

consultant as well as updated marketing, branding, and design guidelines. These plans are projected to determine the service delivery model and library brand for the next 20 years.

FINANCIAL IMPACT:

There is no impact to the County General Fund. The total contract amount of \$483,940 represents \$268,700 for a new Solano County Library Facilities Master Plan, funded with \$178,275 from County Library Public Facilities Fee, \$59,425 from the Vacaville Unified School District/Library District public facilities fee fund, and \$31,000 from the Dixon Public Library District; and \$215,240 for the Rebranding and Website Redesign Plan that is funded through property and library sales tax revenue and included in the Library's FY2019/20 Adopted Budget. The Library Public Facilities Fee supports public facility improvements, including libraries, resulting from future growth and development within Solano County, which the Plan will address.

The costs associated with preparing the agenda item are nominal and absorbed by the department's FY2019/20 Adopted Budget.

DISCUSSION:

In the last couple of decades, Solano County has changed significantly, as have the needs of the residents. In 2001, Solano County Library completed a Facilities Master Plan with the firm Group 4 Architecture, Research + Planning, Inc. (G4) and was able to implement many of the recommendations made at that time to improve library service to county residents, including adding two new branch libraries (Fairfield Cordelia Library and Vacaville Public Library Town Square) and relocating one branch library (Suisun City Library). The mission of the library is to be the people, places, and services that spark curiosity, inspire creativity, and champion learning. To support this mission, and the needs of Solano County's residents, a new review, examination and evaluation of the current facilities is recommended, which includes eight branch libraries and the addition of the Dixon Public Library, and all public facing services.

Working with the Department of General Services, the Library developed and conducted a Request for Proposal (RFP) for consultant services to conduct a library facilities master plan. On April 5, 2019, the RFP (No. 911-0322019) was open to all interested and qualified providers of library facilities planning services. The RFP was also publicly noticed on the County's website and on the Public Purchase website. Three responses were received by the submittal deadline of May 6, 2019. All three proposals were reviewed. After technical evaluations were completed, two firms were asked clarification questions. Based on staff's review/rating of the proposals, G4 was recommended and the contract was drafted.

G4 will assess existing Library facilities and layouts, and define how best to address and plan for future countywide growth in physical and virtual spaces. G4 will also conduct a system-level assessment to determine who may be underserved by the Library's existing facilities network, and confirm or adjust the assumed geographic service areas of individual libraries, incorporating Library-provided maps of customer and community data into the analysis, as available. G4 will also work with Library staff to review industry trends and best practices in enhancing access to library services and facilities, and to identify appropriate peer libraries for comparison and perspective.

Library facilities comprise the current eight library branches, including the two Vacaville libraries which the County Library provides library administration and operational services. In addition, on November 19, 2019, the Board of Supervisors approved an agreement to provide those same services to the Dixon Public Library. On November 14, 2019, the Dixon Public Library Board of Trustees approved its participation in the development of the Facilities Master Plan per G4's quote of \$31,000 provided in Exhibit A of the agreement and funded by the Dixon Public Library District. On November 21, 2019, the Vacaville Unified School District/Library District Board also approved participating in the development of the Facilities Master Plan and \$59,425 will be funded by the Vacaville School District/Library District public facilities fee revenues.

Additionally, Carson Block will be part of the G4 team to evaluate and identify the current state of the Library's Information Technology (IT) resources including technology structure, IT staffing levels and structure, and organizational relationships, and make recommendations to better serve the goals and objectives of the Library's building plans. Carson Block has led, managed and supported library technology efforts for more than 25 years and brings a user-centered technological perspective, with an emphasis on solutions, including technology visioning and planning. The assessment will include a high-level review of technology connectivity, services, and the resources (including budget, network infrastructure, server and end-user hardware, software, security, outsourcing and/or maintenance contracts and others) currently designated for technology support.

Finally, G4 will manage a rebranding and website redesign project. This will include developing the brand essence, including a logo, story and tagline, brand guidelines, design standards, and messaging architecture. Using these guidelines and standards will allow for the development of new signage, letterhead, business cards, bookmarks, library cards, social media profiles, and other needs that may arise to engage changes in demographics, behavior, interests, culture and technology. The consultant will develop a marketing plan that defines the activities necessary for a proper implementation of the new brand. These activities will include efforts on paid and owned media channels as well as in-person event activations and trainings. The marketing plan shall identify key performance indicators (KPIs) as well as the tools necessary to track KPIs and the effectiveness of the marketing plan. The website redesign will research and analyze the current performance of the site, system requirements, and what is needed moving into the future. They will establish an information architecture that aims to accomplish the previously defined success metrics and deliver an optimized user experience (UX). The information architecture will be delivered in the form of a site map that shows the structure of and expected user flow through the content pages, including global and secondary navigation. The Consultant will also develop wireframes that show the organization of the user interface (UI) of the website. The wireframes are the detailed blueprint showing the structural design of the website, mapping of the content hierarchy, functionality and optimized responsive layouts for desktop, tablet and mobile. The wireframes will guide the visual design of the website as well as the development.

ALTERNATIVES:

The Board could choose not to approve the contract. This is not recommended because the information generated during the planning process and in the final completed plan will help drive the service delivery model and decision making of the library for the next twenty years.

OTHER AGENCY INVOLVEMENT:

The General Services Department was involved with the RFP process. County Counsel reviewed the RFP and approved the contract as to form.

CAO RECOMMENDATION:

APPROVE DEPARTMENTAL RECOMMENDATION