

DATE: November 25, 2008
TO: Mayor and City Council
FROM: Director of Library and Neighborhood Services
SUBJECT: Envirosell, Incorporated: Award of Contract

RECOMMENDATION:

That Council adopts the attached resolution authorizing the City Manager to negotiate and execute a professional services agreement with Envirosell, Incorporated in the amount of \$60,000.

BACKGROUND:

On July 25, 2008, the State Library awarded the Hayward Public Library a \$60,000 Library Services and Technology Act (LSTA) grant to employ the services of Envirosell, Inc., a retail and consulting agency for commercial environments. The purpose of the grant is to analyze the effectiveness of the Weekes Branch remodel from a customer experience perspective. The remodel was based in large part by benchmarking data gathered by Envirosell at the Weekes Library in 2006. This LSTA award provides a unique opportunity to assess the effectiveness of the retail-style changes made to the library's design. It also offers an opportunity to make a significant contribution to the body of knowledge in the library field from the perspective of the customer. Staff plans to present the findings of this new study to colleagues at local, state, and national levels.

FISCAL AND ECONOMIC IMPACT:

None. Funds are provided by an LSTA grant, distributed through the State Library of California.

PUBLIC CONTACT:

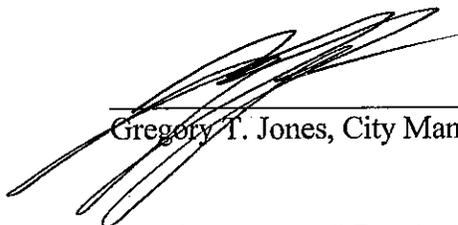
Result of the study will be presented to the Library Commission and to local, state, and national conferences.

Prepared by:



Lisa Rosenblum, Director of Library and Neighborhood Services

Approved by:



Gregory T. Jones, City Manager

Attachment: Draft Resolution

DRAFT
HAYWARD CITY COUNCIL

RESOLUTION NO. _____

Introduced by Council Member _____

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11/5/08

**RESOLUTION AUTHORIZING THE CITY MANAGER
TO NEGOTIATE AND EXECUTE AN AGREEMENT
WITH ENVIROSELL, INCORPORATED FOR ANALYSIS
OF THE WEEKES BRANCH LIBRARY REMODEL**

BE IT RESOLVED by the City Council of the City of Hayward that the City Manager is hereby authorized and directed to negotiate and execute on behalf of the City of Hayward an agreement between the City of Hayward and Envirosell, Incorporated to analyze the effectiveness of the Weekes Branch Library remodel, in an amount not to exceed \$60,000, in a form approved by the City Attorney.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2008

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:
MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward