

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:

Status: On Target

Make the Central Library a destination experience for visitors

- 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:

Status: On Target

Aggressively pursue exhibits that attract visitors and promote materials and programming

- 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:

Status: On Target

**Repair water infiltration
at the Central Library**

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**
 - Arlington \$1.96 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: **Status:** On Target

Bilingual skills of the staff reflects the community that is served

- 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

Staffing (Cont.)

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

Staffing (Cont.)

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

Staffing (Cont.)

Master Plan

Recommendation:

Status: Below Target

Provide training in focus areas of technology usage, customer service, personal effectiveness and internal procedures

- 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: **Status:** Below Target

Replace/Upgrade

Library Information

System software that handles customer borrowing and returns, the public catalog, acquisitions and reports and inventory

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)

Technology (Cont.)

Master Plan

Recommendation: **Status:** On Target

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

- 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

Technology (Cont.)

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

- FY2003-2004 and FY2004-2005 Installed in 6 branches: Audelia Road, Arcadia Park, Casa View, Dallas West, Lancaster-Kiest and Polk-Wisdom.

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:

Status: Below Target

Enhance access to Library collections by improving customers' ability to locate materials and information in library collections, databases and on the web

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: **Status:** **Below Target**

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

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:

Status:

Below Target

**Enterprise E-Commerce
that would enable the
public to pay fines and
purchase used
materials on-line**

Plan of Action:

- To work with CIS to develop, plan, and provide service

Projected Cost: To be determined

Budget Summary

Summary Operating Budget

	FY2005-2006 Proposed	FY2006-2007 Recommend	FY2007-2008 Recommend	FY2008-2009 Recommend	FY2009-2010 Recommend
Facilities	\$1,000,000	\$1,750,000	\$1,600,000		
Collections	\$ 55,000	\$ 324,339	\$ 324,339	\$ 324,339	\$ 324,339
Staffing	\$ 676,101	\$ 990,019	\$ 514,089	\$ 699,895	\$ 220,545
Technology		\$ 838,900	\$ 629,200	\$ 608,700	\$ 484,620
Totals	\$1,731,101	\$3,903,258	\$3,067,628	\$1,632,934	\$1,029,504

2007 Capital Bond

(Preliminary)

Central Library:

•L1 Renovation	\$2,808,569
•L2 Renovation	\$ 699,607
•Sun Control Renovation	<u>\$1,814,213</u>
Central Total	\$5,322,389

Branch Libraries:

•White Rock	\$ 5,442,945
•Vickery Meadows	\$ 7,338,145
•Forest Green	\$ 700,000
•Fretz Park	\$ 2,971,930
•Park Forest	\$ 700,000
•Polk-Wisdom	\$ 2,810,555
•Highland Hills	\$ 650,000
•Skyline	\$ 1,586,881
•Martin Luther King. Jr.	<u>\$ 1,844,495</u>
Branch Total	\$24,044,951

Projected Total **\$29,367,34**

Technology Budget

Recommend FY2006-2007	\$1,338,100
Recommend FY2007-2008	\$1,288,400
Recommend FY2008-2009	\$ 608,700
Recommend FY2009-2010	\$ 484,620
Total Recommend:	\$3,740,620

Collections and Staffing Budget

	<u>Collections</u>	<u>Staffing</u>	<u>Total</u>
FY2005-06 (Proposed)	\$ 55,000	\$676,101	\$ 731,101
FY2006-07 (Recommend)	\$ 408,805	\$ 791,865	\$1,200,670
FY2007-08 (Recommend)	\$ 408,805	\$ 705,300	\$1,114,105
FY2008-09 (Recommend)	\$ 408,805	\$ 826,395	\$1,235,200
FY2009-10 (Recommend)	<u>\$ 408,805</u>	<u>\$ 125,545</u>	\$ <u>434,350</u>
	\$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