MEMORANDUM

City of Campbell
Public Works Department

To: Honorable Mayor and City Council **Date:** May 6, 2014

From: Todd Capurso, Public Works Director

Via: Mark Linder, City Manager

Subject: Study Session #2 – Civic Center Master Plan

BACKGROUND

On August 20, 2013, the City Council held a Study Session to discuss potential future facility needs related to the Civic Center complex. One of staff's recommendations at this Study Session was to move forward with a master plan for the Civic Center complex in conjunction with further planning for a new Campbell Library. On September 17, 2013, the City Council authorized the Public Works Director to issue a Request for Proposals (RFP) for development of a Civic Center Master Plan and execute a consultant services agreement for the work.

Based on Council input, it was determined that the scope of the Master Planning effort should include the following components:

- Reviewing the existing Civic Center East Master Plan, Library Needs Study, Heritage Orchard Study and Campbell Historical Museum Strategic Plan;
- Performing a community needs assessment that includes an evaluation of both current and projected needs for Library and City Hall space;
- Developing a vision for the Civic Center complex;
- Adopting guiding principles for the development;
- Performing an analysis of relocating the existing Historical Museum or constructing an annex within or adjacent to a new library building that could provide additional exhibit space and display space for agriculture artifacts;
- Assessing the parking implications of larger buildings and evaluating the feasibility of providing additional parking – including a parking structure – for the Civic Center complex;
- Addressing needs for replacing the City's EOC as part of a new library or other component of the Civic Center complex;
- Holding at least one Community Meeting and make presentations and solicit input from Library and Museum stakeholders, including the Civic Improvement Commission and Historic Preservation Board;
- Providing two or more Civic Center complex conceptual layouts with accompanying development strategies;

- Formulating a recommendation with an associated development (phasing) plan and an associated financing plan which would identify the costs of each development phase; and
- Identifying revenue options for funding the construction associated with this Master Plan.

Following the RFP process, a contract was signed with Anderson Brule Architects (ABA) in December 2013. A Civic Center Master Plan Core Team was created in January 2014 to provide direction to the City's Master Plan effort. Members of the Core Team include:

- Jason Baker, Councilmember
- Paul Resnikoff, Planning Commissioner
- Ann Herosy, Civic Improvement Commissioner
- Jane Cronkhite, Community Librarian – Santa Clara County Library District
- Mark Linder, City Manager
- Todd Capurso, Public Works Director
- Paul Kermoyan, Community Development Director
- Regina Maurantonio, Recreation and Community Services Director
- Anne Bybee, City Clerk
- David Carmichael, Captain, Police Department

The Core Team first met on February 12, 2014 primarily to review the process and schedule that ABA would be following over the next 14 months. Since that time the Core Team has met twice more – mainly to assist ABA in the preparation of upcoming stakeholder meetings.

DISCUSSION

Prior to meeting with the community and focus groups, ABA and the Core Team agreed it was important to determine what specific ideas of the presented options held importance to the various groups. These ideas could then be developed into guiding principles and adopted as key components of the Civic Center Master Plan.

In conjunction with staff, ABA then conducted several stakeholder meetings to solicit input on the Civic Center Master Plan. The first of these meetings was a Community Forum, which was held on March 12, 2014 at the Orchard City Banquet Hall. It was attended by approximately 70 members of the community as well several key City staff (see Attachment 1 for meeting minutes).

During the month of April, three specific focus group meetings were conducted:

- Library staff on Monday, April 7th (Attachment 2);
- City staff on Tuesday, April 8th (Attachment 3); and
- Community focus group on Wednesday, April 9th (Attachment 4).

Based on the meetings held with the community at large as well as the focus groups regarding the Civic Center Master Plan, a draft service model for the Civic Center has been developed (Attachment 5). At the May 6, 2014 study session, staff and the consultant will solicit Council input on this service model prior to adopting a final version. The final version will set the framework for future development of the Civic Center area and will be presented for consideration at an upcoming Council Meeting.

SCHEDULE

Staff will return to Council in June with a recommendation to approve the Civic Center Service Model. Council consideration of the final Master Plan is currently scheduled for April, 2015.

Attachments:
1. Minutes – March 12, 2014 Community Forum
2. Minutes – April 7, 2014 Library staff focus group
3. Minutes – April 8, 2014 City staff focus group
4. Minutes – April 9, 2014 Community focus group
5. Draft Civic Center Service Model

ANDERSON BRULÉ ARCHITECTS

CITY OF CAMPBELL
CIVIC CENTER MASTER PLAN
Community Forum
Vision, Priorities and Character

MEETING DATE:	March 12, 2014	REGARDING:	Minutes
MEETING TIME:	6:30 – 9:08 pm	ABA PROJECT #:	14-0202-0
LOCATION:	Banquet Hall, Campbell		

CONTEXT: The City of Campbell has selected Anderson Brulé Architects to provide professional services for their Civic Center Master Planning Process. Today's meeting is the first opportunity for the community to give input into the development of the City of Campbell Civic Center Master Plan.

PURPOSE: The purpose of this meeting is to:
- Overview the Master Plan Process
- Review the Project Vision Statement
- Provide Input to the Determination of Service, Building, and Site Program Priorities for the Master Plan
- Provide Input to the Character Definition for the Project

INTENDED RESULTS:
- Shared Understanding of the Master Plan Process and Participants
- Gain Community Insight for Service, Building, and Site Priorities for the Project
- Discuss Character Definition of the Civic Center Experience
- Shared Understanding of Future Opportunities for Community Input

MEETING MINUTES

I. Introduction / Agenda Review
- A. Introduction to ABA
- B. Introduced attending City and ABA employees
- C. Agenda Review
  1. Review Meeting Context
  2. Review Meeting Purpose
  3. Review Intended Meeting Results

II. Master Plan Process Review
- A. Basic Information
  1. Define a Vision for the project - listen to each other to determine what will make it a successful project
  2. Plan of Service – Services that are used and needed in the future
     - a) Outreach is used to better understand service priorities and needs
     - b) Tonight we will work with neighbors to engage in detailed discussions about service needs
- B. Overview of Master Plan Process Map
  1. Many steps and participants - work with the Core Team, Community Forum, Focus Groups, and City Council
  2. Program – Quantity, quality, and types of spaces

Strategies, Architecture & Interiors

Anderson Brulé Architects Inc. 325 South First Street, 4th Floor San Jose, California 95113
Tel: 408 298 1885 Fax: 408 298 1887

3. Scenarios – Create different scenarios including physical place and planning, phasing, and funding
   a) Go to City Council decide which ultimate scenario will become the Master Plan

C. Demographic and Community Characteristics Data Review - See Powerpoint Presentation
1. Geography
2. Demographics
   a) On track with growth projections
3. Tapestry Segmentation
   a) Socioeconomic profiles paint a picture of groups of people within Campbell

III. Vision Statement

A. Review of Vision Statement Process
1. Talked to Core Team first to ask why people live here, what draws them here, what keeps them here, and what key concepts frame a future vision for the Civic Center Master Plan
   a) Ranked resulting words and phrases by perceived importance
2. See Word Cloud and Word List
3. Community Members will write a draft vision statement
   a) The final Vision Statement will come with further input from the public
   b) Tonight, Community Members will craft and read out our Vision Statements in teams

B. Vision Statement Exercise

1. Small Group Discussion
   a) Divide into 6 small groups and create a "So That" statement – What do you want, So That you can create what? What do you not want to lose, So That you can maintain what?
   b) Broke into small groups for activity
2. Large Group Presentation
   a) Reconvened from small groups and shared each team's outcome
   b) Team 1 Vision Summary
      - Library
        - Place to study
        - Community resource / meeting place
      - City Hall
        - Efficiency for public
        - Use technology for services – remote access
      - Reflect downtown's historic element
      - Improve parking downtown
      - Pedestrian friendly
      - Integrate Ainsley house – keep as is
      - Consider history museum
      - Veteran's memorial – keep olive tree
      - Keep ambiance of history + outdoor space/Orchard Green, connection to downtown
        - Campbell history
        - Orchard green
        - Ainsley
        - Connect/improve parking
        - Consider pedestrians + bike friendly
      - People feel welcome and are drawn in, and the Civic Center is harmonious with downtown
      - Parking Centralized and efficient for events and library use
      - Consider museum content and connection to library

- Consider Community Center – relation and distance from Civic Center
- Draft Vision Statement: "Keep an ambiance of history, outdoor space, improve parking efficiency so that people are drawn in, feel welcome, and the Civic Center is connected to downtown."

c) Team 2 Vision Summary:

- Differentiate Campbell from other cities
- Orchard history makes Campbell unique
- "Tree City USA"
- Agricultural
- Historical, tied to the past
- Maintain traditional feel to architecture
- Like the historic architecture
- Like architect William Weeks' style
- Should look like a civic center (not like San Jose)
    - Distinctive, proud civic feel
    - Cupola / dome
- Family oriented and family friendly
    - Consider the different purposes and uses
    - Convenient
- Question – how to address diverse uses
- Buildings look like they belong together (doesn't mean they look the same)
- Classic architecture never goes out of style
- Walkable and bikeable
- Answer the need
- Maintain designated buildings
- Better land use
- Shared use to maximize value (parking for example)
- Concern about mixing police with other civic services (children vs. criminals)
- Outdoor/open facilities that allow for large gatherings
    - Use land and resources better
    - Open outdoor space
    - Don't lose summer concerts
- Residential neighborhood context
- Historic architecture
- Warm
- Inviting
- Welcoming
- View of hills
- Outdoor space to hang out / gather
- Connect to raw nature
- Manicured green = civic
- Appreciate the old growth trees on site
- Police department relocating? What it serves, solutions, diverse uses, move police off site

d) Team 3 Vision Summary:

- Currently: Ainsley house (history), Orchard City Green, Veteran's Memorial, Campbell Historical Museum, City Hall, Library, Police
- Source of community pride
- Walkable, bike storage/racks

- Historical
- Heart of downtown
- Destination
    - Educational destination as well
- Serve public needs
- Meeting place
- Educational destination
- Safe place for kids / families
- Better signage for access
- Minimal impact to existing neighborhood
- Adequate parking
- Traffic pattern impact
- Pedestrian safety
- Supports green/alternative transportation
- Adult care services
- Child care services
- Main concepts:
    - Be connected to the community
    - Show Campbell's history
    - Provide continuing education
    - Maintaining the feeling and spaces present now
    - Provide community outdoor space
    - Accommodate both adults and children with services on site
- Draft Vision Statement: "A Civic Center in the heart of downtown that focuses on community, history, and education so that it is a destination and serves people of all ages"

e) Team 4 Vision Summary:

- Heart, history – Big on maintaining history and expanding its heart
- Continuing education – drawn back
    - Continuing its education for young people
- Space for younger
- Gathering and outdoor spaces
- Outdoor space in library
- Different needs
- Preserve green
- Expansive and far-sighted
- Long lasting building
- Scale of 2-15 stories
- Encourage civic engagement and involvement
- Small town aspect – maintain
- No unsightly features visible
    - Parking underground
- Native, drought resistant planting
- Good place to work
- Unpretentious / humility
- Safety
- Innovative design
- Complementary to environment and context
- Not too much concrete
- Flows, efficient, workable, functional, bicycle friendly

  - Navigate services efficiently
  - Adequate parking for multiple functions
- Veteran's Memorial
- Sacred ground
- Historical fire station
- History
- Integrated/ shared use of resources
- Walkable, bikeable
- Dog friendly in areas
- Sustainable, common sense
- Sensitive with materials (heat, glare)

f) Team 5 Vision Summary:

- Alignment to entries of downtown
- More open space
- More community use
  - Activate space
- Accessibility – everyone is welcome.
  - Easy to come in, easy to search for resources
- Stagnant now – should flow into downtown
- Better internal and external flow
- Underground parking to expand green space / open space while increasing/hiding parking and integrated to downtown

So that:

- Support new technologies – show up other cities with new technology
  - More technology so it should be more contemporary
- Strengthen community
  - Gathering both indoors and outdoors
- Protect library parking form other events / places – use library card for parking
- Shared parking when not in use
- Enough staff or efficiently run to have services open more hours
- Neighborhood service for police services
- Sense of place-making
  - Café / food in Civic Center, free Wi-Fi
  - Fountain, art, sense of "nice place to be"
- Do not like feeling of going to police department downstairs
  - Not efficient flow
  - Gives feeling of dread – dark
  - Bring into the light
- Preservation of Ainsley House
  - Could be moved or protected
- Veteran's Memorial – integrated, moved, and protected
- Older larger trees shows landscape history
  - Preserve older trees

g) Team 6 Vision Summary:

Confirm:

- Accessible
- Indoor / outdoor gathering
- Flexibility to accommodate additional growth

- Long term vision
- Inviting
- Layout is important
- Functional/ practical
- People more important than buildings

Add:

- Convenient
- Family and people oriented
- Sitting places
- Comfortable
- Parking available
- Trees
- Flow / space
- Not working – parking all day

Summary:

- Accessible – available, convenient
  - Indoor – outdoor gathering space
  - Not feeling rushed along, like Barnes and Noble
  - Don't want to leave, come and stay
- People and family oriented
  - Events
  - After hours movies
  - Sitting areas
- Design to be the Civic Center for the next 50 years
  - Long term use
- Available parking
  - Not a favorite thing to deal with
  - Want parking at library to be available
  - Campbell doesn't regulate much
  - Don't want people parked at library all day
- Flow of space, lighting – library and police
- Functional and practical
- People are the more important than buildings – provide trees and green space

IV. Civic Center Service Priorities Discussion

A. Neighbor Interviews Exercise

1. Talk to your neighbor about what you want to be able to do at the Civic Center that you can't do well now.
2. What should be the key aspects of the future Civic Center from a service perspective? What might it feel like 8 years from now, or sooner? What services do you hope you can get?
3. Broke into pairs or small groups for discussion.

B. Large Group Discussion – Individual volunteers shared additional thoughts

1. As time passes we will become more high-tech space. Everything will be online. There won't be a need to go to the police station in person. It should include Civic services but also have the museum, Ainsley House, and Veterans memorial so that it is not only functional but also experiential.
2. The Chamber of Commerce should be at the Civic Center as well. This way new visitors can become oriented with maps and services.
3. Police department should be moved off site someplace else close by but not at the Civic Center site. There should be better signage. Maybe provide a concierge service on site to orient people.

4. Provide movie nights. Move either the library or police station off site. Provide coffee at the library with sitting areas so that people can become comfortable on site. Create an environment where events can be hosted to bring additional special events to the site. Include kitchens and Wi-Fi to provide to special events.
5. Make it a destination with picnic tables, benches. Should be able to visit for services but also enjoy.
6. Need a pocket park incorporated for kids and families but also to help incorporate the neighborhood into the Civic Center.
7. Regarding police – we do not want to banish them to the city boundaries. It is important to have a presence to bring the community together. The ideal visit in 10 years should be what it is today – walk in to go to planning department, public works, city managers. Should be a welcome environment for the people of the community. Buildings and structure should reflect this.
8. Community room is current library is not well marked. Library needs to be bigger. Should be able to walk around site and park and go to a concert while on a library visit. There should be well lit underground parking.
9. There should be an info booth to help navigate, a coffee stand, and updated signs. Should be able to enjoy the library and community events but also want more collaboration between City Hall, the library, and Ainsley house. Ainsley house should have better accessibility.
10. Should look at the library and how it fits into the Civic Center and how it can connect to the community in an open and inviting way. City Hall as well.
11. This has not been said yet this evening – safety. We should feel safe wandering anywhere in the city like we do now.

V. Context and Character Definition Exercises

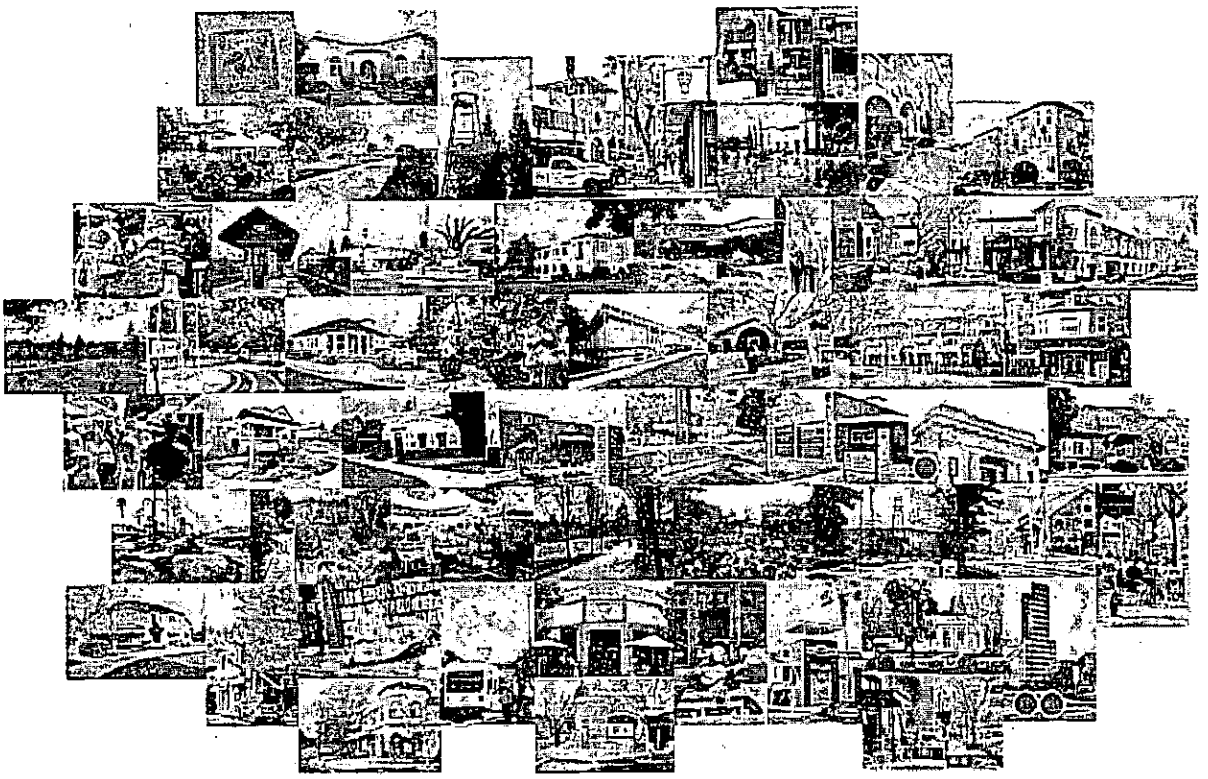
A. Context
   1. There are identical posters located around the room with images of downtown and the area around the Civic Center. We will break into group and look at the images. If there is an image you do not believe reflects the Civic Center context of downtown and Campbell, put a red dot on it. Each group should identify words to describe the context of downtown and the Civic Center site.

B. Character
   1. We want to be able to understand the character of the future Civic Center because it will help define how the massing fits together as we think about the building on the site. It will also help put together a cost model in the future.
   2. At each group's table there is a set of images postcards. What images should we think of when imaging the character of Campbell? Pick images and explain why you picked the card.
      a) There are 3 categories of images: Outdoor Environment / Landscape, Material, Scale / Form / Style
      b) Answer to a question: These do not adhere to current planning. The images do not reflect his and instead center on character. Tonight is about focused on the concept of character for the future Civic Center

C. Broke into small groups for Context and Character Definition exercises.

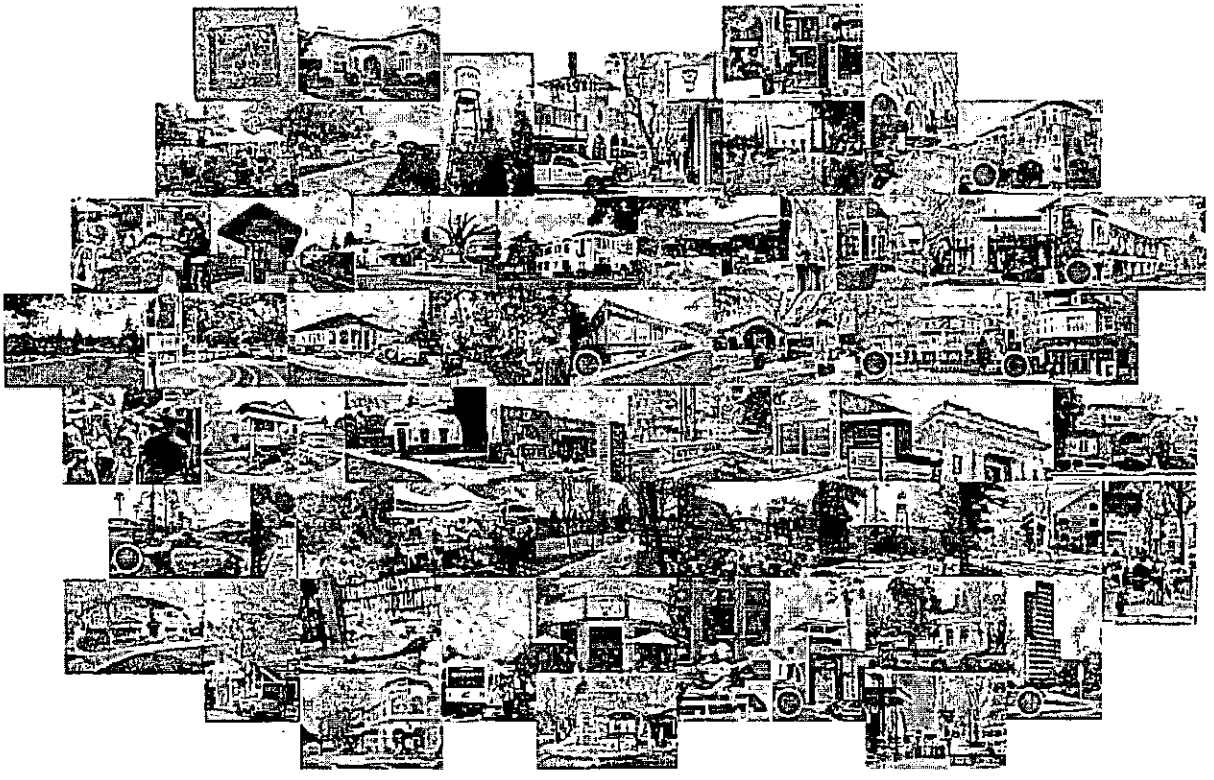
D. Large Group Discussion – Context

1. Team 1



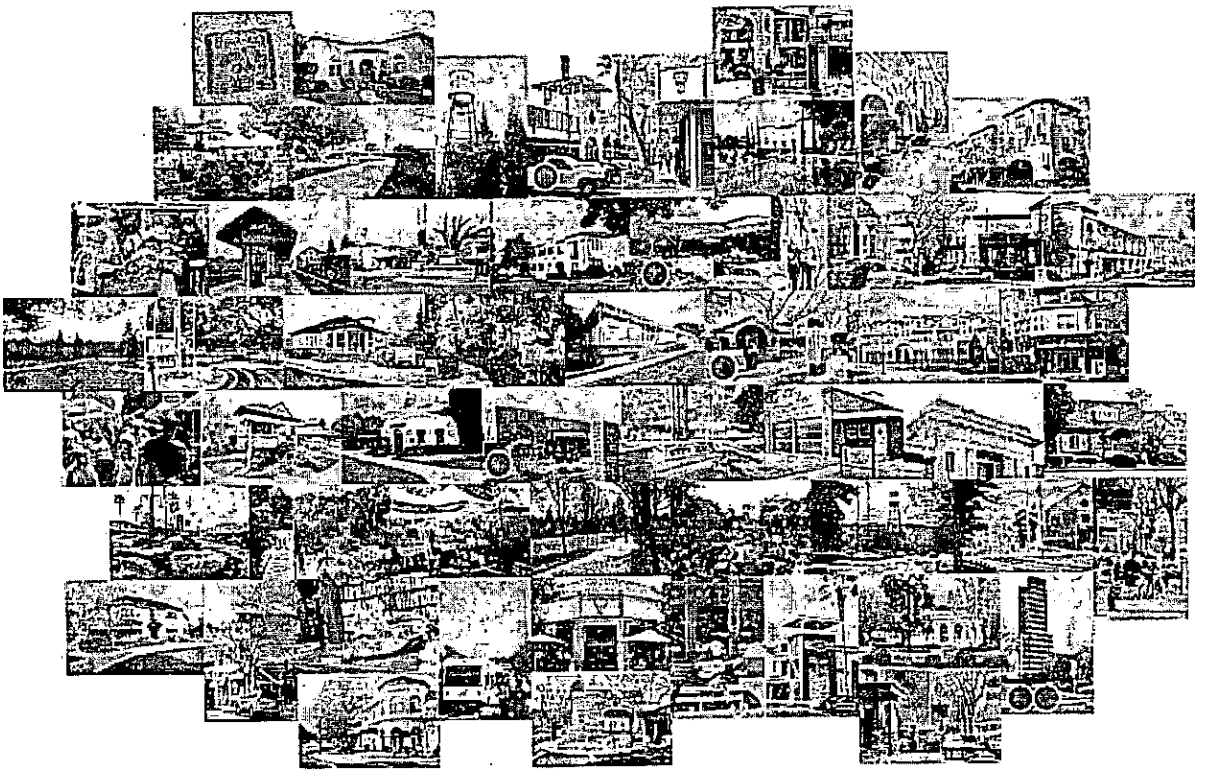
a) High rise building is out of character for Campbell due to both style and form
b) Faux historical façades do not add to Campbell character

2. Team 2



a) Historical Context
b) No Multi-level Parking Above Ground

3. Team 3

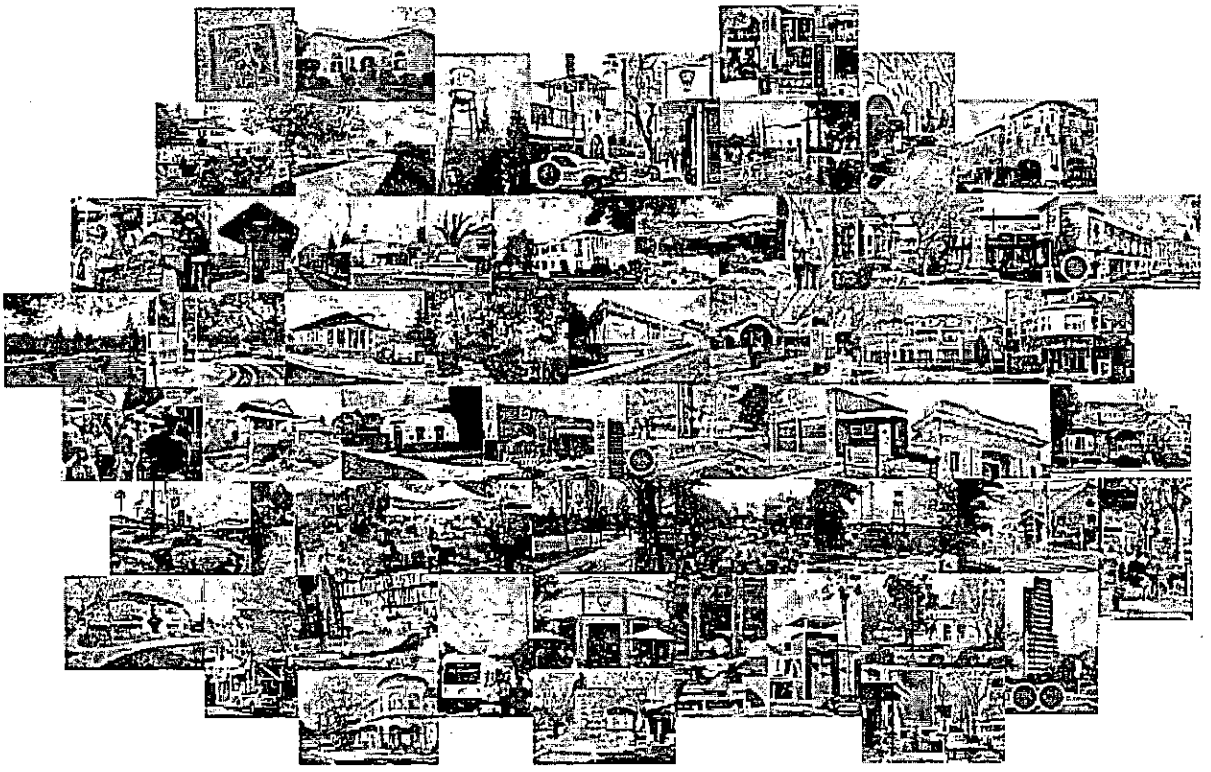


a) Likes
   (1) Craftsmen Style, 1920s style, Considerate of Surroundings, Integrity, Community, Outdoor space, Gatherings, Timeless, Historic, Walking Corridor, Culture as cornerstone, Preserving the architecture/orchards/art of a culture, Old town feel, Spanish missionary, New architecture which blends with period architecture- modest, Well-Scaled, Have building tell history, Orchard – physical or suggested

b) Dislikes
   (1) Too modern, strip mall look, outdated, Del Grande Property

c) Summary
   (1) Appreciate a scale and style which relates to the people
   (2) A modern take on a traditional feel is okay, but nothing too modern or outdated. New buildings should blend in with the more historic ones
   (3) Orchards are a big part of Campbell history and should continue to be represented either physically or through nonphysical suggestion

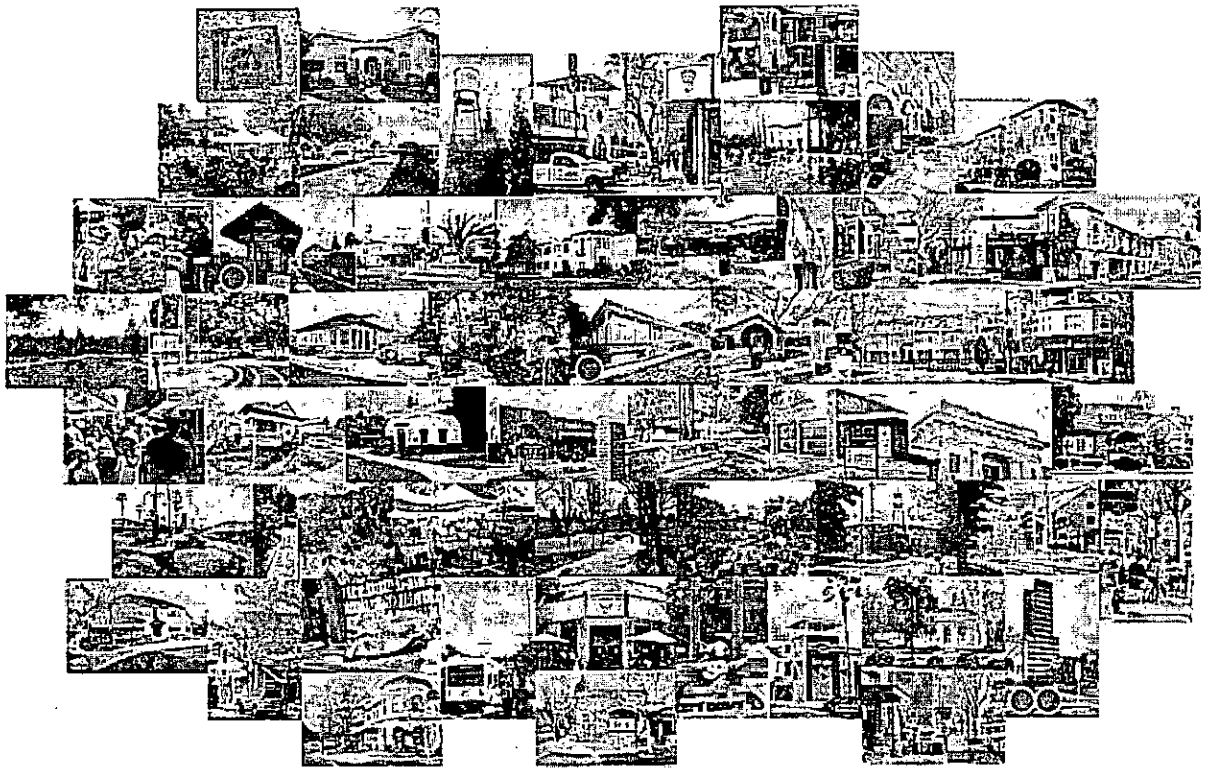
4. Team 4



a) Context
   (1) Love smaller craftsmen/Spanish style buildings
   (2) Many newer buildings are trying to imitate style without being able to reproduce the great feeling
   (3) Forms that are more historic are good
   (4) Skyscraper is too tall and modern and does not fit the context of Campbell

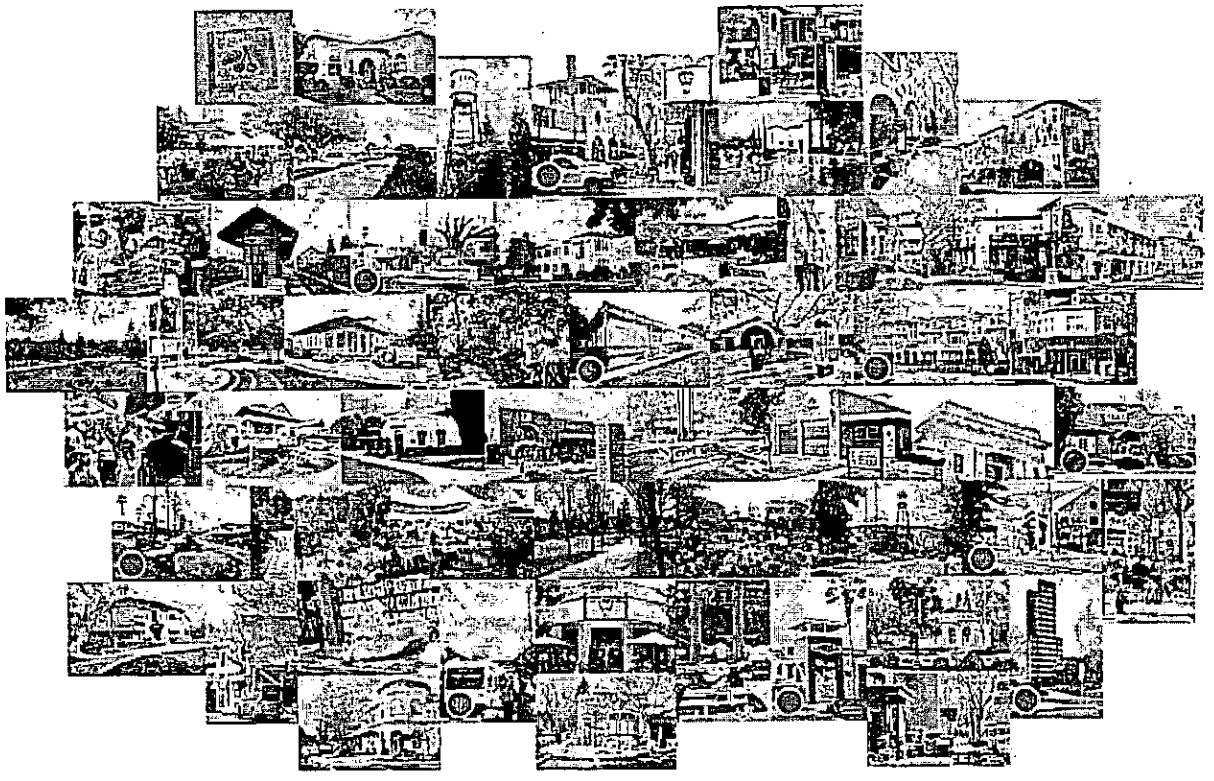
b) Civic Center
   (1) Should move away from current Civic Center style
   (2) Like the overall feeling of Campbell, but not necessarily for a Civic Center

5. Team 5



a) Pruneyard is not the context of downtown
b) Concrete buildings – no
c) Agricultural character
d) Do not care for current civic center architecture
e) Light rail is too bleak
f) Keep Campbell as a small downtown

6. Team 6



a) Many building try to replicate the older architecture but it does not work
b) VTA tracks and current Civic Center do not fit heritage

E. Large Group Discussion – Character

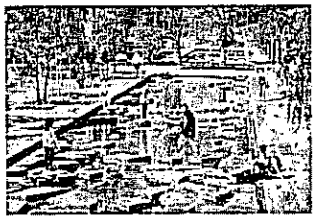
1. Outdoor Environment and Landscape



Team 1 – Paths, Green, Brick, scale of materials, New building in a small space, Historic feel with modern building
Team 3 – Trees
Team 4 – Shade, Not overly landscaped, straight paths, Not too much grass
Team 6 – Likes



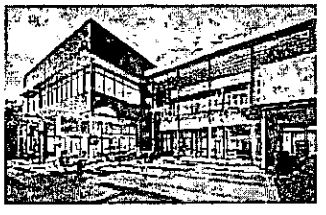
Team 1 – Outdoor gathering space, Shady
Team 2 – Green, Garden, Playful, Inviting
Team 5 –Provides shade and cover, Natural Setting
Team 6 – Likes



Team 2 – Playful, Inviting
Team 6 – Water elements (For aesthetics and not play, interactive or a pond)



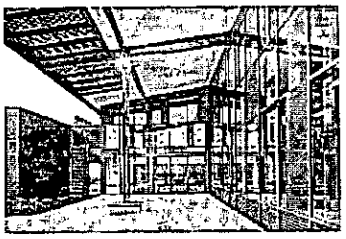
Team 1 – Nice Covered Walkway
Team 3 – Sculptural, seating integrated into landscape
Team 6 – Seat wall meanders with landscape



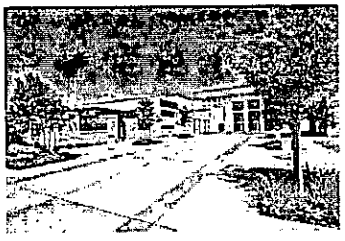
Team 3 – Good signage, Outward facing, Seating



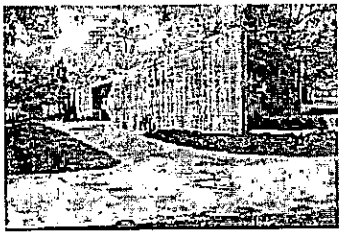
Team 1 – Transitional space for Civic Center (maybe to downtown)
Team 4 – Trees Dominate, Building Recesses
Team 6 – Likes



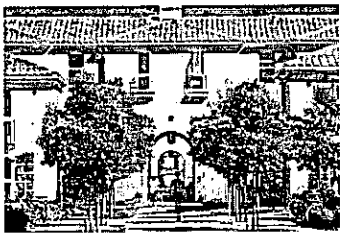
Team 3 – Modern, Not too modern, Sleek, Indoor / Outdoor



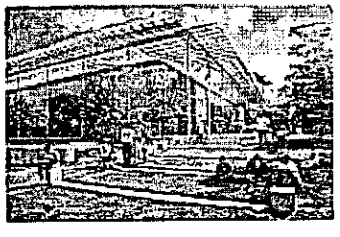
Team 3 – Too much concrete



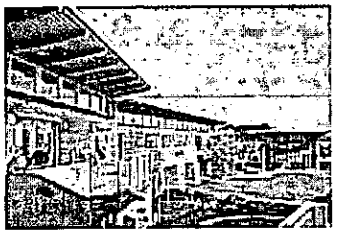
Team 3 – Dislike: Stark, Modern, Bunker



Team 3 – Style, Could accommodate varied activities/functions
Team 5 – Shaded, Large open hardscape, California style, Arches open to large space
Team 6 – Likes



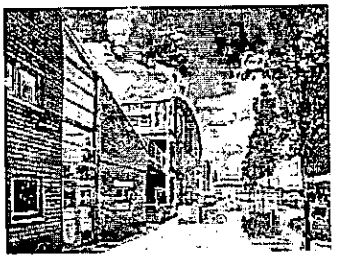
Team 1 – Sunny, Multifunctional Use, Windows
Team 4 – Open space integration
Team 5 – Open space, Alive



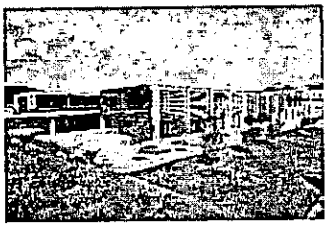
Team 1 – Balconies and outdoor space,



Team 6 – Seating, Gathering (layout), Dislike concerete surface



Team 6 – Likes



Team 1 – Mixture of concrete building space and green

Outdoor Environment and Landscape Additional Notes

- Team 1: Trees – Mission building and trees are warm and welcoming, should be bicycle and pedestrian friendly, connection to downtown
- Team 2: Needs walkways and benches, Heritage Theater is pretty and historic,
- Team 3: Well-lit at night, sensitive use of stucco in combination with other materials, design that is adaptable and not too avant garde
- Team 5: Large circular area for gathering, More native plants, Keep Trees,
- Team 6: Fruit trees / orchard – real or not, Avoid steps and uneven terrain, Like seating areas that are sensitive to overall layout, Strategically placed picnic areas, No concrete pads

2. Materials



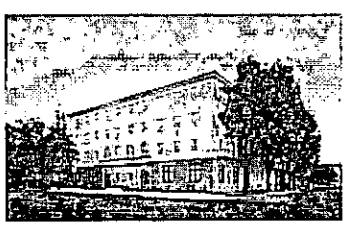
Team 2 – Stucco, Clay tile roof, Classic
Team 5 – Likes
Team 6 – Likes



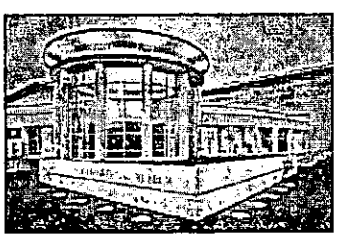
Team 1 – Wouldn't mind if all buildings looked like Ainsley House
Team 2 – Warmth, Stucco
Team 6 – Likes



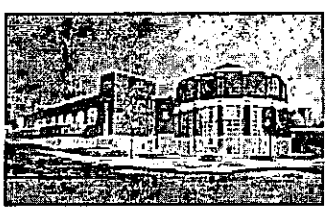
Team 1 – Green roof
Team 3 – Natural materials, Wood, Stone
Team 4 – Play off orchard and colors around us, Natural organic materials, Green Roof is good but might not work for Campbell



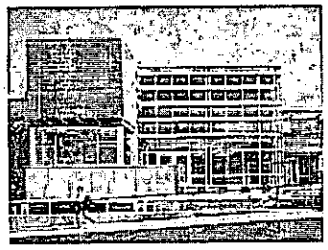
Team 3 – Stucco with brick, Scale, Elements



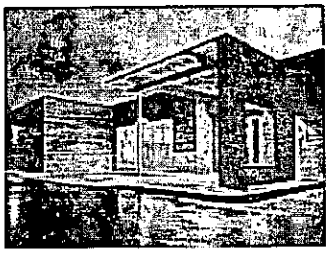
Team 2 – Glass / lots of lights, Like lighting, Accent lighting, Solid and Traditional



Team 5 – Likes



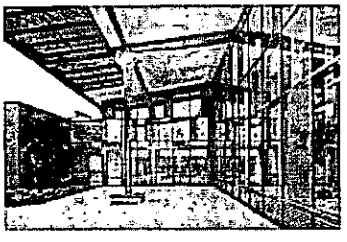
Team 6 – Likes



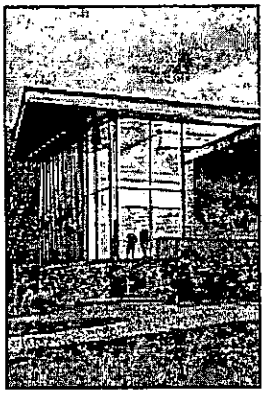
Team 5 – Likes



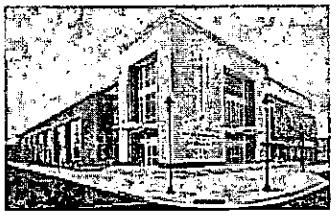
Team 1 – Windows, Scale, Walkways, Trees
Team 5 – Likes
Team 6 – Likes



Team 5 – Likes



Team 5 – Likes



Team 6 – Likes



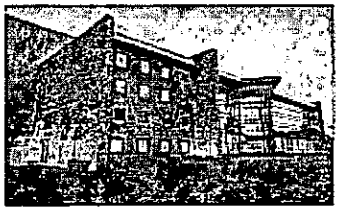
Team 1 – Likes Scale, Materials
Team 3 – Dislikes warehouse feel / not interesting enough



Team 4 – Natural materials, Orchards and hills



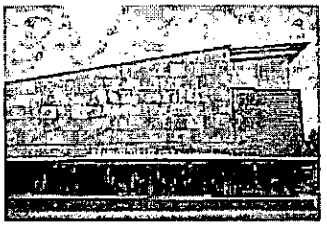
Team 1 – Historic feel but modern
Team 5 - Likes



Team 6 – Likes



Team 6 – Likes

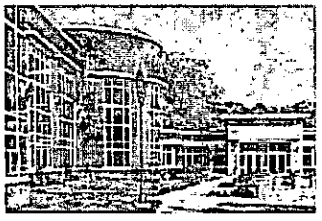


Team 5 – Likes

Material Additional Notes:

- Team 2: Dislike things that are too modern, Like clay tile and classic feel like Ainsley House
- Team 3: Generally like Brick, Well lit, Stucco used in a sensitive and not overwhelming way, Red tiles, Dislike anything too modern
- Team 5: Likes rounded shapes, Well lit at night, Natural light, Reflective of CC, Natural Materials
- Team 6: Dislikes concrete and glass. Likes Stone / slate, Brick, Wood, Adobe, Water element, Terra cotta (roof), Limited metal. Glass okay if next to the right materials

3. Style, Form, and Scale



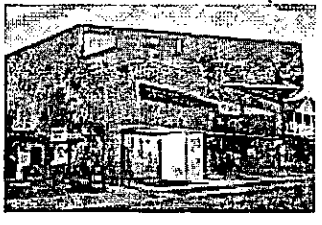
Team 1 – Tie in building with greenery and places to sit
Team 6 – Likes



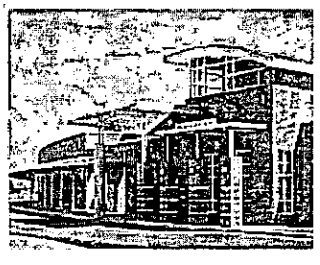
Team 5 – Historical Context
Team 6 – Likes



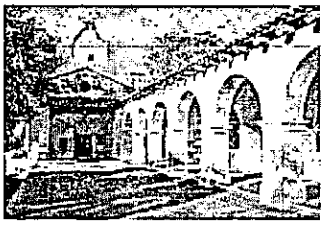
Team 5 – Public building Scale



Team 1 – New looking building in a small space



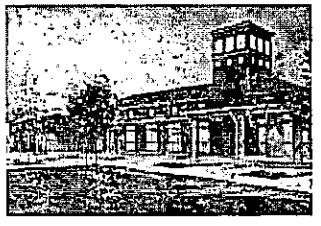
Team 1 – Like shape and brick



Team 1 – Feels warm and welcoming
Team 2 – Solid, Traditional, Dislike Spanish style
Team 4 - Clay tile roof, Traditional form, Style / form / scale
Team 5 – Arcade reflects origins, Warm colored paving
Team 6 – Likes



Team 1 – Similar to community center, Spanish style appeals, Not commercial look
Team 2 – Tower or dome, Civic Element
Team 3 – Old / new style, A little modern is good
Team 5 – Like a lantern



Team 1 – Like windows
Team 2 – Tower or dome, Civic Element
Team 3 – Window shape
Team 6 – Likes



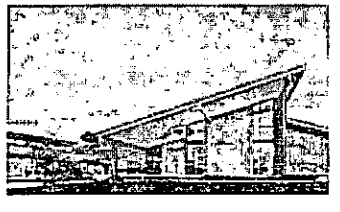
Team 1 – Like elevation in small space and greenery
Team 2 – Open, Windows, Stone
Team 3 – Well lit, Varied Materials, Inviting
Team 6 – Likes



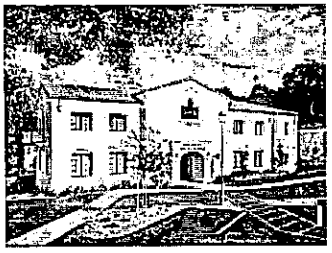
Team 3 – Similar style to Campbell, Design is adaptable



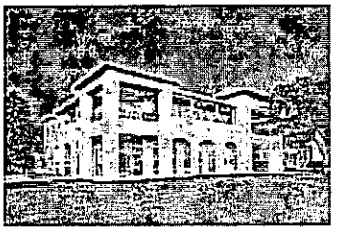
Team 3 – Like general style, Roof profile seem as both liked and disliked within group
Team 6 – Likes



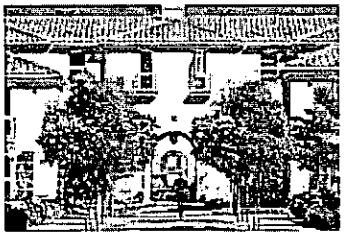
Team 4 – Plays off hills, Wood feel, Solar power potential, Natural lighting, Picnic table



Team 4 – Integrates well with current Campbell, Clay tile roof, Traditional form



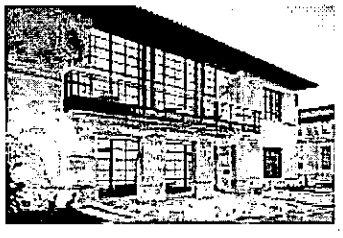
Team 4 – Two story form, Indoor / outdoor space, Balcony
Team 6 – Likes



Team 4 – Style



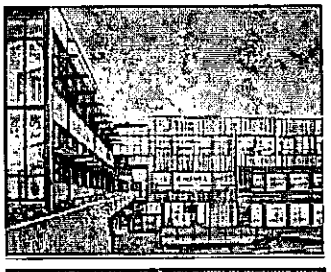
Team 5 – Clean lines, simple materiality, Open and incorporated, Like that it looks modern



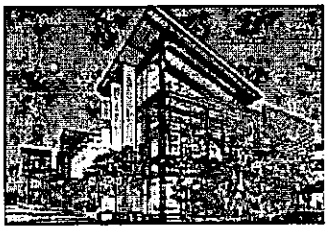
Team 5 – Historical context



Team 6 – Likes



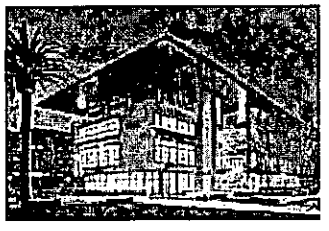
Team 6 – Likes



Team 6 – Likes



Team 6 – Likes



Team 6 – Likes



Team 6 – Likes signage

Style, Form, and Scale Additional Notes:

- Team 1: Group members had variation in preference from more modern and slightly large to brick or mission style
- Team 2: Civic element like tower or dome is good
- Team 4: Civic monumental form is good,
- Team 5: Open to and incorporate large communal space, Rounded shapes, Well lit, Natural lighting, Classical style, Wrap around public space without being a duplication of the architecture
- Team 6: Open and inviting, Tower effect – Beacon, Night lighting, Covered areas / walkways, Similarity to community center, California heritage – Spanish / Mission (capture but not replicate), Angular brick is too modern, courtyard, 3 stories above ground, Can have benefits after hours if it is done right, Good night lighting. Wished there was more like San Juan Batista, Modesto 40 years ago – historic and agricultural

VI. **Feedback on Forum**

A. What worked well and what could be improved?
   1. Could have provided more historic images
   2. It was structured in a way that guided us well. We were able to be let go and were not confined too much
   3. ABA - There was a lot of diversity of ideas. There were good ideas that were inspirational and a good amount of alignment between people's direction.

B. How did you hear about the forum?
   1. Public notification
   2. Next Door
   3. Newspapers
   4. Campbell Patch

C. Next steps - Other Opportunities for Input
   1. Council Study Session May 6th, 6 pm start
   2. Council Meeting (regular session) June 3rd, 7:30 pm start
   3. Community Survey, through March 25
      a) www.surveymonkey.com/s/CampbellCivicCenter
      b) Link will be on City website and Facebook
      c) Answer to question: You do not need to be a resident to take the survey
      d) Minutes and Power Point will be available online
      e) Post link on Next Door

ANDERSON BRULÉ ARCHITECTS

CITY OF CAMPBELL
CIVIC CENTER MASTER PLAN
User Group Session – Library Staff

MEETING DATE:	April 7th, 2014	REGARDING:	Minutes
MEETING TIME:	10:30 am – 12:30 pm	ABA PROJECT #:	14-0202-0
LOCATION:	Campbell Library		

CONTEXT: The City of Campbell has selected Anderson Brulé Architects and Jane Light Consulting to provide professional services for their Civic Center Master Planning Process. Today's meeting is an opportunity for library staff to provide their perspective on the City of Campbell Civic Center Master Plan, specifically regarding library services and the library's role in the Civic Center.

PURPOSE: The purpose of this meeting is to:
- Overview the Master Plan Process
- Review the Civic Center Draft Vision Statement
- Review the Community Needs Assessment to Date
- Provide input toward preparation of a Service and Operational Model specifically for the Campbell Library

INTENDED RESULTS:
- Shared understanding of the Master Plan Process
- Gather feedback on the Community Needs Assessment to Date
- Gain library staff insight toward goals and objectives for a Plan of Service for the Campbell Library

MEETING AGENDA

I. Why a Master Plan?

A. Introduction of ABA and Jane Light
B. Agenda Review
C. Process Overview
D. Civic Center Master Plan Approach Review SCC Library Strategic Operational Plan & Objectives
   1. Readings and Collections
      a) Early Literacy – ECRR, literacy resources
      b) Continued recognition for excellent collections and reference services
      c) Collections that respond to local trends, including mobile access to eBooks, demographic shifts, Common Core, international population
   2. Technology
      a) Virtual Library card
      b) Use technology systems to improve patron access to services:
         (1) New ILS, self-check machine upgrade, web site & CMS migration
   3. Information Literacy
      a) Increase computer & tech education for public, including classes, appropriate staffing, Tech Toolbars, etc.
   4. Public Awareness
      a) Staff & public awareness of core services and SCCLD brand
      b) Promote the use of library resources

Strategies, Architecture & Interiors

Anderson Brulé Architects Inc. 325 South First Street, 4th Floor San Jose, California 95113
Tel: 408 298 1885 Fax: 408 298 1887

5. User Experience & Convenience
   a) Responding to a community desire for immediate access to services and materials
      (1) More open hours
      (2) Faster turnaround times for new materials and holds
      (3) Self-service options
6. Programming & Community
   a) Continued recognition for responsiveness to and visibility in local community
   b) Every child in SCCLD has a library card
   c) Promote & enhance civic engagement

F. Library Trends
1. Staffs with broader skill sets
2. Cross-trained staff, able to assist with few referrals
3. Single service point becoming no service point?
4. Automated returns and sorting – e-book impact?
5. Lean work processes
6. Joint use facilities– Parks & Rec, Schools
7. On demand programming
8. Experiential and hands-on (maker spaces)
9. Customer driven & customer participation (social networking)
10. Mobile tech replacing fixed tech
11. Out and about (bicycle libraries, etc)
12. E-materials replacing physical ones
13. Community gathering place & center of civic engagement
14. Shared meeting spaces
15. Shared outdoor spaces
16. Shared parking
17. Shared customer service point(s)
18. Cross trained staff provide seamless services

II. Review Progress to Date

Review result of research, data gathering, and outreach processes

A. Community Needs Assessment
1. Community Forum Review
2. Survey Review

III. Identify Key Issues and Priorities – Small Group Discussion

A. Introduction to Exercise
1. Review Mission Statement for Campbell Library and SCC Library
   a) "The Santa Clara County Library is an open forum promoting knowledge, ideas, and cultural enrichment. The library provides free access to informational, educational, and recreational materials and services. In response to community needs, the library provides diverse resources on a wide variety of subjects and viewpoints and helps people use these resources."
2. Review Draft Vision Statement for Civic Center Master Plan
   a) "The Civic Center of Campbell will form the heart of downtown; a destination to celebrate our history, integrate interior & exterior activities and enhance the neighborhood while protecting the environment; a warm inviting place to engage, educate and strengthen the community"

B. Small Group Discussion / Large Group Presentation
1. Collections and Readings
   a) Skills that libraries promote – How do you think reading and reading promotion/learning will change for each age group?
      (1) Age 0-2
         (a) Teaching parent engagement
         (b) Family friendly environment
         (c) Early literacy development
         (d) Help families and children develop skills to be lifelong learners

(e) Playful and experiential place – bright rug and tactile things

(2) Age 2-5
- (a) School readiness
- (b) Age appropriate formats and materials
- (c) Inspire and instill love of reading
- (d) Less experiential and more formal

(3) Age 5-12
- (a) School support
  - (i) Coordinate relevant materials
  - (ii) Development of social
  - (iii) Development of research skills
- (b) More formal

(4) Teen / Age 13-18
- (a) Life and social skills
- (b) Educational support
- (c) Recreation

(5) Adults
- (a) Technology literacy
- (b) Reading
- (c) Writing skills
- (d) Creation of content / DIY
  - (i) Becoming experts and share that knowledge
- (e) Being a community and encouraging others to grow
  - (i) Local history
  - (ii) ESL
  - (iii) Health

b) Trends – What will collections look like and what will the community expect in the collections?
- (1) 50-60% electronic collections
- (2) Engagement in new applications that promote story development with multiple endings by children
- (3) Diverse community and technology needs

2. Programming and Community

a) As you consider the Vision of the Campbell Master plan – what types of programs would support achieving the vision?
- (1) Tutoring program – Free service for the community
- (2) Programs after school
- (3) Volunteers

b) As you begin to think about future programs – what spaces and equipment do you need to support creation and learning?
- (1) Focus on DIY
- (2) Maker space i.e. Sewing
- (3) Provide tools and gadgets

c) How do we balance flexible and adaptable spaces vs. customize spaces and equipment that allow for creative programming?
- (1) Corner spaces – Learn local history
  - (a) Pictures and archive articles
  - (b) 3-d sculpture or painting to highlight history
  - (c) Video to share history
- (2) Orchard City Green – Real trees
  - (a) Programs that embody the historical foundation of the City
    - (i) How to grow your own trees
    - (ii) Pruning and care of trees
    - (iii) Canning

d) How do you manage extend projects or programs – what kind of physical component will you need to support this service?
- (1) Partner with City

(2) Partner with local businesses – how to make cupcakes or sushi, how to fix a bike, how to plan a wedding – bring in local businesses to teach
(3) Incorporate programs based on variety of local services
(4) Senior computer classes – mobile programming
  (a) Bring the program to them where they live
(5) ESL – continue offering courses
(6) Foreign language – international language café where community members come to teach each other languages
(7) Expand computer training programs
(8) LGBT – speakers, awareness issues
(9) Health Fair – Partner with local health care providers, health screenings
(10) Program for mentally challenged adults
  (a) Educational programs – count money, grocery shop
  (b) Teach them everyday tasks
  (c) They already come to the library, so make their visit fun and meaningful
(11) Music programs – play, compose, learn instrument, music appreciation

3. Role of Technology in Library Services

a) When most users provide their own mobile computers (smartphones, tablets, etc.) to use in the library what kind of technology access equipment (if any) should the library be providing its users?
(1) Traditional services
  (a) Computer labs for physical access, separate from group collaborative areas
  (b) Charging stations spread out throughout library
    (i) Both loud and quiet areas
(2) Supplying spaces with different technology for training
  (a) Projectors, training rooms
  (b) Collaborative work spaces
  (c) Users can plug in a collaborate, share their documents
(3) Places to eat while using technology
  (a) Café space
  (b) Orchard City Green with WiFi
(4) Mobile apps and capabilities
  (a) Maps of building to help locate materials
  (b) Have mobile devices remembered to avoid re-learning Wi-Fi
(5) Maker spaces
(6) Kiosk spaces
  (a) Access learning databases (Mango, e-books)
  (b) Learn how to use technology
  (c) Staff may be able to support depending on availability
  (d) Download stations with demos
(7) Skype enables and dedicated spaces
(8) Loadable formats for collections and database
  (a) Enable others to see the library programs
(9) Having a "no plug"or "unplugged" zone which is technology free
  (a) No WiFi or technology
  (b) Very quiet or social activities
(10) Streamline payment process (Square, mobile roamer)
  (a) Purchase guest pass
  (b) Pay fines
  (c) Greeters at the door to assist in triage and to provide immediate service (Apple Store model)
(11) Support flip classroom
  (a) Support students listening to school lectures in library
  (b) Support students doing homework

4. User Experience and Convenience

a) What expectations about their user experience will the diverse library users have?
   (1) Want traditional quiet area (study rooms, etc.)
   (2) Noisy collaboration area
   (3) Have designated spaces for different types of uses
   (4) Computers and wireless – easier access
   (5) "On-demand" / downloadable books and materials directly from catalog
   (6) "Self-booking" / reservation of rooms
   (7) Apple store service model
      (a) Intake process
      (b) No service desk model
      (c) Less time needing to process materials

b) Will users want to participate in and contribute to library services?
   (1) Integrated / partnering library programs with community experts
      (a) Technology frees up resources
   (2) Virtual suggestion box
      (a) Collection material
      (b) General
   (3) Good as move away from physical items
   (4) Library programs with community experts
   (5) Suggest a book – bring more to forefront, use for programing as well

c) How can 24-7 service be available at a physical building with fixed service hours?
   (1) On call librarian – can call in the middle of night
   (2) Web available – e-books etc.
   (3) Popular material vending machines

5. Public Awareness and Marketing

a) As the library's role broadens, how will you imagine that you will let people know about all your services?
   (1) Promote through outreach
      (a) Send out brochures asking for input and advertising new building
      (b) Email, Local paper, Social media, Campbell Reporter, Campbell Express, Campbell Patch
      (c) Monthly updates – newsletter or papers Bus and light rail signs
      (d) Ads in Campbell theaters
   (2) Increase outreach during temporary library relocation
   (3) Good signage – events, hours open, easily see from far away
      (a) Scrolling signage
   (4) Innovative events
      (a) Crowdsource
      (b) Educate community about plants
      (c) Community kitchen, lend out cookware
      (d) Work inside and outside to teach about environment
   (5) A building you would come just to see the building
      (a) San Diego library new central library with dome, gorgeous building which is the center of community – draws you in
      (b) Spaces to bring community in
         (i) Concert hall
         (ii) Place to get married
         (iii) Atrium
         (iv) Rooftop terrace
         (v) Maker space
   (6) Library as welcome wagon / community concierge
      (a) Visitor's bureau
      (b) Go mobile especially during events
         (i) iPad, mobile cart, mobile printer.
         (ii) Model Apple Store – text or email transcript of requested info

(7) Take programs to the public
  (a) Pop-up story time at Farmers' Market
  (b) Puppet shows
(8) Partner with eBay
  (a) Send bookmobile there
  (b) eBay card or purchase cards for employees
(9) Partner with other local or city services
  (a) "Orchard" on roof, drought resistant seed program – Parks and Recreation
  (b) Mini Orchard Valley in café at library
  (c) Archives, program, genealogy – Campbell History Museum

6. Information Literacy
  a) Aspects of literacy
    (1) Reading – print, traditional
    (2) Technology – beyond technology itself
      (a) How do I use this device
      (b) E-readers
      (c) Download content
    (3) Social / community – early literacy, ESL, group participation, maker spaces
    (4) Cultural / historical
    (5) Health
    (6) Financial
    (7) Lifelong learning – parenting etc.
  b) What will literacy be 10 years from now?
    (1) Interactive, collaborative
    (2) Designed and propelled by public needs
      (a) Developing relationship with community
      (b) Keep up with the pulse of the community
    (3) Destination for user experience
    (4) Continue helping individuals find and evaluate information in any format
      (a) Still relating to literacy, but in more interactive way
  c) How will the library assist in increase literacy
    (1) Collaborative spaces
      (a) Community room that is larger more interactive
    (2) Computer lab for e-learning

IV. Summary of Findings – Large Group Discussion

A. One concern is still basically a resource to check out book or DVD to take. Still need to be inviting to this group of home users that use it because it is free, come in a get what they want and leave
B. Appreciation of Farmers' Market, but can feel overrun by outsiders
C. Must be flexible. We don't know what is coming in 10 years so we need the capability to change spaces
D. Patrons appreciate the close knit connection with staff. Appreciate ideas that enable more of this
E. Importance of the experience of the Library and Civic Center
F. Being able to recognize each person that comes in the door, staff knowing what is going on that day, armed with knowledge
G. Concierge approach, solve easy problems quickly and connect to additional resources
H. Collaboration as a theme – with local businesses or opportunities to collaborate with each other
I. Leveraging resources – not doing everything, but being a convener to other services
J. There are lots of different services that are not going away
K. Need a library that is flexible and can do more and do it better
L. Opportunities to do things in ways that gives space to programs that need it
M. Hold on to what is working and adapt to what is changing
N. Improve accessibility and minimize physical limitations, as well as hours of operation
O. Opportunities to think outside the box

V. Feedback

A. I wish we had the small group questions ahead of time - Would have been the most helpful for reading and collections

B. Group discussed and felt that having to spontaneously answer the questions together made it a more creative process

C. Liked the small group breakout sessions

VI. Next Steps

A. Other Opportunities for Input

1. Council Meeting Study Session - May 6, 2014
2. Council Meeting on June 3, 2014
   a) On main agenda since it is not a study session
   b) Selecting direction for 3 scenarios

ANDERSON BRULÉ ARCHITECTS

CITY OF CAMPBELL
CIVIC CENTER MASTER PLAN
Staff Workshop

MEETING DATE:	April 8, 2014	REGARDING:	Minutes
MEETING TIME:	2:30 – 5:30 pm	ABA PROJECT #:	14-0202-0
LOCATION:	Council Chambers		

CONTEXT: The City of Campbell Council has made a new Civic Center Master Plan a priority .This is a first step in understanding the service goals and priorities that will lead to the development of an architectural program for a new Civic Center. This meeting is meant to be an open and collaborative discussion with staff to assess service and operational goals and concerns for future Civic Center facilities. Service concepts will be reviewed as to how they may enhance the services provided to the community.

PURPOSE: The purpose of this meeting is to:
- Review Draft Community Vision and Community Needs Assessment
- Engage in a Detailed Discussion about Service Goals and Objectives
- Discuss How City Program Elements Will Best Work Within the Overall Master Plan

INTENDED RESULTS:
- Gather Feedback on the Community Draft Vision and Community Needs Assessment
- Understand the Service Priorities and Future Role of City Services Within the Community
- Identify the Service Delivery Needs for your Department/Group
- Identify the Operational Goals/Challenges for your Department/Group

MEETING AGENDA

I. Introduction and Agenda Review

A. Introduction to ABA
1. Over a year ago City Council made re-planning the Civic Center a top priority
2. Request for Proposal process went out and ABA was selected
3. ABA, Callander and Associates, and Jane Light Consulting make up the team
4. Process includes a Core Team, Community Forum, Library Staff Workshop, City Hall Staff Workshop, Community Focus Group, Staff Interviews, and City Council Review

B. Agenda Review

C. Process Overview
1. The process will begin by looking at a future service model for the delivery of City services
2. We will look at ways to optimize customer service through better adjacencies, and we will look at how services could be improved
3. Later an architectural program will be developed that reflects the needs of the Service model, but first need to understand the future service delivery model
   a) Sometimes services are defined by facilities due to their limitations or lost opportunities for improvement because of space constraints
   b) Today is not about architecture or master planning. it is about service and operational models. We will be looking at the current arrangement – what is working and what is not. and then look to the future to see how things should be to improve customer services
4. Reviewed Process Map to see the process participants and understand who is doing what and when throughout the process

Strategies, Architecture & Interiors

Anderson Brulé Architects Inc. 325 South First Street, 4th Floor San Jose, California 95113
Tel: 408 298 1885 Fax: 408 298 1887

a) This can be accessed online on the City's website
b) The steps to the process include Process Validation, Master Plan Vision, Needs Assessment, Service and Operational Plan, Program and then scenarios will be developed

5. Three facility scenarios will eventually be developed and presented to City Council then one will be selected and refined as the approved master plan
6. It is important to talk about why services/departments are on the site so we can respond to the community questions about types of services offered on the Civic Center site
7. Reviewed organizational relationships
8. Reviewed Campbell demographics
   a) Diverse age, educated community
   b) Following growth projections
   c) Socio economic data to paint a whole picture of the community
      (1) Large percentages are considered "Trendsetters" and "Urban Chic"
         (a) Trendsetters - Young, Mobile, Singles and Families, Educated Professionals, Predominantly Apartment Renters, Average Age of 35.1 years
         (b) Urban Chic: Sophisticated Exclusive Lifestyle, Married Couples Mostly without Children, Educated Professionals, Predominantly Home Owners, Average Age of 28.7 years
      (2) These two tapestry segments make up over 60% of the population
      (3) The three next largest segments define in total 25% of the population, and an additional four minor segments define the remaining 12% of the population

II. Review Progress to Date

A. Community Forum
   1. Draft Vision Statement Process
      a) The Core Team identified key words and phrases for the Civic Center which was then built upon by the community
      b) Draft vision statements written by the community at the forum. This informed the later draft vision statement which was summarized by the consultant team
   2. The community reviewed the character of the Civic Center so ABA can get a sense of the type of building look and feel that the community is imagining and overall design expectations that will help frame the costs associated with certain building types and quality expectations

B. Community Survey
   1. Community is generally satisfied with services
   2. Important values were identified by community
   3. Library identified as being most in need of updating
   4. Throughout the survey, parking was also selected as needing upgrading
   5. There was general consistency in opinion, though some diversity within it as well
   6. Summary of survey results will be available on-line

III. Vision Statement

A. Draft of Vision Statement for Civic Center Master Plan
   1. A draft vision statement has been created based on the feedback heard so far from the Core Team, Community Forum, and Community Survey
   2. *"The Civic Center of Campbell will form the heart of downtown; a destination to celebrate our history, integrate interior & exterior activities and enhance the neighborhood while protecting the environment; a warm inviting place to engage, educate and strengthen the community"*
      a) There were diverse focuses but many people wanted it to be the heart of downtown.
      b) It does not include parking as a statement, although it has been consistently identified – might want to add something
      c) This will be reviewed with the Public Focus Group for further comment

IV. Service Delivery Discussion

A. Reviewed Trends in City Services

B. Question: How is the public being engaged within all groups and ages for the Master Plan process?

- a) The entire public at large was invited to community forum, but the attendees tended to be less associated with the majority population. Seniors were very well represented.
- b) The Public Focus Group on April 9th should be more representative of the demographics
- c) The process has been developed with many points of engagement so who is getting involved and when has been carefully planned
- d) The Planning Department can also let us now if there will be any major demographic shifts coming based on what projects are in development
  - (1) Generally mixed-use, higher density especially along transit lines are being developed. Smaller units which cater to younger married couples without children – likely a younger crowd for the future of Campbell but will fall into same tapestry areas as currently

C. Small Group Breakout Group – Departmentally focused groups

D. Large Group Presentations

1. Public Safety
   - a) Who do you serve? Who serves you?
     - (1) Serve citizens 24/7
     - (2) Police department works with IT, Public Works, Building Maintenance, Vendors
   - b) What processes in your department currently work well? Which could use refinement/improvement?
     - (1) Work well
       - (a) Patrol, dispatch, and records in same location
       - (b) Investigations being centrally located near other city service (City Hall / Finance)
     - (2) Do not work well
       - (a) General security
       - (b) Back parking is not secure
         - (i) Trailer in back with patrol and traffic is difficult
       - (c) Evidence stored in three locations, off-site
       - (d) PDA
       - (e) Custody
         - (i) Juvenile and adults cannot be together
         - (ii) Walls are too thin to do multiple interviews at once
         - (iii) Bathrooms and holding are disjointed
       - (f) After-hours services – Challenge at night trying to man front desk and dispatch
       - (g) Data / IT
         - (i) Storage availability
         - (ii) Access to information after hours
   - c) What services can you not currently provide that customers need or want?
     - (1) Specialized positions – juvenile resource officer, DARE officer
     - (2) Secure bathrooms for prisoners
   - d) What are the five key service delivery goals/priorities of your department?
     - (1) PD access to community 24 hours a day
     - (2) Response time to priority calls
     - (3) Better security for the Civic Center campus
       - (a) More supervision
       - (b) Functional alarm system
     - (4) Response to every call for service
     - (5) Find more effective ways to access and process data (traffic camera) and communicate with citizens

e) What potential impacts do you see for your department in the Master Plan? Positive? Negative?
   (1) Positive
      (a) More space
         (i) Better integration between all departments
         (ii) More conference rooms
         (iii) Workspaces
         (iv) Interview rooms
      (b) Increased safety for all employees
   (2) Negative
      (a) Disruption during any improvements
   (3) Santa Clara Police Department's new facility is a good model
      (a) Room to grow, secure parking, all inclusive
   (4) Offsite opportunity
      (a) Positive
         (i) More room and open space
         (ii) Parking
         (iii) Can lock up City Hall
         (iv) Less criminal elements exposed to Civic Center employees and users
         (v) All under one roof to increase efficiency
      (b) Negative
         (i) Currently located at center of City
         (ii) Longer response time to City Hall
         (iii) Disconnected from administrative duties at City Hall (Finance, mail)
         (iv) Disconnected from other City Hall employees

f) How are 'best practices' like your service model or how are they different?
   (1) Prisoner custody – currently disjointed and unsafe for Civic Center employees
   (2) Vehicle data / charging – currently inadequate

2. Museum and Recreation
   a) Who do you serve? Who serves you?
      (1) Museum
         (a) Serve general public – School children (age 7-9), seniors (age 55+)
         (b) 3000 wedding guests a year
      (2) Recreation
         (a) Singles and families (depending on focus of special event)
         (b) Sometimes age 30-65, sometimes age 20+
      (3) Work with Police, Public Works, Maintenance, Groundskeepers (Ainsley Garden, Park), Community Center staff, coordinate with Library hours
   b) What processes in your department currently work well? Which could use refinement/improvement?
      (1) Work well
         (a) Location of Police works well
         (b) School programs work well
         (c) Proximity for outdoor events
      (2) Do not work well
         (a) Not enough collection storage space
         (b) Museum is separated from Parks and Recreation
         (c) IT issues being separate from Civic Center
         (d) Landscaping – not necessary, blocks view,
            (i) Services obscured from public
         (e) Public accessible restrooms
         (f) Lack of lighting at night
            (i) Unsafe for employees to take down late events

(g) No permanent storage for Summer Concert Series
(h) Not enough power on Orchard City Green
(i) Limited variety of outdoor spaces / limited capacity
(i) Scheduling of space / events
(j) Parking – note enough and poorly laid out

c) What services can you not currently provide that customers need or want?
(1) Lectures
(a) Current library space cannot charge admission for events so cannot make a profit to pay for lecturers
(2) Rotating exhibit space
(3) Space for visiting researchers to work
(4) Movies on the Green – not enough power
(5) Amenities for outdoor events
(a) Restrooms, kitchen, adequate power, storage
(6) More nighttime events – not enough venues (weddings, movies, etc)

d) Have you benchmarked other City services that you feel are examples of best practices?
(1) Recreation – Morgan Hill Concert Series
(2) Museum – American Alliance of Museums, Association of State and Local History

e) How are these 'best practices' like your service model or how are they different?
(1) Storage to exhibit ratio should be 3:1 but is currently 1:4

f) What are the five key service delivery goals/priorities of your department?
(1) Recreation
(a) Bigger space to accommodate larger crowds
(b) Storage for concerts (currently use POD)
(c) Parking / hide dumpster
(d) Permanent bathrooms
(e) Lights for area (night events, movies, clean up)
(2) Museum
(a) Storage for collections / research space
(b) Public program space
(c) Visitor orientation area
(d) Bathrooms and kitchen
(e) Parking

g) What potential impacts do you see for your department in the Master Plan? Positive? Negative?
(1) Positive
(a) Fully integrate museum into City services
(b) Increased safety
(c) Drought resistant landscaping
(d) More parking with better layout
(e) Auditorium, lecture space, classrooms
(i) Ability to charge admission
(f) Space for rotating exhibits / storage
(2) Negative
(a) Disruption of service
(b) Could decrease donations to museum

3. City Manager, Finance, Community Development

a) Who do you serve? Who serves you?
(1) Serve the public
(2) Liaison to other departments
(3) Serve each department

b) What processes in your department currently work well? Which could use refinement/improvement?
(1) Work well

(a) Like that Planning, Building Department, Public Works, Finance, and Community Development are on same level
(b) Receive compliments on services and small town atmosphere
(c) Quick turn around on payments

(2) Do not work well
(a) Business license process is convoluted
(b) Lower level feels like a dark underground dungeon
(c) Finance is separated from City Managers
(d) Fumes from vents especially during outdoor maintenance
(e) Fewer staff, more complex systems – affects customer service
(f) Not enough online services
(i) Can't provide online research
(g) New website is hard to use
(h) City manager reception becomes triage are
(i) Security for employees
(i) Need better signage
(j) Police Department next to Finance – drop in "customers"
(i) Finance with cash is not as protected
(k) Police Department needs better public interface for customer service
(l) Staffing issues with improved customer service

c) What services can you not currently provide that customers need or want?
(1) Provide monthly community sessions
(a) How to
(b) General Interest
(c) Collaborative Engagements
(d) Indoor and Outdoor Meetings
(2) More public meetings
(a) Capacity for 30 or more people

d) What are the five key service delivery goals/priorities of your department?
(1) Finance
(a) IT services
(b) Good customer services
(c) Better internal communication
(d) Providing more with less
(e) More efficient
(2) Community Development
(a) Provide general information
(b) Explain processes clearly
(c) Manage schedule / project flow
(d) Meet deadlines / finish on time
(e) Follow up support to completion / final occupancy
(3) City Manager / Human Resources / Clerk
(a) Transparency to public
(b) Quick response time to Community
(c) Timely reports out
(d) Update policies that are outdated
(e) Create organizational cohesion

e) What potential impacts do you see for your department in the Master Plan? Positive? Negative?
(1) Positive
(a) More light
(b) More room to appropriately work
(c) Better meeting, office, waiting areas
(i) Not over the top, just comfortable
(ii) Not oversized
(iii) Finance lobby can be decreased

(d) ADA accessibility at all counter spaces, restrooms, entries
(e) Better signage
(f) Baby changing stations in restrooms

(2) Negative
(a) Phasing of project

4. Public Works

a) Who do you serve? Who serves you?
(1) Serve residents, coworkers, council, volunteers, other departments, business community, other public / private agencies, developers, engineers, the public
(2) Served by consultants, public agencies, vendors, contractors, Building Maintenance, IT, Finance, City Clerk

b) What processes in your department currently work well? Which could use refinement/improvement?
(1) Work Well
(a) Maintenance, service requests, traffic work orders, project conditioning, timely response to online requests, responsive customer service (a real person responding, follow through with residents), land development
(2) Does not work well
(a) IT, - need better technology in the field
(b) Meeting space – better technology and more spaces
(c) Service request system – how to track requests from public
(d) Counter space – does not support public interface
(e) Data access from the field
(f) Departments are separated and not strategically placed – Public Works and Planning have to cross public space to get to one another
(g) Workspaces / front counter – too close together to work efficiently and not get distracted

c) What services can you not currently provide that customers need or want?
(1) On demand record information (self service)
(2) In person services – paying utility bill etc.
(3) Central information center
(a) Self service
(b) 24 hour service center by phone

d) Have you benchmarked other City services that you feel are examples of best practices?
(1) Sunnyvale, Cupertino, Milpitas, San Jose, Hayward

e) What are the five key service delivery goals/priorities of your department?
(1) Responsive
(2) Accurate
(3) Cost effective / Value
(4) Friendly
(5) Collaborative Team

f) What potential impacts do you see for your department in the Master Plan? Positive? Negative?
(1) Positive
(a) Well planned space
(b) Windows and natural light
(c) Outdoor gathering space where city employees can have private discussions
(d) LEED Silver accredited building
(e) Map room alternative
(f) Gym
(2) Negative
(a) Disruption of construction

(b) Change is hard for staff
(c) Cost of improvement

E. Key Findings
1. IT and ADA issues at counters
2. Disconnected experience for customer with departments at different floors
3. Customers who should go to Police Department end up in different places – where protection is or isn't
4. Consistency in lack of space for working environment – employee safety, being distracted by cross traffic due to departmental proximity
5. Restrooms after hours, meeting rooms for public
   a) Improvement of public facilities which could also improve city facilities when looking at joint use

V. Operational Goals Discussion

A. Small Group Breakout Discussion – Cross Functional Teams
B. Large Group Presentations
1. Group 1
   a) What are the three to five critical operational issues/goals you have for a new facility?
      (1) Improving customer interface
         (a) Maintain human interface
         (b) Electronic kiosk
         (c) Better signage / way-finding
      (2) Cohesiveness between departments
         (a) Adjacency -
      (3) Need appropriate spaces and support spaces
         (a) Quantity and quality of meeting spaces
         (b) Code and safety issues (ADA)
         (c) Humidity control (archives)
         (d) Regulatory issues (how things are stored)
            (i) Legal compliance
      (4) Centralized community events Operational Plan
         (a) Spaces identified
         (b) Coordinated between departments
         (c) Where are events? Who is operating them? When?
      (5) Parking plan
         (a) Identifies needs, uses, and times
         (b) Policies
         (c) Shared use allocation – City employee versus event / short term
         (d) Reserved city employee parking – can be off site
      (6) Improved signage, creation of operations plan, and some parking organization can take place now and do not need to wait for the Master Plan
   b) Who does your department need to be physically adjacent to?
      (1) Adjacent – City Manager / City Clerk / Human Resources
      (2) Independent – IT
      (3) Independent – Police Department
      (4) Adjacent – Public Works, Planning, Building, Finance
      (5) Independent – Museum
2. Group 2
   a) What are the three to five critical operational issues/goals you have for a new facility?
      (1) Improved circulation and accessibility for public
      (2) Increased space and storage
      (3) Improved security
      (4) Improved IT / efficiency
      (5) Lighting and parking

(a) Adequate for all employees and users at any time / shifts
(6) Safety of employees, community, and site

b) What changes to your current operations would you have to make to achieve your operational goals?
(1) Badges for security – areas that are not accessible to public
(2) Changes to departmental layouts and sizing
(3) More space for storage – sizes will have to changes
(4) Parking structure needed
(5) Landscaping – addresses security, blind spots, and lighting
(6) IT – more high technologically advanced building is needed
(7) Better communication between departments
(a) High level of communication / coordination during construction
(b) Better signage for public

c) From the public's perspective, which departments / groups should be physically close to one another? Who does your department need to be physically adjacent to?
(1) Police department – can increase efficiency by reorganizing internal departments
(a) Separate police facilities, but still have them on site
(b) Having PD on site makes Civic Center feel more secure
(c) Provide direct City Hall, employee only access to Police
(2) Move meetings back to Civic Center site
(a) No longer have Police using Community Center for meetings
(b) More efficient for Police while also frees the spaces to rented
(3) Adjacent – Public Works, Community Development, Building, Finance
(a) All on same level – easier for public
(b) Finance needs to be secure
(4) Adjacent – Public Works and Community Development
(a) Interact frequently
(5) City managers do not have as many critical adjacencies to departments
(6) Traffic engineer interacts with Police frequently but might not need to be particularly adjacent
(7) Adjacent – Code Enforcement and Police

3. Group 3

a) What are the three to five critical operational issues/goals you have for a new facility?
(1) Space allocation – based on current and future staffing plan
(a) Some spaces do not need to be as large as they are
(2) Parking and accessibility
(3) Ease of use – flow, signage
(4) Support Civic use – meetings, events, dialogue
(5) Security
(6) Storage
(a) Police and museum could share secure storage

b) What changes to your current operations would you have to make to achieve your operational goals?
(1) Private meetings held in vehicles outside – notify coworkers of intent\
(2) Increase digital storage
(a) Decreases need for physical storage
(b) Provides better access to information
(3) Share space – separated, closed off spaces can be used for meetings or focused workspace
(4) Central information desk – one main point of service and orientation
(a) Continue to talk to people and not machines

c) From the public's perspective, which departments / groups should be physically close to one another? Who does your department need to be physically adjacent to?

(1) Independent – Police
(2) Adjacent – Administration
(3) Adjacent – Development
(4) Adjacent – Public Works, Planning, Building, Finance
(5) Adjacent – Ainsley House and Historical Museum
    (a) Would be easier to staff with only one main entry point
(6) Independent – Library
(7) School groups attend both Library and Museum
    (a) Children cannot cross a street when dropped off by buses
(8) Shared meeting spaces – between City and Library
    (a) Use council space during off hours

VI. Conclusion

A. Feedback
   1. It was fun
   2. Groups were good and having facilitators was helpful
   3. Learned from each other – open communication. Learned about other departments
   4. Same concerns identified across different departments
   5. Can start to identify what changes can be made before Master Plan is done

B. Action Items and Next Steps
   1. Council Meeting Study Session - May 6, 2014
   2. Council Meeting on June 3, 2014
      a) On main agenda since it is not a study session
      b) Selecting direction for 3 scenarios

ANDERSON BRULÉ ARCHITECTS

CITY OF CAMPBELL CIVIC CENTER MASTER PLAN
Focus Group Meeting

MEETING DATE:	**April 9th, 2014**	REGARDING:	**Minutes**
MEETING TIME:	**6:00 – 8:45 pm**	ABA PROJECT #:	14.0202.0
LOCATION:	Campbell City Hall		

ATTENDEES: Pamela Anderson Brulé, *ABA*
Katherine Masleid Rivard, *ABA*

CONTEXT: As part of our process for the City of Campbell Civic Center Master Plan, we are reaching out to a cross section of the community to help us better understand the City's service needs and priorities. This Focus Group meeting is meant to be an open and collaborative discussion with a demographically representative group of individuals, who are interested in the future of the City.

PURPOSE: The purpose of this meeting is to:

- Overview the Master Plan Process
- Discuss the Draft Vision for the Project
- Provide Input to the Determination of Service Priorities

INTENDED RESULTS:

- Shared Understanding of the Master Plan Process and Participants
- Develop an Understanding of the Current and Future Service Needs of the Community from this Group's Perspective
- Develop an Understanding of the Service Priorities for the Delivery of City Services
- Assess which of these Services are Best Delivered on the Civic Center Site

AGENDA ITEMS

I. Introduction / Agenda Review

II. Why a Master Plan?
- A. Introduction to ABA
- B. Agenda Review
- C. Process Overview

III. Review Progress to Date
- A. Community Forum
- B. Community Survey

IV. Introduction of Participants
- A. Who do you feel you represent in the community?
- B. Do you use City and community services? If so, which ones, how often and for what purpose?
- C. Introductions
  1. Jacquie – 12 year resident, renter for 8, purchase home 4 years ago, loves living in Campbell, very drawn to community, worked at eBay, support high speed internet, use services tennis court class, Civic Improvement Committee, Parks and Rec Commission
  2. Al – 50 year resident, previous Fire Department employee, Parks and Rec Committee for 6 years, same house 45 years, busybody
  3. Giana – Police Explorer program participant, plays soccer

4. Susan – over 30 year owner in downtown, Downtown Neighborhood Association, educator, Historic Preservation Board
5. Barbara – 41year resident, active when Ainsley house was moved, Museum Board Chair, Campaign Director, rooted in museums, Historic Preservation Board for 3 years, work for History Museum in San Jose, focus on museum and museum needs
6. Connie – moved back to Campbell 3 years ago, family here since 1960, volunteer at Police Department
7. Nicholas – 11 year resident, 7th grade Owen Middle School, represents students, uses library a lot
8. Payton – 12 year resident, represents students, Westmont High School freshmen, helps with middle school students and activities
9. Sandy – lived for 25 years in Campbell, represents community, attends Summer Concert Series, work for Town of Los Gatos
10. Lisa – single adult, 7 year resident, born here, user of Community Center, Library, Ainsley
11. Christine – 10 year resident, senior at Westmont High School, Uses Community Center and Library, involved in school's leadership
12. Jane – 51 year resident, property owner, Pruneyard Neighborhood Association, docent at Ainsley
13. Pam – 30 year resident, Chamber of Commerce Board for 10 years, Country Women's Club of Campbell, Planning Commission, empty nester, user of Farmers' Market, Downtown, Ainsley
14. Brenda – 12 year resident, SCC volunteer at Police Department, used more facilities when her son was younger, user of Farmers' Market and Library, though less now
15. Jann – 30 years resident, Community Volunteer, HOA, Fun Runs participant, Library user, former Parks and Rec Commissioner
16. Paul – Lives in Cambrian area, Campbell business owner Plaza Theater - started 40 years ago, moved office to business center
17. Mike – wife was born and raised here, part of Cambrian area for 36 years, excited to be incorporated, volunteer with Fire and Police Department, user of Library and Farmers' Market
18. Barry – 37 year resident, president of Downtown Neighborhood Association, attends Farmers' Market every week, user of Library and Community Center

V. Vision Statement

A. Review Draft Vision Statement
   1. Plan will be designed to flow so that things like parking are close to the services they relate to
B. Revise Draft Vision Statement – Comments received:
   1. "The Civic Center of Campbell will form the heart of downtown *providing intuitive and efficient services;* a destination to celebrate *and preserve* our history, integrate interior and exterior activities and enhance the neighborhood while protecting the environment; a warm inviting place to engage, educate and strengthen the community"

VI. Community Service Needs – Current and Future Needs

A. Small Group Breakout
   1. What do you appreciate about the services you receive? What is working well? Where is there opportunity for improvement?
   2. What community needs are not being met through current services?
   3. In the next 10 years, how would you imagine community needs and services changing?
B. Large Group Discussion
   1. Group 1
      a) Services Used
         - Planning, Public Works, Summer Concert Series, Farmers' Market (Privately managed event), Carol of Lights (Downtown Business Association), Police, History Museum, Ainsley House, City Manager's Office, all City Hall departments, Community Center, Parks and Recreation
      b) What is working well?
         - Receptiveness of staff
            (i) Friendly and Receptive – Can walk in and say hi and ask for help
            (ii) Open Door Policy

- Small town feel
- Invested in community
- Events bring people together
  - (i) Seniors and youth connect
  - (ii) Builds community
- Variety of classes offered
- Easy to find what you need

c) Where is there opportunity for improvement?
- Library
  - (i) Not big enough
  - (ii) Community Room is booked six months ahead
  - (iii) Limited access to internet and computers / technology
  - (iv) Not adaptable
  - (v) Not energy efficient
- Charging stations for cars
- Museum
  - (i) Storage is in bad shape
  - (ii) Space for collections
  - (iii) Archiving
- Ainsley House and Carriage House
  - (i) Storage
  - (ii) Renovation
  - (iii) Protection / maintenance (water, mildew, rodents)
  - (iv) Restrooms
- Outdoor accessible restrooms – especially during summer concerts
- Flow and access on roads
- Adequate parking – we need to be able to park easily
- If activity increases, so will parking demands
- Directional signage – how to get from here to there
- Wall or area for outdoor movies
- Adaptable exterior space for variety of events
- Community meeting rooms with waived fees
  - (i) Next Door
  - (ii) Sports Teams
  - (iii) League of Women Voters
  - (iv) Etc.
- Police needs more space
- Larger, more appropriately sized offices for city staff
- New EOC
- Accessibility
- More natural light for an open and inviting space
- Better lighting for safety along pathways
- Outdoor power

d) What community needs are not being met through current services
- A place for community engagement
- More senior and youth services
- Heritage Orchard
- Museum
  - (i) Safe place for school group drop offs by bus
  - (ii) Space for school programs
  - (iii) Storage shed for farm equipment as part of site
  - (iv) Expand programs
  - (v) Maintenance, collections, storage
  - (vi) Include protecting our history as part of Vision

e) In the next 10 years, how would you imagine community needs and services changing?

- Consider impact on Campbell Avenue traffic
- Development frenzy and growth impacts
- Preservation of open space – don't lose remaining orchard
- Technology – greater use of technology
- Civic Center as the social center of Campbell – a place to meet with others and talk
- More environmentally friendly – use of solar power

2. Group 2
   a) What do you appreciate about the services you receive? What is working well? Where is there opportunity for improvement?
      - Very pleased overall
      - Accessibility of staff – even in Public Works ☺
      - Ainsley House – provides historical perspective
      - Campbell History Museum
      - Responsiveness of services - Police are highly responsive
      - Fire Department is very involved with community
        (i) CERT – Community Emergency Response Team is very good here
      - Free parking – during certain hours parking is usually available
      - Farmers' Market – provides sense of community and diverse stalls
        (i) Crafts
        (ii) Food / produce
      - Building and Planning do a great job compared to other communities, but need more room
      - Community Center provides good recreation services
        (i) Skate park
        (ii) Swimming pool is still open for free swimming in summer

   b) What community needs are not being met through current services?
      - Parking is not always available
        (i) Limited parking during evenings, Sundays, or festivals
        (ii) Light rail station gets clogged up
        (iii) Inadequate handicap parking
      - History Museum
        (i) Too separated from Civic Center
        (ii) Blends into downtown too much
        (iii) Do something to distinguish it, or alternatively move it
      - Carriage House
        (i) Poor kitchen services and equipment
        (ii) Cannot adequately support events
      - Some city services are understaffed
        (i) Need more staff at counter for Planning and Building
      - Police Department
        (i) Does an amazing job considering their working conditions – underground and in trailer
        (ii) Need better facilities
        (iii) Could be moved to another location since you usually are not coming to the Civic Center for the Police Department
      - Better space utilization
        (i) Need underground parking
      - Chamber of Commerce could be moved to Civic Center
        (i) Still needs to be a viable part of the community

   c) In the next 10 years, how would you imagine community needs and services changing?
      - Transportation – increased traffic
      - Technology will need to improve
      - More families in area, younger demographic overall
        (i) More young professional – will need a cool place to hang out
      - Support for education – increased need

(i) Crowded schools
(ii) Not much community involvement in schools
(iii) More support for Library

- Service clubs are growing – they will need support space
- Pruneyard might change overtime – potential move toward higher density
- Retain Campbell's community spirit
- Increased need for renewable energy and environmental preservation
  (i) Renewable building materials
  (ii) Electric car charging stations

3. Group 3
   a) What do you appreciate about the services you receive? What is working well?
      - Hours of availability
      - Staff availability
      - Quick police response
      - City Council is responsive
      - Parking is close
      - View of Ainsley house through Orchard City Green
      - A sense of open space with mature trees and views to the Tower and mountains
      - Important that the site is not all filled up with 'architectural stuff'
      - Firehouse forms a link to downtown
      - Good interaction with other jurisdictions

   b) Where is there opportunity for improvement?
      - Need more parking
      - Better support for Ainsley House – more funds and better advertising
      - Public art to bring people into the site
        (i) Maybe a large and dynamic statue
        (ii) Community art
        (iii) Evoke history
        (iv) Provide a landmark
      - City Hall and Library should have their own distinct appearances (unlike now)
        (i) Community Center and historic school are good architectural style
        (ii) Civic Center should provide a continuity of community identity
      - Museum
        (i) Improve current facilities
        (ii) Do not relocate – don't move historical museum – it creates a connection to downtown
        (iii) Make entrance more clear
        (iv) The tapestry and texture of downtown creates interest
        (v) Needs more storage space
        (vi) Needs more publicity
      - Need a place for teens to hang out later in the evening
      - Performance area
        (i) A place for recital and music performance outside of school
        (ii) School facilities are too small
        (iii) Outdoor amphitheater
      - Community rooms in Library
        (i) Multiple adaptable rooms of different sizes for different needs
        (ii) Study space, meeting space (community groups and business)
        (iii) Dividable spaces
      - Maintain a sense of place
        (i) Presence of trees
        (ii) Views to foothills and water tower
        (iii) Maintain history
      - Better signage – increase ability to find things, directions from downtown to City Hall and Library

- Better restroom facilities
- Access to information
  - (i) Focus on education – make Civic Center warm and inviting to encourage students to participate in government
  - (ii) Maybe a huge room throughout the complex for exhibits

c) In the next 10 years, how would you imagine community needs and services changing?

- Increased technology
  - (i) Services provided online (permits available online)
  - (ii) Free WiFi
  - (iii) Population will be more tech savvy
- Higher density housing will impact services – will need more staff to support the changes
- Population will be aging
- Campbell will get more expensive
- Need a functional Emergency Operation Center that meets current requirements
- City Hall
  - (i) More welcoming and kid-friendly
  - (ii) More exhibits
- Library
  - (i) Library is working well currently – it is the busiest in the County
  - (ii) More books and e-books
  - (iii) More community rooms
  - (iv) Larger teen section
- New Police facilities
  - (i) Like police located at Civic Center – makes downtown feel safe
  - (ii) Could potentially move but should stay centrally located near downtown
  - (iii) One stop shop
- Protecting our history, maintaining our community traditions
  - (i) Improve awareness of sister cities – we have one in Japan
- Bringing people together
- Keep Kiosk – better placement and use technology

C. Key Findings
1. Agree on parking
2. Debate on Police Department location – on site or off site – if off, where?

VII. Civic Center Site Priorities

A. Small Group Breakout
1. What would you like to be able to do or have access to at the Civic Center, but currently cannot?
2. Of the following, first choose the three most important values the future Civic Center should exhibit. Feel free to add any additional values you might believe are missing.
   - Provide Parks and Open Space
   - Support the Arts
   - Support Education
   - Support Literacy and Access to Information
   - Provide Recreational Opportunities
   - Support Youth and Development
   - Encourage a Vital Downtown
   - Provide Public Safety and Access to Public Services
   - Protect the Environment
   - Offer Community Events (ex. Summer Concerts)
   - Preserve and Provide Access to Historical Community Assets and Information
3. Place the remaining services in Ranked Order

B. Large Group Presentations
1. Group 3
   a) 1 – Provide Public Safety and Access to Public Services

b) 2 – Preserve and Provide Access to Historical Community Assets and Information
c) 3 – Provide Parks and Open Space AND Protect the Environment
d) 4 – Offer Community Events (ex. Summer Concerts)
e) 5 – MAINTAIN a Vital Downtown (it already is vital) / Connect to downtown
   - Use connection to avoid demands overwhelming the adjacent neighborhood
f) 6 – Support Literacy and Access to Information
g) 7 – Support the Arts – unique opportunity for the City to create a public art program
h) 8 – Support Youth and Development – library functions, interpretive center, reach out to youth
i) 9 – Provide recreational opportunities
j) Extra credit – Vision comments
   - Protect surrounding neighborhood
   - Protect history
   - What does 'integrate' mean in the vision statement? Prefer the word 'enhance'
   - Provide 'intuitive, efficient service' – Don't put the kiosk far from parking

2. Group 2
   a) 1 – Provide Public Safety and Access to Public Services
   b) 2 – Encourage a Vital Downtown and Offer Community Events (ex. Summer Concerts)
   c) 3 – Adequate Parking
   d) 4 – Provide Parks and Open Space
      - Trees, grass
   e) 5 – Preserve and Provide Access to Historical Community Assets and Information
   f) 6 – Support Literacy, Education, Youth and Development, the Arts, and Access to Information
   g) 7 – Protect the Environment
      - Sustainable building
   h) 8 – Provide Recreational Opportunities
3. Group 1
   a) 1 – Support Literacy and Access to Information
   b) 2 – Preserve and Provide Access to Historical Community Assets and Information
   c) 3 – Provide Public Safety and Access to Public Services
   d) 4 – Provide, Protect, and Preserve Open Space
   e) 5 – Support Education, Youth and Development, and the Arts
   f) 6 – Place for Community Engagement
      - Not just the Library
      - "Student Union" type space – a place to gather, connect
   g) 7 – Encourage a Vital Downtown
      - This will be a self-fulfilling result of the other values

C. Key Findings
   1. Many aligned points between the different groups
   2. Similar combinations of values
   3. Good dialog within each group

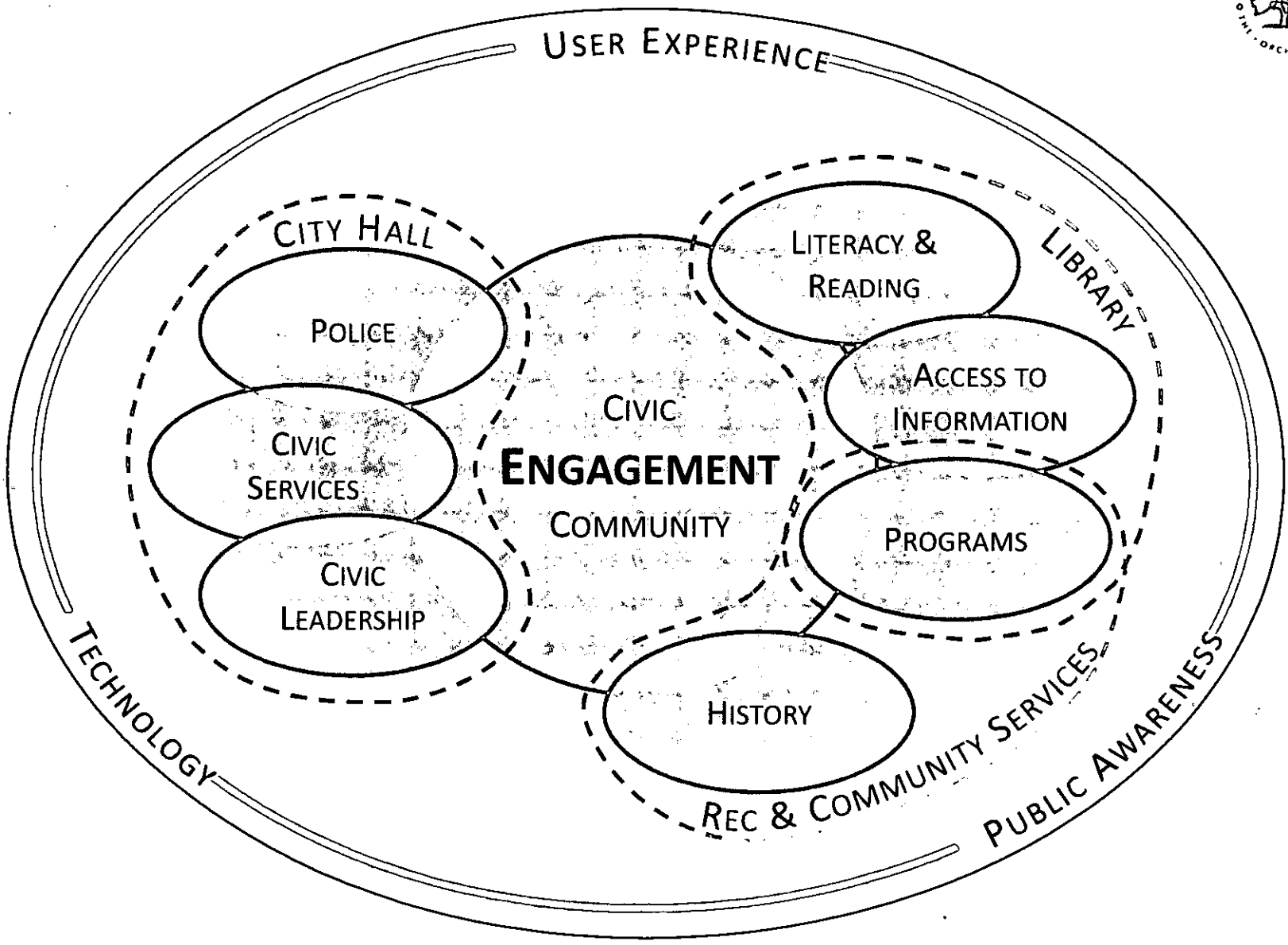
VIII. Feedback

A. Good group size
B. Nice size smaller groups too
C. Format worked well, lots of ideas, and could see consistency
D. Good to see other ideas and differences, enlightening
E. Stuck to the agenda and timeframe well
F. Somewhat homogeneous group overall of longtime residents who are involved. Could ask for other groups to be engaged that represent the community demographic too – younger families, couples without children etc.
   1. Youth Commission should be included in the discussions
   2. Involve the Explorers as a Youth voice
G. Process worked to maximize outreach within the established project budget

IX. Next Steps

A. Other Opportunities for Input
   1. Council Meeting Study Session – May 6, 2014
   2. Council Meeting (Regular Agenda) – June 3, 2014

Draft Civic Center Service Model



Attachment 5

MEMORANDUM

City of Campbell
Public Works Department

To: Honorable Mayor and City Council **Date:** May 6, 2014

From: Todd Capurso, Public Works Director

Via: Mark Linder, City Manager

Subject: Addendum 1 – Civic Center Master Plan Study Session #2

Attached please find Addendum 1, Plan of Service, to the Civic Center Master Plan Study Session #2.

ANDERSON BRULÉ ARCHITECTS

Campbell Civic Center Master Plan
Plan of Service

DRAFT

Draft Vision Statement for Civic Center Master Plan

> The Civic Center of Campbell will form the heart of downtown; a destination to celebrate and protect our history, integrate interior and exterior activities and enhance the neighborhood while protecting the environment; a warm inviting place to engage, educate and strengthen the community.

The following goals reflect the priorities of the Civic Center services, and further strategies identify methods for successfully delivering each of these service priorities.

Goal 1: *Provide services that are convenient and accessible*

Strategy 1: Implement a customer interface that is user-friendly

1. Increase way-finding means through appropriate adjacencies of related public services as well as thorough, meaningful use of signage.
2. Provide a centralized information area wherein customers can gain orientation within the Civic Center and increase knowledge of services provided.
3. Maintain a human-interface through staff who are accessible, helpful, and friendly.

Strategy 2: Ensure that services are physically accessible to all customers

1. Improve Civic Center access through quantitatively adequate automobile and bicycle parking and qualitatively adequate pedestrian pathways and bikeways.
2. Accommodate customers of all levels of physical capability by limiting physical barriers to service including Civic Center access and means of service delivery.

Strategy 3: Improve access to information

1. Provide remote access to services and information through a website which is easily navigable.
2. Increase the breadth of resources available online.
3. Streamline customer experience by improving departmental adjacencies as accessed by customers.

Examples

- Ensure that services often used by customers within one visit are located on the same level.
- Ensure that all service counters are ADA accessible.

Strategies, Architecture & Interiors

Anderson Brulé Architects Inc. 325 South First Street, 4th Floor San Jose, California 95113
Tel: 408 298 1885 Fax: 408 298 1887

Goal 2: *Facilitate community engagement, strengthening the community through opportunities for interaction and involvement*

Strategy 1: Improve the value of Civic Center services to users through thoughtfully targeted services

1. Increase Community awareness of services available.
2. Increase the City's awareness of community needs and interests.
3. Connect users to services appropriate to their interests.

Strategy 2: Increase opportunities for community interaction

1. Provide events that bring together the Community.
2. Provide opportunities for the Community to connect and interact with its City government and history.
3. Support life-long engagement by welcoming and accommodating all ages and lifestyles.

Strategy 3: Provide access to community gathering spaces

1. Increase the number of meeting spaces available to the Community.
2. Provide various venues, considering factors such as capacity and indoor and outdoor locations.
3. Ensure that indoor and outdoor spaces have adequate amenities such as power, technological connections, lighting, and acoustics.

Examples

- Provide community concerts and movie nights.
- Provide events catered to a variety lifestyles including adult singles, families with children, families without children, and youth etc.
- Allow for "self-booking" of community meeting rooms.

Goal 3: *Provide a secure facility that ensures a safe environment for employees and customers*

Strategy 1: Increase security during working hours and after-hours

1. Establish a distinguishable separation between public community spaces and restricted staff areas.
2. Provide secure workspaces and storage that meet programmatic and regulatory requirements.
3. Provide interconnected secure spaces as required.
4. Ensure that any alarm and safety systems are properly installed and activated for facility supervision after-hours.

Strategy 2: Improve the Civic Center interface for customers

1. Improve signage quality and way-finding so customers can easily identify the location of services.
2. Improve Civic Center accessibility for tours and large groups.
3. Improve evening visibility to and throughout the Civic Center with increased path lighting and improved sightlines.

Examples

- Ensure that secure areas are adjacent within Police Services and between related Police and City Services, as required.
- Provide a safe drop-off area for school buses.

- Provide adequate outdoor lighting during and after evening events.

Goal 4: *Create an environment that enables staff to provide effective and efficient services*

Strategy 1: Provide functional spaces that will support programmatic service requirements

1. Provide meeting spaces that are accessible to staff and conducive to service delivery needs.
2. Provide storage space of appropriate size, spatial quality, and security.
3. Provide workspaces of appropriate size, spatial quality, and public adjacency.
4. Provide technological infrastructure to support work and meeting needs.

Strategy 2: Develop physical layout that is conducive to effective service delivery

1. Improve adjacencies of departments with interrelated service delivery.
2. Streamline and consolidate restricted staff spaces so that staff does not have to cross public spaces in order to perform basic tasks.
3. Identify and capitalize on opportunities for shared spaces throughout the Civic Center, with special consideration given to community meeting spaces.

Strategy 3: Use technology to improve access to and storage of information

1. Digitize new information and existing archives with the goal of increasing ease of access for staff and decreasing demand for physical storage.
2. Improve public access to digital records through self-service distribution.
3. Ensure that Data and IT provisions remain relevant and adequate over time by regularly evaluating the effectiveness of technological services provided.
4. Regularly consider integrating new technology through assessment of its potential to increase the effectiveness of service delivery.

Examples

- Ensure that Police storage meets current regulations.
- Improve Museum storage to meet recommended quality standards.

In addition to the service goals and strategies identified for the Campbell Civic Center Master Plan, further goals and strategies have been identified for Library services provided by Santa Clara County Library District within City facilities. While the above goals apply to all Civic Center services, these additional goals for library services unify the objectives of the District and the City while reflecting the unique characteristics and needs of the Campbell community.

Goal 5: *Provide a library user experience that is convenient and welcoming to customers of all ages and needs*

Strategy 1: Staff is helpful and friendly, providing knowledgeable service in assisting customers

1. Maintain a human interface with staff who are friendly and show sincere interest in customers' needs.
2. Answer information requests with the fewest possible referrals to other staff and from the fewest possible service points.
3. Improve effectiveness and efficiency of collections and reading services by using a variety of library automation and self-service tools and technologies.
4. Function as a community concierge by providing immediate service, connecting customers to library services, and acting as a bridge to other services.

Strategy 2: Facilities are accessible, easy to navigate, and adaptable.
1. Lead customers to discover services through building features and adjacencies.
2. Flexible facilities that can adapt to changing community needs.

Examples
- Have greeters at the door to immediately help direct customers to services.
- Provide mobile services during special events.
- Offer vending machine style delivery of popular materials.

Goal 6: *Promote reading and information literacy, in conjunction with access to information*

Strategy 1: Provide a variety of tools and services and the assistance and training customers may need to use them effectively
1. Provide materials and spaces that are conducive to readers at all levels.
2. Maximize digital resources to enable remote access to information.
3. Ensure all library staff are trained to assist customers with use of all the technology available to the public.
4. Provide access to learning databases to expand collection resources.
5. Take library information and reference services into the community to provide services to users at their locations.

Strategy 2: Use a holistic approach to literacy to include basic reading and writing, life skills, financial literacy, information literacy, and other forms of literacy needed by the community
1. Provide a broad array of literacy programs, materials and services.
2. Use "teachable moments" to increase information literacy and self-sufficiency.
3. Develop partnerships with organizations and agencies that provide literacy services of all types.
4. Provide services that develop specific literacy skills, such as financial literacy and basic literacy.

Strategy 3: Provide resources appropriate to users through ongoing community assessment
1. Research changes in demographics, use patterns, service demand and track customer suggestions and requests regularly and use that information to change the collections and modify services.

Examples
- Provide programs which support technological, social, health, financial, cultural, and communal literacy.
- Provide an extensive digital collection which can be accessed from customers' homes.
- Offer traditional services such as computer and internet access, and book and DVD check-out.
- Provide download stations which offer demonstrations or tutorials.
- Provide space for individual and small group instruction and hands-on learning.

Goal 7: *Provide programming that builds community and brings people together around common interests*

Strategy 1: Offer a variety of relevant programs

1. Utilize the expertise of community members, groups, and experts as well as local businesses and government services in developing and presenting programs.
2. Connect program content with other library services and materials.
3. Provide opportunities for hands-on use of media at programs.
4. Use community data as well as direct feedback to evaluate programs and program needs.

Strategy 2: Provide resources to support community engagement

1. Provide accessible collaboration spaces where community groups can come together.
2. Use video conferencing and related technology to bring speakers and/or audiences to programs.
3. Take programming into the community to provide services to users at their locations.

Examples

- Partner with the Campbell Historical Museum to provide historic programming
- Develop an international language café where community members can teach or practice foreign languages.
- Provide maker spaces where tools are provided and community members can teach or learn new skills, such as sewing.
- Provide a venue for after school tutoring programs.
- Utilize Orchard City Green to help teach programs such as tree maintenance, gardening, or fruit canning.
- Provide programs at Farmers' Market or in senior homes.