The main Library is currently open 68 hours per week.

Reader seat space allocations include group study rooms, table and carrel seating. Technology station space allocations include computers, copiers, self-checkout machines, online catalogs, and multimedia stations. Staff/service points space allocations include staff workspace and points of service where direct assistance is given to the public.

Preliminary cost estimates for the branch library scenarios are standardized because they are based on the uniform premise of leased space. Tenant improvement costs estimated by Public Works staff include such things as accessibility, HVAC, lighting, electric, telecommunications, acoustics, interior carpentry, cabinetry, safety upgrades, signage, etc.

Library staff looked primarily at leasing buildings for a branch library, in accord with Council's direction. The Finance Department, however, assisted Library staff in considering the purchase of a building with the same initial outlay of funds as a lease, through a Certification of Participation (COP). The COP gives government entities the ability to buy a facility and use the building as security for repayment of the bond. This option allows the City to own the branch library after 30 years and pay for improvement of the property instead of tenant improvements.

Attachment F provides detailed costs and assumptions for 10,000, 15,000 and 20,000 square-foot branch libraries.

### 10,000 Square-Foot Branch Library Profile

A 10,000 square-foot branch library could provide reference/readers' advisory assistance, account assistance, interlibrary loan and limited programs. It could also include:

- 36,960 Print materials + 19,800 Media materials = 56,760 Total items in collection
- 50 Reader Seats
- 32 Technology Stations
- 6 Staff/service points
- Up to 704 square feet for programs
- Staffing, including 3 Library Specialist I positions, 3 Library Specialist III positions, 2 Librarian positions, and 1 Senior Librarian position

A 10,000 square-foot branch library would cost approximately \$3.9 million in start-up costs, and \$1.3 million annually to provide services.

#### 15,000 Square Foot Branch Library Profile

A 15,000 square-foot branch library could provide reference/readers' advisory assistance, account assistance, interlibrary loan, programs and meeting spaces. It could also include:

- 55,440 Print materials + 29,700 Media materials = 85,140 Total items in collection
- 75 Reader Seats
- 48 Technology Stations
- 9 Staff/service points
- Up to 1,056 square feet for programs
- Staffing, including 6 Library Specialist I positions, 4 Library Specialist III positions, 1 Library Assistant position, 2 Librarian positions, 1 Senior Librarian position

A 15,000 square-foot branch library would cost approximately \$5.6 million in start-up costs, and \$1.9 million annually to provide services.

#### 20,000 Square Foot Branch Library Profile

A 20,000 square-foot branch library could provide reference/readers' advisory assistance, account assistance, interlibrary loan, programs and meeting spaces. It could also include:

- 73,920 Print materials + 39,600 Media materials = 113,520 Total items in collection
- 100 Reader Seats
- 65 Technology Stations
- 12 Staff/service points
- Up to 1,452 square feet for programs
- Staffing, including 6 Library Specialist I positions, 4 Library Specialist III positions, 1 Library Assistant position, 2 Librarian positions, 1 Senior Librarian position

A 20,000 square-foot branch library would cost approximately \$7.3 million in start-up costs, and \$2.3 million annually to provide services.

After analyzing branch library profiles of different sizes, staff concluded that a 15,000 square-foot space would be most viable for branch library services. A space of this size would provide enough room for several important features:

- A collection large enough to provide a variety of materials that will attract repeat visitors
- A sufficient number of computers for patron access to digital resources and the Internet
- A comfortable space for story hours and other basic library programs

**Comparison of a Model 15,000 Square-Foot Branch with the Main Library**

In a 15,000 square-foot branch library, reference assistance and programs would be provided by two librarians during most of the 40 open hours. There would be some time when only one librarian would be available, when programs were presented and during meal times. A limited number of programs would be offered for preschool children, school classes and elementary age children. Occasional programs would be geared for adults or families. Six part-time Library Specialist I employees would re-shelve Library materials during open hours so that books and media could be ready for branch library visitors. Four part-time Library Specialist III employees would be available in rotation to issue new library cards, check materials in and out, manage fees and fines, and respond to questions from visitors. A Senior Librarian position would be created to manage the branch and be the liaison with the main Library. The Senior Librarian would oversee the branch’s borrower and public service activities, along with building maintenance. In this branch model, the estimates for statistics are based on visitor counts at branch libraries in the area. It is assumed that a Sunnyvale branch would be located in a visible, accessible, growing area of the City, such as Lakewood. Library materials would be selected, ordered, cataloged and processed by staff at the main Library.

<b>Anticipated Use of a Branch Library Compared to the Main Library</b>	Model 15,000 Square-Foot Library	Main Sunnyvale Public Library in FY 2006/07
Hours open per week:	40	68
Staff includes:	8 FTE	56.4 FTE
Number of programs, displays, bibliographies for all ages:	150	684
Number of books, media and other materials:	85,140	339,910
Number of computers for public use:	48	72
Number of annual visitors to Library:	260,000	768,983
Circulation:	450,000	2,247,777

### **Criteria for Successful Operation of a Branch Library**

There are criteria which must be applied to a potential lease space to determine if the building is suitable for effective library operations. These criteria include:

#### Minimum Facility Requirements

- The building location is not isolated and there is foot traffic, including on evenings and weekends.
- The building is visible from the street.
- There is adequate external lighting both close to the building as well as on the street.
- The building is in good condition and not in need of major repairs.
- The building is not too old to sustain a branch library for a long period of time.
- There is easy access to parking and public restrooms.
- There are no external or internal barriers to access under the Americans with Disabilities Act.
- There are no restrictions on interior remodeling to configure the site for an effective branch library.
- There are no restrictions on installing exterior and internal signage.
- The floor load is adequate and there are no restrictions on bolting shelving to the floor.
- There is sufficient capacity for the technology required in a branch library – computers, telephones and wireless connections.
- There is a delivery area for transitioning materials between the branch library and the main Library.
- The configuration of the interior lease space is open and flexible with few constraints to adaptation for library services.

#### Lease Terms

- Negotiations result in competitive lease rates and terms.
- There is an assurance of long term rental of the facility.
- Adequate cleaning services are provided for the branch library, if stipulated by the terms of the lease.
- The facility exterior and interior will be maintained to existing standard over a long period of time.

The initial assessment of leased sites for this Study Issue focused on the visibility, age, safety and functionality of buildings.

**Purchase of Building for a Branch Library in Sunnyvale**

Although the initial Branch Library Study Issue requested examination of properties for lease in Sunnyvale, it was determined that it might be more economically sound to purchase a property, using a Certificate of Participation (COP), which allows government entities to buy a facility using the building as security for repayment. The lease payment for a 10,000 square-foot building is estimated to be \$240,000 per year. According to a financial consultant to the City, a \$3.3 million property could be purchased for the same ongoing cost with a 30-year bond. Similarly, the estimated \$360,000 lease payment for a 15,000 square-foot building could buy a \$4.95 million property, and the estimated \$480,000 lease payment for a 20,000 square-foot building could buy a \$6.6 million property. At the end of the 30 years, the City would own the branch library building. This scenario would also mean that the City would pay for improvements to the property instead of tenant improvements. Library staff reviewed all properties for sale in Sunnyvale as of October 7, 2008. See Attachment G for more details on the 16 available properties and Attachment H for a map of the locations.

**Criteria for Successful Placement of a Branch Library in Sunnyvale**

There are both demographic and geographic issues that influence the placement of a branch library in Sunnyvale.

**Demographic Issues:**

Population in the City of Sunnyvale is increasing. By 2030, the *Sunnyvale Library of the Future Study* estimated that the 2008 population of 137,538 residents would grow to 157,300 residents. Areas of particular growth will be found in Industrial to Residential (ITR) zones. Attachment I is a map of ITR and population growth areas in Sunnyvale. As the residential population in ITR zones increases, so will the demand for library services to serve new residents. The current ITR zones in the City include:

- Morse/Tasman: This site is located in northern Sunnyvale, bordered by Route 237 on the north and Fair Oaks on the east. While this area is not yet fully built out, significant housing is already in place.
- Arques/Fair Oaks: This site is located in central Sunnyvale, adjacent to Fair Oaks Park – which is just north of this area.
- Northrop Grumman: This site is located in central Sunnyvale between Murphy Park and Victory Village Park, north of the railroad tracks. This area is “General Planned” for housing but not yet zoned for it.
- Evelyn/Wolfe and Evelyn/Lawrence: These two areas are located in central eastern Sunnyvale just south of the railroad tracks near Evelyn Street.
- East Sunnyvale: This newest ITR area is located between Duane Avenue and Stewart Drive near Lawrence Expressway.

Two additional growth areas in the City are downtown and the Corn Palace, located near Lily/Timberpine, south of Reed Avenue.

In August 2008, Library staff contracted with Civic Technologies, a geographic information systems firm which helps public agencies evaluate services. Civic Technologies analyzed the distribution of existing and 5-year-projected populations by age across Sunnyvale neighborhood planning areas. See Attachment J for a map of Sunnyvale neighborhood planning areas. Attachment K is the August 2008 Patron Study from Civic Technologies. By comparing Map 3.6 2008 Percent Youth Population to Map 3.7 2013 Percent Youth Population as well as Map 3.10 2008 Percent Senior Population to Map 3.11 2013 Percent Senior Population, it was found that fewer seniors (65 years and over) and more youth (0 to 19 years) are projected in the next five years in the DeAnza and Serra neighborhoods. These neighborhoods were not prioritized for a branch library due to their proximity to the main Library.

#### Geographic Issues:

A. *Library Cardholders by Neighborhood.* Civic Technologies utilized patron location data to map existing patron counts by neighborhood planning area (Map 4.1b), existing Library patron concentrations (Map 4.4), patron open market (Map 4.5) and patrons as a percentage of the total population within a given census block group (Map 4.6). These maps show that the three highest concentrations of Library patrons are in the west Ponderosa/east Washington area, west Washington area, and north West Murphy area. The areas with the lowest patron concentrations are located in the Raynor (20.5% of Raynor residents have Library cards) and Lakewood (22.6% of Lakewood residents have Library cards) neighborhood areas. The Ponderosa neighborhood has the largest number of residents without a Sunnyvale Library card. The maps also display the areas where the Library has not penetrated into the community as heavily as other areas. Generally, the number of cardholders declines moving away from the main Library out to the boundaries of the City.

By analyzing the distribution of Library patrons throughout the City, Civic Technologies suggested the following three approaches to placing a branch library in Sunnyvale:

- *Where Patrons Are Not Currently Located*  
Locating a branch library in the southern part of the City (south of Remington Drive in DeAnza or near Fremont Avenue in Serra, Ortega or Raynor) or the northern part of the City in the Lakewood neighborhood would serve residents who are not currently patrons. This approach has

the virtue of using a new branch location to stimulate better penetration in areas that are not currently served by the Library.

- *Where Patrons Are Currently Located*  
Locating a branch library in either the Ponderosa neighborhood or near the Columbia Neighborhood Center in the West Murphy neighborhood would serve residents who may already be patrons. This approach has the virtue of strengthening the relationship with existing patrons.
- *Where Patrons Are and Where Patrons Are Not*  
Balancing where patrons are and where they are not means that a new branch library would be placed in the Ponderosa neighborhood. The Ponderosa neighborhood has the highest number of Library cardholders and that location is close to the southern and eastern boundaries of the City where there are fewer Library cardholders. Ponderosa also has the largest number of residents without a Sunnyvale Library card.

Any approach to placing a branch library in Sunnyvale must consider which location is likely to benefit the highest number of people. For this reason, placing a branch library based on *Where Patrons Are Currently Located* is not a recommended option. Focusing on *Where Patrons Are Not Currently Located* and *Where Patrons Are and Where Patrons Are Not* should be options for consideration because both approaches are likely to expand services to more Sunnyvale residents. Considering *Where Patrons Are Not Currently Located*, Lakewood and Raynor stand out as the farthest from the main Library. For the balancing approach of *Where Patrons Are and Where Patrons Are Not*, Ponderosa would be the best choice since west Ponderosa has the highest concentration of Library users, but this area also has the largest number of residents who do not have a Sunnyvale Library card in general.

B. *Distances to the Main Library and Neighboring Libraries.* Attachment L illustrates the parts of Sunnyvale where a trip of more than two miles is required to visit the Library. North Sunnyvale has the largest area which is located farther than two miles from the Library. Parts of Raynor, East Murphy, Ortega and Serra neighborhood planning areas are also located more than two miles away from the Library.

Attachment L also shows those parts of Sunnyvale that lie within two miles of neighboring libraries. Most areas are near another library with the exception of north Sunnyvale. People often use the library closest to their home or workplace. The library they decide to use may *not* be located in their city of residence but nearby. Non-residents use the Sunnyvale Library and Sunnyvale residents (at a higher rate) use other libraries since all libraries in Santa Clara County may be used free of charge under State Universal Borrowing

regulations. In Fiscal Year 2007/08, Sunnyvale residents directly borrowed approximately 1,106,008 items from other California libraries. During the same period, residents of other California cities directly borrowed 314,873 items from the Sunnyvale Library. Of 60,516 active Sunnyvale Library cardholders as of August 2008, 43,235 (or 71 percent) were residents of Sunnyvale.

Attachment L suggests that today's patterns of use include residents on some of the borders of the City using newer full service libraries nearby. A Sunnyvale branch library with fewer collections and services may or may not supplant these current use patterns even if the branch library was closer for residents than the larger neighboring library.

*C. Public Transportation in Sunnyvale.* One of the barriers to library service can be the ability to get to the library. Attachment M is a map of public transit routes in Sunnyvale.

Major transit lines run through major arteries in Sunnyvale. It might necessitate walking considerable distances to reach sites off of these routes and/or to make transfers to reach a destination. More concentrated routes with multiple lines are found near the Civic Center and in north Sunnyvale.

*D. Study Issue Considerations for a Branch Library.* This Study Issue identified several placement considerations related to locating a branch library in Sunnyvale. These considerations include:

- *Proximity to a park*  
A map of City park sites with existing recreational buildings larger than 1,000 square feet is found in Attachment N. More details on each park site can be found in Attachment O. This goal of placing a branch library near a City park was challenging because suitable commercial/retail lease sites were not often located near a City park. Placing a branch library within an existing recreational building would not be appropriate due to their deteriorating conditions and lack of sufficient space (buildings range from 1,000 to 6,500 square feet).
- *Student academic performance*  
A map of recent Sunnyvale School test scores is found in Attachment P. Children who received low test scores were more likely to be students attending elementary schools in the northern area of Sunnyvale. A branch library could have a potential benefit for students in north Sunnyvale to access library services more frequently.

Various studies show a link between low literacy and higher crime rates and truancy. Crime rates are elevated in neighborhoods where people

have low literacy. Proximity to a library could help children and families as part of a concerted educational effort (*The Role of Libraries in Literacy Education* by Linda Schamber, ERIC Digest, 2003). Literacy is the ability to read, write, speak and compute at a certain level. Access to literature-related programs, books, an atmosphere for learning, help with homework, and computer use at a branch library could help children and teens make positive use of their time, gain literacy, and deter truancy (“*The Disconnected*” by Kathy Degyansky, *Library Journal* (7/15/08)).

- *Increased property values and economic stimulus for local businesses*  
Attachment Q examines the potential for economic stimulus and sales tax/property tax revenue increases near a branch library and the potential for some recovery of the cost of operating a branch library. In summary, there is evidence that libraries do impact economic activity when located near a commercial area and it is possible that proximity to a library may increase property values as has been the case in studies of parks. However, potential tax resources are not likely to provide an assured revenue stream for the goal of recovering costs for the investment in a branch library for the following reasons:
  1. Since the sales and property tax proposed for cost recovery are specific to the area with a branch library, it would be impossible to attribute a revenue increase as being the direct result of a branch library. There are other contributing factors, positive and negative, on property values.
  2. The sales tax revenue that could be generated from proximity to a library would not be adequate to offset a substantial portion of branch library costs, assuming the increase in sales tax is entirely attributable to the branch library location.
- *Alleviate crowded conditions in the main Library*  
It is not anticipated that a branch library would significantly reduce existing service levels or crowding in the main Library. Library card registration within Sunnyvale neighborhoods ranges between 20.5 and 41 percent of all residents in that neighborhood area. This means that there is significant potential for new users, ranging between 59 and 79.5 percent of all residents in a neighborhood area.

It is also important to maintain the quality of the main Library. As described in the Library Sub-element, adopted by Council in April 2003, the main Library is a full service library. As such, it is the major access point for all services and collections. The Sub-element defined the Library's service priorities -- the children's library, the reference library, educational support for students of all ages, popular materials and the

community activities center. Reduction of materials, staff or programs would deplete the resources to achieve these service priorities at the main Library and not adequately duplicate them to meet demand at a branch library.

A recent study of the resources to support the Library collection revealed serious inadequacies. The budget transmittal letter written for the Recommended 2005/06 Budget and 20-Year Resource Allocation Plan stated the need for additional funding in future years to bring the Library collection up to standard. Dispersal of Library materials to a branch library and lack of funding to purchase adequate number of copies of materials for both facilities would worsen this condition.

On January 23, 2007, Council accepted the service goals proposed in the *Library of the Future Study and Strategy* document of 4 items per capita in the collection. As of June 30, 2008, the Library held 339,910 items, which represents 2.47 items per capita. Shifting items from the main Library to a branch library without providing additional resources would move some items closer to residents in the area near the branch library and farther from those located closer to the main library. Furthermore, it would not address the underlying issue of not being able to provide sufficient resources for a population the size of Sunnyvale.

The criteria for establishing effective branch library services and the demographic and geographic issues discussed above guided the evaluation process when looking at specific site possibilities for a branch library in Sunnyvale. Staff placed emphasis on three of these issues which are fundamental for establishing a successful branch library:

- Locating a branch library at a reasonable distance from the main library
- Exploring the current level of library use and targeting areas with significantly high or low numbers of library users
- Identifying areas of the City where population growth is anticipated in the future

### **Site Possibilities for a Branch Library in Sunnyvale**

This analysis resulted in three neighborhood areas being most promising for establishing a branch library in Sunnyvale: Lakewood for primary consideration and east Ponderosa and Raynor for secondary consideration.

The Lakewood area should receive primary consideration for placement of a branch library for the following reasons:

- Located in north Sunnyvale, Lakewood is the farthest distance from the Sunnyvale Library and from any neighboring library.

- Highway 101 serves as a distinct barrier between this area and adjacent areas.
- Of 18,440 residents, only 4,172 (or 22.6 percent) residents have Sunnyvale Library cards. This is the second lowest percentage of any neighborhood area.
- Significant future population growth is anticipated here in the Morse/Tasman Industrial to Residential area.
- Elementary school children who received low test scores are more likely to live in north Sunnyvale.
- There is a higher concentration of public transport lines in north Sunnyvale which can facilitate access to a branch library.
- Two bicycle and pedestrian bridges are being constructed to connect Borregas Avenue – one over Highway 101 and one over State Route 237. The bridges provide for a safer north-south corridor through Sunnyvale and connect neighborhoods on the respective sides of each highway to each other. The bridges could help promote access to a branch library in north Sunnyvale if the branch library was placed along this corridor.
- Branch library use in the Lakewood area could be impacted by the completion of downtown Sunnyvale which may draw more people close to the main Library.

The east Ponderosa area should receive secondary consideration for placement of a branch library for the following reasons:

- Ponderosa has 7,559 active Sunnyvale Library cardholders, the highest of any neighborhood in Sunnyvale. The highest concentration of these cardholders are in west Ponderosa.
- Ponderosa has 16,381 residents who do not have Sunnyvale Library cards. Placing a branch library in east Ponderosa, therefore, may serve residents not already using the library as well as drawing some from west Ponderosa.
- Industrial to residential areas at Evelyn/Wolfe and Evelyn/Lawrence in the Ponderosa neighborhood mean that more residents will live here in the future. In addition, Lily/Timberpine at the Corn Palace has been identified as a future population growth area.
- There may be potential use of a branch library by Raynor residents or Lakewood residents using Lawrence Expressway or Fair Oaks Avenue to travel south.
- Branch library use in the Ponderosa area could be impacted by the completion of downtown Sunnyvale which may draw more people close to the main Library.
- Branch library use in the Ponderosa area could also be impacted by the proximity of new, neighboring libraries in Santa Clara and Cupertino.

The Raynor area should receive secondary consideration for placement of a branch library for the following reasons:

- Only 20.5 percent of Raynor residents have Sunnyvale Library cards. This is the lowest percentage of any neighborhood in the City.
- Raynor residents are geographically closer to Santa Clara and Cupertino libraries than they are to Sunnyvale.
- As the southeast corner of Sunnyvale, Raynor is uniquely situated to appeal to residents along the southern and eastern edges of Sunnyvale where library card registration falls off.
- Branch library use in the Raynor area could be impacted by the completion of downtown Sunnyvale which may draw more people close to the main Library.
- Branch library use in the Raynor area could also be impacted by the proximity of new, neighboring libraries in Santa Clara and Cupertino.

With particular attention to those neighborhoods described above, staff reviewed all lease sites, park sites, joint-use sites, City-owned properties and properties for sale for the possibility of establishing a branch library. Those sites throughout the City which were explored in more depth are displayed in Attachment R. The sites in north Sunnyvale which were explored in more depth are displayed in Attachment S. More details on these sites can be found in the discussion below.

#### *A. Lease Sites*

With assistance from Community Development staff, Library staff reviewed all available office and retail lease space between 1,000 and 30,000 square feet which was available as of July 7, 2008. Attachment T is a map of the lease sites and Attachment U provides more detailed lease site information including demographics within one mile of the site and images. Most lease spaces were located outside the target Lakewood, Ponderosa and Raynor areas. Several lease sites north of State Route 237 were not considered due to their isolation in industrial areas with no evening/weekend foot traffic and isolation from residential areas of north Sunnyvale. The most promising lease spaces included:

- *615 Tasman Drive*  
Located at North Fair Oaks Avenue and Tasman Drive, the owner has plans to develop the 6.5 acre site into a mixed-use development with 290 condominium/apartment units and more than 50,000 square feet of commercial use. A Fresh & Easy grocery store and more retail are planned for the site. Near the Morse/Tasman ITR area, the site also features the Fair Oaks light rail within easy walking distance. An advantage of this site is its central location in north Sunnyvale which may provide more appeal to residents both east and west of Fair Oaks

Avenue. It is a highly visible location, and is a transfer point for light rail and bus lines. Staff recently learned that the owner intends to divide the retail spaces into 1,000 – 2,000 square-foot spaces. An effective branch library would require significantly more space; however, it may be possible to negotiate the required amount of space. Although designs have not been finalized, the composite floor plan submitted to the Planning Commission on February 11, 2008 date show the largest retail space planned for 11,539 square feet, after the 15,109 square feet for the Fresh & Easy grocery store. Attachment V provides an aerial snapshot of the site.

- *539 East Weddell Drive*

This 19,978 square-foot facility is situated on a 1.37 acre site owned by New Hope International Church. The New Hope church constructed a new church facility at 521 Weddell Drive and is currently leasing the 539 East Weddell property to the Holy Korean Martyr's Catholic Church through October 2009. This site is located adjacent to the Morse/Tasman Industrial to Residential area and is a short distance east of the Borregas pedestrian and bicycle bridge over Highway 101. The facility faces Highway 101 to the south, a 21,032 square-foot building owned by the Holy Korean Martyr's Catholic Church to the west, the Hetch-Hetchy site to the north and Weddell Drive and office spaces beyond that to the east. The site is diagonally situated from the Morse Neighborhood Park development and the owner of the property does not have rights to the Hetch-Hetchy site to the north.

- *531 East Weddell Drive*

The Holy Korean Martyr's Catholic Church is located at this 1.21 acre site. The church has outgrown the 21,032 square-foot facility on the site and is looking for a new location, however, there are no current plans to lease or sell the property. The site faces Highway 101 in the south, the New Hope International Church to the west, the Hetch-Hetchy site to the north and a building owned by New Hope International Church, currently being leased, to the east. Just north of the Hetch-Hetchy site is the City-owned 6.5 acre site for the Morse Neighborhood Park development. The Catholic Church leases the Hetch-Hetchy site from the City of San Francisco, providing 97 parking spaces in addition to the 57 existing parking spaces on their property. The Morse Neighborhood Park could be designed to complement library services delivered from this location. To comply with zoning regulations, a use permit would need to be submitted to operate a branch library at this location. Attachment W provides an aerial snapshot of the site.

- *965 E. Arques Avenue*

The UC Santa Cruz Extension program has plans to consolidate their Sunnyvale and Cupertino campuses at this location. A building at the rear of the same property has lease space available. A branch library, particularly one with a high-tech or business focus, would have clear synergies with an educational program. However, the location in the East Murphy neighborhood would not be conveniently located to many residents.

- *1170 Morse Avenue*

This 2 acre site features a 40,174 square-foot research and development facility. The site is available for lease or sale. The lease is \$0.75 per square foot, and the sale price is \$224.03 per square foot, or about \$9 million. There are 175 parking spaces surrounding the two-story building. The site faces Tamarind Apartments to the south, a mobile home park to the east, Verona luxury town homes by Toll Brothers to the north and an industrial space to the west. The industrial space will likely be converted to residential units when the current lease expires within 4 years. The property is 0.3 miles north of the 1024 Morse Neighborhood Park development. The size of the property suggests possible additional uses to a branch library such as a teen center or other community-oriented facility. Located near the intersection of Morse and Tasman, this site may be more accessible to residents living east of Fair Oaks Avenue. To comply with zoning regulations, a special development permit would be needed to operate a branch library at this location. Attachment X provides an aerial snapshot of the site.

#### B. *Park Sites*

- *1024 Morse Avenue*

The City owns 6.53 acres at this location. The buildings currently on the property are leased and revenue from the leases is budgeted in the Fiscal Year 2008/09 budget through Fiscal Year 2010/11. The site is part of the Morse/Tasman ITR area and many new residents are already living there. During the Branch Library Community Forum, the President of the Morse Park Neighborhood Association stated that residents desired the property to become a park, and that residents preferred to drive to a larger main Library in central Sunnyvale rather than have a branch library take away from the amenities in a possible park. The recent *Sunnyvale Parks of the Future Study* defined a neighborhood park as being between 3 and 8 acres and serving residents within a ½ mile radius. A community park, on the other hand, is typically between 9 and 20 acres and contains facilities which attract people from the entire community. The *Library of the Future Study* estimated the footprint of a

branch library to be 0.9 acre, assuming 24,000 square feet for the building, 9,900 square feet for parking on grade and 5,180 square feet for minimal landscaping. If a 15,000 square-foot branch library was placed at 1024 Morse Avenue, the footprint with parking could therefore be as low as 24,900 square feet or 0.57 acre. This would still leave 5.96 acres to be developed into park space. The advantages of building a branch library at this location are the synergy achieved with joint-use space and the savings to the City since no lease or bond payments would be required. Attachment Y provides an aerial snapshot of the site.

- *238 Garner Drive*

Orchard Gardens Park is 2.57 acres in size. The City recently acquired 0.36 acre adjacent to the park to expand park services. The existing recreational building is 910 square feet. An expansion of the recreational building is unlikely. The Parks of the Future Study calls for a new park design in the next 5 years and development within 10 years.

- *1565 Quail Avenue – Raynor Activity Center*

The Raynor Activity Center is located in Raynor Park at the corner of Dunford Way and Partridge Avenue in the Raynor neighborhood (Attachment S). The center is a former school built in the 1960s. The Sunnyvale Patent Information Clearinghouse was operated from this site in the 1980s and early 1990s. Library staff relocated to the Raynor Center and worked there on weekdays in 1998 during a Library renovation. Today, there is a day care facility here as well as the Western Philatelic Library. Placing a branch library here would have synergy with the current uses, and also have adequate existing parking.

The Raynor Activity Center is composed of rows of former schoolrooms that are not readily adaptable to public library services. There are nine buildings at the site, ranging between 1,400 and 6,300 square feet. A branch library requires open space for effective spacing of shelving, equipment, seating and traffic aisles. If more than one building were to be used, there would be an increase in staffing costs and other features which would need to be duplicated such as security gates at the entrances, HVAC system, etc.

While a patent research library was once located at the Raynor Activity Center, the needs for a branch library differ in capacity, access and volume of use. There are other disadvantages to this site. It is located in a residential area away from larger streets and commercial areas. It is necessary to walk several blocks to this site from public transportation on South Wolfe Avenue. The site is often rather isolated, particularly on evenings and weekends when no events are scheduled. A recent Report

to Council found that Raynor facilities were in the worst condition of all the buildings in the City inventory. The costs to bring the buildings up to building code were almost equal to replacing the buildings.

### C. Joint Sites

- *Collaboration with Corporations in North Sunnyvale*

Participants in the Branch Library Community Forum suggested collaborating with large corporations in north Sunnyvale to provide library services. A corporation might be willing to provide a space to establish a branch library on their campus which is also accessible to the public, and the City could provide staff and manage the information resources. Corporations were contacted through the Moffett Park Business and Transportation Association to determine the level of interest in a collaborative venture.

While intrigued with the idea of collaborating, corporations did not see a jointly operated branch library working in their environments for the following reasons:

1. *Security.* Most companies are considered closed office sites. Therefore, most employees require a badge to access the site while guests need a badge escort. Due to these restrictions, companies felt this would be a big stumbling block to allow public access to what are defined as closed sites.
2. *Physical space.* Most companies continue to struggle to keep pace with their growth and space to house this growth. Lockheed Martin, Juniper Networks and Yahoo have expanded beyond the buildings they own and now lease space throughout Moffett Park and Santa Clara. It could be difficult to dedicate space for a branch library.
3. *Location.* There was some question as to whether Moffett Park was truly accessible to the community.

- *Collaboration with School Districts*

A joint-use branch library at the Columbia Neighborhood Center was considered as part of the *Sunnyvale Library of the Future Study*. The site was the only sizable location readily available near north Sunnyvale that could accommodate a branch library. Staff recommended against a Branch Library at the time due to the following constraints:

1. There were questions as to whether the site would achieve the result of providing better access to libraries in the overall community or only oriented to a smaller, neighborhood accessibility.
2. It was not cost effective as there were more economical, alternative service delivery options available.

3. The joint-use arrangement could have been potentially disruptive to the Sunnyvale Elementary School District's plans for improvements to the site since the uncertainty around the branch library could delay existing plans and thereby escalate costs.
4. There were significant operational considerations such as separate functions for the school and public, operating hours, and differing philosophies on provision of materials and Internet access.
5. Other school districts in Sunnyvale had expressed no interest in joint-use library facilities; however, they had indicated they wished to explore other types of cooperative efforts.

There was further communication with the Sunnyvale Elementary School District in October 2008 to discuss prospects for joint public/school libraries. After reviewing the Lakewood school property which is close to Lakewood Park, it was determined that there would not be adequate space for a branch library, close enough to be convenient for students. The district is in the process of designing a 3,500 square-foot library at Lakewood School and would not have the financial capacity to contribute to a joint facility. The district is interested in pursuing opportunities for joint facility projects in the future.

#### D. *City-Owned Properties*

Staff reviewed the 154 properties owned by the City of Sunnyvale (see Attachment Z for the complete list.) Of these 154 properties, there were only four sites with potential, two already having been mentioned (Raynor Activity Center and 1024 Morse Avenue). The other two site possibilities were:

- *1240 N. Fair Oaks Avenue*  
The City owns a 1.5 acre lot at this location. Bordered by State Route 237, the site would not be easily accessible to foot traffic. In addition, the site has traffic issues since it is next to the freeway off ramp.
- *239 Commercial Avenue*  
This City-owned site was purchased with the intention of expanding the Corporation Yard. There is about 45,000 square feet available, and two buildings are on the property. The buildings are currently leased to tenants for a four to five year period. The surrounding neighborhood is industrial in nature.

#### E. *Sale Properties*

Staff reviewed properties for sale for the placement of a branch library. There were 16 properties for sale as of October 7, 2008. Attachments G and H provide an overview of the properties and a map of the sites. Of the available, properties, the following site was worth consideration for a branch library:

- *1170 Morse Avenue*  
This site is available for lease or sale. More details are provided under *Section III, Part A, Lease Sites*.

After reviewing all of the available sites and options, staff concluded that the following sites, for the reasons outlined above, have the most potential for the placement of a branch library:

- 1170 Morse Avenue
- 1024 Morse Avenue
- 615 Tasman Drive
- 531 East Weddell Drive

#### **SECTION FOUR -- OTHER OPTIONS FOR OUTREACH SERVICES**

A branch library is only one way to expand library services. The *Sunnyvale Library of the Future Study* and additional suggestions received from the community identified a range of outreach methodologies to provide enhanced library services throughout the community. These methods included using technology to enhance remote access to the library, using vehicles to send a mobile library to residents or to bring residents to the Library, using mail delivery to send materials to residents, using kiosks to provide high demand library items at access points in the City and establishing cooperative ventures in the community to enhance the services of both partners.

Library staff has been studying these methodologies and the updates follow. Council may wish to direct staff to continue operational analysis of all options under the oversight of the City Manager. This would provide an opportunity to further evaluate outreach options and integrate findings about all these methodologies into a proposal for Council review at an appropriate time in the future. It should also be noted that the City is conducting an assessment of all municipal facilities and it may be advantageous to include the potential library service needs as part of this study.

A branch library and the other outreach approaches described below are all included in the Fiscal Impact section of this report and also presented as alternatives for future action.

#### **Remote Digital Access to the Library**

One option for service delivery “beyond the walls” of the main Library facility is to provide access to Library services, collections and programs through the Library Web site. The Library already provides a number of services online, including:

- Accounts (Registration, Renewals, Holds, Payment of fines by credit card)
- Search (Local catalog, Regional catalog, Suggested Web sites)
- Reference Assistance (E-mail, Instant message)
- Programs (More than 50 archived audio or video podcasts)
- Collections (e-Books, Historical photos, Research databases, Live homework help, Interactive children's books)
- News (Blogs, RSS feeds, E-mail announcements)
- Publications (Newsletter, Reading suggestions, Library guides)
- Feedback (Suggestions for purchase, Comment forms)

In the future, online service delivery can be expanded in a number of ways, allowing Library members to do such things as:

- Contribute book or other content reviews, and discover new content by reading reviews from other community members
- Enjoy personalized reading recommendations
- Download an increasing amount of e-content available through subscriptions and staff-generated tutorials
- Experience live program broadcasts online
- Meet in a virtual community forum, sharing and discussing ideas
- Enjoy an interactive learning environment tailored to kids' needs
- Access services on any Internet-enabled device

The primary benefit to providing online services is that services are available 24 hours a day, accessible wherever the Web is accessible. The online environment can, in effect, serve as a virtual branch library. A significant challenge is that services are unavailable to those who do not have an Internet-enabled device or Internet access, or both.

Costs to maintain and expand online service delivery exist within the current operating budget. Staff periodically evaluates new technology for its potential to enhance service delivery, determining how best to deploy limited financial and staff resources.

### **Mobile Library Services**

The Sunnyvale Public Library provided Bookmobile services from 1975 to 2003. Bookmobile hours were curtailed after Proposition 13 in 1979, and continued on a reduced basis until services were ended in 2003 as part of City-wide cost reductions during a City budget crisis. In 2003, the Bookmobile operated 20 hours per week and served residents at twenty different locations including schools, preschools, mobile home parks and facilities for seniors.

The decision to eliminate Bookmobile services was made for several reasons:

- The Bookmobile was less cost effective than services delivered at the main Library. In Fiscal Year 2001/02, the cost of circulating an item from the main Library was \$.42 while an item checked out from the Bookmobile cost \$7.00.
- Programs for different age groups could be maintained at the main Library, without the use of the self-contained Bookmobile.
- The Bookmobile served far fewer patrons than the main Library. In Fiscal Year 2001-02, there were 9,598 customer visits to the Bookmobile while 819,644 patrons entered the main Library. A survey of Bookmobile customers conducted in 2000 showed that 65% of those who completed the survey came to the main Library in addition to using the Bookmobile.
- The Bookmobile circulated far fewer materials than the main Library. In Fiscal Year 2001/02, the total number of materials circulated from the Bookmobile was 1% (19,664 checkouts) of the total number of materials circulated from the main Library (1,709,468 checkouts).

Reduction in staff made in the Fiscal Year 2003/04 budget included part-time Librarian and Library Specialist III positions. That reduction saved about \$100,000 from the Library budget. The Sunnyvale Library Bookmobile was sold to the San Francisco Public Library by the Fleet Division of the Public Works Department.

#### Current Bookmobiles in Other Library Jurisdictions

Some neighboring libraries continue to provide Bookmobile services. The San Jose Public Library maintains a Bookmobile program, as well as the Santa Clara County Library and Mountain View Public Library. The Mountain View Public Library Bookmobile was made possible through a donation from Google. In 2005, Google purchased a new vehicle to replace the former Mountain View Library Bookmobile which had been eliminated in budget reductions. This Bookmobile is called the Googlemobile and is now operated as part of the Mountain View Library budget. The Santa Clara City Library, however, eliminated their bookmobile service in 2004 as a result of budget considerations.

#### New Bookmobile Alternative for Sunnyvale

The idea of having a Bookmobile again in Sunnyvale was raised by participants during the *Sunnyvale Library of the Future* forums and the more recent Branch Library Community Forum. A Bookmobile is the most viable way of providing mobile library services in the future for the following reasons:

- Collections can be rotated for access outside the building responding to patron needs as they arise. This provides flexibility in managing the collections.

- A regular schedule for Bookmobile stops can be established, providing a measure of reliability for users.
- A Bookmobile can serve many areas of the City by bringing materials to these locations.
- Bookmobile schedules and service schedules can be changed according to demand and usage.
- Purchasing a Bookmobile is far less expensive than equipping a branch library, with lower operating expenses.
- A Bookmobile would be convenient for more people compared to a branch library since it could stop closer to where they live or work. It could serve schools, businesses, preschools, mobile home parks and senior facilities as it did in the past or other populations as needed.
- The concept of what a Bookmobile is has evolved with innovative adaptations like Mountain View's Googlemobile which is a customized mobile library.
- Wireless connections and communications now enable both verbal and computer access to the main Library, linking a mobile library with the catalog and Library staff.

Some of the challenges of providing Bookmobile services include:

- Some bookmobile models are available with stairs that can be lowered. If necessary, staff could bring Library materials to users from the bookmobile to help with accessibility.
- The Bookmobile is only available in neighborhoods during regularly scheduled visits and cannot be visited at all times.
- Occasional vehicle breakdowns would cause the cancellation of scheduled Bookmobile visits. In these instances, Library staff could visit sites in a City car to collect returned items.
- As in the past, a Library item circulated from the Bookmobile would cost more per transaction than at the main Library, but less than at a branch library.

Estimated start-up costs for purchasing and customizing a Bookmobile are \$322,270. Annual operating expenses are estimated to be \$219,131. More detailed costs and assumptions are provided in Attachment F.

### **Transport People to the Library**

Another suggestion from residents at the Branch Library Community Forum and elsewhere was to transport people who are infirm or have mobility or transportation problems to the main Library. One way to do this would be to purchase a van or other vehicle for this purpose. The van could transport people from various locations in the community to the main Library.

The van could be scheduled to go to sites in the community during approximately four hours per day, five days during the week. The service would be publicized through the Library's newsletter *Between the Lines*, the City's *Quarterly Report* and other venues, so that people could plan their trips to the Library. Library staff would take requests for van stop locations from the public and schedule stops based on need, available time, and budget.

A 15-passenger van would cost approximately \$23,000 and would require a staff member as a driver. If 20 hours of transportation are provided each week, annual costs would be approximately \$71,112 for staffing, vehicle maintenance, and fuel. More detailed costs and assumptions are provided in Attachment F.

### **Mail Delivery of Library Materials**

In this outreach alternative, a Library patron finds materials in the online catalog and uses a catalog option to generate mail delivery of those items to the home or workplace. A precedent for this service is vendors who sell or rent books and media online with the items mailed to customers.

The Library model for mail delivery is based on utilizing UPS/US Mail or private couriers to get materials to Library patrons. Individual libraries tend to use mail delivery and library systems with a larger volume of activity tend to use couriers. Items are returned by users through various methods – returning the items to the Library, mailing them back, or returning items to book drops set up throughout the community for the return of mailed Library materials.

The Sunnyvale Library does not provide mail delivery of Library materials at this time. The Library does, however, participate in the cooperative borrowing program called Link+. If a patron does not find a book in the Sunnyvale Library collection, there is an option to go to the Link+ site from the catalog to see if a participating Link+ library does have an available book. If a participating Link+ library does have the book, the patron can order it online and the book will be delivered to the Sunnyvale Library. The book gets to Sunnyvale by a courier service that travels each weekday between all Link+ libraries. Books must be picked up from and returned to the Sunnyvale Library since they are a form of interlibrary loan.

The primary advantage of mail delivery is convenience for Library patrons. The disadvantages are waiting for ordered items and potential unreliability and loss through delivery systems.

Preliminary research indicates that the cost per mailed item in libraries providing this service ranges from \$2.00 to \$3.00. These figures may be less than actual current costs. Some libraries provide mail delivery at no charge to

the patron. In one library it has been determined that mail delivery is a less costly outreach service than a branch library or Bookmobile. Another library passes the cost on to the patron and this restricts the appeal of this service to people who are unable to get to the library. To estimate the potential annual expense of this service for this report, staff estimates a per unit cost of \$3.50 per item times 1,000 mail deliveries per week or 52,000 deliveries per year. Under this scenario, the annual expense would be \$182,000. More detailed costs and assumptions are provided in Attachment F.

### **Kiosk/Vending Machine**

Kiosks or vending machines are stand alone materials distribution outlets placed at access points in the community with high foot traffic. These vending machines may typically hold 350 - 500 books or up to 2,700 discs. Customers use their Library cards to remove items from the machine and check them out. It is possible to return items into the machine.

This is a relatively new outreach method. Locally, the Contra Costa County Library has established a vending machine program through a California State Library grant. A machine has been placed in a Pittsburg, CA Bay Area Rapid Transit (BART) Station. While statistics reflecting long-term use are not yet available, 236 items were checked out through this machine in June 2008. The machine holds 370 books which are checked out using a library card and returned to the vending machine.

The advantages of kiosk/vending machines are:

- Portability
- Convenience for users
- Reaching the public in non-traditional library locations
- Could be a popular method of dispersing Library materials in Sunnyvale's new downtown development area
- Capacity of the vending machine to display high demand, popular materials like bestsellers
- Lower cost than other outreach alternatives such as branch library or bookmobile

The disadvantages of kiosk/vending machines are:

- Restrictions on the size of items that may be displayed in the machines
- Need to already have a library card to check items out from the machine (The machine cannot issue cards)
- Potential vandalism
- The success of the machine is based on the amount of foot traffic in the area where it is installed. Sunnyvale does not currently have a site with foot traffic equal to a BART Station (5,000 visitors per day)

- Radio Frequency Identification (RFID) security tagging is required and the Sunnyvale Library does not use this system at this time

The approximate cost to purchase and install a book vending machine is \$114,610 but this will vary based on the size of the machine. The ongoing costs for purchasing new materials and restocking the machine are estimated to be \$14,594. More detailed costs and assumptions are provided in Attachment F.

### **Satellite Libraries**

A satellite library provides a small collection of popular materials in space at existing civic, community or educational facilities. Satellite libraries are similar to branch libraries in that most of the administration, processing, etc. is done at a central library. A satellite library may be between 1,000 and 2,000 square feet, making it considerably smaller than a branch library. Operational hours are always shorter than a main Library and services are much reduced from a full service main Library.

There is a current trend to rely on electronic delivery of services at satellite libraries, including chat reference with the central library, online databases for self-service reference, electronic books, story time on televisions, etc. Satellites are typically located in spots with high traffic including, shopping malls, community centers, retirement homes, transportation hubs, and schools. Satellite libraries still require staffing and frequent deliveries and pick-ups from the main Library. Benefits of a satellite library include low investment in lease or real estate and easy access for the community members living near the site.

Assuming a lease of 1,000 square feet at prevailing market rates, start-up costs for one satellite library in Sunnyvale are estimated to be \$385,399. Annual operating expenses are estimated to be \$268,098. More detailed costs and assumptions are provided in Attachment F.

### **Cooperative Ventures**

The Sunnyvale Public Library currently engages in activities with schools, including: librarian visits to schools, class orientations to the Library, purchase of materials to supplement the school curricula, student/parent nights at the Library arranged with school personnel, summer school participation in Library Summer Reading program, after-school programs for students at the Library, curriculum assistance for teachers, librarian assistance with specific school programs, online databases and online homework help tutors available for students and teachers through Library subscriptions. The Library also makes presentations to businesses and business associations, as well as school groups, to alert them to Library resources. The Library cooperates with NOVA to offer classes on resources for job seekers.

There are other opportunities to work more closely with schools in the community. The Library was recently awarded a National Endowment for the Humanities *We the People: the Created Equal Bookshelf* grant for FY 2008/09. This grant will help the Library offer joint school/public library reading activities and programs around specific books. Another venture to be initiated with the schools is a campaign to register all third graders for Library cards during the year. In the future, a children's community read of "one book" is being explored, similar to the Santa Clara County *Silicon Valley Reads* program for adults. Such a reading campaign would include activities at the Library and in schools.

Cooperative activities benefit specific targeted groups such as children or business employees. Groups form partnerships and gain information and/or knowledge. Groups that form alliances through communication and cooperation can continue to interact and work together to the benefit of each group. Often expertise and resources are shared that are not available to each group separately. To engage in cooperative projects, each partner has to contribute something and derive benefit from the joint project. Leaders and participants in each organization need to be committed to the project and see positive results from their joint contributions of time and effort.

Costs to continue to seek out and establish cooperative ventures exist within the current operating budget. Staff periodically evaluates new ventures for their potential to enhance service delivery.

### **FISCAL IMPACT**

Many of the options discussed in this report would create a new service level requiring annual funding, and in some cases, an initial capital outlay. The General Fund Long-Term Financial Plan is fully balanced to the twentieth year, so any increase in costs would require a corresponding revenue increase or service-level decrease in another area. As a result, Council will need to determine the new level of service to be provided, and once that is established, decide upon its funding.

Service-level change options vary significantly, from exploring remote digital access alternatives to establishing a 20,000 square foot branch library. The cost for the former can be absorbed within the existing departmental budget, while the latter would require approximately \$7.2 million in start-up costs and approximately \$2.2 million in annual operating costs. Once Council has decided upon the new service level, a priority ranking will need to be established using the Priority Ranking Tool, and then the funding mechanism for the new service level will need to be selected. There are a number of potential funding options from which Council may choose, and these funding options can be used in combination with one another. Given the potential cost

impact of many of the service level change options, staff recommends that whatever funding option(s) is chosen, Council then direct the City Manager to incorporate the changes into the FY 2009/2010 Recommended Budget.

The following are the potential funding sources for the options that result in increased costs. As noted above, these options can be used in combination with others.

- 1) Based on the priority ranking established for the new library services, cut lower priority services to maintain a balanced long-term financial plan.
- 2) Implement higher fees and/or new fees for library services to recover or offset additional costs.
- 3) Utilize the \$6.9 million Reserve for Capital Improvement Projects to cover branch library start-up costs.
- 4) Commit all or a portion of the General Fund Service-Level Set Aside to cover or offset additional costs. Currently, \$340,000 of this set aside is budgeted annually beginning in FY 2009/10; however, this amount may be reduced if current economic conditions continue to negatively impact the City's revenue sources.

Below are the estimated costs for establishing a branch library, as well as for providing other service deliver options.

#### Costs for Establishing a Branch Library in Sunnyvale

Estimated costs for establishing a branch library are provided below. Final costs cannot be calculated without knowing the specific site to establish a branch library. The specific site will inform the design, tenant improvements, space allocations and functionality of the branch library. Detailed costs and assumptions for the branch library and other outreach alternatives can be found in Attachment F.

A 10,000 square-foot branch library would cost approximately \$3,892,430 in start-up costs, and \$1,299,233 annually to provide services.

A 15,000 square-foot branch library would cost approximately \$5,597,606 in start-up costs, and \$1,881,059 annually to provide services.

A 20,000 square-foot branch library would cost approximately \$7,302,781 in start-up costs, and \$2,250,864 annually to provide services.

If Council approves the establishment of a branch library in Sunnyvale at a specific site, staff will prepare a Request for Proposal for a consultant to design the interior layout. The consultant cost is estimated to be \$276,345 for a

15,000 square-foot space. If the site is a lease space, then the lease terms will be negotiated.

After the design is complete and, if necessary, the lease terms have been negotiated, staff will return to Council to present final start-up and ongoing costs for approval and budget appropriation.

#### Costs for Other Service Delivery Options

*Remote Digital Access to the Library.* Costs to maintain and expand online service delivery exist within the current operating budget.

*Mobile Library Services.* Estimated start-up costs for purchasing and customizing a Bookmobile are \$322,270. Annual operating expenses are estimated to be \$219,131. These costs include staffing, fuel and vehicle maintenance.

*Transport People to the Library.* A 15-passenger van would cost approximately \$23,000 and would require a staff member as a driver. If 20 hours of transportation are provided each week, annual costs would be approximately \$71,112 for staffing, vehicle maintenance, and fuel.

*Mail Delivery of Library Materials.* To estimate the potential annual expense of this service for this report, staff estimates a per unit cost of \$3.50 per item times 1000 mail deliveries per week or 52,000 deliveries per year. Under this scenario, the annual expense would be \$182,000.

*Kiosk/Vending Machine.* The approximate cost to purchase a vending machine is \$114,610 but this will vary based on the size of the machine. The ongoing costs of the purchasing new materials and restocking the machine are estimated to be \$14,594.

*Satellite Libraries.* Assuming a lease of 1,000 square feet at prevailing market rates, start-up costs for one satellite library in Sunnyvale are estimated to be \$385,399. Annual operating expenses are estimated to be \$268,098.

*Cooperative Ventures.* Costs to continue to seek out and establish cooperative ventures exist within the current operating budget.

#### **PUBLIC CONTACT**

Public contact was made through posting of the Board of Library Trustees' agenda on the City's official notice bulletin board, and the Library's official notice bulletin board. The agenda also was posted on the City's Web site; and the report is available in the City Clerk's office and in the Library. The Board of

Library Trustees reviewed the report at a special meeting on November 17, 2008.

**ALTERNATIVES**

1. Establish a branch library in the Lakewood neighborhood area in north Sunnyvale. Direct staff to monitor site availability in this area to place a 15,000 square-foot branch library.
2. Establish a branch library in the east Ponderosa neighborhood area. Direct staff to monitor site availability in this area to place a 15,000 square-foot branch library.
3. Establish a branch library in the Raynor neighborhood area in southeast Sunnyvale. Direct staff to monitor site availability in this area to place a 15,000-square foot branch library.
4. Establish a branch library in the DeAnza, East Murphy, Ortega, Serra, Washington or West Murphy neighborhood areas. Direct staff to monitor site availability in one of these areas to place a 15,000 square-foot branch library.
5. Establish a branch library at a specific site. Authorize staff to negotiate a lease or purchase, if necessary, and prepare a Request for Proposal for consultant services to provide interior space planning. Staff will return to Council for final project cost approval and budget modification.
6. Deliver library services through developing remote digital access and exploring cooperative ventures, with no additional costs required outside the operating budget.
7. Deliver library services by re-establishing Bookmobile services in Sunnyvale. Return to Council with a more comprehensive proposal for providing mobile library services.
8. Deliver library services by transporting people to the main Library on a vehicle purchased and maintained for that purpose. Return to Council with a more comprehensive proposal for providing transportation.
9. Deliver library services by providing mail delivery of Library materials. Return to Council with a more comprehensive proposal for providing mail delivery of Library materials.
10. Deliver library services by providing materials kiosks/vending machines throughout the City. Return to Council with a more comprehensive proposal for providing kiosks/vending machines.
11. Deliver library services by establishing a satellite library in Sunnyvale. Return to Council with a more comprehensive proposal for establishing a satellite library.
12. Select one or more sites identified in this report to further explore for a branch library. Request that the City Manager return to Council with recommendations for reductions in the 2010/2011 budget to pay for the branch library and on-going operating expenses.

13. Continue to explore all outreach service options as well as improvements to the main Library under the oversight of the City Manager.
14. Take no action at this time.
15. Other action as determined by Council.

### **RECOMMENDATION**

At the November 17, 2008 Board of Library Trustees meeting, the Board voted unanimously to recommend to Council Alternative #6, Deliver library services through developing remote digital access and exploring cooperative ventures, with no additional costs required outside the operating budget, and Alternative #13 with the following revision: "Continue to explore all outreach service options with a specific focus on the communities identified by the study as being most in need of library services and suggest City Council approve an immediate follow-up Study Issue to investigate how better to serve those communities." The Board suggested the revision out of concern that some residents in Sunnyvale do not have easy access to library services.

Staff recommends Alternative #6, Deliver library services through developing remote digital access and exploring cooperative ventures, with no additional costs required outside the operating budget and Alternative #13, Continue to explore all outreach service options as well as improvements to the main Library under the oversight of the City Manager. A recurrent concern of community input was that a branch library would likely serve only those within walking distance. Indeed, the *Sunnyvale Library of the Future Study* suggested 16,000 – 24,000 square feet would be necessary to provide a branch library of sufficient interest to draw community members. The costs of operating an effective branch library do not justify the potential benefits when compared with other available options for providing library services beyond the walls of the main Library. There was a lack of widespread community support for a branch library in Sunnyvale, especially if it meant the issues of the main Library would not be addressed.

Reviewed by:

Susan Denniston, Interim Director, Library

Prepared by: Steve Sloan, Administrative Librarian

Karen Willes, Casual Manager

Mary Bradley, Director, Finance

Approved by:

Gary Luebbers  
City Manager

**Attachments**

- A. Study Issue: Exploration of a Branch Library in Sunnyvale
- B. Branch Library Community Forum Minutes
- C. Branch Library Comments Received by E-mail
- D. Map of Neighboring Libraries
- E. Comparative Data for Branch Libraries in Santa Clara County
- F. Costs and Assumptions for Branch Library Scenarios and Other Outreach Options
- G. Properties for Sale in Sunnyvale as of October 7, 2008
- H. Map of Properties for Sale in Sunnyvale as October 7, 2008
- I. Map of Industrial to Residential and Population Growth Areas in Sunnyvale
- J. Map of Neighborhood Planning Areas
- K. August 2008 Patron Study by Civic Technologies
- L. Map of Local Libraries with 2-Mile Radius Circles Around Each One
- M. Map of Public Transit in Sunnyvale
- N. Map of Parks in Sunnyvale with Existing Recreational Buildings
- O. Parks in Sunnyvale with Existing Recreational Buildings
- P. Map of Elementary School Test Scores in Sunnyvale
- Q. Economic Stimulus and Cost Recovery
- R. Map of Sites Explored in More Depth for Establishing a Branch Library in Sunnyvale
- S. Map of North Sunnyvale Sites Explored in More Depth for Establishing a Branch Library in Sunnyvale
- T. Map of Retail and Office Space Available for Lease in Sunnyvale as of July 7, 2008
- U. Retail and Office Space Available for Lease in Sunnyvale as of July 7, 2008
- V. Map of 615 Tasman Drive
- W. Map of 531 East Weddell Drive
- X. Map of 1170 Morse Avenue
- Y. Map of 1024 Tasman Drive
- Z. List of City Owned Properties, September 2008
- AA. Draft Board of Library Trustees Meeting Minutes of 11/17/08

# Attachment A

**Proposed 2008 Council Study Issue**  
**LIB-01 Exploration of a Branch Library in Sunnyvale (Originally Submitted as: Branch Library in Central/North Sunnyvale)**

<b>Lead Department</b>	Libraries
<b>Element or Sub-element</b>	6.2 Library
<b>New or Previous</b>	New
<b>Status</b> Above the line	<b>History</b> 1 year ago None      2 years ago None

**1. What are the key elements of the issue? What precipitated it?**

At the January 25, 2008 Council Study and Budget Issues Workshop, Council voted approval of a study issue to explore a branch library in Sunnyvale, which was a change in the scope of the original study issue request. The Council directed staff to look at the issue of a branch library within Sunnyvale, not specifically for central/north Sunnyvale. Where staff would have had one area of focus, which already had been part of the *Sunnyvale Library of the Future Study and Strategy*, staff now will be looking at a much larger area under the revised study issue. As a result, the amount of time staff needs to complete this study issue reflects an increase from the original estimate, and the time frame has been adjusted to account for the duration of time needed to make arrangements for public meetings to gather information from the community about branch library needs, and to identify potential locations and lease opportunities available throughout the City.

The key elements listed below are from the original scope proposed to study a branch library for central/north Sunnyvale. These key elements still apply, although the study will be approached from a broader perspective, allowing for *any* part of Sunnyvale to be considered for a branch based on community needs and lease opportunities.

***Original text for key elements:***

This study issue, as proposed by a councilmember, would establish a branch library in central/north Sunnyvale through a lease arrangement for office space sited within walking distance of a park, or a designated park site, and within walking distance of a commercial area suitable for businesses consonant with a library use, such as coffee shops. Possible alignment along the Sunnyvale Avenue - Borregas corridor to be formed by the new bike bridges could result in synergy with: Murphy Park, Bishop School, Maude businesses, and points north.

The purpose of the proposal is to address inadequate library facilities in central and north Sunnyvale, low school rankings, low property assessments and low turn-over, struggling businesses and crowded conditions in the existing main library. It is suggested as well that a branch library in central/north Sunnyvale would seed new economic activity by this City-sponsored investment and result in turnover of homes, strengthen the small business environment, with an increase in sales and property tax revenue, eventually pay back the investment.

A joint-use facility with Columbia Middle School, as an example of a possible branch library in the north Sunnyvale area, was carefully considered as part of the *Sunnyvale Library of the Future Study and Strategy* in 2006/2007. The Study concluded that in order for a branch library to be effective in usefulness to the community and reach an economy of scale for services and materials, it should be no less than 16,000 s.f. to 24,000 s.f in size and located in an area that is convenient to a large segment of the population. The branch would need to be open 52 hours and have a collection of 75,000 items. During the Study, staff and the

consultant were not able to identify any other suitable sites that would meet the criteria for an effective branch library. A smaller library, with fewer hours, a smaller staff and collection would be inadequate for Sunnyvale's needs. Such a branch would not be in a convenient location to the overall community; it would not have enough resources and therefore, would not attract users. Staff feels the branch library would most likely be deemed second rate, and that it would be unlikely to reduce the pressure on the main library.

This Study Issue specifies the use of lease space. Leasing space would cost less than building a new branch, however, other capital costs associated with a branch would be the same. For example, establishing a collection of materials, procuring and installing the furnishings/equipment would cost approximately \$2M. This figure does not include the probable cost of tenant improvements, which would be much more than for a standard office setting. Operating costs would be the same for a leased library building in comparison to a new building in terms of staffing, ongoing materials collection costs, supplies, utilities, etc. The *Sunnyvale Library of the Future Study and Strategy* estimated that ongoing operational costs for a branch library would be \$1.1M per year. If funded, a branch would offer less benefit to the overall community, cost more per service unit, and possibly diminish the City's ability to address pressing issues at the main library.

## 2. How does this relate to the General Plan or existing City Policy?

The Library Sub-element of the General Plan was adopted by Council on April 8, 2003. The Sub-element contains the following goals and action statements relating to the library facility:

Goal 6.2D Maintain library facilities and materials that are easily obtainable and appropriate based on changing community needs.

### Action Statements

6.2D.2a Study the space needs of the library as the population grows and diversifies, and recommend the most appropriate configuration for services and facilities.

6.2D.2d Give high priority to developing library facilities where the library is a common focal area for the community and to provide meeting spaces for community activities, public discussion and programs for groups of different sizes.

## 3. Origin of issue

**Council Member(s)** Dave Whittum

**General Plan**

**City Staff**

**Public**

**Board or Commission** none

4. **Multiple Year Project?** No **Planned Completion Year** 2008

5. **Expected participation involved in the study issue process?**

<b>Does Council need to approve a work plan?</b>	No
<b>Does this issue require review by a Board/Commission?</b>	Yes
<b>If so, which?</b>	
Board of Library Trustees	
<b>Is a Council Study Session anticipated?</b>	Yes

**What is the public participation process?**

If Council approves this Study Issue, a community meeting will be held to solicit additional feedback about establishing a branch library in Central/North Sunnyvale. A staff report will be generated and presented to the Board of Library Trustees and City Council for consideration.

**6. Cost of Study****Operating Budget Program covering costs**

617 Library Department Management and Support Svcs

**Project Budget covering costs**

N/A

**Budget modification \$ amount needed for study**

0

**Explain below what the additional funding will be used for**

**7. Potential fiscal impact to implement recommendations in the Study approved by Council**

**Capital expenditure range** \$501K or more

**Operating expenditure range** \$501K or more

**New revenues/savings range** None

**Explain impact briefly**

The capital costs would include: opening day collection of materials, furniture and fixtures, shelving, and equipment such as computers, the theft detection system and tenant improvements at a cost of \$2M, or more. Variables which will affect the operational expenditures include the size of the office space to be leased, staffing, ongoing materials collection costs, technology resources, and schedule of open hours. As indicated in the Sunnyvale Library of the Future Study and Strategy of 2006/2007, a City-owned 16,000 to 24,000 square foot facility containing 75,000 items, open 52 hours per week and with a staff of 10 persons was estimated to cost \$1.1M annually as described in the January 23, 2007 Report to Council, RTC 07-017. This cost would be the same for a library in a leased facility.

**8. Staff Recommendation****Staff Recommendation** Against Study**If 'For Study' or 'Against Study', explain**

On January 23, 2007, Council gave direction to study three library facility options to address findings from a community needs assessment and development of plan of service created through a collaborative process with Anderson Brule Architects, Library staff and the public as participants. Included among the three options was a library school/public library joint-use facility, such as Columbia Middle School, as an example of a public library branch. The Library of the Future Study and Strategy, completed in June 2007, recommended against the joint-use facility scenario. In addition, a branch was considered cost prohibitive, inefficient and would not defray the need for a comprehensive main library. While this proposed Study Issue suggests a lease option to obtain space in central/north Sunnyvale, a specific location meeting the criteria for the most effective branch library still would need to be identified. The operating costs would be the same for a library in a leased facility of an adequate size. Resources would be needed on an ongoing basis for \$1.1M in operating costs for the branch. Inadequacies of the current main library still would need to be addressed, as well, to meet community needs.

Staff recommends against studying this issue for the following reasons:

1) Establishing a branch library was part of the Sunnyvale Library of the Future Study and Strategy, which concluded that a branch would be expensive, inefficient, and therefore not the best use of the City's limited resources.

2) Given that City resources are limited and that the City would be unlikely to be able to afford establishing a branch library as well as improving facilities/services of a main library, staff believes that the community would derive greater benefit from improving the main library. The main library is highly used and a number of deficiencies have been noted there which still exist.

#### 9. Estimated consultant hours for completion of the study issue

0

#### Managers

Role	Manager	Hours	
Lead	Barrow, Deborah (i)	Mgr CY1: 80	Mgr CY2: 0
		Staff CY1: 0	Staff CY2: 0
Support	Denniston, Susan	Mgr CY1: 60	Mgr CY2: 0
		Staff CY1: 0	Staff CY2: 0
Support	Doxtad, Christine	Mgr CY1: 20	Mgr CY2: 0
		Staff CY1: 0	Staff CY2: 0
Support	Giarrizzo, Ellen	Mgr CY1: 20	Mgr CY2: 0
		Staff CY1: 0	Staff CY2: 0
Support	Kaplan, Susan	Mgr CY1: 20	Mgr CY2: 0
		Staff CY1: 0	Staff CY2: 0
Support	Pollak, Marsha	Mgr CY1: 20	Mgr CY2: 0
		Staff CY1: 0	Staff CY2: 0
Support	Sloan, Steve	Mgr CY1: 60	Mgr CY2: 0
		Staff CY1: 0	Staff CY2: 0
Interdep	Mc Queen, Brice	Mgr CY1: 10	Mgr CY2: 0
		Staff CY1: 0	Staff CY2: 0

**Total Hours CY1: 290**

**Total Hours CY2: 0**

**Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the Department is currently working on or that are soon to begin, and the impact on existing services/priorities.**

**Reviewed by**

\_\_\_\_\_  
**Department Director**

\_\_\_\_\_  
**Date**

**Approved by**

\_\_\_\_\_  
**City Manager**

\_\_\_\_\_  
**Date**

### Addendum

**A. Board / Commission Recommendation**

**Issue Created Too Late for B/C Ranking**

Board or Commission	Rank	Rank 1 year ago	Rank 2 years ago
Arts Commission			
Bicycle and Pedestrian Advisory Committee			
Board of Building Code Appeals			
Board of Library Trustees			
Child Care Advisory Board			
Heritage Preservation Commission			
Housing and Human Services Commission			
Parks and Recreation Commission			
Personnel Board			
Planning Commission			

**Board or Commission ranking comments**

**B. Council**

**Council Rank**                    1  
**Work Plan Review Date** (blank)  
**Study Session Date**        9/30/2008  
**RTC Date**                        11/25/2008  
**Actual Complete Date** (blank)  
**Staff Contact**

# Attachment B

June 9, 2008

To: Deborah Barrow  
From: Sam McBane Mulford  
CC: Susan Denniston, Steve Sloan

## Agenda Items

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### 1. Introduction

#### A. Why are we here?

- i) At the annual Study and Budget Issues workshop held in January 2008, the City Council requested staff study a branch library for Sunnyvale in a leased facility. Staff is reviewing potential lease space in all areas of Sunnyvale, as well as gathering stakeholder and community input. A study session is scheduled for September and a final report is anticipated for presentation to Council for their consideration in November 2008.
- ii) The purpose of this meeting is to provide a forum for the stakeholders and the community to engage in strategic dialogue regarding the need, opportunities, and constraints associated with establishing a branch facility of the Sunnyvale Public Library.

#### B. Background Information

- i) *Sunnyvale Library of the Future Study and Strategy* (refer to website for downloadable documents)
- ii) A measure was placed on the November 2007 ballot to fund the development of the library of the future as recommended within the study, above. The measure received approval from 59% of voters; however, a supermajority was required to pass.

#### C. Why are you here? Whom do you represent within the community?

- i) A self proclaimed 'non-avid' user would like to have more computer time available per session, especially when all computers are not in use. He feels that the different configurations at computers throughout the library results in underutilization of the computer resources, and creates too much demand for the internet access computers while others without internet access are idle. His largest 'bone of contention' is the need to log in with a 14 digit library number to get 15 minutes of access.
- ii) An avid user prepared comments; an overriding concern is that the core of the material purchases is inadequate. His concern included a sense that this piecemeal approach to distributing library facilities will create an issue in that there is not enough to support the existing library now, and to add branches would further stretch resources. The selection of core books and materials will then become even worse.
- iii) A resident from northern Sunnyvale would like to see a branch library, and feels that the northern area is underserved from all perspectives. She acknowledged that some change is happening through commercial development, but felt that City and community services are lacking.
- iv) An 'avid' user of the library lives close to this library and therefore has no issue with distance or travel to the library. She would like to hear more about creating accessibility to services for the whole City.
- v) A frequent user is here to learn more about the issue.
- vi) Another north Sunnyvale resident has no strong feelings about a branch, but is concerned about meeting all the service needs that exist in the northern area of the City.



- vii) A library user who does not consider himself 'avid', would like to use the library more.
- viii) A retired technology professional would like to see a branch library, but feels that there are so many schools building their own libraries that there may be duplication of effort. He is concerned about new taxes to support the branch library concept when he feels that school facilities may be underutilized.
- ix) A lover of gardens and farms would like a library that wants to integrate, and not 'step on', gardens. He sees gardens and branch libraries as synergistic community oriented and community building facilities.
- x) A former Trustee of the Sunnyvale Library supported the new library and was disappointed that the bond measure did not pass. He still feels strongly that a central library uses resources in the most effective way. His concerns with branches include both staffing and the cost of facilities, which are both expensive operationally. . He feels that branches are not economical given their capacity to serve only a portion of the population, at a level less than what is usually available at a central library. He would rather see the resources, whether existing or new, dedicated to strengthening the central library. Although he would never be against any library, his concern is in serving the whole of the community with a strong central library and identifying strategies other than branch facilities to make library services accessible to the entire City.
- xi) A twenty-five year resident, current Trustee of the Library and previous Council Member of the City of Santa Clara, feels that the Library is one of the most vital resources in a community. He would like to see Sunnyvale implement green technologies and nano-technologies, creating an extremely high tech environment that reflects the innovative nature of the community.
- xii) Another lover of the Sunnyvale Library feels that more space and newer technologies are needed here, and would like to see investment and expansion of the facility and resources. However, if that means having the library closed for even 6 months, she would much prefer incorporating a branch which would serve a portion of the population with newer technologies. She would choose adaptive reuse of an existing facility rather than new construction as she feels there are non- or under-utilized properties within the City.
- xiii) A one-time avid user no longer uses the library as extensively. His criticisms include an opinion that the technology materials in print (books, manuals, etc.) are obsolete and that the online catalog is extremely difficult to use.
- xiv) A resident of northern Sunnyvale would love to see a branch in that area of the City, and feels that the community is underserved. However, if forced to choose between a branch and expansion of resources at the central library, she would support efforts at the existing library instead of allocating resources to create a branch.
- xv) Another resident of the north/northeast side is in favor of branch. She loves this library but is concerned that it is not convenient, and as fuel costs continue to increase trips to the library may become cost-prohibitive for those with limited resources. She sees opportunities to meet the needs in an underserved area with use of currently vacant buildings in industrial parks or through redevelopment of Moffet Field.
- xvi) A resident who is a member of the Sunnyvale Planning Commission clarified that she was here as a citizen. She wanted to hear what individuals had to say, and is concerned that the northern area is underserved. A branch library is something that should be given consideration as a means to address the issue, but should be looked at within the larger context of development in that area as well as serving the needs of the whole community. She would love to see new books at a new branch.
- xvii) The Chairman of the Morris Park Neighborhood Association, a new association recently formed in the northern area, has reached out to many residents and stakeholders on this issue. The feedback he has received has largely been supportive of improving the downtown library and area, as the local concern is focused on ensuring that a planned park is actually developed. Individuals and families do not see a hardship in accessing library services at the central library, and would like to see the central library enhanced as it is a destination for community members, who are also using other resources in the downtown area at the same time. His conclusion was that there would not be

- widespread support of locating a branch library in the neighborhood given the other quality of life issues that residents are currently addressing.
- xviii) A resident, here to support the proposal and ideally lift the morale of northern Sunnyvale residents, feels that a branch library will support community building, calm the current anxiety in the community, allow and encourage people to read and engage in cultural interests, and generate advocacy within the community for continuing to improve library services throughout the City.
- xix) A resident of southern Sunnyvale supports the concept of a branch in the north, especially if it is located near a school. Even old, this library has its charms. A new branch could concentrate on modern technologies and the older central could continue to serve those that want to read and relax. She felt that Sunnyvale has much to learn from Palo Alto on how they manage their library branches.
- xx) A volunteer in public, school and college libraries has used this library forever, especially with her children, but also frequents many libraries in the area as well as the school libraries.
- xxi) A resident of the northern area in Sunnyvale came to share perspective as supportive of the idea of a branch because many individuals do not have access to transportation and must walk everywhere they go. She feels that the area is already underserved and continued population growth in the area will compound the issue.
- xxii) An officer of NASS described herself as invested in libraries and reached out and talked to a number of residents. She would endorse the concept, but not at the cost of losing monies at central. She and her friends use libraries in other cities, because of their engaging children's areas, user friendly design and services, the newness factor, etc.
- xxiii) A nearby resident voted for the bond measure, and feels that the traditional collocation of libraries and other civic services is the right approach. She would like to see this library improved, and not relocated. She does not support creating a new library in any other area in the City.
- xxiv) A citizen who resides in the northern part of the community loves this library, and thinks it would be wonderful to have a branch as there are a lot of 'empty buildings' in the area. Maybe a property owner would lease space at below market rate. A branch would serve the many homes in the area.
- xxv) An attendee visited the library once a week for many years, but felt that the ballot measure was ill-conceived and therefore is concerned about how the City spends its money. His opinion is that a better use of the dollars during fiscal constraint would be to upgrade this library rather than spending dollars to serve a relatively few through a branch facility.
- xxvi) A parent and community member who is also a resident of 20 years carries library cards for San José, Palo Alto, Santa Clara and Sunnyvale. She hasn't used the Sunnyvale Library as much since her daughter went to college. Santa Clara's library was closer to her home and the school, and because her work is in Palo Alto she also used their library. She feels that the key is that libraries are for children and they need to be close to schools and where they live. Therefore, she would favor as many branches as the City can afford.
- xxvii) As a 40 year resident, one attendee used the library heavily and his wife still does. However, since retirement 10 years ago, he has less of a need. He once did research on technical matters, and currently uses the internet because he feels that no individual library can compete with the internet in terms of resources. He feels that the City must take that into consideration when developing plans either to improve this facility or create a branch. The collections can be greatly expanded by providing internet access. Children and school children need access to the library, and its resources, that are at the central library. He is concerned as to whether a single branch will serve enough of the community to invest the dollars to achieve it. A mobile library can move around from neighborhood to neighborhood, providing access throughout the community. He believes the Library should look at the usage in different neighborhoods and identify a flexible solution.

- xxviii) A number of staff was in attendance, and as they work here they are extremely interested in the opinions as well as any feedback on library services.
- xxix) A journalist from the Sunnyvale Sun also attended, and was there to listen and then share the outcome with community readers.

## 2. Branch Facility Discussion

### A. Opportunities, Constraints, and Resource Allocations

The following reflects the content of an open discussion where new ideas emerged, and some individuals expanded or built upon ideas that had surfaced previously.

- i) **Partnering with businesses emerged as a real opportunity for extending and enhancing library services.**
  - (a) Corporations have libraries, and there is a sense that they would appreciate what the Library could offer in terms of organizing, managing, and making available the resources they have. A partnership could be constructed in which the Sunnyvale Library manages combined resources and the corporations (which are largely located in the north side) provide space opportunities to share those resources with the community. There would be issues with access to secure buildings, but it may be that multiple corporate and smaller business partners might want to fund a collaborative concept like this.
  - (b) Some businesses already compensate Stanford or other institutions for electronic (remote) access to their libraries and resources. A partnership with the local library would keep those dollars in the community. There are fantastical technical librarians in those types of facilities, and with the unique nature of the patent library here in Sunnyvale, that expertise could be developed.
  - (c) This type of library might mostly serve the needs of adults, leaving service to younger kids to the schools. Another (or strengthened) partnership with the schools would allow families to use the libraries on each school campus after school is out.
  - (d) Can see safety concerns for kids coming here from northern area. The City should explore what is done by other cities – require the developers to build City and community service facilities as part of their projects. As part of their development, they have to fund the required upgrades in City services.
    - (i) Elsewhere, this is done with fire departments and stations. Or, is north area willing to finance it themselves.
    - (ii) Staff clarified that these are called development impact fees, and that the City of Sunnyvale does require these types of fees. However, it is identified as a park dedication fee and is currently a mechanism for parks, not libraries.
- ii) **Leverage existing taxpayer investments in public school and other city facilities to address the issues.**
  - (a) Kids already use their school library, and one attendee brought her children to the library three times a week. The community center is the school's realm, but the local residents made it theirs. This was a wider partnering, not involving just the library. Schools do what libraries do as well.
  - (b) The need is obviously there for the City to support kids and families. Are there any thoughts of combining parks and recreation funding with fees, etc., and making existing facilities bigger to include joint libraries and teen and youth community centers?
  - (c) The local community is very proud of what has been accomplished at the Columbia Community Center. It has expanded and there are bigger plans for the future. It is very well supported.
  - (d) The City should explore working with schools in the north side to address the issues heard tonight.
- iii) **Mobile and outreach service strategies seem to be viable alternatives to a branch.**
  - (a) A dedicated library shuttle could get people to the library, to the train, etc. We have them running around getting people to the train – can we get them to the library? We must move to where the demand is. This would be an ecological, easy way to get people to the central library. The objective is to get people access using 3 or 4 shuttles running every 5 minutes.

- (b) Companies already run shuttles to get their employees to Caltrain, etc. Could we leverage existing transportation routes and partner with those businesses to move people to and from the library?
  - (c) Transit – once or twice a week have a door to door shuttle service for seniors, those that are non-mobile, etc. It could be dispatched through Paratransit and riders would be picked up at their front door and brought to the library and back.
  - (d) Shuttles – just like books in the earlier discussion, companies are already spending money on shuttles. The opportunity there is to take advantage of what is already being spent – it is not too much farther to go from Caltrain to the library.
  - (e) There are many parts of the City that may be underserved, and we must remember that is the point of this discussion about branches. It seems to make more sense to get people to the existing library than spreading branch facilities throughout the community. This would be a better way to serve the City and still have a significant community center at the library.
  - (f) Some of these ideas seem to go together. This library could be focused on general use, and if the branch that we are able to partner with businesses is realized, then we could share shuttles to get people and stuff to and from the partnered branch to the main library.
  - (g) Staff answered a question regarding the availability of library programs offsite: currently, programs are offered at Columbia and the senior center, and the Library is looking at being able to offer more offsite programs at other places in the community. A lot of programs are offered at schools, and a few in the community garden.
- iv) **Branch Libraries should be youth and family focused can foster community building.**
- (a) A branch must be simple, not anything on a grand scale. Some room, shelving, a few computers – it doesn't have to be so large. We could start small, introduce people to the library that may not use it, and the community would see how libraries can serve their needs. Then if the City wants to pursue another bond measure they might be more open to that commitment. More than just knowledge resource, it is a community center.
  - (b) Would like to reiterate the idea that there are two things that a branch might offer: access to services and checking out books. Kids growing up in a neighborhood would go there and interact with each other. A branch is a presence in a community and a force for community.
  - (c) A branch is all about what the presence will mean in the community – it is a worthy cause and it would be to have a 7,000 s.f. branch library than none at all. The vision for this library is more than just for people to check out books - the presence of this kind of facility in this community will have a real impact. The south side has many voters who voted against the bond measure, they may have more need of a bookmobile.
  - (d) There are great branches in the area and region. If you are not familiar with them, you may want to visit a small branch library and get a better idea of what it is supposed to be like...and then maybe there would be more support. Santa Clara and Woodside are great examples.
  - (e) With limited dollars, the City must focus first on this library. It seems we rejected the branch idea earlier because it is not cost effective.
- v) **Integrating community services like libraries and parks create the village living that we desire.**
- (a) One great opportunity with a branch is to continue to use the library here as a general service library. Focusing on adults and technology would be a different kind of use than this particular site. To address general children's and teens services would be an opportunity to build something a little different. Partnering with high tech seems natural as we have the patent library, etc. Agree with idea of siting a branch close to a park...to create the village living concept. Other adjacencies might be useful to provide different services than are offered here.

- (b) The concept of a tech library, with companies subsidizing or fully funding it is an interesting ideal. A leased building in close proximity to a park would accomplish 'killing two birds with one stone'. If companies pay the lease and reimburse for services provided, the community can also enjoy a park where families and kids can sit and read. The combination is a lovely idea, much like a building with an adjacent garden. We are talking about a way of life, and more than just education.
  - (c) A resident lives near Mitchell Park, and sees the library, park and community center well used, especially by students. It is important for kids to be able to get together after school and collaborate on school work, etc. There is a real need for more teen oriented programs in northern Sunnyvale.
  - (d) As the community is trying to go green and reduce dependence on oil, the branch library concept could easily reduce the number of miles driven to the library.
  - (e) Interested in village concept in a park – can we integrate this with the other ongoing study issues – we need to ensure that Parks and Recreation and the Library and other departments are talking to each other about these issues so that maybe one facility could serve many uses. It seems that a lot of the conversations tonight have been about creating neighborhood facilities.
- vi) **Efficient resource allocation and operational sustainability are issues that this community continues to struggle with**, as was identified in the *Library of the Future Study and Strategy*.
- (a) The City should spend less on the Library of the Future and consultants to study it and hold forums like this one. Dollars should be redirected to more computers, materials, etc.
  - (b) We must pay a lot of attention to the money. Our Council loves to spend money and the City is in hock! We just finished the budget and we really have to be careful. The bond measure did not pass because the numbers didn't add up. We talked to a lot of people who felt that it would be nice but they would not pay more money to get there. We can't throw money around. Sunnyvale is not in a happy place at the moment and we have to consider larger issues.
  - (c) It would be hard to imagine being able to afford multiple branches. The concept of neighborhood gathering places is nice, but it seems impossible to advocate for multiple small branch locations.
  - (d) If branches are smaller, will the City be looking at multiple locations? Staff may model a distributed branch strategy in the report, as Council and other community members may have that question as well. 10,000 s.f. is generally accepted by staff as the smallest size facility that would be feasible, although a number of those distributed throughout the City would have significant staffing and operational cost impacts.
  - (e) It is more difficult to identify ongoing operational funding versus onetime capital costs within the City. And the concept of leasing means that the majority of costs are operational, even if some 'tenant improvement' investment might be necessary to reuse an existing space as a library.
  - (f) Would volunteer contributions ever be able to support the operation of a branch library?
- vii) **Branches may meet a need, but a new or improved central library takes precedence.**
- (a) It does not seem possible to consider the viability of branch libraries without first considering whether we are still thinking of a new or expanded library. With limited resources and support for some additional funding but not at the level of the bond measure, we have to consider where and how we spend our dollars. When the bond issue was proposed, the justification was across all usages and all classes of users. When we broke down the numbers, it turned out the only expanding groups were children and computers. There was very little build up in the collection. It seems we could handle the main library problems with a few isolated expansions and free up money for multiple branches. The village concept with a branch library is very good idea, and coupled with a park is an even better one. However, a single branch

won't help us out it won't be big enough and not close enough to those that need it throughout the community.

- (b) The proposal for a new main library was because we are running out of space – there is not enough of what we want in the library. This community has outgrown the library. A branch could add space, just not here at this site.
  - (c) The idea of expanding this library was to expand the building and what we were able to do here. Why can't we add a separate building? Don't renovate this one, which we understand is a significant cost issue because of codes, etc. We can add separate buildings and connect them through a breezeway – a teen center, and computer center, etc.
  - (d) We could approach building a building on this site as a branch...that would work! Free up space inside by providing other buildings on the campus and we wouldn't worry about renovation costs for this building.
  - (e) This library already serves teens. Every teen goes to school in the southern part of the City and they are already in the transportation corridor that brings them right by this library.
  - (f) A majority of people were willing to spend dollars for a huge price tag on a new library. A lot of people don't seem to understand the price tag for branches. Many want the main to be a better facility.
- viii) **Individuals feel that there are a number of vacant or at-risk facilities in the community.**
- (a) Property owners of at-risk facilities may want to work with the City and offer space at less than market rates, or convert properties to community use to stimulate other development in the area and mitigate the property owner's losses in vacant facilities.
  - (b) Wanted to mention a central neighborhood point would be great but concerned with a leased library as an ugly industrial bldg / won't build a sense of community
  - (c) use cheap ugly bldg to archive old moldy oldies / dump the non circ stuff and dump make room.
- ix) **The northern area in Sunnyvale is perceived as underserved.**
- (a) The population in the north is growing, but the services aren't there yet. It is a hike to get down here on foot, and a ½ hour ride by bike. The northern area is underserved in parks, shopping, etc., and they keep adding more people.
  - (b) Could that area support development of a branch on their own? It seems that the population is less affluent than some other areas in Sunnyvale.
  - (c) Assume from comments that everything south of El Camino is not being considered – only north Sunnyvale. Should we assume we will be focusing on north side for a branch?
    - (i) Staff clarified that although the participants were speaking of the northern area in the community, Council directed them to look at all available lease spaces throughout the City.
  - (d) Residents in the neighborhood association(s) have long been talking about a local park, and although it is planned the City has not appropriated the operational funding so it is not yet realized., even though the area continues to grow with new housing. From the neighborhood association's perspective, more dollars spent in the northern area would make them happy, but most feel the park is a bigger concern. They feel that coming to this library is not a hardship. If a destination is not within walking distance then people are getting in their car anyway...and tend to pool errands and visit destinations along the way or come to this area for multiple reasons. The neighborhood association residents feel that dedicating resources to lease and operate a branch would create greater pressure on the operational budget and make it more difficult to realize other community services like parks.
- x) **There is support in the community for improving library services.**
- (a) Many participants voted for the bond measure, and some did not. Those that did not approve felt that the measure did not clearly articulate what the community would get for such a large amount of money, and why we needed it. It felt more like 'keeping up with the Joneses'. However, those same individuals felt that if they

understood the cost and the benefit, they would likely support library service improvements. There may just be a different threshold for support.

- (b) There is concern that the City is not funding the library as well as it should, given the high usage and expectations of the community. Sunnyvale deserves to have the best resource possible, and strong libraries are critical to strong and healthy communities.
- (c) Even though all are 'oohing' and 'aahing' over a 212 million bond measure in San José to build or rebuild 22 branches, we must remember that San José is 10 times the size of Sunnyvale in population and much more in geography. We have to find the right level of investment in Sunnyvale and voters will support it.
- (d) It seems that the Council is concerned with serving special interest constituencies. We understand that there are limitations on staff, but if the group here tonight is interested in creating community activism, we need to create community participation sites that don't currently exist. Discussion issues within Myspace, etc. could serve as communication spaces and forums for discussion.
- (e) We need to address the equity issues – people in Sunnyvale are going to other libraries because our community is not serving them well.

### 3. Conclusion

#### A. What We've Heard Tonight

- i) Partnering with businesses and public and private schools seem to be natural ways to leverage resources. The partnering could range from shared use facilities and resources to shared or sponsored transportation routes to get people to and from the library.
- ii) Fostering and creating a real sense of community is as strong a desire for locating branches in neighborhoods as the availability of library services.
  - (a) Libraries seem a natural way to achieve something greater than just access to books, DVDs, etc.
  - (b) The larger concept of village living; with educational, leisure and recreational destinations within neighborhoods that nurture families, adults, seniors and especially kids is highly desired.
- iii) There is support for improving library services in the community, but not at the threshold in the last bond measure. Economic issues and uncertainty weigh heavily on the minds of citizens, and they expect creativity and innovation in developing plans for improving services.
  - (a) Branches are viewed by some as necessary components of neighborhoods, and the appropriate way to extend library services throughout the community.
  - (b) There is a real concern about operational sustainability of branch libraries, and optimism around mobile service delivery and outreach strategies to achieve the goal.
  - (c) Most would not build branches if it were detrimental to the City's ability to improve the central, or main library.

#### B. Action Items and Next Steps

- i) Council Study Session on the issue to be held in September.
- ii) Final Draft Study anticipated to be presented to Council for consideration in November.

#### C. Feedback on Session

- i) It seems this became a place to air issues not on the agenda. We could have followed the agenda more strictly.
- ii) We need to develop another, maybe ongoing 'open process' for all library issues to manage the diversity of concerns – it could be a brown bag lunch series at the library.
- iii) We should invite all City council members personally; not a one was here tonight.
- iv) We didn't have enough background information to feel informed about the issue.
- v) We need to hold more meetings to address our other concerns.
- vi) Hope that the Library studies the catalog system as it is a major problem here. It is no wonder why people get so frustrated trying to find things.

# Attachment C

Branch Library Comments Received by Email  
Last Update: August 25, 2008

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**April 7, 2008, 3 p.m.**

I believe that the community would be much better served by smaller branch libraries.

Examples of some of the branch libraries located near Sunnyvale:

Calabazas library (San Jose): 5880 sqft

Woodland Library (Los Altos): 4600 sqft

College Terrace Library (Palo Alto): 2392 sqft

(data from: <http://california.educationbug.org/public-library/1418-college-terrace-library.html>

- though it appears to somewhat dated, it provides good rough figures)

These are all much smaller than the size proposed by Sunnyvale. The Calabazas library is a good model:

- 1) It is located next to a large park.
- 2) Two schools are in walking distance.
- 3) It provides a small selection of books tailored to the community, as well as study areas, computers and children's amenities.
- 4) It is small enough that a parent can browse books while supervising their children browsing in the children's area.
- 5) It allows returns of books checked out from the main library.
- 6) It has area for reading and browsing books and newspapers.
- 7) It is open every weekday and on Saturdays

Sunnyvale would be well suited by building multiple small branches, rather than trying to build super-size libraries. The location and hours of operation are the most important factors. A small library in a convenient location that is open every day would provide more value.

By having more libraries in communities, walk-up visits could be maximized.

One potential area to explore for a library in south Sunnyvale:

Serra Park/Serra School. Cupertino Union school district currently leases out portions of the school to multiple day cares. It may be possible to lease some space there to have a small branch library. This would be next to a park, and close to Homestead high and Cupertino Junior high.

It would also be useful to explore an additional area in northern Sunnyvale (possibly lakewood villlage or Morse/Tasman area)

A third library could be considered in eastern Sunnyvale. (Perhaps the spare space at Petterson middle school.)

If each of these libraries were about 5000-7000 square feet, the total would fall within the desired range for a branch library. It would also make libraries much more accessible to a significant amount of the population.

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**April 12, 2008, 9:45 a.m.**

If, by any chance, you are interested in a branch library, such a library should be considered in the Fremont H.S. area.

We are underserved in this area for everything and it would be nice to have a library, or mobile library, in this area.

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**April 15, 2008, 8:48 p.m.**

I am writing to give you feedback on the branch library study. I live in the north area of Sunnyvale (north of 101) and I am a frequent user of the library. I don't want a branch library. The main library is just fine. I use it a lot and I like it a lot because it has a lot of books. Putting a library in the north end of Sunnyvale to alleviate people having to drive to the main library doesn't make sense. There isn't anything except the light rail in the north end of Sunnyvale so we in that area have to drive to the same area the main library is in for other things. Also I would keep using the main library even if there was a branch library because there is more selection in the main library. Also with the economy headed south I don't see that the city will have the money to maintain the branch library when sales taxes go down in the recession. Also if you want to serve the community better how about keeping the library open an extra hour on Fri. night. There are a lot of people in there getting kicked out when it closes on Fri. night.

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**April 29, 2008, 1:34 p.m.**

- 1) I think it would dilute the availability at either the main or branch or both. Better to concentrate the resources, both physical and reference help.
- 2) Look at the arguments that were made 4/5 years ago when Stanford (or Ms Rice anyway) decided to close Hoover Library and "amalgamate" or centralize the resources in one University Library. They did have some validity even though it was a major blow to outside scholars.
- 3) Cost – additional lease space and staff, to what real purpose? People are going to drive or ride to get there anyway.
- 4) Compare. Palo Alto, with all its money, has branch libraries and a history of a miserable main library availability. Sunnyvale, on the other hand has a stellar main library.

Don't break it – this smacks a bit of reaction to the failure to expand the main library...better to concentrate on that issue.

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**May 17, 2008, 10:34 p.m.**

Dear Future Library committee,

It is my belief that the functions of libraries will change dramatically over the next twenty years as we teach our children to be more computer and game savy, at the expense of reading and research. With that theory in mind, any new libraries will need to be flexible in developing their sites to be able to adapt to the rapidly changing demands of the public.

I suspect that fewer bookshelves will be needed, and more electrical outlets. More remedial reading classes will become necessary to keep our citizens educated and trained, thus more small sized class rooms, with less need for lounging areas. There will need to be a larger video viewing area, with movies focused on our core values rather than hip hop, rap and/or half naked women.

Libraries will need to work in various neighborhood arenas, rather than have one central depository. Go to the people, rather than waiting for them to come to you. Do this, and you might well create an educated, working citizenry, and reduce crime in our ever growing City.

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**May 18, 2008, 9:18 a.m.**

What we NEED is a new library, which the stingy and short-sighted voters of Sunnyvale refused to fund. If the alternative is to be a leased branch facility, this is better than nothing. Ideally it should be as close to the main library as possible, or else in downtown Sunnyvale. The services offered should be determined by the library administration staff, which would understand best how to allocate its resources between two separate facilities.

Another possibility (perhaps a far-fetched one) would be to find a very large facility that could house the entire library with all its expanded needs and move everything to that facility and then lease or sell the current library, which is absurdly small for a city of Sunnyvale's size and importance.

I have no idea what a branch library would cost and don't much care. Institute a tax measure to pay for it. Sell a bond. Ask for donations (probably not very sensible for ongoing costs). A new tax is probably the best. Add it onto the utilities or something; nobody would notice after the first month or so. Of course the tax request for a new library didn't pass, so you'd probably have problems with a tax for a leased facility.

But the arguments that were made for the tax for a new library were so lame, so poorly written and so hat-in-hand begging that if we hadn't been convinced of the need we wouldn't have voted for it ourselves. Get someone who can write and argue persuasively, and explain WHY a library is so crucial to the well-being of the community. None of these arguments were made before, so it was no surprise that

people voted against it. No one will agree to a tax unless they understand that there is a true need. Arguments for the new library made it sound frivolous, not necessary. Figure out who needs that library most and target them. Do a requirements analysis for the branch library. What functions will you put in it? Who will use it? That will tell you where to put it.

I volunteer if you need any volunteer help.

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**May 20, 2008, 8:58 a.m.**

Unfortunately I will be out of town and unable to attend the meeting, but I do want to express some concern about a branch library. Although I think it would be good to have one north of Central Expressway to serve low income areas, including school children (and their families) around Lakewood and Bishop, my concern is that we may end up with two substandard libraries instead of one good one. I also think that perhaps we should wait to expand the library system until the retail downtown area is built and bringing in sales tax revenue. I would also want to do surveys first to be sure that a branch library would be well used.

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**May 21, 2008, 8:58 p.m.**

I am not in favor of a branch library because operating costs go up too much.

I would prefer that the library put RFID technology into place and optimize operations at a central library.

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**May 21, 2008, 9:02 p.m.**

Dear Library Staff,

I will not be able to attend the community forum next Thursday, but I did want to say that I think a branch library is crucial for Sunnyvale. I voted against the library bond because I believe that we are disenfranchising residents of northern Sunnyvale by having only one library building.

I live within walking distance of the current library, but I teach at San Miguel Elementary. Many of our students' families do not have convenient transportation to get to the current library location. When the bookmobile was eliminated, library access was reduced for them. Our school libraries have limited capacity and are not currently configured to serve anyone beyond our school community.

As educators we are trying to encourage our school families to use the public library more. The Sunnyvale Public Library has worked with us on the Accelerated Reader program and field trips (which cost us money for the bus ride), so we greatly appreciate the resources provided so far. I would,

however, like to see it more accessible for people who do not live within convenient access distance.

Several new housing developments have been or are currently being constructed in northern Sunnyvale. This side of town deserves equal access to City services. The Library of the Future Study should give serious attention to meeting these needs.

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**May 21, 2008, 9:19 p.m.**

Hello,

I am a sunnyvale resident. My children attend ellis elementary school in sunnyvale. I would love to see a branch of sunnyvale library at walking distance from the school or in its proximity. School libraries only allow 2 books out at a time. So having a branch here would be great. there are a lot of moms in our area in ours and neighbouring apartments that dont have cars or dont drive, so it would be a blessing for us to have one near the school. we usually dont get books from the big library because its not in walking distance from our house or school.

It would be great to have a good selection o childrens books, vedios and DVD in this place.

Thank you.

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**May 21, 2008, 9:26 p.m.**

Dear Dave,

Your proposal for a new branch library based on Palo Alto's Mitchell Park model is a great one for the city and for under-served communities within the city.

You really are a fine addition to our City Council.

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**May 26, 2008, 9:03 a.m.**

I am unable to attend the library community forum this week, so I thought I would send an email. I think a branch library, or several branch libraries, are needed in Sunnyvale. I am a regular patron of our library. It is always quite crowded, which I think is a great sign! People from all backgrounds come to read books, do research on computers, study, and job search on the special job search kiosks. I think our library is fantastic and I think its services should be expanded, both at the main library site and with branch libraries.

I think the Columbia Middle School site idea would be a great location. I live in the Columbia neighborhood (SNAIL) and I would be able to walk to the library in less than 10 minutes. Right now, it takes my husband and I an hour--each way--to walk to the main library. I think there is a need for another branch library in south Sunnyvale, but I do not know of a good location.

I want to thank you for considering branch libraries! I would gladly pay more taxes to support libraries. I think they are an essential part of our community.

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**May 28, 2008, 10:17 a.m.**

I'd like to register my opinion against opening a branch library in Sunnyvale.

My reasons are:

1. Spreading library materials around town makes it harder to find a particular item. I like knowing that there is one place to look for materials.
2. Emphasis should be on improving the existing library. I would not favor a plan which would dilute the effort to build a new central library. All of the energy which would go to a branch library would be taken away from the much-needed main library renovation. Voters will pass that bond one of these days, I hope.
3. It seems to me that the main beneficiaries of branch libraries would be school children who are too young to drive and therefore have trouble getting to the main library. In my opinion, those children would be better served by their local school libraries, which are already in their neighborhoods. If it were feasible, I would support a plan to keep school libraries open beyond regular school hours and to supplement materials in school libraries.
4. A central library is a gathering place where people from all over town interact in the same space. This is a good thing. Because of its size, Sunnyvale is already a city of somewhat insular neighborhoods. Libraries should unify their communities, not divide them.

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**May 28, 2008, 1:13 p.m.**

As a resident of Sunnyvale I'm very satisfied with the library just as it is today.

I use the library at least once per week and it satisfies my needs and the needs of my family.

I moved to Sunnyvale after living in San Jose many years. San Jose has so many branches I could never find what I wanted since I always faced the answer 'that is held in another branch'. San Jose may need the branch system since their geography is an order of magnitude larger than ours but it is very inefficient and causes tremendous duplication and thereby increased costs.

Just keep the library where it is. Perhaps a modest addition could be considered - but no new building or branches.

---

**May 29, 2008, 11:53 a.m.**

As you are probably aware, Inverness Way is very close to the southern border of Sunnyvale, three miles from the Sunnyvale Main Library.

For the record, my wife and I voted against the 2007 Measure B proposal. We both believe that the Main Library is in need of replacement, but Measure B lacked an overall vision for serving all neighborhoods of Sunnyvale with easy access to library resources with a cost effective solution.

Our feelings about fixed, “brick and mortar” branch libraries are similar. Any branch library, no matter how well-intentioned, suffers from the following problems:

- Long term building lease obligations and building upgrades (book drop, lighting, restroom upgrades, telecommunications)
- Fixed equipment costs (shelves, tables, chairs, counters, computers)
- Costs of creating, maintaining and updating branch collection inventories, including transportation costs
- Staffing costs to keep a branch library open during normal hours (68 hours per week, assuming Main Branch hours of operation are used)

All this, to serve a very limited pool of the city’s population.

We strongly feel that the city should develop a plan which will serve all of its citizens. Simply updating the well-established and cost-efficient Bookmobile model to the 21st century would provide benefits to all citizens of the city at reduced cost:

- Regular schedule at neighborhood parks, schools, and community centers
- Flexible collection practices, utilizing the Main Library collection
- Reduced lease and insurance costs
- Reduced fixed equipment and infrastructure upgrade costs
- Reduced staffing costs due to a more flexible schedule
- Better success with outreach programs to disadvantaged segments of the population (seniors, the poor, non-English literate).

We believe that those who are planning for the long term of the Sunnyvale library system need to think creatively, and not simply respond to whichever councilmember or neighborhood shouts the loudest.

---

**May 30, 2008, 1:39 p.m.**

I would have attended meeting last night but due to bad back injury could not. Therefore, I send my opinion here.

No, no, no. We voted down a bond because we are happy with our library as it stands and any \$ spent should be spent on it there. We can find it, we can get there and it is very near several bus lines.

Why does our City Council not listen to:

A. The people that voted them into office

B. Their paid staff

If people have a problem getting to the main branch, let them get "chits" for free transportation. Maybe a volunteer group could help drive folks there if they are so far away. Each little town has its libraries, then there is county libraries, college libraries, and so on. Meanwhile everyone is getting on line and can find information there.

Please city council, let's give our \$ a rest--save, not spend.

---

**June 15, 2008, 2:56 p.m.**

Ideas = A decision on a Sunnyvale branch library should be made based on regional input, not just city input. We use library branches in Cupertino and West San Jose (Calabazas), and find that the libraries cooperate effectively in terms of allowing circulation regionally. Before deciding on a new Sunnyvale branch, we should (1) map out all library branches for all library districts within a few miles of Sunnyvale, (2) determine what plans they have for new branches, and (3) coordinate with them to serve specific radii or neighborhoods.

We may find that there are special needs not linked to neighborhood (link blind readers, mobility-impaired readers, elderly readers, or specific languages) whose needs could best be met with a mobile solution. Or there may be specific neighborhoods that are far from any branch, who would benefit from a small branch with limited services (including delivery of requested materials to that branch).

We have a truly great collection in Sunnyvale, and that's the real heart of a library. I hope we don't lose focus on content development and content delivery as we explore the secondary value of facilities.

---

**July 12, 2008, 12 a.m.**

Ideas = Kids might be able to bike on their own to branch library on other side of El Camino long before they would be able to cross El Camino to go to the main branch. I grew up walking--by myself, starting when I was 7 or 8--to a couple of branches of the Queens Borough public library in New York. Libraries are safe places to start being independent.

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**July 31, 2008, 7:59 a.m.**

Ideas = I would rather have all funding go to upgrading the current library.

---

**August 20, 2008, 8:59 p.m.**

Ideas = I do not think that starting a branch library would be a good idea. A branch library would deprive the main library of vital resources and could, in no way, be more than a neighborhood glorified bookmobile. Also, the existing library is about as central to the city as it can be: a branch would only bring books closer to a small number of residents and be of no help to the vast majority of resident.

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**August 21, 2008, 9:36 p.m.**

My opinion is that we should look into a branch library in northern Sunnyvale. It would have a focus on children (homework help, language studies, reading times, etc.) and ESL for adults. I think this could be a great contribution to this city, and the future of its citizens.

I am a member of a church that is about halfway between 101 and the Sunnyvale Library, just off Lawrence and Monroe. Our church does an outreach to the community each year, and asks people in April if they would like to attend ESL classes in the fall. Last April, we had SIXTY people who responded that they would like ESL classes. There is obviously a need here; several different organizations are trying to meet that need, in different ways; the charter of the library would clearly encompass this kind of effort as well. The church also provides homework help for children, during the same evening (Tuesdays) when the adult ESL classes are being held. They are both very popular classes.

A library should be a safe place where people can come to study and learn. I think a branch in northern Sunnyvale could be a very popular and helpful place in this city. Funding could be through a measure or a government grant.

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**August 22, 2008, 5:21 p.m.**

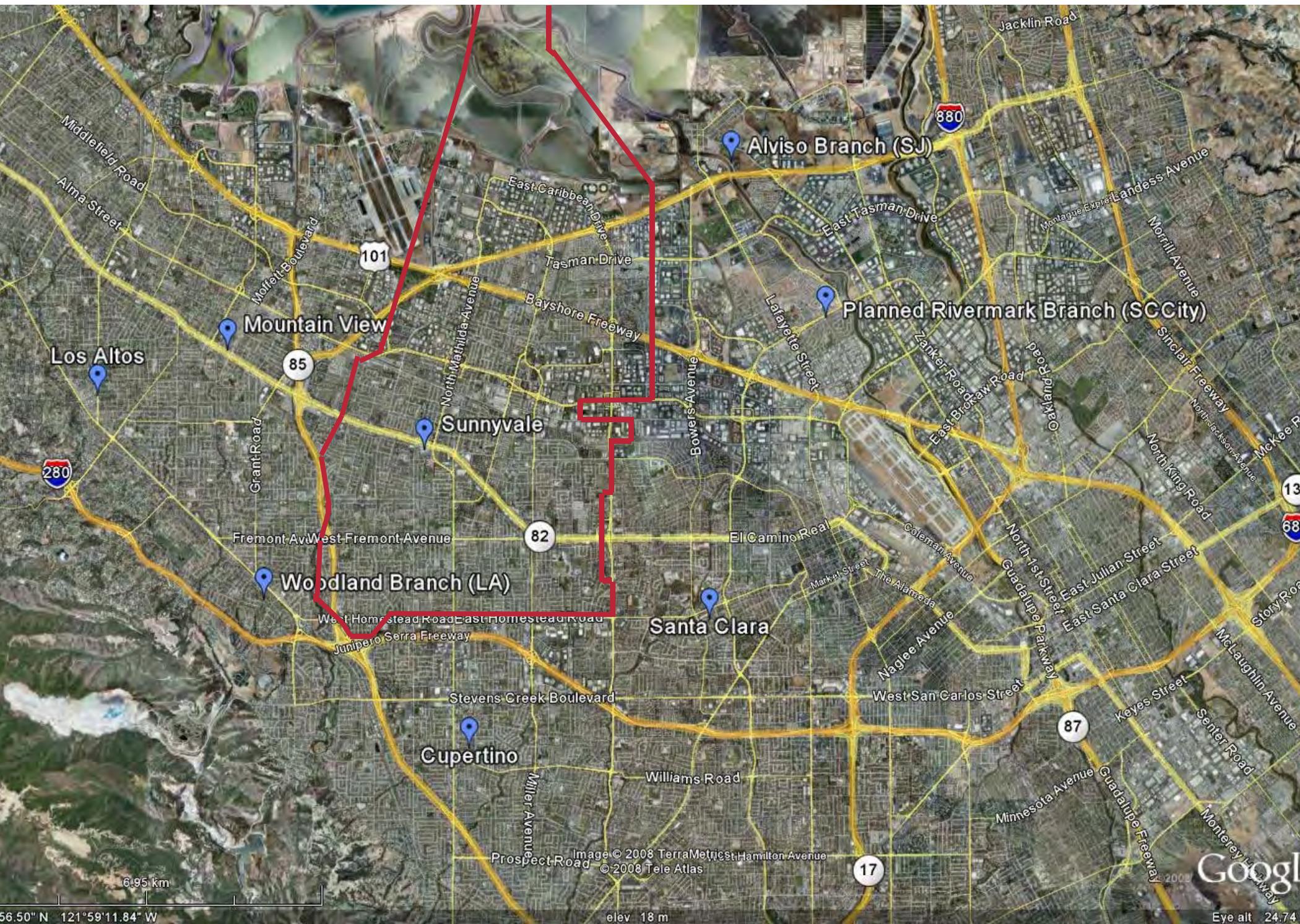
The September-October *Between the Lines* has an article announcing the possibility of a branch for the Sunnyvale Library.

If plans have been approved already for the "Library of the Future" why would we need a branch now? Geographically, the city is not that large and the present building is centrally located, with even a bus stop across the street. The new building will be larger and in the same area so a branch nearby or elsewhere would serve no legitimate purpose. Even considering one is a waste of taxpayers' money.

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# Attachment D

# Sunnyvale Public Library in Relation to Neighboring Libraries



October 1, 2008

City of Sunnyvale Boundary

# Attachment E

**SAN JOSE PUBLIC LIBRARY -- FISCAL YEAR 2006-07**

Branch	Square Feet	Total Visitors	Total Volumes	Total Items Checked Out	Annual Operating Expense	Staffing FTE
Almaden	20,000	323,005	101,175	876,577	\$1,004,928	13.2
Alviso	4,460	102,699	42,896	265,090	\$494,924	6.62
Dr. Roberto Cruz – Alum Rock	26,000	444,346	105,410	658,741	\$1,114,665	11.7
Berryessa	26,000	481,230	116,225	1,139,036	\$1,066,899	14.45
Biblioteca Latinoamericana	15,100	159,167	77,070	184,455	683,485	8.3
Cambrian	28,000	236,133	132,983	649,638	\$896,271	15.05
Calabazas	5,880	247,359	92,198	926,889	\$1,009,320	11.5
East San Jose Carnegie	7,281	112,264	53,148	231,455	\$649,830	Closed—
Educational Park	14,084	273,166	87,858	496,030	\$828,870	9.75
Edenvale	Closed	Closed	Closed	Closed	Closed	14.1
Evergreen	21,000	255,262	108,526	1,021,915	\$1,026,924	15.3
Hillview	21,000	240,509	80,208	344,948	\$840,608	10.5
Joyce Ellington	Closed	Closed	Closed	Closed	Closed	Closed
Rose Garden	17,000	309,668	79,344	543,124	\$862,832	10.1
Santa Teresa	13,860	355,568	129,795	1,141,113	\$1,122,117	Closed
Seventrees	6,769	250,375	68,065	451,887	\$805,781	Closed
Tully Community	24,000	518,056	118,452	1,012,410	\$1,263,878	16.21
Vineland	24,000	349,446	148,471	1,049,321	\$1,381,435	14.7
West Valley	20,000	324,605	121,375	908,640	\$1,056,614	12.95
Pearl Avenue	Closed	Closed	Closed	Closed	Closed	10
Willow Glen	Closed	Closed	Closed	Closed	Closed	8.75

**SANTA CLARA CITY LIBRARY – FISCAL YEAR 2006-07**

Branch	Square Feet	Total Visitors	Total Volumes	Total Items Checked Out	Annual Operating Expense	Staffing FTE
Mission Library Family Reading Center	7,770	180,939	23,593	41,731	\$530,330	4.2 <sup>1</sup>

<sup>1</sup> FTE (includes 2.5 FTE Literacy staff)

**PALO ALTO CITY LIBRARY – FISCAL YEAR 2006-07**

Branch	Square Feet	Total Visitors	Total Volumes	Total Items Checked Out	Annual Operating Expense	Staffing FTE
Children's <sup>1</sup>	Renovation	0	14,000	0	\$3,735	0 <sup>3</sup>
College Terrace	2,392	63,081	18,928	107,005	\$272,065	2.48
Downtown	8,774	90,273	12,186	67,227	\$241,640	2.96
Mitchell Park	9,478	367,508	83,383	604,894	\$1,252,790	16.06
Main <sup>2</sup>	26,313	341,219	138,099	630,895	\$2,086,790	20.35

1. Children's Library closed entire year for renovation and expansion from 3,442 sq ft to 6,043 sq ft. 14,000 volumes put into storage.

2. 2/3 of collection from Children's temporarily moved to Main; programs also held at Main

3. Includes regular and hourly staff; staff at Children's reassigned to Main and Mitchell Park libraries during closure

**SANTA CLARA COUNTY / LOS ALTOS LIBRARY- FISCAL YEAR 2006/07**

Branch	Square Feet	Total Visitors	Total Volumes	Total Items Checked Out	Annual Operating Expense	Staffing FTE
Woodland	4,600	N/A	44,560	270,000	N/A	3.5

**SUNNYVALE – FISCAL YEAR 2006/07**

	Square Feet	Total Visitors	Total Volumes	Total Items Checked Out	Annual Operating Expense	Staffing FTE
Sunnyvale	60,800	768,983	251,551	2,247,777	\$6,538,087	56.40

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# Attachment F

## Branch Library Cost Assumptions – September 2008

- General:** Square footage allocations are based on the findings of the Library of the Future study: 44% for collections, 20% for reader seats, 13% for technology stations; 12% for staff/service desks; 11% for other. Scenarios below assume open hours are 40 to 44 hours per week. Costs have been inflated using the City's adopted budgetary inflation factors, as appropriate, to FY 2010/11 dollars.
- Collections:** Items per square foot are based on the Library of the Future Study: 12 items per square foot for print items and 15 items per square foot for media items. Collection composition includes 30% Adult, 40% Children's, and 30% Media. Ongoing costs assume 12% of the branch library's collection will be new each year. Collection costs include the cost of the item as well as the cost to order, receive and process an item to make it available for the public.
- Technology:** Estimates include both hardware and software. The IT Department is in the process of revising the way they calculate rental rates, and it is possible these figures could be lower as a result.
- FF&E:** \$32/sq ft was used to estimate Furniture, Furnishings & Equipment (FF&E) costs. The statewide average for completed library construction projects is the same. FF&E includes freestanding furniture, fixtures and any owner supplied equipment such as shelving, service desks, counters, workstations, movable equipment, etc.
- Facilities:** \$9/sq ft was used to estimate facilities rental rates; the rate could be lower depending on the site and lease terms negotiated. The \$9/sq ft is an average cost to maintain all City properties.
- Lease:** \$2/sq ft was used to estimate costs; the rate could be higher or lower depending on the site and lease terms negotiated.
- Design:** Estimated architectural and interior design fees include needs assessment, programming, schematic design, design development, construction documents, bidding, FF&E, and closeout. Also assumes 1) No seismic upgrades and/or structural engineering required; 2) No library stacks above first floor; 3) Mechanical/Electrical/Plumbing (M/E/P) distribution-only from adequate and functional equipment, 4) No new M/E/P equipment required; 5) No exterior improvements and/or site work required; 6) ADA/accessibility upgrades are NOT required; 7) Owner or City will provide useable, as-built CAD documentation of all existing conditions; 8) Proposed existing buildings meet all 2007 CBC requirements for library occupancy; 9) Designs will be based on prior library programming and space needs analysis work already completed; 10) M/E/P design fees are not included in the estimation.
- Delivery Van:** Estimate is for a ¾ ton cargo van.
- Staffing:** Estimate includes the creation of a Senior Librarian position.
- Tenant Improvements:** Estimates assume lease of existing building in Sunnyvale; single story; slab on grade; no structural modifications necessary; existing site and parking lot meet current standards for parking, lighting and safety; and

existing utilities, including electrical, natural gas, telecommunications, fire sprinklers, water and plumbing.

**10,000 Square Foot Branch Library Costs**

10,000 Sq Ft Start-Up Cost Breakdown:

Collections (36,960 print, 19,800 media)	\$1,679,990
FF&E	\$320,000
Architectural and Interior Design Fees	\$200,790
Delivery Van	\$18,400
<u>Tenant Improvements</u>	<u>\$1,673,250</u>
<b>Start-Up Total:</b>	<b>\$3,892,430</b>

10,000 Sq Ft Ongoing Cost Breakdown:

Collections:	\$201,599
Facilities Maintenance	\$90,000
Technology Hardware	\$73,647
Technology Software	\$134,364
Staffing (3,276 Lib Spec I hrs, 3,276 Lib Spec III hrs, 3,600 Librn hrs, 1,800 Senior Librn hrs)	\$552,343
Delivery Van Maintenance	\$7,280
<u>Lease or Bond Payment</u>	<u>\$240,000</u>
<b>Ongoing Total:</b>	<b>\$1,299,233</b>

**15,000 Square Foot Branch Library Costs**

15,000 Sq Ft Start-Up Cost Breakdown:

Collections (55,440 print, 29,700 media)	\$2,519,986
FF&E	\$480,000
Architectural and Interior Design Fees	\$276,345
Delivery Van	\$18,400
<u>Tenant Improvements</u>	<u>\$2,302,875</u>
<b>Start-Up Total:</b>	<b>\$5,597,606</b>

15,000 Sq Ft Ongoing Cost Breakdown:

Collections	\$302,398
Facilities Maintenance	\$135,000
Technology Hardware	\$110,473
Technology Software	\$201,546
Staffing (6,552 Lib Spec I hrs, 4,368 Lib Spec III hrs, 1,800 Lib Asst, 3,600 Librn hrs, 1,800 Senior Librn hrs)	\$764,362
Delivery Van Maintenance	\$7,280
<u>Lease or Bond Payment</u>	<u>\$360,000</u>
<b>Ongoing Total:</b>	<b>\$1,881,059</b>

### **20,000 Square Foot Branch Library Costs**

#### 20,000 Sq Ft Start-Up Cost Breakdown:

Collections (73,920 print, 39,600 media)	\$3,359,981
FF&E	\$640,000
Architectural and Interior Design Fees	\$351,900
Delivery Van	\$18,400
<u>Tenant Improvements</u>	<u>\$2,932,500</u>
<b>Start-Up Total:</b>	<b>\$7,302,781</b>

#### 20,000 Sq Ft Ongoing Cost Breakdown:

Collections	\$403,198
Facilities Maintenance	\$180,000
Technology Hardware	\$147,296
Technology Software	\$268,728
Staffing (6,552 Lib Spec I hrs, 4,368 Lib Spec III hrs, 1,800 Lib Asst, 3,600 Librn hrs, 1,800 Senior Librn hrs)	\$764,362
Delivery Van Maintenance	\$7,280
<u>Lease or Bond Payment</u>	<u>\$480,000</u>
<b>Ongoing Total:</b>	<b>\$2,250,864</b>

### **Costs for Alternatives to a Branch Library**

#### **Remote Digital Access**

No additional cost beyond the operating budget

#### **Bookmobile**

##### Start-Up Cost Breakdown:

Purchase/Customize 24-Foot Bookmobile	\$220,000
<u>Collections (Item, Order, Processing)</u>	<u>\$102,270</u>
<b>Start-Up Total:</b>	<b>\$322,270</b>

##### Ongoing Cost Breakdown:

Bookmobile Vehicle Maintenance	\$7,280
Staffing (1,800 Librn Hrs, 2,184 Lib Spec III hours)	\$186,851
<u>Estimated Fuel Costs</u>	<u>\$25,000</u>
<b>Ongoing Total:</b>	<b>\$219,131</b>

Assumptions: Schedule would be similar to previously operated bookmobile – 20 hours per week.

### **Transport People to the Library**

#### Start-Up Cost Breakdown:

Purchase 15-passenger van	\$23,000
<b>Start-Up Total:</b>	<b>\$23,000</b>

#### Ongoing Cost Breakdown:

Passenger Van Maintenance	\$7,280
Estimated Fuel Costs	\$25,000
Staffing (1,092 Lib Spec III Hrs)	\$38,832
<b>Ongoing Total:</b>	<b>\$71,112</b>

Assumptions: Approximately 20 hours of transportation provided per week.

### **Mail Delivery of Library Materials**

#### Ongoing Cost Breakdown:

Mail Delivery of Items	\$182,000
<b>Ongoing Total:</b>	<b>\$182,000</b>

Assumptions: 1,000 mail deliveries per week or 52,000 deliveries per year. A \$3.50 unit cost was assumed per delivery transaction. The \$3.50 is based on information provided by other libraries for similar services. Start-up costs are thought to be negligible.

### **Kiosk/Vending Machine**

#### Start-Up Cost Breakdown:

Purchase/installation of vending machine	\$100,000
Collections (Item, Ordering, Processing)	\$14,610
<b>Start-Up Total:</b>	<b>\$114,610</b>

#### Ongoing Cost Breakdown:

Collections	\$1,500
Vending machine maintenance	\$2,000
Restock Staffing (312 Lib Spec III Hrs)	\$11,094
<b>Ongoing Total:</b>	<b>\$14,594</b>

### **Satellite Libraries**

#### Start-Up Cost Breakdown

Collections	\$167,999
FF&E	\$32,000
Delivery Van	\$18,400
Tenant Improvements	\$167,000
<b>Start-Up Total:</b>	<b>\$385,399</b>

#### Ongoing Cost Breakdown

Deliver Van Maintenance	\$7,280
Collections	\$20,160
Facilities Maintenance	\$9,000

Technology	\$20,801
Staffing (1,800 Librn Hrs, 2,184 Lib Spec III hrs)	\$186,857
<u>Lease or Bond Payment</u>	<u>\$24,000</u>
<b>Ongoing Total:</b>	<b>\$268,098</b>

Assumptions: Similar to the branch library with respect to space allocations and estimations.

**Cooperative Ventures**

No additional cost beyond the operating budget

# Attachment G

**Properties for Sale in the City of Sunnyvale, as of October 7, 2008**

**SUMMARY SHEET**

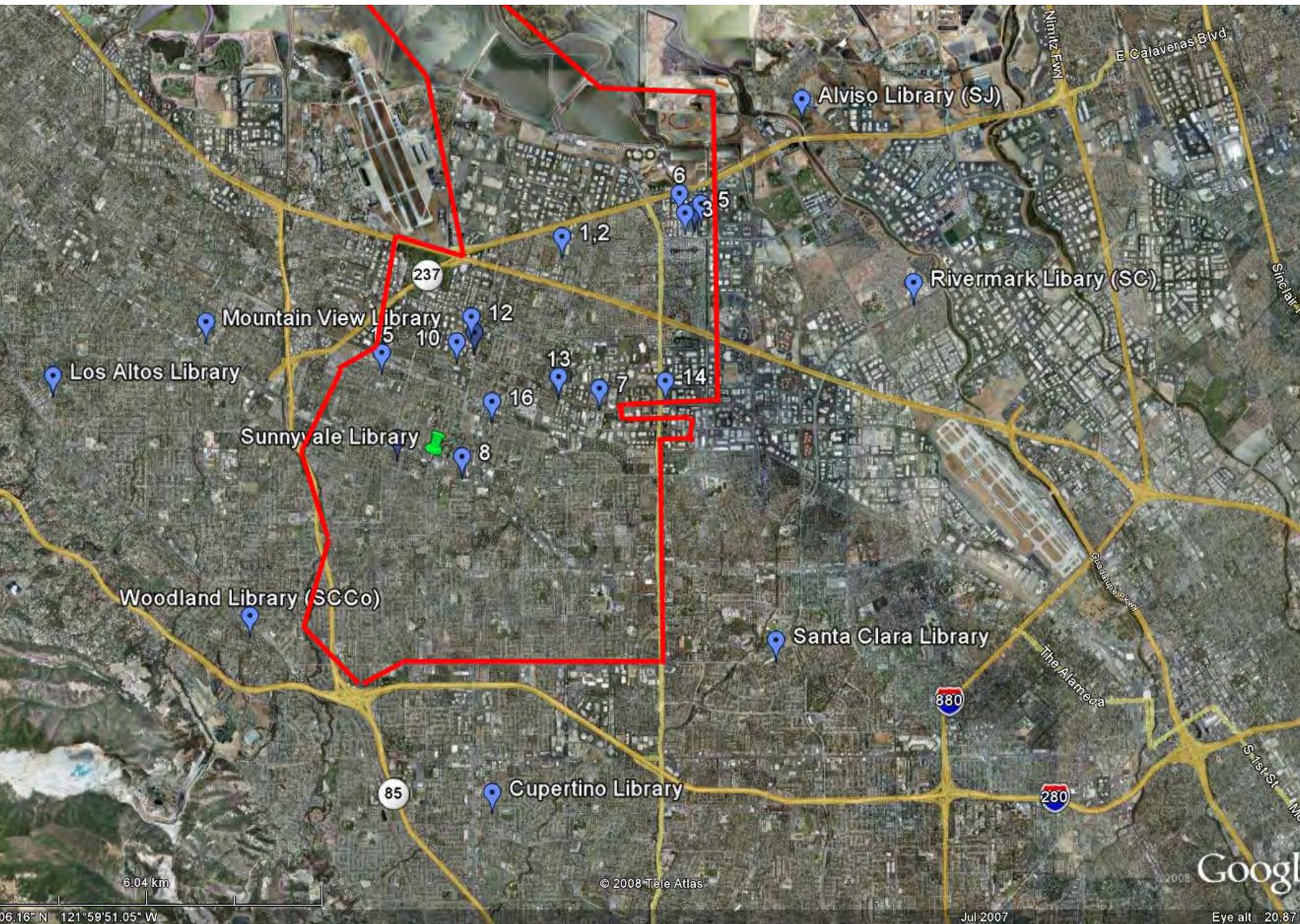
**2006 Demographic Data Within 1 Mile of Site**

	Address	Type	Price	Min Size	Max Size	General Plan/Zoning	Nearest Library (Distance)	Nearest Library (Driving Time)	Driving Time to Sunnyvale Library	2006 Demographic Data Within 1 Mile of Site							
										Population	Largest Age Group	% 0-19 Years Old	% White	% Asian	% Hispanic	% Income > \$100k	% Income < \$40k
1	1170 Morse Avenue	Vacant Land	\$8,000,229	87,120	87,120	ITRMIX/MS	3.3 mi/Sunnyvale	8 min/Sunnyvale	8 min	22,749	30-39 (16.9%)	23.6%	54.0%	30.1%	27.9%	31.1%	25.4%
2	1170 Morse Avenue	R&D/Flex	\$9,000,181	40,174	40,174	ITRMIX/MS	3.3 mi/Sunnyvale	8 min/Sunnyvale	8 min	22,749	30-39 (16.9%)	23.6%	54.0%	30.1%	27.9%	31.1%	25.4%
3	1213 Elko Drive	R&D/Flex	\$6,641,550	44,277	44,277	IND/MS	4.5 mi/Sunnyvale	10 min/Sunnyvale	10 min	15,079	30-39 (15.8%)	22.3%	52.4%	36.2%	16.9%	36.7%	24.3%
4	1235 Elko Drive	Industrial	\$4,750,000	35,174	35,174	IND/MS	4.6 mi/Sunnyvale	10 min/Sunnyvale	10 min	15,079	30-39 (15.8%)	22.3%	52.4%	36.2%	16.9%	36.7%	24.3%
5	1276 Reamwood Avenue	Industrial	\$6,500,000	18,940	18,940	IND/MS	4.7 mi/Sunnyvale	11 min/Sunnyvale	11 min	15,079	30-39 (15.8%)	22.3%	52.4%	36.2%	16.9%	36.7%	24.3%
6	1285-1287 Forgewood Avenue	Industrial	\$1,680,588	4,368	8,892	IND/MS	4.7 mi/Sunnyvale	10 min/Sunnyvale	10 min	9,165	65+ (21.0%)	17.9%	68.1%	20.7%	14.8%	28.3%	29.3%
7	230 Commercial Street	Industrial	\$2,983,200	18,080	18,080	IND/MS	2.6 mi/Sunnyvale	7 min/Sunnyvale	7 min	21,054	30-39 (19.9%)	24.7%	46.4%	38.6%	25.1%	40.8%	18.6%
8	247 West El Camino Real	Vacant Land	Unknown	43,560	43,560	CGB/C2	0.7 mi/Sunnyvale	3 min/Sunnyvale	3 min	27,574	30-39 (19.5%)	20.8%	54.3%	36.4%	14.1%	39.6%	21.9%
9	970 West El Camino Real	Office	\$3,850,000	8,504	8,504	CGB/C2	0.6 mi/Sunnyvale	2 min/Sunnyvale	2 min	30,060	30-39 (20.0%)	22.5%	51.4%	40.7%	10.7%	44.2%	18.9%
10	360 N. Pastoria Avenue	R&D/Flex	\$6,198,370	36,461	36,461	IND/MS	2 mi/Sunnyvale	6 min/Sunnyvale	6 min	21,323	30-39 (20.6%)	23.2%	52.4%	32.5%	27.8%	36.9%	21.9%
11	433 North Mathilda Avenue	R&D/Flex	\$24,000,000	93,506	93,506	IND/MS	1.7 mi/Sunnyvale	7 min/Sunnyvale	7 min	24,314	30-39 (19.1%)	20.8%	55.5%	34.2%	16.1%	37.6%	22.1%
12	678-680 West Maude Avenue	R&D/Flex	\$8,648,420	39,311	39,311	IND/MS	1.6 mi/Sunnyvale	5 min/Sunnyvale	5 min	19,455	30-39 (20.8%)	24.3%	51.1%	32.7%	30.9%	35.6%	14.8%
13	690 East Arques Avenue	R&D/Flex	\$13,104,000	32,760	65,520	IND/MS	2 mi/Sunnyvale	5 min/Sunnyvale	5 min	28,687	30-39 (20.3%)	23.8%	48.4%	36.8%	27.3%	36.5%	20.0%
14	1208 East Arques Avenue 104	Office	\$425,000	1,250	1,250	IND/MS	3.8 mi/Sunnyvale	8 min/Sunnyvale	8 min	13,234	30-39 (20.7%)	25.0%	40.9%	44.4%	23.5%	41.6%	18.3%
15	1138 Evelyn Avenue	R&D/Flex	\$1,199,660	5,453	5,453	IND/MS	1.5 mi/Sunnyvale	4 min/Sunnyvale	4 min	23,748	30-39 (22.9%)	20.3%	55.6%	33.4%	16.4%	42.4%	18.3%
16	111 East Evelyn Avenue	Office	Negotiable	41,549	41,549	IND/MS	1 mi/Sunnyvale	3 min/Sunnyvale	3 min	21,133	30-39 (20.6%)	22.0%	48.6%	38.7%	22.2%	34.8%	23.2%

Sources: Property Sale Data from Silicon Valley Prospector; Zoning/Tenancy from Planning Division; Distances/Driving Times from Google Maps

# Attachment H

Properties for Sale in Sunnyvale as of October 7, 2008



06.16" N 121°59'51.05" W

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Jul 2007

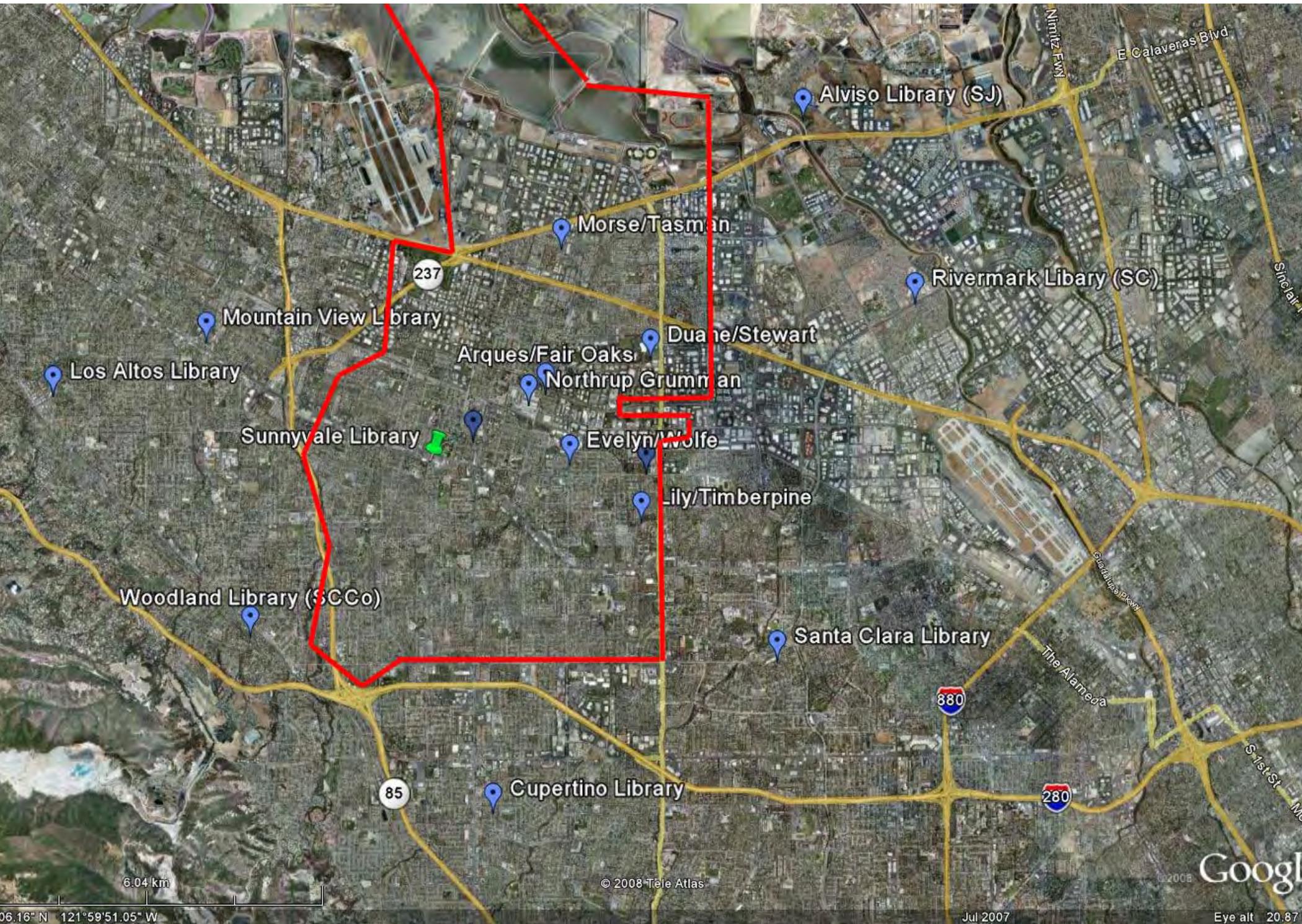
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October 7, 2008

— City of Sunnyvale Boundary

# Attachment I

**Industrial to Residential Areas and Population Growth Areas in Sunnyvale**



**October 1, 2008**

**— City of Sunnyvale Boundary**

# Attachment J

# NEIGHBORHOOD PLANNING AREAS

