



MEMORANDUM

To: Village Council
From: Natalie Hawkins
Date: October 16, 2020
Subject: Library Services Needs Assessment Update

As part of the Library Needs Assessment, ETC Institute conducted a statistically valid Library Services Needs Assessment Survey of Pinehurst residents this summer to determine:

1. What library services Pinehurst residents need, and
2. How much Pinehurst residents are willing to pay to support library services.

410 residents completed the ETC survey, resulting in a precision of at least +/- 4.8% at the 95% confidence level. Staff have reviewed, analyzed, and segmented the survey results into three key segments:

1. Users/Non-Users
2. Households With/Without Children
3. Resident Age

Having obtained public input through the ETC Survey, **staff proposes the following “Next Steps” for Council to make a fact-based decision about how to meet library needs:**

1. Review the ETC Library Survey key findings and takeaways with correlations & differences between the ETC Survey results and prior public engagement obtained earlier this year (*see attachment*)
2. Discuss with Fred Belledin of Clearscapes how the ETC Library Survey findings affect the recommended size of a library facility (*Fred will attend the work session*)
3. Discuss Council’s expectations for the final Library IQ Library Needs Assessment Report
4. Identify various options for meeting Pinehurst resident needs for library services
5. Determine what other information the Council may need
6. Identify the decision factors the Council will consider when evaluating various options
7. Clarify the timeline desired by Council to evaluate options
8. Evaluate options against the decision factors identified by Council & assess the risk of each option
9. Select best option and determine funding strategies

The objectives of this Council work session are to cover “Next Steps” #1-3 above and reach a Council consensus on the remaining “Next Steps”.

As the Council proceeds with its “Next Steps,” it may be helpful to begin clarifying potential options, other information that may be needed, and the decision factors the Council may want to consider. The information below may be helpful as a way to begin organizing Council thoughts and ideas for the “Next Steps” that will most likely be discussed in a future work session.

Step 5: Potential Options

To date, the Council has identified potential options for meeting resident needs for expanded and/or enhanced library services. Council members may have other options it wishes to consider. The potential options identified to date include:

1. Renovate Existing Library Building
2. Renovate AND Expand Existing Building
3. Co-Locate with Cannon Park Community Center
4. Co-Locate with Village Hall
5. Renovate AND Expand Historic Fire House
6. Do Nothing
7. Others???

Step 6: Other Information Needed

The Council may determine that other information is needed prior to coming to a decision on how to meet resident needs for expanded and/or enhanced library services. These may include:

1. More definitive cost estimates
2. Identification of possible funding sources (e.g. fund balance, capital campaign fundraising, library fees, tax increase, donations from Friends of the Library etc.)
3. Prioritization & cost estimates of other Village infrastructure investments needed (e.g. fire station, public services relocation, etc.)
4. Property owner willingness to sell/relinquish property (Given Memorial Library and Historic Fire Station Owner)
5. Viable options for preserving Pinehurst history in the Tufts Archives
6. Clarifying information about the offer of assets and support from the GML received in a letter dated May 4, 2020 and any restrictions on those assets

Step 7: Factors to Consider

The list below indicates potential factors the Council may wish to consider when evaluating library options. **Staff recommends Council first identify the factors they will weigh and consider for each option before evaluating options.** Council could identify other factors, in addition to these below, while evaluating options:

1. Building Acquisition/Renovation/Construction Cost
2. Infrastructure Cost (parking, roads, sidewalks, lighting, etc.)
3. Ongoing Operating Costs
4. Site Constraints (parking, topography, etc.)
5. Adaptive/Reuse of Existing Building
6. Displacement of Existing Operations (if applicable)

7. Centrally Located In/Around Village Center
8. Ability to Activate/Stimulate Other Economic Investment
9. Ability to Expand Facility in the Future
10. Others???

Again, the objective of this work session is to review the ETC Survey results, see how that may impact the overall recommended size of a library facility, clarify your expectations for the final report, and agree to a process the Council will use to proceed with making a decision about how to meet resident library needs.

I look forward to reviewing this information with you at your work session and please don't hesitate to call me if you have any questions.