

Attachment P

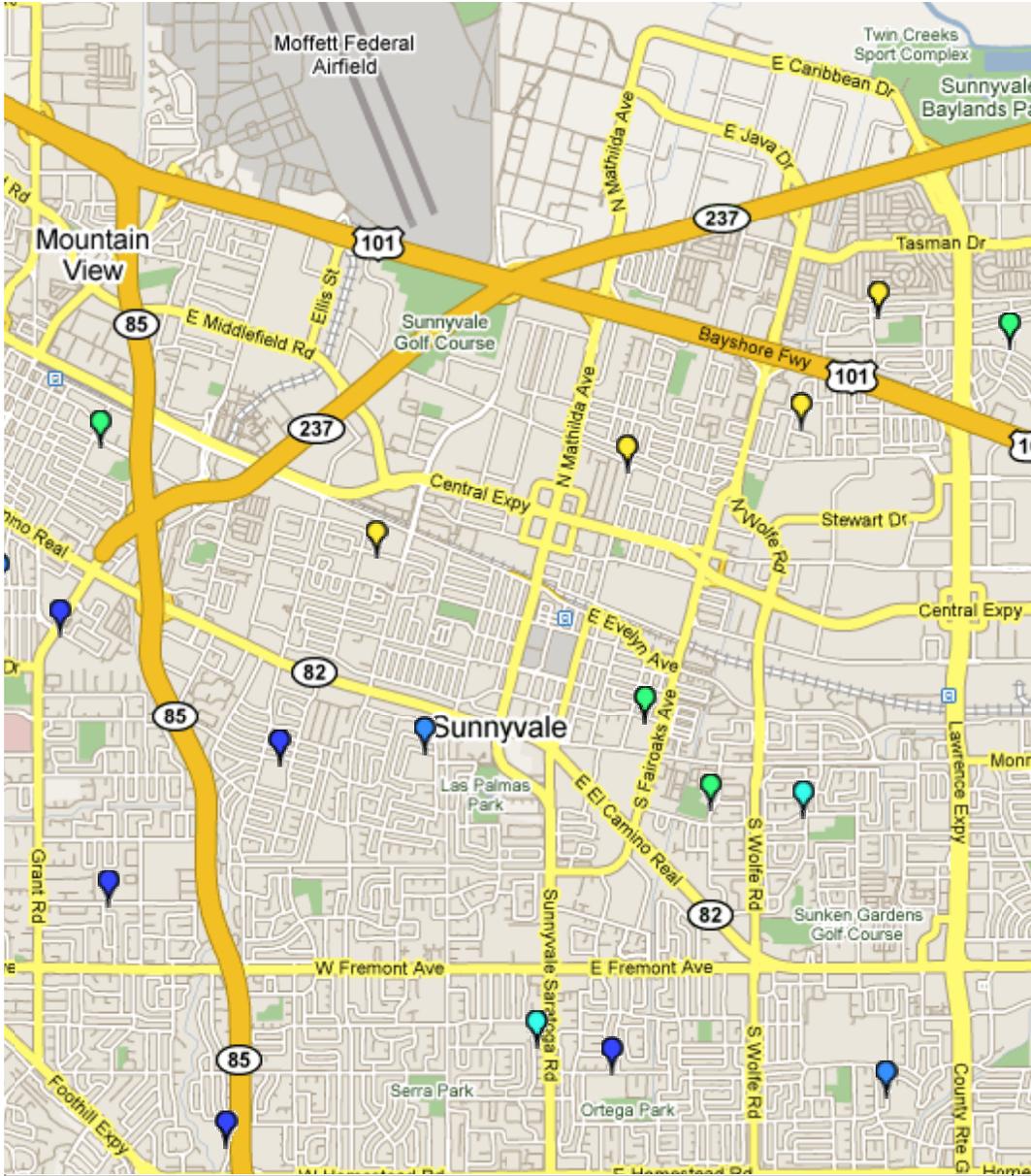
School Performance Maps: California

[Reset Map](#) · [About](#) · [Contact](#)

School Types: Elementary Secondary Other schools... done

Mapping 41

[Link to this map](#)



10 is the highest academic rating.

The Academic Performance Index (API) is based on standardized tests in California schools, which are administered yearly, and other factors.

Attachment Q

ECONOMIC STIMULUS AND COST RECOVERY

This is an overview of the Sales Tax Revenue and the Property Tax Revenue for offsetting branch library expenses.

Sales Tax Revenue

City staff recently reported that in studies of the relationship between libraries and economic development a consistent result is that libraries tend to be a positive investment for local government in terms of economic returns on the resources invested in them. These returns include free access to library materials and computers, information support for small businesses and early reading programs and books for very young children.

There is also evidence of libraries having a positive economic impact through increased foot traffic and expenditures to the presence of the library in commercial areas. The correlation between libraries and local expenditures can be seen in these studies:

- The relocation of a branch library in Tennessee to a poorly performing commercial shopping strip which subsequently became revitalized due in part from “spin off” benefit from library visitors
- A decision by a developer in Southern California to allocate space in a commercial development for a branch library after failing to secure a bookstore for the site

Another study illustrates a methodology to quantify links between library visits and personal expenditures. The Carnegie Library of Pittsburg surveyed Main Library visitors in 2006 to identify both the amount of money spent during a typical trip to the library and the types of businesses patronized. The Carnegie Library is located in a downtown area with a wide range of retail amenities -- survey results indicate that the types of businesses patronized were restaurant or coffee shops (21%), post office (15%), grocery or food (14%), entertainment and pharmacy (each 14%), news or books (11%), clothing or drycleaner (7%) and doctor or dentist (4%). Most library visitors spent \$5.00 or less during a typical visit, although weighted score averages show a minimum impact if spending (\$7.05) and a mid-point impact of spending (\$9.54).

This approach can be used to estimate the amount of expenditure and revenue that might occur in a commercial area near a Sunnyvale Branch Library. The 14,084-square foot Educational Park branch of the San Jose Public Library received 273,166 visitors in Fiscal Year 2006/07. If we were to assume a

similar number of visitors per year to a 15,000-square foot Sunnyvale branch library and that each of these visitors spent \$10.00 near the branch library, then the economic benefit would be \$2,731,660 annually as long as this money was expended because the library was there and people used businesses they otherwise would not have visited. Some of this profit would benefit local business owners and other profit would accrue to remote owners (chains) and government (post office for example). The City of Sunnyvale receives 1 cent of the 8.25 cents per dollar sales tax, so the revenue generated for the City under this scenario would be up to \$27,316, depending on the amount of sales tax eligible purchases.

While it is not possible to accurately anticipate what expenditures and revenues might actually occur there are two conclusions that can be drawn from this scenario. Location near a library is likely to benefit businesses nearby with to the extent that the library attracts new customers for them. However, a comparison of annual operating costs for a branch library and the amount of sales tax generated in this scenario show that an enormous amount of economic activity would need to occur to provide sales tax revenue to significantly offset branch library costs. As an example of scale, the budget transmittal letter for the FY 2008/09 Adopted Budget and 20-Year Resource Allocation Plan anticipates additional sales tax revenue of \$1 million per year after completion of the Town Center.

Property Tax Revenue

The Study Issue proposes that a branch library may improve property values or turnover in adjacent areas.

There are mathematical models used in research studies and real estate appraisal to estimate the contributory value of a range of characteristics to the value of a property. These models have been used to measure the impact of parks and open spaces on property values. One study using this methodology revealed that between one and three percent of the value of homes within 1,500 feet of a park could result from this proximity. While Library staff could not identify any studies that measured the impact of proximity to public libraries, it is possible that a similar contribution to value could derive from to proximity to a branch library.

The Study Issue also suggests the presence of a branch library might generate additional property tax revenue from increased value and turnover to recover costs for its services. According to the budget transmittal letter for the FY 2008/09 Adopted Budget and 20-Year Resource Allocation Plan, approximately

\$0.16 for each dollar of property tax paid by property owners outside of the Redevelopment Agency (RDA) is now allocated to the City. There are two kinds of property tax that could be impacted by increased property values:

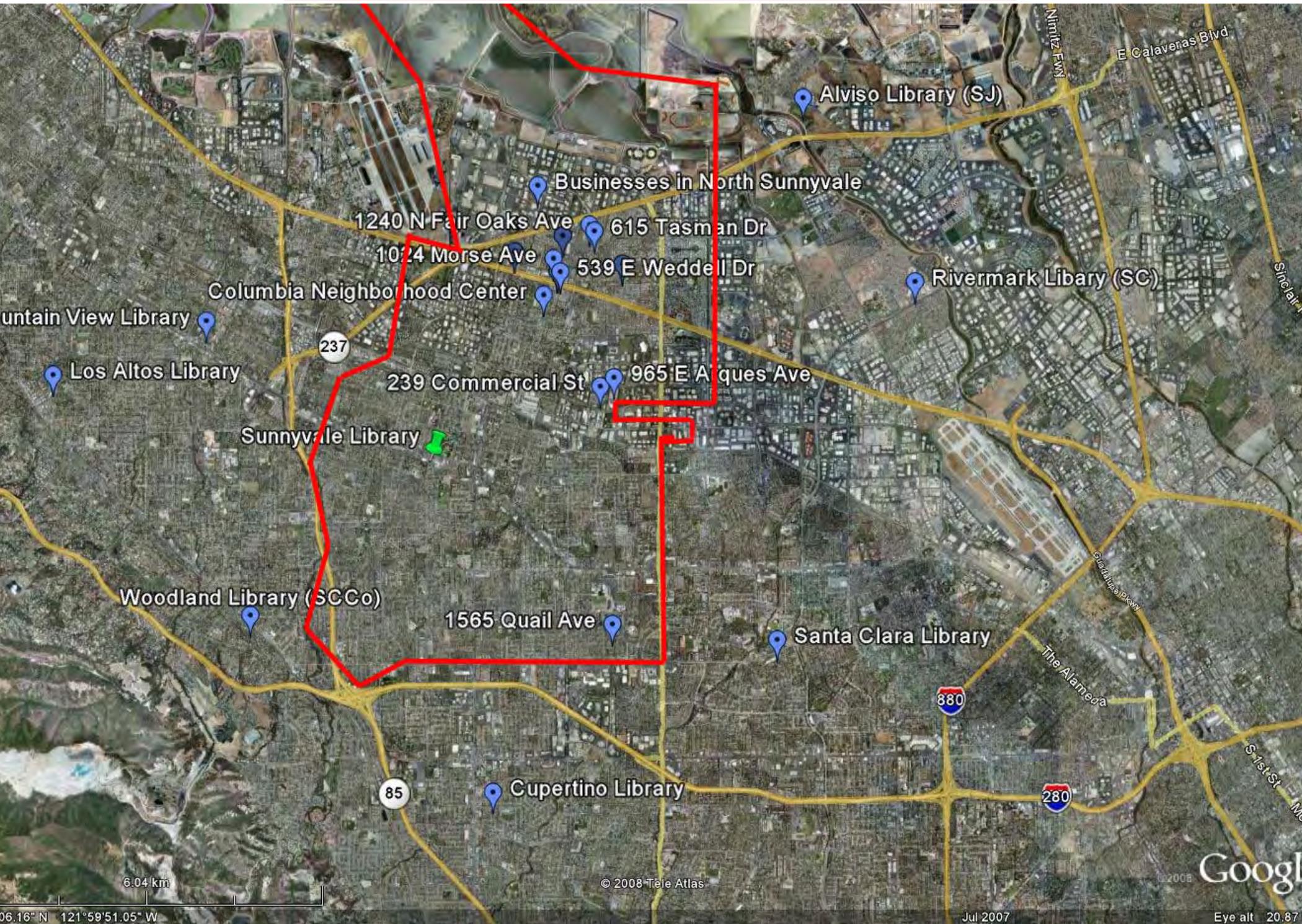
Secured Property Tax

For existing properties, the value of property increases is limited to a 2% annual increase or the Consumer Price Index (CPI), whichever is less, due to Proposition 13. Under these restrictions, it is unlikely that there would be significant increases in the library branch area property tax revenues. Another avenue for higher property tax is when a property is sold. At that time, assessments are based on sales price or market values. Both home values and the number of property sales in the branch library area would have to increase significantly over the current level to increase revenue.

A slowing housing market may impact revenues from both property tax sources for the next few years.

Attachment R

Sites Explored in More Depth for Establishing a Branch Library in Sunnyvale

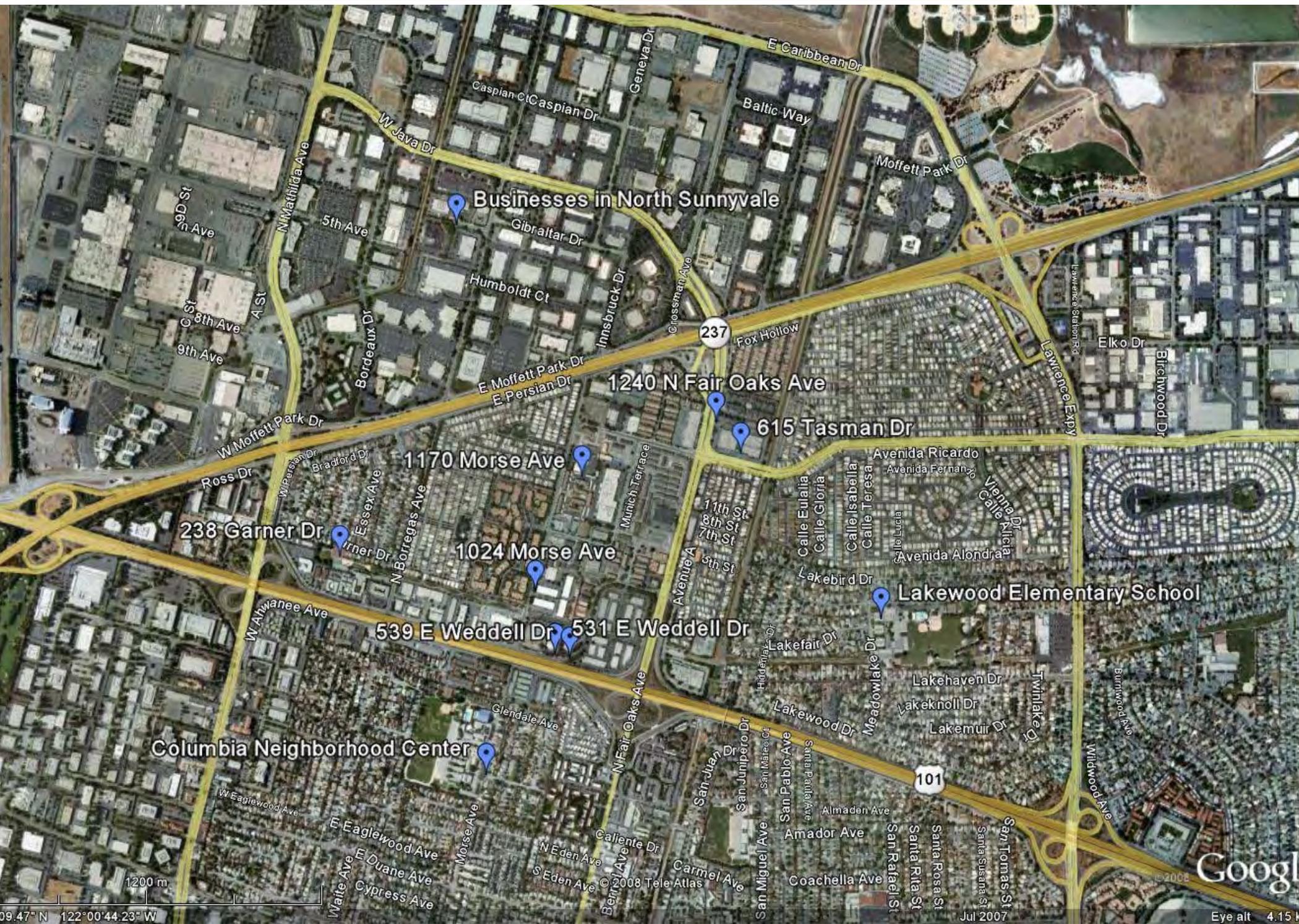


October 1, 2008

— City of Sunnyvale Boundary

Attachment S

North Sunnyvale Sites Explored in More Depth for Establishing a Branch Library

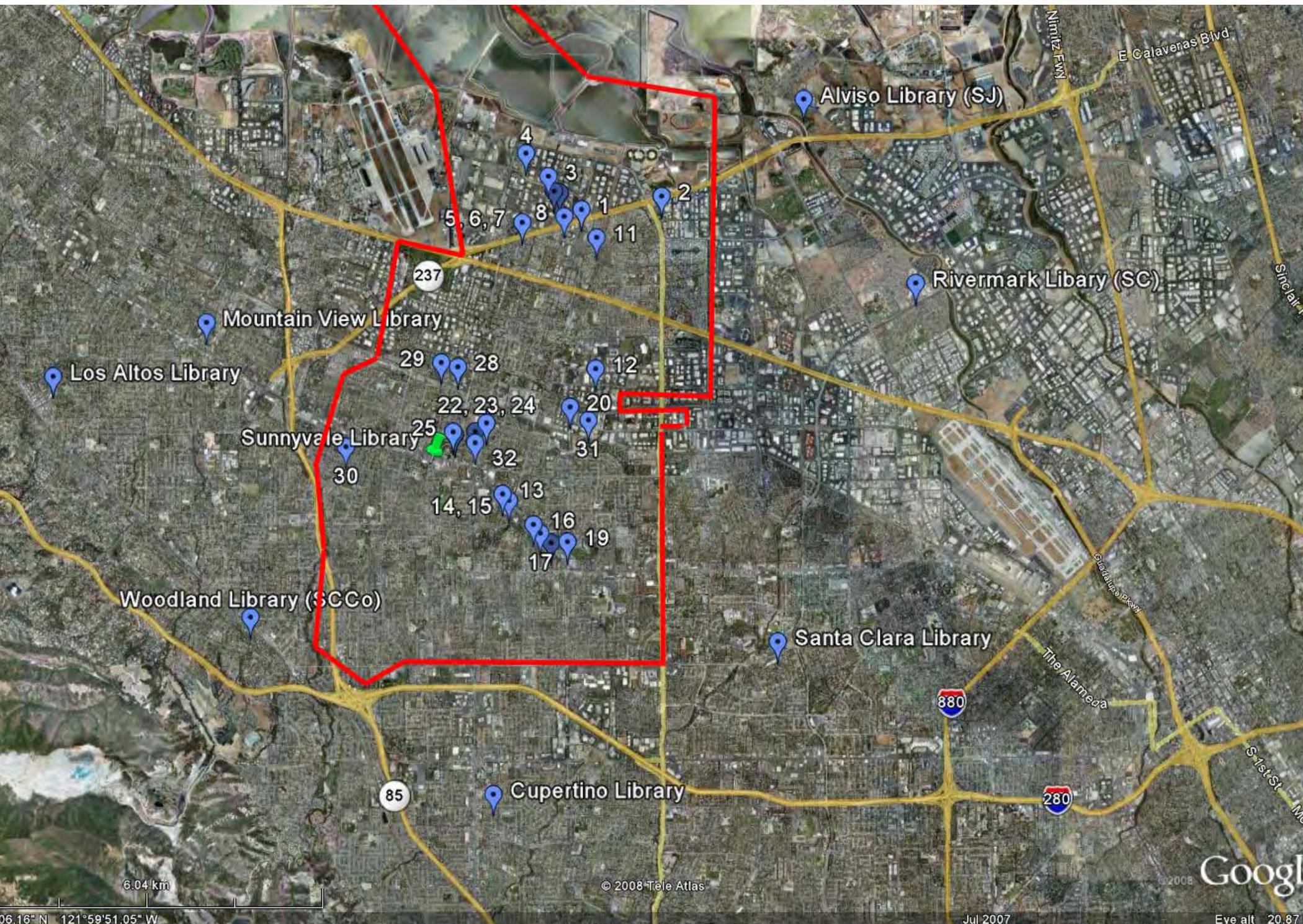


October 1, 2008

City of Sunnyvale Boundary

Attachment T

Retail and Office Lease Spaces Between 1,000 and 30,000 Square Feet, Available in Sunnyvale as of July 7, 2008



July 7, 2008

— City of Sunnyvale Boundary