



FARMERS  
BRANCH

# Future of the Library

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2019 Bond



# Strategic Alignment: 2018-19 Strategic Plan

## C SERVE OUR CUSTOMERS

### C1 Achieve the Highest Standards of Safety & Security

- Implement a revised Mandatory Crime Reduction Program for Apartments ordinance.
- Increase patrols of city parks during dusk/dark hours.
- Maintain the level of UCR violent crimes below the 5-year average.
- Install six license plate readers.
- Perform at or above National Fire Response benchmark standards.
- Perform at or above National Emergency Medical Service (EMS) Response benchmark standards.
- Strive to achieve a return of circulation (ROC) rate in a minimum of 20% of patients in cardiac arrest.
- Ensure compliance with the adopted International Fire Code and City Ordinances as they relate to fire & life safety.
- Modernize the Fire Department's Thermal Imaging cameras.

### C2 Provide attractive, unique and connected spaces for community interaction

- Identify playground equipment at all parks that have become rundown or unusable, and replace with new pieces as funding allows.
- Continue outreach efforts and programming partnerships through City events, schools and area businesses to benefit residents.
- Conduct a feasibility study for a Midway Road pedestrian crossing.
- Commence bond funded trails construction.
- Work with the whole community to prepare a plan for the future of the Library: new Library or renovation.
- Reconfigure the winter holiday special event(s).
- Begin planning for "Barn" event/museum project.
- Prepare to install 9 entryway monuments at key locations in the City.
- Plan and develop a dog park at the Recreation Center
- Implement a program for quality, senior-centric housing options.
- Develop and implement ideas to improve the experience at the Burke Nature Preserve.

### C3 Promote opportunities for community participation in government

- Update the Board & Commissions handbook.
- Develop new board member orientation training.
- Develop and present Citizens Fire Academy Class #14
- Conduct community events including 2 Citizen Police Academies, Teen Police Academy, and the Police Department Open House.
- Continue to develop City Boards and their role as an advisory board to the City Council.
- Create and plan roll out of a West Side Welcome packet for new residents.
- Partner with community groups to initiate a community assistance project.

### C4 Be open, accessible and transparent

- Organize two shredding events.
- Coordinate with Dallas County for a May Election for Council Districts 1 & 4.
- Continue to adhere to the Texas State Library Retention of Citywide Records standard.

### C5 Attract and retain top-tier businesses to drive a unique and sustainable economic environment

- Improve the marketing for Façade Grant Program to improve participation.
- Focus on building and reinforcing relationships with our businesses.
- Host events to build relationships and support programs.
- Review IH-35 zonings.
- Conduct an IH-35 corridor vision study.

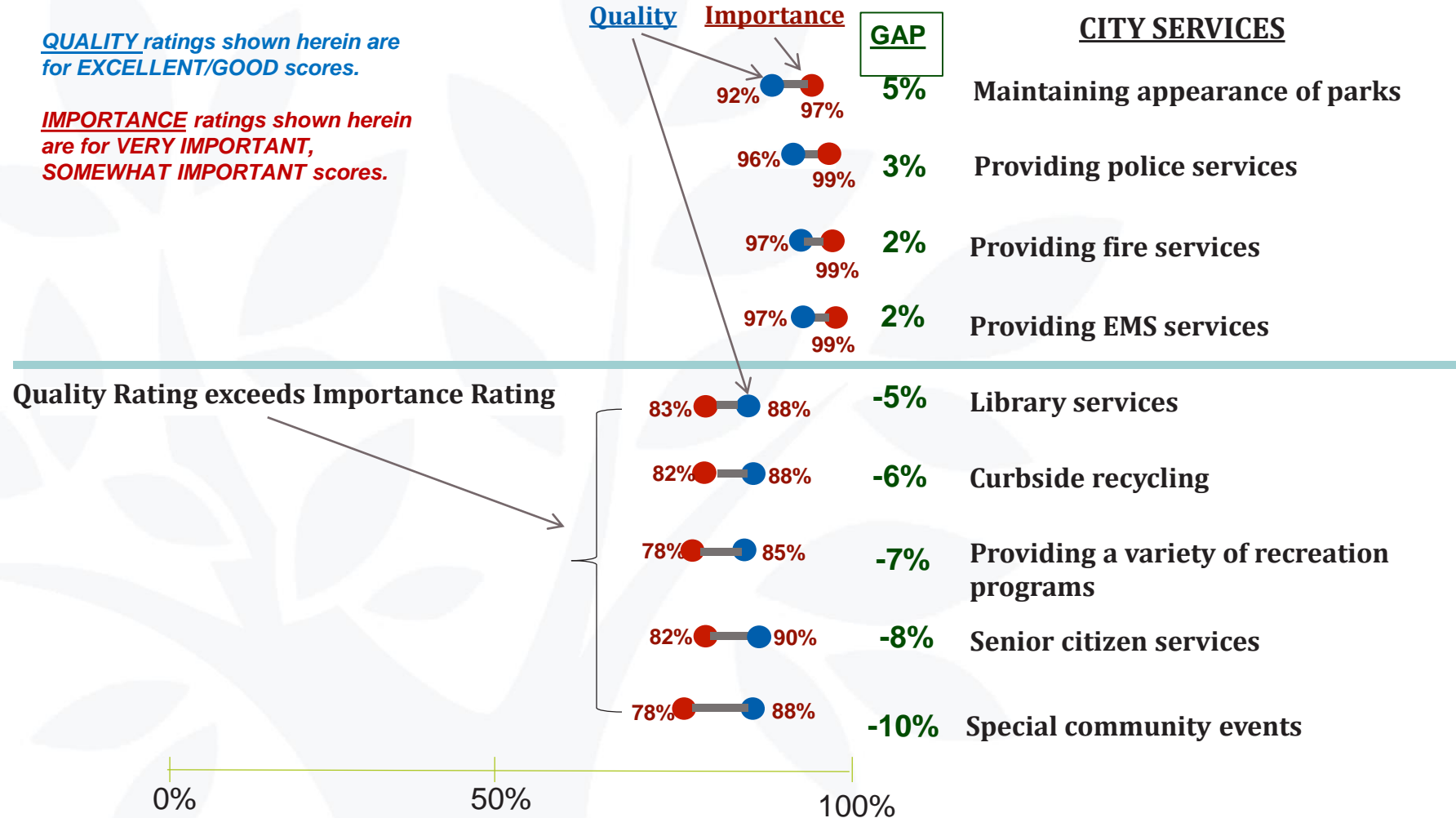
## THE GAP – City Service Importance vs. Quality Rating

### Smallest Gaps (High Importance and High Quality)

Q. How IMPORTANT are these city services? Q. How would you rate the QUALITY of these City of Farmers Branch Services?

QUALITY ratings shown herein are for EXCELLENT/GOOD scores.

IMPORTANCE ratings shown herein are for VERY IMPORTANT, SOMEWHAT IMPORTANT scores.



Percentages exclude "no answer" responses..

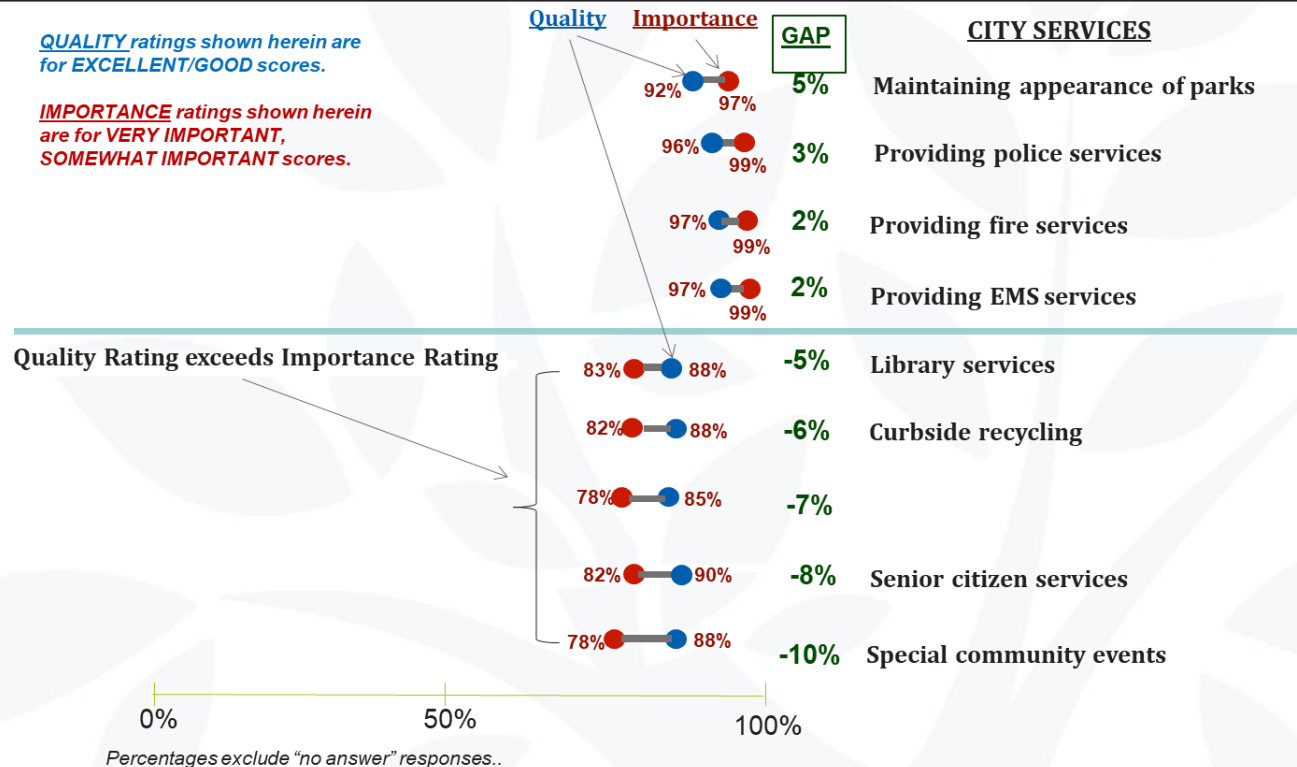
# A Conversation Continued: 2017 Resident Satisfaction Survey

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2017 Farmers Branch Resident Satisfaction Survey Conducted by: National Service Research April 2017

"Library needs remodel or new building."

"I use the Library regularly and am always impressed by the number of residents who are using the services. The library needs expanding, both the building and the inner workings. For a number of years I've heard that new Library is 'in the works'. What happened and why has this vital service been neglected?"

"Love the library!"

"the library could use a facelift..."



# Assembling the Team



**Rachael Johnson**  
Marketing materials



**Ben Williamson**  
Project management



**Sherrelle Evans-Jones**  
Financials and bond issuance



**Tom Bryson**  
Overall communication efforts



**Jeff Harting**  
Park integration



**Mike Mashburn**  
Park integration



**Allison Cook**  
Private sector partnerships



**Denise Wallace**  
Subject matter expert –  
Library operations



# Understanding the Line in the Sand

**Advocacy For &  
Against:  
Everyone but the City of  
Farmers Branch**

## Education Only: City of Farmers Branch



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Marketing materials



Ben Williamson  
Project management



Sherrelle Evans-Jones  
Financial and bond issuance



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# FARMERS BRANCH MANSKE LIBRARY

## VISION FOR THE FUTURE

### JOIN US FOR A VISIONING MEETING

HELP DEFINE OUR NEXT LIBRARY BY JOINING THE CONVERSATION

NOV 26 | 7 PM | MANSKE LIBRARY

#### CURRENT VISION

##### GOAL

Collaboratively design a Library to serve the whole community through 2075

##### LOCATION

Adjacent to Fire Station No. 2, across the street from the current Library's location

##### RANGE

Less than 3.5 miles from every current and future resident of the City

##### SIZE

About 35,000 square feet

##### FUNDING

Proposed bond election in 2019

#### FOR CONSIDERATION

##### FLOORPLAN

open inspiring design, large windows, collaborative spaces, common areas, cafe

##### OUTDOOR INTEGRATION

terraces, reading garden, benches, activity areas

##### SUSTAINABILITY

permeable paving, solar and green roof design, xeriscape, "zero-energy" design features

##### PERFORMING ARTS

multi-functional public theater to also serve as large meeting/event space

##### CHILDREN'S AREA

story time, crafting, and game areas, engaging open environment

##### PUBLIC ART

integrated art inside and out with gallery area

##### TECHNOLOGY

makespace, WiFi, computer lab, ample power outlets, smart furniture

##### AUTOMATION

automatic check in and check out, drive thru book drop

##### STUDY & QUIET SPACE

study rooms, flexible meeting spaces

##### PARK INCLUSION

Rawhide Park re imagined to include the current Library location and serve as a natural extension of the new Library

# Community

WEBSITE COMING SOON!



# FARMERS BRANCH MANSKE LIBRARY

## THE HISTORY

- THE CURRENT LIBRARY FACILITY IS 55 YEARS OLD
- SINCE INCORPORATING IN 1946, FARMERS BRANCH HAS NEVER DESIGNED OR BUILT A FACILITY INTENDED TO SERVE AS A LIBRARY.
- THE LIBRARY IS THE MOST VISITED CITY FACILITY
- MORE THAN JUST BOOKS, LIBRARIES PLAY A FUNDAMENTAL ROLE IN CREATING A SENSE OF COMMUNITY. THE RESOURCES AND SERVICES THEY OFFER CREATE OPPORTUNITIES FOR LEARNING, SUPPORT LITERACY AND EDUCATION, AND HELP SHAPE THE NEW IDEAS AND PERSPECTIVES THAT ARE CENTRAL TO A CREATIVE AND INNOVATIVE SOCIETY.

1962

FARMERS BRANCH OPENS ITS FIRST LIBRARY IN A FORMER COMMERCIAL BUILDING

1963

WEBB CHAPEL FIRE STATION IS BUILT (FUTURE HOME OF THE CURRENT LIBRARY)

1974

MANSKE LIBRARY MOVES INTO THE FORMER WEBB CHAPEL FIRE STATION LOCATION AND IS EXPANDED TO APPROXIMATELY 10,000 SQUARE FEET

1985

THE LIBRARY EXPANDS TO ITS CURRENT SIZE OF 34,983 SQUARE FEET

2016

CITIZEN BOND COMMITTEE EVALUATES THE LIBRARY

THE LIBRARY BOARD UNANIMOUSLY RECOMMENDS A SIGNIFICANT LIBRARY INFRASTRUCTURE UPDATE

2019

BOND ELECTION FOR THE NEXT LIBRARY



**140,000**

Guests Annually  
*The most visited City Facility*



**500**

Programs Offered  
Annually



**262,000**

Materials Circulated  
Annually



**122,000**

Materials Available  
For Use

# Communication & Education: 2017 Bound Outreach Template

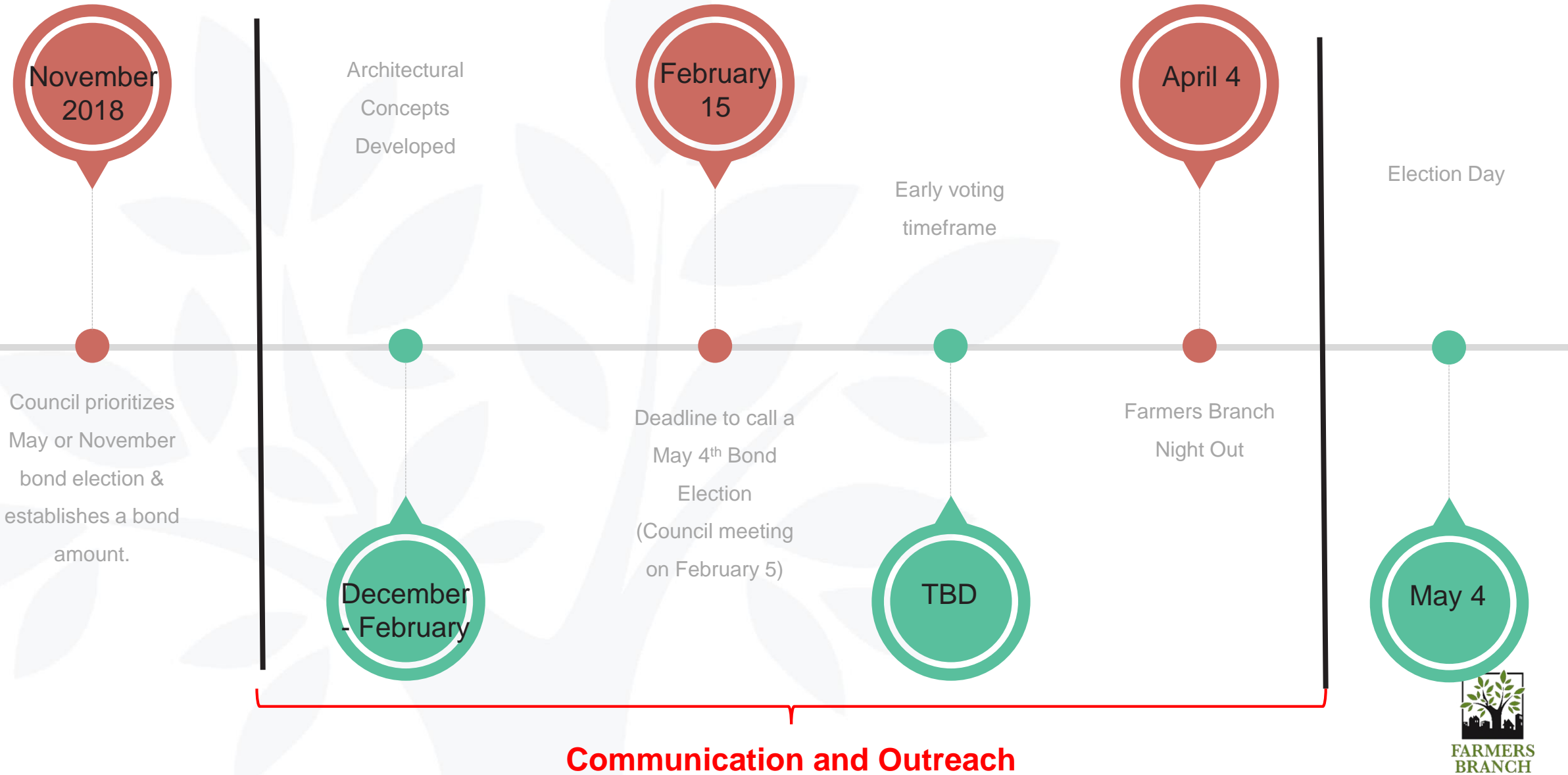
Mechanism	Impressions
• Print Brochure	11,500
• Direct mail Postcard	15,390
• Branch Review	42,000
• FBTV Video Slides	3,346
• FBTV – Full Bond Video	2,887
• YouTube Full Bond Video	319
• Facebook Full Bond Video	4,428
• Bond Website Full Bond Video	148
• Bond Website – Page Hits	3,724
• Branch Bulletin	167,561
• Branch Mail	88,704
• Facebook	8,251
• Twitter	7,259
• NextDoor	20,189
• Paid Social Media	4,782

**GRAND TOTAL**  
**380,488**

Opportunities for education and information  
July 12 thru November 8



# Bond Timeline



# Additional Communication and Education Opportunities

- Farmers Branch Night Out
- Informational Boards





# Board & Committee Involvement

- Library Board
- Parks & Recreation Board
- Sustainability Committee
- Public Art & Culture Committee



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**MANSKE LIBRARY**

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# Financials & Impact

- \$20M - \$0.024 increase - \$42.48 Annual increase (with homestead exemption); \$26.93 (with homestead & over 65 exemption)
- \$30M - \$0.036 increase - \$63.88 Annual increase (with homestead exemption); \$40.40 (with homestead & over 65 exemption)
- \$40M - \$0.048 increase - \$85.17 Annual increase (with homestead exemption); \$53.87 (with homestead & over 65 exemption)
- \*Annual increase to a property owner with a 20% homestead exemption based on an average property value of \$221K.
- All of these numbers are based on an estimated interest rate, an estimated term of the bonds. Many of these specific details wouldn't be finalized until we got closer to bond issuance.





# Questions for Staff

# Farmers Branch Library Board





# The Other Side of the Line in the Sand

**Advocacy For &  
Against:**

**Friends of the Library  
T-shirts  
Website  
Attending City events  
City Council  
Recruitment**

**Education Only:  
City of Farmers Branch**



A decorative graphic on the left side of the slide featuring a stylized branch with several leaves in various shades of blue, set against a dark blue background.

# Questions for Library Board