

a Long Range Plan

For



a collaborative to define the future

Prepared by:

5253 Design Group

Architecture & Planning

Louisville, Kentucky

Board Adopted — February 17, 2016

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2015—2018 Strategic Plan as prepared by MCPL

EXECUTIVE SUMMARY

Needs Assessment by Ruthie Maslin

Madison County Public Library is currently serving its county population of 87,340 in just 33,200 square feet of space in two library locations. To meet the minimum square footage per capita for our county required by Kentucky Public Library Standards, we would need at least 52,000 square feet. Over the past 10 years, our county population has increased 15%. Usage of the library has also increased significantly: registered borrowers are up 98%, visits are up 25%, as is circulation. Clearly, more and more people each year are using library resources, yet our public service square footage has only increased about 8% in that same period. To help extend availability of services within the limited space, we have expanded public service hours twice in that period, and we are now open 7 days a week. We have also added a significant outreach component to our library services and have increased our virtual footprint significantly through circulation of eBooks and digital magazines and by increasing our available online resources.

However, actual physical space is what is needed. Almost 60,000 people attended library programs last year. We logged some 32,000 wifi sessions and close to 90,000 public computer sessions this past year. More than 600 community groups held close to a thousand meetings in our community rooms. The growth of our library system to meet the growing needs of our community is significantly hampered by sheer lack of space.

The Madison County Public Library Board of Trustees is currently finalizing its first long-range plan for facility development and expansion. After a year of public forums and work with a planning consultant, they are looking at options for 5, 10, and 15 year expansions to try to keep up with county growth projections. These expansions would increase square footage at both of our current locations and potentially include the construction of a third location for our county.

Process

In July of 2014 the Madison County Public Library Board of Trustees retained the services of the 5253 Design Group Architects & Planners of Louisville, Kentucky to develop a Long Range Plan for the Madison County Library System. This plan was to be developed in conjunction with the Library's own Strategic Plan. While the Design Team worked closest with Ruthie Maslin the Director of the Library System. Throughout the planning process, additional input was sought from the Board of Trustees, the Library's Management Team, various staff members, and the general public.

It is important to note that this Long Range Plan is considered to be a living document and should be revisited at intervals and adjusted based on changes to the needs of the Library System or based on other factors unforeseen at this time.

EXECUTIVE SUMMARY



Planning Goals

The following goals for the Long Range Plan have been identified during the input process by everyone involved:

What does the current Library System have in terms of facilities?

How do the current Library facilities compare to the Kentucky Public Library

Standards: Direction & Service for the 21st Century, 4th Edition.

To perform a critical look at the “User Experience” while in the Library and determine how the facility &/or policy and procedures need to change to enhance the “User Experience.”

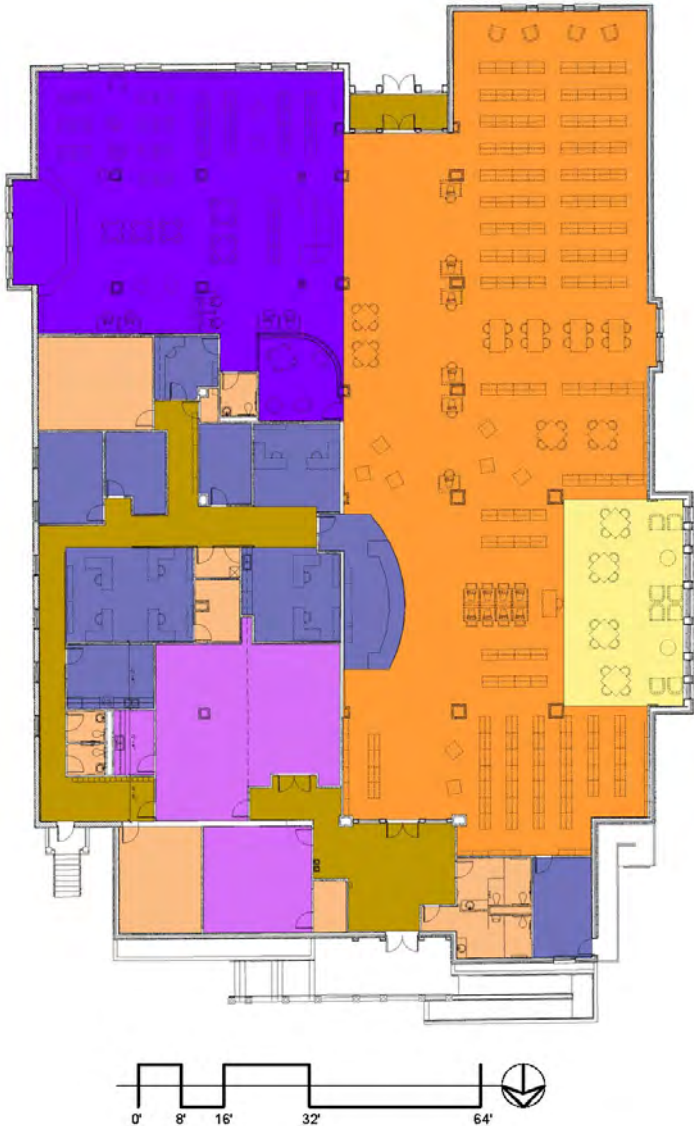
Recommendations for any Renovations, Expansions or New Facilities over the next 5 years, 10 years & 15 years.

What can the current Library System offer with their current collections?

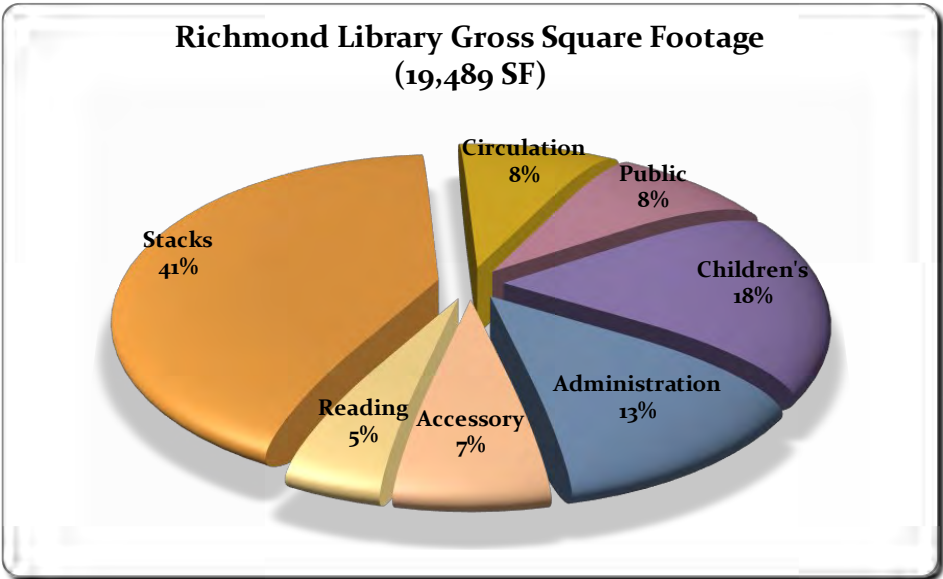
How do the current Library Collections compare to the Kentucky Department of Libraries & Archives Standards per capita?

EXISTING FACILITY REVIEW

Richmond Library,
Richmond, Kentucky

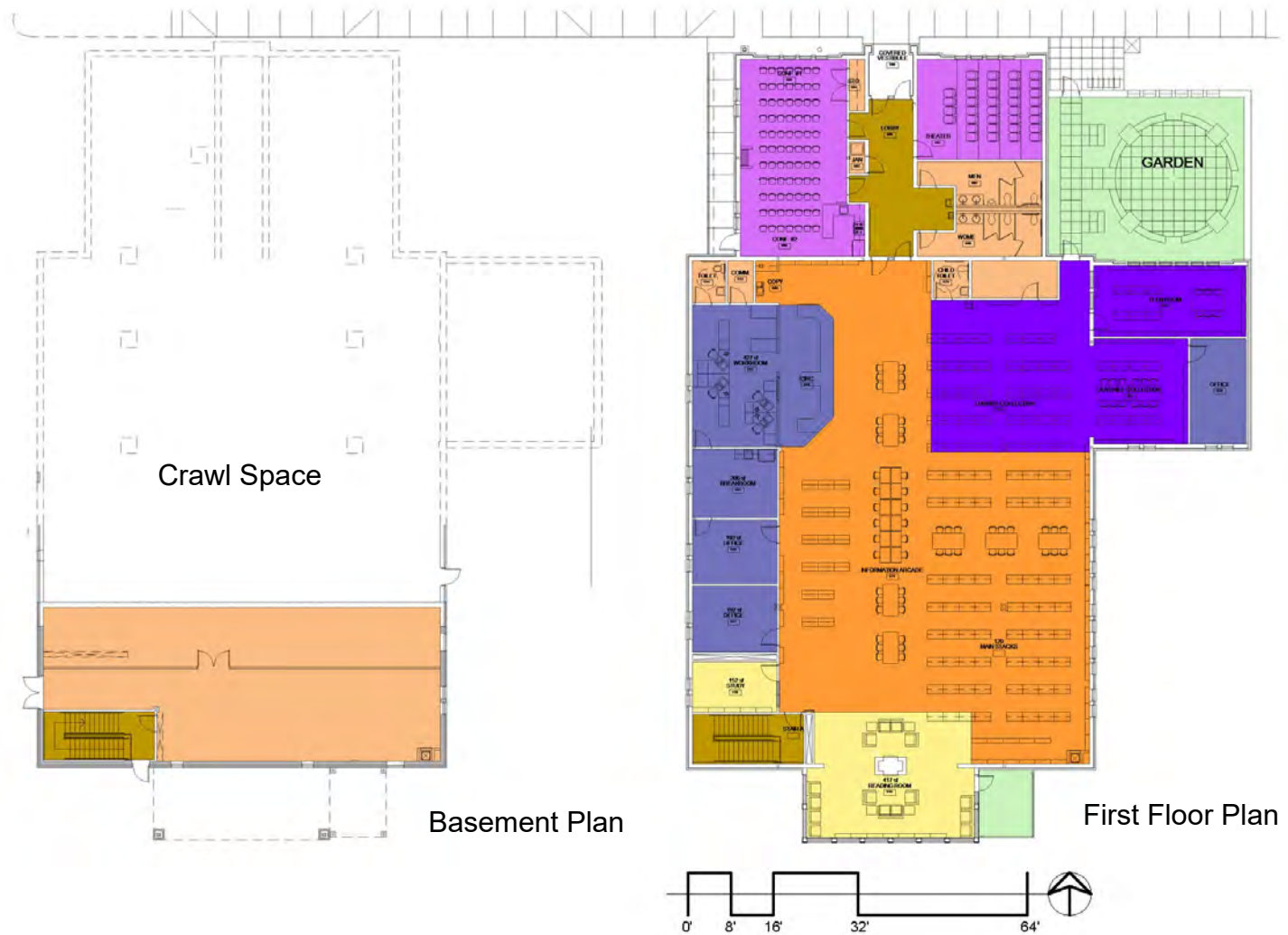


Divisions	Square Footage
Stacks	7,419
Circulation	1,553
Public	1,513
Children's	3,204
Administration	2,338
Exterior Spaces	
Accessory	1,339
Reading	861

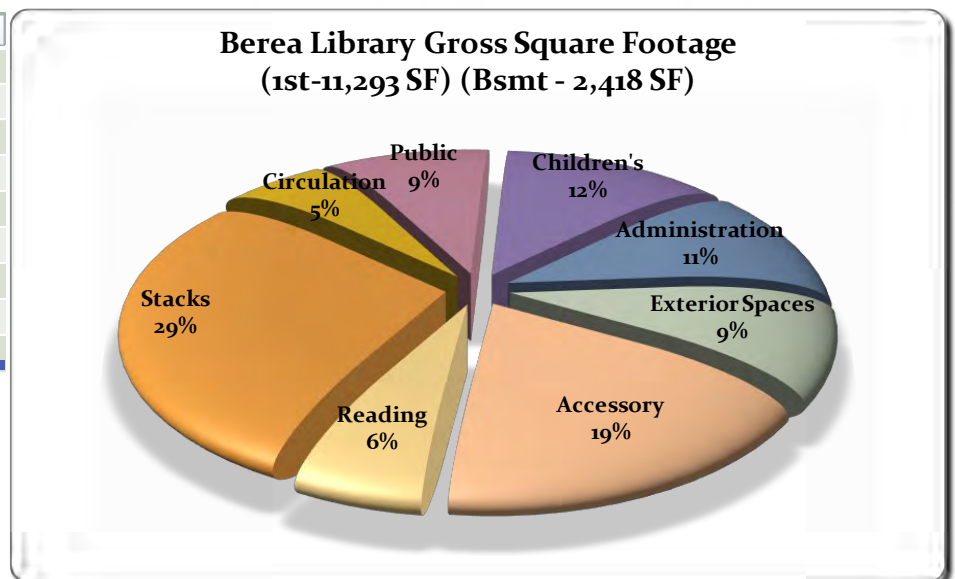


EXISTING FACILITY REVIEW

Berea Library, Berea, Kentucky



Divisions	Square Footage
Stacks	3,908
Circulation	730
Public	1,229
Children's	1,653
Administration	1,500
Exterior Spaces	1,265
Accessory	2,629
Reading	858



PUBLIC LIBRARY STANDARDS



Kentucky Public Library Standards:

Direction and Service for the 21st Century, 4th Edition produced by the Kentucky Public Library Association in conjunction with the Kentucky Department for Libraries and Archives in August 2011.

Within these standards are guidelines for Libraries to follow that will classify each facility into one of three categories: Essential, Enhanced & Exemplary. The following is Section 5: Facilities from those Standards.

5. FACILITIES

The appearance of public libraries directly affects community use. They should be large enough to adequately meet the needs of the service population. The library interior should have a flexible design to allow for changes in the service needs of the community. They should be conveniently located, aesthetically pleasing, have ample parking, and be free of physical barriers.

5.1. Library facilities provide sufficient, appropriately designed space to accommodate library services and programs.

ESSENTIAL

5.1.1 The Library provides adequate total square footage of floor space for its service population:

Population	Total Square Ft.
Less than 25,000	7,000 SF or .7 SF per capita, whichever is greater
25,000 or more	17,500 SF or .6 SF per capita, whichever is greater

5.1.2 The Library provides designated space for children’s service and materials.

5.1.3 The Library meets the state standard of at least one parking space per 500 square feet of library space.

5.1.4 The Library has up-to-date wiring and adequate access to electrical and data outlets to support current technology.

5.1.5 The Library has enough space to plan, prepare, and deliver programming called for by its strategic plan without affecting other library services.

5.1.6 The Library has an area for staff breaks that is physically and visually separated from any staff workspaces.

PUBLIC LIBRARY STANDARDS



Kentucky Public Library Standards:

Direction and Service for the 21st Century, 4th Edition produced by the Kentucky Public Library Association in conjunction with the Kentucky Department for Libraries and Archives in August 2011.

ENHANCED

- 5.1.7 The Library provides at least eight tenths (0.8) of a square foot of library space per capita.
- 5.1.8 The library provides designated space for young adult services and materials.
- 5.1.9 The Library provides at least one parking space per 400 square feet of library space.
- 5.1.10 The Library provides a public meeting room.

EXEMPLARY

- 5.1.11 The Library provides at least one (1) square foot of library space per capita.
- 5.1.12 The Library provides at least one parking space per 300 sq. ft. of library space.
- 5.1.13 The Library has a current plan for anticipated facility renovation, expansion, and/or construction.
- 5.1.14 The Library provides an inviting and flexible environment with adequate space for quiet study, play, and programs.

5.2 Library facilities are accessible, safe, and well maintained.

ESSENTIAL

- 5.2.1 Library facilities meet all applicable building, fire, and safety codes.
- 5.2.2 The Library has conducted an accessibility assessment and library facilities comply with applicable standards of the Americans with Disabilities Act (ADA). [For an accessibility checklist, go to www.ada.ky.gov]
- 5.2.3 The exterior of the building is appropriately lighted and identified with signs clearly visible from the street.
- 5.2.4 Hours of library service are posted at each public entrance.

PUBLIC LIBRARY STANDARDS

Kentucky Public Library Standards:

Direction and Service for the 21st Century, 4th Edition produced by the Kentucky Public Library Association in conjunction with the Kentucky Department for Libraries and Archives in August 2011.

5.2.5 Interior signs identify the library's service areas and collections.

5.2.6 The Library has a schedule for regular maintenance of the building and grounds.

5.2.7 The parking areas and entrances are lighted well enough, with no pools of deep shadow, to provide safe entry and exit (about three foot candles).

ENHANCED

5.2.8 The Library entrance includes a manually operated automatic door opener.

5.2.9 The Library maintenance plan includes a schedule for refurbishing existing facilities including: carpet, painting, furniture replacement, HVAC, and other equipment. The maintenance plan also includes an explicit, written financial plan for paying for the work.

5.2.10 The Library has an electronic building security system.

PUBLIC LIBRARY STANDARDS



Check List of Criteria to determine if Essential, Enhanced or Exemplary Services are provided

Determining Information

Population Served by Library System: 82,916 per 2010 US Census
 Population Growth from 2010 to 2014: 1.3% per year
 Total Square Footage of Library System: 33,200
 Richmond: 19,489 sf
 Berea: 13,711 sf

5.1 Library Facilities provide sufficient, appropriately designed space to accommodate library services & programs.

Essential

5.1.1 The Library provides adequate total square footage of floor space for its service population: ✗ Current SF per Capita is .40

<u>Population</u>	<u>Total Square Footage</u>
Less than 25,000	7,000 SF or .7 SF per capita, whichever is greater,
25,000 or more	17,500 or .6 SF per capita, whichever is greater

5.1.2 The Library provides designated space for children’s service and materials. ✓

5.1.3 The Library meets the State standard of at least one parking space per 500 square feet of Library Space. ✓ Richmond 41
Berea 30

5.1.4 The Library has up-to-date wiring and adequate access to electrical and data outlets to support current technology. ✓

5.1.5 The Library has enough space to plan, prepare and deliver programming called for by its strategic plan without affecting other library services. ✓

5.1.6 The Library has an area for staff breaks that is physically and visually separated from any staff workspaces. ✓

Enhanced

5.1.7 The Library provides at least eight tenths (0.8) of a square foot of library space per capita. ✗ Current SF per Capita is .40

5.1.8 The Library provides designated space for young adult services and materials. ✓

5.1.9 The Library provides at least one parking space per 400 square feet of library space. ✗ Richmond 41
Berea 30

5.1.10 The Library provides a public meeting room. ✓

Exemplary

5.1.11 The Library provides at least one (1) square foot of library space per capita. ✗ Current SF per Capita is .40

5.1.12 The Library provides at least one parking space per 300 sq.ft. of library space. ✗ Richmond 41
Berea 30

5.1.13 The Library has a current plan for anticipated facility renovation, expansion, and/or construction. ✗

5.1.14 The Library provides an inviting and flexible environment with adequate space for quiet study, play, and programs. ✓

PUBLIC LIBRARY STANDARDS



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5.2 Library Facilities are accessible, safe, and well maintained.

Essential

- 5.2.1 Library facilities meet all applicable building, fire, and safety codes. ✓
- 5.2.2 The Library has conducted an accessibility assessment and library facilities comply with applicable standards of the American with Disabilities Act (ADA). ✓
- 5.2.3 The exterior of the building is appropriately lighted and identified with signs clearly visible from the street. ✓
- 5.2.4 Hours of library service are posted at each public entrance. ✓
- 5.2.5 Interior signs identify the library's service areas and collections. ✓
- 5.2.6 The Library has a schedule for regular maintenance of the building and grounds. ✓
- 5.2.7 The parking areas and entrances are lighted well enough, with no pools of deep shadow, to provide safe entry and exit (about 3 foot candles) ✓

Enhanced

- 5.2.8 The Library entrance includes a manually operated automatic door opener. ✓
- 5.2.9 The Library maintenance plan includes a schedule for refurbishing existing facilities including: carpet, painting, furniture replacement, HVAC, and other equipment. The maintenance plan also includes an explicit, written financial plan for paying for the work. ✓
- 5.2.10 The Library has an electronic building security system. ✓

INFORMATION GATHERING MATRIX

Information Gathering Sessions

The following matrix is a list of ideas, issues and topics discussed during Board Meetings, Staff Meetings, &/or Public meetings. We have divided all of the information into 3 Categories.

Library Experience

The Library is a cultural & social center of the community and all future planning should help strengthen this idea.

Create an engaging environment with technology.

Set goal to be a top 5 place to work within the State Library system.

Internet is very slow.

The Library should continue to support all demographics.

The way the Library serves the patrons should be evaluated.

An "apple store" experience of next available service with "roaming" staff should be reviewed as a option for service.

Keep the family friendly atmosphere.

This community is attached to the Library.

Support Spanish speaking patrons.

The Staff should be more interactive with the Public.

More Staff

Good salaries for Staff to help with retention.

Get the Library ahead of the curve in every possible way.

Keep and Strengthen personal quality service.

Love Sunday hours

Extend to some late night hours, like staying open till 10 or 11 PM on Friday nights, and planning programming during those hours

Outdoor charging stations

Study spaces

Add "stuff" to community room – coffee urns, microwave, punch bowl and ladle, etc. that people using the space can use

Create a "quick access" space where customers can jump in and out quickly, grab a book or pick up a hold without having to go through the whole library.

	Library Board August 18, 2014	Library Staff Meeting	Public Meeting—Berea October 9, 2014	Public Meeting—Richmond October 28, 2015	Public Input from March 3rd, 10th, & 22nd of 2015
The Library is a cultural & social center of the community and all future planning should help strengthen this idea.	●				
Create an engaging environment with technology.	●				
Set goal to be a top 5 place to work within the State Library system.	●				
Internet is very slow.		●	●		
The Library should continue to support all demographics.	●	●	●		
The way the Library serves the patrons should be evaluated.	●	●			
An "apple store" experience of next available service with "roaming" staff should be reviewed as a option for service.	●	●			
Keep the family friendly atmosphere.	●	●	●	●	
This community is attached to the Library.		●			
Support Spanish speaking patrons.			●		
The Staff should be more interactive with the Public.			●		
More Staff			●		
Good salaries for Staff to help with retention.		●	●		
Get the Library ahead of the curve in every possible way.	●	●	●		
Keep and Strengthen personal quality service.	●	●	●	●	
Love Sunday hours					●
Extend to some late night hours, like staying open till 10 or 11 PM on Friday nights, and planning programming during those hours					●
Outdoor charging stations					●
Study spaces					●
Add "stuff" to community room – coffee urns, microwave, punch bowl and ladle, etc. that people using the space can use					●
Create a "quick access" space where customers can jump in and out quickly, grab a book or pick up a hold without having to go through the whole library.					●

INFORMATION GATHERING MATRIX



The following matrix is a list of ideas, issues and topics discussed during Board Meetings, Staff Meetings, &/or Public meetings. We have divided all of the information into 3 Categories.

Information Gathering Sessions

Library Board August 18, 2014	Library Staff Meeting	Public Meeting—Berea October 9, 2014	Public Meeting—Richmond October 28, 2015	Public Input from March 3rd, 10th, & 22nd of 2015
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Library Collections & Programs

New Programs	●	●	●	●	
Evaluate the current programs	●	●	●	●	
Evaluate the current collections	●	●	●	●	
Continually develop the collections	●	●	●	●	
Add Music Programs				●	
Add Video Gaming			●	●	
Update the current Library Website			●	●	
Add Poetry Readings.	●	●	●	●	
More Publicity to let the Community know what's happening at the Library.	●		●	●	
More Fiction, Non-Fiction & Children's books.	●	●	●	●	
Genre Specific Book Collections, ie.. Christian, Vampires, Western			●	●	
Internet "Too" system connected to EKU				●	
Add Children's Animal Program				●	
Evaluate the Book Mobile & their service	●	●	●	●	
Support Summer Reading	●	●	●	●	
Need for better patron monitoring software.		●			
More Authors for book signings.	●	●	●	●	
Add Christmas / Santa programs.				●	
The Library needs to have more locations and different types of locations out in the County.	●	●	●	●	
More Special Collections & Genealogy Space.			●	●	
Add Art Exhibits				●	

INFORMATION GATHERING MATRIX



Information Gathering Sessions

The following matrix is a list of ideas, issues and topics discussed during Board Meetings, Staff Meetings, &/or Public meetings. We have divided all of the information into 3 Categories.

Library Board August 18, 2014	Library Staff Meeting	Public Meeting—Berea October 9, 2014	Public Meeting—Richmond October 28, 2015	Public Input from March 3rd, 10th, & 22nd of 2015
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Library Collections & Programs

Better Community Partnerships	●			
Used book store in the library.			●	
More crafte & art classes			●	
Provide carry-out meals to children	●	●	●	
Non-school hour programs including weekends			●	
Longer Hours			●	
More Outreach Programs.		●	●	
Childcare & Teen Programs.			●	
More fund raisers like the quilt auction			●	
Would like to be able to access Berea Citizen archives through the library				●
Would like an easy connection to Berea census information through the library				●
Digitize City of Berea Record Books from the 1800s forward				●
Friday night movies				●
Textbooks/resources for K-12 (both homeschool and school system)				●
Extend Genealogy Resources				●

INFORMATION GATHERING MATRIX



The following matrix is a list of ideas, issues and topics discussed during Board Meetings, Staff Meetings, &/or Public meetings. We have divided all of the information into 3 Categories.

Information Gathering Sessions

	Library Board August 18, 2014	Library Staff Meeting	Public Meeting—Berea October 9, 2014	Public Meeting—Richmond	Public Input from March 3rd, 10th, & 22nd of 2015
Library Facilities					
The Library should meet or exceed the minimum requirements of the Kentucky Libraries & Archives Facility Standards	●	●			
Form a foundation/trust to support & sustain the Library.	●				
Need for more study space and carrels.	●	●	●	●	
Need more open Staff space.		●			
Need more Children's space.	●	●	●	●	
Want less barriers in the Library.	●	●	●	●	
Drive-thru window service		●			
Curbside service		●			
More computers and space to use them.		●	●	●	
More parking	●	●	●	●	
Safe handicap approaches to the building.	●	●	●	●	
Provide space for Book Club meetings.			●	●	
Exterior display marquee for events at the Library.			●	●	
Large Conference Areas				●	
Exterior reading areas.			●	●	
Increased Security				●	
Areas for Home Schooled Children				●	
Area for smokers				●	
Bike Racks				●	
Theater			●	●	
Inspiring Community Rooms			●	●	

INFORMATION GATHERING MATRIX

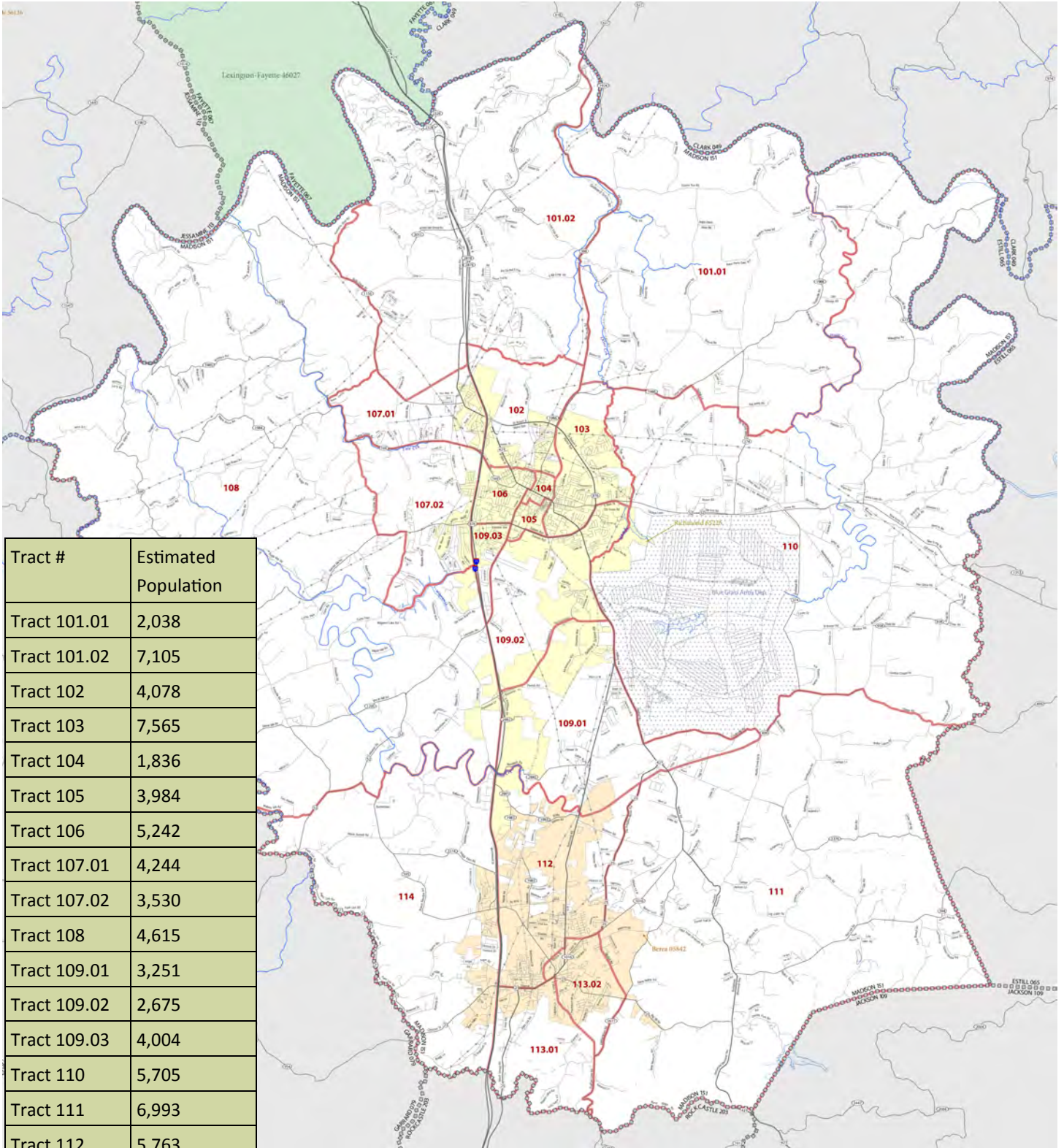


The following matrix is a list of ideas, issues and topics discussed during Board Meetings, Staff Meetings, &/or Public meetings. We have divided all of the information into 3 Categories.

Information Gathering Sessions

Library Facilities	Library Board August 18, 2014	Library Staff Meeting	Public Meeting—Berea October 9, 2014	Public Meeting—Richmond October 28, 2015	Public Input from March 3rd, 10th, & 22nd of 2015
Space to support the "know if all festival"				●	
Vertical &/or Wall Gardens				●	
Renovation the Richmond entry and restrooms.				●	
Smart Boards			●	●	
Create less rigid, fixed spaces & allow flexibility	●	●	●	●	
Coffee Shop			●	●	
Make better use to the current facilities & space.	●	●	●	●	
More diversity for handicapped readers.				●	
Blinds & Tinted windows to control daylight				●	
Teen Room / Space	●	●	●	●	
Book Returns			●	●	
Less Facility Maintenance				●	
Solar Panels and "Green" building elements.	●	●			
Acquire Additional Properties for expansion	●	●	●	●	
More flexible furniture.		●	●	●	
Self check-out, copying, printing, scanning & faxing		●	●	●	
Downtown Berea location was a good decision					●
Extend inside out – safe wifi spots in parking lot for overnight use					●
Outdoor enclosed green space, like an enclosed arboretum where people can enjoy gardens year-round					●
Small videoconferencing spaces					●
More gaming areas for table games, role-playing games etc.					●

MADISON COUNTY POPULATION MAPS



SCHEMATIC CONCEPTS — RICHMOND



SCHEMATIC SITE PLAN OVERLAY

Things to Consider:

Geothermal wells in the parking lot and same location as Addition

A two story addition can be a challenge to staff and control.

This Addition would allow the Library to tear down the annex for additional parking since the office space in the annex will be included in the Addition.

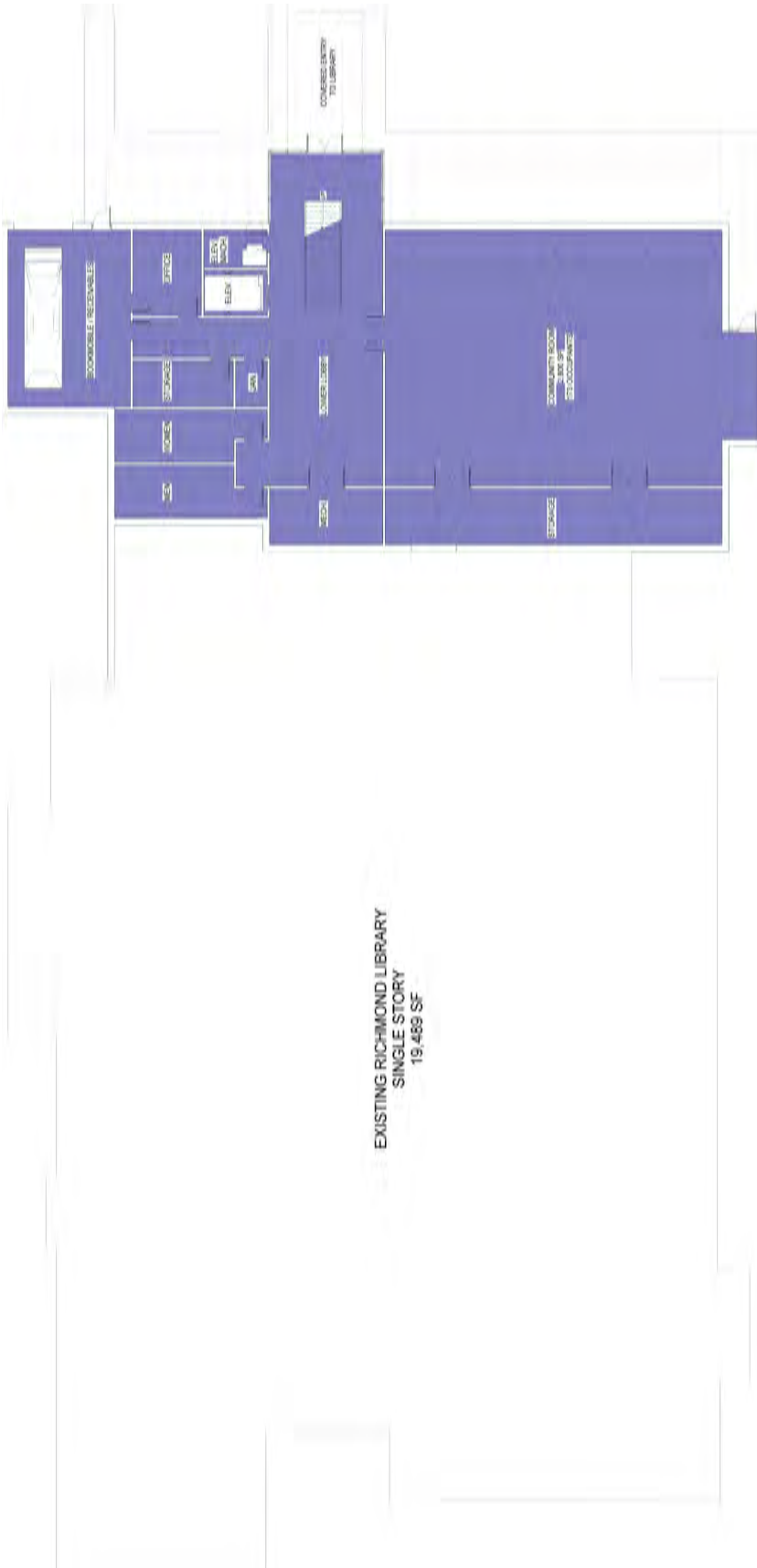
Additional Square Footage: 19,800 x \$175/sf = \$3,465,000.00

Renovated Square Footage: 10,000 x \$125/sf = \$1,250,000.00

Soft Cost: \$934,000.00

Total Scope Budget: \$5,649,000.00

SCHEMATIC CONCEPTS — RICHMOND



SCHEMATIC LOWER LEVEL PLAN

Things to Consider:

Geothermal wells in the parking lot and same location as Addition

A two story addition can be a challenge to staff and control.

This Addition would allow the Library to tear down the annex for additional parking since the office space in the annex will be included in the Addition.

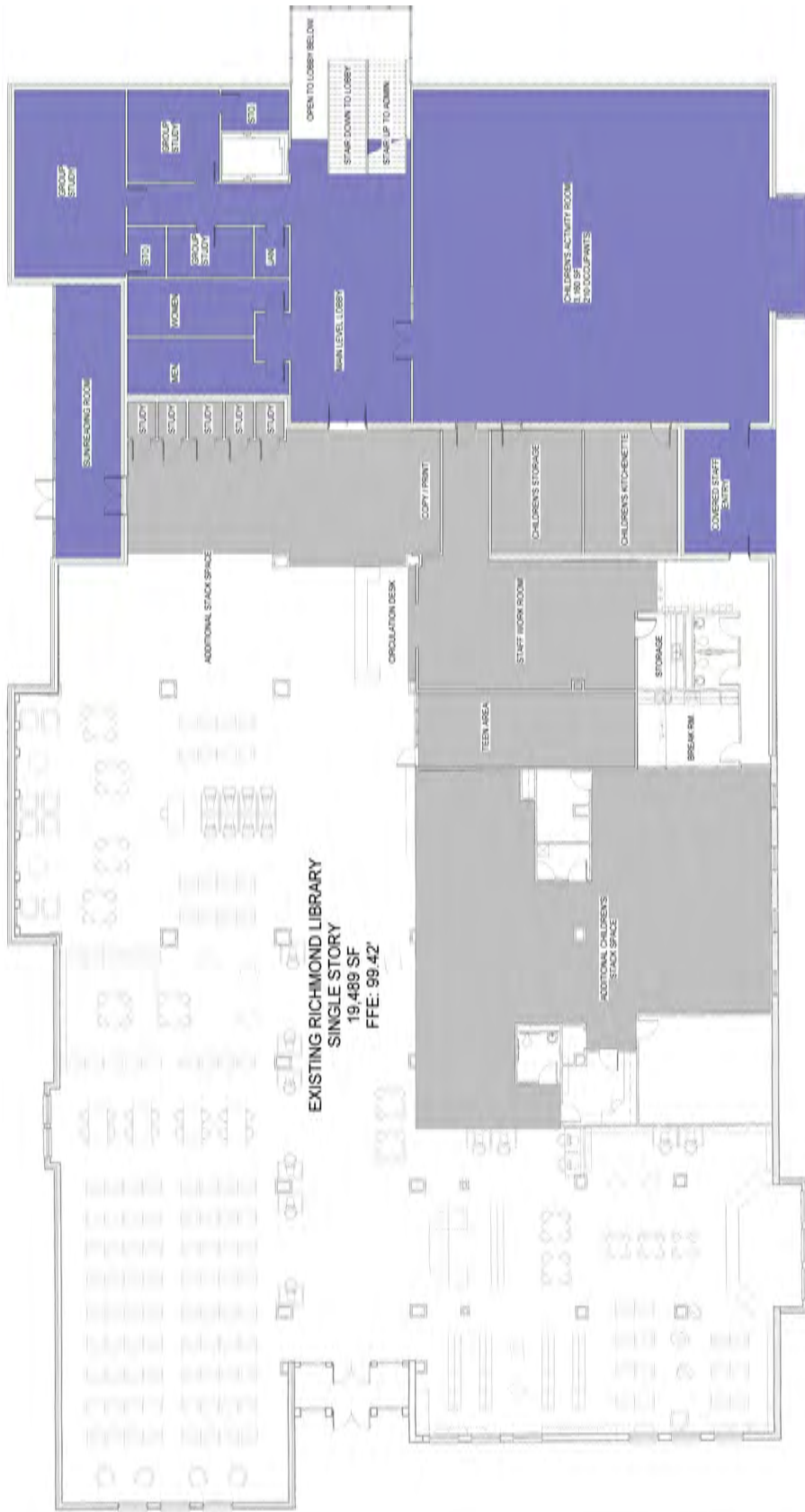
Additional Square Footage: 19,800 x \$175/sf = \$3,465,000.00

Renovated Square Footage: 10,000 x \$125/sf = \$1,250,000.00

Soft Cost: \$934,000.00

Total Scope Budget: \$5,649,000.00

SCHEMATIC CONCEPTS — RICHMOND



SCHEMATIC MAIN LEVEL PLAN

Things to Consider:

Geothermal wells in the parking lot and same location as Addition

A two story addition can be a challenge to staff and control.

This Addition would allow the Library to tear down the annex for additional parking since the office space in the annex will be included in the Addition.

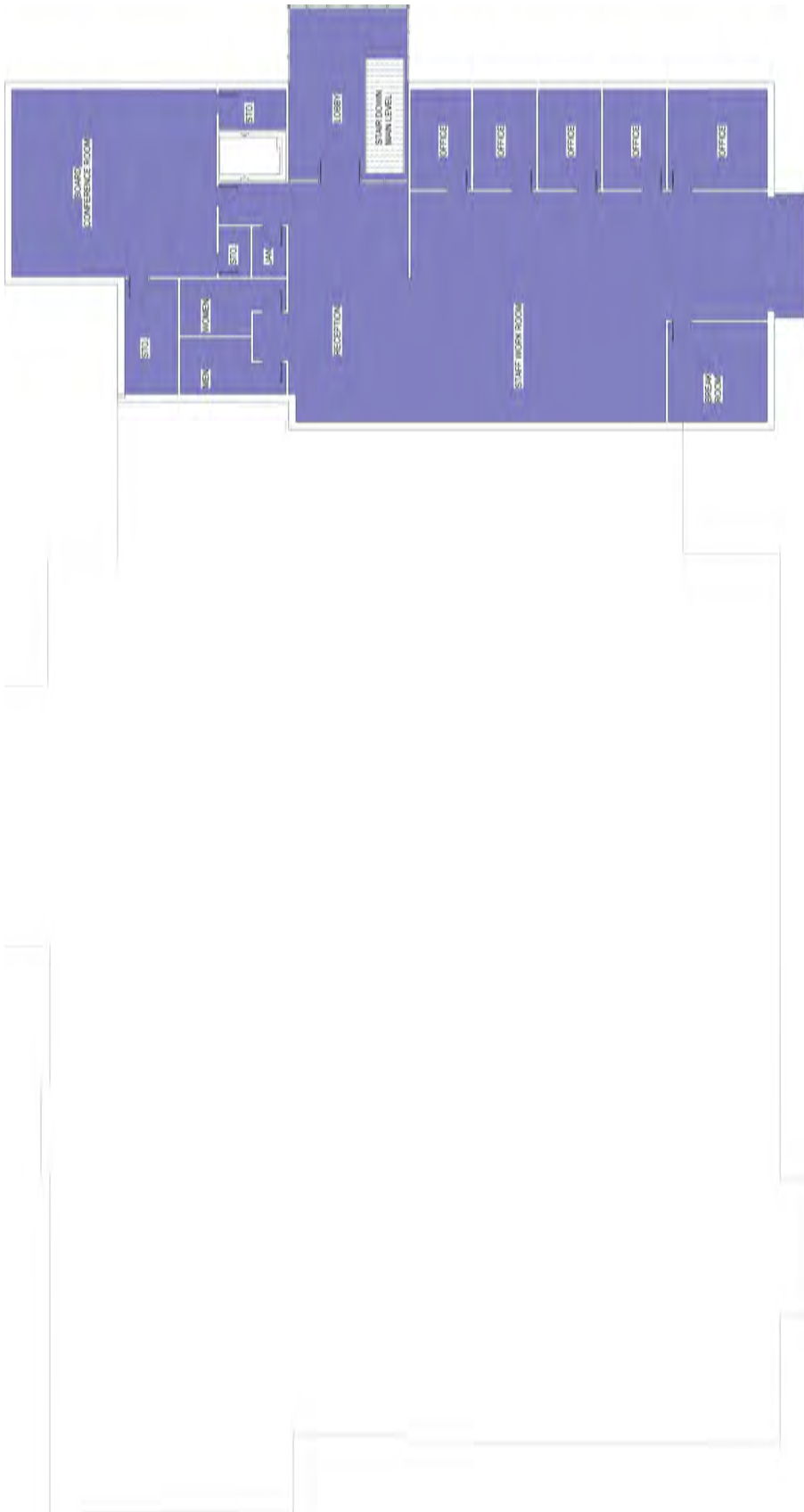
Additional Square Footage: 19,800 x \$175/sf = \$3,465,000.00

Renovated Square Footage: 10,000 x \$125/sf = \$1,250,000.00

Soft Cost: \$934,000.00

Total Scope Budget: \$5,649,000.00

SCHEMATIC CONCEPTS — RICHMOND



SCHEMATIC UPPER LEVEL PLAN

Things to Consider:

Geothermal wells in the parking lot and same location as Addition

A two story addition can be a challenge to staff and control.

This Addition would allow the Library to tear down the annex for additional parking since the office space in the annex will be included in the Addition.

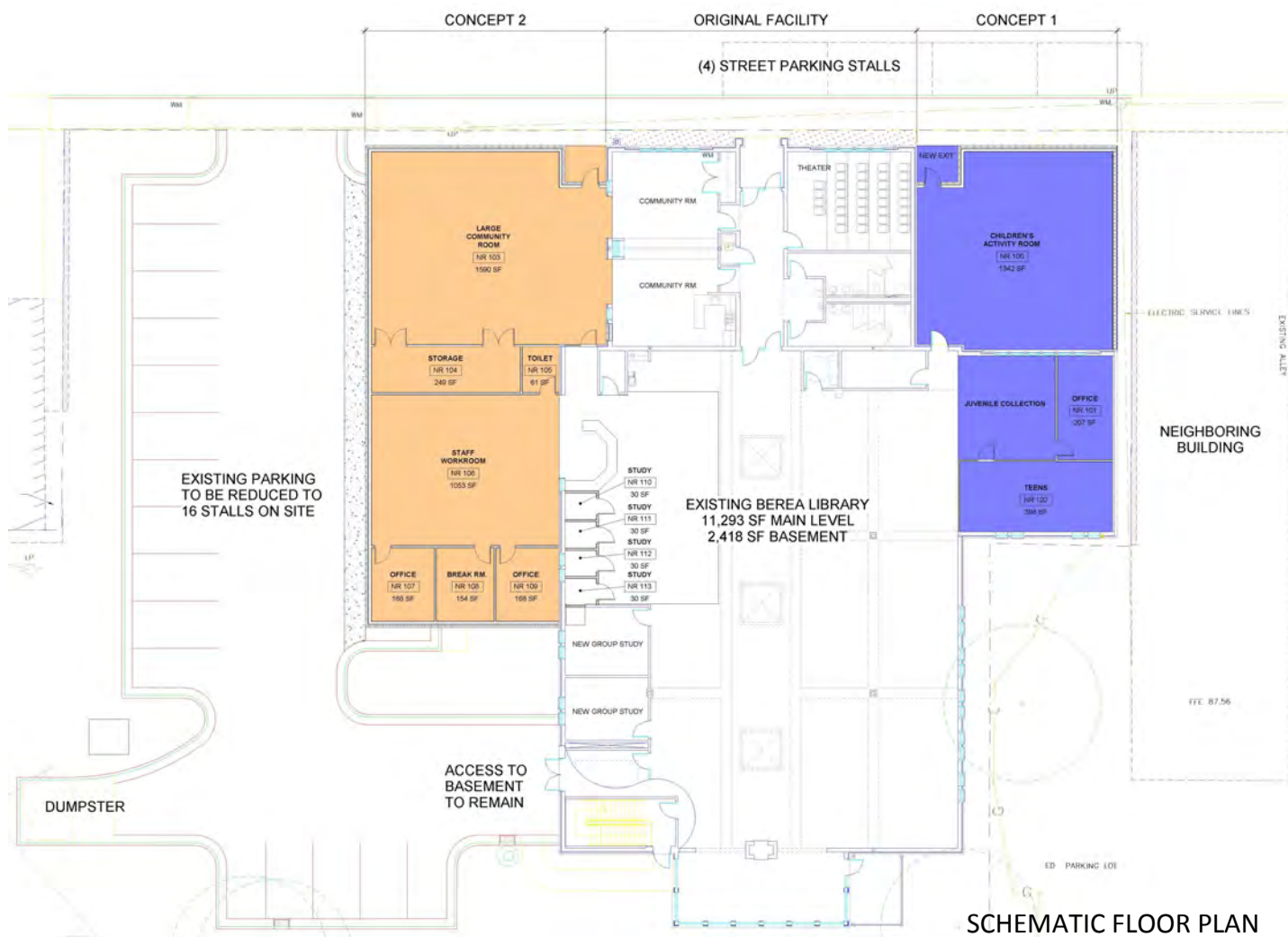
Additional Square Footage: $19,800 \times \$175/\text{sf} = \$3,465,000.00$

Renovated Square Footage: $10,000 \times \$125/\text{sf} = \$1,250,000.00$

Soft Cost: \$934,000.00

Total Scope Budget: \$5,649,000.00

SCHEMATIC CONCEPTS — BEREA



CONCEPT 2

CONCEPT 1

SCHEMATIC FLOOR PLAN

Additional Square Footage: 3765 x \$190/sf = \$715,350.00

Renovated Square Footage: 1300 x \$125/sf = \$162,500.00

Soft Cost: \$219,462.00

Total Scope Budget: \$1,097,313.00

Additional Square Footage: 1486 x \$190/sf = \$282,340.00

Renovated Square Footage: 995 x \$125/sf = \$124,375.00

Soft Cost: \$101,678.00

Total Scope Budget: \$508,393.00

Things to Consider:

Parking will be reduced to 16 on-site spots & 4 on the street. This is below Essential KDLA Parking Standard of 1 spot per 500 sf of building area.

Geothermal wells in the same location as Concept 2.

Poor Soils under Concept 1.

If both Concepts are developed at the same time, the Library will increase square footage a little under 50%.

RECOMMENDATIONS



General

- Continue to review the way the Library is used by the Patrons and Staff and make adjustments to facilities and policies and procedures to keep the Library a place of learning and exploration.
- Revisit your Strategic & Long Range Plans every 5 to 6 years.
- Continue to search for additional properties to expand the Library System on the North end of the County.
- Continue to try and obtain properties close to or adjoining the Library's currently owned facilities.

Facilities

- One of the Goals set at the beginning of this Long Range Plan was to meet the Kentucky Department of Libraries and Archives standard for minimum building square footage per population.
 - The minimum standard is .6 square foot per capita for your population.
 - Madison County Population in 2010 equaled 82,916
 - Madison County Population has increased 1.3% per year.
 - Madison County Estimated population in 2015: 88,305
 - Madison County should have 52,983 square feet of facilities.
 - Madison County currently has 33,200 square feet of facilities.
 - With the 25,051 SF of Additions and Renovations outlined in this plan, the Library total SF will be 58,251. This is 5,268 SF above today's minimum standard and will meet the minimum for about 7 1/2 years of population growth.
- Population Projections
 - Projected Population in 2020: 94,044
 - Facility Square Footage Required in 2020: 56,426
 - Projected Population in 2025: 100,156
 - Facility Square Footage Required in 2025: 60,093
 - Projected Population in 2030: 106,269
 - Facility Square Footage Required in 2030: 63,761

RECOMMENDATIONS



The Next Step

- If the Library plans on meeting this goal, then detailed feasibility studies should be developed to allow for an informed decision about building more square footage. Our recommendation would be to develop each of the concepts provided in this Plan with a Feasibility Study. The Study would further explore how each Library is currently working and provide concepts that fit each location. A typical Feasibility Study includes the following: Schematic Floor Plans, Site Plans, Color Renderings, Budgets, Schedules, and Public Meetings to inform the Patrons. Once the Board has this detailed information, a decision about building will be easier to understand and make.
- **5 Year Recommendation:** move forward with building projects in both Richmond and Berea that bring the Library system up to today’s KDLA Facility Standards. Expand Richmond’s property holdings along 5th Street to North Street. This will allow for expanded parking.
- **10 Year Recommendation:** Based on Madison County’s Population Growth of 1.3% a year, the Library will need to expand facilities again after the 7 1/2 year period. Therefore, a new North Branch will provide the necessary square footage to bring the Library back up to the minimum standard and planning should start on the new North Branch at that time. If the Library builds a 10,000 SF North Branch, it will meet the KDLA Facility Standards until 2035.
- **15 Year Recommendation:** Determine the best location for a fourth Branch and start the feasibility study process.

Cost Considerations

- **5 Year Cost:**

Berea Concept 1:	\$508,393.00
Berea Concept 2:	\$1,097,311.00
Richmond:	\$5,649,000.00
- **10 Year Cost:** New 10,000 SF North Branch: \$3,000,000.00

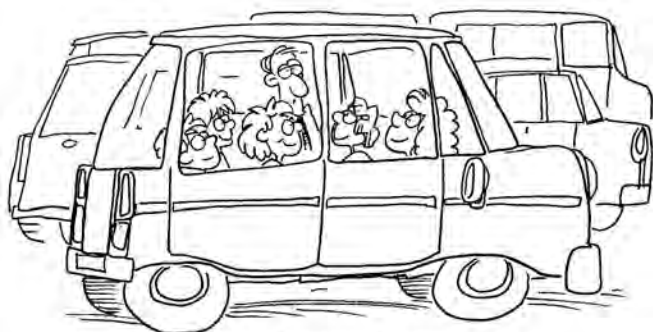
RECOMMENDATIONS

To be clear, our recommendation is to increase the size of the facilities so that they meet today's standards.



The Library has experienced a **500% growth in usage** and **0% growth in the size of the facilities.**

Here are a few fun graphics to explain the issues!



Overcrowding has caused many groups to find other accommodations!



DESIGN TEAM



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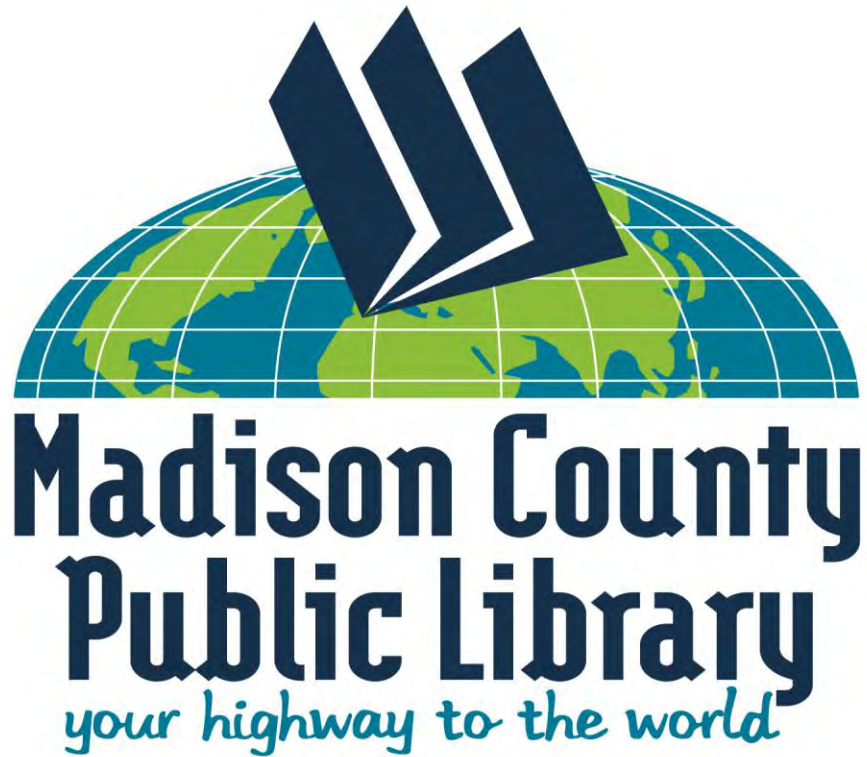
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Thank you to the Board of Trustees for giving us the opportunity to work with you, the Staff and People of Madison County.



Madison County Public Library

2015-2018 Strategic Plan

Approved by the Library Board of Trustees July 15, 2015

Overview

Library History

The Madison County Public Library Board of Trustees was established in November 1987 by a vote of the Fiscal Court of Madison County, with Judge Harold Botner casting the deciding vote. From its opening day in April 1988, to the present, the Library's facilities have changed and grown over the years. The current Richmond building opened in 2002; the current Berea building opened in 2007. The current bookmobile was bought and outfitted in 2008. The Library expanded its countywide service points through the addition of three "Library on the Go" locations in 2010, 2011, and 2012. At these locations, situated out in the county, customers can return books and pick up holds.

Mission

In striving for public service excellence, the Madison County Public Library is a welcoming community center whose employees, resources, programs and services provide for the needs of our diverse community.

Vision

Expanding Minds. Empowering People. Enriching Community.

Branding

Madison County Public Library: Your Highway to the World

The Plan

Service Response 1: Connect to the online world

Madison County residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-expanding availability of online resources, materials, and services.

Goal: Everyone in the community who needs an internet connection capable of supporting current programs, websites, and online and digital streaming content knows it is available for free public use at the library and is able to use it.

Objective: At least 1 percent of registered borrowers will participate in a technology training class or activity each year of the three-year plan.

Representative activities: Create an evaluation tool to solicit and measure user feedback on type and frequency of training offered, topics desired, etc.; establish a baseline and a method to track progress at least quarterly.

Objective: At least 75 percent of library customers surveyed will express satisfaction on the ease of use and navigability of the MCPL website by June 2016.

Representative activities: Create an evaluation tool to solicit and measure user feedback; establish a baseline and a method to track progress at least quarterly.

Objective: A designated technology expert will be available for in-depth customer assistance during peak hours.

Representative activities: Schedule IT and Digital Services staff to cover needed times, market times when staff will be available, train other staff and volunteers.

Goal: Library customers will have uninterrupted access to high speed internet connectivity.

Objective: MCPL will support a 50 mbps connection for all staff and customers 24/7 by December 2015.

Representative activities: Install hardware and cabling to support dedicated fiber connection in both library locations and the Richmond Annex; conduct speed tests during various hours of the day and night; solicit user input.

Objective: At least 75 percent of MCPL customers surveyed using the library's public access computers and/or wi-fi will express satisfaction with the speed and continuity of the connection each of the three years of the current strategic plan.

Representative activities: Online user surveys, paper surveys, community forums, evaluations connected with library programs.

Goal: Madison County youth, parents, grandparents, caregivers, and educators will have both access to and training on effective use of developmentally appropriate digital resources for leisure and education.

Objective: Madison County youth, parents, and educators from both traditional and home school settings will participate in quarterly on-site and/or online forums to provide input to library staff on development of services and acquisition of materials, with a least two forums scheduled by December 2015.

Representative activities: Convene a small advisory committee representing a cross-section of the target population to assist with marketing to the target audience and to suggest materials used by the majority of homeschoolers in the local homeschool associations.

Objective: Preschool and school-age children will increase use of youth services digital resources available through the library by 20 percent by June 2017.

Representative activities: Establish a baseline of use and a mechanism to track increased use, offer training classes for parents and caregivers, create online and onsite promotions of digital resources.

Service Response 2: Make informed decisions

Madison County residents will have access to the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that impact their health, wealth, and other life choices.

Goal: MCPL staff and volunteers will be trained to assist customers in using library and community resources to make informed decisions.

Objective: A volunteer corps of senior and retired Madison County residents will organize and promote informal monthly sessions on topics of interest for library customers to begin by September 2016.

Representative activities: Identify local groups of retirees and seniors (examples include Madison County Retired Teachers Association, AARP, Age-Friendly Berea, senior citizens centers) that might be willing to get involved; develop marketing materials for this target audience.

Objective: All staff and long-term volunteers will attend an annual community orientation session at the library, starting by FY17.

Representative activities: Connect with community organizations like the Chamber of Commerce, Leadership Madison County, Madison County EMA, etc., to assist in presenting the community orientation session.

Goal: Madison County residents will utilize library programs as a point of access to local experts to facilitate informed decision-making in the areas of health and wellness.

Objective: Library staff will partner with local health and wellness organizations to offer at least three programs a year in each library location to engage Madison Countians of all ages in health and wellness activities, with a target participation rate of 300 customers per year.

Representative activities: Set up information tables or organize fairs at the library using partners like the Health Department, Hospice, etc.; partner with the YMCA to offer on-site fitness evaluations; partner with local dentists and the Richmond Rotary Club to offer onsite dental screenings for children create displays accentuating health and wellness resources; create a section of the website with collected vetted health resource links; hold a workshop on finding authoritative health information on the web..

Goal: Madison County residents will have print and digital access to a collection of current and authoritative resources to use in making medical, financial, and other life decisions.

Objective: Library staff will purchase and collect authoritative print and virtual materials and make these resources available to the public.

Representative activities: Provide access to medical and financial databases as demand warrants; ensure print materials are up-to-date and authoritative; create displays showcasing medical and financial resources; create a section of the website with collected vetted medical and financial resource links; hold a workshop on finding authoritative financial or medical information on the web.

Service Response 3: Visit a comfortable place

Madison County residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read, and will have open and accessible virtual spaces that support networking.

Goal: Any Madison County resident will be able to participate virtually in library activities and programs so they can experience the library in both a physical and virtual way.

Objective: To enable greater connectivity throughout the county, at least two mobile hotspots for customer check-out will be available in each location by June 2016.

Representative activities: Purchase or refurbish existing hotspots for public use and checkout; establish policies and procedures for use; create a training session, video, and/or brochure for use; promote use.

Objective: At least one youth and one adult program or activity will be made available online either in real-time or archived format each quarter by June 2016.

Representative activities: Utilize the library's YouTube channel for archived workshops and promote through social media; engage teens and youth in filming workshops and classes; purchase equipment to do live video feeds.

Goal: Library physical spaces will be redesigned and/or expanded to increase usable space and facilitate increased usage by the community 24/7.

Objective: At least one quiet study area will be created for customer use in each location by June 2018.

Representative activities: Explore ways to create quiet study areas with existing space; create scheduled quiet study times; look into purchasing mobile furnishing to create movable quiet study spaces.

Objective: Outdoor spaces in both locations will be redesigned/enhanced/expanded to support active use by MCPL customers of all ages by December 2016.

Representative activities: Create wifi cafes in the parking lots; improve lighting to encourage outdoor activities; purchase and upgrade outdoor furnishings to enhance use.

Objective: Library customers will have access to indoor and outdoor charging stations in both library locations (in both teen and adult areas and in the community rooms) and on the Bookmobile by June 2016.

Representative activities: Purchase and install appropriate equipment; promote service; purchase charging cords for customer in-house use; create signage to promote use.

Objective: Library customers will have access to onsite snack and drink options in both locations by December 2015.

Representative activities: Investigate food and drink options; update policies and procedures.

Objective: Library customers of all ages will have access to a wide variety of current equipment in support of lifelong learning, either on-site or for check-out, by January 2017.

Representative activities: Equip community rooms with standard equipment such as coffee urns, punch bowls, serving dishes, etc. for customer use; make cutting-edge technology (e.g., smart boards) available to groups using library spaces; catalog equipment so that it is reservable and accessible through the OPACs.

Objective: Library customers of all ages will have access to a “quick pick” area in each library location by June 2016 to enhance ease of use of library materials.

Representative activities: Reorganize space immediately inside the front doors to maximize customer exposure to a small collection of the most popular materials in a variety of formats; investigate self-check options; make sure the shelves are continually re-stocked several times a day

Service Response 4: Know your community

Madison County residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies and organizations.

Goal: Library customers will have 24/7 access to a robust collection of unique local resources focusing on history and genealogy.

Objective: MCPL customers will increase use of history and genealogy resources available onsite and/or online through the library by 25 percent each year of the three-year plan.

Representative activities: Establish a baseline and criteria for measuring progress; poll users quarterly; set up a tracking system for usage of current resources and requests for additional resources; offer periodic training on use of available resources; enrich RDA content of catalog records of these resources to further aid in research; partner with community organizations to promote the collection and to enhance it.

Objective: MCPL customers will have 24/7 access to a collection of online and digital history and genealogy resources that increases by at least one resource monthly throughout the three-year plan.

Representative activities: Locate/identify local resources that are available either in a digital format or that can be digitized to add to the collection; consult with local history groups to create a wish list of resources; seek opportunities to connect to and/or digitize local government documents; create a collection development and weeding/maintenance policy and procedure for this collection.

Goal: Madison County residents will have access to a designated, up-to-date source of community information.

Objective: Adult and teen Madison County residents will identify MCPL as the “go-to” place for local information.

Representative activities: Partner with local agencies to enhance and expand resources like the vertical file for local information; digitize local resources and make them available for use 24/7 through the website; partner with local agencies to create and keep updated a print and online local resource directory.

Goal: Local service organizations, clubs, schools, government agencies, and charitable organizations will use MCPL as a point of connection with Madison County residents.

Objective: Each MCPL staff member will develop or enhance a connection with one community organization by June 2017.

Representative activities: Staff members will join local civic clubs and service organizations and create a database of these connections to make available on the staff intranet to facilitate providing information to the public.

Objective: MCPL staff will work with one local organization each year to set up and support virtual community participation in club meetings by members of the community.

Representative activities: Facilitate “snow bird” club meeting attendance during the winter months; make annual meetings of local organizations available online in real time; Outreach and Bookmobile staff coordinate offsite connections to meetings held in the library; acquire and maintain equipment needed to facilitate the real-time connection.

Goal: Area groups and organizations will contribute resources to and utilize a community resource archive maintained by MCPL.

Objective: MCPL staff will work with one local organization each year to set up and keep updated a local resource directory.

Representative activities: Recruit and train volunteers for directory maintenance; create policies and procedures; purchase equipment to maintain.

Goal: Madison County youth and parents will have access to current text books.

Objective: Madison County primary and secondary school students will have onsite access in both locations to at least 10 percent of textbooks currently being used by Madison County schools and/or Madison County homeschool co-ops by July 2017.

Representative activities: Meet with county, private, and home school representatives to select which text books to acquire; create a collection statement for the textbooks; investigate resource sharing with schools and home school coops; investigate possible online access.

Service Response 5: Make career choices

Madison County adults and teens will have the skills and resources they need to identify career and training opportunities that suit their individual strengths and interests.

Goal: Customers will have access to the resources they need to conduct job searches and apply for jobs.

Objective: Library staff, volunteers, and community members will provide one-on-one help to Madison County adults looking for jobs and/or applying for jobs online by offering one morning or afternoon each month where customers can sign up for one-on-one help.

Representative activities: Partner with local businesses, local professional organizations, chambers of commerce, etc. to offer classes and individual sessions.

Goal: MCPL customers will have access to current information on higher education and vocational training as well as career selection, planning, and advancement.

Objective: Library staff will promote at least one new resource or service related to career development each quarter.

Representative activities: Partner with local businesses, local professional organizations, chambers of commerce, etc. to identify local career development opportunities; create a section of the website with collected vetted career development and job search resource links; library staff will ensure the JobShop displays in both locations are restocked as needed and will point out this resource to customers.

Goal: Madison County residents will utilize MCPL resources to expand and enhance their job-related skill set.

Objective: MCPL customer use of online career-related and professional development training through the website will increase by 20 percent by May 2017.

Representative activities: Establish a baseline of current users and set up a system to track and analyze usage; promote online training and professional development and continuing education resources to professional sectors needing ongoing continuing ed (nurses, teachers, Realtors, etc.)