

PARK & RECREATION COMMISSION MEETING MINUTES

Wed., October 5, 2011

6:30 PM

Holbrook – Palmer Park

150 Watkins Avenue, Atherton

This meeting was called to order at 6:30 pm by the Park and Rec Commissioner Shirley Carlson.

- | | | |
|----------------------------|----------------|--|
| 1. <u>Roll Call</u> | PRESENT | Shirley Carlson
Diane Crittenden
Elizabeth Hammack
Robert Oyster
Marylue Timpson |
| | LATE | David Wright |
| | ABSENT | Dick Moore |

Mike Kashiwagi and Jennifer Frew were also present.

2. **Public Comments:** None.

3. **Approval of Meeting Minutes:** September 2011 –

AYES: 5

NOES: 0

4. **Commission Business:** – None.

5. **Foundation Report** – since Dick Moore was absent, Shirley Carlson provided the report. Foundation last met on September 12, 2011 and there was no meeting in October. \$35,751 grant was given to the Park under the Miller trust; no decision has been made as to what the money will be used for but very appreciative of the donation. Next meeting – November 2011.

6. **Dames Report** -

Marylue Timpson provided the report and stated their last meeting was September 5, 2011. The Dames are approving an additional \$9,000 for study on the Carriage House floor and other improvements.

Upcoming events -

Halloween Party for Children – October 30

Childrens' Tea in December – date TBD

7. **Staff Report – M. Kashiwagi**

Notes for walk-thru from last month provided by Steve Tyler

PARK WALK THROUGH NOTES - 9/7/2011 (below)

AREA	CORRECTION NEEDED	DATE CORRECTED	ESTIMATED CORRECTION DATE
Entry Gates	Exit side - remove two weak specimens	9/23/2011	
South Meadow	Dry spots (various)	IN PROGRESS	
North Meadow	Dry spots (various)	IN PROGRESS	
Fountain area	dead branches along path - more mulch	9/26/2011	
	Paint bottom of fountain	10/3/2011	
	clean fountain	9/21/2011	
Childrens Playground	Weeding and water	Weeded	
Parking area - Main house		9/21/2011	
Parking area - Pavillion			
Parking area - CM house	More chips	Collecting chips	
Main house - interior			
Main house - exterior			
Main house - patio	replace piece of rotted banister	9/26/2011	
Pavilion/patio	Trim lavender/deadhead roses	9/22/2011	
		Need to program	
	add landscape around new well	\$\$	
Tennis courts	Tree at Eastling bench needs TLC	9/27/2011	
Playschool - interior			
Playschool - exterior			
Carriage house - interior			
Carriage house - exterior	Mulch around plants	10/4/2011	
	More water on WT lawn.	9/19/2011	
Corp Yard - interior			
Corp Yard - exterior	Clean up area between yard and carriage house. Park trucks indoors at night.	9/22/2011	
		9/22/2011	
Water tower - interior			
Water tower - exterior			
Park lighting			
Tree and shrubs	remove dead wood (various)	9/27/2011	
	dead elms in research area	9/15-16/2011	
	trim weeping willow	10/3/2011	
Drinking water fountains	by tennis cts - not draining	9/8/2011	
Walking paths/fitness stations			
Walking bridge	dead tree	9/23/2011	
Restrooms			
LL field			
Overall condition of park			

OTHER GENERAL OBSERVANCES - Park could use more wood chips in outlying areas, keep working on "dry spots" in turf, park could use a good once over removing dead brush.

8. **Regular Agenda –**

- a. **Schedule for Little League, AYSO and Lacrosse** – moved to next month's agenda
- b. **Presentation – ALBSC –**

All documents from the presentation can be found at the following links:

<http://www.ci.atherton.ca.us/librarysteeringcommittee-info.html>

http://www.ci.atherton.ca.us/documents/ALBSCReportonSiteSelection_000.pdf

Speakers – Denise Kupperman

Louise Ho – Finance Director

Ann Marie Despain – San Mateo County Director of Libraries

Kathy Page – Consultant

Lisa Costa Sanders – Deputy Town Planner

Dawn Marcus – Group 4 Architects

c. **Presentation – Arthur Ringham**

Atherton Library Space Needs for
The e-Books Future

Park and Recreation Commission

October 5, 2011

Jack Ringham

SPEAKER BACKGROUND

- BSME Purdue, MBA Northwestern
- Management Consultant 35 Years
- Atherton Resident 45 Years
- Member:
 - Friends of Library
 - H P Park Foundation
 - Rail Committee
 - General Plan Committee, Past Member
- Disclaimers

SUMMARY

Tremendous eBooks impact on future libraries
which could reduce print books space needs.

- Atherton library plans show little eBooks study.
- Library Service Area Population is overstated
which could cause overbuilding and tax waste.
- Decisions on library space and location should
wait for more study. First size then location.

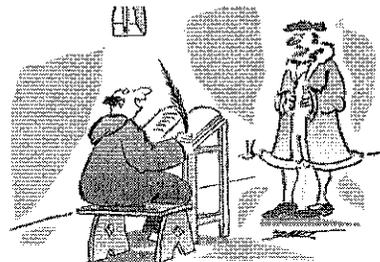
Book Technology Milestones

1446 BC: Ten Commandments on stone
tablets

100 BC: Paper invented in China

1440: Printing press
Before Gutenberg, books cost more than
houses.

1971: First eBook typed into computer



*"Ah, Gutenberg, I'm just writing an
article about your silly bookpress."*

E-BOOK TECHNOLOGY GROWTH

- Amazon first Kindle Reader released 2007
- 12.8 million eBook readers sold by 2010, 48% Kindle
- First Apple iPad released April 2010. 29 million iPad sales by September 2011
- April, 2011: Amazon said Kindles would access eBooks from 11,000 public libraries by year end
- May, 2011: Amazon eBook sales overtake printed book sales

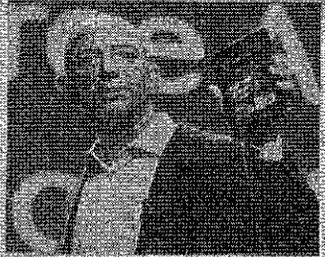
TECHNOLOGY

Kindle Fire might put heat on iPad

It's half the size and less than half the price, but lacks 3G, key features

By Brad Stone
in Washington
Amazon.com unveiled its Kindle Fire tablet computer Wednesday, taking aim at Apple's best-selling iPad with a device that's smaller and less than half the price.
The Kindle Fire will retail for only \$99, compared with \$999 for the latest expensive iPad. The device is souped-up version of the Kindle electronic book reader, built on Google's Android software. The

Seattle company said Amazon also may offer a Kindle version of its Kindle Fire tablet, to be called Kindle Paper.
While a wave of other tablets, such as the HP TouchPad, the Motorola Xoom and the RIM PlayBook, that emerged only to flop, analysts say the Kindle Fire had a good shot at joining the fastest-growing segment of four for a two-year run.
With a 7-inch display, the Fire is about half the size of Amazon continues on A13



Amazon.com CEO Jeff Bezos describes the Kindle Fire tablet as "a service."

TECHNOLOGY CASUALTIES

- Buggy Whips
- Kodak Film & Cameras
- Tower Records
- Blockbuster Video
- Pay Telephones
- Borders Books
- Printed Books ???

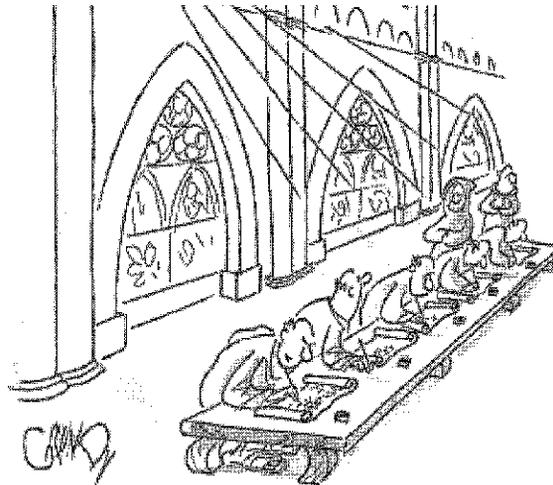


eBooks Advantages

- Available 24-7
- No library space needed
- No library visits needed
- Half the cost of printed books

Readable on many devices including: iPads, iPhones, iPods, Kindles, BlackBerries, NOOKs

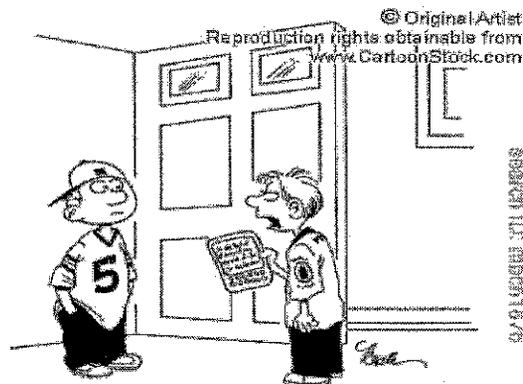
- Environmental Benefits
- Saves trees cut for books, fewer car trips to libraries



Brother Alphonse, it would be great to get all this knowledge on a handheld, illuminated inexpensive device instead of this damn parchment. Life would be much easier for Sister Marian the Librarian.

eBOOKS AND SCHOOLS

- 2009: Schwarzenegger says cut deficit by switching from textbooks to eBooks
- eBooks are Wave of the future
- Starting in private schools
 - Saint Andrews school, Savannah, gives iPads to all students K-12. Eliminates computer lab.
 - Sacred Heart gives Freshmen iPads
 - Nativity School has 35 iPads: Christmas Tree Sales
 - Castilleja Considering iPads
- Public Schools can't afford them



"I can't play. I have to finish eReading this eBook for my eBook Report."

ATHERTON LIBRARY NEEDS ASSESSMENT

Commissioned by San Mateo County Library

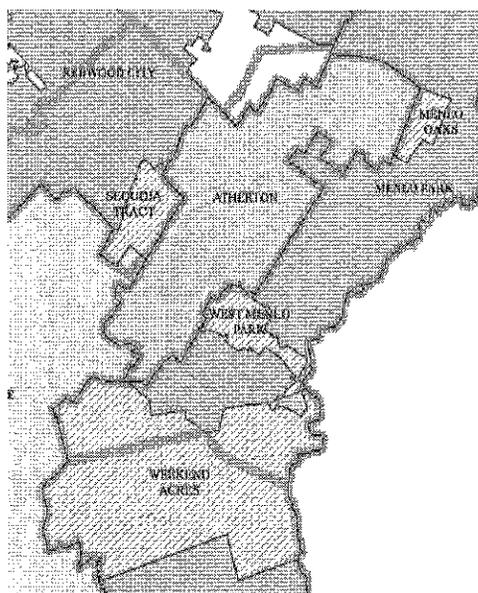
- September, 2009: Selected Consultant Architect
- Needs Assessment Report issued February, 2010
 - No mention of eBooks
 - Oct/Nov, 2009 survey: 148 Respondents, 0.7% sample of service area population. 47% of respondents were residents of Atherton, 1% sample of Atherton population
 - Recommended 11,100 sq. ft. new library, 2.3 times existing
- Atherton Library Steering Committee formed: June, 2010
 - No involvement in Needs Assessment

LIBRARY STEERING COMMITTEE MISSION

“The mission of the Atherton Library Building Steering Committee will be to oversee the planning and design process of a new library that meets the current and FUTURE needs of the community.”

Atherton Council Resolution, June 16, 2010

ATHERTON LIBRARY SERVICE AREA



Atherton, surrounding municipalities, and unincorporated areas of San Mateo County

Atherton Population: 7,234

County Population: 13,626

Total: 20,860

Sequoia Tract is the only
County section closer to
Atherton's library than to
Menlo Park's library.

Does Atherton library
Really serve 20,860?

BASIS OF NEW LIBRARY SIZE

- Needs Assessment Benchmarking
- Atherton Compared to 6 Peer Libraries
 - Julian Branch San Diego, Frazier Park CA, Castroville CA, Redwood Shores CA , Allegheny Branch Pittsburgh PA, Pinecrest FL
- Considered 6 Categories of Space
 - Collections, Readers' Seating, Computers, Program Room, Children's Area, Group Study
- Compared Library Space Parameters
 - Primarily Per Capita Ratios Based on Service Area Population.

PEER LIBRARY COMPARISONS

	Atherton Library	Needs Assessment Report Recommended Target	Julian Branch Library, CA	Frazier Park Branch Library, CA	Castroville Library, CA	Redwood Shores Library	Allegheny Branch Library, Pittsburgh, PA	Pinecrest library Pinecrest, FL
Service Population	16,486	-	11,147	13,963	9,608	10,648	26,000	19,000
Collection	32,726 items 1.99 per capita	- 3.00 per capita	35,676 items 3.20 per capita	35,079 items 2.51 per capita	33,000 items 3.47 per capita	52,000 items 4.88 per capita	35,000 items 1.40 per capita	49,733 items 2.62 per capita
Readers' Seating	22 seats 1.34 per 1,000	- 4.00 per 1,000	90 seats 8.07 per 1,000	71 seats 5.08 per 1,000	52 seats 5.47 per 1,000	88 seats 8.24 per 1,000	75 seats 3.00 per 1,000	78 seats 3.98 per 1,000
Computers	8 computers 0.49 per 1,000	1.0 / 1,000	20 computers 1.79 per 1,000	49 computers 3.51 per 1,000	31 computers 3.26 per 1,000	34 computers 3.19 per 1,000	28 computers 1.12 per 1,000	56 computers 2.95 per 1,000
Program Room	0 room(s) 0 seats	1 room 80 seats	1 room(s) 45 seats	1 room(s) 60 seats	0 room(s) 60 seats	Shared with Community center 0 seats	2 room(s) 64 seats	1 room(s) 90 seats
Children's Area	28 seats 1.70 per 1,000	1.5 / 1,000	22 seats 1.97 per 1,000	20 seats 1.43 per 1,000	20 seats 2.10 per 1,000	26 seats 2.44 per 1,000	29 seats 1.00 per 1,000	32 seats 1.68 per 1,000
Group study	0 room(s) 0 seats	1 room(s) 8 seats	0 room(s) 0 seats	1 room(s) 8 seats	2 room(s) 18 seats	1 room(s) 8 seats	0 room(s) 0 seats	0 room(s) 0 seats
Square Feet of Building	4,790 SF 0.29 per capita	range 0.70 - 1.30 0.70 per capita	9,573 SF 0.86 per capita	9,972 SF 0.71 per capita	9,143 SF 0.96 per capita	15,499 SF 1.47 per capita	16,000 SF 0.60 per capita	15,000 SF 0.79 per capita

BENCHMARKING RESULTS

- Peer library total square feet per capita range: 0.6 to 1.47, average 0.91 square feet per capita.
- Atherton library currently has 0.29 square feet per capita and a Service Population of 16,436.
- Needs Assessment Report recommends minimum of 0.70 square feet per capita.
- Compared to benchmarking peers, Atherton size is deficient by 59%. (Implying size should be 11,683 square feet)

CALCULATION OF SPACE NEEDED

- Recommend Atherton library space of 0.70 sq. ft. per capita.
- Atherton Service Area Population 16,436
- $0.70 \times 16,436 = 11,505$ square feet
- Needs Assessment Recommends: Approximately 11,100 square feet

IMPORTANT QUESTIONS

1. How realistic is the 16,436 Service Area Population?
2. Shouldn't Service Area Population be based on actual library users – primarily people who check out items?
3. Aren't library card holder's addresses available in library records?
4. Can't we analyze how many checkouts are by Atherton vs non-Atherton Residents and, without rocket science, get a better number for population served?

MORE REALISTIC (?) ATHERTON LIBRARY SERVICE AREA

AREA	POPULATION	DIST. TO ATH LIBRARY	DIST. TO MPLIBRARY	EST. ATH LIBRARY USE	LIB ATH POP. SERVED
ATHERTON	6941	1.1	1.4	90%	6247
SEQ. TRACT	3000	1.7	2.4	80%	2400
MENLO OAKS	1641	1.6	1.1	30%	507
W. MENLO	3659	2.0	1.8	40%	1464
WK ACRES					
TOTAL	15,503				10,723

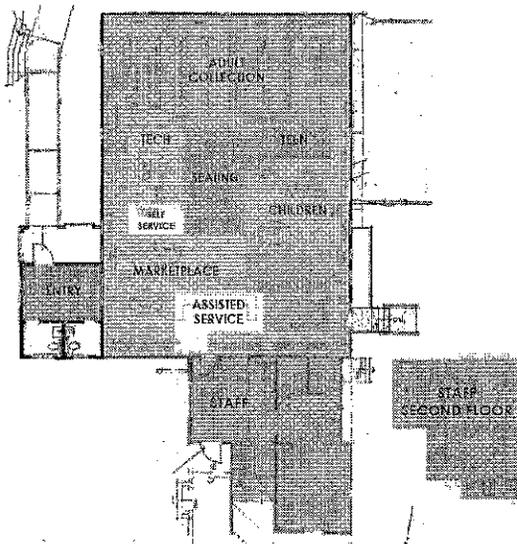
ALTERNATIVE POPULATIONS

BASIS	SERVICE AREA POPULATION	LIBRARY SQ. FEET
Atherton 2010 Census	6914	4840
Atherton Library Cardholders	8443	5910
Realistic? Adjusted	10,773	7541
In Between	13,000	9100
Needs Assessment Service Area	16,436	11,505 (11,100 Rec.)

ADJUSTED SPACE REQUIREMENTS

- Based on estimated Service Area Population of 10,723 instead of 16,436
- Library space equals:
 - $0.70 \times 10,723 = 7,506$ square feet
 - instead of 11,100, or 56% more than
 - the 4,790 existing square feet.
- This is without considering the impact of eBooks
- Not a recommendation, only an indication that more study is needed.

EXISTING ATHERTON LIBRARY



**Total Square
Feet: 4,790**

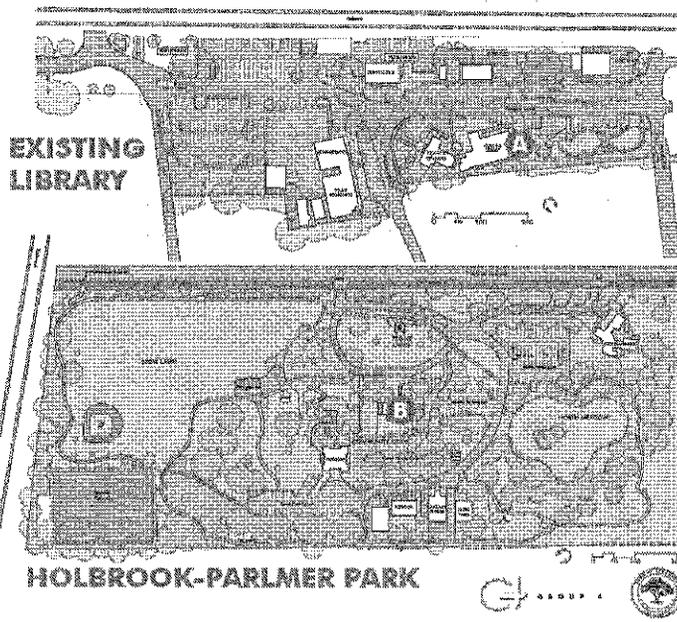
NEEDS ASSESSMENT INCREASES: EXISTING SPACE CATEGORIES

CATEGORY	FROM	TO	INCREASE	%
Collection Items	33,097	51,797	18,700	+57%
Collection Sq. Feet	1220	4200	2980	+344%
Reader Seats	28	68	40	+142%
Seats Sq. Feet	775	1541	766	+98%
Computer Sq. Feet	150	513	363	+242
Staff Sq. Feet	1200	975	-225	-19%
TOTAL SQUARE FEET	3345	7229	+3884	+116%

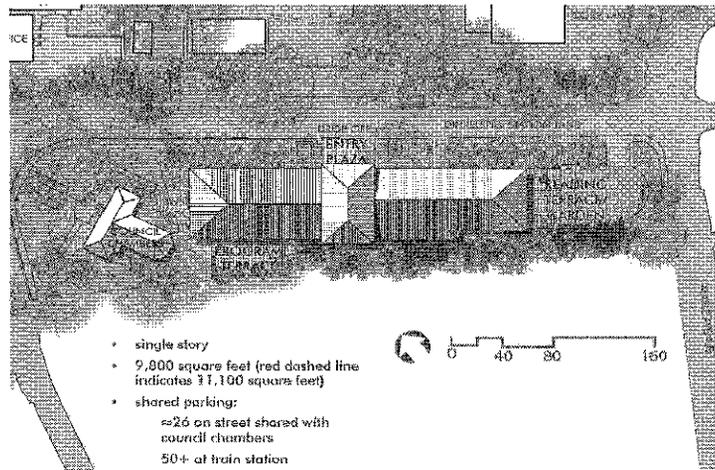
NEEDS ASSESSMENT INCREASES, Continued

CATEGORY	INCLUDES	INCREASE
Existing	Previous	3884
New	Quiet Zone Gathering Place Friends of Library Marketplace Group Study	2,426 Sq. Ft. Not Allocated
TOTAL INCREASE	Existing + New Categories	6,310 Sq. Ft. 127%

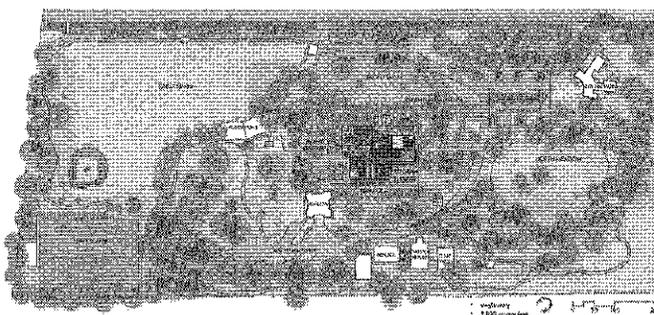
SITE ALTERNATIVES



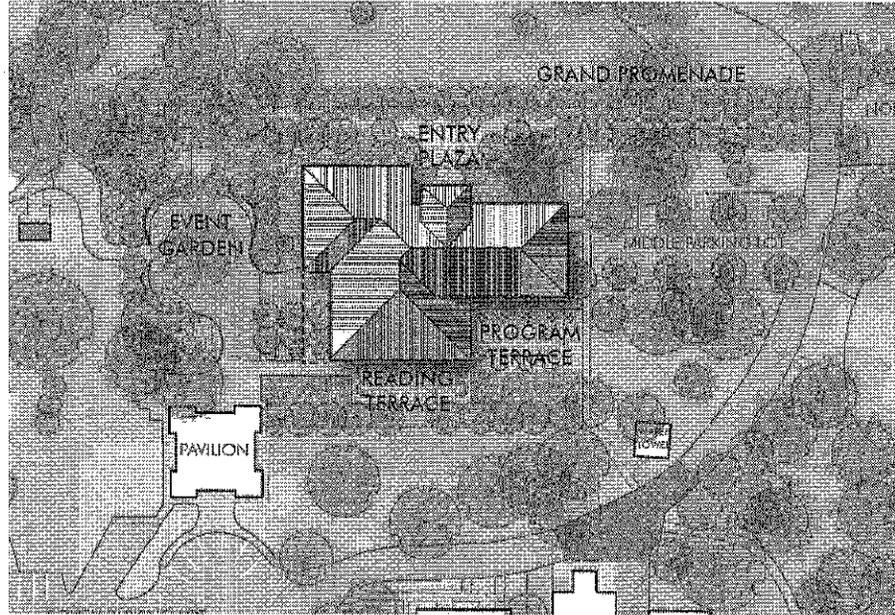
SITE A BUILDING LOCATION (NOT RECOMMENDED)



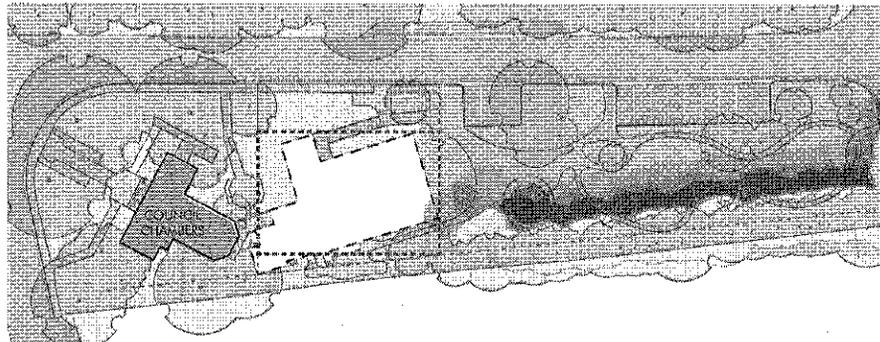
Recommended Site B Location



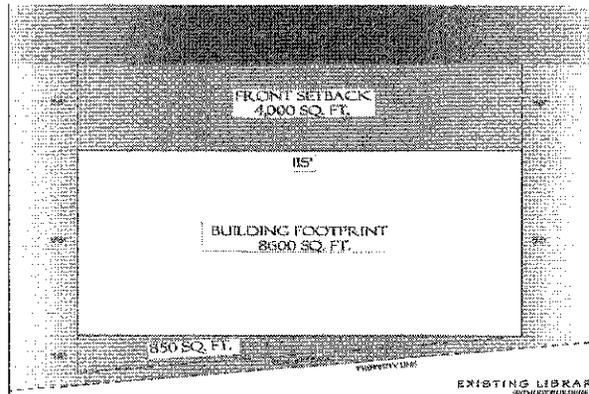
CLOSE-UP OF RECOMMENDED B LOCATION



ANOTHER SITE A OPTION



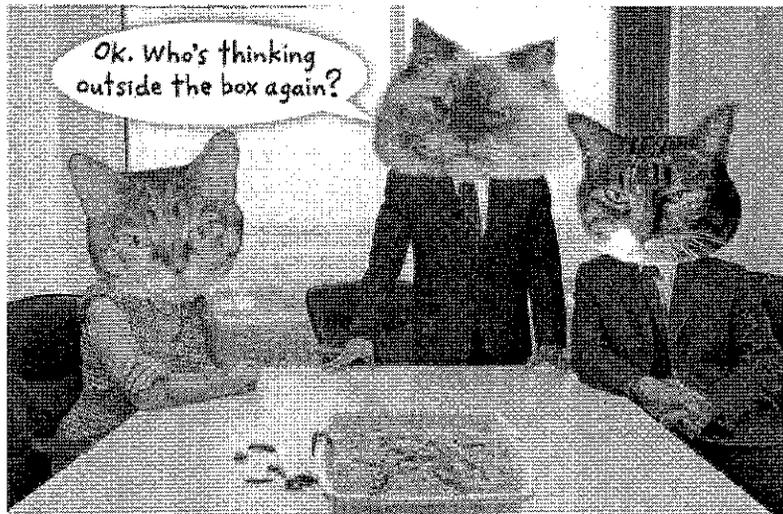
SITE A OPTIONAL FOOTPRINT



RECOMMENDATIONS

1. Update Needs Assessment
 - Add eBooks Impact Consideration
 - Re-Evaluate Basis of Service Area Population
 - Determine Library Features Wanted (Comprehensive User Survey)
 - Develop Total Square Feet & Major Allocations
2. Council, SMCL Approve Features, Space
3. Develop Alternative Conceptual Plans & Costs
 - H P Park Location & Options
 - Existing Library Area Location & Options
 - Other Location(s): Town Center Integration?
 - Independent Consultant/Architect for Each Plan
4. Townwide/Userwide Referendum on Choices
5. Final Decision

WHAT IF AVAILABLE FUNDS EXCEED LIBRARY COST?



THINK OUTSIDE THE
BOX

iPads for
Public Schools

Public/Commission

Comments written by M. Kashiwagi

- parking
- traffic - changed significantly since the installation of the signal at Middlefield/Encinal therefore questions the validity/conclusions of LSA traffic analysis

- questioned library usage numbers

Paul Jones - must consider Town Center design
environmental should include more than just two sites
studied - wants referendum whether park site is
acceptable

Stuart Aubrey - SF Chronicle article - usage increase 50% since library
renovation concerned about additional usage of park

Lauren Bruener- wants library to remain at current Town center site
concerns about parking and increased traffic in park
concerned about library impact on other park uses

Anne McNerty - Wants to withhold decision re:abandoning Town Center
site supports referendum regarding library in park
ALBSC report biased in support of park site
safety of children in park

Julie Quinlen doesn't think library should be in park
will become park focal point (negative)
no studies yet regarding traffic impacts within park
too soon to make decision
CEQA sets minimum standard vs community standard
current site should be more thoroughly evaluated
too many unanswered questions

Rachel Croft previous building proposals for park denied
needs to look for other alternatives
supports referendum

Sandy Crittenden supports library in park
believes library is low impact use
will replace existing bldg vs adding new building to
park concerned about proposed size, would like to
consider multi-story

Joan Sanders library in park gives park back to Atherton residents
library and park activities very complimentary
rentals create much more traffic than library

Allan Miller letter park already over-utilized
preserve park
library should be part of Town center complex

COMMISSION ACTION -

David Wright Recommendation to City Council: No decision until survey of entire Atherton community completed.

All in favor of recommendation: 5 (Carlson, Hammack, Oyster, Timpson, Wright)

Abstained: 1 (Crittenden)

Absent (Moore)

Shirley Carlson -

concerned about traffic and size
once library in park, Town would lose control of park
use since library would be dominate feature
would like to know what specific costs will be paid by
library fund, need commitment from JPA on cost
contributions full EIR should be performed before any
decisions made

Marylue Timpson -

agrees with traffic concern re: additional traffic in
park

9. Adjournment:

The meeting was adjourned by S. Carlson at 9:22 P.M.

AYES: 6

NOES: 0

Respectfully submitted,

Jennifer J. Frew