

APPENDIX A

Contents

1. Discovery and Analysis
2. Consumer Segmentation: Cohorts and Mapping
3. Cohort Cards

APPENDIX A

1. Discovery and Analysis

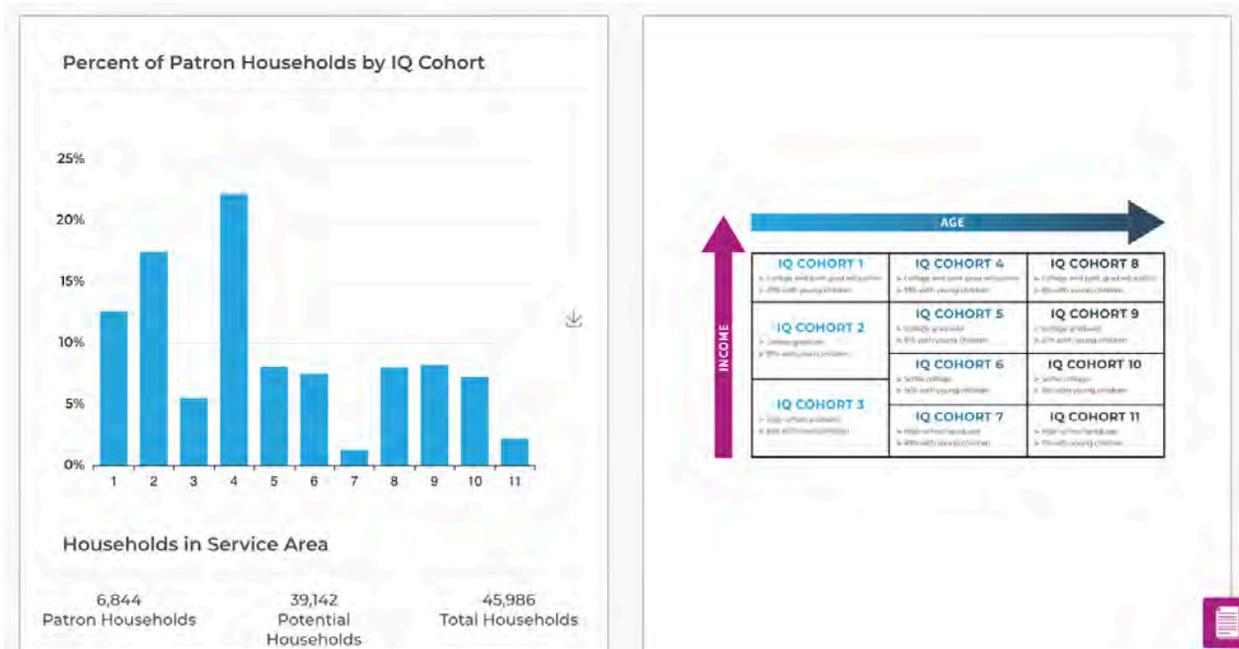
Morgantown Public Library Master Facilities Planning Discovery

Community Demographics

- Monongalia County demographic statistics/reports:
https://www.monongaliacounty.gov/moncpc/about/comprehensive_plan.php
 - Growth
 - Monongalia County is expected to see 10.5% growth by the year 2030, and will eventually reach a population of near 150,000 by 2050
 - This is very healthy growth. The County has to invest in infrastructure to support this growth. This is a challenge (funds needed for roads and police) and an opportunity (County needs to support education and quality of life). This is a data point supporting County capital funding for MPLS
 - Gender
 - 51% male
 - 49% female
 - Age
 - 84% of the population is between the ages of 18-64
 - This probably includes students, but is a young population nonetheless. Data point supporting capital funding for tech access, co-working and life enrichment spaces at MPLS
 - 16% of the population is under 18
 - 13% of the population is 65 and older
 - 5% is under 5
 - Median age: ~32 years old
 - Household and Income:
 - Families have an annual median income of \$83,577, where families comprised of married couples earn around \$103,614 a year
 - Also a very healthy number. Higher income families tend to use libraries. This can support funding requests
 - While the household size in Monongalia County (2.5) is slightly higher than the average across the state of West Virginia (2.4), this likely is influenced by the student population at West Virginia University
 - There are 49,881 housing units in Monongalia County consisting of predominantly single-family homes, apartments or dorms, mobile homes, and townhomes
 - Of those residents renting, a majority (58.7%) pay between \$500-999 monthly in rent. The median rent in the County is \$845 compared to a state median of \$732
 - Approximately 58% of residents own their homes, which is lower than the average state homeownership rate of 74%. Likely this can be attributed to the volume of university students residing in the County
 - The majority of homes in Monongalia County were valued between \$150,000 and \$499,000, with 28% of total homes falling between \$200,000-299,999
 - Housing vacancy rates have seen a steady decline since 2014, falling from 16% to 11% in 2020. Based upon the decline of vacancy rates and high median rent values as compared to the rest of West Virginia, Monongalia County is experiencing an increase in demand for housing for both renters

- and owners
- Language:
 - Approximately, 7.5% of households speak languages other than English at home
- Race:
 - 90% is White
 - 4% is Black
 - 3% is Asian
 - 2% is two or more races
 - 2% is Hispanic or Latino
 - .2% is American Indian of Alaska Native alone
 - .1% is Native Hawaiian and other Pacific Islander alone
- Education
 - Approximately 50% of adults in Monongalia County have some type of college degree: Associate Degree, Bachelor Degree, or Graduate Degree
 - There are 19 schools and educational facilities in the County with approximately 11,470 students enrolled in 2022
- Work
 - 60% employed by private companies
 - 23% employed by local, state, or federal government entities
 - 11% Private Not-For-Profit wage and salary
 - 3% self-employed in non-inc business
 - 2.6% self-employed in own inc business

LibraryIQ Platform Consumer Segmentation



Community and Patron Demographics

Cohort Summary & Profiles

Export to CSV

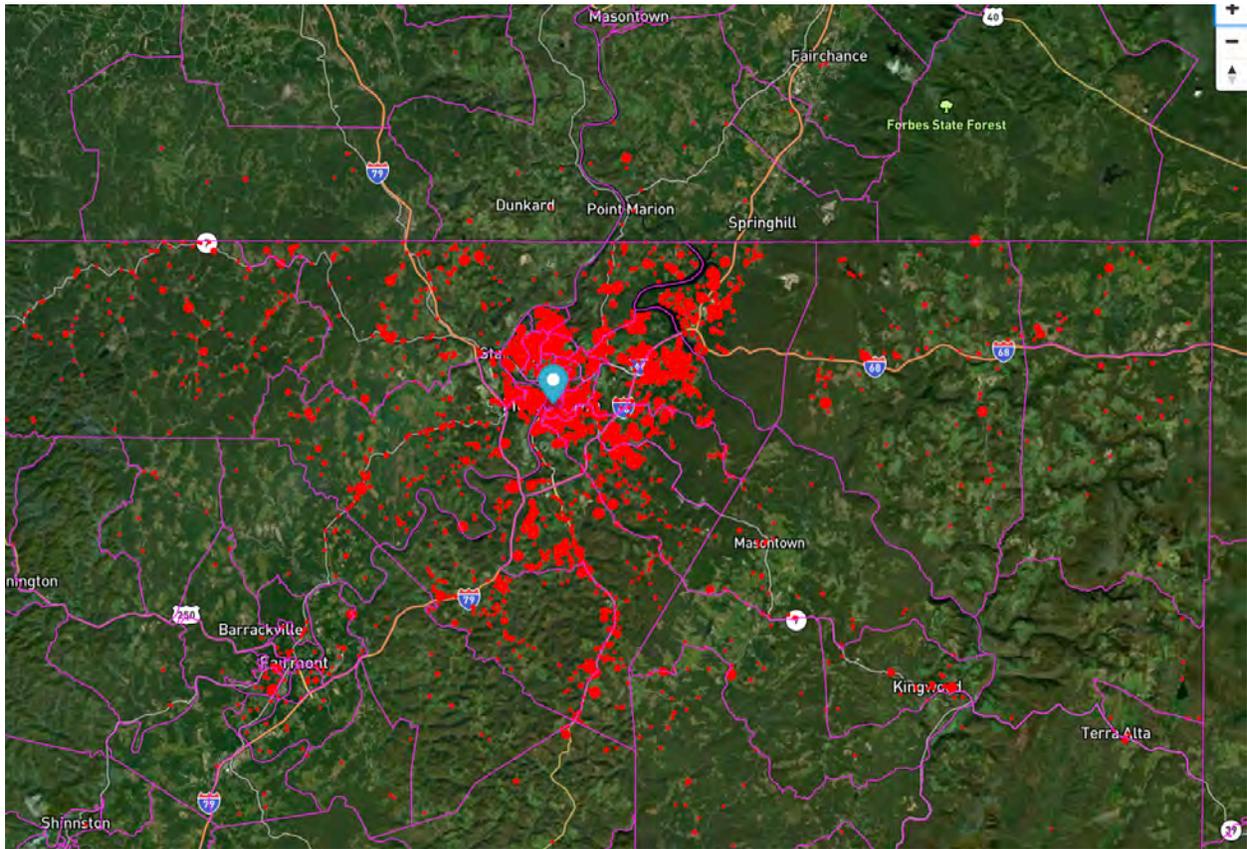
Cohort	Your Community - Total	Your Community - Percentage	Your Patrons - Total	Your Patrons - Percentage	Likelihood of being a Patron	Average Circulation per Household	Circulation Above or Below Average	% of Total Circulation	% of Active Households in Cohort	Potential Households
IQ Cohort 2	10,700	23.27%	1,193	17.43%	Very Low	0.48	Below	8.43%	9.47%	9,507
IQ Cohort 4	5,911	12.85%	1,518	22.18%	Very High	1.50	Above	33.11%	15.48%	4,393
IQ Cohort 1	5,346	11.63%	860	12.57%	High	1.19	Above	14.94%	12.79%	4,486
IQ Cohort 10	4,369	9.50%	494	7.22%	Very Low	0.93	Below	6.71%	17.21%	3,875
IQ Cohort 6	3,919	8.52%	512	7.48%	Low	0.95	Average	7.09%	14.06%	3,407
IQ Cohort 3	3,909	8.50%	375	5.48%	Very Low	0.78	Below	4.24%	11.20%	3,534
IQ Cohort 5	3,426	7.45%	550	8.04%	High	0.88	Below	7.03%	12.55%	2,876
IQ Cohort 9	3,081	6.70%	560	8.18%	Very High	1.17	Above	9.58%	15.71%	2,521
IQ Cohort 8	2,681	5.83%	547	7.99%	Very High	0.59	Below	4.74%	14.26%	2,134
IQ Cohort 11	2,116	4.60%	148	2.16%	Very Low	1.16	Above	2.51%	16.89%	1,968
IQ Cohort 7	528	1.15%	87	1.27%	High	1.29	Above	1.63%	5.75%	441
Total	45,986	100.00%	6,844	100.00%		0.99		100.01%		39,142

Community and Patron Data

- Community The total and % of total households in MPLS's service area
- Patrons The total and % of total households that include patron(s) with an unexpired library card
- Likelihood of Being a Patron Calculated by comparing community and current patron households (MPLS Patrons ÷ MPLS Community)
- Average Circ per Household Average physical circulation per household in past year
- Circ Above or Below Average Circulation above or below average
- % of Total Circ % of total physical circulation in past year
- % of Active Households % of patron households in Cohort with at least 1 physical item checkout in the last 3 years
- Potential Households Total households that do not include patrons

Community Map

Please note: the map can be seen more easily and in more detail in the LibraryIQ Platform.

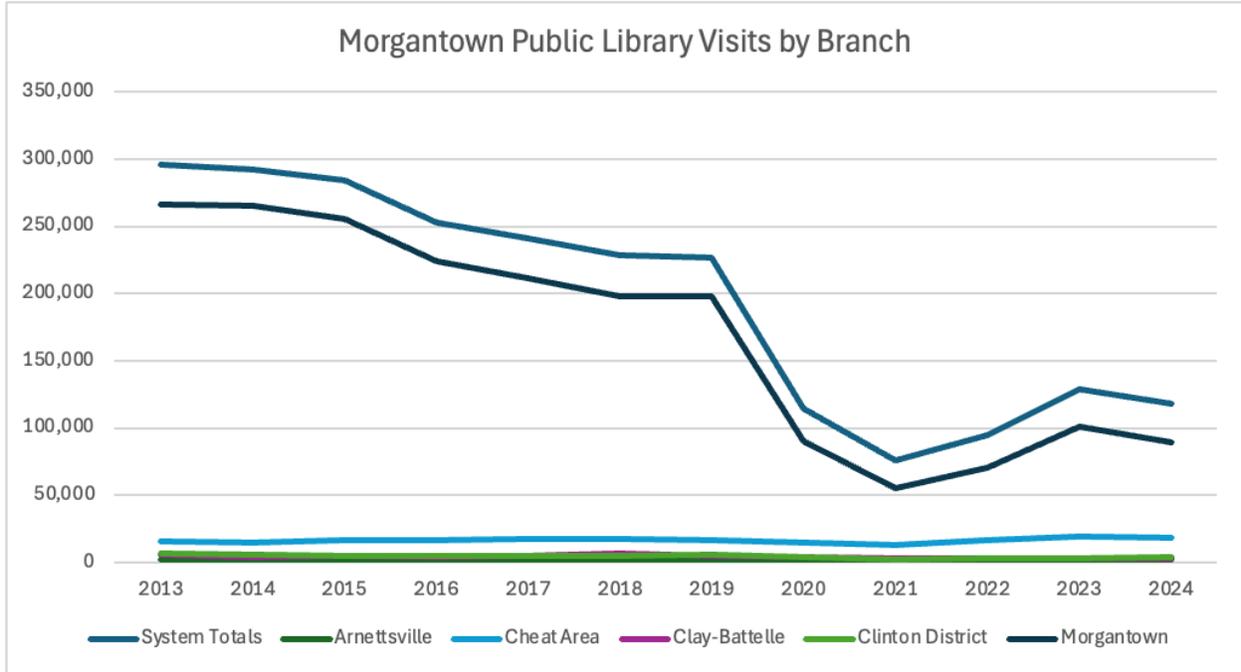


Facilities

- Morgantown Public Library (MPL) has main library - Morgantown Location - and five additional locations:
 - Cheat Area Public Library
 - Arnettsville Public Library
 - Clay Battelle Public Library
 - Clinton District Public Library
 - Aull Center
- Morgantown location received a state grant to refurbish the three bathrooms on the ground floor - work scheduled for later this Spring
- Library is receiving estimates for a new roof at Cheat Area. There is water shedding in parking lot and needed removal of shed
- Morgantown location needs an interior paint job. First and second floor bathrooms also need to be renovated. Roof and carpet are aging. Plumbing is problematic
- Aull Center location has inadequate heat and insulation and landscaping needs work
- Clay Battelle location needs carpet and paint if the whole building is not being replaced. Outside storage is also needed
- Clinton District location needs to be replaced
- All locations need external signage
- Patron feedback says the Library does not serve the Suncrest area of Morgantown, Fourth and Seventh wards. [Ward Map](#)

Branch Visits

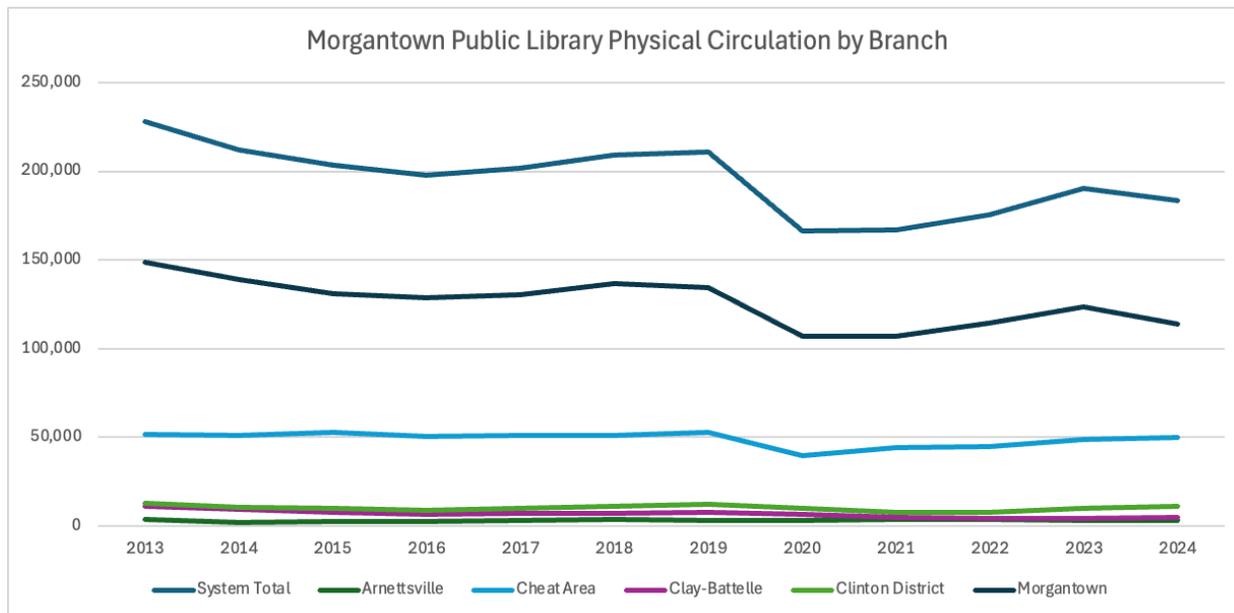
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
System Totals	296,264	292,297	284,013	252,394	240,787	228,909	226,807	114,735	76,165	95,045	129,049	117,643
Arnettsville	1,833	1,839	1,938	2,395	2,507	1,881	2,061	1,792	1,945	2,096	2,342	2,208
Cheat Area	15,544	15,189	16,332	16,673	17,552	17,459	16,442	14,472	12,997	16,438	19,327	18,807
Clay-Battelle	5,725	4,135	4,943	4,345	4,769	6,801	4,713	3,929	2,904	3,087	2,887	3,440
Clinton District	6,954	5,716	5,181	4,760	4,593	4,554	5,569	4,385	2,664	2,876	3,532	3,633
Morgantown	266,208	265,418	255,619	224,221	211,366	198,214	198,022	90,157	55,655	70,490	100,961	89,555



Branch Circ

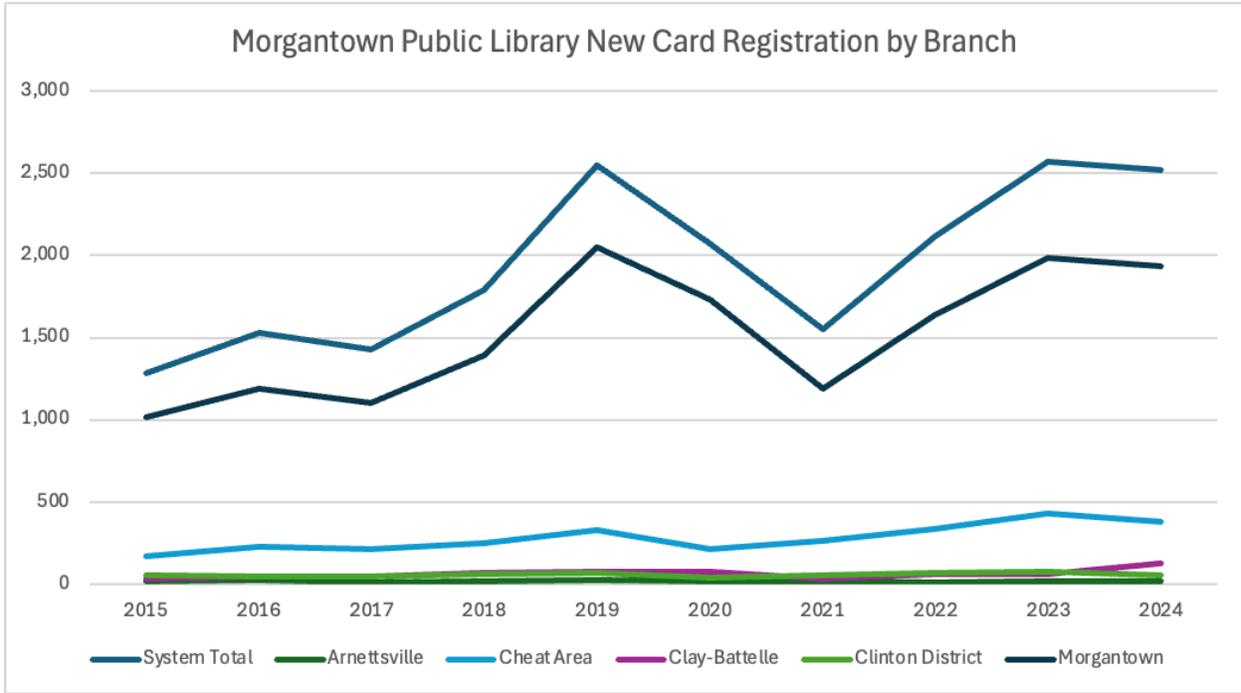
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
System Total	227,906	212,402	203,752	198,004	202,031	209,524	211,072	166,577	167,293	175,310	190,342	183,658
Arnettsville	3,585	1,839	2,603	2,647	3,125	3,632	3,409	3,305	3,714	3,646	3,165	3,361
Cheat Area	51,599	51,189	52,540	50,532	51,074	50,938	52,808	39,594	44,182	44,891	49,024	50,220
Clay-Battelle	11,287	9,691	7,583	6,793	7,398	7,042	7,952	6,550	5,126	4,379	4,369	5,082
Clinton District	12,765	10,645	10,065	9,080	10,136	10,988	12,329	9,802	7,472	7,895	10,138	11,181
Morgantown	148,670	139,038	130,961	128,952	130,298	136,924	134,574	107,326	106,799	114,499	123,646	113,814
Digital	33,682	44,676	60,645	68,176	77,781	90,351	109,166	141,650	149,238	154,419	176,175	209,277

combined E&P	261,588	257,078	264,397	266,180	279,812	299,875	320,238	308,227	316,531	329,729	366,517	392,935
childrens	106,824	105,867	96,693	102,630	106,876	106,800	111,203	86,462	95,034	109,540	119,324	107,402



Branch New Cards

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
System Total	1,284	1,529	1,425	1,792	2,546	2,074	1,553	2,114	2,570	2,518
Arnettsville	18	23	13	18	23	15	18	12	19	20
Cheat Area	170	227	213	247	328	213	261	333	431	380
Clay-Battelle	32	46	50	71	77	75	33	58	60	125
Clinton District	51	44	46	62	67	40	53	68	78	57
Morgantown	1,013	1,189	1,103	1,394	2,051	1,731	1,188	1,636	1,982	1,936



Funding

In Cabell County, the public library receives approximately \$1.86 million annually through a school excess levy. This levy, which also funds local parks, was reaffirmed by voters in November 2024, ensuring continued financial support for both entities. [West Virginia Watch](#)

Conversely, the **Morgantown Public Library System operates with an annual budget of about \$2.29 million**, with roughly **\$580,000—approximately 25%—coming from a county library levy**. The remaining budget is supplemented by other sources, including city allocations and donations. From: [Dominion Post](#)

In a nutshell, the difference reflects the varying levels of financial commitment and prioritization by the respective communities and their levies.

System Grand Total Draft FY26: **\$2,292,157**
 System Current Total Draft FY26: **\$2,321,157**

DRAFT FY26													
REVENUES	MPL 26	current	Clinton 26	current	Cheat 26	current	Clay Battelle 26	current	Arnettville 26	current	System Grand Total	current	
City of Morgantown	966,000	920,000									966,000	920,000	
Library Levy	375,129	375,129	38,921	38,921	99,000	99,000	59,250	59,250	27,700	27,700	600,000	600,000	
Board of Education	39,000	39,000	5,000	5,000	23,000	23,000	8,000	8,000	5,000	5,000	80,000	80,000	
WVLC Grant - Basic	412,897	412,897	22,000	22,000	59,000	59,000	44,000	44,000	19,000	19,000	556,897	556,897	
Affiliate Services	56,860	56,860									56,860	56,860	
Interest Income	14,000	14,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	18,000	18,000	
Library Collections	11,000	11,000	400	400	1,500	1,500	350	350	50	50	13,300	13,300	
Contracted Services*		75,000										75,000	
Restricted Trust Income	1,100	1,100									1,100	1,100	
Total	1,875,986	1,904,986	67,321	67,321	183,500	183,500	112,600	112,600	52,750	52,750	2,292,157	2,321,157	
EXPENDITURES													
6000 Personnel Services	1,299,399	1,299,399	40,025	40,025	137,600	137,600	82,000	82,000	37,000	37,000		1,596,024	68%
6100 Library Materials	223,000	223,000	13,000	13,000	25,400	25,400	14,000	14,000	6,700	6,700		282,100	12%
6300 Supplies and Services	32,000	32,000	1,046	1,046	1,500	1,500	2,000	2,000	300	550		37,096	1.60%
6500 Equipment	47,000	47,000	1,250	1,250	1,500	1,500	1,000	1,000	3,500	3,000		53,750	2.30%
6700 Library Oper & Mainte	172,587	172,587	10,000	10,000	15,000	15,000	11,400	11,400	3,750	3,500		212,487	9%
6900 Other Activities	56,000	56,000	2,000	2,000	2,500	2,500	2,200	2,200	1,500	2,000		64,700	2.80%
Contracted Services*		75,000										75,000	3%
TOTAL		1,904,986		67,321		183,500		112,600		52,750		2,321,157	
NOTES													
City - increase of base allotment, but overall decrease of funds for insurance and security guard													
contrated services previously Pilot Projects - typically funded through rollover													

Monongalia County Literacy

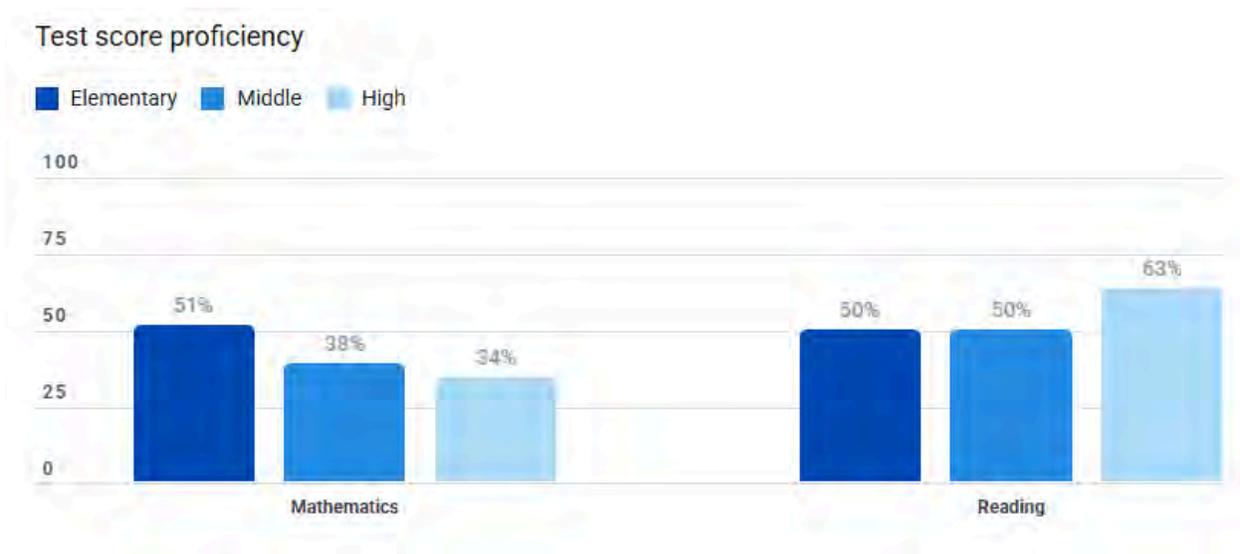


Table from:

<https://www.usnews.com/education/k12/west-virginia/districts/monongalia-county-schools-10227>

4

Collection Analysis

Executive Summary

The Morgantown Public Library remains a highly utilized resource for book borrowing in the state of West Virginia. However, the Library lags in program attendance and technology use, suggesting an opportunity to enhance engagement beyond circulation.

Despite a 20% increase in the collection budget from 2018 to 2022, per capita spending on materials (\$2.50) still falls below both state (\$2.83) and national averages. Circulation per capita is also well below national levels, and while circulation has increased, visitation has experienced significant long-term declines since 2012.

A key challenge highlighted is the imbalance in collection usage. Nearly two-thirds of Morgantown's collection codes are considered overstocked, while others are critically understocked. In particular, high-demand areas such as Juvenile and Adult Graphic Novels and Vox Books are underrepresented, while others such as Adult Large Print Mystery and Biography are overrepresented and underused. Catalog inconsistencies also present barriers to accurate analysis and patron discovery.

Encouragingly, the Library has a relatively strong performance in minimizing DOA (Dead on Arrival) titles, but over one-third of the collection hasn't circulated in three years, highlighting the need for strategic weeding. In terms of diversity of collections, Morgantown's representation of these materials accounts for 3.6% of the entire collection. This is below industry benchmarks, though subject breakdowns align well with other libraries using LibraryIQ.

Collection additions are on par with the previous year, with growth concentrated in Easy Books, Adult and Juvenile Fiction, and Graphic Novels. However, circulation of new items is not keeping pace in some categories, suggesting refinement in purchasing practices may be needed.

Branch performance varies widely. While Morgantown and Clinton perform well, Cheat is emerging as a high-demand location that may benefit from targeted investment. Conversely, Arnettville and Clay-Battelle exhibit low usage and should be further evaluated.

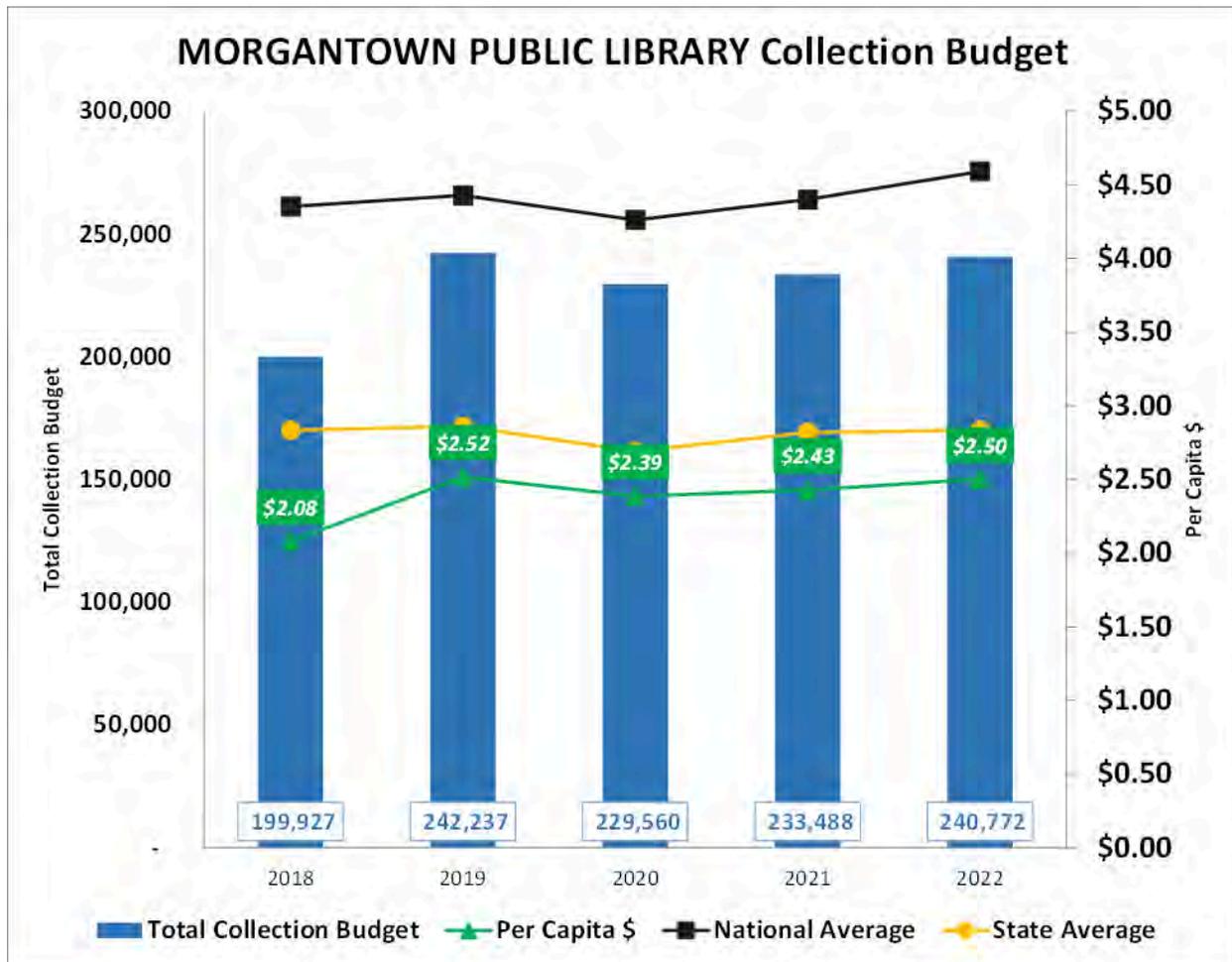
Overall, the library system would benefit from better balancing the collection to meet actual demand, improving catalog consistency, and reallocating budget and acquisition strategies toward higher-circulating and diverse materials.

IMLS Data Note

Please note: all state, peer and national averages are based on Institute of Museum and Library Services data. The most recent data available, used here, is from 2022.

1. Collection Budget Allocation

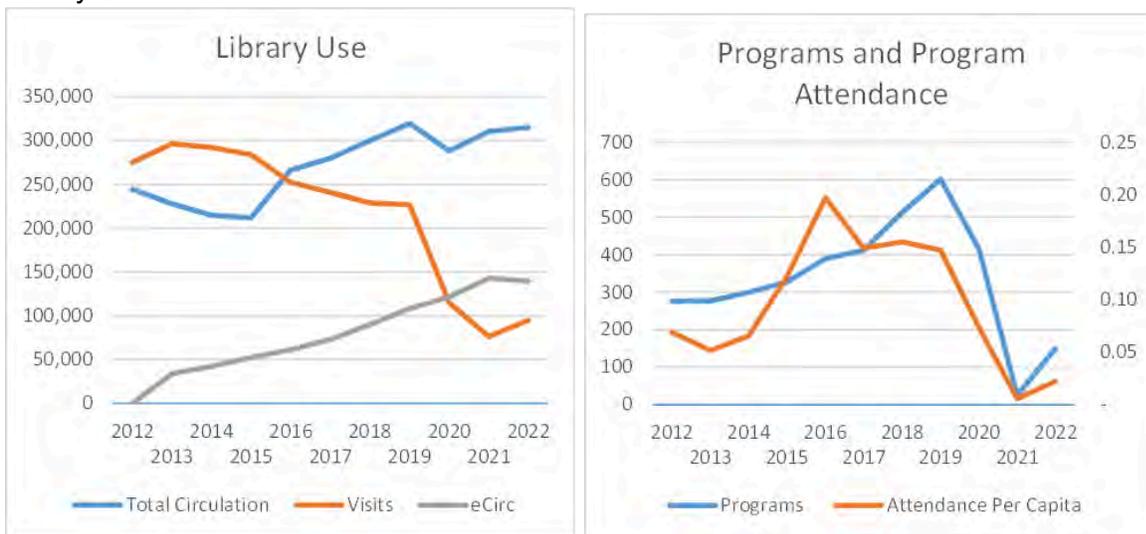
- Morgantown’s budget for books, audiovisual and electronic materials increased 20% from 2018 to 2022
- Although the collection budget is higher than the state average, it is still below the national average of \$4.55 per capita for libraries serving populations of similar size
- Morgantown’s \$2.50 per capita spending on books, audiovisual and electronic materials is below the West Virginia average of \$2.83
- Morgantown’s per capita collection expenditures have remained fairly steady since 2019



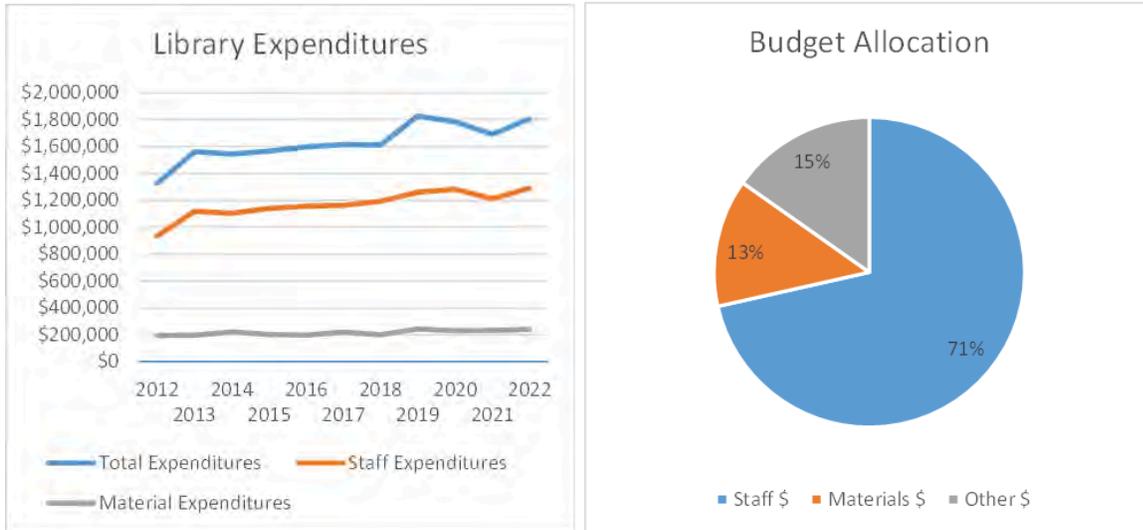
- Over a 10-year period, Library use has varied, with circulation up by 38% and visits down by 68%

- Current Morgantown circulation for both physical and electronic titles is 315,000 or about 3.28 circ per capita – this is less than half the national average of 7.35. However, since 2015, circulation has been on the rise seeing a 26% increase
- LibraryIQ also see that library visits have been declining for a long period of time, down over 53% since 2012

Library Use



Library Budget



Spend Analysis

For every Library dollar spent:

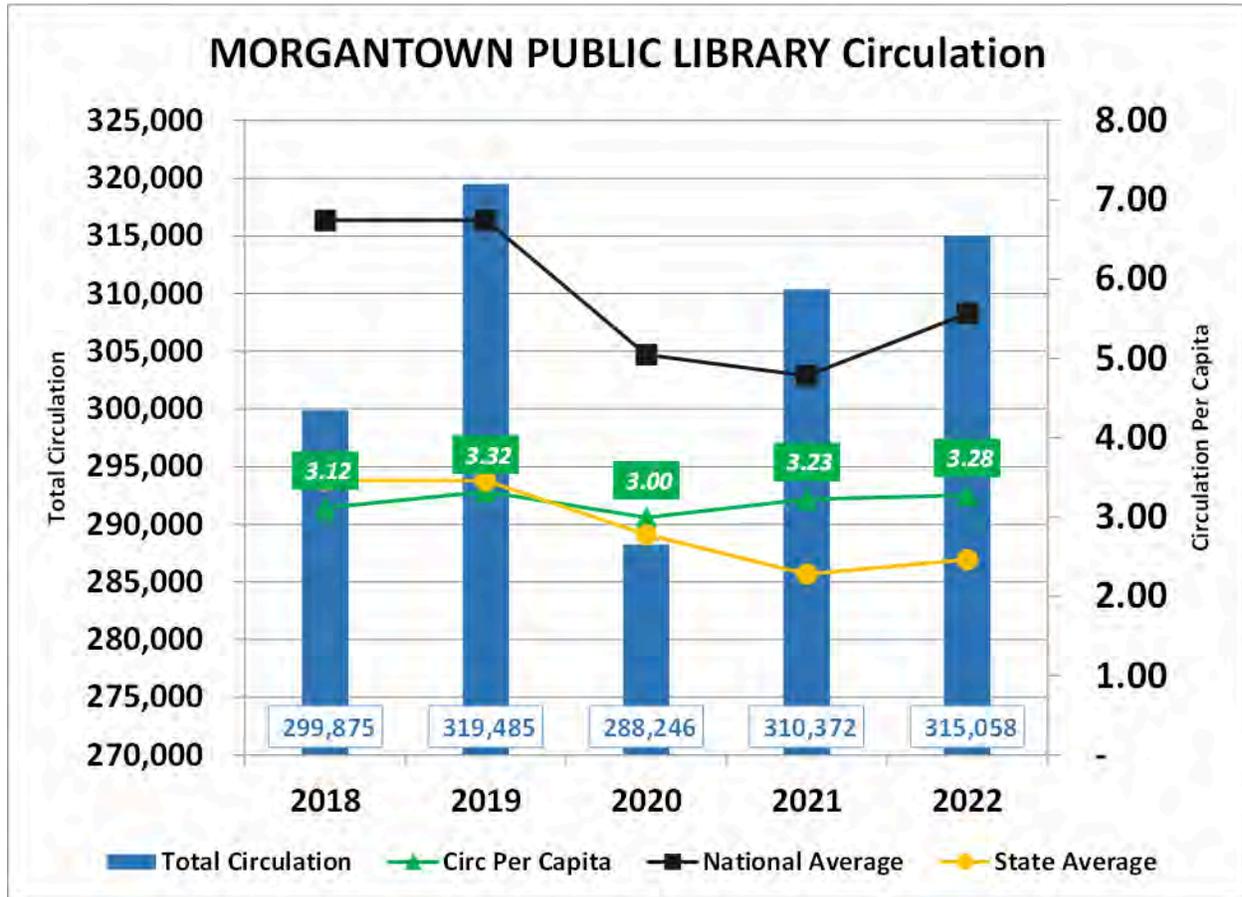
\$0.71 is spent on staff

\$0.13 is spent on books or electronic resources

\$0.15 is spent on other



Five-Year Service Trends



2. Catalog Cleanup

There are some duplicated collection codes at Morgantown where different codes are being used for different libraries. This makes it difficult to analyze usage of the collections consistently across collection codes.

- Adult Graphic Novels
 - Cheat uses:
 - § Adult Fiction Graphic novels
 - § Adult Nonfiction graphic novels
 - Morgantown uses Adult Graphic novels
- Juvenile Books on CD – one code with 546 items (primarily Cheat), one code with 172 items (Morgantown and Clinton)
- Juvenile Books on CD (Kits) – one code with 302 items (Morgantown), one code with 109 items (Cheat)
- Juvenile Graphic Novels – one code with 1,352 items (Morgantown), one code with 1,590 items (Arnettsville, Cheat, Clay-Battelle, Clinton, Morgantown)
- Juvenile Nonfiction Graphic Novels – only 55 items (Cheat)

- Music CDs – one code with 1,889 items (Morgantown), one code with 128 items (Arnettsville)
- WV collection – one code with 207 items (Cheat and Clay-Battelle), one code with 106 items (Cheat and Clay-Battelle)

LibraryIQ recommends that MPLS take a close look at the catalog and merge all duplicate collection codes. LibraryIQ staff will be happy to help MPLS resolve some of these issues, and Library patrons will be thankful.

Morgantown:

Collection Performance by Code Export to CSV

Remove All Filters

Collection Code ↑	Circulation ...	% Total Circ...	Curr... ▾	% Total Collec...	% No Circ...	% DOA	Turnover	Relative
DVDs Fiction	829	2.36	8,613	4.59	34.87	14.77	0.10	0.51
Easy Books	9,321	26.50	28,209	15.03	13.60	10.60	0.33	1.76
Easy To Read	1,136	3.23	2,384	1.27	6.80	0.87	0.48	2.54
Juvenile Biography	148	0.42	1,178	0.63	38.96	0.00	0.13	0.67
Juvenile Books on CD	59	0.17	546	0.29	55.31	0	0.11	0.58
Juvenile Books on CD	6	0.02	172	0.09	42.44	0	0.03	0.19
Juvenile Books on CD (Kits)	16	0.05	302	0.16	29.47	0	0.05	0.28
Juvenile Books on CD (Kits)	1	0.00	109	0.06	60.55	0	0.01	0.05
Juvenile DVD	267	0.76	880	0.47	16.36	12.50	0.30	1.62
Juvenile Fiction	3,617	10.28	17,584	9.37	24.52	18.67	0.21	1.10

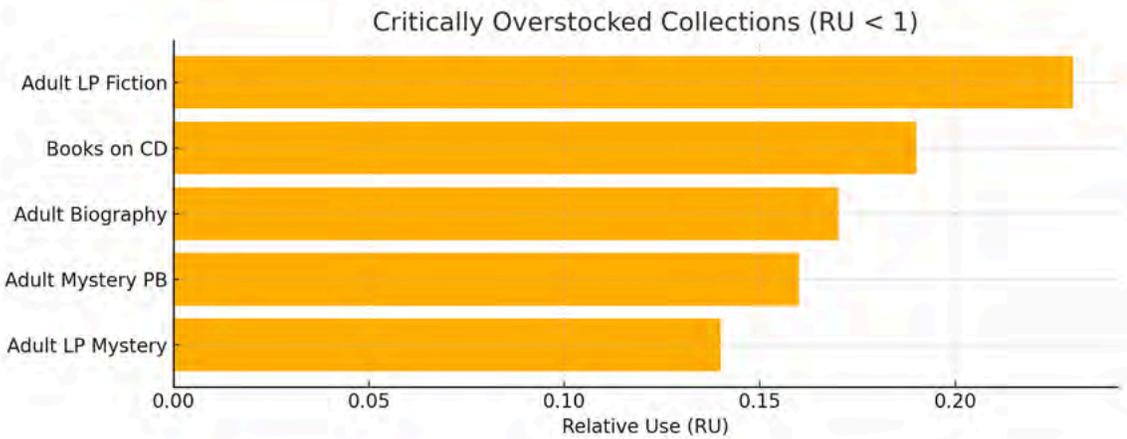
3. Collection KPI's

- Collection Balance (RU). A balanced collection meets the supply and demand of the collection. Using a measure called Relative Use (RU), LibraryIQ looked at the demand for the collection. When the RU is close to a value of 1 that indicates a balanced collection. An RU below 1 indicates there is less demand for the collection and is considered overstocked, while an RU above 1 indicates there is more demand for a collection and is considered understocked

Overall, the collection tends to be more overstocked with 33 out of 50 collection codes showing as Overstocked or Critically Overstocked, representing 106,365 items of the collection that fall within these collection codes. This indicates the need to weed in these overstocked areas of the collection.

The top collections that are Critically Overstocked are:

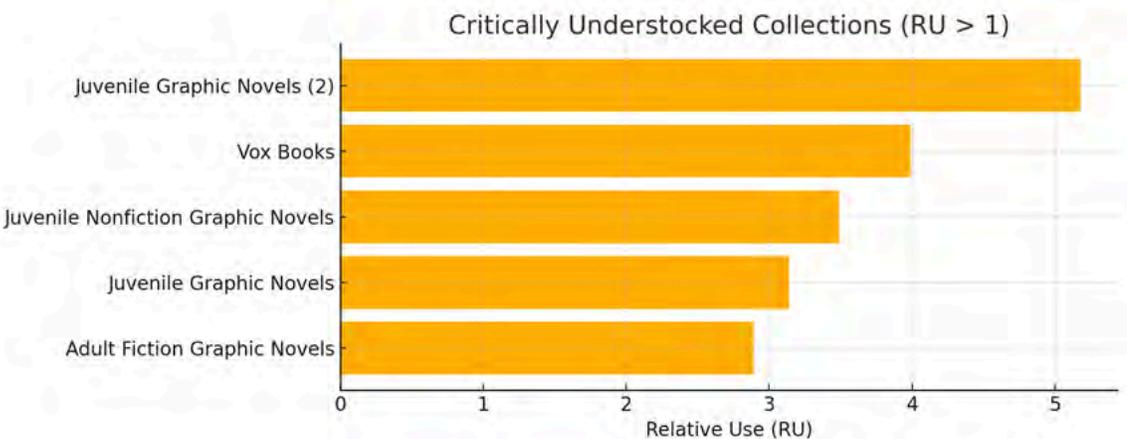
Adult LP Mystery (0.14), Adult Mystery Paperbacks (0.16), Adult Biography (0.17), Books on CD (0.19), and Adult LP Fiction (0.23)



On the other side of the spectrum, 15 out of 50 collection codes show the collections as understocked, representing 49,884 items of the collection that fall within these collection codes. This indicates the need to increase purchases towards these areas of the collection in order to meet demand.

The top collections that are Critically Understocked are:

Juvenile Graphic Novels (5.18), Vox Books (3.99), Juvenile Nonfiction Graphic Novels (3.49), Juvenile Graphic Novels (3.14), and Adult Fiction Graphic Novels (2.89)

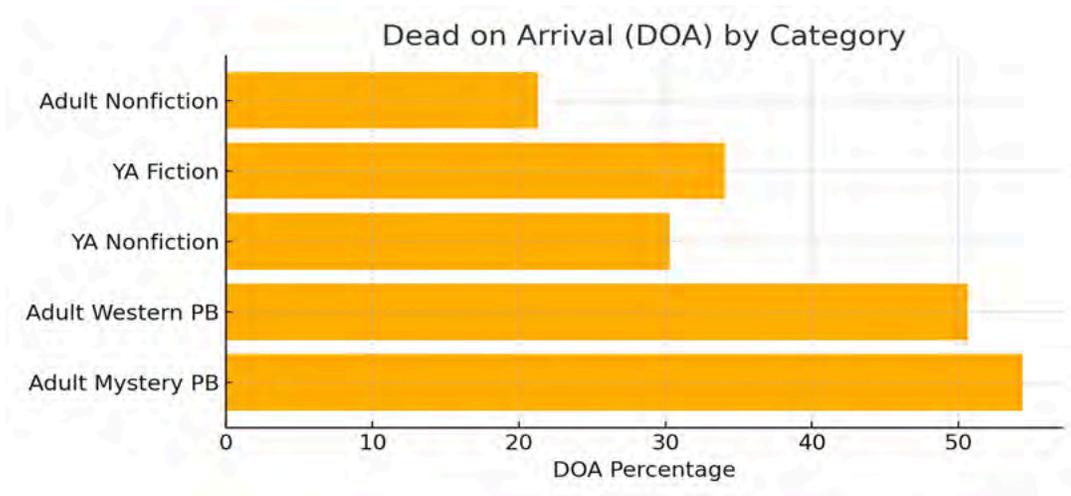


- DOA. Dead on Arrival (DOA) is defined as new materials that have been added to the collection in the past three to 15 months but have not circulated. Morgantown's overall

DOA is 12.6% which is an acceptable percentage. 10% or lower is considered a best practice

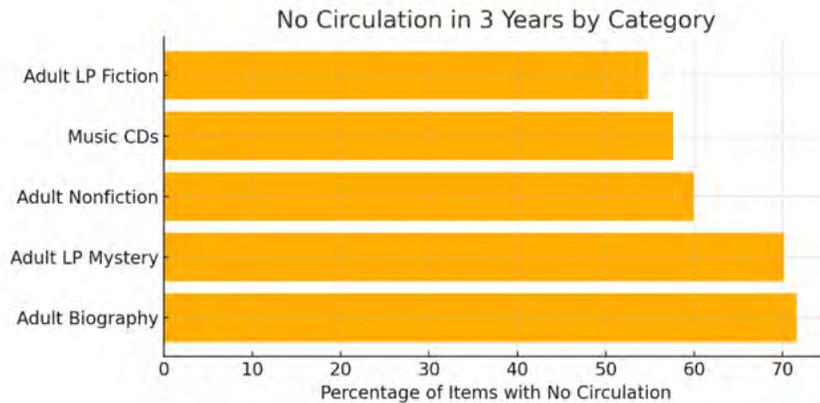
It would be worthwhile to review the titles on the DOA list to identify trends, so MPLS can adjust purchasing practices. Additionally, review Library practices for displaying new books to ensure these books are placed right where patrons can find them, for all ages and formats across the collection.

The highest areas of DOA are: Adult Mystery Paperbacks at 54.35%, Adult Western Paperbacks at 50.66%, Young Adult Nonfiction at 30.3%, Young Adult Fiction at 34.07%, and Adult Nonfiction at 21.27%



- No Circ in 3 Years – Overall, about 34% of the collection has not circled in the past three years, indicating that there is some weeding to be done. The good news is circ normally improves in areas that are weeded because the newer and more interesting titles aren't obscured by all the dead weight on the shelf

Major collections that need the most attention are: Adult Biography at 71.59%, Adult LP Mystery at 70.19%, Adult Non fiction at 59.98%, Music CDs at 57.6%, and Adult LP Fiction at 54.78%.



- BISAC. A BISAC analysis of the Adult Fiction collection shows some areas where usage could be improved. When looking at BISAC headings that had 1% or more of the % of Total Circulation, the most popular BISACS, based on Relative Use were: Thrillers/Psychological (2.22), Horror (2.09), Classics (1.97), Thrillers/Domestic (1.75), and Thrillers/Crime (1.45). Consider making additional purchases for these areas

The least popular BISAC headings, based on Relative Use, were: Christian/Romance/General (0.55), Romance/General (0.61), Mystery & Detective/Women Sleuths (0.67)*, Action & Adventure (0.69), and Thrillers (0.71) Consider purchasing less of these areas.

*It should be noted that this analysis only looked at the Adult Fiction collection. As MPLS splits out genres into separate collection codes, when LibraryIQ reviewed the Adult Mystery BISAC headings, Mystery & Detective/Women Sleuths had an RU of 0.93. This data indicates that the Library would continue to buy these titles, but ensure they are in the mystery collection code where they will perform better, rather than the general fiction collection code. There are 1,706 items that fall within the Mystery & Detective/Women Sleuths BISAC and are assigned to the general fiction collection code.

Most popular Adult Fiction BISAC headings

BISAC	Circulati...	% To...	Curre...	% Tot...	% No Cir...	% DOA	Tu...	Relative Use
FICTION / Thrillers / Psychological	276	3.42	1,058	1.54	25.24	0.97	0.26	2.22
FICTION / Horror	162	2.01	660	0.96	30.91	10.94	0.25	2.09
FICTION / Classics	83	1.03	358	0.52	25.70	26.09	0.23	1.97
FICTION / Thrillers / Domestic	80	0.99	388	0.57	20.10	5.00	0.21	1.75
FICTION / Thrillers / Crime	258	3.20	1,518	2.21	29.45	4.23	0.17	1.45
FICTION / Romance / Romantic Comedy	123	1.52	786	1.14	22.39	11.96	0.16	1.33
FICTION / Crime	150	1.86	1,029	1.50	32.36	4.88	0.15	1.24
FICTION / Mystery & Detective / Police Procedural	128	1.59	913	1.33	31.65	5.56	0.14	1.19
FICTION / Women	700	8.67	5,177	7.54	35.60	11.96	0.14	1.15
FICTION / Coming of Age	130	1.61	964	1.40	37.86	11.76	0.13	1.15

Least popular BISAC headings

BISAC Classification
All Codes ▾

Remove All Filters

Export to CSV

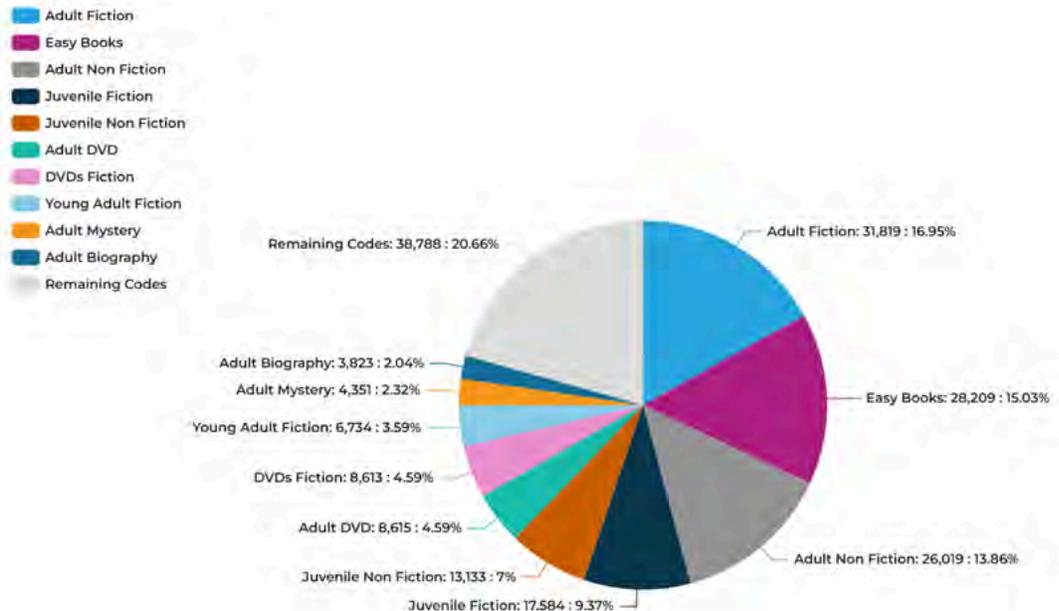
BISAC	Circulat...	% To...	Curre...	% Tot...	% No Cir...	% DOA	Tu...	Relative Use
FICTION / Christian / Romance / General	86	1.07	1,328	1.93	40.29	0.00	0.06	0.55
FICTION / Romance / General	133	1.65	1,849	2.69	50.30	35.71	0.07	0.61
FICTION / Mystery & Detective / Women Sleuths	135	1.67	1,706	2.48	40.80	9.09	0.08	0.67
FICTION / Action & Adventure	108	1.34	1,330	1.94	41.43	12.82	0.08	0.69
FICTION / Thrillers	143	1.77	1,705	2.48	43.11	12.50	0.08	0.71
FICTION / General	80	0.99	938	1.37	50.32	40.00	0.09	0.73
FICTION / Sagas	76	0.94	890	1.30	38.54	14.29	0.09	0.73
FICTION / Mystery & Detective / General	181	2.24	2,022	2.94	42.14	7.69	0.09	0.76
FICTION / Psychological	83	1.03	870	1.27	44.02	9.09	0.10	0.81
FICTION / Humorous	90	1.11	939	1.37	46.86	22.22	0.10	0.82

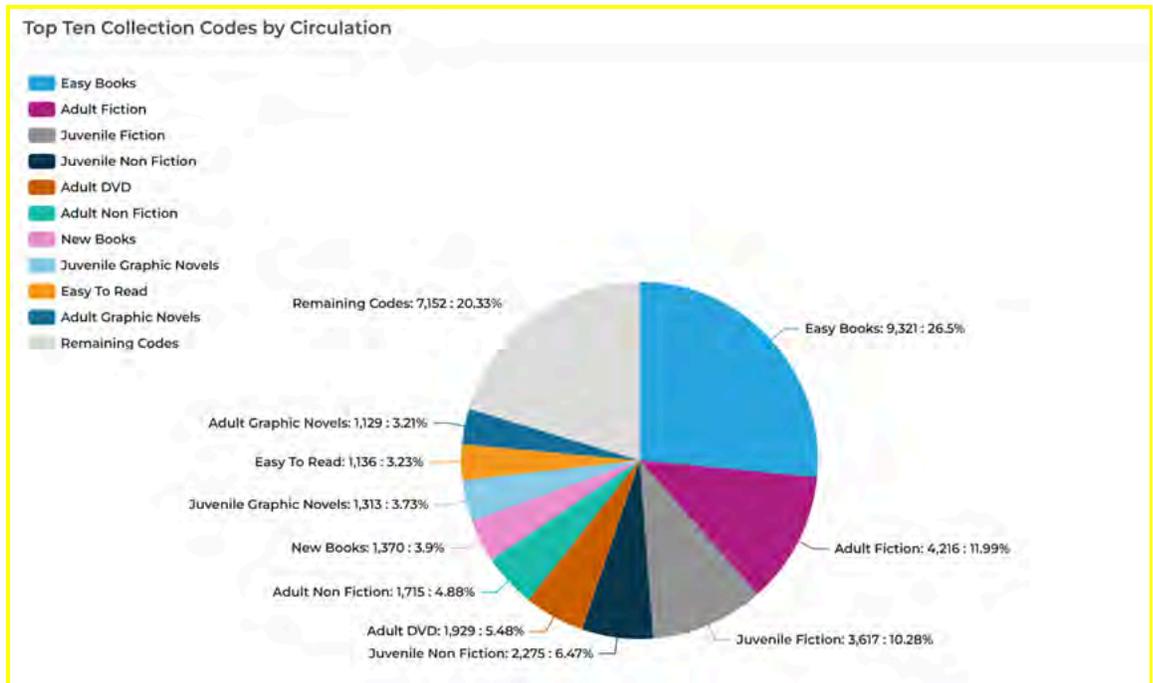
- Top Collection Codes by Size and Circulation. The two pie charts below show MPLS's Top 10 Collection Codes by Size and Top 10 Collection Codes by Circulation. Ideally, these should be balanced

The pie charts reveal a mismatch between what the Library owns and what patrons borrow.

- Overrepresented in size, low use:
 - *Adult Nonfiction* is 13.9% of the collection but only 4.8% of circulation
 - *Adult Biographies* also take up shelf space with low return.
 - Weeding or reducing purchases in these areas is recommended
 - High use, underrepresented in size:
 - *Easy Books* make up 15% of the collection but drive 26.5% of use
 - *Juvenile Fiction* and *Graphic Novels* also perform above their size.
 - Invest more in these high-demand formats
 - Focusing on alignment between collection size and usage will improve circulation and better serve patron needs

Top Ten Collection Codes by Size

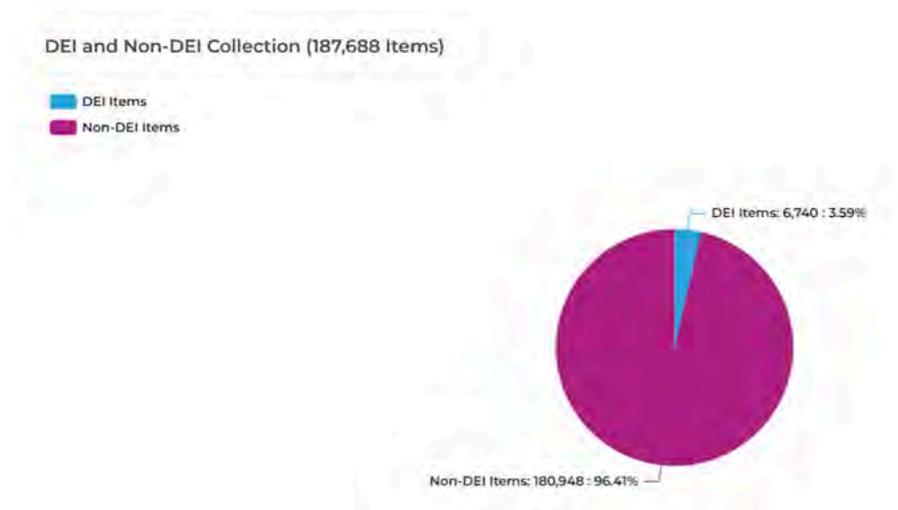




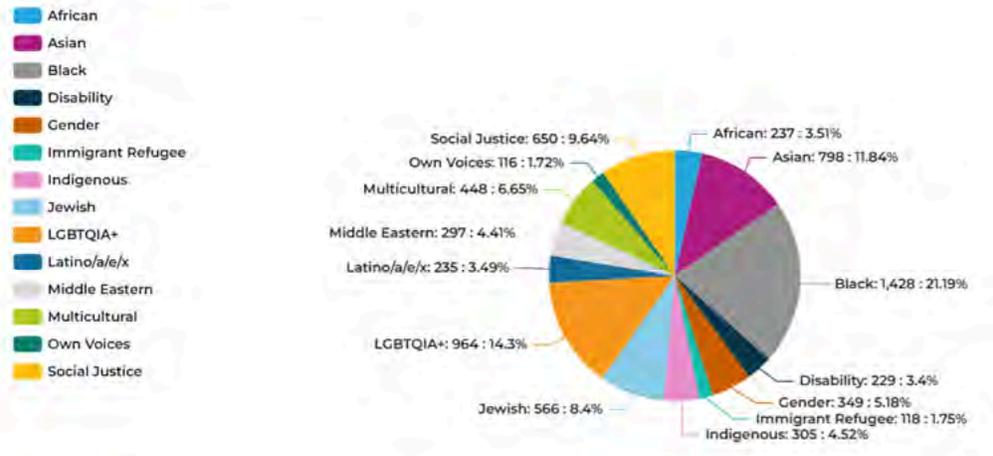
4. Collection Diversity

- About 3.6% of the titles in the collection fall into diverse categories as defined by the BISAC classifications; somewhat low compared to most public libraries which average 6-8%
- Breakdown of the collection by diversity topic -- MPLS's largest collections are in Black at 21.19%, LGBTQIA+ at 14.3%, Asian at 11.84%, Social Justice at 9.64%, and Jewish at 8.4%. These compare favorably with the percentages in these collections in other public libraries using the LibraryIQ Platform. Overall, MPLS numbers are lower than average

Morgantown:



DEI Collection by Topic (6,740 Items)



5. Collection Additions

- MPLS added 10,065 items to the collection in the past 12 months, which is very close to the 10,263 items the Library added in the year before that
- The highest number of items were added to Easy books, Adult Fiction, Juvenile Fiction, Adult DVD, and Juvenile Graphic Novels

Ideally, MPLS will want to see the % of New Item Circ to be higher than the % of Items Added. In the case of Adult Fiction and Juvenile Fiction, LibraryIQ saw the opposite trend. Adult Fiction accounted for 19.52% of new items added, but only 14.64% of new item circulation. Juvenile Fiction accounted for 8.75% of new items added, but only 7.02% of new item circulation.

MPLS will want to consider purchasing for these areas – is the Library buying too many things that are ending up on the DOA list? Could MPLS buy more of what's really popular in the community to ensure happy patrons and high circulation?

Collection History - Purchase History



Purchase History By Collection Codes

[Export to CSV](#)

Collection Code	New Items Added	% of Items Added	Total Circ	% of New Item Circ
Easy Books	1,422	16.98	1,354	20.54
New Books	681	8.13	1,069	16.21
Adult Fiction	1,635	19.52	965	14.64
Juvenile Fiction	733	8.75	463	7.02
Adult DVD	319	3.81	438	6.64
Juvenile Graphic Novels	229	2.73	328	4.97
Adult Graphic Novels	343	4.10	255	3.87
Juvenile Non Fiction	335	4.00	238	3.61
Juvenile Graphic Novels	257	3.07	232	3.52
Adult Non Fiction	414	4.94	190	2.88
DVDs Fiction	366	4.37	178	2.70

6. Circulation Trends

- At this time, LibraryIQ is unable to do a deeper analysis of circulation trends from year-to-year as there are only a few months of circulation data in the IQ Platform due to the Sierra ILS historical transactions settings

7. Branch Collections

Current data highlights clear disparities in branch performance that can inform strategic decisions about resource allocation—and potentially, consolidation.

- **Underperforming Locations: Arnettsville & Clay-Battelle**
 - Both branches exhibit low total circulation and Relative Use (RU), indicating materials are not circulating at a sustainable or efficient rate
 - This suggests a mismatch between available materials and community interest, raising questions about continued investment
 - Maintaining low-performing locations diverts staff time, materials, and budget from higher-impact services
- **Strong Performers: Morgantown & Clinton**
 - Morgantown leads in total circulation, justifying ongoing support and investment
 - Clinton's RU of 0.91 demonstrates a well-balanced collection—materials are appropriately scaled to community demand
- **Emerging Opportunity: Cheat**
 - Cheat's RU of 1.52 shows strong, unmet demand. A targeted infusion of materials could maximize circulation and patron satisfaction here

Branch Collections Export to CSV

Branch	Circulation	% Total Circ...	Current It...	% Total C...	% No Cir...	% DOA	Turnover	Relative Use
Cheat Area Public Library	9,885	28.10	34,790	18.54	20.85	10.24	0.28	1.52
Morgantown Public Libr...	21,600	61.41	119,752	63.80	36.33	9.00	0.18	0.96
Clinton District Public Lib...	2,196	6.24	12,835	6.84	30.64	12.92	0.17	0.91
Clay-Battelle Public Library	874	2.48	10,892	5.80	43.18	28.85	0.08	0.43
Arnettsville Public Library	618	1.76	9,419	5.02	52.72	27.19	0.07	0.35

8. Takeaways

Several clear trends emerged from the Morgantown collection analysis:

- **Strong Reliance on Physical Circulation:** Morgantown patrons heavily favor physical borrowing over programming or computer use when they visit the Library
- **Long-Term Decline in Visits:** Since 2012, circulation has risen, but visits have dropped, indicating a need to modernize services and collections to attract and retain users
- **Collection Imbalance:** A significant portion of the collection is overstocked and underutilized. Meanwhile, critically understocked areas—particularly in Graphic Novels and Vox Books—show strong demand and should be prioritized for investment
- **Catalog Fragmentation:** Inconsistent and duplicated collection codes limit the Library's ability to track usage trends accurately and reduce the discoverability of materials for patrons

- **Underperforming and DOA Materials:** DOA titles, while below industry concern levels overall, remain high in specific formats like Adult Mystery Paperbacks and Young Adult Fiction. These should be evaluated for purchasing trends and shelf placement
- **Weeding Opportunity:** With 34% of the collection not circulating in three years, a comprehensive weeding strategy could improve shelf appeal and overall circulation
- **Uneven Branch Performance:** While Morgantown and Clinton lead in circulation, Cheat shows growth potential. Arnettsville and Clay-Battelle may require reassessment or new engagement strategies

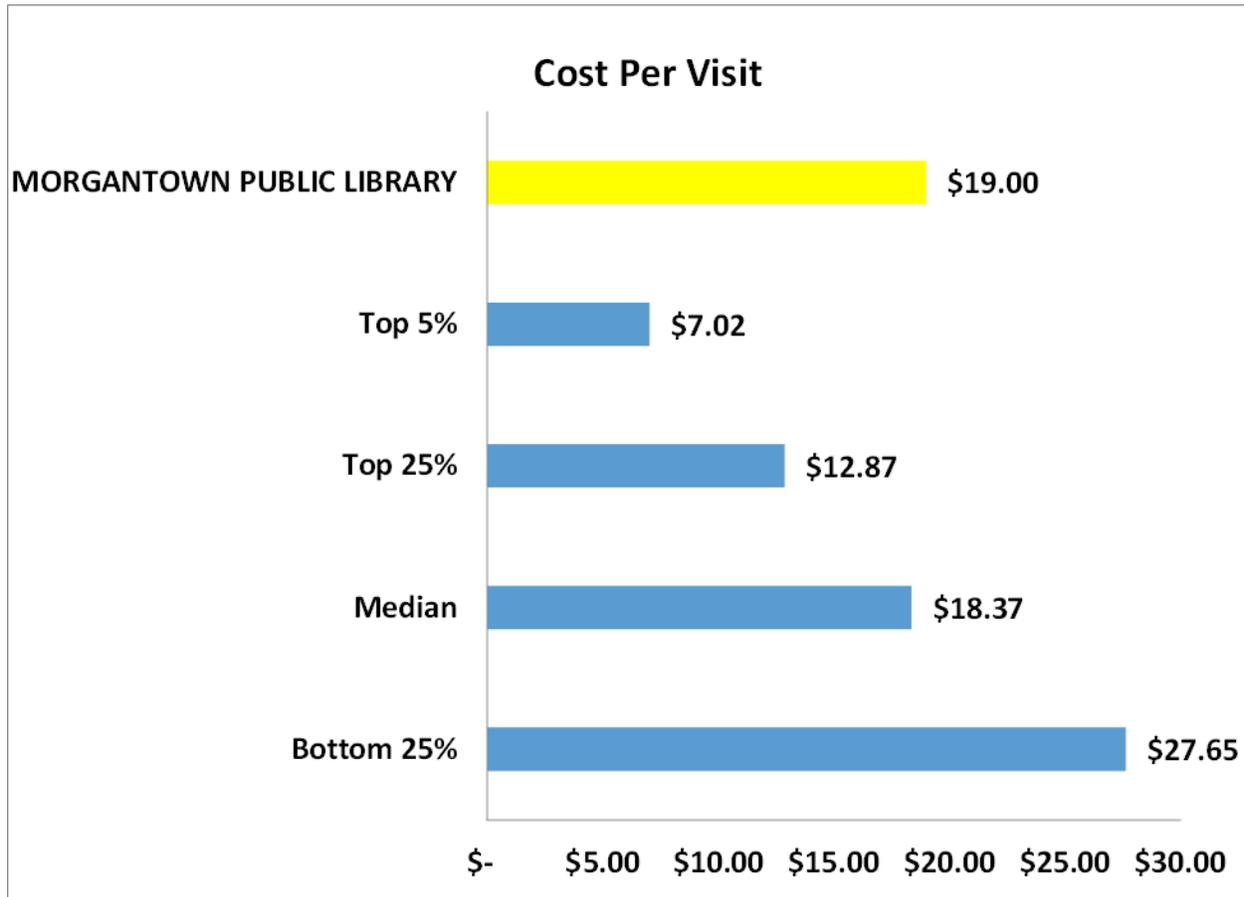
These trends suggest that targeted weeding, strategic acquisitions in high-demand areas, catalog cleanup, and reassessment of underperforming branches can significantly improve Morgantown’s library services and patron experience.

Staff

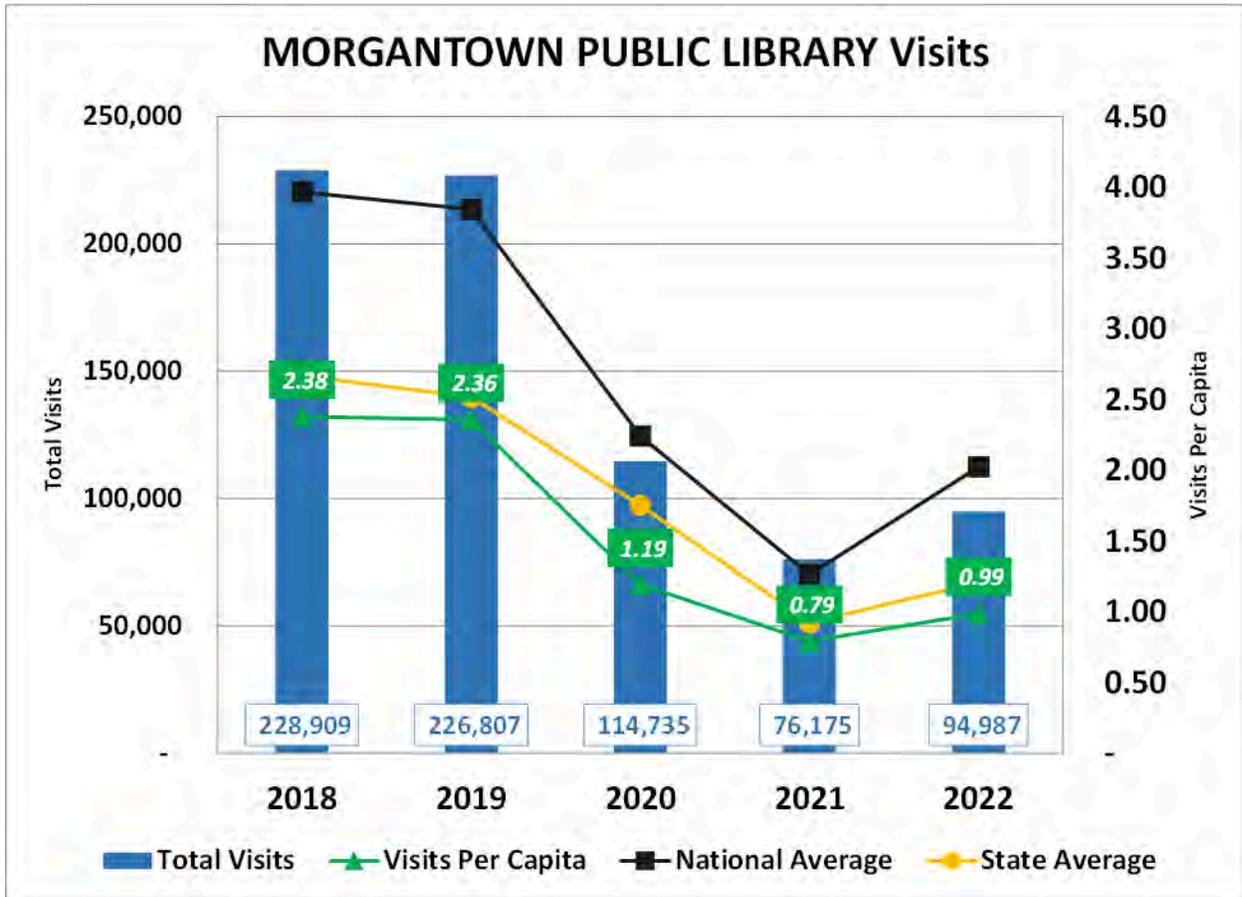
MPLS has .28 staff members per 1,000 resident population. For all libraries serving a population of 50,000-99,000:

- 25% have .53 staff members per 1,000 resident population
- 5% have .11 staff members per 1,000 resident population
- The median is .36 staff members per 1,000 resident population

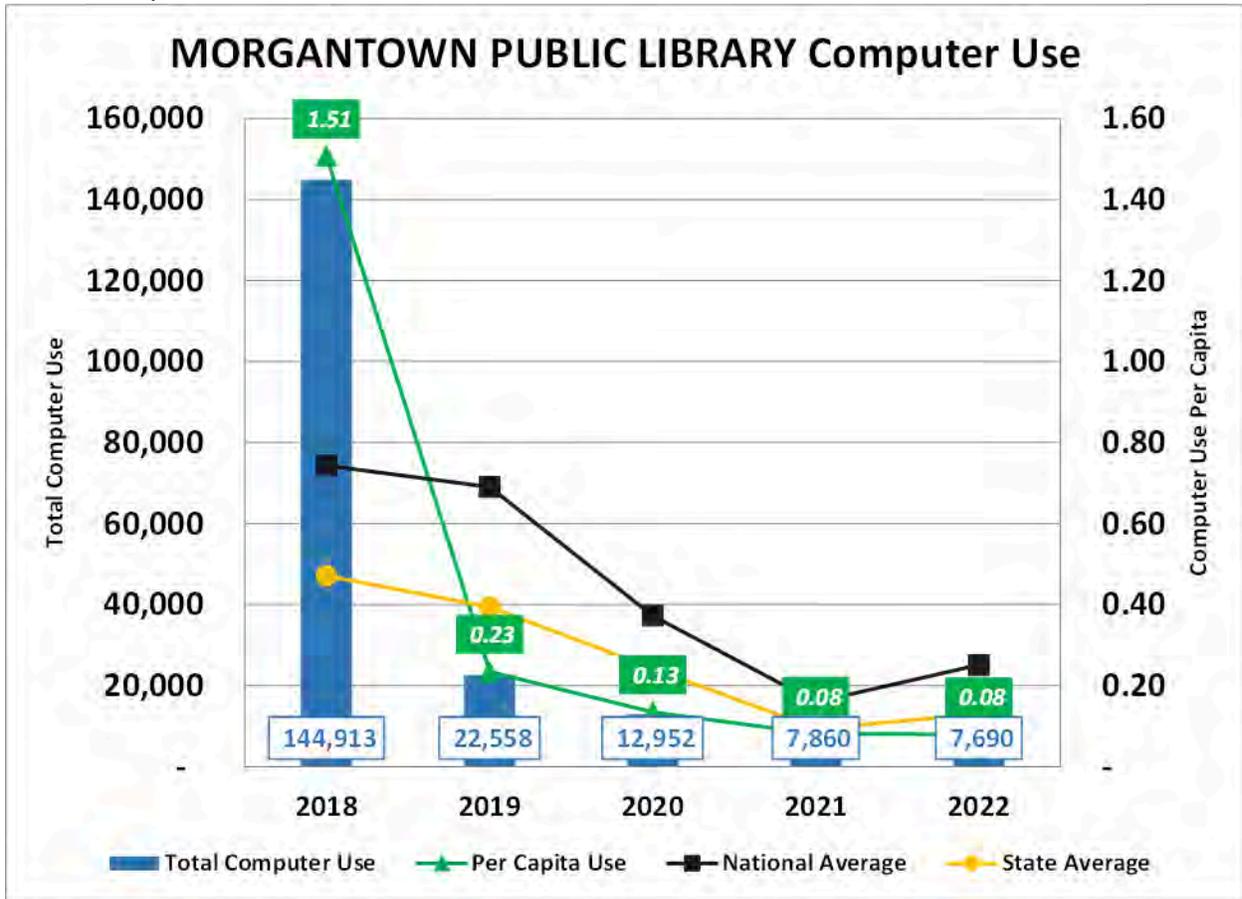
MPLS Cost Per Visit



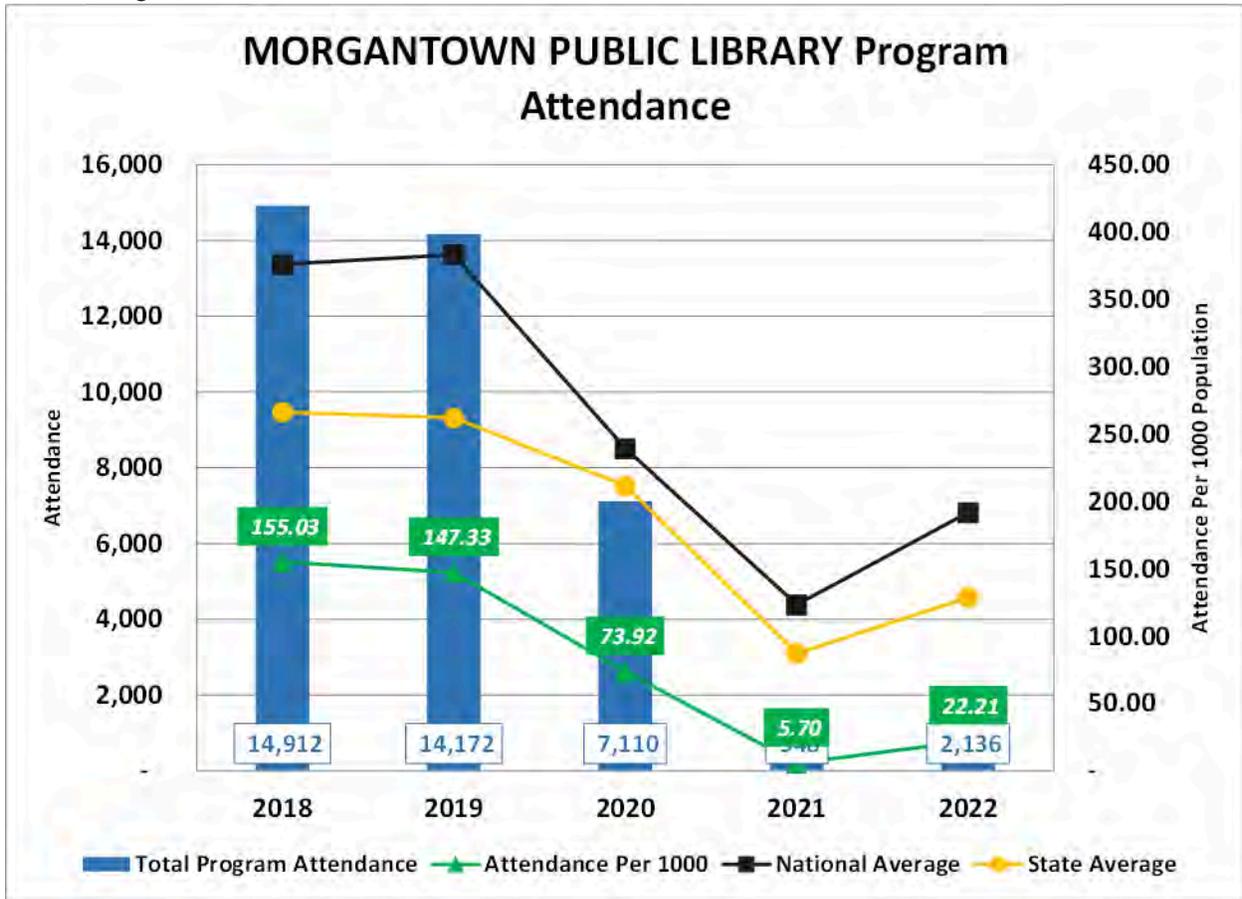
MPLS Visits



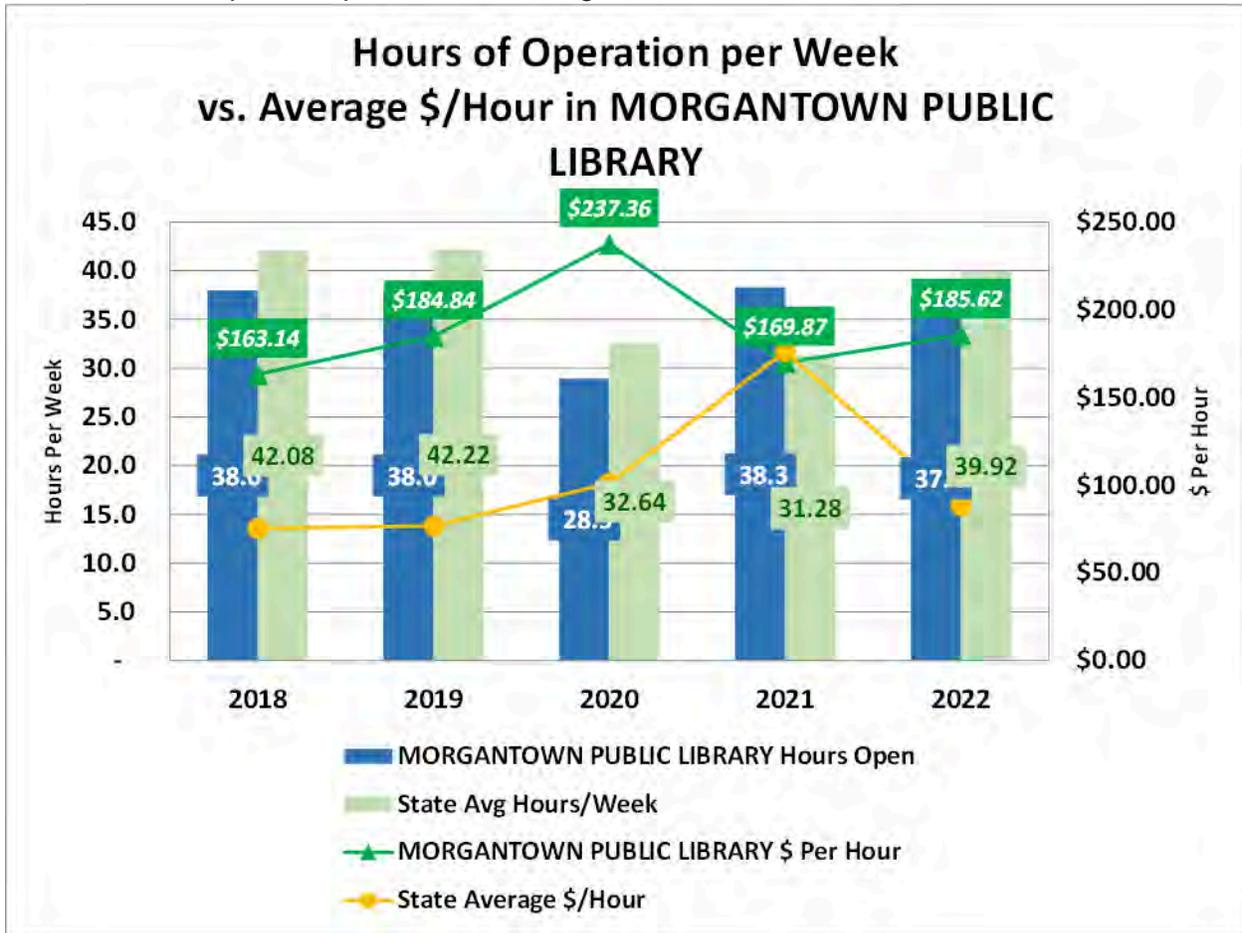
MPLS Computer Use



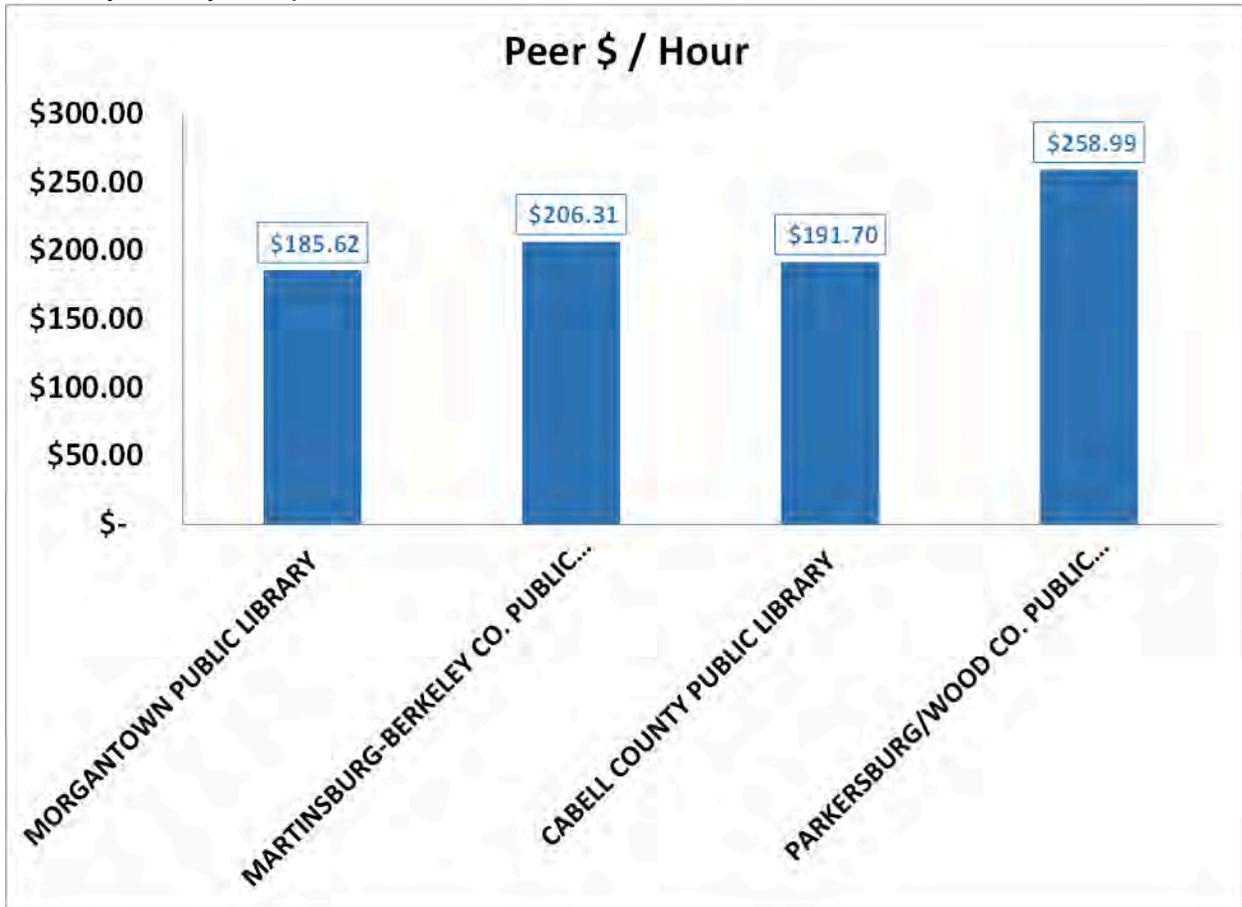
MPLS Program Attendance

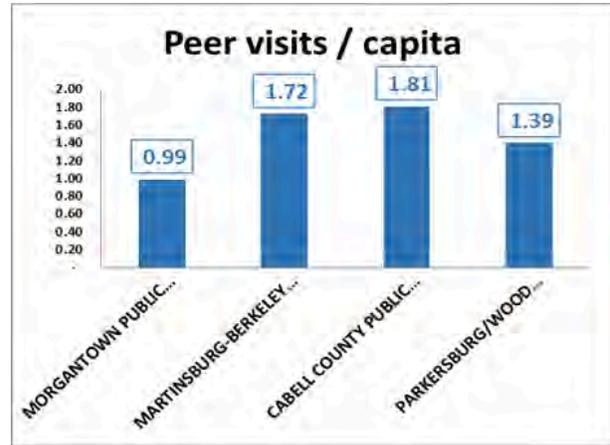
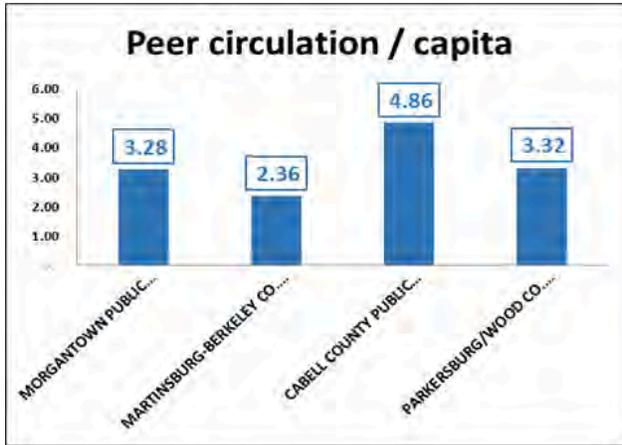


MPLS Hours of Operation per Week v. Average \$/Hour

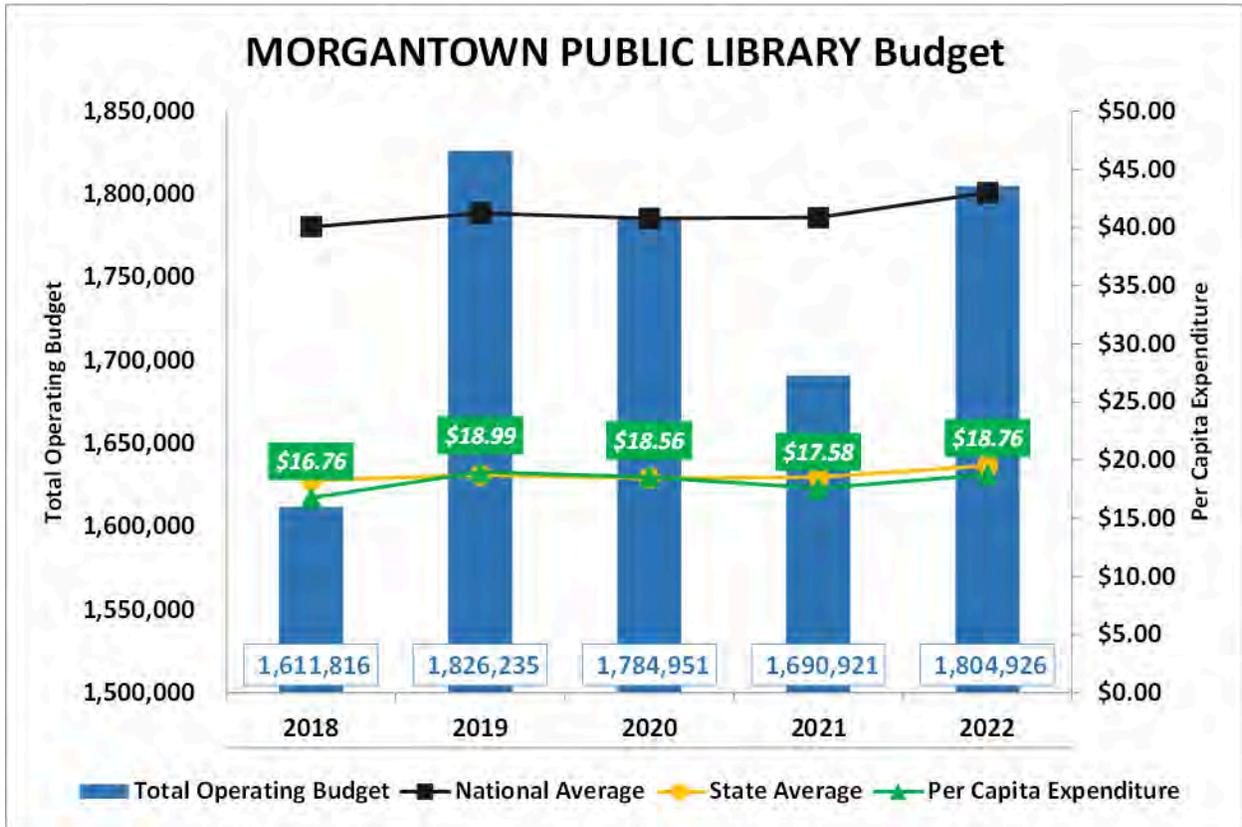


Peer City/County Comparisons

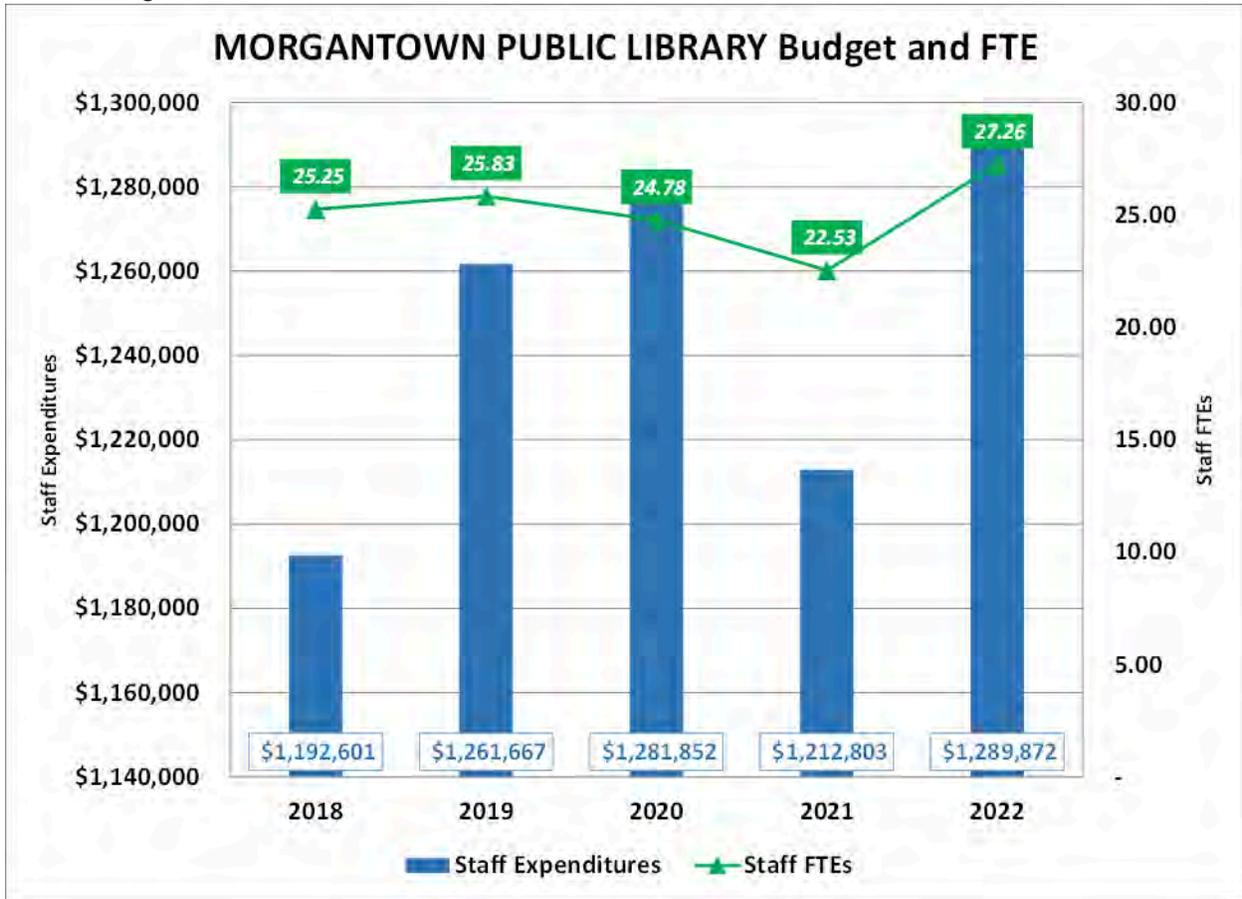




MPLS Five-Year Funding Trends



MPLS Budget and FTE



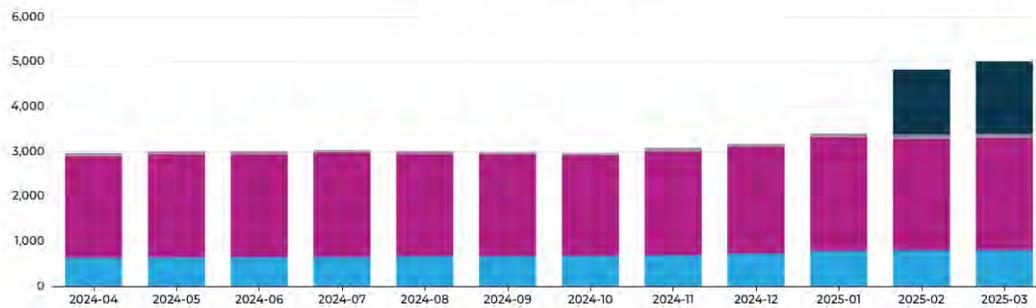
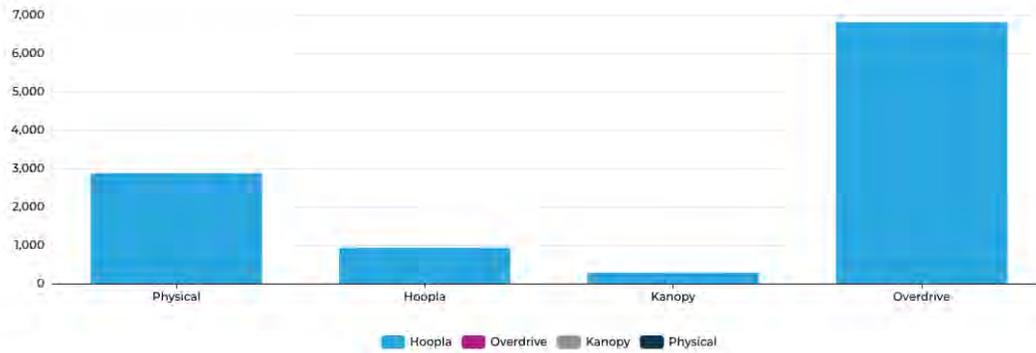
Consumer and Patron Segmentation by Household

Morgantown Public Library System

May 10, 2025

Patron Collection Use – All Branches

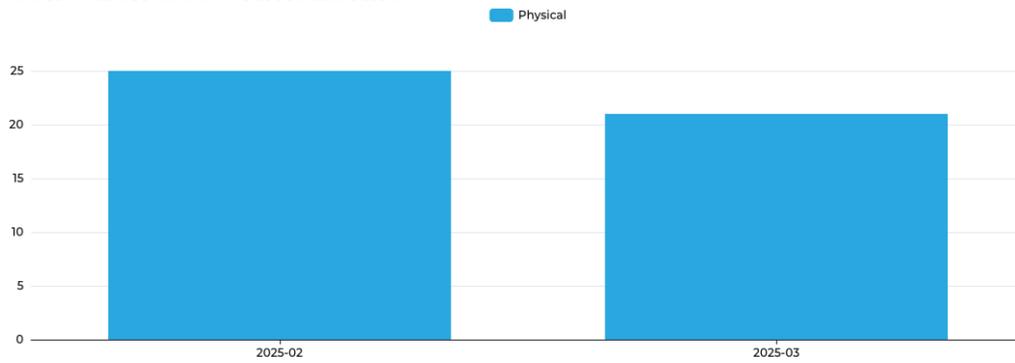
Annual Physical & Electronic Patron Activity



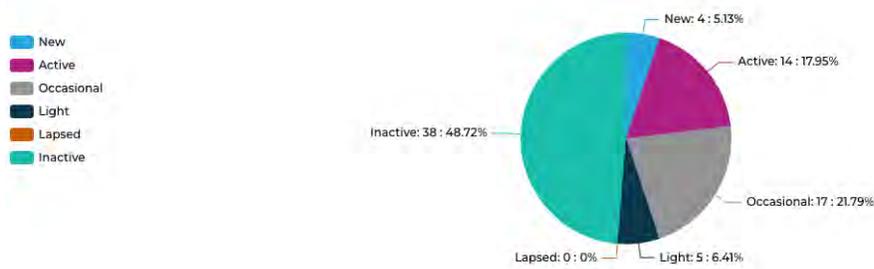
Physical Collection Patron Activity



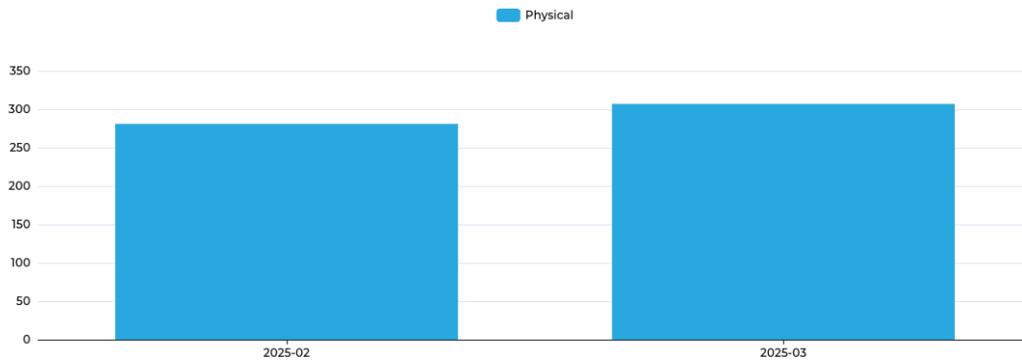
Patron Collection Use – Arnettsville



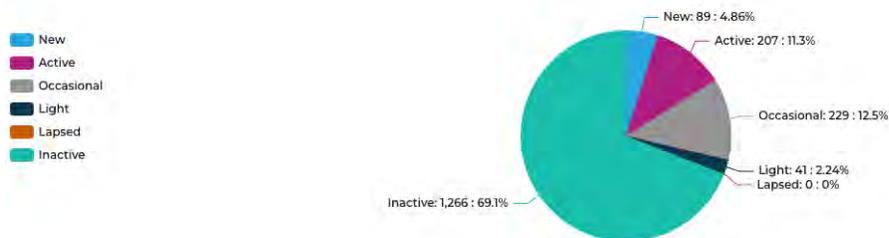
Physical Collection Patron Activity



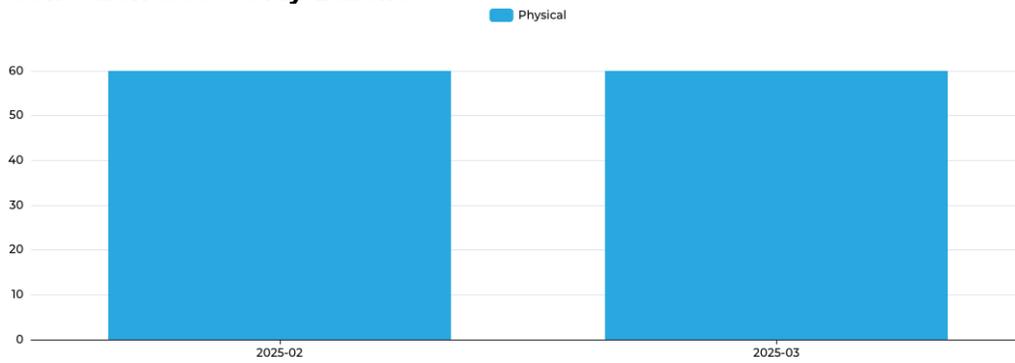
Patron Collection Use – Cheat Area



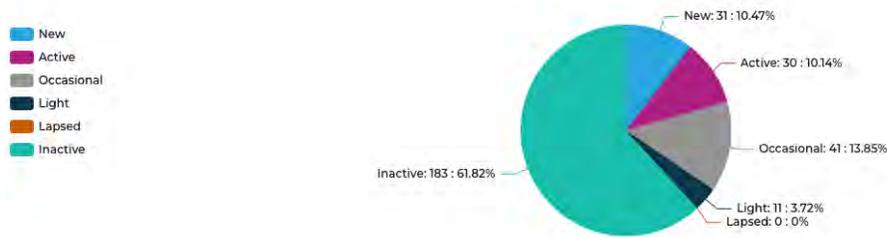
Physical Collection Patron Activity



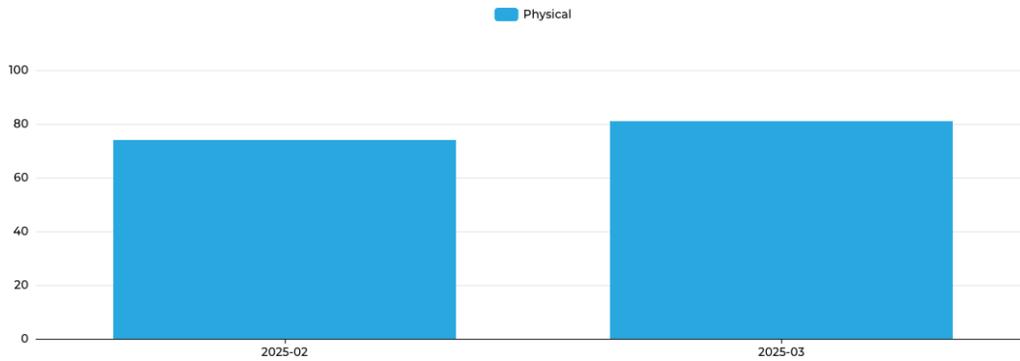
Patron Collection Use – Clay-Batelle



Physical Collection Patron Activity



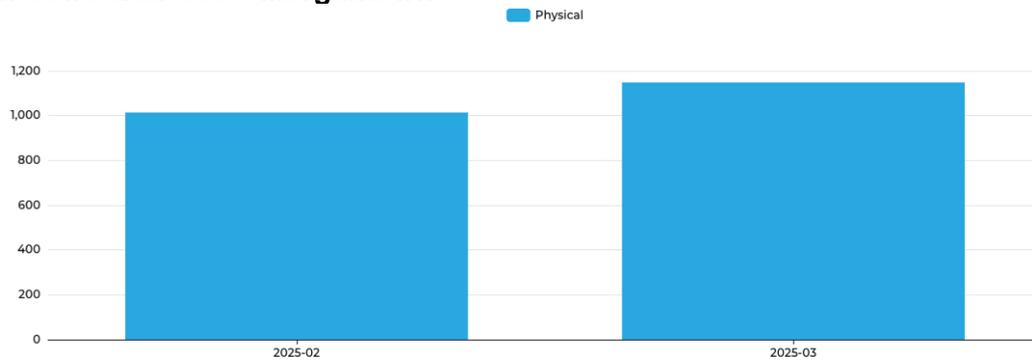
Patron Collection Use – Clinton District



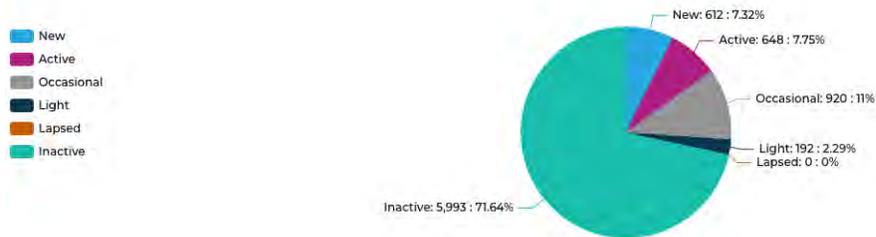
Physical Collection Patron Activity



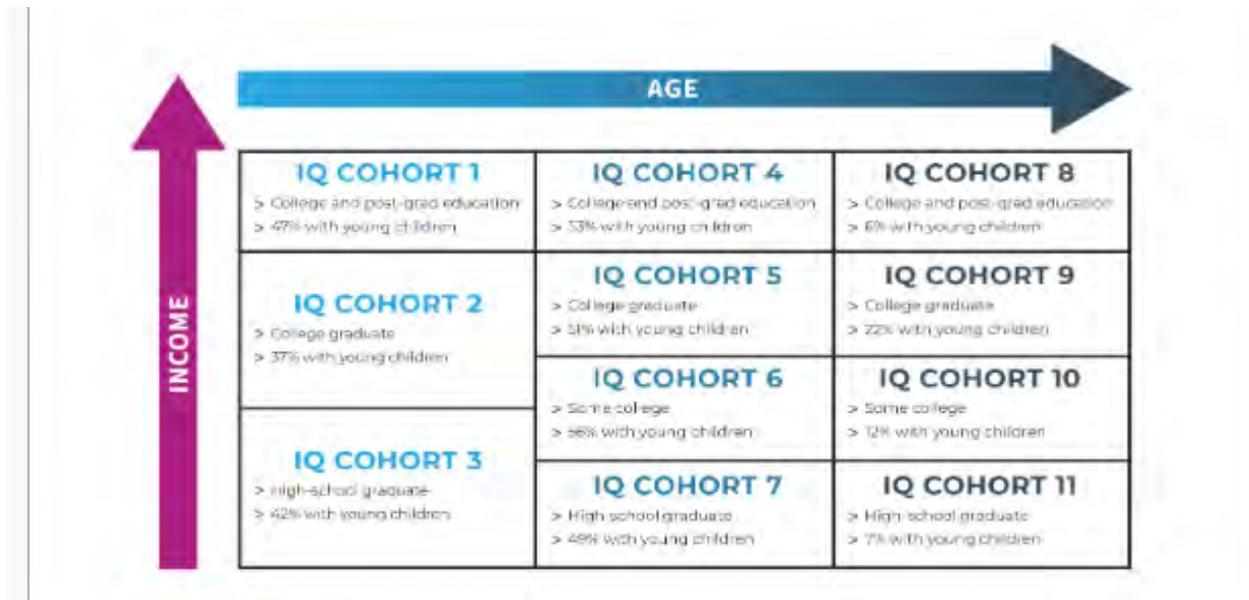
Patron Collection Use – Morgantown



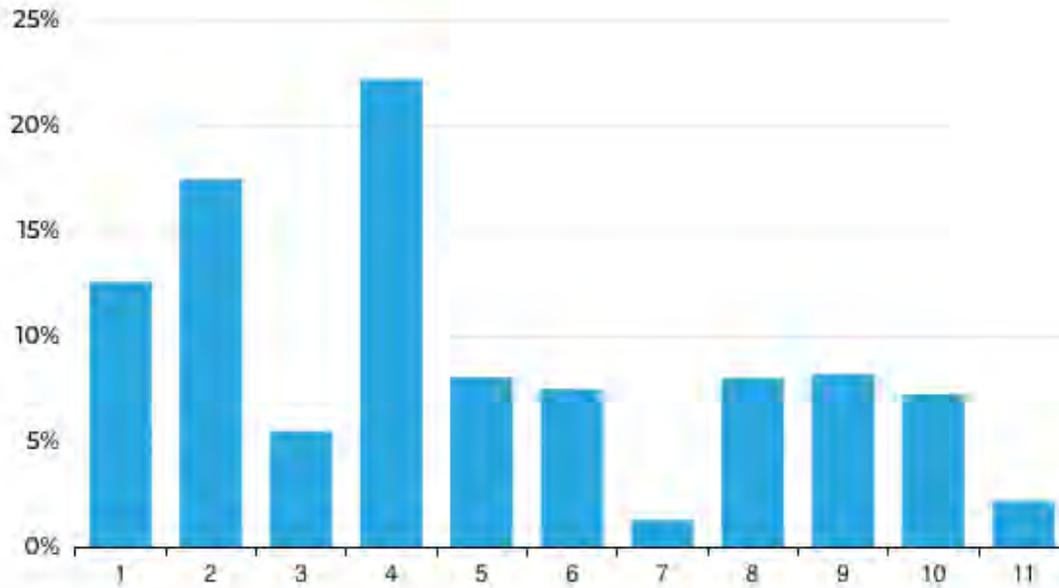
Physical Collection Patron Activity



Community Demographics – All Branches



Percent of Patron Households by IQ Cohort



Community and Patron Demographics

Cohort Summary & Profiles

Export to CSV

Cohort	Your Community - Total	Your Community - Percentage	Your Patron - Total	Your Patron - Percentage	Likelihood of being a Patron	Average Circ per Household	Circ Above or Below Average	% of Total Circ	% of Active Households in Cohort	Potential Households
IQ Cohort 2	10,700	23.27%	1,193	17.43%	Very Low	0.48	Below	8.43%	9.47%	9,507
IQ Cohort 4	5,911	12.85%	1,518	22.18%	Very High	1.50	Above	33.11%	15.48%	4,393
IQ Cohort 1	5,346	11.63%	860	12.57%	High	1.19	Above	14.94%	12.79%	4,486
IQ Cohort 10	4,369	9.50%	494	7.22%	Very Low	0.93	Below	6.71%	17.21%	3,875
IQ Cohort 6	3,919	8.52%	512	7.48%	Low	0.95	Average	7.09%	14.06%	3,407
IQ Cohort 3	3,909	8.50%	375	5.48%	Very Low	0.78	Below	4.24%	11.20%	3,534
IQ Cohort 5	3,426	7.45%	550	8.04%	High	0.88	Below	7.03%	12.55%	2,876
IQ Cohort 9	3,081	6.70%	560	8.18%	Very High	1.17	Above	9.58%	15.71%	2,521
IQ Cohort 8	2,681	5.83%	547	7.99%	Very High	0.59	Below	4.74%	14.26%	2,134
IQ Cohort 11	2,116	4.60%	148	2.16%	Very Low	1.16	Above	2.51%	16.89%	1,968
IQ Cohort 7	528	1.15%	87	1.27%	High	1.29	Above	1.63%	5.75%	441
Total	45,986	100.00%	6,844	100.00%		0.99		100.01%		39,142

APPENDIX A

2. Consumer Segmentation: Cohorts and Mapping



IQ COHORT 1 > College and post-grad education > 47% with young children	IQ COHORT 4 > College and post-grad education > 53% with young children	IQ COHORT 8 > College and post-grad education > 6% with young children
IQ COHORT 2 > College graduate > 37% with young children	IQ COHORT 5 > College graduate > 51% with young children	IQ COHORT 9 > College graduate > 22% with young children
	IQ COHORT 6 > Some college > 56% with young children	IQ COHORT 10 > Some college > 12% with young children
IQ COHORT 3 > High-school graduate > 42% with young children	IQ COHORT 7 > High-school graduate > 49% with young children	IQ COHORT 11 > High-school graduate > 7% with young children

COHORT 1

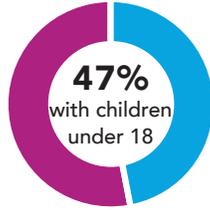
IQ COHORTS



DEMOGRAPHICS



61%
homeowners



55%
married

Active lifestyle with
interest in technology
and sports

\$83,000

Median Household Income

Highly-Educated
professionals

Urban and suburban residents

30% aged 25-34

56% have visited a bookstore (online
or in person) in past 3 months

NEIGHBORHOOD DEMOGRAPHICS

Households with Children Under 18

17% married couples

5% single

Households without Children Under the Age of 18

31% married couples

47% single



Commuter Time

20%
work from home

49%
travel < 29 minutes

24%
travel between 30 - 59 minutes

6%
travel > 60 minutes

High Impact/Low Investment Initiative

Statistics reflect neighborhood data where cohort is predominate lifestage group

© Library Systems & Services. Unpublished 2024. Confidential – for authorized LibraryIQ subscribers only. No further reproduction and distribution allowed.

SERVICES

- Embrace new technology, financial products, high-end cars and travel
- Likely to move in the next 12 months

- Partner to offer yoga teacher training or personal trainer accreditation at library
- Focus on outdoor sports and partner with Parks to host sports-themed events
- Provide helpful information for homebuyers including school rankings, tips, questions for loan officer, etc.
- Offer a library-curated streaming music channel (Spotify or Apple)
- Produce a library podcast discussing latest must-reads or current topics such as HBO shows, reality shows, eSports, skiing, etc.
- Highlight local bands in collection or through programs
- Offer meeting spaces – private or small group - that can be reserved online

COLLECTION



- Reads in both physical and electronic formats with focus on children's collections

- Provide extensive children's collection with classic and contemporary titles in board books, picture books and easy readers
- Focus children's fiction on popular titles and complete series with multiple copies
- Offer a strong adult browsing collection of literary fiction, genre fiction and popular NPR-style nonfiction
- Curate a robust selection of current titles on politics, social issues and travel
- Provide links for patrons to recommend titles for purchase and reader's advisory services

COHORT 1

PROGRAMS

- Enjoys outdoor activities such as pickleball and snowboarding as well as Pilates and yoga
- Comfortable with advanced technology

- Host programs for families to connect over shared technology rather than individual devices
- Provide opportunities for single people to meet like yoga in the library or nature walk in fun location
- Host programs about travel to exotic locations, backpacking for beginners, etc.
- Provide monthly family fun night with games and activities
- Offer exclusive experiences such as a Foundation gala or access to special community events through Friends or Foundation membership
- Invite tech experts to speak and consider hosting a TEDx conference
- ❗ Offer film showings hosted by local expert

TECHNOLOGY

Tech Usage



- Ensure dependable and easy-to-use wireless printing, eCard registration and Wi-Fi
- Offer fun technology including robots, STEM experiments and coding clubs
- Introduce new technology such as AI, VR and ChatGPT. Utilize Virtual Reality tools to create meetups
- Ensure website is easy to use and optimized for mobile devices
- Clearly describe upcoming events, services and new and noteworthy books on children's section of website

MARKETING

- Media Consumption: HBO, LinkedIn, Apple TV, Bravo
- Uses social networks to invite others to events, tag locations and watch videos
- Streams music via Spotify, Stitcher and Apple Music
- 🏠 Likely to commute less than 30 minutes to work

- Use social media to connect with library users and non-users. Create events on Facebook
- Execute a mini marketing campaign to drive library Yelp reviews
- Focus heavily on video marketing using 30 second clips
- Highlight technology programs via YouTube and TikTok
- Create social media-worthy opportunities with photo backdrops

LIBRARY ENVIRONMENT

- Eats at Chipotle, California Pizza Kitchen and organic/health food restaurants
- Shops online and in-store at REI, Bloomingdale's, H&M and Saks Fifth Avenue

- Set up permanent or pop-up demonstration kitchen for nutrition and cooking programs
- Co-locate with local restaurant on library property to drive foot traffic
- Provide community living room space for small group programs like book clubs or travel series
- Offer high-quality coffee bar with high-end prepackaged snacks

Sources: Claritas Household Demographics 2024, Claritas Consumer Profiles 2024, Claritas GfK US MRI Behavior Profiles 2024, Nielsen Online Behavior Profiles 2023, Nielsen Television Behavior Profiles 2023.

COHORT 2

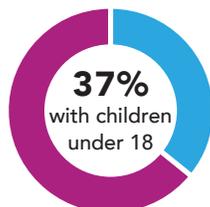
IQ COHORTS



DEMOGRAPHICS



29%
homeowners



25%
married

Avid video streamers and social media users

\$26,721

Median Household Income

Lower middle income with high school diplomas

Urban and metro residents

25% aged 45-54

37% have visited a bookstore (online or in person) in past 3 months

NEIGHBORHOOD DEMOGRAPHICS

Households with Children Under 18

13% married couples

8% single

Households without Children Under the Age of 18

25% married couples

54% single



Commuter Time

11%
work from home

63%
travel < 29 minutes

21%
travel between 30 - 59 minutes

5%
travel > 60 minutes



SERVICES

→ **Ethnically diverse mix of homeowners and renters living in areas with many singles. Spends on name brands and researches online purchases**

- Offer information about and access to apprenticeship programs and college alternatives
- Provide Career Online High School or GED tutoring
- Curate video guides on organized living such as cleaning living space in 15 minutes/week
- Partner with municipal agencies to find affordable housing resources

! **Host trivia night at local brewery/hangout to provide social opportunities**



COLLECTION



Does not own an eReader

Owns an eReader

→ **Limited interest in reading and needs encouragement to use the library**

- Provide robust collection of streaming movies
- Focus nonfiction on career development and getting started on topics such as health, relationships, parenting and buying a home
- Provide travel materials focused on hip urban areas and outdoor activities such as hiking, biking and camping
- Focus on best sellers, urban and genre fiction and young adult crossover
- Balance spending between print and electronic materials
- Offer more adult and young adult titles than children's

! **High Impact/Low Investment Initiative**

🏠 **Statistics reflect neighborhood data where cohort is predominate lifestage group**

© Library Systems & Services. Unpublished 2024. Confidential – for authorized LibraryIQ subscribers only. No further reproduction and distribution allowed.

COHORT 2

PROGRAMS

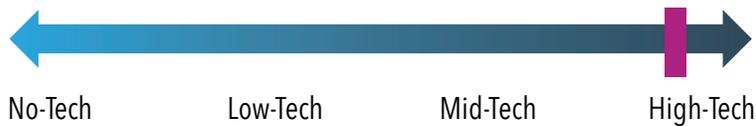
- Often attends job and recruitment fairs and might be looking for a new job
- Interested in a variety of sports and visiting large cities
- 🏠 Likely to live near single people

- Partner with Chamber of Commerce to offer job fair supplemental activities such as preparing for an interview, dressing for success and creating a powerful resume
- Offer classes on travel photography and video editing
- Celebrate local culture with large-scale programs and celebrations
- Provide affordable living information such as using Facebook Marketplace, finding consignment clothing and cooking on a budget
- Offer financial literacy resources such as how to do your taxes or start an investment account
- Host lifestyle workshops such as caring for a pet or introduction to meditation

TECHNOLOGY

- Smartphones used for everything from taking college courses to dating and information/entertainment

Tech Usage



- Offer a makerspace with emerging technology
- Provide gaming equipment for check-out and in-library use
- Lend practical items such as power and hand tools and kitchen equipment such as air fryer and induction cooktop
- ! **Host vintage equipment night with record players and digital cameras**

MARKETING

- Media Consumption: Streaming platforms and social media, Telemundo, Horoscopes, NBA Games
- 10+ hours a week streaming video online with heavy focus on social media presence
- Spends 26+ hours a week watching alternative TV providers such as Hulu

- Create Tiktok/YouTube videos about how library supports interests and career development/advancement
- Create social media-worthy opportunities with photo backdrops
- Create a Did You Know Series about your community with online or in-person tours
- Promote services on local social media special interest group pages
- Coordinate library card discounts at local businesses
- Develop advisory council to recommend how to increase engagement

LIBRARY ENVIRONMENT

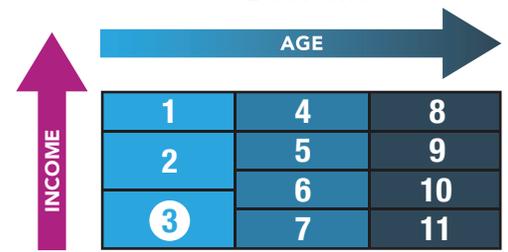
- Enjoys dining out and frequents fast food restaurants
- Shops at Burlington, Forever XXI and Footlocker

- Maintain modern interiors with clean furniture, natural materials, ample access to outlets and maximize natural light
- Devote wall space to a huge screen looping educational TikTok videos (ideally created by library patrons)
- Provide quiet spaces for individual or group study, video calls and meetings that require privacy

Sources: Claritas Household Demographics 2024, Claritas Consumer Profiles 2024, Claritas GfK US MRI Behavior Profiles 2024, Nielsen Online Behavior Profiles 2023, Nielsen Television Behavior Profiles 2023.

COHORT 3

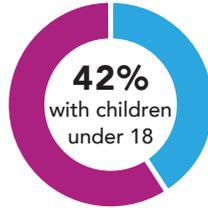
IQ COHORTS



DEMOGRAPHICS



18%
homeowners



Likely to live near single people without children



24%
married

\$23,163

Median Household Income

Lower income working service or part-time jobs

Enjoys Monster Jam, local sports and hunting and fishing

26% aged 25-34

26% have visited a bookstore (online or in person) in past 3 months

NEIGHBORHOOD DEMOGRAPHICS

Households with Children Under 18

16% married couples

10% single

Households without Children Under the Age of 18

25% married couples

49% single



Commuter Time

8%
work from home

60%
travel < 29 minutes

24%
travel between 30 - 59 minutes

8%
travel > 60 minutes



SERVICES

- Enjoys watching professional soccer
- Hobbies include monster trucks and inexpensive cars

- Offer community rooms for children's birthday parties
- Work with local auto enthusiast groups to host car shows in the library parking lot
- ! **Celebrate local sports on website and social media**
- Identify employment needs in local area and partner with organizations to create mentorship opportunities and teach skills
- Offer one-on-one services for resume writing and job interview practice
- Ensure open hours accommodate service job hours
- Offer a library-curated streaming music channel (Spotify or Apple)



COLLECTION



Does not own an eReader

Owns an eReader

- **Not likely to read for pleasure or use the library**

- Provide popular shows and movies on DVD
- Focus adult collection on romance, mysteries and thrillers
- Ensure nonfiction collection includes a variety of topics like hobbies, preparation for job certification, religion and titles by celebrity authors
- Provide selection of young adult and adult graphic novels
- ! **Showcase how to access electronic materials with phones, especially streaming movies and magazines**

! **High Impact/Low Investment Initiative**

🏠 **Statistics reflect neighborhood data where cohort is predominate lifestage group**

© Library Systems & Services. Unpublished 2024. Confidential – for authorized LibraryIQ subscribers only. No further reproduction and distribution allowed.

COHORT 3



PROGRAMS

- Less interested in travel
- Likely to engage in online video games
- 🏠 Lives near single adults who do not commute long distances for work

- Offer Career Online High School or GED classes in partnership with community group
- Partner with auto shop to host hands-on classes like how to change a tire or fix an overheated engine
- Create opportunities for singles to get together with programs like dating at the library or free and fun things to do around town
- ! Incorporate parent education into programs by providing tips on the importance of reading to babies and young children
- Offer theme park passes as incentives for summer reading program



TECHNOLOGY

Tech Usage



- Provide basic tools in a makerspace and offer tool check out for at-home use
- Provide computer classes in Spanish
- Provide Wi-Fi on buses and hotspots for at-home use



MARKETING

- Media Consumption: Facebook, YouTube, dating websites, Noticiero Univision, People en Español
- Spends 5+ hours a day on social networking sites

- Use social media to drive awareness and interest of services. Create events on Facebook
- Execute a marketing campaign to encourage posting library reviews on Yelp
- Use social media video platforms to highlight programs that focus on building skills for work and fun
- ! Market library as safe space for Facebook Marketplace transactions
- Provide bilingual flyers and other print materials
- Advertise library resources on public transportation



LIBRARY ENVIRONMENT

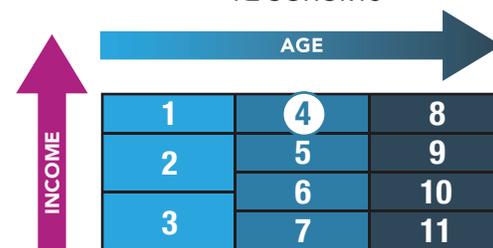
- Eats at Hardee's, Church's Chicken, and Jack in the Box
- Prefers shopping at Shoe Carnival, Dollar General and Family Dollar

- Provide private spaces with a professional looking background for video job interviews
- Install a counter to encourage library visits during lunch breaks
- Provide spaces with furniture, equipment and toys where parents can work while toddlers play alongside
- Provide easy access to holds and quick information near the front entrance. Make visits to the library efficient when time is short
- Display rotating art by local artists or students
- ! Ensure culture of community is represented in displays and posters

Sources: Claritas Household Demographics 2024, Claritas Consumer Profiles 2024, Claritas GfK US MRI Behavior Profiles 2024, Nielsen Online Behavior Profiles 2023, Nielsen Television Behavior Profiles 2023.

COHORT 4

IQ COHORTS



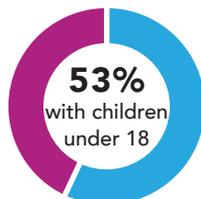
DEMOGRAPHICS



89%
homeowners



77%
married



Child-centered lifestyle

\$127,434

Median Household Income

Highly-educated,
well-compensated
professionals

Enjoys skiing, snowboarding and tennis

32% aged 45-54

59% have visited a bookstore (online or in person) in past 3 months

NEIGHBORHOOD DEMOGRAPHICS

Households with Children Under 18

31% married couples

5% single

Households without Children Under the Age of 18

37% married couples

27% single



Commuter Time

18%
work from home

49%
travel < 29 minutes

26%
travel between 30 - 59 minutes

7%
travel > 60 minutes

High Impact/Low Investment Initiative

Statistics reflect neighborhood data where cohort is predominate lifestage group

© Library Systems & Services. Unpublished 2024. Confidential – for authorized LibraryIQ subscribers only. No further reproduction and distribution allowed.

SERVICES

- High-tech households with access to technology
- Dual-income couples with comfortable, child-centered lifestyles

- Create opportunities for teens to socialize while using tech: gaming room
- Create after-school haven for middle grades
- Host a table at a variety of community events with information on library services
- Invite materials requests and fulfill quickly using a variety of retailers
- Provide college resume building/community service opportunities with increasing responsibility to include shelving, assisting with programs and participating in teen advisory board
- ! **Arrange for pop-up retail in library with local artisans**

COLLECTION

Does not own an eReader

Owns an eReader

- Provide extensive children's collections for all age groups: complete series, multiple copies of classic picture books, award winners and popular titles
 - Children's non-fiction collections should focus on out-of-school interests and activities
 - Feature titles adults like to read but not keep and focus on offering robust browsing collection and genre fiction
- Provide multiple digital and physical copies of current popular non-fiction titles, complemented by extensive and current collections in travel, cooking, business, home remodeling and technology
 - Highlight titles mentioned on National Public Radio
- ! **Provide age-level-based recommended reading lists for children**

COHORT 4

PROGRAMS

- Business professionals beginning to think of retirement
- 🏠 32% married with children

- Develop programs on investing, travel tips, current events. Apply to host traveling exhibits - Smithsonian, etc.
- Embed library leaders into local cultural organizations
- Host art walks or art exhibit openings. Display local art
- ! **Provide high-level children's programs. Offer unique experiences each month - firetrucks, dinosaurs, face painting, etc.**
- Bring families together not using "screens," providing opportunities to connect with each other
- Provide robust STEAM and early literacy (curriculum-based) programs

TECHNOLOGY

- Uses the Internet to purchase vacation packages, sports apparel and home improvement items
- Owns the latest, greatest technological gadgets
- 🏠 7% work from home

Tech Usage



- Provide responsive website; sleek and intuitive, no distractions or extra text
- Provide clear guides to electronic resources, offer tutorials and heavily market relevant databases
- Maintain robust children's web presence, update with new challenges and guides frequently
- ! **Focus on opportunities for families to use and experience tech tools together**
- Provide AWE or touch screen equipment in all youth departments, provide gaming equipment for teens to use and socialize together

MARKETING

- Uses social networks for exclusive offers and coupons and to review products/services
- Media Consumption: LinkedIn, Money.com, StubHub, Reddit, ESPN, Bravo, Disney+, The Office
- 🏠 41% travel more than 30 minutes for work

- Plan and execute email marketing campaigns
 - Target Cohort through shorter emails with more frequency
 - Focus on children or family events
- Engage with local public radio to draw listeners into the library
 - Invite radio personalities to take part in programs
 - Submit calendar events or weekly highlights for broadcast
 - Establish regular joint programs and activities
- Partner with schools and PTAs to distribute information and share volunteer opportunities
- Use Facebook events to reach non-users
- Provide unique donation opportunities for supporters to give back

LIBRARY ENVIRONMENT

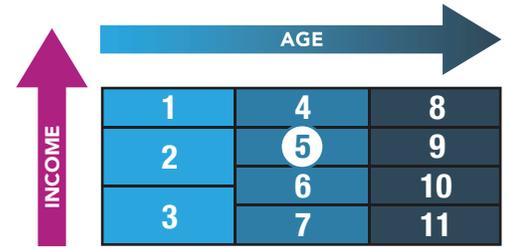
- Prefers shopping at Pottery Barn to furnish their houses, and Dick's for sporting goods
- Loves to travel and dine out

- Maintain modern interiors with clean furniture, new carpet/flooring, fresh paint, ample access to outlets and plenty of natural light
- Offer both private and collaborative spaces, strong Wi-Fi and remote conference equipment
- Provide or sell high-quality coffee, beverages and snacks
- Use attractive and clear signage throughout
- Ensure easy ingress/egress at all locations

Sources: Claritas Household Demographics 2024, Claritas Consumer Profiles 2024, Claritas GfK US MRI Behavior Profiles 2024, Nielsen Online Behavior Profiles 2023, Nielsen Television Behavior Profiles 2023.

COHORT 5

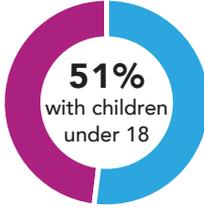
IQ COHORTS



DEMOGRAPHICS



78%
homeowners



Child-centered,
active lifestyle



66%
married

\$86,840

Median Household Income

College educated,
employed in managerial
and professional jobs

Lives in mid-sized homes spending time
improving and remodeling

24% aged 45-54

46% have visited a bookstore (online
or in person) in past 3 months

NEIGHBORHOOD DEMOGRAPHICS

Households with Children Under 18

22% married couples

6% single

Households without Children Under the Age of 18

37% married couples

36% single



Commuter Time

10%
work from home

58%
travel < 29 minutes

25%
travel between 30 - 59 minutes

7%
travel > 60 minutes



SERVICES

- Enjoys outdoor sports and shows pride for local and college teams
- Family focus with kid-friendly technology at home

- Offer after school homework help so students can finish assignments before evening sports practices
- Arrange transportation from schools to the library for after school STEM programs
- Provide weekly simple meal planning inspiration with recipes and shopping lists
- ! Encourage upcycling with Halloween costume, prom clothing and school uniform exchanges
- Host DIY events and/or curate YouTube videos (the best way to...fix a leaky sink, stain a deck, install a ceiling fan)
- Consider a "tech free" zone where families can connect over hands-on activities



COLLECTION



- Avid readers of print and electronic materials, occasional users of the library

- Provide strong children's and teen collections
- Include a mix of literary and genre fiction, with multiple copies of best sellers to minimize the wait
- Focus nonfiction on current popular titles, plus books on sports, camping, RVing, home remodeling, do-it-yourself projects, travel, cooking and gardening
- Balance adult electronic and physical collections with emphasis on genre fiction and best sellers

! High Impact/Low Investment Initiative

🏠 Statistics reflect neighborhood data where cohort is predominate lifestage group

© Library Systems & Services. Unpublished 2024. Confidential – for authorized LibraryIQ subscribers only. No further reproduction and distribution allowed.

COHORT 5

PROGRAMS

- Enjoys an outdoor lifestyle including camping, boating and hunting
- Tend to rank highly for being a small business owner

- Host one large scale event per month with exciting activities for each age group within the family
- ! Provide passive programs (chess boards, puzzles, at-your-pace crafts) to encourage families to learn and grow together
- Seek out and host traveling art exhibits. Pair with book displays, programs and website promotion
- Host a weekly STEM workshop to inspire school-aged children. Keep it simple but consistent
- Develop robust Teen Advisory Board to engage young, motivated teens
- Provide a variety of volunteer opportunities for teens to gain experience and build a college resume

TECHNOLOGY

- Above average tech users, researching and purchasing many services online
- Uses virtual reality devices

Tech Usage



- Ensure all library technology and devices are modern and function properly
- Ensure website offers an intuitive user experience
- Offer gaming tournaments for children and teens
- Provide links to curated, recorded storytimes for younger children to watch during siblings' sports practices

MARKETING

- Media Consumption: YouTube, Reddit, Disney+, Yelp, Glassdoor, Discovery+, Snapchat, Sling TV

- Market collections and programs that align with sports interests
- Incorporate library updates in school or PTA newsletter and communications
- Use social media to broaden awareness and promote programming calendar and events
- ! Use Facebook events to increase reach and promote sharing
- Engage in online neighborhood sites Like Patch, Nextdoor and listservs to promote library events
- Advertise the library as a place to connect with community members with similar interests

LIBRARY ENVIRONMENT

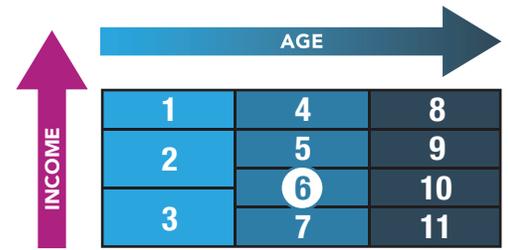
- Eats at Zaxby's, Sonic and Mellow Mushroom
- Shops at Academy Sports + Outdoors, At Home and Bass Pro Shops

- Provide open space for kids to move freely
- Create an outdoor playground combined with reading and learning garden
- ! Create "marketplace" at front entrance where visitors can quickly pick up information about programs and materials
- Provide QR codes with details about library services to replace paper flyers
- Provide a retail snack bar with healthy snacks and sandwiches. A place where families can pick up a light meal on the way to sports activity
- Provide space for parents to work and for their children to play or do homework nearby

Sources: Claritas Household Demographics 2024, Claritas Consumer Profiles 2024, Claritas GfK US MRI Behavior Profiles 2024, Nielsen Online Behavior Profiles 2023, Nielsen Television Behavior Profiles 2023.

COHORT 6

IQ COHORTS



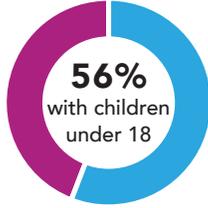
DEMOGRAPHICS



68%
homeowners



47%
married



Raising families in
small-town settings

\$72,854

Median Household Income

High school graduates;
many attended some
college

Live in modestly priced homes

30% aged 45-54

42% have visited a bookstore (online
or in person) in past 3 months

NEIGHBORHOOD DEMOGRAPHICS

Households with Children Under 18

25% married couples

7% single

Households without Children Under the Age of 18

34% married couples

34% single



Commuter Time

8%
work from home

59%
travel < 29 minutes

25%
travel between 30 - 59 minutes

7%
travel > 60 minutes



SERVICES

- Participates in outdoor activities
- Large families living in small towns. Lifestyle includes sports, gaming and bulk grocery shopping
- 🏠 36% travel more than 30 minutes to work

- Offer library night at local sports event with discount for cardholders
- Provide a library of things with DIY home maintenance equipment
- Provide lockers at Costco or Sam's Club for patrons to pick up library materials
- ! Partner with local affordable restaurants or local pet stores for discount with library card



COLLECTION



Does not own an eReader

Owns an eReader

- Few own eReaders but many purchase books online

- Provide strong nonfiction collections with focus on building, making, camping and other outdoor activities
- Include light and entertaining bestsellers that will appeal to adults
- Consider a no-holds collection of genre fiction, such as beach reads and mysteries
- Provide robust selection of downloadable audiobooks to appeal to commuters
- ! Provide curated list of true crime electronic titles

! High Impact/Low Investment Initiative

🏠 Statistics reflect neighborhood data where cohort is predominate lifestage group

© Library Systems & Services. Unpublished 2024. Confidential – for authorized LibraryIQ subscribers only. No further reproduction and distribution allowed.

COHORT 6

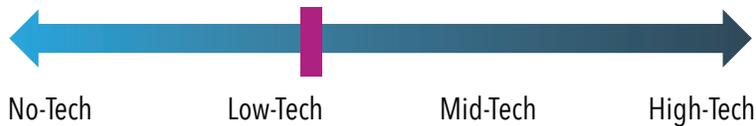
PROGRAMS

- Looks for deals when shopping online or in person
- 🏠 Live in neighborhoods with 32% single people without children

- Host a quarterly family fun night to recognize cultural heritage and create bonds
- Offer “how to survive in the wild” series of programs with outdoor equipment for checkout
- Provide series of programs on growing your own food, cooking on a budget or building family traditions around food
- Host a variety of educational walking tours to bring people together in the community
- Work in partnership with local children’s sports teams to host award nights or introductory/recruiting sessions
- ❗ Provide a game night atmosphere with board games and puzzles for all ages

TECHNOLOGY

Tech Usage



- Introduce caregivers to services that help monitor what children are consuming online
- Introduce basic technology with real-world examples of how tools enhance life like Google shared family calendar
- Offer Virtual Reality headsets for patrons to explore a variety of uses
- Promote family events and entertainment on website
- Offer computer classes and support in Spanish
- ❗ Provide a simple calendar of events with clear program descriptions to engage busy families

MARKETING

- Media Consumption: Snapchat, TikTok, Pinterest, Noticiero Univision, Pluto TV
- Listens to high school sports and rock music

- Use MeetUp to create interest groups related to library programs/events (ex: hunting, pets, sports)
- Engage in online neighborhood sites like Patch, Nextdoor and listservs to promote library events
- Leverage free local magazines to promote services, programs and events
- Translate marketing materials to Spanish
- ❗ Create events and post about programming calendar on Facebook
- Build partnerships with local organizations to promote the library
- Launch Read More Shop More initiative in which retailers offer discounts for cardholders
- Incorporate library updates in school or PTA newsletter and communications

LIBRARY ENVIRONMENT

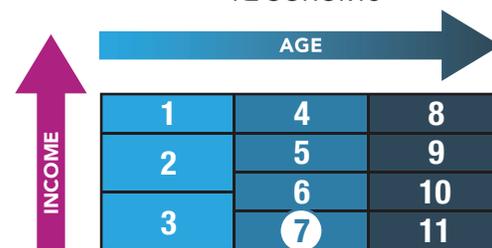
- Eats at fast food chains like Zaxby’s, Hardee’s and Sonic
- Shops primarily at The Children’s Place, Rack Room Shoes, Hobby Lobby, and Academy Sports

- Offer space for gaming with equipment and comfortable chairs
- Provide space for parents to work and for their children to play or do homework nearby
- Create outdoor gathering space for family barbecues or birthday parties
- Partner with local business/chamber of commerce or apply for grant to provide an outdoor playground for children

Sources: Claritas Household Demographics 2024, Claritas Consumer Profiles 2024, Claritas GfK US MRI Behavior Profiles 2024, Nielsen Online Behavior Profiles 2023, Nielsen Television Behavior Profiles 2023.

COHORT 7

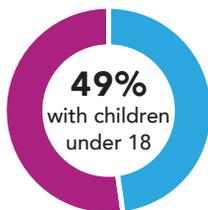
IQ COHORTS



DEMOGRAPHICS



41%
homeowners



Ethnically diverse



35%
married

\$39,358

Median Household Income

High school graduates;
many attended some
college

Multiple generations under one roof

26% aged 45-54

34% have visited a bookstore (online
or in person) in past 3 months

NEIGHBORHOOD DEMOGRAPHICS

Households with Children Under 18

21% married couples

13% single

Households without Children Under the Age of 18

22% married couples

44% single



Commuter Time

8%
work from home

56%
travel < 29 minutes

27%
travel between 30 - 59 minutes

9%
travel > 60 minutes

! High Impact/Low Investment Initiative

🏠 Statistics reflect neighborhood data where cohort is predominate lifestage group

© Library Systems & Services. Unpublished 2024. Confidential – for authorized LibraryIQ subscribers only. No further reproduction and distribution allowed.

SERVICES

→ Shops at discount retailers like Burlington, Foot Locker and Forever XXI

- Organize eSports tournaments at the library in partnership with parks and rec department
- Circulate or provide low cost eReader devices
- Offer affordable living events and services such as a pickup point for farmshare produce
- Create a library of things so patrons can try expensive items before buying (sewing machine, design software, outdoor gear)
- Provide family book club and dinner focused on teaching life skills such as home safety, importance of reading to children, navigating public schools, etc.
- **!** Create partnerships with daycares and visit monthly to provide storytime and collection access

COLLECTION



→ Many first-generation Americans who may be unfamiliar with library services

- Provide a strong children's collection including titles to support English language learners
- Tailor genre fiction to meet local demand, provide Spanish romance titles or urban fiction collections where appropriate
- Focus nonfiction titles on job training and test preparation
- Provide how-to manuals for DIY projects, popular self-improvement books and do-it-yourself legal titles
- **!** Offer fun, current titles for adults that are relevant in pop culture
- Understand and respond to reading habits of local non-English speaking seniors

COHORT 7

PROGRAMS

→ **Multi-generational households with middle-aged parents or grandparents and new babies and young children**

- Host a quarterly family fun night to recognize cultural heritage and create community bonds
- Pair cooking demonstrations by local residents with fiction and/or cookbooks
- Offer programs on resume writing, soft skills, interview tips, etc.
- Build resources for those new to the United States: Conversation clubs, collections, citizenship test preparation, local information
- Offer couponing workshops or share tips on how large families can save money
- Assign one staff member to host and record virtual bilingual programs
- Seek out teen volunteers and create robust community give-back programs
- ❗ **Host events specifically for grandparents and young children**

TECHNOLOGY

→ **Many households do not own a computer and rely on smartphones to browse the internet**

Tech Usage



- ❗ **Put information about and encouragement to attend children's programs in prominent place on website**
- ❗ **Connect residents with large free events at the library and around the community**
- Ensure mobile optimized website that can be translated to multiple languages. Don't overlay English text on graphics as it will not translate
- Provide reliable computers for adults, along with plenty of assistance
- Offer Wi-Fi hotspots for checkout

© Library Systems & Services. Unpublished 2024. Confidential – for authorized LibraryIQ subscribers only. No further reproduction and distribution allowed.

MARKETING

→ **Media Consumption: Snapchat, Telemundo, NBA League Pass, Cartoon Network, WWE, TikTok**
→ **Spends 6+ hours per week on social networking sites**

- Use Facebook to share programming calendar
- Create Facebook or MeetUp events and encourage community partners to share
- Market to schools to entice families to visit the Library, partner to provide incentives for library use
- ❗ **Provide flyers to health clinics, WIC centers, daycares**
- Host school nights where media technicians and school librarians are invited to learn more about library services

LIBRARY ENVIRONMENT

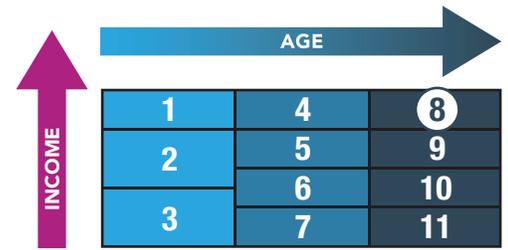
→ **Watches BET, talk shows and syndicated TV shows**
→ **Eats at Golden Corral or mexican restaurants**

- Create a welcoming environment for children including a quiet space for homework and a social space with snacks encouraging students to stay until caregivers pick them up after work
- Create a comfortable multigenerational space. Designate specific room with toys and comfortable furniture so grandparents can bring children to play and socialize
- Design space for ease of access. Position holds near the front entrance or offer a drive through
- ❗ **Create a "marketplace" near front with information about library programs and services**
- Design flyers, coloring sheets, website pages and library posters to reflect diverse community

Sources: Claritas Household Demographics 2024, Claritas Consumer Profiles 2024, Claritas GfK US MRI Behavior Profiles 2024, Nielsen Online Behavior Profiles 2023, Nielsen Television Behavior Profiles 2023.

COHORT 8

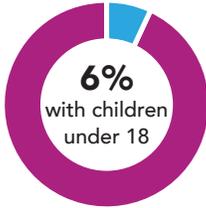
IQ COHORTS



DEMOGRAPHICS



95%
homeowners



77%
married

Time and means to pursue
a variety of interests

\$150,217

Median Household Income

Highly-educated
executives

Live in upscale, desirable neighborhood

56% aged 65-74

56% have visited a bookstore (online
or in person) in past 3 months

NEIGHBORHOOD DEMOGRAPHICS

Households with Children Under 18

23% married couples

3% single

Households without Children Under the Age of 18

44% married couples

30% single



Commuter Time

20%
work from home

49%
travel < 29 minutes

24%
travel between 30 - 59 minutes

7%
travel > 60 minutes



SERVICES

- Lives in the nation's most expensive zip codes
- Empty nesters who embrace active lifestyles rich in travel and cultural events

- Offer high-end experiences such as Foundation gala events or exclusive access to partner social events or fundraisers
- Partner with Foundation, Friends groups and travel company to offer library-branded literature trips to see shows, museums, etc. Patrons pay for travel but go as a group
- ! Invite community groups to use library as a "home base" for meetings and remote conferences
- Partner with parks and rec and/or private clubs to host events offsite such as introduction to golf or pickleball



COLLECTION



- Upscale couples nearing retirement or retired

- Invest in variety of titles that reflect timely and trending topics
- Provide selection of literary fiction and titles from year's best and all-time best lists
- Develop collection focused on travel (fiction and nonfiction), biographies, impact of technology, futurism, political and historical analysis
- ! Create curated lists of electronic materials including bestsellers, NPR recommendations and staff picks
- Ensure short hold times for nonfiction digital titles of current political and cultural relevance

! High Impact/Low Investment Initiative

🏠 Statistics reflect neighborhood data where cohort is predominate lifestage group

© Library Systems & Services. Unpublished 2024. Confidential – for authorized LibraryIQ subscribers only. No further reproduction and distribution allowed.

COHORT 8

PROGRAMS

- **Community activists who write politicians, volunteer for environmental groups and vote regularly in elections**
 - **Online behavior centers around vacation planning**
 - **🏠 Majority of households are married couples without children in the home**
- Feature special speakers discussing business-related events or travel, art and culture
 - Strategically invite community leaders to events, especially those that would potentially serve as library board members
 - Host book clubs or cooking classes for single seniors
 - Provide opportunities for in-depth discussions on political topics, creating a place for discourse and learning
 - Host walking groups to combat loneliness and provide safety
 - Feature experts sharing unique passions and local knowledge
 - Provide more comprehensive programming experience by reducing number of programs and increasing depth of program through book displays, database, website enhancements and partnerships

LIBRARY ENVIRONMENT

- **Shops at Chico's, Pottery Barn and The Container Store**
- Provide comfortable furniture, fireplace and reading area
 - Provide space to purchase high-quality coffee, water and snacks
 - Create coworking spaces with both open seating and reservation-based study rooms for privacy
 - Offer clean, open and bright program spaces with comfortable seating, stage for performances and modern technology to enhance experience
- ❗ **Create a clean and open environment. Do not overcrowd shelves or displays. Maintain the collection by removing older, dirty items continuously**

Sources: Claritas Household Demographics 2024, Claritas Consumer Profiles 2024, Claritas GfK US MRI Behavior Profiles 2024, Nielsen Online Behavior Profiles 2023, Nielsen Television Behavior Profiles 2023.

MARKETING

- **Media Consumption: MSNBC, CNN, Newspaper, email, Golf Channel, AARP, Open Table, HBO**
 - **Reads The New Yorker and New York Times**
- Target social media based on platform and type of content:
 - Focus news and events on Facebook
 - Share inspiration photos about reading on Instagram
 - Use Facebook events to reach non-users
 - Encourage Friends or Board members to attend statewide "culture/art/advocacy" days to advocate for funding to state legislature and act as patron lobbyists
- ❗ **Partner with groups/club associations (country clubs, travel agencies, etc.) to share library happenings via email and other channels**
- Email newsletters/calendar of events targeted to adult only programming

TECHNOLOGY

- **Has the means to buy and shows interest in new technology, however not always interested in using the tools or storing in downsized home**

Tech Usage

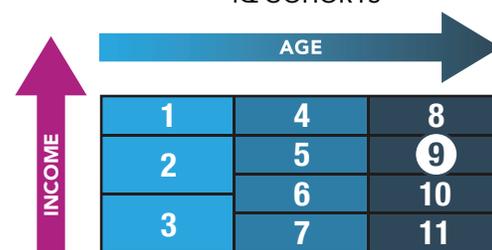


- Provide stargazing equipment for checkout, tools to improve golf game or other tools that enhance experiences
 - Offer digital conversion equipment to convert photos and movies to digital files
 - Host travel photography workshops on phone apps and more advanced cameras. Package with discussion designed for participant sharing of travel knowledge
 - Create a professional and curated website with a page dedicated to Adult Services
- ❗ **Share volunteer opportunities at the library or in the community**

© Library Systems & Services. Unpublished 2024. Confidential – for authorized LibraryIQ subscribers only. No further reproduction and distribution allowed.

COHORT 9

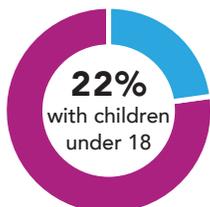
IQ COHORTS



DEMOGRAPHICS



83%
homeowners



Social lifestyle,
enjoys entertaining



70%
married

\$94,559

Median Household Income

College educated
nearing retirement

Homes in upscale suburban neighborhoods

33% aged 65-74

45% have visited a bookstore (online
or in person) in past 3 months

NEIGHBORHOOD DEMOGRAPHICS

Households with Children Under 18

23% married couples

4% single

Households without Children Under the Age of 18

41% married couples

32% single



Commuter Time

16%
work from home

48%
travel < 29 minutes

27%
travel between 30 - 59 minutes

9%
travel > 60 minutes



SERVICES

→ Enjoys local museums, theater and casual dining

- Partner with local organizations and businesses to link library card with a discount such as local museum, theater, golf course, grocery store
- Provide one-on-one support for technology (phone, tablet, etc.)
- Offer library space as home base for community groups
- ! Offer museum passes for checkout or partner with local theater to promote upcoming shows
- Provide volunteer opportunities specifically designed to help people get to know each other



COLLECTION

Does not own an eReader

Owns an eReader

→ Avid readers who often use the library
→ Enjoy fiction and nonfiction in both print and electronic formats

- Curate a browsing collection of current titles in trending topics
- ! Collection should be well-maintained and current, with dated or worn titles weeded
- Develop robust nonfiction collection focused on cooking, gardening, health, social issues, domestic travel, history and biography
- Develop efficient holds process rather than purchasing multiple copies of best sellers
- Ensure electronic collections mirror physical collections, with a strong emphasis on downloadable audio fiction

! High Impact/Low Investment Initiative

🏠 Statistics reflect neighborhood data where cohort is predominate lifestage group

© Library Systems & Services. Unpublished 2024. Confidential – for authorized LibraryIQ subscribers only. No further reproduction and distribution allowed.

COHORT 9

PROGRAMS

- Enjoys gardening, reading, watching public television and entertaining neighbors at backyard barbecues
- Enjoys the cultural options available in their communities

- Offer guided walking tours of the community or nature events with local arboretum staff paired with unique checkouts to enhance the experience
- Provide programs that combine travel tips, travel writing and local experts. Focus on travel opportunities within a five-hour radius
- Introduce the group to new technology that enhances life such as “ditching cable” and using Google docs
- Partner with local arts organizations to host ongoing cultural series
- Host book clubs paired with a unique experience such as a tasting or special speaker
- ! Partner with a local health food store to teach programs on wellness

TECHNOLOGY

- Not comfortable with latest technology

Tech Usage



- Provide kits for adults that combine useful tools with library materials. For example, combine a hiking map, bird identification book and binoculars
- Inform patrons about tools to stay connected to family such as the GrandPad for seniors
- Focus website equally on adults and families with children
- Make website navigation simple, fast and easy to use
- ! Share trending titles and staff recommendations in newsletter or on website

MARKETING

- Media Consumption: FOX News, HGTV, travel sites, Golf Channel, AARP, Open Table, Overstock.com
- Listens to talk radio and streams audio (Sirius)

- Submit public service announcements to local public and commercial radio stations
- Share library newsletter with programming calendar to targeted Meetup groups
- Run campaign to drive positive library Yelp reviews
- Leverage partner social media and website to promote library updates
- ! Engage in local interest forums and online groups, such as gardening or golf

LIBRARY ENVIRONMENT

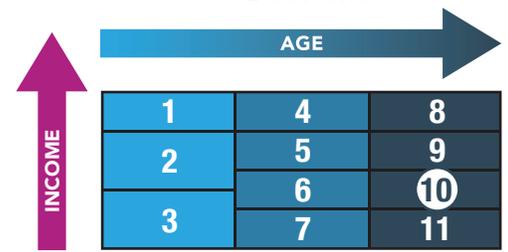
- Dines at California Pizza Kitchen and Bonefish Grill
- Shops at Cabela's, Chico's and Staples

- Provide coffee bar with snacks, food and a place where friends can meet
- Create attractive indoor/outdoor spaces for quiet reflection such as a garden or reading nook
- Maintain a comfortable, private space for book clubs and meetings
- Partner with organizations to provide pop-up retail space for a local grocery store, book or craft vendor or to host a small, weekly farmers market
- Convert some shelving space to peaceful corner to read the newspaper and allow drinks

Sources: Claritas Household Demographics 2024, Claritas Consumer Profiles 2024, Claritas GfK US MRI Behavior Profiles 2024, Nielsen Online Behavior Profiles 2023, Nielsen Television Behavior Profiles 2023.

COHORT 10

IQ COHORTS



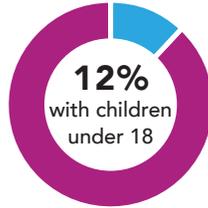
DEMOGRAPHICS



83%
homeowners



54%
married



Beginning empty
nest years

\$42,956

Median Household Income

Some college
education, some
former military

Appreciates value in shopping and dining

49% aged 65-74

32% have visited a bookstore (online
or in person) in past 3 months

NEIGHBORHOOD DEMOGRAPHICS

Households with Children Under 18

17% married couples

6% single

Households without Children Under the Age of 18

37% married couples

41% single



Commuter Time

10%
work from home

59%
travel < 29 minutes

24%
travel between 30 - 59 minutes

7%
travel > 60 minutes



SERVICES

→ Enjoys home-based hobbies like coin collecting and gardening

→ **74%** of homes do not include children under 18

- Partner with interest groups such as Audubon (bird watching) or Parks Dept (pickleball and fitness). Create programs paired with materials from the collection focusing on these topics
- Provide a "Library of Things" with tools for DIY projects
- Partner with experts to provide information on organic gardening, solar panels for homes and seed library
- Generate enthusiasm through focused Readers Advisory about golf or classic country music and align with partnerships and programs
- Offer museum or arboretum passes for check out
- ❗ **Create opportunities for patrons to volunteer beyond the Friends of the Library**



COLLECTION



Does not own an eReader

Owens an eReader

→ **Avid readers who enjoy fiction and genre fiction**

- Maintain a strong fiction collection with a great selection of leisure reading
- Support interests in cooking, gardening, hobbies, sports, domestic travel, medicine and current affairs
- Electronic materials should mirror the physical collection with a strong selection of downloadable audiobooks
- Focus book displays on genre fiction with suggested similar titles if popular books are checked out

❗ **High Impact/Low Investment Initiative**

🏠 **Statistics reflect neighborhood data where cohort is predominate lifestage group**

© Library Systems & Services. Unpublished 2024. Confidential – for authorized LibraryIQ subscribers only. No further reproduction and distribution allowed.

COHORT 10

PROGRAMS

- Retired or nearing retirement and enjoys an easy going and predictable lifestyle
- Does not travel often; prefers cruises or casinos

- Create hands-on learning opportunities such as a series introducing a new hobby/topic. Present multiple programs to provide in-depth information about the subject
- Offer casual programs such as relaxing concerts, crafting meetups or bingo
- Organize and host book clubs on specific topics or genres
- Partner with local senior organizations to co-host activities
- ❗ Offer talks in coordination with historical society

TECHNOLOGY

- Less interested in technology

Tech Usage



- Introduce simple technology for life enhancement such as video chat, Google photos and games
- Provide a makerspace with sewing machines and hand tools
- Offer one-on-one tech support by appointment
- Provide clear links to a clean catalog interface to make finding books and materials easy
- Provide memory lab equipment - large scanners and VHS conversion equipment to digitize photos and videos. Ensure equipment is not overly complicated and instructions are clear

MARKETING

- Media Consumption: Facebook, AARP, television Westerns, Shopping Sites, Game Show Network
- Reads the local paper, particularly the editorial section

- Use Facebook posts and events to distribute programming calendar
- Engage in online neighborhood sites such as Patch, Nextdoor and listservs as well as local interest group forums such as VFW and gardening
- Leverage free local magazines and local stores (hardware, garden center, tractor supply, etc.) to promote programs, services and events
- Send relevant information to patrons aligned with time of year and popular topics in the community
- Engage older patrons to help spread word-of-mouth marketing
- Encourage patrons to promote the library by sharing brochures to their friends at church or in social groups
- ❗ Emphasize traditional services rather than technology access in marketing

LIBRARY ENVIRONMENT

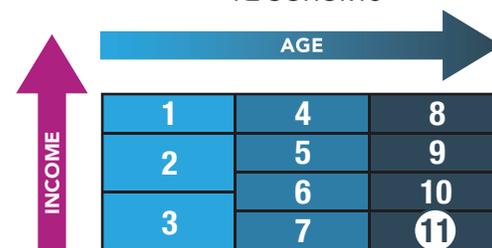
- Likely to choose a night out over streaming content or social media scrolling
- Prefers classic movies and westerns

- Provide comfortable, private space for book clubs and meetings
- Develop an outdoor space where volunteers can create a community garden
- Convert some shelving space to peaceful corner to read the newspaper and allow drinks
- Create welcoming entrance with friendly staff and helpful signage

Sources: Claritas Household Demographics 2024, Claritas Consumer Profiles 2024, Claritas GfK US MRI Behavior Profiles 2024, Nielsen Online Behavior Profiles 2023, Nielsen Television Behavior Profiles 2023.

COHORT 11

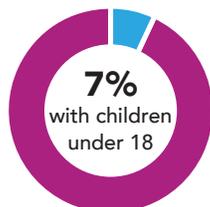
IQ COHORTS



DEMOGRAPHICS



55%
homeowners



32%
married

Low-key, home-centered lifestyles

\$24,798

Median Household Income

Single, mostly high school graduates

Live primarily in small towns and rural areas

48% aged 65-74

22% have visited a bookstore in the past 3 months

NEIGHBORHOOD DEMOGRAPHICS

Households with Children Under 18

14% married couples

6% single

Households without Children Under the Age of 18

33% married couples

47% single



Commuter Time

7%
work from home

62%
travel < 29 minutes

23%
travel between 30 - 59 minutes

7%
travel > 60 minutes



SERVICES

→ **Limited income, lives mostly in older, modest-sized homes and manufactured housing**

→ **Many have lifestyles that are reminiscent of life on the farm**

- Organize a walking group that meets at the library
- Offer programs to honor Memorial Day, Veterans Day and July 4. Consider hosting programs at local cemetery as part of series
- Create buying clubs in which groups travel together to Sam's Club or Costco to buy bulk items then divide among the group
- Organize gardening groups (a no-cost plant exchange) to share propagating plants, seedlings and seeds
- Host gatherings to share home-grown produce and provide space for free produce at the library



COLLECTION



Does not own an eReader

Owns an eReader

→ **Rarely reads for pleasure, unlikely to have books at home**

- Offer fiction that quickly piques interest and is fun to read
- Focus nonfiction collection on hobbies like gardening, cooking, retirement planning, outdoor activities, local travel and RVing
- Offer books and materials on how to stretch a fixed income
- Package Hallmark movie DVD or streaming with a romance or beach read book
- Provide robust Large Print collection

High Impact/Low Investment Initiative

Statistics reflect neighborhood data where cohort is predominate lifestage group

© Library Systems & Services. Unpublished 2024. Confidential – for authorized LibraryIQ subscribers only. No further reproduction and distribution allowed.

COHORT 11

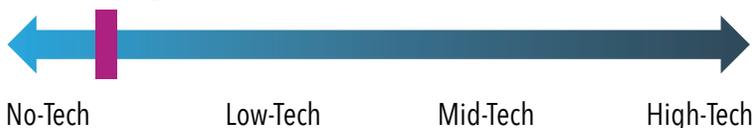
PROGRAMS

- Enjoys watching TV, gardening, sewing and woodworking
- Social life often revolves around activities at veterans' clubs and fraternal organizations
-  Majority of households are single people without young children

- Provide informational programs on healthcare options for seniors
- Offer programs and tips for frugal living such as couponing and upcycling
- Host a weekly bingo game to bring single seniors together
- Create opportunities to watch game shows or Hallmark movies together at the library or a partner location
- Offer hands-on craft classes
- Educate about phone scams that target seniors
- Provide health-related programs such as yoga for seniors and healthy meals in under 30 minutes

TECHNOLOGY

Tech Usage



- Teach classes about basic technology - how to set up an email account, spot spam messages and apply for Medicare
- Offer one-on-one technology help in a nonthreatening environment
- Provide memory lab equipment - large scanners and VHS conversion equipment to digitize photos and videos. Ensure equipment is not overly complicated and instructions are clear
- Provide tools to make reading more comfortable such as audiobooks or books mailed to the home

MARKETING

- Media Consumption: Facebook, Hallmark, AARP
- Low internet usage. Limited browsing focused on health-related websites and crafting inspiration
- Watch 25+ hours of live TV per week

- Highlight that all library materials and services are free. For example, the library is a free, fun, educational place to bring your grandchildren
- Send library newsletter and calendar via email
- Focus social media on Facebook

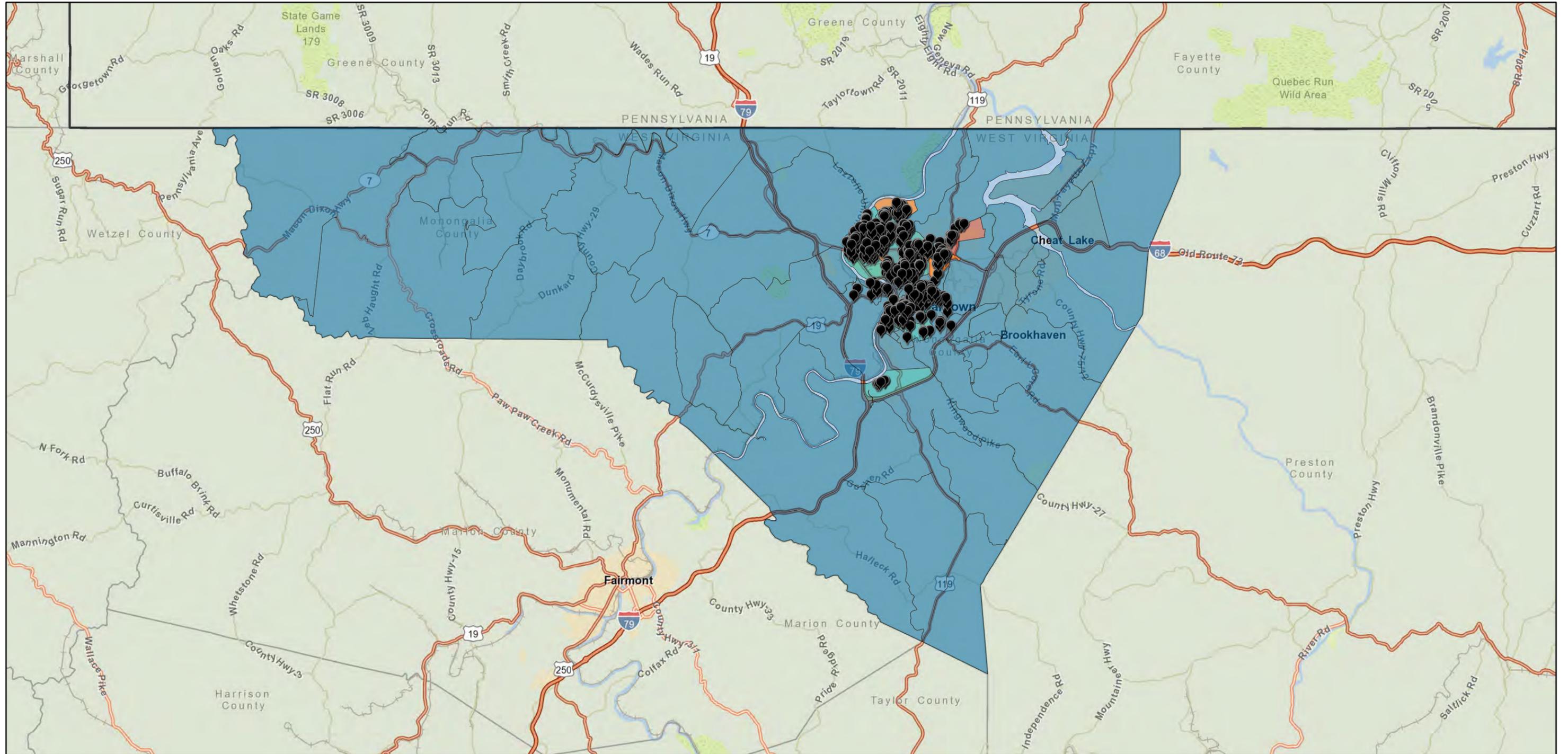
LIBRARY ENVIRONMENT

- Shops rarely, prefers Dollar General
- Prefers to eat at Hardee's, Golden Corral, Cracker Barrel

- Open early one or two days each week and provide coffee and newspapers with comfortable chairs. Invite patrons to gather to read the paper and chat
- Focus on accessibility. Ensure aisles are wide and books and materials not too low or high on shelving
- Post signage with large, clear type in easy-to-see places, especially for popular collections such as mystery and large print
- Display materials by interest. For example, cookbooks focusing on using home grown produce
- Create comfortable and accessible spaces for grandparents to bring grandchildren

Sources: Claritas Household Demographics 2024, Claritas Consumer Profiles 2024, Claritas GfK US MRI Behavior Profiles 2024, Nielsen Online Behavior Profiles 2023, Nielsen Television Behavior Profiles 2023.

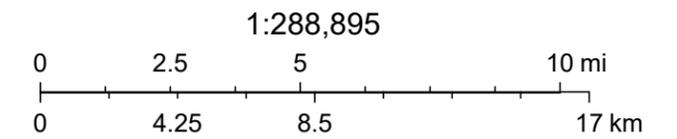
Monongalia Cohort 1 Overview



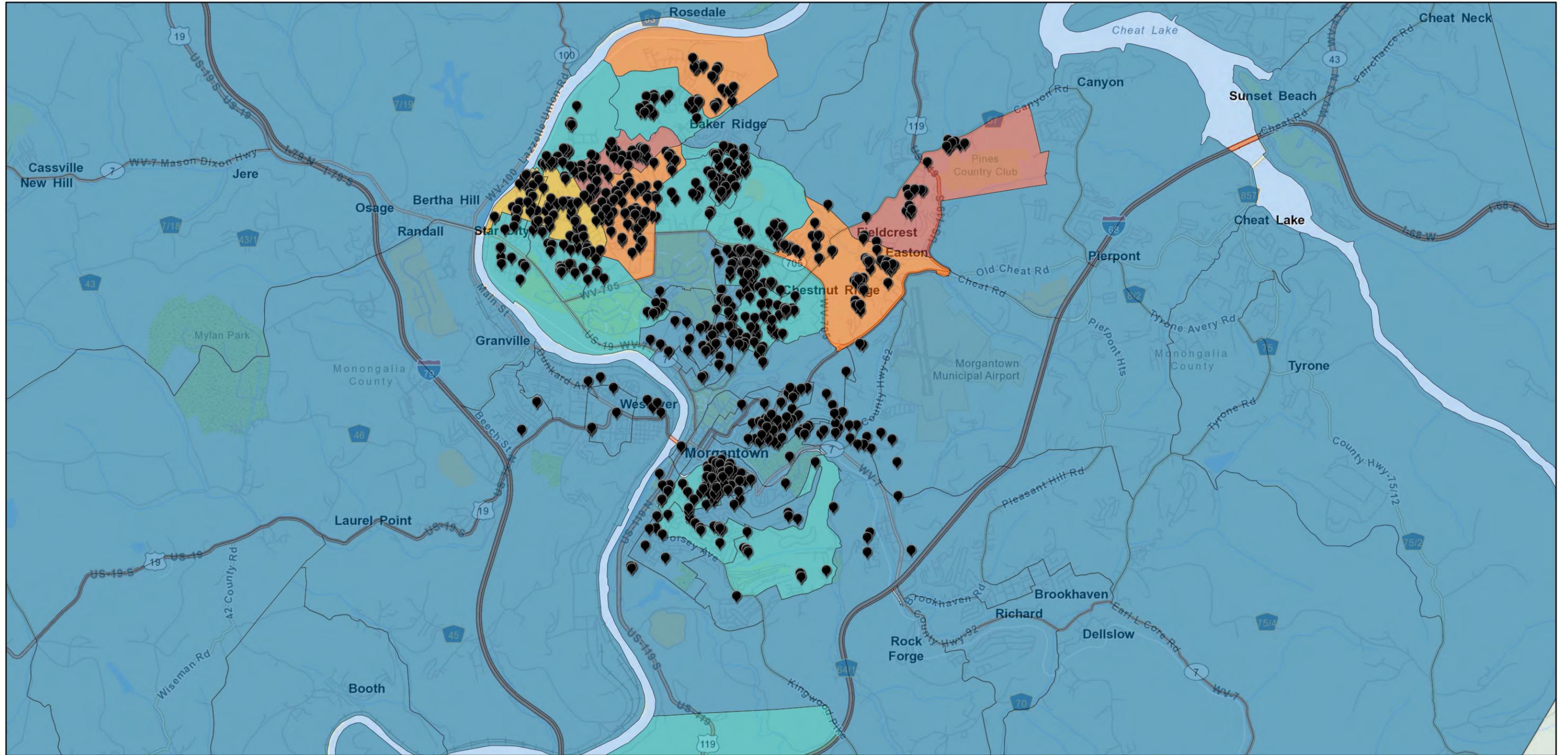
July 9, 2025

- Morgantown Cohort 1v1 Cardholders
- Count (81 ~ 161)
- Count (161 ~ 242)
- Count (242 ~ 322)
- Count (322 ~ 403)
- Count (0 ~ 81)
- State

Geography by Census Block Group (BGR)
CY HHs, PRIZM Premier Lifestage Group Y1



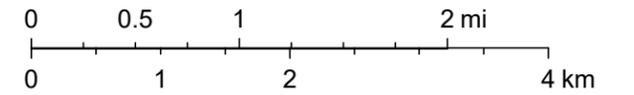
Monongalia Cohort 1 Detail



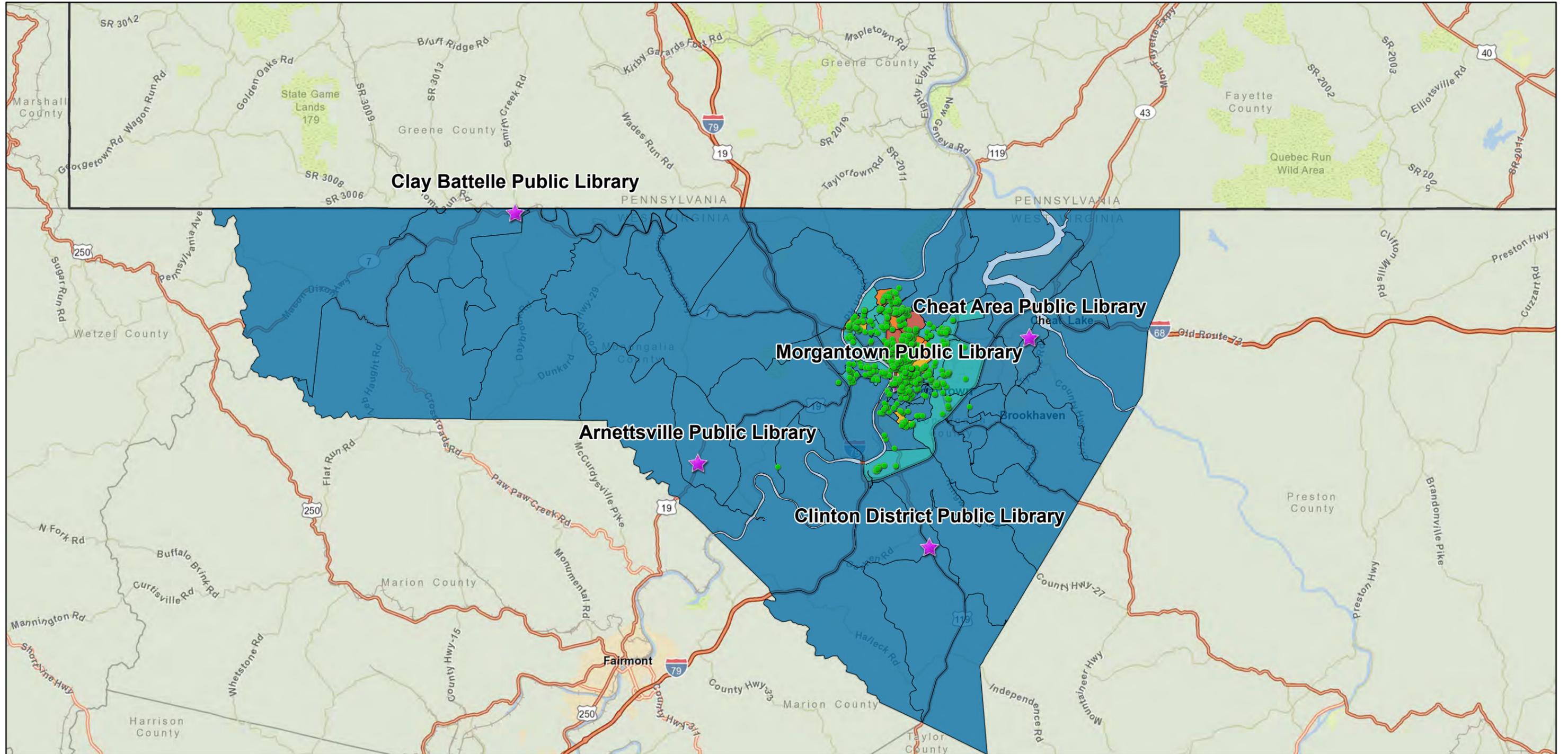
July 9, 2025



1:72,224



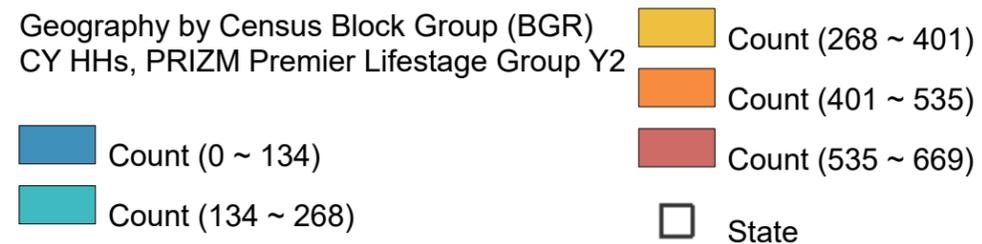
Monongalia Cohort 2



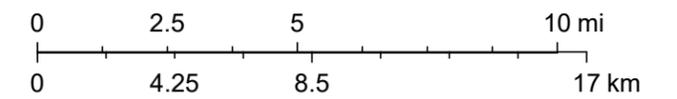
June 24, 2025

- Households Cohort 2 Cardholders
- ★ Morgantown Library Locations

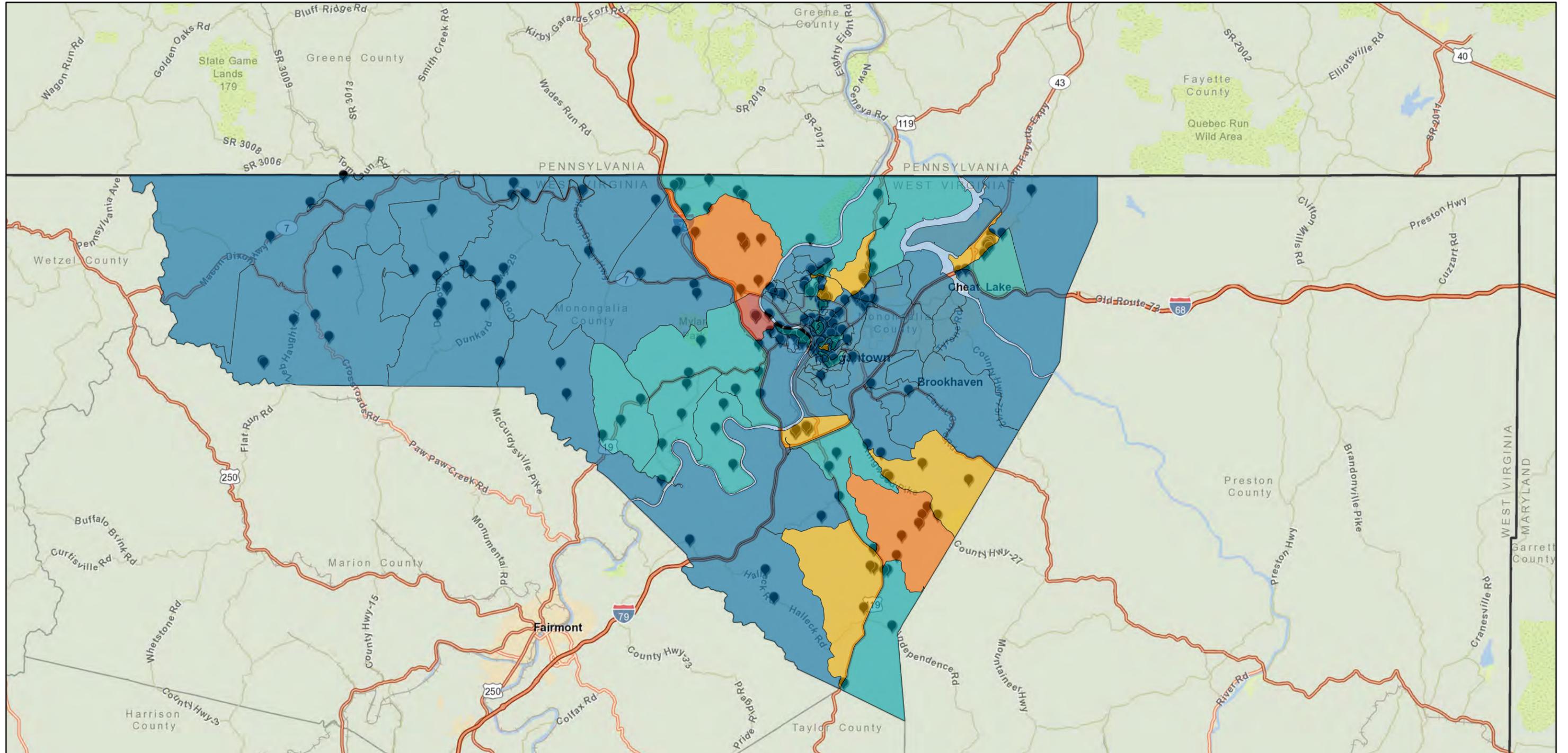
Geography by Census Block Group (BGR)
CY HHs, PRIZM Premier Lifestage Group Y2



1:288,895

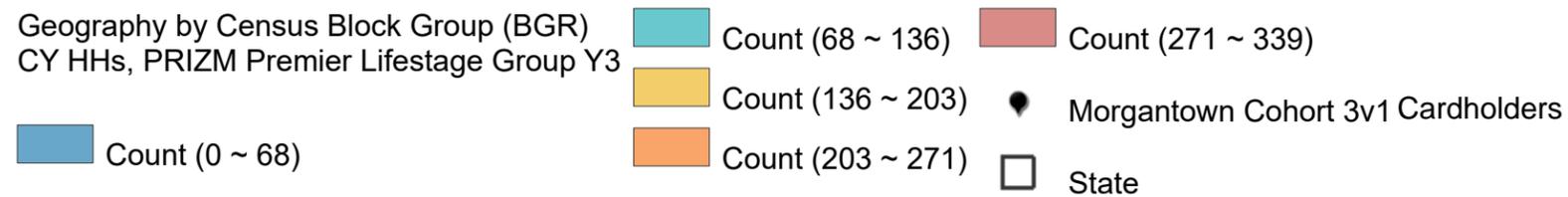


Monongalia Cohort 3

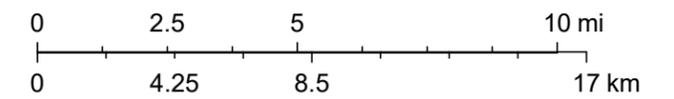


July 9, 2025

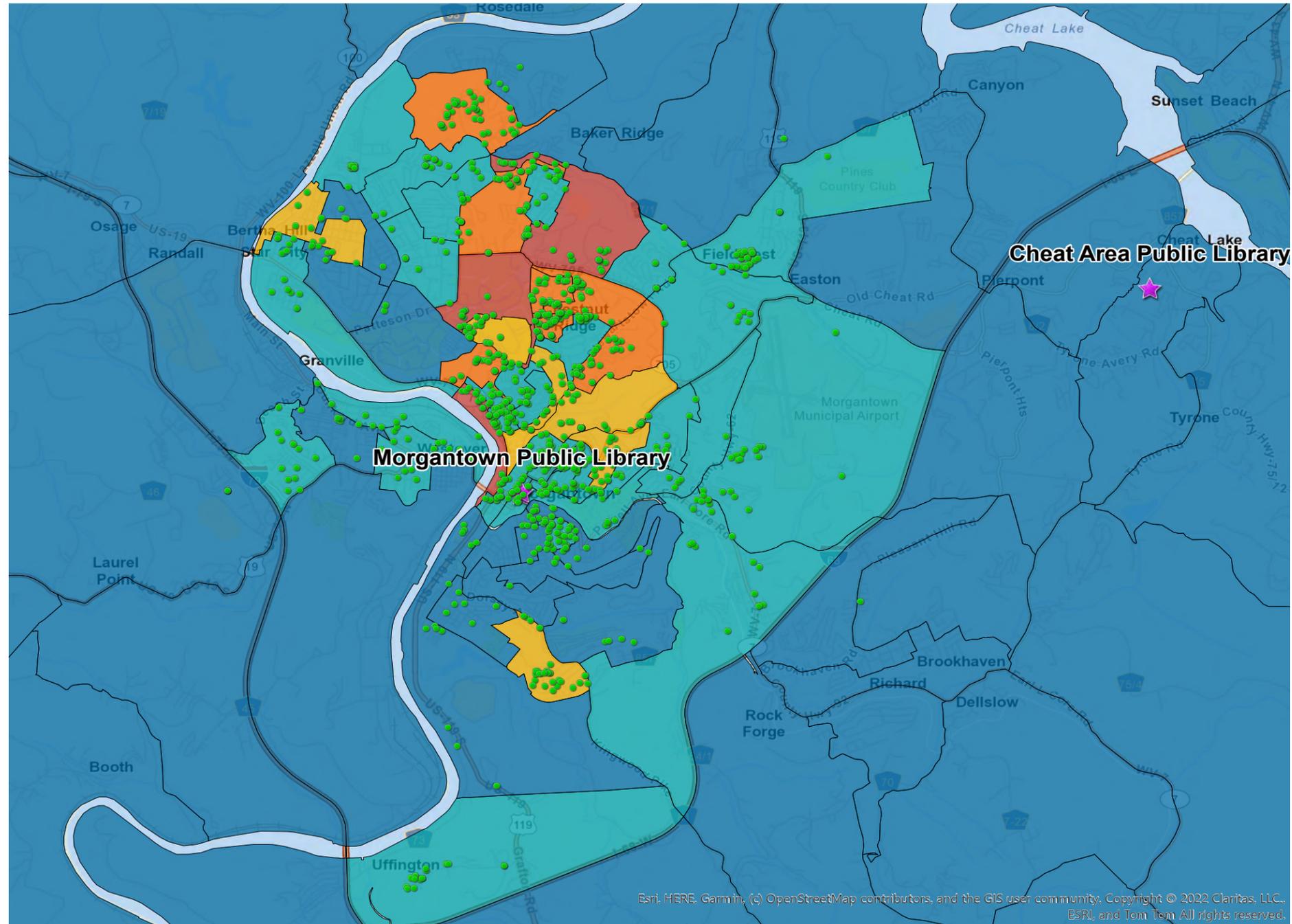
Geography by Census Block Group (BGR)
CY HHs, PRIZM Premier Lifestage Group Y3



1:288,895



Monongalia Cohort 3 Detail



July 9, 2025

Geography by Census Block Group (BGR)
CY HHs, PRIZM Premier Lifestage Group Y3

Count (0 ~ 68)

Count (68 ~ 136)
Count (136 ~ 203)
Count (203 ~ 271)

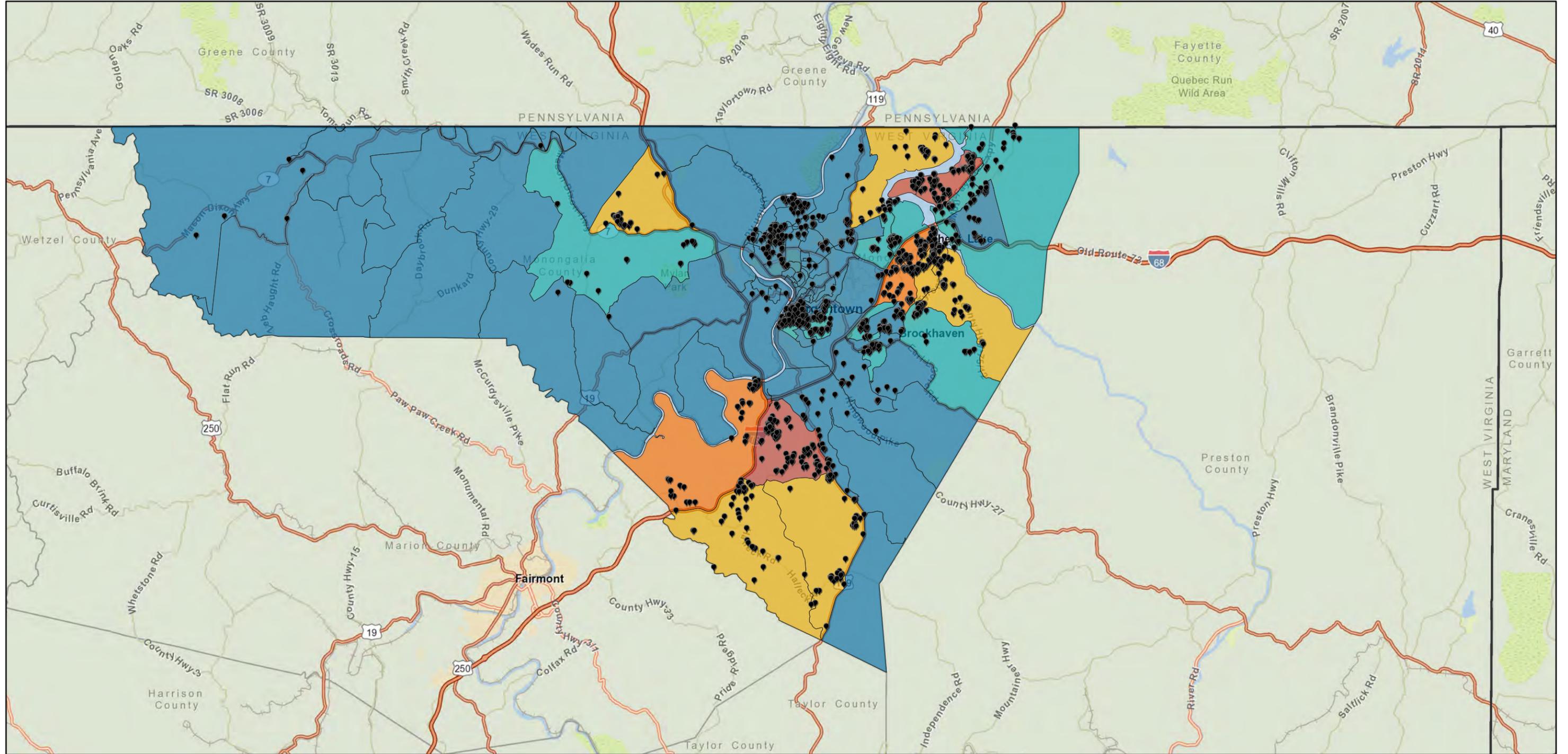
Count (271 ~ 339)

Morgantown Cohort 3v1 Cardholders

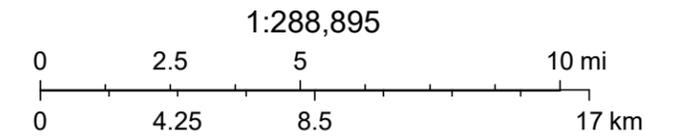
State

Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community, Copyright © 2022 Claritas, LLC, ESRI, and TomTom All rights reserved.

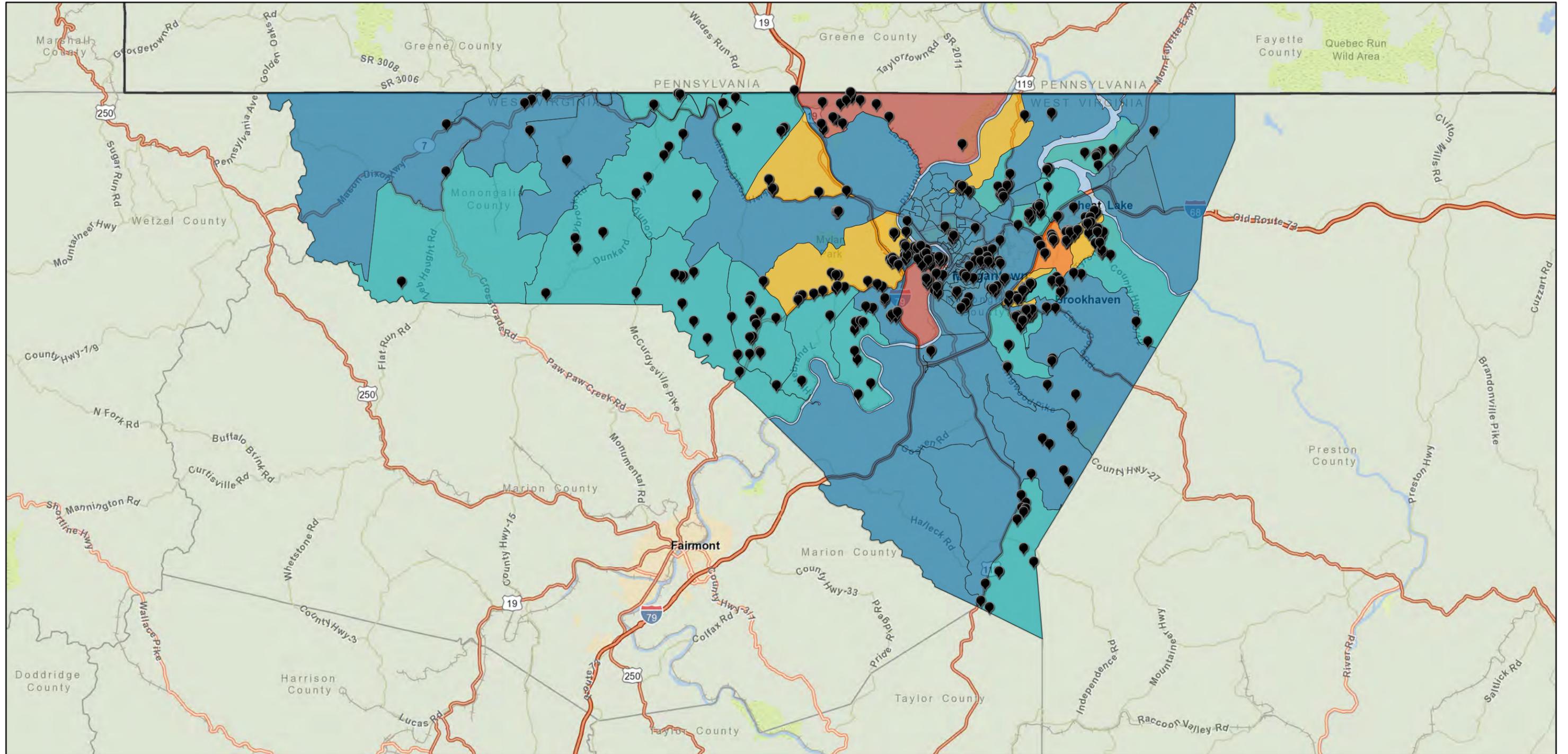
Monongalia Cohort 4



July 9, 2025



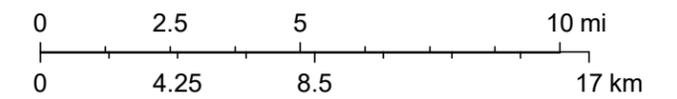
Monongalia Cohort 5



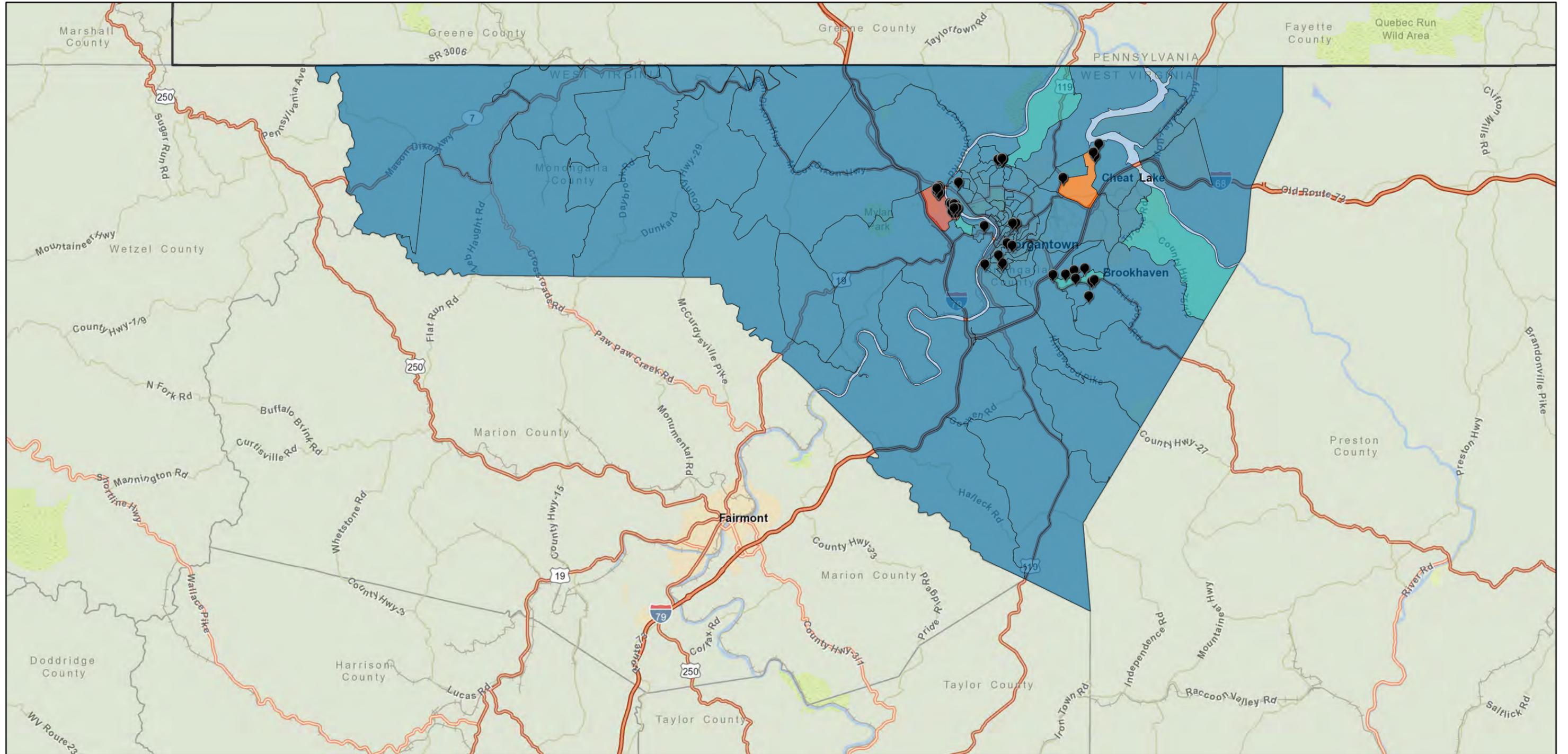
July 9, 2025

-  Morgantown Cohort 5v1 Cardholders
 -  Count (0 ~ 42)
 -  Count (42 ~ 84)
 -  Count (84 ~ 126)
 -  Count (126 ~ 168)
 -  Count (168 ~ 210)
 -  State
- Geography by Census Block Group (BGR)
CY HHs, PRIZM Premier Lifestage Group F2

1:288,895



Monongalia Cohort 7



July 9, 2025

● Morgantown Cohort 7v1 Cardholders

Geography by Census Block Group (BGR)
CY HHs, PRIZM Premier Lifestage Group F4

■ Count (0 ~ 37)

■ Count (37 ~ 75)

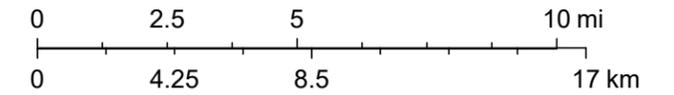
■ Count (75 ~ 112)

■ Count (112 ~ 150)

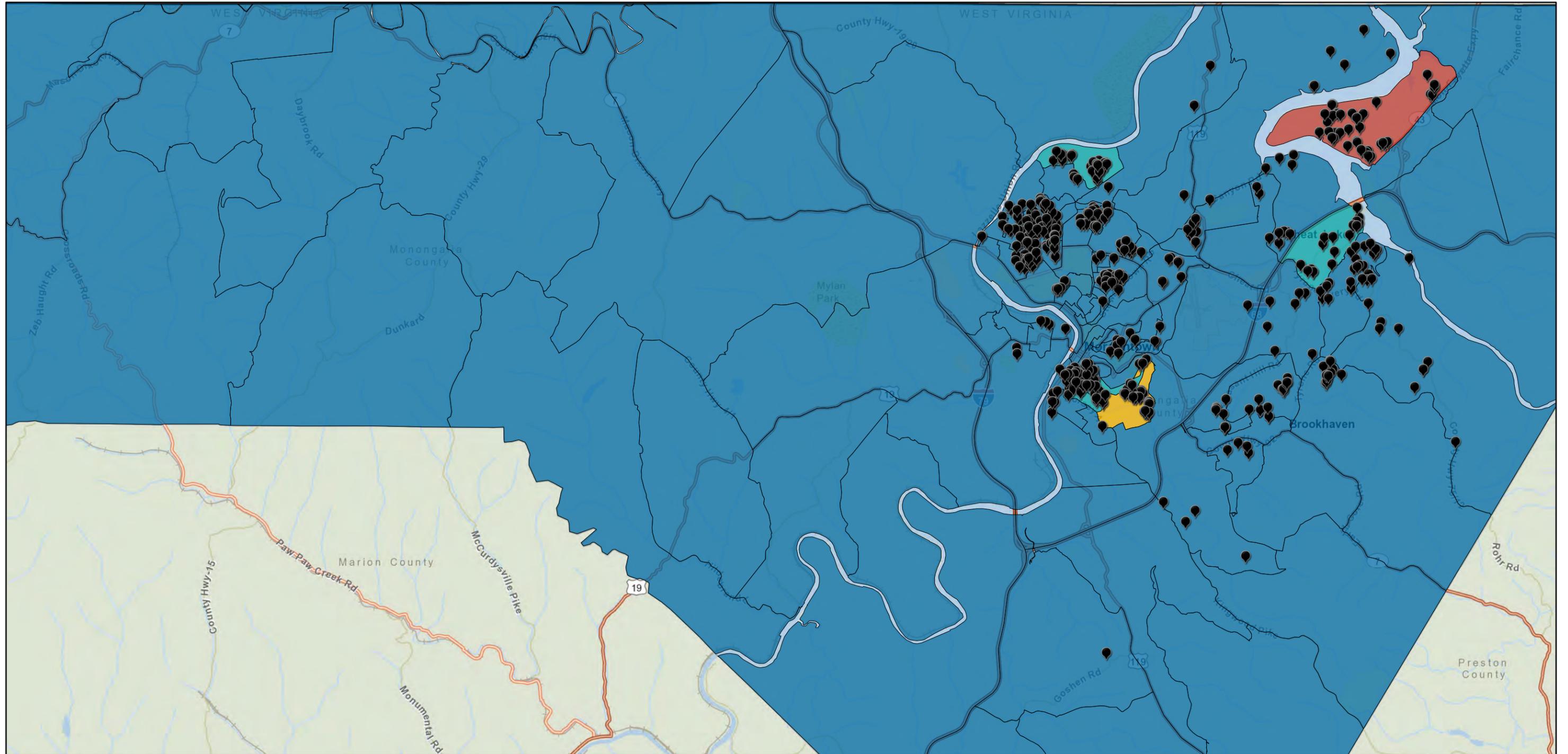
■ Count (150 ~ 187)

□ State

1:288,895

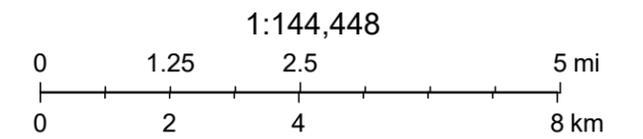


Monongalia Cohort 8

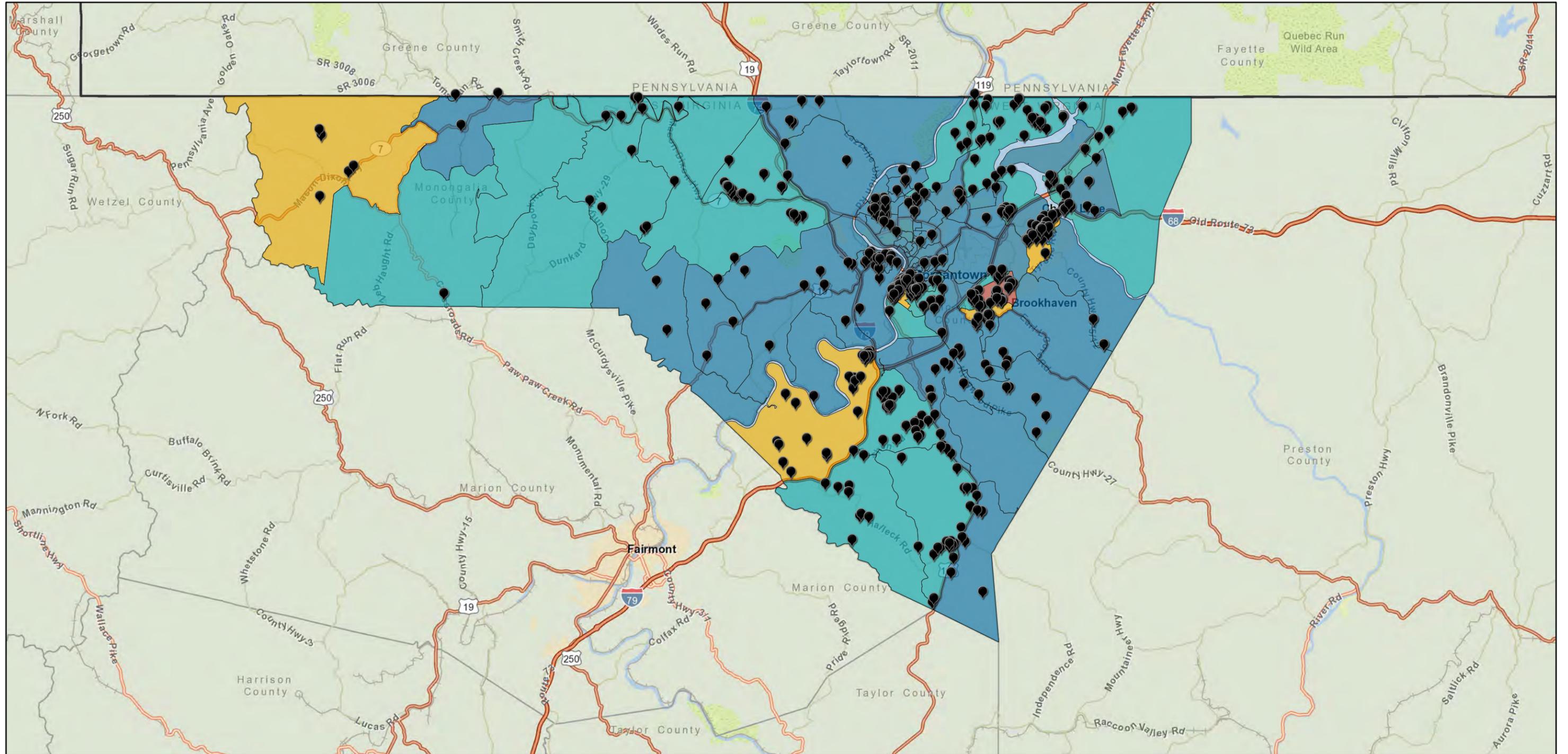


July 9, 2025

- Morgantown Cohort 8v1 Cardholders
- Count (29 ~ 57)
- Count (57 ~ 86)
- Count (114 ~ 143)
- Count (0 ~ 29)
- State



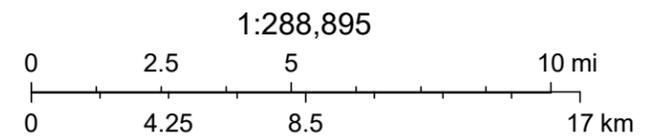
Monongalia Cohort 9



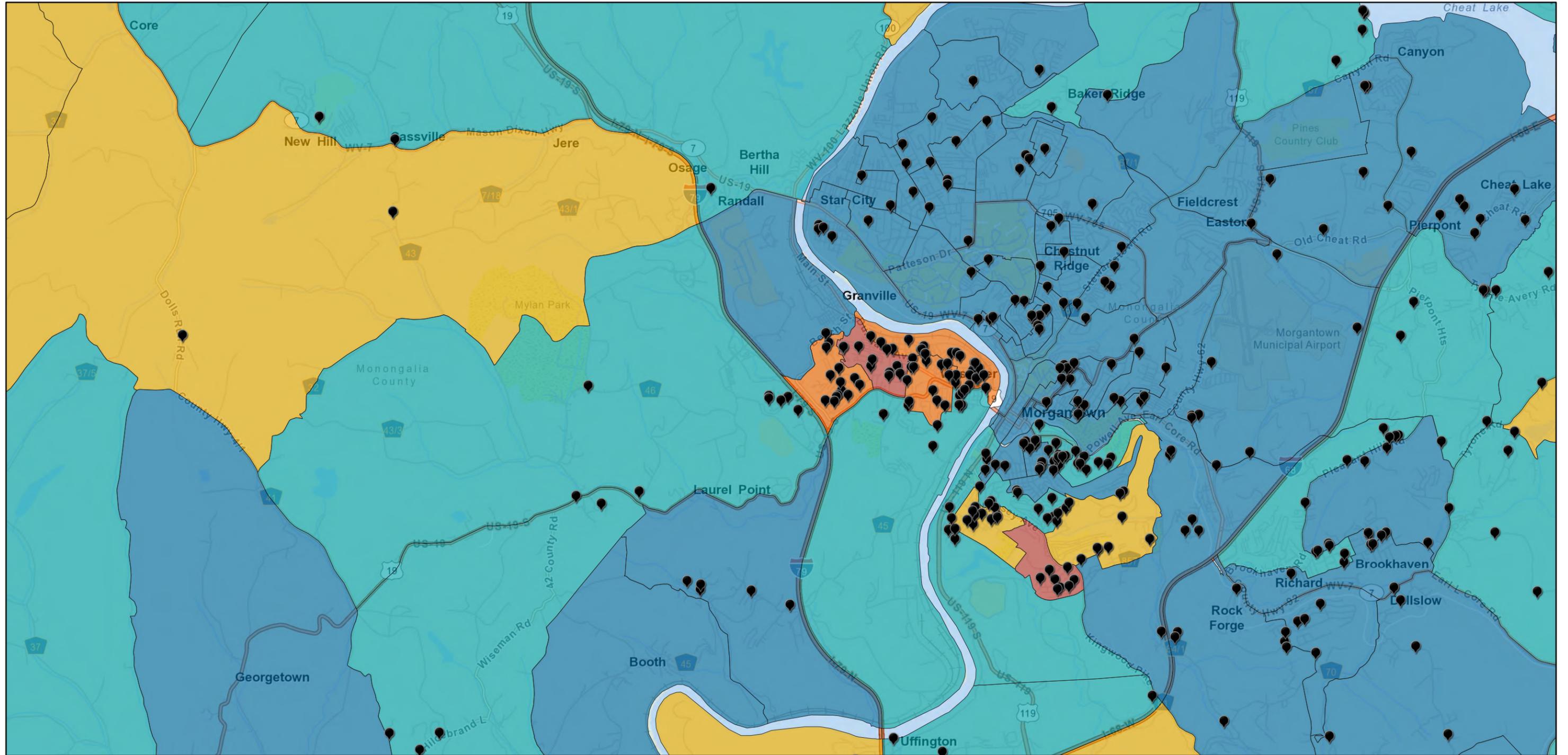
July 9, 2025

- Morgantown Cohort 9v1 Cardholders
- Count (27 ~ 54)
- Count (54 ~ 82)
- Count (82 ~ 109)
- Count (0 ~ 27)
- Count (109 ~ 136)
- State

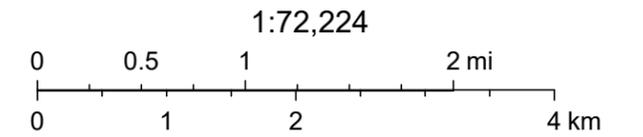
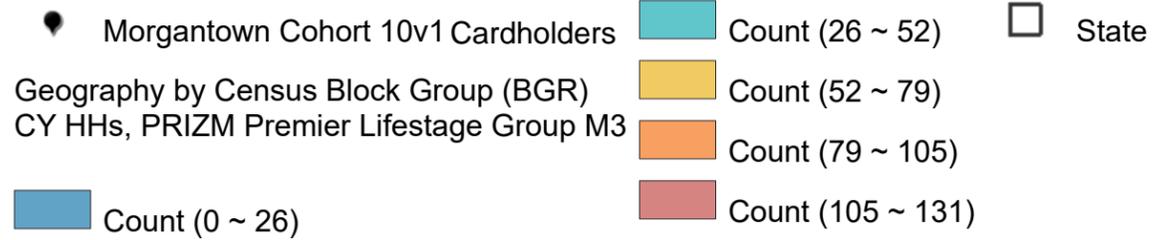
Geography by Census Block Group (BGR)
CY HHs, PRIZM Premier Lifestage Group M2



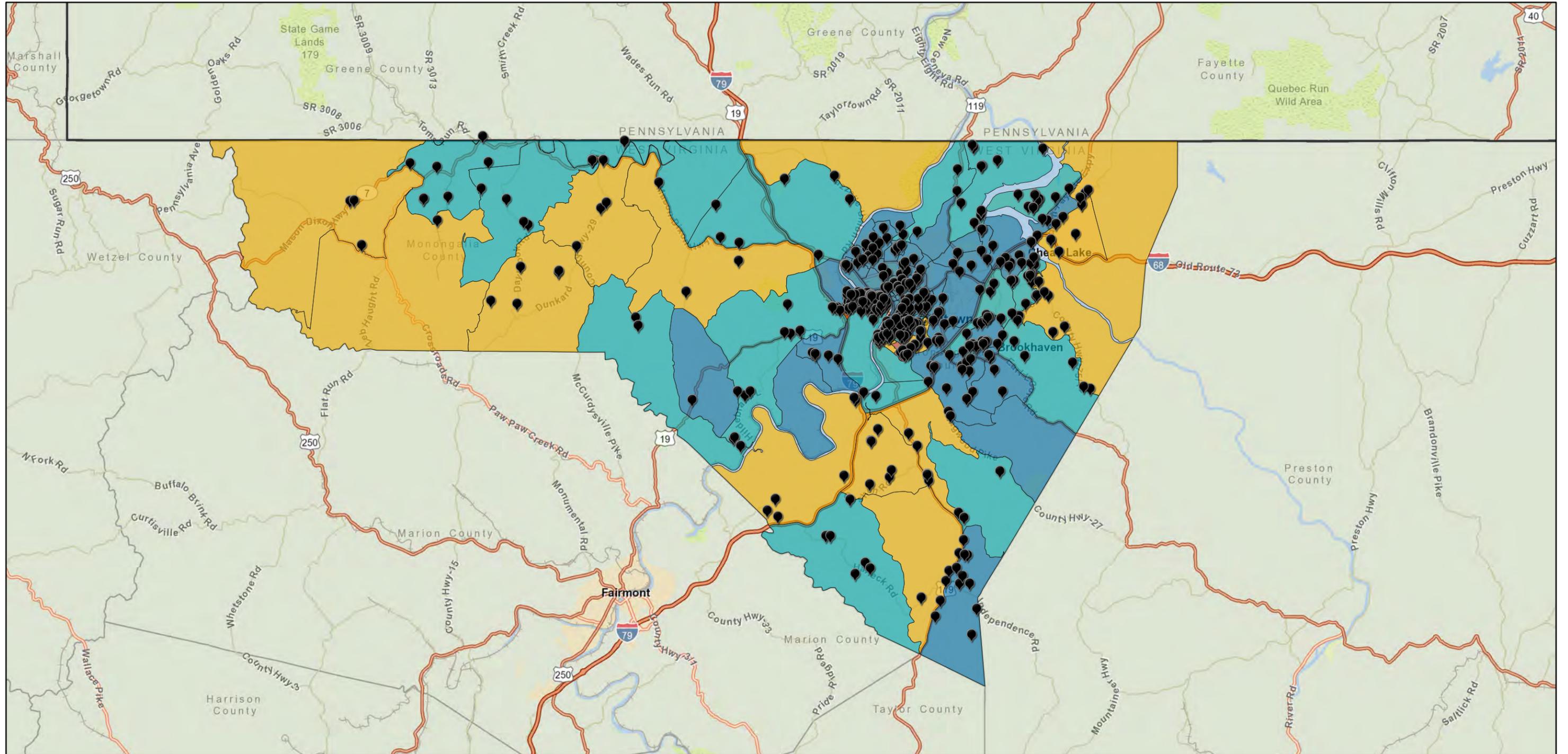
Monongalia Cohort 10 Detail



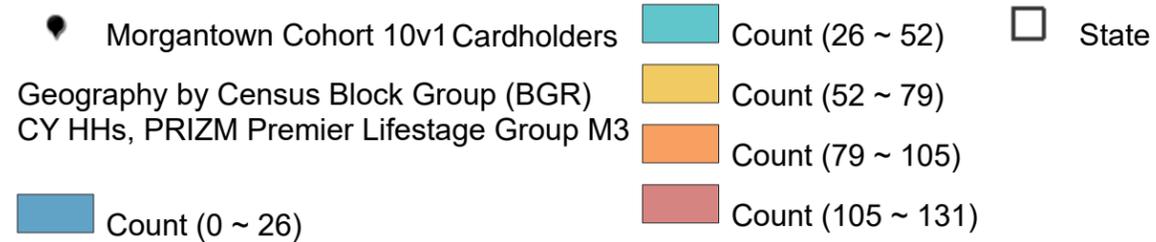
July 9, 2025



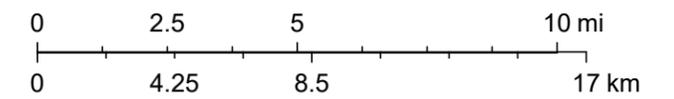
Monongalia Cohort 10 Overview



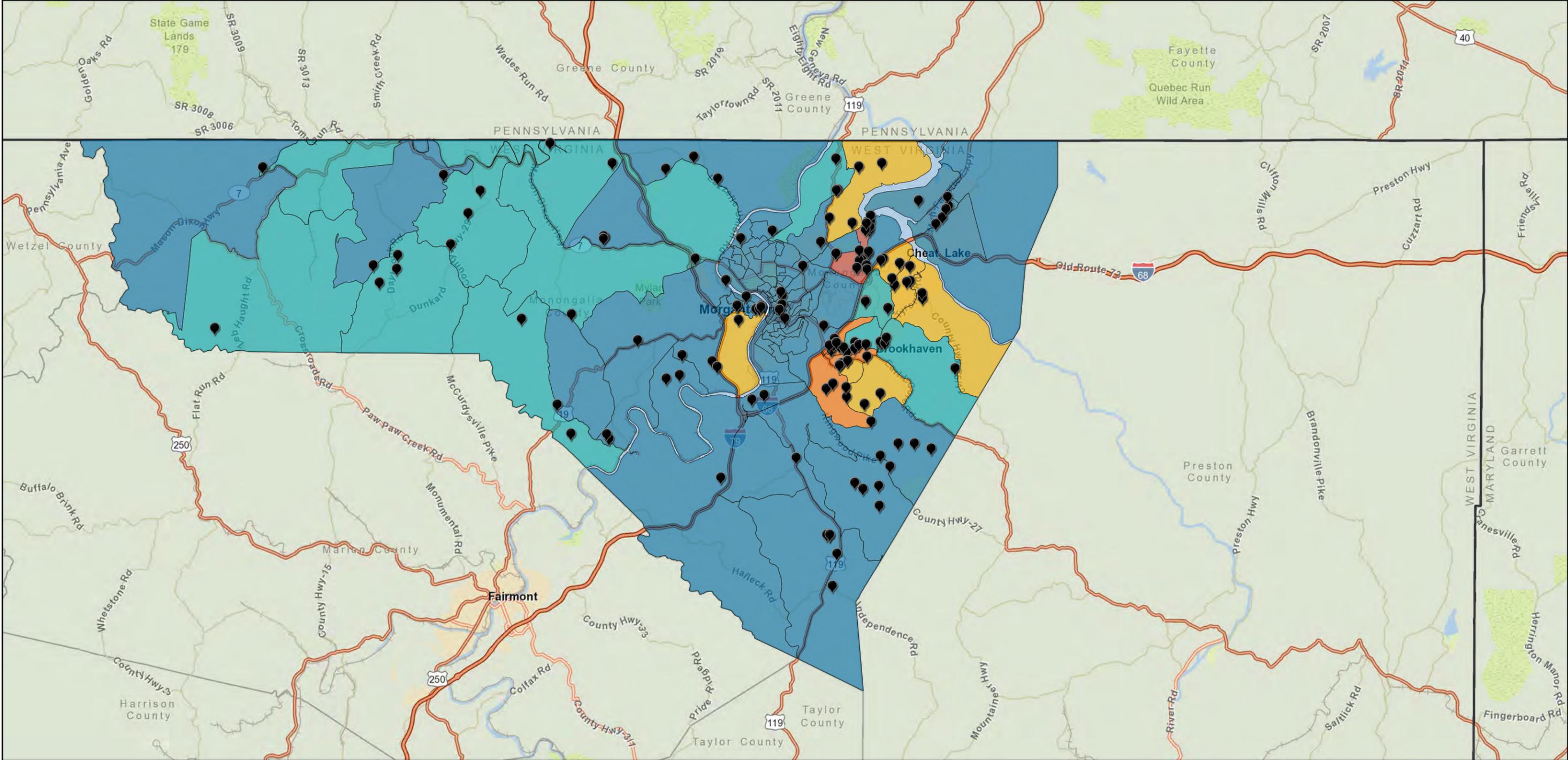
July 9, 2025



1:288,895

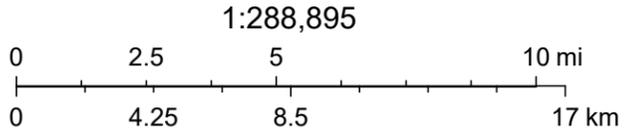


Monongalia Cohort 11



July 9, 2025

- Morgantown Cohort 11v1 Cardholders
- Count (24 ~ 49)
- Count (49 ~ 73)
- Count (73 ~ 98)
- Count (0 ~ 24)
- Count (98 ~ 122)
- State



APPENDIX A

3. Cohort Cards

1



Educated Professionals Living an Active Lifestyle

\$83,000
Median Household Income

Key Needs
Wholistic Support for Families
Cultural & Educational Programming
Meeting & Social Spaces
Recreational Opportunities

Interests
new technology, financial products, high-end cars,
travel, politics

Notes
Third largest cohort
61% homeowners, 47% with young children

Customized User Experience



Skills & Talents
Tech fluency, Family and Youth Programming Experience, Homebuying support



Partnerships
Parks partnership for sports themed events
Yoga teacher training



Marketing
Mini-Campaign to boost Google Reviews
Social Media Photo-Ops
Highlight local bands

Recommended Library Offerings



Programs & Activities
Host programs for families to connect over shared technology rather than individual devices
Provide opportunities for single people to meet (e.g. yoga in the library, nature walk in fun location)
Invite tech experts to speak and consider hosting a TEDx conference
Offer film showings hosted by local expert



Technologies
Library-curated streaming music channel
Library podcast ft. must-reads



Collections
Children's fiction w/ multiple copies
Literary fiction, genre fiction, NPR-style nonfiction



Services
Provide helpful info for homebuyers including school rankings, tips, questions for loan officer, etc.

Typology Recipe



Trail Library
Extra-Small



Partnership Program



Co-Location
Medium



Full Scale Library
Large

Place Making Recommendations



2



Avid Video Streamers and Social Media Users

\$26,721
Median Household Income

Key Needs
Access to Essential Resources
Workforce Development
Digital Literacy
Affordable Lifestyle Programming
Large-scale cultural programs

Interests
Variety of sports, Travel to large cities
Limited interest in reading, needs encouragement

Notes
Largest cohort, biggest potential for new users

Customized User Experience



Skills & Talents
Staff trained in workforce development
Computer literacy



Partnerships
Trivia Night at local brewery/hangout



Marketing
TikTok/Reels about how Library supports interests
Did You Know Series about your communities

Recommended Library Offerings



Programs & Activities
Vintage equipment night with record players and digital cameras
Classes on travel photography and video editing
Lifestyle workshops (e.g. caring for a pet, intro to meditation)
Affordable living information (e.g. Facebook Marketplace, cooking on a budget)
Financial literacy resources (e.g. how to doo your taxes or start an investment account)



Technologies
Ditiziging Local History



Collections
Robust movie streaming collection
Offer more adult and young adult titles



Services
Job and recruitment fairs

Typology Recipe



Trail Library
Extra-Small



Pop-Up Location
Small



MicroLibrary
Small /Medium



Partnership Program

Place Making Recommendations

CONTENT CREATION LAB

CULTURAL EXHIBIT GALLERY

MEDITATION SPACE

OUTDOOR LIVING ROOM

DIGITAL EQUITY STUDIO

FLEXIBLE SPORT COURTS (INDOOR/OUTDOOR)

SKILL DEVELOPMENT CLASSROOM

3



Service or Part-Time Workers Living Near Singles

\$23,163
Median Household Income

Key Needs

Workforce Development
Meeting & Social Spaces
Trade & Skill Building
Billing and Services
Hours of Service accommodate service job hours
Tool Library

Interests

Monster Jam, inexpensive cars, video games
Local sports and hunting and fishing

Notes

Unlikely to be a patron, 42% with young children

Customized User Experience



Skills & Talents

Mentorship, Workforce, & Adult Learning Support
Creative Community Engagement



Partnerships

Mentorship opportunities and skill building



Marketing

Celebrate local sports on website and social media
Library as a safe space for Facebook Marketplace transactions

Recommended Library Offerings



Programs & Activities

Geocaching / scavenger hunt partnered with WV Tourism
Parent education by providing tips on the importance of reading to babies and young children
Rotating art by local artists or students
Auto-enthusiast programs to host car shows in the library parking lot
Singles programs (e.g. free library dating, fun things to do around town)



Technologies

Wi-Fi on buses, hotspots for at home use



Collections

Adult collection on romance, mysteries and thrillers
Young adult and adult graphic novels



Services

One-on-one services for resume writing and job interview practice
Computer classes in Spanish

Typology Recipe



Retail Storefront
Small



BookMobile



Co-Location
Medium



MicroLibrary
Small /Medium

Place Making Recommendations

SOCIAL SERVICES CENTER

MESSY MAKER SPACE

OUTDOOR MARKET/ PLAZA

EARLY LITERACY SPACE

MULTI-LINGUAL LEARNING LAB

STORYTELLING SPACE

COMMUNITY "ETSY" STORE

4



Well-Compensated Professionals with Child-Centered Lifestyles

\$127,434
Median Household Income

Key Needs

Afterschool Haven, Safe spaces for kids
Social opportunities for Teens
Both Private and Collaborative Spaces
Screen-free Family Time
Concurrent Programming

Interests

Skiing, snowboarding, tennis, shopping, dining out

Notes

2nd largest cohort, 53% with young children
41% travel more than 30 minutes for work

Customized User Experience



Skills & Talents

Expertise in childhood development
Community Development
Marketing and Media



Partnerships

Partner with schools and PTAs to distribute information



Marketing

Invite materials requests
Table at community events with info on library services

Recommended Library Offerings



Programs & Activities

Programs on investing, travel tips, current events (i.e. apply to host traveling exhibits - Smithsonian, etc.)
Use social networks for exclusive offers and coupons
Unique donation opportunities for supporters to give back
High-level children's programs with unique experiences each month
Robust STEAM & early literacy (curriculum-based) programs



Technologies

Robust children's web presence, update with new challenges and guides frequently
Opportunities for families to use tech tools together



Collections

Children's non-fiction focused on out-of-school interests and activities
Titles mentioned on National Public Radio



Services

College resume building/community service opportunities
Provide age-level-based recommended reading lists for children

Typology Recipe



Trail Library
Extra-Small



Retail Storefront
Small



BookMobile



Full Scale Library
Large

Place Making Recommendations



5



Homeowners in Managerial and Professional Roles

\$86,840
Median Household Income

Key Needs
Cutting Edge Technology
Essential Services
Transport for Aftercare
Screen-free Family Time
Concurrent Programming

Interests
Outdoor sports, camping, RVing, local and college teams, home remodeling, do-it-yourself projects, travel, cooking and gardening

Notes
Likely to be a patron, 51% with young children

Customized User Experience



Skills & Talents
Family & Youth Programming
Community Engagement
Tech Fluency



Partnerships
With local children's sports teams to host award nights or recruiting sessions



Marketing
Facebook events
Online neighborhood sites (e.g. Patch, Nextdoor, listservs to promote library events)

Recommended Library Offerings



Programs & Activities
Encourage upcycling with Halloween costume, prom clothing, school uniform exchanges
Offer gaming tournaments for children and teens
Seek out and host traveling art exhibits. Pair with book displays, programs and website promotion; Provide a variety of volunteer opportunities for teens to gain experience and build a college resume



Technologies
Modern and functioning devices
Intuitive UX on website
Links to recorded storytimes for younger children to watch during siblings' sports practices



Collections
Strong children's and teen collections
Nonfiction focused on current popular titles, plus books that support hobbies



Services
After school homework help
Transport from schools to the library for after school STEM programs

Typology Recipe



BookMobile



MicroLibrary
Small /Medium



Co-Location
Medium



Full Scale Library
Large

Place Making Recommendations



6



High School Graduates Raising Families in Small-Town Settings

\$72,854
Median Household Income

Key Needs
Afterschool Care
Entertainment Activities
Essential Services
Home Economics Programming
Gathering Spaces
Digital Literacy & Equity

Interests
Outdoor activities, High school sports, Social Media & Games, Rock Music

Notes
Very busy, short on time, prioritize convenience

Customized User Experience



Skills & Talents
Knowledge in Home Economics, Homework Help, Tech Fluency



Partnerships
with Retailers to "Read More Shop More" with patron discounts



Marketing
Leverage free local magazines to promote Library updates incorporated into school newsletter

Recommended Library Offerings



Programs & Activities
Offer library night at local sports event with discount for cardholders
Quarterly family fun night to recognize cultural heritage and create bonds
Offer "how to survive in the wild" series with outdoor equipment for checkout
Educational walking tours to bring people together in the community
Game night with board games and puzzles for all ages
Provide series of programs on growing your own food, cooking on a budget or building family traditions around food



Technologies
Services for caregivers to help monitor children's online activity
Offer computer classes and support in Spanish
Gaming equipment

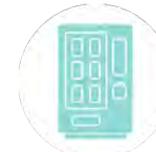


Collections
Nonfiction focused on building, making, camping and other outdoor activities
Light & entertaining bestsellers that appeal to adults



Services
Afterschool Care
Provide lockers at Costco or Sam's Club for patrons to pick up library materials

Typology Recipe



In-Place Amenity
Medium



BookMobile



Pop-Up Location
Small



Retail Storefront
Small

Place Making Recommendations



7



Ethnically Diverse Families with Multiple Generations Under One Roof

\$39,358
Median Household Income

Key Needs
English Language Classes
Library of things
Culturally relevant services & programs
Non-Traditional Hours of Service
Multigenerational Spaces

Interests

Notes
Many first-generation Americans who may be unfamiliar with library services

Typology Recipe



BookMobile



MicroLibrary
Small /Medium



Retail Storefront
Small



Co-Location
Medium

Customized User Experience



Skills & Talents



Partnerships
With Parks & Rec to organize eSports tournaments at library



Marketing
Flyers at health clinics, WIC centers, daycares
School nights where school librarians learn more about library services

Recommended Library Offerings



Programs & Activities

Family book club and dinner focused on teaching life skills such as home safety, importance of reading to children, navigating public schools, etc.
Cooking demonstrations by local residents paired with fiction or cookbooks
Resources for those new to the U.S (e.g.Conversation clubs, collections, citizenship testpreparation, local information)
Events specifically for grandparents and young children



Technologies
Mobile optimized website in multiple languages
Reliable computers along with assistance
WiFi Hotspots for checkout



Collections
Nonfiction titles on job training and test preparation
How-to manuals for DIY projects, popular self- improvement



Services
Affordable living events and services (e.g. pickup point for farmshare produce)

Place Making Recommendations



8



Executives with Time and Means to Pursue a Variety of Interests

\$150,217
Median Household Income

Key Needs
Spaces for Remote Work
Access to Unique Experts & Research Support
Social Spaces for Discourse

Interests
Active lifestyles, travel, cultural events

Notes
Very likely to be a patron
Lives in most expensive zip codes
Majority of households are married couples without children in the home

Customized User Experience



Skills & Talents
Arts & Culture Expertise,
Open minded, Moderator,
History Buff



Partnerships
With Parks & Rec or
private clubs to host
introduction to golf or
pickleball



Marketing
Encourage Friends or
Board members to attend
"culture/art/advocacy"
days to advocate for
funding

Recommended Library Offerings



Programs & Activities
Opportunities for in depth discussion on political topics
Feature experts sharing unique passions and local knowledge
High-end experiences such as Foundation gala events or exclusive access to partner social events or fundraisers
Offer library-branded literature trips to see shows, museums, etc.
Partner with groups/club associations (country clubs, travel agencies, etc.) to share library happenings via email and other channels



Technologies
Stargazing equipment for check out
Digital conversion equipment to convert photos and movies to digital files
Travel photo workshops



Collections
Titles from year's best and all-time best lists
Collection focused on travel, biographies, impact of technology, futurism, political and historical analysis



Services
Home base for community group meetings and conferences
Book clubs or cooking classes for single seniors

Typology Recipe



Trail Library
Extra-Small



BookMobile



Co-Location
Medium



Full Scale Library
Large

Place Making Recommendations



9



Upscale Suburbanite Nearing Retirement with a Social Lifestyle

\$94,559
Median Household Income

Key Needs
Social Environments
Comfortable Gathering
Lifelong Learning
Culturally Relevant Programming
Healthy Lifestyles

Interests
Local theatre, museums, casual dining

Notes
Very likely to be a patron

Customized User Experience



Skills & Talents



Partnerships
With Botanical Garden to offer walking tours & enhance collections



Marketing
Submit PSAs to local radio stations
Library card discounts
Engage in local interest forums and online groups

Recommended Library Offerings



Programs & Activities
Volunteer opportunities specifically designed to help people meet
Book clubs paired with a unique experience such as a tasting or special speaker
Partner with a local health food store to teach programs on wellness
Partner with organizations to provide pop-up retail space for a local grocery store, book or craft vendor or to host a small, weekly farmers market
Partner with local arts organizations to host ongoing cultural series



Technologies
Focus website equally on adults and children
Kits that combine useful tools with library materials (e.g. hiking map, bird ID book and binoculars)



Collections
Robust nonfiction collection focused on cooking, gardening, health, social issues, domestic travel, history and biography



Services
Retirement Planning
One-on-one tech support
Continuing Tech Education

Typology Recipe



Trail Library
Extra-Small



Partnership Program



In-Place Amenity
Medium



MicroLibrary
Small /Medium

Place Making Recommendations



10



Homeowners who are Beginning Empty Nest Years

\$42,956
Median Household Income

Key Needs
Digital Literacy, Tech Support
Essential Services
Support for Social Health
Programming & Support for Veterans

Interests
Home-based hobbies like coin collecting & gardening

Notes
Unlikely to be a patron
74% of homes do not include young children

Customized User Experience



Skills & Talents
Community Engagement & Volunteerism
Digital Life Skills



Partnerships
With experts providing organic gardening info
With Adubon & Parks paired with book collection



Marketing
Free local magazines
Engage older patrons to help spread word-of-mouth marketing

Recommended Library Offerings



Programs & Activities
Casual programs such as relaxing concerts, crafting meetups or bingo
Develop an outdoor space where volunteers can create a community garden
Opportunities for patrons to volunteer beyond the Friends of the Library
Create hands-on learning opportunities and multiple programs to provide in-depth information (e.g. series introducing a new hobby/topic)
Memory lab equipment - large scanners and VHS conversion equipment to



Technologies
Simple tech for life enhancement (e.g. video chat, Google photos and games)



Collections
Seed Library
Library of Things for tools for DIY Projects
Focus book displays on genre fiction with suggested similar titles



Services
One-on-one tech support by appointment
Hands-On Learning & Hobby Support

Typology Recipe



Trail Library
Extra-Small



BookMobile



In-Place Amenity
Medium



MicroLibrary
Small /Medium

Place Making Recommendations

HOLISTIC
MEDICINE
STATION

TINKER
GARAGE

ASSISTIVE
TECHNOLOGY
LAB

COMMUNITY
GARDEN

SOCIAL
CLUB

ADULT
LEARNING
LAB

PRINT &
PHOTO LAB

11



Rural & Small Town Singles

\$24,798
Median Household Income

Key Needs
Tech Literacy, High-Touch Points
Social & Entertainment Groups
Life Hacks for Affordable Living
Programming & Support for Vets
Intergenerational connection

Interests
Gardening, sweing, woodworking, watching TV

Notes
Smallest cohort, unlikely to be a patron
93% of homes do not include young children
Limited income, lives in older, modest-sized homes

Customized User Experience



Skills & Talents
High-Touch & Patient Instruction
Community Connection & Wellness



Partnerships
Offer hands-on crafting partnered with local craft-store



Marketing
Highlight that all library materials and services are free
Library newsletter via email

Recommended Library Offerings



Programs & Activites
Organize a walking group that meets at the library
Buying clubs (groups travel together to Sam's Club or Costco to buy bulk items then divide among the group)
Gardening groups and no-cost plant exchange
Programs that honor Memorial Day, Veterans Day, and July 4
Memory lab equipment - large scanners and VHS conversion equipment to digitize photos and videos



Technologies
Basic Tech classes (e.g. setting up an email account, spotting spam)
One-on-one technology help



Collections
Nonfiction collection on hobbies (e.g. retirement planning, outdoor activities)
Large Print collection
Materials on how to stretch a fixed income



Services
Open early 1-2 days
Information on healthcare options
Health-related programs like yoga for seniors

Typology Recipe



In-Place Amenity
Medium



BookMobile

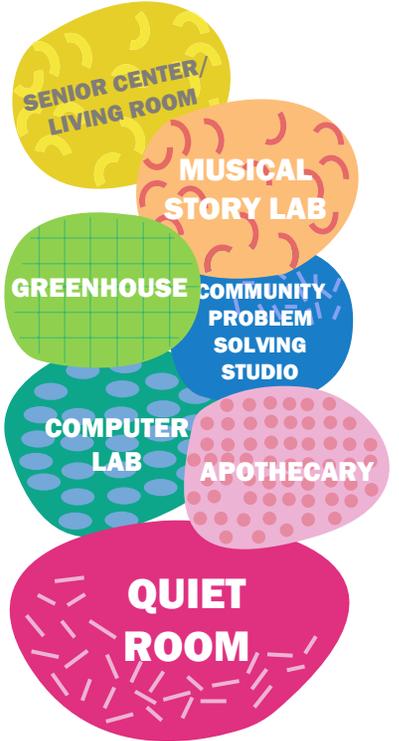


MicroLibrary
Small /Medium



MicroLibrary
Small /Medium

Place Making Recommendations



APPENDIX B

Contains meeting materials from bi-weekly meetings with the staff working group.

MORGANTOWN PUBLIC LIBRARY

Facilities Plan

Kick-off Meeting | February 14th, 2025

Nichole Westfall



libraryIQ



MARGARET SULLIVAN STUDIO

Today's Agenda

1. Welcome & Introductions
2. Project Overview
3. Process & Methodology
4. **Case Study** | Bartholomew County, Indiana
5. Discussion
6. Next Steps



Who We Are



Margaret Sullivan
Library Expert & Designer



Deborah Joy, MLS
Strategic Project Lead



Liz Opper, RA AICP
Project Manager



Grace Tilghman
Strategic and Urban Designer



Amy Johnson
Director, Collection Management



Rebecca Piazza
Content Marketing Specialist



Portia Kapraun
Solutions Specialist

WELCOME & INTRODUCTIONS

Icebreaker: Getting to Know You!

What's your role?

What are you looking forward to as we begin this planning process?

What do you want this work to do?

Sarah P: 2-3 years where we didn't do what we thought we were going to

- Looking forward to the listening part (including and addressing the whole community)
- Not just the patrons, what else is out there? what needs are not being met?
- Using this to focus what we do
- Sustainability of the library and staff

Ryne Faber: Branch supervisor (cheat area branch)

- Interested in what can be done with a smaller building
- Less space for physical items because digital is so robust and how that's worked previously
- What can we do for our branch libraries

James Spears:

Library systems assistant director and manager of Morgantown PL (day to day operations of downtown library)

- Excited about being human-centered-how can we apply this to the staff?
- How can we make all of our buildings spaces more efficient and more of a resource for the staff
- scheduling staff is difficult with the layout of the library

Abby: Outreach programs and experience coordinator

- Excited about the changes (most exciting times in the library system are when things change)

Darrin:

Facilities Manager- repairs, maintenance, upkeep, improvements

- Want a viability assessment of our branches
- Figure out what works best for us, how we can do the most with as few branches as possible
- long-term sustainable maintenance improvement

Plans for improvements and bigger projects get tabled for other things that come up

- Only one custodian that works underneath

- Dream project: Work on the front of the building, getting rid of mulch beds, making more of a habitable space
- Kinetic sculptures to attract children
- Breathe life into the front of the building

Sarah S: Tech services manager and cataloger

- Order books and supplies
- Excited for us to show them data that we haven't been able to see before about our patrons and what they're actually interested in checking out, do we have the materials that people want?

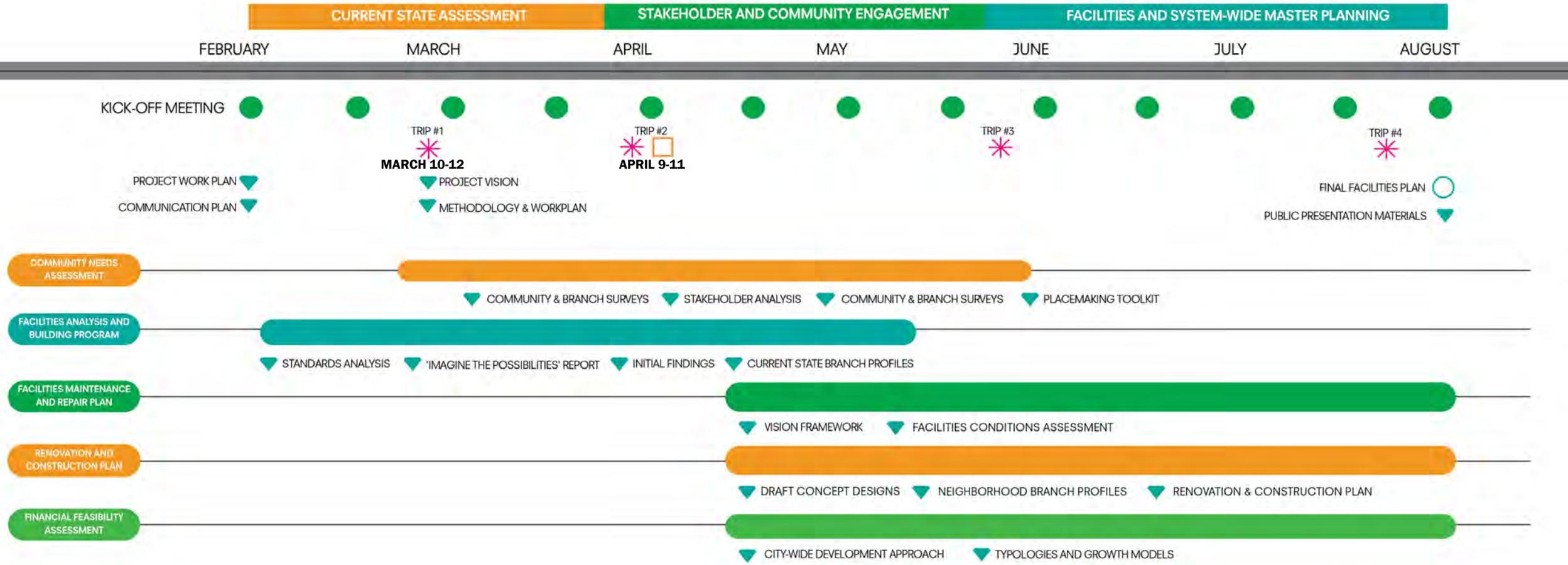
Project Overview

Morgantown Public Library | February 14, 2025



PROJECT OVERVIEW

Roadmap



LEGEND

- BI-WEEKLY PROJECT MANAGEMENT MEETING
- * LEADERSHIP AND STAFF WORKSHOP
- COMMUNITY AND STAKEHOLDER ENGAGEMENT
- ▼ POINT-IN-TIME DELIVERABLE
- FINAL REPORT

What Are Your Biggest Ambitions For The Project?

01

Strategic
Financial
Stewardship

02

Visionary
Planning For
Community
Needs And
Growth

03

Create
Community-
Centered
Spaces

04

Roadmap For
Maintaining &
Renovating
Library
Facilities

05

Expansion
Recommend-
ations For
The Library
System

06

Consensus-
Driven
Approach To
Prioritization

PROJECT OVERVIEW

Starting from Excellent Programming & Services

Sarah: Take your child to the library day; scavenger hunt for children to learn how to use the library, emphasize putting them in charge of the space, encourage to show their families how to use

- Local orgs donating prizes
- Can replicate at each location
- Cost effective

Fights with buildings:

- plumbing in most buildings is an issue (dated etc)
- Drainage
- Maintaining a stable of contractors to call on quickly has been a hurdle historically

Abby: Space is a challenge

- No enough space to host the people that want to attend programs
- James: fighting where we don't have a lot of general purpose spaces for programs (currently in the basement of the building) and these are POPULAR programs

Success of Cheat Location children's program; programs are held in main space of the library where it's visible that the programs are popular



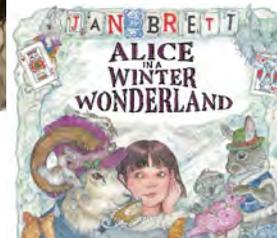
Fiction 101: Exploring Dystopian Worlds

November 22, 2024



Teen November Events (Morgantown)

October 31, 2024



Jan Brett's Alice in a Winter Wonderland Tour

October 1, 2024

Please join the Morgantown Public Library System & Barnes & Noble for Jan Brett's Alice in a Winter Wonderland tour at South Middle School (500 E Parkway Dr., Morgantown, WV 26505) on Tuesday, December 3rd at 6:00pm. Open to Everyone - Registration is Required! Before the book signing Jan Brett will do a free 20 [-]

[READ MORE](#)



BookDash, Dial-a-Story, Genealogy, Tech Help, Borrow a Librarian

PROJECT OVERVIEW

Morgantown & Monongalia County Strengths

Beautiful natural beauty and outdoor space, people claim it as a home town but move from other areas and take ownership

So many different populations near each branch

The community is very passionate about where they are from

Hospital and University draw people to Morgantown and stay



The town is pretty walkable and the natural beauty is very accessible from downtown

Wonderful community events (festivals) downtown and in the county area- Miland (?) park

Large group of people that commute to Morgantown but easy for them to feel like they have a place in the community even though they don't live there

A big small town

County's school system (one of the best in the state, reason people move from other parts in the state)

We're Delivering Our Best For Morgantown Public Library.

We are committed to creating a comprehensive, data-driven plan based on best practices to guide the library's programming, maintenance, renovations, and new construction over the next decade. This actionable roadmap will help Morgantown Public Library effectively support the greater Morgantown community.

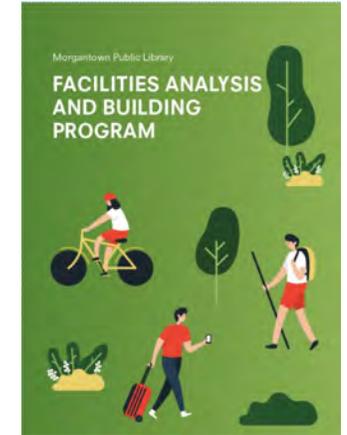
We will Deliver:

01



Community Needs Assessment

02



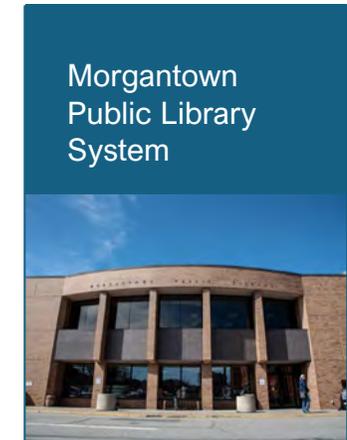
Facilities Analysis And Program

03



Facilities Maintenance And Repair Plan

04



Renovation And Construction Plan

Our Charge: 20-year Vision to Meet the Community's Needs Through Development Opportunities, Activities, and Places.

Deep and thorough understanding of the **current state** of the library and broader community.

Exploration of **potential futures** and the impact on the library, its facilities and the larger community. Position the library for long-term sustainability and success.

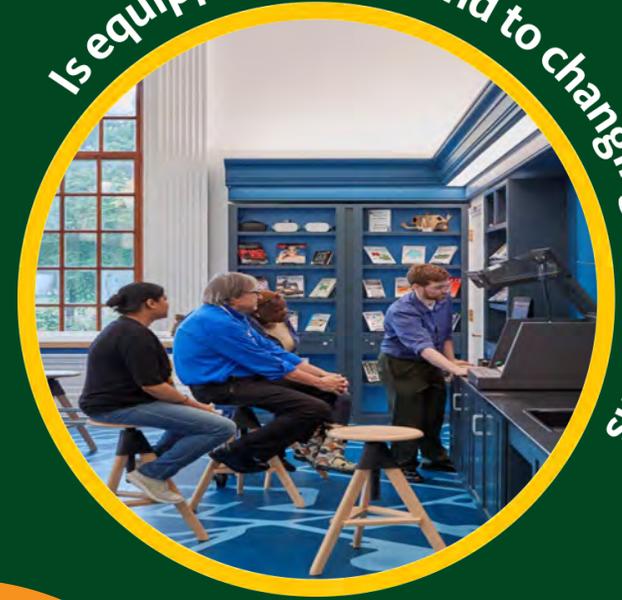
A plan that is **aspirational and actionable**, with potential avenues for funding. Ensure Morgantown moves confidently into the future.

We Want to See a Future Where the Morgantown Public Library System...

Is responsive to community needs



Is equipped to respond to changing conditions



Has the facilities that enable your excellent offering



Is financially sustainable and fiscally responsible



Approach & Methodology

Morgantown Public Library | February 14, 2025



What We Believe

We believe the library is a community economic development engine, key to social infrastructure.



Enriching our community through open access to information, resources, and experiences.

Service: provide innovative service that is welcoming and fun for our community.

Learning: Foster community well-being by offering programs, resources, and experiences.

Stories: We believe stories are powerful and add meaning and value to our lives, especially when they are shared with others.

Inclusion: We honor human diversity by offering access to resources that present multiple views, and we provide inclusive opportunities for all.

*Morgantown Public Library System:
Mission Statement and Values*

Critical Inquiry Method to Guide the Process

1 What is the role and purpose of our facilities today?



2 Are the facilities in the right location & are they the right size?

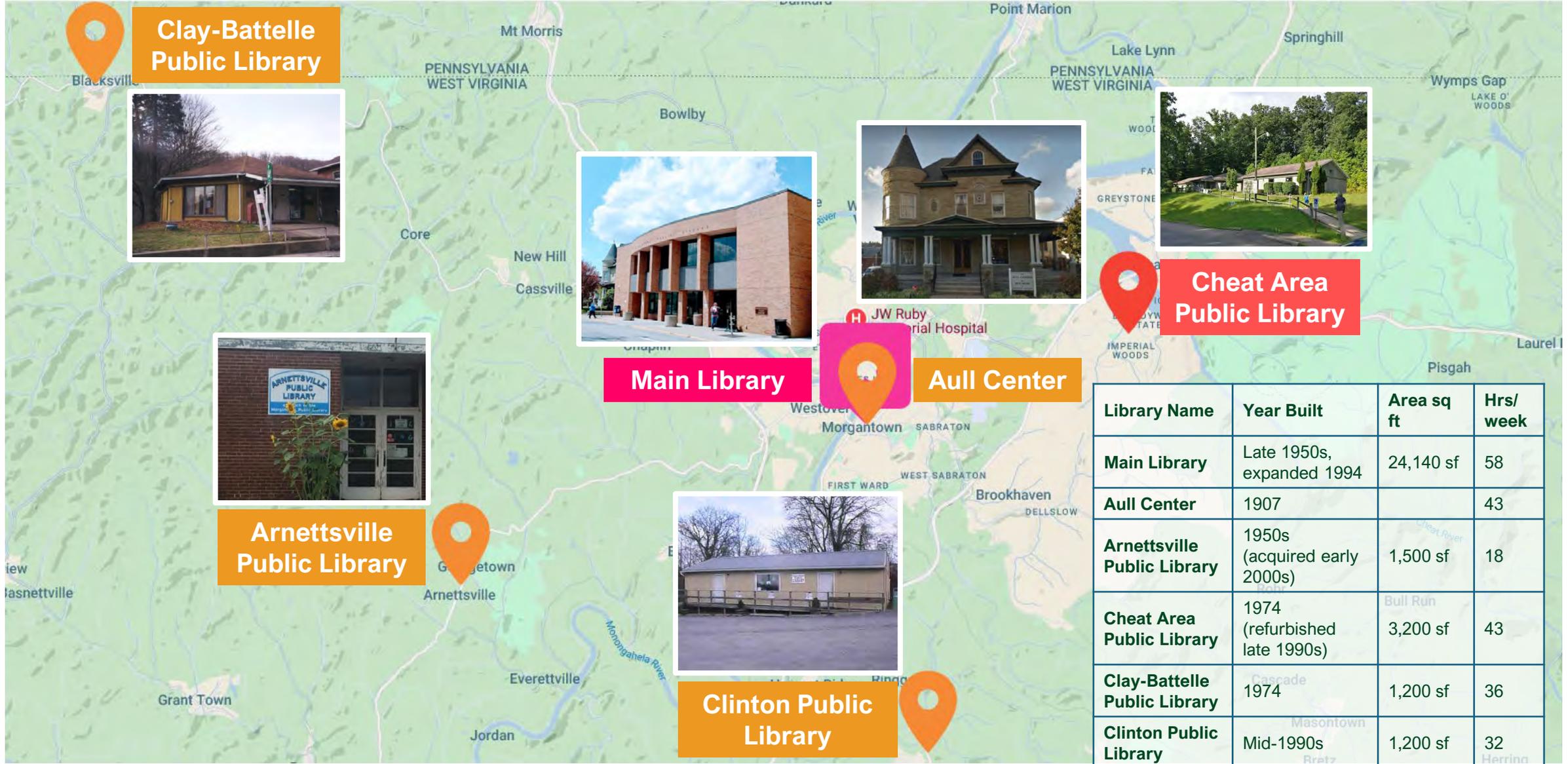


3 How will we fund the future vision?

4 How will we energize our leadership, staff and our partners?



APPROACH & METHODOLOGY



Approach to the Scope of Work

Current State Assessment

LibraryIQ Platform
Library Use Analysis
Benchmark Peers, State
and National Averages
Operating Environment
Analysis

Stakeholder & Community Engagement

Involve Staff
Focus on Equity
Project Website
Skilled Facilitation
Discovery Presentation

Plan Development

Aligned with City and
County-wide Objectives
Flexible, Data-Driven and
Realistic
Includes Timelines,
Partners and Funding
Provides Prioritization
Tools

Continual Communication, Evaluation and Adjustment

Current State Assessment

Facilities Analysis And Building Program

The consultant team will facilitate community surveys and focus groups to engage key stakeholders in assessing library facilities and services. The LibraryIQ platform will enable data-driven decision-making and efficient planning for the Library Facilities Plan.





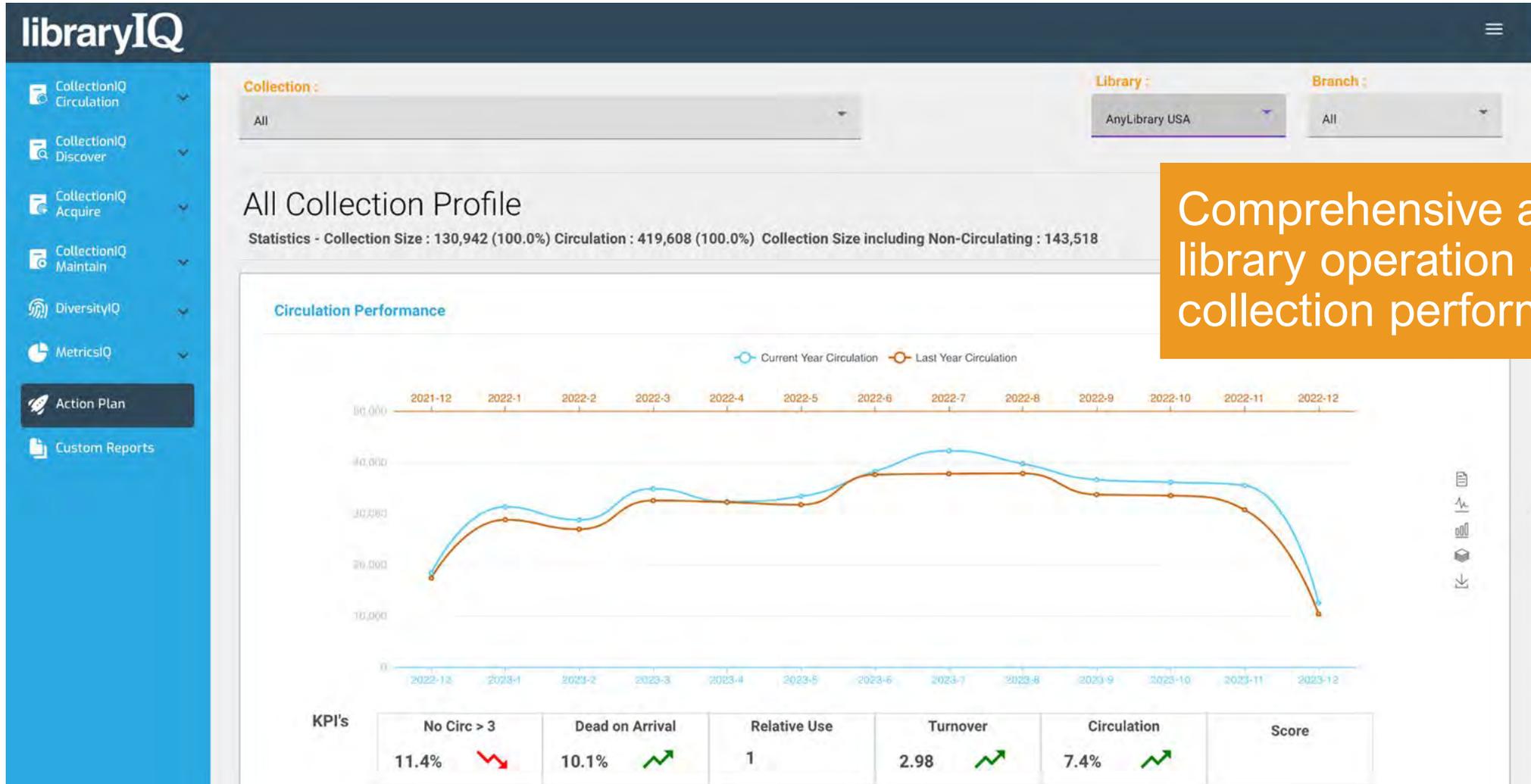
Library Use Analysis
Technology Analysis



Operating Environment Analysis
Facility Analysis



LibraryIQ Platform



Comprehensive analysis of library operation and collection performance

LibraryIQ Consumer Segmentation

COHORT 1

DEMOGRAPHICS

60% homeowners

55% married

47% with children under 18

Active lifestyle with interest in technology and sports

\$76,940
Median Household Income

Highly-Educated professionals

Urban and suburban residents

30% aged 25-34

41% have visited a bookstore in the past 3 months

NEIGHBORHOOD DEMOGRAPHICS

Households with Children Under 18

9% married couples
17% single

Households without Children Under the Age of 18

54% married couples
20% single

Commute Time

6% work from home
54% travel < 29 minutes
31% travel between 30 - 59 minutes
9% travel > 60 minutes

High Impact/Low Investment Initiative

Statistics reflect neighborhood data where cohort is predominate lifestage group

© Library Systems & Services. Unpublished 2023. Confidential - for authorized LibraryIQ subscribers only. No further reproduction and distribution allowed.



SERVICES

- Embrace new technology, financial products, high-end cars and travel**
- Likely to move in the next 12 months**
- Partner to offer yoga teacher training or personal trainer accreditation at library
- Focus on outdoor sports and partner with Parks to host sports-themed events
- Provide helpful information for homebuyers including school rankings, tips, questions for loan officer, etc.
- Offer a library-curated streaming music channel (Spotify or Apple)
- Produce a library podcast discussing latest must-reads or current topics such as HBO shows, reality shows, eSports, skiing, etc.
- Highlight local bands in collection or through programs
- Offer meeting spaces – private or small group - that can be reserved online

COLLECTION



- Reads in both physical and electronic formats with focus on children's collections**

- Provide extensive children's collection with classic and contemporary titles in board books, picture books and easy readers
- Focus children's fiction on popular titles and complete series with multiple copies
- Offer a strong adult browsing collection of literary fiction, genre fiction and popular NPR-style nonfiction
- Curate a robust selection of current titles on politics, social issues and travel

- Provide links for patrons to recommend titles for purchase and reader's advisory services**

libraryIQ

COHORT 1

PROGRAMS

- Enjoys outdoor activities such as pickleball and snowboarding as well as Pilates and yoga**
- Comfortable with advanced technology**

- Host programs for families to connect over shared technology rather than individual devices
 - Provide opportunities for single people to meet like yoga in the library or nature walk in fun location
 - Host programs about travel to exotic locations, backpacking for beginners, etc.
 - Provide monthly family fun night with games and activities
 - Offer exclusive experiences such as a Foundation gala or access to special community events through Friends or Foundation membership
 - Invite tech experts to speak and consider hosting a TEDx conference
- Offer film showings hosted by local expert**

TECHNOLOGY

Tech Usage



- Ensure dependable and easy-to-use wireless printing, eCard registration and Wi-Fi
- Offer fun technology including robots, STEM experiments and coding clubs
- Introduce new technology such as AI, VR and ChatGPT. Utilize Virtual Reality tools to create meetups
- Ensure website is easy to use and optimized for mobile devices
- Clearly describe upcoming events, services and new and noteworthy books on children's section of website

MARKETING

- Media Consumption: HBO, LinkedIn, CNN**
- Uses social networks to invite others to events, tag locations and watch videos**
- Streams music via Spotify, Stitcher and Apple Music**
- Likely to commute less than 30 minutes to work**

- Use social media to connect with library users and non-users. Create events on Facebook
- Execute a mini marketing campaign to drive library Yelp reviews
- Focus heavily on video marketing using 30 second clips
- Highlight technology programs via YouTube and TikTok
- Create social media-worthy opportunities with photo backdrops

LIBRARY ENVIRONMENT

- Eats at Chipotle, California Pizza Kitchen and organic/health food restaurants**
- Shops online and in-store at REI, Bloomingdale's, Nordstrom and Saks Fifth Avenue**

- Set up permanent or pop-up demonstration kitchen for nutrition and cooking programs
- Co-locate with local restaurant on library property to drive foot traffic
- Provide community living room space for small group programs like book clubs or travel series
- Offer high-quality coffee bar with high-end prepackaged snacks

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GIK MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2022, Nielsen Television Behavior Profiles 2022.

© Library Systems & Services. Unpublished 2023. Confidential - for authorized LibraryIQ subscribers only. No further reproduction and distribution allowed.

libraryIQ

What This Will Result In.. Assessment That Proves Alignments

Hocutt-Ellington Memorial Library

Building Efficiency Analysis

The diagram below illustrates the allocation of public space versus staff and support. Furthermore, the public space is broken down between usable area (in green) versus space dedicated to books to be collected (in purple) (in clear line) and other space in this building can be used by the staff and public for activities and programs services as only 32% of all public space is usable.



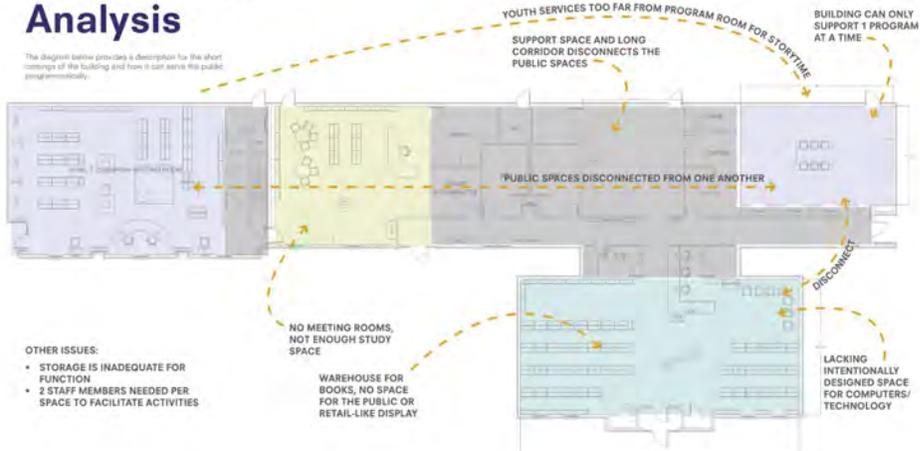
Best Practices for the 21st Century Library

As compared to the services diagram and percentages, the best practices for the 21st Century Library drastically differ in order to make the library a place that fosters play and learning. 70% of all public space would be usable space. This means only 15-20% of the public space would be dedicated to storing the collection, and 25% of the building as a whole should be devoted to staff, service, and support.



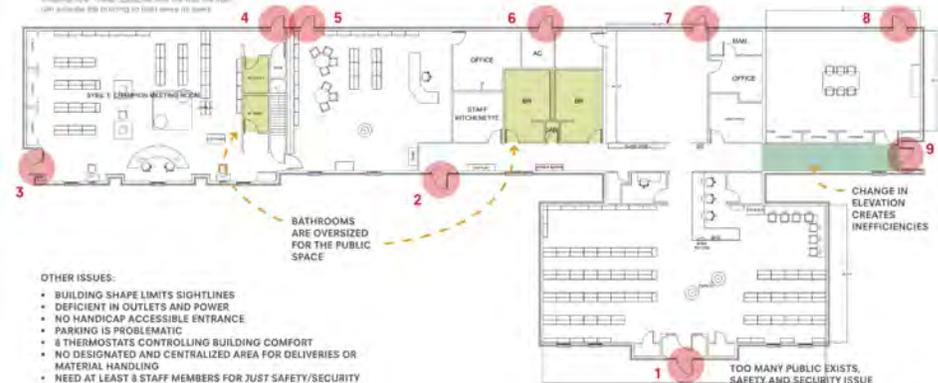
Programmatic Analysis

The diagram below provides a description for the shortcomings of the building and how it can serve the public programmatically.



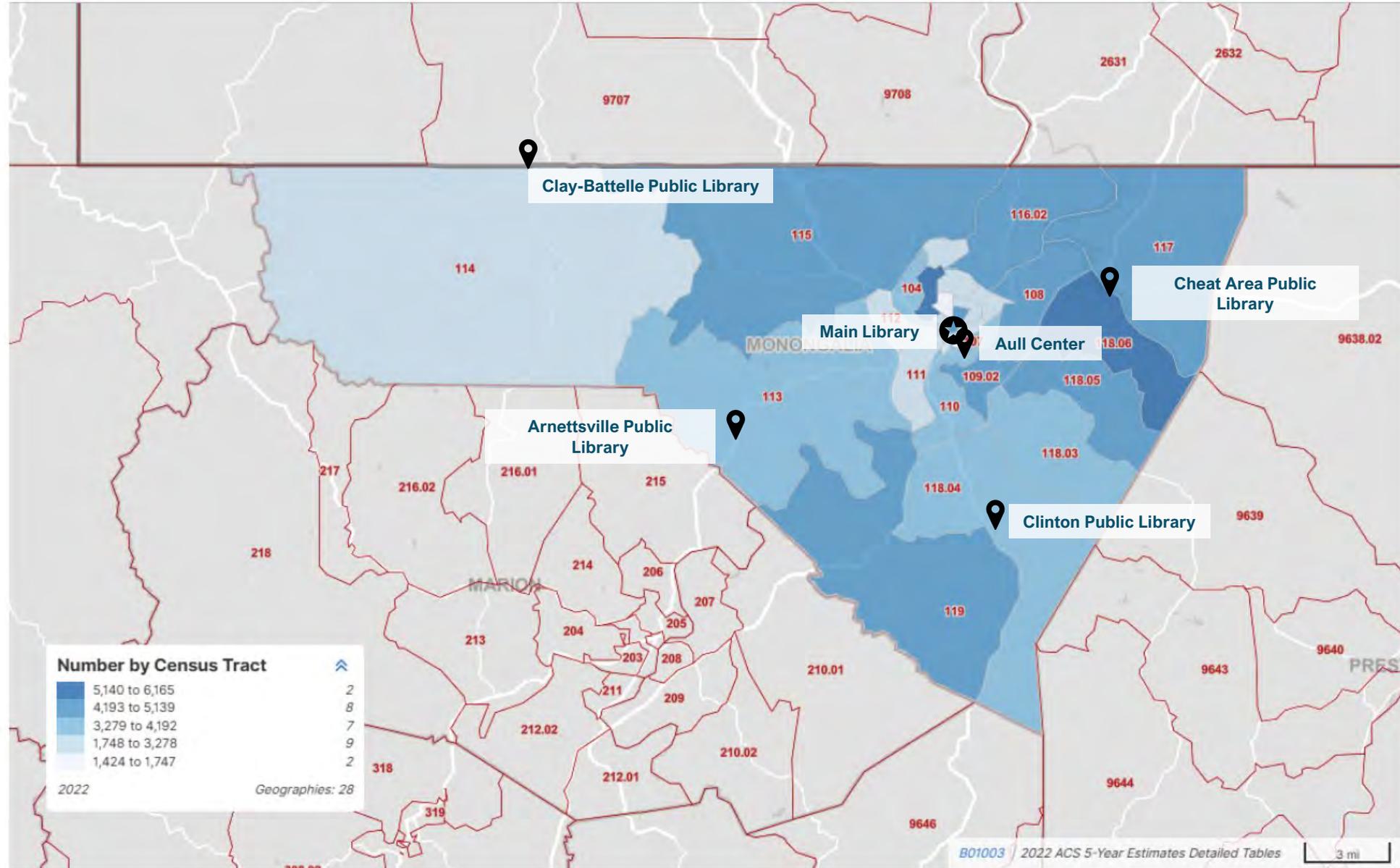
Infrastructure Analysis

The diagram illustrates safety concerns, security, waste, and other concerns with the current building's infrastructure. These obstacles, and the way the staff can overcome them (in red) are:



Population

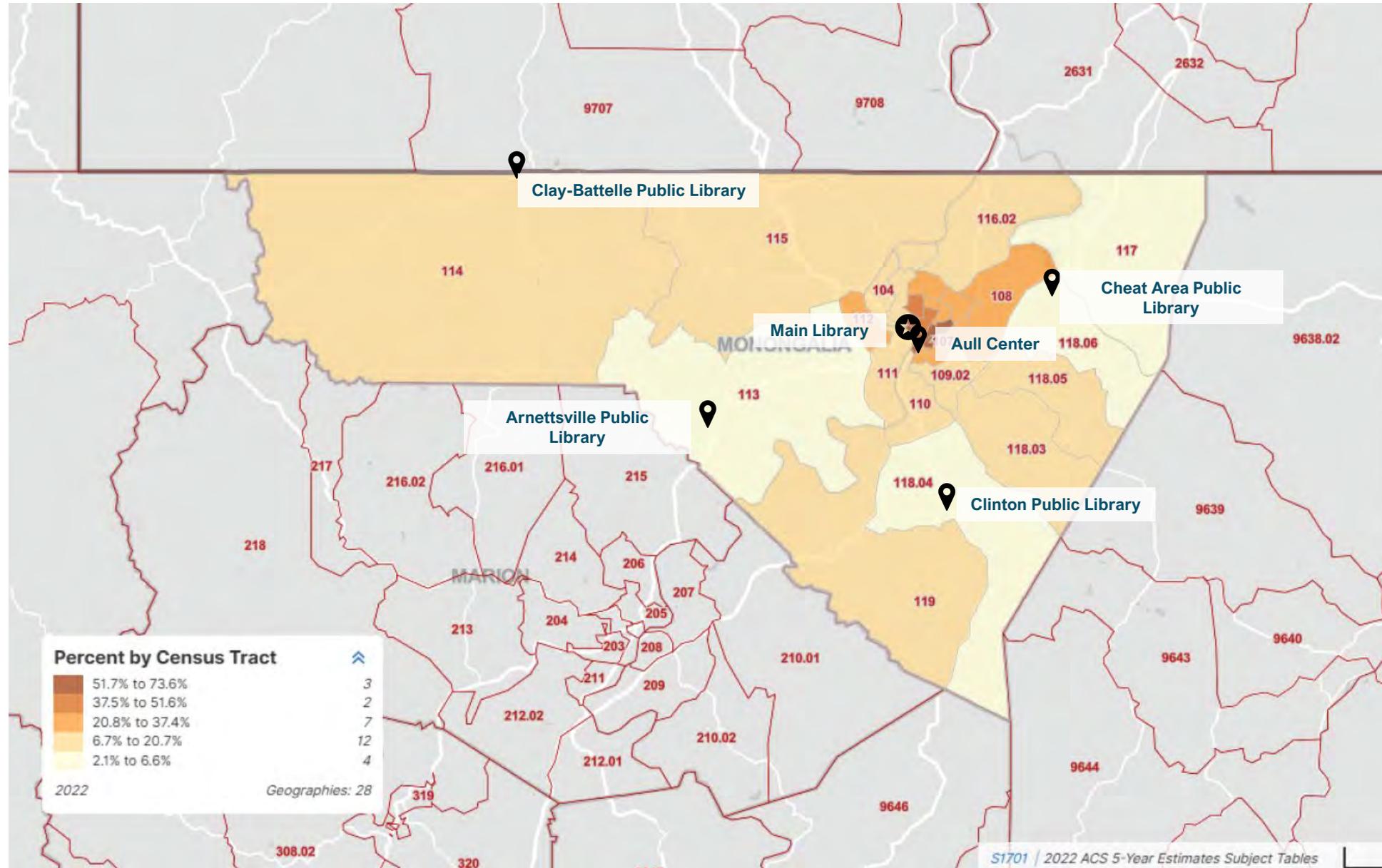
The Morgantown Public Library System serves the residents of Monongalia County, WV, which has a population of 105,822 and is located in West Virginia's North Central region. Monongalia County is home to West Virginia University and multiple hospital systems and is a growing community.



Source: U.S. Census Bureau, American Community Survey (2023), ESRI Business Analyst (2024)

Population That Is Below The Poverty Level

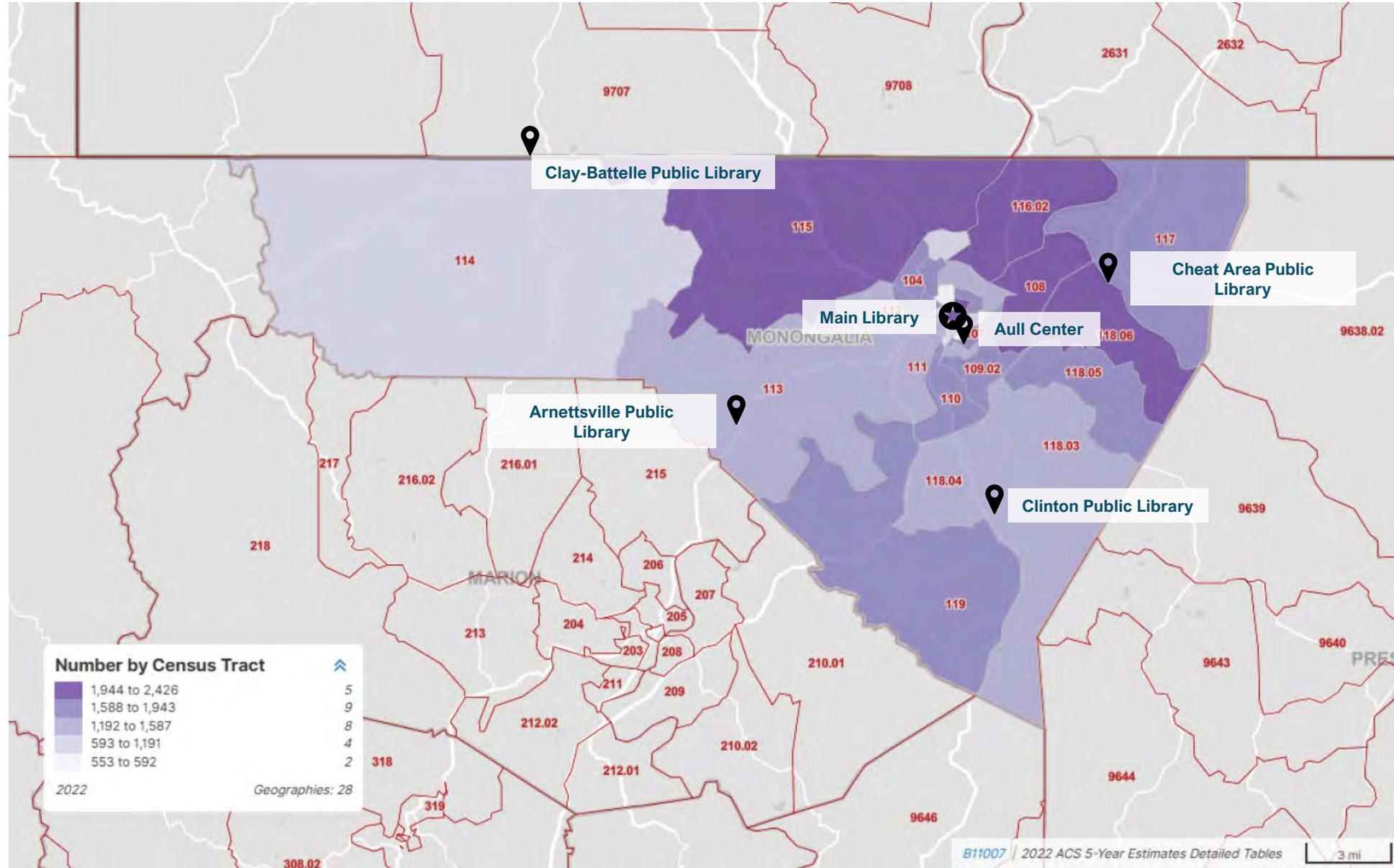
Concentrated in the center of Monongalia County, the largest population below the poverty level with about 51.7% - 73.6%



Source: U.S. Census Bureau, American Community Survey (2023), ESRI Business Analyst (2024)

Population That Is Above The Age Of 65

North and Northeast regions of Monongalia County have most number of people over the age of 65.



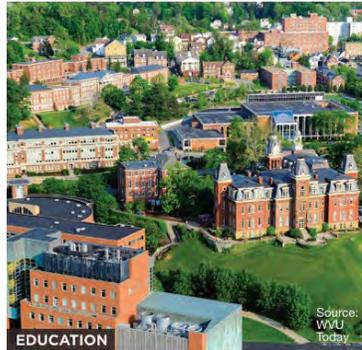
Informed By City and County Development Plans



ARTS & CULTURE
Source: Mountaineer Country



RECREATION
Source: Main Street Morgantown



EDUCATION
Source: WVU Today

Morgantown...

- Is a safe, welcoming and family-friendly community.
- Has a small town feel, big city amenities
- Features a central location that provides urban living in proximity to the 'great outdoors'
- Has quality education including local schools and WVU
- Is anchored by a historic and evolving Downtown
- Is recognized as a thriving local, regional, and national business hub
- Embodies abundant arts, sports, and cultural resources
- and much more!



DOWNTOWN
Source: Rhodeside Harwell



NEIGHBORHOODS
Source: Google Earth

The Need for a Regional Vision

Residents and stakeholders recognized that the City of Morgantown cannot thrive in isolation, but must share its vision for the future with the region as a whole. This notion encompassed the following themes:

- Development of a regional way of thinking about issues such as transportation, development, and regional branding
- A continuing initiative aimed at building stronger local and state partnerships
- A cooperative effort to deal with the challenges of sprawl and the maintenance of high-quality development throughout the region
- Opening the door to regulatory mechanisms that will allow Morgantown to grow beyond its current boundaries through measures such as land annexation
- A concerted effort to enhance regional recreational opportunities

Achieving an Equitable City

Many of those who participated in the community engagement efforts emphasized interest in achieving a more equitable Morgantown - one that can be attractive to a wide range of socio-economic groups and can encourage graduating University students to remain in the City. Comments included:

- Enfolded equity into all initiatives (housing, jobs, transportation, food access, etc.)
- Supporting affordable housing
- Providing access to multimodal transportation options
- Increasing access to mental health and addiction services
- Incentivizing a broad range of employment opportunities
- Support for livable wages

Community Facilities and Services

Morgantown's role in providing high quality community facilities and services was frequently mentioned as a significant asset by stakeholders. These include:

- A robust parks and trails system, including riverfront park amenities
- High quality public schools
- Strong and successful local athletics programs
- Upgrades/renovations underway to several significant citywide facilities including City Hall, Marilla Park Pool and other recreational amenities
- Low crime rates



MORGANTOWN
2023

COMPREHENSIVE PLAN
MORGANTOWN, WEST VIRGINIA
ADOPTED XX 2023

Economic Development

Continued economic growth and development was recognized as a critical goal by both stakeholders and residents. The following points were noted:

- Morgantown is an education and healthcare hub for West Virginia; it should use this institutional base as a force for attracting and growing new business models
- The City already has a rich variety of businesses and enjoy a positive quality of life for the region
- The City has made significant investments in growing its arts and cultural amenities
- Technology and data sectors are important opportunities for growth
- Morgantown has a diverse employment base in healthcare, education and government services, but more should be done to expand on those opportunities by repurposing underutilized property and creating shovel (pad) ready sites for new business development
- Maximize the City's competitive advantage by creating mixed use environments that are connected via transportation and other amenities

Neighborhood and Housing Issues

While many residents described the Morgantown as a "city of strong neighborhood pride and a sense of community", there was also recognition of a number of serious issues --- many of which were identified in the 2013 Comprehensive Plan, and continue to be a concern in 2022. These include:

- The need for additional neighborhood retail and healthy food options
- The proliferation of vacant properties, as well as properties in need of rehabilitation and more stringent code enforcement
- The serious lack of affordable housing, which is forcing many to live in the County and commute into Morgantown on a daily basis
- A lack of housing options (e.g., one bedroom, multifamily, accessible units for older adults, etc.)
- A lack of programs that can support more housing affordability options

Case Study: Bartholomew County

Morgantown Public Library | February 14, 2025



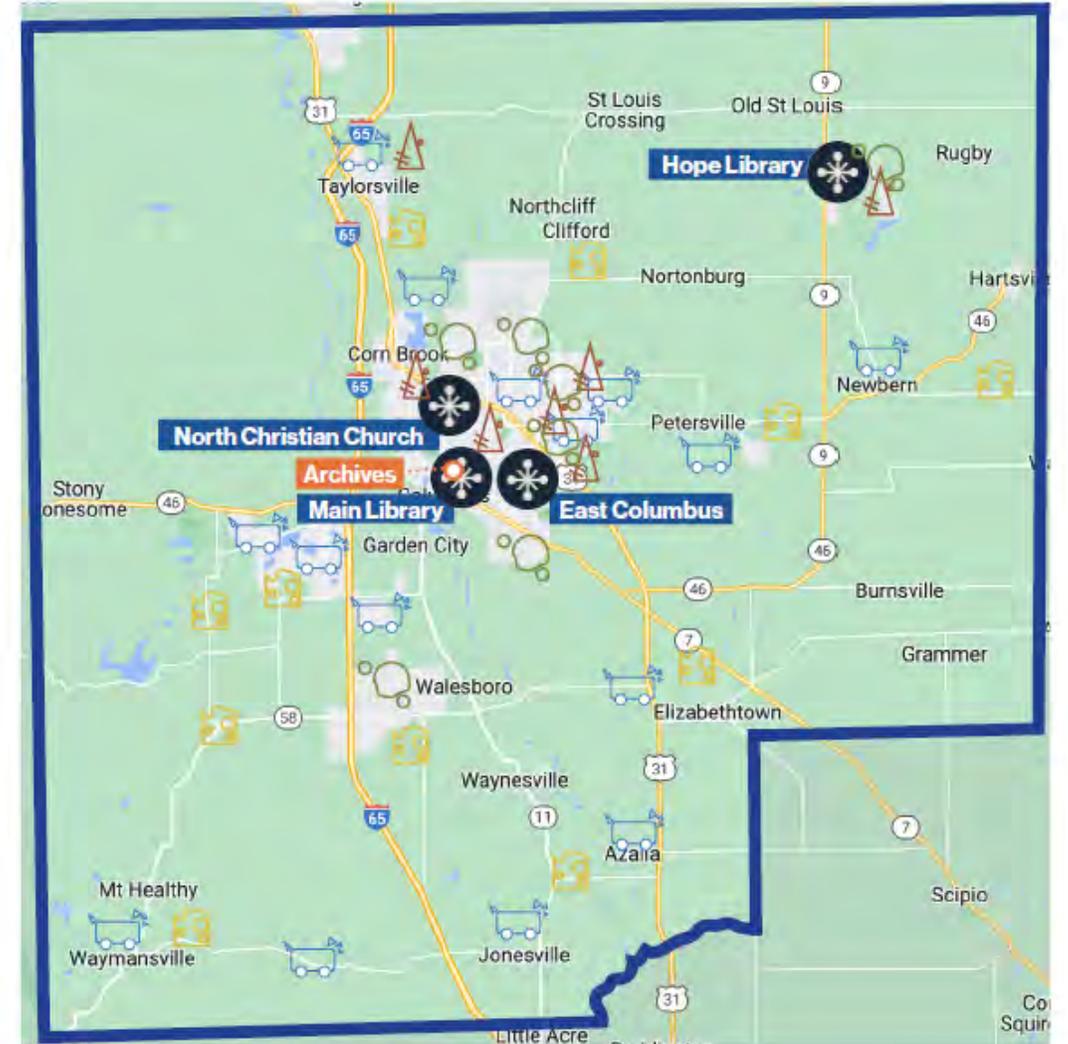
County-Wide Development Approach

This plan calls for a County-Wide Facilities Strategy that is inherently flexible and responsive. The plan provides recommendations for facility expansion, space activation, and exemplary programs for achieving equitable growth and activating partnerships, as well as community-specific recommendations.

Facility strategies are based on opportunities to realign services, activate the library spaces, respond imaginatively to community and partner needs, and measure success through utilization and positive community experiences. Each location is assessed based on the community profiles and current usage, with a focus on envisioning future possibilities for the residents.

In addition to activating the two existing library buildings, this plan identified three new potential locations to expand library services. Recommendations are for a new dedicated facility in East Columbus, taking stewardship of North Christian Church, and relocating the Archives into a new downtown stand-alone facility. In addition, BCPL will continue to meet community members in under-served neighborhoods, including Taylorsville, identified as a high-need area with mobile and outreach services.

The diagram below illustrates a flexible approach to development that includes a variety of place-based forms:



Bartholomew County Public Library

County-wide Facilities Strategy And Strategic Plan

The final plan outlines a flexible, county-wide facilities strategy centered on six priorities—Inclusion & Belonging, Educational Support, Critical Literacies, Health & Well-being, Economic Growth, and Cultural Identity—guiding library expansion, space activation, and partnerships while identifying three potential new service locations.

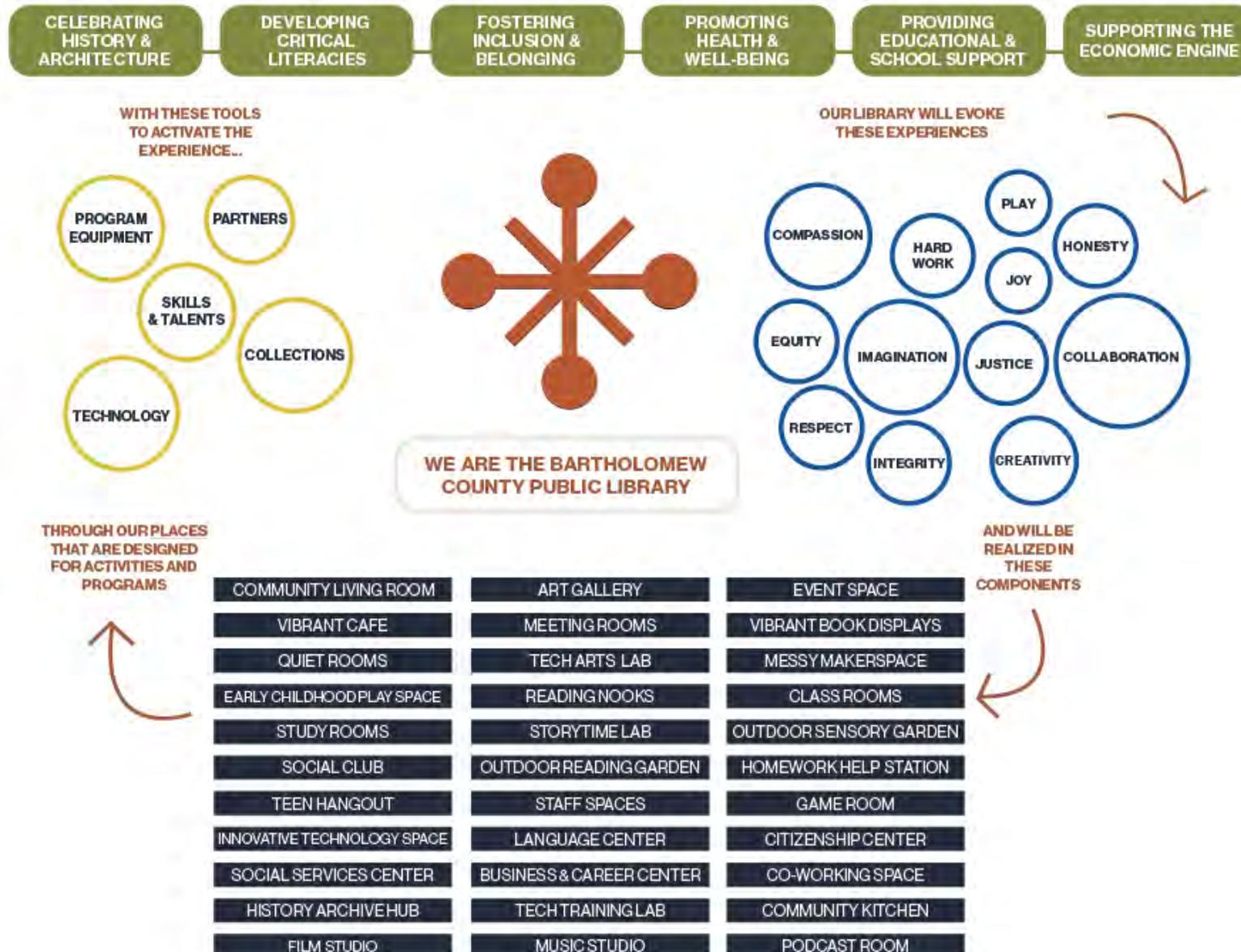


The Framework

The biggest shift from the 20th-century public library to the 21st-century public library is the human-centered programming libraries now utilize to execute their strategic goals. The shift to facilitated, experiential learning has created a need for a variety of spaces that host active programs for many ages and group sizes. There is also a need for a variety of settings for loud, quiet, and "messy" activities.

Today's library programming can't simply happen in the traditionally designed multipurpose room. The entire facility needs to be designed to be adaptable and intentional.

As a result, Margaret Sullivan Studio developed a framework that incorporates values, placemaking components, and tools to activate the strategy.



CASE STUDY: BARTHOLOMEW COUNTY

STRATEGIC GOALS

FOSTERING INCLUSION & BELONGING

PROMOTING HEALTH & WELL-BEING

SUPPORTING THE ECONOMIC ENGINE

PROVIDING EDUCATIONAL & SCHOOL SUPPORT

DEVELOPING CRITICAL LITERACIES

CELEBRATING HISTORY ARCHITECTURE

ROLE AND PURPOSE OF THE BUILDING

INCLUSION & BELONGING

QUALITY OF LIFE

COMMUNITY GATHERING

SCHOOL SUPPORT

PROGRAM-BASED LEARNING

ACCESS TO HISTORY AND ARCHITECTURE RESOURCES

POTENTIAL PROGRAMS SPACES

- COMMUNITY LIVING ROOM
- ADULT PROGRAMMING ROOM
- SOCIAL SERVICE CENTER
- GAMING ROOM
- STORYTIME NOOKS
- POP-UP PROGRAM SPACE
- JOB & WORKFORCE CENTER
- RADIO STATION
- ART GALLERY
- CLUB ROOM
- CODING ROOM
- COMMUNITY CAFE
- STORYTIME THEATER
- OUTDOOR READING GARDEN
- STAFF SPACES
- ART INSTALLATION
- OUTDOOR MAKER SPACE
- COMMUNITY KITCHEN ROOM
- POP-UP DANCE FLOOR
- ADVOCACY TABLES
- MULTI-CULTURAL SPACE
- BUSINESS INCUBATOR
- SENSORY GARDEN
- HISTORY ARCHIVE STATION
- FOOD MARKET
- PERFORMANCE STAGE

POTENTIAL ACTIVITIES & SERVICES

Small Business Computer Printer
 Mobile Community Computer Lab
 Social Worker Connections
 Into to Computer Classes
 Career Help
 Bilingual Information Library Services
 Librarians Neurodivergence Class
 Neurodivergent Teens Accommodations
 Senior Volunteer Programming
 Town Square Scavenger Hunt
 Pride Displays
 Pottery Class
 Adult Yoga Class
 Run and Read
 Mindful Pottery
 Canopy for Book Drive
 Band Playing in Studio
 Chair Yoga
 Bookmobile Pop-up Dance Party
 Disco Dance Floor at the Gazebo
 Nutrition Culinary Kitchen
 Jazz Class
 Hip Hop Battle
 Plaza Storytime
 BCPL Resource Branch
 Food Distribution
 Food Pick-Up Spot
 Counseling Referrals
 Transportation
 Kindergarten Readers Summer Camp
 Battle of the Bands on Plaza
 Teaching class on 3D Printing

Resume & Interview Workshop
 Growing Readers
 Kindergarten Readers Summer Camp
 Homeschool Hangout
 Stroller Stroll
 Cemetery Tour
 Community Living Room
 Cooking Architecture
 CIAA Blueprints
 Design Columbus 2100
 Spark Creativity Through History
 Multicultural Food Night
 BCPL Historical Week Celebration
 My Storytime
 Historical Bike Ride
 Genealogy Night
 Voter Registration
 Preschool Roundup
 The Gift of Community
 School Help for Parents
 Language Class
 Songwriting Workshop
 School Partnership
 Thriving Teen Services
 Digital Literacy Education
 Digital Drop-In
 Tech Help
 Library Orientation
 Design Classes
 New Outreach Services
 24-Hour Outdoor Full-services Kiosk

Library as Downtown Destination

Columbus Branch



Activate Library Spaces

Main Level



Potential New Services/Spaces Diagram

The program diagram guides conceptual proposals for the services needed at the Columbus branch. Main Level. It is not intended to be a final program diagram that is used as a guide for any future design development, planning, and construction. The diagram shows a preliminary approach that focuses on Arts and Literature, Gathering Spaces with distinct areas that focus on New Media, Creative Spaces, and Family Gathering Areas.

Community Experience Throughout the Building

The narratives below illustrate hypothetical scenarios of how the community will engage with and activate their library experience.

Suzan is a 7th-grade student at Central Middle School. She is motivated by academics, games, and puzzles. The library's **Community Storytelling Lab** will offer her a place to hang out, learn, and create. Additionally, she will have access to the **Teen Hangout** for homework help. The **Game Room** and **Library of Things** will provide her with spaces and resources to play games and hang out with friends.

Aditi and Daksha, an immigrant couple from India who have two children, came to Columbus a few years ago. Daksha works at Cummins and Aditi is a stay-at-home parent. The couple struggles with some language barriers, so they always come to the library for **Language Classes** while their kids are attending **Storytime Theater**. The library's **Community Cafe** will host cultural events, talks, and workshops to foster their connections with other community members.

Courtesy: WPA Architects/Bartholomew County

Bartholomew County Office Building

Library as Hub

North Christian Church



Assessing the feasibility of BCPL taking on the stewardship of North Christian Church

WPA Architects

Bartholomew County Office Building

Destination Features



EXAMPLE PROGRAMS / SERVICES

Fostering Inclusion & Belonging

- Cultural Performance Programs
- Community Sing-Along
- Performance Space
- Intergenerational Banquet Space
- Cultural Music Classes

Supporting the Economic Engine

- Co-Working Space
- Business Incubator Forum
- Meeting Rooms

Promoting Health & Well-being

- Culinary Kitchen Programs
- Outdoor Gardening Programs
- Unplugged Zone
- Meditation Room
- Sensory Exploration Space
- Nature Wellness Programming
- Immersive Experiences
- Ballet Classes
- Jazz Classes
- Lip-Lock Battle Zone

Providing Educational & School Support

- Homework Help
- Tutoring
- Teen Hangout Zone
- Family Gathering Living Room
- University Priority Performance Space

Developing Critical Literacies

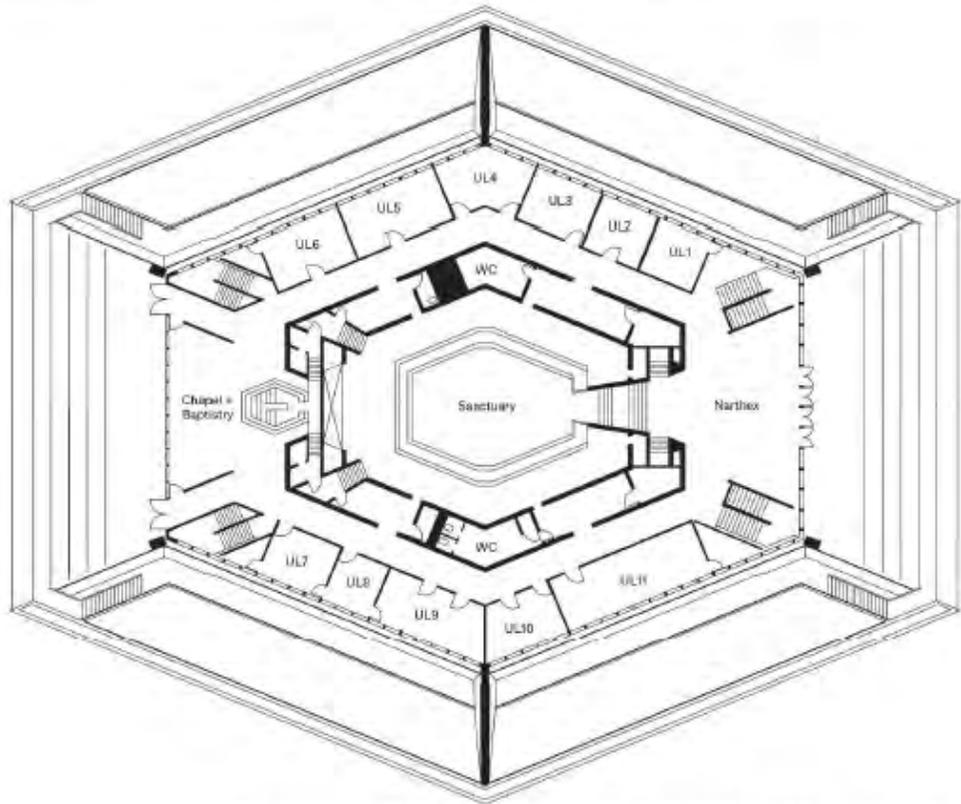
- Media Design Workshop
- Multilingual Learning Hub
- Songwriting Workshop
- Music & Communication Classes
- Sustainable Jewelry Design Workshop
- Ceramic Programs
- Knitting Classes
- Rehearsal Space
- Lunch-Or-Maker Space
- Cultural Exchange Cooking Night

Celebrating History & Architecture

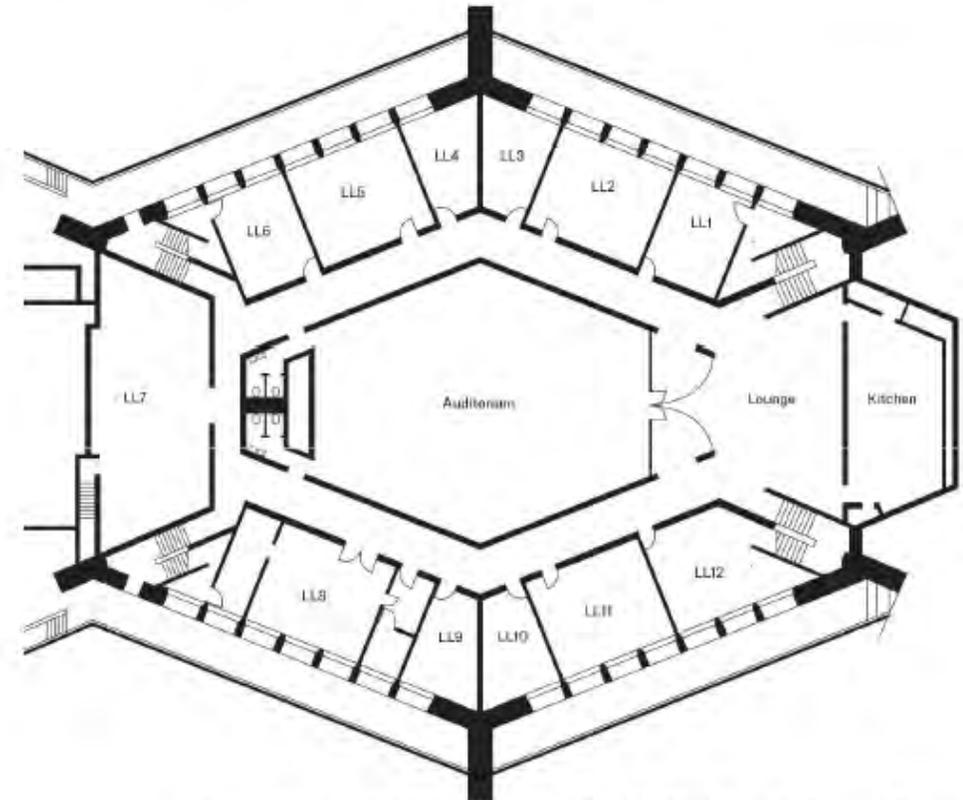
- History Sharing Center
- Immersive Experience
- Lecture on Architecture

CASE STUDY: BARTHOLOMEW COUNTY

By building on growing momentum for collaboration, fundraising, and programming around issues of equity and inclusion within the larger Columbus community, NCC could create a lasting and sustainable new institutional model as a cross-cultural hub. As outlined in the previous section, there is a growing cross-sector interest in issues of equity and inclusion in Columbus, which has prompted companies, non-profits, affinity groups, educational institutions, and religious institutions to organize numerous events, programs, and educational campaigns. These programs are currently isolated and independent, but could greatly benefit from more coordination and shared resources. In addition, there are growing international communities in Columbus that need environments for cross-cultural exchange and venues for their own cultural celebrations. Given North Christian Church's history of activism for social justice, its leadership in interfaith collaboration, and its stunning building and grounds, the institution is perfectly poised to become a new destination for cross-cultural exchange and for collaboration on equity and inclusion.



Upper Level, 13,000 Net Square Feet/6,000 Usable Square Feet



Lower Level, 14,000 Net Square Feet/9,500 Usable Square Feet

CASE STUDY: BARTHOLOMEW COUNTY



Source: National Trust for Historic Preservation



Activate Family Engagement Center Spaces

Upper Level



Potential New Services/Spaces Diagram

The program diagram illustrates a conceptual approach to the services needed at North Christian Church, Upper Level. It is not intended to be a literal program diagram but to be used as a guide for any future design development, planning, and prioritization. The diagram shows a preliminary approach that prioritizes a **Performance Space** with distinct areas that focus on **Co-Working Areas** and **Educational Support**.

Community Experience Throughout the Building

The narratives below illustrate a hypothetical scenario of how the community will engage with and activate their library experience.

Tony is a student at North High School. He struggles with school tests but is very passionate about acting and dancing. He always comes to the **Study Room** to focus on his school assignments and get support from the **Homework Help** available. Tony has also signed up for a dance performance class, where they plan to have a semester dance show in a couple of months. His team is so glad they will be able to use the **Rehearsal Space** and have their final **Performance Space** to present their show to their friends and families.

January is an architecture enthusiast who travels to Columbus to attend the Exhibit Columbus Festival. She visits the North Christian Church and is amazed by how versatile the space is, as she is able to conduct a work call in the **Meeting Room** and has access to the **Community Living Room** in the lower level to meet people and make friends.

Activate Library Spaces

Lower Level



Proposed New Services/Spaces Diagram

The program diagram illustrates a conceptual approach to the services needed at North Christian Church, Lower Level. It is not intended to be a literal program diagram but to be used as a guide for any future design development, planning, and prioritization. The diagram shows a preliminary approach that centers a **Community Living Room** with distinct areas that focus on **Creative Spaces** and **Upskills Making Studios**.

Community Experience Throughout the Building

The narratives below illustrate a hypothetical scenario of how the community will engage with and activate their library experience.

Daisy is in her 60s and lives with her granddaughter, whose parents live in Nashville for work. Daisy loves cooking and is eager to learn about different types of cuisine. The community cooking programs hosted in the **Community Kitchen** will be a great place for Daisy and her granddaughter to learn new dishes from different cultures and make connections with other community members.

Eva and Anna are both 17 years old. Their shared passion for art and design brought them together, and they have been best friends since junior high. In this space, they will have access to various types of artistic opportunities, such as **Clay Class**, **Printmaking**, and **Film Making**. In addition to coming to the space for programs and art making, they also enjoy spending time in the **Teen Hangout** space to meet new people.

Library as Resource Center

East Columbus



Source: Google Map

A Connector to Community Resources



Foundation for Youth



Love Chapel



Columbus East High School



McDowell Education Center



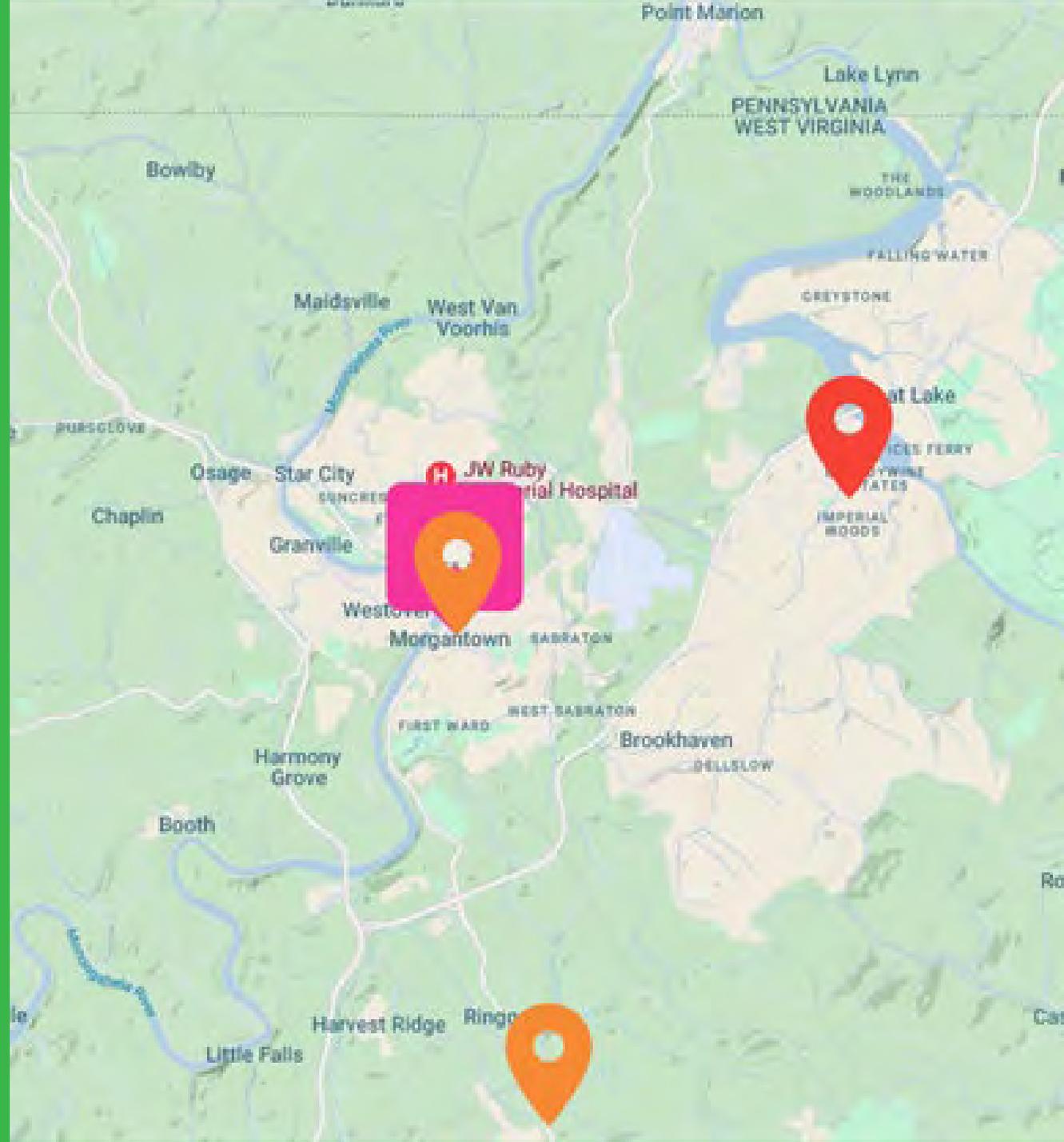
Engagement Center



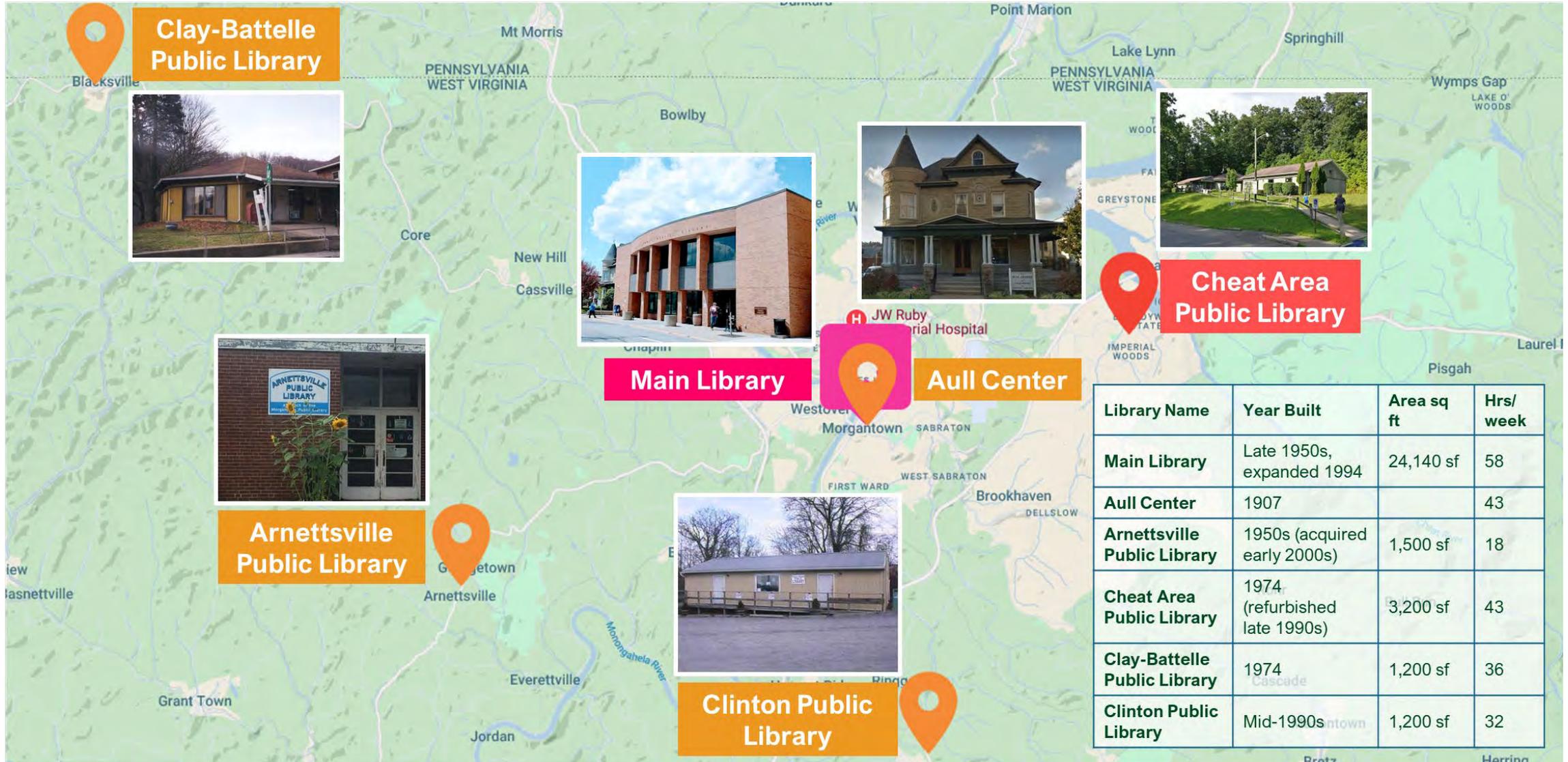
Stride Center

Your Branches & Communities

Morgantown Public Library | February 14, 2025



Your Locations



Clay-Battelle Public Library



Main Library



Aull Center



Cheat Area Public Library



Arnettsville Public Library



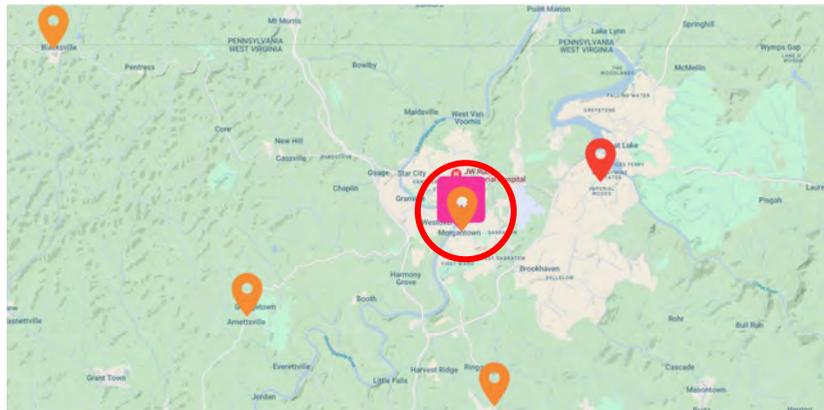
Clinton Public Library

Library Name	Year Built	Area sq ft	Hrs/week
Main Library	Late 1950s, expanded 1994	24,140 sf	58
Aull Center	1907		43
Arnettsville Public Library	1950s (acquired early 2000s)	1,500 sf	18
Cheat Area Public Library	1974 (refurbished late 1990s)	3,200 sf	43
Clay-Battelle Public Library	1974	1,200 sf	36
Clinton Public Library	Mid-1990s	1,200 sf	32

YOUR BRANCHES & COMMUNITIES

Morgantown Public Library

- Proud of the collection at this Library, effort to modernize, intentionally diversified to what the community looks like and create a manageable size for the building
- Parking and fear of downtown has taken over and drastically affected attendance
- Visible number of people in downtown area experiencing mental health crises that are making patrons nervous
- Programming: good job at trying to make sure there are items on the calendars that people want to attend
- Houses all of the administrative staff; all books come here for processing to then be moved out



Built: Late 1950s, expanded 1994

Square Footage: 24,140 SF

Open: 58 hours/ week

★★★★★ Jan 31, 2025

🕒 First to Review

A warm and welcoming atmosphere as soon as you step through the door. The smell of books lays heavy about the place, and it's a lovely smell. Quiet space in which was nice to take a moment and relax.

★★★★★ a year ago

Nice library great selection of about everything. Recently enjoyed the Star Wars event. Very nice for the kids.

★★★★★ 2 years ago

Very helpful staff and great selection of books for all age groups. I will be a frequent visitor here for sure. Thanks for the great environment.

YOUR BRANCHES & COMMUNITIES
Aull Center

needs to
 be
 DEFINED

Purchased by library
 at the height of
 physical circulation
 as a solution to
 expansion of
 collection

Library didn't
 have a plan
 past storing
 materials
 there

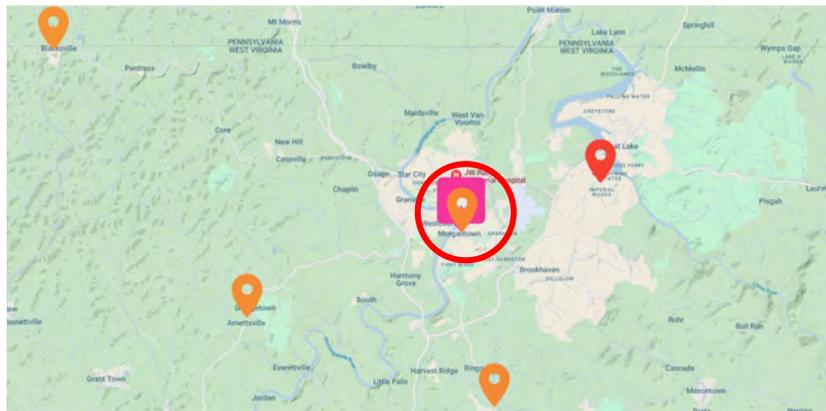
Success pre-covid
 with hosting
 programs there;
 try to host adult
 programs there

Showing its age; lack
 of upkeep
 Doesn't have a
 strong mission and
 vision and is maybe
 over staffed?

Partnership
 with
 Appalachian
 prison book
 request

Some offices
 located here,
 relationship w/
 library does not
 have a strong
 definition

Because of the
 age, there are
 issues from a
 facilities
 maintenance
 perspective



Built: 1907, established as the Aull Center for Local History and Genealogy Research in 2004

Square Footage: N/A

Open: 43 hours/ week

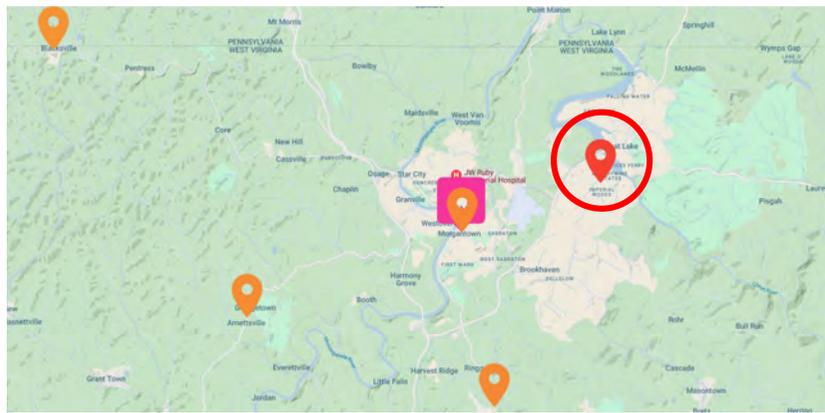
The library
 may not need
 a presence
 there

Security liability
 No access to
 driveway; still
 owned by seller



YOUR BRANCHES & COMMUNITIES

Cheat Area Public Library



Biggest challenge at first was to shift the relationship with the community

Turned book sale area into children's area (1/3 of library space), located on the same street as a large elementary school

Consistent children's programming every week drives circulation (wednesdays and fridays)

Limited with the existing space while trying to freshen the space up, storage is an issue

Still have furniture funds that should be used

Built: 1974, refurbished late 1990s

Square Footage: 3,200 SF

Open: 43 hours/ week

★★★★★ a year ago

Wonderful staff who helped me find what I wanted and create a library card. Though a lot of the library is geared towards children, they've got an appreciable selection of adult literature and upper-level nonfiction.

★★★★★ 3 years ago

I loved the library as a kid, but wondered if this could possibly be as magical a place for a kid in 2021. The Cheat Lake Public Library blows away anything I experienced as a child. Super helpful librarians, crafts galore, great selection, themes, events and more. Very fortunate to have such a high class facility in our community. Thank you!

Large children's circulation

dead end near a big elementary school. some can walk, and ppl love it! high circulation!

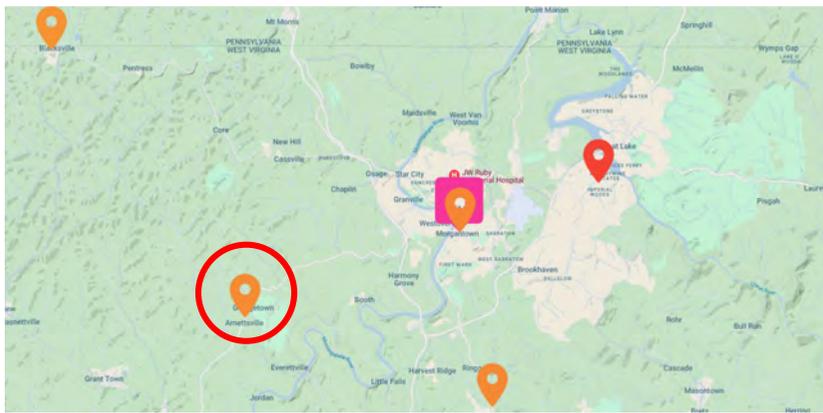
a lot of patrons want to spend time out at their location; if this library could grow it would meet the desire

mix of rural and urban patrons

largest mix of patrons than any of the branches

YOUR BRANCHES & COMMUNITIES

Arnettville Public Library



Own entire building (school and library)
- library bought and did partnership; community center never took over/ bought building back from the library
doesn't cost a lot to run it

Do not maintain the building well

would be costly to turn the building into something that patrons would seek out

Low but dedicated usage

Rural area, not on the way to other destinations

Built: 1950s, acquired by MYMPLS early 2000s

Square Footage: 1,500 SF

Open: 18 hours/ week

Deaccessioned as a school

No air conditioning

doesn't cost a lot to run, but at some point will be a big problem.

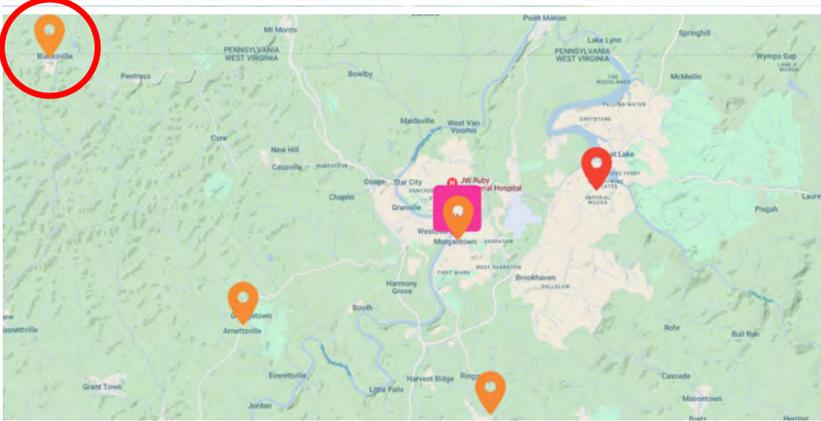
lead paint. bad roof. \$\$\$\$ lipstick on a pig

full inspection report!



YOUR BRANCHES & COMMUNITIES

Clay-Battelle Public Library



- In the town of Blacksville (elementary school and combined middle school/ high school)
FAR from everything
- Challenge to find the right times to be open for a rural population
- Not very disadvantaged, residents own large pieces of property, not a lot of roads
- Challenge to keep staffed (3, 1 full time and 2 part time)
Staff have a hard time getting there; closes a lot due to illness and weather
- Christmas tree lighting that brings in a lot of children

Built: 1974

Square Footage: 1,200 SF

Open: 36 hours/ week

★★★★★ 4 years ago

There's many avenues of learning and experience to be had here! Including Story time for the children, so many books for young and old! Don't underestimate its size!!!

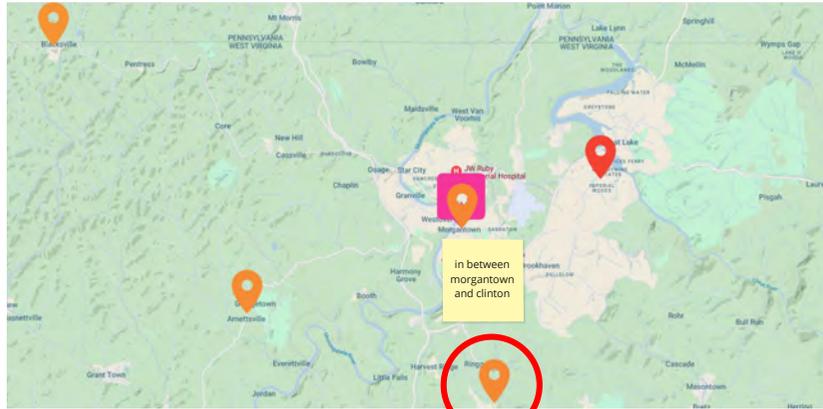
★★★★★ 6 years ago

From story time once a week for the kids too young for school, & kids of all ages during the summer, the wonderful staff do their best to instill a love of books & reading that lasts forever. Do yourself A favor and get a library card. They have a big collection of dvds if books aren't your thing, as well as offering e-books for those of you who love your gadgets. If you stop by in, make sure to bring a couple dollars, in case you find your favorite author in their on going book sale! You can also use a computer, send a fax, or just talk forever! The ladies who work here will help you with everything they're able, & if you don't see what you're looking for, they go above and beyond to get it for you. Do yourself a favor and stop by!

Include several generations in their programs

YOUR BRANCHES & COMMUNITIES

Clinton Public Library



in between morgantown and clinton

Small staff, struggle to be open for their posted hours

foam insulation holding it together!

Vermin issues

"disposable" building

On a busy road, but people don't necessarily stop

Built: mid-1990s

Square Footage: 1,200 SF

Open: 32 hours/ week

falling/ sliding off of hill it is on



★★★★★ a year ago
Librarians are always helpful! Good selection of books!

are the lit fiction readers still there!
Disposable building

busy road, don't own property

considered purchasing property along this road in a more commercial area. flat lands

homeschooling everywhere but blacksville

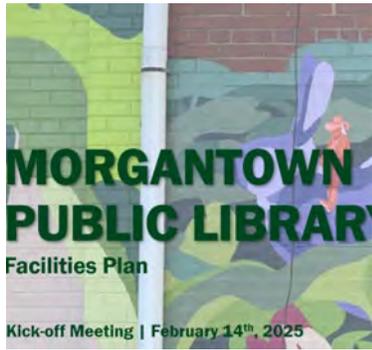
Clinton = conservative. very tiny, collection size

Next Steps



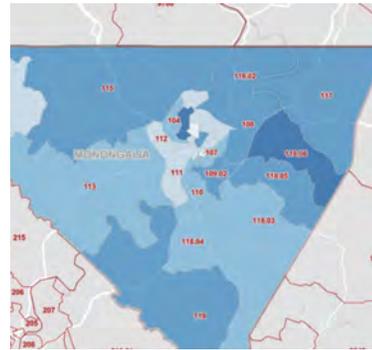
Next Steps

*These are ongoing tasks that will be discussed at our bi-weekly meetings



Housekeeping

Branch Questionnaires
Leadership Questionnaires



Information Request

A detailed memo will be sent shortly following this meeting



Stakeholders

Think about the grassstops/
grassroots you'd like to engage throughout this process



Trip #1

MSS in Morgantown
March 10th- 12th
- Staff and leadership workshop
- Branch tours



Thank You!

MORGANTOWN PUBLIC LIBRARY

Facilities Plan

Bi-Weekly Meeting #1 | February 28th, 2025

Nichole Westfall



libraryIQ



MARGARET SULLIVAN STUDIO

What questions do you want the community engagement to answer? What curiosities do you have about your community?

For the people who don't use the library, what are their barriers?

Are there barriers or is there just not an interest?

What is your current relationship to the library?

Do we need to change peoples minds still? Are we still winning people over/ showing people how great the library is?

Where are people most likely to engage with the marketing materials MPL puts out?

Facebook is used currently

How do students NOT know about us? How can we bridge that gap?

Place for fun, escape from academic library

Today's Agenda

1. What We Heard

2. Trip #1

- a. Outline
- b. Workshop #1

3. Community Engagement

- a. Survey
- b. MSS Process & Case Studies
- c. Groups & Stakeholders Discussion

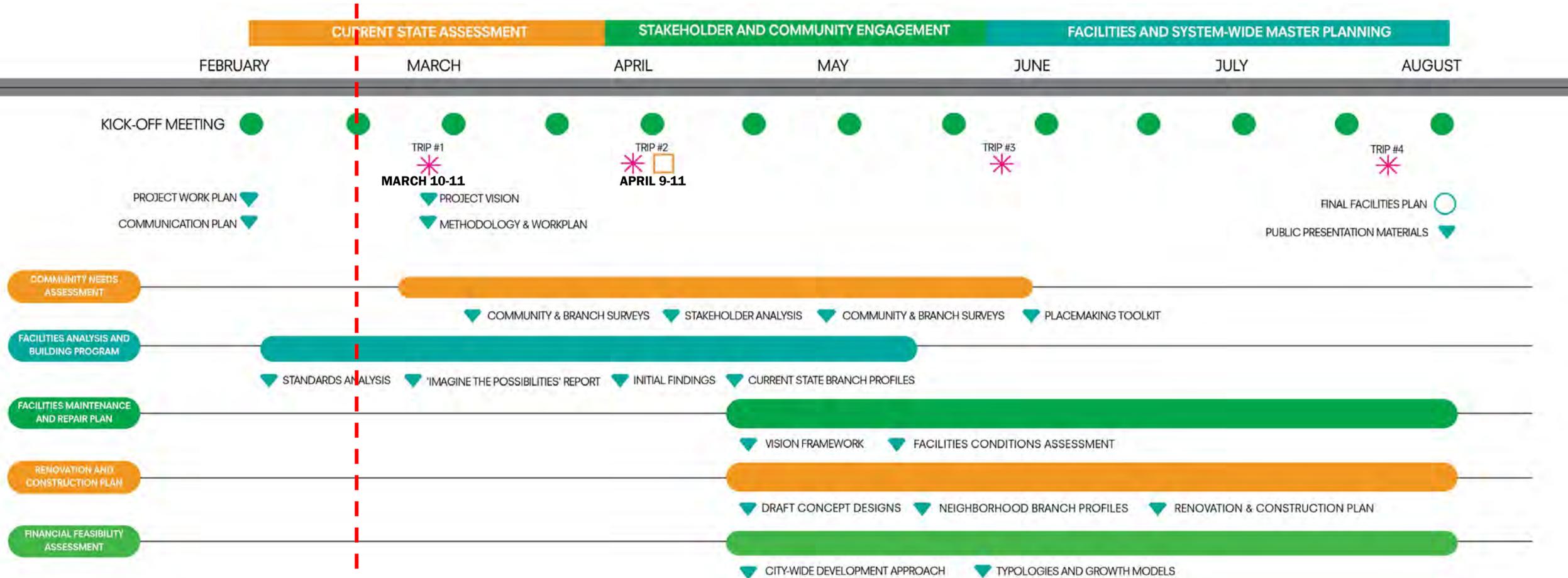
4. Next Steps



PROJECT OVERVIEW

Roadmap

We are here!



LEGEND

- BI-WEEKLY PROJECT MANAGEMENT MEETING
- * LEADERSHIP AND STAFF WORKSHOP
- COMMUNITY AND STAKEHOLDER ENGAGEMENT
- ▼ POINT-IN-TIME DELIVERABLE
- FINAL REPORT

What We Heard

Morgantown Public Library | February 28, 2025



What are you looking forward to? What do you want this work to do?

Small Branch Solutions

- Figuring out what works best for this system
- What's the best MPL can do with what it has?

User Needs

- Engaging non-users
- Who else is out there?
- What needs are not being met?
- The data: what do people want to do and read?
- Listening to the community

Sustainable Solutions

- Human-centered solutions
- Efficiency of buildings for staff
- Sustainable maintenance improvements

The Changes

- Breathing life into the buildings

The Strengths of Morgantown & Monongalia County

Natural
beauty

Great
community
events
(downtown
& county-
wide)

School
system

County
residents
feel
welcome in
Morgantown

Old & new
residents
take
ownership of
community



Branch Synthesis: In Progress

YOUR BRANCHES & COMMUNITIES

Morgantown Public Library



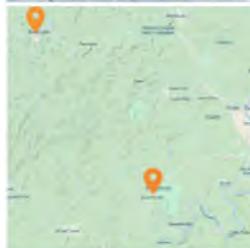
Built: Late 1950s, expanded 1994

Square Footage: 24,140 SF

- Practically all of the collection at this library will be removed, mostly due to the community health crisis and create a manageable size for the building
- Parking and fear of downtown has taken over and drastically affected attendance
- Visible number of people in downtown area experiencing mental health crises that are making patrons nervous
- Programming: good job at trying to make sure there are items on the calendars that people want to attend
- Hours: all of the administrative staff; all books come here for processing so then be moved out

YOUR BRANCHES & COMMUNITIES

Cheat Area Public Library



Built: 1974, refurbished late 1990s

Square Footage: 3,200 SF

Open: 43 hours/ week

★★★★★ a year ago

Wonderful staff who helped me find what I wanted and create a library card. Though a lot of the library is geared towards children, they've got an appreciable selection of adult literature and upper-level nonfiction.

★★★★★ 3 years ago

I loved the library as a kid, but wondered if this could possibly be as magical a place for a kid in 2021. The Cheat Lake Public Library blows away anything I experienced as a child. Super helpful librarians, crafts galore, great selection, themes, events and more. Very fortunate to have such a high class facility in our community. Thank you!

- Biggest challenge at first was to shift the relationship with the community
- Turned book sale area into children's area (1/3 of library space), located on the same street as a large elementary school
- Consistent children's programming every week drops circulation (wednesdays and fridays)
- Limited with the existing space while trying to freshen the space up, storage is an issue
- Still have furniture funds that should be used
- Large children's circulation
- dead end near a big elementary school, some can walk, and ppl love it! high circulation!
- a lot of patrons want to spend time out at their location; if this library could grow it would meet the desire
- mix of rural and urban patrons
- largest mix of patrons than any of the branches

Branch Questionnaire due: March 5th!

Trip #1

Morgantown Public Library | February 28, 2025



Itinerary

Day 1: Monday, March 10th

Clay Battelle Public Library Tour

Arnettsville Public Library Tour

Lunch

Staff & Leadership Workshop #1

Day 2: Tuesday, March 11th

Clinton District Library Tour

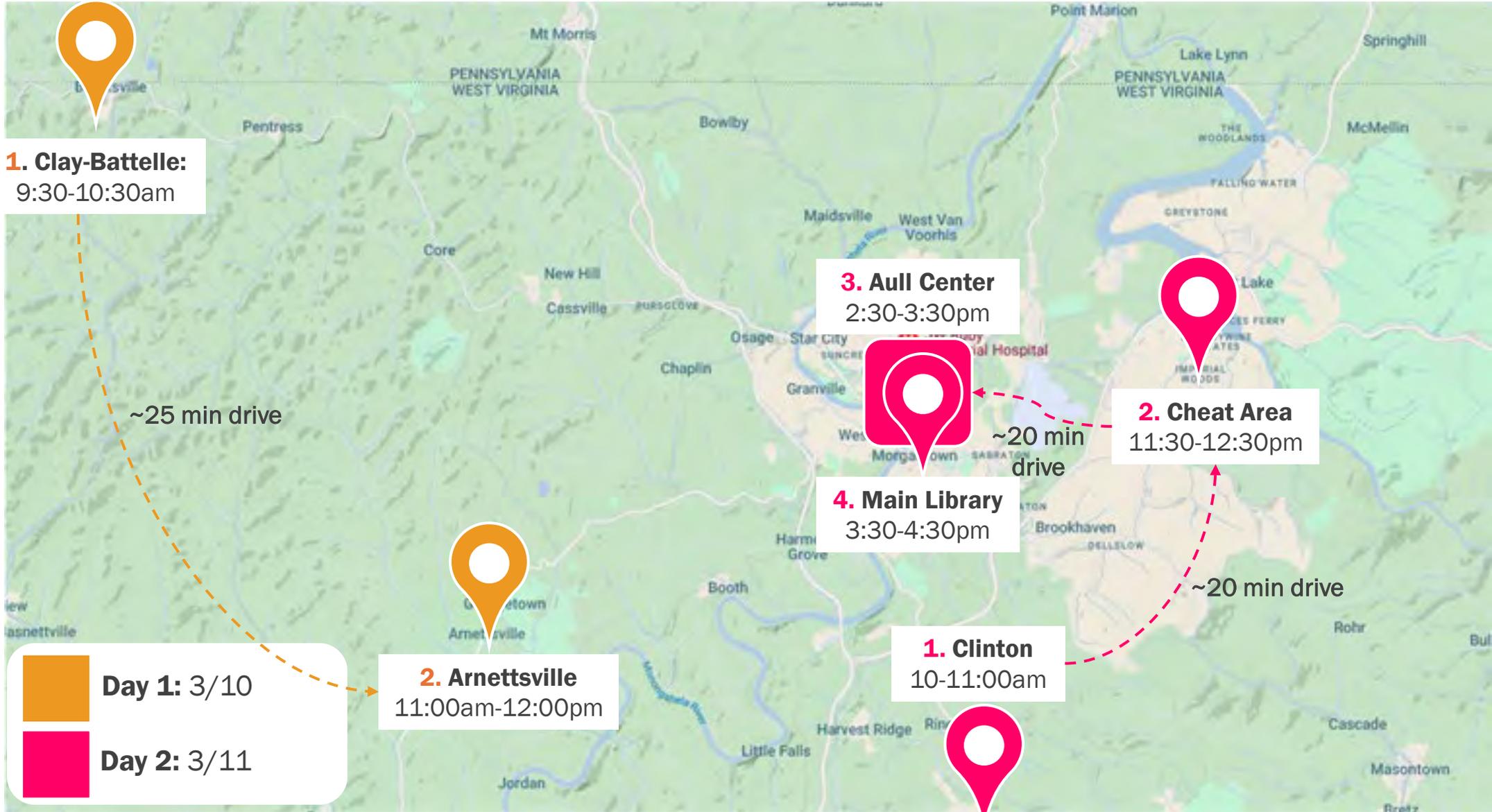
Cheat Area Public Library Tour

Lunch

Aull Center Tour

Morgantown Main Library Tour

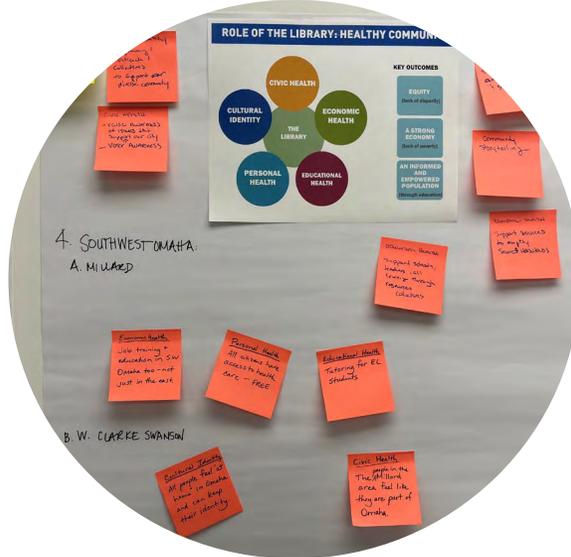
Itinerary: Tours Map



Workshop #1 Overview



March 10th
Main Library
1:30 - 4:30pm



Design your Library
Experience Activity



System Needs and
Neighborhood
Challenges Activity



Come ready to engage
and collaborate!

Community Engagement

Morgantown Public Library | February 28, 2025



Participants and Visioning



Engagement Opportunities



Community Survey

Will conduct a survey to understand issues, challenges, and strengths.



Community Focus Groups

Identify 2-3 groups of up to 12 participants that we would like to understand further through 90-minute facilitated conversations.



Stakeholder Interview

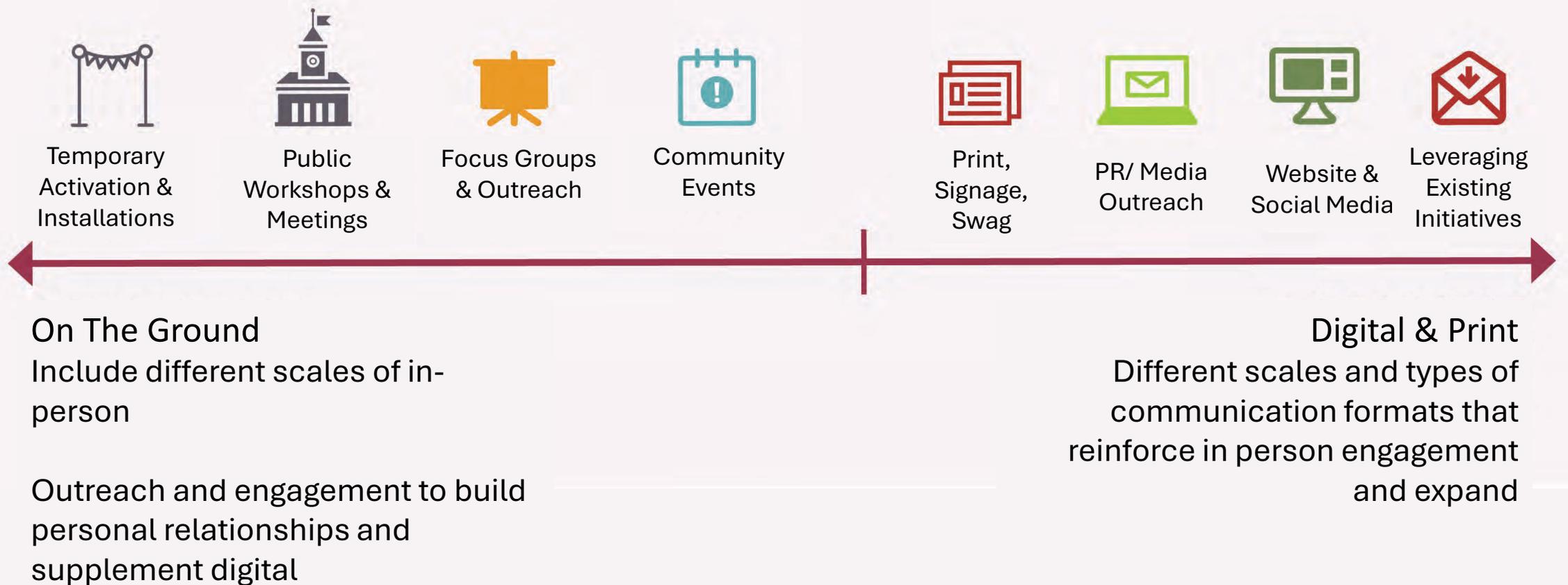
Conduct up to 8 one on one virtual interviews with stakeholders identified.



Town Hall/ Community Partner Meeting

Host a three-hour in-person interactive workshop to garner input from specific goals, challenges, and aspirations.

Multi-Channel Outreach



Santa Monica Public Library

SANTA MONICA'S YOUNG FAMILIES

Patron: Susanna, young nanny, great; Chloe, 3 yr. old

Passions: Reading, language

Story: Susanna recently began working for a family. Her responsibilities include housekeeping and taking care of the rowdy toddler. Susanna and Chloe are every morning and girls he On Tuesday Storytime. nannies at Storytime also an EFL English.

In Brief: Susanna is a nanny for Susanna. She is nearby. She is nearby.

library café of the future
creating the recipe

What will be your persona's first impression when they walk into the library café? What experience do we want to create for them? When they walk in, what do they...

SEE a building atmosphere of families
SMELL coffee & food
HEAR chatter
TOUCH flowers, books, projects

Specials
What are the creative placemaking components, or the , that will activate the experience? What elements of this experience evoke a sense of place? Consider the four types of experiences below and think about the activities, types of spaces, or furniture and equipment that would make the experience unique.

COMMUNITY GATHERING EXPERIENCE mobile long tables tables & chairs	ARTS & MAKERS SUPPORT EXPERIENCE mobile (as materials)	INNOVATION & CAREER DEVELOPMENT EXPERIENCE 3d printers, aculic, laptops, tablet-makers	RESOURCES & INFORMATION EXPERIENCE books, tableware, databases, resources
---	--	--	---



Engagement Methods:

- (1) Staff Co-design Workshop
- (1) Friends & Foundation Members Workshop
- (1) Afternoon City Leader Workshop
- (1) Joy Party

A DAY IN THE LIFE: ACTIVATE THE LIBRARY CAFÉ AREA BY TIME OF DAY

DESSERT VIBE (6 pm - 8 pm)

THOUGHT STIMULATORS
What specific change does the library café offer to make in Santa Monica's Value Return?

HOW-TO GARDEN

FITNESS CLASSES

AUTHOR EVENT

VERTICAL FARMING STATION GARDENING WITHOUT A GREEN THUMB

YOGA

WHAT IS THE OUTCOME/IMPACT OF THIS EXPERIENCE?

- Connection
- Learning
- Finding out about local history
- New skills
- Grow mental
- Craft & Repair
- Firmly built
- Working with others
- Community sense of feedback
- Inviting space -> Retaining Customers



Bartholomew County Public Library

Engagement Methods:

- (1) Community Partner Breakfast
- (1) Community Partner Workshop
- (1) Senior Session Focus Group
- (1) Afternoon Session At The Commons Indoor Playground
- (1) Boy & Girls Club Afternoon Focus Group
- (1) Community Festivals With Playful Interactives
- Provided Staff Community Engagement Toolkits



Hartford Public Library

Engagement Methods:

Downtown Location

- (3) Community Engagement Sessions - Community Town Hall, Teens, and UConn
- (1) Partner Engagement Session
- (1) Community Survey

The Albany Branch

- (1) Community Town Hall
- (1) Teen Session
- (1) Task Force
- (1) Partner Engagement Session

The Barbour Branch

- (1) Community Town Hall
- (1) Community Festival
- (1) Senior Session
- (1) Community Luncheon



LEARN CREATE SHARE

Learning	Creating	Sharing
What is your customer Learning at this library? - Connections + building relationships with staff	What is your customer Creating at this library? - Independence for himself + his child's expertise	What is your customer Sharing at this library? - Experiences w/ staff, C.A.L. + Recreation, fruit, etc.

What do you see? *space that is accessible for all - special needs*
 What are the Real Needs and Aspirations for this community?

Age Group	Needs:	Aspires:
0-5	Education, structure	Have fun, be carefree,
6-10	respect, foster/encourage growth + social emotional	be interested and engaged,
11-13	Security, opportunities to explore, self confidence, support with grief, boundaries	no responsibility/fear, build trust w/others and themselves, feel heard and valued.
14-18	attention and affection	
18-24	guidance, responsibility	
24-32	involvement	
32-40	involved w/ community and environment, experiences they may not otherwise get.	
40-55		
55-70		
70+	Safe space for mental health.	



Buckeye Public Library

Engagement Methods:

- (5) Community Engagements
- (5) Focus Groups
- (6) One-on-one Conversations
- (5) Community Groups Meetings
- (6) City Council Members Conversations
- (1) Community Survey

FINDINGS FROM COMMUNITY CONVERSATIONS

Customer Service is the best in Buckeye

The best part of Buckeye is the people. I always have a sense of community

Still has the small town feel

Challenges with EARLY LITERACY - some kids have not been exposed

TRANSPORTATION is the largest hindrance to accessibility to the

GUIDING PRINCIPLES: FUTURE LIBRARY EXPERIENCES

1. Residents in Buckeye enjoy and are looking for more opportunities to be together.
2. Residents in library system community.
3. Residents in learning new innovation.

BPL City of Buckeye Library Master Plan

Molly Street Studio BUCKEYE, AZ

Issued June 2023



Discussion

1. Which community groups are you most interested in engaging?
2. Which current partners or individuals are you currently working with that we should engage?
3. Which individual stakeholders can help us to continue to evolve our thinking?
4. Which library events are a must-see?
5. What events can we piggy-back on? Where are the people? (April 9, 10, 11)

Take 5 minutes to think, then we will regroup and share out!

Which community groups are you most interested in engaging?

Groups that work with families

The United Way (family resource network meeting every month)
Meeting to talk about events upcoming

<https://www.unitedforalice.org/>

Homeschoolers:
don't particularly market/ target programs toward them or offer at times when they are available

Seniors:
Arnettsville markets more towards seniors,

Lowest workforce participation in country: want to identify these needs if we can meet them or connect to new opportunities

Morgantown High School:
so CLOSE

Abby
sending
list

Which current partners or individuals are you currently working with that we should engage in this work?

City's
ambassador
program; good
working
relationship

Main Street
Morgantown
(relevant to
downtown)

Morgantown Area
Partnership

WVU
Extension

WVU: School of Social Work

Occupational Therapy Program
(Cheat: students built sensory
space)

Getting social work into the
libraries in the area (workforce
participation...)

Which individual stakeholders can help us to continue to evolve our thinking?

City Counselors:

1. Danielle Trumble
2. Brian Butcher

Representatives
in State, House,
Senate

(virtual)

Community-focused small
business owners

Monkey Wrench Book
Store

Hoot & Howl

Apothecary Ale House

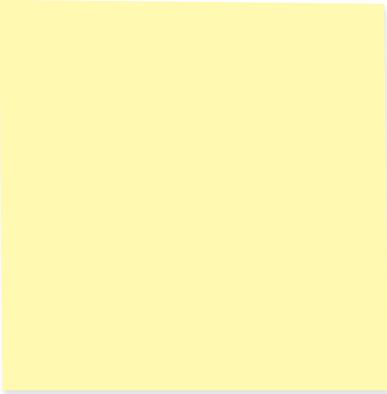
Which library events are a must-see?

Adult Craft Night: during visit (April dates line up)

Design your own library exercise: at each branch (national library week)

(April trip) Storytime and Playgroup at Cheat

Parents who are attending!



What events can we piggy-back on? Where are the people?

Abby to
send a
list

Next Steps



Next Steps

*These are ongoing tasks that will be discussed at our bi-weekly meetings



Questionnaires

Branch and Leadership
Questionnaires

Due March 5th

Email completed forms to Liz



Community Survey

Communications/ Promotion

Website Launch

Will share draft next week



Info Tracking

Return requested information
to Liz by March 7th

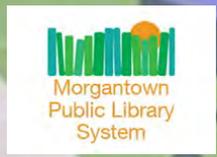
Thank You!



MORGANTOWN PUBLIC LIBRARY

Facilities Plan | Bi-Weekly Meeting #2

March 28th, 2025



TODAY'S AGENDA

1. What We Heard

- a. Branch Synthesis
- b. Workshop #1

2. Community Engagement

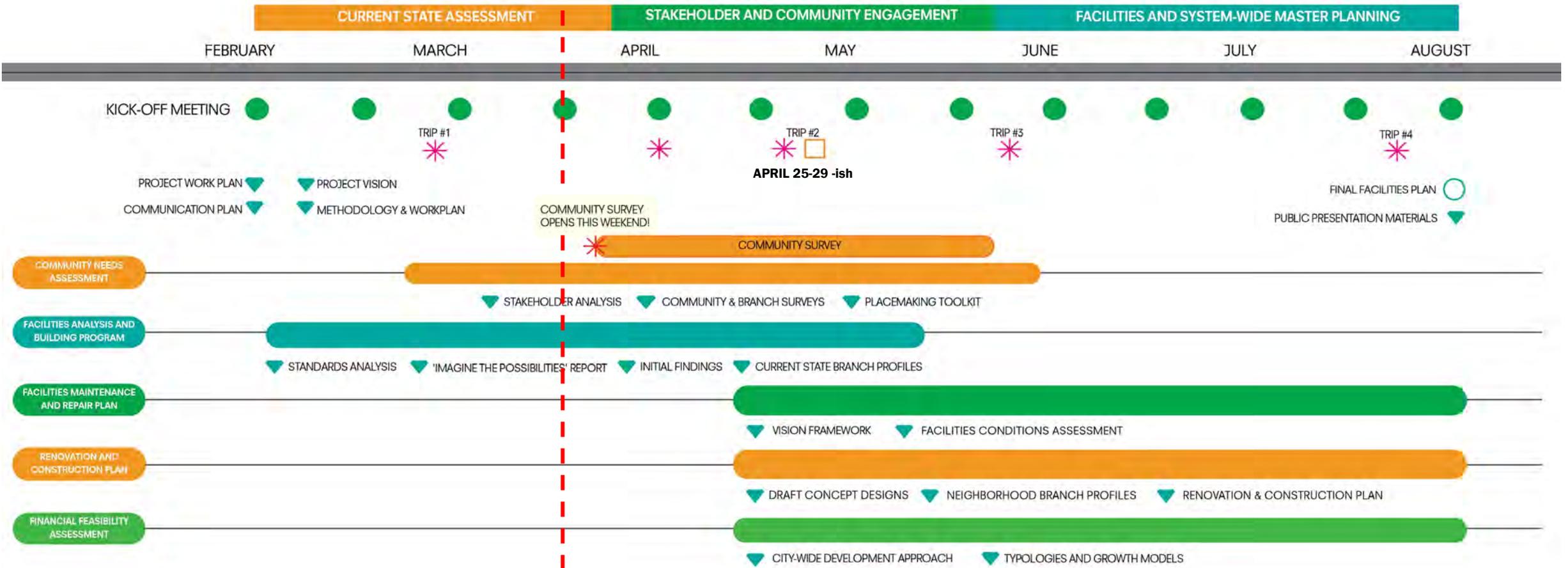
- a. Community Survey
- b. Engagement Opportunities

3. Next Steps



ROADMAP

We are here!



LEGEND

- BI-WEEKLY PROJECT MANAGEMENT MEETING
- * LEADERSHIP AND STAFF WORKSHOP
- COMMUNITY AND STAKEHOLDER ENGAGEMENT
- ▼ POINT-IN-TIME DELIVERABLE
- FINAL REPORT

WHAT WE HEARD

Morgantown Public Library | March 28, 2025



COMMUNITY GROUPS YOU WANT TO ENGAGE



**Organizations that
work with families
Ex: The United Way**



**Morgantown
High School/ local
educational
institutions**



Homeschool groups



**Seniors in the
community**

CURRENT PARTNERS THAT WE SHOULD ENGAGE

**WVU
Extension**

**City's Ambassador
Program**

**WVU: School of
Social Work
Occ. Therapy
Program**

**Main Street
Morgantown**

The Shack

The Health Plan

United Way

INDIVIDUALS THAT CAN HELP US FURTHER OUR THINKING

City Counselors

**State, House,
and Senate
Representatives**

Hoot & Howl

**Apothecary
Ale House**

Umbrella Arts

**Monkey Wrench
Book Store**

BRANCH QUESTIONNAIRES



So many opportunities for mobile, outreach, and partner services!

Demand for Children's and Senior programs/ activities

Free programs and internet access are so important to the Morgantown community!

We should be a hub of knowledge, learning, and innovation!

"Right now, we have limited space and staff in the building but try to do our best to enforce the values. Hopefully with time and more space we could provide. More space means bigger collections and areas for learning."

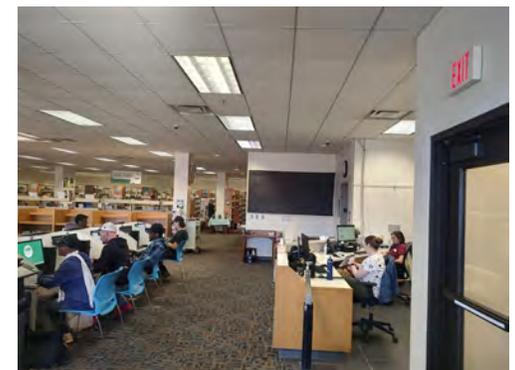
"Our current building was constructed as a temporary library structure in the 1970s and was only intended to last 10-15 years."

Morgantown needs modern library facilities!

"What makes us unique and distinctive is everybody knows everybody."

WHAT WE HEARD

BRANCH SYNTHESSES: IN PROGRESS



WHAT WE HEARD

MORGANTOWN MAIN LIBRARY

“Meet people where they are.”



Basic Information

Address: 373 Spruce Street
Square Footage: 24,140

Annual Gate Count: ~100,000
Annual Circulation: ~120,000

Hours Open Per Week: 58

Source: FY24 MPLS Bibliostat Report

Successful Services and Programs

Adult Craft Night
Free notary services
Local Author Fair
Pop culture parties
BookDash
Public computer access
ILL

Top Users

Under-served community members
Families/ Homeschool families
Young professionals
University students

Neighborhood Characteristics

Downtown Morgantown
Proximity to university
Perception that downtown is unsafe

Greatest Community Needs

Consistent access to unique services
Multilingual services
Heating and cooling center
Free internet/ computer access

Successful Partners

WVU Federal Work Study Program
WVU School of Social Work

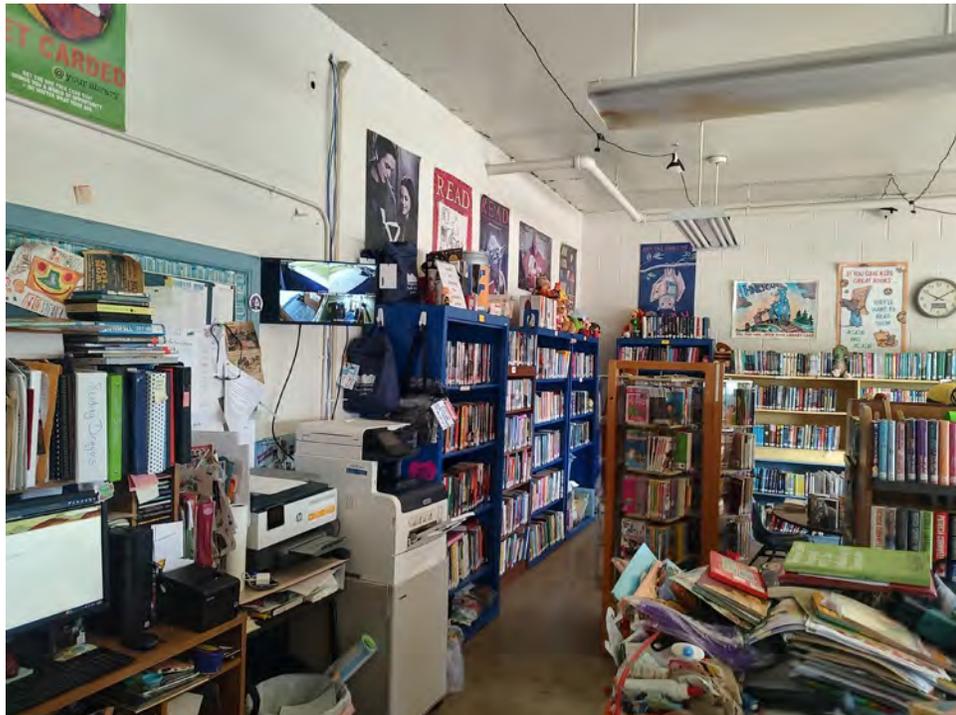
WHAT WE HEARD

AULL CENTER



BRANCHES: ARNETTSTVILLE PUBLIC LIBRARY

“We treat you like a family.”



Basic Information

Address: 4120 Fairmont Road
Square Footage: 1,200

Annual Gate Count: ~2,500
Annual Circulation: ~3,400

Hours Open Per Week: 18

Source: FY24 MPLS Bibliostat Report

Successful Services and Programs

Senior Lunch & Learn
Craft Nights
Rummage Room
Blessing Box

Top Users

Families with young children
Home school families
Senior Citizens
People with no internet at home

Neighborhood Characteristics

Rural
Farmers and Gardeners

Greatest Community Needs

Health Care
More senior programs
Children's activities
Larger food pantry
Better, more affordable internet

Successful Partners

Mylan Park Elementary
Starting Points Family Resource Center
Sheriff's Department

BRANCHES: CHEAT AREA PUBLIC LIBRARY

“Materials can be replaced, patrons can’t!”



Basic Information

Address: 121 Crosby Road
Square Footage: 3,200

Annual Gate Count: 21,000
Annual Circulation: 35,759

Hours Open Per Week: 43

Source: FY24 MPLS Bibliostat Report

Successful Services and Programs

Wednesday morning story time
Friday playgroup
Tutoring Groups

“We often help connect people with places/ websites to apply for jobs, directions... technology and computer information. In some ways, those are the most enriching things we do.”

Top Users

Families
Older Adults

Neighborhood Characteristics

Diversity: economically & culturally
Elementary school next to library
Surrounded by residential neighborhood
Library walkable from residences

Greatest Community Needs

Safe community entertainment
More/ expanded programming
Growing population, growing needs

Successful Partners

Umbrella Arts
West Virginia Botanic Gardens
Michael Strayer, local author

BRANCHES: CLAY BATTELLE PUBLIC LIBRARY

“Small library, big impact.”



Basic Information

Address: 6059 Mason-Dixon Hwy
Square Footage: 1,200

Annual Gate Count: ~3,800
Annual Circulation: ~5,100

Hours Open Per Week: 36

Source: FY24 MPLS Bibliostat Report

Successful Services and Programs

Partnerships with schools
Storytime/ children's programs
Copies, computers, fax, notary
To-Go Craft Kits

“Our current building was constructed as a temporary structure in the 70s and was only intended to last 10-15 years.”

Top Users

Senior Citizens
Families
People with limited access to tech

Neighborhood Characteristics

Everybody knows everybody
Services cross state lines into Spragg & Brave, PA

Greatest Community Needs

Technology services
Internet
Copying/ Faxing
Low-income services (pantry and clothing items)

Successful Partners

Local Schools
Fair Associations
Town of Blacksville

BRANCHES: CLINTON DISTRICT PUBLIC LIBRARY



Basic Information

Address: 2005 Grafton Road
Square Footage: 1,200

Annual Gate Count: ~4,100
Annual Circulation: ~11,800

Hours Open Per Week: 32

Source: FY24 MPLS Bibliostat Report

Successful Services and Programs

Book Club (LL&L)
Monthly pre-school storytime
Children's programming

"[I envision a] beautiful new building deserving of the community that founded CDPL and continues to support not only our library, but the MPLS system as a whole."

Top Users

Families coming to library together
Senior Citizens

Neighborhood Characteristics

Mixture of new families & transplants
New residents for WVU, retirement, quality of life

Greatest Community Needs

Safe space for people to meet & relax
More library square footage
Community space for all ages

Successful Partners

Mulkeens Tree Farm
The Blueberry Farm
Community United Methodist Church
Mountain Harvest Farm

WORKSHOP #1

WHAT WE HEARD

WORKSHOP #1



WORKSHOP #1: YOUR USERS

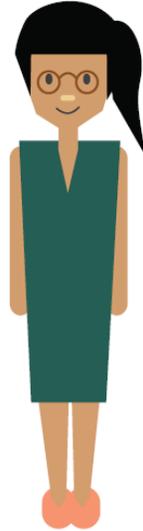


Also:
Professional adult users (with or without children)
Bilingual adult: professional v services (notary services popular)
- First impressions important; welcoming
Casual space user: computers, youtube, etc...
Skill builder: aspirational user group (borrowing books)



Skill Builder

This user is a trade worker who wants to continue to learn and build skills. They want to go to night school but need access to technology and want to save money first.



Bilingual Adult

Moved to Morgantown recently but already feels right at home. Looking for specific types of skill-building programs and multi-lingual materials at the Library. Wants a place to bring their children to socialize.



Children

Love the children's programs and started off as shy library-goers but now feel at home and comfortable participating and socializing. Usually come with a grandparent.



Senior Citizen

Loves the Library and spends 5 days a week caring for their grandchildren. Wants socialization for themselves and for the children.

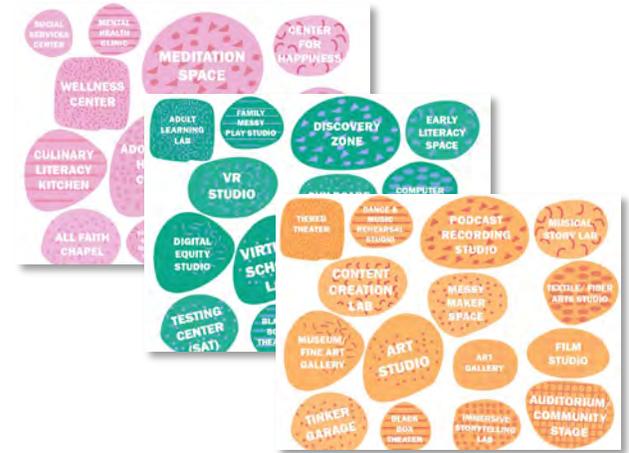
WORKSHOP #1



Strategic Focus Areas



Design Your Library



Space & Place Types



WORKSHOP #1

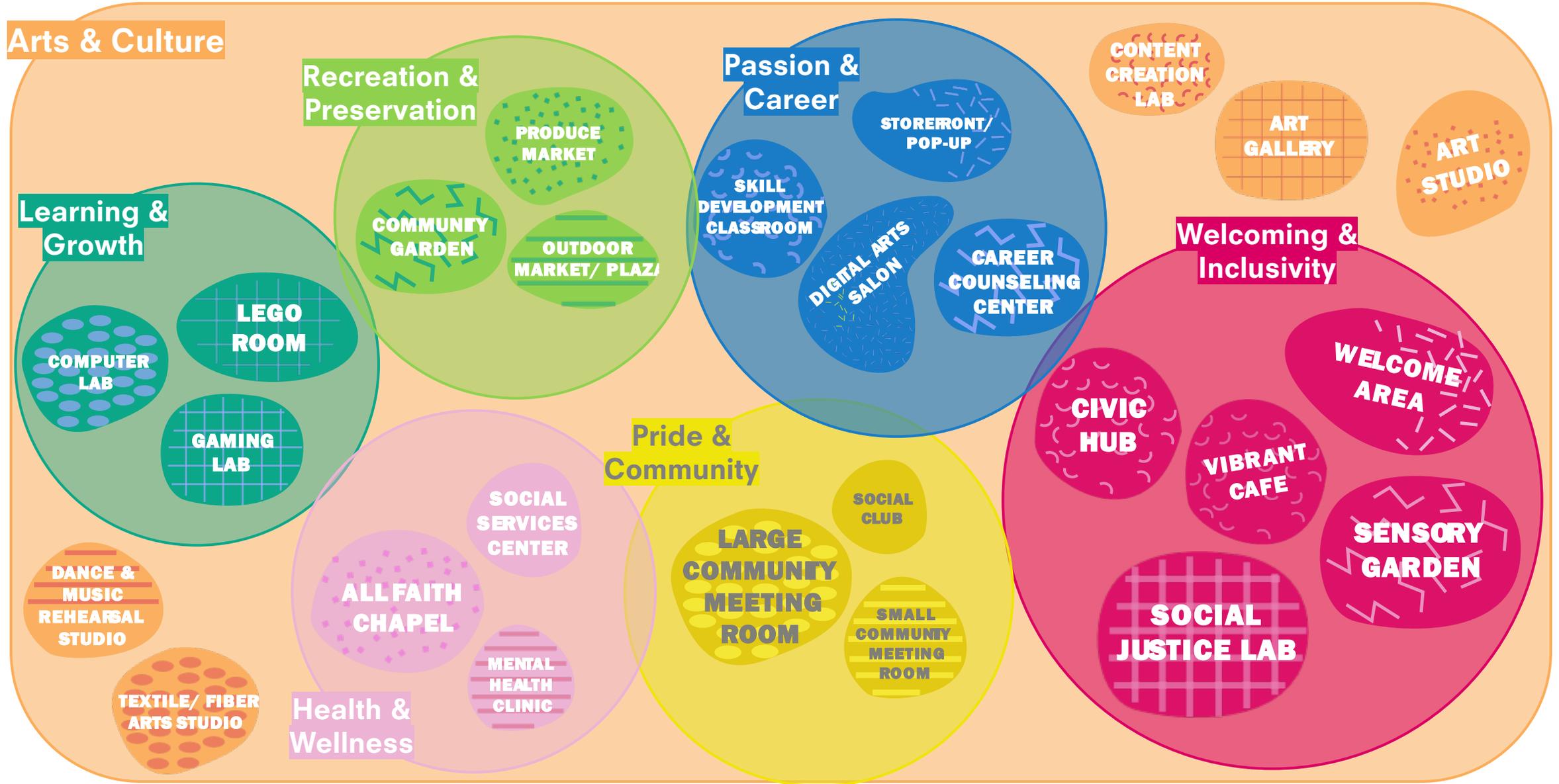


Health & Wellness



Passion & Career

WORKSHOP #1



COMMUNITY ENGAGEMENT

Morgantown Public Library | March 28, 2025



ENGAGEMENT OPPORTUNITIES: RECAP



Community Survey

Will conduct a survey to understand issues, challenges, and strengths.



Focus Groups

Identify groups that we would like to understand further through 90-minute facilitated conversations.



Partner Breakfast

Conduct one meeting of up to 50 participants. Get together and discover alignments to progress this work.



Town Hall

Host two interactive workshop to garner input from specific goals, challenges, and aspirations and to include varying geographic regions.

COMMUNITY SURVEY

- Survey promotion
 - Reaching non-users (partner distribution)
 - Digital and printed survey available
 - Encourage digital, use print if needed
- Survey will close after StoryFest
 - First weekend in June
- Submitting printed materials: where should they go? Dropbox at each branch?

WE NEED YOU FOR THIS!

MORGANTOWN PUBLIC LIBRARY SYSTEM

COUNTY-WIDE COMMUNITY SURVEY

What do you want your future library experience to be?



Morgantown Public Library System (MPLS) is working to develop a community-driven Facilities Plan. Participate in this short survey to help determine the vision for your neighborhood library, your community, and the Morgantown Public Library System.

First, we want to know about your relationship with library services.

1. Which MPLS location do you use? (Check the one that applies)

- Morgantown Main Library (373 Spruce Street)
- Arnettsville Public Library (4120 Fairmont Road)
- Aull Center (351 Spruce Street)
- Cheat Area Public Library (121 Crosby Road)
- Clay-Battelle Public Library (6059 Mason Dixon Highway)
- Clinton Public Library (2005 Grafton Road)
- I only use MPLS's online and digital services
- I do not know
- I do not live in Morgantown or Monongalia County
- Other (please specify): _____



Morgantown Public Library System

COUNTY-WIDE COMMUNITY SURVEY

Morgantown Public Library System (MPLS) is working to develop a community-driven Facilities Plan. Participate in this short survey to help determine the vision for your neighborhood library, your community, and the Morgantown Public Library System.

Start press Enter

Takes X minutes

COMMUNITY SURVEY

WE NEED YOU FOR THIS!

MORGANTOWN PUBLIC LIBRARY SYSTEM COUNTY-WIDE COMMUNITY SURVEY

What do you want your future library experience to be?



Morgantown Public Library System (MPLS) is working to develop a community-driven Facilities Plan. Participate in this short survey to help determine the vision for your neighborhood library, your community, and the Morgantown Public Library System.

First, we want to know about your relationship with library services.

1. Which MPLS location do you use? (Check the one that applies)

- Morgantown Main Library (373 Spruce Street)
- Arnettsville Public Library (4120 Fairmont Road)
- Aull Center (381 Spruce Street)
- Cheat Area Public Library (121 Crosby Road)
- Clay-Battens Public Library (6059)
- Clinton Public Library (2000 Grady)
- I only use MPLS's online and digital
- I do not know
- I do not live in Morgantown or Mar
- Other (please specify): _____

1a. If you selected a facility other than the one you are currently using, is it part of the Morgantown location in the greater Monongalia County?

- Yes
- No

2. In the past 12 months, how many times have you visited the Morgantown Public Library? (Check the one that applies)



3. In the past 12 months, how many times have you visited the Morgantown Public Library online? (Check the one that applies)



4. Do you have internet access in your home?

- Yes
- No

5. If you answered yes, is your internet access adequate? Does it meet your needs?

6. What challenges do you, your neighbors, and community face? (Check all that apply)

- Job loss or job insecurity
- Business closures
- Limited access to current technology
- Lack of access to reliable information
- Struggles with mental health
- Struggles with addiction and recovery
- Other (please specify): _____
- Lack of affordable housing choices
- Lack of quality, affordable childcare
- Limited access to reliable transportation
- Loss of connection with friends & family
- Lack of educational opportunities

7. What, if anything, currently discourages you from visiting MPLS libraries? (Check all that apply)

- Nothing - I am a frequent library user with no problems accessing the library spaces, programs, and services that interest me.
- I don't have enough information about library collections, programs, and events.
- I have access to all the books, technologies, and resources that interest me at home, school, or another location, so I do not visit libraries often.
- Inconvenient locations
- Lack of transportation
- Not enough time
- Not interested in library programs
- The library is uncomfortable
- The library is unclean
- The library is noisy
- Just not interested in libraries
- Other (please specify): _____

8. Please finish this sentence:

"I/we would visit the library more often if I _____"

9. How would you describe yourself and your interest in MPLS? (Check all that apply)

- Adult** looking for somewhere to hang out!
- Adult** looking for help with my literacy, language learning, or GED.
- Author or artist** looking to share my creativity with the community.
- Caregiver** looking for books, technologies, and programs for my kids, grandkids, or other family members.
- Community member** looking for help accessing social services or basic needs (food, healthcare, etc.).
- Community member** looking for meeting space.
- Community member** looking for internet and/or computer access.
- Entrepreneur or small business owner** looking for business services and/or resources.
- Family or individual** looking for free educational/cultural activities in the Mon.
- Gardener** looking for resources or access to a seed library.
- Hospital Worker** looking for library services.
- Job seeker** looking for a place to apply for jobs, conduct a Zoom interview, or to write or skill building.
- Maker or creative** looking for access to crafting, laser cutting, and/or 3D Lab (engineering software, and/or studio space).
- Neurodiverse community member or community member with a disability** looking for assistive technologies, support, and/or inclusive public spaces.
- New American, refugee, or immigrant** seeking citizenship services, ESL classes, and other resources.
- Professional** looking for a place to network and/or work remotely.
- Reader** looking to borrow books, attend author readings and book clubs, and/or receive reading recommendations.
- Researcher or family history enthusiast** looking to access information about My Family Tree.
- Student** looking for homework help or a place to study.
- Technology learner** of any age looking for access to innovative programs, from basic computing to coding and 3D printing.
- Teenager** looking for teen programs and/or a place to study or hang out.
- University student** looking for a place to study and do work.
- Volunteer** looking for opportunities with MPLS and/or other community organizations.
- Not a resident of Monongalia County** but an MPLS branch is closed in where I live/work
- I'm a/an _____ looking for _____

10. Every neighborhood library will continue to have ample books and material displays to encourage browsing interspersed with cozy reading nooks and technology workstations.

What other spaces and places would help you achieve your personal, family, and community goals at your neighborhood library? (Check all that apply)

- Art Gallery
- Business & Career Center
- Citizenship Center
- Classrooms
- Community Garden
- Community Kitchen
- Community Living Room
- Community Theater
- Event Space
- Film Studio
- Food Truck Zone
- Homework Help Station
- Innovative Technology Space
- Language Center

11. Almost done! Help us with the tagline of MPLS's Facilities Plan by finishing the sentence below:

In the future, our libraries will foster a more _____ Morgantown.

(Check all that apply)

- All of the following options
- Accessible
- Civicly engaged
- Curious
- Engaged
- Entrepreneurial
- Equitable and inclusive
- Fun
- Green
- Healthy
- Innovative
- Literate
- Prosperous
- Sustainable
- Walkable
- Did we miss anything? _____

12. What is your home zip code? _____

13. Is there anything else that we forgot to ask you about your neighborhood library, your interests, or your community? What else do you want us to know?

RETURNING THIS COMPLETED SURVEY:
This survey is available in digital or print form.
To submit this survey in print form, please hand it in to your local librarian.

To take the survey digitally, visit the link below or scan the QR code:
<https://uw7j0xna9k.typeform.com/MPLSCommunity>



Thank you for your response! Please encourage your friends and neighbors to participate as well.

WE WANT TO SAY
THANK YOU!

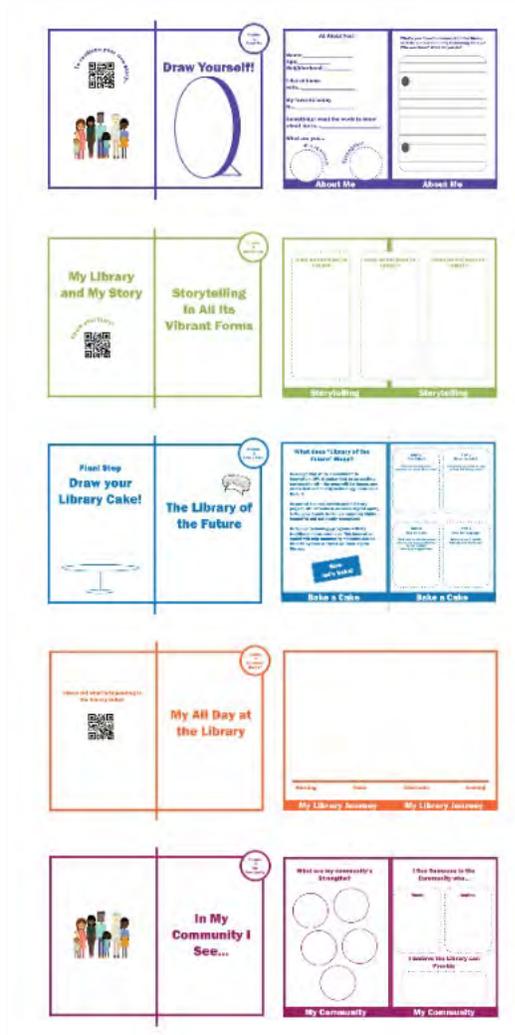
YOUR FEEDBACK
WILL BE USED FOR
EXCITING CHANGES
TO COME!

TRIP #2 ITINERARY: IN PROGRESS

	Saturday April 26 th	Sunday April 27 th	Monday April 28 th	Tuesday April 29 th	
9 AM		Faith Based Org			
10 AM		Chestnut Ridge? Churches distribute survey?			
11 AM	National Trails Day Mon River Trails Conservancy Handmade Market + Rail-Trail Walk		Staff Workshop	Partner Breakfast	
12 PM					
1 PM		Seniors (?)			
2 PM		Sports Gatherings	Observations	Focus Groups	Observations
3 PM		Kickball League	Focus Groups	Focus Groups	
4 PM					
5 PM		Grocery (?)			
6 PM					
7 PM	80s Pub Crawl		Town Hall #1	Town Hall #2	
8 PM	WV Cupcake & Craft Beer				

ENGAGEMENT TOOLKITS

Zine Station



Tell Your Library Story

The 'Tell Your Library Story' form includes the following sections:

- Header:** A colorful banner with the text 'TELL YOUR LIBRARY STORY'.
- I AM A _____ LOOKING FOR _____ !** A section for identifying the user and their interests.
- I GO TO THE LIBRARY TO** A section with a dotted box for describing library activities.
- WHAT WOULD BE SUPER COOL THAT IS UNEXPECTED** A section with a dotted box for suggesting new library ideas.
- WHEN I LEAVE, I WANT TO HAVE LEARNED/EXPERIENCED** A section with a dotted box for describing learning goals.
- WHEN I LEAVE, I WANT TO FEEL** A section with a dotted box for describing desired emotions.

The 'Tell Your Library Story' toolkit includes several categories of options:

- PROGRAMS & ACTIVITIES:**
 - Movie Night
 - Arts & Craft
 - STEM Classes & Activities
 - Studying
 - Coding Classes
 - New experiences and new learning opportunities
 - 3D Printing
 - Scientific Saturday
 - Sound
- PLACES & SPACES:**
 - MUSIC STUDIO
 - OUTDOOR COMMUNITY SPACE
 - OUTDOOR MAKERS LAB
 - SOCIAL CLUB
 - OUTDOOR PLAY SPACE
 - OUTDOOR READING GARDEN
 - PODCAST ROOM
 - STUDY ROOMS
 - PRINTMAKING STUDIO
 - SOCIAL SERVICES CENTER
- FEELINGS:**
 - Accepted
 - Optimistic
 - Surprised
 - Expressive
 - Gratitude
 - Curious
 - Self-Aware
 - Confident
 - Empowered
 - Wonder

NEXT STEPS

Morgantown Public Library | March 28, 2025



NEXT STEPS

*These are ongoing tasks that will be discussed at our bi-weekly meetings



Community Survey

Community Survey distribution
(print & digital)



Virtual Staff & Leadership

Date TBD (April 10 or 11)
Email happiness case studies
from Workshop #1 to Liz

By APRIL 8TH
(liz@margaretsullivanllc.com)



Trip #2

End of April

Ongoing Community
Engagement and event
planning

THANK YOU!



MORGANTOWN PUBLIC LIBRARY SYSTEM

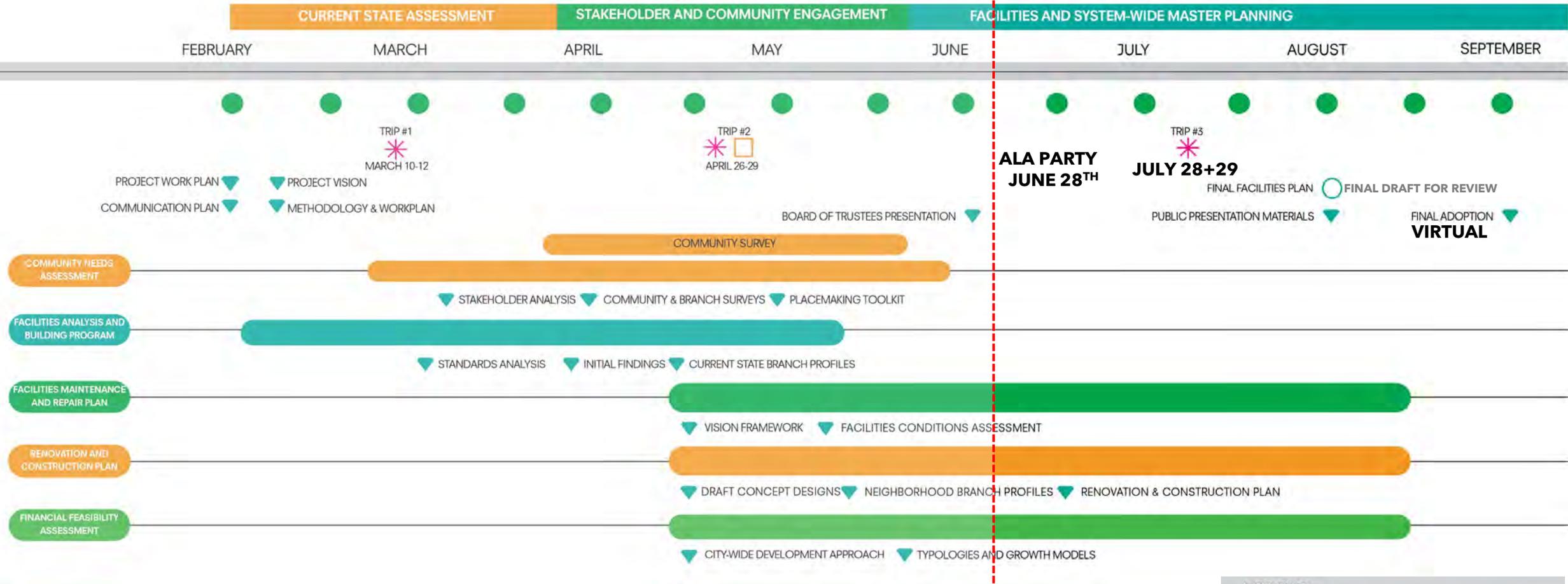
Bi-Weekly Meeting

June 20, 2025



PROJECT ROADMAP

WE ARE HERE!



LEGEND

- BI-WEEKLY PROJECT MANAGEMENT MEETING
- * LEADERSHIP AND STAFF WORKSHOP
- COMMUNITY AND STAKEHOLDER ENGAGEMENT
- ▼ POINT-IN-TIME DELIVERABLE
- FINAL REPORT

TRIP #3 | Recommendations and Alignment

	Monday July 28th	Tuesday July 29th
9 AM		
10 AM		
11 AM		
12 PM		
1 PM		
2 PM		
3 PM		
4 PM		
5 PM		
6 PM		
7 PM		
8 PM		

**Board
Presentation**

Staff Workshop

**Partner
Preview?**

Anything Else?

LET'S TALK ABOUT TOURISM...

WHAT DO YOU DO WITH OUT-OF-TOWN GUESTS?

WHERE DO YOU GO FOR DAY TRIPS (2 HOUR DRIVE)?

State Parks

Cooper's rock

Black Water Falls

Moth man day

Monster

Veggie Man!

WV Hot dogs

- Slaw dogs

Pepperoni Rolls

- Mascot at story fest
- Clarksburg- pepperoni roll : 5k
- Unhealthy 5Ks!

Have Fun! Quirky! Unique

National Park

- New River Park
- Mon Forest Park

Grafton and Tygart Lake
(local/ WV residents)

Tourism MAPS

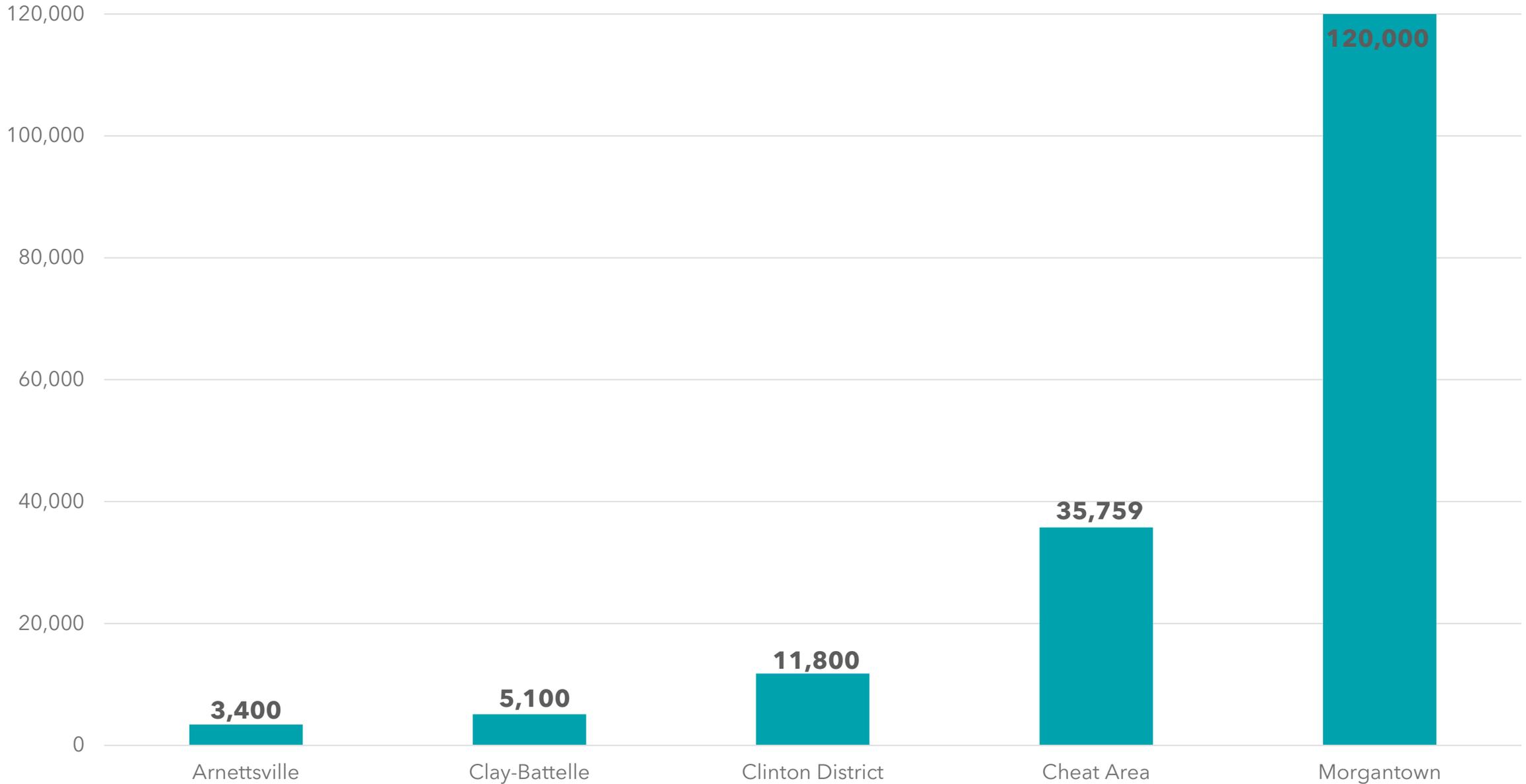
Icecream

Swings

Bird/bee

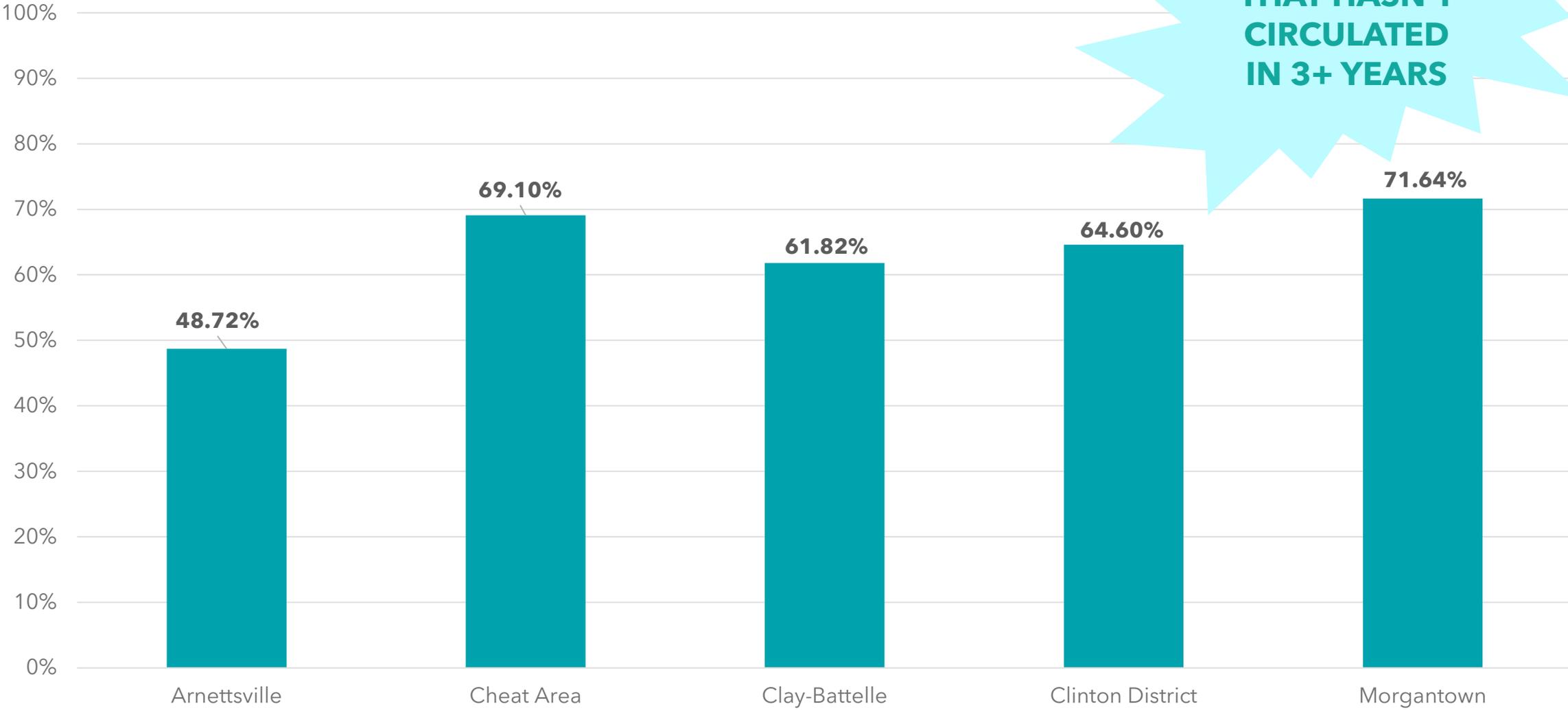
WHAT WE'RE LEARNING

THE DATA | Circulation by Branch (Annual)



THE DATA | Percentage of Collection Inactive

LibraryIQ

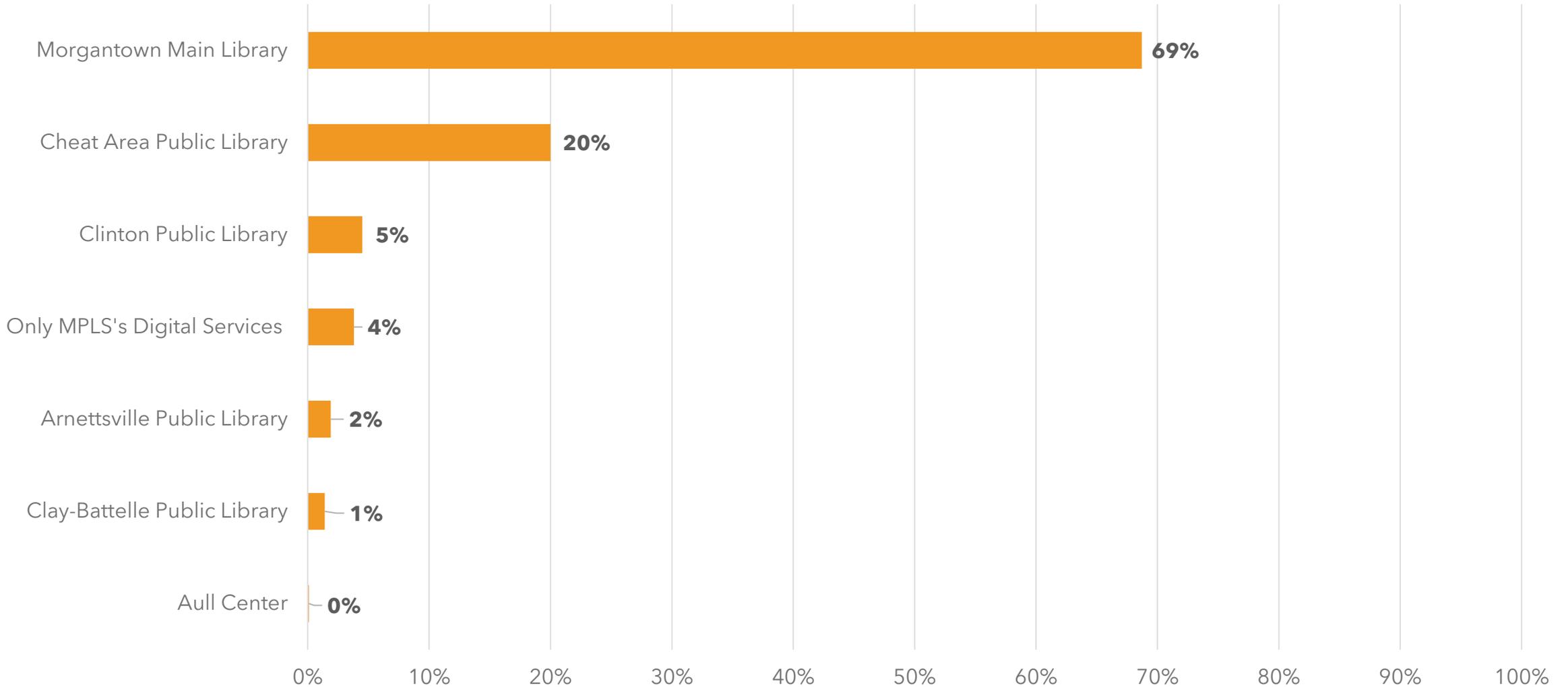


**COLLECTION
THAT HASN'T
CIRCULATED
IN 3+ YEARS**

COMMUNITY SURVEY | Preliminary Findings

850+ responses

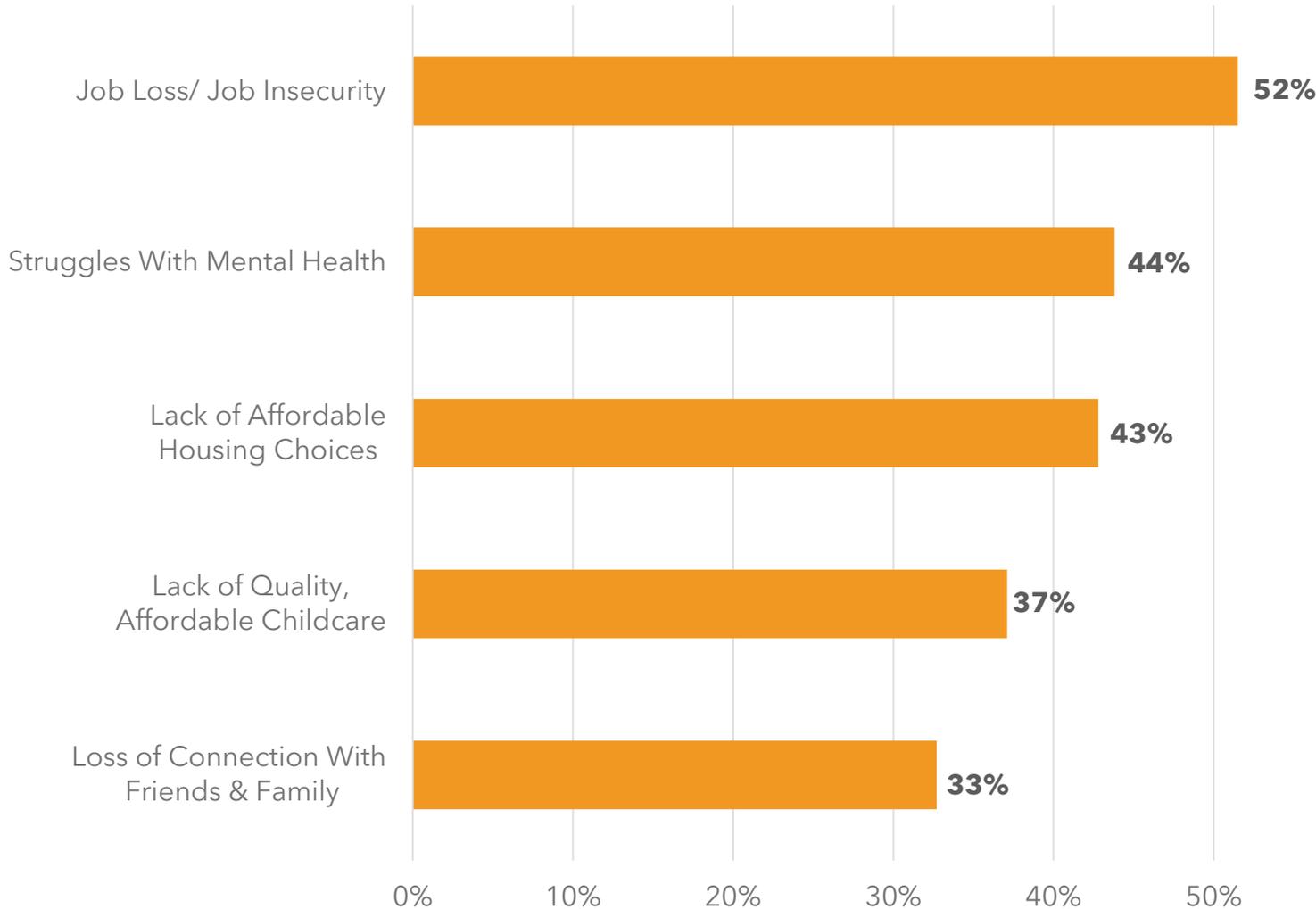
Which library do you use?



COMMUNITY SURVEY | Preliminary Findings

850+ responses

What challenges do you, your neighbors, and community face? (top 5)



Last 18 months or so
University will continue to reduce jobs
– trending/anticipating lower uni attendance

- Big impacts to econ development
- Fed job loss (NIOSH)
- High paid/research/academic positions, can't find another job in the area – need to move!

Flooding:

Constant issue

- From water rushing down hills/mountains

COMMUNITY SURVEY | Preliminary Findings

850+ responses

I/we would visit the library more often if it offered...

"**Cleaner**, safer space.
Easier to use **technology**...
events that are relevant to
the public, and was
aesthetically **inviting**."

"More **visibility** into
its programs..."

"A **location that's
closer** to my daily
commute."

"More **social classes** i.e.,
knitting, crochet, art..."

"**More activities** away
from downtown..."

"More **programming**
for elementary school
age kids..."

"Library of Things..."

"A location even more
convenient for me..."

"More **comfortable**
reading space."

"More **adult-oriented**
programming."

COMMUNITY SURVEY | Preliminary Findings

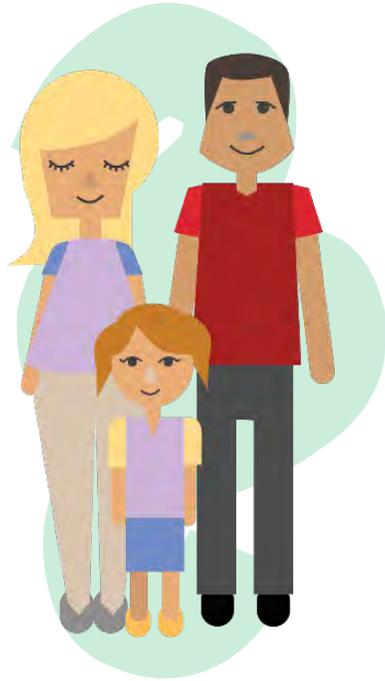
850+ responses

How would you describe yourself and your interest in MPLS? (top 5)



READER | 77%

...looking to borrow books, attend author readings and book clubs, and/or receive reading recommendations.



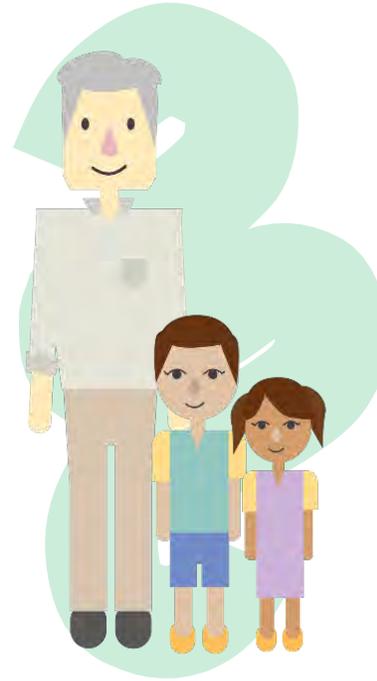
FAMILY OR INDIVIDUAL | 46%

... looking for free educational/ cultural activities in the Monongalia County area.



ADULT | 27%

... looking for somewhere to hangout.



CAREGIVER | 24%

... looking for books, technologies, and programs for my kids, grandkids, or others in my care.



MAKER OR CREATIVE | 21%

... looking for access to crafting, laser cutting, and/or 3-D Lab tools; design or engineering software; and/or studio space.

COMMUNITY SURVEY | Preliminary Findings

850+ responses

What spaces and places would help you achieve your personal, family, and community goals at your neighborhood library? (top 5)



COMMUNITY GARDEN

49%



OUTDOOR READING GARDEN

47%



READING NOOKS

44%



VIBRANT CAFE

34%



MESSY MAKERSPACE

32%

COMMUNITY SURVEY | Preliminary Findings

850+ responses

In the future, our libraries will foster a more _____ Morgantown.

FUN

CIVICALLY
ENGAGED

ACCESSIBLE

INNOVATIVE

HEALTHY

CURIOUS

EQUITABLE &
INCLUSIVE

LITERATE

WHAT WE HEARD PARTNER BREAKFAST

COMMUNITY OUTREACH | Partner Breakfast



15 PARTNERS

- **United Way**
- **Generation WV**
- **WVU Center for Community Engagement**
- **Main Street Morgantown**
- **Land Reuse Agency**
- **City of Morgantown**
- **WVU Medicine**
- **Mon County Assessor's Office**
- **CNRC Sunnyside**
- **Round Table Corp**
- **Mon River Trails**
- **Mon County Starting Points**
- **Christian Help**

COMMUNITY OUTREACH | Partner Breakfast

1 Needs and Opportunities Worksheet

YOUR COMMUNITY'S NEEDS & OPPORTUNITIES

Based on the strategic focus areas outlined below, what are the community needs? Where do you see opportunities to address those needs?

WELCOMING & INCLUSIVITY	HEALTH & WELLNESS	ARTS & CULTURE	RECREATION & PRESERVATION	PRIDE & COMMUNITY	LEARNING & GROWTH	PASSION & CAREER
Needs: More Connections Accessibility	Needs: Health Screenings Farmers Market Meal on Wheels Needs support	Needs: Relationship Building Partnership Artisan Farmers Market	Needs:	Needs: Road crossing at main library crosswalk & beacon	Needs: Skill Set - Master/Trainers	Needs: Grants/Funding Meet the Funders
Opportunities: Book Mobile → Festivals/ Community Events Community School Camps ↳ The Shack	Opportunities: Screenings Play group Models for good health Healthy Cooking Outreach ↳ Nutrition Movement with Learning ↳ Storybook	Opportunities: Art Galleries Community involvement Main Street connections →	Opportunities: expand	Opportunities: Beautification efforts recessed lights rapid flashing beacons	Opportunities: the Shack/the Neighborhood Trainings golfing preservation fix watch fix ear book Vets? fixing instruments	Opportunities: Connection with LNU Library

2 Design Your Library

Design Your Library!

elements here.

PARTNER BREAKFAST

YOUR COMMUNITY'S NEEDS & OPPORTUNITIES

Based on the strategic focus areas outlined below, what are the community needs? Where do you see opportunities to address those needs?

WELCOMING & INCLUSIVITY	HEALTH & WELLNESS	ARTS & CULTURE	RECREATION & PRESERVATION	PRIDE & COMMUNITY	LEARNING & GROWTH	PASSION & CAREER
Needs:	Needs:	Needs:	Needs:	Needs:	Needs:	Needs:
Opportunities:	Opportunities:	Opportunities:	Opportunities:	Opportunities:	Opportunities:	Opportunities:

PARTNER BREAKFAST



NEEDS

- More connections
- Accessibility
- Communication of MPLS services
- Community resources and services
- More welcoming downtown space
- More active promotion of partners
- Grown and maintain current efforts and processes
- Promotion of locations and access

OPPORTUNITIES

- Book mobile
- Festivals/Community events
- Community school camps - the Shack
- Welcome group - outreach
- Physical space to match the vibrancy of marketing efforts

PARTNER BREAKFAST



HEALTH &
WELLNESS

NEEDS

- Health screenings
- Farmers market
- Meals on Wheels
- Mental health
- Dental care
- Sr. Health and Social Engagement
- Childcare

OPPORTUNITIES

- Health screenings
- Play group model for good health
- Healthy cooking + nutrition outreach
- Movement with learning
- Support Groups
- Healthy Living
- Gardening
- Children's Day of Play
- After school care

A group of people are seated around a large wooden conference table in a modern meeting room. The room has large windows, exposed ceiling pipes, and bright lighting. Several people are visible, some looking towards the camera and others looking at documents or each other. The text is overlaid on the image in three separate yellow boxes.

“The library is important; we all need to step up in a concentrated effort to support it.

This is the effort we need for progress.

The will exists: can the will be targeted to the library?”

Dave Satterfield

Director of Asset Development WVU Research and Economic Development Office
CNRC (Campus Neighborhoods Revitalization Corporation) “Sunnyside Up”

GUIDING PRINCIPLES

GUIDING PRINCIPLES

- 1. Follow best practices for Tourism**
- 2. Follow best practices to foster social connections, learning and belonging**
- 3. Foster community vitality through flexible programming spaces**
- 4. Meet the infrastructure needs of a contemporary library**
- 5. Follow best practices for development with flexible typologies**

**WE'LL CREATE A SCORE CARD TO ASSESS EXISTING
AND FUTURE FACILITIES/IMPROVEMENTS AROUND
THESE PRINCIPLES**

GUIDING PRINCIPLES

1. Follow best practices for Tourism

- Customer Service
- Hospitality
- Destination/Attraction
- Local artists/crafts people
- Access to cultural activities

2. Follow best practices to foster social connections, learning and belonging

- People need people
- People need vibrancy
- People need light
- Environmental Psychology

3. Foster community vitality through flexible programming spaces



GUIDING PRINCIPLES

4. Meet the infrastructure needs of a contemporary library

- Safety + Security
- Technologies (wi-fi, device charging)
- Right Size
- Flexible Programming Spaces

Lighting
Plumbing

Device charging
Different levels of activity space (need a quiet space) Source of conflict

5. Follow best practices for development with flexible typologies

- Align with City/County Plans
- Lead with Programs and Services
- Leverage public and private development opportunities
- Environmental Stewardship + Resiliency
- Land Use Criteria: **Convenient**

SCORE CARD DEVELOPMENT

	Morgantown Main Library	Arnettsville Public Library	Cheat Area Public Library	Clay Battelle Public Library	Clinton District Public Library	Aull Center
Follow best practices for tourism						
Follow best practices to foster social connections, learning, and belonging						
Foster community vitality through flexible programming spaces	In progress: Ranked by Low, Medium, High					
Meet the infrastructure needs of a contemporary library						
Follow best practices for development with flexible typologies						

NEXT STEPS



- **Refine Guiding Principles** 3 hours for staff
- **Further Develop Scoring Criteria** 2 hours for board
- **Recommendations**
- **1-on-1 Convo: Tourism + County**
- **Late July Check-In with Board and Staff to Confirm Alignments**
(MSS in Morgantown July 28+29)
- **Draft Plan**
- **Present for Adoption: September 11th Meeting**
(Virtual)

**HAPPY
FRIDAY**



THANK YOU!!

MORGANTOWN PUBLIC LIBRARY SYSTEM

Bi-Weekly Meeting

July 18, 2025



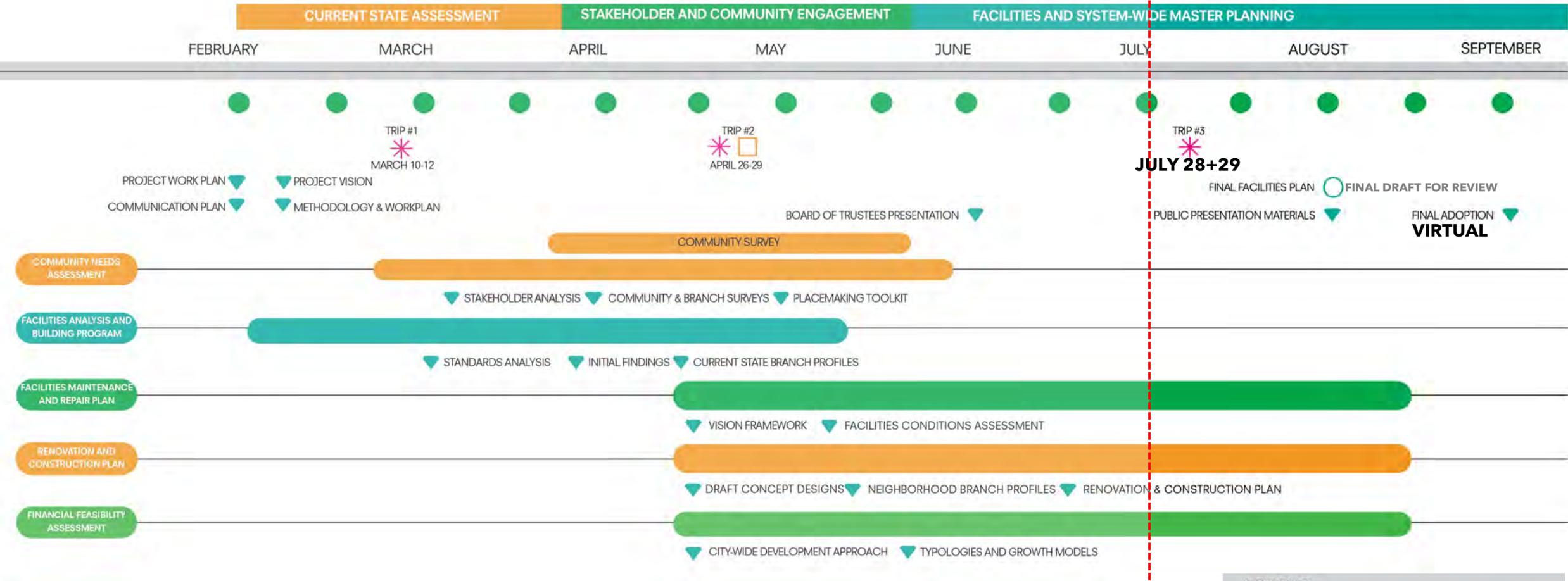
TODAY'S AGENDA

Always feel free to ask questions, ask for clarifications and share ideas!

- 1. Project Overview**
- 2. Trip #3**
- 3. Tourism Talks Update**
- 4. Staff Workshop Overview**
- 5. Case Study**

PROJECT OVERVIEW

WE ARE HERE!



LEGEND

- BI-WEEKLY PROJECT MANAGEMENT MEETING
- ✳ LEADERSHIP AND STAFF WORKSHOP
- COMMUNITY AND STAKEHOLDER ENGAGEMENT
- ▼ POINT-IN-TIME DELIVERABLE
- FINAL REPORT

TRIP #3 | Recommendations and Alignment

	Monday July 28th	Tuesday July 29th
9 AM		
10 AM		Staff Workshop
11 AM		
12 PM		
1 PM		
2 PM		
3 PM		
4 PM	Board Touch Base	Partner Event
5 PM		
6 PM		
7 PM		
8 PM		

Any RSVPs?

TOURISM TALKS

LEARNINGS

WV TOURISM

WEST VIRGINIA

Secretary Ennis Smith
Secretary Chelsea Ruby

- **Success: # of visits, # of jobs supporting tourism, \$ going back into communities, people relocating to WV**
- Group Travel in Mon County: business, sports
- Mon County: **Tourism is very events driven**, getting more into the off-the-beaten path
- In-State Travel: huge increase since pandemic (**higher than most states**) WV Waterfall Trail, Paranormal, Almost Heaven Swings, Honey Trail
- Popular Locations: Cheat Lake, Coppers Rock
- **Story Telling and West Virginia: Shine a light on what everyone is doing (Arts, Culture and History)**
- **Interested in intersection of Libraries and Recreation (and what that could do for tourism)**
(ex- kayak and boat rentals, library amenity at trails)
- More over-night/rental accommodations needed throughout the State

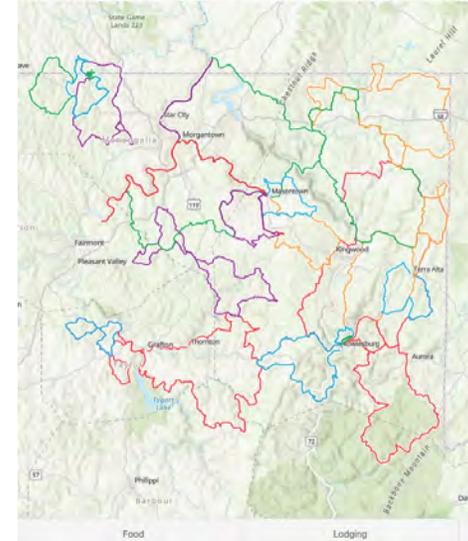


MOUNTAINEER COUNTRY CVB



Susan Riddle, President & CEO

- **“1 More Night, 1 More Dollar”**
- **Mountaineer Hospitality**
- Biggest Driver: WVU football, but that’s not enough
- #1 Events destination in the State : existing large facilities for conferences and sporting events
- Out-of-State: Convenient – VA, DC, MD
- Canadians driving to Florida
- Opportunistic, Experimental, Responsible:
 - Elevated Digital Resources
 - Specialized Experts/Influencers: Arts and Culture, Gravel Biking
 - Utilize existing infrastructure: minimal investment for reward
 - Every year is different
- Encompasses 16 municipalities, each have representation on board of directors



GRAVEL EVENTS

<p>18 JUL BIKE BASH WV 2025 VIEW</p>	<p>16 AUG LOST RIVER CLASSIC VIEW</p>	<p>13 SEP HIGH GROUND GRAVEL WVGS RACE #5 VIEW</p>
--	---	--

MOUNTAINEER COUNTRY CVB



Susan Riddle, President & CEO

- **Workforce Development as it relates to tourism:**

- Outdoor Rec
- WV Tourism Works Program Certificates. Fully certified! educating the state's workforce in tourism-related fields, preparing for the substantial increase in job openings projected for the industry, and connecting students with viable career opportunities
- Sustainable Tourism: Right Quantities, Right Locations
 - Leave No Trace – 5th Grader Certification
 - Blackwater Falls State Park is overrun (very popular)
- **Open to working with partners in general**
 - Passport, scavenger hunt, Library on Honey Trail, KOA campground
- **Visitor Centers- people don't go there! Too many**
- Geo-Caching



Sources: WV Higher Education Policy Commission, US Travel Association, Tourism Economics 2023, WV Department of Tourism

1,235

STUDENTS HAVE PARTICIPATED IN THE LEAVE NO TRACE EDUCATION PROGRAM



Visit Mountaineer Country's Destination Development team partnered with the West Virginia Department of Tourism to introduce Leave No Trace principles to North Central West Virginia's youth.

COMMUNITY BUILDER

DOES THIS RESONATE?

ANY IDEAS ON HOW TO PARTNER WITH TOURISM?

Program Certificates

Micro-Credentialing – Places we can try to get tourism to advocate for investing in library staff. Teach a profession that that think should be done by volunteers

Customer Service

Very interested in refocusing on support and education for WV libraries

Training- tasks, mission, vision, values

Ever changing

Libraries and Tourism

People don't visit the visitor's center:

Aull Center – digitize collections, digital at trails

Local history – unguided walking tours. Library that has access to the stories/resources. Package in a way that could be easy shared at their own time. Not tied to a facility/hours.

QR Code, Clio App

Augmented Reality

STAFF WORKSHOP #3

LEARNINGS

TYOLOGIES



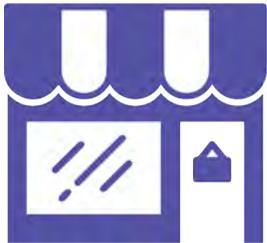
**FULL-SCALE
COMMUNITY LIBRARY**
Large



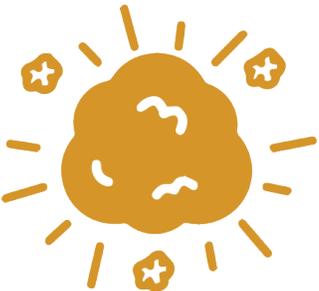
**CO-LOCATION
"CAMPUS"**
Medium



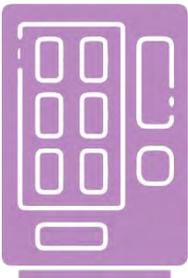
**COMMUNITY
CLUB HOUSE**
Small/ Medium



STOREFRONT
Small



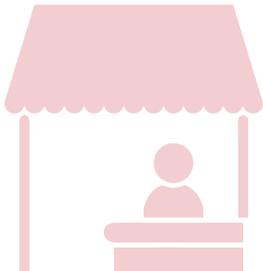
POP-UP
Small



IN-PLACE AMENITY
XS/Small



**PROGRAM
PARTNER**



**OUTDOOR LIBRARY
CORRIDOR**
Extra-Small



MOBILE

TYOLOGY EXPERIENCE

MPLS LIBRARY EXPERIENCE

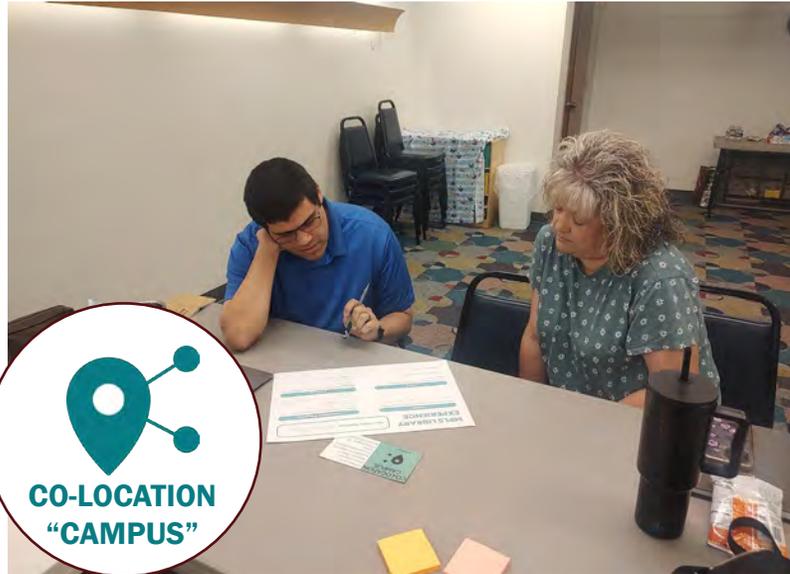
Your Library Typology: _____

Where?
Where in Minnesota County/Municipality would this typology be best suited?
WHERE?

Who?
Describe a user family that would use (or benefit) from this typology.
Who is in the family?
WHO?
What are their stories? Passions? Interests?
What is their library connection?

Activities & Programs
What types of activities and programs make this typology distinct?
ACTIVITIES & PROGRAMS?

Partners
Who are the community partners that can collaborate with MPLS to support this library typology?
PARTNERS?



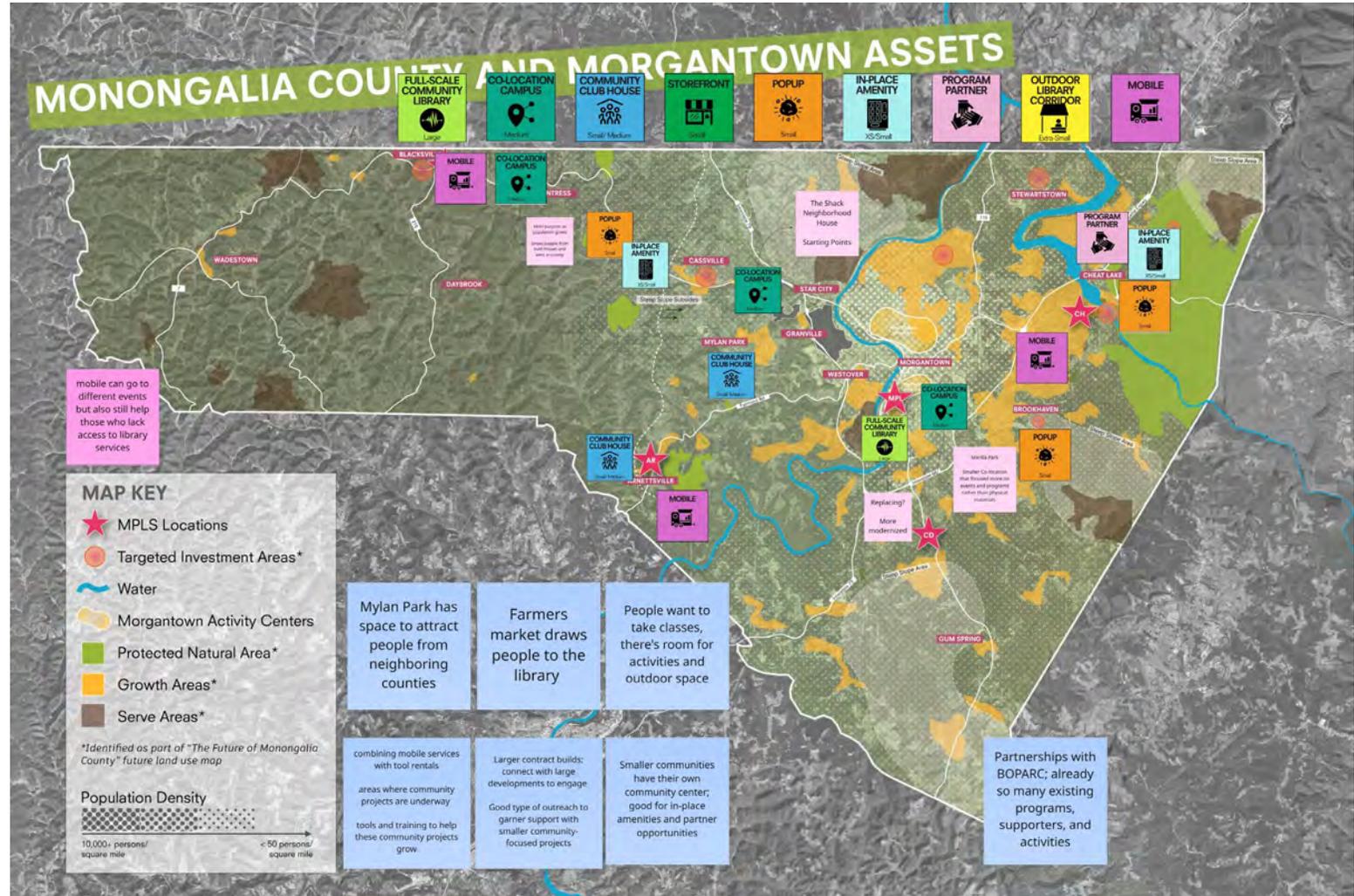
TYOLOGY EXPERIENCE



TYOLOGY	WHERE?	WHO?	ACTIVITIES & PROGRAMS?	PARTNERS?
MOBILE	Westover, Star City, Suncrest, UHS, Parks/Rec	Busy schedules, older kids, meet where they are	Holds/deliveries, roaming story times, school visits, seasonal, craft kits	University Schools
COMMUNITY CLUB HOUSE (MICRO)	Mylan Park, Rec Center,	New businesses, fitness/health, grandparents with kids	YMCA w/books!	Small Businesses
STOREFRONT	Westover – I79 side closer to highway, public transit hub	Working class, busy people, young professionals, financial support – transition from surviving to living	Tech help, DVDs, Games, Print, borrow, Financial literacy/support.	
CO-LOCATION CAMPUS	Suncrest, Westover, Star City, WVU, BOPARC, convenient	Families with active kids,	Leisure collection, multi-purpose	Athletic/Active Locations, WVU, Hospital
LIBRARY TRAIL	Rail Trail, Wharf, Star City		Stage/performance, messy maker, obstacle course, character picnic	WVU Arts/Dance ZenClay WowFactory

STAFF WORKSHOP | Team Virtual

- Co-Location Campus: Mason Dixon Park, The Shack, BOPARC
- Club House: Mylan Park, Arnetttsville
- Full-Scale Community Library: The Wharf
- In-Place Amenity or Pop-Up: Cheat Lake, Core Community Center
- Partner: Senior Centers, community entities and companies to rent out kayaks/boats etc.
- Mobile Services: tool rentals and training to help with on-going community projects, events, bring services to those lacking access to library services
- **New Library location: not downtown, but close!**



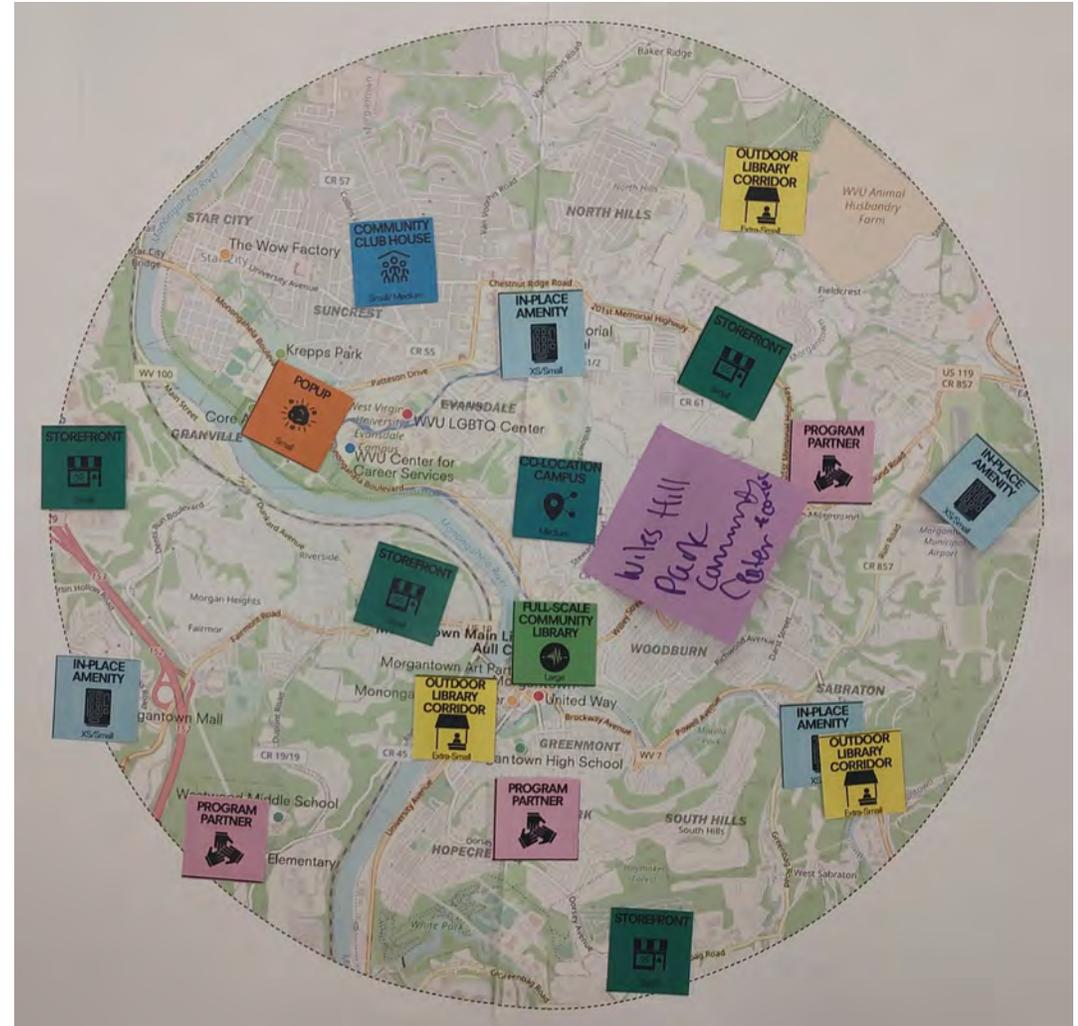
STAFF WORKSHOP | Team A

- Relocate downtown library to the Wharf
 - Green space, parking, outdoors
- Pop-Up/Mobile Combo: Suncrest, Rail Trail, University Town Center
- Transition Plan- get into communities that need them most
- Variety of ways to present new and fresh ideas



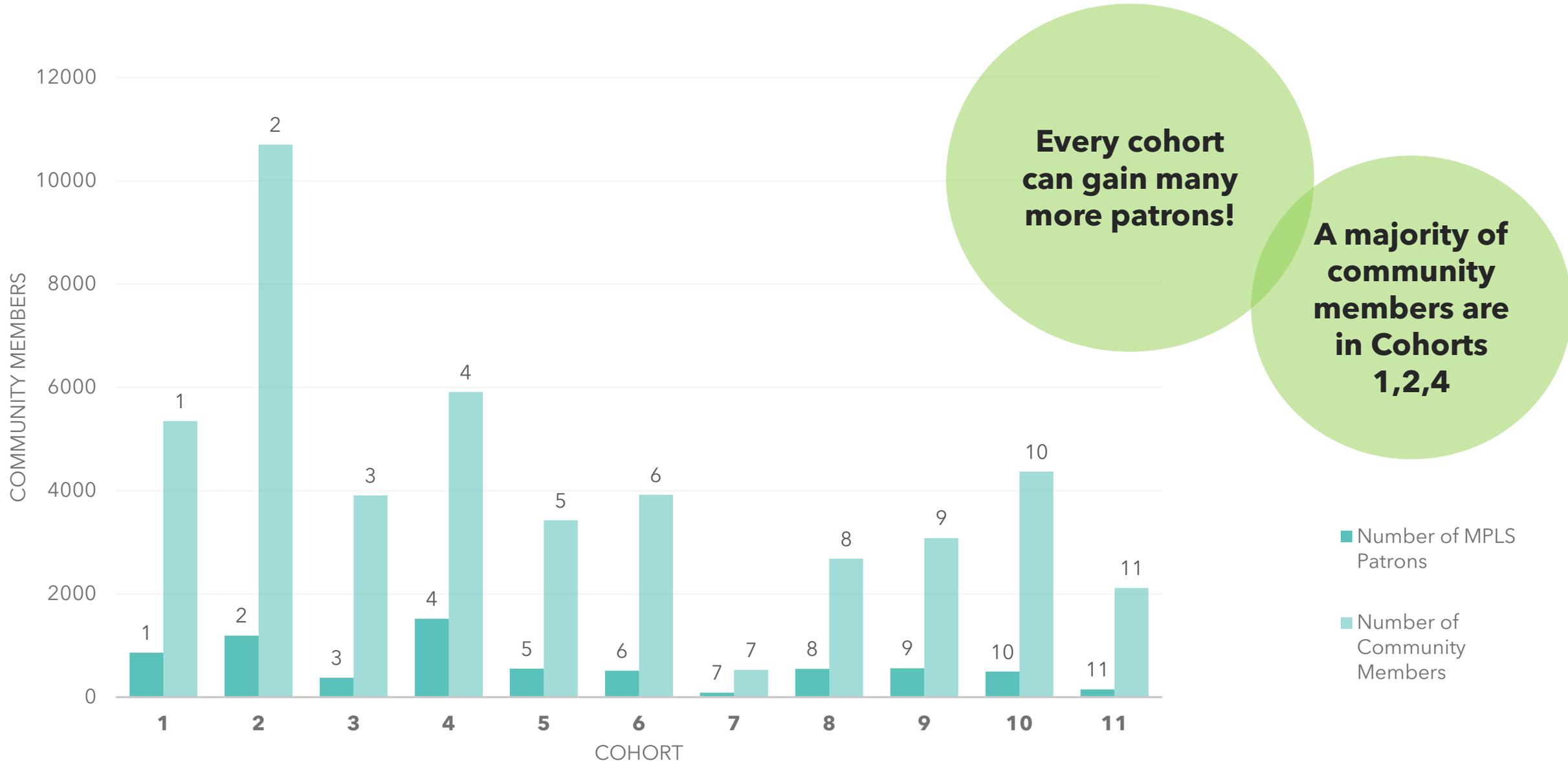
STAFF WORKSHOP | Team B

- Co-Location: Wiles Hill Community Center
- Pop-Up: WVU
- Partner: Schools
- In Place Amenity: Hospital, Morgantown Mall, Airport
- Storefront: University Town Center, Westover, Suncrest Town Centre, Mountaineer Mall

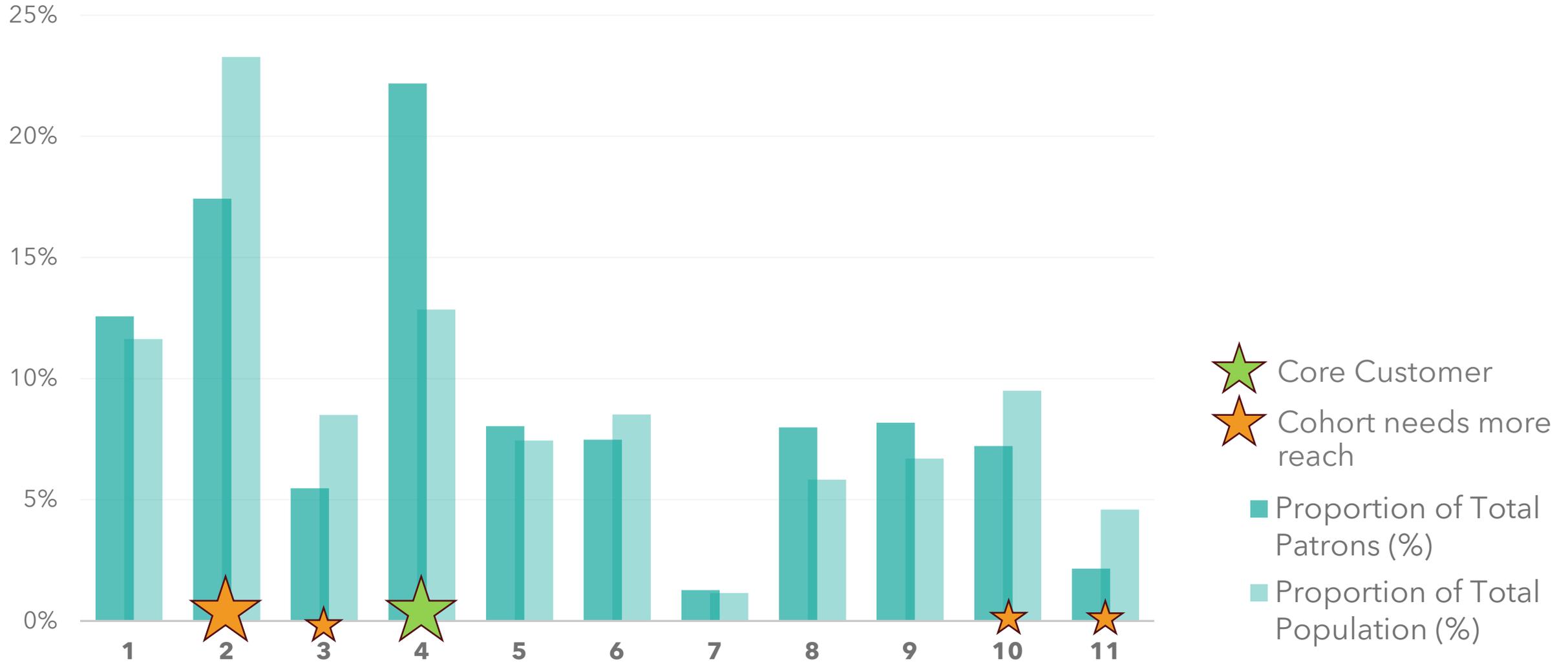


COHORTS

MPLS Patrons and Mon County Residents by Cohort



Patronage Proportion & Community Proportion by Cohort



Who makes up Monongalia County?

INCOME

AGE



1 - Educated professionals living an active lifestyle



2 - Avid video streamers and social media users



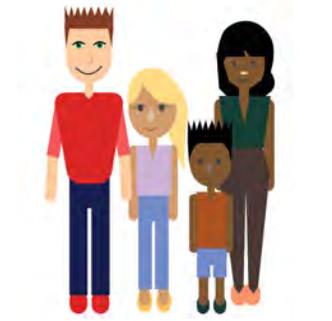
3 - Service or part-time workers likely to live near single people



4 - Well-compensated professionals with child-centered lifestyles



5 - Homeowners in managerial & professional roles



6 - High school grads raising families in small-town settings



7 - Ethnically diverse with multiple generations under one roof



8 - Executives with time and means to pursue a variety of interests



9 - Upscale suburbanite nearing retirement with a social lifestyle



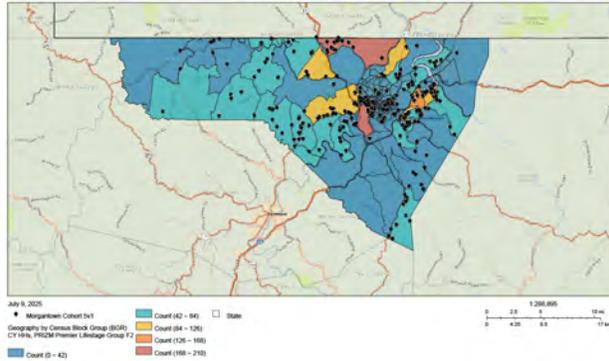
10 - Homeowners who are beginning empty nest years



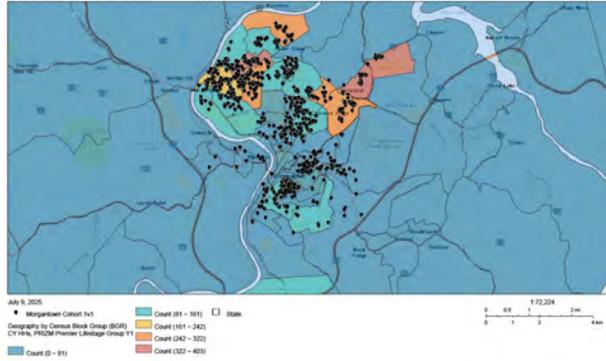
11 - Rural & Small town Singles

Where do they live?

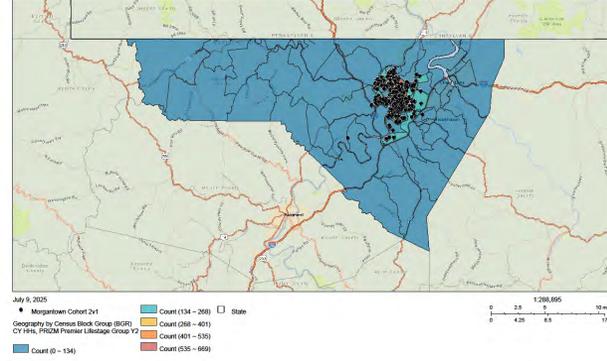
Monongalia Cohort 5



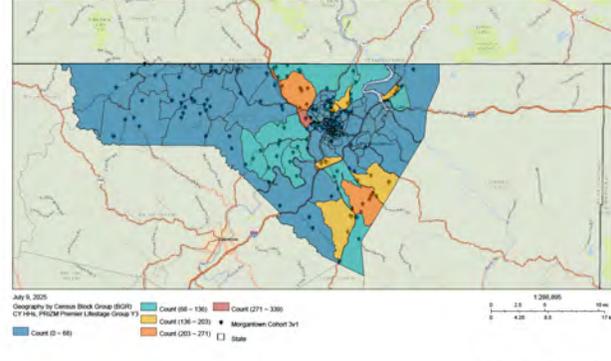
Monongalia Cohort 1 Detail



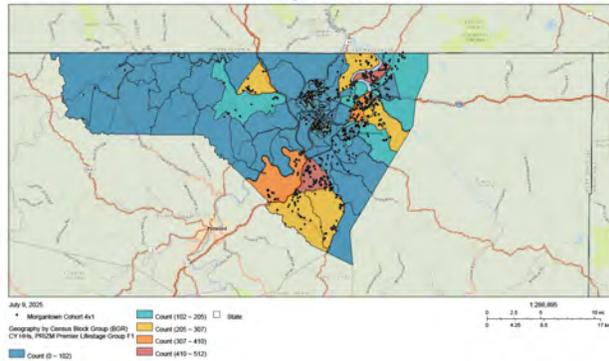
Monongalia Cohort 2 Overview



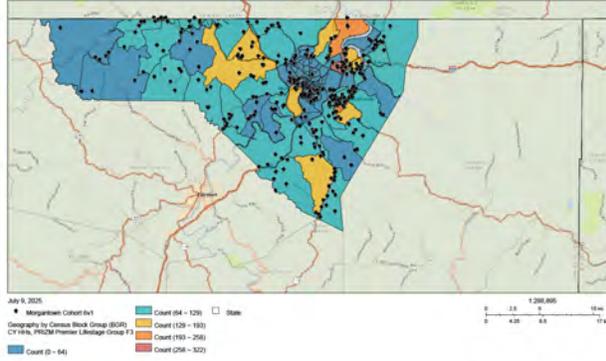
Monongalia Cohort 3



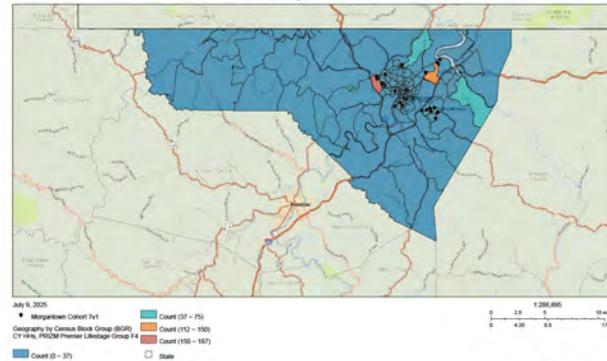
Monongalia Cohort 4



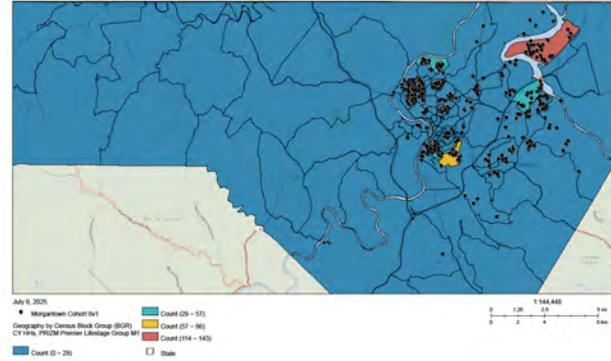
Monongalia Cohort 6



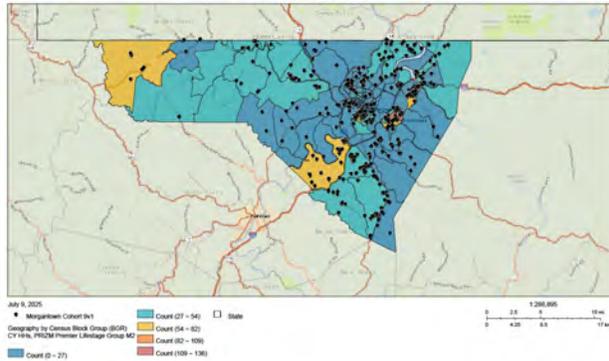
Monongalia Cohort 7



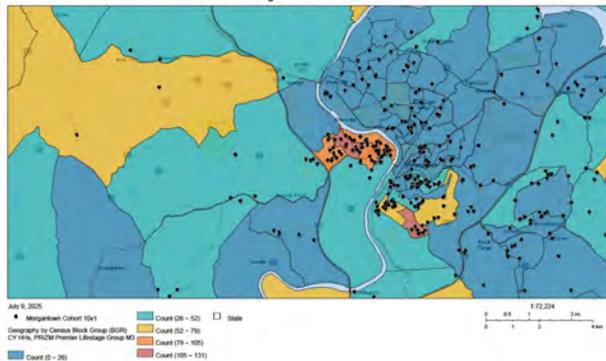
Monongalia Cohort 8



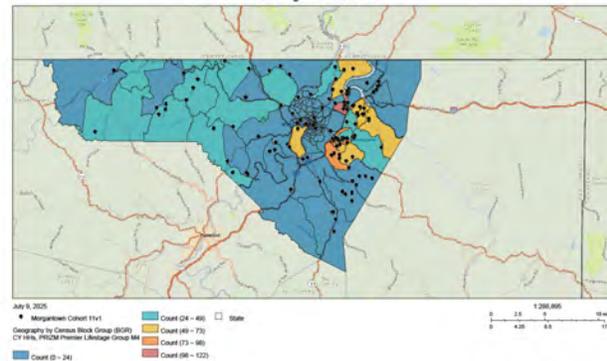
Monongalia Cohort 9



Monongalia Cohort 10 Detail



Monongalia Cohort 11



Cohort Studies

Cohort #2: Ethnically diverse, metro-area residents

\$26,721
Median Household Income

Key Needs
Might be looking for a new job
Online high school or GED tutoring 

Notes
Largest cohort and biggest potential for new users



Marketing
Interested in a variety of sports and visiting large cities
Likely to live near single people



Technologies
High-Tech Usage
Smartphones used for everything (taking college courses, dating, entertainment)



Skills & Talents
Interested in a variety of sports and visiting large cities

Place Making Recommendations:



Partnerships 
Trivia Night at local brewery/hangout

Collections 
Limited interest in reading
Robust movie streaming collection
Offer more adult and young adult titles than children's

Activities & Services 
Often attends job and recruitment fairs

Programs
Vintage equipment night with record players and digital cameras
Classes on travel photography and video editing
Lifestyle workshops (e.g. caring for a pet, intro to meditation)
Affordable living information (e.g. Facebook Marketplace, cooking on a budget); Financial literacy resources (e.g. how to doo your taxes or start an investment account)

Typology Recipe



PROGRAM PARTNER



COMMUNITY CLUB HOUSE
Small/ Medium



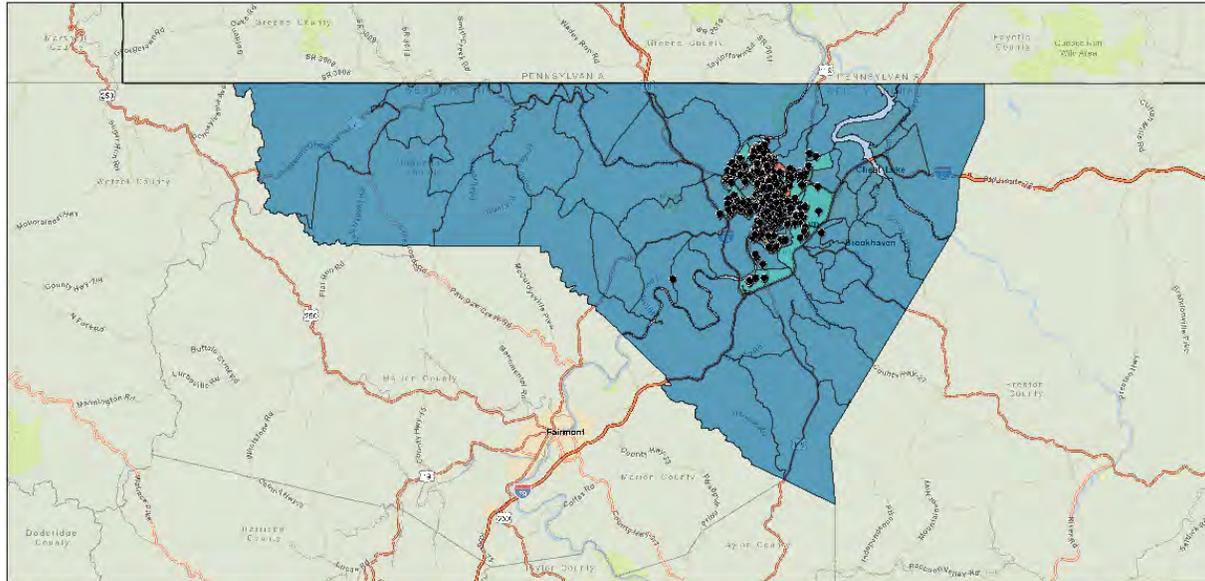
POP-UP
Small



OUTDOOR LIBRARY CORRIDOR
Extra Annual

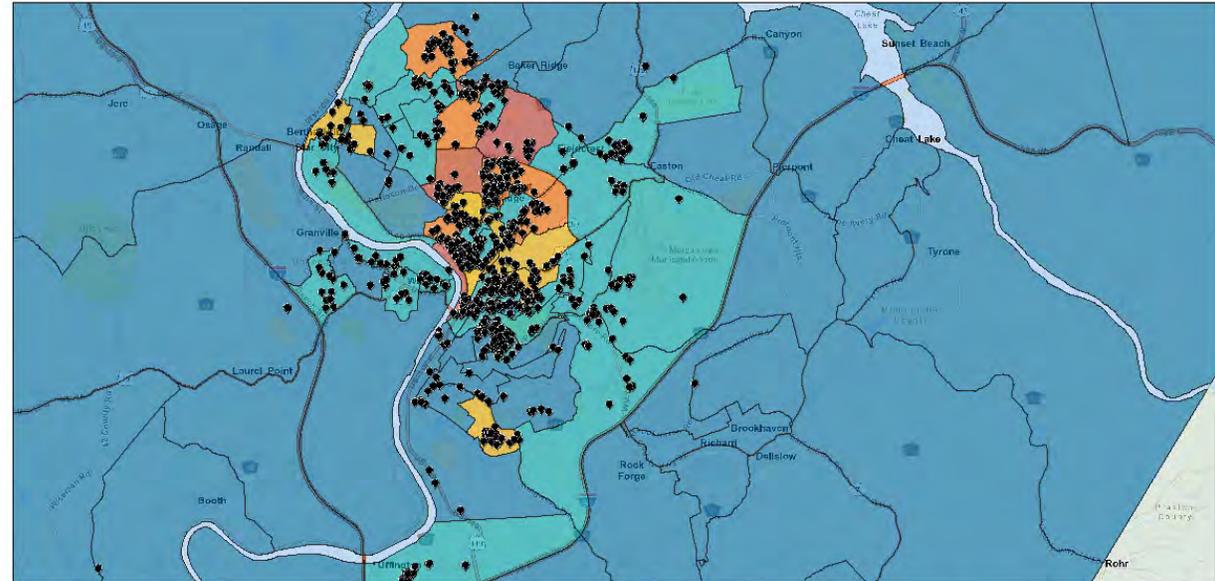
Cohort Studies: Mapping

Monongalia Cohort 2 Overview



Copyright © 2025 Claritas, LLC, ESRI, and TomTom All Rights Reserved

Monongalia Cohort 2 Detail



Copyright © 2025 Claritas, LLC, ESRI, and TomTom All Rights Reserved

CASE STUDY

Indonesian Micro-Libraries

INDONESIAN MICRO-LIBRARIES



Design a better world

Indonesia's stunning microlibraries draw young readers - in pictures

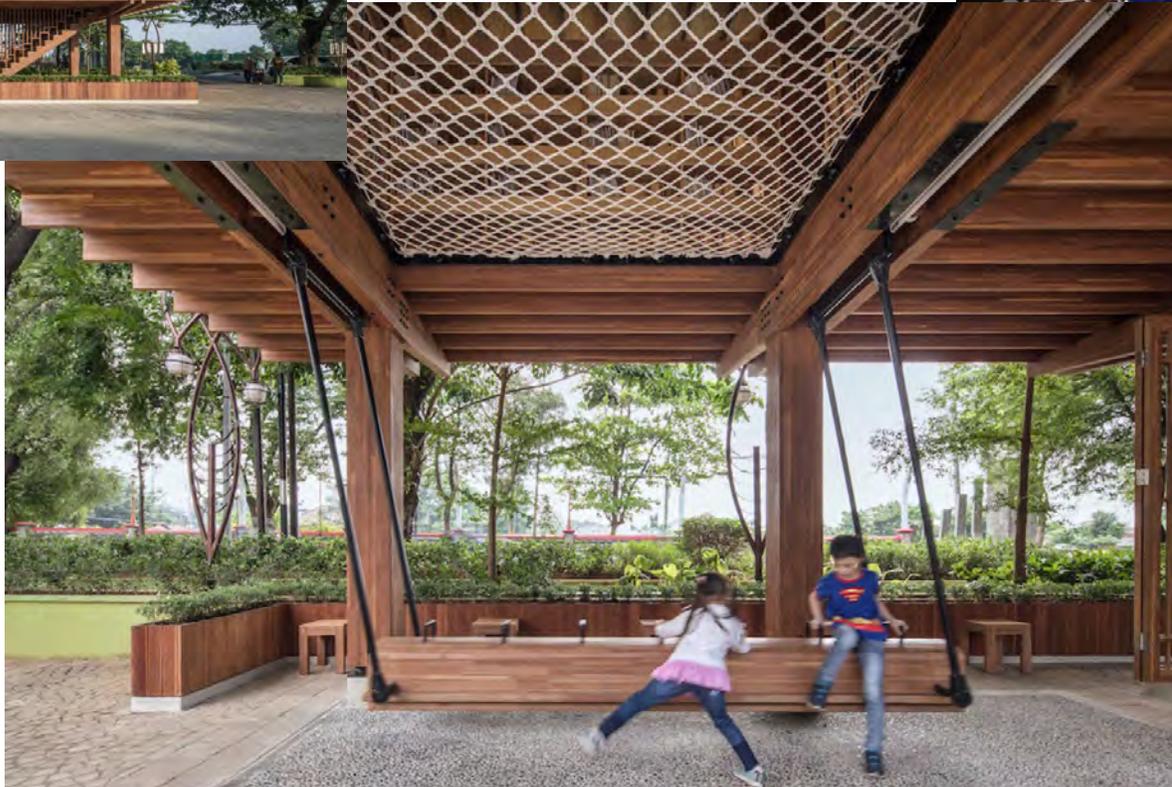
Using passive design and local materials such as ice cream buckets, these modern community spaces offer a respite from urban heat and hustle

Photos by Muhammad Fadli and others, text by Joan Aurelia

Mon 2 Jun 2025 10.00 EDT



INDONESIAN MICRO-LIBRARIES



NEXT STEPS

**SEE YOU JULY
28TH AND 29TH**

HAPPY FRIDAY 😊

MORGANTOWN PUBLIC LIBRARY SYSTEM

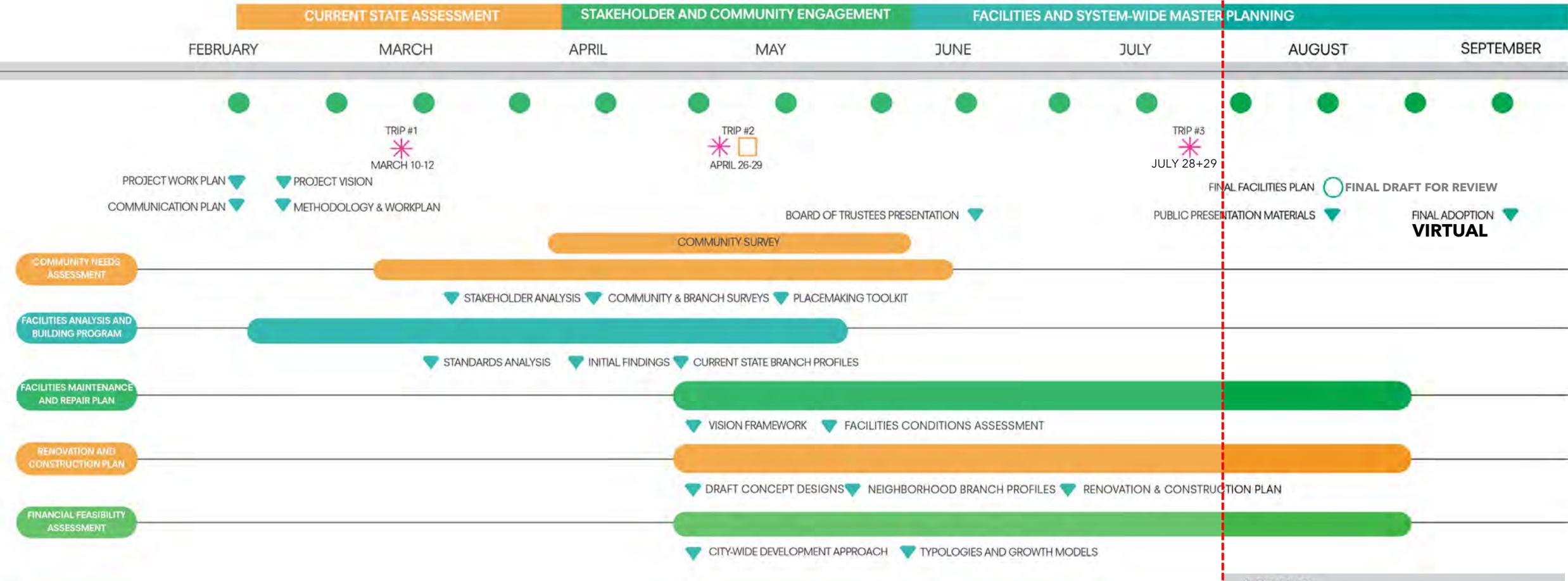
Bi-Weekly Meeting

August 1, 2025



PROJECT OVERVIEW

WE ARE HERE!



LEGEND

- BI-WEEKLY PROJECT MANAGEMENT MEETING
- * LEADERSHIP AND STAFF WORKSHOP
- COMMUNITY AND STAKEHOLDER ENGAGEMENT
- ▼ POINT-IN-TIME DELIVERABLE
- FINAL REPORT

TRIP #3 | Overview

	Monday July 28th	Tuesday July 29th
9 AM		Staff Workshop
10 AM		
11 AM		
12 PM		
1 PM		
2 PM		
3 PM		
4 PM	Board Touch Base	Partner Event
5 PM		
6 PM		
7 PM		
8 PM		



STAFF WORKSHOP #3

LEARNINGS

TOURISM DESTINATION IDEAS



WHAT YOU WERE MOST EXCITED ABOUT

RIVERFRONT
LIBRARY

RE-DESIGN OF
MAIN

ADULT EVENING
PROGRAMMING

HAVING A
ROAD MAP

POP-UPS

SUNCREST
LOCATION

GARDEN
KITCHEN
MAKER SPACE

EVERYONE'S
OPENNESS

CHEAT
AREA

MOBILE

PARTNERSHIPS

PARTNER EVENT LEARNINGS

TOURISM DESTINATION IDEAS

- CHARLESTON LIBRARY COFFEE SHOP
- EXHIBITS/MUSEUM
- CREATIVE PLAY PLACE
- INDOOR ACTIVITIES FOR KIDS IN WINTER
- HISTORIC COLLECTIONS/ RARE BOOKS
- EVENT SPACE
- DEMONSTRATIONS



**HOW TO GET THE \$ TO MAKE
THIS HAPPEN?**

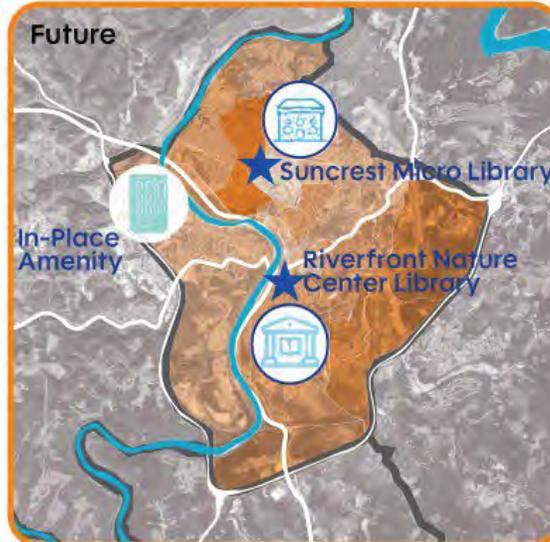
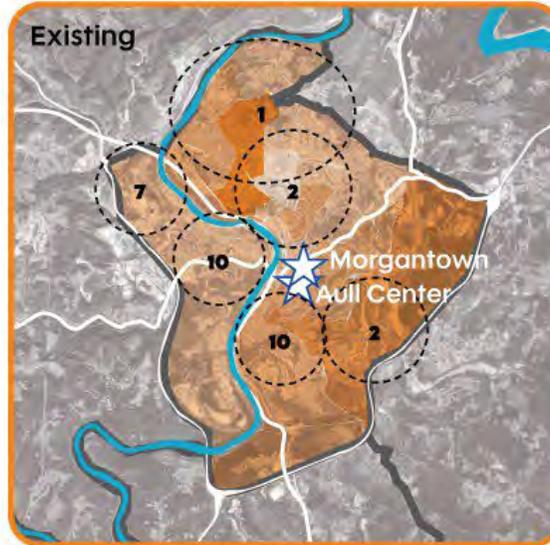
REGIONS

NOTES/REFLECTIONS

REGION 1

- 30,000 SF LIBRARY AT THE NATURE CENTER
- WALKING COMMUNITY
- FARMER'S MARKET
- MORGANTOWN MUSEUM – NEW DIRECTOR
- AULL- FINDING A NEW HOME FOR MATERIALS
- LOADING OF MATERIALS
- GATEWAY

Region 1: Central Monongalia



County District	Central
Development	Municipal Center
Current Population	58,746
Future Capacity	64,914 (10.5% growth by 2030)
Current Locations	Morgantown Main Aull Center

Proposed Priority Programs

Financial literacy, meet new people, expert speakers, film screenings, crafting, teaching kitchen, health and wellness, new immigrant resources, multi-lingual programming, children's programming

To Serve These Populations

Digital equity space, community garden, content creation lab, cultural celebration hub, various sized break-out rooms, culinary literacy kitchen

- Transition plan**
- Morgantown Main – Interior re-layout centering on children's programming and improved visibility & access to multipurpose room(s).
 - In-place Amenity: University Town Centre
 - Aull Center - sell and program
- Future Vision**
- Riverfront Nature Center Library
 - Suncrest Micro Library



1
Educated professionals living an active lifestyle



2
Lower middle income with high school diplomas



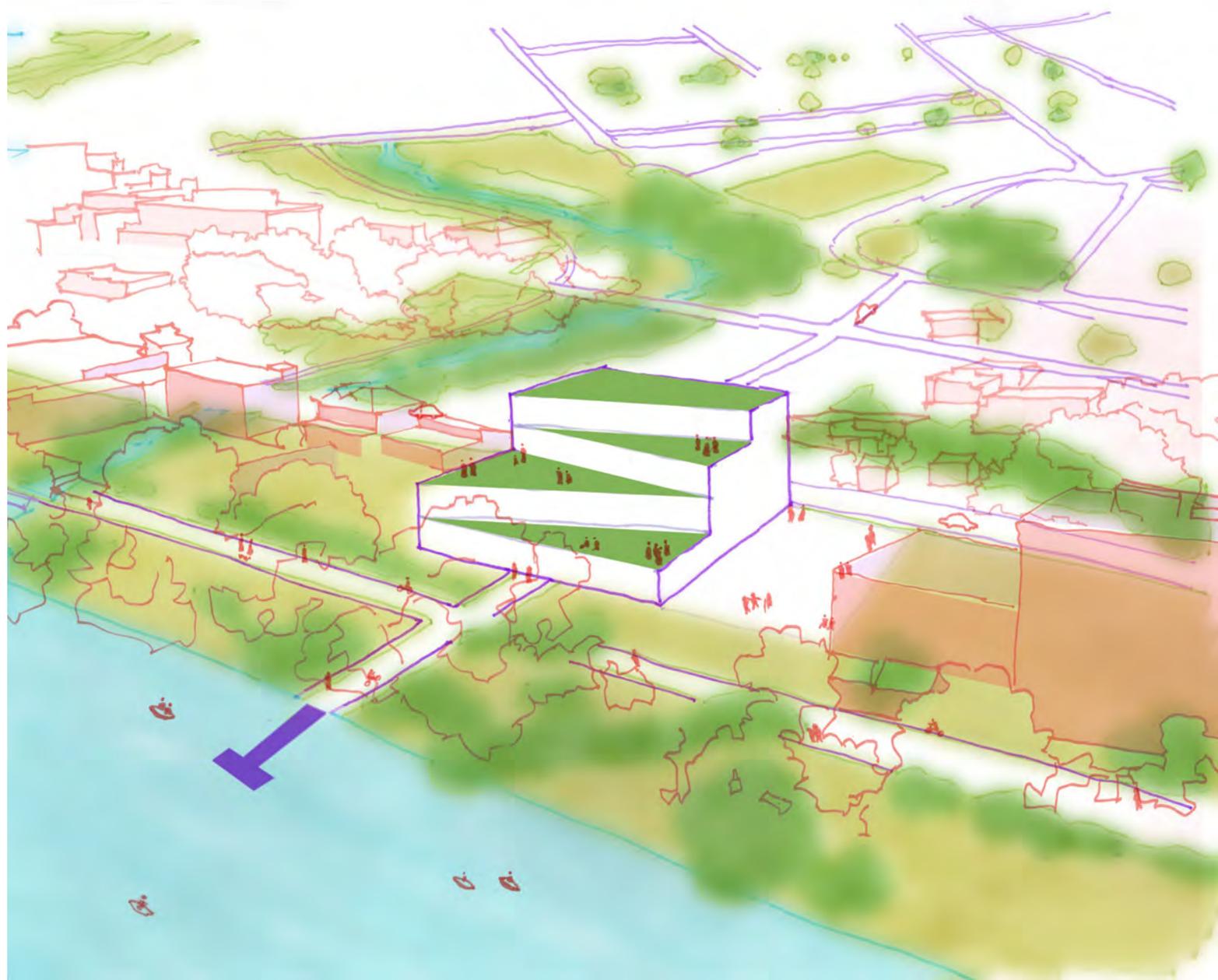
10
Homeowners who are beginning empty nest years



7
Ethnically diverse with multiple generations under one roof

REGION 1 | Riverfront Nature Center

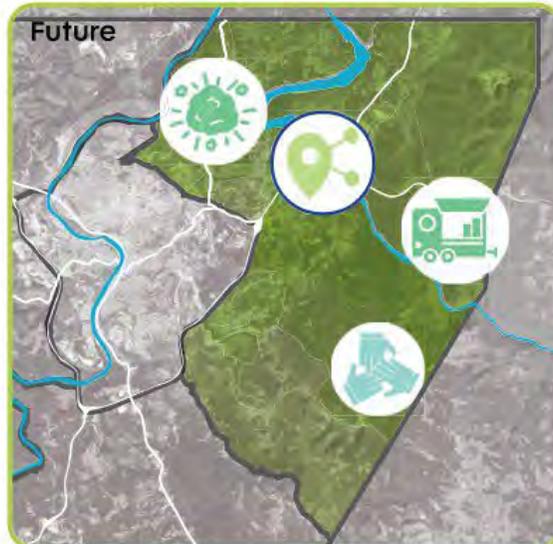
- INTEGRATED NATURE
- FACILITIES- RENTAL FOR EVENTS, REVENUE GENERATING (LIKE SPACE AT THE BOTANICAL GARDEN)
- LIBRARY COULD BE ONE STORY
- OTHER SPACES/RENTAL AREAS COULD BE ON OTHER FLOORS



REGION 2

- MORE SPACE FOR TUTORING – GETTING THOSE PEOPLE TO ALSO BORROW MATERIALS
- LOCATION – EXPLORE/COLLABORATE WITH PLANNED DEVELOPMENT

Region 2: Cheat Lake



County District

Eastern

Development

Targeted Investment Areas (West Run, Stewartstown, Cheat Neck, Cheat Lake, Brook Haven)

Current Population
Future Capacity

20,617
22,782 (10.5% growth by 2030)

Current Locations

Cheat Area Library

Proposed Priority Programs

Family oriented programming, family book club, life-skills programs, intergenerational activities, community gardening, teaching kitchen, active/recreational programming, tech literacy courses/ 1-on-1 tech help

To Serve These Populations

Land stewardship lab, reading garden, immersive story telling lab, family messy maker space, break-out rooms, homeschool/homework area, culinary literacy kitchen

Transition plan

- Strengthen partnerships: WV Botanical Gardens
- Mobile
- Pop-up

Future Vision

12,000 sf library co-located with Parks & Recreation (location TBD: mixed use development adjacent to new development)



Well-compensated professionals with child-centered lifestyles



Executives with means to pursue a variety of interests



Rural Single Seniors

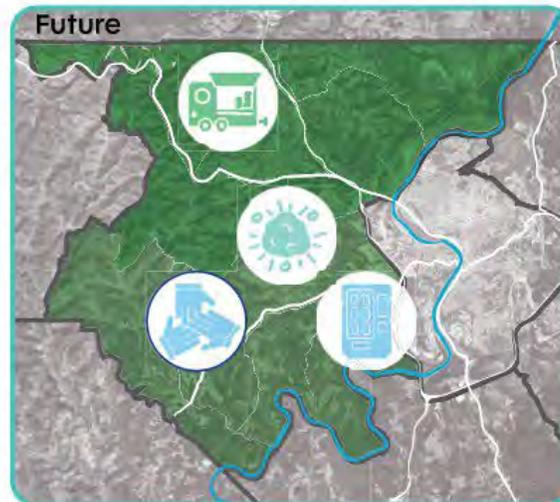
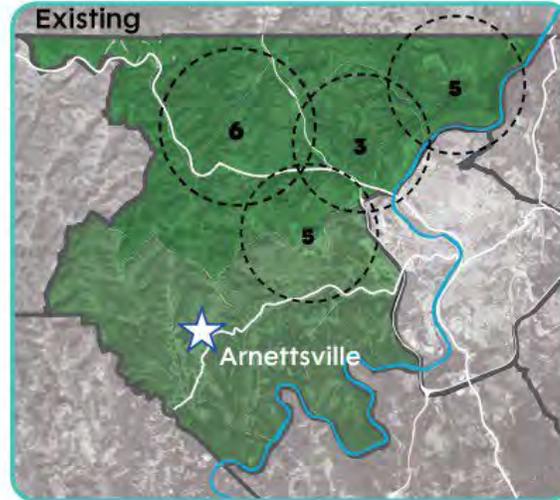


Ethnically diverse with multiple generations under one roof

REGION 3

- SHOULD THIS BE SPLIT INTO TWO REGIONS?
- WORK CLOSELY WITH CURRENT USERS OF ARNETTSVILLE ON A TRANSITION PLAN

Region 3: NorthWest Monongalia



County District Western

Development Targeted Investment Area (Cassville)
Grow, Serve, Preserve, Historic Rural Communities

Current Population 9,455
Future Capacity 10,448 (10.5% growth by 2030)

Current Locations Arnettsville

Proposed Priority Programs Upcycling workshops, financial literacy, nutrition, family programming, geocaching, hot spot devices to borrow, adolescent health, social services, early literacy

To Serve These Populations Homework area, tech free zone, co-working space, messy maker space, community meeting rooms

Transition plan

- Mobile, Pop-up
- In-Place Amenity: Morgantown Mall
- Mylan Park - pop-up, in-place amenity, mobile, partner
- Transition Building ownership to community center.

Future Vision

- Pop-up presence in the region
- Partner with community center



Service or part-time workers likely to live near single people



Homeowners in managerial and professional roles with child-centered active lifestyles

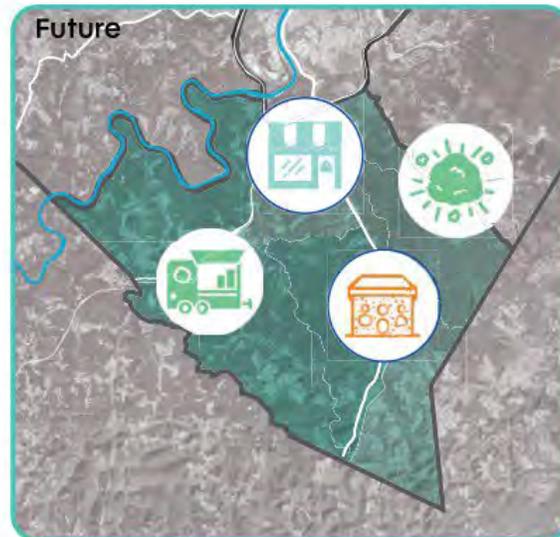
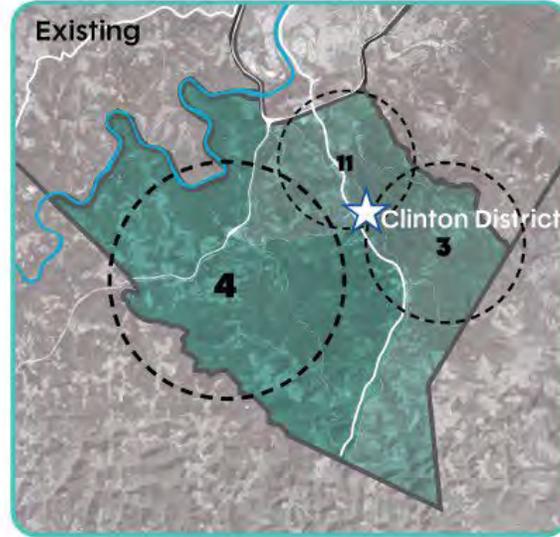


High school graduates raising families in small-town settings

REGION 4

- COHORT 10, NOT 11
- CURRENT SITE – SEPTIC AND FIRE TRUCK TURN CONCERNS
- HARVEST RIDGE PEOPLE **DON'T TURN LEFT**

Region 4: Southern Monongalia



County District	Western
Development	Grow, Preserve, Serve Historic Rural Communities
Current Population	3,612
Future Capacity	3,991 (10.5% growth by 2030)
Current Locations	Clinton District Library

Proposed Priority Programs

Children's programming, financial literacy, workforce development, gardening, travel workshops/ classes, college & career prep/ counseling, resume writing workshop, foreign language learning

To Serve These Populations

Messy maker space, outdoor market/ plaza, early literacy space, teen/ tween center, social service center, community garden

- Transition plan**
- Mobile
 - Pop-up

- Future Vision**
- Micro Library/Welcome Center (near Ridgedale Elementary, near/ on Grafton Rd-US HWY 119)
 - Storefront in Walmart/ Shopper's World Plaza

3



Service or part-time workers likely to live near single people

4



Well-compensated professionals with child-centered lifestyles

10

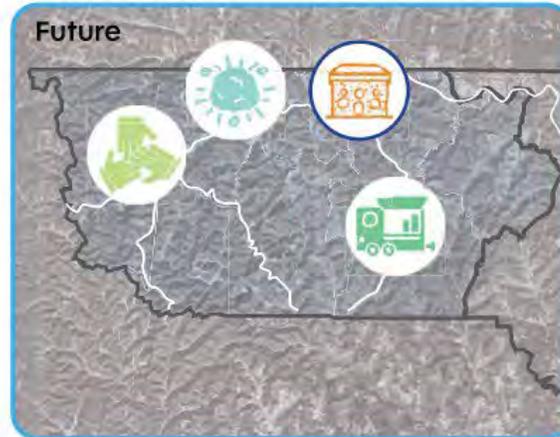
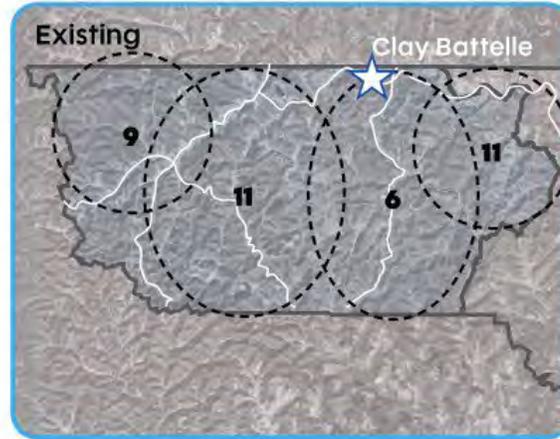


Homeowners who are beginning empty nest years

REGION 5

- BEST SCHOOL RELATIONSHIP ANYWHERE IN THE COUNTY

Region 5: Western Monongalia



County District

Western

Development

Targeted Investment Area (Blacksville)
Serve, Preserve, Historic Rural Comm.

Current Population
Future Capacity

13,393
14,799 (10.5% growth by 2030)

Current Locations

Clay Battelle Library

Proposed Priority Programs

Retirement planning, family fun night, family book club, craft programming for kids and seniors, gardening, digital literacy courses, 1-on-1 tech support, social services

To Serve These Populations

Computer lab, print & photo lab, play area, food pantry, community meeting rooms, outdoor living room, storytelling space

Transition plan

- Mobile services
- Pop-up at schools - Clay Battelle High School and Mason Dixon Elementary School

Future Vision

- Micro library - right sized/ fun building in partnership with County



High school graduates raising families in small-town settings



Upscale suburbanite nearing retirement with a social lifestyle



Rural Single Seniors

CASE STUDY

OMAHA PUBLIC LIBRARY

IMPLEMENTATION FRAMEWORK

Implementation Framework

Funding and Budgeting

Historically, funding for OPL facilities has come from the Capital Improvement Program (CIP). The majority of this funding has been from a CIP fund that is allocated by the City of Omaha on an annual basis to priority projects. Douglas County contributes annually and the OPL Foundation also funds small projects and facility refreshes.

This plan recommends incorporating these conventions with a comprehensive approach to leveraging partnerships with Omaha's philanthropic community, exploring innovative community economic development funding sources, and incorporating strategic partner opportunities. Douglas County residents and the OPL system will benefit from this strategy and variety of programming and capital sources, optimizing facilities utilization.

Funding and Investment Models

Capital funding for public library projects in Omaha has historically been paid for through the following sources:

- Competitive Federal Grants
- Philanthropic Donations
- Public-Private Partnerships
- Redevelopment and General Obligation Bonds
- State and Federal Grant Funds (Formula-Based)

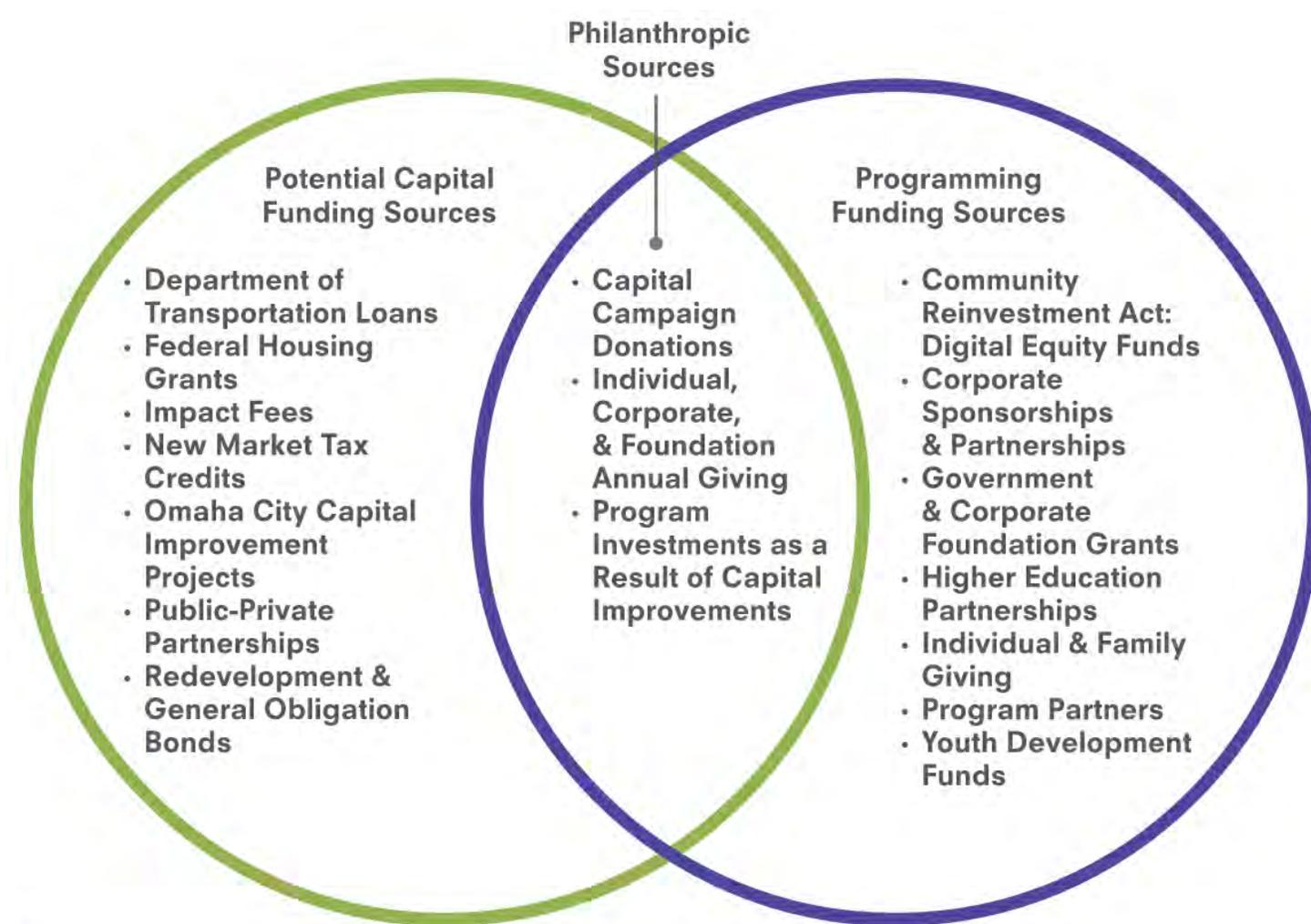
In addition, nationally and locally, innovative and non-traditional funding opportunities for capital projects are being applied successfully. This plan will enable a synergistic approach to leveraging a variety of funding sources for capital and programmatic funding by leveraging the variety of sources to create a sustainable model of increased funding opportunities, as illustrated in the diagram below.

Innovative Partnership and Development Opportunities

- Economic Development in the Neighborhood
- Federally Funded Improvement Subsidies
- Incubator Start-Up Models
- Innovative Public-Private Partnership Opportunities
- Mixed-Use Housing Development
- Mixed-Use Commercial Development
- Purpose Built Communities
- Sales Tax for Park Improvements

At the time of this plan's publication, the City of Omaha has demonstrated a significant investment in library facilities in the past two years, with a commitment to the new Central Public Library, the new Downtown Branch, and the Library Administration Building (LAB). Additionally, the large philanthropic investment in the new Central Public Library shows the commitment Omaha residents have to OPL.

At the time of this plan's publication, the City of Omaha's current CIP has funding earmarked for a new southwest location. Although this plan does not represent a specific request for funding or implementation, it does advise that these monies be allocated to a new southwest location, as intended.



POTENTIAL FUNDING SOURCES

MPLS IMPLEMENTATION FRAMEWORK

