

MINUTES
May 10, 2017

**CITY OF PACIFICA
LIBRARY ADVISORY COMMITTEE
PACIFICA CITY COUNCIL CHAMBERS
2212 BEACH BOULEVARD**

COMMITTEE PRESENT: Cindy Abbott (CA);
Barbara Eikenberry (BE);
David Leal (DL);
Kathy Long (KL);
Vanessa Powers (VP);
Eric Ruchames (ER);
Kellie Samson (KS);
Laverne Villalobos (LV);

**CITY COUNCIL LIAISONS
PRESENT:** Sue Vaterlaus (SV);

COMMITTEE ABSENT: Caroline Barba (CB);
Jerry Crow (JC);
Chuck Evans (CE);
Rosie Tejada (RT);
Deirdre Martin (DMa), Council Liaison;

CITY STAFF PRESENT: City Manager Keith Breskin (KB);
Asst. Planner Smith (RS);
Exec. Asst. Coffey (SC);

CONSULTANT TEAM: Dawn Merkes Group 4 Architects (DM);
Andrea Gifford (AG);
Dorsa Jalalian (DJ);

SMCL STAFF: Julie Finklang (JF);
Rachel McDonnell (RM).

1. CALL TO ORDER

Chair Cindy Abbott called the meeting to order at 6:36PM.

2. APPROVAL OF March 8, 2017 MEETING MINUTES

ER moves to approve the minutes; DL seconds; approval of minute's passes unanimously by all members present.

3. ORAL COMMUNICATIONS

Public Comment: Stan Zeavin introduced himself to the committee, and stated that he wants open dialogue about getting a new library built. He sees several issues in the way, and there is a need to work out compromises on the issues from the side that voted against the bond measure last November. CA noted that the City will be having a series of community outreach meetings, the first of which is on May 23, to get feedback from the public. Stan Zeavin continued that one issue against the new library is the issue of location. He referred to the Moffatt & Nichol report and executive summary on the site location at 2212 Beach Blvd, and stated that three things need to happen to protect the site from flooding: keep the seawall in good shape, renourish the beach (which may cost \$50M - \$100M) and continued renourishment. Zeavin stated that there may be enough money to rebuild the seawall and nourish the beach the first time, but the beach will need renourishment for 15-20 years. He has listened to the Army Corps, read the sediment study and the Moffatt & Nichol report. He noted that Moffatt & Nichol used 5.5 ft for end-of-century sea level rise in the study, but now are using 6.5 ft. Without beach nourishment, waves will break over the seawall. Zeavin concluded that this location can't be used for the library, as it is like playing Russian roulette. DM provided Mr. Zeavin with a postcard noting the dates of upcoming library outreach community meetings.

4. DISCUSSION OF WEBSITE CONSTRUCTION AND PUBLIC COMMUNICATIONS

CA noted the challenge in finding information that is easy to find and accessible on the current City website.

RS informed the Committee that DL made a mock-up of a website dedicated to the Pacifica library project. Staff would like to use the LAC as a forum to discuss and review content for the website, add and remove content to keep it streamlined and relevant, working with DL to be sure information on the site is correct.

CA noted the URL for the website is PacificaLibrary.com

DL started with content and images from the poster/postcard regarding the community outreach meetings on the Library project. The site includes an *events calendar* with the outreach meetings included. The *contacts* section will have an online form to fill out to contact staff by email. DL would like additional content suggestions for the site. A *more info* link will link back to Pacifica's library page.

KS asked if there would be a way for visitors to enter comments if they are not able to make it to the outreach workshop(s). DM replied that an online survey will parallel the content in the outreach meetings.

CA suggested a tab for *Research & Findings* for more information with annotations for each document to summarize what is in each in a few short sentences.

RS said that the intent is to maintain the City webpage, and discuss how both pages can work together. DL observed that on the current City page, all the content is on one page

and makes information hard to find; it would be better to group content under specific headers. CA agreed there is a need to parse out the long list of information/documents to make it more friendly and easier to locate information. DL would like to surface relevant content more at the top pertaining to questions the community is asking; it is important to see events, history, how to contact someone easily on first hitting the page. KL suggested dynamic content, for example highlighting the upcoming May 23 community outreach meeting as a headline. LV suggested creating a vision of some kind to generate excitement; think about a new person moving into Pacifica and asking, "How would you like it if your children/grandchildren could have a new library." DL said that the vision is being designed in the outreach process, identifying services such as 3D printing that the new library can offer. ER expressed the importance of having a link to all the different reports that have been done and a synopsis of the history of the library project, noting that the presentation Lorie Tinfov did for Council gave a really good history and framework of the library planning. DM replied that the timeline incorporates library planning history. ER emphasized that, a summary of the history and what we are doing to move the project forward is important, and feels it has not been successful in getting this information out widely to the public.

ER observed that a lot of people have not been to a modern library, and may ask, "What is a modern library? What do they look like?" He suggested having links to other modern libraries for examples. JF said that we can use images that we already have; Group 4 has done that. KS agreed and suggested using visuals to show possibilities with links to learn more, language like "help imagine" to draw people in, and showing what's next.

BE heard that a lot of objectors to the new library spoke about what is wrong with the libraries we have now; she suggested having some discussion of what is wrong with the existing libraries.

VP emphasized striking a careful balance between providing information, but not overwhelming the community with information; create a page that people want to keep clicking around, annotate things, use sound bites; create a place that people want to be. DL added that the attention span online has decreased, so think about what we can surface on the webpage, avoid links – once the user leaves, they may not return to the page.

JF was concerned about the URL PacificaLibrary.com and confusion with the existing library website; she is concerned about Google search results. Pacifica libraries are San Mateo County libraries, and the actual website is smcl.org. She said one would think that pacificalibrary.org would redirect to smcl.org, but it does not. URL confusion can be an issue. The website mock-up itself looks great, and JF is happy to provide content, if needed. DL responded to the URL concern, mentioning that he could gather multiple URLs to redirect to a single page; URL's cost about \$10-\$15 per year. RS can speak to Planning Director about budgeting for the cost of additional URL's.

CA brought up the conversation at the last meeting about using a communications consultant to figure out the content for the webpage – what information can be pulled from the reports to communicate to the public. RS responded that the planned agenda for the next meeting (June 14) will include discussion about viewpoints from Committee members about goals and expectations for communication about the library project by

the committee. RS feels we have a good start on the webpage from DL, so we do not need an outside consultant for creation of a website. CA would like Committee members to review the content that is on the current City webpage and other sources to identify key pieces and what information to bring into the new website. She would like to add the timeline to the new site. DM suggested formatting the timeline differently for better viewing on a phone, and can work with DL via GoToMeeting to come up with suggestions to translate the timeline with graphics to the website, where clicking on a picture can bring up additional detail. CA wants the timeline to communicate the history of library planning; JF agreed that the visual content is important.

DM added that the Committee will discuss expectations for members' time commitment for public outreach at the June meeting, and suggested attending the May 23 open house and workshop to become familiar with the current outreach with the goal of providing information to the community and bringing community feedback back to the Committee. DL mentioned the Retail 101 series of workshops that the Economic Development Committee (EDC) was involved with, and they had planned to have one member of the EDC attend each session as part of public engagement. DM added that kiosks will be set up for library outreach at the Farmer's Market on May 24 and was working on setting up the kiosks during the day for middle-school students at Ingrid B. Lacey School on May 23. KS volunteered to bring information about the May 23 community meeting to parents at her daughter's school and share in the school newsletter. CA hoped that Committee members could attend the May 23 community workshop.

5. UPDATE ON UPCOMING OUTREACH ACTIVITIES

DM requested that Committee members write on post-its what goals they see for the new library before leaving tonight's meeting. They have planned 6 months of community outreach activities in three phases to inform the community about the library project. At its meeting in March, the Council directed the Library Advisory Committee to get comprehensive community input and investigate different library service models and site options, update the needs assessment and bring recommendations back to Council. AG elaborated that the 1st phase of community outreach will focus on needs and site locations, mentioning that we are not tied to the Beach Blvd site for the project. AG asked members to think about potential sites for the library and will ask for community input. They will inform the community about the existing two library sites in the site and facilities assessment, to discuss what is needed for a viable site. They will ask how community members are using each of the two (2) library sites to understand current use of the libraries; we may not need to duplicate services if there are two (2) locations. Some outreach was done with teens last year for updating the needs assessment, and that outreach will now be brought to the full community, asking what spaces and activities they would like to see in a new library. DM mentioned that outreach will be done at Ingrid B. Lacey Middle School, senior lunch program, Kids & Kops event, Farmer's Market, and an online survey; she asked for input on other ideas for outreach, recognizing that there is a limited budget. JF suggested the City's 4th of July event at Frontierland Park, and DM said she will add that to the outreach list, noting this would be a good location for an intercept kiosk. ER suggested outreach at each library; DM noted that the boards have too large a footprint to set up at the libraries, but they can gather

input at the libraries through a link to the online survey on library computers. JF suggested setting up an iPad near the 3D printer at Sanchez library and making the online survey available on that; they will also be getting flat screen displays installed at both libraries. AG emphasized that there will be a continuous presence online at the libraries. DM mentioned making the Council directives larger on the timeline summary board. DM noted the 1st round of outreach will continue into summer until July, but many people vacation in July so will not have much outreach activity planned in July; the schedule targets looking at sites and system options in August. DM asked if we will have a July LAC meeting.

JF mentioned that the June LAC meeting will be held at Sanchez Library; JF cannot attend the June meeting, so Paula will provide after-hours access to the library at 6:15pm. Since the library closes at 6pm, those setting up should arrive before 6pm.

DM confirmed use of the community room at Sharp Park library for July, August and a further community outreach in September. Additional outreach was done at last night's Economic Development Committee meeting, with additional efforts to promote the community outreach meeting dates, and providing postcards at a special meeting of the Parks, Beaches and Recreation Commission, and offered outreach at a Planning Commission meeting. SC will be coordinating stakeholder/partner meetings via the City Manager's Office. CA introduced Interim City Manager Keith Breskin to the Committee. CA wanted to know about the format of the stakeholder meetings; DM explained that it will include a summary presentation, discussion of site criteria and opening a conversation about possible strategizing or partnering opportunities. DM asked if schools have been approached for partnering on a new library? ER responded that it has been a long time since any such discussion was had with Jefferson Union High School District.

6. MAY 23rd COMMUNITY MEETING PREPARATION AND EXHIBITS

DM presented the exhibit board for site criteria, and explained that evaluation of sites will take place in Phase 2, with different weights and priorities given to each criteria. The board categorized the sites as City-Owned, School District, Public Agencies, Private-Owned with each category color-coded. KS suggested adding a heading at the top of the site assessment board, "What Makes a Good Library?" JF suggested adding public transit and connectivity criteria to the site assessment board. DM also noted environmental considerations as a factor. DL mentioned site capacity, and asked if the library could be used as an emergency evacuation center. DM said that the City has emergency operations center at the police station, schools often function as shelters, the community center can serve as a shelter. JF added that libraries sometimes stay open as a safe space for people, but they are not necessarily used as an evacuation center. DM mentioned some revisions for the sites listed on the board: Adobe shopping center instead of Sun Valley Market and adding Bubble Machine former car wash site. SV suggested Calson's property on Pedro Point; DM and KL thought that the Calson property may be too low in elevation. KS asked about Fairway Park. ER mentioned the Quarry. ER suggested reaching out to school districts and North Coast County Water District before the community outreach meeting so they are not surprised to see their properties as potential library sites mentioned in the community outreach. LV is on the school board, and mentioned the project going forward for workforce housing at the Oddstad school site; the next Joint Articulation meeting will be in September. DM is

aware of the Oddstad workforce housing project. SC will contact stakeholders, but any meetings with stakeholders would likely take place after the May 23 community outreach.

CA observed that the maps on the boards do not show the far north end of Pacifica. DM explained there were no sites suggested in the far north end, but will expand the map to show at least up to Pacific Manor.

DM present the exhibit board on site analysis. JF asked if they say that Sharp Park Library cannot be renovated / remodeled, as the librarians get a lot of questions about why we don't just renovate the existing buildings. DM said that we can remodel, but that 25% of the usable space will be lost to upgrade for accessibility and to meet current codes for ADA compliance; construction cost to remodel would equal or even exceed new construction. DM added that Sharp Park Library is not a construct type that is good for remodeling; the building is crumbling. DL said a remodel means we will get less service at a greater cost; we could emphasize on the website what space would be lost in the renovation scenario. KS suggested an FAQ page on the website that could address anticipated questions. CA suggested adding the year built and square footage for each library on the exhibit board. To the question "Why do you use this library", CA suggested adding "how" to the question; BE agreed.

DM presented the exhibit boards for community activities and community spaces. ER asked if we should display what square footage is suggested for a library in a community our size, and note services that are offered in modern libraries that we do not have; KS agreed. DM wants to be sensitive to not pushing a specific answer in the outreach. KL suggested framing the information such as libraries in a community like Pacifica typically provide these services, programs, activities and spaces, but not necessarily mentioning square footage. AG explained that on these boards, community will be asked to prioritize activities and spaces given dots to place on the boards. DM explained that it will help place emphasis on activities and spaces that the community prioritizes, but not necessarily limit the library to only those spaces. DM invited Committee members to place dots indicating priorities for activities and spaces on the exhibit boards before leaving the meeting.

DM will have sign-in sheets, exit surveys, facilitation pads at each outreach event. They can renew posters at each event and track respondents by event, use of color-coded dots. AG said that the exhibit boards work well as self-service with instructions.

CA asked what the difference between the Open House and Workshop portion of the May 23 meeting was. DM explained that Open House is a drop-in format with each board set up with a greeter to explain or answer questions; an open house format was presented at the Community Center last year and was successful with seniors and parents with kids. The Workshop will have a 20-25 minute introduction, overview of the work plan and then break-out into groups to rotate through each of the 3 stations, ending with volunteers from each group to report key points in conclusion.

DM mentioned outreach postcards noting the community outreach meeting dates were mailed on Tuesday to 12,700 addresses. AG has extra postcards, and encouraged Committee members to take some. DM said that SC can send a PDF of the poster to

anyone who would like it. CA suggested posting information on the community meeting to NextDoor. ER suggested posting the outreach poster at schools on bulletin boards, and at libraries. KS can provide the PDF of the outreach poster to the school weekly newsletter, and suggested bringing information to school open houses. SC sent information to the Tribune to advertise the upcoming May 23 community outreach and future community meeting dates.

7. COMMITTEE AND STAFF COMMUNICATIONS.

RS mentioned that a few members asked about using personal email addresses for Committee information instead of City email addresses. Staff reminded the Committee that the Public Records Act applies to email used for City/Committee related business, and recommended using City email to receive and send emails for City business so that personal email does not become subject to search for public records. Staff has instructions for accessing City email on iPhone, Android or internet available, if needed.

DL mentioned that the Palmetto Streetscape project is moving along, and there are now spray painted markers for curb cuts along Palmetto. Work is anticipated to begin next week or the week of May 22, and concrete work is expected to start in June.

CA reminded Committee members to place the 4 dots for prioritizing library activities and spaces on the exhibit boards before leaving.

MEETING ADJOURNED

Respectfully submitted,

Sarah Coffey
Executive Assistant

APPROVED:


Cindy Abbott
Library Advisory Committee Chair