

**CITY OF WHITEWATER
COMMON COUNCIL AGENDA**

Special Common Council Meeting
Tuesday, April 29, 2014 – 6:30 p.m.

City of Whitewater Municipal Building Community Room
312 W. Whitewater Street, Whitewater, Wisconsin

CALL TO ORDER, ROLL CALL, AND PLEDGE OF ALLEGIANCE.

1. Library Vision, Inc. presentation on Visioning and Master Planning for the Irvin L. Young Memorial Library.
2. Appointment of Citizen members to Boards and Commissions.
3. **EXECUTIVE SESSION**. Adjournment to Closed Session, **not to reconvene**, per Wisconsin Statutes 19.85(1)(c) “Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.” Items to be Discussed: City Manager Evaluation.

Anyone requiring special arrangements is asked to call the Office of the City Manager / City Clerk at least 72 hours prior to the meeting.

*Items denoted with asterisks will be approved on the Consent Agenda unless any council member requests that it be removed for individual discussion.

Table of Contents

MISSION STATEMENT	3
STATEMENT OF GOALS	3
INTRODUCTION	4
A NEW WAY TO PLAN LIBRARIES	6
A NEW MODEL FOR PUBLIC LIBRARIES:	7
ASPECTS OF 21ST CENTURY LIBRARY DESIGN	9
WHO WE ARE – WHITEWATER’S DEMOGRAPHICS	11
WHAT THE 2010 CENSUS TELLS US ABOUT WHITEWATER	11
EDUCATIONAL PROFILE – WHITEWATER VS. THE STATE OF WISCONSIN	12
LANGUAGE PROFILE	12
INCOME PROFILE	13
WHO HAS LIBRARY CARDS?	13
UW WHITEWATER AND THE IRVIN L. YOUNG MEMORIAL LIBRARY	14
COLLEGE STUDENTS IN THE LIBRARY	14
ESTABLISHING LIBRARY GOALS – INCORPORATING DEMOGRAPHICS AND LIBRARY TRENDS.	15
COLLECTION SIZES – WHERE ARE THEY GOING?	17
PEER LIBRARY COMPARISONS	18
COMMENTS ON THE PEER LIBRARY COMPARISONS	20
THE EXISTING LIBRARY BUILDING	22
SITE PLAN	23
EXISTING FLOOR PLAN	24
GENERAL LIBRARY COMMENTS AND RECOMMENDATIONS	25
SERVICE POINTS	26
CIRCULATION DESK	26
REDEFINING CUSTOMER SERVICE	27

REFERENCE SERVICES	27
ELECTROMAGNETIC AND RADIO FREQUENCY IDENTIFICATION SYSTEMS	28
COMPUTING OPTIONS	29
GROUP MEETING SPACES – CONNECTING PEOPLE	30
THE ADULT LIBRARY	31
ADULT AMENITIES	32
AUTOMATED A/V DISTRIBUTION	33
QUIET READING & STUDY SPACE	33
CHILDREN’S HOLDINGS & COMPUTING	33
THE YOUNG ADULT LIBRARY	36
MAKER SPACES; FACILITATING CREATIVE ACTIVITY	38
DIGITAL MAKER SPACES	38
VIDEO AND AUDIO MAKER SPACES	40
TANGIBLE MAKER SPACE	41
SUMMARY	42

Mission Statement

The Irvin L. Young Memorial Library will:

provide quality materials in all media

provide quality services from trained information professionals

*serve as a cultural, educational, informational and life-enriching resource center
for the Whitewater area*

ensure that all members of the community have equal access to information and

*provide life-long educational opportunities for all people regardless of age,
background or means*

Statement of Goals

The Irvin L. Young Memorial Library seeks to:

continue progress on the library addition building project

increase community awareness and use of library resources

provide a high-quality library staff

increase library programming for all ages, particularly adults

increase usability of existing library space

The Irvin L. Young Memorial Library - Creating a 21st Century Library

Introduction

The Irvin L. Young Memorial Library is embarking on a program to provide library services that embody what a 21st century library should offer its community. Libraries and the ways in which we use them are changing quickly; it is incumbent upon those in the profession and those who are charged with library governance to respond to the community's changing needs and changing expectations if the library is to remain relevant and useful as a community institution.

LibraryVision has worked with libraries all around the United States over the past 25 years. We are pleased to present this visioning statement for the Irvin L Young Memorial Library. This document offers suggestions for future development of the Library that will enable it to best address the present and future needs of its community. We will draw upon the large body of library experience that our team brings to the table and an understanding of both library design trends and the public perception of libraries.

In addition to providing access to printed materials and technology, libraries are increasingly viewed as places that host a collection of vibrant social and cultural experiences. Users now look to the library as a place social interaction and entertainment. It must be a welcoming and safe environment for users of all ages; a “living room”, workshop and entertainment center that serves the entire community. The planning and design process should recognize these changes in the public's perception and services.

In contrast to the relatively static libraries of the past, contemporary libraries are constantly evolving to keep pace with changes in society. As the number of traditional bookstores continues to decline, libraries are filling that niche. Indeed, some libraries have a “Buy Now” option in the digital catalog that allows customers to order books from on-line retailers while the library receives a percentage on the sale.



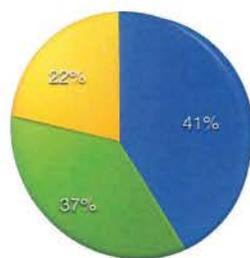
As well as meeting the community's educational and social needs the library can provide an example for sustainable design. Each project will have a range of sustainability strategies that are particularly suited to its circumstances. There are many opportunities for minimizing the environmental impact of the project ranging from effective use of natural light, advanced building control systems, appropriate choice of the building site and the way in which the library is used. For all of our library work, we utilize natural light wherever possible and specify recycled, easily recyclable & sustainable materials.

This Report;

This report is envisioned as a companion piece to the library program that was produced by Anders Dahlgren of Library Planning Associates in 2008. Much has changed in the library world since that report was issued. The intent of this report is to provide a new vision for the future of the Irvin L. Young Memorial Public Library and redefine what it brings to its customers. This report covers broad concepts and makes general recommendations that will inform the eventual design of the re-visioned library.

Why People Come to Libraries

In 2012 the Pew Research Center's "Internet & American Life Project" examined why people come to libraries. One of the documents produced as a part of this project was "Libraries, Customers and E-books" *. Utilizing surveys, the authors examined how people used libraries in the past year. Most libraries are still planned using library design standards that have remained essentially unchanged for at least a decade.



- For Research
- To Borrow Books
- Borrowed Other Materials

Even a casual inspection of a successful contemporary library quickly reveals that there has been a dramatic change in what libraries are offering their customers, and how those customers are using their libraries. Library design standards are still based upon the premise that libraries are exclusively about borrowing books. The adjacent graphic based upon the Pew Research tells us otherwise.

If only about a third of the people that come to libraries come to borrow books, why are we designing libraries to standards that presuppose that borrowing books is the primary mission of the library?

It was this question that led us to create **LibraryVision**.

* Kathryn Zickhur, et al., "Libraries, Customers, and E-Books" (Pew Internet and American Life Project, June 22, 2012), accessed November 12, 2013, http://libraries.pewinternet.org/files/legacy-pdf/PIP_Libraries_and_Ebook_Customers%206.22.12.pdf.

A New Way to Plan Libraries

We chose the name **LibraryVision** because we believe that there is a need for vision and a new methodology in the way in which libraries are planned. **LibraryVision** is a process – a new way of looking at libraries and a new model for library planning. It is a process that is comprised of several steps; it is the incorporation of these steps in new ways that makes this approach unique.

Understand the Demographics: Rather than relying on “universal” library design standards, we will take an in-depth look at the unique demographics of Whitewater. In addition to population numbers, we will examine the social and cultural facets of Whitewater and examine how each library’s facilities can best be tailored to meet the needs of its users.



Education And Dialog: It can be important to ask a community what it wants in its new or upgraded library. Before doing so, we may host educational sessions to let stakeholders know what the best contemporary libraries are doing to serve their customers. We feel that people have to know what is on the menu before they are asked what they want. This is equally true of library staff, administration and library trustees and municipal administrators. Everybody needs to have understanding of the possibilities before making decisions.



Recognition of Social Trends: A 15 year-old in 2013 has likely had a dramatically different life experience than that of the people who run his or her library. That teen has a different set of expectations, a different way of working and a different understanding of the role of technology in his or her life. These are trends that we must recognize and accommodate in our library planning if we are to remain relevant. *10 years hence, these teens will be young adults and young parents. Their current values and expectations with respect to libraries will remain with them. If we aren't providing service that is relevant to this group now, we won't be providing service that is relevant to the majority of our future users. We believe that relating teen and young adult library users is of paramount importance.*



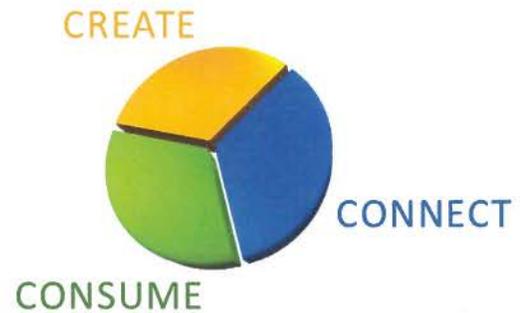
Leadership: We believe that library programming and needs assessments offer the opportunity for proactive leadership instead of a restatement of past design standards and reporting of what was heard during interview meetings. It is **LibraryVision's** mission to provide that leadership.

A New Model For Public Libraries:

Consume/Connect/Create

We propose a new model for a public library in which housing and supporting the traditional library collection is no longer the main focus of library design but rather one of several equally important components. This approach places equal importance on *what goes on* within the library as with *what is contained in* the library. It is based upon the findings of the Pew study on why people use libraries as well as an examination of current trends in the library world.

We propose that is library is a vehicle for providing services that are best described by three verbs; “Consume, Connect and Create”. That these are verbs is intentional; our model library is an active place.



Consume: “Consume” incorporates most of the traditional library services that involve the use of informational materials and services provided by the library. These materials include physical books, e-books, e-magazines, periodicals, physical & downloadable media and reference services. Space for the support of these services has historically taken up a significant percentage of the building’s floor plan in areas devoted to circulation services, technical services and staff offices. For centuries, libraries have primarily used the “consume” model.



Connect: Libraries are increasingly assuming the role of active centers of community – places for people to connect with one another. Libraries have long featured spaces for public meetings but the relative importance of these spaces has dramatically increased. In addition to the once-standard large group meeting room, spaces for small group interaction, tutoring, one-on-one continuing education spaces, small business-friendly meeting rooms with high speed data, interactive gaming, and video conferencing for home businesses.



Teen spaces and library coffee shop cafés are prime examples of library spaces specifically designed for people to connect. These types of spaces are no longer library novelties – they have quickly become mainstays of library design and are both increasingly expected and well utilized by their communities by users. Much modern learning happens in group settings, these spaces facilitate a host of collaborative learning behaviors.

Create: The role of libraries has always been to offer users access to materials that that might



otherwise be unavailable and to help them to utilize those materials to achieve their goals. These shared materials began with books and have since expanded to include a host of other offerings that offer the potential for creative activities. Today, libraries are offering “maker spaces” with video and music editing equipment, recording facilities, graphics software, large format printers, arts & crafts materials and equipment like 3-D printers that enable users to produce everything from art objects to school projects to industrial prototypes. This represents a shift away from a book-centered library but it is consistent with the concept of libraries as places to share community resources. We make the case that the learning experiences gained from these resources increase the potential for life-long learning, complement self-directed education and help library users develop the sorts of skills that are demanded by a 21st century workplace.



Consume

- Core Book Collection
- Teen & Juvenile Books
- Children’s Books
- A/V Materials
- Traditional Reading Spaces
- Support Spaces
- Information & Reference Services



Connect

- Public Events Spaces
- Large Group Meeting Rooms
- Small Group Meeting Rooms
- Tutoring Spaces
- Story Time Rooms
- Teen Spaces
- Cafés and coffee areas
- Outdoor Activities
- Small Business Meeting Spaces



Create

- Maker Spaces
- Video Creation & Editing
- Music Creation & Editing
- Art & Crafts
- Spoken Word
- Performance
- 3D Printing & Product Design



Aspects of 21st Century Library Design

Using Consume/Connect/Create to enhance, enliven and update the Irvin L Young Memorial Library

Since the Irvin L. Young Memorial Public Library was designed, the mission of libraries has evolved from a “warehouses for books” model to that of lively community centers that serve the public in ways that would not have been imagined when the library was originally planned and constructed. ***Keeping up with these changes in modes of service and material offerings is essential if the library is to remain relevant and serve the needs of the community.***

What might be the future of the Irvin L. Young Memorial Library?

- Books** The Library will continue to have a robust collection of books, printed materials and electronic information resources.
- Community Center** The library should function as a community center that hosts public events and offers a convenient and flexible venue for a variety of events
- Dedicated User Groups** The library will have specialized areas dedicated to user groups such as preschoolers, young readers, students and teens as well as those who seek the traditional quiet environment in which to read and perform research.
- Content Creation** The library will offer users the opportunity for content creation as well as the traditional consumption of content. This content may include writing, music performance, video production, video editing and the creation of physical objects utilizing everything from crafts supplies to 3-D printers.
- Collaborative Activities** Collaboration; The library will offer an environment that fosters collaborative interaction and learning. This is of particular importance to young adults who are learning to work in 21st century collaborative workplaces.
- Mobile Computing** Mobile computing will be emphasized over single purpose computer stations. Laptop and tablet computers will be checked out for use within the library and as circulating items.
- Self-Service** Technology that promotes self-service will be used wherever possible to allow existing and future staff to provide higher-level customer-centered services in place of the rote processing of library materials.

Social Interaction	There will be spaces designed to encourage social interaction.
Technology	The library must offer new services that have been made possible by advances in technology
Life-long Learning	The library will offer facilities that encourage life-long learning and will serve those who elect to “age in place” as effectively as it serves younger users.
Sustainability	The Irvin L. Young Memorial Library will be an example an example of environmental sustainability. The construction of the building, how it is used, the activities it is designed to promote and how it interfaces with its site can all be tailored to minimize energy usage promote the well being of the community as a whole.
Flexibility	To the greatest degree possible, library features will be plugged in instead of built-in. Flexibility for future changes in technology and library operations will be an important part of every design decision.
Demographic Focus	Rather than utilizing established library design standards, library offerings shall be matched to the Demographic profile of Whitewater to ensure that the Irvin L. Young Memorial Library (ILYML) is providing service that is relevant to its users.
A Good Place to Work	A library must be a good place in which to work. An engaged and happy staff is one of the keys to a successful institution. Employees that spend much of their working lives in a library deserve working environments that enable them to provide exceptional service during these times in which the nature of libraries is changing so radically.

Who We Are – Whitewater’s Demographics

What the 2010 census tells us about Whitewater

The student population’s impact on Whitewater’s age distribution. The largest demographic group in Whitewater is by far those between 15 and 24 years of age. This is largely due to the fact that Whitewater is the home of the University of Wisconsin Whitewater Campus. UW Whitewater has a total of approximately 12,000 students, of which 10% are in postgraduate programs. Despite the opportunities available on campus, UW students are regular users of the ILYML. These student users create a community demographic that may be unique to college towns.

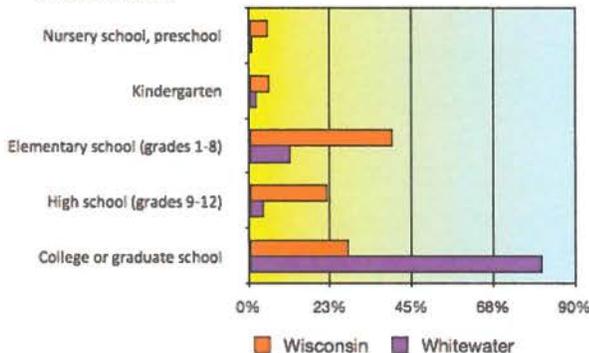
Comparing the age distribution against the current space allocations within the library facilities quickly reveals that that there is a need to devote more space and resources to the youth and young adult segment of the population. In addition to the college student population, Whitewater’s resident 15 to 19 year olds are underserved by the current library. This demographic group comes with a specific set of requirements and expectations.

As a comparison, the age distribution for Wisconsin as a whole is shown as well. The data reinforces Whitewater’s unique age mix and suggests that this is a factor that must be considered in planning the future of the library and that a careful study of the student’s needs is warranted.

Age Distribution – Whitewater vs Wisconsin
US 2010 Census

Wisconsin	Under 5 years	6.30%
	5 to 9 years	6.40%
	10 to 14 years	6.70%
	15 to 19 years	7.10%
	20 to 24 years	6.90%
	25 to 34 years	12.50%
	35 to 44 years	13.10%
	45 to 54 years	15.40%
	55 to 59 years	6.70%
	60 to 64 years	5.30%
Whitewater	Under 5 years	3.40%
	5 to 9 years	3.70%
	10 to 14 years	4.00%
	15 to 19 years	18.20%
	20 to 24 years	27.50%
	25 to 34 years	13.30%
	35 to 44 years	8.00%
	45 to 54 years	7.10%
	55 to 59 years	3.10%
	60 to 64 years	3.30%
65 to 74 years	4.70%	
75 to 84 years	3.40%	
85 years and	2.10%	

Student Profile – Whitewater vs. Wisconsin
US 2010 Census



Looking at the age profile of Whitewater’s students supports the overall age profile shown above; Whitewater’s students are predominantly college age - every one of the other student groups make up a smaller percentage of Whitewater’s population than would be the case elsewhere in Wisconsin

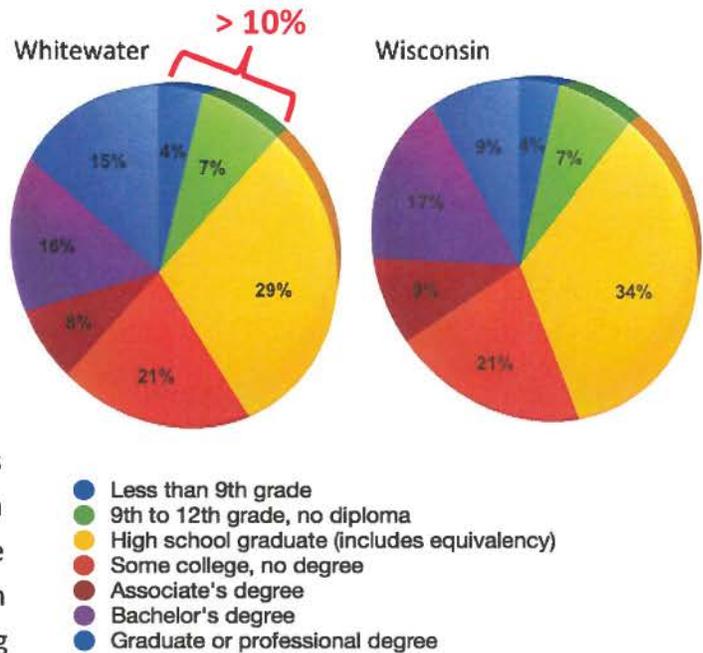
Educational Profile – Whitewater vs. the State of Wisconsin

Despite the fact that Whitewater features a campus of the University of Wisconsin,

the level of educational attainment for persons over twenty-five years old is remarkably similar to that of Wisconsin, only the percentage of people with graduate level degrees differs significantly from the state as a whole.

We believe that the most important fact illustrated by these charts is that over 10% of both Whitewater's and Wisconsin's residents who are over 25 years of age have less than a high school diploma and 40% do not have a college degree. The design of the library can serve this population by providing facilities that promote continuing education and technological literacy.

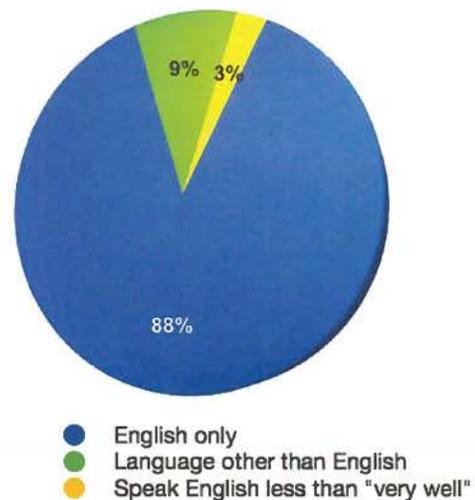
Educational Attainment for persons over 25 years of age –
Whitewater vs. State of Wisconsin
US 2010 Census



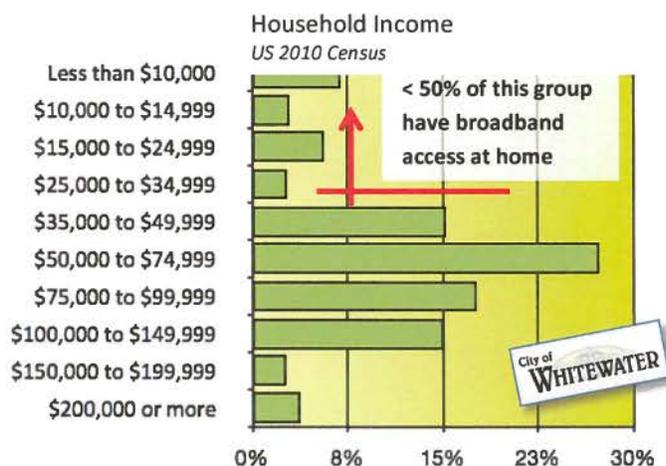
Language Profile

The ILYML service area is almost exclusively English speaking with only 3% of the population describing themselves as being less than fluent in English. While lifelong learning will be one of the goals for the expanded library, there will not be a larger than average need for facilities specifically aimed at tutoring English as a Second Language.

Language Spoken at Home
US 2010 Census



Income Profile

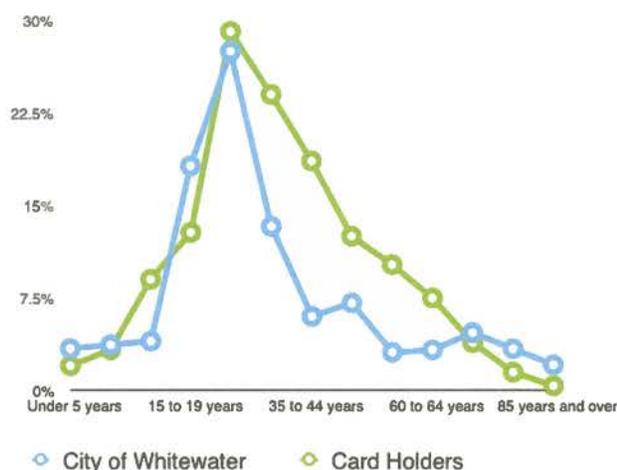


In 2010, nearly 19% of the community reported that they came from households whose annual income was below \$35,000. This is a group for which the library may represent the only access to not only printed materials but also computing, the internet, electronic media and cultural activities that might otherwise be unaffordable. According to the Pew Research Center, over 50% of those that make \$30,000 a year do not have access to broadband Internet connection at home.

The “digital divide” may be closing somewhat due to the increased availability and affordability of computers. Although the community as a whole is comparatively well educated and relatively affluent there are many people on either side of this digital divide: those that can afford (and expect) the library to provide personal computing options, books and electronic entertainment and those that depend upon the library for these services. Planning for the future of the ILYML must ensure that everybody in the community has access to these essential services and that the library is physically able to provide the infrastructure to support these services.

Who Has Library Cards?

The chart to the right shows a comparison of the age distribution of Whitewater residents to the % of each group that holds library cards. It indicates that there is a good correlation between age groups in Whitewater and the age of library cardholders.



UW Whitewater and the Irvin L. Young Memorial Library

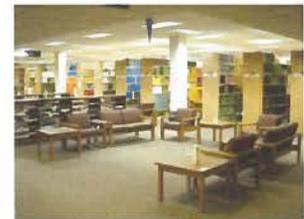
There are several local considerations that are not addressed by any standards but should be considered in the planning process for the ILYML. It would be inappropriate to plan for UW students the same way in which we might plan for “typical” users of that age group. In this case, there are specific ways in which UW students use the ILYML that will have an impact on planning.

College Students in the library

Of around 13,000 + library cardholders, approximately 1,225 of them are UW students, there are also many college students that use the library and are not cardholders. College students tend to use the ILYML in a different way than might local 18 to 24 year olds. UW students do not generally come to the public library to access content related to class work. The reasons that many choose to use the ILYML include;

- ❶ A different, more comfortable study environment removed from campus activity. This study can take the form of individual or collaborative work.
- ❷ Leisure activities. UW students tend to use the UW for leisure reading materials, music CD’s and DVD’s that aren’t offered at the UW Anderson library.
- ❸ Library sponsored teen programs such as those involving Manga and Anime can draw a significant number of college students who share those interests.

The major impact that UW’s students have on the ILYML takes the form of need of more seating and general square footage for study and tutoring as well as increased meeting space to account for students attending library programs. The impact on the of the library’s collections is not a significant factor.



Establishing Library Goals – incorporating demographics and library trends.

Whitewater will always have a younger than average population with a prominent spike in the young adult segment due to the presence of the UW Whitewater campus. This age group aligns with a sea change in the way that libraries are being used, meeting their needs and expectations will place the IYMPL in a good position to meet the needs of the general public as the expectations of current young adult and college age users become increasingly mainstream. Users in this group are digital natives and have grown up with access to the Internet, expectations of constant connectivity and social media. This will have a significant impact on planning for the library and will somewhat reduce the relative importance of printed media when compared to digital media. This will manifest itself in a print collection that may not grow to the same extent as the rest of the library's collections.

In library planning, we typically look at a 20-year time horizon. In a time of such rapid change, we cannot use current standards if we are to be of significance 20 years hence. What impact will it have on the previous planning if we fold an increased emphasis on local demographics and incorporate the most recent changes in library use into the mix?

Previous planning for the ILYML utilized "Wisconsin Public Library Standards" which was produced by the Wisconsin Department of Public Instruction. This standard has been used for many years in Wisconsin and is similar to that used in other states to set standards for library collection sizes, staffing levels etc. "Wisconsin Public Library Standards" has 4 levels for library service; "Basic", "Moderate", "Enhanced" and "Excellent". Using a design population of 14,500 yields the adjacent goals. The ILYML's placement is indicated with ★. In terms of collection sizes, the world has changed significantly since these standards were established, we are left without convenient road maps that give us black and white goals for collection numbers.

Volumes Held per Capita (Print)
Regardless of population served, minimum total volumes held is 8,000 volumes.

	Service Population						
	Less than 2,500	2,500 to 4,999	5,000 to 9,999	10,000 to 24,999	25,000 to 49,999	50,000 to 99,999	100,000 and over
Basic	6.4	4.1	3.1	2.9	2.8	2.7	2.5
Moderate	7.8	4.8	3.8	3.5	3.5	2.9	2.8
Enhanced	10.2	5.7	4.7	4.1	3.8	3.3	2.9
Excellent	15.0	8.2	6.6	5.2	4.1	4.0	3.3

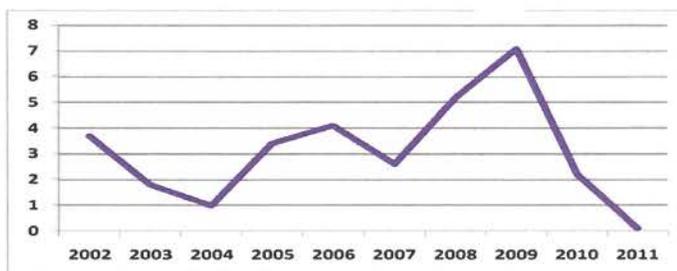
	Basic Level	Moderate Level	Enhanced Level	Excellent Level
Staff FTE*	10.15 ★	11.60	13.05	15.95
Volumes Held (Print)*	69,600	78,300	86,550 ★	102,950
Periodical Titles Received*	145	164	199 ★	241
Audio Recordings Held	4,060	5,365	6,380 ★	8,700
Video Recordings Held	4,205	5,510 ★	7,540	9,280
Public Use Internet Computers	12	14 ★	19	27
Hours Open per Week*	48 ★	60	63	66
Materials Expenditures*	\$78,300	\$94,395	\$115,130 ★	\$148,045
Collection Size (Print, Audio & Video)	79,750	92,800	97,150 ★	118,900

*Minimum standard applies regardless of size.

The ILYML fares well when measured against Wisconsin's Public Library Standards. The majority of the parameters fall within or near the "Enhanced" level of library service. The library design standards focus largely on collections and by this measure; the ILYML has done an exceptional job at meeting the recommendations. In terms of overall performance, there are two considerations that still need to be weighed; the first is that most of these measures fall within the "consume" portion of the consume-connect-create triad and don't address emerging services that fall within the "connect" and "create" areas. The second is the question of what represents appropriate goals for collection sizes in a contemporary library.

Collection sizes – where are they going?

The use of “traditional” library materials may have already peaked. The adjacent graph is based on 2012 survey data compiled by *Library Journal*. The graph illustrates the percentage increase in Adult Book Circulation by year. The graph does not show that book use is down, only that the demand for more books is decreasing. Although libraries are as busy as ever, the demand for printed materials has flattened out.



2012 Survey Data, *Library Journal*

In our proposed *Consume/Connect/Create* organizational scheme, the size of the collection is only one of several criteria that are given equal importance in the planning and design of the library. This approach places less importance on meeting collection targets than on facilitating learning and collaborative interaction. In this context, we regard “*Wisconsin Public Library Standards*” as a convenient point of departure rather than a destination.

We attended a recent meeting of the “Library Design Institute”, a yearly event where library architects meet with leading library professionals to address design challenges proposed by libraries from all over North America. We took an informal, and admittedly unscientific, poll of the participants asking for their predictions of where they thought that library collection sizes would be 10 years from now. There was a near consensus that in 10 years, overall collection sizes would be significantly, perhaps 30% to 40% smaller than they are now. The predicted reductions in collection size are expected to be of different magnitudes depending on what part of the collection is being considered. Current thinking regarding the 10-year horizon is as follows:

Collection Standards	
Children’s Collections	Collection sizes to remain steady, increase in non-print offerings
Young Adult and Teen Collections	Collection sizes increase beyond current levels as libraries target these groups for improved service
Fiction and Leisure Reading	Some reductions in collection size
Non Fiction	Significant reductions in collection sizes
Reference	This collection will be substantially replaced by electronic resources
Periodicals	Substantial reduction in collection sizes as periodicals go on-line
A/V	Eventual reduction in collection size as materials become downloadable
Local History & Genealogy	Case by case depending upon local circumstances
Non-Collection standards	
Computer Workstations	Substantial reduction in purpose-built computer stations as computing becomes increasingly mobile
Reader Seating	Increased number of seats as libraries expand their offerings to include more social, cultural, entertainment and creative activities.

As we examine planning concepts, the above assumptions will be incorporated into the analysis. We will assume that there will be eventual reductions in the size of selected physical (as opposed to electronic) collections compared to existing collection sizes and the collections proposed by the current Wisconsin Public Library Standards. An overall increase in the collection size will not be one of the primary near term goals although increases in targeted portions of the collection will be recommended.

Peer Library Comparisons

We often perform a peer analysis to show how the subject library compares with similar libraries. Due to the rapidly changing nature of libraries, this approach has become somewhat less meaningful due to the fact that we may be comparing ourselves to other libraries that represent outdated library service models. There also may be inconsistencies with the way that electronic media circulation is reported, in spite of that, there is still valuable information to be gleaned with respect to how the community is using its library compared to similar communities.

Due to the impact of UW Whitewater's campus on the ILYMPL, we have selected several peer libraries that are in Wisconsin communities that also host college campuses and several additional public libraries that have service populations that are close to the ILYMPL. . The college town list includes Menomonie, Platteville and River Falls. The remainder of the selected libraries are; U.S.S. Liberty Memorial Public Library (Grafton, WI), the Lester Public Library (Two Rivers WI), the Baraboo Public Library and the Reedsburg Public Library.

Peer Library Comparisons

Key:
 Green – Ahead of Peer Libraries
 Yellow – Average
 Red – Behind our Peers

Location	Population of the Legal Service Area	Square Footage of Main Library	Square Footage Per Capita	Number of Bookmobiles	Total Holdings	Total Holdings per Capita	Print Materials	Print Materials per Capita	Electronic Books	Electronic Books per Capita	Video	Audio	A/V (Audio + Video) per Capita	Total Licensed Databases	Internet Computers Used by General Public	Internet Computers per Capita * 1000	Public Internet Computer Uses Per Capita	College Town?
BARABOO PUBLIC LIBRARY	18,618	15,000	0.81	0	82,911	4.5	67,272	3.6	7,494	0.40	4,839	3,109	0.43	41	16	0.86	2.38	N
LESTER PUBLIC LIBRARY	18,285	25,000	1.37	0	104,661	5.7	80,681	4.4	8,233	0.45	7,994	7,553	0.85	36	16	0.88	0.89	N
REEDSBURG PUBLIC LIBRARY	17,995	15,400	0.86	0	94,337	5.2	72,656	4.0	7,494	0.42	9,422	4,596	0.78	40	27	1.50	2.86	N
U.S.S. LIBERTY MEMORIAL LIBRARY	17,903	26,650	1.49	0	101,566	5.7	76,725	4.3	12,071	0.67	5,983	6,572	0.70	36	9	0.50	0.67	N
MENOMONIE PUBLIC LIBRARY	36,912	17,040	0.46	0	53,814	1.5	42,312	1.1	1,229	0.03	5,216	4,831	0.27	38	15	0.41	0.57	Y
PLATTEVILLE PUBLIC LIBRARY	17,594	10,450	0.59	0	57,272	3.3	47,077	2.7	1,668	0.09	4,754	3,605	0.48	33	17	0.97	1.11	Y
RIVER FALLS PUBLIC LIBRARY	22,274	26,000	1.17	0	96,448	4.3	79,986	3.6	1,229	0.06	7,965	7,089	0.68	42	30	1.35	1.90	Y
IRVIN L. YOUNG MEMORIAL LIBRARY	17,231	14,900	0.86	0	129,163	7.5	106,625	6.2	8,240	0.48	7,739	6,328	0.82	33	6	0.35	0.75	Y

Location	Total Circulation	Circulation Turnover	Total Circulation per Capita	Circulation of Children's Materials	Children's Circulation Per Capita	Library Visits	Visits Per Capita	Total Library Programs	Total Programs per Capita *1000	Children's Programs	Children's Program Attendance	Children's Programs per Capita*1000	Young Adult Programs	Young Adult Program Attendance	Young Adult Program Attendance per Capita *1000	Yearly Resident Support \$ per capita	Registered Borrower Per Capita
BARABOO PUBLIC LIBRARY	266,032	3.2	14.29	89,381	4.8	206,831	11.11	545	29.3	474	5,688	25,459	49	890	47.8	\$41.17	58%
LESTER PUBLIC LIBRARY	222,787	2.1	12.18	72,137	3.9	167,888	9.18	381	20.8	252	10,658	13,762	51	881	48.2	\$27.77	52%
REEDSBURG PUBLIC LIBRARY	292,341	3.1	16.25	90,546	5.0	259,473	14.42	657	36.5	593	14,179	32,954	38	704	39.1	\$44.75	54%
U.S.S. LIBERTY MEMORIAL LIBRARY	254,327	2.5	14.21	95,546	5.3	133,000	7.43	316	17.7	199	4,203	11,115	14	130	7.3	\$37.48	75%
MENOMONIE PUBLIC LIBRARY	391,497	7.3	10.61	140,689	3.8	178,214	4.83	434	11.8	355	27,426	9,617	41	4,115	111.5	\$25.46	48%
PLATTEVILLE PUBLIC LIBRARY	184,661	3.2	10.50	53,552	3.0	93,808	5.33	294	16.7	238	27,675	13,527	54	332	18.9	\$46.75	36%
RIVER FALLS PUBLIC LIBRARY	401,830	4.2	18.04	105,070	4.7	199,369	8.95	320	14.4	255	7,365	11,448	0	130	5.8	\$50.08	75%
IRVIN L. YOUNG MEMORIAL LIBRARY	186,442	1.4	10.82	63,383	3.7	95,638	5.55	152	8.8	132	16,247	7,661	9	227	13.2	\$32.96	77%

Comments on the Peer Library Comparisons

Square Footage per Capita; The ILYML is average to somewhat behind its peer libraries, the significance of the building size will be evaluated when we look at the overall picture in terms of new library offerings.

Physical Collections; Ahead of selected peer libraries. As with the above: for future planning, traditional standards for this metric may have to be re-evaluated in light of the shift to electronic media.

Children's Circulation per Capita; Circulation of Children's materials lags somewhat behind peer libraries, even though we will be placing less emphasis on physical book collections, the children's collection will be one of the focuses of future development due to the particular importance parent/child interactions that the library facilitates by collections and activities. We expect that children's per capita circulation would be somewhat behind the non university town libraries in the selected peer group as those are libraries that do not have a population that is skewed toward the young adult/college age groups.

Percentage Registration for Whitewater Residents; Above average, this will likely increase as the ILYML is able provide additional services that will appeal to residents who currently do not use the library.



Programs and Visits; This is the area in which the ILYML lags most behind its peers. We see this category as having of the biggest potentials for growth if we provide more varied venues for different kinds of group and collaborative activities.

Circulation Turnover Rate: The peer comparisons indicate that the Irvin L. Young Memorial Public Library is leading its peers in terms of the number of physical materials per capita, coming in at **first** place of the 8 libraries we evaluated. At the same time, the library comes in at **last** place in terms of circulation turnover (the number of times that the average item was checked out over the last year). These are significant statistics.

The low turnover rate can indicate a number of things that might include;

- 🌐 A collection that is difficult to use. Books displayed spine-out circulate at a lower rate than those that are placed face-out on the shelving. Increasing the percentage of books that are displayed face out will improve the circulation rates. Face-out shelving is less efficient than spine-out shelving and requires either more shelving or a smaller collection to fit within a given building size.

Many libraries are beginning to utilize BISAC subject headings in place of the traditional Dewey Decimal system. "BISAC" is an acronym for *Book Industry Standards and Communications* and is a way of organizing a library collection to make it resemble the way bookstores are organized. This is also called "Subject Matter Heading" and offers a more intuitive way for customer to find books, especially in the context of public libraries that are typically not research-driven. Wisconsin's library consortia discourage BISAC organization of books because it may not integrate with the consortium's standards.



- Insufficient weeding. Collections they have not been thoroughly weeded will have a greater percentage of books that do not get regularly checked out. Weeding will focus the collection on books that have a greater likelihood of being used.
- The collection may not be relevant to the needs of the library users. Like the above, this is a collection development issue rather than a planning or programming issue.

In terms of planning, the relatively low turnover rate indicates that there may be an opportunity to reduce the percentage of square footage devoted to the physical collection to provide more space for "connect" and "create" activities while the collection is refined to focus more on the needs of the community.

The Existing Library Building



Planning Challenges:

The library was built in 1990 and is a single story structure with a partial basement and a total area of approximately 15,000 SF. The building is in a faux prairie style with low slope shingle roofs that have had some leakage problems at the roof valleys.



The lighting level is low for a library; interior lighting is provided by recessed 2' X 4' lay in fixtures with relatively inefficient parabolic lenses. The generally low lighting level is exacerbated by the dark wood trim and stack end panels and the 84" high stacks that block much of the natural light from the windows.



Dropped soffits and coffered ceilings define many of the spaces – this can make it difficult to reconcile the existing ceiling layout with future floor plan modifications. The coffered ceilings vary in height with some portions of the public areas being as low as 10', too low for suspended, indirect lighting which is optimum for libraries.

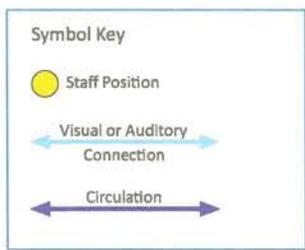
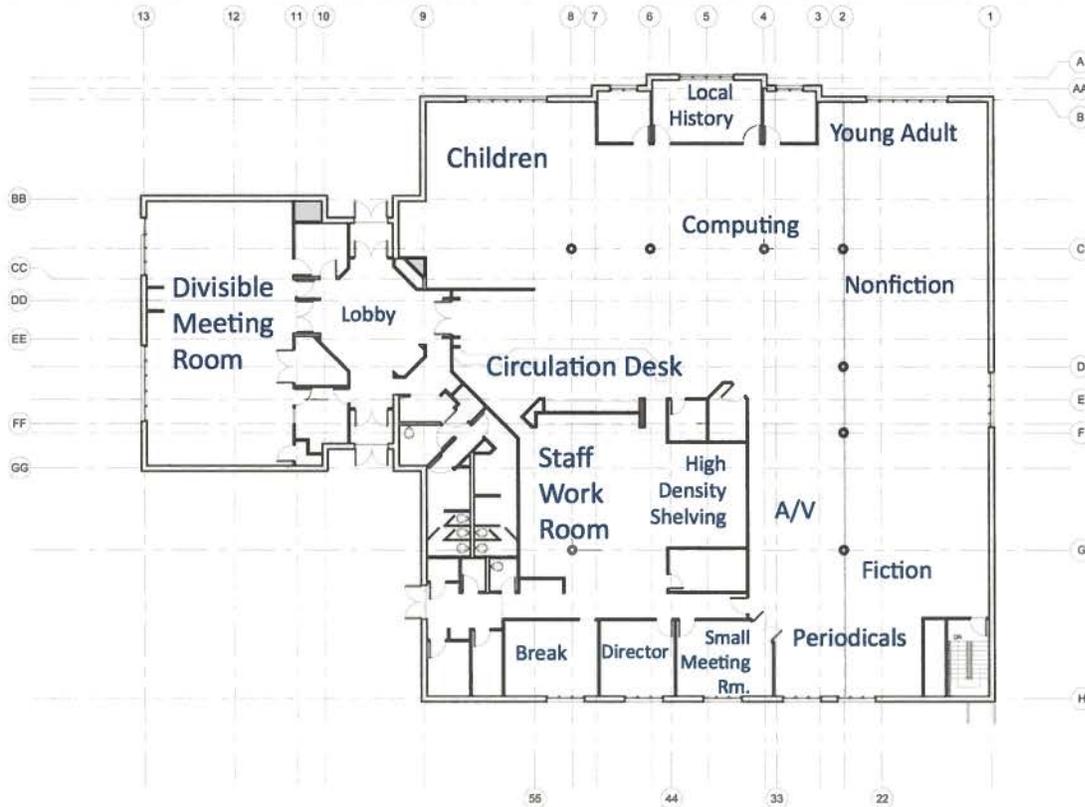
Like most library buildings of its era, the building lacks a sufficient number of power outlets for widespread computing. Trenches in the existing concrete floor slab will be required to provide additional floor boxes.

As is illustrated on the site plan on the following page, the library is located on a site on the Southeast corner of West Center Street and Church Street. The Library owns additional parcels to the East of the library. Based upon the rooflines and building geometry, the logical direction for any expansion of the structure is to the East.

The grade is sloping downward towards the east and falls to approximately 8 feet below the finished floor level of the library in the area where any expansion would likely take place. This condition makes a simple, one story expansion to the east challenging due to the fall of the site. Because of the falling grade, an expansion would likely include a basement as most of the excavation and foundation walls required for a basement will already be in place.

Existing Floor Plan

(not to scale)



Note: Diagrams illustrating the relationship between spaces or activities appear in various places in this document. The following is a key of the symbols used for these diagrams.

 Recommendations for specific goals are in blue and are bulleted with the Consume, Connect and Create icon.

General Library Comments and Recommendations

When compared to its peers and to Wisconsin Public Library Standards, the ILYML is well represented in terms of the overall number of holdings. Because of this and the fact that the collection turnover is relatively low, **LibraryVision** does not recommend significant across the board increases in collection sizes but modest increases targeted to specific groups and decreases in the overall collection. Planning for the future should place a premium on maximizing flexibility by squeezing the most out of every square foot of library space.



The previous discussion regarding the collection turnover rate should be taken looking through the lens of **Consume/Connect/Create**. The relatively low turnover rate indicates that in terms of growth, priority should be given to making the library easier to use rather than increasing the sizes of the collections. Overall, as the building expands, we recommend that the library reduce the relative amount of space devoted to print collections to improve interior sightlines, provide better flow and to allow for better display of the materials. Whitewater is also home to the University of Wisconsin’s Andersen library that has university-standard research facilities that are available for public use. This gives the ILYMPL more leeway to focus on activities, popular and leisure reading and providing exceptional service for all, especially children and young adults.



As libraries become **community centers**, they also are becoming places where people meet, visit and enjoy coffee with conversation. The most successful public libraries are active, vibrant places. Where space is tight, social spaces can be combined with leisure and periodicals reading areas.



Self-service vending can provide a flexible option for refreshments

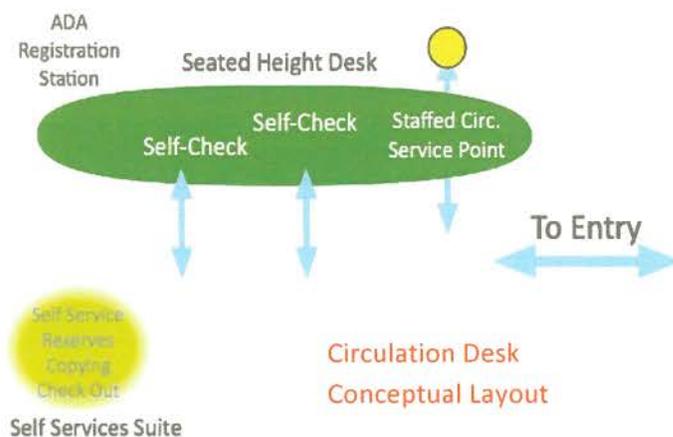
The ILYMPL will benefit from a flexible space that could double as a coffee and conversation spot that could be used for small displays and exhibits. Except for large libraries, we recommend that refreshments, when supplied, be provided on a self-serve vending basis and that libraries not contract with outside vendors.

- Provide a bright, social area near the entry that features 1 and 2-person tables, comfortable chairs, good wireless internet access and self-service refreshments. This space can double as a periodicals and leisure reading area. Provide 1 or 2 standing height express internet computers. Size this area to accommodate around 10 customers.



Service points

Circulation Desk



We propose a simplified, sitting-height circulation desk with one or two staffed stations. Self-check stations are located on or in close proximity to the desk to enable customers to ask library staff for Assistance. In this scenario, there is always a staff position nearby to assist customers, check out materials if need be and to engage in conversation to provide the personal touch. Current RFID technology

allows customers to check out many items simultaneously and is both pleasant to use and a very efficient solution for materials handling.

As a greater percentage of checkouts are self-checked, the staffed service point can evolve to become a position that guides the customer through the various self-service options and directs them to the appropriate place within the library to meet his or her needs. This position needs to have a prominent visual cue to enable customers to immediately identify it as a point of initial service.

- Rework existing circulation desk to function as primarily self-check desk with one full-time staffed position. Desk to be sitting height and have one seated staff position, 2 self-check stations and an ADA-compliant registration station.

Redefining Customer Service

Service points can be designed to promote customer self-service. Self-service activities may include the checking out of library materials, copying and retrieval of reserved books. Staffing is the most expensive line item in running a library. We believe that staff time should be utilized for higher-level customer service activities and not the rote processing of library materials. Self-service options should always be located in close proximity to a staffed service point to enable the customer to ask for assistance if required.



- *Emphasize **self-service** options including self-check, self-service reserves, copying and faxing. Place a self-service suite adjacent to the staffed service point where these activities can take place.*



Self-Service Suite; a well-planned self services suite is easy for customers to locate and use with a minimum of library staff intervention.



The ILYML currently holds reserved books behind the circulation desk. Each of these books currently requires circulation desk personnel to retrieve each book when requested by a customer. Placing the book on a self-service shelf located near the circulation desk can eliminate this step and speed up the process for both customer and staff. This will also increase the

customer's level of privacy, particularly if the reserved book is identified by card number instead of customer name. An express checkout system is possible when self-service reserves are used in conjunction with self-checkout of library materials.

- *Provide a self-services suite in close proximity to the circulation/concierge desk with provision for self-service copying, faxing, reserved book retrieval and self-check. Provide data and power as required.*



- *Provide a shelving unit of self-service reserves in a prominent space near the circulation desk*

Reference Services

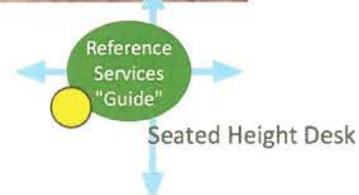
Reference services have been transformed over the last decade from a collection-centered service to an on-line service. We believe that this offers the opportunity for increased

collaboration between the customer and the reference librarian. If we provide a desk where the customer can observe the reference librarian's screen, the customer not only gets the answer to his or her question but, equally importantly, learns *how* the search was done.

- Eliminate the existing reference desk and replace it with a smaller customer service point that is designed for collaborative activity and is more inviting than a large desk. Relocate desk to serve as an observation/help point for portions of the floor not in the line-of-sight of the circulation desk and to monitor entry into the Young Adult library.



- Maintaining small ready-reference collection near the reference/service desk. For reference materials that are not available on-line, intershelve reference materials with nonfiction.



- Provide a desk similar to the above on the lower level for observation and customer assistance.

Electromagnetic and Radio Frequency Identification Systems

Current Radio Frequency Identification (RFID) technology allows customers to



check out many items simultaneously and is both pleasant to use and a very efficient solution for materials handling. For a library the size of the ILYML the cost of such a system would be between \$50,000 and \$150,000 depending upon specific requirements. There is no set size of library where an RFID system automatically makes sense to

consider. Generally, **LibraryVision** recommends that we begin to evaluate an RFID solution when annual circulation reaches 300,000 items. The library now has a circulation of around 200,000 and an existing electromagnetic book security system. As the library modernizes however, circulation is likely to increase – eventually making the library a good candidate for RFID. Additionally, any construction or modernization project represents an ideal opportunity to upgrade library infrastructure for future technology. RFID will immediately streamline library operations and allow existing staff to concentrate on customer service, we thus recommend that it be included as a part of any modernization project.

- Maintain the existing ElectroMagnetic theft system in the short term and provide infrastructure for an RFID collection management system when construction is undertaken.

Computing Options

State standards suggest the following numbers of internet-connected computers for a service population of 14,500;

Wisconsin Public Library Standards: ~14
(for an "Enhanced" level of library service)

Illinois "Serving Our Public" Standards: ~20 (for an "Established" library)

We believe that these numbers are out of date and under-represent the current demand for computing services. The ILYML currently provides 1 dedicated Internet station for children and a total of 10 for all other groups.

Worldwide, sales of **desktop computers** are falling compared to laptop, tablet and smart phones. As computing becomes increasingly mobile, there is an opportunity to recapture scarce building square footage. Each of the existing desktop computing stations or carrels takes up area that is devoted to a single use. Many of the computing tasks that are taking place within the library can be done on tablet and laptop platforms. With mobile computing any spot in the library can serve as a computer station. We propose that most of the desktop computers be phased out and replaced with checked-out laptops and tablets. Several desktop stations with adjacent layout space should be maintained for computer tasks that require reference materials. Media lab workstations and shared computing stations are excepted.

- *Make the transition insofar as possible, to **mobile computing**. Eliminate most fixed, desktop computers and computer carrels and replace with work surfaces that can function both as reading desks and desktop computer stations.*



Above: This iPad checkout system for libraries checks out and charges iPads. Some systems that check out iPads automatically remove customer's personal information when they are returned.



- *Maintain approximately 4 fixed computer desktop stations for the Adult library, each with adequate room to spread out printed work materials and/or share a monitor.*
- *Provide library-owned tablet and laptop computers for checkout.*
- *Provide a number of flexible work surfaces in the Adult Library that have access to power for checked out tablets or customer's personal computing devices.*
- *Provide secure, centralized charging facilities for library-owned laptops and tablets to enable equipment to be charged when not in use.*
- *Provide at least one centralized printing station per floor for customers to securely print electronic documents.*
- *Increase the number of power outlets within the library. Wherever possible, provide furniture wired for power.*



Children's computers may be an exception to the above proposals due to the greater degree of control i.e. filtering that they are subject to.

Group Meeting Spaces – Connecting People

As libraries become more active community centers the need for spaces for users to engage in a multitude of group activities has increased. These group activity spaces range from tabletops, to small group meeting rooms to large event spaces and run the gamut from spaces optimized for organized presentations to areas designed for free-flowing conversation.



The IYMPL currently has a divisible, 1,300 SF meeting room that can accommodate groups of up to 100 as well as a 220 SF local history room and the White Memorial Room which accommodates groups up to about 10 at a conference table. There are no rooms that are equipped for high-tech connectivity or rooms specifically dedicated to children, young adults or informal social group activities.

- *Upgrade power and data connectivity in the existing meeting rooms. Provide flat screen TV on east wall of the large meeting room to enable both halves to utilize flat screen s simultaneously.*



Provide Meeting Options for Small Groups and Startup Businesses

Without exception, every library we are working with has expressed the need for more venues for small group activities. These spaces are being used for tutoring, English as a second language, small business meetings, homework groups and a host of other uses.

- *Provide two **small group study**/tutoring rooms that are wired for Internet connectivity. These rooms shall be as transparent as possible for both security and transmission of light. Depending upon their location, these rooms could be shared by Young Adults and Adults.*

The nature of our workforce is changing; more people are telecommuting or working from their homes than ever before. Libraries can help to support local home-based businesses by providing access to services that might otherwise be unaffordable.

- *Utilize 1 of the two small group study rooms as a **business hub** with a wall-mount flat screen monitor that is wired for videoconferencing and “Go-To-Meeting” style work sessions. As with the other small group study rooms, the room should be substantially transparent for security. Portions of the transparent partition should be fitted with semi-obscure glass to facilitate business-sensitive presentations*



The Adult Library

The existing adult physical book collection compares well against both the Wisconsin Library Standards and peer library holdings. Current collection numbers total at approximately 71,000, the reference collection is included in that number and stands at approximately 100 items.

The earlier discussion regarding the collection turnover rate indicated that the collection is large compared to peer libraries but has a relatively low usage rate.

- *Weed the existing adult collection and focus future collection development on new popular print and electronic titles.*

Face-out display of books has been demonstrated to increase book circulation.

- *We recommend an increase in the amount of shelving for fiction and new books to allow a greater percentage of the existing collection to be displayed face-out.*



The Adult Collection is relatively crowded and has little space for seating

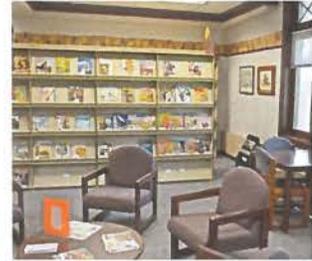
One of our design goals will be to generally open up the library interior

for better light and clearer sight lines. Substituting lower shelving for a portion of the existing 84" tall 7-shelf shelving units would achieve this.

- *We recommend that a portion of the adult shelving be changed out to 60" high shelving units.*
- *Increase the area devoted to new books to allow a greater percentage of this collection to be displayed face-out. Relocate new books to be part of the entry sequence to increase their visibility. Place them adjacent to or within the café / leisure reading area.*

Periodicals: Because of the availability of on-line periodicals, libraries are generally reducing the number of physical periodicals within the library.

- Reduce the overall number of periodicals, eliminating less popular titles and those easily available on line. Relocate periodicals and newspapers to the café / leisure reading space near the library entry.



Adult Amenities

The current adult area has relatively little seating space for work that requires tabletop layout space. Several of the tables are currently set up as 4-person tables that, in practice, are more typically used by one or two customers.

The Illinois State Library has library design standards ("*Serving Our Public*") that are similar to the Wisconsin standards. Unlike Wisconsin's standards, the Illinois standards suggest an appropriate number of reader seats for libraries of given service populations. For a service population of 14,500, the Illinois standards suggest that the library provide approximately 74 reader seats. Library-wide there are currently approximately 47 reader seats. This seating target applies to seating associated with core (i.e. "traditional") library services, not to seating associated with "Connect" and "Create" activities.

We believe that better seating options, opportunities for social interaction and more programming are the most promising ways to improve library service for Whitewater. The question of providing more programming is backed up on the peer library analysis that shows Whitewater as being on the lower end of the number of programs offered as well as the overall program attendance.

- *Provide additional seating in a mixture of comfortable reading chairs, tablet-arm chairs, 2-person tables and one 4-person table each in the Children's area and Young Adult area.*

Automated A/V Distribution

Audio/Visual collections are trending towards downloadable materials rather than physical items housed in the library. In the meantime, there are self-service vending machines (e.g. "MediaBank") that check out and return A/V materials without staff intervention. These vending machines house A/V materials in a fraction of the floor space that they would otherwise occupy. The physical A/V collection will ultimately disappear when these materials become downloadable; removing a vending unit will be much less disruptive to the building plan than removing an entire collection. In the meantime, these units can have a demonstrable payback due to the savings in staff time and theft reduction.



These units offer stand-alone catalog systems that can be integrated with the library's online cataloging. They also offer customers the ability to easily search for materials and place reserves on-line or from the library's computers. Exterior and interior examples are shown.

- Utilize a MediaBank style machine for high-theft and rapid turn over portions of the media collection such as games, new CD's and new DVD's.

Quiet Reading & Study Space

Libraries are becoming far less quiet; indeed a background hum is one of the indicators of a successful public library. A quiet reading room is becoming a necessary amenity. It should be a comfortable, well illuminated room that has good line of sight to a staffed service point.



- Provide a quiet reading with comfortable seating and good light with capacity for approximately 10 readers.

Children's Holdings & Computing

In terms of use of the library materials, the ILYML lags furthest behind in the rate in which the children's collection is used. We believe that, although the rate at which libraries are acquiring new print holdings has slowed, increased investment in children's holdings is merited to ensure that parents have the resources to provide their children with a solid grounding in reading and increased opportunities for parent/child interaction. We also believe that children's libraries are as much



about parents as they are about children; the better the experience is for parents, the more often they will take their children to the library.

Little effort was made to architecturally define the children’s library from the rest of the building. It shares the dark wood detailing and subdued color palette of the adult library. This project offers the opportunity to provide a children’s library that is truly a children’s space.

The existing juvenile collection size is approximately 29,000 volumes and has an area of approximately 1,100 SF.



Children’s Library Organization:

- Orient the children’s library around a central parent’s area that allows parents to supervise several children of different ages simultaneously. The parent’s area should provide an opportunity for 3 to 4 parents to enjoy socializing, mobile computing, reading and coffee while their children enjoy the library under their visual supervision. Provide a shelving unit with books related to parenting and children’s subjects and a low table surface with child-size chairs so children can enjoy snacks provided by their parents. Parent’s Time area shall have a direct line of sight to children’s Play Date area and Story Time Room. This area will be coffee-friendly and optimized for mobile computing as well as conversation*



Proposed Children’s Library Organizational Model

- Provide a “play date” area for toddlers to play in a safe, protected environment. Provide around 100 square feet of soft surface flooring.*
- Provide a dedicated, enclosed group learning space for staff directed children’s programs of up to 30 seated children with associated storage space for group learning and activities. Provide a wall mounted flat screen monitor, a countertop with a sink and a combination of carpeted and tile flooring surfaces*

- *Place a family washroom in close proximity to “Parent’s Time”.*
- *Increase the area devoted to children’s services to allow for more of the collection to be displayed face-out to facilitate browsing.*
- *Replace a portion of the Juvenile shelving with book bins that allow children to comfortably flip through the picture book collection.*
- *Provide a portion of the children’s shelving on wheeled bases to allow easy reconfiguration of the space for impromptu activities and events.*
- *Provide several work stations/tables for collaborative work; child/child collaboration and child/parent collaboration*
- *Provide several computer stations in the Children’s Library, each to be at a workstation where two can sit and share a screen. Locate stations so they may be used by either preschool or grade school users.*
- *Provide several flexible work surfaces in the Children’s Library that permit use of customer’s personal computing devices. Work surfaces shall be wired for power.*
- *Provide colors, shapes and textures that appeal to children.*



Wheel-based Face Out Display Shelving



The Young Adult Library



Of the total 13,000 SF public area in the library, only around 350 SF or 2.6% is devoted to Young Adults. The Young Adult collection is

Whitewater	Percentage
Under 5 years	3.40%
5 to 9 years	8.70%
10 to 14 years	4.00%
15 to 19 years	18.70%
20 to 24 years	13.30%
25 to 34 years	6.00%
35 to 44 years	7.10%
45 to 54 years	3.10%
55 to 64 years	3.30%
65 to 74 years	3.70%
75 to 84 years	3.40%
85 years and over	2.10%

currently approximately 9,300 volumes. This is a group that has long been underserved by libraries. In Young Adults we note a sea change in the way that libraries are used. Libraries have only recently begun to provide young adults with spaces of their own.

Young Adults and Libraries

- ✚ They travel in groups and expect the library to offer a venue for social interaction as well as collaborative homework activities.
- ✚ They want their own space; they do not want to be connected with the Children's or the Adult areas.
- ✚ They want immediate access to information.
- ✚ They want information presented to them in formats that are tablet and smartphone friendly.
- ✚ They expect that library services will be customized to meet their individual needs.
- ✚ They are digital natives – an iPad may represent the most primitive level of technology in their current lives.
- ✚ They are accustomed to constant connectivity.
- ✚ They want libraries to offer them outlets for creativity - and outlets for their tablets
- ✚ They show us where libraries need to be going if we are to remain relevant.

According to 2013 Pew Research Group study, the under age 30 group is “anchored in the digital age, but retains a strong relationship with print media and an affinity for libraries”. Perhaps surprisingly, young adults are statistically more likely to have read a book within the last year than any other age group. At the same time, they are more likely to use the library as a place to sit, read, study, or utilize digital media than any other group. Young adults are a group that is redefining libraries.

Considering the above, **LibraryVision** suggests that increased emphasis should be placed on serving young adults. We believe that if we do not adequately serve them now and keep up with the changing landscape, we may permanently lose them as library users.

Three of the most effective ways to engage young adults are to provide them with a solid YA collection, technology that they do not have access to at home and a comfortable place for social interaction and collaborative work.

Looks matter. The ILYMPL represents the one of the most technologically advanced institutions in Whitewater and thought should be given to reflecting that in the interior design of the facility - especially in the young adult library. While much of the library's furniture is in reasonably good condition, the young adult library represents an opportunity to push the envelope in terms of furniture selection to provide an image that will resonate with younger library users. There are already several tablet armchairs in the young adult area that set the right tone and provide good models for future purchases.



In the case of the ILYML, a percentage of the young adults that use the library will be UW students seeking an alternative to the UW's campus library. Many of these users will be looking for recreational reading as well as off-campus meeting and study opportunities.



There are currently no computers exclusively dedicated to young adults. As a general note, space is likely to remain tight at the ILYMPL and flexibility will be an important part of any design. In the interest of efficiency, some of the young adult amenities could be scheduled for general use during school hours or other times when Young Adults are less likely to be at the library.

- *Provide a defined Young Adult space within the library with good visibility and acoustic separation. Size room for approximately 10 users. Entry to room to be controlled from reference desk and there shall be a small desk within the room for a Young Adult librarian. Space shall be lockable to enable it to be closed during times of day when there is less demand from this group. Consider architectural solutions that make some of the technology in this room accessible to other groups when the Y/A area is locked off.*
- *Provide a 6-seat small group study room wired for collaborative work where several computers can share a wall-mounted flat screen monitor. Room to have glazing to enable easy supervision and good sound isolation. One wall to be covered with "IdeaPaint" dry erase marker material.*



- Provide shelving that is adaptable for face out display as well as non-standard anime and comic formats.

- Include a self-contained craft table in the Young Adult's Library. Table to have integral storage space for supplies and a ruled cutting surface. Flooring surrounding table to be impermeable and easy to clean.



- Provide a desktop computer station for Young Adults with an oversize monitor and adequate room for two to share a screen.

- Provide a several flexible work surfaces in the Young Adult's Library that permit use of customer's personal computing devices with adjacent layout space for homework and reference materials. Work surfaces shall be wired for power.

- Provide a collaborative computer station for the Young Adult library to allow small groups to share one or more screens for group projects. A sample installation utilizing Steelcase "Mediascape" furniture is shown at right.



Maker Spaces; Facilitating Creative Activity



Libraries increasingly are offering their customers outlets for creative activities. These activities may be strictly for entertainment or they might support educational activities or meet the needs of small business startups. Much of the technology associated with the "Create" segment of the library triad is evolving rapidly as are the expectations of those who use libraries. There are several potential venues within the library that lend themselves to creative activities, some, like craft areas in children's activity room have been part of libraries for years. Others, such as maker spaces, represent new directions in library planning.



Digital Maker Spaces

The creation and manipulation of digital media is becoming an increasingly important part of

everyday life as well as offering opportunity for creative expression. Many libraries are offering facilities for the creation of video and/or music. The equipment for such facilities can offer an attractive funding goal for fundraising efforts for Friends of the Library groups. These facilities are particularly appropriate for a technologically literate community such as Whitewater.

- *Create a digital media lab for editing and mixing video and music files. Provide 1 or 2 large screen desktop computers optimized for editing of media. Digital media studio to be close to, but not a part of, the Young Adult Library. The media lab need not be a separate room, only an area with dedicated computers.*



The following model equipment list represents an example of equipment and software that might be considered for a digital maker space;

Sample Digital Media Lab Equipment and Software List.

Item	Quantity	Description
Mac Pro	1	Mac Pro tower with dual monitors and upgraded memory
Macbook Pro	1	Laptop for staff training
Mouse	1	Two button computer mouse
External Hard drive	1	1 TB hard drive
Wacom Create Bamboo Tablet	1	Tablet to aid in image editing and creation
Leap Motion	1	Gesture interface
Flat Screen Wall-Mount Monitor		As large as budget and space allows
Printer	1	Large format (up to 13x19") color printer
Printer/Plotter	1	Large format Roll Plotter
Epson Scanner V600	1	Scanner with mounts for slides
MiniDisplay to VGA	1	Adapter to attach Mac laptop to flat screen
Office for Mac (home/student edition)		Word, Excel, Powerpoint for Mac
iWork	1	Mac's version of Office
Final Cut Pro X	1	Video editing software
Aperture	1	Photo editing
Sketchbook	2	Drawing software
Quicktime Pro	1	Video playing and conversion
Pro Tools	1	Sound/music editing software
Comic Life 2	1	Create and export comics
Adobe Creative Cloud		Full Adobe suite
Deep Freeze		Software to clear cluttered files
Ideapaint		(painted-on dry erase wall surface, as appropriate)

Libraries often charge their customers for use of equipment that utilizes consumables such as large format plotters and 3-D printers. As more libraries provide these services, there are an increasing number of model policies for use as reference.

Video and Audio Maker Spaces

Space permitting, provide room for a future music and video recording lab with a green screen background. This room will require acoustic isolation, interior sound attenuation and light control. Size room for a small acoustic instrument/midi keyboard recording area which doubles as a small video recording stage. A sound isolation booth is an option to lessen the amount of acoustic isolation required for the room - see "vocalbooth" at right.



"Vocalbooth" recording booth

Sample Equipment List: Music & Video Media Lab

Yeti Microphone2	Recording microphone
Microphone Guard2	Protection screen for microphone
Headphones2	Noise Cancelling Headphones
Headphone splitter	Allows 2 sets of headphones to share a common audio feed
M Audio Midi Controller	Keyboard controller for music creation
Card Reader/USB Hub	USB device to read memory cards from cameras
Magnavox VCR/DVD	VHS to DVD converter
Roxie Analog to Digital Converter	Converts analog VHS output to digital input for Mac
Flat Screen Wall-Mount Monitor	As large as budget and space allows

-  Provide a 400 SF space with provisions for sound attenuation and provision for lighting control and a rack for overhead lighting.



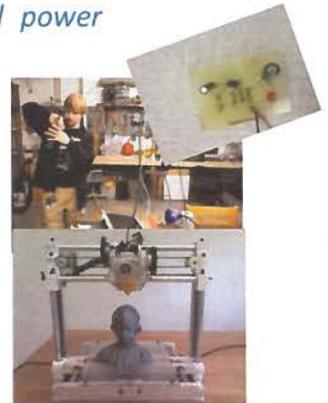
Tangible Maker Space

A hands-on maker space that combines digital and materials facilities can provide a valuable learning experience for library users as well as access to equipment that can benefit entrepreneurs and startup businesses. There is a wide variation of what libraries are offering within makerspaces – everything from tools to electronics testing equipment to 3-D printers. Makerspaces represent a good opportunity for collaborative projects between libraries and other local entities.



As this is an evolving use, we recommend that the best strategy is to provide a flexible space that can accommodate a number of different uses.

- Provide a 200 SF “workbench” space for miscellaneous maker space projects. Provide a room for projects that might include electronics, 3-D printing and computer assembly. Room to have access control, direct outside air exhaust, good power distribution, workbenches, adequate illumination and good line of sight to a control point.*
- Provide shelving and lockable cabinets for storage of tools and materials.*
- Access to be controlled from a staffed service/control point.*



Summary

The existing library facility has provided Whitewater residents with good library service for nearly twenty-five years. Since its construction, the nature of library services has changed radically and, like most libraries of its era, the Irvin L. Young Memorial Public Library is straining to keep up with these changes in terms of operations and infrastructure. We believe that a building addition will be required to provide Whitewater with an appropriate level of library service. The size of the addition will be exactly determined during the detailed programming phase but it is likely to be limited by the area of the available land.

The geometry of the existing building, the location of the parking lot and the slope of the site make an eastward expansion of the library the best option. The site falls nearly 8' below floor level towards the east – this means that the addition is likely to have a basement (lower level). Due to budgetary constraints the addition will likely be limited to two levels: the lower level and one supported floor that will match the floor elevation of the existing library. Because of the slope of the site, the lower level may be able to have windows and some natural light.

The Irvin L. Young Memorial Public Library has tremendous potential to offer Whitewater a whole new level of library service: to become more a “third place,” a true destination point and a hub of civic activity. This report outlined many trends in library service and how these trends can have an impact on the design of a reimagined library. Becoming that third place will not be achieved by increasing the size of the collection or the number of seats, it will require reexamination of some of our basic conceptions of what libraries are.

Some of the current trends may stretch our understanding of what libraries are, how people use them and what services they need to provide. The fundamental idea of “library” has not changed: a library is an institution that is devoted to sharing resources. The real change is that in the 21st-century library users are sharing CPU time, virtual tools, physical tools, creative activities, events and social interaction in addition to books.

Conceptual plans illustrating spatial relationships and a building expansion based upon the principles discussed herein will be presented to the library board as a part of this report and appended to this report upon board review and approval. The next step in the process will be the creation of detailed plans and cost estimates as well as presentations to other stakeholders including City administration.

We at LibraryVision look forward to working with you to bring your project to reality and giving the residents of Whitewater the best possible library.

We remain, as always, at your service.



*Rick McCarthy AIA NCARB LEED AP
President; LibraryVision*

BOARD AND COMMISSION POSITION APPLICANTS

B & C

Applications Due: March 24, 2014 ⁽²⁾

Board / Commission	No. of Openings	Incumbent	Applicants
Birge Fountain	1	Jim Allen	James Allen -
Board of Zoning Appeals	2.5	Beverly Stone Jeff Eppers Bruce Parker, alternate	Koller Stettler - Bruce Parker - Tom Hinspater -
Cable TV Committee	4 regular	Frank Rowe Open position Open position Dianne Bowker	
Disability Rights Committee	3 regular	Joe Kluber Laura Morrow-Jacobs Kimberly Krebs	Laura Morrow-Jacobs -
Community Development Authority	1 regular	James Allen	James Allen -
Ethics Committee	1 alternate	open	none
Landmarks Commission	1 regular	Carol Christ	none
Library Board	2 regular	Richard Helmick Julie Caldwell	Connie Marshall - Julie Caldwell - Richard Helmick -
Parks and Recreation Board	1 alternate	Kim Gosh	
Plan and Architectural Review	1 regular; 1 alternate	K. Zaballos, regular; D. Henry, alternate	Jon Tanis; Kristine Zaballos -
Urban Forestry	1 regular	Andrew Crone	Sherry Stanek -

CDA
Birge

Allen, J.

CITIZEN SERVICE INFORMATION FORM

Name (Print): Allen James Dale Date: 17 March 2014
Last First Middle

Home Address: 215 E. Clark St.

Business Name: UW Dining Services & its Partnership with Chautauque

Business Address: 800 W. Main St. (P.O. Box 279) Whitewater

Telephone (Home): 920 728 0620 (Work): 262 472 1745

E-mail address: jallen194@gmail.com

How long have you lived in the City of Whitewater?: 50 yrs.

Which Boards, Commissions, and/or Committees interest you?

*My first preference would be to continue serving on the CDA.
Secondly, I will volunteer to continue serving on the Birge Foundation Committee*

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I'm an interested & engaged resident with several years experience in city govt and on a few of our boards & commissions. Looking to continue serving the City of Whitewater preserving its past, creating jobs & growing our tax base.

1. Lisa Otterbacher Phone: 475-0555
Alice Caval

2. Jim Birge Phone: 262-949-0148
UW-W Career & Leadership

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

James Dale
Signature

Stettler
BZif

CITIZEN SERVICE INFORMATION FORM

Name (Print): Stettler Koller Sames Date: March 4th, 2014
Last First Middle

Home Address: 206 N. Park

Business Name: Stettler Properties

Business Address: P.O. Box 657 / 1156 Carriage Dr. Whitewater

Telephone (Home): 262 374 0940 (Work): 262 473 9086

E-mail address: koller.stettler@gmail.com

How long have you lived in the City of Whitewater?: 10 years

Which Boards, Commissions, and/or Committees interest you?

ZONING APPEALS

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I have been working in Whitewater. All my working life my experience being a property manager has given me a clear perspective of the lay of the land. I would enjoy being part of the growth of Whitewater.

References:

1. John T. NCH
532 W. Main
WV

Phone: 262-473-4175
920-723-0354

2. Dennis Stanton
287 E. Clay St, Unit 1
Whitewater, WI 53190

Phone: 262-903-0294

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

[Signature]
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): PARKE Duvaz L Date: 3-24-14
Last First Middle

Home Address: 908 S. Wisconsin ST.

Business Name: _____

Business Address: _____

Telephone (Home): 262-903-9443 (Work): _____

E-mail address: b-r-p@hotmail.com

How long have you lived in the City of Whitewater?: 1968 ? before

Which Boards, Commissions, and/or Committees interest you?

BOARD OF ZONING AP

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

37 years of service for the City of Whitewater in
ready plans making zoning Ordinance Enforcement.

References:

1. Jim Caldwell Phone: 473-2112

2. Mitch Simon Phone: 473-6940

3. Wallace McDonald 473-7900

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Signature

BZA

H S 1401

CITIZEN SERVICE INFORMATION FORM

Name (Print): HINSPATER TOM Date: 3/20/14
Last First Middle

Home Address: 410 PANTHER CT. WHITEWATER

Business Name: CHARTWELLS

Business Address: 800 W. MAIN ST. WHITEWATER

Telephone (Home): 262-472-8952 (Work): 262-472-5795

E-mail address: HINSPATT@UWW.EDU

How long have you lived in the City of Whitewater?: 14+ YEARS

Which Boards, Commissions, and/or Committees interest you?

BOARD OF ZONING APPEALS

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

ATTACHED

References:

1. JEFF KNIGHT Phone: 262-473-3992
405 PANTHER CT.
WHITEWATER

2. LARRY KACHEL Phone: 262-472-9939
457 BUCKINGHAM BLVD.
WHITEWATER

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Jeff Knight
Signature

Attachment for my service application

Since coming to Whitewater 14+ years ago I have lived with my wife in the same house in Indian Mounds. I enjoy the community and have been looking for a way for me to be of service in the city that I live and work within. I'm in charge of the dining services for the university which in the past has required some long hours so I have hesitated to involve myself in something that I cannot give 100% to.

Recently on campus I attended a zoning presentation by one of the city workers where the overlays of student housing and zoning codes surrounding the UW-campus presented challenges within the community. The students are the reason I came to Whitewater and why I live here. It is my job to provide dining on campus to them and if I can be of service to my community working on the zoning board of appeals I would be most pleased to do so.

During the years that I lived in town I have seen many changes in Whitewater for the better and I now feel that it is my turn to support the town with public service. While I do not have a background in zoning it highly interests me and I would relish the challenge to quickly self-educate myself to be a knowledgeable asset to the zoning board of appeals.

Thank you for the consideration to allow me to be of service.

Tom Hinspater

CITIZEN SERVICE INFORMATION FORM

Name (Print): Jacobs Laura J Date: 3-1-14
Last First Middle

Home Address: 283 N Fremont St Whitewater WI 53190

Business Name: The Badger Group

Business Address: 101 E Blackhawk Dr Fort Atkinson WI 53532

Telephone (Home): 262-223-3199 (Work): 920-563-1144

E-mail address: laurajacob@badger.com

How long have you lived in the City of Whitewater?: 35 years

Which Boards, Commissions, and/or Committees interest you?

Disability Rights Committee

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I have served on this board for several years, during which it was convened to address an issue with family with disabilities and having worked with students with disabilities, it's a topic of great interest to me

References:

1. Danielle Franley Phone: 920-723-4768
293 S Buckingham Blvd
Whitewater WI
2. Larry Beachwood Phone: 102-335-3250
226 W. Whitewater St. Apt 1
Whitewater WI

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us


Signature

CDA
Briq

A . 1

CITIZEN SERVICE INFORMATION FORM

Name (Print): Allen James Paul Date: 17 Feb 2005
Last First Middle

Home Address: 2500 11th St

Business Name: WW During Services in Partnership with Charities

Business Address: 500 W. 11th St (Pa 3: 799) Whitewater

Telephone (Home): 735 738 0000 (Work): 62 472 1745

E-mail address: jallen194@gmail.com

How long have you lived in the City of Whitewater?: 10 yrs

Which Boards, Commissions, and/or Committees interest you?

My first preference would be to continue serving on the CDA.
Secondly, I would like to continue serving on the Bigo Foundation Committee.

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I'm an interested & engaged resident with several years experience in civic gov't and on a few of our boards & commissions. Looking to continue serving the City of Whitewater preserving its past, creating jobs & growing its tax base.

1. Paul Oberhauser Phone: 475-0555
Alice Caud

2. Bill Berger Phone: 262-949-2148
W. H. Senior Leadership

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

[Signature]
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): MARSHALL CONNIE ANN Date: 3 17-14
Last First Middle

Home Address: 1609 TURTLE MOUND CIRCLE

Business Name: —

Business Address: —

Telephone (Home): 262-473-3881 (Work): —

E-mail address: alcontoy@charter.net

How long have you lived in the City of Whitewater?: 48 yrs.

Which Boards, Commissions, and/or Committees interest you?

LIBRARY

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I AM PRESENTLY A VOLUNTEER WITH THE WHITEWATER HISTORICAL SOCIETY & I FEEL MY INTERESTS WOULD COINCIDE WITH THOSE OF THE CITY LIBRARY. I AM ALSO CONCERNED ABOUT THE CURRENT LACK OF DISPLAYSPACE/CROWDED CONDITIONS.

References:

1. ELLEN PENWELL
417 N FREMONT ST.
WHITEWATER

Phone: 262-703-6529

2. NUBBY PAYNTER
143 N. FRANKLIN ST.
WHITEWATER

Phone: 473-6629

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Connie A. Marshall
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): Caldwell Julie L Date: 4-17-14
Last First Middle

Home Address: 1621 Pearson Ct, Wau

Business Name: _____

Business Address: _____

Telephone (Home): 262-473-6416 (Work): _____

E-mail address: jl.caldwell@charter.net

How long have you lived in the City of Whitewater?: 19 years

Which Boards, Commissions, and/or Committees interest you?

Library Board

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I have served terms on the Library Board, PTO President for numerous years. Continued need to enhance library capabilities

References:

1. Jo Banhardt Phone: 472-8500
ALICES - Principal
Whitewater, WI 53190

2. Roni Yeller Phone: 473-2777
304 Woodland Dr
Whitewater

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Julie L.C.
Signature

LIBRARY

Helmick

CITIZEN SERVICE INFORMATION FORM

Name (Print): HELMICK RICHARD Date: 03/10/14
Last First Middle

Home Address: 227 S. BOONE ST.

Business Name: _____

Business Address: _____

Telephone (Home): 262-473 7884 (Work): _____

E-mail address: rrhelmick@att.net

How long have you lived in the City of Whitewater?: + 35 yrs.

Which Boards, Commissions, and/or Committees interest you?

LIBRARY BOARD

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

SECOND TERM

References:

1. Michele Smith Phone: 473 4547

2. Anne Hertwig Phone: 262-573-5523

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City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Signature

Plan Con
Tan

CITIZEN SERVICE INFORMATION FORM

Name (Print): Tanis Jon A Date: 3-24-14
Last First Middle

Home Address: 414 Newcomb St

Business Name: Tanis Construction

Business Address: PO Box 538

Telephone (Home): 613-5590 (Work): 262-613-5590

E-mail address: tanisconstruction@yahoo.com

How long have you lived in the City of Whitewater?: 14 years

Which Boards, Commissions, and/or Committees interest you?

Planning board/commity

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I have been the owner/operator of Tanis Construction for the past 8 years. I would like to do my part in helping the City of Whitewater continue to grow and prosper.

References:

1. John Tischer Phone: 262-473-4175
532 W. Main St.
Whitewater WI 53190

2. Russel Walton Phone: 262 905-3450

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Tanis
Signature

Plan
Zaballos

CITIZEN SERVICE INFORMATION FORM

Name (Print): Zaballos Kristine M Date: 4-1-14 *(second submission)*
Last First Middle

Home Address: 1143 W. Walworth

Business Name: —

Business Address: —

Telephone (Home): 206-972-9936 (Work): —
cell

E-mail address: Kristine.zaballos.com

How long have you lived in the City of Whitewater?: I am a resident

Which Boards, Commissions, and/or Committees interest you?

Plan Commission

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I have 10 years of experience on the Plan Commission, including one year as chair, as well as experience on City Council, Downtown Whitewater, and numerous projects.

References:

1. Jim Stewart Phone: —
owner, Whitewater Banner

2. Lacey Reichwald Phone: —
owner, SweetSpot

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312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Kristine Zaballos
Signature

Revised 3 18 05

I wish to continue to work with the Plan Commission in terms of best practices, fair treatment, and transparency. Thanks!

I love our city and am interested in serving to help
keep it an alive, beautiful and vibrant city.