



# Franklin County Public Library

Comprehensive Development Plan,  
2019-2029

March 26, 2019

# Acknowledgements

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Project Goals and Context

# Our Vision for Franklin County Public Library



# Overview of Project Goals

***On average, four people are moving into Franklin County every day, with three of the four moving into the Youngsville area near the Wake County border, according to county officials.***

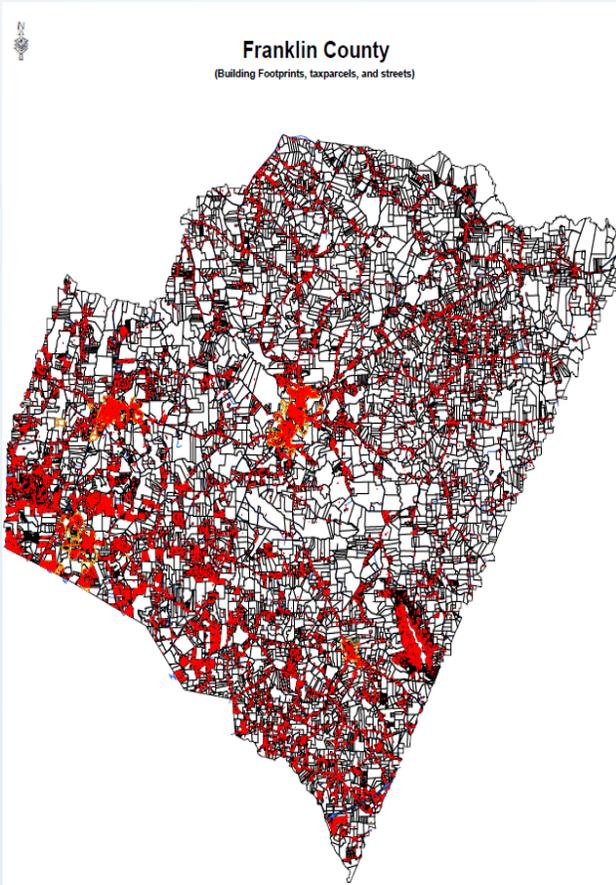
***With the planned widening of US 401 to four lanes for the six miles from NC 96 to NC Secondary Road 1103 in Franklin County, the County expects significant residential and commercial growth in the near future. In the next 20 years, officials expect to welcome 20,000 new citizens to the county.***

The Comprehensive Development Plan sought to identify the most optimal configuration of collections, services, programs, and facilities through the following framework:

- The county should have the best library system possible that contributes to Franklin County's civic and economic development.
- The county library should continue to be a strong steward of the county's financial resources and provide the most effective services delivered with maximum efficiency.
- The county library must plan for the needs of a growing population within the county's history and traditions.
- The county library must develop and strengthen partnerships with other county, town, municipal, and private partners to extend its impact, reach, and value to residents.
- The library's facilities must offer the best combination of size, expandability, functional efficiency, and adaptability.
- The library must consider its offerings within the context of national, state, and local library trends and apply lessons learned from other libraries in a cost-effective manner.

# A County Poised for Growth

*County leaders recognize that families and individuals “want to get out of such congested areas, they want space, tranquility, walkability” that they find in Franklin County. (County official)*



Franklin County, North Carolina, located northeast of Wake County, had a 2017 population of 66,168, an increase of 9.3% since 2010. The population is comprised of 70.1% white, 26.4% black or African American, 1% American Indian and Alaska Native, less than 1% Asian or Native Hawaiian and Other Pacific Islander, and 8.1% Hispanic or Latino residents.

While the county’s new citizens are mostly young families, a sizeable number are also retirees. At the opposite end of the county, in the northeast area, growth is significantly slower.

Home to seven industrial parks, Franklin County is designated a Tier 2 county by the NC Department of Commerce, placing it in the middle of the state’s counties in terms of economic well-being measures. With an average household income of \$44,272 in 2016, the county is slightly below that of the state as a whole (\$48,256). According to county officials, the median household income in the growing part of the county near Youngsville is around \$56,000 per year, vs. \$35,000 per year in the northeastern part of the county.

High school graduation rates are also slightly below those of the state as a whole, and the share of residents with a bachelor’s degree is 20.4%, vs. 29% for the state overall; county officials note that the Youngsville region is home to more people with college degrees. County officials estimate that 60% of residents commute to jobs outside of the county.

As seen in the chart at the left, the county is experiencing some of the greatest growth in the southwest and southeastern portions of the county abutting Wake and Nash counties, respectively; additional growth is evident in Louisburg.

# A County Poised For Growth

*The signs of county growth are evident in the county holding two ribbon cutting ceremonies in one day in November: for the county's hospital Emergency Department and for a 20-bed Behavioral Health facility.*

One official stated, "Moving forward, the southern county will do nothing but continue to implode." According to county officials, the Lake Royale area of Bunn, which features over 5,000 housing lots, exhibits "linear growth," while the rate of growth in southwestern Franklin is even greater.

Franklin's growth is a welcome anomaly in the region north of Wake County. While Granville County has experienced 3.5% growth since 2010, Vance County has seen its population decline 2.7%; Warren County's population has declined by 5.4%; and Nash County's has decreased by 1.9%.

To meet the challenges and opportunities of growth, the county has embarked upon several significant and comprehensive planning efforts for land use and recreation. Town officials are also working on grant funding for new recreation facilities and revitalization efforts for their downtowns.

County officials recognize that recreation, culture, and leisure activities are significant draws for newcomers, and that the library plays a key role in such amenities. "Quality of life is so critical" to attracting new residents, said one official, citing the library and children's programming as particularly important to young families. According to the official, many homeschooling families in the county rely on the library for resources and programming.

The county library Franklin County and the FCL Library Advisory Board recognized the possibilities for its library in a time of tremendous innovation and change within the library field. A Comprehensive Development Plan will help the county library to navigate both evolving patron demands and evolving methods of library delivery to develop appropriate facilities to meet the needs of FCL patrons and staff.

# FCPL Adds \$3.7 million in Value to Franklin County

In providing county residents with access to information, books, computers and technology, and programming, Franklin County Library's collections, programs, and services contribute \$3.7 million of value to the county every year

- That is, for every dollar the county invests in the library, county residents receive \$4.37 in value.
- The value of Adult, Young Adult, and Children's books, including e-books, circulated each year is nearly \$1.7 million alone.
- The value of CDs, DVDs, and games borrowed is nearly \$625,000.
- The value of public computer usage is \$564,120.

# Our Vision for Franklin County Public Library

The community's vision for Franklin County Public Library (FCPL) positions the library as the crossroads of Franklin County, a gathering place for long-time community members and our newest residents.

Here at the library, new traditions will complement the long and storied history of a community rich in its love of reading and culture.

Young people, particularly teenagers and young families with children, will engage in 21<sup>st</sup> century ways of sharing information alongside longtime members of book clubs and people who love the scent of newsprint.

Entrepreneurs and people seeking new employment opportunities will utilize our Information Commons. People bringing their own computers will find spacious places to get to work.

The library will become a one-stop shop for information: about health and nutrition, employment opportunities, youth programs, county events, government programs, tutoring, technology, etc.

Residents throughout the county will find more opportunities to interact with the library, through "Pop-Up" libraries and increased Bookmobile service.

The community will have more information about the library's offerings, through an increased social media presence, traditional media presence, and a powerful new website.

Increased programming for Adults will provide more educational and support opportunities for economic development or self-enrichment.

# Our Vision for Franklin County Public Library

## COUNTY VOICES

***“What a wonderful world we live in where you can get books for free for a few weeks!”***

***“The library should be the biggest building in town.”***

***“Ideally the library would offer a meeting space that the public could use in creative ways, including doing more community programming out of the library.”***

Comfortable chairs and a quiet reading area will invite patrons to curl up with a good book.

The artwork of the community will be proudly displayed throughout the library, with “Opening Night” receptions inviting community members to visit.

A separate and larger Children’s Area will allow children the space to laugh and play as they learn to love reading.

Teens will work on school assignments in special Teen Group Study spaces – or relax with a good book in an inviting reading area.

A large meeting space will allow the community to gather to hear music, see local theater, attend special events, or simply allow groups of people to hold meetings.

Staff members will have sufficient space to conduct their jobs even more effectively.

Staff members will receive the training they need to support patrons’ evolving needs in technology.

Library patrons will enjoy the beauty of Franklin County, through outdoor seating or even a small amphitheater on library grounds.

Methodology, Major Stakeholder  
Research Findings



# Methodology

Many community plans rely heavily on survey results to understand community needs and priorities. While effective, they may not capture the nuance of opinion often evident in interviews and lively focus group discussions.

This plan, fortunately, was strengthened immeasurably by nearly 70 interviews of community members, county and town officials, and library staff, including those conducted at an enjoyable OkTARberFest event in late October. Two focus groups of 18 participants provided additional insights.

In all, over 200 Franklin County residents, including government officials, provided their insights on how the library can best support county residents.

- 138 Survey Respondents
- 69 Interviews (including residents, staff, county administrators, department heads, county commissioners, municipal officials)
- 18 Focus Groups/Meeting Participants

Additionally, this analysis reviewed the results of previous library surveys and focus groups related to community needs and priorities for library service.

To complement the stakeholder research, an extensive environmental scan was conducted to determine:

- Current trends in public library collections, programming, and facilities
- Current standards and practices among national and NC public libraries
- Size of collections per capita
- Analyses of key library service variables for Franklin County over time

A list of resources is available in the appendix.

# Major Findings: Previous Library Facilities Needs Studies

Over the last 15 years, the county has undertaken several studies and opinion research efforts to determine the community's needs for library services and facilities.

- In 2003, a Space Needs Study concluded that by 2013, the main Louisburg library would need a facility of roughly 20,000 square feet to house the library's projected collection of 65,000-80,000 items; staff; community meeting spaces; and public computer areas.
- A 2005 Building Study suggested that a new library facility of 21,619 feet would provide shelf capacity for 80,000 items, along with a larger children's area; a history/genealogy research center; and other innovative uses of space.
- In 2013, a Library Survey of 70 respondents sought to gauge interest in a library in northeastern Franklin County. In answer to the question, "What additional resources would you like from your library?" the respondents ranked "More Books" as most important, followed by "More Computers" and "New Larger Building."
- In 2015, 14 respondents to a Youngsville Library Patron Survey ranked "More shelving space for a greater variety of reading materials" as their top priority, followed by "More Quiet Space for Reading and Studying," "More Comfortable Seating," and "More Children's Programs."
- A series of public meetings in summer 2015 invited the public to share their vision for a new central library for Franklin County. Attendees discussed various potential locations for a new library, potential funding ideas, and service needs for a larger space, Local History Collections, a Genealogy Room, and a Computer Lab.

# Major Findings: Survey Results

138 Survey Respondents identified their affiliation with the library as:

- 85 Community Members
- 17 Staff
- 5 Board Members/Friends of the Library
- 1 Partner Agency
- 2 Government officials
- 4 County employees
- 1 No Affiliation
- 1 Donated Books to Library

Note: Some designated more than one affiliation

*Respondents were also interested in the library offering non-standard items such as gardening tools, hotspots, or outdoor activity equipment rentals*

## County Library Needs

Surveys of 138 county residents, library staff members, Board of Trustees Members, Friends of the Library, and government officials found the following:

- The greatest need cited was for “Additional Programming and Events,” followed by “Purchase of More Books,” and “More Meeting Space.”
- Stakeholders also ranked highly “New Furniture/Beautification” of the libraries as well as “Purchase of more electronic resources (e-books, eAudio, eMagazines, eVideo)”
- The top-ranked activities or interests of library stakeholders were “Genealogy (researching your family history)” classes; followed by “Author Events,” “Hands-on Computer Classes,” “Children’s Programming,” “Health and Wellness Workshops and Classes,” “Place to Display Local Artists’ Work,” and “Book Clubs and Discussion Groups.”

Please see appendix for complete results.

# Major Findings: Interviews/Focus Groups

*“During the downturn, the libraries became epicenters for employment, an extension of the state’s Employment Security Centers for people looking for jobs” (County official)*

*“If you can’t get information anywhere else, you can get it at the library” (County official)*

*“Reading offers mental peace, a vacation, an escape from the rat race” (County official)*

*“I loved the older, small-town feel and all the activities. And the people were so nice, so helpful” (Teen recalling her childhood days at the library)*

*“If we had more computers, we would have more patrons” (Library staff)*

*“We don’t ever want to lose our sense of community. Our patrons know our library staff” (County official)*

The Franklin County Public Library plays a celebrated role in the community, in part due to a strong culture of reading and a proud history of hosting many book clubs, including one that disbanded after an astonishing 100-year existence.

Several residents noted with pride that their library had four branches and offered service throughout the county. Praise for the library staff’s friendliness and helpful professionalism was widespread.

Many longtime residents, including county officials, recalled spending enjoyable hours at the library as children and as adults. Today many patrons continue to look to the library for books and for children’s programming, but also for economic development resources: computers, internet access, support in applying for jobs.

An opportunity exists to educate county residents on the library’s collections, programs, and services. The larger community, even people who live by, are unaware of many of the library’s offerings. For example, a dozen people at Riverfest did not know the library offered e-books.

Interviews and focus group participants noted the particular need for:

- More opportunities for the community to gather, facilitated by more public meeting rooms
- Larger spaces for collections, meeting rooms, programming, staff, especially in Louisburg
- More programming, for children, teens, and adults
- More computers and internet access, and charging stations
- A dedicated genealogy and local history archive section for research
- An updated library website
- Updated furnishings, lighting, furniture

# How does Franklin Compare to Peer Counties?

Franklin and neighboring Granville County are both designated Tier 2 counties for 2019 by the NC Department of Commerce, with similar economic indicators.

Granville's libraries' total square footage is approximately double that of Franklin's, with a library staff about a third larger than Franklin's.

	Franklin	Granville
Adjusted Property Tax Base per Capita	\$73,938	\$68,689
Population (2017)	66,168	59,557
Population Growth, July 14 – July 17	5.55%	3.96%
Median Household Income 2016	\$49,484	\$50,419
Unemployment Rate (Nov 17-Oct 18)	4.07%	3.49%
<b>Library Statistics</b>		
FTE Staff	13.2	18.0
Square Footage of Branches	16,520 + 1,536 Library Annex	31,653
Programs Offered, 2016-17	223	469
Total Book Volumes, 2016-17	102,693	120,083

# Snapshot of the County Library Branches

The central library in Louisburg has 41% of all library card holders, and 38% of all circulation. Youngsville and Louisburg, at 38% each, comprise  $\frac{3}{4}$  of all Children's Program Attendance.

The Louisburg branch also hosts 38% of all visits to the library.

	Bunn	Franklinton	Youngsville	Louisburg	COUNTY TOTALS
<b>Circulation</b>	27,375	22,513	39,467	55,234	144,589
<b>Visitors</b>	30,956	25,774	43,245	58,370	158,345
<b># Children's Programs</b>	45	50	65	57	217
<b>Children's Attendance</b>	199	265	745	754	1,963
<b>Square Feet of Library</b>	2,400	4,000	4,096	6,000	16,496
<b>Public Service Hours/Year</b>	1,750	1,750	2,550	2,600	8,650
<b>Library Card Holders</b>	5,610	3,889	8,354	12,482	30,335

# Project Assumptions



# Assumptions for Recommendations

In developing our recommendations for the 10-year Library Comprehensive Development Plan, we utilize the following assumptions:

	2029 Projections
<p><b>Population</b> Based on current population and county estimates of 20,000 – 25,000 more people in 20 years And conservatively estimating relatively even growth during that time period</p>	<p>86,168 in 2039 76,168 in 2029</p>
<p><b>Total Square Footage Needed</b> Per the Public Libraries Survey 2015, state standards range from 0.4 to 1.5 square feet per capita</p>	<p>Range from 30,467 sq ft to 114,252 sq ft, Midpoint of 72,360 ft</p>
<p><b>Lifespan of Libraries</b> Generally speaking, library building lifespans range from 25-50 years, with repairs needed within 10 years.</p>	<p>The Louisburg Library will be over 50 years old.</p>
<p><b>Collection Size</b> Per 2017 US Library Survey of 3,055 public libraries 5.96 items per capita (books, e-books, DVDs, etc.) <b>Note:</b> Libraries serving populations less than 100,000 report 8.7 holdings per person, but this analysis utilizes the more conservative figure</p>	<p>453,961 items</p>

# Assumptions for Recommendations

In developing our recommendations for the 10-year Library Comprehensive Development Plan, we utilize the following assumptions:

2029 Projections	
<b>Shelf Space for Print &amp; NonPrint Items (excluding periodicals)</b> Standards generally divide the number of print or nonprint items by 10 or 15 to determine square footage needs	Based on 453,961 projected items, shelf space needed ranges from 30,264 sq feet to 45,396 sq ft. Midpoint of 36,316 sq feet Because a certain % of books have been checked out, we reduce the shelf space required by 15%. <ul style="list-style-type: none"><li>• Final Midpoint of 30,900 sq ft</li></ul>
<b>Shelf Space for Periodicals</b> For periodicals, standards range from dividing by 1 or 1.5 for current periodicals, and by 0.5 for back issues	At 108 periodicals in 2019, with one year of back issues, shelf space would range from 72 to 108 sq feet for periodicals (Midpoint of 90). Shelf space for back issues ranges from 864 to 1,296 for back issues (Midpoint of 1,080).

# Assumptions for Recommendations

In developing our recommendations for the 10-year Library Comprehensive Development Plan, we utilize the following assumptions:

2029 Projections	
<b># Seats</b> Standards range from 2.25 to 5 seats per 1,000 population Midpoint of 3.625	276 seats
<b>Space for Seating</b> Standards range from 25 to 35 sq ft per seat Midpoint of 30 sq ft	8,280 square feet for 276 seats
<b>Tables</b> Standards range widely, from 10 sq ft for an end table to 120 sq ft for a rectangular table seating six	Depending on FCPL preferences, we recommend a mix of tables and potentially study carrels totaling approximately 1,200 square feet.
<b>Study Carrels</b> Standards Range from 40 for one study carrel to 240 for six carrels	Depending on FCPL preferences, we recommend a mix of tables and potentially study carrels totaling approximately 1,200 square feet.

# Assumptions for Recommendations

In developing our recommendations for the 10-year Library Comprehensive Development Plan, we utilize the following assumptions:

	2029 Projections
<b>Number of Computer Workstations</b> Standard is 1 Public Access Computer per 2,000 Pop	38-40 Public Access Computer Stations in 2029
<b>Space for Computer Workstations</b> Standards range from 35-50 sq ft per Public Access Computer Stations, with 40 sq ft avg	1,520 square feet for 38 stations (40 sq ft per)
<b># Workstations for Individual Patrons' Computers</b> No available standards FCPL recorded 3,137 internet sessions in 2016-17 Assumes 75% of patron computer use utilizes internet	15 workstations for individual patrons' computers
<b>Space for Workstations for Individual Patrons' Computers</b> Standard is 75 square feet for Computer workstations accommodating individuals' own computers	Based on 15 individual patron workstations, 1,125 square feet
<b>Space for Microfilm/Microfiche Stations</b> Standard is 35 sq ft per station	35-70 sq ft The library is transitioning its microfilm and microfiche over to digital, but we allow for 1-2 stations in the event that this process is incomplete.

# Assumptions for Recommendations

In developing our recommendations for the 10-year Library Comprehensive Development Plan, we utilize the following assumptions:

	2029 Projections
<b># Staff Members</b> Standards range from 0.5 – 0.6 per 1,000 population for LSA pops of 50,000 – 99,999	38 to 45.6 staff members Midpoint of 42
<b>Staff Space</b> Standards range from 125-150 sq ft per staff member	5,250 to 6,300 sq ft Midpoint of 5,775
<b>Meeting Room Space</b> 10 sq ft per seat, with additional square feet for tables, stage, etc. Assumes flexible space large enough to hold 75 audience members, with stage and room for 10 conference tables	750 sq ft for seating 100 sq ft for stage/speaker's podium  Reconfigured, can accommodate 34 conference table seats

# Assumptions for Recommendations

In developing our recommendations for the 10-year Library Comprehensive Development Plan, we utilize the following assumptions:

2029 Projections	
<b>Special Use Space</b> (small group study rooms, copy center, public café, used book sale area, staff break room, etc.)  Standards range from 12-17% of gross sq footage	Assumes 4 individual study rooms, 2 small group conference rooms, café, copy center, break room, and FOL book sale area
<b>Non-Assignable Space</b> (mechanical rooms, bathrooms, entrance halls, corridors, stairs, security rooms, elevators)  Standards range from 20-30% of gross sq footage	TBD based on final building size

# Recommendations



# Library Building Space

## Library Building Space

### Today's Status

- The library's total space is 16,496 square feet, with 36% at the Central Louisburg branch and about 25% each at Youngsville and Franklinton and 15% at Bunn. A 1,536 Central Library Annex also provides public meeting space.
- When the central branch was completed in 1975, county officials recognized that the 6,000 sq ft space was about half of what was needed at the time.

### Standard/Practices

- Based on standards ranging from 0.4 to 1.5 sq ft of library space per capita, the need in 2029 will range from 30,467 sq ft to 114,252 sq ft, with a midpoint of 72,360 sq ft.
- Given the likelihood of continued county growth, we utilize the midpoint but recognize additional space is likely necessary.
- Based on county population growth projections, this analysis assumes that the share of Youngsville (30%), Bunn (19%), and Franklinton (14%) card holders will increase proportionally, while the Central branch's share will decrease comparatively. (37%).

### Community Needs

- Stakeholders repeatedly expressed the need for more library space, for individual, group, and community meeting rooms; a separate computer lab; children's and teens areas; general reading areas, and space for individual user technology.
- Previous Library Space studies recommended over 21,000 square feet to house the library's growing collection.
- The evolving nature of libraries, with more emphasis on technology and workspaces; as well as the explosive county population growth, underscore the need for even more space.
- One municipal official suggested that the Central Library alone needed a minimum of 24,000 square feet to provide the service level needed to provide citizens with economic development and educational opportunities.

# Library Building Space

## Library Building Space

### Recommendations

- To accommodate the county's growing population and new needs for library space, the library will need a total of approximately 72,000 square feet of space by 2029.
- Based on projections of library cardholders, the new long-term space might be 26,440 in Louisburg, 21,600 in Youngsville, 13,680 in Bunn, and 10,800 in Franklinton.
- The total space per area would be inclusive of the branch and any Pop-Up libraries to supplement service.
- The current library building locations likely do not lend themselves to additions as large as those projected here; Franklinton, for example, is "landlocked" by its parking lot.
- The county will likely need to work with municipal leaders to identify any county- or town-owned spaces suitable for development.
- Alternatively, if no suitable buildings are available, the county may seek government-owned sites to build a new building.
- The current library locations may be able to be converted into facilities for seniors or other government agency offices.

# Library Building Space

## Library Building Space

### Recommendations

- The 72,000 per patron projection tracks our projections for individual space components.

Library Area	Projected Square Footage Needs
Total Seating & Tables	9,500
Computer Information Commons	1,520
Individual Patron Computer Workstations	1,125
Staff Work Areas	5,775
Community Meeting Room	850
Collections	30,900
TOTAL BEFORE OTHER SPACES	49,670
Special Workspaces	7,451
TOTAL WITH SPECIAL WORKSPACES	57,121
Non-Assignable Space	14,280
TOTAL SPACE NEEDS	71,400

# Library Building Locations

## Library Building Locations

### Today's Status

- The library branches are located in close proximity to downtown areas.
- A half dozen locations that had been reviewed in the past were considered as a potential site for the Louisburg library.
- Several of those potential locations, including the old Lowe's Food store and the Old Depot, are now being utilized for other needs and unavailable.
- A historic home next door to the Louisburg branch is currently being rented and is unavailable.
- The old Wal-Mart location still has 35,000 square feet available for lease. However, its strip mall location within the new confluence of traffic changes related to the expansion of 401 would make it more difficult to access.

### Community Needs

- People who frequent the Youngsville Library were of mixed mind about whether the library needed to be expanded. One county official who visits the library at different hours felt that the current size was adequate, except during public events like early voting.
- Most interviewees felt that the Franklinton location was a good one, and that keeping the library close to the high school and to the police station was important for drawing visitors. One county official suggested that the library could use some updating, but that they couldn't think of another downtown location as appropriate as the current location.
- While many felt that the Bunn location was quite small, especially for its proximity to the Lake Royall subdivision, most interviewees felt that it was in a good central location and that it could likely be expanded out the back of the library.
- Louisburg stakeholders were divided over keeping the library in its current neighborhood location or locating it further downtown. There were some concerns about being in close proximity to the courts downtown.

# Library Building Locations

## Library Building Locations

### Recommendations

- As previously stated, it is likely that the county will need to review county- and municipal-owned spaces for potential conversion into library facilities.
- It must be emphasized that the projected total building sizes for each library area include not only “main” branches but also pop-up libraries within that community (Pop-ups discussed in subsequent sections.)
- Locations of buildings will depend on what county or municipal buildings or parcels might be available, but community feedback would suggest continuing to keep the central branch in Louisburg.
- Downtown locations have the advantage of creating synergies with downtown development and revitalization, particularly in Louisburg. Additionally, citizens utilizing downtown governmental offices will have better access to the library. Concerns regarding the courthouse might require a security officer on the premises.
- Generally speaking, the libraries would be better-served as free-standing buildings rather than sharing premises with other government offices. Libraries’ special role as a welcoming and relaxing space for learning might be compromised by sharing space with agencies at which visitors are conducting other government functions.
- Some stakeholders have suggested utilizing property on the Tar River for the library’s location.
- The Youngsville and Bunn locations appear to have room to grow, although it is unclear at this time whether their properties could accommodate significantly larger structures.

# Community Meeting Spaces

## Community Meeting Spaces

### Today's Status

Small community meeting rooms are available at the Youngsville, Bunn, and Franklinton libraries. Louisburg residents needing group space can sign up to use the 1,536 square foot Franklin County Public Library annex. Each of the branch libraries noted that their meeting rooms were in very high demand; in fact, a library branch tour coincided with the early voting season, and each meeting room was full of election officials helping voters.

### Standard/Practices

- As technology changes communities' expectations of libraries, a popular demand in public and academic libraries is for 10 sq ft per seat, with additional square feet for tables, stage, etc.
- At the Perry Library in Henderson, one meeting room seats up to 100 people and has a kitchen, restrooms, and built-in audiovisual equipment. A second room seats 20 people.

### Community Needs

- Again and again, stakeholders emphasized the importance of a good-sized meeting room, which one focus group member saw as a "multi-functioned resource" for community nonprofits, groups, library programming, etc. Stakeholders felt that, while a large meeting room was sorely needed, smaller meeting rooms for smaller groups, or small study rooms for 2-4 people would also be very helpful. One stakeholder likened these rooms to the small offices made available to small businesses through shared workspace companies.
- Survey respondents mentioned meeting rooms (large and small) as the #1 thing for which they would like more space.
- A question arose as to whether library policy allowed local groups to book a room on a consistent weekly basis, (e.g. every Monday at 6pm for the local Boy Scouts troop.)

# Community Meeting Spaces

## Community Meeting Spaces

### Recommendations

- For a flexible space large enough to hold 75 audience members, with stage and room for 10 conference tables, we recommend Louisburg plan for a flexible meeting space within the library of at least 850 square feet. This space would also accommodate 34 conference table seats.
- Adding a small kitchen facility will extend this community space's usefulness to county groups, perhaps inviting public events involving meals, such as dances or weddings. Additionally, cooking classes could be held in this space.
- To help fund the library's operations, a small fee (e.g., \$25) could be charged to for-profit businesses to rent the meeting rooms for up to 3 hours/day. Additionally, special events (e.g, weddings or school dances) might be assessed a fee.
- Within a reconfigured space, the library might consider configuring small conference rooms for individual study (150 sq ft) and medium-sized group conference rooms (400 sq ft) for group study.
- If local groups need consistent meeting times, the library might offer one or two days in which groups can set a consistent weekly appointment.
- In addition to phone calls, an electronic sign-up system for rooms can free up staff time. The library would need to develop policies around penalties for no-shows. See for example, <https://www.demcosoftware.com/products/rooms/>

# Special Use Spaces

## Special Use Spaces

### Today's Status

The library has few Special Use Spaces, although the Youngsville branch has a local history room.

### Standard/Practices

- Modern libraries are developing more creative spaces in response to patron requests. For example, coffee shops and food-friendly spaces have become very popular, especially among younger patrons.
- Libraries increasingly seek to include the outdoors within their designs.
- Public library patrons are extremely interested in individual and small group study spaces.

### Community Needs

- Stakeholders expressed interest in comfortable reading areas with “comfy” chairs, coffee shops, and outdoor reading or eating areas.
- Said one teenage boy interviewed, “It would be cool to have a coffee shop, like in a bookstore. It would be great if we could rent or buy books, with a variety of books, cozy big furniture, quiet corners where you can study. I realize I am describing the Barnes and Noble!”
- Stakeholders also expressed interest in a separate local history/genealogy room, and separate areas for computer labs, teens, and children. One stakeholder mentioned a Genealogy Room at the Oxford Library.
- Stakeholders also prioritized individual and small group study spaces.

### Recommendations

- Within the library's design or renovation, dedicated spaces for local history/genealogy, computer labs, teens, and children should be included.
- Further, small individual study and group study spaces would be helpful for students or groups working on projects.
- Where possible, the library might incorporate the outdoors into its overall space. For example, quiet spaces outside, or a small amphitheater, would provide new opportunities for community members to engage and learn together.

# Collections

## Collections

### Today's Status

- The library currently has nearly 204,000 collection items, including over 102,000 print book volumes and 84,000 e-books. The library is limited by its tight shelving, and at the Louisburg branch, staff often must remove books from the shelves to make room for new acquisitions.
- The collection has a good selection of current books, popular favorites, and books reflecting the county's rich history.
- The Cardinal Library system offers county borrowers access to 6.5 million materials from across North Carolina. With Cardinal's transition to a web-based cataloguing system, the FCPL's RFID equipment no longer communicates effectively with the state system and requires staff workarounds.
- While county residents still prefer traditional books, e-books are also popular. One county official noted that today's "generation is not one of readers, but is more electronically-driven." One county official said, "As much as we push digital and audiotape, there's nothing like the feel of a book."

### Standard/Practices

#### Collection Size

- Per 2017 US Library Survey of 3,055 public libraries, 5.96 items per capita (books, e-books, DVDs, etc.)
- Note: Libraries serving populations less than 100,000 report 8.7 holdings per person, but this analysis utilize the more conservative figure

#### Shelf Space for Print & NonPrint Items

- Standards generally divide the number of print or nonprint items by 10 or 15 to determine square footage needs.
- For periodicals, standards range from dividing by 1 or 1.5 for current periodicals, and by 0.5 for back issues

### Community Needs

- Patrons spoke of the need for more books reflecting other languages and cultures, including Spanish-language books and American Indian books. Large print books are also a need.
- Survey respondents ranked more books, and book-related activities such as Author Events and Book Clubs, as their top priorities for several questions.
- People were also interested in more e-books, and over a dozen residents interviewed did not know the library offered e-books.

# Collections

## Collections

### Recommendations

- As e-books become more popular, the mix of print and e-books will continue to evolve. As community members become more aware of the library's e-books offerings, the library may have a better sense of reader preferences and adjust its mix accordingly.
- Consider apportioning more funding toward collections development, including through Library Friends funds.
- Significant staff time is devoted to educating patrons about utilizing e-books. To increase staff knowledge and efficiency, the library staff may need to be trained in supporting e-books for patrons.
- NC Cardinal is a tremendous resource for library patrons. To align the library's system with Cardinal's transition to a web-based cataloguing system, FCPL may consider purchasing a software patch for each branch to communicate effectively with NC Cardinal.
- Based on a conservative estimate of the number of collection items, by 2029, the library should hold 453,961 items.
- Assuming 15% of items are out on loan, projected Print and Nonprint items would require 30,900 square feet of shelf space.
- Periodicals and back issues would require about 1,400 feet of shelf space.
- Collections might continue to diversify to provide Spanish-language literature and periodicals, including e-resources, as available.
- The library includes its e-resource list on the library's website, but one library Friend suggested it is a bit difficult to find. Perhaps the library can make the list more prominent or include additional links to that page throughout its website.
- One county commissioner suggested that the library explore the possibility of patrons' requesting books through a phone app. The patron could place the books on hold and then come into the library and pick them up off an Express To Go shelf. The Commissioner felt that such an arrangement would be very helpful for families on the go. OverDrive allows for some of this functionality with e-books. (<https://app.overdrive.com/>) The Salt Lake City Library also offers such an app (<https://www.slcp.org/app/>).

# Computers and Technology

## Computers and Technology

### Today's Status

- Each library branch offers computer workstations, with a system total of 35 internet computers for the public. The computers were well-utilized on visits to the libraries, particularly in Louisburg.
- Few charging stations are available for patrons' personal computers and/or cellphones.
- Each branch library noted that their computers were a strong, if not major, draw bringing patrons to the library. Internet service is uneven and in some Franklin cities not available.
- Staff members noted that, because not all sections of the county have internet, those residents are at a disadvantage in obtaining information, communicating, and even more importantly, applying for jobs. As one stakeholder noted, access to the internet "puts everyone on equal footing."
- There's a direct relationship between residents' computer needs and county internet access. One staff member suggested that "If we had more computers, we would have more patrons." At the same time, he recognized that as internet access expanded throughout the county, there will be less need for computer services at the library.
- "If we don't have internet (throughout the county), people won't move here," one staff member stated.
- County officials expressed a strong interest in bringing internet to all parts of the county and are actively engaged in finding service options. County officials expressed the belief that, whether in terms of the library or other county services, investments in technology were key to county growth. "Agree with it or not, but that's the way of the future," said one official.
- While one county leader felt that mobile "hot spots" could provide internet service to less-resourced areas, most officials felt that a more comprehensive solution would be necessary to provide an equitable level of service across the county.
- While the county is pursuing county-wide internet access through a separate initiative, it's important to note that the library's ability to offer e-books and other internet-based services is affected by the availability of internet wherever patrons live. That is, a patron without internet access cannot utilize online databases or electronic books unless they come to the library.

# Computers and Technology

## Computers and Technology

### Standard/Practices

#### Number of Computer Workstations

- Standard is 1 Public Access Computer per 2,000 Pop

#### Space for Computer Workstations

- Standards range from 35-50 sq ft per Public Access Computer Stations, with 40 sq ft avg

#### Space for Workstations for Individual Patrons' Computers

- Standard is 75 square feet for Computer workstations accommodating individuals' own computers

#### Space for Microfilm/Microfiche Stations

- Standard is 35 sq ft per station

### Community Needs

- In interviews and surveys, stakeholders asked for more internet computers and charging stations
- Several stakeholders expressed interest in a separate computer lab, away from the noise of the general library.
- Hands-on computer classes (Microsoft Word-Excel-PowerPoint, digital photo editing, Internet searching, etc...) were the 2<sup>nd</sup> highest ranking class among survey respondents.
- Over time, more patrons are bringing their computers to the library, although a sizable number continue to use the library's computers. In 2017-18, the public used the library's computers nearly 19,000 times, and utilized the internet for their own devices 11,200 times.
- Patrons bringing their own computers expressed interest in more desk or table space to work, as well as charging stations.

# Computers and Technology

## Computers and Technology

### Recommendations

- The library has a good number of computers for its current population. By standards, the library needs another 3-5 computers to meet the needs of 2029's patrons.
- A separate computer area could provide a more quiet area for patrons searching the internet, applying for jobs, or creating resumes. Additionally, a separate lab could facilitate hands-on computer instruction.
- The library needs more space devoted to computer users, including patrons bringing their own devices. By 2029, 1,520 square feet for 38 computer workstations will be needed.
- For patrons bringing their own computers, the library could plan for another 1,125 square feet of space.
- The library might invest in various types of charging stations to accommodate different user seating. For example, see <http://ideas.demco.com/idea/charge-it-up/> and <https://cmle.org/2017/05/31/question-charging-stations-devices/>
- The library can support the county's efforts to provide internet connections to all areas of the county. For example, the library might offer mobile hot spots through its bookmobile to underserved areas of the county.

# Library Outreach

## Library Outreach

### Today's Status

- In a crowded world of information and communications, it becomes a challenge for organizations to “break through the noise” to reach their communities, including for the Franklin County Public Library.
- The library’s website is contained within the pages for the county government. It offers helpful links and information about its services, but does not have separate pages for each branch library. Additionally, its style is consistent with that of the county and therefore the library doesn’t have its own voice or “brand.”
- The library has a colorful and lively Facebook page that is updated occasionally.

### Standard/Practices

- The State Library of North Carolina offers guidelines for creating public relations campaigns that reflect community needs and interests. Additionally, the State Library encourages the active involvement of the Friends of the Library in educating the public of the library’s benefits. (Please see Appendix).
- Libraries rely on a mix of old media and new media to publicize their offerings to the community, including PSAs, promotional items, etc. Modern library websites have a range of styles, but some of the strongest, most inviting sites offer clean, modern designs with lots of visuals and are easy to navigate.\*

### Community Needs

- One community member in their 30s has not been to the library, and said that the library “needs publicity, I forget that it’s there.”
- According to county stakeholders, an opportunity exists for promoting the library’s collections and programming. For example, residents living in the Louisburg library’s neighborhood did not realize that the library offered e-books.
- The website “needs to be easier to access, it looks like 1996,” said one patron.
- In interviews, newcomers to the area did not know a great deal about the library and its programs and services.

# Library Outreach

## Library Outreach

### Recommendations

- The library would benefit from having its own website separate and distinct from the county. With colorful, easy to navigate designs, the website would more strongly engage with patrons, particularly younger patrons. For examples of modern websites, please see <http://www.franklinpubliclibrary.org/en-us/default.aspx> and <https://emilysingley.net/usablelibraries/top-10-public-library-websites/>
- The value of the library's collections, programs, and services is vast – nearly \$3 million, or a 3:1 return on the county's investment. The library might consider utilizing the Library Value Calculator analysis contained within to educate county citizens and leaders on the library's value.

With so many technological options for promoting the library, developing a mix of complementary strategies is ideal. Consider tapping the volunteer expertise of library patrons, Friends of the Library, or local students. For example, the library may consider:

- Developing a brief PSA, similar to that created by Harnett County Public Library, to introduce Franklin County citizens and leaders of the wonderful services and collections available at the lib. Please see <https://www.youtube.com/watch?v=mD8UyUqJP80>.
- Creating library signs, stickers, flyers, t-shirts, or other promotional items to hand out at county events. Free sights such as Canva (<https://www.canva.com/>) offer templates for posters, flyers, etc.
- Hosting a table at county events with library card applications, flyers and schedules of upcoming events, promotional items, and free books (perhaps from the Friends of the Library sale)
- Sharing this plan, or progress regarding its implementation, such as proposed architectural drawings of a new library branch to share and draw support support for the library's vision with the community.

The ALA's Public Library Association offers a list of resources for developing a marketing strategy.

<http://www.ala.org/pla/resources/tools/public-relations-marketing/marketing-strategies>

- The ALA's Libraries Transform initiative seeks to educate the public and policymakers regarding the value of libraries. <http://www.ilovelibraries.org/librariestransform/because>

# Library Outreach – Bookmobile

## Library Outreach – Bookmobile

### Today's Status

- The bookmobile has a rich history with the county, bringing books to people throughout the area when no branch libraries existed. Focus group members and others fondly recalled checking books out through the bookmobile.
- The library currently offers outreach services to elderly individuals, or individuals with disabilities, or daycares, through its library outreach vehicle. Patrons request particular titles, and the outreach coordinator brings the books to them or to daycares every two weeks.
- The outreach coordinator noted that people often ask her if there are fees for the service, and they are happily surprised to learn there are not.
- The current vehicle replaced the larger Bookmobile, which used to tour the county and offer residents the opportunity to browse the collection and check out books. While the new vehicle is more fuel- and cost-efficient, some stakeholders expressed wishes for the old bookmobile, particularly for younger children. Said one county official, “For people who lacked transportation, the bookmobile was such a positive extension of county government.”
- The outreach coordinator noted that, when winter weather sets in, some of her elderly clients will express concern that she won't be able to visit with them.

### Standard/Practices

- According to the ALA, about 659 bookmobiles deliver in the U.S., located within only 6% of public libraries.
- The Association of Bookmobiles and Outreach Services Guidelines (2004) emphasize the importance of targeting key community members at times and locations convenient to them (eg., day care centers, early evening hours for adults.)

### Community Needs

- Bookmobiles were 2<sup>nd</sup> ranked in terms of Special Events among survey respondents.
- Citizens and staff members noted a need for more bookmobile service in the communities of Centerville, Epsom, and areas outside of Bunn.
- A stakeholder in her 50s noted a great need for the Bookmobile in the Centerville area. “I work out there and I know there's a need,” she said.

# Library Outreach – Bookmobile

## Library Outreach – Bookmobile

### Recommendations

- The bookmobile is an excellent way to extend the library's (and potentially government's) reach and services into communities.
- The library may consider investing in a larger bookmobile in order to increase service and offerings around the county.
- As a welcoming and friendly introduction to non-patrons, the bookmobile may encourage more people to visit the library for programming, services, and collections.
- Sites for bookmobile visits can include local businesses, youth sports events, doctors' offices, government agencies, or different parks.
- In addition to library books and items, the bookmobile might also offer:
  - Mobile hot spots for checkout, particularly in areas with no internet service.
  - Mobile programming, such as Children's Storytimes or Summer Reading events
  - Helpful information, brochures, or applications for county government services. For example, each month the bookmobile can include information about a particular county department.
- Bookmobile patronage can help measure the specific level of need for library services in a particular area. If a community shows consistent interest in library services, the library might invest in a pop-up branch to further gauge community demand for services.

# Library Outreach – Pop-Up Libraries

## Library Outreach – Pop-Up Libraries

### Today's Status

- According to one stakeholder, the northeast part of the county is a “dead zone” for internet service. While a bookmobile services elderly, shut-ins, and daycares, it does not offer a regular service stop.
- In the past, a library plan had been put together for the Centerville area, but residents expressed more interest in being able to go to the Louisburg library, which has more resources and collections and “the best reference people,” according to one stakeholder. Additionally, people make the library one of their stops when they come into town to go shopping.

### Standard/Practices

Pop Up libraries are becoming more popular as a vehicle for providing library service and making connections to the community.

### Community Needs

- Stakeholders generally had positive views of pop-up libraries, or small storefront libraries in rural areas where patrons can go to pick up their books on hold and to return them.
- One focus group member recalled going to mom and pop stores as a child, where the bookmobile would leave a couple shelves of books. A store employee would volunteer to check the books out to people.
- Unfortunately, as the group discussed, most country stores are gone now; there aren't obvious locations where those books could be shelved.

# Library Outreach – Pop-Up Libraries

## Library Outreach -- Pop-Up Libraries

### Recommendations

- Particularly in the underserved areas of the county, Pop Up libraries can supplement bookmobile service, forge connections with the community, and gauge the needs for library services in different parts of the county. If a particular pop-up grows in popularity, the library may consider committing further funds to a small branch library in that area.
- Like the bookmobile, locations might include local businesses willing to volunteer checking out books, local social service agencies, or public parks. For example, the concession stands at Franklinton Park, Pilot Lions Park, Ludley Park, or V.E. and Lydia H Owens Parks might be “manned” for a few hours on busy days by volunteer staff.

The library can consider several Pop-Up models of service:

- ❑ The “birdhouse” of self-serve books that community members can take out on the honor system. If there are concerns about books not being returned, perhaps extra books from the Friends of Library sales or other donations can be utilized.
  - ❑ A small “storefront” model at a local business, park, or government agency. For example, the library might build mini-library spaces (400 square feet) at public parks that can be manned regularly for 5-10 hours/week. Volunteers, Friends of the Library, or employees of the business or government agency can assist in checking out and reclaiming books.
  - ❑ An official Pop-Up visit to a community. FCPL staff can plan a visit to a community event; a local ballpark or community pool; or an established meeting of local organizations, particularly families with children. This model can include free book giveaways (such as leftovers from a Friends sale), information about upcoming programming or events, information about services including e-books, special newsletters, etc.
- The county might also look into the “Amazon Locker” model in which books are delivered to lockers to which the patron has a combination. When they return the books, they can return them in a traditional book return box. Perhaps Amazon might be interested in donating lockers in return for their branding of the lockers.  
<https://www.amazon.com/b?ie=UTF8&node=6442600011>
  - A library app might allow patrons to request books on their phones and pick them up at the Pop-Up in 24-48 hours.

# Funding Sources 1 of 2

## Funding Sources

### Today's Status

County officials are proud of their investment in the libraries. Nonetheless, in order to move forward with the community's vision for its library system, the county's investment will likely need to be supported through public or private partnerships.

To build and/or renovate the Franklin County Public Library branches is a significant monetary challenge, one that Harnett County is currently undertaking to build a proposed 20,000 sq ft library. County funds may be supplemented by additional resources.

### Standards

The State Library of North Carolina provides Standards regarding seeking other funding sources (please see Appendix.)

### Recommendations

- The National Endowment for the Humanities offers the Challenge Grants program “to strengthen the institutional base of the humanities by enabling infrastructure development and capacity building.” Awards are available for up to \$750,000. Applications are due in May, 2019.

<https://www.neh.gov/grants/preservation/infrastructure-and-capacity-building-challenge-grants>

- The USDA's Community Facilities Direct Loan & Grant Program provides affordable funding to develop essential community facilities in rural areas.

<https://www.rd.usda.gov/programs-services/community-facilities-direct-loan-grant-program>

- For library facilities that are historically significant (e.g., if a library were to relocate to a county- or municipally-owned historical property), the Institute for Museum and Library Sciences offers Save America's Treasures grants.

<https://www.ims.gov/grants/available/save-americas-treasures>

- To support small or rural libraries in a variety of archiving initiatives, including developing a community memory, the IMLS offers Accelerating Promising Practices for Small Libraries grants. Awards are up to \$50,000. Applications are due in late February, 2019.

- Links of grants for library programs and for smaller or rural libraries are available at <http://librarygrants.blogspot.com/>

# Funding Sources 2 of 2

## Funding Sources

### Today's Status

County officials are proud of their investment in the libraries. Nonetheless, in order to move forward with the community's vision for its library system, the county's investment will likely need to be supported through public or private partnerships.

### Recommendations

- In addition to county resources and external grants, the county may leverage its productive relationships with local municipalities to identify opportunities for financial or in-kind support from the towns, such as town-owned facilities that might be converted for library use.
- For example, a municipality might provide the facility and pay the utilities/maintenance for the library while the county continues to pay for salaries and benefits, collections, and equipment.
- The county library is fortunate to have supportive Friends of Library groups who have raised funds for the library. These funds may be utilized for expansion or renovation efforts, e.g., new furniture or furnishings, paint, etc.
- The Friends of the Library may also support the library by educating members of the public and private organizations on the library's contributions to the community and perhaps raise additional funds. Citizens have expressed interest in finding ways to "do good" for the county; perhaps the Friends can offer opportunities to invest in the future of the library.
- The library might replicate the highly successful Bunn Library "Book Buddies" program, sold \$5 tickets to the Library's Book Sale to local businesses. Those businesses, in turn, provided the ticket to a local child, who could purchase books at the Book Sale.
- The library may consider offering sponsorship opportunities of its facilities, such as its meeting rooms. For example, at the Perry Library in Henderson, a meeting room sponsored by Farm Bureau seats up to 100 people and has a kitchen, restrooms, and built-in audiovisual equipment.
- The library may consider offering additional donation opportunities to the community. For example, the Perry Library in Henderson offers individuals or organizations the opportunity for Materials Placed in Honor or Memory.

# Library Partnerships

## Library Partnerships

### Today's Status

Numerous county and private organizations offer important public services and amenities to the people of Franklin County. The library might consider further partnerships to extend its programs and services to the community.

### Standard/Practices

The state of North Carolina offers detailed guidelines regarding effective partnerships, excerpts of which are included within this Appendix.

### Community Needs

The library may wish to tap further into the expertise of its community members to offer those programs and services that library stakeholders seek, including free legal clinics or financial advice, health and wellness or genealogy classes.

### Recommendations

- The library might create synergies with other community agencies to extend the programs and services of both partners. For example, the library might partner with the county's Heritage Society to offer Local History or Genealogy programming, or with the Cooperative Extension Service to offer programs on Gardening, or Square Foot Gardening.
- The library can continue to work with officials from the Downtown Louisburg Amphitheater to host a Summer Reading Program event, or the library might consider doing Summer Theater at the Amphitheater.
- The Louisburg or Franklinton Senior Centers might be good partner to hold dances and other community activities for the library community, or perhaps explore dual "field trip" opportunities.
- To support job growth and local residents and employers, the library might partner with Louisburg College or Vance-Granville Community College to host the colleges' general or specific job-training for area residents.
- The libraries might partner with school-based libraries to offer additional programming or collections to area high school students.

# Adult Programming

## Adult Programming

### Today's Status

- One staff member noted that, with a rural population spread throughout the county, it's challenging to identify topics of interest for adult programming.
- While the library has had low attendance at Adult Programs in the past, programs related to job searches and resume writing were successful.
- The low attendance belies the tremendous interest expressed in programming among county interviewees and survey respondents. It is unclear if the public doesn't have a good sense of what programs are available, if the program schedule is inconvenient, or if community residents are simply not interested in programs and activities at the library.
- The Library Director is engaged in talks with a local university's law school to provide a virtual legal clinic funded through a USDA grant. The grant would allow patrons to schedule a private virtual session within the library to receive legal services via video communication with the law school. To provide such tailored services would necessitate the addition of small private study rooms.

### Standard/Practices

In 2016-17, Franklin offered 8 adult programs, with a total of 42 attendees, vs. 206 adult programs and 1,839 attendees in Granville County.

### Community Needs

- As stated above, community stakeholders show significant interest in adult programming, with the greatest number seeking Genealogy classes or activities, followed by Hands-on Computer Classes, and Health and Wellness Workshops.
- Book Clubs and Discussion groups were also ranked highly.
- Sewing and crafts were hobbies for which people wished they had more time.

# Adult Programming

## Adult Programming

Recommendations (Please also see “Partnerships” recommendations)

- Developing additional programs of interest might introduce new community members to the library.
- The library might develop interest in programming and activities by focusing first on books and employment opportunities. For example, the library might:
  - ❑ Bring the works of longstanding or classic authors to the attention of patrons by tying a display into any news about an author; e.g., an author’s passing.
  - ❑ Celebrate different authors’ birthdays with special displays or events.
  - ❑ Work with community partners to offer classes/activities related to genealogy, gardening, computers, searching for and applying for jobs, health and nutrition, and other topics of interest.
  - ❑ Work with local schools, nonprofits, and arts organizations to display local artwork on the walls and hold “opening night receptions” to honor the artists and their families.
  - ❑ If additional space is created for public meeting room, partner with local theaters, musical groups, and dance groups to hold small productions at the library.

# Children's Services

## Children's Services

### Today's Status

- Many stakeholders spoke of the critical importance of engaging young people through a variety of collections, programs, and services.
- Children's Services are the heart and soul of modern libraries. They educate our youngest citizens and create a love of lifelong learning. The library has done an excellent job of providing children's collections and programs.
- The quality and beauty of many of today's children's books, including classic books, ensures that families and children still enjoy physical books more than e-books.
- The library utilized an LSTA grant to purchase \$15,000 worth of children's e-books.
- The library also offers ABC Mouse, an online early learning academy, for children.
- Within Children's Services, the weekly Storytime at each branch was very popular, as was the summer Reading program.
- Science in the Summer, a library program run jointly with UNC-Chapel Hill and GlaxoSmithKline was extremely popular that registrants filled all available spots within the first few hours of registration.
- Some branches have begun offering Lego Nights or Family Game Nights to encourage families to visit the library.
- At the Book Sale, a representative from the Dolly Parton Imagination Library signed up children for the program, which offers a free book to each child every month.
- The Library Director reported that the library system is working with a state program to allow students to use their state-issued school ID number to access online resources like NC Live, e-audio, and e-books.

### Standard/Practices

- In 2016-17, Franklin's children's print books numbered 39,192, slightly greater than that of Granville at 38,181.
- Franklin's 215 Children's Programs offered in 2016-17 is very close to Granville's 221 programs offered.

# Children's Services

## Children's Services

### Community Needs

- Children's programming was ranked a close second by survey respondents in terms of Activities needed.
- One focus group asked the group "Are we serving younger people as much as we can? I've worked with disadvantaged kids who don't have books. Every kid ought to have books."
- A couple in their 40s who had recently moved to Louisburg from Wake County were interested in children's services for their 6-year old, as well as OverDrive for themselves. They were excited to learn that the library was right down the road from them.
- Another couple in their 20s stated that they will bring their 2-year old to Storytime when she's older. Said the child's mother, "Grandma took me all the time as a child and I loved it."
- A grandparent with 5- and 10-year old grandchildren suggested that the library might have a play area for the smallest children who can't read yet and whose parents would like to read for a bit at the library.
- County stakeholders suggested offering tutoring and mentoring programs for children and young adults
- Interviewees and survey respondents suggested the need for a separate children's area, so that children could play without disturbing other library patrons.

### Recommendations

- If a separate children's area is created, the library must create policies regarding parental oversight of children, particularly younger children who might not be reading yet.
- The library might develop a mentoring or tutoring program for Children and young adults, perhaps staffed by volunteers or in partnership with the local senior centers. Children could, for example, practice reading with seniors.
- The popularity of children's Storytimes led some stakeholders to suggest that branch library staff or volunteers might consider offering additional Storytimes or other children's activities during the week.
- As part of community outreach, the library might offer mobile Storytimes through its bookmobile service.
- The library might consider adopting a local Boy Scout or Girl Scout troop; in practice, this would mean providing the troop with space in which to meet. Such sponsorships might also introduce those young people to the library.
- The State Library of North Carolina is currently hosting a traveling Planetarium exhibit, which the library might look into hosting for next year. A similar program is offered by the Morehead Planetarium for locations within 90 miles of the Planetarium.

[https://www.independenttribune.com/news/traveling-starlab-takes-patrons-to-the-final-frontier/article\\_e916b336-183b-11e9-9a50-a35ddc2dc6675.html](https://www.independenttribune.com/news/traveling-starlab-takes-patrons-to-the-final-frontier/article_e916b336-183b-11e9-9a50-a35ddc2dc6675.html)

<http://moreheadplanetarium.org/mobileplanetarium>

# Young Adults' Services

## Young Adults' Services

### Today's Status

- Because the Louisburg-based Central library is less than a block from the local high school, many students utilize the library after school as a safe place to do homework or to wait for their parents to pick them up.
- A half dozen young people said they lived “right across” from the library, making them a ready-made audience for teen programs.
- The library has a section of shelving devoted to a good-sized and up-to-date collection of Young Adult books, but there's no separate area for teens to work and hang out.
- One middle school librarian praised the YA collection, but felt that most teens do not know what the library offers them.
- Students use the library's computers and internet to complete homework assignments, especially if they don't have access to these at home.

### Standard/Practices

- In 2016-17, Franklin's Young Adult print books numbered 3,770, about half that of Granville at 7,715.
- Franklin did not offer any Young Adult programs in 2016-17, while Granville offered 42.
- The Young Adult book market is growth tremendously over the last 20 years; from 1997 to 2009 alone, the number of titles published grew from 3,000 to 30,000, accounting for a \$3 billion in sales. The high quality and tremendous variety of writing has created a plethora of titles for teenagers and even adults <https://www.theatlantic.com/entertainment/archive/2011/08/how-young-adult-fiction-came-of-age/242671/>
- Modern libraries seeking to draw in teens try to incorporate extensive teen input into the development of teen library spaces. Teen Advisory Boards offer their preferences and insights into the development of teen programs, collections, and even teen spaces.
- Key to the success of many teen spaces is a separate space for teens away from adults (but still under librarian supervision.)

# Young Adults' Services

## Young Adults' Services

### Community Needs

- A dozen teenagers and eight people in their early 20s interviewed recalled going to the library frequently as a child. “I loved the older, small-town feel and all the activities,” said one teen, “and the people were so nice, so helpful.”
- One young staff member stated that most young people get their information off their phones, although he did feel that Makerspaces or Games might draw young people to the library. Other staff suggested that more technology might motivate teens to visit the library .
- Teens stated that video games, tutoring services or a Book Club might draw them in to the library.
- Staff members and community members discussed the challenge of transitioning children who enjoy visiting the library into young adults who continue their relationship with the library. Staff members see students using computers for school research and checking out books.

### Recommendations

- The library might develop a more robust online media presence to alert teens to the library's offerings.
- Hire teen library interns to advise on library services/collections and help draw other teens into the library.
- The library might consider developing a Teen Advisory Board through its partnerships with schools and other organizations serving teens. The library could offer volunteer credits, Amazon gift card raffles, and food to encourage participation. The TAB would be instrumental in the design of teen programs and a new teen space in the library.
- The library might develop a volunteer mentoring or tutoring program for young adults, perhaps staffed by volunteers or in partnership with the local senior centers. Teens could, for example, tutor peers or younger children. Again, volunteer credit and incentives are critical to promoting participation.
- The library might offer more exhibits and programming tailored to young adults, including favorite authors or book-inspired movies or displaying their art work.
- In a new space, the library might consider offering more technology, including gaming technology. The teen space should be bright, welcoming, food-friendly, with flexible furniture, and separate so that teens can socialize comfortably.
- The library might partner with county schools and local businesses to offer more STEM-related programming.
- The State Library of North Carolina is currently hosting a traveling Planetarium exhibit, which the library might look into hosting for next year. A similar program is offered by the Morehead Planetarium for locations within 90 miles of the Planetarium.
- Consider applying for MakerSpace funding. Please see, for example, [https://cdn.sparkfun.com/assets/e/1/7/c/1/MakerSpace\\_in\\_Library\\_-\\_Funding\\_Resources.pdf](https://cdn.sparkfun.com/assets/e/1/7/c/1/MakerSpace_in_Library_-_Funding_Resources.pdf) and <http://www.makerspacelab.com/grants-for-education/>

# Library Staff

## Young Adults' Services

### Today's Status

- The library currently has 13.2 staff members among its four libraries.
- Community members were very fond of the library staff and recounted numerous stories of the staff going above and beyond their job descriptions to support patrons.

### Standard/Practices

- In 2016-17, Granville had 18.0 staff members.
- Standards range from 0.5 – 0.6 per 1,000 population for LSA pops of 50,000 – 99,999. For the county's projected 2029 population, between 38 to 45.6 staff members, or a midpoint of 42 staff members, would be needed.

### Community Needs

- Community stakeholders advocated for more staff or for salary raises for particular staff members.
- For some highly-in-demand functions, such as Children's Services, Young Adult or Adult programming, or Bookmobile Service, additional staff members would be helpful.
- Some staff time is devoted to functions that might be handled electronically – such as signing up for meeting room use or taking patron requests for book holds.
- Staff members wished they had a larger staff to allow them to spend some of their time “selling” books to different patrons.
- Staff members would benefit from training and support related to e-books and technology (computers, etc.)

### Recommendations

- Staff members should receive training to support patrons' evolving needs in technology.
- In addition to phone calls, an electronic sign-up system for rooms can free up staff time. The library would need to develop policies around penalties for no-shows. See for example, <https://www.demcosoftware.com/products/rooms/>
- A phone app for requesting books might free up staff time in receiving phone calls. OverDrive offers this functionality with e-resources (<https://app.overdrive.com/>) The Salt Lake City Library also offers such an app (<https://www.slcppl.org/app/>).
- Volunteers might be able to supplement some of the staff functions, such as conducting additional Children's Storytimes.

# Library Furnishings

## Library Furnishings

### Today's Status

With the exception of the Youngsville Library, the various Franklin County branches are older buildings. They have varying degrees of natural light, and the fixtures and furniture tend to be a bit dated.

### Standards/Practices

- Modern, 21<sup>st</sup> century libraries showcase large windows, modern light, green building features, and flexible furniture in flexible spaces that can be transformed for different meeting spaces.
- One advantage to designing or reconfiguring space in the age of wireless internet is that renovation would not require rewiring of internet connections and cables. Therefore, spaces can be more flexible in renovation and in ongoing configurations of space.

### Community Needs

Community members interviewed stated an interest in updated library facilities, including more light and colorful spaces.

### Recommendations

The library should consider flexible furnishings that can be moved around to accommodate different working groups, meetings, or events. For example, tables and chairs and some book shelving can be on wheels to be easily moved about. Please see for example <http://www.demcointeriors.com/tag/flexible-furniture/> or <https://www.thelibrarystore.com/category/lounge-furniture>.

In the near-term, the library can undergo a low-budget makeover through the following actions, as recommended by Demco Interiors\*\*:

- Declutter the library of unused or excess furniture, old equipment, old or aged artwork, posters and signage.
- Clean windows, ceilings, baseboards, and other out of the way spaces.
- Replace broken or old furniture with modern, more comfortable, and flexible seating.
- Utilizing volunteer help, consider projects that have a strong visual impact. Remove old carpeting or repaint a room. The Bunn Library has an airy, bright color that other libraries might consider.

\*\*<http://www.demcointeriors.com/blog/5-tips-getting-library-renovation-projects-funded/>

Recommendations Timeline  
Short-, Medium-, Long-Term Tasks



# Recommendations Timeline

## Short-Term (2019-2020)

### LIBRARY BUILDINGS/FURNISHINGS

- Declutter the library of unused or excess furniture, old equipment, old or aged artwork, posters and signage.
- Clean windows, ceilings, baseboards, and other out of the way spaces.
- Replace broken or old furniture with modern, more comfortable, and flexible seating.
- Utilizing volunteer help, consider projects that have a strong visual impact. Remove old carpeting or repaint a room. The Bunn Library has an airy, bright color that other libraries might consider.
- Research flexible furnishings that can be moved around to accommodate different working groups, meetings, or events.

### LIBRARY BUILDING SPACES/LOCATIONS

- County officials can consider projected total building sizes for each library area as a combination of “main” branches as well as Pop-up libraries within that community
- County can research the extent to which Bunn and Youngsville branches can be increased.
- The county will likely need to work with municipal leaders to identify any county- or town-owned spaces suitable for development. Downtown or riverfront locations in Louisburg are particularly desirable.
- Alternatively, if no suitable buildings are available, the county may seek government-owned sites to build a new building.
- When a space has been decided upon, engage with an architectural firm to provide proposed drawings of the Louisburg and Franklinton sites and potential Youngsville, and Bunn additions. Of critical interest are individual study rooms, small group study rooms, and a community meeting space with a small kitchen. Plans should also include separate Children’s, Young Adult, and Information Commons areas, as well as potential use of outdoor spaces.

### COMMUNITY MEETING SPACES

- If local groups need consistent meeting times, the library develop and communicate a policy that offers one or two days in which groups can set a consistent weekly appointment.
- In addition to phone calls, an electronic sign-up system for rooms can free up staff time. The library would need to develop policies around penalties for no-shows. See for example, <https://www.demcosoftware.com/products/rooms/>

# Recommendations Timeline

## Short-Term (2019-2020)

### COLLECTIONS

- Continue to monitor the use of physical books, e-books, and other library collections to determine the appropriate mix for patrons.
- Consider apportioning more funding toward collections development, including through Library Friends funds.

### CHILDREN'S SERVICES

- Consider developing mentoring or tutoring programs for children, perhaps with volunteers from the Senior Centers.
- Consider offering additional Storytimes supported by volunteer efforts.
- Consider adopting a Boy Scout or Girl Scout troop.
- Consider bringing the State Library or Morehead Planetarium's traveling Planetariums to Franklin.
- Look into funding for Makerspaces (links included within)

### YOUNG ADULT SERVICES

- Hire teen interns to provide insights regarding young adult interest and needs.
- Work with local schools and teen organizations to display teen artwork and hold "Opening Night" receptions.
- The library might develop a more robust online media presence to alert teens to the library's offerings.
- The library might consider developing a Teen Advisory Board through its partnerships with schools and other organizations serving teens.
- The library might develop a volunteer mentoring or tutoring program for young adults, perhaps staffed by volunteers or in partnership with the local senior centers. Teens could, for example, tutor peers or younger children. Again, volunteer credit and incentives are critical to promoting participation.
- The library might offer more exhibits and programming tailored to young adults, including favorite authors or book-inspired movies or displaying their art work.

# Recommendations Timeline

## Short-Term (2019-2020)

### COMPUTERS/TECHNOLOGY

- The library might invest in various types of charging stations to accommodate different user seating. For example, see <http://ideas.demco.com/idea/charge-it-up/> and <https://cmle.org/2017/05/31/question-charging-stations-devices/>
- The library might offer mobile hot spots through its bookmobile to underserved areas of the county.

### LIBRARY OUTREACH

- Develop a user-friendly website separately from that of the county's web pages.
- Strengthen the library's social media presence, perhaps through volunteer support.
- Educate community members on the value of the library's services and collections.
- Design and create library promotional items free sights such as Canva (<https://www.canva.com/>)
- Host a table at county events with library card applications, flyers and schedules of upcoming events, promotional items, and free books (perhaps from the Friends of the Library sale)

### BOOKMOBILE

- Research the potential purchase of a larger, more fuel-efficient bookmobile. If the vehicle provides county government information, perhaps its purchase can be partially-funded by other government agencies.
- Consider offering Mobile hot spots for checkout, particularly in areas with no internet service.
- Helpful information, brochures, or applications for county government services. For example, each month the bookmobile can include information about a particular county department.

### ADULT SERVICES

- Develop more programming related to authors and author readings or events, including special displays.
- Work with community partners to develop classes in genealogy, hands-on computer instruction, etc.
- Work with local arts organizations to display local artwork.

# Recommendations Timeline

## Short-Term (2019-2020)

### FUNDING

- Investigate potential funding opportunities, including grants through the National Endowment for the Humanities and the US Department of Agriculture, etc.. (<https://www.neh.gov/grants/preservation/infrastructure-and-capacity-building-challenge-grants>, <https://www.rd.usda.gov/programs-services/community-facilities-direct-loan-grant-program>, etc.)
- The county library is fortunate to have supportive Friends of Library groups who have raised funds for the library. These funds may be utilized for expansion or renovation efforts, e.g., new furniture or furnishings, paint, etc
- The library might replicate the highly successful Bunn Library “Book Buddies” program,

### PARTNERSHIPS

- Research partnerships with local governmental and nonprofit agencies to bring more programming, services, and benefits to library patrons. For example, the library might partner with the Franklin Heritage Society, the Cooperative Extension Service, the Downtown Louisburg Amphitheater, Senior Centers, Louisburg College, Vance-Granville Community College, and school-based libraries

### STAFF

- Research and invest in training for staff members to support patrons’ evolving needs in technology.
- Volunteers might be able to supplement some of the staff functions, such as conducting additional Children’s Storytimes.
- Research apps that can allow patrons order books via their phone and pick them up at the library. OverDrive allows for some of this functionality with e-books. (<https://app.overdrive.com/>) The Salt Lake City Library also offers such an app (<https://www.slcppl.org/app/>).

### POP-UP LIBRARIES

- Research potential locations for Pop-Up libraries, including Birdhouse locations, and approach potential partners about a first round of Pop-Ups.

# Recommendations Timeline

## Medium-Term (2021 -2025)

### LIBRARY BUILDING SPACES

- Working with other county agencies, consider whether the current library locations may be converted into facilities for seniors or other government agency offices.
- Upon selecting a design for the renovated or designed libraries, seek out bids for construction of the facilities.

### STAFF

- In addition to phone calls, an electronic sign-up system for rooms can free up staff time. The library would need to develop policies around penalties for no-shows. See for example, <https://www.demcosoftware.com/products/rooms/>
- A phone app for requesting books might free up staff time in receiving phone calls. OverDrive offers this functionality with e-resources (<https://app.overdrive.com/>) The Salt Lake City Library also offers such an app (<https://www.slcp.org/app/>).

### COMPUTERS/TECHNOLOGY

- Within a new building design or within the existing facilities, consider developing a separate computer area and reconfiguring space to include workstations for patrons bringing their own laptops.

### BOOKMOBILE

- If cost-effective, purchase a larger bookmobile to provide service throughout the county.
- A larger bookmobile might also offer mobile programming, such as Children's Storytimes or Summer Reading events

# Recommendations Timeline

## Medium-Term (2021-2025)

### FUNDING

The Friends of the Library may also support the library by educating members of the public and private organizations on the library's contributions to the community and perhaps raise additional funds.

### POP-UP LIBRARIES

- Consider success of first round of Pop-Ups and consider additional locations and/or close unsuccessful locations. Investigate the "Amazon Locker" model in which books are delivered to lockers to which the patron has a combination

# Recommendations Timeline

## Long-Term (2025-2029)

### LIBRARY BUILDING SPACES

The construction of the new and renovated library spaces

### FUNDING

The library may consider offering sponsorship opportunities of its facilities, such as its meeting rooms. For example, at the Perry Library in Henderson, a meeting room sponsored by Farm Bureau seats up to 100 people and has a kitchen, restrooms, and built-in audiovisual equipment.

### ADULT PROGRAMMING/COMMUNITY PARTERSHIPS

If additional space is created for public meeting room, partner with local theaters, musical groups, and dance groups to hold small productions at the library.

# APPENDICES



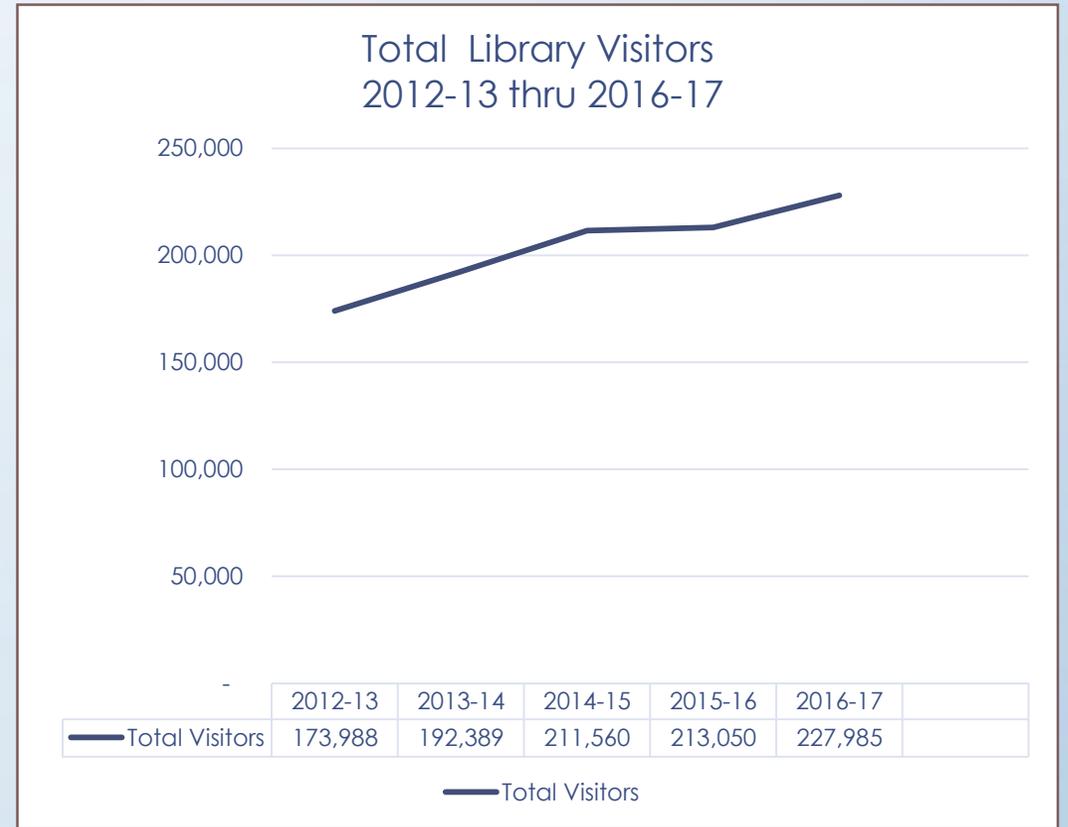
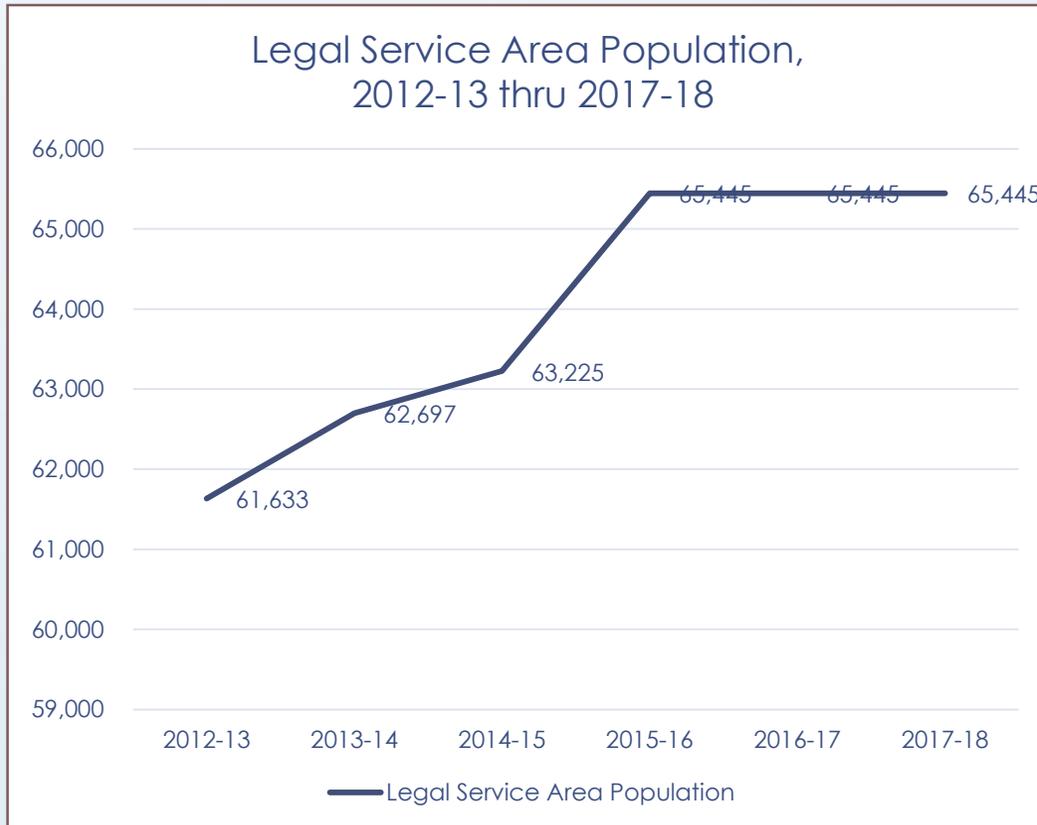
Appendix 1  
FCPL Trends



# FCPL Trends since 2012-13

LSA has increased 6% from 2012-13

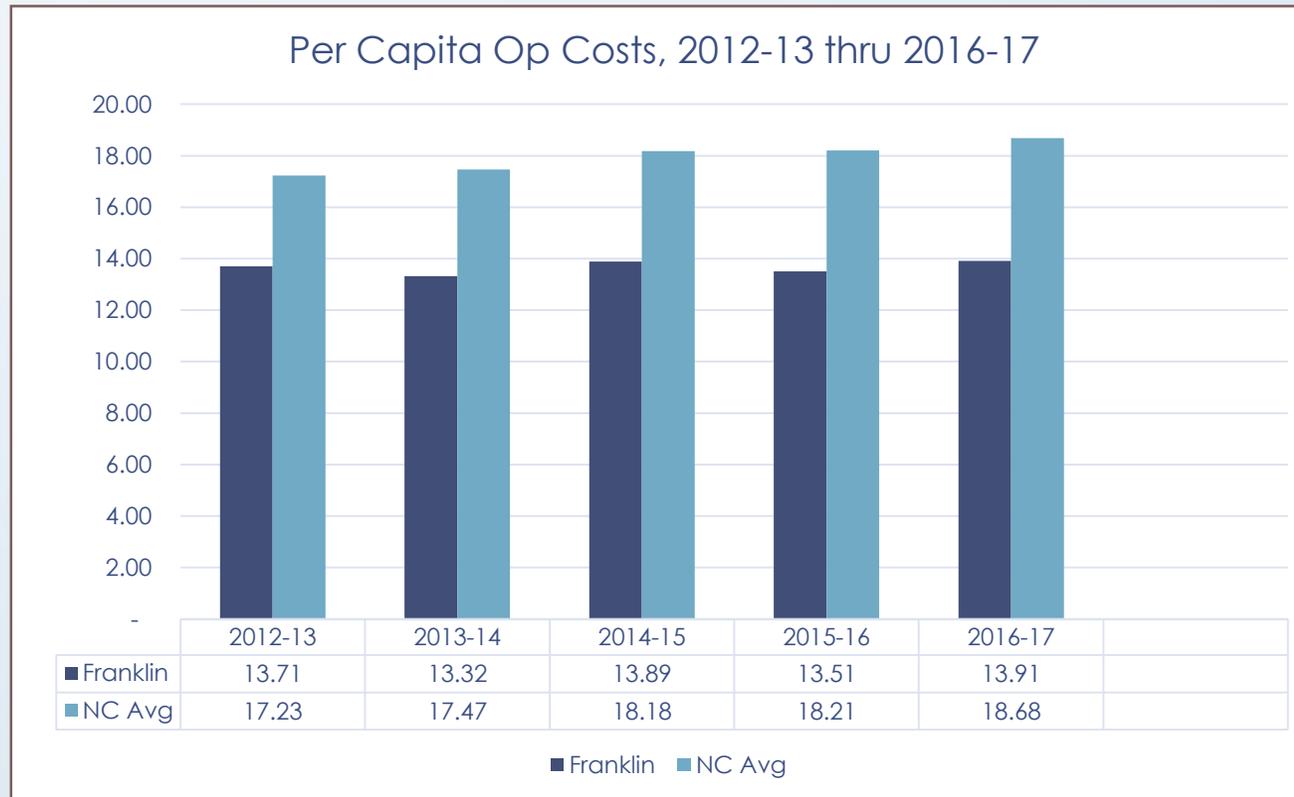
# Visitors has increased 31% since 2012-13



Please note that the LSA population has not been recently updated in the state library statistics, but it has clearly been on an upswing

# FCPL Trends since 2012-13

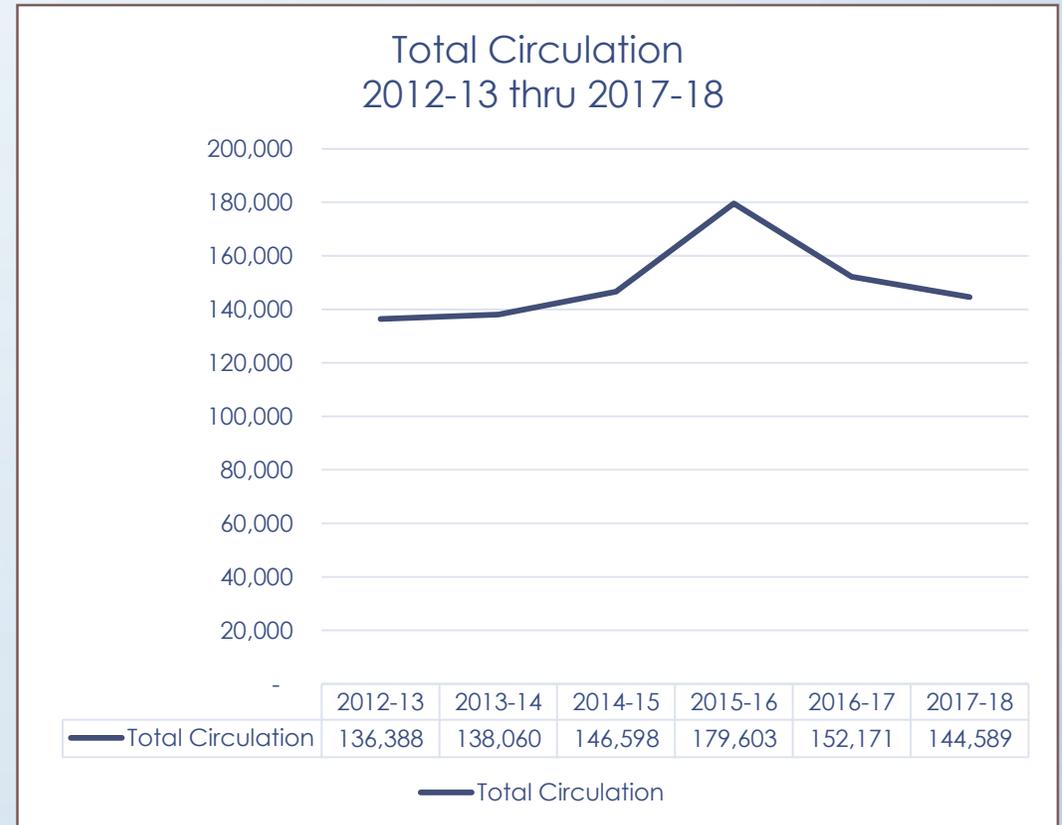
The library continues to be a good steward of the county's money, with low operating costs per capita relative to state averages.



# FCPL Trends since 2012-13

The library has invested in e-books, which make up a greater share of library collections

Total circulation has declined slightly



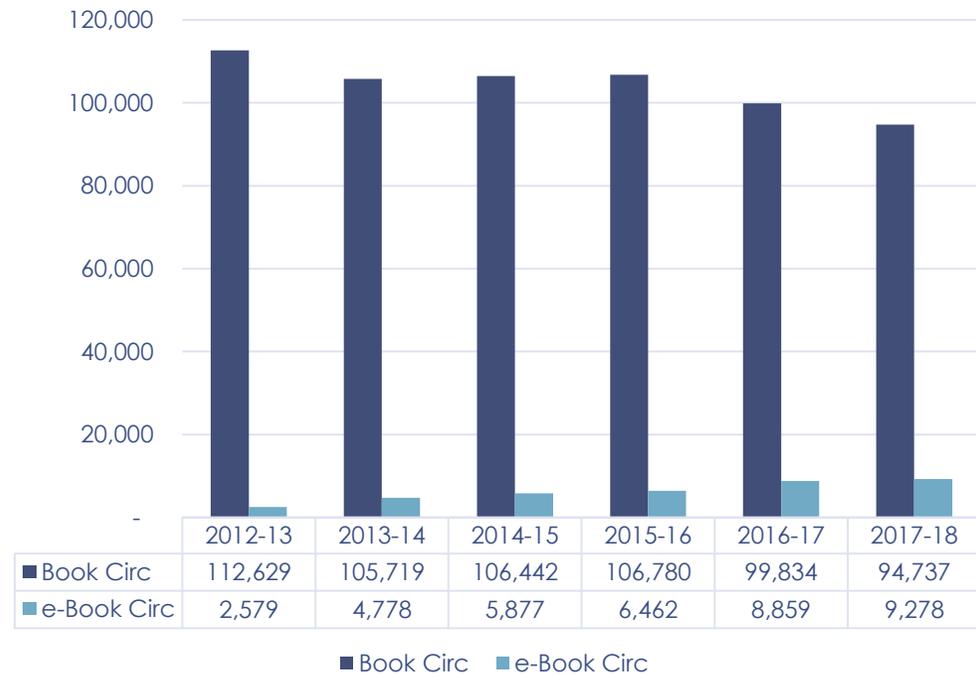
NOTE: 2014-15 was average of 2013-14 and 2015-16 (State data incorrect)

# FCPL Trends since 2012-13

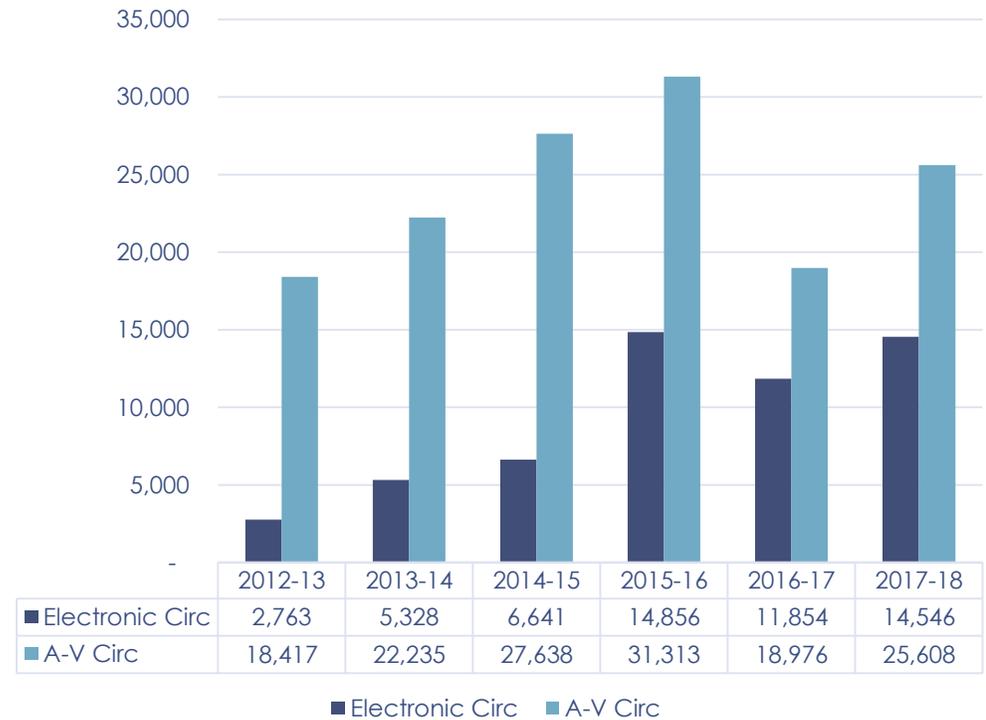
While the mix of Print and electronic book circulation has changed, print books still comprise the vast majority of circulation

Circulation of Electronic and A-V materials continues to grow, with electronic materials comprising a greater share of the mix

Print / e-Book Circulation, 2012-13 thru 2017-18



Electronic & A/V Circ, 2012-13 thru 2017-18

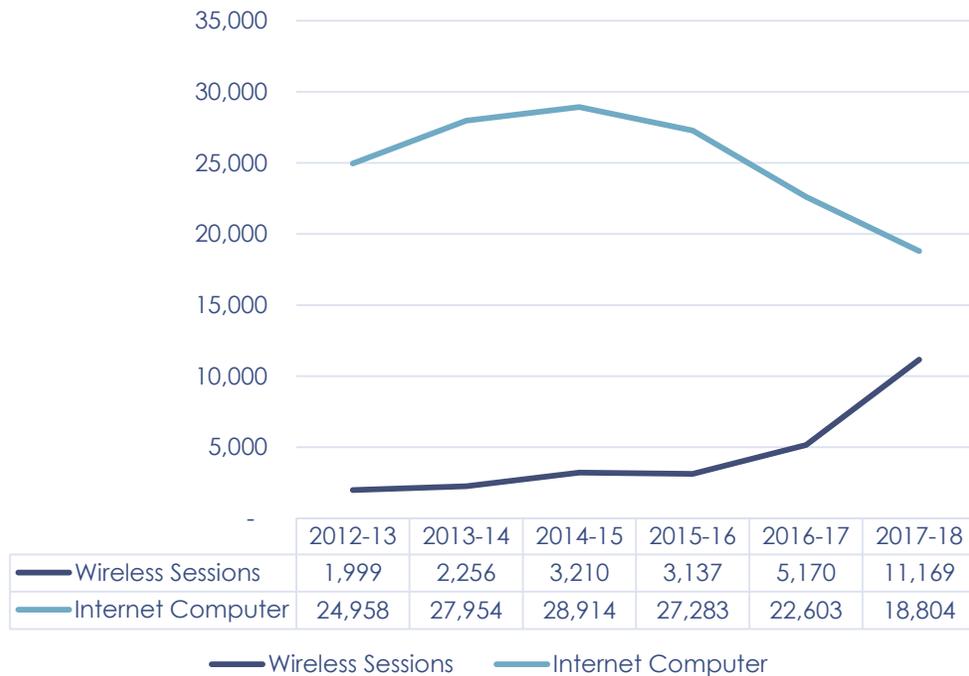


# FCPL Trends since 2012-13

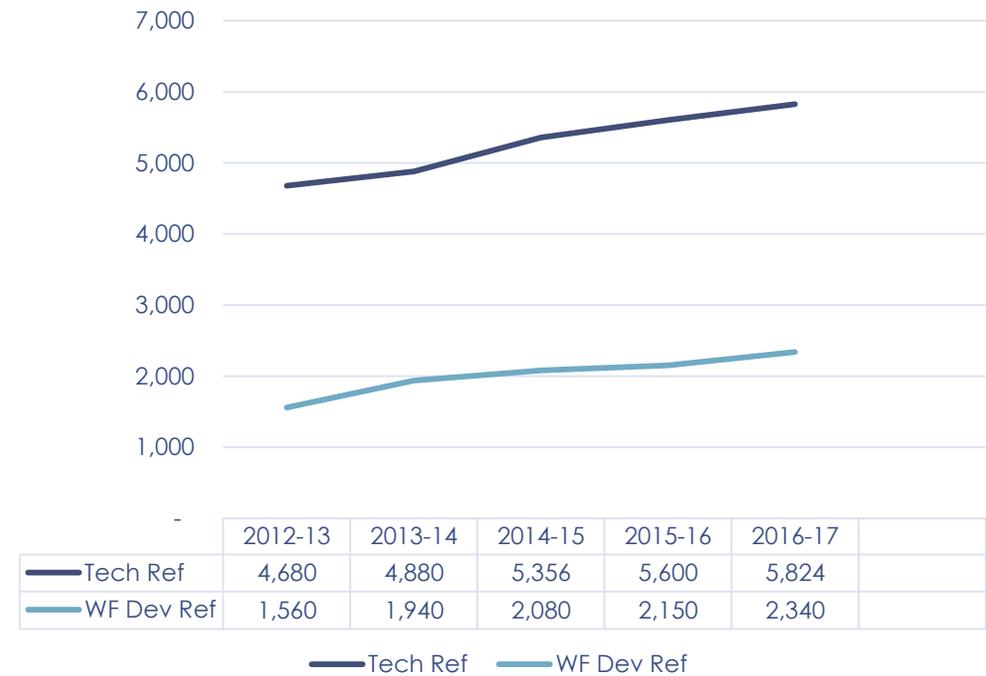
The Library continues to serve vital function for residents to utilize internet computers. Over time, more people are bringing their devices to use on internet.

Other nontraditional library services enjoy widespread use. For example, the library provides resources and assistance with technical support, reference support, and workforce development issues (job search/applications, resume-writing, etc.)

Wireless & Internet Computer Sessions, 2012-13 thru 2017-18

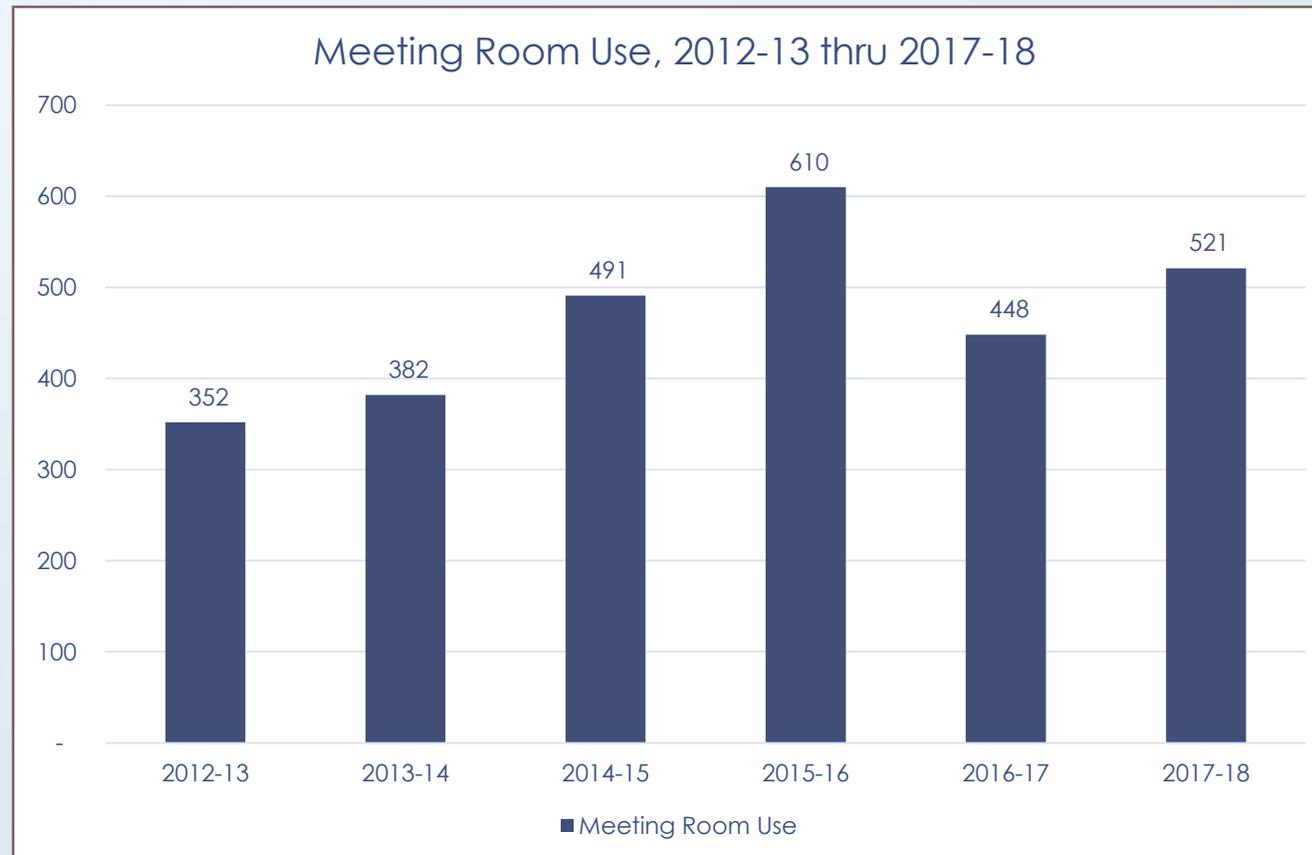


Tech & Workforce Dev Ref, 2012-13 thru 2016-17



# FCPL Trends since 2012-13

Meeting room use has continued to climb, with a peak in 2015-16. Based on surveys and interviews, additional meeting space is the most frequently-cited library need.



Appendix 2

# Detailed Library Standards



# Standards: Square Feet per Capita

Per the Public Libraries Survey 2015, state standards range from 0.6 to 1.5 square feet per capita

<b>TOTAL SQUARE FOOTAGE per Capita (LSA Pop)</b> <b>Public Libraries Survey 2015</b>	
South Carolina	1.25 sq ft
Louisiana	1-1.25 sq ft
Tennessee	Greater of 0.5 or 2,500 sq ft
Illinois	0.6 sq ft
Michigan	For libraries 50,000 sq ft and above, 0.4 sq ft  For libraries below 50,000 sq ft, ranges from 0.5 to 0.7 sq ft per capita (as overall size decreases)

# Standards: Collection Size

- Per the Public Libraries Survey 2015, standards range from 5.96 to 8.07 items per capita
- For Books only, standards range from 2.7 to 4.0 per capita

<b>TOTAL COLLECTION SIZE per Capita (LSA Pop) Wisconsin Library Standards/ Public Libraries Survey 2015</b>	
Wisconsin Library Standards LSA pop 50,000 – 99,999	BOOK VOLUMES 2.7 to 4.0
Public Libraries Survey 2015	5.96 items per capita (books, e-books, DVDs, etc.)
Public Libraries Survey 2015 LSA Pop below 100,000	8.07 items per capita (books, e-books, DVDs, etc.)

# Standards: Collection Space

- Generally speaking, standards divide the number of print or nonprint items by 10 or 15 to determine square footage needs
- For periodicals, standards range from dividing by 1 or 1.5 for current periodicals, and by 0.5 for back issues

TOTAL SQUARE FOOTAGE for Collection Items			
	Whole Building Design Guide, National Institute of Building Sciences	Wisconsin Public Library Standards	Webjunction Space Planning Spreadsheet
<b>Square footage needs for books</b>	Total # of Projected Volumes/10	Total # of Projected Volumes/10  If using top shelves, Total # of Projected Volumes/15	Total # of projected volumes/10.6
<b>Square footage needs for Non-print items</b>	Total # of Projected Non-Print Items/10	Total # of Projected Volumes/10  If using top shelves, Total # of Projected Volumes/15	
<b>Square footage needs for periodicals</b>	# Current Periodicals/1.5 PLUS # Back issues kept/0.5 X # years they will be kept	# Current Periodicals/1.0 PLUS # Back issues kept X 0.5 X # years they will be kept	

Please note that ALA no longer sets quantitative standards for public libraries, such as a library building with a recommended number of square feet based on population size. Such standards were last published by ALA in the 1970s.  
<http://www.ala.org/tools/libfactsheets/alalibraryfactsheet11>

Please see Appendix for links to these standards.

# Standards: Computers

- Generally speaking, standards suggest approximately 40 square feet per Public Access Computer Stations, with 75 square feet for Computer workstations accommodating individuals' own computers

<b>TOTAL SQUARE FOOTAGE for Computers and Workstations</b>			
	<b>Whole Building Design Guide, National Institute of Building Sciences</b>	<b>Wisconsin Public Library Standards</b>	<b>Webjunction Space Planning Spreadsheet</b>
Public Access Computer Stations (seated)	40 square feet per PAC	1 PAC per 2,000 pop 35-50 sq ft per PAC	40 sq ft
Computer Workstation (seated, for patron's own computers)	75 square feet		
Microfilm/Microfiche Workstations	35 square feet		

# Standards: User Seating/Furniture

- Generally speaking, standards suggest 2.5 to 5 seats per 1,000 population served
- Standards range for square footage dependent upon type of furniture

<b>TOTAL SQUARE FOOTAGE for User Seating</b>			
	<b>Whole Building Design Guide, National Institute of Building Sciences</b>	<b>Wisconsin Public Library Standards</b>	<b>Webjunction Space Planning Spreadsheet</b>
<b># Seats</b>	5 seats for every 1,000 users in service population	2.25 – 3 seats per 1,000 population	
<b>Square Footage</b>	Table Seating: 25 sq ft Study Carrel: 30 sq ft Lounge chairs: 35 sq ft Overall avg: 30 sq ft	Multiply # seats by 30 sq ft	Beanbag chair: 20 Coffee Table: 25 Table End: 10 Lounge Chair: 35 Study Carrel (1): 40 Study Carrel (4): 120 Study Carrel (6): 220
<b>Tables</b>			Café: 30 Round: 80 Rectangular (4): 100 Rectangular (6): 120

# Standards: Staff/Meeting Space

- Generally speaking, standards suggest 125 to 150 square feet per staff work area
- Meeting Room Space Standards range for square footage dependent upon type of room configuration (theater, audience seating) and usage

TOTAL SQUARE FOOTAGE for Staff/Meeting Space			
	Whole Building Design Guide, National Institute of Building Sciences	Wisconsin Public Library Standards	Webjunction Space Planning Spreadsheet
# Staff		0.5 to 0.6 per 1000 population	
Staff Space	150 square feet per staff work area	125-150 square feet per staff work area	Circ Desk: 70 feet per station Desk: 50 sq ft Ref Desk: 60 sq ft per station Staff workstation: 40-100 sq ft Work counter: 6 sq ft per foot
Meeting Room Space	For theater seating: 10 sq feet X # seats  For conference table: 25 sq ft X # seats	10 sq ft per audience seat, plus 100 sq ft for speaker's podium/presentation area  For Conference table, 30 sq ft per seat plus 10 sq ft for additional seating in gallery or audience  For Storytime room, 10 feet per child plus 50 sq ft for program leader  For computer training lab, 50 sq ft per station, plus 80 feet at front of room for trainer	

# Standards: Other Space

- Available standards suggest special use rooms comprise 12-17% of gross square footage
- Non-assignable Square feet standards range from 20-30% of gross square footage

<b>TOTAL SQUARE FOOTAGE for Special Use/Non-assignable Square feet</b>			
	<b>Whole Building Design Guide, National Institute of Building Sciences</b>	<b>Wisconsin Public Library Standards</b>	<b>Webjunction Space Planning Spreadsheet</b>
<b>Special Use Space (small group study rooms, copy center, public café, used book sale area, staff break room, etc.)</b>		12-17% of gross square footage	
<b>Non-assignable Square feet (mechanical rooms, bathrooms, entrance halls, corridors, stairs, security rooms, elevators)</b>	Gross floor space for all other functions above/ 4	25-30% of gross square footage	20-30% of total building**

# NC Library Standards: Public Relations

## LIBRARY OPERATIONS PER NC GUIDELINES

The State Library of North Carolina provides Public Library Standards, which are organized within the areas of Administration, Facilities, Human Resources, Resources, and Services.

## ADMINISTRATIVE BENCHMARKS

The Administration Section offers 7 Public Value Guidelines, 8 Management Guidelines, and 4 Community Engagement Guidelines.

Benchmark: Library Administration implements a comprehensive public relations program as part of its long-range plan.

- Include a marketing plan that reflects community needs and interests as part of the public relations program.
- Designate a staff member to coordinate public relations activities within the library and between the library and other local agencies.
- Establish internal procedures to ensure the timely development of marketing and publicity for programs and services.
- Ensure that the library logo and mission statement are clearly visible on all public communications.
- Develop a customer-friendly web and social media presence to provide access to library services and information about them.  
Have control of the content so that it can be updated and maintained at anytime by library staff.
- Provide an easily accessible method for public feedback.
- Consider the impact on library public relations when developing, reviewing, and revising library policies

OUTCOME: Community members recognize the library as an important, integral part of the community.

<https://statelibrary.ncdcr.gov/ld/resources/management/public-library-standards>

# NC Library Standards: Funding

## LIBRARY OPERATIONS PER NC GUIDELINES

The State Library of North Carolina provides Public Library Standards, which are organized within the areas of Administration, Facilities, Human Resources, Resources, and Services.

## SUPPLEMENTAL FUNDING

OUTCOME: Community is well-served by a library that is appropriately funded to best meet community needs. Follow fiscal procedures consistent with state and federal law and local government requirements (Code).

## FUNDING

BENCHMARK: Library Administration pursues supplemental funding to support and enhance programs and services.

- Apply for local, state and national supplemental funding opportunities.
- Foster community financial involvement through Friends of the Library groups, Foundations, and other organizations.
- Pursue partnerships and grants that align with the library's mission and goals.
- Establish and promote a donations and gifts program.

OUTCOME: Community members benefit from enhanced library services achieved through supplemental funding

# NC Library Standards: Partnerships and Friends of the Library

## LIBRARY OPERATIONS PER NC GUIDELINES

The State Library of North Carolina provides Public Library Standards, which are organized within the areas of Administration, Facilities, Human Resources, Resources, and Services.

## PARTNERSHIPS

**BENCHMARK:** Library Administration and staff develop mutually beneficial community partnerships.

- Build strategic relationships with community partners to enhance the capacity of the library.

## **OUTCOME**

Community members have access to shared resources beyond the capacity of library or partners to provide alone.

## FRIENDS

**BENCHMARK:** Library Administration encourages active community support through Friends of the Library groups and/or Library Foundations.

- Develop a Memorandum of Understanding with the Friends and/or Foundation.
- Appoint a staff member to serve as liaison to ensure Friends and/or Foundation have needed information.
- Involve Friends and/or Foundation in long-range planning and fundraising activities.
- Encourage Friends and/or Foundation participation in local, state, and national professional associations.

**OUTCOME:** Community benefits from partnerships that enhance library services.

Appendix 3

# FCPL Library Value Calculator



# FCPL Library Value Detailed

LIBRARY VALUE CALCULATOR		
	Number	Value Added
Adult Books Borrowed	38,586	\$ 655,962
YA Books Borrowed	5,309	\$ 63,708
Children's Books Borrowed	48,978	\$ 832,626
Audiobooks Borrowed	4,644	\$ 46,208
Interlibrary Loan Requests	6,645	\$ 166,125
e-books Downloaded	9,278	\$ 139,170
Magazines Read	6,653	\$ 33,265
Newspapers Read	6,653	\$ 63,204
Movies Borrowed	16,320	\$ 65,280
CDs/DVDs/Games Borrowed	19,954	\$ 624,560

LIBRARY VALUE CALCULATOR (continued)		
	Number	Value Added
Meeting Room Use (per hour)	521	\$ 13,025
Adult Programs Attended	31	\$ 465
Children's Program Attended	1,963	\$ 13,741
Computer use (per hour)	47,010	\$ 564,120
Database Searches	17,374	\$ 346,611
Reference Assistance	12,844	\$ 89,908
		\$3,717,978
<b>TOTAL VALUE OF LIBRARY COLLECTION, PROGRAM, &amp; SERVICES = \$3,717,978</b>		

Appendix 4

# FCPL Community Survey Results





# What is your affiliation with Franklin County Public Library?

(please check all that apply)

Frequency	# Responses
Staff Member	17
Board Member	3
Friends of Library Member	2
County/Municipal Official	2
Partner Organization	1
Resident/Community Member	85
Other (please specify)	6

“Other” included patrons, county employees, former county residents, and donors to a branch library

# What Library Do you Visit the Most?

FCPL Library Branch	# Responses
Central Branch (Louisburg)	77
Bunn Branch Library	14
Franklinton Branch Library	9
Youngsville Branch Library	17
Out-of-county Library	2
I don't visit the library	10

# How Often Do You Come to the Library?

Frequency	# Responses
Once/Week	38
Once/Month	14
Once/3 Months	17
Once/6 Months	15
Once/Year	19
I don't visit the library	12

# What Did You Do This Weekend?

Respondents spent time with family and friends, read, did household chores, traveled, did gardening and yardwork, and worked.

Activity	#	Activity	#
Family/Friends	✓ 29	Worked	11
Faith	14	Studied	2
Reading	✓ 24	Gardening/ yardwork	13
Exercise	5	Television	9
Household Chores	✓ 18	TV Sports	3
Shopping	4	Movies	4
Travel	14	Fishing/ Sports	4
State Fair	1	Community/ volunteer	5
Other Events	8	Cooking	5
Sewing/ crafts	5	Visit Library	2
Writing	2	Rest	3

# What Hobby Do You Wish You Had More Time For?

Respondents wished they had more time for Reading; Sewing and Crafts, Art/Painting; and Gardening.

Activity	#	Activity	#
Reading	✓ 38	Movies	2
Sewing/crafts	✓ 27	Plays/Concerts	2
Art/Painting	✓ 10	Enjoying Music	4
Gardening	8	Family	2
Genealogy	5	Sailing or Swimming	4
Exercise	4	Tennis	2
Photography	4	Fishing	4
Traveling	6	Cooking	2
Hiking/Outdoors	8	Woodworking	2
Video games	2	Horses	2

The following hobbies were mentioned once each: Paddleboarding, puzzles, writing, car shows, chess, Bible reading, old house restoration, local historical research, yardwork, pickleball, beekeeping, puzzles, dancing, fencing, biking, research, kayaking, yoga, and model building.

Beyond books, magazines, DVDs, and e-books, some libraries offer the following services. We recognize that our budget or space might not allow us to offer all of these services, but we'd like to know how helpful these services might be to our community in the future.

Please check the top 3-5 services or activities you would like to see offered by your Public Library.

# What Potential Services Would You and Your Family Most Use?



# Classes

ACTIVITY OR EVENT	# RESPONSES
CLASSES	14
Career/Job Help (Applying for Jobs, Resumes, Online Application)	26
Financial Planning/Money Management	29
Genealogy (researching your family history)	✓ 62
Hands on computer classes (Microsoft Word-Excel-PowerPoint, digital photo editing, Internet searching, etc...)	✓ 46
Health and Wellness workshops and classes (Nutrition, fitness, alternative medicine)	✓ 40
Presentation on emerging technology topics (handheld devices, social networking, downloadable e-books, etc.)	26

# Activities

ACTIVITIES	# RESPONSES
Activities	4
Author Events	✓ 48
Book Clubs & Discussion Groups	✓ 35
Children's Programming: Storytime, Summer Reading Programs, After-school Activities, etc.	✓ 45
Cultural speaker events	28
Games (chess, scrabble, mah-jong)	26
Movie showings	33

# Special Events

Special Event	# Responses
Special Event	6
Bookmobile	✓ 25
Free Small Business Counseling	16
Monthly Free Legal Advice Clinic	✓ 22
Performance Space for local theaters or musicians	✓ 23
Place to display local artists' work	✓ 35
"Public Square" Meeting Room	18
Small "Pop-Up" Libraries throughout County	19
Other (please specify)	

# What Do You Wish the Library had More Space For?

Program/Service etc.	#		Program/Service etc.	#
More books	✓ 18		Reading area with comfy chairs and couches	✓ 12
Meeting rooms – large and small	✓ 13		Author events, especially NC authors	3
Separate computer lab	5		Outdoor seating area, group meeting area	3
More parking	3		More activities, programs, workshops	6
More or flexible shelving/space for books	3		Family/Children’s activities	4
Bigger, separate children’s area	5		Activities for Special Needs children & adults	1
Coffee shop/coffee	4		More children’s books	3
DVDs	2		Movie showings	2
Tables for laptops, computers	2		Tutoring or mentoring for children	
Bigger facility (general & for Youngsville)	2			

The following items were mentioned once each: Maker Space, movie showing, bird sanctuary outdoors, e-books, bigger facility, yoga, art work, Resources/space for homeschoolers, Teen space, mentoring for kids, music CDs, music classes, tech, business center with computers/printing, etc.,

# What Do You Wish the Library had More Space For? (sample comments)

- I would love to have more space/resources for new books. That's my favorite area of the library. For me, the library should always primarily be about books.
- Quiet meeting/study rooms, Larger building for more comfortable working/study space, tutor program for elementary school and middle school age
- A private room you can reserve to meet for various things in the activity, like classes for adults. There aren't really many free options.
- Meeting space, More books, Display space (e.g., area schools could exhibit students' works; current town and county events could be promoted)
- Meetings both large and intimate in scale, really the physical plant should be designed so that all materials and services could be moved and re positioned on any given day to accommodate special events.
- Programs, particularly noisy events with food to draw the community closer together during fun or educational activities.
- Far more (preferably sheltered\shaded) outdoor seating and outdoor group meeting space, a local history room; inviting areas to sit and look over materials available in the library
- Well, my suggestion may not be the most practical, but do something to make this a sanctuary outside, for the birds too, especially as the days get longer in the future. I'd love to see more outdoor grooming, I think it would add to the fun-loving atmosphere of the library.

# What are you interested in seeing happen with your library?

Special Event	# Responses
More public computers	41
New Furniture/beautification	47
More meeting space	✓ 54
Additional programs and events	✓ 69
Purchase of more books	✓ 63
Purchase of more electronic resources (e-books, eAudio, eMagazines, eVideo)	48
Other (please specify)	26

# What are you interested in seeing happen with your library?

- larger area for the book sale
- Faster response to reserve requests (purchases)
- Kids reading for forgiveness of library fines, so they will come back and have access to more books to read
- More options for DVDs to borrow
- More space inside Louisburg branch
- Better customer service
- I don't think the library needs more computers, just more WORKING computers
- Caregiving info, presentation on programs for the elderly, where to go for financial help, program explaining Medicare
- Front door should be painted annually to look fresh and inviting
- More user friendly design
- See website above  
([http://www.slate.com/blogs/browbeat/2012/07/07/abandoned\\_walmart\\_in\\_mcallen\\_texas\\_becomes\\_an\\_award\\_winning\\_public\\_library\\_how\\_big\\_box\\_stores\\_are\\_becoming\\_public\\_spaces.html](http://www.slate.com/blogs/browbeat/2012/07/07/abandoned_walmart_in_mcallen_texas_becomes_an_award_winning_public_library_how_big_box_stores_are_becoming_public_spaces.html))
- Books that are recent releases
- Investment in services like story time for children
- Expand the main library building and parking lot
- Class offerings for adults
- Perhaps a partial house cleaning, starting at the top!
- Quicker access to internet and removal of blocks to some sites that are needed
- Larger space for more books!
- Attention to the outside areas, more benches/reading spots
- Create more of a book store feel. Cozy places to read and create a space where people want to spend more time visiting
- New larger library like Rky Mt
- Purchase of more DVDs, extend hours to weekends, and open earlier in the day
- More staff so no one has to work alone for several hours
- Add 3 hours either in the morning or the evening
- Bigger bathrooms

# What other programs or services would you like to see offered at the Franklin County Public Library?

Program/Service etc.	#	Program/Service etc.	#
Classes (please see list below)		More publicity re Library's offerings	2
Book Clubs	3	New, bigger facility	2
More hours	3	Outreach/partnerships (with community gardens, senior center)	2
More community involvement		More programs, including for seniors	2
More local music, art, theater, puppets, dance at library	3	Teen programming & services	2
More family/children's programs	3	More books	2
Author talks (particularly NC)	3		

The following items were noted as potential class topics: Computers, Civics, How to Get Published, First Aid, Microsoft Courses, Internet Safety, Beginning Genealogy,

The following items mentioned once each: Financial Counseling, Peer Mediation, Quiet Work Spaces, Staff Raises in Franklinton, Tutoring programs, upgraded HVAC, More in-depth historical presentations, Maker Space with 3-D printing,

# What other programs or services would you like to see offered at the Franklin County Public Library? (sample comments)

- I have a soon-to-be 1 year old, so I would love to see more parent-child storytime and activities as well as family events and activities
- Specialty programs that interest or involve more of the community. Maybe a book club. More room for study.
- More liaison between the local newspaper, school libraries, and the FCL Library as to what is available.
- Outreach programs with small farmers Partner with community gardens to teach the importance of good nutrition and health.
- Combined senior citizen and library offering (Perhaps cultural trips?)
- Teen reading and discussion group; community reading events; student peer tutoring groups using a sign up sheets; outdoor music, puppets, dance. A small amphitheatre area for plays, poetry reading, puppets- things to make connections between written word and art, history, etc. that engage the community and encourage community participation.
- Displays of societies activities.
- Surprise our patrons with the unexpected.

# Citizen Interviewees

Riverfest Interviews, October 19, 2018

In total, 45 people were interviewed at Riverfest, with approximately 2/3 of the interviewees female. Of the total, two teens and two people in their 20s were African American.

<b>AGE GROUP</b>	<b># Female Interviewees</b>	<b># Male Interviewees</b>	<b>TOTAL</b>
Children 12 and under	1	2	3
13-19	11	1	12
20-29	6	2	8
30-39	4	2	6
40-49	4	3	7
50-59	4	2	6
60+	1	2	3
<b>TOTAL</b>	<b>31</b>	<b>14</b>	<b>45</b>

Appendix 5

# Selected Bibliography



# Selected Bibliography

## Library Standards

<http://www.wbdg.org/building-types/libraries/public-library>

<http://plsc.pbworks.com/w/page/97282608/Building%20square%20footage%20question>

[https://www.webjunction.org/documents/webjunction/Simple\\_Space\\_Planning\\_Spreadsheet.html](https://www.webjunction.org/documents/webjunction/Simple_Space_Planning_Spreadsheet.html)

[https://www.webjunction.org/documents/webjunction/WebJunction\\_039\\_s\\_Focus\\_on\\_Space\\_Planning\\_for\\_Libraries.html#presenting](https://www.webjunction.org/documents/webjunction/WebJunction_039_s_Focus_on_Space_Planning_for_Libraries.html#presenting)

<https://dpi.wi.gov/sites/default/files/imce/pld/pdf/plspace.pdf>

<https://statelibrary.ncdcr.gov/ld/resources/management/public-library-standards>

## Public Libraries Survey

<http://publiclibrariesonline.org/2017/12/the-2017-public-library-data-service-report-characteristics-and-trends/>

## Library Marketing Strategies

<http://www.ala.org/pla/resources/tools/public-relations-marketing/marketing-strategies>

## Library Value Calculator

<http://www.ala.org/advocacy/library-value-calculator>

## ALA's Libraries Transform Promotional Materials

<http://www.ilovelibraries.org/librariestransform/because>

## Canva (source for free flyers, brochures, etc.)

<https://www.canva.com/>

## Bookmobiles

<https://libguides.ala.org/bookmobiles>

Includes link to Association of Bookmobiles and Outreach Services Guidelines (2004)

Additional links included within body of report or available upon request.