



CITY OF WASILLA

290 E. HERNING AVE.
WASILLA, ALASKA 99654-7091
PHONE: (907) 373-9050
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COUNCIL MEMORANDUM NO. 97-06

DATE: February 5, 1997

THROUGH: Mayor Sarah Palin
John Cramer, Deputy Administrator

SUBJ: LIBRARY SURVEY - Funding Approval

A copy of I.M. No. 96-31 is included in your packet with a copy of the proposed library survey.

This Council Memorandum serves to update the information provided in I.M. No. 96-31 and to explain the suggested funding source requested in Ordinance No. 97-14. In addition, Marian Romano, Chair of the Library Building Committee, will provide an explanation of the project during the February 10 Council meeting.

Since November, various options for distribution of the survey have been considered. On February 3, Mayor Palin met with the Friends of the Library Board; the request presented to you tonight is a result of that meeting. The purpose of the survey is to conduct a needs assessment. The Friends of the Library Building Committee is using the survey to gauge community support for the building project; Architects Alaska will use the data to develop a conceptual design as outlined in their original proposal. This survey distribution area mirrors the area served by the Wasilla Public Library.

Summary of the survey distribution expenses:

Mailing labels	(11,173 households) (99654/99687 zip codes)	\$ 274.00
Printing / folding / numbering		865.00
Postage	Mail-out (using City's permit)	2347.00
	Return permit	430.00
	Estimated 20% return	939.00
Contingency		<u>145.00</u>
	TOTAL	<u>\$5000.00</u>

(Staff and volunteers will label, tape and mail the surveys. Architects Alaska has agreed to coordinate and pay for the survey tabulation.)

APPROVED
DATE: 2/10/97 from Council
BY: [Signature] Contingency

Survey Timeline (pending Council approval)

February 11	Order Business Reply permit (takes 3-5 days)
February 11-13	Finalize camera-ready copy of survey
February 14 or 17	To printer
February 19	Distribute information bookmarks through businesses
February 21-25	Mailing preparation
February 26	Target date for mailing
March 21	Tabulation started by Architects Alaska

Thank you for your consideration.

Submitted by

Mary Ellen Emmons, Library Director



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INFORMATION MEMORANDUM NO. 96-31

DATE: November 6, 1996
FROM: Mary Ellen Emmons, Library Director
THROUGH: John Cramer, Deputy Administrator
SUBJ: Library Building Planning - Update

This memorandum serves to update you on the planning process underway to determine the need for a new public library facility in Wasilla. The current facility serves a population area of 24,000 city and non-city residents. The building sits on a 0.16 acre lot, with 11 parking spaces, and the operation is squeezed into 8000 square feet on two levels. We need to be concerned about safety; the library sits on a very busy corner, and patrons use the post office parking lot for library business. Our former Children's Librarian was hit by a car as she crossed Swanson Street to her own car. Traffic and pedestrian congestion is becoming an increasingly serious problem.

Wasilla Public Library is the fourth busiest public library in Alaska (after Juneau, Fairbanks and Anchorage). Over 1000 children participate in the annual summer reading program. According to recognized guidelines for public library facilities, our present building should be twice the size to serve today's population area. That does not even account for needed meeting room space. Patrons need study areas; they want more resources. We need to plan for information technology developments. The current facility is not cost-effective in terms of offering up-to-date, efficient service.

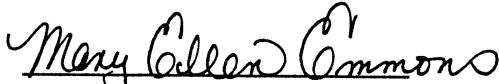
During the past year, the Wasilla Planning Commission and the Wasilla City Council acknowledged the need for an improved and expanded public library facility, and listed the project as a top priority on the CIP list forwarded to the Mat-Su Borough.

In January, 1996, the Friends of the Library Advisory Board voted to establish a building committee, and Marian Romano agreed to chair that committee. In April / May, 1996, the City Council approved funds to hire an architectural firm to coordinate the planning process for three municipal projects: library, community center, ice arena. The firm, Architects Alaska, was retained to coordinate the planning and needs assessment in conjunction with citizen committees.

With regard to the library project, meetings have been held with the general public and the building committee members over the past several months. The last meeting was held on September 12 with Architects Alaska and representatives of the Library Building Committee and the Community Center Committee. Options for distributing a community survey for the projects were reviewed. The estimated cost of conducting a combined survey for the two projects ranges from \$2000 to \$4000.

Unless Council objects, a meeting will be scheduled with Deputy Administrator, John Cramer, Architects Alaska and committee representatives, as soon as possible, to take the next step toward deciding on the survey and future direction of these projects.

Thank you for your interest, and I will be happy to provide additional information to you as needed.

A handwritten signature in cursive script that reads "Mary Ellen Emmons".

Mary Ellen Emmons

Library Director

Wasilla Public Library
 Opinion Survey
 January 1997 →

The City of Wasilla is considering construction of a new Public Library Building. Your views and ideas are important to the City. Please answer the following questions so you can be part of the decision making process.

All returned surveys will be included in a drawing to win one of three extra-large Godfather's pizzas, contributed by KMBQ 99.7 FM.

If you would prefer to keep your opinions anonymous, please remove your mailing label before returning the survey.

[Include Return Instructions] DRAFT

This community survey was prepared by the Friends of Wasilla Public Library Building Committee and Architects Alaska. The City of Wasilla paid for the preparation and distribution of the survey.

9617.01 short.fm

Permit

DRAFT

• Is there a need for improvement in the following areas at the Wasilla Public Library?
 (Check all that apply.)

- _____ Crowding
- _____ Parking
- _____ Ventilation/Temperature
- _____ Lighting
- _____ Furniture
- _____ Noise
- _____ Signs / Directories
- _____ Seating / Table Space
- _____ Equipment
- _____ Book Collection
- _____ Audio/Video Collection
- _____ Reference Collection
- _____ Electronic Resources
- _____ Ambience/Atmosphere
- _____ Staff Assistance
- _____ Other _____

• What do you most / least like about Wasilla Public Library?
 Least _____
 Most _____

Business Reply

Mailing Label

Where do you live?
In the City of Wasilla _____
Outside the City of Wasilla _____

How many members are in your household? _____

What are their ages?
1-5 yrs _____ 6-12yrs _____
12-20 yrs _____ 20-50 yrs _____
Over 50 _____

Do you think an adequate library is an important basic service all communities should provide?
Yes _____ No _____

How often do you or members of your household use the Wasilla Public Library?
Daily _____
Weekly _____
Monthly _____
Less than monthly _____
Never _____

Which libraries other than Wasilla Public Library do you use?
Palmer Public _____
Mat-Su College _____
Big Lake Public _____
Anchorage Municipal _____
Other _____
No other libraries _____

The following are some facilities and services provided by libraries. Place a (X) in front of those you think important, an (N) in front of those you think inappropriate and leave the rest blank.

- Book Collection _____
- Periodical Collection _____
- Audio Collection _____
- Video Collection _____
- Children's Collection _____
- Storytime/Reading programs _____
- Places to sit and read _____
- Places to study _____
- A place to listen to audio recordings _____
- A place to view videos or broadcast television _____
- Drive-through service _____
- Access to Personal Computers for: _____
- Word Processing _____
- Data Base _____
- Spread Sheet _____
- Games _____
- CD ROM Information _____
- Internet access _____
- Personal Publishing _____
- Multimedia _____
- A place for public meetings _____
- A place for lectures/ performances _____
- A place for remote conferencing _____
- Other _____

If Wasilla builds a new library, it will be a focal point in the City of Wasilla and the architectural appearance will effect the City's image for visitors and residents alike. Which words best describe what you think the exterior building appearance should be... (check one or more)
modern _____ classical _____
conservative _____ elegant _____
progressive _____ traditional _____ distinctive _____
rustic _____
Other _____

If the community decides to build a new library it should generally be located...
Near Wasilla High and Wasilla Middle Schools _____
Near the old Wasilla Airport site _____
West side of Wasilla near B&J Mall _____
South of the railroad tracks _____
Other _____

Do you think Wasilla needs a larger library with expanded resources and services?
Yes _____ No _____

If you support an expanded library facility, how should construction costs be funded?
Property Tax Levy _____
Sales Tax Increase _____
Other _____

If you support an expanded library facility, how should the increased operating expenses be funded?
Property Tax Levy _____
Sales Tax _____
Other _____

Additional Comments:

If you would like more information about potential of an expanded Wasilla Public Library, or would like to participate in a project, please include your telephone number and fax number.

TELEPHONE _____

FAX _____

Thank you for your time and response!

DRAFT