HCPLC
Public Library

Hillsborough County
Public Library
Cooperative

Urban
Library
Of The Future

This report would not have been possible without the contribution of the following community and library leaders who engaged in a series of workshops to articulate a future vision for the citizens of Hillsborough County, the City of Tampa and the City of Temple Terrace.

MARGARET SULLIVAN STUDIO

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Introduction

In 2017, Margaret Sullivan Studio in collaboration with Long & Associates, Hillsborough County, and the City of Temple Terrace, conducted a series of workshops with community and library leaders to envision an "Urban Library of the Future" for the Hillsborough County Public Library Cooperative (HCPLC). Engaging in a community- and customer-centric methodology, workshop participants identified community assets, needs, and aspirations as well as library assets and service gaps.

This work revealed an aspirational and responsive future vision that repositions the public library as a community catalyst. This report provides both a practical and inspirational lens through which the Tampa-Hillsborough County Public Library and the Temple Terrace Public Library staff, customers, elected officials, and champions of quality of life in Hillsborough County, the City of Tampa, and the City of Temple Terrace can re-imagine the future of library services and the buildings that support them.

Executive Summary

Urban environments are evolving from nine-to-five workplace deserts to 24-hour "live, work, play" communities. Well-positioned urban libraries play a key role in this transformation. This report defines this role. Further, it identifies the unique opportunities that the John Germany and Temple Terrace Libraries will have to catalyze the community and contribute to the development occurring around them.

It suggests that the Hillsborough County Public Library Cooperative (HCPLC) urban libraries realize the opportunities to be:

1. National models for the role the public library plays in strengthening its brand of "place that improves the quality of life" to a platform for supporting the "Live, Work, Play" qualities that define modern urban areas;

2. National models for the role the public library plays as an essential catalyst for a region's community and economic vitality in a 21st century knowledge economy; and

3. National models for the library's role as a convener and community connector to create a new model for civic engagement.

The world is changing and so are libraries. New technologies, communication methods, competitors, models of service, and ever-expanding customer expectations and interests require libraries to adapt and innovate. This report formally asserts a preferred vision for HCPLC's urban libraries and their role and purpose as a re-defined, multi-channel, multi-platform 21st century library. While HCPLC has already evolved well-beyond its traditional role as information "container," re-aligning its strengths and assets to galvanize the community and facilitate interaction between diverse community groups will achieve impactful outcomes. These redefined

and redesigned libraries will not only support their evolving communities but, through engagement and facilitation, transform the cities of Tampa and Temple Terrace.

Specifically, the workshops generated the following vision for the Transformative Urban Library:

1. The Transformative Urban Library will be a community asset;

2. The Transformative Urban Library will be a dynamic, community-owned institution; and

3. The Transformative Urban Library will foster innovation and idea generation.

The recommendations in this document will generate community excitement about the possibilities, approaches, and potential outcomes that the workshops generated. Results based on these recommendations are dependent upon engagement with community members and leaders to further define and refine next steps.

To facilitate this process, the Applications, included at the end of this report, are intended as "thought-starters" – conceptual case studies written to illustrate the possibilities of what a community-centric, positive customer experience-focused, learning outcomes-based approach to design may be for the John Germany and Temple Terrace Libraries.

Impetus for Change

Libraries in Tampa and Hillsborough County have been part of the community landscape since the founding of the West Tampa Library in 1914. Today, the Hillsborough Public Library Cooperative (HCPLC) is one of the strongest systems in Florida, offering a network of libraries with open access, a community focus, responsive service hours, welcoming environments, a broad range of relevant materials in a variety of formats, and highly qualified employees. Over 4 million customers visit cooperative libraries annually.

Like other forward-looking institutions, HCPLC responds to its community's changing needs and conditions. Recent conditions that are compelling public libraries to alter their service models are changes in community context, changes in economic conditions, and pressure from competitors. Workshop participants confirmed that these factors are in play in Hillsborough County.

A changing urban environment requires a change in the urban library

The Urban Context
Urban areas across the country have been undergoing revitalization efforts designed to reinvigorate former industrial sites and typically run-down housing that remained after suburban flight. Downtowns are transitioning from merely being the workplace of commuters to diverse "Life, Work, Play" communities of twenty-somethings, empty-nesters, and families who value convenient access to work, cultural, and recreational amenities.

Tampa and Temple Terrace are undoing similar revitalization efforts. Developments, in progress and planned, will add more residential, office, retail, and hotel space to downtown areas. Recently, activation of Tampa's riverfront has enabled opportunities for synergistic planning and programming between cultural institutions such as the David A. Straz, Jr. Performing Arts Center, the Tampa Museum of Art, the Glazer Children's Museum, Curtis Hixon Waterfront Park, and the John Germany Public Library.

Economic Disruptions and Opportunities
The shifting economic landscape creates disruptions with far-ranging community impacts. When the first wave of public libraries based on the Andrew Carnegie model were being built in the early 20th century, American's manufacturing economy meant information was scarce and expensive. Public libraries provided a free and welcoming place to access information with the help of an expert librarian. One hundred years later, the economy is "dependent on the quantity, quality, and accessibility of information available rather than on the means of production."[1]

1 https://www.google.com/search?newwindow=1&q=Dictionary#dobs=knowledge%20economy

Photo: Homework Help, Valencia 826, San Francisco, CA

Because formal institutions are not providing the ongoing skill set support that is essential in this knowledge economy, the public library is perfectly positioned to support the needs of individuals. It is not uncommon for workers to hold 10-15 jobs in their lifetimes as opposed to one or two. Jobs will require a simultaneous mastery of skills in rapidly changing fields. The work model will be non-routine, iterative, and will require a high degree of critical thinking as opposed to routine and mechanical. The educational model will be learner-centered and self-directed with a value placed on lifelong learning. Individuals with an entrepreneurial mindset will realize success. Public libraries, with existing strengths of fostering self-directed, inclusive, non-judgmental, interest-based, passion-based lifelong learning, and already positioned to embrace new technologies as a critical part of their mission, embody the institution-readiness required for this future.

Michael Sherrod, Chair of the Urban Libraries Council (ULC), entrepreneur, and William M. Dickey Entrepreneur in Residence at Texas Christian University believes that the public library will play a critical role in guiding society through the drastic economic upheavals yet to come. At an ULC breakfast in 2017, he described a future where advances in Artificial Intelligence and machine intelligence will reduce the number of jobs across every sector and that the number of independent contractors will rise from about 35% today to about 50% by 2020. To remain competitive in this environment, Sherrod says that corporations will need to take risks, experiment, and be innovative. This conflicts with traditional corporate structures that cannot foster rapid, iterative prototyping. It does not, however, conflict with the support system a public library provides. Through its facilities, staff expertise, and resources, the public library can serve as a critical forum where corporate structures and the bottom line may be abandoned. The library can function as the entrepreneurial think tank for community groups, corporations, government entities, and innovators to engage with each other and navigate a complex future together. Sherrod forecasts a future where the public library will play an active role in identifying coming changes, preparing communities for what lies ahead, and developing strategies to create positive responses to new challenges.

Even in the Tampa Bay Area, one of the strongest economies in Florida, these forces will significantly affect the region. The library will be key in facilitating the creation of a dynamic, strategic, and vibrant economic vision and then turning that vision into reality.

Pressure from Competition

Today's savvy customers are no longer content with the basics. Amusement parks offer theming, interactive queues, and a plethora of activities in addition to rides. Coffee shops feature comfortable seating, public performance space, and art galleries as well as a cup of coffee (completely customizable with a variety of add-ins). Businesses are no longer transaction-focused they are experience-focused; and if the experience is customizable and sharable on social media, all the better.

Photo: Work in The Flow, HCPLC

Photo: GAF Outreach 2017, HCPLC

Libraries, too, are changing their focus from transactions to experiences. From 2004 to 2010, programming in public libraries increased 44.6%[2]; that trend continues. Over the last five years, library programs per capita have grown at a rate of 6.3%, whereas circulation per capita has decreased 3% according to the 2017 Public Libraries Data Service Report, commissioned by the Public Library Association. Similarly, while the circulation of physical items decreased by 50% in HCPLC libraries from FY 2010 to FY 2017, the number of programs offered increased by 4% and the number of program attendees increased by 54%. This illustrates that today's information-rich complex economy requires a public library that fosters positive customer experiences that instill each and every citizen with pride and community ownership.

The Future of Library Facilities

These disruptions are affecting the urban population. No longer is it limited to office workers during the day and homeless at night. Downtown Tampa and Temple Terrace are communities of families and residents looking for learning opportunities. They are theatergoers, art lovers, music fans, and foodies looking to discover the next big thing. They are tourists needing local information and access to the internet. They are entrepreneurs and telecommuters looking for a free and comfortable place to work.

They are the next Jeff Bezos or Steve Jobs needing a place to experiment and test ideas. Now is the time to re-imagine and re-design the John Germany and Temple Terrace Libraries so they may more effectively function as key components in Tampa and Temple Terrace's contemporary downtown "scene."

Library buildings are one of the few community-funded and -owned assets with which customers are comfortable interacting. They are free of charge and attract people in times of need as well as times of celebration. The activities, programs, services, and materials offered should be limitless given community direction, imaginative staff, and strong partners.

Most library buildings, however, were designed primarily to handle transactions and lack the infrastructure required to foster quality interactions and the creation of experiences. For example, the John Germany Library lacks a sufficient amount of meeting room square footage. There are not enough power outlets for personal devices. The library isn't "zoned" so noisy, quiet, and collaborative activities all happen in the same spaces. The innovative staff efforts and progressive vision of the library team cannot be fully realized without making investments in the physical library facilities.

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2 Institute of Museum and Library Services (2010). The Public Libraries Survey. Retrieved from https://nilppa.org/the-white-paper/overview/

Photo: Crabgrass Cowboys at Temple Terrace Library, HCPLC

Photo: Temple Terrace Public Library in 4th of July Parade

A Shared Vision

A public library flourishes when the experiences it offers align with community values and experience expectations. For Tampa, Temple Terrace, and Hillsborough County these values and experiences expectations are described in the City of Tampa's 2040 Comprehensive Plan and similar documents.

"Those of us who live in Hillsborough care about the richness of our diversity; the peaceful neighborhoods which are connected by a community spirit, combined with the economic vitality of being the epicenter of Florida's West Coast. As we reach the midway point of the first 100 years in the 21st century the places in which we as community live our collective lives should be reflective of the essence and character that makes Hillsborough a special place in Florida."[1]

HCPLC's mission continues to be rooted in the historic and consistent role of the public library to provide every citizen of Hillsborough County the

1   http://www.planhillsborough.org/city-of-tampa-2040-comprehensive-plan

opportunity for full participation in society and self-actualization, the vehicle being a fierce commitment to literacy in all forms.

As Director Andrew Breidenbaugh states in the introduction to the Library's Strategic Plan,

"While we hold tight to our vision of libraries as a place of literacy and access to information, we are embracing a broader definition of "literacy" in order to keep pace with the social, economic and technological changes around us."

HCPLC is currently well-positioned to leverage its assets to fulfill this vision. It is responding to the change to a knowledge economy by providing interest-based, multi-generational, and experiential-learning programs that "serve as a bridge between formal education and the lifelong learner, between

Photo: Parachute, HCPLC

Photo: Star Party, HCPLC

citizens and their government, between not-for-profits and entrepreneurs – all looking to collaboratively make Hillsborough County a healthy and enjoyable place to live, work, and play."

Because libraries are "at the center of sharing the cultural diversity that makes up communities," HCPLC is strategically utilizing customer data to design experiences that resonate with customers' interests, passions, curiosities, and aspirations. More strategically, HCPLC is re-positioning its buildings and services to be the first thing customers think of as their "third place" – a place beyond school/work and home.

Photo: Robotix, HCPLC

Customer-Driven

HCPLC's strategic vision is rooted in the aspirations and needs of its community. In 2016, an interactive process provided nearly 2,500 people the opportunity to share their thoughts about library services. In face-to-face casual and unstructured meetings, print and online surveys, and targeted focus group sessions, users made it clear that the quality of library staff is crucial to the user experience. Beyond that, data analysis pointed to service priorities in these key areas:

- **Technology and Innovation**
- **Culture and Leisure**
- **Education**
- **Community Engagement**

The Future Is Now

In order to address these service priorities for the urban library. Margaret Sullivan Studios engaged in a workshopping activity with library leaders and community representatives. From that, a framework for future was proposed and calls for redefining the urban library as a "Transformative Urban Library" with its key components being staff, the virtual library, and the library building.

The Library Staff

There is no library without the staff. They are the brand whether providing services in buildings or off-site. No longer experts locked in ivory towers, they play active roles in their communities by participating in community events and by facilitating cooperation between community partners to solve community problems. They are guides, facilitators, peer-learners, test subjects, and sounding boards.

The Virtual Library

Digital collections are a powerful extension of a library's physical collection independent of place, time, and possession of a library card. Virtual collections free library staff from being caretakers of objects so they may become caretakers of their communities.

The Library Building

The library building provides a setting that is both hyper-local – offering unique services and programs customized for a particular community – and a destination – capitalizing on those unique qualities to draw customers from an entire system and even region. Buildings should be designed so they may easily accommodate any programs and services offered.

Photo: Family Sewing, HCPLC

How Physical Spaces Help Fulfill Customer Expectations

Customized Collections

Items no longer have a permanent home in the particular library for which they were purchased. Instead, they travel based on customer requests. Individual building collections may become unbalanced (one library has a higher proportion of DVDs while another has a greater concentration of craft books), but representation of topics is maintained across the system, item request procedures are easy and convenient, and holds arrive and are processed quickly.

Expanded Technologies

Technology in all forms is expanding. Libraries provide fewer hardwired computers but more power outlets and charging stations for customer devices (smart phones, laptops, e-readers, etc.) Wi-Fi extends beyond library walls into its outdoor spaces, parking lots, and with circulating Wi-Fi hotspots, the community itself. Libraries display equipment for demonstration and experimentation like 3-D printers and virtual reality headsets.

Unique Public Programming

While some programs are offered system-wide, many libraries offer programs based on community interests and needs and the unique skills, talents, and interests of the staff. Program planning and advertising are done based on data-driven market research of a specific community.

Photo: National Dance Day, HCPLC

Customer's Shifting Expectations

Customers used to choose a library to visit based on its proximity to work, school, or home – the assumption being that all libraries offered essentially the same thing. Through the online library catalog, the website, social media, and word of mouth, customers are more aware than ever that each library offers unique experiences. A library customer might visit a variety of buildings based on the experience they seek. For example, "Library X is close to my home so I pick up holds there, but Library Y has the best DVD collection so that's where I go for movies, and for book clubs, I go to Library Z.

Photo: John F. Germany Library, HCPLC

It must be noted, that participation in a library network or cooperative greatly aides the provision of customizable and unique library experiences.

Implications for Building Design and Institutional Culture

To achieve its strategic goals, a library's physical spaces must be designed intentionally for change. Spaces should be flexible, easily customizable, and adaptable. They should no longer be designed as formulaic containers of objects – population size = available square footage = number of books = number of shelves – but as the answer to current problems.

A Vibrant Future

Dictionary.com defines library as a noun, "a place set apart to contain books, periodicals, and other material for reading, viewing, listening, study or reference, as a room, set of rooms, or building where books may be borrowed.[1]" This outdated definition often reverberates with many in the community who do not know the broad range of services a public library offers. Because of this, during the workshops we conducted as part of this project, we debated whether or not to find a word to replace "library."

The country is witnessing a renaissance in the use of public libraries. On June 21, 2017, the Pew Research Center issued a report showing that Millennials are the most likely generation of Americans to use public libraries.[2] Citing the transformation of libraries to digital platforms, content creation labs, and places to test new ideas, the study indicates that the next generation of adult Americans are invested in the public library.

Further, in a 2014 study released by the United Kingdom's Department for Culture, Media & Sport[3] suggested that the library experience makes people feel as good a receiving a raise ($2,284 per year). "Free," "ownership," "interaction," and "participation" are all experiential characteristics of the positive association. The public library embodies a privileged status in its "for the good of all" value and brand promise.

Photo: Storytime, HCPLC

These example, imply that word "library" is still valid and valued and that if HCPLC continues changing its service model it will attract an expanded community of users, maintain their interests, and help them attain their aspirations.

Therefore, because the brand is still strongly recognized, even with changes in its service model, we propose that the word "library" continue to be used, but that the concept of library be defined as a verb, "to serve, activate, and facilitate community goals in interactive and meaningful ways to achieve impactful outcomes including improved quality of life, community and economic development, and civic engagement.

The Improved Quality of Life outcome aligns with the Hillsborough County's goal of creating a "live, work, play" environment. It allows John Germany and Temple Terrace Libraries to capitalize on and contribute to the community's pride of place where

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1   library. (n.d.). Dictionary.com Unabridged. Retrieved February 6, 2018 from Dictionary.com website http://www.dictionary.com/browse/library

2   http://www.pewresearch.org/fact-tank/2017/06/21/millennials-are-the-most-likely-generation-of-americans-to-use-public-libraries/

3   https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/304899/Quantifying_and_valuing_the_wellbeing_impacts_of_sport_and_culture.pdf

residents enjoy a balance of year-round learning, working, and recreating that continues to make Hillsborough County one of the US News Reports Best Places to Live.[4]

In order to achieve these outcomes, HCPLC will amplify its role in the community by building on its service assets, fostering innovation, ideation, and creation. The public library will play a key role by developing an infrastructure that will adapt to the extreme forces of future change while maintaining its core service – fostering literacy.

In the Transformative Urban Library, staff will take on new and expanded roles requiring new and expanded skills and talents. They will facilitate, educate, teach, collaborate, and partner. They will be experts in content creation, play theory, and business development. They will learn and adapt to the currently unimaginable roles their communities will need.

Photo: Storytime, HCPLC

Photo: Child Reading, HCPLC

Photo: Cooking with Spice, HCPLC

4 http://realestate.usnews.com/places/florida/tampa

The Transformative Urban Library will be a Community Asset

The public library is an important civic institution that plays a privileged role in creating livable communities. When planning facilities to fulfill this role, key questions to ask are: How will the building and its services improve the community? How will the urban library be a vibrant, living, community asset?

In the 1980s and 1990s, library systems all over the country engaged in building programs that followed rules of equitable distribution with guiding principles, which included formulaic sizes and compositions for buildings based on collection, technology, reader seating, and a standardized list of programs and services. Often, this resulted in a "prototype" program for a "small", "medium" and "large" branch, based on population served and state and national standards. In many cities, every branch was designed using the same plan.

Motivated by equitable distribution, this approach has proven to be equitably ineffective for all communities. Guerilla customization is evident through non-standard signage, decoration, furniture placement, and collection and program offerings. Increasingly, distinction occurs organically through the ways that customers use the library and by how staff respond to real customer needs and their changing expectations.

Photo: Chef Warren, HCPLC

Photo: Tweens Reading, HCPLC

Photo: Recording Booth at SouthShore Regional Library, HCPLC

The Transformative Urban Library will be a Community-Owned, Dynamic Institution

The public library, in its most practical definition – being funded by public monies – is implicitly "owned" by the community. In the Transformative Urban Library model, libraries must manifest community needs and aspirations in their buildings and services. In the book, *Happy City: Transforming Our Lives through Urban Design,* author Charles Montgomery states that, "No matter how much we cherish privacy and solitude, strong, positive relationships are the foundation of happiness. The city is ultimately a shared project; a place where we can fashion a common good we cannot build alone.[1]" The public library as a component of the city should also be a shared project. Two tools that aid in these community design projects are Placemaking and its offshoot, Creative Placemaking.

Placemaking Principles
Placemaking, as championed by the Project for Public Spaces (PPS) is both a philosophy and a process.[2] Its principles, which inspire people to collectively re-envision public spaces, can be applied at every level; from the macro level – as libraries as planned and sited – to the micro level – as the library experience is designed. PPS's mission is rooted in providing tactics, guidelines, and best practices which connect people to the elements that create more sustainable, livable, and to Charles Montgomery's point "happy" communities. Placemaking aligns with the library's role of advancing communities.

Creative Placemaking
Another recent development that is gaining traction in library design is creative placemaking. In 2010, the "Creative Placemaking" white paper[3] was published for the National Endowment of the Arts Mayors' Institute on City Design and stated, "In Creative Placemaking, partners from public, private, nonprofit, and community sectors strategically shape the physical and social character of a neighborhood, town, tribe, city, or region around arts and cultural activities. Creative Placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to

celebrate, inspire, and be inspired."

Recently, champions of Creative Placemaking have been more intentional about incorporating arts and culture as an essential ingredient of the planning, design, and community engagement process. In fact, ArtPlace America, one of its primary stewards, defines Creative Placemaking as "strengthening the social, physical, and economic fabric of a community through arts and culture.[4]"

The National Endowment for the Arts Our Town Grants also are another vehicle that supports Creative Placemaking, requiring partnerships between arts organizations and government, other nonprofit organizations, and private entities to achieve livability goals for communities.[5]

Additional resources related to Placemaking are provided on page 58.

Photo: Place It Interactive Workshop, Los Angeles, CA

Photo: Family Reading, PPS, San Antonio, TX

1 Charles Montgomery, "Happy City: Transforming Our Lives Through Urban Design" (United States: Farrar, Straus and Giroux, 2013), 41
2 What is Placemaking? http://www.pps.org/reference/what_is_placemaking/
3 http://arts.gov/sites/default/files/CreativePlacemaking-Paper.pdf

4 https://www.artplaceamerica.org/faq-old
5 http://arts.gov/grants-organizations/our-town/introduction

The Transformative Urban Library will Foster Innovation and Idea Generation

The Transformative Urban Library will be a community-owned and community-activated space of inspiration, innovation, and iteration to support three primary areas of strategic focus:

- Entrepreneurship
- Creative Economic Development
- Community Development

Photo: Arts Programming, HCPLC

By building on regional assets, including the Riverwalk, partnerships with universities, cultural institutions, and economic development organizations, HCPLC's Transformative Urban Libraries will be a catalytic force in creating an environment conducive to hyper-local idea incubation. This is critical for rapid community development and results in:

- a breakdown of silos,
- development of connections between individuals and organizations,
- a culture of collaboration among non-profit and for-profit institutions, and
- a forum for diverse populations with similar interests to come together, explore, and innovate and experience together.

In order to accomplish this, the Transformative Urban Library must be an active institution, and its innovative future must be created constantly in real time.

What are precedents in designing the Public Library of the Future?

There are national and international library models that provide inspiration for the Transformative Urban Library. The Model Program for Public Libraries[1] is an excellent resource reiterating the guiding principles described in this document. Library as Studio, the methodology created with Richland Library[2], is also an excellent reference. Library systems such as the Columbus Metropolitan Library have created branded facility guides and created the document "Best Practices for the Customer Focused Library.[3]"

The theme of these resources is that public library facilities are not being built to formulas, but by aligning customer needs with community goals. As a result, library spaces are built in a wider variety of shapes and sizes than before. More importantly, the user-centered design process results in buildings that are more flexible, more functional, and better positioned to become vital players in community development.

In order to ensure that the institutional culture is ready for the shift in service that comes from a building redesign, we recommend utilizing a "service design" approach to transform institutional culture to achieve institutional goals. Not only is it effective for an external change process, with its user-centered, iterative, prototyping, it is also effective at internal institutional transformation and capacity building.

1 http://modelprogrammer.kulturstyrelsen.dk/en/
2 http://www.learncreateshare.vision/
3 http://www.lyponline.com/LW_Best-Practices/BP_Customer-Focused_Library.pdf

Photo: Smoke-free Public Housing Community Engagement, New York City Housing Authority

Photo: Sewing, HCPLC

Photo: Zentangle, HCPLC

"Service design is the activity of planning and organizing people, infrastructure, communication, and material components of a service in order to improve its quality and the interaction between service provider and customers. The purpose of the service design methodology is to design according to the needs of customers or participants, so that the service is user-friendly, competitive, and relevant.[4]"

Chicago Public Library's work with IDEO[5] and Richland Library's work with Adaptive Path, are just two examples of public libraries employing service design principles to create interactive workshops to engage meaningful dialogue from customers, communities, and staff.

Outcome: The Transformative Urban Library is a platform for Community Development

With a focus on learning outcomes, the design process is infused with a greater meaning and purpose. Regardless of size or location, a clearly articulated vision generated from meaningful customer engagement will create a dynamic, vibrant, and relevant contemporary library that will reflect the community's values, goals and aspirations.

Photo: Puzzle Party, Temple Terrace Library, HCPLC

The Transformative Urban Library will be an evolving and flexible framework for library service delivery in a customized building that will be a dynamic, community-owned asset that fosters innovation and idea generation.

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4 http://www.service-design-network.org/intro/
5 http://www.ideo.com/work/transforming-libraries-into-learning-labs

Applications

Applications

The Applications Section uses a series of conceptual future narratives that illustrate how a framework for the Transformative Urban Library might be applied to create meaningful customer experiences for the John Germany and Temple Terrace Libraries. The Applications are designed around Future Vignettes, Building Diagrams, and Case Studies.

Future Vignettes are user narratives that provide a future vision of what the Transformative Urban Library experience might be. For examples, the Future Vignettes for John Germany Library illustrate how three primary customer types - The Family, The Entrepreneurial Millennial, and The Business and Civic Leader - will enjoy the public library in downtown Tampa. Each story illustrates how the "Live, Work, Play" community is activated through the ecosystem of synergistic experiences fostered by the library.

These user narratives for the John Germany Library are more formal and are composed of key components that provide a framework through which to exemplify, analyze, and understand the experiences it may create. These components are Outcomes, Programs and Services, Spaces, Staff Skills & Talents, Advisory Board, and Contribution to the Community. "Advisory Board" suggests community leaders and partners who might be engaged to create an even more impactful experience for the library customer. The "Contribution to the Community" component exemplifies how participating in experiences at the library will have a broader community impact. The

Future Vignettes for the Temple Terrace Library are slightly less structured, given its community needs and aspirations, but speak to many of the same components as the John Germany Library   model.

Building Diagrams illustrate conceptual experience diagrams that show how building components, when purposefully arranged for intended learning and experiential outcomes, provide a positive customer experience. In order to design libraries that facilitate active customer engagement it is essential to map the key areas of service focus and their adjacencies. Visually grouping like activities allows for a rapidly determining a buildings functions and the relationships and circulation patterns that happen between them. These prototypes were derived from the ideas generated in the workshops and are intended to be a primer for future design work, as applied to both John F. Germany Library and Temple Terrace Library.

Case Studies show how other institutions deliver services that have similar outcome goals. They are provided as inspiration and a starting place for the design and redesign of the Transformative Urban Library.

About John F. Germany Library

The John F. Germany Library has been serving downtown Tampa's growing community since 1968. Frequently referenced as the hub for resources for downtown Tampa and its surrounding communities, John F. Germany Library provides a supportive environment equipped with a technology commons, meeting spaces, assistive technology, and spaces where people can work, meet, and collaborate. The Hive at John F. Germany is a destination for content-creation with programs that range from screen-printing to robotics.

Another destination element is its Florida History and Genealogy Library which covers a wide-range of topics including how-to-guides, county and local histories, indexes of records such as marriage, death, cemetery, probate, military and pension, and passenger arrival.[1] John F. Germany Library is in a prime downtown location and within walking distance of many cultural amenities such as the Glazer Children's Museum, Straz Center for Performing Arts, and the Tampa Museum of Art. The library is just steps away from Tampa's active Riverwalk and Curtis Hixon Waterfront Park where the downtown recreational culture comes to life. John F. Germany Library is a comprehensive resource center for all of Hillsborough County and fosters the love of learning for all who visit.

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1 http://www.hcplc.org/hcplc/locations/jfg/genealogy.html

Photos: John F. Germany (Left); Riverfest Tampa (Right)

Community Values

In order to create this report, MSS engaged with library leaders and community planners in order to understand what residents love about the city and library, what they think the community expects downtown Tampa and the John Germany Library to be, and what the community aspirations are for the city and library. From this input, we were able to make recommendations on how the library can work with Tampa's existing physical and organizational infrastructure to advance the community as a whole.

What the community LOVES about downtown Tampa and the John F. Germany Library:

Active and diverse

Walkable, energized, and fun!

Synergy with the arts scene, cultural institutions and parks

Resources available to meet the learning, recreational, and healthcare needs of the community

Community expectations of downtown Tampa and the John Germany Library:

Safe

Easy-to-get-to/easy-to-navigate

Connections with other city districts and other institutions

Place for emerging technologies

Active after 5 p.m.

Inviting/outward looking

Busier/more energized

Community aspirations for downtown Tampa and the John F. Germany Library:

Live, work, play synergistic environment

Culturally diverse

Forward-looking

Beautiful and safe

Attractive to up-and-coming professionals

Engaged

Photo: Sail Pavilion, Tampa

Community Needs

As an institution with limited resources, public libraries cannot design impactful services and buildings based on "being all things to all people." Instead, libraries design their spaces and services based on the identification of critical community needs and aspirations. Although not intended to be a comprehensive community needs assessment, MSS asked participants to identify the most critical needs in downtown Tampa that they see for different age groups.

Photo: Curtis Hixon Waterfront Park, Tampa

Age Group:	Needs:
0-5	Daycare
6-10	Homework Help
11-13	After-school STEAM
14-18	Teen Success
18-24	Social Gathering
24-32	Career/Job Services
32-40	Grow Professionally
40-55	Arts & Culture
55-70	Life-Long Learning
70+	Place To Gather

A Vision for the Future

Photo: LMHQ, New York, NY

The catalyst for transformation of the John Germany Library has already taken place – reducing square footage and consolidating services from the West Annex into the East main building. Traditional departmental structures are being broken down and shifted and the library is becoming a more integrated ecosystem. This provides a model for how, as a Transformative Urban Library, John Germany Library can integrate itself into the vibrant downtown Tampa environment.

The John F. Germany Library experience will be integrated with recreational activities, cultural institutions, and the economic fabric of downtown and will be designed to:

Be an active anchor of the Downtown Tampa "Live, Work, Play" culture

Be the center of innovation, idea generation, and entrepreneurship for the region

Celebrate Tampa and Hillsborough County's cultural diversity

Serve as the gathering place for up and coming professionals

Connect programmatically with other city institutions and districts

The John F. Germany Library leadership will actively collaborate with aligned organizations and agencies to cultivate a dynamic city-wide experience by:

Intentionally designing experiences that foster idea generation and innovation

Partnerships with local universities for STEAM programming

Activating the Genealogy Collection in innovative and dynamic approaches

Designing active and on-going programs with local arts organizations

Integrating indoor and outdoor recreational programming

The John F. Germany Library will be a platform to empower individuals and enable community and economic development through constructive civic engagement and civic dialogue by:

Being the place that creates the future and celebrates the past

Creating a Design Thinking culture that will foster connections and break down silos to result in innovative experiences and outcomes

Creating a platform to cultivate a shared vision of a positive future for Hillsborough County and Tampa

Being the place where community problems can be tested and members of the community ("Community Incubators") can prototype innovative solutions

Fostering democracy, participation in society and real community ownership

A Vision for the Future
Design Thinking

"The Library of the Future will be a hub for community incubation, allowing the community to engage in the symbiosis of learning, practicing and teaching."

The John F. Germany Library will continue to be a vibrant learning institution executing the core services that are valued and trusted by the community. However, augmenting its conventional educational services with a "Design Thinking" pedagogy will allow the library to more efficiently reach its goal of being a Lab for Ideation and Innovation. The low-risk, low-cost, high-impact model of the peer-connected, interest-based, and mentor-facilitated YOUmedia approach to teen services at the Chicago Public Library is a successful precedent model for the John Germany Library staff and is based on the design-thinking approach to problem-solving and creativity.

The Design Thinking process has proven to be an effective device for developing creativity, innovation, curiosity, and other 21st century skills needed in a knowledge economy. Design Thinking is solution-focused framework defined as a methodology applied to solve complex problems and find desirable solutions. A design mindset is not problem-focused, it is solution-focused and action-oriented towards creating a preferred future. Unlike critical thinking which breaks down ideas, design thinking builds up ideas. Design Thinking draws upon logic, imagination, intuition, and systemic reasoning to explore possibilities and to create desired outcomes that benefit the end user. [1] Design Thinking is iterative and allows for ambiguity and re-direction. The public library is a perfect space for this process. It provides a supportive and collaborative environment for individuals and groups to learn, grow, and experiment outside of a corporate profit-based structure. Adopting a Design Thinking approach will not only help the John Germany Library achieve its goals but modeling it for the staff and public will build community capacity for this process. Entrepreneurs and business owners, educators and students, and community members in general will count on the library to provide them with meeting rooms, labs, and the tools to innovate and be prepared for future significant technological advances and disruptions.

Photo: YOUmedia Lab

1 http://www.creativityatwork.com/design-thinking-strategy-for-innovation/

Experience Principles

Considering the library experience holistically and through all service channels - people, place, and platform – the John F. Germany Library experience will:

Be a laboratory for innovation, creativity and idea generation,

Provide activated and facilitated environments for fostering community dialogue and community connections,

Promote diversity and equity among all customers by creating a welcoming environment free and accessible to all,

Be a civic focal point for the community fostered by collaborations with strategic partners.

Photos: Downtown Tampa (Left); Youth Tech Program (Top Right); Burgert Bros Walking Tour, HCPLC (Bottom Right)

Imagine This...

A Conceptual Future Building Narrative

The John F. Germany Public Library serves as an essential destination and resource center for all citizens of Hillsborough County. It is an iterative library, leading the nation in innovative design, services, and programming. Re-designed as a prototype for fostering community advancement, the library supports local small businesses, residency programs, community initiatives, and the health and well-being of its citizens. It is a place where unexpected partnerships flourish and individuals gather together to cultivate ideas shaping Tampa's development.
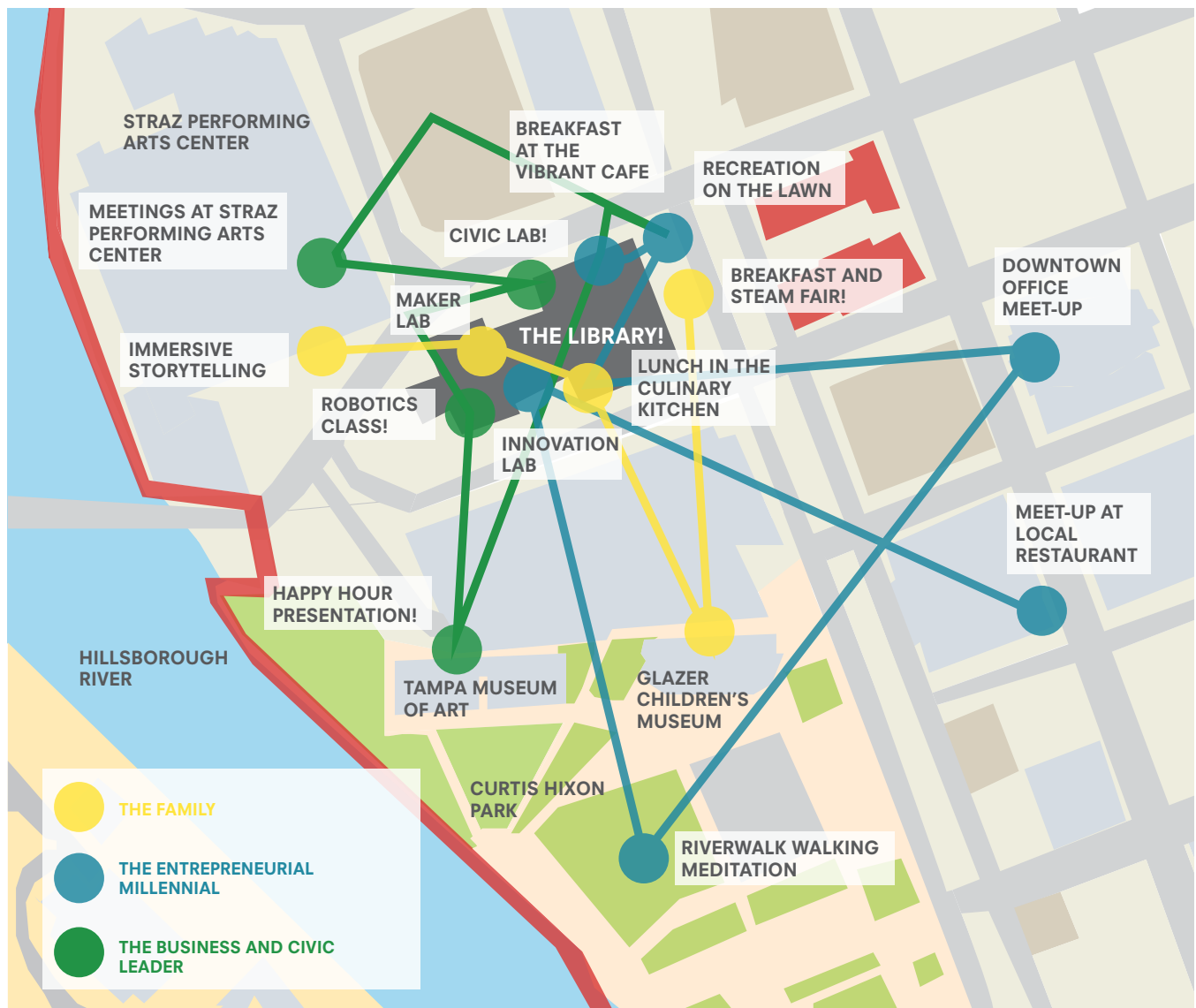
Through facilitated programming, the John F. Germany Public Library fosters community advancement by hosting on-going constructive dialogues with public and private partnerships. With the waterfront as its backyard, the library supports active outdoor fitness and educational programming and provides opportunities for outdoor gathering. In addition, its librarians are constantly designing unusual community placemaking programs incorporating downtown Tampa. Most recently, the parking lots and garages that surround the library were activated for creative programming with an

annual Parking Garage Gallery Stroll. Pop-ups are placed throughout with activities and interactive exhibits showing off what the artists, innovators, and scientists-in-residence have been making with youth and teens throughout the year. The library's new "idea incubator" helps tech and media startups by offering the growing network of freelance entrepreneurs workspaces to test new ideas and products. Corporate leaders and venture capitalists regularly visit the library during their lunch breaks so they can test out new products and ideas. Some have volunteered to mentor the entrepreneurs. The Hive, distributed through the library and beyond its walls, has been activated with amazing partnerships and everyone in town knows it is the place to play with new technologies. Tampa is known as the "Creative City" in no small part to it. The John F. Germany Public Library connects library services with the economic development ecosystem of Tampa's downtown and cultivates impactful and meaningful collaborative partnerships with its community to provide an enhanced quality of life and create community prosperity.

Photos: Project for Public Spaces (Left); Jen Stark Mural, Culver City, CA (Right)

Future Vignettes

The Library in the "Live, Work, Play" Community

STRAZ PERFORMING ARTS CENTER

BREAKFAST AT THE VIBRANT CAFE

RECREATION ON THE LAWN

MEETINGS AT STRAZ PERFORMING ARTS CENTER

CIVIC LAB!

DOWNTOWN OFFICE MEET-UP

MAKER LAB

THE LIBRARY!

BREAKFAST AND STEAM FAIR!

IMMERSIVE STORYTELLING

LUNCH IN THE CULINARY KITCHEN

ROBOTICS CLASS!

INNOVATION LAB

MEET-UP AT LOCAL RESTAURANT

HAPPY HOUR PRESENTATION!

HILLSBOROUGH RIVER

TAMPA MUSEUM OF ART

GLAZER CHILDREN'S MUSEUM

CURTIS HIXON PARK

RIVERWALK WALKING MEDITATION

THE FAMILY

THE ENTREPRENEURIAL MILLENNIAL

THE BUSINESS AND CIVIC LEADER

The Family

Schedule/Itinerary 1: The Family
A Day in the Life at the "Library"

Morning: Breakfast and STEAM fair on the Lawn

Mid-Morning: Children's museum program facilitated by the library

Lunch: Make your Lunch at the Culinary Kitchen

Afternoon: Maker Lab project

Evening: Performing Arts Center immersive storytelling "pop-up" in the Innovation Lab

A Conceptual Future Building Narrative

Ana is a single mother looking for constructive activities for her two children, Jack, 6, and Oliver, 10 during the summer. They live Seminole Heights but Ana works in downtown Tampa. Now that the city has autonomous vehicles, her commute time has been drastically reduced, but she still prefers to have her children closer to her during the summer workday. She was thrilled to learn of the Library Summer Camp program that is absolutely free and super convenient for her. Their autonomous car drops them all off on the lawn of the recently renovated John F. Germany Public Library and the Library Counselors greet Jack and Oliver with smiles and open arms.

Ana knows what the kids will be doing each day because in the evening receives a text listing the next day's activities. They are always a fun combination of something to learn, something to make, a recreational activity, and at least twice-a-week a local "field trip" to the Children's Museum, Theater, the Science Lab at the University or one of the Riverwalk parks. The Library Summer Camp takes advantage of the downtown location and partnerships that have been developed among public and private institutions. It has become a learning model for the entire country. The best part is that Ana has discovered that they can come back on the weekends and check out museum passes, participate in Saturday family Frisbee golf on the lawn, and use The Hive to make all sorts of cool stuff. She has been learning robotics, while the kids have been exploring their own interests. Oliver takes advantage of the Artist in Residence and Jack loves the programs of the Scientist in Residence. But what Ana enjoys the most is that while the children are occupied in programs, she hangs out at the vibrant café with other single mothers who are experiencing many of the same challenges that she does.

Next year, Ana will sign the children up to be part of the "Learning Circle" that the library has created; a program that is part of the Innovation Lab. The goal will be to create an interest-based curriculum for her children so that she can use that in discussions with their teachers about the most effective ways that her children can learn. The Innovation Lab is always doing interesting projects that focus on how to help parents and teachers better serve their students' diverse needs. The Library is responsible for the most innovative "Educational Think Tank" in the country and Ana is thrilled that she and her children can participate and contribute to the community project. She is eager to take advantage of learning more about how she can be an agent for her children's learning.

The Family
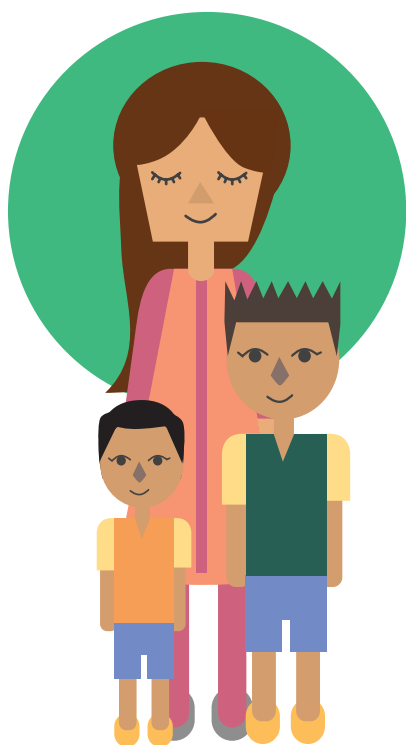
Outcomes

- Children develop a love of the library, a love for the community, and a love of learning
- The mother learns parenting skills, develops a support community and knows her children are safe and active during the summer
- They all develop deeper relationships with their diverse community

Skills & Talents

- Librarian as Creativity Facilitator
- Librarian as Community Planner
- Librarian as Camp Counselor/ Guidance Counselor
- Librarian as Culinary Expert
- Librarian as Education Expert
- Librarian as Life Coach
- Librarian as Community Placemaker
- Artist-in-Resident
- Scientist-in-Resident

Advisory Board

- Youth Program Experts
- STEAM Experts
- Art and Cultural Institutions
- Recreational Experts
- Educational Leaders
- Friends of the Library
- Youth and Technology
- Library Staff

Spaces

- Lawn/Plaza
- Vibrant Cafe
- Culinary Kitchen
- Family Literacy Center
- Interest-based Studios
- Innovation Lab
- Maker Lab
- Think Tank
- Homework Help Center

Programs & Services

- Library Summer Camp
- Healthy Eating Skills
- Field Trip Tampa!
- Storytime of the Future
- Learning with All 5 Senses
- Lawn Frisbee Golf
- Family Activity Saturday
- Robotics
- Graphic Design
- Movie Design
- 3-D Printing
- Gaming Lab
- Coding for the Family
- Design Your Perfect School
- Design Thinking in Action
- Family Recreational Programming
- Parental Modeling and Improv
- Mommy Meet-up at the Vibrant Café!

Contribution to the Library

- The family contributes to the 'Educational Think Tank'' community project
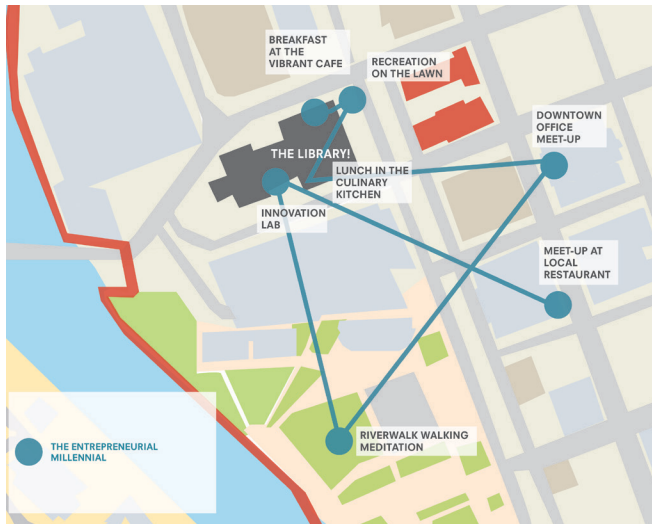
The Entrepreneur

Schedule/Itinerary 2: The Entrepreneur
A Day in the Life at the "Library"

Morning: Breakfast in the Vibrant Café with his mentor

After Breakfast: Arrive at workspace in the Incubator where he sets up "shop" for the day

Mid-morning: Library facilitated recreational activity on the Lawn

Lunch: Healthy-eating lunch in the Culinary Kitchen

Afternoon: Business meeting at a downtown office

Late Afternoon: Riverwalk walking meditation hosted by downtown yoga studio

Evening: Spends the rest of the evening at the Innovation Lab (hack-a-thon)

Supper: Meet-Up at a local restaurant

A Conceptual Future Building Narrative

Hector grew up in southern Florida where his Cuban parents settled before he was born. He went to the University of Florida in Gainesville and decided to move to Tampa to work as a freelance tech startup entrepreneur and to be with his best friends, many of whom moved to Tampa a year ago to work for a social innovation startup. He is interested in artificial intelligence, sports and body building. He is combining his passions to create cool new AI tools for the sports industry. He's hoping that the local minor and major league sports teams will buy his products. He also seeks a work/life balance that he knows he can find easily in downtown Tampa.

He, like many of his peers, has decided to start his career as a freelance entrepreneur and Tampa, specifically the recently renovated John F. Germany Public Library, has become the best place for him to keep his lifestyle that he enjoys, but also have access to talented mentors, peer groups and potential venture capital funding. The Library has become his office and he sets up in the Incubator space, but also uses the Innovation Labs, and The Hive.

His best friends have become the "Innovators-in-Residence" at the library. They are Librarian Facilitators who learn and teach about future technologies and how to apply them in an entrepreneurial setting. They have been working with Hector to create scenarios to help his business modeling. He's often at the library even on weekends because families who are visiting the library can test out his latest creations which helps his prototyping and iteration.

One of the by-products of being at the library all the time was meeting a couple hosting "Do Good" programs in the Civic Lab. He was so inspired by them that he recently applied and was accepted to be a "Next Generation Civic Innovator" where he will lead the AI beta testing project, Capturing Data for the Common Good: Tampa's Future Development. It doesn't hurt that this couple is also best friends with one of the Tampa Bay Buccaneers investors.

The Entrepreneur

Outcomes

- Develops unexpected relationships to the library and to individuals
- Has access to business resources that assist in being successful
- Connects his passion with youth and families in the community
- Develops meaningful relationships with library staff
- Uses the library and its resources as an anchor, office and 3rd place
- Has a safe space for ideation and innovation

Spaces

- Business Incubator
- The Lawn
- Vibrant Cafe
- Culinary Kitchen
- Business Incubator
- Civic Lab
- Innovation Lab
- Recreational Studio
- Ideation Zones
- Career/Print Center
- Digital Technology Lab
- Gaming Lab

Skills & Talents

- Librarian as Innovator
- Librarian as Business Connector
- Librarian as Business Coach
- Librarian as Prototype Facilitator
- Librarian as Community Connector
- Librarian as Futurist

Programs & Services

- Business Incubator Programs
- How To: Start Up!
- How To: Develop a Business Plan!
- How To: Leverage the Tampa
- Business Community!
- Attends Library "Conferences"
- Guest Speakers
- Meet-ups
- Networking Happy Hours at Local Restaurants
- Lunch and Learns
- Prototyping and Co-Creating
- Take a Break with Gaming

Advisory Board

- Local Business Developers
- Tech Start-ups
- Regional Business Leaders
- Local Entrepreneurs

Contribution to the Library

- Contributes to Tampa's Economic Development
- Contributes to Tampa's Civic Development
- Facilitates STEAM Programs and AI Programs for Youth

Leaders in the Business and Civic Community

Schedule/Itinerary 3: Leaders in the Business and Civic Community

A Day in the Life at the "Library"

Morning: Breakfast at the Library's Vibrant Café

Mid-Morning: Husband: Meditation on the Lawn
Wife: Yoga in the Recreation Studio

Lunch: Host dialogue in the Civic Lab on Tampa's future development

Afternoon: Wife: Work in the Civic Lab

Husband: Client meeting with the Performing Arts Center and Children's Museum

Late Afternoon: Participates in Robotics and Coding classes for fun

Evening: Present project to further activate the Genealogy Collection ("Pop-up" as part of the Parking Garage Gallery Stroll) during Community Placemaking Happy Hour at the museum.

A Conceptual Future Building Narrative

Beth and Stefan are Tampa natives and longtime advocates for Tampa's city-wide development. When their children moved out of the house they made it their priority to get more involved with Tampa's community.

Stefan is a business leader who has spent most of his life developing new economic plans for cultural and non-profit institutions in Tampa and other surrounding cities. Beth has been a community activist and leader for low-income families in Hillsborough County for 30 years. They are political junkies. Although they don't always agree on everything, they are devoted to Tampa, its future, and recently they have found a community of like-minded people at the John F. Germany Library's Civic Lab. Their best friends are a real estate developer and a professor at the University of Tampa. Together, they frequently attend the community conversations at the library where they learn about the critical issues Tampa is facing from the City's political leaders and brainstorm solutions. They discovered that the library's Civic Lab is the best place to get involved with DIY civic activism.

They have also become regular volunteers at the Genealogy Lab, designing programs to activate the rich historical document collection. Their recent exhibition, "Pop-Up" has been a fun attraction in the Parking Garage Gallery Stroll and many of the youth with whom Beth has worked throughout the years helped in its creation. As Beth and Stefan edge toward retirement, the library has become a second home that will make their retirement meaningful and will allow the city to continue to benefit from their experience, wisdom, and public-spiritedness.

Leaders in the Business and Civic Community
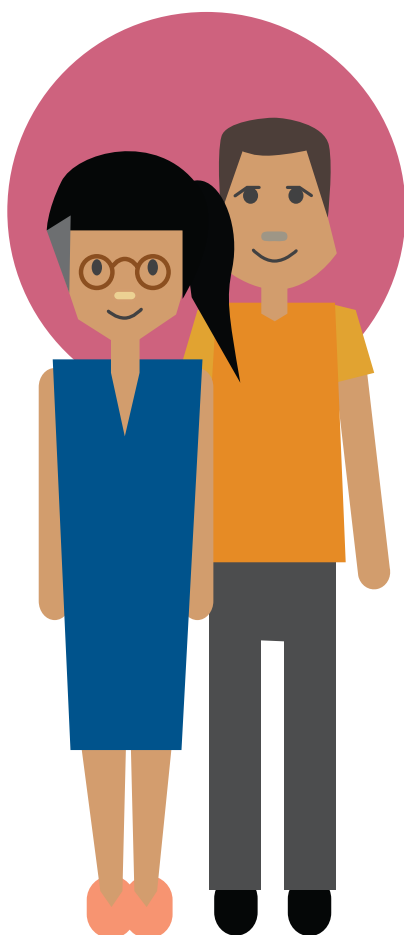
Outcomes

- Discovers a home at the library
- Finds new ways to be involved with the community
- A place to gather and meet up with friends
- Enjoys a Live, Work, Play lifestyle anchored at the library

Skills & Talents

- Librarian as DIY Civic Activist
- Librarian as Community Leader
- Librarian as Democracy Catalyst
- Librarian as Innovator, Idea Generator, Futurist

Advisory Board

- Local Business Leaders
- Arts and Cultural institutions
- University of Tampa
- Non-profit Organizations
- Social Innovation Groups
- Political Leaders

Spaces

- Vibrant Café
- Community Living Room
- Civic Lab
- Meeting Spaces
- Recreation Studio
- Brainstorming Center
- Quiet Room
- Genealogy Lab
- Interest-based Studios
- Civic Lab
- Community Idea Box

Programs & Services

- Breakfast with Friends!
- Interest-based Learning Programs for Seniors
- Book Club, Travel Club, Writer's Clubs
- Lunch and Learn about Tampa!
- Civic Action Meet-ups
- Local History Programming
- Author Discussions
- Arts and Cultural Programming
- Teaching and Creating to Youth

Contribution to the Library

- The library is a platform that fosters community dialogue
- Helps empower the community to take ownership of the library
- Assists in creating innovative models for community participation
- Has a platform for their experience and wisdom to integrated into the fabric of downtown Tampa

Building Diagrams
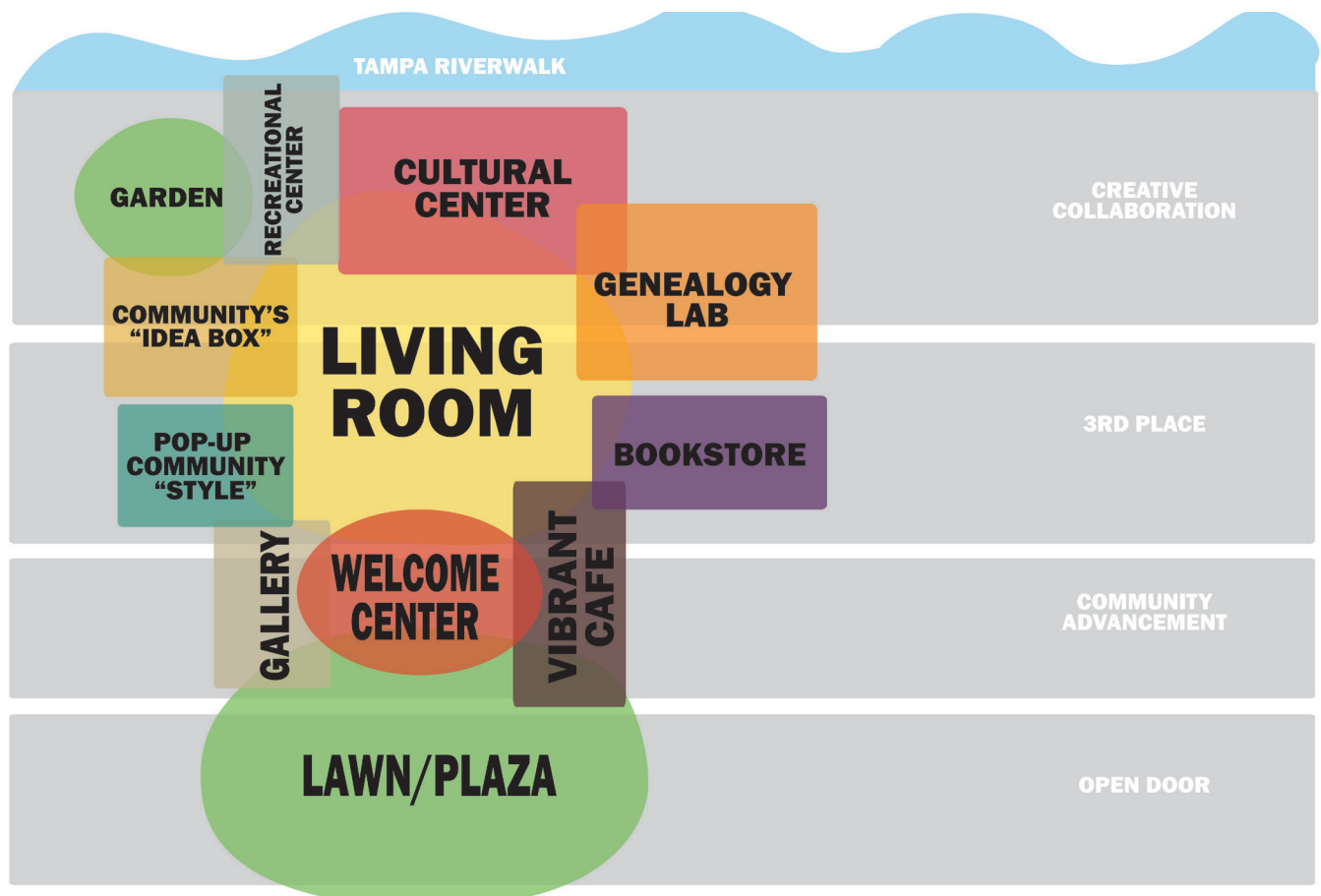
John F. Germany's
Community Living Room

Community Living Room

The purpose of the John F. Germany's Community Living Room will be to provide a welcoming, relaxed and safe environment for citizens of all ages to gather.

The Community Hub is the informal meeting place, the "Third Place" of the library, where unintentional, spontaneous interactions can occur; where rather than an intentional learning agenda, an intentional informal social agenda fosters positive community conversation, interaction, alone/together-ness, discovery, entertainment, and enjoyment.

"People can gather for the pleasure of good company and lively conversation."


TAMPA RIVERWALK

GARDEN

RECREATIONAL CENTER

CULTURAL CENTER

CREATIVE COLLABORATION

COMMUNITY'S "IDEA BOX"

GENEALOGY LAB

LIVING ROOM

POP-UP COMMUNITY "STYLE"

BOOKSTORE

3RD PLACE

GALLERY

WELCOME CENTER

VIBRANT CAFE

COMMUNITY ADVANCEMENT

LAWN/PLAZA

OPEN DOOR

John F. Germany's
Innovation Lab

Innovation Lab

The purpose of the Library's Innovation Lab will be to demonstrate HCPLC's commitment to innovation, discovery, creativity, originality, ingenuity, and inventiveness.

One approach to layer a meaningful experience on the layout of the Innovation Lab is to consider that innovation is about a process of testing new ideas. This iterative process requires idea generation, research, testing, sharing and collaboration, refinement, prototyping, and production.

"The Innovation Lab is not just intended to be a place, but an attitude and a brand that encourages adaptability and forward thinking for all library services."
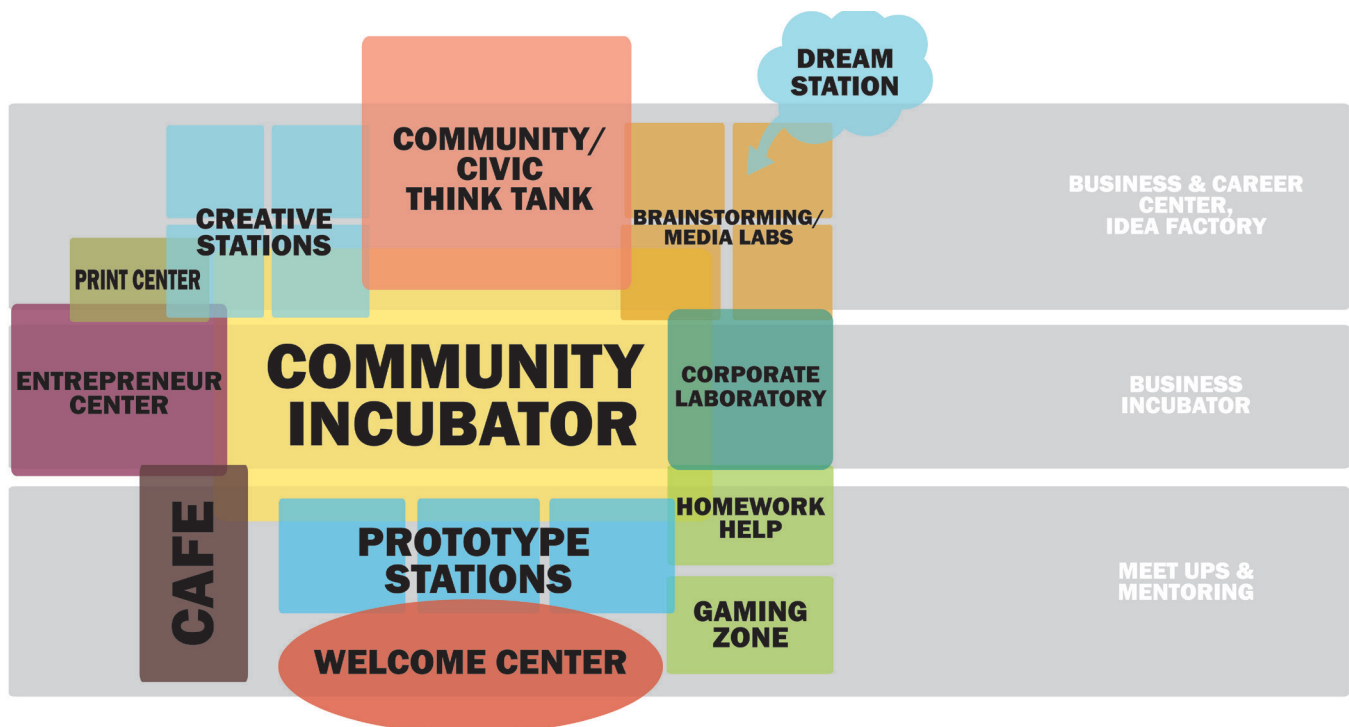
John F. Germany's
Content Creation Studio

Content Creation Studio
The purpose of the Content Creation Studio will be to demonstrate HCPLC's commitment to lifelong learning and provide the facilitated experiences for all ages and stages to create whatever their interests, passions and aspirations take them.

One of the distinctions of this space, as compared to the Innovation Lab, is that this is intended for tinkering and playing with families and friends. The Innovation Lab is designed, for this project, as an idea incubator for the community. This space is intended to be more family-centric.
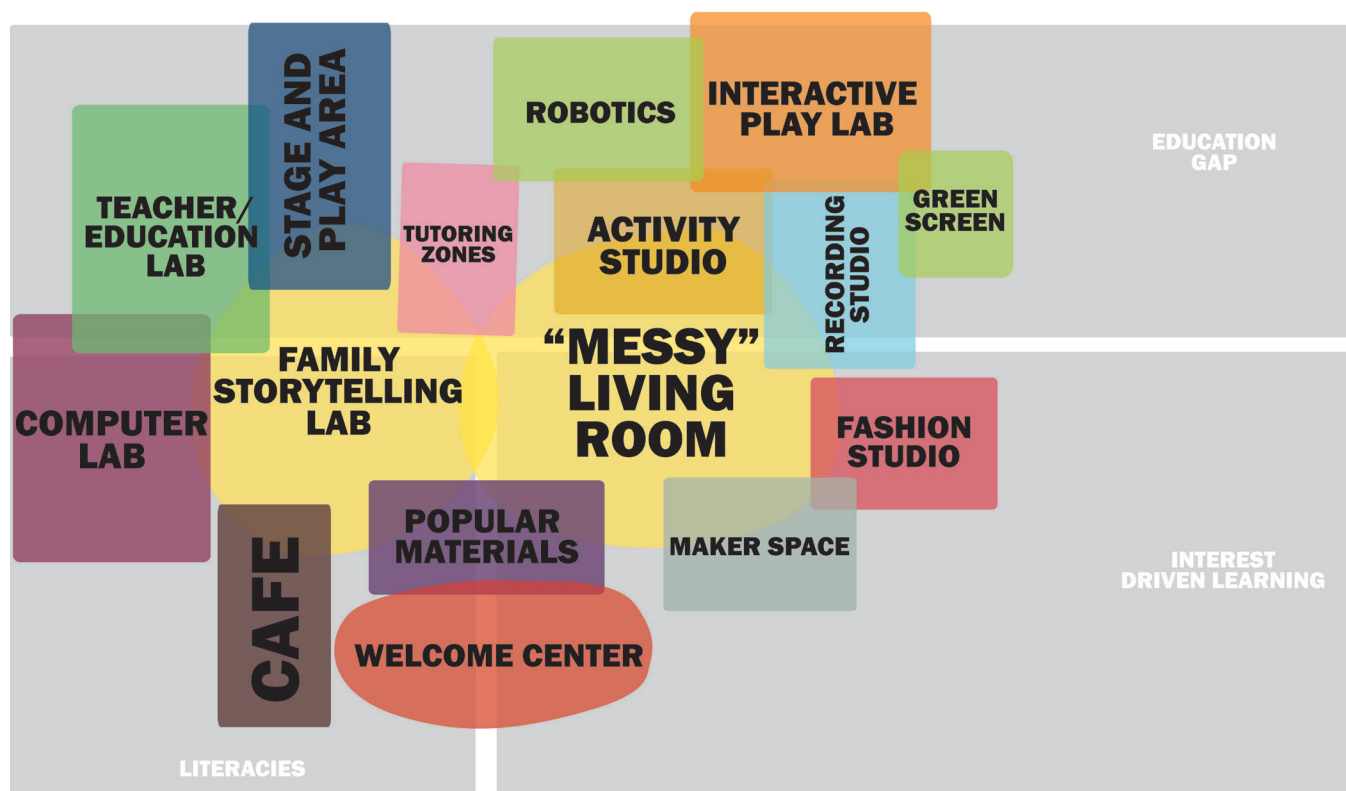
Case Studies

Case Study 1

Library Tel Aviv

The public library in the Shalom Tower served the Tel Aviv community for many years as a hub of knowledge and independent education. However, in our technological age, it had become an under-used space, with people finding more information online and referring less to the shelves of their local library.

The library's Space for Entrepreneurship takes the library's traditional values of knowledge, education and curiosity and infuses them with technological innovation and start-up energy.


The Library provides a shared working space and hub facilities for teams dedicated to developing internet startups and technology companies. In addition, the library offers networking events, meet ups, and professional infrastructure for young entrepreneurial visionaries.

http://www.thelibrary.co.il/about.html

Case Study 2

The Idea Factory:
Workplace of the Future
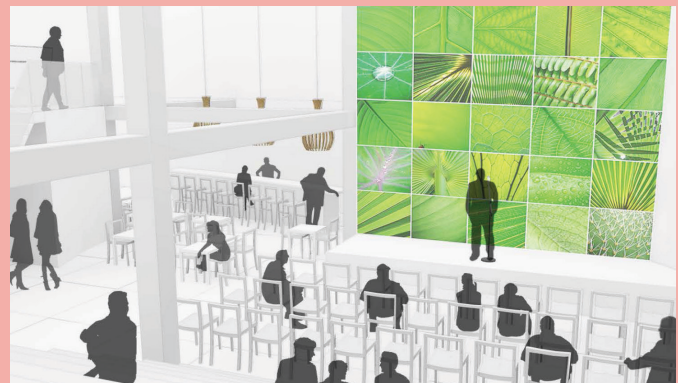
The Idea Factory is a prototype environment developed by Margaret Sullivan Studio for an idea competition. As a clubhouse rather than a typical office space, it can easily be adopted as a new model for public library service. The Idea Factory promotes entrepreneurship and equality. It represents the best of American capitalism, creativity and cultivation of success with the spirit that the best idea wins.

Increasing numbers of incubator spaces are evidence of the shift from a corporate system of employment of the individual to an entrepreneurial entity with more expansive, concentrated support systems. In advancing this idea to 2020, the Idea Factory comprises a network of cross-disciplinary individuals who utilize each other to form a network for professional success.

Work   Social   Culture
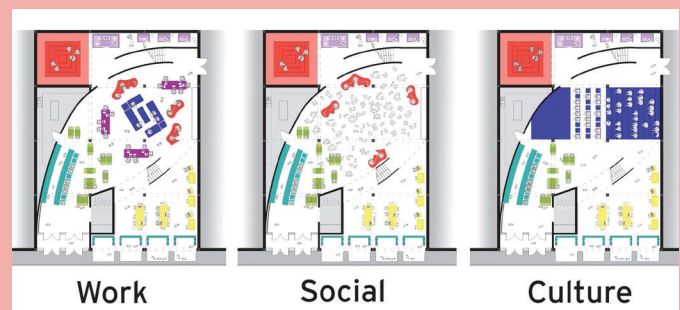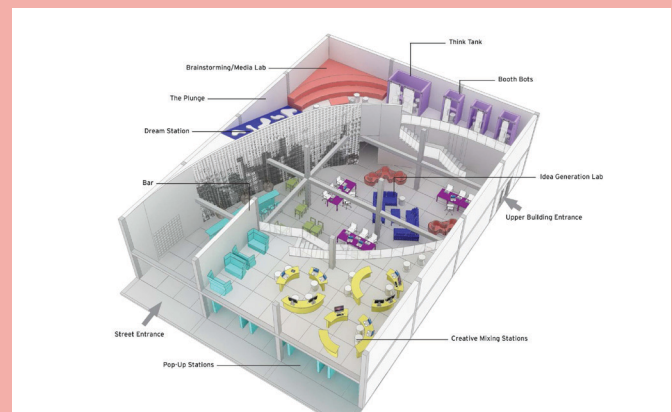
About Temple Terrace Library

Promoted as "Tampa's most beautiful suburb[1]" shortly after its establishment in 1925, the City of Temple Terrace affords an unparalleled standard of living for its 26,000+ residents, marrying a small-town feel with urban amenities. Situated just outside of Tampa, Temple Terrace boasts beautiful parks with picturesque views of the Hillsborough River, a recreation center and historic golf and country club, and easy access to institutions of higher learning, including USF and Florida College, and such attractions as the Museum of Science and Industry (MOSI) and Busch Gardens.

Another of the City's features is the Temple Terrace Public Library, which was established by the Temple Terrace Woman's Club in 1959. A trusted resource since its opening, the library has undergone many transformations in the past 59 years. In 1998, an extensive renovation resulted in the current 20,000 square foot facility in the heart of the City. Today, the vibrant Temple Terrace Public Library offers extensive resources for all ages and interests, as well

as hosting imaginative and informative events. The library ensures that all members of the community, including students from four local educational institutions, have free access to computers and internet service as well as programs to introduce patrons to technology. Family and early literacy programming, such as Baby Time and Story Time, are well attended. Creative teen programming also is popular, including College Prep, Game Zone and Crafty Teens.

Temple Terrace Public Library is located close to the University of South Florida and Florida College as well as some of the area's finest medical facilities, cultural centers, and sports arenas. A haven for University of South Florida faculty and students, Temple Terrace is one of the most well-educated communities in the region.

With the support of a community that values family, community, learning, and education, the Temple Terrace Public Library has the potential to foster an even richer library experience by creating experiences to play and learn, and by providing project-based

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1 http://www.templeterrace.com/369/About-Temple-Terrace

Photos: Temple Terrace Public Library

learning programs, innovative technology, and content creation activities fundamental to 21st century learning. We envision a rejuvenated Temple Terrace Public Library that inspires a renewed energy and opportunity for prosperity in the community.

Transformative Urban Library Community Values
As part of the process, MSS engaged in dialogue with library leaders and community planners to hear what they love, what they believe are the needs of the community, what they aspire the community to be and how the library can work with Tampa's existing physical and organizational infrastructure to advance the community as a whole.

What the community LOVES about Temple Terrace:
It has a close-knit and small-town feel

It has a beautiful landscape filled with parks and golf courses

It has a rich heritage and history of the community

The library offers a variety of services

It is a culturally diverse and well-educated community

What the community NEEDS for Temple Terrace:
To have vibrant community engagement with the university community
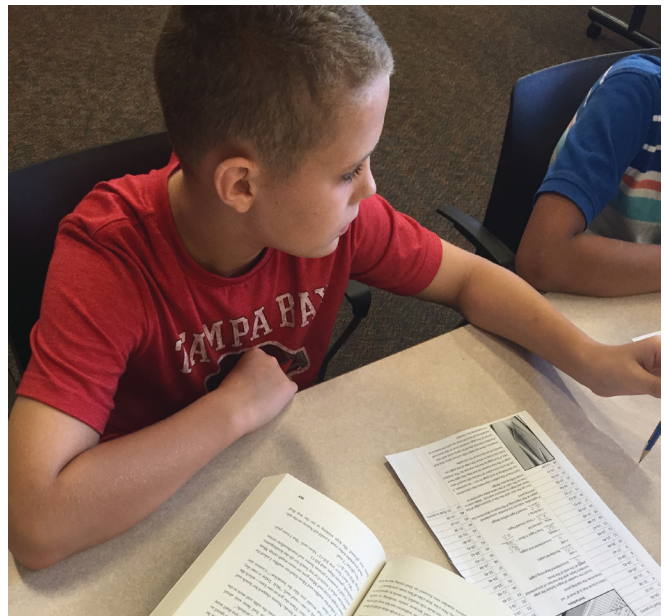
To have facility activation

To have improved and better facilities

Provide an "urban vision" to the community

To provide community influence from downtown

To be a truly inclusive community

To have better access to the river

What the community ASPIRES for Temple Terrace:
To be the focal point of community life

To have indoor and outdoor connectivity

To have more artistic influence

Preserve the "small-town" feeling and look

Provide more cultural integration within the community

To provide more things to do like eat out, shop, and gather

To be a more walkable community

To have better transportation options

Photo: Homework, HCPLC

Community Needs

Although not intended to be a comprehensive community needs assessment, it is important in the process of designing library services and physical spaces for the future to identify the community needs and aspirations that services are based upon. As part of the workshop process, MSS asked participants to identify the most critical needs that they see for different age groups.
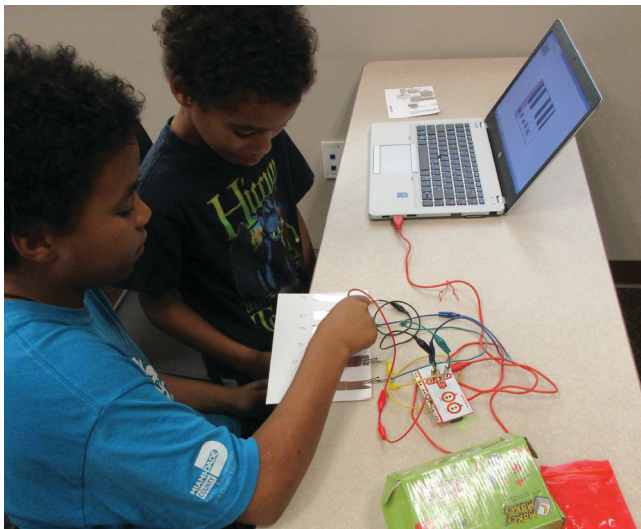
Age Group:	Needs:
0-5	Storytime
6-10	Inspiration & Play
11-13	Tween Tutoring
14-18	Skill Development
18-24	Social Resources
24-32	Learn To Earn
32-40	Family Programs
40-55	Arts Outreach
55-70	Retirement Resources
70+	Place To Explore

Photo: Kids Making, HCPLC

A Vision for the Future

As part of the participatory workshop design process, a vision for a future Temple Terrace Public Library is emerging. We believe that the catalyst for transformation - the opportunity to incorporate the public library into city master planning and future urban development - will allow Temple Terrace Public Library to create an innovative "brand" that will maintain its role as a family-centered community learning center, while allowing it to become an essential component of the daily life for the Temple Terrace community!

We also believe that many of the goals for the John F. Germany Public Library - to be an innovative, ideation incubator - will be applied here, with programming customized for the Temple Terrace community's unique needs and interests.

The Temple Terrace Library will:
Be a leader in community prosperity and rejuvenation

Provide a safe space for gathering and connecting as well as a space to find new opportunities

Provide resources for reading and a destination for cultural programming

Photo: Meditation, HCPLC

Be a primary support for the pursuit of learning opportunities and personal growth

The Temple Terrace Public Library experience will be integrated with recreational activity, cultural institutions, and the economic fabric of the community, designed to:
Be an active anchor of the Temple Terrace community and support healthy, fun, and playful community engagement

Serve as the essential gathering place for children, families, and individuals

Be a catalyst for Temple Terrace's development and growth

The Temple Terrace Public Library will be a platform to empower individuals and enable the community to create an "urban vision" that:
Is a destination that fosters community dialogue

Creates a platform to cultivate a shared vision of a positive future for Hillsborough County and Temple Terrace

Is the place where families come to learn, create and share

Provides opportunities for community ownership, fostering civic participation

Learning Culture
The 21st century Temple Terrace Public Library will be a place designed around unique customized learning journeys and built around the experiences, activities and accomplishments of patrons. We envision an active library, designed with an experiential learning curriculum in mind and utilizing project-based learning for intergenerational experiences. All learning styles will be supported, talents will be celebrated, and learning at all ages and stages will be fostered.

Imagine This...

A Conceptual Future Building Narrative

When you arrive at the Temple Terrace Public Library, you are transported into the coolest coffee shop Hillsborough County has ever seen! It is instantly obvious that the library jumped on the opportunity to re-brand and re-invigorate itself and plays a significant role in the city's growth and development. The amenities surrounding the library are vast. Many residents work nearby at the University of South Florida and the student population brings diversity and fresh ideas to the blossoming community. The library is dynamic and energetic and partners with local retail shops, community organizations, schools and institutions, to bring library services directly to the community. The library supports pop-up partnerships in a market-like setting that provide a structure for small businesses that invigorate not only the library but the streetscapes that surround it.

The Temple Terrace Public Library celebrates its small-town charm and provides access to collections of materials that inspire, inform and delight. This is not your traditional library!

It is an attractive destination for high school and college students, young entrepreneurs, and the movers and shakers of the community to interact and socialize, but it still thrives as a community connector to learning, playing, recreation and all forms of "edutainment" for the families that make Temple Terrace their home. They love the festival-like atmosphere and know that children - from infants and toddlers, to 'tweens and teens - can enjoy activities any day of the week. The library is recognized as an essential part of their lives!
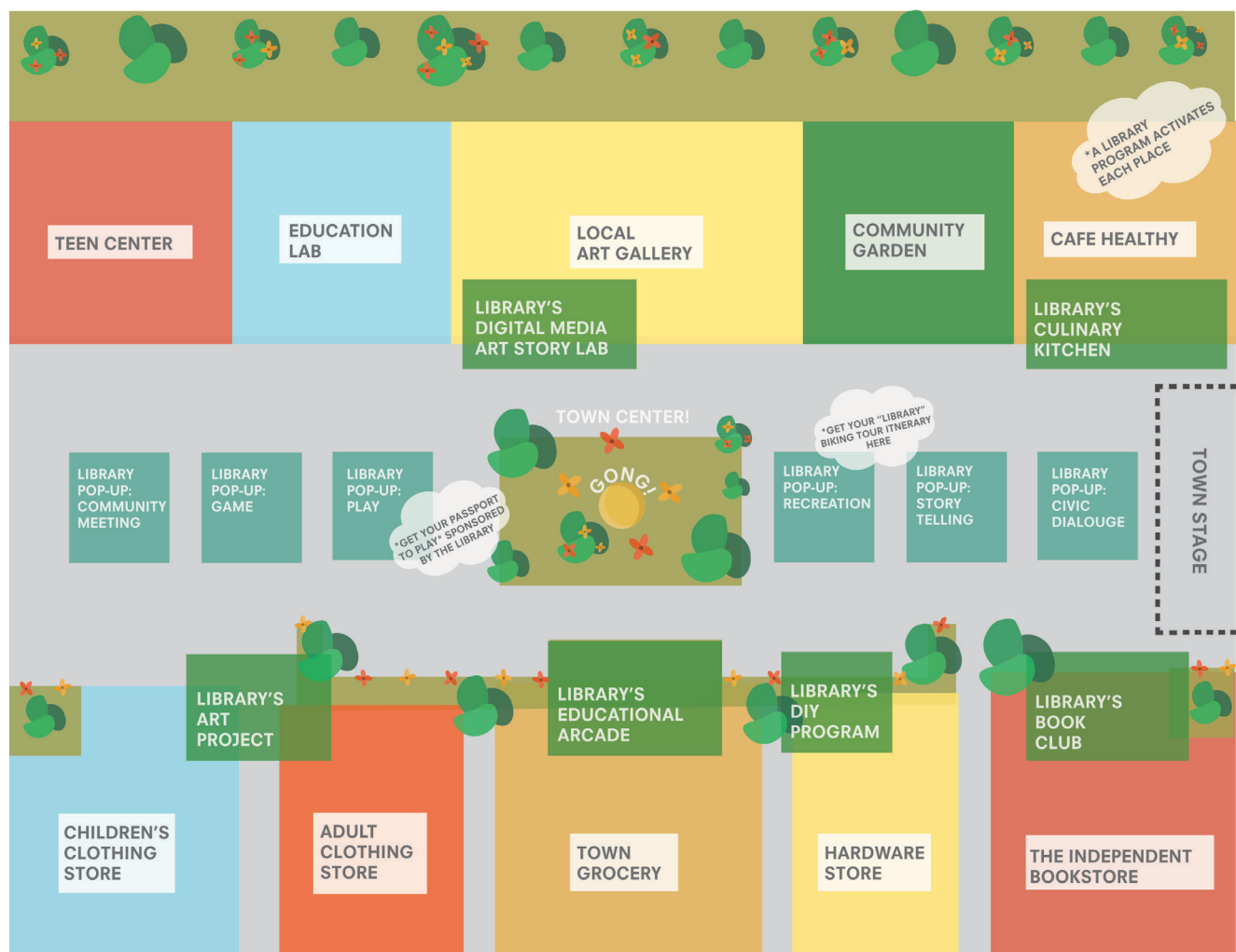
Photos: Community Expo, HCPLC (top left); Customer Browsing, HCPLC (top right); The Giving Tree Music, Inc. Drum Circle, Temple Terrace Library, HCPLC (bottom left)
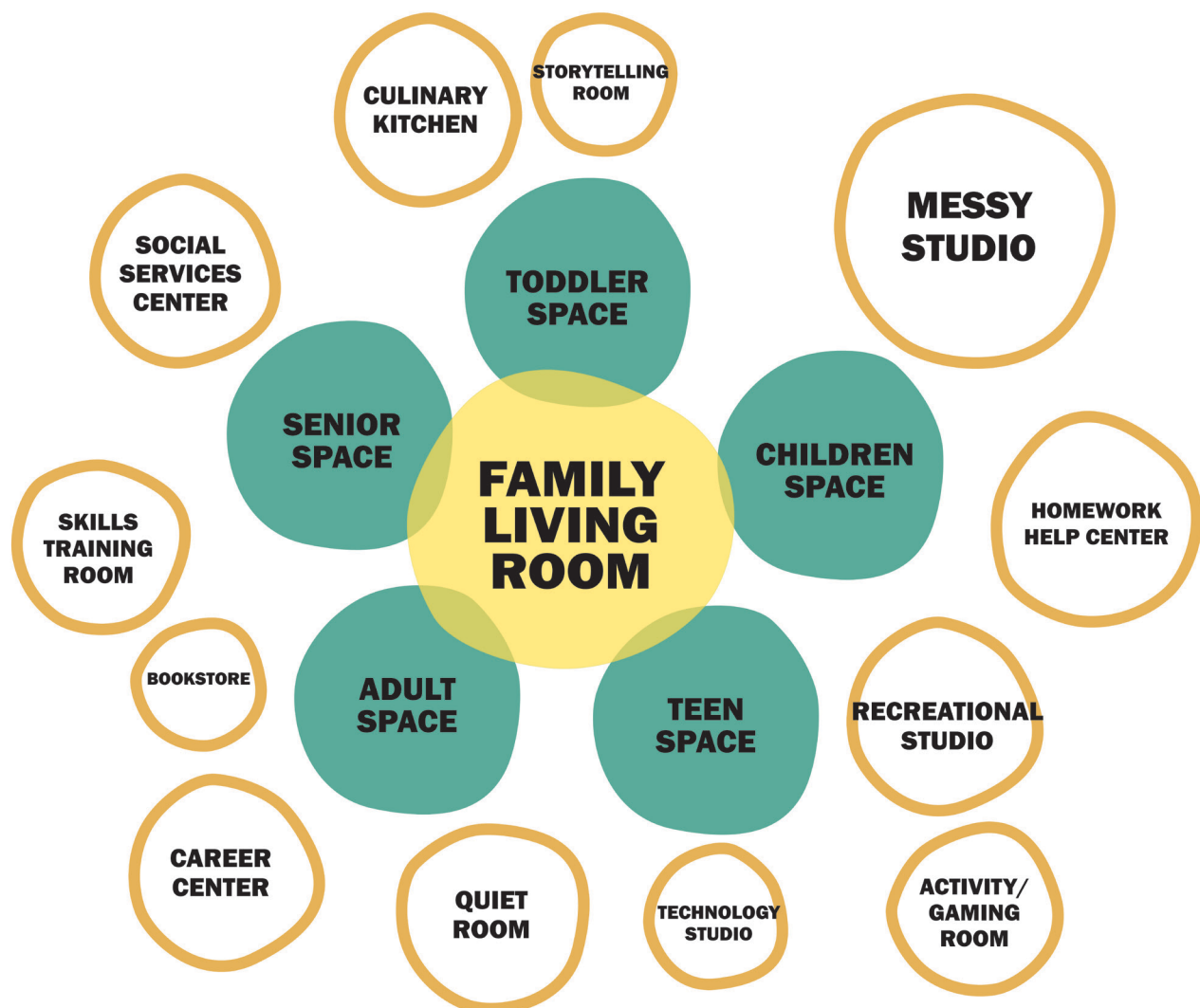
Building Diagrams
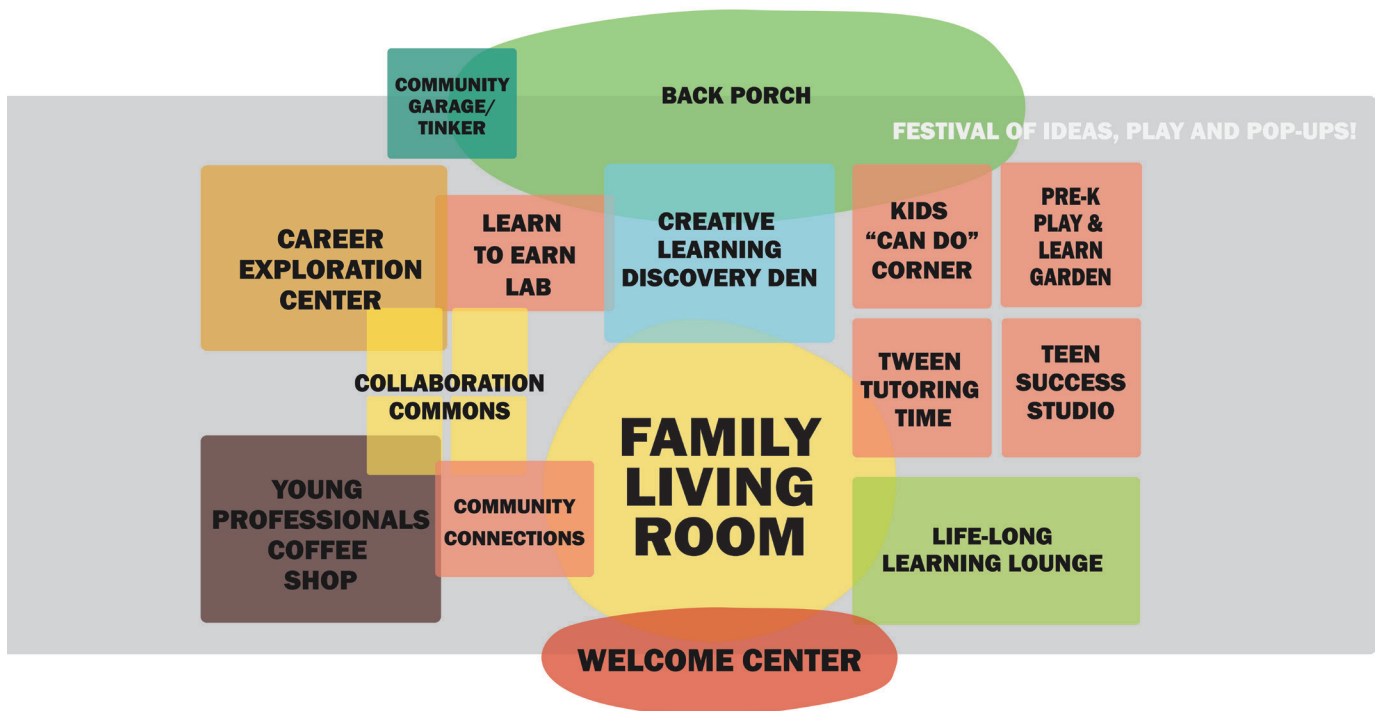
Temple Terrace's
Town Map

The purpose of the Town Map is to demonstrate how Temple Terrace can facilitate library-ness anywhere in the community.

*A LIBRARY PROGRAM ACTIVATES EACH PLACE

TEEN CENTER

EDUCATION LAB

LOCAL ART GALLERY

COMMUNITY GARDEN

CAFE HEALTHY

LIBRARY'S DIGITAL MEDIA ART STORY LAB

LIBRARY'S CULINARY KITCHEN

TOWN CENTER!

*GET YOUR "LIBRARY" BIKING TOUR ITINERARY HERE

GONG!

LIBRARY POP-UP: COMMUNITY MEETING

LIBRARY POP-UP: GAME

LIBRARY POP-UP: PLAY

*GET YOUR PASSPORT TO PLAY' SPONSORED BY THE LIBRARY

LIBRARY POP-UP: RECREATION

LIBRARY POP-UP: STORY TELLING

LIBRARY POP-UP: CIVIC DIALOGUE

TOWN STAGE

LIBRARY'S ART PROJECT

LIBRARY'S EDUCATIONAL ARCADE

LIBRARY'S DIY PROGRAM

LIBRARY'S BOOK CLUB

CHILDREN'S CLOTHING STORE

ADULT CLOTHING STORE

TOWN GROCERY

HARDWARE STORE

THE INDEPENDENT BOOKSTORE

Temple Terrace's
Family-Centric Living Room

CULINARY KITCHEN

STORYTELLING ROOM

MESSY STUDIO

SOCIAL SERVICES CENTER

TODDLER SPACE

SENIOR SPACE

FAMILY LIVING ROOM

CHILDREN SPACE

HOMEWORK HELP CENTER

SKILLS TRAINING ROOM

BOOKSTORE

ADULT SPACE

TEEN SPACE

RECREATIONAL STUDIO

CAREER CENTER

QUIET ROOM

TECHNOLOGY STUDIO

ACTIVITY/ GAMING ROOM

Temple Terrace's
Small-Town Festival

COMMUNITY GARAGE/ TINKER

BACK PORCH

FESTIVAL OF IDEAS, PLAY AND POP-UPS!

CAREER EXPLORATION CENTER

LEARN TO EARN LAB

CREATIVE LEARNING DISCOVERY DEN

KIDS "CAN DO" CORNER

PRE-K PLAY & LEARN GARDEN

COLLABORATION COMMONS

TWEEN TUTORING TIME

TEEN SUCCESS STUDIO

YOUNG PROFESSIONALS COFFEE SHOP

COMMUNITY CONNECTIONS

FAMILY LIVING ROOM

LIFE-LONG LEARNING LOUNGE
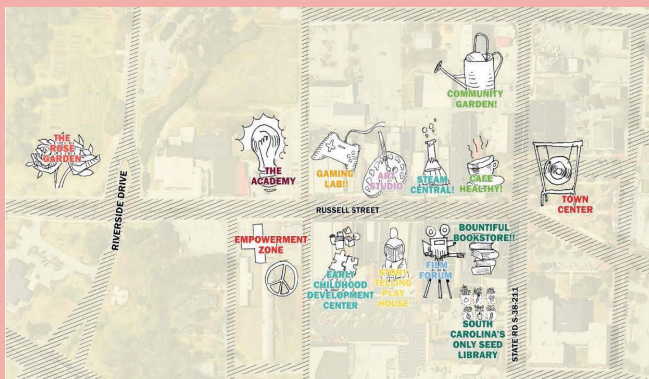
WELCOME CENTER

Temple Terrace's
Activity Diagrams
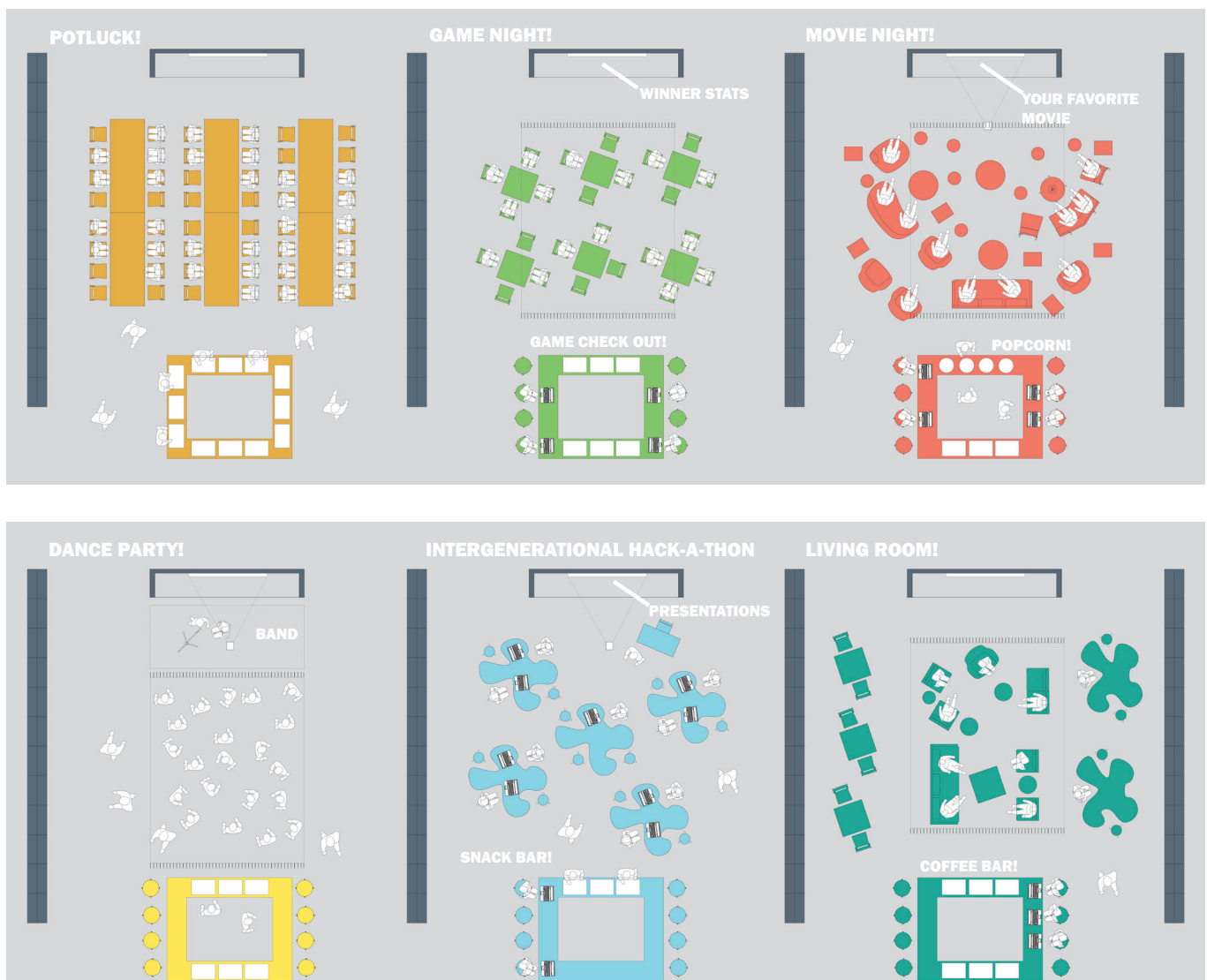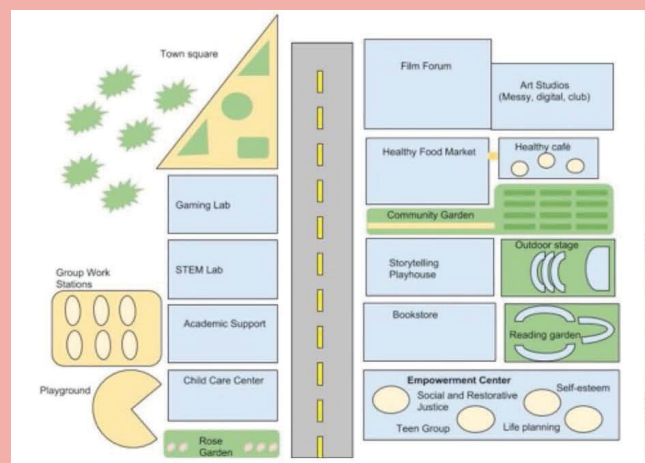
Case Studies

Case Study 1

Orangeburg County Library
South Carolina
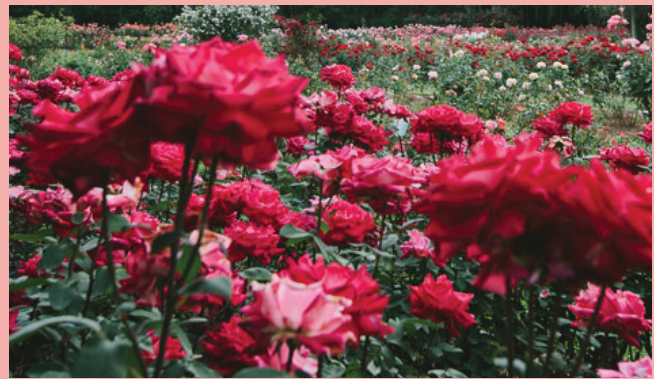
Orangeburg, also known as "The Garden City," is the fifth oldest city in South Carolina. It is a historical city with a rich downtown area. While the downtown area has been stagnant for a long time, there have been great efforts and strides in the past decade to transform the downtown.

The Orangeburg County Library is a vibrant, open space with personalized nooks for each age group.

The library reaches out to the community through innovative programs that correspond to the strengths of their staff.

Case Study 2

Bryant Park
New York City, NY

The Bryant Park Corporation (BPC) was founded in 1980 with a charge to reclaim Bryant Park for the people of New York City. Since then, the talent, dedication and execution of the BPC Board and staff has transformed the park into the greatest public space in the world. The ongoing mission of the BPC is to create a rich and dynamic visual, cultural and intellectual outdoor experience for New Yorkers and visitors alike; to enhance the real estate values of its neighbors by continuously improving the park; to burnish the park's status as a prime NYC tourist destination by presenting a meticulously maintained venue for free entertainment events; and to help prevent crime and disorder in the park by attracting thousands of patrons, at all hours, thus fostering a safe environment.

http://bryantpark.org/about-us

Additional Resources

Placemaking Resources

Placemaking, as championed by the Project for Public Spaces (PPS), is robust with resources and particularly relevant to this project are:

"Eleven Principles for Creating Great Community Places"
http://www.pps.org/reference/11steps/

"What Makes a Successful Place?"
http://www.pps.org/reference/grplacefeat/

"The Lighter, Quicker, Cheaper Transformation of Public Spaces."

http://www.pps.org/reference/lighter-quicker-cheaper/

Specifically, PPS has delved into the world of "library-ness" and developed tactical guides including:

"How to Make Your Library Great"
http://www.pps.org/reference/libraryattributes/

"Librarians have to think about our spaces differently. Before we managed book collections, and today we're doing much more management of community spaces."[1]

"In order to draw people in, first you have to reach out."[2]

1 http://www.pps.org/reference/librariesthatmatter-2/
2 http://www.pps.org/reference/librariesthatmatter-2/

Photo: GAF Outreach, HCPLC

Photo: Robotfest, HCPLC