

2010 Bond Ratings Statistics

June 2010

City of Richardson, Texas



2010 Bond Ratings Statistics

North Central Texas Council of Governments Municipal Bond Ratings (In Higher Rating Categories)

Aaa/AAA or AAA Combination Ratings

	Moody's	S&P	County
Addison (Tax)	Aa1	AAA	Dallas
Allen (Tax)	Aa1	AAA	Collin
Carrollton (Tax)	Aa1	AAA	Denton
Colleyville (Tax)	Aa2	AAA	Tarrant
Coppell (Tax)	Aa1	AAA	Dallas
Dallas (Rev)	Aa1	AAA	Dallas
Irving (Tax)	Aaa	AAA	Dallas
Plano (Drainage)	Aa1	AAA	Collin
Plano (Tax)	Aaa	AAA	Collin
Richardson (Tax)	Aaa	AAA	Dallas
Southlake (Tax)	Aa1	AAA	Tarrant

Aa1/AA+ Ratings

	Moody's	S&P	County
Arlington (Tax)	Aa1	AA+	Tarrant
Dallas (Tax)	Aa1	AA+	Dallas
Flower Mound (Tax)	Aa1	AA+	Denton
Fort Worth (Tax)	Aa1	AA+	Tarrant
McKinney (Tax)	Aa1	AA+	Collin

Other Aa/AA Category Ratings

	Moody's	S&P	County
Bedford (Tax)	Aa2	AA	Tarrant
Cedar Hill (Tax)	Aa2	AA	Dallas
Cleburne (Tax)	Aa3	AA+	Johnson
Denton (Tax)	Aa2	AA	Denton
Duncanville (Tax)	Aa3	AA+	Dallas
Farmers Branch (Tax)	Aa2	AA+	Dallas
Frisco (Tax)	Aa1	AA	Collin
Garland (Tax)	Aa2	AA+	Dallas
Grand Prairie (Tax)	Aa2	AA+	Dallas
Grapevine (Tax)	Aa2	AA	Tarrant
Highland Village (Tax)	Aa3	AA+	Denton
Hurst (Tax)	Aa2	AA	Tarrant
Keller (Tax)	Aa2	AA	Tarrant
Lewisville (Tax)	Aa2	AA+	Denton
Mansfield (Tax)	Aa2	AA	Tarrant
Mesquite (Tax)	Aa2	AA	Dallas
North Richland Hills (Tax)	Aa2	AA+	Tarrant
Trophy Club (Tax)	Aa3	AA	Denton
Fort Worth (Rev)	Aa1	AA	Tarrant
Grand Prairie (Rev)	Aa2	AA+	Dallas
Lewisville (Rev)	Aa2	AA+	Denton
Irving (Rev)	Aa1	AA	Dallas
Mckinney (Rev)	Aa2	AA+	Collin
Mesquite (Rev)	Aa2	AA	Dallas

Source: North Central Texas Council of Governments; Texas Municipal Advisory Council; Moody's Investor Services; Standard & Poors

North Central Texas Council of Governments Municipal Bond Ratings

Collin County		
	Moody's	S&P
Allen	Aa1	AAA
Anna	Aa3	NR
Celina	A1	A
Fairview	Aa2	A+
Farmersville	A2	A
Frisco	Aa1	AA
Lavon	NR	NR
Lowry Crossing	NR	NR
Lucas	Baa1	AA-
McKinney	Aa1	AA+
Melissa	A1	A
Murphy	Aa3	AA-
Parker	NR	AA
Plano	Aaa	AAA
Princeton	Aa3	A
Prosper	A1	A
Wylie	Aa3	A+

Dallas County		
	Moody's	S&P
Addison	Aa1	AAA
Balch Springs	Aa3	A-
Cedar Hill	Aa2	AA
Coppell	Aa1	AAA
Dallas	Aa1	AA+
DeSoto	Aa3	AA-
Duncanville	Aa3	AA+
Farmers Branch	Aa2	AA+
Garland	Aa2	AA+
Glenn Heights	NR	BBB+
Grand Prairie	Aa2	AA+
Hutchins	A2	A+
Irving	Aaa	AAA
Lancaster	Aa3	A
Mesquite	Aa2	AA
Richardson	Aaa	AAA
Rowlett	Aa2	AA-
Sachse	Aa3	AA-
Seagoville	A1	NR
Sunnyvale	A1	AA-
Wilmer	NR	NR

Denton County		
	Moody's	S&P
Argyle	NR	BBB+
Aubrey	NR	A-
Bartonville	NR	NR
Carrollton	Aa1	AAA
Copper Canyon	NR	AA-
Corinth	Aa2	A+
Denton	Aa2	AA
Flower Mound	Aa1	AA+
Hickory Creek	NR	A-
Highland Village	Aa3	AA+
Justin	NR	A
Krum	NR	BBB
Lake Dallas	Aa3	A
Lewisville	Aa2	AA+
Little Elm	Aa3	A+
Northlake	NR	NR
Oak Point	NR	BBB
Pilot Point	A2	NR

Denton County (continued)		
	Moody's	S&P
Ponder	NR	NR
Roanoke	Aa3	A+
Sanger	A2	NR
The Colony	Aa3	AA-
Trophy Club	Aa3	AA

Ellis County		
	Moody's	S&P
Ennis	A1	A
Ferris	NR	NR
Italy	NR	NR
Midlothian	A1	AA-
Ovilla	NR	A
Palmer	NR	A-
Red Oak	A1	A-
Waxahachie	Aa3	A+

Erath County		
	Moody's	S&P
Dublin	NR	NR
Stephenville	A1	A

Hood County		
	Moody's	S&P
Granbury	A1	A+

Hunt County		
	Moody's	S&P
Caddo Mills	NR	NR
Commerce	Baa1	BBB+
Greenville	A1	AA-
Quinlan	NR	NR
West Tawakoni	NR	NR
Wolfe City	NR	NR

Johnson County		
	Moody's	S&P
Alvarado	Baa1	BBB
Burleson	Aa3	AA-
Cleburne	Aa3	AA+
Grandview	NR	NR
Joshua	NR	A
Keene	NR	NR
Venus	NR	NR

Kaufman County		
	Moody's	S&P
Crandall	NR	A
Forney	Aa3	A+
Kaufman	A1	NR
Kemp	NR	NR
Mabank	A2	NR
Terrell	A1	A-

Navarro County		
	Moody's	S&P
Corsicana	A1	A
Kerens	NR	NR

Palo Pinto County		
	Moody's	S&P
Mineral Wells	Baa1	A+

Parker County		
	Moody's	S&P
Aledo	NR	NR
Hudson Oaks	NR	NR
Reno	NR	A
Springtown	A2	NR
Weatherford	Aa3	A
Willow Park	NR	NR

Rockwall County		
	Moody's	S&P
Fatec	NR	NR
Heath	Aa2	A
Rockwall	Aa2	AA-
Royse City	Aa3	BBB

Sommervell County		
	Moody's	S&P
Glen Rose	NR	NR

Tarrant County		
	Moody's	S&P
Arlington	Aa1	AA+
Azle	A1	A+
Bedford	Aa2	AA
Benbrook	Aa3	A+
Colleyville	Aa2	AAA
Crowley	A1	A+
Dalworthington Gardens	NR	NR
Euless	Aa2	AA-
Everman	Baa1	A-
Forest Hill	Aa3	A
Fort Worth	Aa1	AA+
Grapevine	Aa2	AA
Haltom City	Aa3	A+
Haslet	NR	BBB+
Hurst	Aa2	AA
Keller	Aa2	AA
Kennedale	Aa2	A+
Lake Worth	A1	A
Mansfield	Aa2	AA
North Richland Hills	Aa2	AA+
Pantego	A1	BBB+
Pelican Bay	NR	NR
Richland Hills	A1	AA-
Saginaw	Aa3	AA-
Southlake	Aa1	AAA
Watauga	Aa3	A+
Westworth Village	NR	NR
White Settlement	A1	A+

Wise County		
	Moody's	S&P
Bridgeport	Baa1	NR
Decatur	A1	NR
Newark	NR	NR
Rhome	NR	A-
Runaway Bay	NR	NR

Source: North Central Texas Council of Governments; Texas Municipal Advisory Council; Moody's Investor Services; Standard & Poors

Selected Metroplex Municipal Bond Ratings

	<u>Moody's</u>	<u>S&P</u>
Allen (Tax)	Aa1	AAA
Arlington (Tax)	Aa1	AA+
Carrollton (Tax)	Aa1	AAA
Dallas (Tax)	Aa1	AA+
Fort Worth (Tax)	Aa1	AA-
Frisco (Tax)	Aa1	AA
Garland (Tax)	Aa2	AA+
Grand Prairie (Tax)	Aa2	AA+
Irving (Tax)	Aaa	AAA
McKinney (Tax)	Aa1	AA+
Mesquite (Tax)	Aa2	AA
Plano (Tax)	Aaa	AAA
Richardson (Tax)	Aaa	AAA

Source: Texas Municipal Advisory Council; Moody's Investor Services; Standard & Poors

Moody's Aaa Cities in the U.S.

General Obligation Debt (Tax Secured)

As of June 11, 2010

1	Acton, MA	36	Cary, NC	71	Glastonbury Twn, CT	106	Madison, WI	141	Prairie Vill, KS	176	Vernon Hills, IL
2	Alexandria, VA	37	Cedar Rapids, IA	72	Glenview, IL	107	Mahwah Twp, NJ	142	Princeton Twp, NJ	177	Vienna, VA
3	Alpharetta, GA	38	Champaign, IL	73	Golden Valley, MN	108	Mamaroneck Twn, NY	143	Raleigh, NC	178	Virginia Beach, VA
4	Alpine Borough, NJ	39	Chandler, AZ	74	Greenburgh Twn, NY	109	Manhattan Beach, CA	144	Richardson, TX	179	Wallingford Twn, CT
5	Ames, IA	40	Chapel Hill, NC	75	Greensboro, NC	110	Maple Grove, MN	145	Ridgefield Twn, CT	180	Washington Twp, OH
6	Anderson Twp, OH	41	Charlotte, NC	76	Greenwich Twn, CT	111	Marco Island, FL	146	Rochester, MN	181	Wauwatosa, WI
7	Apple Valley, MN	42	Charlottesville, VA	77	Harding Twp, NJ	112	Mason, OH	147	Rockville, MD	182	Wayland, MA
8	Appleton, WI	43	Chatham Borough, NJ	78	Hempstead Twn, NY	113	Mendham Twp, NJ	148	Roseville, MN	183	Wayne Twp, NJ
9	Austin, TX	44	Chesterfield, MO	79	Herndon, VA	114	Menlo Park, CA	149	Roswell, GA	184	Wayzata, MN
10	Avon Twn, CT	45	Collierville, TN	80	Highland Park, IL	115	Minneapolis, MN	150	Rumson Borough, NJ	185	Wellesley, MA
11	Beachwood, OH	46	Columbus, OH	81	Hilton Head Island, SC	116	Minnnetonka, MN	151	Rye, NY	186	West Chester Twp, OH
12	Bedford Twn, NY	47	Concord, MA	82	Hingham, MA	117	Montgomery, OH	152	Salt Lake City, UT	187	West Des Moines, IA
13	Bedford, MA	48	Coral Gables, FL	83	Hinsdale, IL	118	Morris Twp, NJ	153	San Antonio, TX	188	West Hartford Twn, CT
14	Bedminster Twp, NJ	49	Coral Springs, FL	84	Hudson, OH	119	Mountain Brook, AL	154	San Jose, CA	189	Westerville, OH
15	Bellevue, WA	50	Covington, KY	85	Huntersville, NC	120	Naperville, IL	155	Sands Point Vill, NY	190	Westlake, OH
16	Belmont, MA	51	Darwin Twn, CT	86	Huntington Twn, NY	121	New Berlin, WI	156	Santa Monica, CA	191	Weston Twn, CT
17	Berkley Heights Twp, NJ	52	Deerfield, IL	87	Huntsville, AL	122	New Canaan Twn, CT	157	Saratoga, CA	192	Weston, FL
18	Bernards Twp, NJ	53	Denver, CO	88	Indianapolis, IN	123	New Castle Twn, NY	158	Scarsdale Vill, NY	193	Weston, MA
19	Bernardsville Borough, NJ	54	Dover, MA	89	Iowa City, IA	124	Newton, MA	159	Schaumburg, IL	194	Westport Twn, CT
20	Beverly Hills, CA	55	Dublin, OH	90	Irving, TX	125	Northbrook, IL	160	Scottsdale, AZ	195	Wheaton, IL
21	Birmingham, MI	56	Durham, NC	91	Kentworth, IL	126	Norwalk City, CT	161	Seattle, WA	196	Wilmette, IL
22	Bloomfield Twp, MI	57	Eagan, MN	92	Kings Point Vill, NY	127	Oklahoma City, OK	162	Simsbury Twn, CT	197	Wilton Twn, CT
23	Bloomington, MN	58	Easton Twn, CT	93	Lake Bluff, IL	128	Omaha, NE	163	Skokie, IL	198	Winchester, MA
24	Boca Raton, FL	59	Eden Prairie, MN	94	Lake Forest, IL	129	Orchard Lake, MI	164	Solon, OH	199	Winnetka, IL
25	Boston, MA	60	Edina, MN	95	Lake Oswego, OR	130	Orono, MN	165	South Portland, ME	200	Winston-Salem, NC
26	Boulder, CO	61	Elk Grove, IL	96	Lake Success Vill, NY	131	Overland Park, KS	166	St Louis Park, MN	201	Woodbridge Twn, CT
27	Bowie, MD	62	Evanston, IL	97	Larchmont Vill, NY	132	Palm Beach Gardens, FL	167	Strongsville, OH	202	Woodbury, MN
28	Brecksville, OH	63	Fairfax, VA	98	Lenwood, KS	133	Palm Beach, FL	168	Summit, NJ	203	Woodcliff Lake Borough, NJ
29	Brentwood, TN	64	Fairfield Twn, CT	99	Lee's Summit, MO	134	Palo Alto, CA	169	Sunnyvale, CA		
30	Bronxville Vill, NY	65	Farmington Twn, CT	100	Lenexa, KS	135	Paradise Valley, AZ	170	Tempe, AZ		
31	Brookfield, WI	66	Florham Park Borough, NJ	101	Lexington, MA	136	Pepper Pike, OH	171	Tredyffrin Twp, PA		
32	Brookline, MA	67	Franklin Lakes Borough, NJ	102	Lincoln, NE	137	Pittsford Twn, NY	172	Troy, MI		
33	Buffalo Grove, IL	68	Franklin, TN	103	Lower Gwynedd Twp, PA	138	Plano, TX	173	Upper Arlington, OH		
34	Burnsville, MN	69	Garden City, NY	104	Lower Merion Twp, PA	139	Plymouth, MN	174	Upper Merion Twp, PA		
35	Cambridge, MA	70	Germantown, TN	105	Madison Twn, CT	140	Portland, OR	175	Upper Saddle River Borough, NJ		

Source: Moody's MFA 6.11.2010

Standard & Poor's AAA Cities in the U.S.

General Obligation Debt (Tax Secured)

As of June 11, 2010

1	Acton Twn, MA	33	Bunker Hill Vill, TX	65	Duxbury, MA	97	Lower Merion Twp, PA	129	Palo Alto, CA	161	Stamford, CT
2	Addison, TX	34	Calabasas, CA	66	Easton Twn, CT	98	Madison Boro, NJ	130	Pasadena, CA	162	Sudbury, MA
3	Agoura Hills, CA	35	Camarillo, CA	67	Edina, MN	99	Maibub, CA	131	Peachtree, GA	163	Summit, NJ
4	Albuquerque, NM	36	Cambridge, MA	68	Fairfield, CT	100	Manhattan Beach, CA	132	Phoenix, AZ	164	Sunnyvale, CA
5	Alexandria, VA	37	Campbell, CA	69	Fountain Valley, CA	101	Maple Grove, MN	133	Piano, TX	165	Tempe, AZ
6	Allen, TX	38	Canton, MA	70	Germantown, TN	102	Marblehead Twn, MA	134	Princeton Twp, NJ	166	Town & Country, MO
7	Allendale Boro, NJ	39	Carlsbad, CA	71	Glastonbury, CT	103	Mendham Twp, NJ	135	Raleigh, NC	167	Troy, MI
8	Alpharetta, GA	40	Carrollton, TX	72	Glencoe Vill, IL	104	Metro, OR	136	Randolph Twp, NJ	168	Tyler, TX
9	Amarillo, TX	41	Cary, NC	73	Great Neck, NY	105	Mill Vy, CA	137	Redmond, WA	169	Twn of Redding, CT
10	Andover, MA	42	Cerritos, CA	74	Green Oaks, IL	106	Minneapolis, MN	138	Richardson, TX	170	Upper Arlington, OH
11	Apex, NC	43	Chandler, AZ	75	Greenburgh, NY	107	Minnetonka Beach Vill, MN	139	Ridgefield, CT	171	Virginia Beach, VA
12	Arlington, MA	44	Chanhassen, MN	76	Greensboro (GO), NC	108	Mission Viejo, CA	140	Ridgewood Vill, NJ	172	Waite Hill Vill, OH
13	Austin, TX	45	Chapel Hill, NC	77	Greenwich, CT	109	Montville Twp, NJ	141	Rochester, MN	173	Wellesley, MA
14	Avon, CT	46	Charleston, SC	78	Hempstead, NY	110	Mountain Lakes, NJ	142	Rockville, MD	174	West Des Moines, IA
15	Bannockburn, IL	47	Charlotte, NC	79	High Point, NC	111	Mountain View, CA	143	Roswell, GA	175	West Hartford, CT
16	Barnstable, MA	48	Charlottesville, VA	80	Hingham Twn, MA	112	Naperville, IL	144	Sagaponack Village, NY	176	West Hollywood, CA
17	Bedford, MA	49	Chatham, MA	81	Hinsdale, IL	113	Natick, MA	145	Sammamish, WA	177	West Univ Place, TX
18	Bedford Twn, NY	50	Clarkstown Twn, NY	82	Hopewell Twp, NJ	114	Needham, MA	146	San Antonio, TX	178	West Windsor Twp, NJ
19	Bellaire, TX	51	Clayton, MO	83	Huntington, NY	115	New Albany Vill, OH	147	San Clemente, CA	179	Westerville, OH
20	Bellevue, WA	52	Colleyville, TX	84	Huntsville, AL	116	New Fairfield, CT	148	San Jose, CA	180	Westlake, OH
21	Bernards Twp, NJ	53	Columbus, OH	85	Indianapolis, IN	117	Northbrook Vill, IL	149	San Juan Capistrano, CA	181	Westlake Village, CA
22	Beverly Hills, CA	54	Coppell, TX	86	Indian Hill Vill, OH	118	Norwalk, CT	150	San Ramon, CA	182	Weston, MA
23	Birmingham, MI	55	Coral Springs, FL	87	Inverness Village, IL	119	Norwell, MA	151	Santa Monica, CA	183	Weston, FL
24	Bloomfield Hills, MI	56	Cornelius, NC	88	Irving, TX	120	Oakland Charter Twp, MI	152	Saratoga, CA	184	Westwood, MA
25	Bloomington, MN	57	Cranbury Twp, NJ	89	Islip, NY	121	Oklahoma City, OK	153	Scottsdale, AZ	185	Winchester, MA
26	Boca Raton, FL	58	Creve Coeur, MO	90	Kirkland, WA	122	Old Brookville Vill, NY	154	Seattle, WA	186	Windsor, CT
27	Boulder, CO	59	Del Mar, CA	91	Lafayette, CA	123	Olmsted Cnty, MN	155	Sherborn Twn, MA	187	Winston-Salem, NC
28	Bowie, MD	60	Denver City & Cnty, CO	92	Laguna Beach, CA	124	Olympia Fields Vill, IL	156	Solon, OH	188	Woodbury, MN
29	Boxborough Twn, MA	61	Des Moines, IA	93	Lake Forest, CA	125	Omaha, NE	157	Southampton Twn, NY	189	Woodcliff Lake, NJ
30	Branford, CT	62	Des Peres, MO	94	Lake Oswego, OR	126	Ottawa Hills Vill, OH	158	Southlake, TX	190	Wyoming, OH
31	Brentwood, TN	63	Dover, MA	95	Lincoln, NE	127	Overland Pk, KS	159	St Louis Pk, MN	191	Yorba Linda, CA
32	Buffalo Grove Vill, IL	64	Durham, NC	96	Lincoln, MA	128	Oyster Bay, NY	160	St Paul, MN		

Source: Standard & Poor's 6.11.2010

Ratings Distribution by Country and State (In Higher Rating Categories)

Moody's				
Rating	Country		Texas	
Aaa	203	6.2%	5	2.0%
Aa1	302	9.2%	18	7.2%
Aa2	1060	32.5%	58	23.2%
Aa3	656	20.1%	51	20.4%
A1-A3	976	29.9%	103	41.2%
Baa1-Baa3	55	1.7%	14	5.6%
Ba1-C	13	0.4%	1	0.4%
	3,265	100.0%	250	100.0%

Source: Moody's MFRA 6.22.2010

Standard & Poor's		
Rating	Texas	
AAA	16	6.0%
AA+	18	6.7%
AA	33	12.3%
AA-	52	19.4%
A+ - A-	138	51.5%
BBB+ - BBB-	10	3.7%
BB+ - C	1	0.4%
	268	100.0%

Source: Standard & Poors 5.17.2010

City of Richardson

Bond Issuance Interest Rate History

1995 through 2010

Issue	Series	Amount of Issuance	True Interest Cost
General Obligation Refunding and Improvement Bonds	2010	\$ 81,445,000	3.80%
General Obligation Refunding Bonds - Taxable	2010	\$ 6,105,000	3.48%
Certificates of Obligation	2010	\$ 18,305,000	3.29%
Certificates of Obligation	2009	\$ 11,800,000	3.45%
General Obligation Refunding Bonds	2009	\$ 20,625,000	2.63%
Certificates of Obligation	2008	\$ 10,700,000	4.00%
Certificates of Obligation	2007	\$ 9,380,000	4.24%
General Obligation Refunding and Improvement Bonds	2006	\$ 79,440,000	4.68%
Certificates of Obligation	2006	\$ 8,135,000	4.64%
General Obligation Refunding and Improvement Bonds	2005	\$ 33,200,000	4.49%
Certificates of Obligation	2005	\$ 7,735,000	4.18%
General Obligation Refunding Bonds - Taxable	2004	\$ 11,910,000	5.15%
Certificates of Obligation	2004	\$ 4,200,000	4.09%
Adjustable Rate General Obligation Refunding and Improvement Bonds	2003	\$ 13,485,000	1.15% (1)
Certificates of Obligation	2003	\$ 8,710,000	4.07%
General Obligation Refunding and Improvement Bonds	2002	\$ 15,275,000	4.04%
Certificates of Obligation	2002	\$ 17,700,000	4.26%
General Obligation Bonds	2001	\$ 11,335,000	4.87%
Certificates of Obligation	2001	\$ 25,985,000	4.96%
General Obligation Bonds	2000	\$ 8,125,000	5.78%
Certificates of Obligation	2000	\$ 7,350,000	5.61%
Certificates of Obligation - Taxable	2000A	\$ 9,630,000	8.26%
Certificates of Obligation - Taxable	2000B	\$ 8,600,000	7.95%
Certificates of Obligation	2000A	\$ 29,640,000	5.74%
General Obligation Bonds	1999	\$ 10,465,000	4.79%
Certificates of Obligation	1999	\$ 11,650,000	4.71%
General Obligation Refunding and Improvement Bonds	1998	\$ 27,285,000	4.90%
General Obligation Bonds - Taxable	1998	\$ 3,000,000	6.79%
Certificates of Obligation - 3 Year Eqmt/Vehicles	1998	\$ 2,400,000	3.93%
Waterworks & Sewer System Revenue Bonds	1998	\$ 1,500,000	4.91%
Certificates of Obligation	1997	\$ 7,905,000	5.61%
Certificates of Obligation	1996	\$ 5,500,000	4.52%
Contractual Obligation	1995	\$ 2,160,000	4.57%

(1) This is variable interest rate which expires each year on June 15. The interest is remarketed on June 16 each year. The rate shown above is the rate at the time of issuance.

Debt Issuance Plan

Series 2010

- **\$18,500,000 Certificates of Obligation**
 - **\$7,630,000 Tax-Supported Certificates of Obligation**
 - \$2,715,000 General Fund Equipment 4-Year
 - \$ 915,000 Fire Equipment 8-Year
 - \$4,000,000 General Fund Radio System 15-Year
 - **\$10,870,000 Self-Supporting Certificates of Obligation**
 - \$5,000,000 Water and Sewer Rehabilitation 20-Year
 - \$2,250,000 Water and Sewer Radio System 15-Year
 - \$1,370,000 Solid Waste Equipment 8-Year
 - \$2,250,000 Solid Waste Radio System 15-Year
- **\$85,955,000* General Obligation and Refunding Bonds**
 - **\$66,000,000 General Obligation Bonds**
 - \$24,710,000 Streets Improvements 20-Year
 - \$22,645,000 Park & Recreational Facilities 20-Year
 - \$10,495,000 Municipal Public Buildings 20-Year
 - \$ 8,150,000 Neighborhood Vitality Projects 20-Year
 - **\$19,955,000* Refunding Bonds, Tax Exempt**
 - \$19,955,000* Refunding Obligations 11-Year
- **\$6,110,000* General Obligation Refunding Bonds, Taxable**
 - **\$ 6,110,000 Refunding Bonds**
 - \$ 6,110,000* Refunding Obligations 10-Year
- **\$110,565,000* Total Sale, Series 2010**

* Preliminary Estimate – Subject to Change

Library Long Range Planning



Council Presentation
June 28, 2010

Library Long Range Planning

A long range plan is a required to receive the Loan Star grants from the Texas State Library

Loan Star grants for Richardson Public Library have ranged from \$17,000 to \$38,000 per year. The current grant is \$38,000.

Past Plans

1999 – Long Range Plan
(Prepared by Providence Associates)

2003 – Space Allocation Plan
(Prepared by Phillips Swagger Associates)

1999 Long Range Plan

Services

Collections
Technology
Facility

Service Emphasis

√ Continued emphasis on a quality periodicals collection

Formal learning support

√ Business & career information services

<p>Services</p> <p>Collections</p> <p>Technology</p> <p>Facility</p>	<h2>1999 Long Range Plan</h2>
	<h3>Collections</h3>
	<ul style="list-style-type: none"> √ Create a collection development plan
	<ul style="list-style-type: none"> √ Local history materials be located in the Reference area √ Withdraw art prints and vinyl record albums √ Single location to display new materials

<p>Services</p> <p>Collections</p> <p>Technology</p> <p>Facility</p>	<h2>1999 Long Range Plan</h2>
	<h3>Technology</h3>
	<ul style="list-style-type: none"> √ Increase Internet connectivity throughout the building
	<ul style="list-style-type: none"> √ Add 3 or 4 public word processing stations <ul style="list-style-type: none"> Add a minimum of 10 staff workstations in staff workrooms √ Upgrade wiring to facilitate additional PCs plus laptops √ Add a minimum of 10 public PCs with a printer for every two computers

<p>Services</p> <p>Collections</p> <p>Technology</p> <p>Facility</p>	<h2>1999 Long Range Plan</h2>
	<p>Facility</p>
	<p>Move AV and public computers to 3rd floor</p>
	<p>√ Reconfigure the Youth Services area</p>
	<p>√ Create a refreshment bar</p>
	<p>New main library</p>

<p>Children's</p> <p>Circulation</p> <p>Adult Services</p> <p>Reference</p> <p>Security</p> <p>Technology</p> <p>Aesthetics</p>	<h2>2003 Space Allocation Plan</h2>
	<p>Children's Area</p>
	<p>√ More inviting with defined entrance</p>
	<p>√ Lower shelving</p>
	<p>√ Seating for parents and kids</p>
	<p>√ Enlarge staff workroom space</p>
	<p>Need for a puppet stage</p>

2003 Space Allocation Plan

Children's

Circulation

Adult Services

Reference

Security

Technology

Aesthetics

√ Replace outdated Self-Check system

√ Redesign Circulation desk to address ergonomics & define service points

√ Make "Held" items self service

√ Research RFID technology

Consider a drive-up book return

2003 Space Allocation Plan

Children's

Circulation

Adult Services

Reference

Security

Technology

Aesthetics

√ Relocate all non-fiction to 3rd floor

√ Relocate fiction, mysteries, large print to 2nd floor

√ Relocate AV materials to 1st floor for greater accessibility

<p>Children's Circulation Adult Services</p> <p>Reference</p> <p>Security Technology Aesthetics</p>	<h2>2003 Space Allocation Plan</h2> <p>Reference</p> <ul style="list-style-type: none"> √ Redesign staff workroom area √ Consider digitization of photo collection √ Consolidate local history collection <p>Add display units</p>
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<p>Children's Circulation Adult Services</p> <p>Reference</p> <p>Security</p> <p>Technology Aesthetics</p>	<h2>2003 Space Allocation Plan</h2> <p>Security</p> <ul style="list-style-type: none"> √ PA system √ Add card access to staff areas to limit access <p>Install silent alarms at service desks</p> <ul style="list-style-type: none"> √ Redesign staff entrance for weather protection and card access √ Modify stairway doors to add glass and graphics for visibility
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2003 Space Allocation Plan

Children's
Circulation
Adult Services
Reference
Security

Technology

Aesthetics

Technology

- √ Wifi access
- √ Add power and data at study tables

2003 Space Allocation Plan

Children's
Circulation
Adult Services
Reference
Security
Technology

Aesthetics

Aesthetics

- √ Replace sofas with lounge chairs to encourage reading and discourage sleeping
- √ Improve appearance of alcove near entrance (coffee area added)
- √ Better merchandising of collection
- Remove cloud

Upcoming Planning Project



Donna E. Fletcher Consulting
Highland Park, IL

Upcoming Planning - Objectives

Objectives

Focus Groups

Survey

Cost

Timeline

– Determine current usage and satisfaction with the Library

– Gain insight into how the community would like the Library to evolve over the next five years.

<p>Objectives</p> <p>Focus Groups</p> <p>Survey</p> <p>Cost</p> <p>Timeline</p>	<h2>Upcoming Planning – Focus Groups</h2>
	<p>Parents (4 groups).</p>
	<p>Parents and their children are typically major users of Library services.</p>
	<ul style="list-style-type: none"> – Parents with their oldest child in preschool or the primary grades (Frequent users) – Parents with their oldest child in preschool or the primary grades (Infrequent or non-users) – Parents with their oldest child in grades 4 through 7 (Frequent users) – Parents with their oldest child in grades 4 through 7 (Infrequent or non-users)
	<p>We plan to recruit 12 parents for each session with the expectation that 6 to 8 will participate in each group.</p>

<p>Objectives</p> <p>Focus Groups</p> <p>Survey</p> <p>Cost</p> <p>Timeline</p>	<h2>Upcoming Planning – Focus Groups</h2>
	<p>Empty nesters and adults with older children (2 groups).</p>
	<ul style="list-style-type: none"> – Adults 50 years and older with no children or children who are 18 years or older (Frequent users) – Adults 50 years and older with no children or children who are 18 years or older (Infrequent or non-users)
	<p>Twelve respondents will be recruited for each session with the goal of 6 to 10 participating.</p>

<p>Objectives</p> <p>Focus Groups</p> <p>Survey</p> <p>Cost</p> <p>Timeline</p>	<h2 style="text-align: center;">Upcoming Planning – Focus Groups</h2> <p>Young Professionals (1 group).</p> <ul style="list-style-type: none"> – Chamber of Commerce Young Professionals and younger members of Leadership Richardson. <p>Ideally, 10 to 12 respondents will be recruited with the expectation that 8 to 10 will actually come to the session.</p>
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<p>Objectives</p> <p>Focus Groups</p> <p>Survey</p> <p>Cost</p> <p>Timeline</p>	<h2 style="text-align: center;">Upcoming Planning – Focus Groups</h2> <p>Community stakeholders (1 group)</p> <p>10 to 15 community leaders in areas such as education, community organizations, municipal government, religious organizations, park districts, senior centers and other community groups as appropriate.</p>
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<p>Objectives</p> <p>Focus Groups</p> <p>Survey</p> <p>Cost</p> <p>Timeline</p>	<h2 style="text-align: center;">Upcoming Planning – Focus Groups</h2> <p style="text-align: center;">Library Board (1 group)</p> <ul style="list-style-type: none"> • One session among current Library Board members.
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<p>Objectives</p> <p>Focus Groups</p> <p>Survey</p> <p>Cost</p> <p>Timeline</p>	<h2 style="text-align: center;">Upcoming Planning – Focus Groups</h2> <ul style="list-style-type: none"> • Interviews with Library Staff involved with teens (2 to 3 interviews). Conducted on the phone to learn about the Richardson Library’s current teen services, ideas for future services and unmet needs for teens in the Library. Expected length of the interviews is 20 to 30 minutes • Teen Advisory Board (1 group). This session will cover the perceptions and usage of teen services, what additional services teens desire and what the Library could do better to attract teens. All members of the teen advisory board will be invited to participate • Individual interviews among teens. These will be short (5 to 10 minute) interviews with teens at the Library. The moderator will intercept teens as they enter the Library or in the teen section. The goal of the short interview is to gain insight into how teens use the Library, what attracts them to come and what the Library could do better to serve teens. We expect to complete 10 to 15 interviews.
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<h2>Upcoming Planning – Survey</h2>	
Objectives	The survey will provide quantitative data regarding the residents' current attitudes toward and usage of the Library as well as their desire for future services.
Focus Groups	
Survey	Areas of inquiry will include: <ul style="list-style-type: none"> - Awareness and usage of Library services - Satisfaction with the Library and its specific services - Demographics of Library users and non-users - Reasons for non-use of the Library
Cost	
Timeline	

<h2>Upcoming Planning – Survey</h2>	
Objectives	The survey will be mailed to a random sample of 12,000 households – slightly more than 1/3 of residences. We estimate a 12%-15% response rate. The resulting sample size will be 1,400-1,800, an adequate number for a thorough analysis. A randomized list of Richardson residents will be purchased from InfoUSA (formerly R.L. Polk).
Focus Groups	
Survey	
Cost	
Timeline	The questionnaire will be printed in booklet form (four 11”x17” sheets folded in half) with an accompanying postage paid return envelope. The time to complete the questionnaire will not exceed 10 minutes.

<p>Objectives</p> <p>Focus Groups</p> <p>Survey</p> <p>Cost</p> <p>Timeline</p>	<h2>Upcoming Planning - Cost</h2> <p>Cost for this project will be \$75,815.</p> <p>The project will begin in July and conclude with a finished product in December 2010.</p>
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<p>Objectives</p> <p>Focus Groups</p> <p>Survey</p> <p>Cost</p> <p>Timeline</p>	<h2>Upcoming Planning - Timeline</h2> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="3">Phase 1: Focus Groups</td> </tr> <tr> <td>Recruit respondents</td> <td>3-4 weeks</td> <td>July 6 – July 31</td> </tr> <tr> <td>Conduct groups</td> <td>1 week</td> <td>Aug 2 – Aug 6</td> </tr> <tr> <td>Analyze group findings, prepare report, discuss conclusions and implications for survey questionnaire</td> <td>2 weeks</td> <td>Aug 9 – Aug 23</td> </tr> <tr> <td colspan="3">Phase 2: Community Survey</td> </tr> <tr> <td>Draft survey questionnaire, gain Library’s input on questionnaire, revise questionnaire as necessary</td> <td>3 weeks</td> <td>Aug 24 – Sept 10</td> </tr> <tr> <td>Print and mail questionnaires</td> <td>2-3 weeks</td> <td>Sept 13 – Oct 1</td> </tr> <tr> <td>Residents complete questionnaires</td> <td>4 weeks</td> <td>Oct 4 – Nov 1</td> </tr> <tr> <td>Data entry and analysis</td> <td>4 weeks</td> <td>Nov 2 – Nov 30</td> </tr> <tr> <td>Final report issued</td> <td></td> <td>Dec 5</td> </tr> </table> <p style="text-align: center; font-size: small;">Dates are approximate and dependant on contractual agreement</p>	Phase 1: Focus Groups			Recruit respondents	3-4 weeks	July 6 – July 31	Conduct groups	1 week	Aug 2 – Aug 6	Analyze group findings, prepare report, discuss conclusions and implications for survey questionnaire	2 weeks	Aug 9 – Aug 23	Phase 2: Community Survey			Draft survey questionnaire, gain Library’s input on questionnaire, revise questionnaire as necessary	3 weeks	Aug 24 – Sept 10	Print and mail questionnaires	2-3 weeks	Sept 13 – Oct 1	Residents complete questionnaires	4 weeks	Oct 4 – Nov 1	Data entry and analysis	4 weeks	Nov 2 – Nov 30	Final report issued		Dec 5
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Library Long Range Planning





About Donna Fletcher

Prior to founding her consulting practice in 1991, Donna worked for 13 years at Leo Burnett Advertising in Chicago planning strategies and developing advertising for Kellogg's, Pillsbury (General Mills) and Noxell (Procter and Gamble). Her experience there also included two years as a manager of the New Business Department in which she was the primary analyst of client prospects for the Agency.

After leaving Leo Burnett, Donna directed marketing and advertising campaigns for two emerging consumer food companies, Zatarain's (New Orleans, LA) and House-Autry Mills (Four Oaks, NC). She received a Silver Effie for the effective advertising campaign developed for House-Autry Mills.

Library Survey Consultants, is a division of Donna E. Fletcher Consulting, Inc. Specializing in working with libraries to understand what their communities want and need. Services include:

- Community surveys
- Patron surveys
- Focus groups
- Individual telephone and in-person interviews
- Research and Facilitation for Strategic Planning

Their studies bring insight to specific questions and issues, and provide actionable recommendations. The president of the firm is Donna Fletcher, a former library trustee and board president, and a market researcher with over 25 years experience in conducting surveys, focus groups and needs assessments for corporate and library clients.