



**CITY OF PACIFICA  
LIBRARY ADVISORY COMMITTEE**

**March 8, 2017  
6:30 – 8:00 P.M.  
City Council Chambers  
2212 Beach Boulevard - second floor**

- 1. Call to Order**
- 2. Approval of January 11, 2017 Meeting Minutes**
- 3. Oral Communications**  
This portion of the agenda is available to the public to address the Committee on any issue within the subject matter jurisdiction of the Committee that is not on the agenda.
- 4. Provide Feedback to Staff Regarding Library Project Options**  
On March 27, 2017, the City Council is scheduled to consider staff recommendations and provide direction regarding next steps for the Library Project. Under this discussion item, the LAC will assist staff with identifying the breadth of available options.
- 5. Committee and staff communications**
- 6. Adjourn**

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# DRAFT

## MINUTES (DRAFT)

January 11, 2017

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

**COMMITTEE PRESENT :** Cindy Abbott (CA);  
Caroline Barba (CB);  
Jerry Crow (JC);  
Barbara Eikenberry (BE);  
Chuck Evans (CE);  
Kathy Long (KL);  
Eric Ruchames (ER);  
Vanessa Powers (VP).

**COMMITTEE ABSENT :** David Leal (DL);  
Rosie Tejada (RT);  
Laverne Villalobos (LV);  
Trish Sholl (TS).

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

**CITY STAFF PRESENT:** Planning Director Tina Wehrmeister (TW);  
City Manager Lorie Tinfow (LT);  
Exec. Asst. Sarah Coffey (SC).

**CONSULTANT TEAM:** Dawn Merkes Group 4 Architects (DM)

**SMCL STAFF:** Julie Finklang (JF).

### 1. CALL TO ORDER

Chair Cindy Abbott called the meeting to order at 6:35 PM.

CA announced two new City Council liaisons have been designated to the Library Advisory Committee: Sue Vaterlaus and Deirdre Martin. Committee members and staff present briefly introduced themselves and the group that each represents in their role on the committee.

## **2. APPROVAL OF OCTOBER 12, 2016 MEETING MINUTES**

BE noted a change needed to the minutes to indicate her presence at the October 12 meeting. CB moved to approve minutes with that change; KL seconded. Approval of minutes passes unanimously by all members present.

## **3. ORAL COMMUNICATIONS**

Ellen Ron (Pacifica Library Foundation) mentioned that the library banner indicating the future site of the library fell down yesterday.

CA moved to adjust the order of the Agenda to have Committee and Staff Communications follow the Oral Communications. Committee approved the change in agenda order.

## **4. COMMITTEE AND STAFF COMMUNICATIONS**

LT: City Council Goal Setting Session is scheduled for Friday, Feb. 3 and Saturday, Feb. 4, 2017. Both days are open to the public. Friday will consist of team building exercises and communications with the Council members. Saturday starts at 9:00 am with refreshments / gathering and a hard start at 9:30 am. The public will likely be most interested in the Saturday session, which will focus on the City Council goals, work plan and updates on the current work plan. Both sessions will be held at the Police Department in the EOC conference room.

ER: The final count from the November 2016 election with regard to Measure N (library bond) showed 10,368 votes of "Yes" on Measure N (54% in favor). While we may be disappointed that Measure N did not pass with the super majority (2/3) needed, it is important to note that 54% is a huge win in that it shows that the community as a majority supports moving forward with a new library. ER is delighted to have Council members here to help move the library forward, and hopes it is reflected in the Council goals and priorities that a new library remains a top priority.

JF: Noted that heaters were fixed yesterday in the Sharp Park branch library after having been out for a week. Public Works staff came through, and the library is warm again. From January 31 – February 2, the library Lookmobile, a mobile interactive hands-on exhibit built by the Exploratorium will be parked here in front of the City Council Chambers. Tina was helpful in getting the approvals. The Lookmobile will be at the Sanchez branch library February 3 – 4. The fog cycle, a tricycle that blows fog, will be at Sanchez library all week.

## **5. REVIEW RESULTS OF COMMUNITY SURVEY ON THE LIBRARY PROJECT**

TW discussed the results of the community survey following the November 2016 election with respect to the library bond. TW reported on some general election data from the November 2016 election. Out of 24,482 registered voters in Pacifica, the voter turnout was 20,389 – an 83% turnout. Measure N, the library bond measure, received 10,368 "yes" votes showing approximately 55% in favor of the bond. She noted some disappointment that the measure did not pass. For comparison purposes, the County also had a tax

measure on the November ballot – Measure K – which was an extension of an existing tax for a different purpose. For Measure K, considering the Pacifica precincts' results only, 13,698 (73%) voted “yes”. The Measure K results do not seem to indicate that people just don't want more taxes as a general reason why Measure N did not pass.

The City was interested in getting more feedback from the community on the library project following the November election. Staff was thoughtful in putting the survey together with the objective of wanting feedback on the library project, not only on how to get a bond measure passed. If the Council decides to put another bond measure to vote, then we may choose to do another survey. For this survey, we wanted to reach a broad section of the community through the City's “Connect With Pacifica” email newsletter and social media. We opted to use a community engagement tool that we already had – City Hall Listens – to promote engagement, trust, transparency and data analysis.

TW explained and demonstrated how the survey results for the topic “Pacifica Public Libraries” could be viewed and filtered through the tool via City Hall Listens on the City website by City staff as well as the public. TW explained that topic visitors are given the option of registering or not registering before providing a response to the surveys. If the visitor does not register, they are self-selecting to not share their responses with the public; therefore, only results from registered users are visible to the public. This topic had 425 visitors and 102 registered responses. Additional unregistered responses are currently only visible to the City. LT commented that the registered response feedback is equivalent to 5 hours of public comment, so the City appreciates this volume of feedback.

CE asked if the City would be able to see past unregistered responses. TW explained that the survey is now closed, and no new responses are allowed. JF asked for the total number of responses including unregistered respondents; TW answered 281. KL asked if the City could see the unregistered responses, can the City share those responses? TW responded that the City could share the results in a PDF format, but the unregistered responses could not be shared via the online tool. KL then asked if the unregistered responses would change the results. TW responded that the percentages would change, but that the trends track similarly to the registered responses in aggregate.

TW showed demographics that are available from registered respondents such as age and gender, and showed how the tool incorporates a map that shows subareas for a finer grade detail coinciding with neighborhoods consistent with the City's General Plan. TW showed aggregate results and demonstrated the use of filters to slice the results in different ways (for example, by neighborhood or based on the response to a particular question). LT commented that this is an informal survey and does not have a statistically significant sample size. TW said that the City used a polling firm in preparation for putting the bond measure on the ballot, which reached out to approximately 500 registered voters likely to vote in the November election. ER commented that their selection criteria was more sophisticated. TW clarified that the focus of this survey was different – to gather community input. TW commented that the questions on how people received information about the library were important for the City to understand, and how the information from those sources impacted opinions; some demographic information was also asked in the survey itself (so not only relying on the demographics from registered users). CA observed that the choices presented in the question about how people received information about the library did not include City sources or presentations. TW clarified that there was an

option to provide a free-form response to indicate other sources, and some mentioned the City website. TW observed that Facebook and Nextdoor are the predominant social media outlets used by survey respondents.

#### Results Filtered for North vs. South Areas in Pacifica

- South areas include neighborhoods: Park Pacifica, Linda Mar, Pedro Point, Rockaway / Fassler.
- Observed that use of Sanchez library and Both libraries is substantially higher for those living in Southern region

#### Results Filtered by Those Who Primarily Visit Sanchez Library

- In response to question, “Do you think Pacifica needs a new library?” – 62 yes
- CA commented that it is interesting that for those that primarily use Sanchez, 60% think that Pacifica needs a new library

#### Results Filtered by Those Who Primarily Visit Sharp Park Library

- Observed question asking if you visit libraries outside of Pacifica
- KL: For residents in the North end of town, there are more San Mateo County libraries easily accessible without driving too far

Committee members commented based on observations made on aggregate and filtered results:

- CE: There may be a transportation issue around Sanchez, seniors in the area
- DMA: Sanchez users may feel that a new Sanchez library is needed
- CE: Was it ever asked about support if Pacifica was to close Sanchez and remodel the other library? Support for consolidating into one library?
- TW: A large number of people who took the survey live in the South end of Pacifica. Feedback indicated that one big concern was that Sanchez would close and linear geography of Pacifica and transportation issues were a concern.
- LT: One question we would have liked to see is, “How often do you travel past Sharp Park along Hwy 1?”
- JF wondered how many people back in the valley really don’t drive. There is one small grocery store in that area, but it is expensive. Are there really that many for which transportation is an issue?
- LT: Another takeaway from the survey is that we had 425 visitors to the topic, indicating that there is a lot of interest in the library. Even if visitors did not take the survey, they may be interested in seeing what other people are saying or at least what the City has posted.
- JF saw a complaint on NextDoor about how many threads were posted on the library, indicating a high interest in the topic.
- DMA observed that Sanchez is a “walkable” library: its presence makes the neighborhood more desirable. LT asked, but for how many?
- ER commented that 85% of people who go to Sanchez library drive there.
- CE: North end of Pacifica has more hills, and is not as walkable.
- SV asked how many people typically respond to the City Hall Listens surveys. LT responded that the City has only done about 3 other surveys: What would you like to see go into the old Denny’s? What do you love about Pacifica? Hazard

Mitigation Plan input. LT believed the library topic had a higher number of responses.

- CA asked if the City would like specific feedback from the Committee.
- TW showed results filtered on people who said Pacifica needs a new library, but voted No on the bond. CA observed that only 6 responses were in this category. JF observed that none said they primarily use Sanchez.
- CB commented that many people in the North end of Pacifica do not know where Sanchez library is.
- JF said that Sanchez library gets calls on Fridays when Sharp Park library is closed, and callers ask how to get to Sanchez.
- CE asked if you are only going to have one library, how do you get to that goal? Individually the libraries are not functioning to meet the community's needs.
- ER, CE, BE and KL commented that the number of responses to the survey is so insignificant statistically, and that the responses don't really give us the direction on what to do next. ER mentioned that voter exit polling was not done.
- JC believes that total cost of a new library is a bigger issue than shown in the survey results.
- JF said that since a high percentage of survey respondents voted for the bond, she had hoped to get more information about those that voted No on the bond.
- KL was surprised to see the majority of people in Linda Mar neighborhood in the survey responses.
- VP commented that surveys like this are reviews. Most people are in the middle, using either Sharp Park or Sanchez. VP said that she does not use either Pacifica library, but would use a new library. The visit to the library in Palo Alto showed many more uses and benefits to a modern library. Her friends take their kids to the Millbrae library. Many people don't know what a library can be; it is not limited to just checking out books. Many people were confused about the question of having 1 versus 2 libraries in Pacifica and don't understand that the funding for the library comes from the County. Can we have 2 libraries?
- TW mentioned asking the County about what happens if the City is no longer planning for one library if the community feeling has changed.
- JF indicated that it is up to the City. Pacifica is using 60 hours per week, split into 30 hours for each library. There is the question of how long we can maintain both libraries and keep both functional. They are aging buildings and we don't know what will go wrong next.
- CB commented that the survey responses touched on 3 main reasons for not supporting the bond: (1) Don't want Sanchez library to close; (2) Cost of new library is too high; (3) Don't like the proposed location of the new library. She commented that it is frustrating knowing that back when the JPA started the goal has been to move towards one library, and to consider not reaching that goal.
- CA commented that it is interesting to see from the survey where people are getting information about the library. People do not understand that renovation is not an option. In conversations online, it came up a lot that the money should be spent on other priorities. She saw in those conversations that how government funding streams work is not well understood. Presentations about the new library project did not reach enough of a variety of community organizations; not enough people got factual information about how the JPA works, how the funding works and why we cannot just renovate the existing libraries.

- LT observed that maybe we tried the bond measure too soon. In November 2015, Council approved funding for the library project and made the decision to form the Library Advisory Committee. Once the bond measure was placed on the ballot, the City's and Committee's role in providing information was significantly constrained as we could not be involved in campaigning activities. LT was disappointed, but not surprised that the bond measure did not pass. LT believes that the path the City has taken is not working, and we need to do something differently to move the library project forward.
- BE asked what the charge for this Committee is going forward. LT answered that until the Council gives a different direction, the Committee is to continue planning for a new library at this site. Money has already been allocated for the schematic design. Committee members are still an important conduit of information to their represented groups in the community; communication is an important charge of this Committee. LT reminded the Committee that the Council goal setting is scheduled for February 4, and the Committee can comment about the importance of the library project. TW mentioned that the goal setting meeting will be before the next Library Advisory Committee meeting.
- JF asked if the contract with Group 4 for schematic design is still in effect; LT affirmed.
- SV commented that Jerry mentioned cost as a factor in the "No" votes on the bond measure, and said that a lot of misinformation and misconception about cost played a big role in opinions.
- ER responded to LT's comments about having to do something differently on the path forward for the library project. ER said it is important not to learn the wrong lesson from the bond measure outcome. He is not sure that it is the loss that we think it is or that we need to walk away from the current path. ER mentioned that the bond measure support was hurt by having a sitting Council member openly oppose the bond and by not having leadership united in support of the bond.
- CA commented that it is important to get accurate information out to the community through more effective means to more people. For example, more factual information about the bond and how properties would be assessed was needed to get out to more people. The community makes decisions regardless of what the City Council officials say.
- DM liked what ER said about the bond measure vote not being a loss. It is a win as it showed that a majority supported the bond. She pointed out that in any election, there is an organized opposition, especially in Pacifica that seems divided on many issues. There was a lot of information about community opinion on the library topic on blogs, NextDoor and Facebook. It helps to get more responses to the survey if people are not required to register.
- TW mentioned that the survey tool has 16 indices to watch for suspicious responses even for unregistered users, so believes that the City does have reliable responses from unregistered users in addition to the registered responses that are publicly visible.

## 6. PROJECT STATUS UPDATE AND NEXT STEPS

CA talked about how much the Committee can communicate and do more to educate the community on the library project. CA put a survey out on Facebook. In communicating,

she tried to separate her role on the committee from personal opinion and communicate factual information about the library, bond measure and project.

TW reminded Committee members that they all have a copy of the Committee Charter in their binders. One of the charges is to disseminate information about the project to the public, and Committee members should not feel hampered to get information out to the community. LT also reminded Committee members that they are an important conduit of information from the Committee out to the section of the community they represent as well as feedback from their community back to the Committee.

CA reiterated that the Committee should continue with the charter and path forward.

ER asked if it is possible to take an official action to report to the Council to prioritize the library project in the goal setting and moving forward with the project. LT indicated that two Council liaisons are present tonight that can bring that message into the goal setting discussion. CA called for the Committee to reaffirm their commitment to the library project, and members replied that they remain committed. DMA noted the Committee's message to prioritize the library project, and will bring this back at City Council communications.

DMA and SV mentioned that the interview date for Committee and Commission candidates (including the position on the Library Advisory Committee vacated by Trish Sholl representing families with children) has been scheduled for Feb. 2.

CA mentioned seeing a post on Facebook about Supervisor Horsley's granddaughter at the Redwood City library, and said that photos and posts on social media is a good way at showing the community the many activities that can be done at a modern library. CE agreed that Committee members are in a role to be sellers of the importance the library has in the community. CA asked input on what the Committee can do in a more intentional way to achieve more community outreach. LT mentioned that the Economic Development Committee has started to hold meeting in different locations throughout the city, and this Committee can do this also as a way of outreach to increase visibility – hold meetings in the library or at a restaurant such as Nick's. DMA cautioned that there may be some difficulty if regular meeting dates and/or times are changed, but CA clarified that the suggestion is only about possibly changing meeting locations.

ER asked if the next meeting will be February 8, and TW affirmed.

CA called for any Public Comment. Ellen Ron commented that there is more interest in the library now due to the communications during the election, but encountering misinformation is so frustrating. As a member of the Measure N campaign committee, she went door to door and found that there was a lot of misinformation particularly in the senior community. There are two senior housing complexes near the Sanchez library with about 200 units. She said that the library topic is not a "soundbite" issue. There was organized opposition to the bond measure that was actually a bit disorganized until just before the election. She said that there will be a breakdown of results by precincts coming soon, and that there were some precincts within Pacifica where Measure N passed with over 67% "yes" votes. The campaign committee has a follow up meeting to review the election results, and will share that information with the Committee.



MEETING ADJOURNED.

Respectfully submitted,

Sarah Coffey  
Executive Assistant

APPROVED:

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Cindy Abbott  
Library Advisory Committee Chair