

CLEVELAND PUBLIC LIBRARY

Finance Committee

December 15, 2015

RESOLUTION AMENDING AGREEMENT WITH KENT STATE UNIVERSITY
CLEVELAND URBAN DESIGN COLLABORATIVE
FOR NEIGHBORHOOD PLANNING SERVICES

- WHEREAS, Cleveland Public Library's Strategic Plan introduced five strategic priorities, including *Ready for the Future: CPL150*; and
- WHEREAS, For the Library to be successful in 2019, when it will celebrate 150 years of service to the people of Cleveland, it must create a sustainable model of innovative library service to Cleveland's neighborhoods responsive to individual community needs; and
- WHEREAS, On May 13, 2014, the Board of Library Trustees approved a Resolution authorizing the Executive Director to enter into an agreement with Kent State University Cleveland Urban Design (CUDC) to create the first two installments of the CPL150 Community Vision Plan focusing on eight neighborhood libraries, divided into Groups 1 and 2, for a combined fee not to exceed \$100,000; and
- WHEREAS, CUDC presented their final report on the Group 1 Neighborhood Libraries to the CPL150 Ad Hoc Committee of the Library Board on June 23, 2015, and the CUDC team is currently working on the four neighborhood libraries in Group 2; and
- WHEREAS, The Library would like CUDC to continue with what has been a fruitful planning process well-received by community stakeholders, and extend the process into the neighborhoods served by branch libraries designated as part of Group 3: Union, Hough, West Park, Eastman, and Walz; now therefore be it
- RESOLVED, That the Board of Library Trustees authorizes the Executive Director, CEO, or his designee, to enter into and execute an amendment to the Agreement with Kent State University Cleveland Urban Design Collaborative, extending the term of the Agreement through March 31, 2017, to provide the services as outlined in their Group 3 proposal for an increase not to exceed \$65,000 charged to General Fund Account 11980053-53710 (Professional Services), which Amendment shall be subject to approval of the Chief Legal Officer.



Cleveland Public Library
Community Vision Plan: Group 3 Branches
Cleveland, Ohio

SCOPE of SERVICES

Submitted to

Cleveland Public Library

325 Superior Ave., N.E. Cleveland, OH 44114 | Phone: (216) 623-2800

by

Kent State University Cleveland Urban Design Collaborative

1309 Euclid Avenue, Cleveland, OH 44115 | Phone: (216) 357-3434

30 Nov 2015

OVERVIEW

The CPL150 Community Vision Plan is an effort led by the Cleveland Public Library (CPL) to determine the appropriate services that will be offered at its branch locations in the future through authentic engagement and valued input from community residents. Begun in 2013, the ongoing process integrates the work of Enlightenment Consulting Group (ECG) and Kent State University's Cleveland Urban Design Collaborative (CUDC) to gather community needs and preferences in three groups of library branches. The engagement process for the first group of branches (Fleet, South, Sterling, and Woodland) was completed in August 2015. The second group (Brooklyn, E. 131st, Mt. Pleasant, South Brooklyn) is currently underway, scheduled to finish in April 2016. As the Community Vision Plan now approaches the final third group of branches (Eastman, Hough, Union, Walz, and West Park), the CUDC proposes to continue providing the necessary neighborhood planning expertise to complete the project.

The CUDC, in collaboration with CPL and ECG, will articulate community priorities and generate a clearer vision of the library's role in each of the Group 3 target neighborhoods. The engagement framework for Group 3 will remain similar to the previous process, but will incorporate lessons learned from working on the first two groups. For example, some communities generated better feedback through smaller focus group sessions, rather than larger public meetings. Certain communities quickly focused on enhancing the existing building, while others desired a process to explore other building locations. Employing these lessons, the design team will tailor the process and products to reflect the priorities of each branch community. Neighborhood asset maps, programming concepts, and visual renderings produced through this process will support CPL's efforts to then conduct a finer grain analysis of the operational costs, interior architectural feasibility, and other financial investments required to commit limited resources appropriately.

The current planning proposal addresses the remaining five library branches in the Community Vision Plan process. A final report will be produced for Group 3 with recommendations tailored to each branch, which may include:

- Exterior architectural renovations for library branch buildings
- Conceptual proposals for reprogramming interior spaces
- Outdoor site improvements on library properties
- Framework for prioritizing library service locations based on pedestrian, transit, and bicycle accessibility
- Streetscape enhancements to improve neighborhood character surrounding branch buildings
- Creative ideas for bridging the digital divide
- Opportunities for current library services to shift to other neighborhood locations
- Partnerships with community organizations to achieve residents' desires

Final recommendations for the target neighborhoods will be developed by CUDC in close partnership with CPL staff. ECG's preliminary engagement work will continue to offer initial ideas from residents for promoting a sense of community and addressing community deficits. Building upon this initial engagement process, the CUDC will advance the community conversations into the realm of physical planning. The CUDC will organize public meetings, focus groups, and surveys to gather public feedback and will share updates through a project website already established at CPL150.org.

ABOUT CUDC

The CUDC is an innovative, non-profit urban design practice committed to a sustainable, vibrant and inclusive urban future. We combine client-based projects, applied research, graduate teaching and advocacy to impact urban design decisions and land use policy in Cleveland and throughout Northeast Ohio. We work closely with clients, civic organizations, academic partners, students, and a multidisciplinary network of professionals to address emerging issues, locally and nationally, and expand the ideas, energy, and resources dedicated to making better cities.

PROJECT APPROACH/WORK PROGRAM

The overall project will be led by CUDC, in close partnership with CPL staff and in consultation with ECG. The planning process for individual library branches will also involve the participation of an Advisory Committee comprised of local stakeholders from each community. Members of the Advisory Committees will be determined by the design team and CPL to reflect a broad spectrum of the community, including local contacts engaged in the previous "Community Conversations" phase. In this way, the current planning process will embed a continuity of local knowledge and strengthen community relationships over time.

The two groups previously engaged through the Community Vision Plan are:

Group 1:

- South Branch (Tremont)
- Fleet Branch (Slavic Village)
- Woodland Branch (Central)
- Sterling Branch (Central)

Group 2:

- Mt. Pleasant Branch (Mt. Pleasant)
- E. 131st Street Branch (Corlett)
- Brooklyn Branch (Brooklyn Centre)
- South Brooklyn Branch (Old Brooklyn)

The current proposal's scope of work will focus on the following five branches:

Group 3:

- Eastman (Cudell)
- Hough (Hough)
- Union (Union-Miles Park)
- Walz (Detroit Shoreway)
- West Park (Kamm's Corners)

The planning process for each group is organized into three phases:

1. Existing Conditions Analysis
2. Gather Community Priorities

3. Develop Recommendations

GROUP 3:

Eastman (Cudell), Hough (Hough), Union (Union-Miles Park), Walz (Detroit Shoreway), West Park (Kamm's Corners)

Phase 1: EXISTING CONDITIONS ANALYSIS

- 1.1 Kick-off meeting w/ ECG and CPL
CUDC will meet with ECG and CPL staff to review the project's overall goals, discuss development of the project website, and coordinate team member schedules to align with the proposed work plan
- 1.2 Refine Work Plan & develop engagement process
CUDC and ECG will meet to adjust the Work Plan as needed based on feedback from the Kick-off meeting with CPL.
- 1.3 Update project website
CUDC will update the CPL150.org website to include specific information on the five new branches. The website will enable residents to learn about the project's goals, download presentation slides, and access contact information to submit comments or questions.
- 1.4 Identify candidates for Advisory Committee
CUDC, in consultation with ECG and CPL, will engage existing contacts in each Group 3 community to identify suitable candidates to serve on the Advisory Committees.
- 1.5 Review planning documents and recent development proposals
CUDC will assemble relevant planning documents, including neighborhood master plans, streetscape plans, and development proposals for each of the communities within Group 3.
- 1.6 Library Branch site visits
CUDC will conduct site visits to all Group 3 library branches with CPL staff to better understand the interior layout, exterior conditions and demographic context of each of the four locations.
- 1.7 Advisory Committee Meetings #1
CUDC will lead Advisory Committee meetings in each Group 3 neighborhood (up to five total), to introduce the planning process and gather insights on current projects in the area that may impact branch functions.
- 1.8 Debrief meeting with CPL
Following the completion of all Advisory Committee meetings, the CUDC and ECG will meet with CPL staff to discuss what we heard at the meetings and outline appropriate issues to address during the ongoing public process.

Phase 2: GATHER COMMUNITY PRIORITIES

- 2.1 **Develop key issues for each neighborhood**
Based on feedback from the Advisory Committee meetings and debrief session with CPL, the CUDC will develop a draft set of key issues to examine in each neighborhood through the process.
- 2.2 **Schedule Group 1 Public Meetings**
CUDC, with assistance from CPL, will schedule Group 1 public meetings and focus groups meetings in collaboration with the Advisory Committee.
- 2.3 **Create materials for Public Meetings**
CUDC will develop required materials and visualizations for each of the four public meetings to enable productive feedback from the attendees. Interactive stations and presentations slides may include:
 - infographics explaining the overall branch system's current challenges
 - local neighborhood asset maps
 - planned development composite maps
 - survey questions
 - existing conditions drawings and photographs
 - other imagery to clearly communicate the relevant issues
- 2.4 **Conduct Public Meetings**
Based on feedback from the Advisory Committee, CUDC will determine the appropriate number of focus group sessions and whether to hold a public meeting in each branch community. Based on past experience with Community Vision Plan branches, focus groups may be more effective than public meetings to engage key stakeholders. Public Meetings and focus groups may be held at the library branch facility, unless a more suitable alternative venue is determined. Up to one public meeting and three focus group sessions will be held in each branch community.
- 2.5 **CUDC will lead up to 3 focus group sessions per community**
The focus group sessions will serve to complement the larger public meeting. By directly targeting key stakeholders underrepresented during public meetings, the focus group sessions can ensure a diversity of voices are heard and documented.
- 2.6 **Process feedback and update website**
CUDC will document and distill key insights from the public meetings and focus group sessions. Presentations, notes and photographs from the meetings will be posted to the project website, providing regular updates to the public.
- 2.7 **Advisory Committee Meetings #2**
CUDC will lead advisory committee meetings to discuss feedback from public meetings and focus groups, in order to develop list of specific project deliverables.

Phase 3: DEVELOP RECOMMENDATIONS

3.1 Develop Design Alternatives

Based on feedback from the first round of public meetings, focus groups, and advisory committee meetings, the CUDC will generate a preliminary set of design alternatives for each branch. The design concepts will be organized at four levels of the library experience: Building Interior, Building Exterior, Library Grounds, and Library Services.

3.2 Prepare Presentations for Second Round of Public Meetings and Focus Groups

CUDC will review the presentation slides with CPL staff in advance of the meetings.

3.3 Conduct second round of public meetings and focus group sessions

Present design alternatives to stakeholders and gather their preferences through interactive engagement methods. Feedback will be used to generate recommendations for the final report.

3.4 Develop Draft Report

CUDC will create a draft of the final report including a range of recommendations suited to each branch in Group 3. The recommendations for each branch will vary and may include:

- CPL branch conceptual interior programming ideas
- CPL building outdoor site enhancements
- Proposed physical improvements to the surrounding neighborhood
- CPL services or partnerships with community organizations

3.5 Review Draft Report for Group 3 with CPL Staff and Advisory Committees

3.6 Update Group 3 Report

Based on feedback from CPL Staff and the Advisory Committees, the CUDC will update the Draft Report and prepare the document for online and print publication.

3.7 Create Final CPL150: Community Vision Plan Summary Report

In addition to Group 3 specific recommendations, the CUDC will also re-examine insights gathered from the previous Group 1 and Group 2 reports to create an overview document of the entire Community Vision Plan. The CUDC and CPL will be in a better position to generate design recommendations at the system-wide level upon completion of the Group 3 engagement process. The final report will serve as an Executive Summary of all 13 branch plans and offer additional insights on how to prioritize the range of recommendations.

3.7 Submit Final Report

CUDC

CUDC will submit the Group 3 Document and CPL 150 Final Report to CPL (provided in bound letter format print copies & PDF digital version)

PROJECT DELIVERABLES

The product for the Group 3 planning process will include a final report with recommendations for the five branch communities (Group 3 Report) and a separate overview document of the entire Community Vision Plan project (CPL150 Summary Report). Since each branch location will reveal different needs and unique opportunities, the appropriate deliverables for each branch will be determined during the planning process. The most effective means of communicating the recommendations will be produced based on the following range of options:

- Infographics and Diagrams of Library Usage
- Aerial Renderings of Branch Neighborhood
- Eye-Level Streetscape Renderings
- Before/After Exterior Building Renderings
- Annotated Site Plans
- Neighborhood Asset Plan, which illustrates existing and proposed nearby amenities, public spaces and transportation options
- Written Recommendations for CPL programming and services
- Written Recommendations for partner organizations to implement
- Relevant Case Studies

STAFFING

The CUDC has a staff of five professional urban designers and planners. Each CUDC project is overseen by **Terry Schwarz**, Director of the CUDC, working with an assigned Project Manager who manages the overall progress of the work. The Project Manager for the Community Vision Plan: Group 3 project will be CUDC Associate Director **David Jurca**, working with the assistance of Urban Designers **Kristen Zeiber** and **Sam Friesema**.

CLEVELAND PUBLIC LIBRARY'S RESPONSIBILITIES

In order to further the interests of the project, the Cleveland Public Library will:

1. Coordinate the selection of Advisory Committee members for each of the branch focus areas.
2. Procure venues and provide light refreshments and drinks for the public meetings.
3. Provide copies of any relevant CPL facility reports, site plans, and background information to the design team.
4. Provide timely responses with CPL's commitment to either implement, investigate further or decline recommendations gathered from the public feedback.

BUDGET

The budget for the project will be based on a Time and Materials contract. As the needs

for each community may vary considerably and the specific work products will be determined during the process, the total project budget may be lower than currently estimated. A Time and Materials contract provides a budget that aligns with the actual costs incurred by the design team, while providing a maximum budget limit for the client. The hourly rates and material expenses are shown below.

The budget for completing the current scope of work (Five branches in Group 3 Report and the CPL150 Summary Report) is not to exceed \$65,000. Invoices for payment will be submitted to CPL upon completion of each of the three work phases. Requests for any additional costs beyond the previously stated limits will be submitted and reviewed by CPL to determine approval.

Project Director : \$120/hr.
Project Manager: \$94/hr.
Urban Designer: \$69/hr.
Marketing Staff: \$61/hr.

Mileage: \$0.56/mile

Printing: \$5.00/linear foot for 36" plotter paper
\$0.59/page for color copies
\$0.11/page for black & white copies

SCHEDULE

The Group 3 project will span 10 months, beginning in June 2016 and will conclude with the two final reports by the end of March 2017. The start of Group 3 work begin shortly after the completion of the Group 2 report. The 10 month process includes nine months for the Group 3 branches' engagement process and an additional month to complete the CPL150 Summary Report of all thirteen branches.