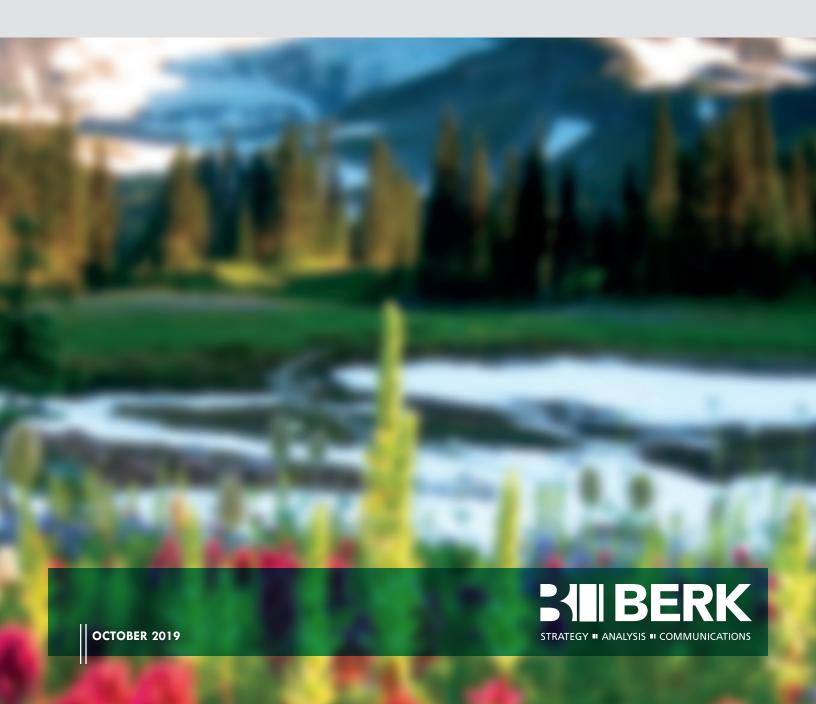


# **FUTURE LIBRARY ENGAGEMENTS**



### PIERCE COUNTY LIBRARY SYSTEM PROJECT TEAM LEADERSHIP

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# **Executive Summary**

# PURPOSE, PROMOTION, AND PARTICIPATION

The Pierce County Library System provides essential library services to communities across Pierce County. In the communities of Lakewood, Tillicum, and Sumner, the existing libraries are well-loved community institutions, but the buildings are aging.

The Library System engaged BERK Consulting to gather input from community members about potential new library buildings and locations. A central purpose of the engagement was to help the Library System decide whether to have additional community conversations with residents of these communities before determining whether to bring an investment decision to the ballot.

Engagement took place between June and September 2019 and centered around a survey, library open houses, and activities at community events. Promotional efforts included marketing on social media and in news media, direct mailings, and an email campaign. The Library System conducted outreach and engagement work in three languages (English, Spanish, and Korean) to ensure diverse participation. Overall, thousands of residents from Lakewood and Sumner participated in the Library System's engagement efforts.

# KEY FINDINGS AND RECOMMENDATIONS

The majority of Lakewood and Sumner residents who participated in this engagement effort indicated that they would support new libraries, at least in concept. Based on this input, the Library System should pursue additional conversation with both communities to further explore community interest and concerns, and to evaluate whether the community is willing to support the investment levels necessary to construct new buildings.

The Lakewood conversation will take some time, and the outcome is perhaps uncertain. The Tillicum Library is in significant need of investment, as noted by Tillicum residents and residents from the broader Lakewood community. Lakewood resident survey respondents are attached to the existing Lakewood Library building and there seem to be substantial concerns about the cost of a potential new library building. Additional conversation with the Lakewood community is absolutely warranted to further understand residents' interests and readiness.

General support for libraries seems strong in Sumner. Given that the Sumner Library is scheduled to be closed and the City of Sumner has purchased property for a new library, community interest in investment is likely to increase. Additional conversations should explore interest in a new library building and how to mitigate community concerns about access.

A full list of specific recommendations for next steps, including distinct recommendations for each community, is available in Section 4. Recommendations.

# 1. Introduction

The Pierce County Library System desires public libraries to be welcoming and comfortable to everyone. Library buildings should respond to changes in the community, meet expectations for being relevant and modern, and be big enough to have both quiet and active spaces.

The Lakewood, Tillicum, and Sumner Pierce County Libraries are much-loved and much-used. While they have served well for many years, community members may desire updated buildings better equipped to support the various ways people use libraries today. Technology, computers, shared working and studying spaces, and multiple community meeting spaces were not historically part of any libraries and were not considered in the design of the Lakewood, Tillicum, and Sumner Libraries.

The Library System engaged BERK Consulting to collaboratively engage the residents served by the Lakewood, Tillicum, and Sumner Libraries. **Study Objectives** included:

- Learn what community members think about a potential new library.
- Understand the features, activities, or services each community would be interested to have in a new library.
- Identify community concerns or questions related to a potential new library.
- Strengthen Pierce County Library System's ties to residents and community organizations.
- Build new relationships with residents outside of library doors, including current customers and potential new customers.

A central purpose of the engagement was to help the Library System decide whether to have additional community conversations with Lakewood and Sumner residents before determining whether to bring an investment decision to the ballot. If continued community conversations are warranted, what community interests, needs, concerns, and questions are important for the Library System to further explore?

### LAKEWOOD CONTEXT

The Lakewood Pierce County Library was built 56 years ago, more than 30 years before the City of Lakewood was incorporated. Today, the library serves nearly 60,000 people with services and resources for learning, enjoyment, and strengthening community connections. The layout of the library does not align with today's service model and the building is hard to maintain and dated, with safety and access challenges that could be improved in a new facility. The City of Lakewood's recently adopted Downtown Plan named library services as a priority for the community. The City would like to see a new Lakewood library in the downtown.

The Tillicum Pierce County
Library is in an aging joint-use
facility funded by the U.S.
Department of Housing and
Urban Development. The Library
System does not own the building
or the site. The building is small
and in poor physical condition,
and the layout doesn't support the
delivery of contemporary library
services.

# SUMNER CONTEXT

The Sumner Pierce County
Library is currently on land owned
by the City of Sumner in a

**Exhibit 1. Lakewood Pierce County Library** 



**Exhibit 2. Tillicum Pierce County Library** 



**Exhibit 3. Sumner Pierce County Library** 



building co-owned by the City and the Library System. The aging building will be closed because it needs costly repairs and the City of Sumner has purchased land on East Main for a new library, close to where the library began serving the community more than 90 years ago.

# 2. Promotion and Engagement Methods

# PROMOTION METHODS

To ensure substantial awareness and involvement from the communities of Lakewood and Sumner, Pierce County Library System staff and supporting staff from BERK promoted the engagement opportunity through several channels.

# Social Media

Pierce County Library System posted about the engagement opportunity 17 times on Facebook, including both organic (unpaid) and boosted (paid) posts.

- **35,405:** Combined reach of posts, for an average of 2,082.7 per post.
- 1,125: Total engagements (including likes and shares), for an average of 66.2 per post.
- 726: Total click-throughs, for an average of 42.7 per post.
- 3.18%: Combined engagement rate, substantially higher than the industry standard of 0.27% for Facebook engagement.

In addition to the above posts, the Library System posted three week-long event posts (one in each of Lakewood, Tillicum, and Sumner,) to increase event turnout.

- Lakewood: Total reach of 3,200 with 23 engagements and 229 click-throughs.
- Tillicum: Total reach of 2,600 with 10 engagements and 103 click-throughs.
- Sumner: Total reach of 3,800 with 32 engagements and 312 click-throughs.

Pierce County Library System also promoted the engagement opportunity through 16 organic (unpaid) posts on Twitter, with the following results:

- 7,951: Combined reach of posts, for on average 496.9 per post.
- 87: Total engagements, for an average of 5.4 engagements per post.
- 1.09%: Combined engagement rate, again substantially higher than the 0.051% industry standard for Twitter engagement.

# Direct Mail and Email Marketing

Approximately two weeks before open house informational events at the Lakewood, Tillicum, and Sumner Libraries, the Library System mailed postcards to all Lakewood and Sumner residences to invite them to attend the open houses and to participate in the online survey. **The postcards reached 28,627 Lakewood households and 5,631 Sumner households**.

Pierce County Library System also conducted a four-part email series to reach residents from June to September 2019. The email arc garnered a total of 9,122 opens in Lakewood and 7,343 opens in Sumner, for total open rates of 13.8% and 18.0% respectively. See Exhibit 4 and Exhibit 5 for specifics on each city's email results.

Finally, residents received notice of the opportunity to engage through direct mail and email from other local government offices, as detailed in Exhibit 6.

Exhibit 4. Email Marketing to Lakewood and Tillicum Residents

Send Date	Number of Recipients	Opens	Open Rate	Click- throughs	Click-through rate	Unsubscribed	Bounced
6-13-19	18,135	3,971	23.9%	275	1.5%	161	1,490
7-12-19	16,843	1,278	7.7%	128	0.8%	57	382
8-5-19	16,490	1,990	12.2%	74	0.4%	71	119
9-12-19	16,391	1,883	11.5%	110	0.7%	58	75
Totals	67,859	9,122	13.4%	<i>587</i>	0.8%	347	2,066

Sources: Pierce County Library System, 2019; BERK, 2019.

**Exhibit 5. Email Marketing to Sumner Residents** 

Send Date	Number of Recipients	Opens	Open Rate	Click- throughs	Click-through rate	Unsubscribed	Bounced
6-13-19	8 <b>,</b> 530	2,538	31.3%	354	4.1%	53	409
7-22-19	8,127	1,306	16.2%	63	0.8%	48	82
7-29-19	8,053	935	11.7%	94	1.2%	36	55
9-12-19	8,031	1,188	14.9%	68	0.8%	36	47
9-12-19 (Update)	7 <b>,</b> 994	1,376	17.3%	79	1.0%	31	37
Totals	40,735	7,343	18.0%	658	1.6%	204	630

Sources: Pierce County Library System, 2019; BERK, 2019.

Exhibit 6. Outreach through Local Government and Community Media

Date	Publication	Topic
June 2019	Lakewood Connections	New Libraries listed as "major catalyst project" in Lakewood.
June 12, 2019	City of Sumner e-newsletter	SUM open house June 25
June 27, 2019	City of Sumner e-newsletter	Future of the Sumner Library by Mayor Bill Pugh with link to survey
July 5, 12, 19, and 26, 2019	Lakewood City Manager's Weekly Bulletin	Pierce County Library wants to hear from you
Aug. 2 and 9, 2019	Lakewood City Manager's Weekly Bulletin	Pierce County Library open houses
Aug. 22, 2019	Google Alert: Lakewood Rotary online event calendar	Libraries in Lakewood Sept. 13, 2019
Sep. 18, 2019	City of Sumner e-newsletter	Imagine a new library in Sumner

Sources: Pierce County Library System, 2019; BERK, 2019.

# News Media

To round out community outreach efforts, Library staff earned media placements in a range of print and online news media throughout 2019, as detailed in Exhibit 7. Placements ranged from brief mentions to full-length articles.

Exhibit 7. Earned Media and Outreach through News Media

Date	Publication	Headline/Link	
June 7, 2019	Patch	New Libraries for Lakewood, Sumner? Board will discuss	
June <b>7,</b> 2019	News Tribune	Sumner, Lakewood libraries could be rebuilt as 'spaces for people, no books'	
June 8, 2019	Suburban Times	Library Board to discuss potential new libraries in Lakewood and Sumner	
June 11, 2019	Q13	Sumner Library interview with Georgia Lomax with footage of Sumner Library. Story mentioned upcoming engagement with the community opportunities.	
June 11, 2019	South Sound Business	Pierce County Library Board to discuss potential new libraries	
July 16, 2019	Patch	Lakewood Library Update: What do you want in a new library?	
July 16, 2019	Patch	Sumner Library Update: What do you want in a new library?	
July 16, 2019	Suburban Times	Pierce County Library System wants to hear from you	
July 23, 2019	Suburban Times	Lakewood Library topic of July 25 Lakewood United Meeting	
July 26, 2019	Suburban Times/city of Lakewood	State of the City Address by Lakewood City Manager	
Aug. 12, 2019	Suburban Times	Library Board to discuss WorkSource satellite sites and potential new libraries	
Aug. 13, 2019	South Sound Business	Pierce County Library System proposes new libraries	
August 2019	Sunrise Living magazine	Imagine new libraries in Sumner and Lakewood  Story mentions open houses at Lakewood, Tillicum, and Sumner libraries.  Available in print only.	
Sep. 1, 2019	Key Peninsula News	<u>Library Trustees hear praise for the Key Center branch</u>	
Sep. 6, 2019	Patch	Pierce County Library Board to mull new Lakewood, Sumner branches	
Sep. 9, 2019	Suburban Times	Library Board to discuss 2020 work plan and budget and potential new libraries	

Source: Pierce County Library System, 2019.

# **Community Partners**

The following individuals and organizations helped host events or promote the opportunity for members of the public to participate in this process:

- Ana Illán, Tillicum community member
- Boo Han Market
- Centro Latino
- City of Lakewood
- City of Sumner
- Gordon Family YMCA
- Kiwanis Club of Clover Park
- Lakewold Gardens
- Lakewood Chamber of Commerce
- Lakewood Tillicum/Woodbrook
   Neighborhood Association
- Lakewood Senior Center
- Lakewood Towne Center
- Lakewood United
- Maria Salazar, Tillicum community member

- National Night Out
- Pierce College
- Puyallup Main Street Association
- Rotary Club of Clover Park
- Rotary Club of Lakewood
- Rotary Club of Sumner
- St. Emanuel Food Pantry
- Sumner / Bonney Lake Family Center
- Sumner Arts Commission
- Puyallup Sumner Chamber of Commerce
- Sumner Rhubarb Days
- Sumner Senior Center
- Tacoma Community House
- Tacoma Youth for Christ's Tillicum City Life Center

# **ENGAGEMENT METHODS**

Library staff and BERK staff, collectively called the project team, engaged the public in several different ways—and in English, Spanish, and Korean—to reach a diverse range of people. A widely-promoted survey served as the primary engagement tool and was offered online and in print.

Because respondents took the survey on an opt-in basis, they are not considered a statistically significant sample. As expected and as described below, survey respondents were more likely to be active customers and supporters of the Pierce County Library System than the general public.

In addition to the survey, Library staff hosted other engagement activities in July and August of 2019 at libraries:

- Open house events. These were advertised and located where library customers would encounter them.
- Standing engagement activities. Interactive boards intercepted library customers during their library visits and encouraged participation from this group.

The above engagements reached 4,628 library customers in Lakewood, 150 in Tillicum, and 11,044 visitors in Sumner (with 500 interactions).

To counteract this bias toward library customers, the survey team also made proactive efforts to reach a wider range of the public, through Focused Community Engagements including:

- **Engagement intercepts in public locations.** The project team engaged the public in several activities at public locations.
- Live polling and paper surveys at non-library events. The project team delivered presentations, conducted engagement activities, and collected paper surveys from the public at community and civic organization events.

A full list of these events is contained in the Lakewood- and Sumner-specific sections that follow.

Though the study was not designed to be statistically significant, it provides valuable qualitative and quantitative insight into the Lakewood and Sumner communities. In this report, we use careful terminology (see Section 3. Summary of Findings) to note that results may not be representative.

Additional community engagement may be necessary in the next phase of work to further understand community interest in new libraries. This continued effort will provide additional opportunities to engage with various individuals and groups and to gain a more nuanced understanding of community interest. Our recommendations (see Section 4. Recommendations) mention how to focus this next phase.

# 3. Summary of Findings

This section looks in depth at residents' opinions about the potential to build a new library or libraries in the communities of Lakewood, Tillicum, and Sumner.

Public engagement took several forms and library staff collected a variety of formats of feedback from members of the Lakewood and Sumner communities. Some data is easily quantified in charts and statistics, whereas other data is qualitative. Some of the most informative insights into the communities' opinions come in the form of direct quotes from open-ended survey questions or from anecdotal evidence stemming from community events.

To organize this broad range of data, we categorized the focuses of our engagement activities into six categories:

- 1. Value of the Library. How do residents value their Pierce County Libraries in their communities?
- Overall Interest in a New Library. How interested are residents in a potential new library or libraries for the community?
- 3. Desires for a New Library. What hopes do residents have for a new local library?
- 4. Concerns with a New Library. What reservations do residents have about a potential new library or libraries for the community?
- 5. Investment Priorities. What potential community investments would residents prioritize?
- 6. Sense of Welcoming and Safety. Do residents feel welcome and safe at their Pierce County Library? What could be improved?

The following sections analyze public input for the Lakewood and Sumner communities. We begin each section by reviewing survey respondent characteristics, including age, residential ZIP code, and how respondents use and value the library. We then by describe engagement activities other than the survey and examine respondents' feedback by topic, integrating input from surveys, open houses, community events, social media, and email marketing.

While survey responses constitute the majority of input received, input from other sources rounds out our understanding of community sentiment. As noted in the Lakewood and Sumner sections that follow, survey respondents tended to be active library customers and supporters. Other engagement activities, particularly those that occurred outside of the libraries, were more likely to gather diverse perspectives.

# REPORTING TERMINOLOGY AND APPROACH

Surveys collected respondents' residential ZIP codes. Overall, we focused our analysis on survey respondents whose residential ZIP codes were within the city limits of Lakewood or Sumner. Throughout the report, we consistently use the following terms to describe specific groups:

- Survey respondents: all survey respondents, regardless of their ZIP codes of residence.
- Resident survey respondents: survey respondents whose residential ZIP codes lie within the city limits of Lakewood or Sumner.
- Activity participants: members of the public who participated in in-person activities. For feedback from these engagement activities, we do not have demographic information about participants. In these cases, we do not parse feedback by resident ZIP code of activity participants.

We also note meaningful differences by age. If there is no explicit discussion of differences in responses by age, the implication is that survey respondents of different age categories responded similarly.

# Lakewood and Tillicum

# WHO WE ENGAGED

# Survey Respondents

# Lakewood Survey Respondents and Survey Respondents by ZIP Code

In total, 943 people completed the Lakewood and Tillicum survey. While most survey respondents reported that they reside within Lakewood, 21% of respondents reported that they reside outside the bounds of Lakewood. In this study, we define Lakewood by the following five ZIP codes — 98439, 98496, 98497, 98498, and 98499 (Exhibit 9) — and we focused our analysis on respondents who reside within these ZIP codes. Residents will ultimately make the decision about whether to invest in a new library or libraries for the community, so we are most interested in this demographic's opinions.

Because Tillicum is a neighborhood within Lakewood, we refer to both collectively as "Lakewood" throughout the report.

# Lakewood Survey Respondents by Age

The Lakewood survey included two demographic questions, asking a given respondent to report their ZIP code of residence and their age.

As is often the case in engagement work, Lakewood resident survey respondents were more likely to be older adults as compared to Lakewood's actual population. As shown in Exhibit 8, 67% of survey respondents were 50 years of age or older. This is almost twice the actual proportion (34%) of Lakewood residents in this age bracket as of 2017, according to the U.S. Census Bureau American Community Survey. The older skew of resident survey respondents is typical, and especially unsurprising given that the Library promoted the survey and overall engagement opportunities to individuals over age 18. Other engagement activities were designed to solicit input from younger populations within the community.

Exhibit 8. Age of Lakewood Survey Respondents (n = 741)

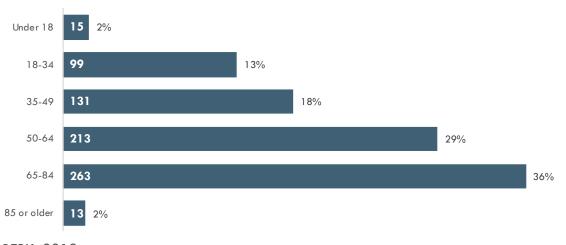
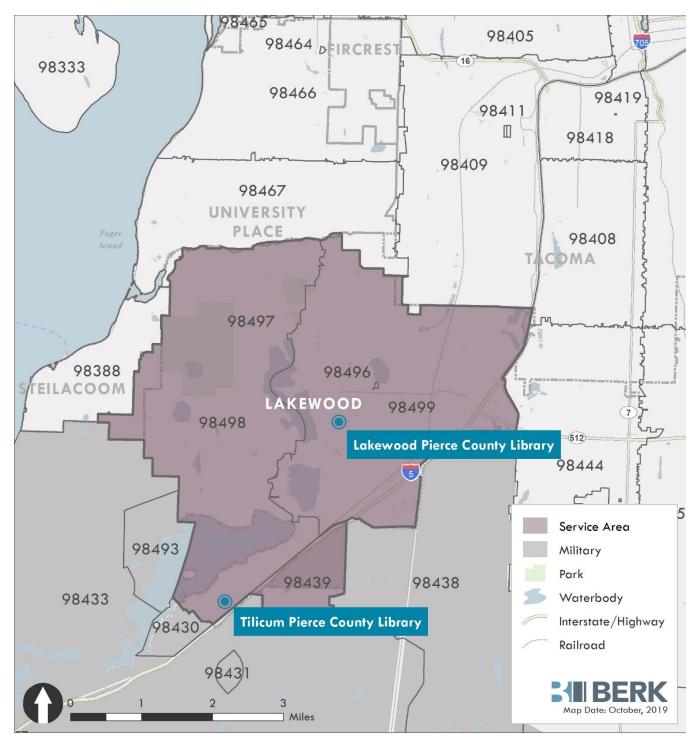


Exhibit 9. City of Lakewood as Defined by 5 ZIP Codes.

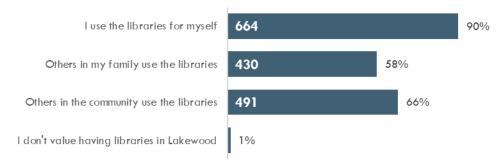


# How Lakewood Survey Respondents Use and Value the Library

The survey prompted respondents to select up to three reasons why they value having libraries in Lakewood, or to indicate that they don't value the Library. Almost all resident survey respondents value the Lakewood and Tillicum Libraries (see Exhibit 10).

- 90% of the 741 resident survey respondents value the library because they themselves use the library.
- Nearly 60% of resident survey respondents value the library because other members of their family use the library.
- Two out of three (66%) resident survey respondents indicated they value the library because others in the community use the library. Resident survey respondents view the Lakewood and Tillicum Libraries as an integral part of their community's identity and value having services that benefit the whole community.
- Only 1% of resident survey respondents indicated that they do not value having a library in Lakewood.

Exhibit 10. Survey question: "Why do you value having libraries in Lakewood? Please select all that apply." (n = 741)



# Non-Survey Input from the Lakewood Community

In addition to the online and print survey, the project team collected feedback from hundreds of community members at public events as shown in Exhibit 11. All the events took place in the community, outside of libraries. Throughout the following section, we weave feedback collected at these events into our analysis. As noted on the previous page, the input gathered at community engagement events (listed below) diversifies the voices represented beyond those who opted in to the survey.

To represent activities that asked activity participants to share single-word ideas, we present feedback in the form of word clouds. Larger words indicate that more individuals shared the given word. In some cases, words have been lightly edited for spelling or consistency (e.g., making plural and singular versions of words the same).

**Exhibit 11. Lakewood and Tillicum Community Events** 

Date	Event Audience		Number of Attendees or People Engaged	
June 13, 2019	Lakewood Senior Center Aging Exposition	Seniors	48	
June 25, 2019	Lakewood Farmers Market (1 of 3)	General population	133 adults, 92 children	
July 13, 2019	SummerFEST	General population	92	
July 16, 2019	Lakewood Farmers Market (2 of 3)	General population	157 adults, 43 children	
July 23, 2019	Lakewood Farmers Market (3 of 3)	General population	90 adults, 25 children	
July 25, 2019	Lakewood United	Business community	20	
August 1, 2019	Lakewood Chamber of Commerce Luncheon	Business community	60	
August 1, 2019	Lakewood Tillicum/Woodbrook Neighborhood Association	General population	25	
August 3, 2019	Boo Han Market Intercept	Korean-speaking community	35	
August 3, 2019	Lakewood Towne Center Intercept	General population	25	
August 7, 2019	Rotary Club of Clover Park	Business community	35	
August 14, 2019	Union Avenue Intercept	Business community	20	
August 14, 2019	Floats on the Lake	Hispanic community	20 adults, 5 children	
August 24, 2019	Lakewold Gardens Community Day	General population	63 adults, 36 children	
September 3, 2019	Lakewood Kiwanis	Community leaders	25	
September 13, 2019	Lakewood Rotary	Business community	68	

Sources: Pierce County Library System, 2019; BERK, 2019.

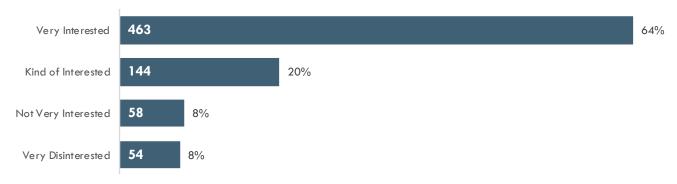
# WHAT WE LEARNED

# Overall Interest in a New Library

Lakewood activity participants are overall interested in new libraries for the community. Of the 254 people polled at in-person engagements in Lakewood and Tillicum, 88% affirmed that the communities need new libraries (87% at Lakewood events and 95% in Tillicum events).

Lakewood and Tillicum resident survey respondents expressed a similar, though slightly diminished, level of interest: 84% of the 719 resident survey respondents are either "very interested" or "kind of interested" in new libraries for Lakewood (see Exhibit 12).

Exhibit 12. Survey Question: "How interested are you in new libraries for Lakewood?" (n = 719)



Source: BERK, 2019.

Examining the results by age bracket reveals some interesting trends. As resident survey respondents age, they are slightly less likely to be "very interested" in a potential new library or libraries, with proportions decreasing from a substantial 76% of adults between the ages of 18-34 to 61% of adults ages 65 and above. Older resident survey respondents are also more likely to be "not very interested" or "very disinterested." Only 9% of resident survey respondents between the ages of 18-34 selected these responses, compared to 20% of resident survey respondents ages 65 and above.

# General Desires for a New Library

Traditional library resources, including books and access to technology like computers and copiers, remain the most important feature of a potential new library for Lakewood resident survey respondents. These findings are reflected in Exhibit 13 for survey resident respondents, and sample quotes are shown to the right.

Dozens of resident survey respondents specified "other" desires for a potential new library or libraries. The next page includes a sample of the open-ended responses. Categorizing these comments by primary theme reveals a few key additional ideas as shown in Exhibit 14 and summarized below:

- The most commonly discussed topic was security, particularly perceived risk from library customers experiencing homelessness. This theme appeared in 24% of the 117 comments received.
- Several other priorities had equal importance, including location, availability of resources, activities and classes, and a wide variety of spaces.

Longer and convenient hours, especially outside of standard work hours, along with online resources such as audiobooks, were top priority at engagement events as shown in Exhibit 15.

Finally, Exhibit 16 summarizes openended responses provided in response to the question "What three words describe your hopes for a new library?" during non-survey engagements.

# IMAGINE COMING TO NEW LIBRARIES IN LAKEWOOD. WHAT WOULD YOU LIKE TO SEE?

Quotes from resident survey respondents that focused on specific future desires:

- "A space for local artists to hang their art work."
- "Several elevators, book drop-off point without having to get out of a car, indoor cafe/refreshments area, lots of large windows for natural light to enter, escalator if we have a multi-storied bldg."

Some resident survey respondents suggested retaining aspects of the existing facility or even retaining the existing facility as an efficient strategy:

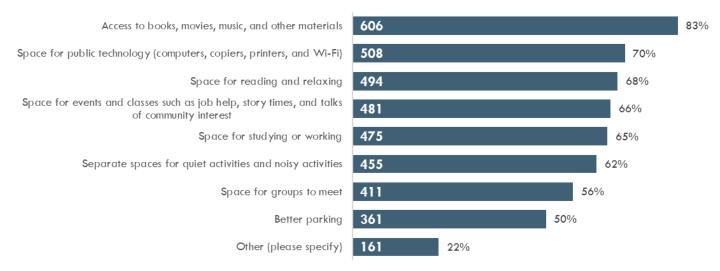
- "Please keep the 'log cut' from the front and incorporate a better viewing of this piece of history."
- "The upgrade of existing facilities, especially the Lakewood library, and possibly added locations making the facilities better accessible. Adaptive reuse is almost always more affordable than new construction. It is also a better use of our resources. The Lakewood branch does have some historical significance and is architecturally unique."

# WHAT INTERESTS YOU MOST ABOUT POTENTIAL NEW LIBRARIES IN LAKEWOOD?

Quotes from survey respondents answering the openended question above:

- "Availability of Librarians to assist, inform, suggest, and BE INTERACTIVE is a Library's MOST VALUABLE QUALITY, so their high-profile presence is the TOP PRIORITY in my opinion!"
- "An environment that is inviting and engenders community pride."
- "Lakewood needs more community spaces! And Lakewood needs resources that are accessible to lowincome populations, as well. Our city and country need places for a healthy and honest exchange of ideas. A good library could offer all of these things."
- "I'd love a library that attracts all people in Lakewood to visit and use it! That means services for our homeless neighbors and places where families and parents feel safe."
- "Always enjoy the current library but felt Tillich was left out. Want to see a larger footprint in Tillicum!"

Exhibit 13. Survey Question: "Imagine coming to new libraries in Lakewood. What would you like to see? Please select all that apply." (n = 729)



Source: BERK, 2019.

Exhibit 14. Survey Question: "Imagine coming to new libraries in Lakewood. What would you like to see? Please select all that apply." – Top Themes of "Other" responses (n = 117)



# Exhibit 15. Non-survey Activity Question: "What would make you use the library more?" (n = 34)

# video game rental Audio books!!

newer computers

Children's activities Good for kids

new Tillicum library Parking

more parking

activities Books are not the priority better wifi

# convenient hours

Office space for people and local businesses

# longer hours

adult fiction

enior area

More outreach

Summer vacation kids' activities QUIE

Kids' educational opportunities

Caté easier inter library exchange advertise events on social media

Open outside standard work hours

bookmobile No overdue fines

Meeting space for offices or girl scouts



Source: BERK, 2019.

Exhibit 16. Non-survey Activity Question: "What three words describe your hopes for a new library?" – "Other" Responses (n = 95)

Coffee shop Family-style activities busy noise area Space Human services for homeless people Sundays New technology Work source

play space power outlets Modern and striking

More fun and relevant modern Big parking lot

Clean bathrooms
Games staff
Scary books
Games staff
Clean bathrooms
Games staff
Scary books
Community
Movies
Positive
Parking

hours Read Tutors faster wifi meeting space study rooms

accessible more books bigger bathrooms Math

outdoor seating variety Welcoming staff live music Cafe

Community education To be with more people and make new friends justice oriented Books and history homey

After-school activities for kids

community resource Transportation to library Community activities

Office space for meetings diverse

Friends area Love story

Later hours

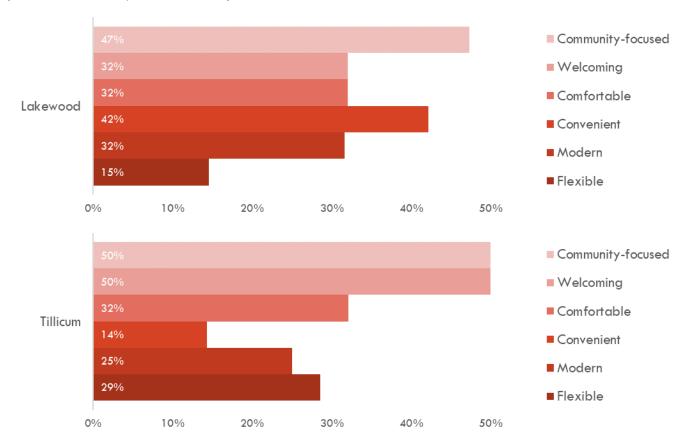




# Qualities Desired in a New Library

Activity participants most strongly emphasized the quality of having a community-focused library in both Lakewood and Tillicum. As shown in Exhibit 17, Tillicum activity participants equally valued a space that feels welcoming, which may be in response to the fact that a relatively greater proportion of the community currently feels unwelcome at the Tillicum Library. Exhibit 18 summarizes open-ended input provided under "Other."

Exhibit 17. Non-survey Activity Question: "What two qualities would you most like in a new library?" (Lakewood n = 275, Tillicum n = 28)\*



<sup>\*</sup>Totals sum to approximately 200% as two responses were allowed.

Exhibit 18. Non-survey Activity Question: "What two qualities would you most like in a new library?" – "Other" Responses (n = 23)

tutor or support staff for questions

Welcoming staff
obscure magazines and periodicals

# newer computers

Play + blocks Movies every Friday Physical Books

# more adult fiction longer hours Book clubs unisex restrooms

more computers for adults less noise (cellphones) videogames

# open weekends

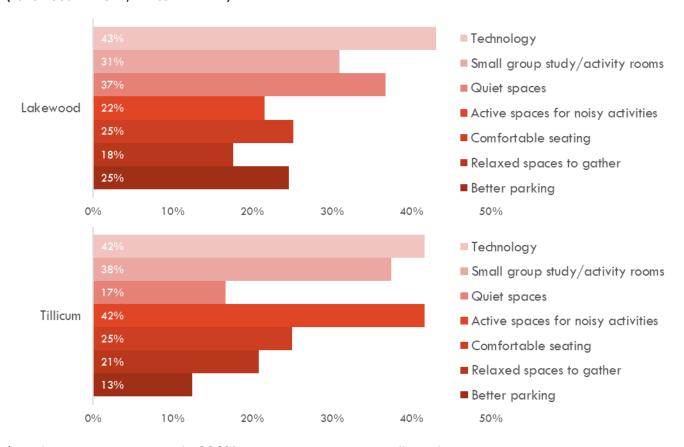
on or near bus line
Near schools for kids to use



# Features Desired in a New Library

Lakewood activity participants most highly value technology as a potential feature of a new library, with quiet spaces, study rooms, and spaces for small groups also receiving support (Exhibit 19). While Tillicum more highly valued some features, interest was fairly distributed among all possible options. The top two priorities in Tillicum were technology and active spaces for noisy activities, each of which received prioritization from 18% of activity participants. Spaces for small groups and study rooms received nearly the same amount of interest at 16%. Exhibit 20 summarizes open-ended comments provided under "Other."

Exhibit 19. Non-survey Activity Question: "What two features would you most like in a new library?" (Lakewood n = 329, Tillicum n = 24)\*



<sup>\*</sup>Totals sum to approximately 200% as two responses were allowed.

Exhibit 20. Non-survey Activity Question: What two features would you most like in a new library?

- "Other" Responses (n = 31)

# more books automatic check-in better wifi sensory areas children's safety

Selection of books keep tree

Physical books

Longer hours maker spaces more far

more family events

more digital items

more evening activities

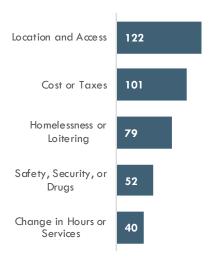
Movies every Friday



# Concerns About a New Library

Cost and the accessibility of a potential new location are the two top concerns for resident survey respondents. Exhibit 21 shows the top five categories of concerns and questions raised in response to this open-ended question.

Exhibit 21. Survey Question: "What concerns or questions do you have about potential new libraries in Lakewood?" (n = 508)



Source: BERK, 2019.

Additional input provided by a number of respondents included:

- Changes to open hours or services offered.
- Historic preservation of the current building.
- Cohesion of a potential new building with the greater community.
- Use of the old building or site.
- Size or distribution of space of a potential new building.

# WHAT CONCERNS OR QUESTIONS DO YOU HAVE ABOUT POTENTIAL NEW LIBRARIES IN LAKEWOOD?

Quotes from resident survey respondents:

- "How will the library keep children safe while also providing services to underserved populations such as homeless?"
- "Concern for loss of physical collection in favor of electronic."
- "No cutting corners. Must be large enough for growth, artistic and inspirational, tied to community's origins, and green (solar, water conversation, wind power)."
- "Will there be additional staffing and funding for libraries as they grow into a larger space with a wider variety of programming? Will your hiring be open to people without library science degrees? Will there be expanded programming for youth, lgbtq+, people of color or the elderly? How will the library system expand to meet the needs of marginalized communities?"
- "The Tenzler Branch of Lakewood is a heritage building that generations of families have used. It should be respected, honored and preserved by using the money allocated for a new building to bring Tenzler into the 21st century. [...] Another concern is that absolutely no heritage oak trees or old growth conifers be removed for any future project, whether it be a new building or an updated Tenzler Branch."
- "I would like to see you utilize the current Lakewood property and improve it, or use another current building, such as the empty department store building in the Town Center, no new building!"
- "While I would like to see upgrades at the Lakewood Branch because it is my home library, I think that the Tillicum Branch needs a lot more attention and funding."

Activity participants at engagement events were not concerned with costs or taxes. Instead, activity participants were most concerned with general location, safety, and parking as shown in Exhibit 22.

Exhibit 22. Non-survey Activity Question: "What three words describe your questions or concerns for a new library?" (n = 53)



Source: BERK, 2019.

One social media post sparked concern among a few followers of the Pierce County Library System. These followers expressed concerns about potential new libraries for Lakewood, primarily in response to a local news article that some commenters misinterpreted as implying that the libraries would no longer house books. When library staff shared this article on the Pierce County Library System Facebook and Twitter accounts, commenters on these posts were mainly concerned that:

- Books would be deemphasized as a resource.
- The library would become more of a community center than a traditional library.

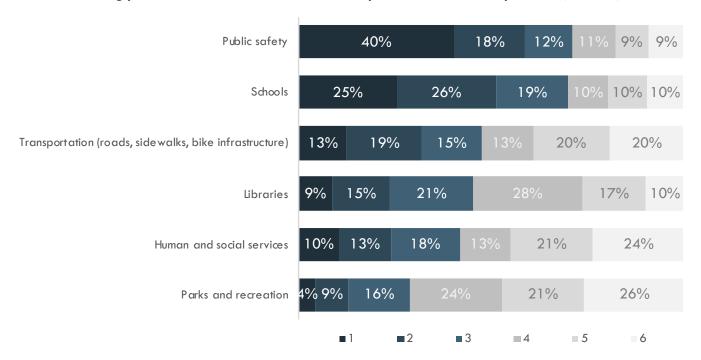
While a misinterpretation may have led to these comments, they emphasize the importance of traditional library resources to residents, also reflected throughout this study.

### Investment Priorities

Resident survey respondents ranked a list of six potential Lakewood community investments by their level of importance. While libraries were not the top priority for many resident survey respondents, nearly three quarters (73%) of respondents ranked libraries within their top four priorities for community investment (see Exhibit 23).

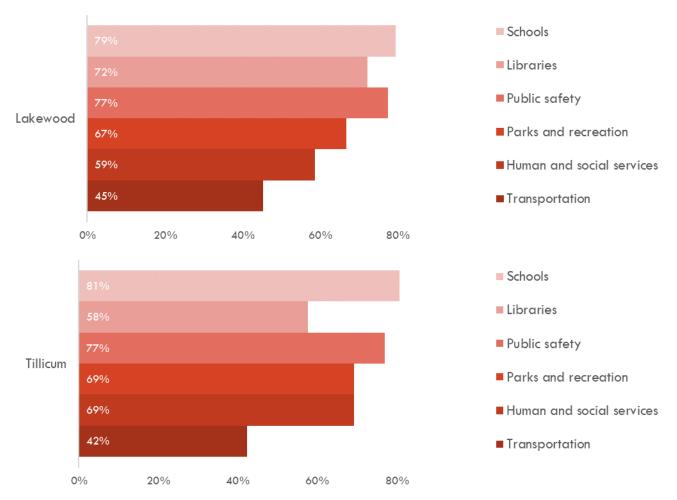
Public safety was resident survey respondents' top priority, with 40% of resident survey respondents listing it as their top priority and 70% of resident survey respondents listing it within their top three. This is consistent with the substantial number of resident survey respondents who provided feedback about perceived safety concerns at the libraries or risks from library customers experiencing homelessness. Public safety, along with schools and transportation which also scored as top investments, are common priorities for residents.

Exhibit 23. Survey Question: "What are your top priorities for investing in the Lakewood community? Please rank the following potential investments from 1 = most important to 6 = least important." (n = 520)



Rather than asking respondents to rank their top priorities, the paper survey and activities at in-person events asked respondents to simply select their top four priorities unranked. In this case, schools and public safety still came in as the top two priorities of respondents, and libraries ranked third. Similar to the online survey, in Lakewood, libraries scored just over 70% as shown in Exhibit 24. Schools were the highest ranked priority in both Lakewood and Tillicum, and human and social services scored somewhat more strongly in Tillicum than Lakewood.

Exhibit 24. Non-survey Activity Question: "What four potential community investments are your highest priority?"\*



<sup>\*</sup>Totals sum to approximately 400% as four responses were allowed.

# Sense of Welcoming and Safety

Overall, resident survey respondents feel welcome and safe at the Lakewood Library. In Lakewood, 93% feel welcome or very welcome (Exhibit 25) and 82% feel safe or very safe at the Library (Exhibit 26).

In Tillicum, residents have more concerns, though the majority still feel welcome and safe. At the Tillicum Library, 88% of resident survey respondents feel welcome or very welcome (Exhibit 27) and 76% feel safe or very safe (Exhibit 28).

Resident survey respondents love Pierce
County Library staff. When given the opportunity to provide open-ended feedback on their perceptions of safety and of being welcome at the libraries, resident survey respondents overwhelmingly cited staff as playing a large, positive role in their experiences.

In describing why they feel unsafe or unwelcome, 35% of resident survey respondents mentioned perceived safety risks from library customers experiencing homelessness. However, many of the resident survey respondents also explicitly noted that these customers do not make them feel unsafe, and that they appreciate that the Libraries provide services and are welcoming to customers regardless of their housing status.

# HOW WELCOME OR SAFE DO YOU FEEL AT THE DOWNTOWN LAKEWOOD AND TILLICUM LIBRARIES?

Many respondents made comments about populations experiencing homelessness. Quotes include:

- "Even tho some unsavory-LOOKING people hang around the property at large, once I'm inside the library charm envelops me. I can get help from the desk. I go there with purpose and come away satisfied."
- "I am concerned about the increasing number of homeless at the library. I understand they need to charge their electronics, use wifi, and generally need someplace to be during the day, but I would like to see Lakewood provide a separate day-center for this purpose. Some of these people get into large and animated discussions outside the doors of the library (not to mention the smoking), and I have been uncomfortable entering and exiting the library with my son during these times."
- "Inside the facility is fine. It's the getting to and from the parking lot, Especially in the evening."
- "The homeless population is under control in a safe way where we can all coexist."
- "The overloaded shopping carts parked at the entrance by homeless is uncomfortable at best. I have great sympathy for the homeless and feel great frustration when I cut my library visit short because I am uncomfortable. I'm 77 years young, very hearing impaired and walk with a cane and at times feel very fragile."

# Other comments included:

- "I love my Lakewood Library. Everyone there is very helpful and friendly. It has a good vibe."
- "The Tillicum Branch has obviously been overlooked and needs a lot of help."

Exhibit 25. Survey Question: "How welcome do you feel at the downtown Lakewood library?" (n=701)

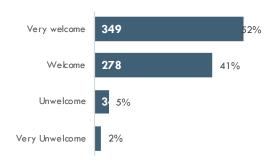


Exhibit 26. Survey question: "How safe do you feel at the downtown Lakewood library?" (n=656)

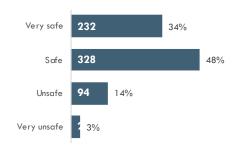


Exhibit 27. Survey Question: "How welcome do you feel at the Tillicum library?" (n = 615)

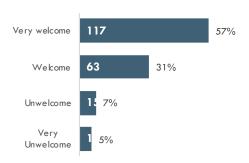
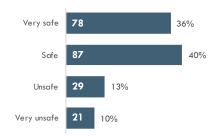


Exhibit 28. Survey Question: "How safe do you feel at the Tillicum library?" (n = 215)



Source: BERK, 2019.

### **AGE SPOTLIGHT**

Younger resident survey respondents who use the Lakewood Library are more likely than their older counterparts to feel only "welcome" instead of "very welcome" at the library. At the Tillicum Library, the trend is the same. Resident survey respondents between the ages of 35 to 49 feel the least welcome: 22% report feeling "unwelcome" or "very unwelcome."

# Adults ages 65 and above feel safest at both the Lakewood and Tillicum Libraries.

At the Lakewood Library, 29% of resident survey respondents within the ages of 35 to 49 feel "unsafe" or "very unsafe," more than three times the proportion of resident survey respondents within the ages of 65 to 84.

At the Tillicum Library, the trend is the same. Only 13% of resident survey respondents between the ages 65 to 84 feel "unsafe" or "very unsafe." In contrast, 29% of resident survey respondents between the ages of 18 to 64 feel this way, with a similar distribution across all ages within this range.

The fact that younger adults feel overall less safe and welcome may further explain why the average age of resident survey respondents skews older than Lakewood's population.

Younger Lakewood residents may be less likely to use the Lakewood libraries, and thereby to respond to the survey, because they feel less safe or welcome at the libraries.

Staff are one of the most important resources to the Lakewood and Tillicum Libraries and their customers. Engagement activities at in-person events asked activity participants to share words about what would make them feel more welcome in a library (Exhibit 29). Given that staff play such a significant role in making resident survey respondents feel welcome and safe, it is no surprise that more staff is a top priority for activity participants.

Exhibit 29. Non-survey Activity Question: "What would make you feel more welcome in a library?" (n = 15)

quiet computer area

Map so I know where things are

Love University Place Library

cushioned seats

being greeted

longer hours

more staff

better digital cuatomer service

café game area

Greetings from staff no food in library

Cultural activity for Asian Pacific Islanders

Word It Out



# Focused Community Engagements

# **Rotary Club of Clover Park**

Attendees of a Rotary Club of Clover Park meeting were overall interested in potential new libraries for Lakewood and saw several benefits to the community from the Lakewood and Tillicum Libraries:

- Access to educational resources for children from families with high rates of poverty.
- Access to meeting and conference rooms for small-business owners, especially for client meetings.
- Access to technology and computer training.

### **Kiwanis Club of Clover Park**

Library Staff met with the Kiwanis Club of Clover Park on September 3, 2019 to share information and collect feedback on a potential new library or libraries for Lakewood. The 25 community leaders in attendance represented community and business interests and were overall very interested in and appreciative of the Library System's work.

# Tillicum's Union Avenue

BERK staff conducted an intercept of business owners on Union Avenue by dropping by on a weekday in the late morning to survey small business owners and employees. Many respondents expressed public safety as their top concern in Tillicum and were interested in more security investments in the Tillicum community.

# **Union Avenue**

Many of the small businessowners on Union Avenue engaged are of various Asian ethnicities and expressed feeling most welcome when they saw their ethnicities and heritages represented at the library. This included in available materials (e.g., Korean television shows for rent), in the demographics of library staff, and in the kinds of events the library offers. The businessowners also expressed an interest in increased partnership with the local schools as well as additional hours outside of standard business hours, as many of their businesses are sole proprietorships.

### Floats on the Lake

Some of the mothers who participated in library engagement activities at Floats on the Lake expressed feeling that the Tillicum library needs additional resources to be more welcoming to children with disabilities. Ideas included creation of a larger children's area with activities designed specifically to accommodate this population.

# **Rotary Club of Clover Park**

Attendees of a Rotary Club of Clover Park meeting expressed interest in collocating a potential new library with other existing services and institutions, including a café, a senior center, a Friends of the Lakewood Library meeting space, or the Lakewood Playhouse.

# Sumner

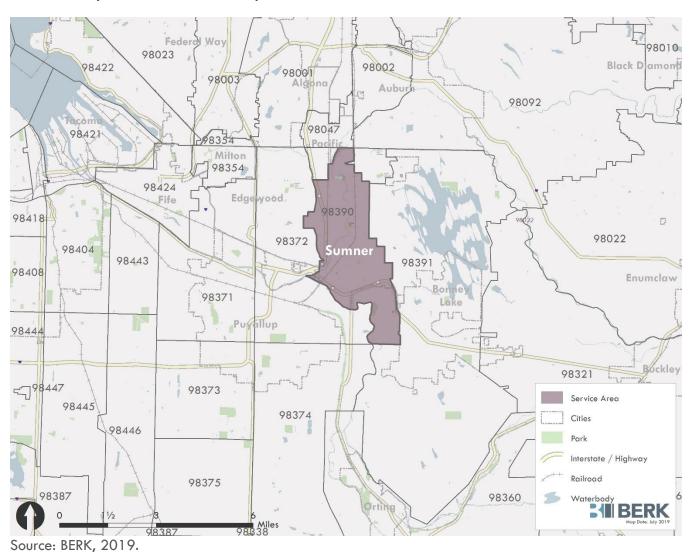
# WHO WE ENGAGED

# Survey Respondents

Sumner Survey Respondents and Survey Respondents by ZIP Code

In total, 882 people completed the Sumner survey, about 52% of whom reported residing within Sumner's 98390 ZIP code (see Exhibit 30). The relatively high percentage of nonresident survey respondents may indicate that the Sumner Library draws interest from throughout the region and that these residents are interested in the future of the library. This is supported by the fact that there are more Sumner Library card holders than Sumner residents. As Sumner residents will ultimately make the decision about whether to invest in a new library, we focus our analysis on respondents who live in Sumner.

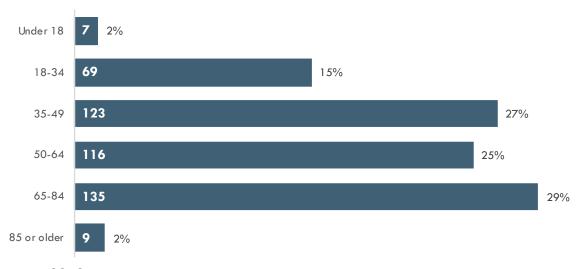
Exhibit 30. City of Sumner, as Defined by the ZIP Code 98390



# Sumner Survey Respondents by Age

Sumner resident survey respondents were distributed relatively evenly across age, although representation of each age group was slightly disproportionate compared to Sumner's actual population. As shown in Exhibit 31, 56% of all survey respondents were 50 years of age or older, and 44% were below the age of 50. According to the U.S. Census Bureau American Community Survey, approximately 31% of Sumner residents were over the age of 50 as of 2017. Only seven survey respondents (approximately 2%) were younger than 18 years of age, while the actual population of Sumner in 2017 included approximately 25% residents under the age of 18.

Exhibit 31. Age of Survey Respondents in Sumner (n = 459)



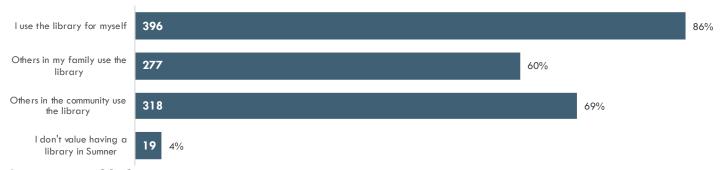
#### How Sumner Survey Respondents Use and Value the Library

The survey prompted respondents to select up to three reasons why they value having a library in Sumner, or to indicate that they don't value the Library. Overall, survey respondents and their families use and highly value the library (see Exhibit 32).

- 86% of resident survey respondents value the library because they themselves use the library.
- 60% of resident survey respondents value the library because other members of their family use the library.
- More than two out of three (69%) resident survey respondents indicated they value the library because <u>others</u> in the community use the library. This indicates that the Sumner Library plays an important role in resident survey respondents' perception of their community's identity and of the services available to residents.
- Approximately 4% of resident survey respondents indicated that they do not value having a library in Sumner.

The following survey results should be interpreted with the caveat that resident survey respondents may be more tied to and supportive of the library than the overall Sumner population.

Exhibit 32. Survey Question: "Why do you value having a library in Sumner? Please select all that apply." (n = 460)



#### Non-Survey Input from the Sumner Community

In addition to the online and print survey, Library staff collected feedback from hundreds of community members at public events as shown in Exhibit 33. All the events took place in the community, outside of libraries. Throughout this report, we weave feedback collected at these events into our analysis.

To represent activities that asked activity participants to share single-word ideas, we present feedback in the form of word clouds. Larger words indicate that more individuals shared the given word. In some cases, words have been lightly edited for spelling or consistency (e.g., making plural and singular versions of words the same).

**Exhibit 33. Sumner Community Events** 

Date	Event	Audience	Number of Attendees or People Engaged
June 15, 2019	Meeker Days Festival in Downtown Puyallup	General population	128
June 25, 2019	City of Sumner Open House	General population	65
July 18, 2019	Sumner Senior Center Community Lunch	Seniors	30
July 27 and 28, 2019	Rhubarb Days	General population	1,000
August 2, 2019	Movies off Main	General population	30
August 6, 2019	Sumner National Night Out	General population	60
August 11, 2019	Classy Chassis Car Show	General population	350 attendees; 20 interactions
Fridays, July and August, 2019	Music off Main	General population	200 attendees; 15 interactions
August 22, 2019	Puyallup Sumner Chamber of Commerce Wake Up! Session	Business community	25
September 3, 2019	Community Potluck at the Sumner Y	Hispanic community	10
September 17, 2019	Sumner Rotary	Community leaders	68

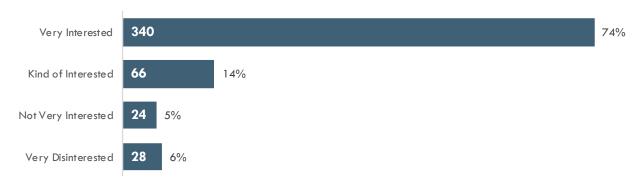
Sources: Pierce County Library System, 2019; BERK, 2019.

#### WHAT WE LEARNED

#### Overall Interest in a New Library

Sumner participants expressed substantial interest in a new library for Sumner in both the survey and in-person engagements. Ninety percent of individuals at in-person events answered "Yes" to the question, "Does Sumner need a new library?" The online survey asked a similar version of this question and returned nearly identical results. As shown in Exhibit 34, when asked to rank their interest on a scale from "very interested" to "very disinterested," 88% of resident survey respondents selected either "very interested" (74%) or "kind of interested" (14%).

Exhibit 34. Survey Question: "How interested are you in a new library for Sumner?" (n = 458)



#### General Desires for a New Library

When Sumner resident survey respondents indicated what they would most like to see in a potential new library for Sumner, access to resources like books and movies emerged as their top priority. See

Exhibit 35 for priority rankings.

Sumner resident survey respondents are also interested in the functional spaces of a potential new library building. The survey asked respondents about spaces for six different uses:

- 1. Events and classes
- 2. Reading and relaxing
- 3. Studying and working
- 4. Public technology
- 5. Quiet and noisy activities (separate spaces)
- 6. Group meetings

Sumner resident survey respondents nearly equally value all types of space: the proportion interested in each type of space was within 5% of all other types. This indicates that Sumner resident survey respondents imagine using a potential

new library building in a wide variety of ways, and that the most effective building would provide different types of spaces for community members' different needs.

The exhibits on the following pages summarize related input:

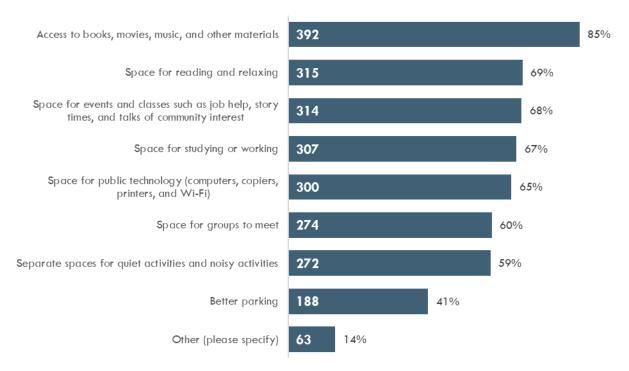
- Exhibit 35 presents the data collected (and described above) in response to the prompt: "Imagine coming to a new library in Sumner. What would you like to see?"
- Exhibit 36 summarizes open-ended responses given to the above question. Top responses included access to resources such as technology and books. Security was also a concern, with comments mentioning concerns about children's safety, drug use, and perceived risks from customers experiencing homelessness.
- Exhibit 37 captures non-survey input in response to the question: "What three words describe your hopes for a new library?" Common responses included books, kids, comfortable, safe, quiet, bigger, and accessible.
- Exhibit 38 summarizes non-survey input in response to the question: "What would make you use the library more?" Longer hours, outdoor play area, and easier car access were the most common responses.

#### IMAGINE COMING TO A NEW LIBRARY IN SUMNER. WHAT WOULD YOU LIKE TO SEE?

Quotes from resident survey respondents:

- "I'd like to see more activities for the not quite senior folks who are looking at retiring but need something to do or those who are newly retired but not infirmed in their home."
- "Less homeless people being disrespectful to patrons and library staff!"
- "Plenty of new books to peruse through (newly published and old titles I may not have seen as well). A fun children's area. A better setup of a baby changing station."

Exhibit 35. Survey Question: "Imagine coming to a new library in Sumner. What would you like to see? Please select all that apply." (n = 459)



Source: BERK, 2019.

Exhibit 36. Survey Question "Imagine coming to a new library in Sumner. What would you like to see? Please select all that apply." – "Other" Responses (n = 63)



Exhibit 37. Non-survey Activity Question: "What three words describe your hopes for a new library? (n = 175)



Source: BERK, 2019.

Exhibit 38. Non-survey Activity Question: "What would make you use the library more?" (n = 70)



When asked to provide open-ended feedback about what interests them most about a potential new library, Sumner resident survey respondents overwhelmingly named a new location and accessibility of this new location as their top interests. Nearly 43% of the 337 survey answers fell into this category, more than the combined proportion of responses in the next three most popular categories. Survey respondents expressed interest in several different aspects of relocating the library, including improved walkability and access by bike, less nearby traffic, a location closer to their own homes, and a more central location.

Two categories represent the next 30% of responses:

- Approximately 20% of respondents named building improvements as their top interest. This proportion was divided about evenly between those with excitement for a new and modern space, and those with excitement for a potentially larger facility.
- Just over 10% expressed an interest in the library's resources, particularly access to a new or larger selection of books.

The remaining responses covered a variety of topics, including the library's role in developing Sumner's community, the library's role in community education, and classes, activities, meeting spaces, and study spaces.

#### WHAT INTERESTS YOU MOST ABOUT A POTENTIAL NEW LIBRARY IN SUMNER?

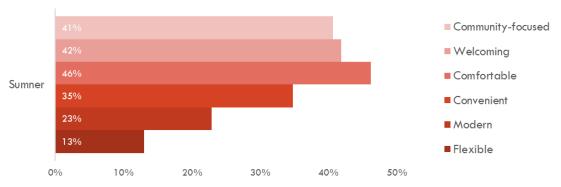
Quotes from resident survey respondents:

- "Having a centrally [located] community space that is safely walkable for most people in town."
- "Having updated facilities will show our kids and community that we value learning."
- "A new, bigger, fresh library would be a dream. I love the library and use it weekly."
- "The opportunity for it to be another hub for the community, a safe gathering place."
- A better library brings the community together and promotes literacy. [It's] just a good place to meet people and friends at."
- "I will go 20 miles out of my way to go to an environment staffed with the most welcoming and helpful people. They can't be beat."

#### Qualities Desired in a New Library

At in-person engagement events, activity participants indicated the top two qualities (i.e., general characteristics) that are most important to them in a potential new library. Of the approximately 250 activity participants, nearly half (46%) ranked comfort in their top two qualities, closely followed by a welcoming and community-focused atmosphere (42% and 41% respectively) as shown in Exhibit 39. Modernity ranked relatively low for activity participants, with 23% of activity participants naming this in their top two qualities. Sumner activity participants least valued flexibility in a potential new library. However, many activity participants asked engagement staff about what this quality would mean for a new library space, so the particularly low rate of interest could partially stem from lack of clarity about its meaning. Exhibit 40 summarizes open-ended responses given under "Other."

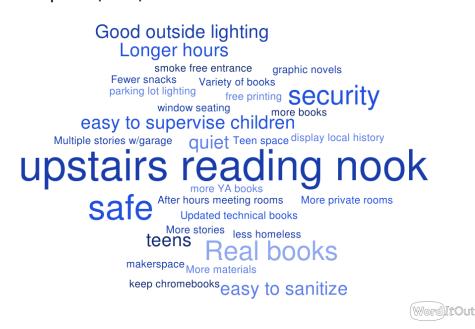
Exhibit 39. Non-survey Activity Question: "What two qualities would you most like in a new library?" (n = 253)



<sup>\*</sup>Total sums to approximately 200% as two responses were allowed.

Source: BERK, 2019.

Exhibit 40. Non-survey activity question: "What two qualities would you most like in a new library?" – "Other" responses (n =47)

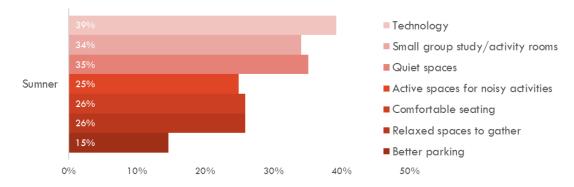




#### Features Desired in a New Library

Activity participants also weighed in on their top two features (i.e., specific amenities) in a potential new library as summarized in Exhibit 41. Technology ranked first, with 39% of participants naming this feature in their top two, followed by quiet spaces (35%) and rooms for small groups (34%). It is surprising that participants' top feature priority is technology, while modernity ranked fifth among qualities. Sumner participants may value access to specific technologies more than they value a modern-feeling atmosphere. Exhibit 42 summarizes open-ended input provided under "Other."

Exhibit 41. Non-survey Activity Question: "What two features would you most like in a new library?" (n = 293)\*



<sup>\*</sup>Total sums to approximately 200% as two responses were allowed.

Source: BERK, 2019.

Exhibit 42. Non-survey Activity Question: "What two features would you most like in a new library?" – "Other" Responses (n = 68)



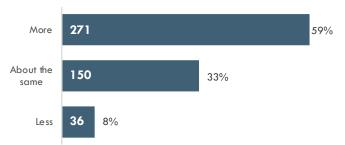




#### Desired Location for a New Library

More than 90% of resident survey respondents to the online survey indicated that they would use the Sumner Library with either the same or more frequency if it were relocated to a site on Main Street by Fred Meyer. This is shown in Exhibit 43.

Exhibit 43. Survey Question: "If a new library were on Main Street by Fred Meyer, would you use it ..."
(n = 461)



Source: BERK, 2019.

Approximately half the resident survey respondents who indicated they would use the library less at this location are within 50 to 64 years of age. Resident survey respondents in this age bracket are less likely than other respondents within the ages of 18 to 65 to find this location more convenient, with 47% saying they would use the library more and 15% saying they would use it less. Comparatively, 74% of resident survey respondents between the ages of 18 to 34 would use the library more at the potential new location.

Resident survey respondents had a range of advice regarding the potential location, from traffic suggestions to architecture ideas. Exhibit 44 summarizes the topics mentioned across the comments.

# WHAT ADVICE CAN YOU OFFER ABOUT THE NEW LOCATION AND POTENTIAL MOVE?

Quotes from resident survey respondents:

- "I love the idea of a location that is more central and will encourage community involvement in the space."
- "Ample parking, building structure and architecture should reflect Sumner's small town charm."
- "One of the nice things about the current location is the quiet (and beautiful!) surroundings of the library. The new proposed location is in a much busier area of town. I hope for the same quiet and maybe even some beautiful landscaping/outdoor areas."
- "Making sure that access is pedestrian and bike friendly would be great!"
- "Please add safe street crossing with flashing lights."
- "Please think about sustainability!"
- "Have ingress and egress on more than Valley and Main. If that intersection gets more congested folks will not be as inclined to use the library or adjust the hours so the library is open after traffic dies down. It's getting impossible to get through town due to traffic."
- "I like the idea of the library being near the 'commercial center' of the city. As parents of a toddler, leaving the house is an event in and of itself. Being able to easily pick up some groceries at Fred Meyer or pet food at Mud Bay on our way out of the library is very appealing."

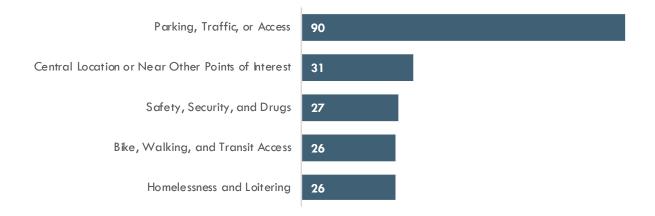
A few themes were most common:

- 32% of comments mentioned access, parking, or traffic, the most commonly discussed topic. Specific suggestions included multiple vehicle entry points to the parking lot and a traffic light to ease ingress and egress.
- Four topics were each referenced by approximately 11% of comments:
  - Support for the move to a more central location.
  - Questions about how the move would change (or maintain) access and use of the library by customers experiencing homelessness.
  - Issues of safety, security, and/or drug use by library customers.
  - Access by bike or walking, including requests for safe street crossing with flashing lights or flags.

Resident survey respondents also weighed in on the character of a potential new library building:

- Several comments requested quiet and/or peaceful spaces, including an outdoor green space and quiet refuge from the hustle and bustle of the central location.
- Some resident survey respondents were excited about the possibility of a grand, modern building, whereas others prioritized utilitarian function. ("Use this opportunity for some bold new library design work" versus "Keep construction costs low, don't let an architect make it his/her masterpiece.")

Exhibit 44. Top Five Themes in Responses to the Open-ended Survey Question: "What advice can you offer about the new location and potential move?" (n = 300)



#### Concerns About a New Library

When asked to describe their concerns or questions about a potential new library in Sumner, resident survey respondents most commonly raised issues of access, parking, or traffic. See

Exhibit 45 for details. Resident survey respondents expressed concerns about existing traffic congestion at the potential location near Fred Meyer and questioned whether adding a library in the area would further contribute to the problem. Resident survey respondents also wondered whether ingress and egress would be safe and easy and whether parking would be adequate.

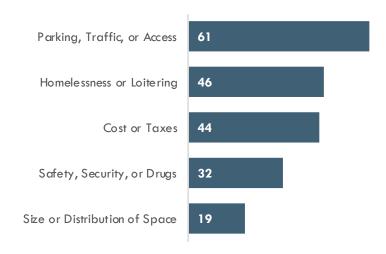
Resident survey respondents also raised concerns about loitering and the presence of people experiencing homelessness at the potential new location. These concerns are also reflected in resident survey respondents' reflections on how safe and welcoming the current library feels (see Sense of Welcoming and Safety on page 47), indicating that this is an ongoing issue that resident survey respondents doubt would be resolved by a move.

#### WHAT CONCERNS OR QUESTIONS DO YOU HAVE ABOUT A POTENTIAL NEW LIBRARY IN SUMNER?

Quotes from resident survey respondents:

- "I worry that it will be beautiful at the cost of practical in usability."
- "It's always a concern to have a public place that becomes a place where the homeless population seem to take ownership. I don't know if there's a way to strike a balance so all community members feel it's a pleasant place to be."
- "My concern is that it will be too small. They city has grown a lot since the 1970's and needs more space for books, computers, tables, rooms, etc."

Exhibit 45. Survey Question: "What concerns or questions do you have about a potential new library in Sumner?" (n = 254)



A few resident survey respondents also raised the following concerns and questions, though in smaller proportions:

- Project timing: "I'm concerned that it won't happen fast enough."
- Changes to current open hours: "Will any services, hours change?"
- Resources or services offered: "Need for programs directed at teens."

As noted in the Lakewood discussion, one social media post also sparked some concern among a few followers of the Pierce County Library System. Some followers expressed concerns about potential new libraries for Sumner, primarily in response to a local news article that some commenters misinterpreted as implying that the libraries would no longer house books. When library staff shared this article on the Pierce County Library System Facebook and Twitter accounts, commenters on these posts were mainly concerned that:

- Books would be deemphasized as a resource.
- The library would become more of a community center than a traditional library.

Participants at engagement events shared concerns or questions in the form of single words or short phrases as summarized in Exhibit 46. Again, parking and traffic were the most common concerns.

Exhibit 46. Non-survey Activity Question: "What three words describe your questions or concerns for a new library?" (n = 107)

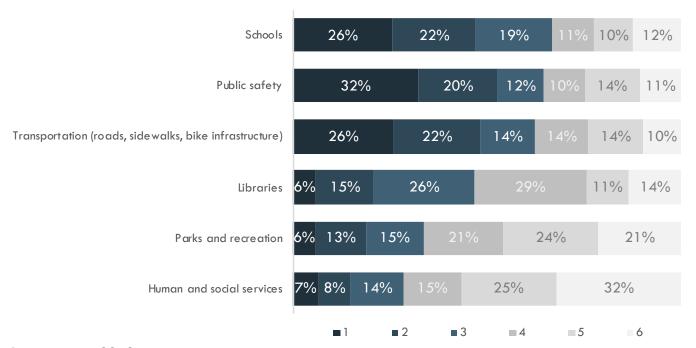


#### Investment Priorities

To determine Sumner residents' interest in investing in libraries, the online survey asked resident survey respondents to rank the relative importance of six potential Sumner community investments. While libraries were not the top priority for many resident survey respondents, over three quarters (76%) of respondents ranked libraries within their top four priorities for community investment (see Exhibit 47). Top priorities included schools, public safety, and transportation.

Resident survey respondents' relatively high prioritization of public safety and transportation needs are also reflected in their questions and concerns about a potential new library summarized previously.

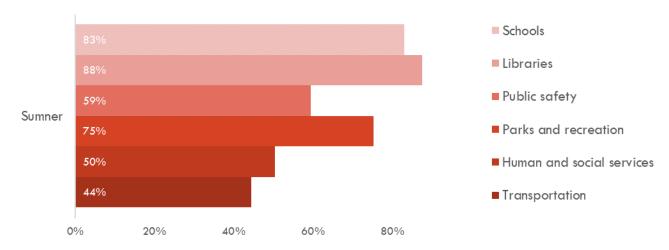
Exhibit 47. Survey Question: "What are your top priorities for investing in the Sumner community? Please rank the following potential investments from 1 = most important to 6 = least important." (n = 396)



Rather than asking respondents to rank their top priorities, the paper survey and activities at in-person events asked respondents to simply select their top four priorities unranked. Through this method, the relative importance of the six investment options differs substantially from the online survey.

In the in-person surveys and engagement activities, libraries ranked as respondents' top priority. 88% of respondents ranked libraries in their top four community investments for Sumner as shown in Exhibit 48. The ranking of other investments shifted as well (e.g., the proportion of respondents ranking parks and recreation in their top four priorities increased from 54% to 75%). Activity participants may have been influenced by the presence of staff nearby, resulting in this different ranking, or the priorities

Exhibit 48. Non-survey Activity Question: "What four potential community investments are your highest



<sup>\*</sup> Total sums to approximately 400% as four responses were allowed.

of this group are different than those of survey respondents.

Source: BERK, 2019.

priority?" (n = 153)\*

#### Sense of Welcoming and Safety

Overall, the Sumner Library is a safe and welcoming place. Resident survey respondents generally feel safe or very safe (81%) and 93% of resident survey respondents feel welcome or very welcome at the library. See Exhibit 49 and Exhibit 50.

Library staff are the Sumner Library's greatest strength in ensuring resident survey respondents feel safe or welcome at the library. Over 40% of open-ended responses praised library staff as one of the key reasons respondents feel safe or welcome.

A substantial proportion of resident survey respondents expressed feeling safe and welcome at the library simply because they had never experienced situations to the contrary. A few comments are representative:

- "I have never had cause to feel unwelcome or unsafe at the library."
- "I have no experience to the contrary."

When resident survey respondents feel unwelcome or unsafe at the Sumner Library, loiterers and the presence of library customers experiencing homelessness are the most common reasons. Nearly 43% of resident survey respondents included this issue in their comments. It is notable that a few commenters stated that their own sense of being welcome was enhanced by the fact that the library is open to all populations, including those experiencing homelessness.

## HOW WELCOME OR SAFE DO YOU FEEL AT THE SUMNER LIBRARY?

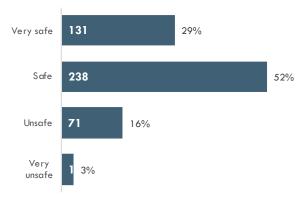
Quotes from resident survey respondents:

- "There's nothing to explain. I feel welcome, and I feel safe. The staff is wonderful."
- "Staff are always friendly, helpful, knowledgeable. Whenever I am at the library I feel a sense of relaxation."
- "There's a lot of homeless around the current library and it's difficult to walk or bike there with children due to traffic."
- "While the staff is always friendly and helpful, the homeless visitors that frequent the library can often be intimidating, take up a lot of space, be noisy, rude, and disruptive. While I don't mind everyone using the library, everyone needs to be respectful of the space."
- "At times I have seen that a key is required for the rest room. I felt that was unwelcoming for folks who are homeless. I feel like the library is sometimes the only place for homeless folks to go when it is cold or miserable outside, and I feel like they should be treated with the same respect as all citizens."
- "I have lived her for 40 something years and have used the library for most of those years. My main concern is safer, easier access for the kids of our community. Better lighting, and not running into vagrants loitering outside and inside using the restrooms. When my kids were in school here the library had a program that offered homework help to the community. I'm not sure if they still offer this service, but it is a wonderful idea and I would like to see more of these kinds of things. Reading groups, summertime activities etc."

Some commenters also raised the following issues:

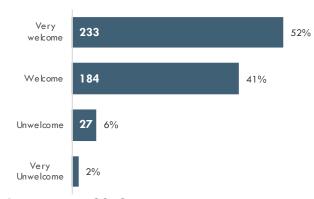
- Concerns for children's safety, especially with respect to loiterers.
- Avoidance of the bathrooms, especially due to drug use by others in the bathrooms.
- Dangerous traffic for pedestrians and vehicles.
- Inadequate lighting, especially in the parking lot.

Exhibit 49. Survey Question: "How safe do you feel at the Sumner library?" (n = 454)



Source BERK, 2019.

Exhibit 50. Survey Question: "How welcome do you feel at the Sumner library?" (n = 451)



Source BERK, 2019.

Comfortable seating and children's amenities emerged as the most popular ideas when participants at engagement events shared ideas about how the Sumner Library could be more welcoming. See Exhibit 51 for more detail.

Exhibit 51. Non-survey Activity Question: "What would make you feel more welcome in a library?" (n = 42)



play area quiet study areas study rooms

Friendly Staff secure bike racks No smoking at entrance like to rent music and DVDs

Programs geared toward social justice and race equity

Photos of local families

# Comfortable seating

Word It Out



#### Focused Community Engagements

#### Puyallup Sumner Chamber of Commerce: Wake Up!

At one of the Puyallup Sumner Chamber of Commerce's Wake Up! events, members of the business community expressed an interest in more partnerships between the Pierce County Library System and local businesses, particularly regarding workforce training and business networking opportunities. Small-business owners are interested in better understanding the opportunities offered by the library and how they can engage. Attendees emphasized that businesses value the Library's meeting rooms and study spaces.

#### **Sumner Rotary**

Attendees of a Sumner Rotary meeting expressed strong interest in a potential new library for Sumner, with over two-thirds using the library for themselves or their families. For attendees, spaces for groups to meet and for events and classes were the most important features they would like to see at a potential new library.

#### **Puyallup Sumner Chamber of Commerce**

Most attendees of the Puyallup Sumner Chamber of Commerce's August Wake Up! event stated they value the Library's meeting rooms and study spaces, and they expressed interest in additional partnerships between the Sumner Library and the business community.

#### **Sumner Senior Center**

Some residents of the Sumner Senior Center were ardent library supporters and passionately participated in the survey and engagement activities.

However, compared to attendees at other engagement events, residents of the Sumner Senior Center were overall less interested in a potential new library for Sumner. Several residents declined to participate in the survey or engagement activities or to share their opinions conversationally with engagement staff, resulting in lack of clarity about the reasons for their disinterest. However, engagement staff were able to gather some of these residents' opinions. Of the residents who expressed concerns, cost and fiscal responsibility were central. Additionally, some residents expressed challenges to accessing the library due to mobility and transportation limitations, as well as a lack of need due to availability of services at the senior center.

#### 4. Recommendations

The results of this study point to several next steps for the Pierce County Library System in considering a new library or libraries in Lakewood and Sumner. This section summarizes our recommendations, including areas for further research and key messages that library staff should emphasize in the next phase of community engagement on this topic.

There are some similarities in the needs and opportunities of Lakewood and Sumner. To avoid repetition, we present these findings below as takeaways common to the two communities in the table on page 51. Other findings and recommendations are distinct to each community and are presented separately for Lakewood (page 53) and Sumner (page 54).

#### RECOMMENDED NEXT STEPS

The majority of Lakewood and Sumner residents who participated in this engagement effort indicated that they would support new libraries, at least in concept. More conversation is warranted in both communities to further explore community interest and concerns, and to further evaluate whether community members as a whole may be willing to support the investment levels necessary to construct new buildings.

The Lakewood conversation will take some time, and the outcome is perhaps uncertain. The Tillicum Library is in significant need of investment, as noted by Tillicum residents and residents from the broader Lakewood community. Lakewood resident survey respondents are attached to the existing Lakewood Library building and there seem to be substantial concerns about the cost of a potential new library building. Additional conversation with the Lakewood community is absolutely warranted to further understand residents' interests and readiness.

General support for libraries seems strong in Sumner and given that the Sumner Library is scheduled to be closed and the City of Sumner has purchased property for a new library, community interest in investment is likely to increase. Additional conversations should explore interest in a new library building and how to mitigate community concerns about access.

Key Findings	Related Recommendations
There is strong community interest and value in libraries. Resident survey respondents highly value their Pierce County Libraries, and a majority are interested in potential new libraries to serve the Lakewood, Tillicum, and Sumner communities.	<b>Build on current community excitement</b> and maintain momentum by immediately continuing community outreach and engagement.
Books and physical collections are key. Access to resources such as books, movies, and music is what resident survey respondents would most like to see in potential new libraries. Residents express fear that moving or modernizing libraries would decrease the size of the libraries' collections.	Emphasize that the libraries would maintain or grow their physical and digital collections when communicating about potential new libraries.
Library spaces serve a variety of needs. Interest in different uses of library space (e.g., quiet spaces for reading, group study spaces, or classroom spaces) was distributed fairly evenly. No one type of space emerged as a top priority for resident survey respondents.	Incorporate a variety of space types in potential new library buildings.
Many community members, especially Korean participants, see the library playing a key role in serving their learning and educational needs.  Community members are interested in seeing the library fit into the local educational ecosystem through partnerships with area schools, and through the provision of more informal learning opportunities.	Emphasize existing partnerships and the potential to add or modernize learning programs when communicating about potential new libraries.
Other community needs are seen as more pressing.  Many residents have concerns around transportation, quality of schools, or public safety that cause daily challenges. While prioritization of such basic needs is common, it means that libraries must seek to be seen as relevant in this context.	Draw connections between libraries and the issues that the community prioritizes. For example, outreach and engagement staff could attend public safety events and identify how libraries are relevant to community safety needs.
Community members have homelessness on their minds. Community members are divided on whether they want libraries to provide services to those experiencing homelessness, or whether they disapprove of and/or feel threatened by this population.	Work with community organizations to address the issue holistically. Conduct additional community outreach and engagement to identify the most suitable role for libraries in this crisis. While the library should maintain its focus of service, consider engaging as a stakeholder in other community conversations regarding homelessness.
	Move slowly and carefully on this issue.  Homelessness is a complex issue and actionable, empathetic, and effective solutions will take time to develop.
	<b>Increase staff capacity and skills</b> to work with people experiencing homelessness.

#### **Key Findings**

Library staff is one of the Library's most valued assets. Staff serve as valued points of contact for individual customers and specific communities. Many resident survey respondents and activity participants referenced positive experiences with staff as an important part of a welcoming library environment.

Some populations are more likely to learn about and/or participate in library engagement opportunities. While the Library System serves all age groups, the age of respondents skewed older than is representative of the cities' populations, as is typical in civic engagement. Korean-speaking and Hispanic populations were also proportionately less represented. In-person engagement activities had more representative participation.

#### **Related Recommendations**

Internally, solicit insight and input from staff to inform the potential development of new libraries.

Externally, highlight how staff will help ease the community transition to potential new libraries.

Benefit from staff connections with specific communities to deepen community outreach and engagement.

Maintain consistent efforts to engage specific communities. Effective outreach will require long-term relationship- and trust-building between library staff and specific communities. Continue to engage with support from cultural ambassadors, such as interpreters from within the community.

Key Findings	Related Recommendations
Lakewood resident survey respondents are concerned about the economic impact of a potential new library or libraries. Resident survey respondents' top concern was cost. Further, many wondered whether the current library buildings would be abandoned as empty buildings in the community. Resident survey respondents expressed interest in relocating the library to one of Lakewood's currently empty buildings, both to minimize costs and to diminish the number of empty buildings in the community.	Develop a modest and efficient budget for a potential new library or libraries in Lakewood. Explore cost-saving measures such as repurposing or upgrading an existing building in the community.
The precise location of the library matters to resident survey respondents. Many resident survey respondents asked questions about where the potential new library or libraries might be located and expressed concerns and hopes about its accessibility.	<b>Identify and publicize potential new locations</b> to give the community a concrete sense of what options are on the table.
The Lakewood Library plays a significant role in community wellness. Resident survey respondents named a community focus as the most important quality for a potential new library or libraries. Many resident survey respondents want to see maintained or increased social services available at the libraries, although there are some community members who want to avoid the library becoming a community center.	Continue to ground the possibility of a new library or libraries in the community's needs. Balance availability of social services and traditional library resources at a potential new library or libraries.
Resident survey respondents are attached to the current Lakewood Library building and the Douglas fir cross section. Many are interested in preserving the building's historical significance and maintaining a cohesive, small-town feel in Lakewood.	Ensure that the design for a potential new library or libraries in Lakewood is cohesive with the building's surroundings and that the log cross section remains a feature at the potential new location.
Younger resident survey respondents feel less safe and welcome at the Lakewood Library than older respondents.	Organize focus groups with younger members of the community to collect feedback on how to improve this population's experiences at libraries. Explore how a potential new library or libraries could better support this population.
Tillicum-specific: Safety is a concern at the Tillicum Library. 24% of resident survey respondents feel unsafe or very unsafe at the library.	Identify ways to improve residents' perception of safety at the Tillicum Library.
Tillicum-specific: Resident survey respondents think that Tillicum needs more investment in the community. Several respondents mentioned that while they use the Lakewood Library, they would prefer a new library for Tillicum because the community is underinvested.	Ensure the Tillicum Library receives at least a proportionate investment of resources.

### Sumner-specific Findings and Recommendations

Key Findings	Related Recommendations
The potential new location near Fred Meyer would draw a greater number of younger customers.	Identify ways to ensure that older customers maintain access to the Sumner Library when it moves to a new location.
Resident survey respondents' top concerns about a potential new library for Sumner surround the new building's accessibility, including nearby traffic and availability of parking. Unsafe traffic and parking also impact resident survey respondents' feelings of safety at the current location.	Prioritize ease of access and availability of safe transportation in a potential new library building for Sumner.
The Sumner business community is interested in the Sumner Library but has limited knowledge of the resources currently available.	Develop relationships with this population by building awareness of available resources and identifying new opportunities to serve. This may increase support for the Sumner Library from a positively-inclined community.
Community members who reside outside of Sumner have substantial interest in the Sumner Library.  Residents of Edgewood (ZIP code 98372) and Bonney Lake (ZIP code 98391) represented more than 20% of total respondents to the survey and were mostly either "interested" or "very interested" in a potential new library for Sumner.	Expand future outreach and engagement efforts to include members of these communities. Consider drawing the service area boundaries for the Sumner Library to include a portion of these ZIP codes.

### Appendix A: Lakewood Survey Instruments

#### LAKEWOOD ENGLISH SURVEY AND FREQUENTLY ASKED QUESTIONS



## **IMAGINE**

YOUR NEW LAKEWOOD LIBRARIES

#### Welcome!

The Pierce County Library System is exploring building libraries to serve the Lakewood community. We are considering a new building in downtown Lakewood and in the Tillicum neighborhood.

Your input will help the Library System understand the community's interest in library spaces and services. This survey should take roughly five minutes to complete. Your responses are confidential.

If you have questions, please contact: Pierce County Library System at 253-548-3300 or info@piercecountylibrary.org.

Thank you!

#### Imagine your new library!

_				
1.	Wr	nat do you value about having libraries in Lak	ewood	? <u>Please select all that apply.</u>
		I use the libraries for myself		Others in the community use the libraries
		Others in my family use the libraries		I don't value having libraries in Lakewood
2.	lm	agine coming to new libraries in Lakewood. W	/hat wo	ould you like to see? Please select all that apply.
		Space for studying or working		Space for reading and relaxing
		Space for groups to meet		Separate spaces for quiet activities and noisy activities
		Space for events and classes such as job help, story times, and talks of community interest		Access to books, movies, music, and other materials
		Space for public technology (computers, copiers,		Better parking
		printers, and Wi-Fi)		Other (please specify):
3.	Но	ow interested are you in new libraries for Lake	wood?	
	0	Very interested	0	Not very interested
	0	Kind of interested	0	Very disinterested
4.	Wh	nat interests you most about potential new lib	raries i	n Lakewood?
_				
5.	Wh	nat concerns or questions do you have about p	ootenti	al new libraries in Lakewood?
_				

			r investing in the 4) from the follo			
	ublic safet	у	Transportation (i bike infrastructui		Libraries	
∟ S	ichools		Parks and recreat	ion	∐ Human a	nd social services
7. How	welcome	do you feel in th	ne downtown Lak	kewood and Till	licum libraries?	
		Very welcome	Welcome	Unwelcom	e Very unwelcome	Not applicable (I don't use this library)
Downto	wn	0	0	0	0	0
Tillicum	ı	0	0	0	0	0
8. How	safe do y	ou feel in the do	wntown Lakewo	od and Tillicum	libraries?	Not applicable
		Very safe	Safe	Unsafe	Very unsafe	(I don't use this library
Downto		0	0	0	0	0
Tillicum	<u> </u>	0	0	0	0	0
About Yo	ou					
		about yourself. Thugh this survey.	ne questions belo	w are optional,	and responses help u	s understand who we
10. Wha	t is your a	ge?				
Ο ι	Jnder 18	O 3	5-49	O 65-84	1	
O 1	8-34	O 5	0-64	O 85 or	older	
11. In wl	hat ZIP co	de is your home	located? (enter 5	-digit ZIP code;	e.g. 98498 or 98499	)
·	se provid	-			rary System's service	
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# IMAGINE

## YOUR NEW LAKEWOOD LIBRARIES

## FREQUENTLY ASKED QUESTIONS

#### Why is the Pierce County Library System considering new library buildings?

The Lakewood Pierce County Library was built 56 years ago, more than 30 years before the city of Lakewood was incorporated. Today, the library serves nearly 60,000 people with services and resources for learning, enjoyment, and strengthening community connections. The existing building doesn't support how people use the library today or tomorrow – the building is dated, hard to maintain, and would require millions of dollars in upgrades. The Tillicum Pierce County Library is in a small, aging shared facility in poor physical condition. The current layout doesn't support how people use the library today or tomorrow.

#### Will the new library be in the same location?

The Library System wants to know what you think about relocating and building a new library or libraries. A new Lakewood Pierce County Library could be located in downtown Lakewood to build on the community's vision for the area and leverage anticipated city investments around placemaking and other community services. A new Tillicum Pierce County Library would be located near the current building in the Tillicum neighborhood.

#### How will my comments be used?

The Library System will review all of the public's ideas and opinions. The Library's Board of Trustees will use the comments to decide whether to take further steps to build new libraries in Lakewood.

#### What is the timeline for this process?

The Library System is collecting public comments through the fall of 2019. If the community shows an interest in a new building, the Library System will continue the discussion with the community and gather further comments to help develop some building design concepts.

#### Where can I find more information? How can I stay informed?

Sign up for updates and learn more at imagine.pcls.us.



piercecountylibrary.org • 253-548-3300





# **IMAGINE**

#### SUS NUEVAS BIBLIOTECAS DE LAKEWOOD

#### ¡Bienvenido!

El Sistema de bibliotecas del Condado de Pierce está analizando construir bibliotecas para prestar servicio a la comunidad de Lakewood. Estamos considerando la construcción de un nuevo edificio en el centro de Lakewood y otro en el vecindario de Tillicum.

Su participación ayudará al sistema de bibliotecas a comprender los intereses de la comunidad en los espacios y servicios de las bibliotecas. Completar esta encuesta debería tomar aproximadamente cinco minutos. Sus respuestas son confidenciales.

Si tiene consultas, póngase en contacto con el Sistema de bibliotecas del Condado de Pierce llamando al 253-548-3300 o escribiendo a info@piercecountylibrary.org.

¡Gracias!

#### ¡Imagine su nueva biblioteca!

1. ¿Q	ué valora sobre tener bibliotecas en Lakewood	? <u>Selec</u>	cione todas las que correspondan.
	Yo uso las bibliotecas Algunos integrantes de mi familia usan las bibliotecas		Otras personas en la comunidad usan las bibliotecas No valoro tener bibliotecas en Lakewood
	agine que entra a las bibliotecas nuevas en Lak <u>eccione todas las que correspondan.</u>	ewoo	d. ¿Qué le gustaría ver?
	Espacio para estudiar o trabajar		Espacio para la lectura y el descanso
	Espacio para el encuentro de grupos		Espacios separados para las actividades silenciosas y las ruidosas
	Espacio para eventos y clases como ayuda laboral,		Acceso a libros, películas, música y otros materiales
	hora de cuentos, y charlas de interés comunitario		Mejor estacionamiento
	Espacio público de tecnología (computadoras, fotocopiadoras, impresoras y Wi-Fi)		Otro (especificar):
3. ¿Q O O	u <b>é tan interesado está en que haya bibliotecas</b> Muy interesado Un poco interesado	nueva O O	ns en Lakewood?  No muy interesado  Nada interesado
4. ¿Q	ué es lo que más le interesa sobre las posibles k	oibliot	ecas nuevas en Lakewood?
5. ¿Q	ué preocupaciones o preguntas tiene acerca de	e las po	osibles bibliotecas nuevas en Lakewood?

	is prioridades de in uatro (4) eleccione					
Seguridad p	ública	Transporte (calles, v	eredas, infra	estructura	Bibliotecas	
Escuelas		Parques y recreación	า		Servicios hu	manos y sociales
7. ¿Qué tan bien	venido se siente er	ı las bibliotecas d	el centro c	le Lakewoo	d y Tillicum?	
	Muy bienvenido	Bienvenido	No bie	nvenido	Nada bienvenido	No corresponde (No uso esta biblioteca)
Centro de	0	0	С		0	0
Tillicum	0	0	С	)	0	0
8. ¿Qué tan segu	ıro se siente en las	bibliotecas del ce	entro de La	kewood y T	Tillicum?	
	Muy seguro	Seguro	Inse	guro	Muy inseguro	No corresponde (No uso esta biblioteca)
Centro de	0	0	С		0	0
Tillicum	0	0	С	)	0	0
Calana wata d						
Sobre usted						
	o sobre usted. Las si tactado a través de		as son opci	onales, y las	s respuestas nos a	iyudan a comprender
10. ¿Qué edad tie	ne?					
O Menor de 18	años O 35	-49	0	65-84		
O 18-34	O 50	)-64	0	85 años o má	s	
	o postal se encuen ligo de 5 dígitos; p					
	ecibir información u dirección de corr		os servicio	s del Sisten	na de bibliotecas	;, 
Pierce Co Library S	ystem	IMA	AG	INI	E SU NUEV	A BIBLIOTECA

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# IMAGINE

### SUS NUEVAS BIBLIOTECAS DE LAKEWOOD

## PREGUNTAS FRECUENTES

## ¿Por qué el Sistema de bibliotecas del Condado de Pierce está considerando construir nuevos edificios para las bibliotecas?

La biblioteca de Lakewood del Condado de Pierce se construyó hace 56 años, más de 30 años antes de que se fundara la Ciudad de Lakewood. Actualmente, la biblioteca presta servicios y recursos de aprendizaje, aprovechamiento y fortalecimiento de los vínculos comunitarios a alrededor de 60.000 personas. El edificio existente no es compatible con la manera en que las personas usan la biblioteca en la actualidad o en el futuro: el edificio es antiguo, difícil de mantener, y necesitaría millones de dólares en renovaciones. La biblioteca de Tillicum del Condado de Pierce está en una instalación de uso compartido, pequeña y vieja en malas condiciones físicas. La distribución actual no es compatible la manera en que las personas usan la biblioteca en la actualidad o en el futuro.

#### ¿La biblioteca nueva estará en la misma ubicación?

El Sistema de bibliotecas desea saber qué piensa sobre la reubicación y construcción de una biblioteca o bibliotecas nuevas. Una nueva biblioteca de Lakewood del Condado de Pierce podría ubicarse en el centro de Lakewood a fin de desarrollar la visión de la comunidad para el área e impulsar las inversiones esperadas de la ciudad en torno a la creación de entornos urbanos y otros servicios comunitarios. La nueva biblioteca de Tillicum del Condado de Pierce estaría ubicada cerca del edificio actual en el vecindario de Tillicum.

#### ¿Cómo se usarán mis comentarios?

El Sistema de bibliotecas revisará todas las ideas y opiniones. El Consejo directivo de bibliotecas usará los comentarios para decidir si toma medidas adicionales para construir nuevas bibliotecas en Lakewood.

#### ¿Cuál es el plazo para este proceso?

El Sistema de bibliotecas recolectará comentarios del público hasta el otoño de 2019. Si la comunidad muestra interés en los edificios nuevos, el Sistema de bibliotecas seguirá el debate con la comunidad y recolectará más comentarios para ayudar a desarrollar algunos conceptos de diseño para los edificios.

#### ¿Dónde puedo encontrar más información? ¿Cómo puedo mantenerme informado?

Regístrese para recibir actualizaciones e infórmese en imagine.pcls.us.



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# IMAGINE

## SUS NUEVAS BIBLIOTECAS DE LAKEWOOD

#### Bibliotecas de Lakewood del Condado de Pierce

La biblioteca de Lakewood del Condado de Pierce se construyó hace 56 años, más de 30 años antes de que se fundara la Ciudad de Lakewood. Actualmente, la biblioteca presta servicios y recursos de aprendizaje, aprovechamiento y fortalecimiento de los vínculos comunitarios a alrededor de 60.000 personas.

- El edificio existente no es compatible con la manera en que las personas usan la biblioteca en la actualidad o en el futuro: el edificio es antiguo, difícil de mantener, y necesitaría millones de dólares en renovaciones.
- La biblioteca de Tillicum del Condado de Pierce está en una instalación de uso compartido, pequeña y vieja en malas condiciones físicas. La distribución actual no es compatible la manera en que las personas usan la biblioteca en la actualidad o en el futuro.
- La Ciudad de Lakewood adoptó recientemente el Plan del centro llamado Servicios de bibliotecas como prioridad para la comunidad. A la ciudad le gustaría ver una nueva biblioteca de Lakewood en el centro de la ciudad.
- El Sistema de bibliotecas desea saber qué piensa sobre la construcción de nuevos edificios para las bibliotecas de su comunidad. Sus comentarios ayudarán al Sistema de bibliotecas a comprender los intereses que tiene la comunidad de Lakewood en los espacios y servicios de las bibliotecas.

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# 새로운 LAKEWOOD 도서관을 상상해보세요

#### 환영합니다!

Pierce 카운티 Library System은 Lakewood 커뮤니티에 봉사하기 위해 도서관을 짓는 방안을 검토하고 있습니다. Lakewood 시내와 Tillicum 지역에 새로운 선물을 지을 예정입니다.

여러분의 의견은 Library System이 도서관 공간 및 서비스에 대한 커뮤니티의 관심 사항을 이해하는 데 도움이 됩니다. 이 설문 조사는 5분 정도 소요됩니다. 응답은 비밀로 유지됩니다.

문의 사항이 있는 경우 Pierce 카운티 Library System에 253-548-3300번 또는 <u>info@piercecountylibrary.org</u> 로 연락해주시기 바랍니다.

감사합니다.

#### 새로운 도서관을 상상해보세요!

1.	Lak	sewood에 도서관이 있다면 어떤 이점이 있다고 성	생각하	십니까? <u>해당사항을 모두 선택하십시오.</u>
		내가 직접 도서관을 이용할 수 있다 가족 중 다른 사람이 도서관을 이용할 수 있다		커뮤니티의 다른 사람이 도서관을 이용할 수 있다 Lakewood에 도서관이 있어도 별 이점이 없다
2.	Lak	sewood에 새 도서관이 생긴다고 상상해볼 때, 어	떤 것을	을 기대하시나요? <u>해당사항을 모두 선택하십시오.</u>
		공부 또는 업무를 위한 공간		독서 및 휴식을 위한 공간
		그룹 모임을 위한 공간		조용한 활동과 시끄러운 활동을 위한 분리된 공간
		구직, 이야기 시간, 커뮤니티 관련 회의와 같은 이벤트 및 강좌를 위한 공간		도서, 영화, 음악 및 기타 자료의 이용
		공용 컴퓨터, 복사기, 프린터, Wi-Fi 등을 사용할		주차장 개선
		수 있는 공간		기타(직접 기재해주십시오):
3.	Lal	kewood 내 새로운 도서관에 대한 귀하의 관심 정	도는 일	얼마입니까?
	0	관심 많음	0	관심 없는 편
	0	관심 있는 편	0	전혀 관심 없음
4.	Lak	kewood 내 새로운 도서관에 대해 가장 관심이 가	는 부분	<sup>분</sup> 은 무엇입니까?
_				
5.	Lak	xewood 내 새로운 도서관에 대해 염려되는 점이니	나 궁금	한 사항은 무엇입니까?
_				

	d 커뮤니티에 대한 투기 나대상 중 상위 네(4) 개			점은 무엇입니까?		
□ 치안		교통(도로, 보도,	자전거 인프라	·)	서관	
학교		공원 및 여가 활동			회 복지 서비스	
7. Lakewoo	d 시내와 Tillicum 도서	관을 얼마나 환영	하십니까?			
	아주 환영한다	환영한다	환영하지		다 (도서관 (	· 없음 이용 안 함)
시내	0	0	0	0	C	
Tillicum	0	0	0	0	С	)
8. Lakewoo	d 시내 도서관과 Tillicu	ım 도서관이 얼마	나 안전하디	고 생각하십니까?		
	아주 안전하다	안전하다	안전하지	디 않다 이주 안전 <b>혀</b>		· 없음 이용 안 함)
시내	0	0	Ö	0	C	
Tillicum	0	0	0	0	C	)
OFLTI 제비						
응답자 정보						
	몇 가지 정보를 알려주십 ∦하는 데 도움이 됩니다		은 선택 사항	이며, 답변해주시민	변 이 설문 조사에 침	<b>남여하신</b>
10. 귀하의 연	l령은 다음 중 어디에 <b>혀</b>	∦당합니까?				
〇 18세 [	기만 🔘 3	5~49세	0 6	55~84세		
O 18~34	세 O 5	60~64세	0 8	35세 이상		
11. 귀하의 지	<b>ŀ택 우편 번호 다섯 자리</b>	니(예: 98498 또는 ·	98499)를 알	려주십시오		
12. Library S	ystem 서비스에 관한 ?	정보를 주기적으로	L 수신하시리	려면 이메일 주소를	기재해 주십시오.	
Pier	ce County	 새로운 도서	관을 ▲	LAL		

Pierce County
Library System
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<sup>새로운 도서관을</sup> 상상해보세요

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이 문서의 다른 형식을 요청하려면 Washington Relay TTY 771에 전화해 253-548-3426번을 요청하십시오.





# <sup>새로운 LAKEWOOD 도서관을</sup> **상상해보세요**

## 자주 묻는 질문

#### Pierce County Library System에서 새 도서관 건립을 고려하는 이유는 무엇인가요?

Lakewood Pierce 카운티 도서관은 Lakewood 시가 구성되기 30여 년 전인 56년 전에 세워졌습니다. 현재 이 도서관은 약 6만 명의 사람들에게 학습, 즐거움, 커뮤니티 유대 관계 강화를 위한 서비스와 리소스를 제공하고 있습니다. 기존의 건물은 낡았고 유지보수가 어려워 사람들이 도서관을 이용하는 방식을 제대로 지원하고 있지 못하며 건물 개조에는 수백만 달러의 비용이 필요합니다. Tillicum Pierce 카운티 도서관은 규모가 작으며 외관과 시설이 낙후되어 있습니다. 현재의 설계 상태는 사람들의 도서관 이용을 제대로 지원하지 못합니다.

#### 새 도서관은 같은 위치에 세워지나요?

Library System은 도서관의 위치 이전과 건립에 대한 여러분의 의견을 듣고자 합니다. 새로운 Lakewood Pierce 카운티 도서관은 지역의 커뮤니티 비전을 세우고 환경 조성 및 기타 커뮤니티 서비스를 위해 예정된 도시 투자를 활용하고자 Lakewood 시내에 지어질 예정입니다. 새로운 Tillicum Pierce 카운티 도서관은 Tillicum 지역에 있는 현재 건물 옆에 세워질 예정입니다.

#### 내 의견은 어떻게 사용되나요?

Library System은 시민 여러분의 모든 아이디어와 의견을 검토합니다. 여러분의 의견을 참조하여 도서관 이사회에서 Lakewood 내 새로운 도서관 건립을 위한 추가 단계를 결정하게 됩니다.

#### 이 절차는 어떤 일정으로 진행되나요?

Library System은 2019년 가을까지 시민 여러분의 의견을 접수합니다. 커뮤니티에서 새로운 도서관 건물에 관심을 보이면 Library System은 커뮤니티와 논의를 지속하고 일부 건물 설계를 위한 추가 의견을 접수할 예정입니다.

더 많은 정보는 어디에서 확인할 수 있나요? 최신 정보를 계속 받으려면 어떻게 해야 하나요? imagine.pcls.us에 가입해 최신 소식 업데이트를 받아보고 자세한 정보를 알아볼 수 있습니다.



**y** f

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이 문서의 다른 형식을 요청하려면 Washington Relay TTY 771에 전화해 253-548-3426번을 요청하십시오

# 새로운 LAKEWOOD 도서관을 상상해보세요

#### Lakewood Pierce 카운티 도서관

Lakewood Pierce 카운티 도서관은 Lakewood 시가 구성되기 30여 년 전인 56년 전에 세워졌습니다. 현재이 도서관은 약 6만 명의 사람들에게 학습, 즐거움, 커뮤니티 유대 관계 강화를 위한 서비스와 리소스를 제공하고 있습니다.

- 기존의 건물은 낡았고 유지보수가 어려워 사람들이 도서관을 이용하는 방식을 제대로 지원하고 있지 못하며 건물 개조에는 수백만 달러의 비용이 필요합니다.
- Tillicum Pierce 카운티 도서관은 규모가 작으며 외관과 시설이 낙후되어 있습니다. 현재의 설계 상태는 사람들의 도서관 이용을 제대로 지원하지 못합니다.
- Lakewood 시에서는 최근 도서관을 위한 우선적 도서관 서비스라는 도시 계획을 채택했습니다. 시에서는 시내 중심에 새로운 Lakewood 도서관을 세울 예정입니다.
- 본 Library System에서는 커뮤니티 내 새로운 도서관 설립에 대한 의견을 받고자 합니다. 여러분의 의견은 Library System이 도서관 공간 및 서비스에 대한 Lakewood 커뮤니티의 관심 사항을 이해하는 데 도움이 됩니다.

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### Appendix B: Sumner Survey Instruments

Survey instruments for Sumner were also available in Spanish.

#### SUMNER ENGLISH SURVEY AND FREQUENTLY ASKED QUESTIONS



# **IMAGINE**

YOUR NEW SUMNER LIBRARY

#### Welcome!

The Pierce County Library System is exploring building a new library to serve the Sumner community.

Your input will help the Library System understand the community's interest in library spaces and services. This survey should take roughly five minutes to complete. Your responses are confidential.

If you have questions, please contact: Pierce County Library System at 253-548-3300 or info@piercecountylibrary.org.

Thank you!

lma	agi	ine your new lik	orary!		
1.	Wh	y do you value havin	g a library in Sumner? <u>Ple</u>	ase so	elect all that apply.
		I use the library for myse			Others in the community use the library
2.	lma	Others in my family use t agine coming to a nev	,	woul	I don't value having a library in Sumner  d you like to see? Please select all that apply.
		Space for studying or wor Space for groups to meet Space for events and clas times, and talks of comm Space for public technology printers, and Wi-Fi)	ses such as job help, story unity interest		Space for reading and relaxing  Separate spaces for quiet activities and noisy activities  Access to books, movies, music, and other materials  Better parking  Other (please specify):
3. [ [	If a	new library were on More About the same Less	Main Street by Fred Meye What advice can you offer a		uld you use it the new location and potential move?
4.	Ho	w interested are you	in a new library for Sumne	er?	
		Very interested Kind of interested		0	Not very interested Very disinterested
5.	Wh	at interests you most	about a potential new lib	rary i	in Sumner?

What are your top priorities for investing in Please choose your top four (4) from the				
Public safety Transportation (r	oads, sidewalks, bil	ke infrastructure)		Libraries
Schools Parks and recreat	ion			Human and social services
How welcome do you feel at the Sumner L	ibrary?			
O Very welcome	0	Unwelcome		
O Welcome	0	Very unwelcome		
How safe do you feel at the Sumner Librar	v?			
-	,.			
O Very safe	0	Unsafe		
•	0	Unsafe Very unsafe		
O Very safe O Safe O. Please explain your answers to questions	0			
O Very safe O Safe O. Please explain your answers to questions bout You	O O 8 and 9.	Very unsafe		
O Very safe O Safe O. Please explain your answers to questions	O O 8 and 9.	Very unsafe	p us un	derstand who we have
O Very safe O Safe  D. Please explain your answers to questions bout You  ease tell us a bit about yourself. The questions below	O O 8 and 9.	Very unsafe	p us un	derstand who we have
O Very safe O Safe  D. Please explain your answers to questions  bout You  ease tell us a bit about yourself. The questions beloached through this survey.	O O 8 and 9.	Very unsafe	p us un	derstand who we have
O Very safe O Safe  D. Please explain your answers to questions  bout You  ease tell us a bit about yourself. The questions beloached through this survey.  1. What is your age?	O O 8 and 9.	Very unsafe	p us un	derstand who we have



IMAGINE YOUR NEW LIBRARY

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To request this document in an alternate format, call Washington Relay TTY 771 for 253-548-3426.



# IMAGINE

# YOUR NEW SUMNER LIBRARY

# FREQUENTLY ASKED QUESTIONS

# Why is the Pierce County Library System considering a new library building?

The Sumner Pierce County Library is on land owned by the City of Sumner in a building co-owned by the city and the Library System. The aging building will close because it needs costly repairs. The community has an opportunity to build a new facility on land the city has purchased on East Main, close to where the library began serving the community more than 90 year ago. New facilities and design will be reflective of community desires.

# Will the new library be in the same location?

The City of Sumner has purchased land on East Main for the new Sumner Library.

### How will my comments be used?

The Library System will review all of the public's ideas and opinions. The Library's Board of Trustees will use the comments to decide whether to take further steps to build a new library in Sumner.

### What is the timeline for this process?

The Library System is collecting public comments through the fall of 2019. If the Sumner community shows an interest in a new building, the Library System will continue the discussion with the community and gather further comments to help develop some building design concepts.

### Where can I find more information? How can I stay informed?

Sign up for updates and learn more at imagine.pcls.us.





# Appendix C: Activity Sheets (English Only)

Activity sheets were also available in Spanish (Lakewood and Sumner) and Korean (Lakewood only).

# What two qualities would you most like in a new library? Please place DOTS to tell us.

Comfortable	Community- focused	Convenient	Other (please describe)
Flexible	Modern	Welcoming	

Pierce County Library System Information & Imagination
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# IMAGINE YOUR NEW LIBRARY

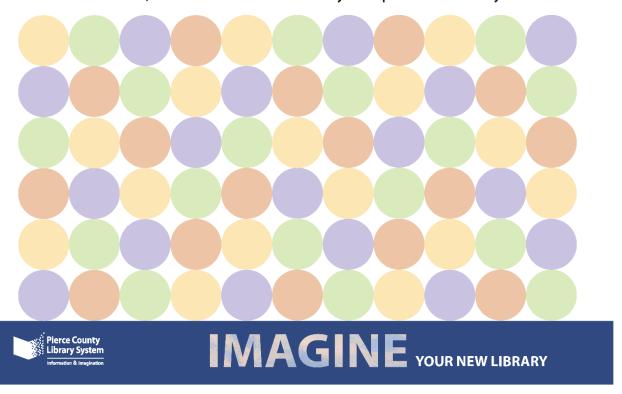
# What two features would you most like in a new library? Please place DOTS to tell us.

Active spaces for noisy activities	Better parking	Comfortable seating	Technology
Quiet spaces	Relaxed spaces to gather	Small group study/ activity rooms	
Other (please describe)			

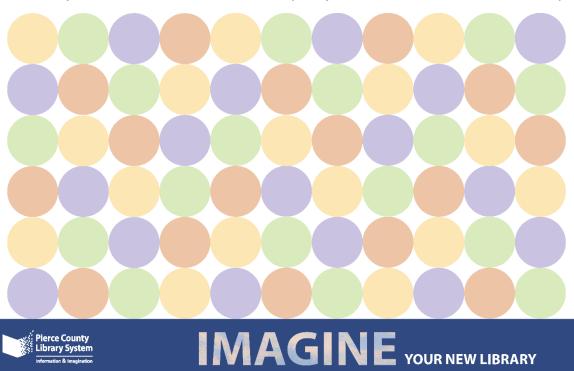




In a circle, write three words that describe your hopes for a new library.



In a circle, please write three words that describe your questions or concerns about a new library.



# What four potential community investments are your highest priority?

Please place **DOTS** below to tell us.

Libraries	Human and social services	Public safety
Parks and recreation	Transportation	Schools



# IMAGINE YOUR NEW LIBRARY

What would make you feel more welcome in a library? Please place a NOTE to tell us.

What would make you use the library more? Please place a NOTE to tell us.





Does Sumner need a new librai	<b>y?</b> Please place a <b>DOT</b> to mark your response.
-------------------------------	------------------------------------------------------------

Yes	No



# IMAGINE YOUR NEW LIBRARY

**Does Lakewood need a new library?** Please place a **DOT** to mark your response.

Yes	No



IMAGINE YOUR NEW LIBRARY

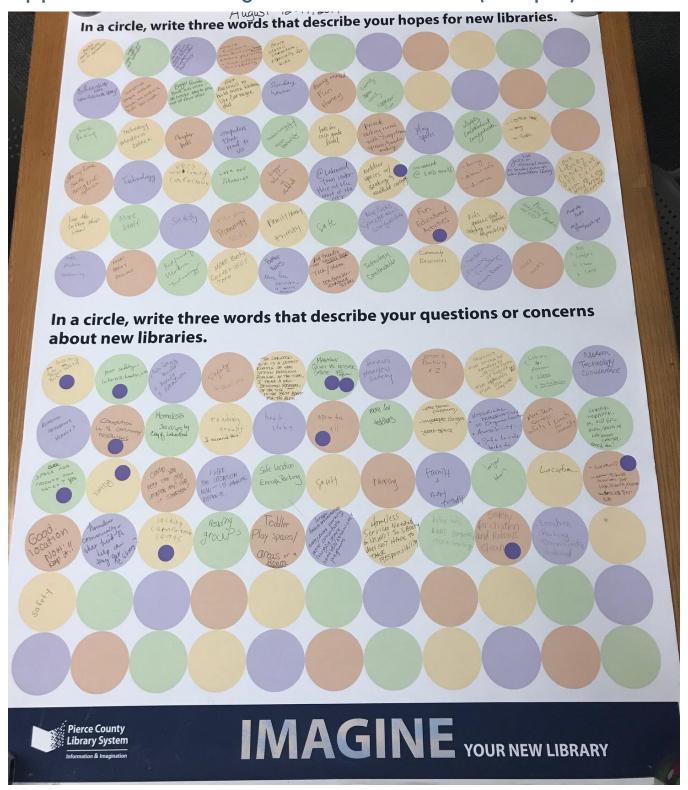
**Does Tillicum need a new library?** Please place a **DOT** to mark your response.

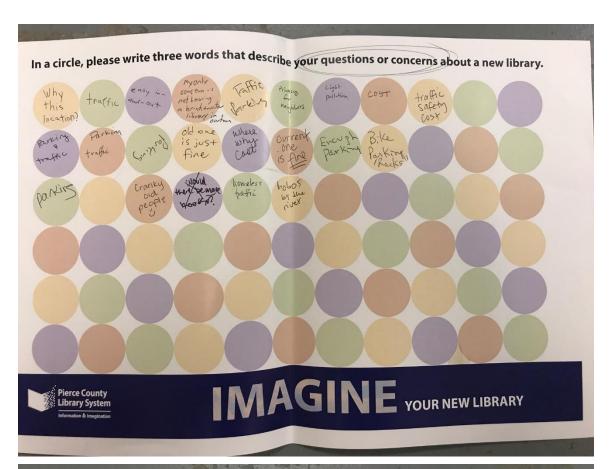
Yes	No

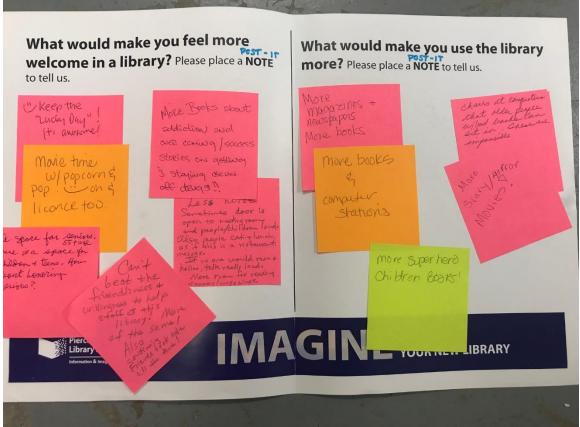




# Appendix D: Standing Boards in Libraries (Sample)

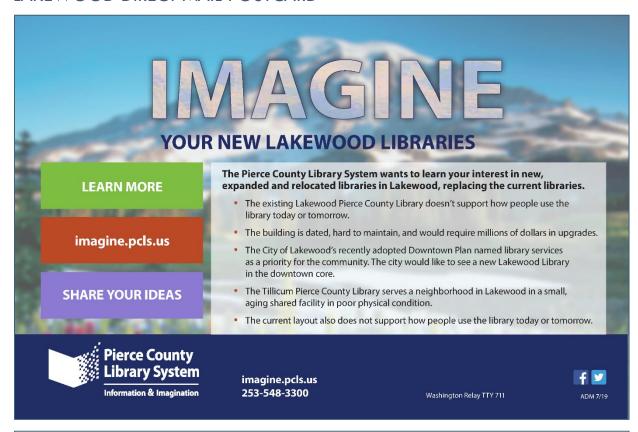






# **Appendix E: Promotional Materials**

### LAKEWOOD DIRECT MAIL POSTCARD





Nonprofit US Postage PAID Tacoma, WA Permit No 397

# Please let us know your thoughts about a new library:

- √ Take a survey by Sept. 30: surveymonkey.com/r/NewLakewood
- Drop by Lakewood Libraries during a weeklong open house, Monday, Aug. 12–Saturday, Aug. 17:
  - Lakewood Library, 6300 Wildaire Road S.W.
  - · Tillicum Library, 14916 Washington Ave. S.W.
- → Talk with a staff member at community events

**LEARN MORE** 

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**SHARE YOUR IDEAS** 

Thank you and we look forward to talking with you!

## SUMNER DIRECT MAIL POSTCARD





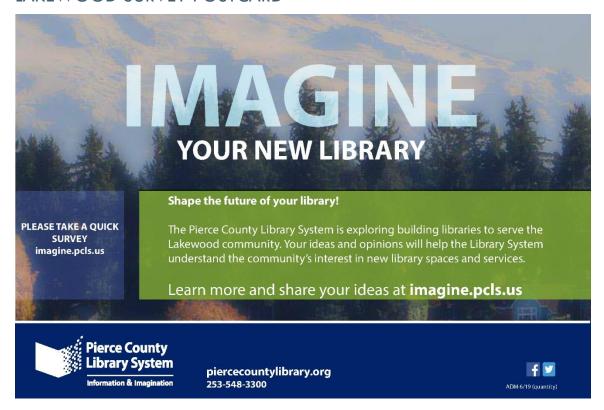
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# MAGINE

# Please let us know your thoughts about a new library:

- Take a survey by Sept. 30: surveymonkey.com/r/NewSumner
- Drop by Sumner Library, 1116 Fryer Ave., during a weeklong open house
   Sunday, July 28–Saturday, Aug. 3
- ✓ Talk with a staff member at community events

## LAKEWOOD SURVEY POSTCARD

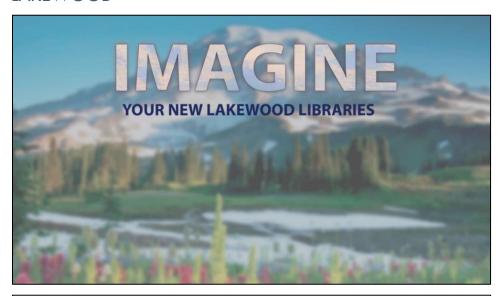


## SUMNER SURVEY POSTCARD



# Appendix F: Presentation

# **LAKEWOOD**



# Purpose of today's meeting

- Share information about a potential new library or libraries in Lakewood and Tillicum
- Gather your input
- Discuss timeline, next steps and how to stay involved



piercecountylibrary.org 253-548-3300

# Current libraries background

Why is the Pierce County Library System considering new library buildings?

- Lakewood Pierce County Library is dated and requires millions of dollars in upgrades
- Tillicum Pierce County Library is a small facility in poor physical condition
- The buildings don't support how people use the libraries today or will use them tomorrow







# **Current Lakewood Library**

### Well loved and well used and has served the community well

- 1963 Lakewood Library built; expanded to 32,592 square feet in 1974; renovated in 1993-94
- 32,438 Cardholders; 55% of residents have active library cards, with many cards serving entire families
- 502,738 Checkouts in 2018
- 266,202 Visits in 2018
- Help build early literacy, improve computer skills, get people jobs





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# **Current Tillicum Library**

### Also, well loved and well used and has served the community well

- 1985 Tillicum Library built
- The 2,100 square foot library is located in an aging HUD-funded joint-use site
- 2,330 Cardholders in 2018; 53% of residents have active library cards, with many cards serving entire families
- 33,158 Checkouts in 2018
- 40,340 Visits in 2018





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# Potential new locations

### Will new libraries be in the same locations?

- A new Lakewood Pierce County Library could be located in downtown core
  - City of Lakewood's Downtown Plan names library services as a community priority
  - The location could leverage anticipated city investments around placemaking and other community services
- A new Tillicum Pierce County Library would be located near the current building in the Tillicum neighborhood



# Timeline and how to stay involved

- Process
  - Share your thoughts and ideas with the Pierce County Library System now through the end of September 2019
  - If residents show interest in new buildings, the Library System will work with the community to develop initial building design concepts
- Stay involved
  - Sign up for updates at imagine.pcls.us
  - Drop in for an open house
    - Lakewood and Tillicum Pierce County Libraries Monday, Aug. 12, through Saturday, Aug. 17
  - For questions, please contact the Pierce County Library System
    - = 253-548-3300
    - info@piercecountylibrary.org



piercecountylibrary.org 253-548-3300

# Your Input

- Live polling
  - Use your phone's camera app to scan QR code

OR

□ Visit pollev.com/berkconsulti061

OR

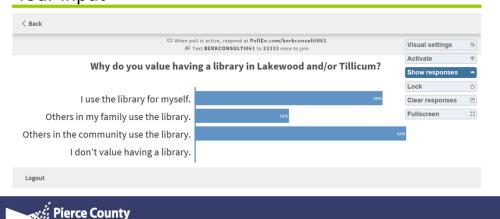
□ Text BERKCONSULTI061 to 22333 to join the session



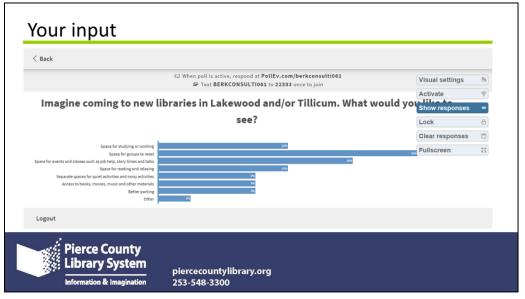


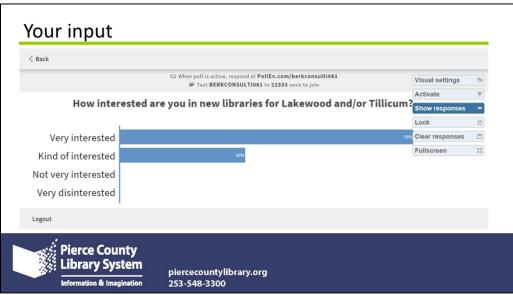
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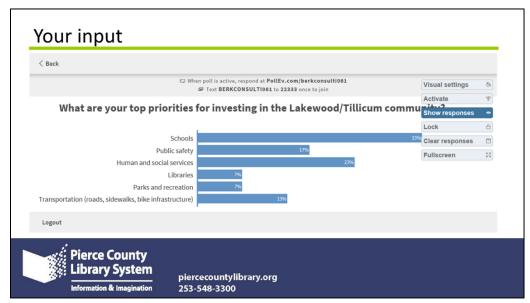
# Your input













Questions or additional input?

imagine.pcls.us

Thank you!

# **SUMNER**



# Purpose of today's meeting

- Share information on a potential new library in Sumner
- Gather your input
- Discuss timeline, next steps and how to stay involved



piercecountylibrary.org 253-548-3300

# Current library background

Why is the Pierce County Library System considering a new library building?

- The building is on land owned by the City of Sumner, and the library will close because it needs costly repairs
- The current building doesn't support how people use the library today or will use it tomorrow





# **Current library**

## Aging building is underserving the community

- 1979 Library built
- 1995 expanded/renovated to 10,600 square feet
- 13,710 Cardholders
- 252,654 checkouts in 2018
- 132,511 Visits in 2018
- Helps build early literacy, improve computer skills, get people jobs





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# Potential new location

### Will a new library be in the same location?

 A new Sumner Pierce County Library would be located on East Main on land the City of Sumner purchased





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# Timeline and how to stay involved

- Process
  - Share your thoughts and ideas with the Pierce County Library System now through the end of September 2019
  - If residents show interest in a new building, the Library System will work with the community to develop initial building design concepts
- Stay involved
  - □ Sign up for updates at imagine.pcls.us
  - Drop in for an open house
    - Sumner Pierce County Library Sunday, July 28, through Saturday, Aug. 3
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