Status Report on Implementation of Master Plan Recommendations

Presented to:
QUALITY OF LIFE
COUNCIL COMMITTEE MEETING
September 12, 2005
by
Dallas Public Library
Purpose

To provide information about the status of Library system (Central and 23 Branches) needs and improvements recommended in the Master Plan.
Background

• Library Master Plan adopted by City Council April 11, 2001
• Intended as a guidepost to development over 10 years
• It identified Library needs and provided recommendations in the following key areas:
  – Facilities
  – Collections
  – Staffing
  – Technology
Overview of Master Plan
Recommendations and Current Status
Facilities

Master Plan
Recommendation:
Institute a general wayfinding system

**Status:** On Target

- Internal signage in the central and branch libraries is being refreshed to be user-friendly and bilingual.

**Plan of Action:**
- All capital projects include signage; all future capital projects will include signage
- The remaining libraries are on a replacement schedule
- FY2005-2006 replace signage in 3 branch libraries
- FY2006-2007 replace signage in 3 branch libraries
- FY2007-2008 replace signage in 3 branch libraries
- FY2008-2009 replace signage in 3 branch libraries
- FY2009-2010 replace signage in 3 branch libraries

**Projected Cost:** Private funding used for refreshing existing locations
Facilities (Cont.)

Master Plan

Recommendation: Make the Central Library a destination experience for visitors

Status: On Target

- Banners are now hung on the front of the Central Library to promote services and events.
- This is My Library/AuthorSpeak Series is a signature event which will promote the Library to the community and will begin in January 2006.

Plan of Action:

- Secure corporate sponsorships for AuthorSpeak.

Projected cost: No operating budget impact
Facilities (Cont.)

Master Plan

Recommendation: Agressively pursue exhibits that attract visitors and promote materials and programming

Status: On Target

- Examples include the “Fires of Hate” exhibit from the National Holocaust Museum in Washington DC and the Scooter exhibit, “Enjoy the Ride,” that highlights classic scooters of the 20th Century

Plan of Action:

- Continue to pursue exhibits for all exhibit spaces at the Central Library

Projected cost: No operating budget impact
Facilities (Cont.)

Master Plan Recommendation:

Prioritize and recommend Library capital improvement needs with cost estimates

Status: On Target

- Passage of 2003 bond program - $55.5M, 10% of City’s total bond package; the largest bond expenditure on libraries in in the city’s history

Replacement Facilities:
Hampton-Illinois $6,100,874 Projected opening Summer 2006
Walnut Hill $8,013,832 Projected opening Fall 2007
Casa View $7,000,874 Projected opening Fall 2008
Pleasant Grove $6,126,083 Projected opening Winter 2008

New Facilities:
Arcadia Park $4,850,777 Opened January 2005
West Love Field $4,796,871 Projected opening Spring 2006
Timberglen $6,126,083 Projected opening Spring 2006
Prairie Creek $6,663,221 Projected opening Winter 2008
White Rock $600,000 Land acquisition, bonds to be sold November 2006
Facilities (Cont.)

Master Plan
Recommendation: Repair water infiltration at the Central Library

Status: On Target

Part of 2003 Bond Program
• Work began on Phase I in July 2005
• Projected completion Summer 2006
• Phase II to begin Summer 2006
• Projected completion Winter 2008

Projected Cost:
- Phase I $3,143,516
- Phase II $2,103,156
Facilities (Cont.)

Master Plan
Recommendation:
Invest in branch library renovations, expansions, replacements and new facilities through bond programs

Status: On Target

Plan of Action:
- Preliminary list for the 2007 Bond Proposal
  - Central Library Total: $5,322,389
    - L1 Support Services Renovation ($2,808,569)
    - L2 Parking Garage Renovation ($699,607)
    - Sun Control Renovation ($1,814,213)
  - Branch Libraries Total: $24,044,951
    - White Rock-Design and construction ($5,442,945)
    - Vickery Meadows –Land acquisition, design and construction ($7,338,145)
    - Forest Green-Land acquisition ($700,000)
    - Fretz Park-Renovation and expansion ($2,971,930)
    - Park Forest-Land acquisition ($700,000)
    - Polk-Wisdom-Renovation ($2,810,555)
    - Highland Hills-Land acquisition ($650,000)
    - Skyline-Renovation ($1,586,881)
    - Martin Luther King, Jr.-Renovation ($1,844,495)

Projected Cost: $29,367,340
Facilities (Cont.)

Master Plan

Recommendation:

Continue renovation of Central Library through public/private partnerships

**Status:** On Target

- Floors 1, 4 and 8 completed with $3M in city matching funds and $3M in private funds
- Floor 5, phase I completed in 1998 with $500,000 in private funds; phase II under construction; projected completion in January 2006 with $750,000 in city matching funds and $750,000 in private funds

**Plan of Action:**

- Proposed FY2005-06 $1M match for 3rd floor
- Recommend FY2006-07 $1M match for 6th floor
- Recommend FY2006-07 $750,000 match for 2nd floor
- Recommend FY2007-08 $1.6M match for 7th floor
Collections

Master Plan

Recommendation:

Acquire new materials to meet the needs of a growing and diverse city

Status: Below Target

- Materials per capita for area cities with population greater than 100,000.
  - Plano $5 per capita
  - Irving $4.30 per capita
  - Fort Worth $3.76 per capita
  - Carrollton $3.55 per capita
  - Garland $3.35 per capita
  - Dallas $2.96 per capita
  - Average $3.55 per capita

Plan of Action:

- Additional $55,000 in proposed FY2005-2006 brings per capita support to $3.04 (proposed materials allocation of $3,674,114)
- Suggest $4 per capita materials expenditures be attained by recommend FY2009-2010 budget
- Projected Cost:
  - $1,152,554 (31% increase in materials expenditures) based on current population figures (no growth)
  - $1,297,354 (35% increase in materials expenditures) based on average population growth over the past three years of 3%
Collections (Cont.)

Master Plan

Recommendation:

Replace worn and outdated materials

Status: On Target

- Texas Library Association Standard is 25% of collection less than 5 years old
- Branch collections exceed Public Library “Excellent” standard as set by the Texas Library Association
- 27% of Dallas branch collections are 3 years old or less

Plan of Action:

- Designate 4% of materials budget annually to replace worn and outdated items.

Projected cost: No added cost
Staffing

Master Plan
Recommendation: Increase entry librarian salaries to competitive levels

Status: On Target

- Salaries are at market level for entry level librarians.
- Area cities of 100,000 population have salary range $34,000 - $39,264
- Dallas salary range $37,604 - $49,825

Plan of Action:
- Continue to monitor area salaries and adjust as needed.
### Staffing (Cont.)

#### Master Plan

**Recommendation:**

Bilingual skills of the staff reflects the community that is served

**Status:** On Target

- Bilingual skills are sought regularly in the recruitment and hiring processes.
- Vacant Information Specialist positions are posted to the listserve for Reforma, the National Association to promote Library and Information Services to Latinos and the Spanish-speaking.
- Collectively, the staff is able to communicate with the public in 17 different languages other than English.
- Currently, approximately 16% (49) of Customer Service and Information staff speak Spanish.
- Friends of the Dallas Public Library, Inc. fund Spanish classes for staff
- A Spanish language glossary of terms is available on the Staff Intranet.

**Plan of Action:**

- Continue to recruit and hire bilingual staff
- Work with area library schools and chambers
- Encourage staff to attend Spanish language classes

**Projected Cost:** No Additional Cost
Staffing (Cont.)

Master Plan
Recommendation:
Add new positions to staff new and replacement branches

Status: On Target

Plan of Action
- Proposed FY2005-06 budget adds 33 positions and partial year funding for new and replacement branches opening during fiscal year: Hampton-Illinois, Lancaster-Kiest, Timberglen and West Love Field Branches ($676,101)
- Recommend FY2006-2007 budget add funds for full year funding for Timberglen, West Love Field and Hampton-Illinois ($557,558)
- Recommend FY2007-2008 budget add 2.6 FTE to provide full funding for Walnut Hill and Casa View ($204,359)
- Recommend FY2008-2009 budget add 11 FTE for Prairie Creek; add partial year funding for 2.6 FTE for Pleasant Grove ($509,895)
- Recommend FY2009-2010 budget add partial year funding for Pleasant Grove ($25,545)

Projected Cost: $1,297,357
Staffing (Cont.)

Master Plan

Recommendation:

Minimum staffing levels for Branch Libraries

Recommended Levels
For Branches:
• 1 Manager
• 1 FTE Assistant Manager
• 1.5 FTE Information Specialist I (current Library Associate)
• 3 FTE Associate II (current Customer Service Representative)
• 3 FTE Associate I (current Pages)

Status: Below Target
• Below minimum by 11.5 Information Specialist positions (1/2 position down per branch)
• Below minimum by 3 Customer Service positions (1 down at 3 locations)
• Below minimum by 3 part-time Page positions (1 down at 3 locations)

Plan of Action:
• Recommend FY2006-2007 add 2 part-time Pages (Dallas West and Martin Luther King, Jr. Branches); add 3 Information Specialists ($172,038)
• Recommend FY 2007-2008 add 3 Information Specialists; add 3 Customer Service Representatives ($262,230)
• Recommend FY 2008-2009 add 3 Information Specialists ($142,500)
• Recommend FY 2009-2010 add 2 Information Specialists ($95,000)

Projected Cost: $671,768
Master Plan
Recommendation:

Minimum staffing levels for Central Library Divisions

Recommended Levels for Central Divisions:
• 1 Manager
• 1 FTE Assistant Manager
• 1.5 FTE Information Specialist II (current Master Level Specialist)
• 4 FTE Information Specialist I (current Library Associate)
• 1 FTE Associate II (current Office Assistant)
• 1.5 Associates I (current Pages)

Status: Below Target
• Information Specialist – 1 position below minimum in 3 divisions (Fine Arts, History and Genealogy)
• Page - 1 part-time position below minimum in 1 division (Library on Wheels)

Plan of Action:
• Recommend FY2006-2007 add 1 Information Specialist; add 1 part-time Page ($62,269)
• Recommend FY2007-2008 add 1 Information Specialist ($47,500)
• Recommend FY2008-2009 add 1 Information Specialist ($47,500)

Projected Cost: $157,269
Master Plan
Recommendation:
Succession planning

Status: Below Target

- Promote leadership from within.
- Create a career ladder for Information Specialists who have Masters degrees in fields other than Library Science.

Plan of Action:
- FY2005-2006 Reclassifying 2.5 positions to create promotional opportunities available for Managers, Assistant Managers and Librarians throughout the organization.
- Recommend FY2008-2009 work with Human Resources to create career ladder for Masters degreed subject specialists by reclassifying 8 Library Associate positions from grade E to grade H.

Projected Cost: $100,000
Master Plan
Recommendation:
Provide training in focus areas of technology usage, customer service, personal effectiveness and internal procedures

Status: Below Target

• Working with El Centro College, University of North Texas, Northeast Texas Library System, State Library and professional associations to provide staff training opportunities.

Plan of Action:
• Recommend FY2006-2007 add 1 Project Manager and 2 Curriculum Specialists

Projected Cost: $198,194
Technology

Master Plan
Recommendation: Replace/Upgrade Library Information System software that handles customer borrowing and returns, the public catalog, acquisitions and reports and inventory

Status: Below Target

Plan of Action:
- Proposed FY2005-2006 hire consultant project manager and begin process to replace library information system software
- Recommend FY2006-2007 migrate to new software

Projected Cost: $1,158,500 from Library (Endowment Fund and gifts)
Master Plan

Recommendation:

Total of 1,400 computer workstations when master plan is fully implemented

Status: On Target

- Increased public service computers from 700 to 953 computers currently in use

Plan of Action:

- A minimum 25 computers to new and replacement branches as part of capital projects
- A minimum of 1 computer per FTE for staff in new, renovated and replacement facilities (11)

Projected Cost: Included in capital budget
Master Plan
Recommendation: Replace computer workstations annually

Status: Below Target

- Replaced 259 public computers in FY2001-2002 with funding from Texas Infrastructure Fund (TIF)
- Replaced 100 computers (public/staff) in FY2004-2005 (Operating and Grants)

Plan of Action:
- FY 2005-2006 pursuing Gates Grant for replacement of public computers
- Recommend replacing 1/3 of workstations annually.
  - FY2006-2007 Replace 313 workstations ($135,000)
  - FY2007-2008 Replace 350 workstations ($151,000)
  - FY2008-2009 Replace 350 workstations ($151,000)
  - FY2009-2010 Replace 410 workstations ($177,120)

Projected Cost: $614,120
Technology (Cont.)

Master Plan

Recommendation:

Maximize technology for increased customer service through self-check and wireless capability

Status: Below Target

- Patron self-check machines installed in 3 Branches: Audelia Road, Dallas West and Arcadia Park
- Teen Centers (Martin Luther King, Jr., Hampton-Illinois and Skyline Branches) and Plaza Comunitaria program (North Oak Cliff, Pleasant Grove and Lakewood) use laptops with limited wireless services.
- New and replacement branches have limited wireless service (Arcadia Park and Lancaster-Kiest).

Plan of Action:

- Proposed FY2005-2006 includes wireless connection for the Library on Wheels and city-wide exchange e-mail system to enhance communication
- Projected installations of wireless and self-check recommended FY2005-2006 include: Lancaster-Kiest, West Love Field, Timberglen and Hampton-Illinois Branches
- Add Self-check machines to Central and branch libraries
  - Recommend FY2006-2007 add wireless at Central and 13 branches
  - Recommend FY2007-2008 add 6 Self-check machines at Central
  - Recommend FY2008-2009 add 15 self-check machines in branches
  - Recommend FY2009-2010 add 15 self-check machines in branches

Projected Cost: $857,000 (over 4 years)
Technology (Cont.)

Master Plan
Recommendation:

Building security and monitoring system (video recording cameras and monitors)

Status: Below Target


Plan of Action:
• Security systems to be installed as part of branch capital projects for 2003 and proposed 2007 bond programs
• Recommend FY2006-2007 add systems at Central Library and 7 branches ($390,000)
• Recommend FY2007-2008 add systems at 6 branches ($120,000)

Projected Cost: $510,000
Technology (Cont.)

Master Plan
Recommendation:
Enhance access to Library collections by improving customers’ ability to locate materials and information in library collections, databases and on the web

Status: Below Target

Plan of Action:
• Recommend FY2006-2007 continue to catalog non-cataloged items ($60,000)
• Recommend FY2007-2008 implement single-search interface to search catalog and databases ($175,000)
• Recommend FY2008-2009 digitize special collections to make them accessible (e.g. Butts Photograph Collection) and add Amazon.com-like features to catalog (book jacket, recommends further reading) ($150,000)

Projected Cost: $385,000
Technology (Cont.)

Master Plan

Recommendation:

Enhance Web presence by making it easy to navigate, attractive and responsive to virtual visitors

Status: Below Target

Plan of Action:

- Update look and features of present web site, build virtual branch library, identify new resource links and include library card and volunteer applications
  - Recommend FY2006-2007 contract webmaster and graphic designer for www.dallaslibrary.org ($134,200)
  - Recommend 2007-2008 redesign Spanish language Library website ($60,000)

Projected Cost: $194,200
Technology (Cont.)

Master Plan
Recommendation: Enterprise E-Commerce that would enable the public to pay fines and purchase used materials on-line

Status: Below Target

Plan of Action:
- To work with CIS to develop, plan, and provide service

Projected Cost: To be determined
## Budget Summary

### Summary Operating Budget

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### 2007 Capital Bond (Preliminary)

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**Projected Total** $29,367,34
## Technology Budget

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# Collections and Staffing Budget

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<th>Collections</th>
<th>Staffing</th>
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$1,690,220  
$3,125,206  
$4,715,426
Capital Budget
(City Match Only)

FY2005-2006 (Proposed) $1,000,000
FY2006-2007 (Recommend) $1,750,000
FY2007-2008 (Recommend) $1,600,000
Total (Proposed and Recommend) $4,350,000