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Melinda Carrillo, City Clerk
Michael Amerio, City Treasurer

City of Sierra Madre Agenda Report

TO: Honorable Mayor and Members of the City Council

FROM: Gabriel Engeland, City Manager *GE*

DATE: November 28, 2017

SUBJECT: Community Survey on Library

SUMMARY

On October 24, 2017, the City Council authorized a survey of Sierra Madre residents to determine opinions relating to condition and location of the library building. The Library Board of Trustees determined the areas they would like feedback on, and City staff working with the National Research Center, created questions based on discussions with the Library Board of Trustees and the City Council.

Attachment 1 is the final proposed questions to be released to the community during the first week of December 2017 or the first week of January 2018.

Based on City Council instruction, the postcard survey will be distributed to approximately 5,000 homes in Sierra Madre, including all residential addresses in the 91024 zip code, but excluding business and P.O. Box addresses.

ANALYSIS

After reviewing the proposed survey, there were several questions on why demographic information (age, gender, race, home owner or renter, etc) and response weighting is necessary for the survey.

Weighting survey data is a survey industry best practice in order to control for non-response bias, which happens with all surveys. In general, women, older residents, and homeowners, all tend to respond to surveys at higher rates than other residents (and these groups also can have very different opinions than their counterparts) providing demographic information in the survey will ensure all voices are represented in the data in the proportions in which they actually exist in the community overall.

If the demographic data is not included in the survey the responses will still be statistically significant, but they will not be representative. This means the only conclusions which can be drawn are from the group of residents who actually respond to the survey. The response data could not be used to determine the preference or opinion of all adults in Sierra Madre.

Though demographic information is important to the survey, and is recommended by the NRC, and recognized as an industry best practice, these questions can be viewed as intrusive to residents and Council may feel the demographic information is not necessary to incorporate into their decision making. The survey will remain statistically significant (based on responses) even if demographic data is not included.

FINANCIAL REVIEW

The total contract is \$16,600 and will come from the adopted General Fund budget.

PUBLIC NOTICE PROCESS

This item has been noticed through the regular agenda notification process. Copies of this report are available at City Hall, at the Sierra Madre Public Library, and can be accessed on the City's website at www.cityofsierramadre.com.

STAFF RECOMMENDATION

Council may include or exclude the demographic information, in part or in total, based on what elements are most important to the decision making of the City Council. It is recommended that the City Council provide staff with direction.

Attachments (1)
Community Survey Questions

ATTACHMENT 1



232 W. Sierra Madre Blvd.
Sierra Madre, CA 91024

Presorted
First Class Mail
US Postage
PAID
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Permit NO. 94

See inside for more information!

1. The current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes, and is in need of repair to make the building safe and accessible (options A-C will make the Library fully ADA compliant while option D will not). **First**, please indicate to what extent do you support or oppose each of the following efforts by the City? **Then**, select which ONE of the options you prefer most.

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	MOST PREFERRED
A. Move the Library from its current location to the Sierra Madre Recreation Center (which would require expanding the Recreation Center building) to maintain the current levels of Library services with the option for expanding services and fund the move by selling the current Library location and the back lot (no tax increase)	1	2	3	4	<input type="checkbox"/>
B. Keep the Library at its current location, move some Library programs to other city locations in order to maintain current service levels, and fund repairs by selling the back lot (no tax increase)	1	2	3	4	<input type="checkbox"/>
C. Enhance and expand the Library at its existing location, expand Library services and programming, and fund expansion with a property tax increase (do not sell any city-owned property)	1	2	3	4	<input type="checkbox"/>
D. Significantly reduce Library services, limit public access to areas of the Library building until alternative funding for ADA compliance can be secured, keep the Library at its current location, do not sell any city-owned property and do not increase property taxes for Library services	1	2	3	4	<input type="checkbox"/>

2. How important, if at all, are each of the following characteristics of a 21st century Library to the Sierra Madre community?

	Essential	Very important	Somewhat important	Not at all important
Comprehensive up-to-date collections of materials: books, media, magazines, electronic resources	1	2	3	4
Social and educational programs for all ages, infants through seniors	1	2	3	4
Flexible space for quiet study, group discussions, programs and technology	1	2	3	4
Promotion of technological competency and creativity	1	2	3	4
Local history archives – preserving and sharing Sierra Madre's history	1	2	3	4

Our last questions are about you and your household. All your responses are completely confidential and will be reported in group form only.

3. In an average month, how often do you use Library services?

☐ Not at all ☐ 1- 2 times ☐ 3-4 times ☐ 5 times or more

4. How many years have you lived in Sierra Madre?

☐ Less than 3 years ☐ 3-9 years ☐ 10 years or more

5. Do you have any children under the age of 18 living in your household?

☐ Yes ☐ No

6. In which category is your age?

☐ 18-34 years ☐ 35-54 years ☐ 55 years or older

7. What is your gender? ☐ Female ☐ Male

8. Do you rent or own your home? ☐ Rent ☐ Own

Please respond to both questions 9 and 10:

9. Are you Spanish, Hispanic or Latino? ☐ Yes ☐ No

10. What is your race? (Mark one or more races if applicable.)

☐ American Indian or Alaskan native ☐ White/Caucasian
☐ Asian or Pacific Islander ☐ Other
☐ Black/African American

ATTACHMENT 1



December 2017

Dear City of Sierra Madre Resident,

The City would like your input so we can operate the Library in the way that best serves our community. The current Library was built in 1955, fails to meet numerous federal American Disabilities Act (ADA) standards and is not earthquake safe. It needs repairs to the roof, windows, electrical and HVAC systems. We must have a Library that is safe, accessible to everyone, and compliant with all applicable laws. The City has a few options to accomplish this task.

This survey will give us valuable feedback about what kind of Library will serve you best. In general, you'll be asked about two options:

- 1) Move the Library to a new location and expand services, or
- 2) Repair the current Library, and limit programs and services.

Please have the adult household member who most recently had a birthday complete and return the attached survey. The survey portion can be removed at the perforation and put right into a mail box (postage is prepaid) or you can complete the survey online at bit.ly/xxxxxxxxxxxxxx using the access code listed below. Your responses will be kept confidential.

Sincerely,

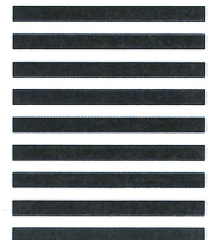
Gabriel L. Engeland
City Manager

bit.ly/xxxxxxxxxxxxxx

Access code:
XXXXXX



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2955 VALMONT RD STE 300
BOULDER CO 80301-9673**

