



REQUEST FOR INFORMATION
CITY OF VENTURA, PUBLIC LIBRARY SERVICES

Submit your proposal electronically to:
Santiago Library Consulting, Inc.
santiagome@comcast.net
Deadline: Monday, August 15, 2011 5:00pm EST

Purpose: Intention of the Request for Information process

To all responders: The following pages include background information and scope for providing public library service to the City of Ventura. We recognize that there are many ways to provide library services. For purposes of this exercise we want to determine costs and benefits of existing level of service and also services the community desires. At this point in time, there is a difference between the two.

The forms enclosed in this RFI should be completed to the best of your ability. PLEASE BE AWARE THERE ARE THREE TABS ON THE EXCEL SPREADSHEET: EXISTING SERVICES, PROPOSED SERVICES and ADMINISTRATIVE. We know that for some potential responders, they have interest in only providing a portion of service, for others they will provide all the services requested. Complete the sections of the forms that your agency or company is interested in providing to the City of Ventura.

The current services and also proposed services sections of the response are important to the evaluators; the citizens would like improved services and the city needs to know what those improvements would cost.

The last section of the RFI is for added information or comments. Each responder can complete **up to three full pages** of additional content in electronic format. We will not accept any marketing or collateral materials in this response. Please submit only the forms requested, additional materials will be discarded.

The information submitted will be compiled by Santiago Library Consulting into a document that will be shared with the City of Ventura Library Commission, Steering Committee and City Council. They will receive the information in early September and will spend approximately 6-7 weeks in discussion. During that time you **may** be contacted for additional input/questions regarding your response.

IMPORTANT: The intent of the RFI is exactly that, Request for Information. Regard this as a process with unknown timelines and outcomes. The city leadership is focused on improved library service and the decision will not be made without thorough examination of the available information.

RFI: Release July 19, 2011 **Due Date:** August 15, 2011 by 5:00pm EST

Project Background:

The City of Ventura (COV) is investigating options for providing public library service to the community. Currently, the city has been involved in community conversations with the citizens to determine what type of public library service they would like to see in the city. The intent of the request for information (RFI) process is to examine options available to the city leaders in providing the services desired.

The City of Ventura is a vibrant beachside community that covers approximately 33 SQ miles including 11 miles along the Pacific Ocean coastline. The community population is currently 109,000 in 39,000 households throughout its diverse neighborhoods. The population is predominately white with about 30% of the population of Hispanic/Latino origin.

25% of the population is under 18 years of age. 34% of the population is 45-65 or older.

The City of Ventura has been a member of the Ventura County Library System with two branch locations within the city limits. In recent years, due to budget restrictions the county was forced to close the third location in Ventura, the Wright Branch closest to the East Side of town. The community rallied unsuccessfully to restore library service. Currently, Ventura College has taken back the Wright facility and it is no longer an option for expanded library service. *It is the consultants opinion that through feedback gathered in recent months it will be recommended that a third location be opened for the community on the East Side of Ventura as a result of this process.*

The city currently spends approximately \$1.8M on library services. The locally collected funds are sent to the County Library for library services. The existing level of funding is what will be budgeted for the FY2011-12. **We do not expect any additional funding for library services.**

Current Planning

The City of Ventura has been engaged in a strategic planning process since April, 2011.

Please visit the city website for the most recent project reports:

www.cityofventura.net/libraries

Current Library Services: PLAN A

The City of Ventura is a member of the Ventura County Library system. The city contributes \$1.8 to the county library for services. There are two branch locations in the city. Citizens may also visit (11) County Library branch outlets for service.

Avenue Branch

The Avenue Branch is currently a 2,600 SQ FT space is open 26 hours per week utilizing city funds from a Community Block Development Grant covering staffing costs. Books, Materials and Programming are all provided by the County library system. **Staff** includes: (4) part time non professionals.

The facility has (8) PC/Internet Computers and Wi-Fi. In addition, all facility maintenance is currently provided by the County Library, although the city maintains the lease agreement on the space.

EP Foster, Downtown Branch

The EP Foster Branch is open 58 hours per week and serves as the main library for the entire COV community. The 32,000 SQ FT facility occupies two floors in a downtown location; the second floor is devoted to children and teen services. The public meeting room (Topping Room) is accessed from the street and is available for public use. Parking is available in the rear of the building as well as street level metered parking. The staff, materials, books, and programming are all provided by the County library system. The library has (30) PC/Internet Computers for public use, along with Wi-Fi throughout the building.

In addition, maintenance is covered by the County library system. The facility is owned by the City of Ventura.

On staff: (1) Senior City Librarian with an ALA-MLS degree in addition to (2) ALA-MLS degreed staff in department leadership positions. (6) Full Time non-professional staff, (6) Part-time staff and (6) Part Time page positions. The county library contracts out for maintenance so there is not a facilities manager on site. The Friends of the Library (FOL) operate a bookstore on the first floor of the Foster Branch; the store is staffed by volunteers of the FOL.

Future Library Services: PLAN B

NOTE: The prescribed service plan in this document takes into consideration modern library service models, future public library trends, and the desires of the citizens in the City of Ventura. Although we recognize that there is more than one way to deliver service, for purposes of comparison it will be imperative that all responders adhere to the format of the proposal. There will be opportunity for all responders to add their thoughts for providing service to the City of Ventura community.

Locations: The service plan **must include service for three locations.**

Branch One: East Side of town. The branch would be in a TBD temporary facility approximately 4-6,000 SQ FT. The space will have adult, teen and children's services.

- The branch will be open 35-40 hours, closed two days per week.
- There will be a branch manager with an ALA MLS in charge of the facility with at least 3 years of experience. The additional staff: 1 Full Time Staff member with a college degree, library or education background preferred and 3 Part time staff with interest in early childhood, teens, technology and programming. 1 part time page positions would assist. Bi-Lingual staff preferred. The library focus will be on popular material, technology and homework assistance.
- The library will be served by delivery service to accommodate request transfers from the other 2 branch locations. Minimal service is 3 times per week.
- Programming: (Minimum)
 - (8) children's programs , including one evening event per week
 - (3) Teen programs
 - (6) Adult programs including (2) instructional classes
- Bi-Lingual programs are highly recommended
- Summer Reading Program will be in addition to the above programs.

Branch Two: Downtown, Current EP Foster Location. The branch size is recommended to be reduced from its current size. (Pending local structure and financial decisions) The branch will have public service on only one of the two floors currently being used. The meeting room will remain available to the community and library staff. The branch will have approximately 16,000 SQ FT of service space for adults, teens and children. The branch will serve as a reference and technology center. This branch will continue to have the FOL bookstore in operation by volunteers.

- The branch will be open approximately 45-48 hours per week. The library will be closed (1) day per week and on Sunday during the summer months. (based on school calendar)
- There will be a branch manager with an ALA-MLS in charge of the facility with at least 3 years of experience. 3 Full Time, preferably (1) with ALA-MLS degrees with technology and reference skills as a priority. 6 Part time staff with interests in teens, technology, children and reader's advisory along with 3 part time page positions to assist with library programs and services. Bi-Lingual staff preferred.
- The library will be served by a delivery service at least three times per week.
- Programming: (Minimum) Monthly
 - 10 Children's programs (1 evening, 2 Bi-lingual)
 - 3 Teen programs
 - 6 Adult programs (including 2 computer instruction)

Summer Reading Program will be in addition to the above programs.

Branch Three: West Side Avenue location will be available for 18 months before the lease expires. City of Ventura will explore options for a new location or continue in existing space.

The location when upgraded should have 3-5,000 SQ FT of public service area for adults, teens and children. The emphasis for this location will be a robust Hispanic collection, homework and job resource center along with all the other library services. The branch should have an area for computer instruction.

- The branch will be open approximately 35-40 hours per week. The library will be closed (2) days per week. The library will be open evenings.
- There will be a branch manager with an ALA-MLS degree this could be an entry level position. (4) Part Time staff members with emphasis on technology instruction, children and popular reading. (1) part time page will assist. Bi-lingual staffs a must.
- The branch will be served by delivery service at least 3 times per week.
- Programming: (Minimum) Monthly
 - 8 Children's programs (2 evening, 2 Bi-lingual)
 - 2 Teen Programs
 - 4 Adult Programs (3 computer/job instruction) Bi-LingualSummer Reading Program will be in addition to the above programs.

Administrative Duties: Currently provided by Ventura County Library

In the event the city decides to withdraw from the Ventura County Library System administrative services will be needed. Responders should address the administrative staffing/job responsibilities on the ADMINISTRATION Tab of the Cost Spreadsheet.

Library Director: ALA-MLS Degree with 3-5 Years of Management experience. Active in state and national level library organizations. Focus on Customer Service and Community Engagement. Technology savvy and people smart.

IT/Collection Development Team: The library will need to procure and manage a library automation system. The current system is SIRSI/DYNIX. Collection development and processing would be provided by in house staff utilizing jobber processed materials. 2 Full Time staff will be needed to assist in this department.

Library Delivery Service: Transportation of materials between City of Ventura library locations, minimally 3 times per week.

Business Office/HR responsibilities for managing budget, billing and personnel will be required. 1PT Clerk position will be needed to work with city department.

Facilities: The branch locations will need to be cleaned, maintained and protected. Discussion on options for providing these services will be addressed in the cost proposal.

ILL- Interlibrary Loan services: How will materials not available in the City of Ventura be made available to citizens? Describe lending and borrowing process.

Technology: Plan B Response Information

With the Internet playing a vital role in public library service it is important that the technology infrastructure be built to handle the anticipated traffic on the library computers. **Assumptions: City and or County will need to ensure that the Internet bandwidth has the capacity to handle 125+ library owned computers as well as expanded access by the public using the Wi-Fi network.**

Device	East Side	Downtown	West Side	Administration
Staff Use PC	6	10	6	10
Library Catalog	4	6	3	0
PC/Laptops	25	40	25	3 laptops
Readers	6	10	6	1
Printer Stations	1	2	1	N/A
PC/Laptop Reserve Stations	1	2	1	N/A
Meeting Space Projector/Equip	1	1	1	1

Software: Equipment will be downloaded and imaged with the same software on all public devices. They will be capable of playing music, videos, and movies. Microsoft Office (Word, Powerpoint and Excel) along with other commonly used programs. Filtering software should be incorporated throughout the library network. *A desired item:* (6) Self-Check out units. In addition, email service will be required.

Website: Web site enhancements should be developed to promote the library in the virtual branch mode accessible 24/7 by the public. All responders except the Ventura County Library should provide information on how a new website will be developed.

Library Automation: Currently the Ventura branch locations are connected to the County SIRSI/DYNIX library automation system. The automation system handles circulation, library catalog, acquisitions and other functions. If the City chooses to

withdraw from the County Library system, then a new Automation system will be required.

Automation System Equipment

Device	System	East	Downtown	West	Admin
PC	2	4	6	3	2
Barcode Reader	1	2	6	3	2
Receipt Printer		2	3	2	
Security		1	2	1	
Media Security		1	2	1	
Printer	TBD	TBD	TBD	TBD	TBD
Server	3				

Materials-Collection Development: In the results of the survey and during community conversations, the library collection is recommended to be expanded and upgraded. It is a priority that the collection for the COV libraries is new, vibrant and reflective of the diverse interests of the people living in Ventura. With a focus on increasing technology, many of the future purchases should begin to include online books and content sources.

GENRES with special interest to the City of Ventura residents:

Best Sellers: Rental Plans to supplement purchased print and online copies

Children: Focus on early literacy and K-12 curriculum support materials. Recreational reading

Teens: Expanded teen collection to reflect Video and gaming products

Media: Expanded collection of movies in DVD and online.

Reference: Reduction in print reference where appropriate and increase in online database content for all ages

Bilingual: City wide increase in popular Spanish language materials. Online and print for all age groups.

Programming/Outreach

Building up a programming schedule that is more adaptable to citizens and their busy lives is a desire we heard loud and clear in the community conversations. In most libraries children's programming is the base of service, it is the consultant's recommendation that the programming be expanded to all ages of children especially teens. Adult programming should be instructional as well as culturally enriching. Community outreach is a priority for expanding library programming efforts. Ventura is a culturally rich community, tapping into existing resources as a partner is a vital role of the public library.

Marketing

The library must develop an effective marketing plan and strategies that will publicize its services. Logo, artwork, web design, programming schedules, and publicity materials are all components in the campaign to re-brand the library.

**Responders have the option to use the following three pages to respond to the RFI.
Feel free to add, or comment on your participation in the process.**

OPTIONAL INFORMATION PAGE ONE: submitted by:

OPTIONAL INFORMATION PAGE TWO Submitted by:

OPTIONAL INFORMATION PAGE THREE Submitted by: