CITY OF OAKLAND 2004 SEP 16 AM 9: 53
AGENDA REPORT

TO: Office of the City Administrator
ATTN: Deborah Edgerly, City Administrator
FROM: Oakland Public Library
DATE: September 28, 2004

RE: STATUS REPORT ON THE OAKLAND PUBLIC LIBRARY'S DRAFT MASTER FACILITIES PLAN AND REQUEST FOR FEEDBACK ON THE NEEDS ASSESSMENT AND RECOMMENDATIONS FOR OAKLAND'S LIBRARIES

SUMMARY

In 2002, the Oakland Public Library embarked on the development of a Master Facilities Plan ("Master Plan") for the Oakland Public Library and for the preparation of a California Reading and Literacy Improvement and Public Library Construction and Renovation Bond Act of 2000 (Proposition 14) application. This is a status report on the Draft Master Plan. The Proposition 14 application was submitted to the State's Office of Library Construction in January 2004 and awards have not yet been made.

This report summarizes preliminary results regarding Branch Libraries. The Master Plan articulates a vision that is based on a highly participatory needs assessment process identified through many community meetings, focus groups and constituency meetings. The vision is one that allows the Library to retain its system of existing local branches while increasing and improving library service levels significantly throughout the City.

The Draft Plan includes overall service recommendations and improvements for a revitalized system and also identifies specific improvements to facilities including capital costs, and implementation strategies for the overall plan, such as funding options and phasing of improvements.

The Main Library development strategies are in their initial planning stages and will be brought back to Council in a future report.

FISCAL IMPACT

This is a status report only. There is no fiscal impact.

BACKGROUND

See also Attachment (Group 4 Architecture Planning & Research Power Point Presentation).

Needs Assessment

The Oakland Public Library, established in 1878, is the second oldest public library in California. Its infrastructure, in relationship to other library systems, is considered relatively old at an average age of 44 years, making it inefficient, undersized and impacting upon its ability to accommodate needed services and collections. Citywide, the amount of square footage devoted per capita (0.42 sf/person) is low in relationship to the needs of the community and industry-wide standards of 0.8 to 1.0 sf/person.

In order to address the needs identified through the many community meetings and focus groups, the Library undertook a yearlong process to respond to immediate needs and to plan for future improvements. Through site visits, meetings and focus groups, assessments of current service levels, user and non-user surveys and demographic trends analyses, the Library has recommended development strategies to meet community needs.

The needs assessment also mapped existing user patterns to look for underserved areas and studied technical demographic analysis of both current and future trends in the City to discern future needs. The Library's Community Action Committee, composed of community representatives, and its Youth Leadership Council, composed of youth representatives, were vital in confirming these needs as well as working with the project team to form the vision for the Library's future services and facilities. The voices of residents were loud and clear: The Oakland Public Library plays a unique role in meeting residents' needs--in terms of education, enrichment, and technology. The Needs Assessment has identified a lack of space, which constrains the size and diversity of the collection needed for our community. Many of the libraries are too small to accommodate the number of people using them and, at peak use times, library patrons cannot find places to sit.

Citywide, 25% of the population has no other access to computers, and there is a need for both technology access and training. Patrons see life-skills (including literacy and job training) and enrichment programs (such as cultural and literary programs) as vital services for the Library to provide.

As a result of the needs assessment, strategies were developed to address the specific immediate and future needs of each neighborhood throughout the City. Those recommendations include:

- Improve all existing facilities to better serve customers more effectively and efficiently.
- Supplement the system with new branches to meet unfilled needs.
- Provide top quality traditional and new services.
- Target services to meet different neighborhood and community needs.

KEY ISSUES AND IMPACTS

The plan envisions three types of libraries to correspond to the particular needs of neighborhoods; the need for expanded services distributed geographically throughout the City; and specific citywide services that should be consolidated centrally. In the plan these are identified as **Neighborhood Libraries**, **Community Libraries** and the **Main Library**.

Neighborhood Libraries

The vision for Neighborhood Libraries is to retain and improve the current network of libraries that provide safe, walkable libraries in local neighborhoods. Neighborhood libraries will be enhanced to address specific service needs of the areas in which they are located. All of the neighborhood facilities will provide core services of materials, seating, and technology access; they will be further tailored to meet the specific needs of the local residents. Better linkages to other libraries in the system will also be a focus given the strong connections between the roles of the various libraries.

Community Libraries

The Library will also improve and expand several libraries and add two new libraries to serve as Community Libraries that will provide both core services to their neighborhoods and supplement the neighborhood libraries with additional services that residents need, such as computer labs and program rooms. The Community Libraries will allow OPL to effectively and efficiently increase services. Community Libraries will provide a full-array of library services that cannot be offered at the Neighborhood Libraries due to space constraints: augmented materials in increased space; program space, including meeting room(s) for both library and community use; space to accommodate group study, diverse age groups, and recreational use, including areas for children, teens, and adults; and technology training in computer lab settings. These facilities will be geographically distributed throughout the City to ensure accessibility from all neighborhoods, and will be implemented through expansion of existing libraries or new facilities, not consolidation.

Main Library

The Main Library plays a pivotal role in both supporting the system and providing a civic focal point within the City. It also has the opportunity to play a major role in the revitalization of downtown and an improved quality of life for all Oakland residents, including the many new downtown residents for whom it will be their "branch." While the vision for the Main Library continues to be formed, the preliminary vision is for a revitalized and significantly expanded Main Library with a combination of traditional and new library services in a facility that serves as a physical and metaphorical beacon to all users. The Main Library Provides "Everything

Oakland" from history, current events, and government to cultural enrichment and education, as well as a window to the rest of the world, all in an arena that supports the cross-fertilization of ideas and knowledge through programs, interaction, and resources. The Main Library will provide system support for in-depth resources not available at the branches (more extensive collections, fragile historic materials, large scale programs, etc) as well as system-wide support services including acquisitions, purchasing and processing of materials, technology services, program development resources, and library administration.

SUSTAINABLE OPPORTUNITIES

Economic: The architectural consultant's team includes small local business enterprises, which provide job opportunities for Oakland's residents. Any construction of proposed library improvements that are recommended as part of the Master Plan will generate business tax, sales tax, and other revenues for the City. The libraries will also serve as hubs and anchors to attract residents and others to the area; it will increase the foot traffic to the areas and thus benefit the existing surrounding businesses.

Environmental: As part of the Master Plan and any proposed library improvements, design will take into consideration green building technologies, Leadership in Energy and Environmental Design (LEEDs) green building standards, and to the extent feasible, utilize recycled materials in the products specified and explore other environmental opportunities such as waste reduction and energy conservation.

Social Equity: The proposed projects in the Master Plan will provide opportunities to improve the quality of life for all Oakland residents, especially for individuals living in the most underserved neighborhoods in terms of current library services.

DISABILITY AND SENIOR CITIZEN ACCESS

All design considerations for any public library improvement includes ADA access elements as well as improved accessibility for senior citizen communities.
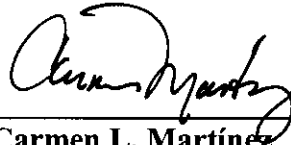
RECOMMENDATION(S) AND RATIONALE

It is recommended that the Council Committee approve this status report.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the Life Enrichment Committee approve of this status report regarding the Master Facilities Plan.

Respectfully submitted,

Carmen L. Martínez
Library Director

Prepared by: Gerard G. Garzón
Administrative Librarian
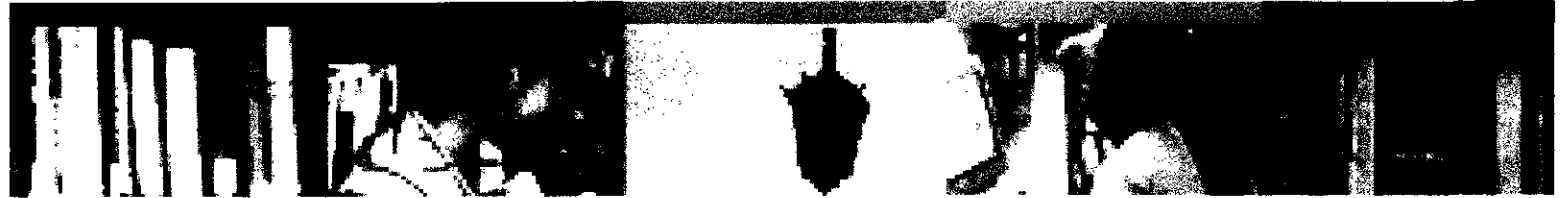
APPROVED AND FORWARDED TO THE
LIFE ENRICHMENT COMMITTEE:

OFFICE OF THE CITY ADMINISTRATOR

PLANNING THE LIBRARY'S FUTURE

OAKLAND PUBLIC LIBRARY

DRAFT MASTER FACILITIES PLAN

Life Enrichment Committee Update

Fall 2004

AGENDA

- Update on Participation
- DRAFT MASTER FACILITIES PLAN PART 1 UPDATE:
  - › Vital Role of the Library
  - › Library Facility Needs
  - › Proposed Improvements
  - › How this will happen

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PLANNING THE LIBRARY'S FUTURE WITH YOU

RESIDENTS OF OAKLAND, PIEDMONT, EMERYVILLE

First Round of Participation: Needs Assessment

- *Over 1,600 Community Surveys and __Telephone survey*
- *Focus Groups in each service area*
- *Community Action Committee*
- *Public Outreach*
- *Council Offices Participation and City Hall, City Departments*
- *Partners (OUSD, P&R., HR,businesses, etc.)*

Second Round of Participation

- *Speaker's Forum presentations to 40-60 organizations by team of consultants, library staff, and volunteer presenters is underway*
- *Present overall master plan and nearby branch recommendations*
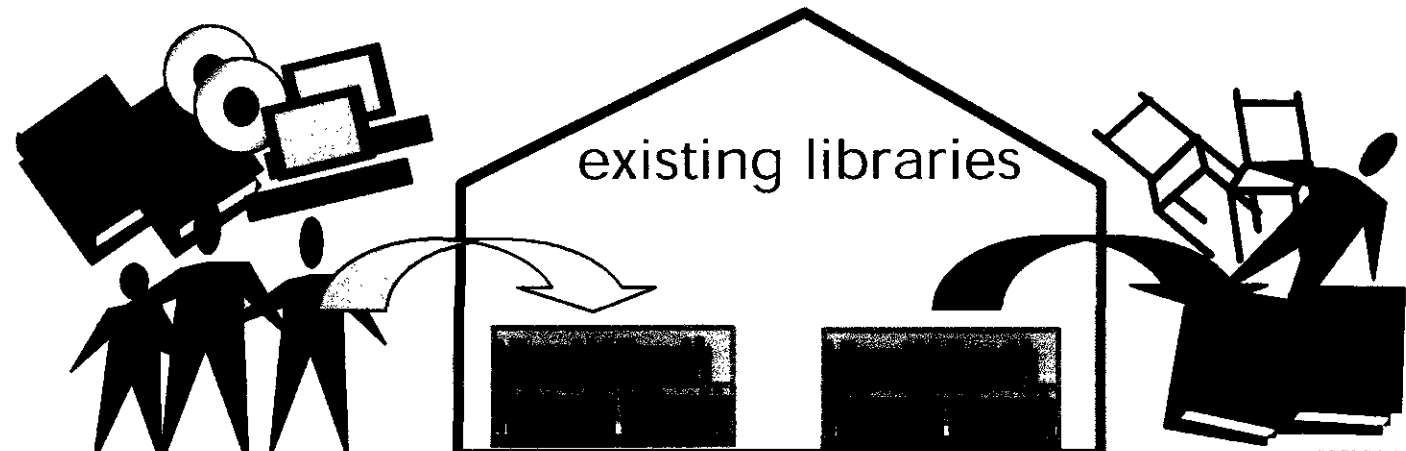
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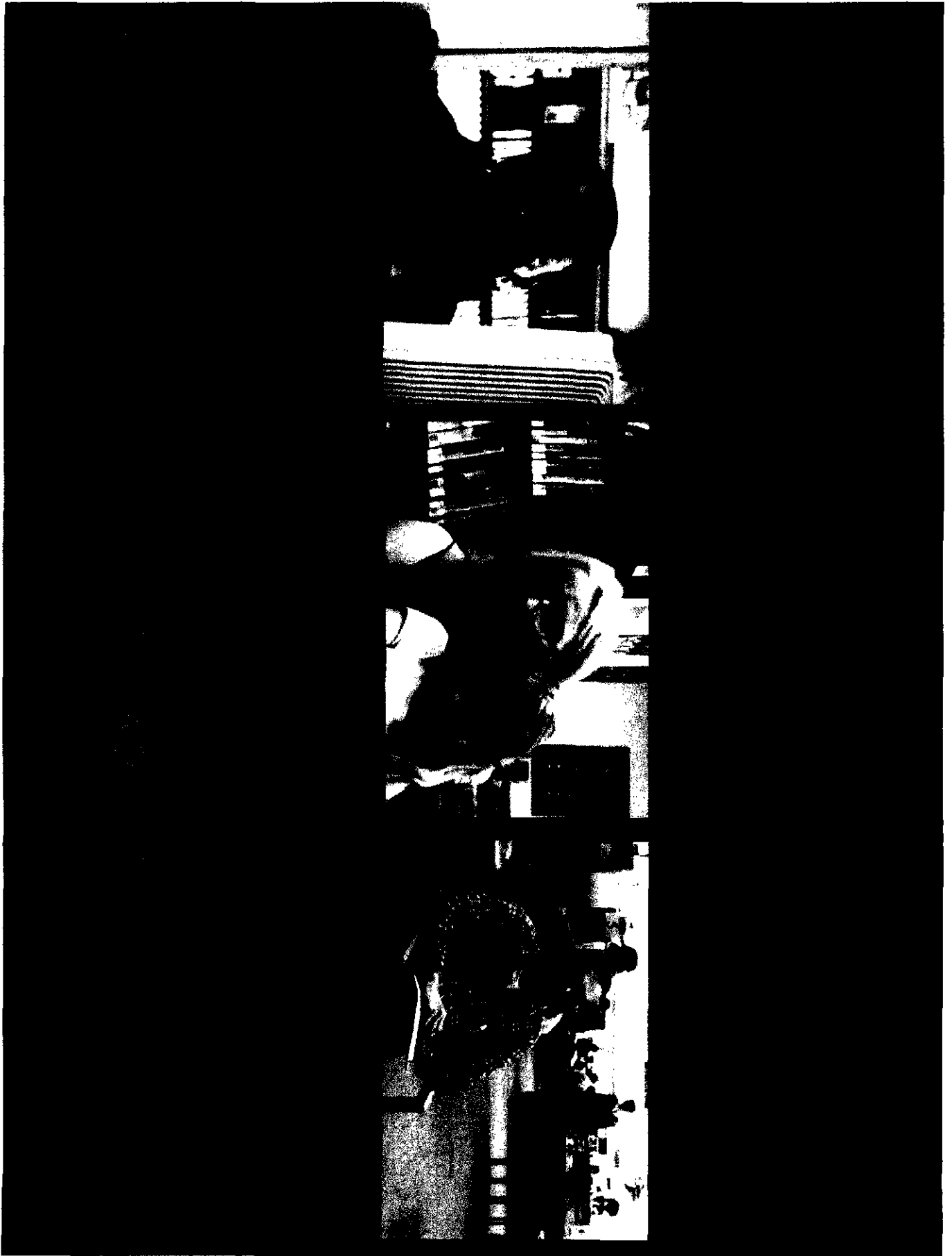
OAKLAND VALUES ITS LIBRARY

Oakland Public Libraries play a unique and vital role in the educational and cultural life of the City...

yet there are huge unmet needs...

existing libraries

Average library is 45 years old and built when the population was much smaller and libraries had only books and one typewriter

Population has increased and diversified, as has the types of materials needed (computers, CD's, videos, books on tape and in many languages)

All of these things simply don't fit in the existing buildings that have become too crowded, noisy, and small to hold everything Oakland needs

calling for significant action
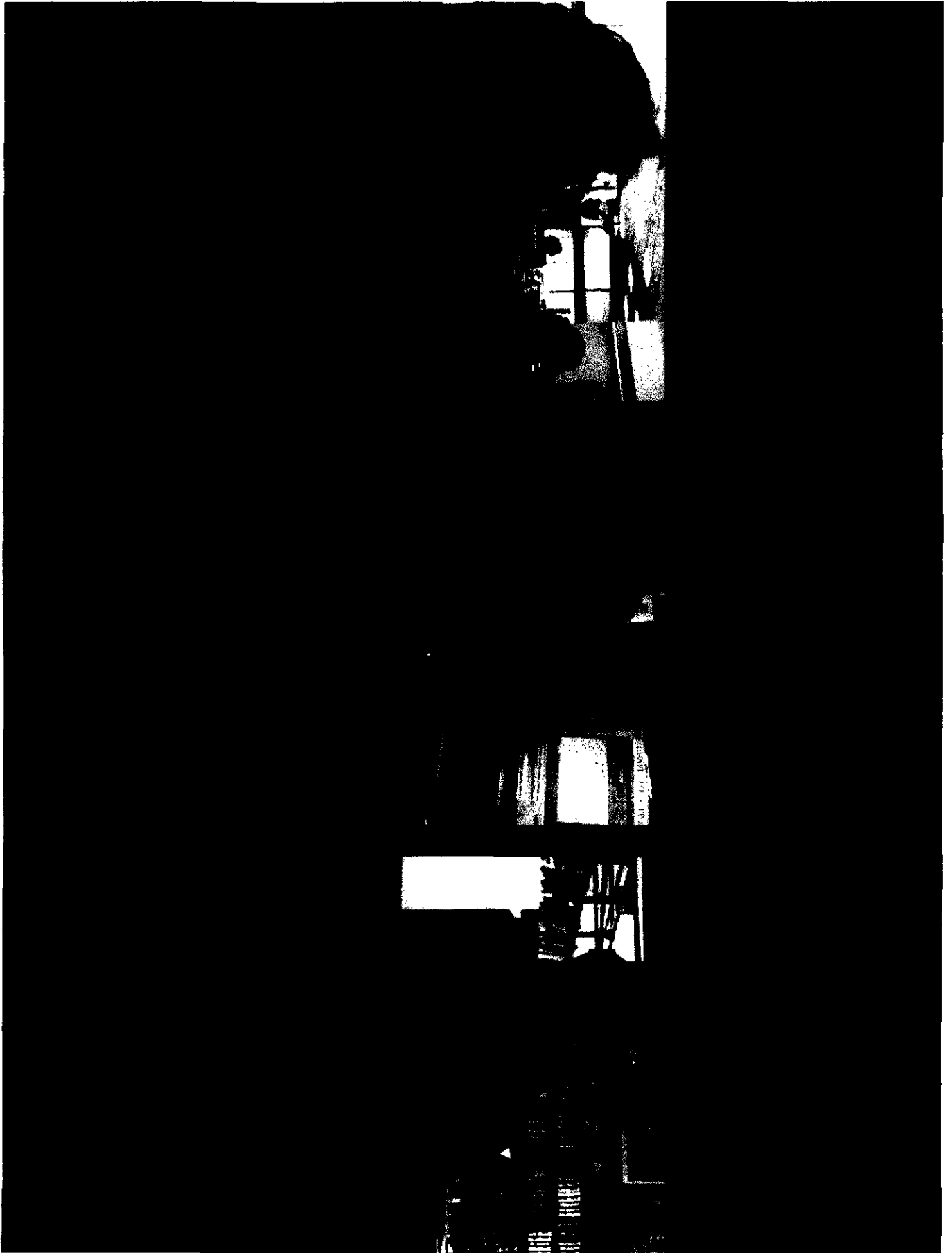
NEW & IMPROVED LIBRARIES

The plan for new and improved libraries will make room again for everything we need both now and in the future

But not all branches can be expanded...

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PROPOSED IMPROVEMENTS

- More space for books, magazines, CD;s, etc.:
  - Double the size of the collection

- More Space and more Technology
  - Almost triple the number of computers

- More Space for:
  - Programming
  - Reading
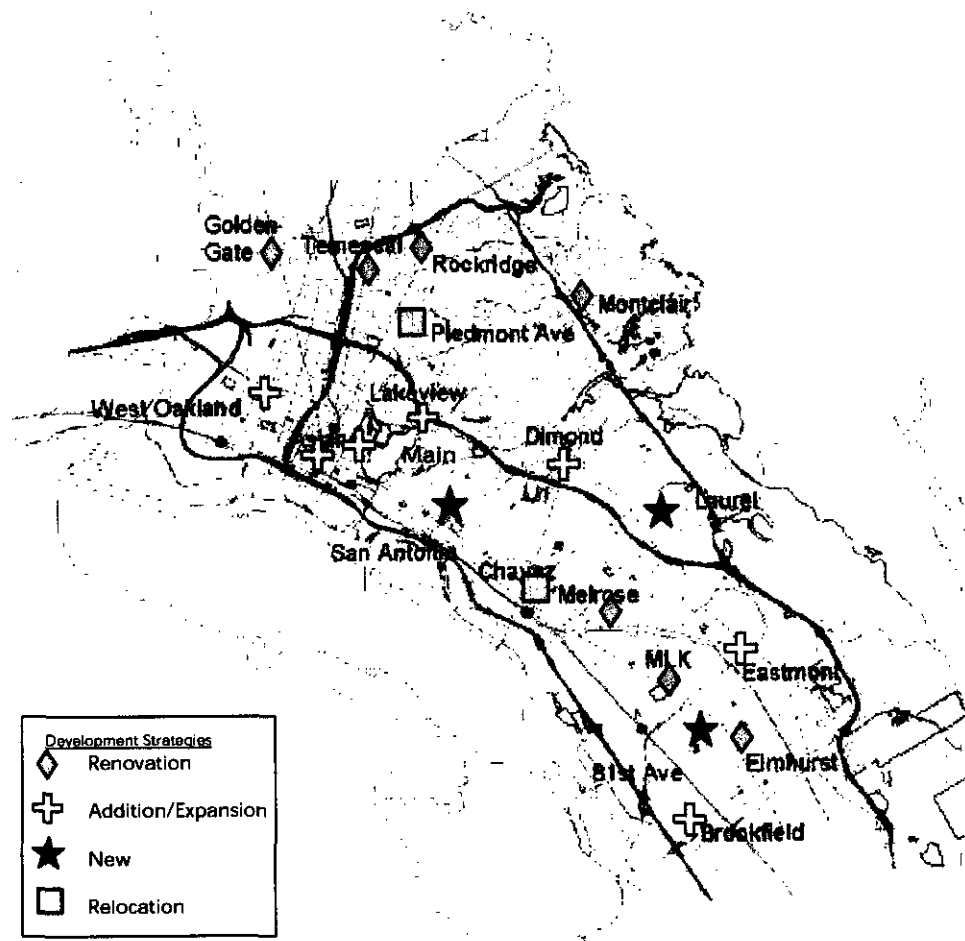 - Interacting and community programs

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PROPOSED IMPROVEMENTS

Improve Overall Library System

Keep open and improve services and efficiency at all 16 existing branches

Supplement system with 3 new branches to meet unfilled needs

Revitalize and expand Main Library

Development Strategies
◇ Renovation
✚ Addition/Expansion
★ New
☐ Relocation

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QUESTIONS, COMMENTS, INPUT

WHAT GUIDED RECOMMENDATIONS

E^3

- *Equity*

  geographic
  services and resources
  accessibility

- *Efficiency*

  existing infrastructure
  operating service model/maintenance
  partnerships

- *Enticement*

  reach out to established and new users

Other guiding principles for improvements include:

- tailored to local needs: *traditional AND more tailored new services*
- new vision for library services: *"what you're used to..and even more"*
- sustainability: *environmentally, economically, socially*
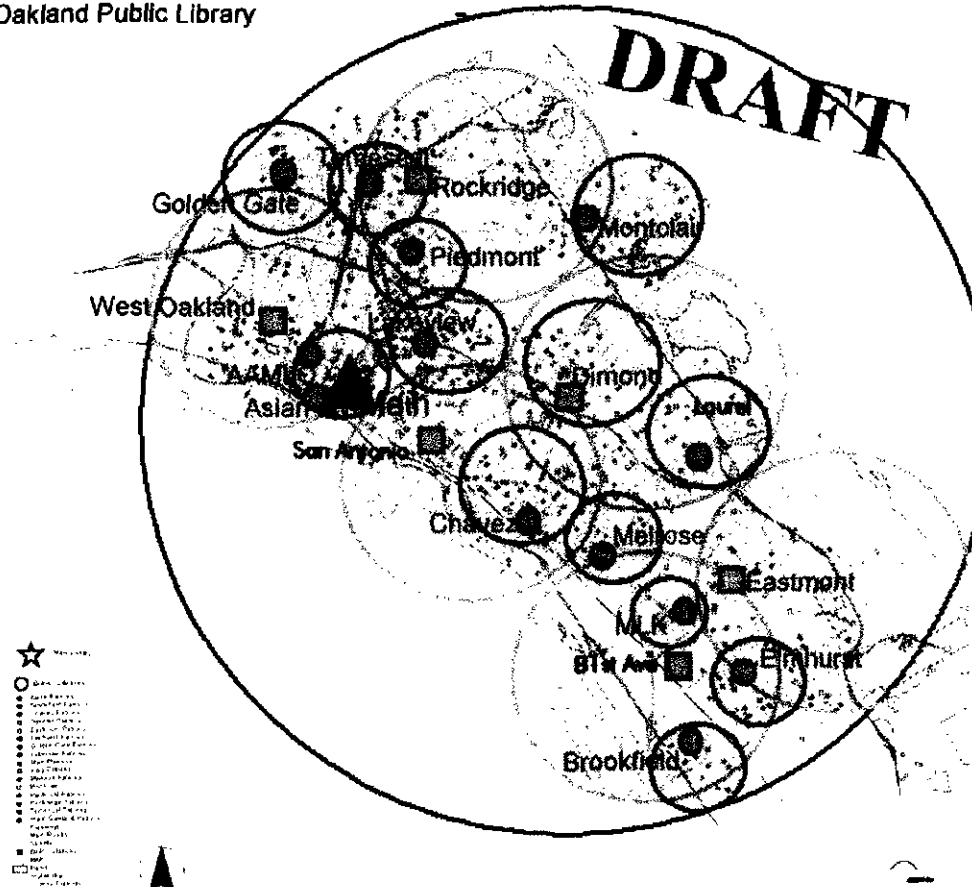
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A NETWORK OF LIBRARIES

Oakland Public Library

- improve all existing neighborhood branches to better serve customers more effectively (expand some where possible)

- provide full service branches convenient for everybody throughout the city
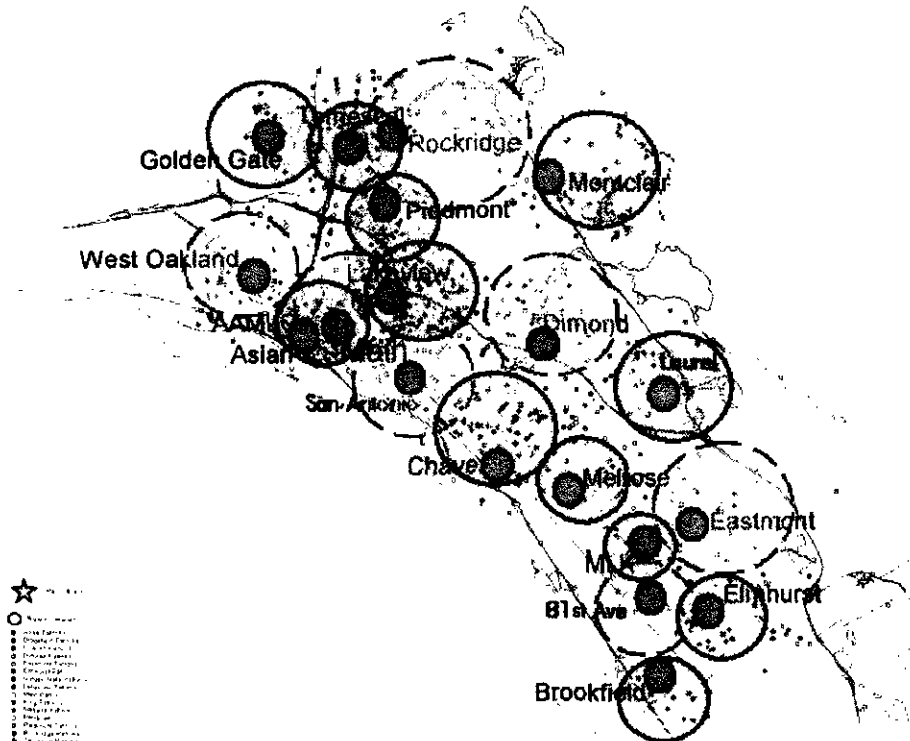
- revitalize and expand the main

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NEIGHBORHOOD LIBRARIES

Tailored Branch Libraries meeting local needs

Draft System Vision - Neighborhood Branches

Oakland Public Library

All branches, including the Main serve as a Neighborhood Library

Retain existing neighborhood libraries
- Provide safe, walkable libraries in local neighborhoods
- Ability to address specific service needs of areas

Improve services at existing facilities
- New service models provide for more effective and efficient delivery of services (partnerships, self-service, etc.)

Tailor services at existing facilities
- More effective use of limited space in what local residents need
- Respond to residents' needs for special services (examined through focus groups, surveys, etc.)

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COMMUNITY LIBRARY SERVICES

Ensure full array of library services throughout City

Draft System Vision - Community Libraries
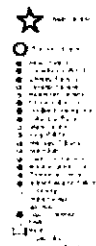Oakland Public Library

DRAFT

Expand existing and new network of Community Libraries

- Provide a full-array of library services--such as technology labs; more in-depth collection; program/meeting rooms; group study/work spaces; adult, children, and teen spaces
- Are geographically distributed throughout the City to ensure accessibility from all neighborhoods
- Expansion of libraries, not consolidation
- The Main Library will also serve as a community library
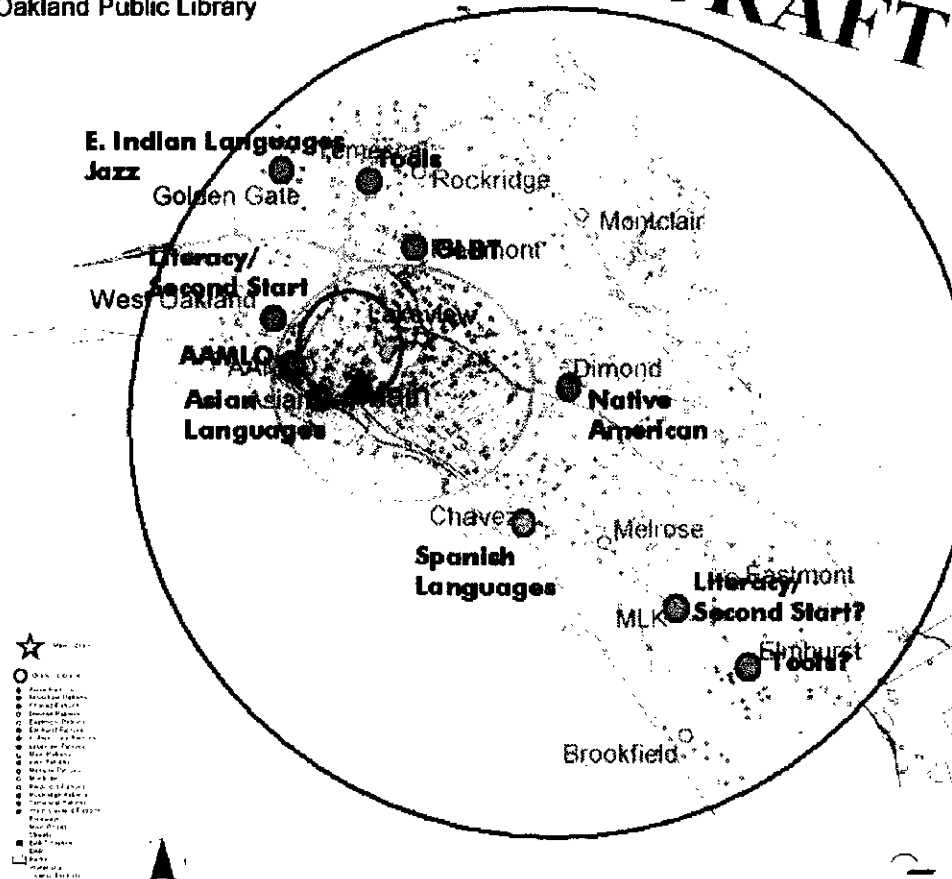
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CITYWIDE LIBRARY SERVICES

Draft System Vision - Citywide Services

Oakland Public Library

DRAFT

E. Indian Languages
Jazz
Golden Gate
Rockridge
Montclair
Piedmont
Literacy/
West Oakland
Second Start
Lakeview
AAMLO
Dimond
Asian
Languages
Native American
Chavez
Melrose
Spanish
Languages
Eastmont
Literacy/
MLK
Second Start?
Elmhurst
Tools?
Brookfield

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Citywide Services at Main

– More in-depth and specialized collections and resources collected at Main Library (government collections, Oakland History)

– Full array of services and spaces

– Civic and community landmark

– System wide administration and technical support at Main

– Improved Main will enhance ability to support system more efficiently and effectively

Citywide Services at Branches

– Distributed services: tools, literacy

– Decentralized specialized collections in branches with local connections (languages, AAMLO, etc.)

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HOW WILL WE MAKE THIS HAPPEN?

With your support we will REVITALIZE the library system by:

1. *Providing top quality traditional and new services (from books to computers) that you asked for*

2. *Building upon many recent accomplishments--new Rockridge, Chavez, renovated Carnegies*

3. *Leveraging the support of our community partners*

4. *Secure and expand funding*

5. *Return back to the community*

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QUESTIONS, COMMENTS, INPUT

GROUP 4

PLANNING THE LIBRARY'S FUTURE

OAKLAND PUBLIC LIBRARY
MASTER FACILITIES PLAN

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