

**REVISED AGENDA
CITY COUNCIL OF THE CITY OF MORENO VALLEY
MORENO VALLEY COMMUNITY SERVICES DISTRICT
COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF
MORENO VALLEY**

January 19, 2010

STUDY SESSION – 6:00 P.M.

City Council Closed Session

First Tuesday of each month – 6:00 p.m.

City Council Study Sessions

Third Tuesday of each month – 6:00 p.m.

City Council Meetings

Second and Fourth Tuesdays – 6:30 p.m.

City Hall Council Chamber - 14177 Frederick Street

Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities, in compliance with the Americans with Disabilities Act of 1990. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should direct such request to the City Clerk's office at 951.413.3001 at least 48 hours before the meeting. The 48-hour notification will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

Robin N. Hastings, Mayor Pro Tem
Jesse L. Molina, Council Member

Bonnie Flickinger, Mayor

Richard A. Stewart, Council Member
William H. Batey II, Council Member

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CITY COUNCIL OF THE CITY OF MORENO VALLEY
MORENO VALLEY COMMUNITY SERVICES DISTRICT
COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF MORENO
VALLEY

STUDY SESSION - 6:00 PM
JANUARY 19, 2010

(or as soon thereafter as the meeting may be called to order following the Special Joint Meeting (Study Session) of the City Council/Planning Commission)

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS ON MATTERS UNDER THE JURISDICTION OF THE CITY COUNCIL

There is a three-minute time limit per person. Please complete and submit a BLUE speaker slip to the City Clerk. All remarks and questions shall be addressed to the presiding officer or to the City Council and not to any individual Council Member, staff member or other person.

SPECIAL ORDER OF BUSINESS

1. Presentation of Preliminary Design for Amphitheater at Moreno Valley Campus by Reagan Romali, Vice President, Business Services (PowerPoint Presentation) (City Manager/20 Min.) ❖
2. Alternatives to Plastic Grocery Bags (Molina/Flickinger/10 Min.) ❖
3. Follow-up to Recommendations Contained in Library Facilities Master Plan (Library/15 Min.)
4. Discussion of Conditions for Ironwood Avenue Improvement Plan (Molina/Flickinger/10 Min.) ❖
5. Conference & Recreation Center Fee Revision (Hastings/Flickinger/10 Min.) ❖ *
6. City Council Requests and Communications

(Times shown are only estimates for staff presentation. Items may be deferred by Council if time does not permit full review.)

❖ Oral Presentation only – No written material provided

***Materials related to an item on this Agenda submitted to the City Council/Community Services District/Community Redevelopment Agency after distribution of the agenda packet are available for public inspection in the City Clerk's office at 14177 Frederick Street during normal business hours.**

CLOSED SESSION

A Closed Session of the City Council, Community Services District and Community Redevelopment Agency of the City of Moreno Valley will be held in the City Manager's Conference Room, Second Floor, City Hall. The City Council will meet in Closed Session to confer with its legal counsel regarding the following matter(s) and any additional matter(s) publicly and orally announced by the City Attorney in the Council Chamber at the time of convening the Closed Session.

• PUBLIC COMMENTS ON MATTERS ON THE CLOSED SESSION AGENDA UNDER THE JURISDICTION OF THE CITY COUNCIL

There is a three-minute time limit per person. Please complete and submit a BLUE speaker slip to the City Clerk. All remarks and questions shall be addressed to the presiding officer or to the City Council and not to any individual Council member, staff member or other person.

The Closed Session will be held pursuant to Government Code:

1 SECTION 54956.9(b)(1) - CONFERENCE WITH LEGAL COUNSEL - SIGNIFICANT EXPOSURE TO LITIGATION

Number of Cases: 2

2 SECTION 54956.9(c) - CONFERENCE WITH LEGAL COUNSEL - INITIATION OF LITIGATION

Number of Cases: 2

3 SECTION 54957 - PUBLIC EMPLOYMENT

a) City Manager Recruitment

b) City Attorney Recruitment

REPORT OF ACTION FROM CLOSED SESSION, IF ANY, BY CITY ATTORNEY

ADJOURNMENT

* Revision to agenda



MORENO VALLEY CAMPUS - RCCD

Presentation to Moreno Valley City Council
January 19, 2010



WELCOME

- 9720 students on campus
- Growth rate ~20% over last Spring
- Economic conditions forcing people to get re-trained, look to upgrade skills. Secondary effects include lack of money for books, hygiene, basic transportation.
- Thank you for your support of Measure C bond

PROPOSED AMPHITHEATER PROJECT

- ◉ Moreno Valley City desire to build amphitheater on college campus
- ◉ Possible events: July 4th celebrations, arts and theater events, chorale performances etc...

COLLABORATION EFFORTS

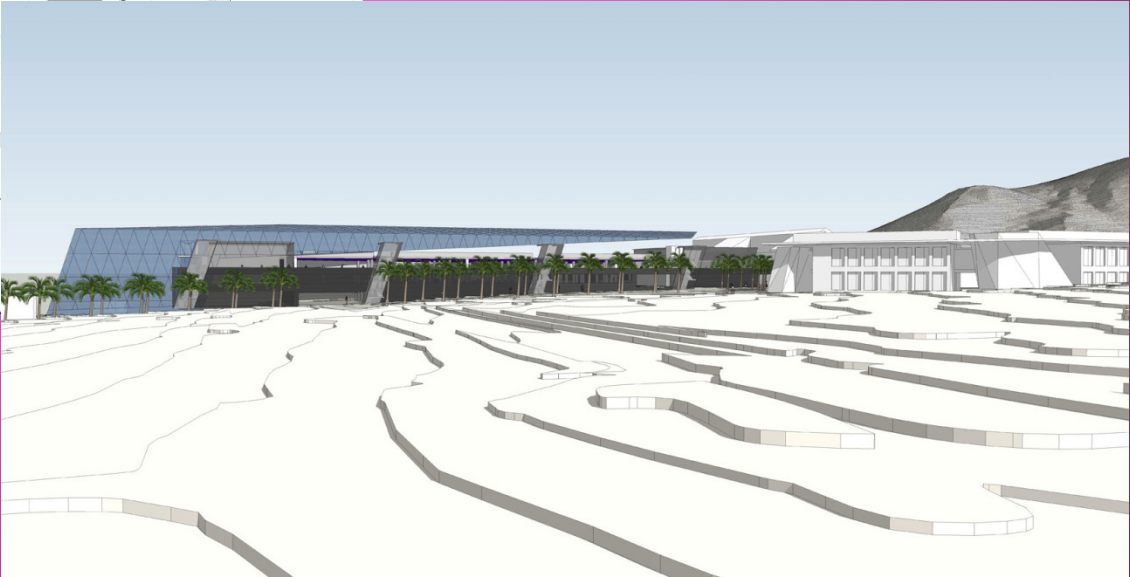
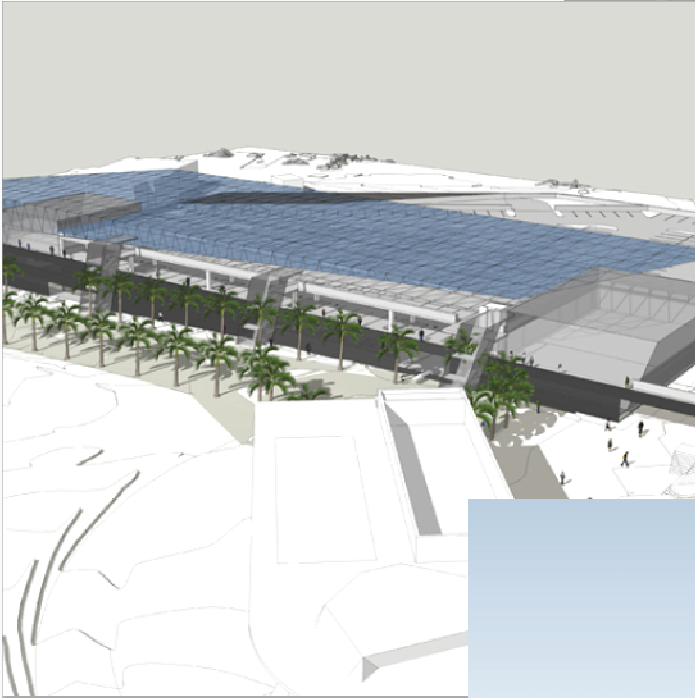
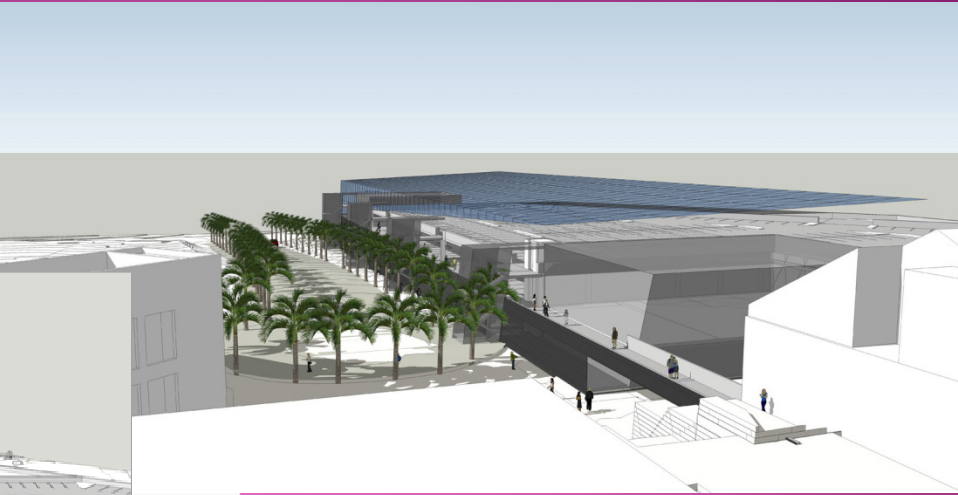
- President Perez met with Arts Commission members to discuss ideas and wishes
- President Perez met with city parks and recreation officials review initial concepts
- Need to meet with city officials to review current joint use agreement and address any needs, as well as outline concepts for amphitheater and go-forward plans

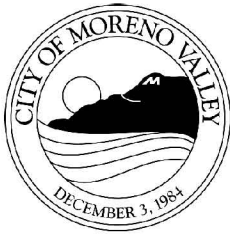


MILESTONES

- ◉ City and MVC review current joint agreement, address and identify needs - possible LOI
- ◉ Select architect and get proposal, conduct engineering and master planning studies
- ◉ RCCD Board of Trustees reviews/approves project scope and budget
- ◉ Interview and select construction management firm
- ◉ RCCD Board of Trustees reviews/approves construction management firm
- ◉ Planning phase begins with design concepts, needs identification, creation of schematic plans with “BUG - Building User Group” - will include city interested parties
- ◉ Complete construction drawings and submit to DSA
- ◉ Plans approved by DSA and go out to bid
- ◉ Bid project, RCCD Board of Trustees awards bid
- ◉ **Shovels in the ground!**

Inspirations.....





APPROVALS	
BUDGET OFFICER	<i>caf</i>
CITY ATTORNEY	<i>RW</i>
CITY MANAGER	<i>WLB</i>

Report to City Council

TO: Mayor and City Council

FROM: Paula Smus, Acting Principal Librarian

AGENDA DATE: January 19, 2010

TITLE: Follow-up to Recommendations Contained in Library Facilities Master Plan

RECOMMENDED ACTION

Staff recommends that the City Council provide direction to Library staff regarding service improvements suggested in the 2009 Library Facilities Master Plan.

ADVISORY BOARD/COMMISSION RECOMMENDATION

The Moreno Valley Library Commission recommends that library web site improvements be made by subscribing to the services of BookLetters, LLC.

BACKGROUND

Providence Associates, LLC, Library Planners and Consultants, was hired by the City of Moreno Valley to develop a 25-year Facilities Master Plan for library services and facilities. The process for this project was designed to capture, in the broadest and most representative way, feedback representative of the diverse community of Moreno Valley through focus groups, a community telephone survey, and stakeholder interviews with elected officials and community leaders.

A summary of Providence Associates' research results was presented to Council in the Study Session of August 18, 2009. Mayor Richard Stewart requested that library staff investigate the recommendations of Providence Associates and return to a study session in December 2009 or January 2010 with cost estimates for implementing those recommendations.

DISCUSSION

The Facilities Master Plan includes 26 desired service enhancements and technology improvements identified by the survey respondents. Moreno Valley Public Library (MVPL) has 17 of those services already in place. Of the nine remaining items, five are **not** recommended at this time, due to space constraints, legal requirements, or ownership by another entity of the system that needs improvement. Three items involve improvements to the City/Library web site, and the last is to add a color copier for fee-based public use.

See Attachment A - *2009 Library Facilities Master Plan Identified Needs*.

1. Items listed in green represent a service or product that is already provided.
2. Items listed in black represent items not recommended or feasible, as follows:
 - *Online card registration*: Library cards require a verified signature and photo/address identification to contract for financial responsibility. This can only be verified in person.
 - *Online payment of fees*: Riverside County Library System owns, controls, and maintains MVPL's patron database. They are working on installing an online payment system in the near future.
 - *Computer classes*: MVPL could begin classes now; however, the computer lab would need to be closed to the public for the duration of any classes. The lab is currently running at full capacity due to the demand of patrons needing employment and career assistance and students needing homework help. Closing the lab to conduct classes would affect the citizens who need Internet service. The Employment Resource Center (ERC) does have a classroom available for unemployed citizens needing computer help.
 - *More computers*: Each desktop PC requires approximately nine square feet of building space. The current library facility would need to suspend other services in order to accommodate more computers.
 - *Listening and viewing stations*: This is another space issue; moreover, it is becoming outdated technology. Currently, patrons can download music and movies through their home computers. Patrons are allowed to listen to music in the computer lab or view DVDs as long as they have earphones. There is no need for dedicated listening or viewing stations.
3. Items listed in red represent items requiring additional funding to implement, as follows:
 - *User-friendly web site*: The Library Commission reviewed the City's current web site and links to MVPL, and compared numerous features with the web sites of other public libraries. In order for the library's web pages to be more user-friendly, interactive, and up-to-date, the commission recommended additional links and features, including: a monthly program calendar, library news, new book information, seasonal

library photos, a Friends of the Library section, and a sidebar of links for the calendar, library hours, patron account access, renewals, paying fines, Ask a Librarian, and Find a Book. They also recommended separate pages for children and teens, a drop-down of FAQ's, and that the colors used be compatible with the City brand. Most of these features can be accomplished through a subscription to BookLetters, LLC, a service that customizes library web pages through links, e-newsletters, and additional web content, and provides a fast, easy way to deliver library news to the public. Staff compared the cost of making these changes through the City webmaster versus subscribing to BookLetters. Staff research indicates that a combination of using the City's webmaster (for the library calendar) and BookLetters (for the other content) would be most cost-effective. The cost for the calendar could range from \$0 to \$360 a year. Adding links to a Friends of the Library page, BookLetters page, Children's page, and Teen page would cost approximately \$170. The cost of BookLetters includes a one-time set-up fee of \$500, a renewal fee of \$600 per year, and \$38 for every 1,000 active patrons, for a total of approximately \$3,800 the first year (see Attachment B). This would also include 26 pre-set book reviews, 20 custom newsletters, bestseller and award lists, author connections with the library catalog, streaming video clips for DVD titles, streaming audio clips for audio books, book discussion guides, a Spanish newsletter with a directory of titles in Spanish with Spanish notations, an RSS feed to newsletters, and many other features. All can be edited by staff in a matter of minutes without further charge. This eliminates the \$85 hourly rate, plus \$21.25 per item added, that would be charged by the City's webmaster for providing the same content. As an example, from July–December 2009, staff added 3,414 titles to the library collection. Not counting the hourly charges, the City's webmaster would charge \$72,547 just to market these new titles on the web site. This does not include calculating the staff time to submit these changes through Media and Communications.

- *Dedicated children's and teen's web site:* These costs would be included in the overall web site improvements detailed above.
- *Ask a question online:* This could also be part of the web site improvements detailed above. However, this feature is already on the shared Riverside County library catalog under "Ask Ralph." The county forwards to MVPL any questions from Moreno Valley residents, and MVPL reference staff respond.
- *Color copier:* The City Purchasing Department has received a quote (see Attachment C) for a leasing charge of \$275.38 per month, for a total cost of approximately \$3,305 per year, plus the cost of consumables such as paper and toner. These costs would be offset by any customer fees received; however, there is no way to know at this point whether that potential revenue would equal or surpass the projected costs.

ALTERNATIVES

1. Postpone any or all changes. Web improvements do not affect the basic functions of the library.
2. The most cost-effective alternative for adding items requiring additional funding would be:
 - a. Using the City's webmaster to add calendar and links; and
 - b. Subscribing to BookLetters, LLC.; with an additional option of
 - c. Leasing a public-use color copier.
3. The most expensive alternative would be to use the City's webmaster for all web site changes, and to include leasing a public-use color copier.

FISCAL IMPACT

1. No cost to postpone improving the web site or postpone leasing a public-use color copier.
2. Approximately up to \$530 to have City webmaster add calendar and links to BookLetters. Start-up costs and first year subscription to BookLetters of \$3,800. Web site total would be \$4,330.

If also leasing a color copier for public use, an additional cost of \$3,305, plus the cost of consumables such as paper and toner, would increase the total for BookLetters and the copier to more than \$7,635. The copier costs would be offset by any customer fees received; however, there is no way to know at this point whether that potential revenue would equal or surpass the projected costs of leasing the copier.

3. Approximately \$73,000 to have City webmaster make almost daily updates to at least three new web pages. Add the cost of library and city staff time for paperwork to process continual update requests and check for errors (undetermined). Additionally, a color copier lease cost of \$3,305 would make the total estimated to be at least \$76,305. The copier costs would be offset by any customer fees received; however, there is no way to know at this point whether that potential revenue would equal or surpass the projected costs.

Please note that #2 or #3 would mean additional annual costs during a budget reduction year.

CITY COUNCIL GOALS

Positive Environment: Create a positive environment for the development of Moreno Valley's future.

SUMMARY

The majority of the Library Facilities Master Plan consultants' recommendations for service are already in place. Staff advises against implementing five of the remaining nine recommendations at this time, due to space constraints, legal issues, and outdated technology. The other four recommendations can be implemented with a cost ranging from approximately \$0-360, for a calendar on the library web site, to over \$73,000 for City webmaster services, and \$3,305 for leasing a public-use color copier. The copier costs would be offset by any customer fees received; however, there is no way to know at this point whether that potential revenue would equal or surpass the projected costs. A subscription to BookLetters could provide continually updated content for approximately \$4,300 the first year, reduced by \$500 in subsequent years.

NOTIFICATION

Publication in the agenda.

ATTACHMENTS/EXHIBITS

Attachment A – 2009 Library Facilities Master Plan Identified Needs

Attachment B – BookLetters Order Form and Service Agreement, with e-mail from Patty Morey of BookLetters, LLC

Attachment C – Canon Business Solutions West, Inc. quote for color copier lease

Prepared By:
Paula Smus
Acting Principal Librarian

Council Action	
Approved as requested:	Referred to:
Approved as amended:	For:
Denied:	Continued until:
Other:	Hearing set for:

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2009 Library Facilities Master Plan Identified Needs

 = Service or product already provided

 = Additional funding required to implement

 = Not recommended/feasible

Needs	% of Phone Survey		Staff Comments	Approx. Cost
	Users	Non-Users		
ALREADY PROVIDED				
Self-checkout	93	90	MVPL currently has one self-checkout machine.	N/A
Access to computers	85	79	25 Internet computers are currently available.	N/A
Wi-Fi Access Throughout	85	86	Have had Wi-Fi access throughout MVPL since 2007 renovation.	N/A
Downloadable books, music, films	79	82	Available through Riverside County Library System's segment of shared catalog.	N/A
Dedicated PCs for children and teens	91	87	Have 10 computers dedicated to youth 12 and younger. Older teens can use the 15 computers in the computer lab. The issue is space for more computers in the Alessandro building.	N/A
Color printers	91	93	Have color printers, fee-based.	N/A
Ample electrical outlets for personal laptops, PDAs	88	90	Have a total of 14 outlets available. Fire Inspector removed 8 others due to fire hazard. Need to rewire to add more.	N/A
Stations for downloadable content	87	84	Already have this capability.	N/A
Online homework help	94	n/a	Available through RCLS with current library card.	N/A
Health information databases	92	n/a	The Reference librarians can assist with identifying excellent health databases currently available.	N/A
Reserve materials online	90	88	Currently available through RCLS with current library card.	N/A
Online book groups	n/a	95	Can provide handout with information.	N/A
Online library catalog	n/a	88	Currently available.	N/A
Participate in local blogs	n/a	88	The Press Enterprise allows comments on current local news. Can be accessed through computer lab.	N/A
Online business and investment databases	n/a	88	Business databases available through online catalog.	N/A
Directory of community organizations	n/a	94	Available through 211 service and reference material.	N/A
Public fax machine	90	90	Resumed service 12/09; phone/toll charges offset by customer fees.	N/A
ADDITIONAL FUNDING REQUIRED				
User-friendly web site	93	91	See staff report.	
Ask a question online	92	92	See staff report.	
Dedicated children's & teen web pages	92	93	See staff report.	
Color copiers	91	93	See staff report.	

Needs	% of Phone Survey		Staff Comments	Approx. Cost
	Users	Non-Users		
NOT RECOMMENDED/FEASIBLE AT THIS TIME				
Online card registration	93	90	Library cards require a verified signature and photo/address identification to contract for financial responsibility.	
Online payment of fees	93	90	Riverside County Library System controls and maintains MVPL's catalog. They are working on installing a system in the near future.	
Computer use classes	91	92	Could begin now; however, computer lab would have to be closed to the public for duration of classes, and demand for lab use is high.	
More computers	86	88	Each sit-down PC requires approx. 9 sq ft of space. Would need to suspend other services in order to accommodate more computers.	
Listening and viewing stations	n/a	86	Another space issue, as well as additional capital outlay required for equipment/technology.	

Order Form & Service Agreement (Return Fax to : 614-232-9031)

Date:
Library: Moreno Valley Public Library
Address:
City, ST Zip:

Service Period
 BLA-01
 2/1/10 thru 1/31/11

Attn:
Phone:
Fax:
E-mail:

IMLS ID:
Consortium ID:
SID:

IMLS Reported Borrowers (000's):		<u>69</u>		
	Unit	Memo		Annual
	Price	Fee	Buy	Subscription
	Minimums			Fees
Base Service fee				\$ 2,670.00
Initial Set-up fee (first year only)			x	500.00
Additional Options				
Widgets	150.00	4.00	276.00	-
Justin	300.00	6.00	414.00	-
Clublist	150.00	4.00	276.00	-
What's Next	90.00	2.00	138.00	-
Add'l Lists (20)	-	300.00		-
CATS	600.00	10.00	690.00	-
Group Discount		(15.00)	(1,035.00)	-
Adjustment				-
				-
			TOTAL FEES:	\$ 3,170.00

I agree to all terms and conditions as posted from the link on the BookLetters Tool Kit and understand that BookLetters service remains in effect until cancelled.

Authorization Signature

Date

This is not an invoice. You will be invoiced separately.
 BookLetters LLC, 4041 North High Street, Suite 401, Columbus, Ohio 43015 Tax ID 20-0296529
 (800)515-3322 / info@bookletters.com

Prepared by

Date

Paula Smus

From: Patty Morey [patty@bookletters.com]
Sent: Tuesday, January 05, 2010 5:32 AM
To: Paula Smus
Subject: RE: BookLetters Cost Question
Attachments: moreno valley quote.xlsx

Paula,

I am attaching a quote for your library. I based it on 69k, since IMLS has you at 68635 for 2007. I know Becky said that the board wouldn't want any surprises next year, so let's use that number of 69k in case there's a slight increase. Our pricing is always based on the most recent IMLS figures.

The quote is for the base service, which does include widgets for 7 booklists in 8 different formats. You will also see a quote for the additional widgets and we do have the Content Inclusion widget package which would be a separate charge. I think Becky was just interested in the base service to begin with, but here is the cost for the additional widget packages in case you're interested:

Premium Widgets: \$276.00 (\$4/1000 cardholders)
 Content Inclusion Widgets: \$414.00 (\$6/1000 cardholders)
 Both packages: \$552 (\$8/1000 cardholders)

Let me know if you need any other information. We can also setup a trial and webinar if you would like to see the backend of the toolkit and try the tools yourself.

Patty Morey
 BookLetters
 800-515-3322

From: Paula Smus [mailto:paulas@moval.org]
Sent: Monday, January 04, 2010 7:26 PM
To: patty@bookletters.com
Subject: BookLetters Cost Question

Hi, Patty --

We're at the point of writing our report regarding BookLetters, and we need to include the cost for our library. The costs Becky has in her notes are a one-time set-up fee of \$500, a renewal fee of \$600 per year, and \$30 for every 1,000 active patrons (based on 68,000 patrons), for a total of approximately \$3,140 this year. However, Becky also remembers a mention of \$6,000 as our first-year cost, which included a second package. Can you please clarify this for us?

I'll be in the library 8:00 AM - 5:00 PM PST tomorrow if you can contact me then. Thank you.

Paula Smus
 Acting Principal Librarian

Canon Business Solutions, Inc.

6-Jan-10

Canon Government Quotation

Agency: City of Moreno Valley

ITEM #	Qty	DESCRIPTION	Unit	60 Month Lease
361B023	1	IMAGERUNNER ADVANCED 5045 BASE MODEL	\$275.38	\$275.38
436B001	1	CABINET-TYPE B	INCL	INCL
266ZZ779	1	GPR-30 TONER SET	INCL	INCL
0287V675	1	SURGE PROTECTOR	INCL	INCL
1618V186	1	IR ADVANCE 5000 SERIES INSTALL PAK	INCL	INCL
	1	Jemex Coin Operation System CS (includes 5 yr warranty)	INCL	INCL
		*60 Monthly (LTOP) Lease Payment:	\$275.38	\$275.38

Service and supplies

B&W \$0.00716 per copy
COLOR \$0.04840 per copy

Pricing - does not include applicable sales taxes

Installation - includes initial installation, training and system support.

Warranty period is ninety days after installation. Warranty covers all parts and labor, with exception of consumables.

Canon Business Solutions technicians provide service as required by our clients.

This service includes all parts and labor with the exception of consumables such as paper, etc.

Service is provided during normal business hours Monday through Friday.

Other - Fob origin, sales tax to be added, terms - Net 30 days.

Consumables - Included as an element of the service agreement, but excludes paper and staples.

For any further information regarding this quotation, please contact

Ellis Jones
Major Account Executive - Government Sales
Canon Business Solutions - West
3731 Guasti Rd #200
Ontario, Ca. 91761
Phone: 909-975-6742
Fax: (909) 975-6775
E-mail: eljones@solutions.Canon.com

PO Vendor Information:
 Canon Business Solutions West, Inc.
 110 West Walnut Street
 Gardena, CA 90248

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