

Memorandum

To: All Districts, City Clerk, Housing & Neighborhood Committee, Honorable Mayor.

CC:

From: Raman Vasishth

Date: 7/18/2017

Subject: El Dorado Library Renaming – rationale for voting against and recommendations to update AR8-7

I'm voicing my opinion against renaming of the El Dorado Library for the following reasons.

1) POLICY – 1 YEAR WAITING PERIOD

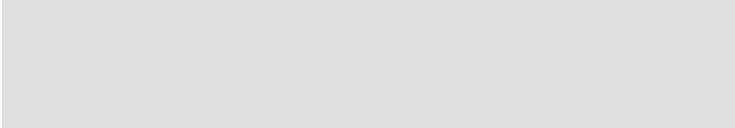
Per the Policy in AR8-7, Ernie and Jackie Kell (both, not just one) have not been dead a year or longer to ensure that an individual's accomplishments or contributions will stand the test of time; and that decisions shall not be made on an emotional basis immediately following a person's death. I don't feel that there is any reason for to expedite the renaming to earlier than one year.

2) POLICY – NOMINATION OF ALTERNATIVE CANDIDATES

The name of Marie Reidy was submitted to the City Council Names to be considered by the City Council, by the general public as a qualified alternative to promote greater community-wide interest and participation. This candidate appears to be polling at a higher level by District 5 Residents than the Kells and has not been considered. For the El Dorado library, if a candidate is to be considered, I believe Marie Reidy would be a more appropriate candidate for the many years of service she gave to build the passion of reading and functionality of that library. By contrast Jackie Kell repeatedly voted to reduce working hours of the library while on the city Council

3) LACK OF TRUST AND PUBLIC CONFIDENCE WITH THE CITY IN CONDUCTING HAVING OBJECTIVE PROCESSES AND METRICS IN PLACE THAT FACTOR IN THE GENERAL PUBLIC OPINIONS (AR8-7).

A polling of residents feel that the exclusion of Marie Reidy and the way the current Policy and Procedures AR8-7 is written, has opened Pandora box as has caused



residents to review this AR. In doing so, the general public has lost confidence with the city and is now openly questioning the city's Ethics and Moral after discovering it has no built in or organized systems to root out Subjectivity and "require" the city seek active participation to poll the General Public to drive the process. It is my opinion that the lack of public confidence in the integrity of the city processes and systems as well as lack of transparency in the roles and responsibilities has resulted in General public confusion, disrespect towards the city and attacks on not only my City Councilmember, but also the prospective candidate. This could have easily been avoided if the AR8-7 contain greater transparency and objective standards. Issues myself and other members of the General Public has with the AR8-7 and wish to bring to you attention are as follows:

- A) No requirement to poll of residents to reach an objective decision considering the wishes of the General Public.
- B) There is no mention or definition of the term "outreach" in any of the policies and Procedures involving renaming of the library and the City does not have a Policy or Procedure created in how the city would conduct an outreach it claims it may perform.
- C) No rigid objective process in place outlining for a city Council member to exclude a candidate the General Public may nominate from being excluded from being considered.
- D) No requirement or standard for the city to use standard questions or modes of contacting the public to conduct polling throughout the city and or district to drive objective data driven selection of candidates or gather the public opinion to drive the renaming process.
- E) No requirement to reach the General public and get their opinion other than standard meetings at City Hall meeting.
- F) No regulation to prevent City Staff (who work for Councilmembers) from contacting other departments such as PRM and Library Services (as has already been done) to influence and direct other departments involved with renaming in how to shape their outreach conclusion (because there is no standard). At this point the public feels any decision of conclusion the PRM or Library Services departments publically express would be cosmetic and ceremonial to the city council and would serve no functional purpose to the General Public except consuming more time in listening to them during Council meetings.
- G) There is no city standard concerning "Outreach" performed by the PRM and Library Service that involves getting the public opinion or gathering objective information to reach objective conclusions.
- H) Not mentioning or defining the term outreach or making it a requirement to poll the General Public.
- I) No objective processes to gather proactive data driven results from accurate polling proactively to eliminate the cost and need of involving so many committee and staff employees that could potentially exert subjective influence on the renaming process.
- J) Perception by the public that the Council person bringing up renaming has almost dictatorial power in renaming. This perception creates an inherent adversarial

relationship between the General Public (community at large once educated) and City Council.

RECOMMENDATION FOR AR8-7 REVISION

I recommended AR8-7 be completely revised to give the public greater say in the outcome. This can be done by building in proactive processes using standards for polling in a way that provides integrity and confidence in the system in a way that can also eliminate the need for additional committees and involve process where city staff actions are unable to influence a subjective decision one way or another. This can easily and quickly be done and I have many suggestions I believe the City may be interested in hear if they are open to this.

4) RESIDENT POLLING ON SOCIAL MEDIA BY CD5 GENERAL PUBLIC (NEXTDOOR):

Residents conducted their own polling on social media to challenge their Councilwoman's statements sent via e-mail and social media that stated she had received overwhelming support from the Community to rename the El Dorado Library in honor of the Kells. The polling performed on Nextdoor (ND) is based on residents addresses and where duplicate voting is not possible and there unhackable. The results of the polling as of Noon today in one poll that does not involve all neighborhoods in CD5 are currently as follows:

POLLING RESULTS

Of 646 district 5 residents voting:

92% voted to Support Keeping the El Dorado Library the same as it currently is

5% voted to support renaming of the library to honor the Kells

2% voted to rename the library after something else

1% voted to rename the library after someone else

*It's important to note that this volume of residents participating in this poll represents greater than 10% of the number of people that voted for the CD5 in her last election and this number does not include all neighborhoods in her district (only a portion).

I will attach the polling on a separate page showing the polling in Exhibit A. And information I received from the city clerk regarding outreach that I received regarding outreach in Exhibit B.

- Home
- The Plaza
- Map
- Categories
 - Recommendations
 - Classifieds
 - Free Items
 - Events
 - Real Estate **New**
 - Crime & Safety
 - Lost & Found
 - Documents
 - General
 - Pet Directory

Post in General

T Tim Julian, El Dorado Park South **LEAD**

Poll: El Dorado Library Name

At this time, I'm sure that we are all familiar with the issue of renaming the El Dorado Library. Please make your voices heard by participating in the following poll:

Choose one:

- Leave the Library name as it is now the "El Dorado Library" 92%
- Rename the Library to the proposed name of the "Jackie and Ernest Kell library" 5%
- Rename the Library after something else 2%
- Rename the Library after some one else other than the "Kells" 1%

Voted 646 votes

24 Jun · 25 neighborhoods

From: Pablo Rubio [mailto:Pablo.Rubio@longbeach.gov]
Sent: Monday, July 10, 2017 11:07 AM
To: ramanv@charter.net
Subject: RE: Request for Documents supporting agenda item 21 dated 5/23/17 City Council meeting

Hi Raman,

Library Services has an online survey.

[Online Survey](#)

I don't know what other forms of outreach they plan on doing, but they may provide an overview at tomorrow's Housing and Neighborhoods Committee meeting at 2pm.

From: ramanv@charter.net [mailto:ramanv@charter.net]
Sent: Saturday, July 08, 2017 6:58 PM
To: Pablo Rubio
Subject: RE: Request for Documents supporting agenda item 21 dated 5/23/17 City Council meeting

Hello Pablo,

It's me again. In looking at the agenda item again, it appears the Councilwoman that brought the item is asking for an outreach from the PRM and Library Services Departments, would you please provide me any documentation that outlines what standards or requirements. if any that those departments may have in performing a their outreach. I cannot seem to find that out.