



# ***Agenda Report***

## ***Fullerton City Council***

**MEETING DATE:** JUNE 2, 2020

**TO:** CITY COUNCIL / SUCCESSOR AGENCY

**SUBMITTED BY:** KENNETH A. DOMER, CITY MANAGER

**PREPARED BY:** JUDY BOOTH, LIBRARY DIRECTOR  
ANISSA LIVAS, ADMINISTRATIVE ANALYST II

**SUBJECT:** LITERACY AND CULTURAL INNOVATION  
PROGRAMMING PARTNERSHIP, HUNT BRANCH  
LIBRARY PROPOSAL RECOMMENDATION

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### **SUMMARY**

During the March 3, 2020 City Council meeting, City Council directed Staff to reconvene available members of the Hunt Branch Library Ad Hoc Committee and appointed an additional member to the committee to evaluate eight proposals for the future use of the Hunt Branch Library.

### **RECOMMENDATION**

City Council allow City Staff to engage with respondents of joint proposal Heritage Future and Arts Orange County on future use of Hunt Branch Library.

### **PRIORITY POLICY STATEMENT**

This item matches the following Priority Policy Statements:

- Fiscal and Organizational Stability
- Infrastructure and City Assets.

### **FISCAL IMPACT**

None.

## BACKGROUND

The Hunt Branch Library Ad Hoc Committee (Committee) was formed and tasked with creating a vision for addressing the future uses of the Hunt Branch Library. The Committee envisioned the building to be used for a variety of compatible and creative uses that brings the community together in a place that is welcoming, encourages curiosity, promotes learning and sharing knowledge and serves as a hub of activities, programs, events and classes. The Committee identified three central priorities for the use of the site: Literacy, Art, Culture, Exhibits, Museum Uses and lastly Events, Activities, Classes.

At the May 7, 2019 meeting, City Council directed Staff to put forward the LAHC's priority uses of the Hunt Branch Library for inclusion in a Request for Proposals (RFP).

On November 19, 2019, City staff released the Literacy and Cultural Innovation Programming Partnership RFP with an original deadline date of January 23, 2020. After receiving feedback and direction from the City Council, the RFP deadline was extended to February 24, 2020.

## DISCUSSION

At the deadline close, the RFP yielded eight proposals from a variety of organizations and individuals. At the February 18, 2020, City Council meeting, Councilman Silva, seconded by Councilman Whitaker, directed City Staff to bring back an item to reconvene the Hunt Branch Library Ad Hoc Committee to assist in the evaluation of submitted proposals for the future use of the Hunt Branch Library.

During the March 3, 2020, City Council meeting staff brought back an item to reconvene the Hunt Branch Library Ad Hoc Committee and to appoint an additional member to the committee. The City Council appointed an additional member to the committee and directed Staff and the committee to proceed in evaluating the eight proposals for the future use of the Hunt Branch Library.

Staff initiated the evaluation process by first performing a threshold review to ensure that all elements of the RFP were included in the submission and assisted the selected panel by creating an evaluation procedure that matches the unique qualities of the RFP. On April 28, 2020, City Staff, in coordination with the appointed committee members, held a kick-off meeting to initiate the review process. City Staff assisted committee members throughout the review process to assist with any questions or needed clarifications. Committee member's submitted scorecards of all eight proposals on May 15, 2020 and a debrief meeting was held with City Staff on May 22, 2020 to discuss each submitted proposal.

At conclusion of the meeting, the Hunt Branch Library Ad Hoc Committee determined that the proposal *Heritage Future and Arts Orange County* is the preferred submitter. The proposal was selected by the committee for its strong scope of work, operational management plan, emphasis on the importance of literacy in all aspects of the proposal and expertise in collaborating, partnering and connecting with local artists, academics, museums and non-profits. This recommendation by the Ad Hoc Committee matched what the internal threshold (internal) panel recommended.

If approved, City Staff will begin work with the selected provider to finalize both physical improvements needed at the site in order to utilize a \$2.5 million State appropriation secured by Assemblywoman Sharon Quirk-Silva and create a partnership agreement outlining the terms of operations and services for the future of providing the priorities as outlined by the Hunt Branch Library Ad Hoc Committee. The agreement will be brought back to the City Council for approval.

Attachments:

- Attachment 1 – Heritage Future and Arts Orange County Proposal
- Attachment 2 – Evaluation Panel Rating Sheet