

MEMORANDUM

TO: NCLA Library Redevelopment Task Force

FROM: Content and Marketing Subcommittee

Date: September 23, 2018

Re: Draft: Frequently Asked Questions and Other Work

The Content and Marketing Subcommittee (the "Subcommittee") spent the last several weeks developing a Frequently Asked Questions (FAQs) document for the new library project, which is attached for your review and comment.

Having worked through this process, we have come to the realization and understanding that the FAQs cannot stand alone and are not a substitute for a vision statement for the new library ("Vision Statement"). With a well-drafted Vision Statement, the FAQ's will provide essential information that will be key to explaining the vision in more detail and developing the marketing materials.

Through our work, we know many of the elements that we believe should be included in a Vision Statement. We believe a Vision Statement should be inspirational and should be sufficiently descriptive to explain the concept but not a laundry list of elements of the new library. However, we are not professional writers and believe that a professional writer is essential in developing the Vision Statement.

Therefore, the Subcommittee's top priority is to identify a professional writer who, in collaboration with our Subcommittee, can draft the Vision Statement for consideration by the Task Force. The professional writer may or may not be the Political Consultant being hired in connection with the bond referendum. For example, a firm like Group 4, who was involved extensively in the early stages of this work, would bring a lot of expertise and knowledge to developing the Vision Statement. We understand the hiring of any professional writer will need to be undertaken through the appropriate process.

We also have on our agenda the following next steps:

1. Review of our timeline (distributed at the last meeting) with the Task Force and determining next steps regarding it (and who should be in the lead developing it, or parts of it).
2. Developing a "slogan" for the new library project.
3. Developing a list what types of marketing materials that we will need.

We look forward to receiving your comments and suggestions.

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Definitions

Below are defined terms that we are using to be consistent in our use of terminology.

Existing Library - The current public library at 13 S. San Antonio Road, Los Altos.

New Library - The twenty-first century library being proposed for Los Altos to replace the Existing Library at 13 S. San Antonio Road.

Main Library - The public library located at 13 S. San Antonio Road, Los Altos.

NCLA - The North County Library Authority (NCLA) is a public agency created to support programming, services and facilities at the two Los Altos libraries.

[In June 2010, Los Altos and Los Altos Hills voters approved a 20-year NCLA parcel tax to expand the service hours and book collections at the two Los Altos libraries over those levels possible with only County funding. NCLA currently funds 17 of the open hours per week at the Main Library and 25 of the open hours per week at Woodland Library.]

Santa Clara County Library District (SCCLD) - The County-run library district comprised of the public libraries in Los Altos (Main Library and Woodland Library), Campbell, Cupertino, Gilroy, Milpitas, Morgan Hill, and Saratoga.

Woodland Library - A branch library of the Los Altos Main Library, located at 1975 Grant Road, Los Altos.

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General

Why do we need a New Library? The Existing Library suits my needs.

A New Library will provide the community access to up-to-date library services, programs, activities and an expanded collection. The Existing Main Library was built in 1964 and expanded in 1993. Library services and number of visitors have increased dramatically since 1993. A New Library will be able to provide;

A 21st century facility with modern lighting, reading areas, and study and tutorial areas

Adequately sized children's library with dedicated storytime space and adjacent restrooms

More meeting rooms for adult, teen and children's programs, including a larger meeting room to address the current problem of overflow attendees

Meeting space for small groups

New technology with growth for additional technology to keep up with changes and improvements

Adequate electrical capacity and electrical connections for the entire New Library, including seating and study areas

Compliance with now current building codes for earthquake and fire safety and ADA access

Who owns the library?

The City of Los Altos owns the Main Library and the Woodland Library, including the land on which they are located. The Main Library and the Woodland Library, together with the related land, are leased to the Santa Clara County Library District (SCCLD) to be used for the local public libraries. The SCCLD is responsible for everything within

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the interior walls of the library building, including staffing, furnishing, building the collection, providing programming and services to patrons, among other things.

Library Building & Construction

Will the library need more space after the new community center is built?

Yes. While the new community center is designed to serve the needs of community programs and services, it is not intended to provide space for the library's programs and services. The New Library will accommodate our current and future needs. Libraries of the future will offer additional, expanded and different programs and services than the Existing Library is able to meet. This increased demand requires more space for adult, teen, children and specialized programs and activities, community meetings and services, small meeting spaces, and tutoring spaces.

What are the options for an updated library building?

The options for an updated library building are renovation and expansion of the Existing Library building, a New Library on the same property as the Existing Library, or a New Library at another location.

Why did the City and NCLA choose to build a New Library rather than remodeling and expanding the Existing Library?

The City and NCLA considered both renovating and expanding the Existing Library building as well as constructing a New Library building. Renovation and expansion does not work because the footprint of the Existing Library building can not be expanded due to major utility lines that run along the sides of the library that face the San Antonio Road and the apricot orchard. Also the Existing Library structure can not support a second story. The City decided that a New Library would be the best decision. A New Library building will be designed to meet the current and future requirements for the Main Library.

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Why is the proposed New Library in the same location as the Existing Library? Wouldn't it make more sense to choose a new site?

The City and NCLA considered building a New Library in various locations and determined that the existing site best serves the needs of the City and the library's patrons. Among other reasons is the access to parking and staying within the civic center complex. Also, the purchase of property at a different location would increase the overall cost of the New Library.

I like the apricot orchard at the Civic Center. Will it be preserved if a New Library is built?

The apricot orchard is important to our citizens and is a vital part of the Civic Center. The apricot orchard will not be affected by the construction of a New Library.

What are the benefits of a New Library building?

A New Library building will overcome the limitations of the aging Existing Library structure. Once funding is secured, the design process will begin where aspects of the New Library building, such as energy efficiency, environmental impact, accessibility, and safety can be determined. Given today's standards in building design, the community can be assured that we will be able to enjoy improved access for all residents, additional safety for children, and a more sustainable, efficient building that is easier to maintain.

When will construction on a New Library building begin? Will the schedule be affected by the construction of the new community center?

The length of time to construct a New Library is dependent on a number of factors. It is very unlikely that the two buildings would be under construction at the same time. The community will be engaged in the design process for the New Library. Following community input and after funding for a New Library is secured, the architectural design will be completed and then construction documents and plans will be created in a process that will last approximately 6 to 12 months. Construction of the New Library will then last approximately 18 to 24 months. Given that it is estimated that the New

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Library project will take approximately three years, it is important to begin planning and funding the New library project now.

How will library services be provided during construction?

The Santa Clara County Library District (the SCCLD) has a lot of experience in providing temporary space during library construction. In the past 15 years, five City owned libraries in the SCCLD have been built or extensively remodeled and none of these cities went more than six weeks without library services. Ideally, appropriate temporary space will be provided by the City or other entity working with the SCCLD and the Los Altos Community Librarian. This space would provide materials, staff and programs. In addition, Woodland Library will be unaffected and the SCCLD has two book mobiles in service that can be utilized.

Parking at the library is already very tight. Will the New Library provide additional parking, especially in anticipation of increased usage of a new, larger library?

Finding parking throughout the Civic Center can be challenging, especially at mid-day, and it is essential that the design of the New Library building provides improved access for patrons arriving using all types of transportation. The City of Los Altos and NCLA will be reviewing alternatives for improving the traffic patterns throughout this area during the construction phase of the new community center and will be able to determine the best approach for access and parking near the New Library building prior to the library building design being complete.

Why build a New Library now?

The Existing Library is operating at capacity with 1,450 average visits a day. It will continue to serve the 30,000 plus card holders in our Los Altos and Los Altos Hills communities. Use of the Los Altos Library and borrowings continue to increase. With the Existing Library's central location close to downtown Los Altos, the new community center, Los Altos High School, Egan Junior High School, and 6 primary schools, all within walking or biking distance, as well as the addition to unique and expanded programs that serve the entire communities of Los Altos and Los Altos Hills, we foresee this trend continuing.

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Our library staff, providing 71 hours weekly availability to the patrons, will continue to host over 800 annual library related program events (an average of 16 per week) attended by 34,647 adults, teens, and children this past year. The Orchard Room capacity is 100. Last year, there were 36 program events where more than 100 adults and children wanted to attend. Several exceeded a demand of 200+ frustrated attendees. We expect this to be a growing challenge.

Funding

How will the New Library be funded? How much money needs to be raised?

The New Library building will be funded through both private donor fundraising programs as well as a NCLA library bond initiative. No formal fundraising campaign has begun, and, we have already have received in excess of \$3 million in donations. The goal for both private fundraising and the bond initiative combined is \$60 million. NCLA will be the issuer of the bonds for the New Library which will be payable by the property owners in Los Altos and Los Altos Hills.

Has the NCLA Redevelopment Library Task Force reached out for funding from local businesses, individuals, and/or philanthropic foundations?

The NCLA Library Redevelopment Task Force is creating a fundraising program that is expected to launch in early fall. We will be identifying potential donors as part of that process. We would like to hear from anyone interested in participating or wanting to contribute. Please contact: _____ if you are interested or know someone or some organization that may want to help fund our New Library.

Why shouldn't the SCCLD or the City fund the New Library?

The SCCLD is responsible for funding and providing everything within the interior walls of the library building, including staffing, furnishing, building the collection, providing programming and services to patrons, among other things.

The NCLA and the City are responsible for providing the exterior of the building and the land. Each community has found ways to finance and build its own library such as

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through redevelopment funds, bond measures, parcel taxes or city general funds. NCLA will be the issuer of the bonds for the New Library which will be payable by the property owners in Los Altos and Los Altos Hills.

I'm a senior citizen on a fixed income and I can't afford another assessment. Am I exempt?

[Pending answer from NCLA and City.]

[Yes, an exemption from the bond assessment will be available to homeowners made up [solely] of low-income persons who are 65 years or older and own and occupy the parcel as their principal residence.]

Library Usage

Isn't library use decreasing, now that so many resources are available for free online?

The Main Library averages 1,450 visits a day and serves 30,000 plus card holders in our Los Altos and Los Altos Hills communities. Although national rates of borrowing are trending down, Los Altos Library use continues to increase. The Library's annual circulation this year was over 1.1 million books, DVDs and CDs, a 2.1% increase over 2017. The materials in the collection are selected according to the needs and preferences of the community.

Consider the Following FAQ's to be Included

I do not use the Main Library [or only use the Woodland Library]. Why should I pay for a New Main Library?

[Property value, betterment of community, other.]

[TO COME]

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The new community center will cost approximately \$35 million. Why is it so expensive to build a New Library?

[Given the findings of the Los Altos Main Library Needs Assessment, the community needs a library of at least 40,000 square feet and the building will be located at the site of the Existing Library. Given the size of the existing site, the New Library will require a second story. Also, construction costs continue to rise and the cost estimate includes an escalation factor to account for increasing costs over time.]

What is the relationship among the City of Los Altos, the Town of Los Altos Hills, North County Library District (NCLA) and the Santa Clara County Library District (SCCLD)?

[The Los Altos Main and Woodland Libraries are member libraries of the Santa Clara County Library District. It's governing board, the Santa Clara County Library District Joint Powers Authority Board (JPA) approves the District operating budget as well as sets the policies and standards. Under the County's Library District program, the cities provide the building for a library, and the Library District provides staffing, furnishings, collections and programs to run the library.

[Expand to discuss NCLA if use this FAQ.]

Others?