

CITY OF NEWPORT

ORDINANCE NO. 2066

AN ORDINANCE AMENDING THE PUBLIC, CULTURAL AND EDUCATIONAL SERVICES ELEMENT OF THE CITY OF NEWPORT COMPREHENSIVE PLAN TO REMOVE AND REPLACE THE LIBRARY SERVICES SECTION
(Newport File No. 2-CP-14)

Summary of Findings:

1. On April 14, 2013 the Newport Planning Commission initiated amendments to the “Public, Cultural, and Educational Services” element of the Newport Comprehensive Plan to rewrite the Library Services section of the document in a manner that speaks to the City’s role in implementing the goals, objectives, and strategies outlined in a March 2014 strategic plan prepared on behalf of the Library Board of Trustees and Newport Public Library Foundation.
2. The Newport Public Library building and adjacent Literacy Park are a part of the City’s capital infrastructure, and the services offered at these venues are a key component of the cultural fabric of the community. The Library Services section of the Newport Comprehensive Plan was last updated on October 7, 1991 (Ordinance No. 1621) as part of periodic review and is outdated. With the recent completion of the strategic planning process, it is timely to update this section of the Comprehensive Plan.
3. Newport Public Library maintains a collection of over 85,000 items, including books, DVDs, audio books, and music. This number does not include the tens of thousands of titles available from the Library’s downloadable e-book, audiobook and streaming video service known as Library2go.
4. The Library’s physical collection is housed in a single building, constructed in 1985 and expanded in 1999 to a present size of 16,500 square feet.
5. Since its last expansion, patron seating has been sacrificed or placed more closely together in an effort to make room for its growing collection. This has also led to a reduction in meeting room space, which has limited the type and scope of children and adult programs that can be offered.
6. Further, the demographics of the population served by the Library, and technology have changed dramatically over the last 20 years requiring adjustments to programming, equipment, and staff training to ensure the public is adequately served.
7. In response to these changes, the Library Board of Trustees and Newport Public Library Foundation determined that there was a public need to conduct a strategic planning and building analysis process through which stakeholders would be engaged to provide input on future programming and facility needs. The process was completed in March of 2014 with a “Purpose, Vision, Strategy” document that contains recommended service goals, objectives, and strategies that, if implemented, are designed to ensure that the Library is positioned to provide the type and range of services needed to support our growing community.

8. These amendments to the "Library Services" section of the Newport Comprehensive Plan are consistent with applicable Statewide Planning Goals in that the changes:

- a. Have been developed and vetted with the community as part of a strategic planning process and with the City of Newport Planning Commission and its Advisory Committee consistent with Statewide Planning Goal 1, Public Involvement; and
- b. Ensure that goals and policies contained in the Newport Comprehensive Plan accurately reflect the current condition and service capabilities of the Library, which will facilitate future fact based land use decision making processes consistent with Statewide Planning Goal 2, Land Use Planning; and
- c. Provide a framework for structuring city library services so that they will adequately meet the public's needs helping to foster a well-educated and informed constituency. This complements economic development strategies contained in the Comprehensive Plan that emphasize and support workforce development and the provision of cultural amenities attractive to employees/employers, consistent with Statewide Planning Goal 9; and
- d. Support the timely, orderly, and efficient arrangement of public facilities and services by ensuring the Library's facility and equipment needs are identified in conjunction with the City's other capital project priorities, as encouraged by Statewide Planning Goal 11.

9. No other Statewide Planning Goals are applicable to the proposed changes to the "Library Services" section of the Newport Comprehensive Plan.

10. The Newport Planning Commission reviewed the proposed changes to the Library Services section of the Newport Comprehensive Plan at a work session on April 14, 2014. The Planning Commission held a public hearing on May 27, 2014 and voted to recommend adoption of the amendments.

11. The City Council held a public hearing on June 16, 2014 regarding the question of the proposed revisions, and voted in favor of their adoption after considering the recommendation of the Planning Commission and evidence and argument in the record.

12. Information in the record, including affidavits of mailing and publication, demonstrate that appropriate public notification was provided for both the Planning Commission and City Council public hearings.

THE CITY OF NEWPORT ORDAINS AS FOLLOWS:

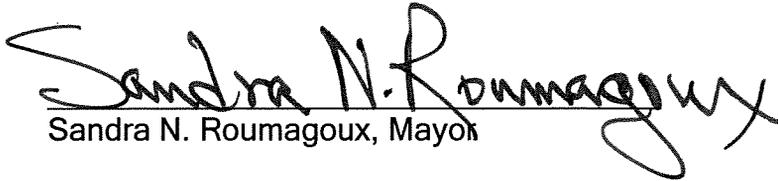
Section 1. Findings. The findings set forth above are hereby adopted in support of the amendments to the Newport Comprehensive Plan adopted by Section 2 of this Ordinance.

Section 2. Amendment. The entire Library Services section of the Public, Cultural, and Educational Services element of the City of Newport Comprehensive Plan is hereby removed and replaced with the text set forth in the attached Exhibit "A".

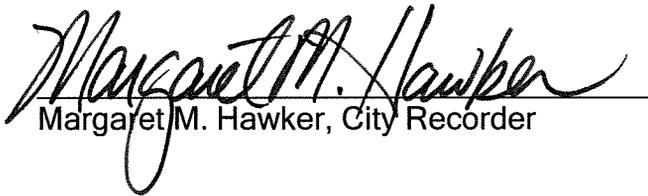
Section 3. Effective Date. This ordinance shall take effect 30 days after passage.

Date adopted and read by title only: June 16, 2014

Signed by the Mayor on June 17, 2014.


Sandra N. Roumagoux, Mayor

ATTEST:


Margaret M. Hawker, City Recorder

LIBRARY SERVICES

Background:

Newport Public Library checked out its first book in 1925. Since that time, the Library has occupied several buildings in at least three different locations. Its current home was built in 1985 and expanded in 1999 to its present size of 16,500 square feet. The Library's collection holds over 85,000 items, including books, DVDs, audio books, and music. This number does not include the tens of thousands of titles available from the Library's downloadable e-book, audiobook and streaming video service known as Library2Go.

Open seven days a week, the Library is known for its outstanding collection of art books, independent American and foreign film and documentary titles and dedication to children's and youth services. According to data compiled by the Institute of Museum and Library Service (FY 2011), the Library consistently ranks as the number first or second library on the Oregon coast in total circulation per capita, hours open, number of children and adult programs offered, attendance at children and adult programs and internet usage by patrons.

Since its last expansion, patron seating has been sacrificed or placed more closely together in an effort to make room for its growing collections. The ability to offer more robust children and adult programs is constrained by lack of adequate meeting room space and there are not enough small meeting rooms to accommodate collaborative learning spaces. Patrons also complain about the "boxed in" feel and the lack of personal space.

Newport's demographics have changed dramatically in the past twenty years. The steady growth of new immigrants in the Fishing and Hospitality industries have necessitated the need for developing a collection and programs that meet the needs of this group of citizens.

The technology landscape has changed - and continues to change - dramatically each year. The way patrons seek information, the way they read and what they need and expect when they come to a modern day library requires a constant updating of equipment and training for staff. Technology on the staff side has changed workflows and day-to-day responsibilities. Consistent and constant training in new technologies and equipment is demanding of staff time and funds to provide training opportunities.

To meet the future needs of its patrons, the Library hired a team of consultants to assist in the development of a strategic plan and building analysis. This was completed in March, 2014.

Over seventy-five citizens were involved in the development of the strategic plan. Some served on the Strategic Planning Committee. Some were part of focus group discussions that were held in various locations around Newport. Some participants were interviewed by the consultants and some were asked to participate because they believe the Library

is necessary to the community's well-being and livability. All participants were highly motivated and appreciative of the chance to participate in work that developed a roadmap for the Library's future.

The following processes and methods were used in preparing this Library element of the Comprehensive Plan:

1. Strategic Plan: The strategic plan helped identify what the community wants from the Library. Community input was gathered over a three month period. The strategic plan contains the service goals and organizational initiatives to be carried out over the next 10 years.
2. Building Analysis: The building analysis identified physical and other aesthetic improvements that will create more space for children and teen programs and to give the Library a new "look" and more open "feel." The building analysis specifies short-term, medium-term and long-term solutions to the space needs at the Library.

Service Goal: To be a place that stimulates the imagination, invites and enables life-long learning and creates young readers.

Policy 1: The City will provide programs for teens and adults that stimulate the imagination.

Strategies:

1. Involve teens and adults in a Stimulate the Imagination initiative. Provide a sponsor or funding for the design of one or more programs and events for teens and adults.
2. Develop partnerships with schools, churches, clubs, recreation centers, homeschool groups, etc. to promote Library sponsored activities to teens.
3. Establish advertising activities to promote programs through newsletters, brochures, social media, etc.
4. Evaluate teen and adult collections to reflect changing interests, keeping those collections fresh and up-to-date.

Policy 2: The City will make available early literacy programs for all children from birth to age five.

Strategies:

1. Insure staffing is sufficient to provide programs and services to children inside the Library.
2. Implement a plan to work with early childhood service providers to enable children age 0-5 to visit the Library.
3. Implement a plan to work with families to enable children age 0-5 to visit the Library.
4. Increase awareness and online tools and resources for this age group and their families through orientations and classes at the Library.

Policy 3: The City will provide Hispanic residents and families a Library that is welcoming and enriching.

Strategies:

1. Initiate an informal group of Hispanic residents to advise the Library regarding collections, programs, communication channels and outreach avenues.
2. Hire bi-lingual and bicultural staff and/or recruit bi-lingual and bicultural volunteers to assist Hispanic patrons.
3. Broaden collections that appeal to various Hispanic cultures.
4. Advertise the Library and its programs and services in Spanish.
5. Conduct regular orientations and programs in Spanish for adults, children and families.
6. Provide computer classes in Spanish.

Policy 4: The City will continually improve its ability to deliver library services in the library and online using up-to-date technology.

Strategies:

1. Implement self-check, kiosk vending and PC management software and keep all software and hardware updated.
2. Advocate for greater depth in the City Information Technology Department.
3. Use current assessment programs to set IT baselines to identify strengths and inadequacies.
4. Set technology baselines for staff and develop a training program to keep staff current on emerging technologies.
5. Create a technology tub program that allows staff access to new devices as they become part of the mainstream IT world.
6. Redesign the website and online catalog so they are accessible for a broad range of devices and user languages.
7. Increase technology budget that allows for flexibility to meet changing technology needs.

Organizational Goal: The Library Facility is a gathering place for individuals and groups.

Policy 1: The City will provide its citizens with an attractive and adequately sized facility where they can utilize the collections, programs and activities to their benefit and satisfaction.

Strategies:

1. Carry out consultant recommendations by implementing a light remodel during FY 14-15.
2. Develop a timeline and funding plan for implementation of long-term building needs as pointed out in the consultants, "Interior Space Planning and Space Needs Recommendations" during FY 15-16.
3. Initiate a capital campaign for the Library in FY 17-18.
4. Commission a Building Program and Conceptual Design for a 22,400-26,500 square foot Library during FY 17-18.

5. Outline an architectural process and timeline for the construction of an expanded or new Library by FY 18-19.

Policy 2: The City will actively promote the strategic plan through partnerships, marketing and public information campaign.

Strategies:

1. Engage a strategic communications/public relations/marketing consultant or qualified staff to develop a targeted outreach plan in support of all library service goals
2. Regularly survey citizens; adjust, add, or replace services and programs in response to feedback.