

Chula Vista Public Library

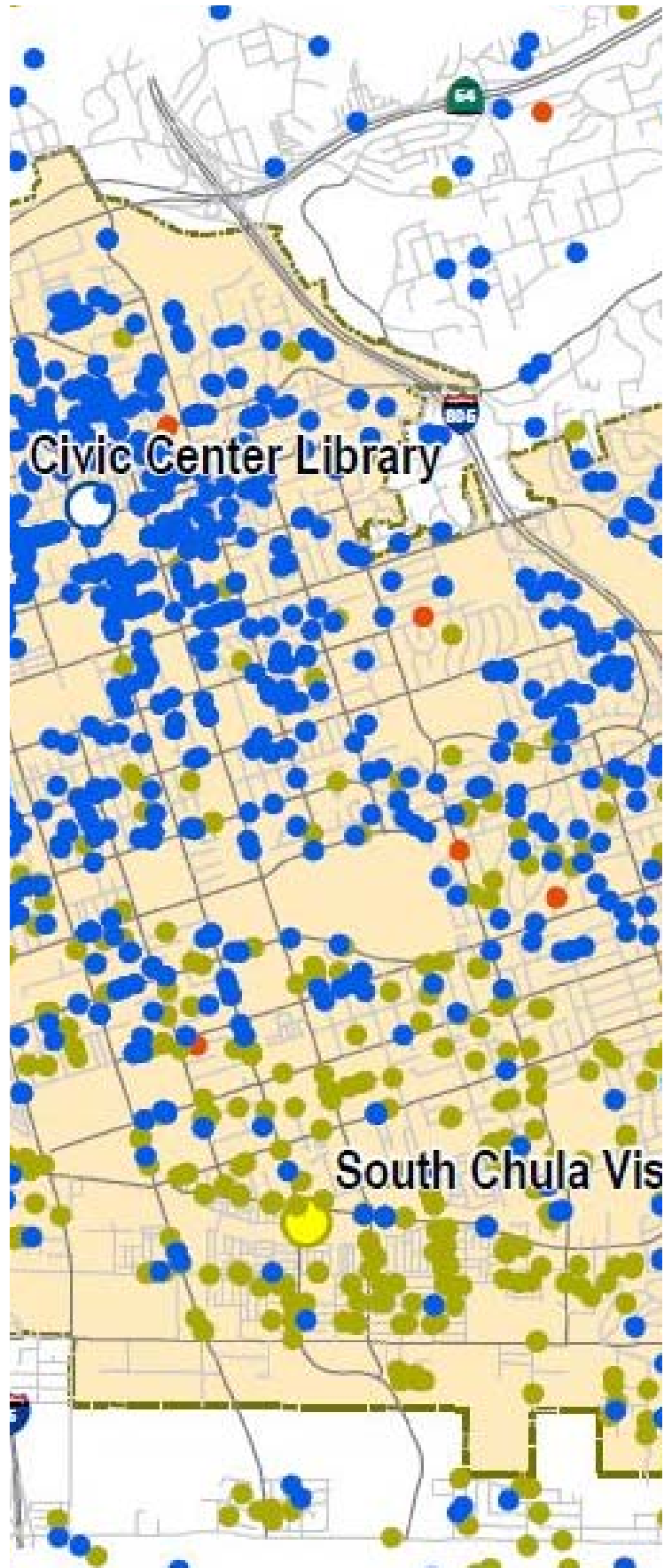
Strategic Vision Plan

and
Strategic Facilities Plan Update

City Council Presentation

08 April 2014





Agenda

- 1. Project Overview**
- 2. Strategic Visions**
- 3. Building Capacity**

CVPL Strategic Vision Plan goals

- **Confirm the Library's role in the community's future**
relevant, responsive, effective
- **Ensure long-term Library vitality and sustainability**
operations, staffing + facilities
- **Position the Library to take advantage of opportunities**
public/private partners, developers, ballot measures, grants
- **Create a vehicle for public support**
Council approval + community support for strategic vision + facilities plans



CHULA VISTA PUBLIC LIBRARY STRATEGIC VISION PLAN

DRAFT SCHEDULE

2013

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

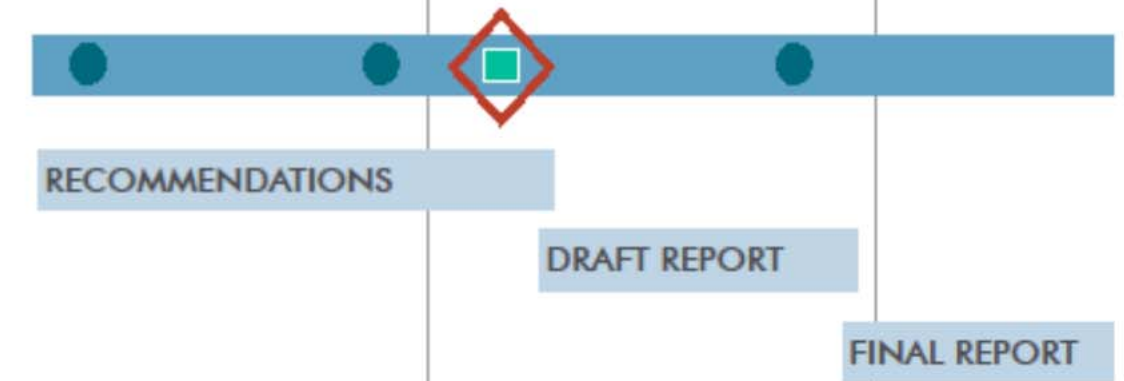
1. GOALS AND VISION



2. STRATEGIES

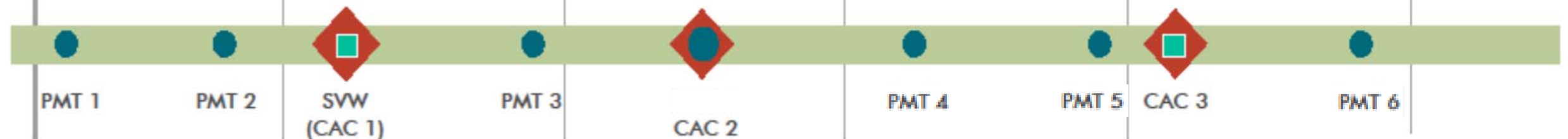


3. RECOMMENDATIONS



PARTICIPATION

- PMT
- COMMUNITY ADVISORY COMMITTEE
- STAKEHOLDERS

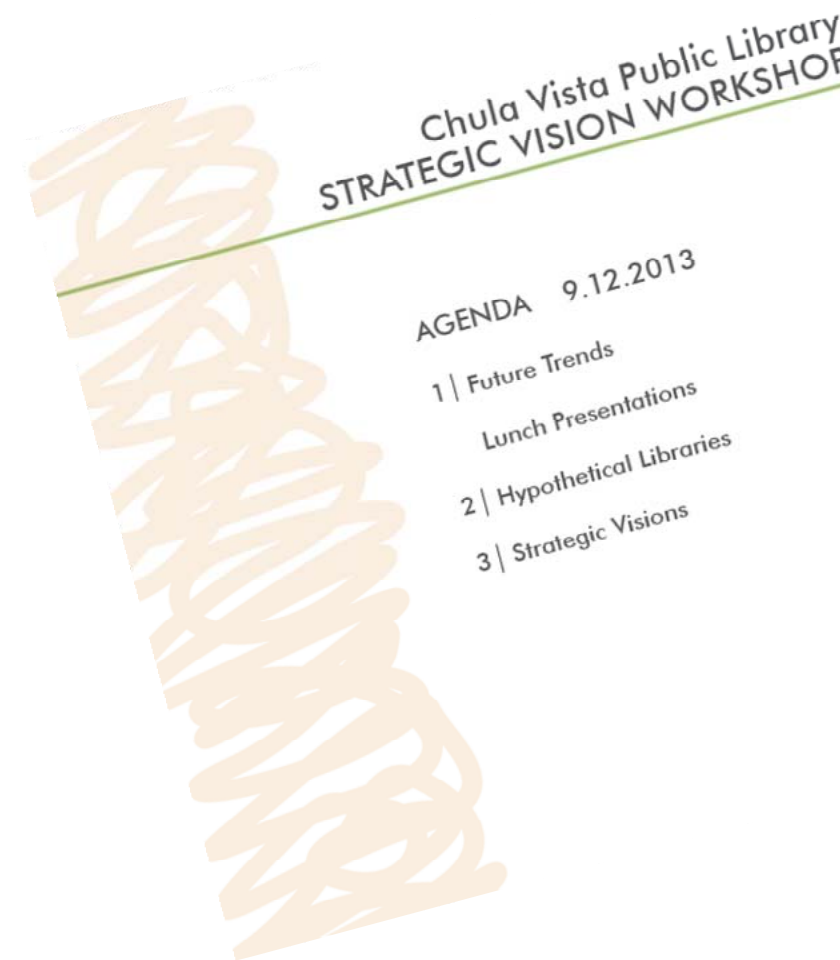


Community participation

- Strategic Facilities Plan 2010-2011
 - Community meetings and focus groups
 - Community survey
 - Council interviews
- Strategic Vision Plan 2013
 - Community Advisory Committee
 - Strategic Vision Workshop



LIBRARY = SUCCESS CENTER



Library, City, and community leaders



Agenda

1. Project Overview

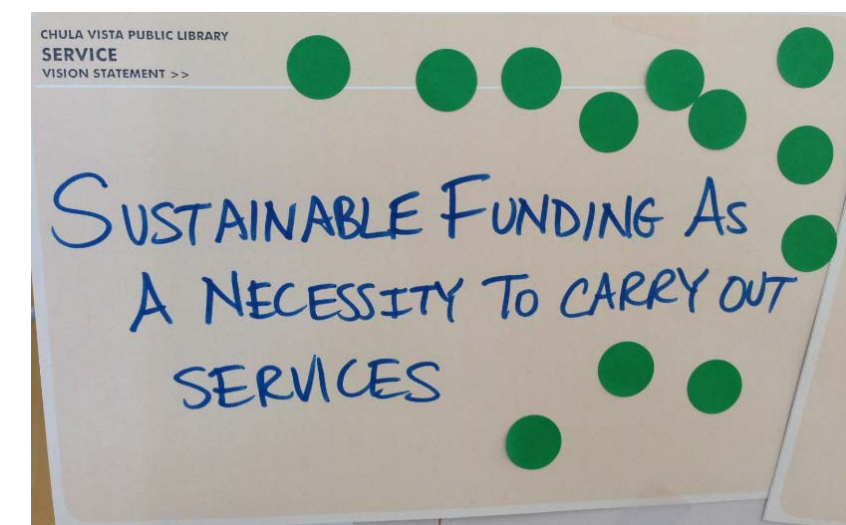
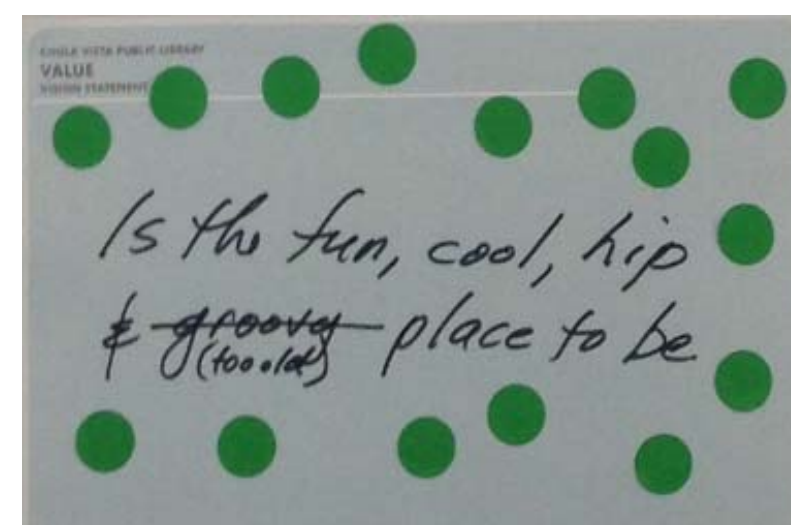
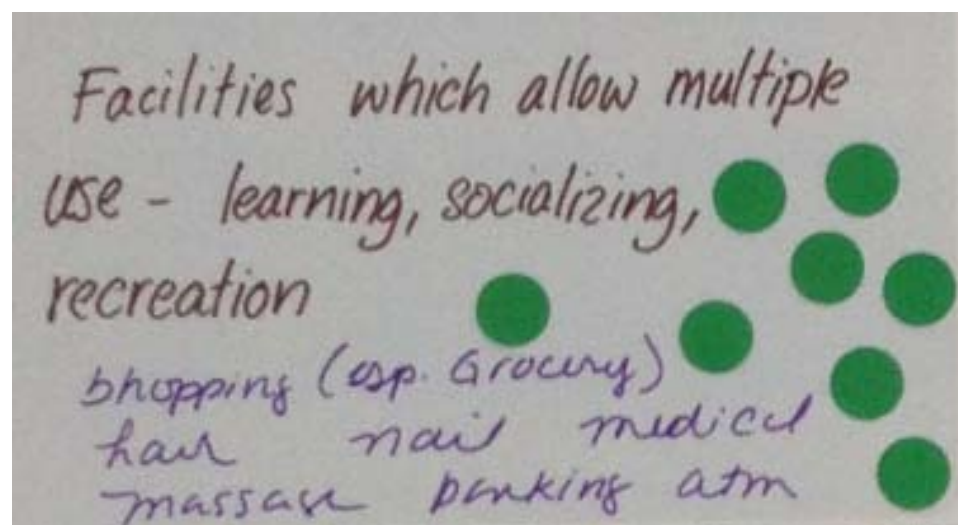
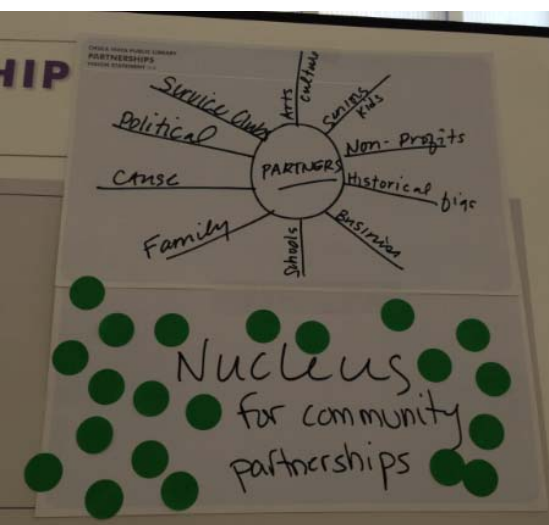
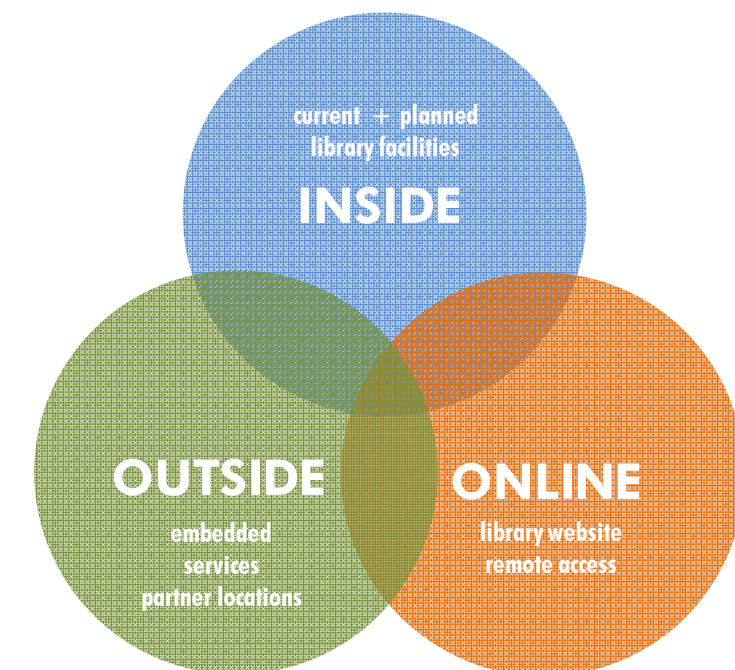
2. Strategic Visions

3. Building Capacity

STRATEGIC VISIONS

Vision of the Library as a...

- Nucleus of learning, culture, and recreation
- Catalyst for innovation, business, and growth
- Vital and robust community partner



Discovery and experimentation



NUCLEUS OF LEARNING, RECREATION AND CULTURE

Creating and sharing



Leveraging technology for learning



NUCLEUS OF LEARNING, RECREATION AND CULTURE

Focal point for culture

CHULA VISTA IS A
COMMUNITY OF PEOPLE



Outside the box

Scottsdale PUBLIC LIBRARY

Gimme! Powered by SPL

Getting a recommendation is easy! Just choose a category from the dropdown menu and click "Go!"

GIMME...
a bedtime story
GO!

It Looked Different on the Model
Laurie Notaro
9780344000000

It Looked Different on the Model
Laurie Notaro
9780344000000

Monkey with a Tool Belt and the Noisy Problem
Chris Monroe
9780822592471

Monkey with a Tool Belt and the Noisy Problem
Chris Monroe
9780822592471

Description
When Chico the monkey wakes up to a loud clatter, he puts on his tool belt and searches his tree house to find what is making the noise, only to discover Clark the elephant stuck in the laundry chute.

Review from Scottsdale Library Staff
Chico Bon Bon's tool belt has everything a monkey could need to fix anything, but can he find and fix the noise? You'll love the hunt and repair in this fun adventure.
-Jen K-

RESERVE **GIMME ANOTHER**

Discover

mobile, science, art, wildlife, family, learn, live, music, sculpture, drama, history, comedy, movies, explore, free, play, now, library, ebooks, theater, smart, fun, culture, museum, download, Go, passes



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- Asian Art Museum
- Bay Area Discovery Museum
- California Academy of Sciences
- California Art Museum
- Chabot Space & Science Center
- Exploratorium
- Leahurst Wildlife Museum
- Museum of Children's Art
- Oakland Museum of California
- Pacific Pinball Museum
- Toch Museum
- Freight & Salvage
- Zoo: S. F. Children's Museum

Go to discover.cclib.org to print out your tickets



cclib.org
CONTRA COSTA COUNTY LIBRARY
1913 - 2013

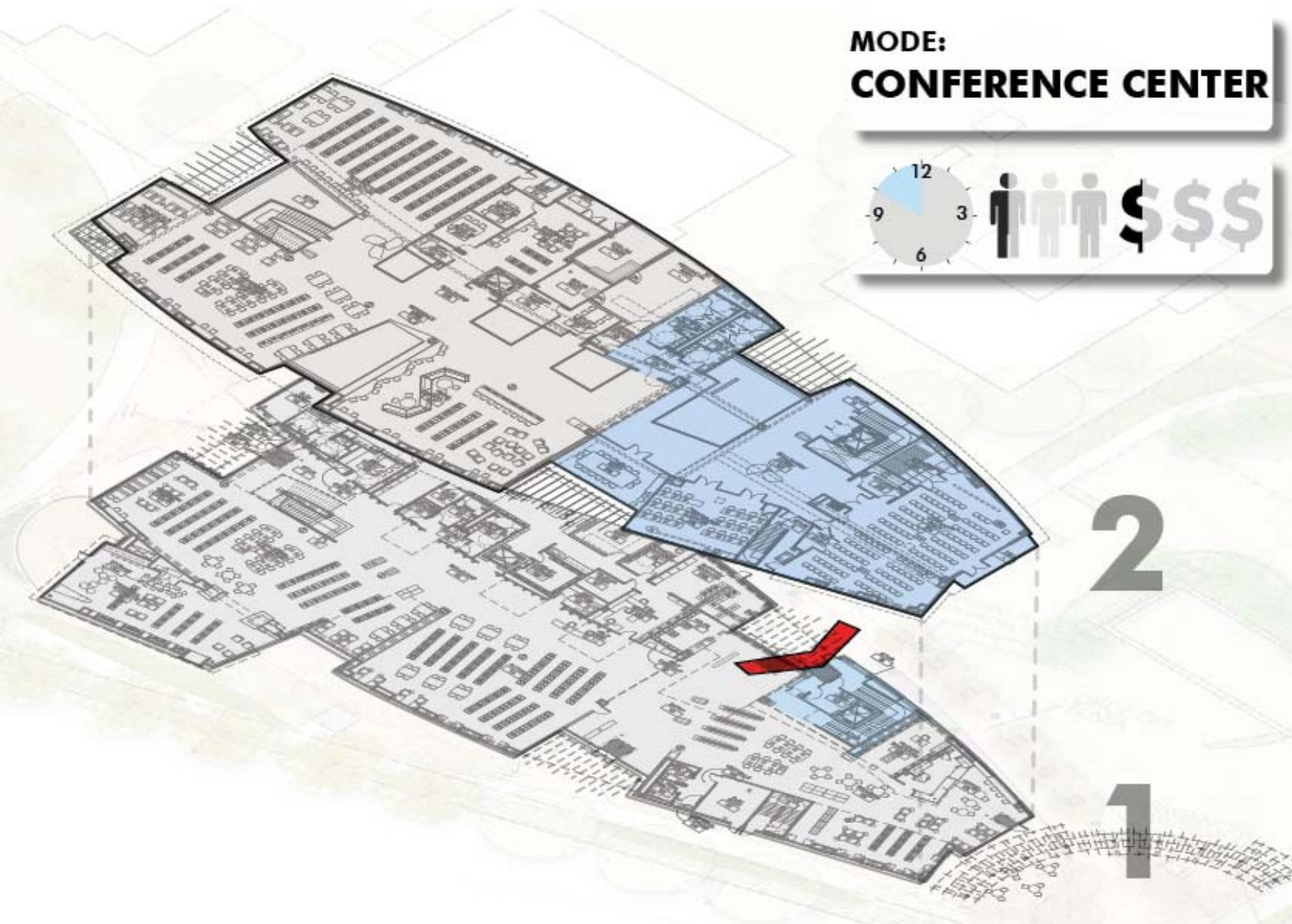


CATALYST FOR INNOVATION, BUSINESS, AND GROWTH

A digital guide



Supporting local business



Workforce development and support



An economic engine



VITAL AND ROBUST COMMUNITY PARTNER

Win-win partnerships



Building assets



PARTNERSHIP WORKS FOR LIBRARY SYSTEM, SHOPPING MALL

Branch in Otay Ranch Town Center draws shoppers; stores get some book browsers

KATHERINE POYTHRESS
• U-T

CHULA VISTA
Six years ago, residents in eastern Chula Vista saw their long-cherished hopes for a local library slip into the black hole of a deep economic recession.

Books had already been purchased, and shovels were ready to dig into the dirt for the Rancho del Rey library, when the bottom fell out of the economy — and with it the plans for the library.

Five years later, the city's economy and financial situation hadn't improved enough to revisit the original plans, but something bordering

on the miraculous happened: The library was allowed to set up shop in the Otay Ranch Town Center food pavilion for a mere \$1 per year. The opening of the Otay Ranch Town Center location in April 2012 capped off five years of attempts to serve the growing Eastlake population. It also marked the beginning of what in one year has become arguably one of the most prominent and successful partnerships between a public agency and a private organization in San Diego's South Bay.

"We knew that the partnership with the library would be a good one in many ways," said Tina Medina, senior

marketing manager for Otay Ranch Town Center. "We didn't expect the amount of popularity. We didn't know that this many people would be using the library on a regular basis."

The Friends of the Chula Vista Public Library Foundation was also there for many of the trials and errors, and pitched in \$50,000 to get the new mall-based branch off the ground.

A year later, Chula Vista Library and Recreation Director Betty Woznis says, the unusual arrangement seems to be working for the library, the mall and the patrons. The library gets visitors who might not have gone out of their way to a library, but stopped in because it was near their shopping. The mall gets more foot traffic from patrons who do go out of their way for the library. It is able to fill what was previously a vacant commercial space, and the library's love for programs



The Otay Ranch Town Center branch gets kudos from the library system and mall. PEGGY FEATIE • U-T



OTAY RANCH
TOWN CENTER



VITAL AND ROBUST COMMUNITY PARTNER

Sustainable services





Agenda

1. Project Overview

2. Strategic Visions

3. Building Capacity

BUILDING CAPACITY

GLOBAL REACH

What will it take to build the vision?

- Facilities capacity
- Operating capacity
- Capacity for change

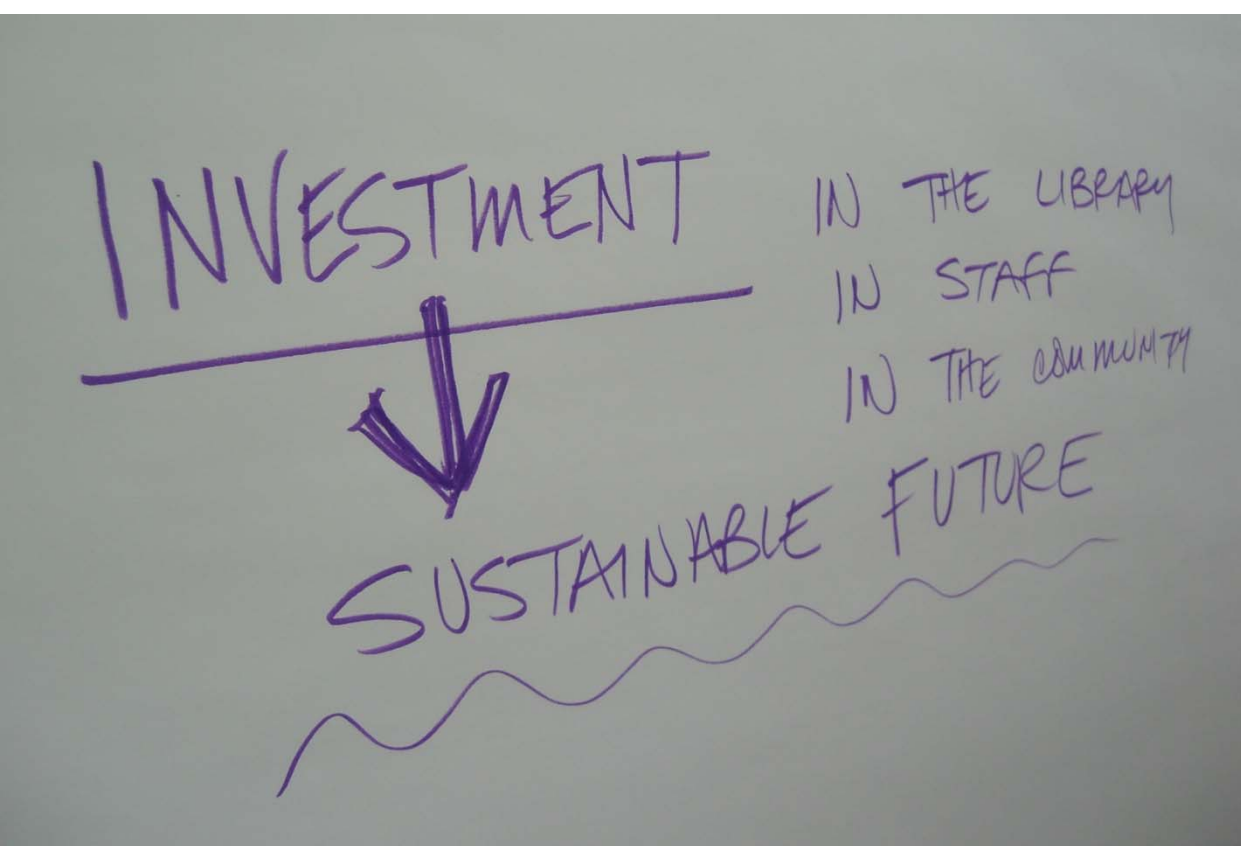


CONSUMER DRIVEN



TRANSFORMATION

NOT JUST "STUFF"
IT'S ALSO ABOUT
RELATIONSHIPS



BUILDING CAPACITY

Building capacity – facility planning principles

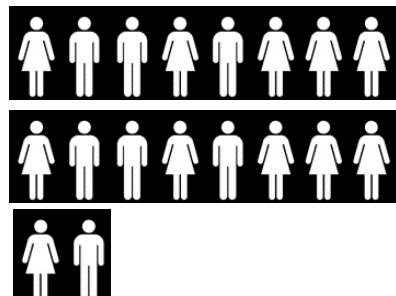
- Library space is provided proportionate to population size
- Larger libraries provide more service to more people
- Larger libraries are less expensive to build and operate



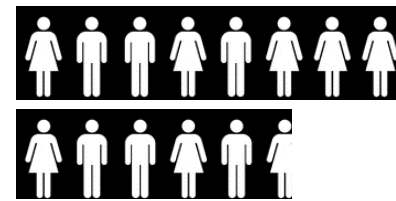
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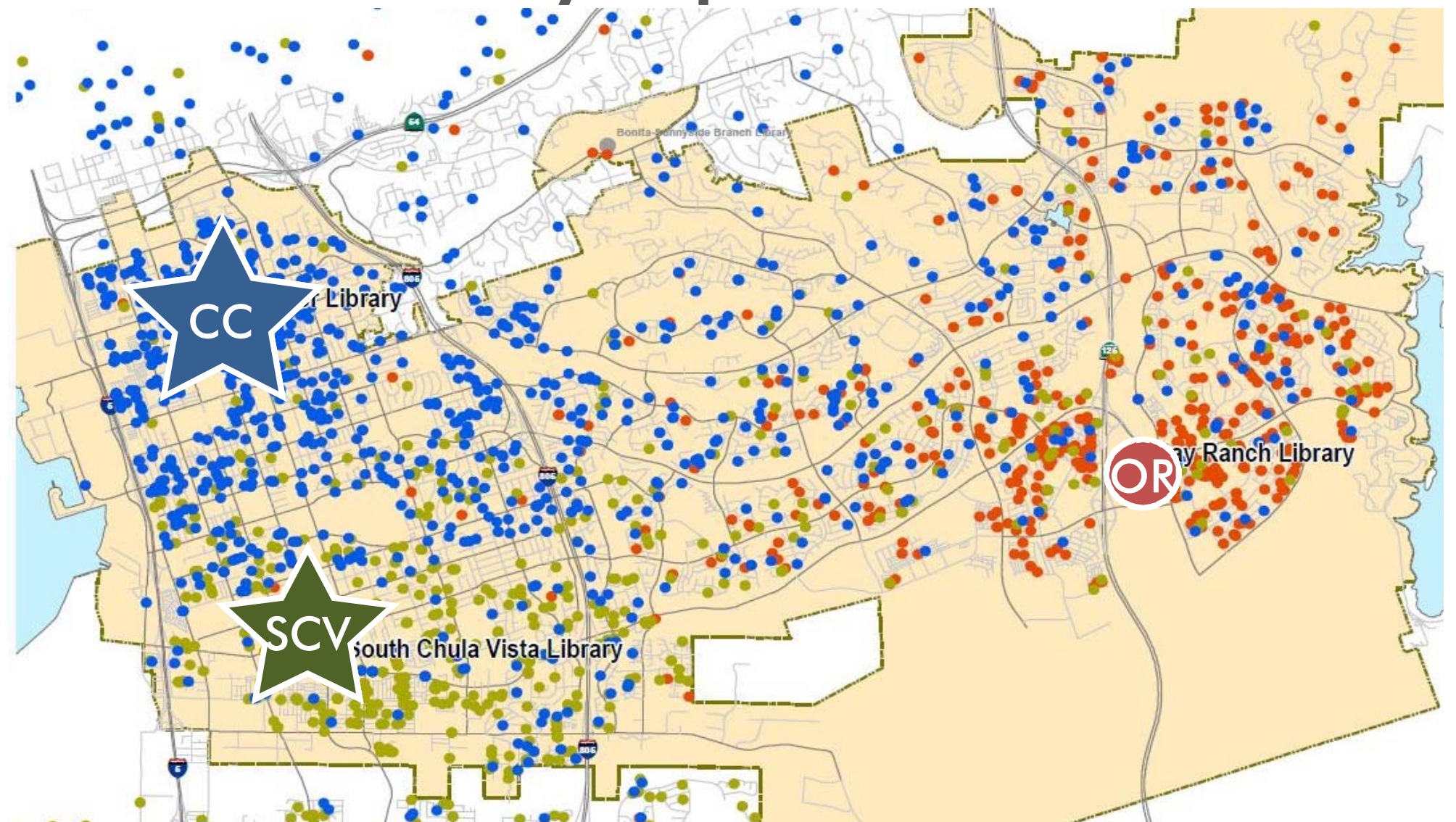


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Building capacity – facilities

- CVPL's facility planning targets are appropriate
- Its sustainable framework is already in place
- Need to build capacity



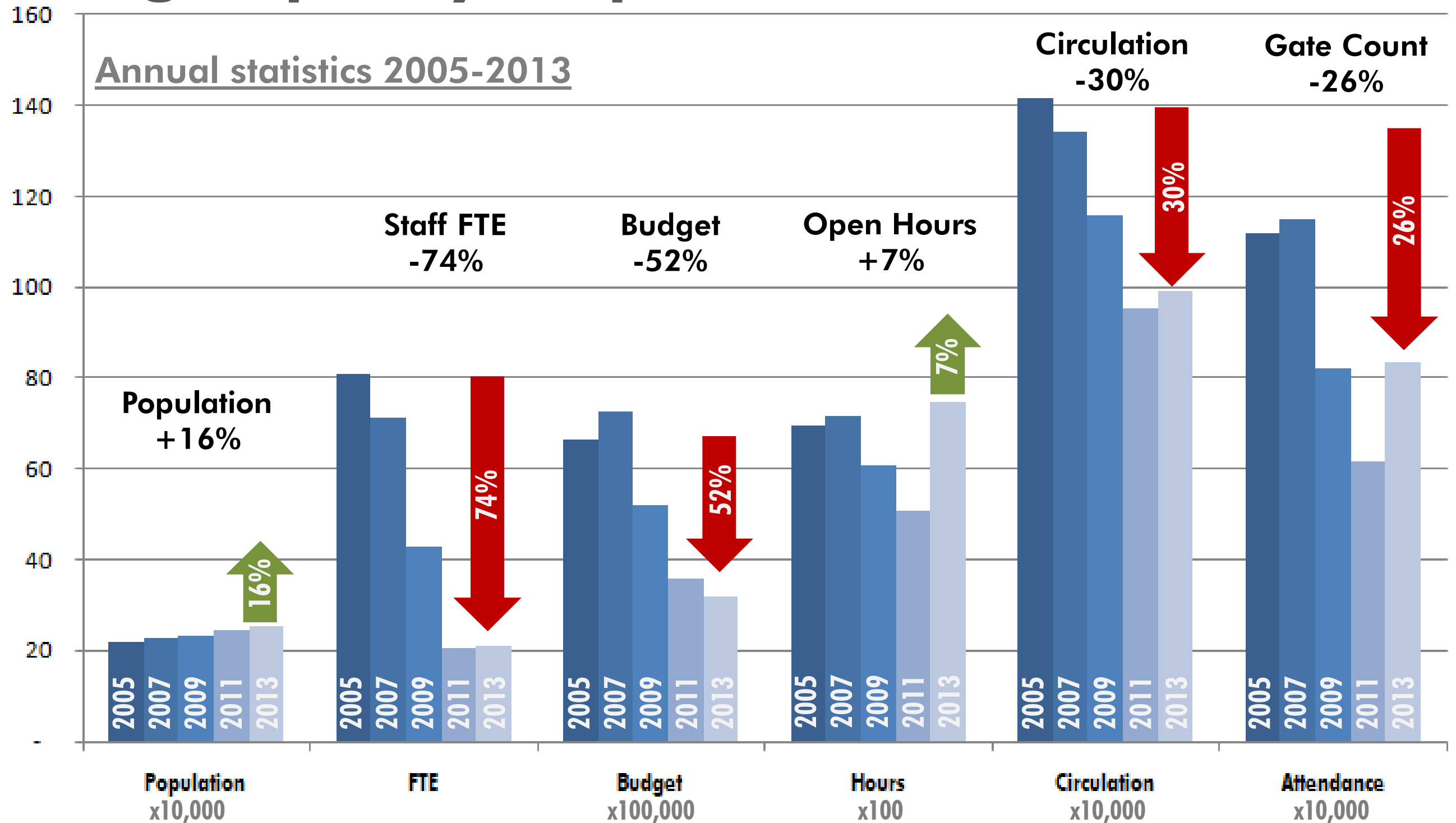
BUILDING CAPACITY

Building capacity – facilities

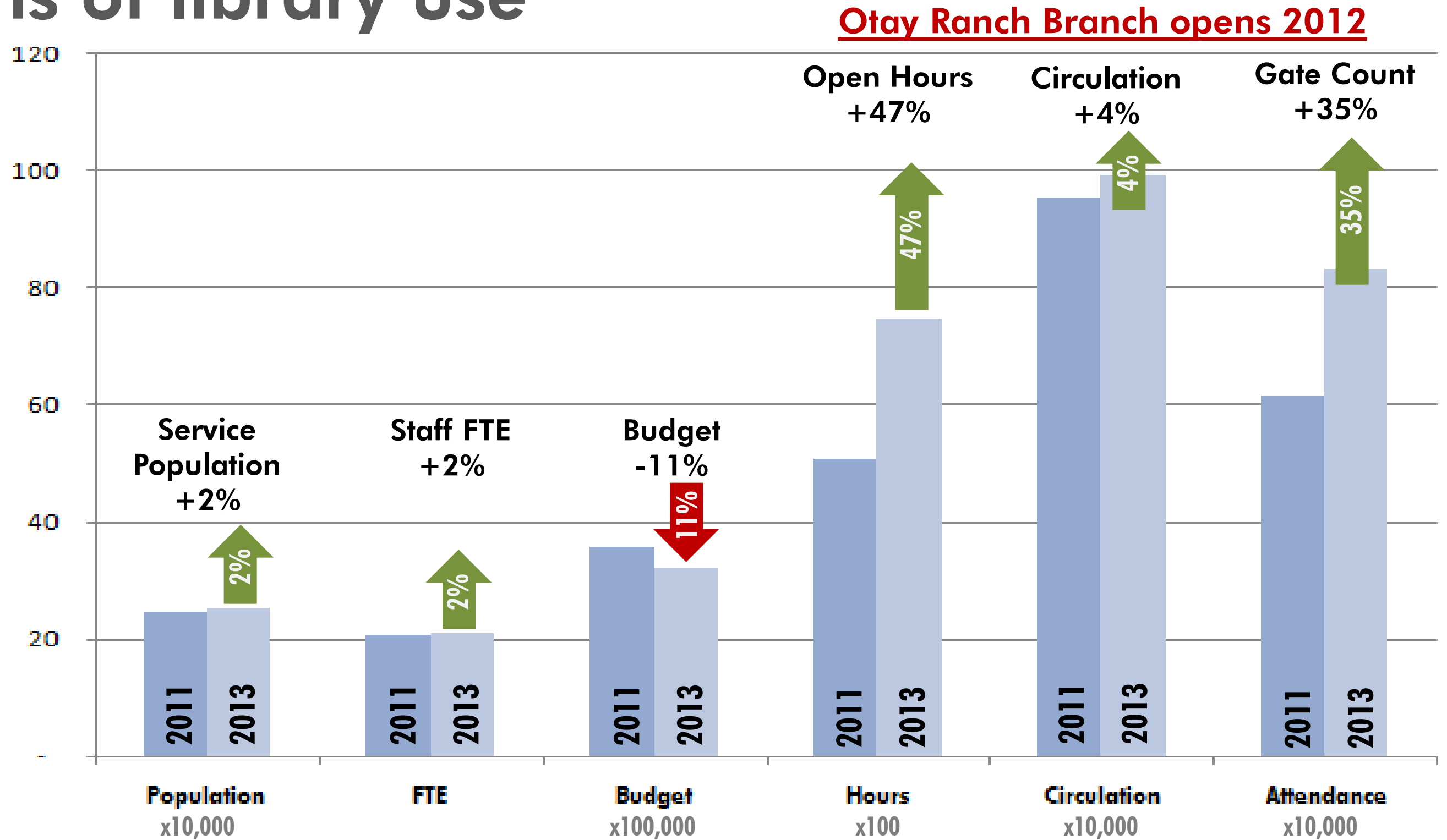
- Renovate or replace Civic Center Branch
- Renovate South Branch
- New East Branch



(Re)building capacity – operations



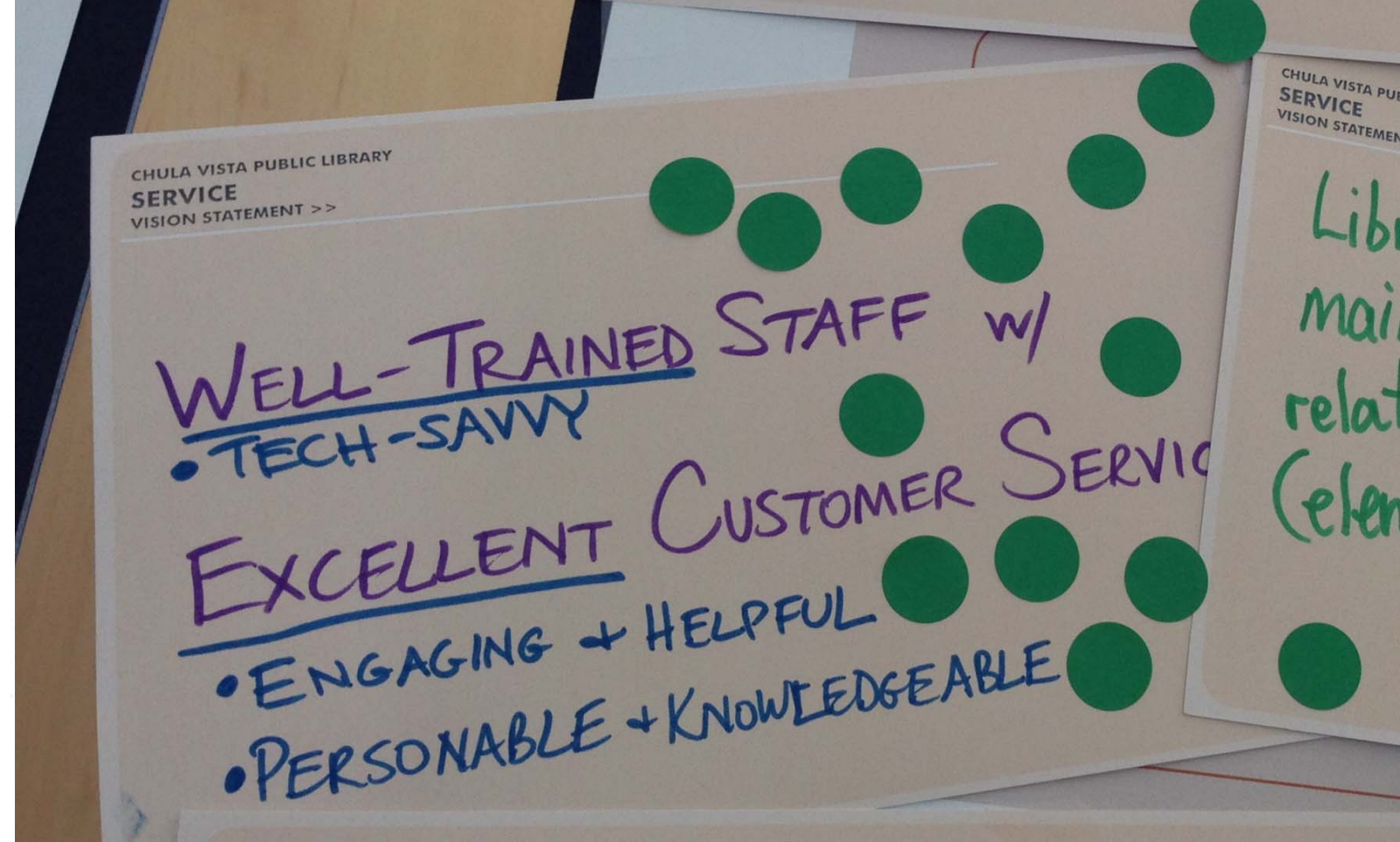
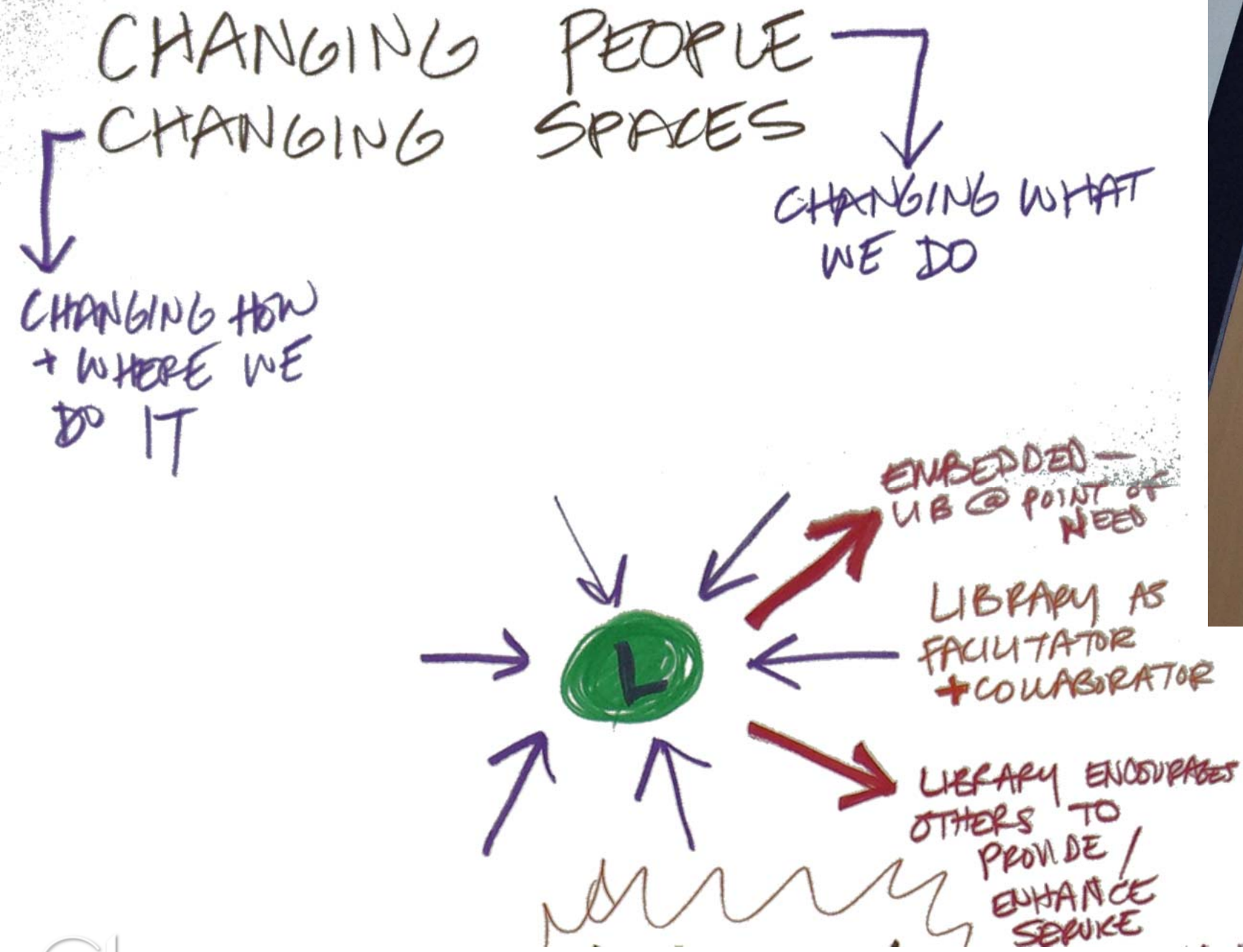
Patterns of library use

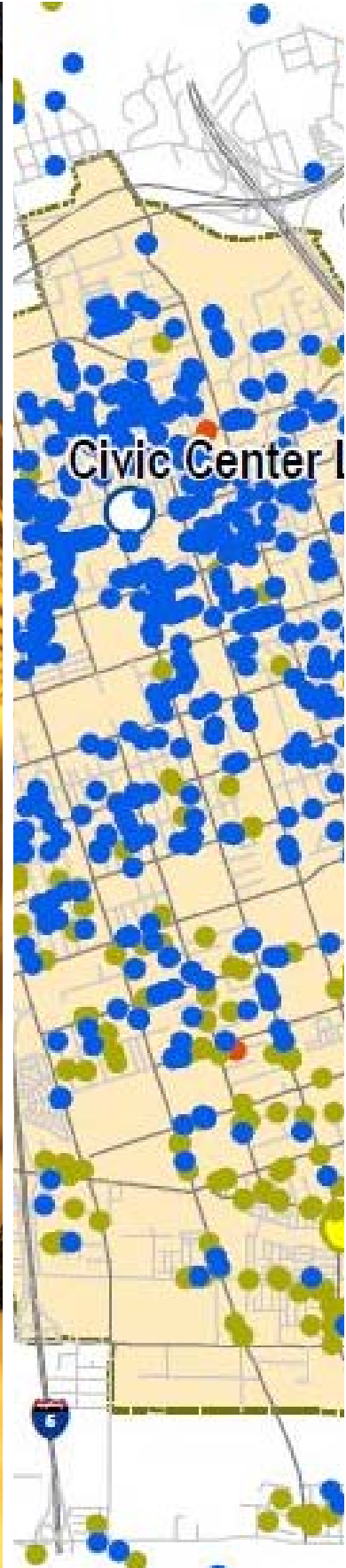


BUILDING CAPACITY

SAME ORGANIZATION,
CHANGING SERVICE

Capacity for change





Chula Vista Public Library

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and
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THANK YOU!

