



2016-2020
Long Range Plan

Approved by the Library Board of Trustees on March 8, 2016

Introduction

The Greenfield Public Library currently resides in the historic Levitt-Hovey House at 402 Main Street. Library officials and customers are well aware of the pressing need for a 21st century library facility. The Massachusetts Public Library Construction Program offers the library the incredible opportunity to address the need for a new building. This long range plan will focus primarily on achieving the goal of a new facility for Greenfield by 2020.

The library Board of Trustees and staff wish to thank the Greenfield community for helping establish these goals for the library's future. The library's current success is evidenced by the community's use of the collections, participation in programs, and willingness to devote hours of volunteer time to improving all aspects of library service. With the community's input and advice, the library has developed a framework of service for the next five years which includes specific goals related to the building; funding; collections, programs and services; outreach to teens; and technology.

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Library Mission Statement

The Greenfield Public Library serves as a public center for enrichment, entertainment, access to technology, self-directed learning and the exploration of ideas. The library serves all members of the community, regardless of age, income, education, religious, or political beliefs and makes no judgment on the nature of individual inquiry.

Community Description and Demographics

The Town of Greenfield, population 17,553, is the center of activity in Franklin County. Situated in the Pioneer Valley of Western Massachusetts, the town's vast amount of open space offers many recreational activities and attracts outdoor enthusiasts. Greenfield has a viable hospital and healthcare system, an affordable community college, and an authentic downtown that provides retail, entertainment, and dining opportunities. Most of the county offices for state and federal services are located in town.

Unlike many municipalities in the Commonwealth, Greenfield is a growing municipality, having been selected for millions of dollars in private and public investment. The Bank Row Urban Renewal Project turned historic downtown buildings into new storefronts and loft apartments. The John W. Olver Transit Center is an intermodal transit hub serving Franklin County bus routes and Amtrak service along the Burlington-New York-Washington corridor. The transit center, built with American Recovery and Reinvestment Act funds, is the first transit center in the United States to achieve classification as a net zero energy building. Greenfield received funds from the Massachusetts School Building Authority to assist with the 2014/15 construction of a \$66 million high school. The \$60 million expanded Franklin County Courthouse is expected to be completed in 2017.

In 2010, Massachusetts Governor Deval Patrick awarded Greenfield a *Leading by Example Award* and designated the town as a "Green Community" in recognition of reduced energy use, increased recycling, and environmental quality initiatives. The recent renovation of Greenfield Community College earned LEED gold certification and helped Massachusetts become a top state for energy efficient construction according to the U.S. Green Building Council. A *Comprehensive Sustainable Master Plan*, which demonstrates Greenfield's ongoing commitment to environmental and financial sustainability, was completed early in 2014.

The town's positive characteristics, as well as low housing prices, are attracting young people and families to Greenfield. From 2000 to 2010, overall population remained generally static in Franklin County, and the town of Greenfield experienced a small decrease in its total residential population. Despite this fact, members of the millennial generation are choosing to relocate to Greenfield. People between the ages of 25-44 made up 25% of the population in 2010, and then 28% in 2012.

Greenfield has a larger low income population than much of the surrounding area. Median household income ranks below that of both the county and state medians with per capita income tracking lower than the county and state values as well. There is an elevated poverty rate in Greenfield (16.3%) compared to the state average (11%). The poverty rate is particularly high among families, with 58% of students in the Greenfield schools receiving free or reduced-rate lunch. As a result, there is a greater need for social services in Greenfield than in many of the surrounding communities.

History of Current Building

The 15,253 square foot Greenfield Public Library is located at the eastern end of town at 402 Main Street, on a 1.91 acre lot shared with the Greenfield Fire Department and a metered public parking lot. In the immediate vicinity are the US Post Office, the YMCA, and the Franklin County Courthouse.

The library resides in the historic Leavitt-Hovey House, a wooden structure built in 1797, with east and west wings added in 1817. The original building and the additions are the work of Asher Benjamin, a carpenter from the Greenfield area who became one of the best-known architects of the early 19th century. In 1907, the town of Greenfield took the house and property by eminent domain to establish a public library. A 4,000 square foot masonry addition designed to hold the adult book stacks was added to the north of the original building in 1908, and the Greenfield Public Library opened on January 11, 1909. In 1952, a 500 square foot bookmobile garage was added to the east wing. The building has been listed on the National Register of Historic Places since 1983. In 1998, the town of Greenfield entered into a Preservation Restriction Agreement for the Leavitt-Hovey House with the Massachusetts Historical Commission.

Over the years there have been ADA accessibility, HVAC, electrical, and plumbing upgrades as funding permitted. The building has also seen routine repairs but, with the exception of the bookmobile garage, there have been no significant additions or expansions to the structure since 1908.

Previous Building Studies

A 1995 study by the Preservation Partnership of New Bedford, Massachusetts, recommended an expanded building on the current site and produced architectural drawings for that expansion. In 1996, Margo Jones Architects, of Greenfield, Massachusetts, also studied the feasibility of expanding the library at its current location and concluded that “another building, at a different location, would be more suitable for municipal use as a library.”

While the Preservation Partnership study and the Margo Jones Architects study differ on their recommendation, one thing is clear: Greenfield needs a “next generation” library.

Current Planning Efforts

In June 2014, the library was awarded a Planning & Design Grant by the Massachusetts Board of Library Commissioners. As part of the grant the library formed an Advisory Committee consisting of 18 members, serving without compensation, for the duration of the Planning & Design Grant process. The purpose of the Advisory Committee is to provide guidance to the Board of Trustees in shaping the library's future.

The Advisory Committee created a survey to determine what the community wanted from its library. Online versions were provided as a link on the library's Facebook page, the weekly Wowbrary e-newsletter, and the library's website. Print versions were available at the circulation desks. Greenfield's daily newspaper, *The Recorder*, informed community members that the library was conducting this survey. Two community forums were moderated by Mary King, former advisor with the Massachusetts Library System.

When asked how the current library building negatively impacts services, responses consistently included:

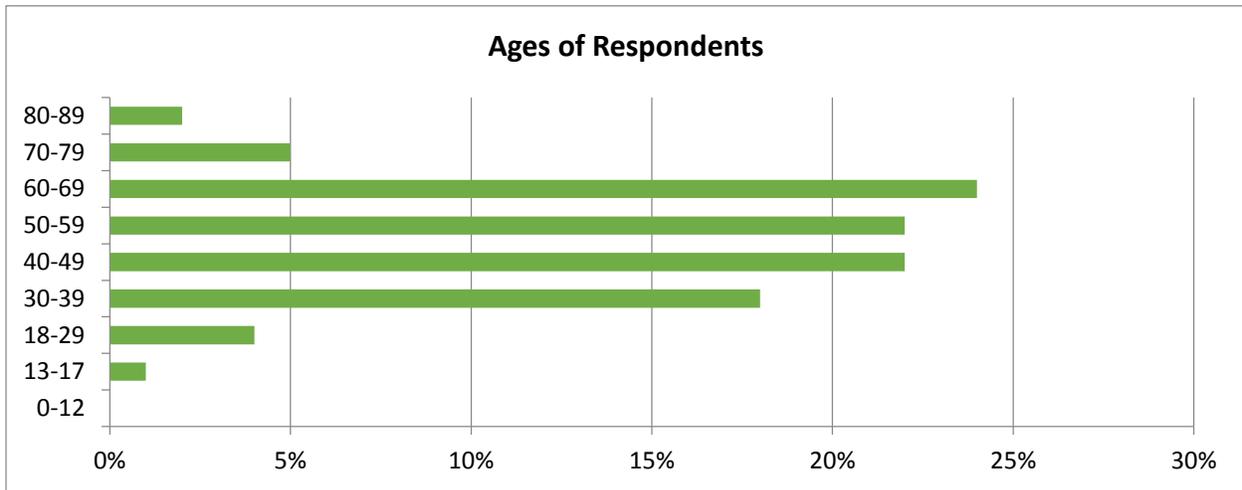
- Inaccessibility (ADA issues) prohibits people from visiting library
- Insufficient parking makes it difficult to visit library
- Cramped feeling of the building in general, and the children's area in particular, makes it uncomfortable to visit library
- Lack of space for teens sends a message that they are not welcome in the library
- Only one public meeting room that is too small for many meetings discourages participation in programs and meetings
- No after-hours access to the public meeting room makes it impossible for library to be a true community center
- Too few tables and chairs inhibit use of library materials while at the library
- Security issues (isolated back entrance, locked restrooms, three doors facing Main Street, one side door) pose real threats
- Too few public computers packed too closely together prevent the library from meeting community demand for internet access

In January 2015, the library Board of Trustees entered into a contract with Financial Development Agency of Amherst to assess the library's ability to raise private money for a new library, assist in the selection of a site for the new library based on the location's eligibility for new market tax credits, and assist in the crafting of a case for support.

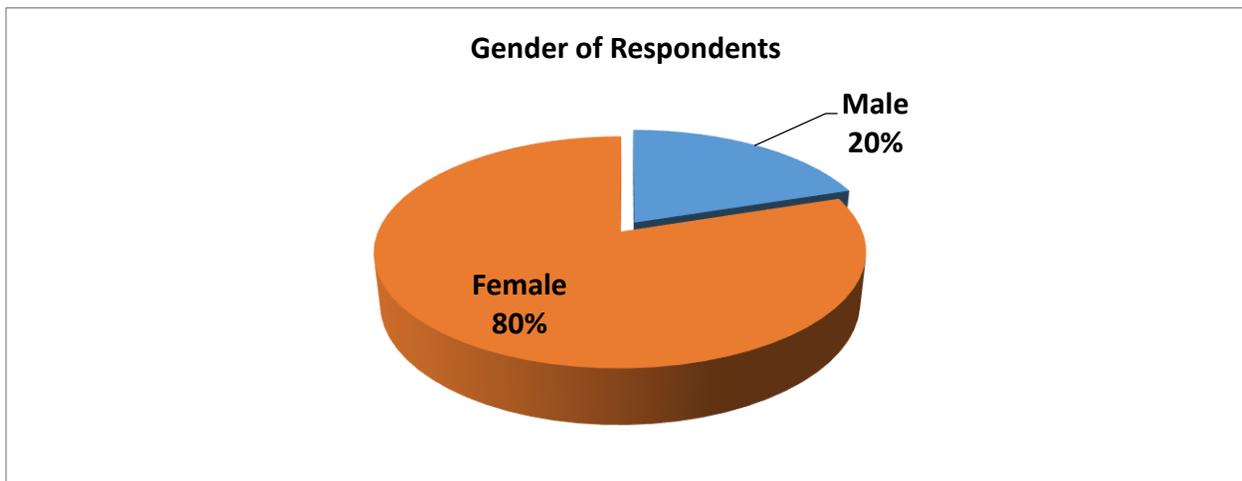
In June 2015, DA Sullivan and Sons of Northampton was hired by the town to provide OPM services through the Planning & Design Grant process. A Building Committee was assembled in August 2015. Johnson Roberts Associates was hired to provide design services in October 2015.

Analysis of Survey Responses

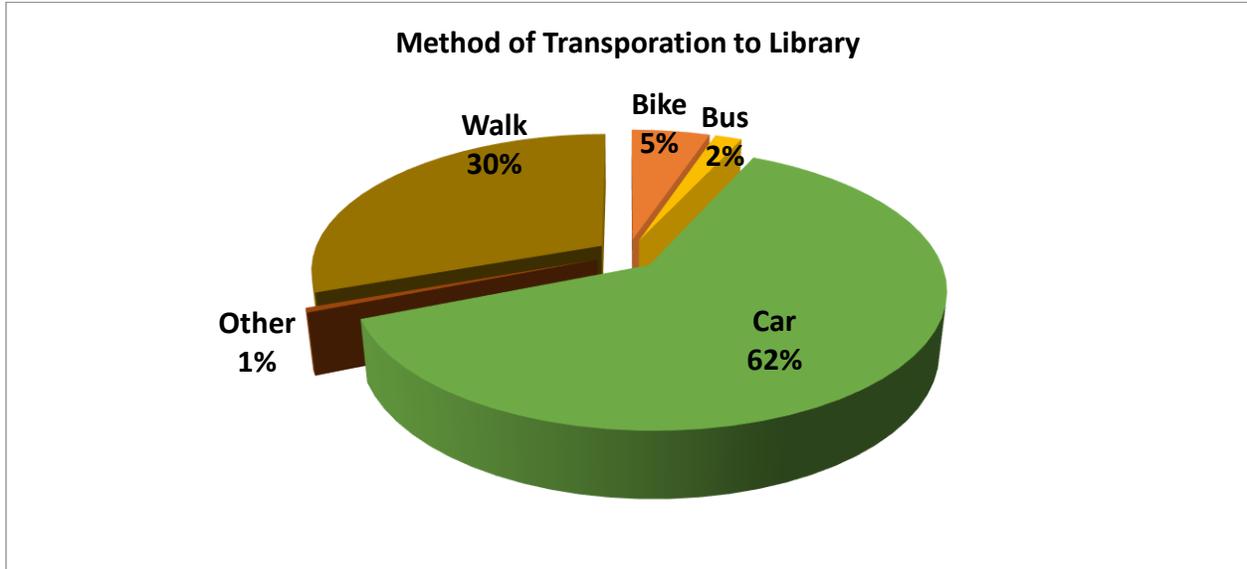
- A survey to determine the needs of the Greenfield Public Library was conducted from December 15, 2014, to January 31, 2015.
- 618 people completed the survey.
- The largest group of respondents to the survey was in the 60-69 age range.



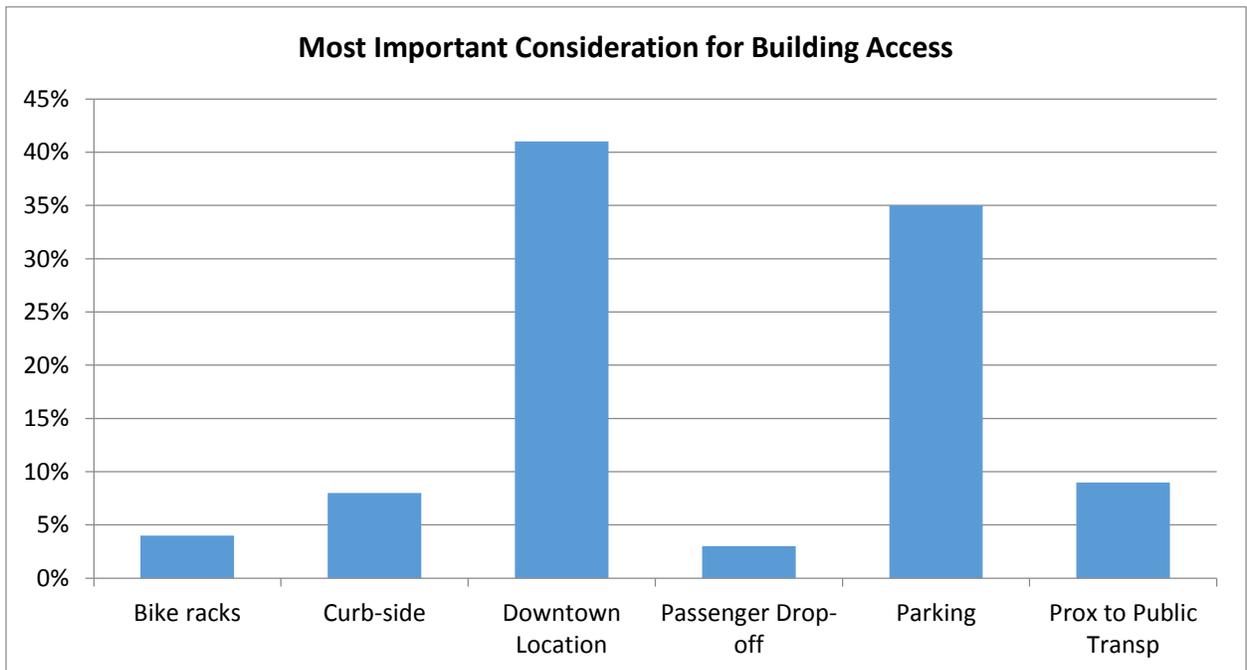
- More than $\frac{3}{4}$ of the respondents were female.



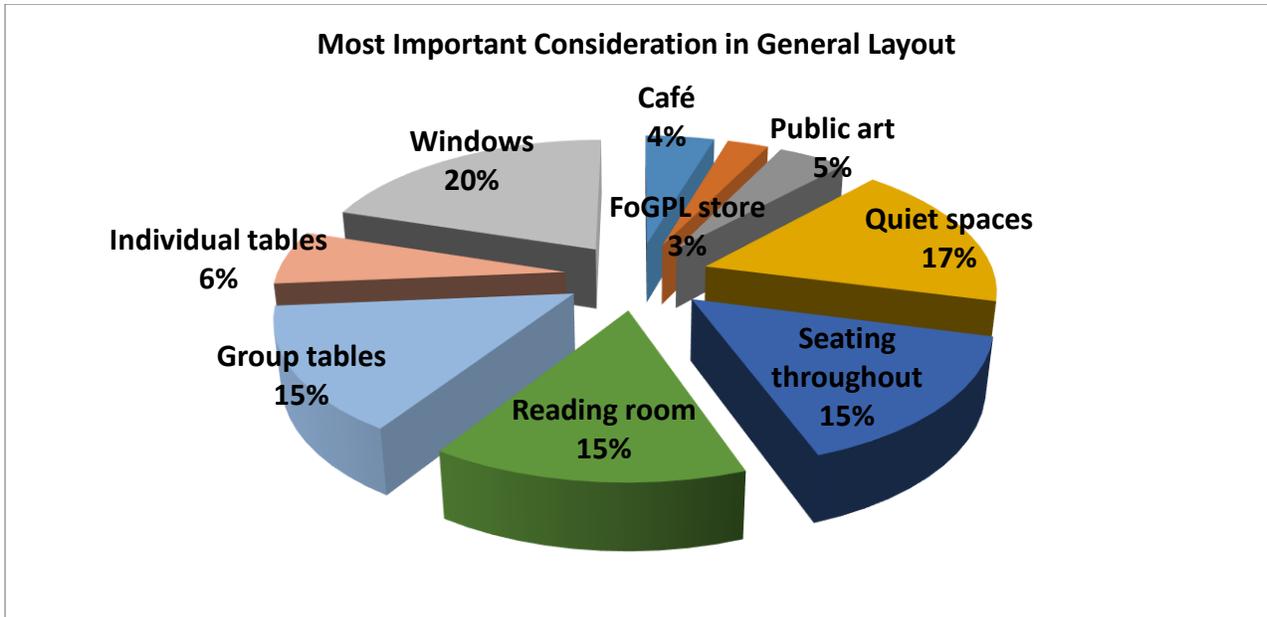
- 81% of the respondents were residents of Greenfield.
- 54% visit the library weekly, followed by 24% who visit monthly.
- The majority of people who responded to the survey drive to the library.



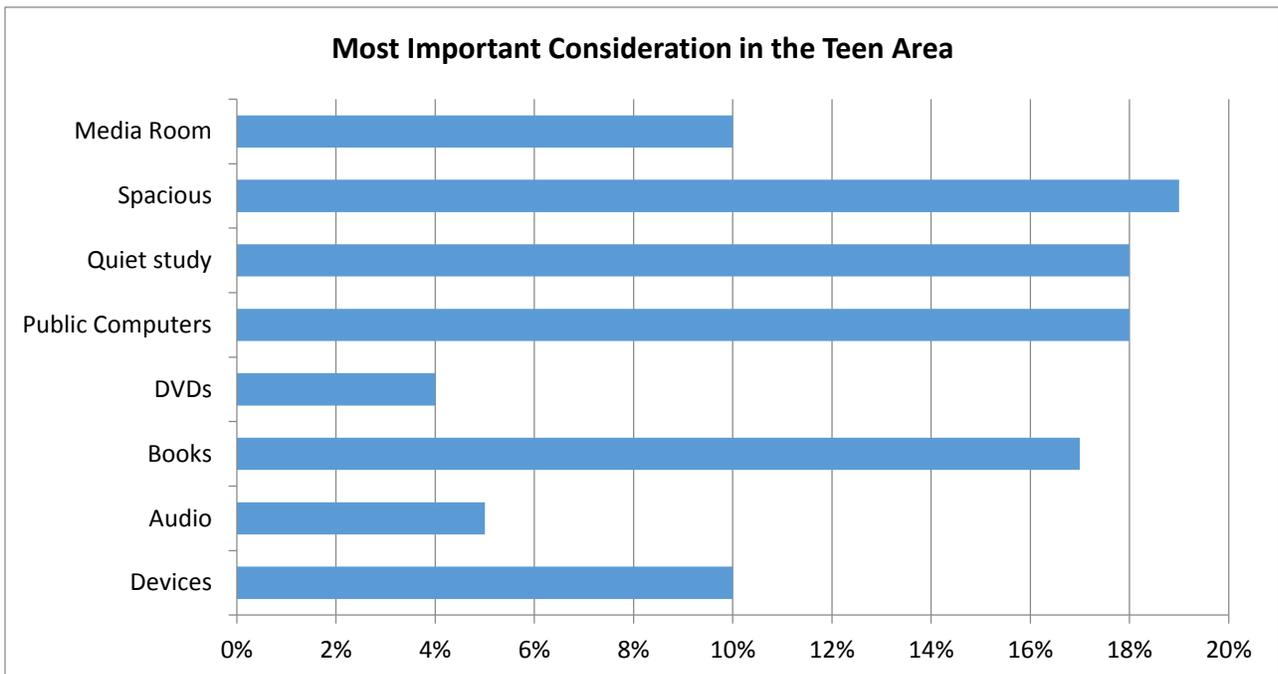
- People looking for improved parking at the library followed closely behind those hoping for the library to maintain a downtown location.



- Survey respondents indicated that there is not enough quiet space in the library when asked about the general layout. They also expressed a desire for more natural light in the building.



- 80% of respondents thought improved service to teens was essential while specific sections of the teen area received a fairly balanced response.



Trends in Library Usage

Usage of the library remains fairly stable as the five-year table below indicates. It can be convincingly argued that the primary reason for this stability is that library service is confined by the size of the current building.

	FY11	FY12	FY13	FY14	FY15
Items borrowed	278,779	265,173	299,099	300,333	302,811
Items borrowed by people who do not live in Greenfield	120,821	112,223	103,401	88,668	82,483
Physical books owned	60,497	55,772	44,741	43,647	40,605
Total items owned	77,690	81,863	78,343	87,173	91,201
# People who visit annually	159,715	155,825	162,024	172,616	153,571
Library computer uses per week	370	403	352	357	343
# Children's programs	187	215	182	207	193
Attendance at children's programs	6,056	5,510	4,746	7,533	5,369
# Adult programs	43	55	62	63	422
Attendance at adult programs	423	575	116	607	1,669
Interlibrary loans received	27,694	27,895	33,799	35,185	33,844
Interlibrary loans sent	19,553	18,357	15,210	14,838	13,050
Reference questions answered	6,751	2,998	6,027	6,771	7,478
# Cardholders	10,365	10,654	11,437	11,052	10,530

GOALS and OBJECTIVES

Goal 1: The library will plan a next generation facility that provides ecological, economic, political and cultural benefits to the town of Greenfield. The new library will stand as an example of both sustainable and universal design and will open its doors in 2020.

Complete the Planning & Design Grant process

Apply for and administer a Massachusetts Public Library Construction Grant

Create a plan for moving the library collections to the new facility

Goal 2: The library will ensure adequate funding of its operating budget, and will pursue all possible funding opportunities for the capital expenses of a new facility.

Request sufficient municipal appropriations to the annual operating budget to allow the library to continue to meet state standards

Begin a Capital Campaign

Institute a Planned Giving Program

Investigate grant opportunities

Support the fund-raising activities of the Friends of the Greenfield Public Library

Goal 3: The library will provide in-house collections, programs and services that are relevant to the needs of the community. The library will also provide access to the largest possible collection of materials.

Foster the excitement of learning and pursuit of knowledge by making a variety of both print and digital resources available to all users

Ensure quality collection development in all areas of the collection

Continue membership in C/W MARS

Continue to provide a First Wednesdays Lecture Series for adults

Continue to provide “Experience the Book” multigenerational celebrations of children’s literature

Continue to provide a Summer Reading Program

Goal 4: In spite of a complete lack of space to do so in the current facility, the library will provide service to teens.

In partnership with the high school librarian continue the monthly Teen Advisory Board meetings

Solicit advice from teens on the teen space in the new library

Schedule teen programs at GPL based on suggestions from Teen Advisory Board

Continue aggressive turnover of materials in the teen collection

Goal 5: The library will offer technology resources to ensure that all members of the community have access to digital information. The library will also use technology to streamline and simplify the work of the staff.

Support and enhance the library’s new website

Create an annual technology plan to ensure that in-house computer resources are updated and replaced on a timely basis

Continue staff technology training

Continue one-on-one technology training sessions

Add RFID tags to all physical items in the collection