Appendix C

Next Libris:
Facilities Master Plan
2021-2030
Appendix C:

Community Engagement
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Community Engagement Summaries

As part of the Facilities Master Plan process, DC Public Library conducted two series of community engagement coordinated in partnership with consultants Brailsford & Dunlavey and LINK Strategic Partners.

Series 1

In February and March 2019, DC Public Library conducted four community meetings on the following dates:

- Tuesday, February 26 at 7pm - 8:30pm at Tenley Library (4450 Wisconsin Ave, NW)
- Saturday, March 2 11am - 12:30pm at Woodridge Library (1801 Hamlin St, NE)
- Wednesday, March 6 at 7pm - 8:30pm at Anacostia Library (1800 Good Hope Road, SE)
- Thursday, March 7 at 7pm - 8:30pm at Westminster Presbyterian Church (401 I St, SW)

Series 2

In June 2019, DC Public Library conducted two community meetings on the following dates:

- Tuesday, June 25, 6:30 p.m. - 8:00 p.m. at Capitol View Library (5001 Central Ave. SE)
- Wednesday, June 26, 6:30 p.m. - 8:00 p.m. at Petworth Library (4200 Kansas Ave. NW)

Each meeting began with a presentation to the community and included key questions for discussion with attendees.

Appendix Materials

Appendix C includes the following materials:

- Community Meeting Gallery Walk Boards
- Series 1: Community Meeting Presentation
- Series 1: Community Meeting Summary
- Series 2: Community Meeting Presentation
- Series 2: Community Meeting Summary
Appendix C:
Community Meeting Gallery Walk Boards
A plan to guide decisions about library services across the city over the next ten years. It seeks to answer:

- How can neighborhood libraries best serve their communities in the future?
- Are new libraries needed to support D.C.’s growing population?
- What facility investments are needed to keep current and future libraries working to their full potential?

The Facilities Master Plan should be considered a “living document” and a future planning tool based on information available today.
PROTECTING OUR INVESTMENTS

Of the District’s 25 neighborhood libraries:
- 19 are new or have been renovated
- 2 have received makeovers
- 4 are currently in design or construction

Martin Luther King Jr. Memorial Library is currently undergoing a $211 million modernization.

KEY
- Renovated or modernized
- Currently in design or construction
- Received makeover
TRENDS AFFECTING DC PUBLIC LIBRARY

A growing population leads to increased demand for library services.

Demographics impact the community’s need for tailored services.

D.C.’s communities are complex and unique.

Libraries serve as community hubs.
What activities and services should libraries offer in the future?

“Every great design begins with an even better story.” - Lorinda Mamo
FOUR KEY COMPONENTS:

- **FACILITY CONDITION ASSESSMENT**
  The current condition of library buildings

- **LIBRARY USAGE ASSESSMENT**
  How customers use libraries

- **LEADERSHIP & STAFF**
  Professional expertise and knowledge of library trends

- **COMMUNITY & STAKEHOLDER ENGAGEMENT**
  Community needs and priorities
TIMELINE & ENGAGEMENT OPPORTUNITIES

Learn about the FMP process and provide feedback on the library’s vision and planning strategies for services in the future.

**Sept – Oct 2018**
Facility Condition Assessments

**Nov – Dec 2018**
Staff Visioning
Community Focus Groups

**Spring 2019**
Guiding Framework
Review of Data

**Spring 2019**
Recommendations Development

**Fall 2019**
Final Recommendations
& Facilities Master Plan

**Jan – Mar 2019**
Usage Assessment
Staff Workshops
Community Survey
& Meetings

**Summer 2019**
Community Survey
& Meetings

**Provide preliminary input on the vision for services in the future.**

**Provide feedback on draft recommendations.**
To ensure the FMP is objective, stakeholder informed, and community-driven, engagement activities have been planned.

**FOCUS GROUPS - 8 HELD ACROSS THE DISTRICT**

- **Key themes heard:**
  - Serve as a hub to coordinate services provided by government and community organizations.
  - Expand technology-based resources and services, including hardware and software.
  - Provide educational, career planning, and life skills workshops and trainings for youth and adults.
  - Books are still important.

**COMMUNITY SURVEY - MORE THAN 1,000 RESPONDENTS**

- Online, paper, and oral surveys were made available for adult learners and English language learners. They are currently posted in English and Spanish.
A **Guiding Framework** is a fair, rational, and equitable way to make decisions about library investments for the next 10 years. It includes two components:

**Vision:** What is DC Public Library’s vision for the future?

**Planning Strategies:** What detailed tactics will DC Public Library employ for planning neighborhood libraries?

**We need your input!**

Four Preliminary Strategies have been developed. They were informed by a visioning session with Library staff, community focus groups, and the professional expertise and experience of our consultant team.

They are presented for comment and collaboration so they can be finalized by the Library.
KNOW YOUR NEIGHBORHOOD

In order to achieve the four priorities of its strategic plan, the Library will focus on its own internal operations so that it can be responsive to the changing needs of the community, including emerging trends, changing demographics, and new technologies. This includes a Facilities Master Plan to achieve the goal of planning and designing library spaces to better serve the community.

The Facilities Master Plan will be informed by additional operational goals of the Strategic Plan:

- Align Library resources with community needs.
- Use data to improve all aspects of library services.
- Pursue external funding and resources to deepen the library’s impact.
- Increase awareness and understanding of evolving library services.
PROPOSED PLANNING STRATEGIES

Planning Strategy 1: Manage assets wisely.

The Library will maintain buildings based on the facility condition assessment findings and will continue to monitor conditions as buildings age.

Planning Strategy 2: Grow smartly.

The Library will seek new or alternate sites to fill demonstrated library capacity needs, pursuing co-locations and partnership opportunities when possible.

How does the Library maintain its building investments?

How does the Library expand or adjust to meet future demand?
Planning Strategy 3: Design and build responsively.

The Library will use guidelines to tailor projects to meet local and system-wide needs. The guidelines will be both data driven and community informed.

Planning Strategy 4: Prioritize and sequence projects logically.

The Library will make recommendations based on objective and strategic needs for:

- Building condition and life-cycle needs
- Demonstrated need for a new library
- Demonstrated need for new service or service re-alignment

How does the Library plan projects? How will the Library decide which projects move forward?
What thoughts would you like to share related to the future of the Library?

“We shape our buildings; thereafter they shape us.” - Winston Churchill

E-mail community.feedback@dc.gov to learn more.
Appendix C:
Series 1: Community Meeting Presentation & Summary
WELCOME

Richard Reyes-Gavilan
Executive Director
AGENDA

Presentation
• What is an FMP?
• Context and Trends
• Approach
• Timeline

Gallery Walk
• Questions & Feedback
MEET THE TEAM

PROJECT LEADERSHIP

PROGRAM MANAGER
AND PLANNER

COMMUNITY ENGAGEMENT

OTHER EXPERT SUPPORT

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Overview: What is an FMP?

Goals: What do we hope to accomplish?

Timing: Why now?
Connecting the DC Public Library Strategic Plan to the Facilities Master Plan:

“By being a good **steward** of its resources — securing new resources for the Library and better aligning, allocating and strengthening existing resources — the Library will better serve District residents.”
TRENDS AFFECTING DC PUBLIC LIBRARY

growing population
complex and unique communities
demographics
libraries as community hubs
WELCOME

Beth Penfield
Brailsford & Dunlavey
The Facilities Master Plan approach incorporates four key components:

- **FACILITY CONDITION ASSESSMENT**
  The current condition of library buildings

- **LIBRARY USAGE ASSESSMENT**
  How customers use libraries

- **LEADERSHIP & STAFF**
  Professional expertise and knowledge of library trends

- **COMMUNITY & STAKEHOLDER ENGAGEMENT**
  Community needs and priorities
FACILITY CONDITIONS ASSESSMENT

What is an FCA?

How is it conducted?

Where are we in the process?
LIBRARY USAGE ASSESSMENT

What is a library usage assessment?
How is it conducted?
Where are we in the process?
Welcom

Josh Lasky
LINK Strategic Partners
COMMUNITY ENGAGEMENT

Goal: Ensure that qualitative feedback provided by the community helps inform the development of the FMP
COMMUNITY ENGAGEMENT TIMELINE

Dec. 2018
Focus Groups (8)

Feb. to Mar. 2019
Community Survey and Meetings

Summer 2019
Community Survey and Meetings

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Key Focus Group Takeaways

• Serve as a hub to coordinate services provided by government and community organizations.
• Expand technology-based resources and services, including hardware and software.
• Provide educational, career planning, and life skills workshops and trainings for youth and adults.
• Books are still important.
GALLERY WALK

Ask.
Learn.
Share.

What thoughts would you like to share related to the future of the Library?

"We shape our buildings; thereafter they shape us." - Winston Churchill

E-mail community.feedback@dc.gov to learn more.

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PROPOSED PLANNING STRATEGIES

Planning Strategy 1: Manage assets wisely.

Planning Strategy 2: Grow smartly.

Planning Strategy 3: Design and build responsively.

Planning Strategy 4: Prioritize and sequence projects logically.
STAY ENGAGED

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DC Public Library Facilities Master Plan
Series 1: Community Meeting Summary

In February and March 2019, DC Public Library conducted four community meetings focusing on the Facilities Master Plan (FMP), coordinated in partnership with consultants Brailsford & Dunlavey (B&D) and LINK Strategic Partners (LINK).

The meetings were held on the following dates:

- Tuesday, February 26 at 7pm - 8:30pm at Tenley Library (4450 Wisconsin Ave, NW)
- Saturday, March 2 11am - 12:30pm at Woodridge Library (1801 Hamlin St, NE)
- Wednesday, March 6 at 7pm - 8:30pm at Anacostia Library (1800 Good Hope Road, SE)
- Thursday, March 7 at 7pm - 8:30pm at Westminster Presbyterian Church (401 I St, SW)

Each meeting began with a short presentation to the community that included a welcome from DC Public Library’s Executive Director, Richard Reyes-Gavilan. He spoke about the Facilities Master Plan (FMP) and what the library hopes to gain from the process. Representatives from B&D gave an overview of the components of the FMP, including the Facility Conditions Assessment and the Usage Data. Representatives from LINK Strategic Partners explained the importance of community engagement in the process and initial feedback heard from previous engagement to date. The presentation slides can be found online.

Following the presentation, attendees participated in a Gallery Walk, which provided an opportunity for the community to meet members of the project team, ask questions, and share their feedback about the proposed planning strategies for the FMP, as well as share their feedback on other aspects of library programming.

There were more than 60 attendees at the meetings who provided over 300 pieces of feedback. The feedback focused on the following themes:

- **Utilization of Space**: Ensure that existing Library spaces are used to accommodate the diverse needs of residents, which may be different in each branch.
- **Accessibility for All**: Make sure that access and usability are prioritized for all residents, including those experiencing homelessness, seniors and differently abled individuals.
- **Digital Resources**: Consistently update and upgrade resources so that the Library is providing hardware and software most requested by Library users.
- **Program Elements**: Plan buildings so that programs can reflect the interests and needs of the local community, taking into account needs for meeting space, spaces for families with young children, and more.
- **Social and Community Support Resources**: Consider partnering with government agencies and community groups to provide access to non-Library resources and services within Library branches.
- **Library Growth**: Expand Library facilities and services in a way that makes sense to address growing demographic trends and creates a presence in existing Library “deserts.”
Appendix C:

Series 2: Community Meeting Presentation & Summary
FACILITIES MASTER PLAN
AGENDA

Presentation
• Facilities Master Plan Refresher
• Update on Facilities Condition Assessment
• Overview of Usage Assessment Data
• Community Feedback Received

Group Discussion
• Questions & Feedback
The Facilities Master Plan approach incorporates four key components:

- **Facility Condition Assessment**: The current condition of library buildings
- **Library Usage Assessment**: How customers use libraries
- **Leadership & Staff**: Professional expertise and knowledge of library trends
- **Community & Stakeholder Engagement**: Community needs and priorities

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Planning Strategy 1: Manage assets wisely.

Planning Strategy 2: Grow smartly and equitably.

Planning Strategy 3: Design and build responsively.

Planning Strategy 4: Prioritize and sequence projects logically.
FACILITY CONDITIONS ASSESSMENT

FCA analyzed 21 neighborhood library buildings

• FCA data enables DC Public Library to schedule system repairs and replacements with timing of building needs.

• Some libraries will need systems renewals in the next 10 years.

• A **Building Systems Renewal Project** will address deficiencies in life safety and renew or replace critical building systems that reach the end of their life cycle (e.g. electrical, plumbing, HVAC).
Libraries that will need a **Building Systems Renewal Project** in the next ten years:

<table>
<thead>
<tr>
<th>Group 1</th>
<th>Group 2</th>
<th>Group 3</th>
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<tbody>
<tr>
<td><strong>Target Timeframe</strong></td>
<td><strong>Target Timeframe</strong></td>
<td><strong>Target Timeframe</strong></td>
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<tr>
<td>FY 2021 – 2023</td>
<td>FY 2024 – 2026</td>
<td>FY 2027 – 2030</td>
</tr>
<tr>
<td>Mt. Pleasant</td>
<td>Anacostia</td>
<td>Bellevue</td>
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<tr>
<td>Northeast</td>
<td>Benning</td>
<td>Francis Gregory</td>
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<td>Shepherd Park</td>
<td>Chevy Chase</td>
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<tr>
<td>Takoma Park*</td>
<td>Georgetown</td>
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<td>Tenley</td>
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*Currently undergoing a systems renewal project*
The FMP will go beyond the FCA and will address ways to:

• Ensure building systems are addressed as they age
• Allow existing buildings to support evolving library functions
• Advance the Library’s mission and expand services
FACILITIES MASTER PLAN CONSIDERATIONS

- Strategic Needs
- Building Functional Needs
- Existing Physical Building Needs
The Library Usage Assessment focused on answering 3 key questions:

• Who is a current library user and who is not?

• How do we align library facilities with community needs?

• What opportunities exist for DC Public Library to better serve DC residents?
DISTRICT SCAN

What: A qualitative analysis that overlaid data within maps

- **Usage Elements** – customer density, checkouts, computer use, & branch stats like gate count, Wi-Fi, meeting room use
- **Demographic Elements** – population density & growth, age groups, households, educational attainment, income
- **Proximity of Locations** – distance between, distance around, distance to transit access and other public facilities

Where are potential gaps in service and what neighborhoods should be explored further?
This map shows the results of the analysis of:

- Library usage data;
- Demographic data;
- Proximity of Libraries to each other.
STAFF WORKSHOP HIGHLIGHTS

More than 100 DC Public Library staff participated in three full-day workshops.
STAFF WORKSHOP HIGHLIGHTS

Children, youth, families, and parenting
Career growth
Employment, job seekers, job readiness
Technology & support
Experiences and leisure activities

Family health, food, and healthy eating
Economic and workforce development
Community
Civil & social engagement
Volunteering

Cultural programs & entertainment
Job training & vocational services
Social Capital
COMMUNITY ENGAGEMENT TIMELINE

Dec. 2018
Eight Focus Groups
60 participants

Feb. to Mar. 2019
Community Survey and Four Meetings
1,286 responses from 28 zip codes
75 attendees across SW, NW, SE, NE

Jun. 2019
Two Community Meetings

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KEY FOCUS GROUP TAKEAWAYS

- Expand technology-based resources and services.
- Provide educational, career, and life skills trainings.
- Serve as one-stop shop for government and community services.
- Books are still important.
COMMUNITY MEETINGS
COMMUNITY MEETING TAKEAWAYS (1 OF 2)

**Utilization of Space:** Accommodate the diverse needs of residents, which may be different in each branch.

**Accessibility:** Prioritize access and usability for all.

**Digital Resources:** Consistently update hardware and software.
**Program Elements:** Ensure programs reflect the interests and needs of the local community.

**Social and Community Support Resources:** Partner with government agencies and community groups.

**Library Growth:** Respond to demographic trends.
SURVEY: WHO RESPONDED?

Do you have a current DC Public Library card?

- Respondents with Current Library Card: 85%
- Respondents without Library Card: 15%

In the last 12 months, approximately how many times have you visited or used the online services of DC Public Library?

- Use the library at least weekly: 46%
- Use the library at least monthly: 34%
- Use the library infrequently or not at all: 20%
SURVEY FINDINGS (1 OF 2)

• **Most satisfied with:** Library overall, staff courtesy, hours of operation, safety/security, and materials for checkout

• **Least satisfied with:** Holds and the Library website

• **Top things not used or not familiar with:** Downloadable or streaming materials; WiFi; meeting room availability; computer, software, technology availability/features

• **Reasons for not using the library more frequently:** Lack of convenience, lack of time, use internet for information
The top five things respondents would like to expand or enhance include:

- Streaming or downloadable materials
- Nonfiction, fiction, and bestsellers
- Children’s programs
- Additional library services in the community
- Cultural and educational programs for adults
BROAD THEMES FOR FUTURE SERVICES

FOCUS GROUPS
COMMUNITY MEETINGS
STAFF WORKSHOPS
COMMUNITY SURVEY

BROAD THEMES
BROAD THEMES FOR FUTURE SERVICES

<table>
<thead>
<tr>
<th>Support children and families</th>
<th>Empower students, makers, hobbyists, and lifelong learners</th>
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<td>Connect residents, entrepreneurs, and partners</td>
<td>Equip job-seekers and support workforce and career development</td>
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</table>
How do we build a roadmap of facility projects and strategic initiatives that align with our planning strategies?
**BUILDING A ROADMAP**

**Strategic Needs**
- **PRIORITY 4:** Solve city-wide Library service needs

**Building Functional Needs**
- **PRIORITY 3:** Ensure existing libraries adapt to changing needs
- **PRIORITY 2:** Complete the modernization program

**Existing Physical Building Needs**
- **PRIORITY 1:** Maintain existing assets

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Project timing will also consider:

- Barriers to participation
- Project timing of nearby libraries
- Number of projects per year
- Funding availability
- Interim services
- Strategic opportunities that may arise
- MLK usage and impact on nearby libraries
GROUP DISCUSSION

Q1 Did the four future services themes capture everything? Was there anything we missed?

Q2 What do you think about the Library’s master planning priorities?

Q3 What else do we need to make sure we emphasize in the FMP?
GROUP DISCUSSION

Q1 Did the four future services themes capture everything? Was there anything we missed?

- Support children and families
- Connect residents, entrepreneurs, and partners
- Empower students, makers, hobbyists, and lifelong learners
- Equip job-seekers and support workforce and career development
GROUP DISCUSSION

Q2 What do you think about the Library’s master planning priorities?

- **Priority 1**: Maintain existing assets
- **Priority 2**: Complete the modernization program
- **Priority 3**: Ensure existing libraries adapt to changing needs
- **Priority 4**: Solve city-wide Library service needs

The pyramid is divided into三层:
- **Existing Physical Building Needs**
- **Building Functional Needs**
- **Strategic Needs**
GROUP DISCUSSION

Q3 What else do we need to make sure we emphasize in the FMP?
NEXT STEPS

- Compile and publish FMP
- Prepare for budget request process
- Perform functional assessments
- Explore opportunities to enhance service
STAY ENGAGED

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DC Public Library Facilities Master Plan
Series 2: Community Meetings Summary

In June 2019, DC Public Library conducted two community meetings focusing on the Facilities Master Plan (FMP), coordinated in partnership with consultants Brailsford & Dunlavey (B&D) and LINK Strategic Partners (LINK).

The meetings were held on the following dates:

- Tuesday, June 25, 6:30 p.m. - 8:00 p.m. at Capitol View Library (5001 Central Ave. SE)
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Each meeting began with a presentation to the community that included a welcome from DC Public Library’s Executive Director, Richard Reyes-Gavilan. He provided a high-level update on the FMP process and the importance of community engagement.

Representatives from B&D reviewed specific elements of the FMP, including key outcomes of the Facility Conditions Assessment (FCA) and an overview of usage data. Representatives from LINK provided a summary of stakeholder feedback gathered to date, sharing key takeaways from the eight focus group conversations, four community meetings, a community survey, and DC Public Library staff workshops.

The last few slides of the presentation introduced a series of key questions for discussion with attendees, focusing on future services, planning priorities, and other ideas to capture in the FMP. The group dialogue with attendees at the meetings included the following suggestions:

- Consider families and multi-generational audiences when planning for programs and spaces.
- Integrate technology throughout facilities and services; technology shouldn’t act as a standalone item or “add-on” once design is complete.
- Involve parents early, engaging families with very young children to promote available resources and services.
- Advance an inclusive definition of “makers” that encompasses creatives more broadly.
- Explore relationship between MLK Memorial Library and branches throughout the city, defining how services and resources can be shared or spread without need for full duplication.
- Include a section in the FMP to show how the plan will be used to drive budget discussions with elected officials.
- Articulate the extent to which usage and visitor volume affect facilities and might create the need for building upgrade projects on a more frequent basis.
- Emphasize the notion of flexibility in designing spaces, given that DC’s communities may have new needs we cannot anticipate or plan for (like the emergence of co-working in the recent few years).
- When possible, connect the FMP to other citywide plans that have been recently developed, like the Office of Planning’s Cultural Plan.
- Balance the expectations of existing Library users with the recruitment of new users and addressing their needs.

DC Public Library used the feedback collected from focus groups, surveys, and community meetings, along with the information gathered through the FCA, usage data analysis, and staff workshops to inform the FMP.