



City of Sierra Madre Agenda Report

Rachelle Arizmendi, Mayor
Denise Delmar, Mayor Pro Tem
John Capoccia, Council Member
Gene Goss, Council Member
John Harabedian, Council Member

Melinda Carrillo, City Clerk
Michael Amerio City Treasurer

TO: Honorable Mayor and Members of the City Council

FROM: Laura M. Aguilar, Assistant City Clerk *LM*

REVIEWED BY: Gabriel Engeland, City Manager *GE*

DATE: October 3, 2017

SUBJECT: Consideration of Options for Receiving Community Feedback
regarding the Sierra Madre Library

SUMMARY

The City Council is committed to receiving as much feedback from the community regarding options related to the Sierra Madre Library.

As such, staff is presenting two alternatives for receiving feedback from the community regarding options for the Sierra Madre Public Library: 1) a survey of the community; and 2) an Advisory Ballot Measure in the April 2018 municipal election.

ANALYSIS

The current Library building is over sixty years old and in desperate need of large financial investment to bring the building up to date and ADA compliant. Estimates run from \$1.3 million to address all deferred maintenance and ADA improvements up to \$3.9 million to both address the existing building and add a needed expansion for adequate community space.

An alternative to making improvements to the current Library building would be to develop the existing Recreation Center into a joint library and community center. Funds for this options would be derived from the sale of the existing City-owned Library property. It is anticipated that a sale of the existing Library building and adjacent property would be sufficient to fund this option.

The Library Board of Trustees, the Community Services Commission, and the City Council have collectively held several meetings since June, 2017 to discuss options for

the Library property and adjacent City-owned property and have not received clear direction from the community on how to proceed.

A survey of the community could be conducted by an independent third party and would provide results based on a sample of questions. The cost to conduct a community survey would vary depending on the type of survey the Council would select. The most common type of survey is done by mail to households. The cost for this service is approximately \$16,000 for 1,500 households. Another type of survey is done by e-mail and would cost approximately \$12,000.

A second option is to add an Advisory Ballot Measure to the April 2018 Municipal election. An Advisory Ballot Measure is a means to provide information and is not legally binding. The approximate cost to add a ballot measure is \$10,000.

The distinct differences between the two options are:

- The cost of a survey ranges from approximately \$12,000-\$16,000
- The cost of a ballot measure is approximately \$10,000
- A survey will allow a list of questions while a ballot measure is only one yes/no type question.
- Surveys will go out to 1,500 households or to registered e-mails while a ballot measure is per registered voter.

STAFF RECOMMENDATION

Staff recommends that the City Council provide direction.

FINANCIAL REVIEW / SOURCE OF FUNDING

The cost for an mail-in survey is approximately \$16,000 for 1,500 households, the cost for an e-mail survey is approximately \$12,000.

The cost for an Advisory Ballot Measure to the April 2018 Municipal election is approximately \$10,000.

PUBLIC NOTICE PROCESS

This item has been noticed through the regular agenda notification process. Copies of this report are available at City Hall, at the Sierra Madre Public Library, and can be accessed on the City's website at www.cityofsierramadre.com.