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 answer 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

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”
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

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
  - x

- **INDIVIDUAL READING**
  - 6 Likes
  - 6 Dislikes
  - ✓

- **PRE-SCHOOL TECHNOLOGY**
  - 9 Likes
  - 13 Dislikes
  - x

- **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**
### 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”
Final boards & event photographs
WHAT DO YOU VALUE MOST IN A LIBRARY?

“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”

Collective values
WHAT IS YOUR DREAM FOR THE NEW LIBRARY?

"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."

Collective dreams
WHAT DO YOU NEED IN THE NEW LIBRARY?

“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”
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.