

BROWER PARK LIBRARY

COMMUNITY ENGAGEMENT

06/18/18 MEETING REPORT

OUR STRATEGY FOR COMMUNITY ENGAGEMENT

1. MAKE IT CLEAR WHY THE COMMUNITY IS THERE

IT'S NOT JUST A BOX TO CHECK. WE WANT THE COMMUNITY'S VALUABLE INPUT ON QUALITY OF SPACE, RESOURCE NEEDS, AND PROGRAMMING IDEAS

2. ASK THE AUDIENCE WHAT THEY LOVE ABOUT A PLACE FIRST

BEFORE OFFERING UP OUR OWN VALUES AND OPINIONS, WE WANT TO HEAR THE COMMUNITY'S STORIES

3. INCORPORATE A VARIETY OF METHODS

WE WANT TO USE DIFFERENT KINDS OF ACTIVITIES TO REACH DIFFERENT AGE GROUPS, ABILITIES, AND COMFORT LEVELS

4. CONSIDER IT AN INFORMATION EXCHANGE

WE THE DESIGNERS OFFER EXPERTISE ON SPACE, THE LIBRARY STAFF OFFERS EXPERTISE ON RESOURCES AND PROGRAMMING, BUT THE COMMUNITY MEMBERS OFFER EXPERTISE ON THEIR COMMUNITY ASSETS AND NEEDS

WE WANT TO ACHIEVE THE FOLLOWING BENCHMARKS:

- 1. HEAR THE STORIES AND THOUGHTS OF THE COMMUNITY MEMBERS**
- 2. DISCUSS WHICH RESOURCES, PROGRAMS, AND DISCRETE SPACES THE COMMUNITY WANTS TO SEE AT THE NEW LOCATION**
- 3. ASSIST THE COMMUNITY IN VISUALIZING WHAT THE NEW LOCATION COULD LOOK LIKE**

WE WANT TO LEARN HOW THE NEW LOCATION CAN SUPPORT THE FOLLOWING USER GROUPS:

- **CHILDREN**
- **TEENS**
- **ADULTS**
- **OLDER ADULTS**

AS WELL AS:

- **INDIVIDUALS**
- **FAMILIES**
- **THE NEIGHBORHOOD OF CROWN HEIGHTS**
- **THE BOROUGH OF BROOKLYN**

WE WANT TO DISCUSS HOW THE NEW LOCATION CAN ACCOMPLISH THE FOLLOWING GOALS:

- FOSTER COMMUNITY**
- INSPIRE CURIOSITY & LEARNING**
- BUILD INSTITUTIONAL PARTNERSHIP**
- CONTINUE PROVIDING SERVICES, IN A STABLE (CITY-OWNED) BUILDING**

COMMUNITY ENGAGEMENT MEETING FORMAT

AGENDA

THE EVENT WAS ORGANIZED INTO 3 STATIONS OF DIFFERENT ACTIVITIES. AS THEY ARRIVED, COMMUNITY MEMBERS MINGLED WITH BPL AND T&M STAFF, HAD SNACKS, AND FILL OUT SURVEYS. AFTER 20 MIN OR SO, COMMUNITY MEMBERS GATHERED FOR A SHORT INTRODUCTION BY DAVID WOLOCH, BPL DIRECTOR OF EXTERNAL AFFAIRS. AFTER T&M WAS INTRODUCED, THE ACTIVITIES BEGAN. PARTICIPANTS BOUNCED FROM TABLE TO TABLE TO COMPLETE THE ACTIVITIES AT THEIR OWN LEISURE. THE PARTICIPANTS WERE GIVEN 45 MIN TO COMPLETE THE ACTIVITIES. AFTERWARDS, A FEW CLOSING REMARKS WERE GIVEN, AND THE PARTICIPANTS WERE ABLE TO STAY, AS DESIRED, TO ASK FURTHER QUESTIONS.

4:00-4:45	TEEN DISCUSSION GROUP
4:45-6:00	SET-UP
6:00-6:25	SIGN-IN, SURVEY, LIKE/DISLIKE, EAT & MINGLE
6:25-6:35	INTRODUCTIONS
6:30-7:20	ACTIVITIES
7:20-7:30	CLOSING REMARKS
7:30-8:00	SURVEY, EAT & MINGLE, CLEAN UP

TEEN DISCUSSION GROUP

A GROUP OF TEENS THAT FREQUENTLY USE THE BROWER PARK LIBRARY WERE INVITED TO SHARE THEIR IDEAS AND CONCERNS FOR THE NEW LIBRARY LOCATION. THE FORMAT WAS AN INFORMAL BRAINSTORMING SESSION, WITH NOTES TAKEN LIVE ON AN OVERSIZED NOTE PAD. THE DISCUSSION WAS FOLLOWED BY PIZZA.

▶THE GOAL WAS TO GIVE TEENS A SEPARATE, SAFE SPACE TO SHARE THEIR THOUGHTS FOR THE NEW LOCATION, WITHOUT BEING PROMPTED OR OVERSHADOWED BY ADULTS.

▶THE ANTICIPATED RESULT WAS THAT TEENS WOULD BE SHY, BUT WOULD SHARE A FEW IMPORTANT THOUGHTS.

ACTIVITY 1 - IMAGE SELECTIONS

THE PARTICIPANTS WERE GIVEN IMAGES TO EVOKE IDEAS FOR POTENTIAL LIBRARY PROGRAMS AND RESOURCES. THE PARTICIPANTS THEN USED GREEN AND RED STICKERS TO VOTE ON THE IMAGES THEY LIKED AND DISLIKED. THE IMAGES WERE ARRANGED ON 8 BOARDS, WITH 6 IMAGES PER BOARD. THE BOARDS ADDRESSED THE FOLLOWING LARGER CATEGORIES:

BROWSING & BORROWING

TECHNOLOGY

READING, STUDYING, & WORKING

COMMUNITY GATHERING

SKILL BUILDING & EMPOWERMENT

EARLY CHILDHOOD LEARNING & PLAY

TEEN EARNING & SOCIALIZING

OLDER ADULT LEARNING & SOCIALIZING

▶ THE GOAL WAS TO ALLOW PARTICIPANTS TO PROVIDE FEEDBACK ON THE PROGRAMS AND RESOURCES THEY WOULD LIKE TO SEE AT THE NEW LOCATION, WHILE DOING SO IN A VISUAL MANNER.

▶ THE ANTICIPATED RESULT WAS THAT PARTICIPANTS WOULD LIKE ALMOST EVERYTHING, WITH A FEW DISLIKED OUTLIERS.

ACTIVITY 2 - PERSONAL LIBRARY COLLAGE

THE PARTICIPANTS WERE GIVEN A BLANK 11X17 SHEET OF PAPER TO USE AS A CANVAS TO CREATE A PERSONAL LIBRARY COLLAGE. ARRANGED ON THE TABLE WERE PRE-SELECTED IMAGES AND WORDS THAT EVOKED DIFFERENT IDEAS ABOUT **ATMOSPHERE**, **RESOURCES**, AND **PROGRAMS**. THE PARTICIPANTS CHOSE THE IMAGES AND WORDS THAT THEY FELT BEST REPRESENTED THEIR “DREAM” LIBRARY. THEY USED TAPE AND GLUE TO STICK THE WORDS AND IMAGES TO THEIR CANVAS, AND THEY COULD USE MARKERS TO ADD ADDITIONAL WORDS, DESIGNS, AND PICTURES TO THEIR COLLAGE.

▶ THE GOAL WAS TO ALLOW PARTICIPANTS TO GIVE FEEDBACK ON WHAT COMBINATIONS OF PROGRAMS AND RESOURCES THEY WOULD LIKE TO SEE, WHILE BEGINNING TO CONSIDER AND VISUALIZE ASPECTS OF THE “LOOK & FEEL.” THE ACTIVITY TARGETED HANDS-ON LEARNERS.

▶ THE ANTICIPATED RESULT WAS A VARIETY OF TOTALLY UNIQUE COMBINATIONS OF PROGRAMS AND RESOURCES. THE ATMOSPHERE WOULD LIKELY BE SUNNY AND COLORFUL--THE OPPOSITE OF THE CURRENT BROWER PARK BRANCH.

ACTIVITY 3 - GUIDING QUESTIONS

ON THE TABLE WERE 4 BOARDS, EACH WITH ONE QUESTION. PARTICIPANTS WERE ASKED TO ANSWERS THE QUESTIONS ON STICKY NOTES, WITH COLORS CORRESPONDING TO THE QUESTIONS. THEN THEY PLACED THEIR ANSWERS ON THE APPROPRIATE QUESTION BOARD. PARTICIPANTS COULD GIVE AS MANY ANSWERS TO THE QUESTIONS AS THEY DESIRED.

WHAT DO YOU VALUE MOST IN A LIBRARY?

WHAT IS YOUR DREAM FOR THE NEW LIBRARY?

WHAT DO YOU NEED IN THE NEW LIBRARY?

WHAT ARE YOU WORRIED ABOUT WITH THE NEW LIBRARY?

►THE GOAL WAS TO ALLOW PARTICIPANTS TO THINK OF THEIR OWN IDEAS FOR PROGRAMS AND RESOURCES, CRITIQUE THE CURRENT SPACE, AND VOCALIZE THEIR CONCERNS FOR THE NEW LOCATION.

►THE ANTICIPATED RESULT WAS “PIE IN THE SKY” IDEAS THAT LIKELY COULD NOT BE ACCOMPLISHED AT THE NEW BRANCH. ADDITIONALLY, WE ANTICIPATED MORE NEGATIVITY THAN THE OTHER TWO ACTIVITIES.

COMMUNITY ENGAGEMENT MEETING RESULTS

TEEN DISCUSSION GROUP

The Brower Park Library Teens:

Come to the library **every day**

Stay from **afterschool until close**

Do **homework**, hang out with their **friends**, and attend **programs**

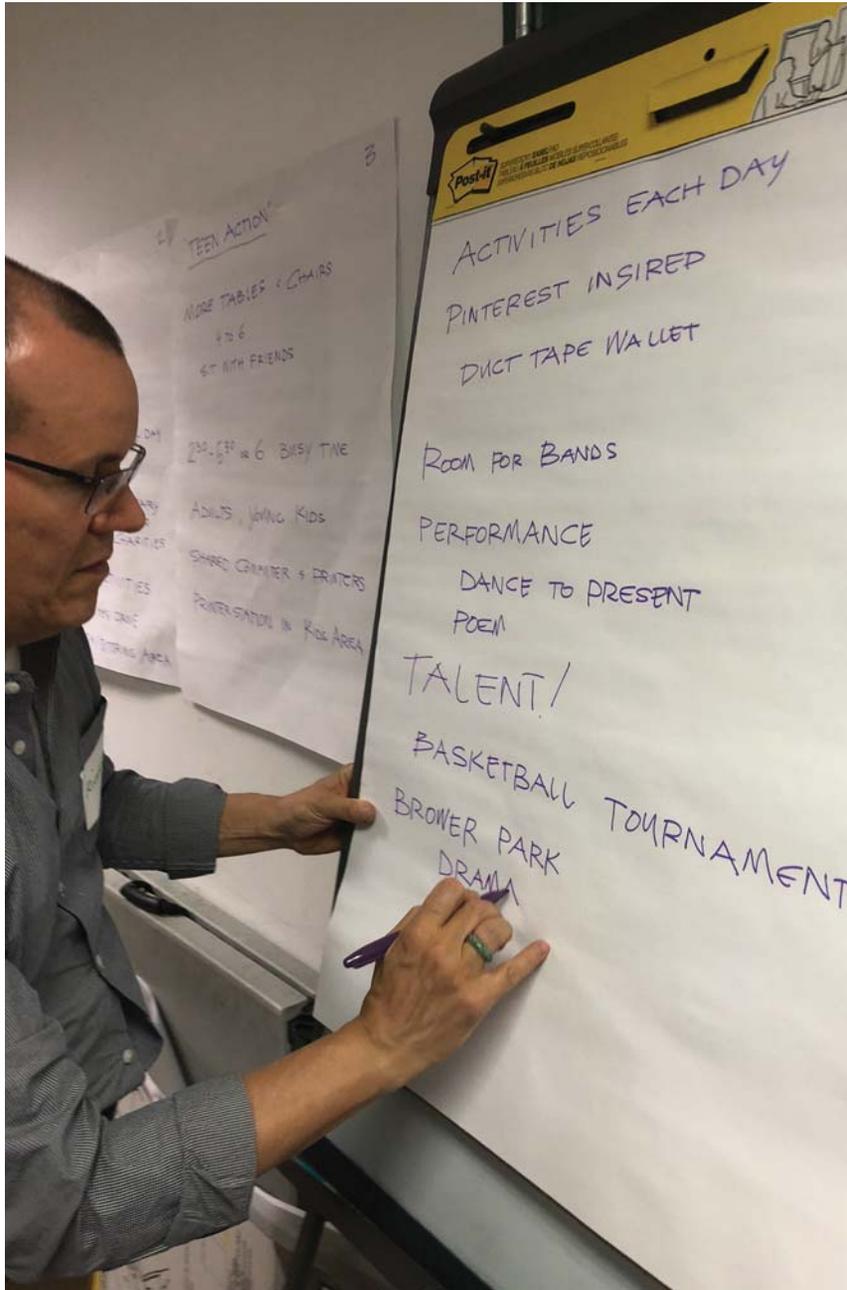
Love the library because it's close to home, and they've been going there their whole life

Love programs that are about technology, arts & crafts, animals & environment, games, and math

Prefer **desktop computers**, but use **laptops** and **ipads** when they're all taken

Think teens should have a **separate space**, just like the adults and little kids

Think **everyone should feel welcome** at the library



Event photographs

RESOURCE IDEAS

Vending machine
Water fountain
Eating space
Air conditioning before memorial day
More fans
More tables and chairs
More Ipads, laptops, and desktops
More charging outlets
Another mobile TV screen
Printer station for kids & teens
Separate homework & tutoring area
Separate teen space
Pin-up space
Outdoor space for chatting and eating
Stroller parking
Lighting for safety at night

PROGRAM IDEAS

Pinterest inspired arts & crafts
Fundraisers for charities and fieldtrips
Coat/Clothing drives
“Teen Action”
Band practice & performances
Dance practice & performances
Internships
Talent shows
Basketball Tournaments



“Eating Space”



“Teen Space”



“Fundraisers”

Teen favorites!

ACTIVITY 1 - IMAGE SELECTIONS

The most liked images are about **clubs/special interests, community meeting space, flexibility, and outdoor space**

The most disliked images are about **technology and inflexibility**

Participants cast the **most votes** on
“Early Childhood Learning & Play”

Participants cast the **least votes** on
“Teen Learning & Socializing”



Percent of total votes cast



Final boards & event photographs

BROWSING & BORROWING

53 Likes | 10 Dislikes | 63 Votes



✓ **FACE-TO-FACE SERVICE**
10 Likes | 0 Dislikes



✓ **CURATED SELECTIONS**
10 Likes | 0 Dislikes



✓ **CHILDREN'S DISPLAYS**
11 Likes | 0 Dislikes



SELF-SERVICE
6 Likes | 5 Dislikes



VARIETY IN DISPLAY
7 Likes | 1 Dislike



MOVEABLE DISPLAYS
9 Likes | 4 Dislikes

TECHNOLOGY

58 Likes | 12 Dislikes | 70 Votes



DESKTOP COMPUTERS

8 Likes | 0 Dislikes



IPADS

8 Likes | 1 Dislike



DIGITAL CATALOGUE

9 Likes | 0 Dislikes



LAPTOP COMPUTERS

13 Likes | 5 Dislikes



PRINTER & COPIER STATION

9 Likes | 2 Dislikes



3D PRINTING/MAKERSPACE

11 Likes | 4 Dislikes

READING, STUDYING, & WORKING

54 Likes | 8 Dislikes | 62 Votes



LOUNGE SEATING

12 Likes | 1 Dislike



FLOOR SEATING

4 Likes | 0 Dislikes



SPACE FOR BEING ALONE

9 Likes | 1 Dislike



WORK SEATING

5 Likes | 5 Dislikes



OUTDOOR SEATING

15 Likes | 1 Dislike



SPACE FOR BEING IN A GROUP

9 Likes | 0 Dislikes

COMMUNITY GATHERING

61 Likes | 5 Dislikes | 66 Votes



PERFORMANCES

8 Likes | 1 Dislike



CULTURAL EVENTS

10 Likes | 0 Dislikes



COMMUNITY MEETINGS

12 Likes | 0 Dislikes



OUTDOOR EVENTS

11 Likes | 0 Dislikes



FORMAL EVENTS

10 Likes | 4 Dislikes



LECTURES & BOOK TALKS

10 Likes | 0 Dislikes

SKILL BUILDING & EMPOWERMENT

60 Likes | 6 Dislikes | 66 Votes



CONTINUING EDUCATION CLASSES

10 Likes | 1 Dislike



HEALTH & WELLNESS CLASSES

6 Likes | 3 Dislikes



HOMEWORK HELP

8 Likes | 1 Dislike



SPECIAL INTEREST PROGRAMS

13 Likes | 1 Dislike



TECHNOLOGY CLASSES

9 Likes | 0 Dislikes



CHILDREN & TEENS CLUBS

14 Likes | 0 Dislikes

EARLY CHILDHOOD LEARNING & PLAY

58 Likes | 29 Dislikes | 87 Votes



BUILT-IN FURNITURE/PLAYSCAPE
6 Likes | 9 Dislikes



INDIVIDUAL READING
6 Likes | 6 Dislikes



PRE-SCHOOL TECHNOLOGY
9 Likes | 13 Dislikes



MOVEABLE FURNITURE/PLAYSCAPE
11 Likes | 0 Dislikes



GROUP READING
11 Likes | 1 Dislike



LEARNING THROUGH PLAY
15 Likes | 0 Dislikes

TEEN LEARNING & SOCIALIZING

31 Likes | 7 Dislikes | 38 Votes



FORMAL TEEN GATHERING SPACE

7 Likes | 1 Dislike



INDIVIDUAL RESEARCH

4 Likes | 1 Dislike



TECHNOLOGY FOR SCHOOLWORK

5 Likes | 0 Dislikes



INFORMAL TEEN GATHERING SPACE

9 Likes | 2 Dislikes



GROUP CLASSES

2 Likes | 1 Dislike



TECHNOLOGY FOR PLAY

4 Likes | 2 Dislikes

OLDER ADULT LEARNING & SOCIALIZING

44 Likes | 12 Dislikes | 56 Votes



“QUIET SPACE FOR READING”

7 Likes | 0 Dislikes



✗ “INDIVIDUAL ASSISTANCE”
4 Likes | 7 Dislikes



✓ “OLDER ADULT CLUBS”
11 Likes | 0 Dislikes



✓ “GENERATIONAL MIXING”
10 Likes | 0 Dislikes



“GROUP CLASSES”
6 Likes | 1 Dislike



“HEALTH & WELLNESS”
6 Likes | 4 Dislikes

ACTIVITY 2 - PERSONAL LIBRARY COLLAGE

The most used words and images were about **sunshine, color, outdoors, and children**

The least used words and images were about **classes, emptiness, and old-fashioned resources**



Most used words



Final boards & event photographs

ATMOSPHERE WORDS

- ✓ Lively (3)
- ✓ Cheerful (8)
- Colorful (4)
- ✓ Sunny (15)
- Warm (1)
- Cozy (4)
- Intimate (1)
- ✓ Comfortable (8)
- Relaxing (3)
- Calming (6)
- Soothing (1)
- ✓ Sleek (0)
- ✓ Clean (9)
- Contemplative (1)

RESOURCE WORDS

- ✓ Books! Books! Books! (12)
- Music & Movies (6)
- Printer & Copier (1)
- Newspapers & Magazines (6)
- Board Games (1)
- Video Games (3)
- Comfy Chairs (3)
- Reading Nooks (6)
- ✓ Community Space (7)
- Makerspace (3)
- Coworking (3)
- ✓ Meeting Rooms (7)
- ✓ Outdoor Reading (9)
- Computers & Laptops (4)

PROGRAM WORDS

- ✓ Robotics (5)
- ✓ Storytime (11)
- Knitting (3)
- Teen Center (5)
- ✓ Reading (7)
- Homework Help (6)
- ✓ Arts & Crafts (7)
- Citizenship Classes (3)
- GED Classes (3)
- Computer Classes (5)
- Cooking Classes (3)
- Health & Wellness Classes (5)
- Performances (6)
- Lectures & Book Talks (6)

ATMOSPHERE IMAGES



USED 5 TIMES



USED 0 TIMES



USED 8 TIMES



USED 9 TIMES



USED 1 TIME



USED 11 TIMES



USED 4 TIMES



USED 4 TIMES



USED 2 TIMES

RESOURCE IMAGES



USED 4 TIMES



✓ USED 7 TIMES



USED 3 TIMES



USED 2 TIMES



✓ USED 7 TIMES



USED 3 TIMES



USED 5 TIMES



✓ USED 11 TIMES



USED 2 TIMES

PROGRAM IMAGES



USED 9 TIMES



USED 5 TIMES



USED 3 TIMES



USED 6 TIMES



USED 1 TIME



USED 6 TIMES



USED 9 TIMES



USED 6 TIMES



USED 9 TIMES

ACTIVITY 3 – GUIDING QUESTIONS

The collective values were **books; community space; age equality; and library staff**

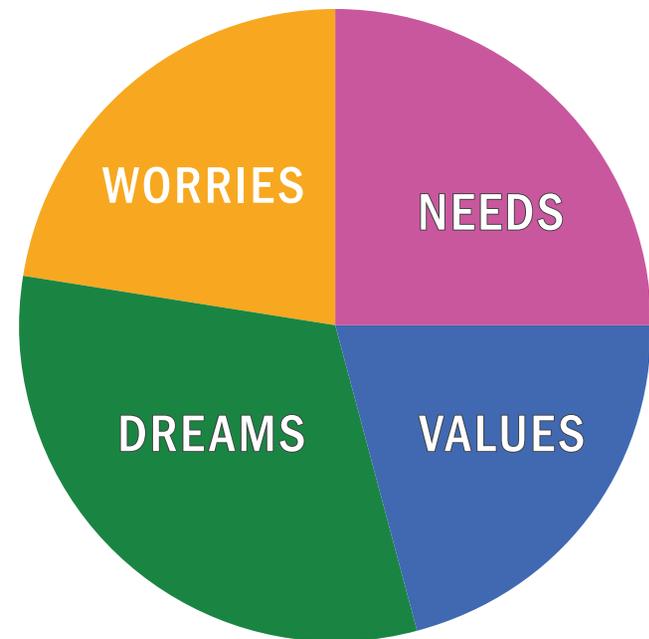
The collective dreams were **age equality; light & bright space; meeting space; artwork; and eating space**

The collective needs were **age equality; community space; meeting space; books; and quiet space**

The collective worries were **age equality; having enough space; having enough books; and that people won't come**

Participants gave the **most answers** to
“What is your dream for the new library?”

Participants gave the **least answers** to
“What do you value in a library”



Percent of total answers written



Final boards & event photographs

WHAT DO YOU VALUE MOST IN A LIBRARY?



Collective values

“Community meeting space”

“A knowledgeable **staff**”

“Mixed use space for adults + children, programming + quiet work, individual private time + collaboration/socializing. It seems like a lot to ask, but I think the best design will accomplish that.”

“**Librarians**”

“**Community** engagement (especially via teaching + learning programs”

“**Books, books, books**”

“**Community** information zone”

“**Books books books!** Reading space. A quiet reading space. A place to research. A place to get **community** + NYC information.”

“**Books** + online resources”

“Helpful **staff**”

“Learning + feeling **welcome**”

“A warm **welcome** and a sense of belonging”

“**Community** space + meeting rooms”

“**Books** of course! But also a **community** gathering place.”

“NYT latest best seller **books**”

“Everyone is **welcome** in the library”

WHAT IS YOUR DREAM FOR THE NEW LIBRARY?



Collective dreams

“A separate teen space”

“Group meeting spaces. Both formal + informal”

“Lots of activities. Something for everyone”

“Laptops + other technology. Spots to plug in”

“Comfortable, naturally lit reading space”

“Healthy eating concessions”

“Airy spaces. Plenty of light.”

“Community art space”

“Fun spaces for kids to play, but also space for adults to read”

“Break out rooms. (Meetings + quiet space)”

“Friendly”

“I dream that the library will remain an active participant in the various community activities”

“Space to display artwork in the meeting room”

“Small, medium, and large reservable spaces for meetings + teaching + learning”

“Seeing green outside”

“Sunshine + bright space for people”

“Light, bright, beautiful space for expanding minds”

“Dignified space”

“Teen space”

“That it’s light + bright, with fresh air”

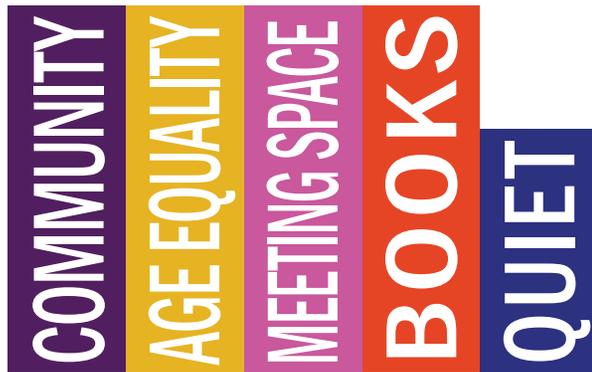
“Interactive displays + play spaces”

“Teen space separate from children”

“Eating space”

“More inviting + bright. A place you want to stay! Opportunity for learning at every age. Making learning fun. Resources easy to access.”

WHAT DO YOU NEED IN THE NEW LIBRARY?



Collective needs

- “Rug space for young children to relax + read. Soft chairs.”
- “Right now I don’t use the space much because it isn’t great for quiet work in a pleasant + wired setting (outlets, etc). I would stay longer if that was available, in addition to outdoor reading space + community programming.”
- “A teen space. Just like how adults and children have their own sections, teens should have one that is just for them. Where they can work but also connect with new people.”
- “Technology section that continually updates, wifi, laptops, + charging station”
- “Better staff room + space for “Friends” materials/things”
- “Meeting space for the different community organizations.”
- “Lots of books”
- “Access to a more diverse set of books on the natural world.”
- “Meeting rooms”
- “Lots of fun”
- “Personal seating (quiet space – nooks). Digital books. Community space.”
- “We need new fancy bathrooms. Nice toilets. Nice sinks.”
- “Flexible meeting spaces”
- “I would like to know more about activities being held at the library. Shame on me, but I do not go to the library. But I do have a library card. :)”
- “Children’s zone. Kids books, reading spaces, diaper changing.”
- “Spaces for community organizing, classes, and readings.”
- “I need the new library to ensure that adults will be welcomed”
- “Stroller parking.”
- “Coffee”

WHAT ARE YOU WORRIED ABOUT WITH THE NEW LIBRARY?



Collective worries

"I am not worried about the new library"

"Please give a **ramp for wheel chair bound** or scooter folks"

"**Enough space**"

"Need for **both child + adult programming**, content, + space"

"That there is **space for adults + children**. And the design provides for quiet spaces."

"**People won't come**"

"I want to make sure everyone feels welcome at the library, adults and children alike."

"I'm worried that **adults will keep away** because the branch has moved to a 'children's museum.'"

"I worry that it will be all computers + ebooks + wifi, and there won't be **enough books**."

"**People won't come**. They might not know where it is."

"The people"

"I value **books**, and I always worry that libraries aren't about books anymore."

"Will there be **enough space** for all the needed **resources for the young + mature**."

"Bleed over of **noise** from the museum."

"Corporate takeovers of public spaces."

"People would not be as evolved"

"Separate **spaces for adult + child** use"

THANK YOU.