

FACILITY PROGRAM VISIONING

Foley Public Library

Foley, AL

Prepared by
ReThinking Libraries, LLC
Submitted: November 4, 2022

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John Jackson
Library Director
Foley Public Library
jjackson@cityoffoley.org

John,

ReThinking Libraries is pleased to submit this proposal to assist the Foley Public Library (FPL) with Facility Design Advocacy and Consulting. This work will be used to help provide guidance and assistance to the Foley Public Library (FPL) as they embark on the design and construction of your new library facility. RTL is well experienced and positioned to assist library and local leadership throughout the design and construction process on an as needed by the library.

This proposal is firm and irrevocable for 90 days. We look forward to the opportunity to respond to questions and further explain our process as needed. Please don't hesitate to contact us with any questions.

Best regards,



Rob Cullin
Managing Principal

Services Overview

In this proposal, ReThinking Libraries (RTL) is presenting service options for FPL that are typical and recommended for a project such as this. It is understood that RTL's role in this project will be to assist the FPL Project Team in collaboration with other key stakeholders in looking at its services and spaces with "fresh" eyes and providing expertise and insight into the building program and feedback and advice along the way of the design and construction process. We will analyze information and data, existing spaces and services and offer professional recommendations based on best practices for 21st century public libraries as well as observation and assessment of FPL's existing services, spaces, use, and community. From this we will work collaboratively with the FPL team, key stakeholders, and the architectural design team as an advocate for the library, the staff, and users, throughout the design process.

Company and Contact Information

In 2004 Rob Cullin helped Kimberly Bolan start Kimberly Bolan & Associates, a national library consulting firm based outside Indianapolis (IN). Once Kim returned to work as a library administrator, Rob continued work as a library consultant. Janet Nelson joined Rob in 2019 and they relaunched the business as ReThinking Libraries in 2020. Over the past 18 years, the RTL Team has been involved in numerous facilities projects, strategic plans, building programs, and other work with hundreds of libraries across the US. Clients range from small rural public libraries to large urban facilities, and everything in between.

Areas of expertise include but are not limited to:

Facility and space visioning, planning, and design | New approaches to strategic planning | 21st century library services and transformation | Community awareness, marketing, and digital marketing strategies

Our team is passionate about understanding what it takes to be a successful and thriving 21st century library. We have been presenting at conferences on overall library trends for over ten years and on trends in youth spaces for over twenty years. In addition, we have participated in numerous other consulting and speaking engagements, training hundreds of librarians across the U.S. and abroad.

We use a holistic approach to help libraries survive and thrive in an environment of constant change. Change occurs every day with shifting demographics, newer and better technologies, increasing real and virtual competition, and often, a somewhat uncertain financial outlook. In addition, we assist libraries with understanding and implementing successful 21st century services and spaces, increasing the efficiency of operational processes such as circulation and information services, incorporating and managing technology, streamlining behind-the-scenes activities, improving web-based access, and more.

Contacts

Robert (Rob) Cullin, Managing Principal
PRIMARY CONTACT FOR THIS PROJECT
Address: 7249 Arbuckle Commons, Suite 438
Brownsburg, IN 46112
Phone: 317-509-3268
Email: rob@rethinkinglibraries.org

Janet Nelson, Principal
Address: 1218 McMahon Drive
Sun Prairie, WI 5359
Phone: 608-444-1733
Email: janet@rethinkinglibraries.org
Website: www.rethinkinglibraries.org

Our General Approach

Our general approach to library facility planning and design is based on collaboration, open communication, and showing stakeholders “the possibilities” for their library. Ideally it is also about identifying what stakeholders and members of the community want and need from their library in terms of services and spaces.

Understanding the community and the library is the center of our process.

We take a very strategic approach and view this as a multi-phase project that must meet both short and long-term needs. Our methodologies include research and analysis of existing data combined with direct staff and user input gathered through focus groups, online surveys, and one-on-one discussions. Our philosophy of planning and programming library spaces is based on identifying what stakeholders want and expect from their library in terms of services and spaces. We then determine what the stakeholders believe to be the strengths and weakness of the library. Also included in this assessment is a demographic analysis, collection analysis, discussion of best practices in successful 21st century libraries, conversation about various technologies, service models and delivery of service, and library staffing.

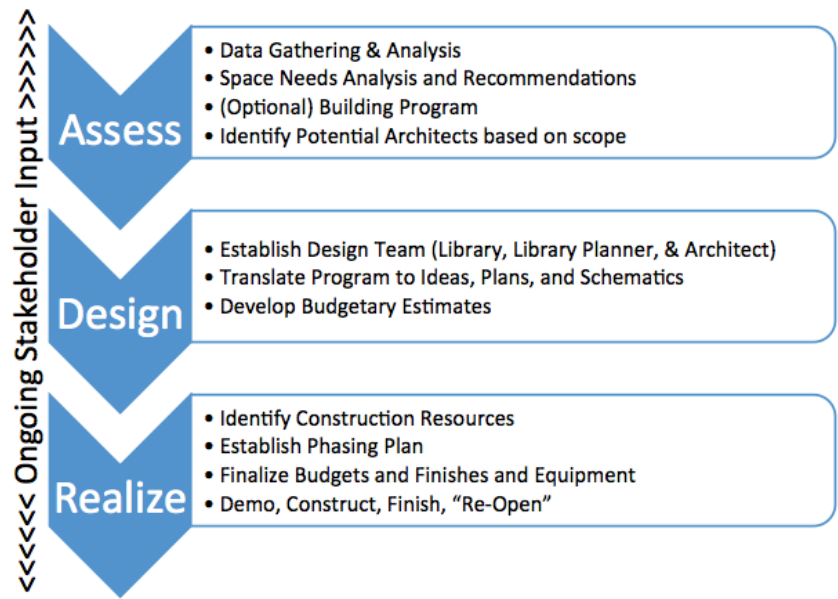
Our work on every project is tailored to the needs of that specific client, with no fixed or rigid approaches. No matter what services RTL delivers, we strongly believe that to provide a long-lived flexible library facility “form must follow function,” so we work hard to understand the plan of service so we can then translate it into space needs and a successful design.

Also critical to the success of a project like this, is the quality of communication between RTL and the rest of the Project Team. The consultants will share their analyses and opinions so all stakeholders can fully understand the implications of decisions needing to be made. The full FPL Project Team must, in turn, help the consultants grasp the local context surrounding those decisions. Once complete, all involved must have a clear vision of what needs to be done based on the in-depth assessment of the situation, consideration of new and emerging trends in library services and spaces, and an understanding of local realities and sensibilities.

We are dedicated to working with our clients to achieve successful and thriving 21st century library services and spaces that provide:

- A forward-thinking approach to delivering library services
- A welcoming, inviting, and dynamic environment for users
- Flexibility to meet current and future needs
- Functional efficiency for customers and staff

RTL does not take a “canned” approach to consulting. We prefer to work with each client to get a sense of what they want and need and then customize – in both style and substance – an approach and content that meets that need. In addition to consulting work, our consultants are public speakers and authors. We use humor, images, variety, and active and ongoing collaboration to engage our clients and their communities.



Our Facility Planning Experience

Facility Planning has been a mainstay of our consulting business since its inception and both Rob Cullin and Janet Nelson have been involved in facilities planning activities for over 15 years. Their work has involved school, public and academic libraries of all sizes across the United States. The scope has varied from refreshing small spaces to complex facility master plans to comprehensive projects that went from conception through product selection and project management.

Rob began helping behind the scenes with Kimberly Bolan and Associates (KBA) clients in 2006. Initially he focused on developing a process to analyze space needs and dove into collection analysis activities. Starting in 2009 he began helping with client facing operations and shifted to full-time consulting work in 2014. His past and current facilities work includes Facility Master Planning, Feasibility Studies, Space Planning, 21st Century Library Transformations, and much more. He has worked with a variety of facility planning methodologies, approaches, and styles enabling him to be highly adaptable in addressing planning with various types of organizations, communities, and organizational cultures. Community engagement is often a core element in his planning approach and results in a community-based approach to design. Facility planning continues to be a core aspect of the business as it transitioned to become ReThinking Libraries (RTL) in 2020.

Janet partnered with Rob as a consultant starting in 2019 and together, they founded ReThinking Libraries in 2020. Her library experience began in 1999 as a Furniture Product Manager with Demco, Inc. focusing on curating an optimal product assortment and developing new products and interior concepts. In 2003 her scope of work shifted to leadership responsibilities in the establishment of the Demco Library Interiors and Totalibra businesses. She engaged with key clients in understanding their library needs and sharing trend research and insights. She also managed all marketing activities and consulted with the design team on space layouts and custom furniture design. Over time, her role further expanded to include additional library/librarian engagement activities including the creation of a Demco webinar series, the launch of the Demco Ideas & Inspiration website, and the creation of a “What’s Next” forum of key library influencers that explored evolving library trends.

The RTL Team (under both the RTL and KBA banners) has led or is currently leading over 60 public library projects in the past 5 years.

Just some of the recent Facility Plans/Projects the RTL/KBA team has facilitated:

- East Chicago Public Library (IN) - (2022-present) – Community Assessment and Facility Visioning
 - New Hanover County Public Library (NC) – (2022-present) – New Northchase Branch Design
 - New Hanover County Public Library (NC) – (2021-22) – Facility Design Support New Main Library
 - Portage Lake District Library (MI) – (2021) – Facility Planning
 - Tuscaloosa Public Library (AL) – (2021) – Facility Programming Vision & Strategic Planning
 - Charlotte Mecklenburg Public Library (NC) – (2020/21) – Facilities Master Plan
 - Handley Regional Library (VA) – (2020) – Facility Planning
 - Catawba County Library (NC) – (2019/20) – Strategic and Facility Planning
 - Free Library of Philadelphia (PA) – (2018/19) – Post Occupancy Evaluations (5 locations)
 - Liberty Lake Municipal Library (WA) – (2019/20) – Community & Facility Assessment
 - Mary Riley Styles Public Library (VA) – 2018/19) – Facility Renovation and Expansion
 - St Charles Public Library (IL) – (2018) – Facility Assessment and Planning
 - Waverly Public Library (IA) – (2018 & 2020) – Strategic and Facility Planning
 - Hamilton East Public Libraries (IN) – (2015 -2019) Facility Planning
 - St. Joseph County Public Library (IN) – (2017) – Community & Facility Needs Assessment
 - Latah County Library District (ID) – (2018) – Facility Planning
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Service Details

RTL's team will consist of Managing Principal, Rob Cullin, who will serve as the project lead. Secondary lead will be Janet Nelson, Principal/Senior Consultant and other RTL associates (Randy Maxey, Suzanne White, or others) may also be involved in producing drawings or other design support aspects of the project. See the Other Services section following our team resumes to see additional services that RTL can provide FPL throughout life cycle of the project to help move the plan into reality.

Services:

Pre-Design and Programming Prep

This service includes working with the FPL team in establishing space and facility needs and requirements. Developing a solid understanding of how multiple floor levels will impact services and staffing requirements, what models are working for café' spaces in US libraries and providing feedback or collaborative support through the pre-design phase with the architectural team.

Specific Analysis elements might include:

- Collection Utilization and Turnover Analysis (Required)
- Space Needs Analysis (Required)
- Community Demographic Analysis (Recommended)
- High-level Multi-Cohort Benchmark Analysis with State, Regional and National Comparisons (Optional)
- Other Data Collection & Analyses as agreed upon by FPL and RTL

Design Collaboration, Reviews and Ongoing Project Consultation

This service includes RTL working collaboratively with the project team, and other key stakeholders, potentially including the architectural team, and even the general contractors during the construction phase IF FPL would like to continue RTL's involvement into the construction phase.

Specific work elements might include:

- Collection and Shelving planning (highly recommended)
 - Interior Design collaboration or input/review (RTL has deep experience in Library Furniture, Shelving, and even carpet and finishes that work well in public library environments)
 - Signage and wayfinding design input
 - Technology consulting (requirements, meeting rooms, specialty--RFID & Sortation/AMH Systems)
 - Advice or review of construction/design changes and assessment of impact on library operations or long-term building upkeep.
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Cost Estimate

For this time and material project, we are offering the following discounted rates:

- \$150/hour for Rob or Janet
- \$130/hour for other RTL professional associates (Randy, Suzanne) who may be needed
- Though onsite travel is not currently expected for this project; should it be desired by the client, travel expenses will be billed at cost: Travel will be from: Carmel, IN for Rob, Sun Prairie (Madison), WI for Janet, Greenville, SC for Randy, Raleigh/Durham for Suzanne
- Any other miscellaneous (printing, shipping, etc.) expenses which are unlikely, will be billed at cost IF they are incurred at all. Client will be made aware ahead of time for any such costs.

Pre-Design and Early Schematic Design Phase Likely Cost Range:

\$3,000 - \$8,000 most likely range of fees

The costs here would largely be driven by how much the RTL team is involved in the design collaboration process with the architectural team, which will be at the discretion of FPL.

Design Collaboration, Review and Ongoing Project Consultation and Support Likely Cost Range:

\$2,000 - \$10,000 most likely range of fees (though a deeper involvement that lasted through construction could reach into the \$20K range.)

This phase is much more variable depending upon what level of involvement you would like from us, and how far along the design and construction process we might be involved. RTL's involvement will be at the discretion of FPL.

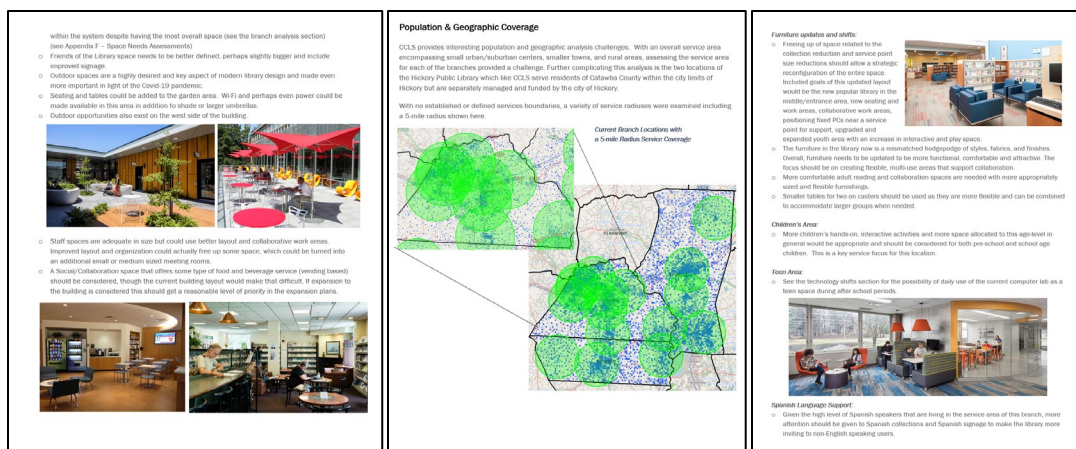
RTL is happy to work with any not-to-exceed amount FPL would like to set for the project. We will provide monthly billing and budget remaining reports to FPL as the project progresses. RTL would not exceed the budget set without written approval from FPL. We'd suggest a low end NTE amount of \$7,000 if FPL is looking to keep RTL costs and involvement relatively low. \$15,000 would be a good starting NTE amount if you are looking for a deeper level of our involvement.

References:

The following are 4 references with which we worked very closely in recent years; however, we'd be happy to put you in contact with any of our past or current clients from over our many years of work.

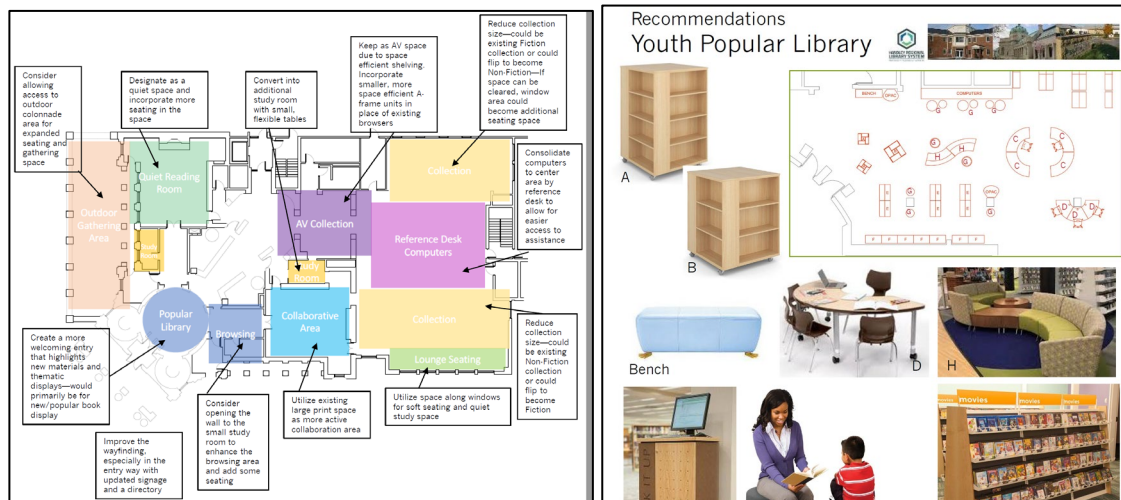
Siobhan Loendorf, Director
 Catawba County Library System
 115 West C Street, Newton, NC 28658
 828-465-8664, awhite@catawbacounty.nc.gov

Projects: In 2019-2020, facilitated and developed their 2020-2024 Strategic Plan. RTL also assessed all eight locations in their sprawling countywide system and developed a complete Facility Plan for the library system. The project was completed under the RTL banner at a cost of \$46,100 (as budgeted) for both projects.



AnnMarie White, Deputy Director
 Handley Regional Library
 199 W. Piccadilly Street, Winchester, VA 22604
 540-662-9041 ext. 25, awhite@handleyregional.org

Projects: In 2020 conducted a Facility Analysis of the Handley Library which serves as the Main Library in the Handley Regional Library System. Utilizing library staff and community input, developed suggestions for repurposing and renovating spaces that would honor the history of the building while providing for 21st century library service. The project was completed under the KBA banner at a cost of \$16,500 (as budgeted) but did not include benchmark analysis and only limited demographic analysis.



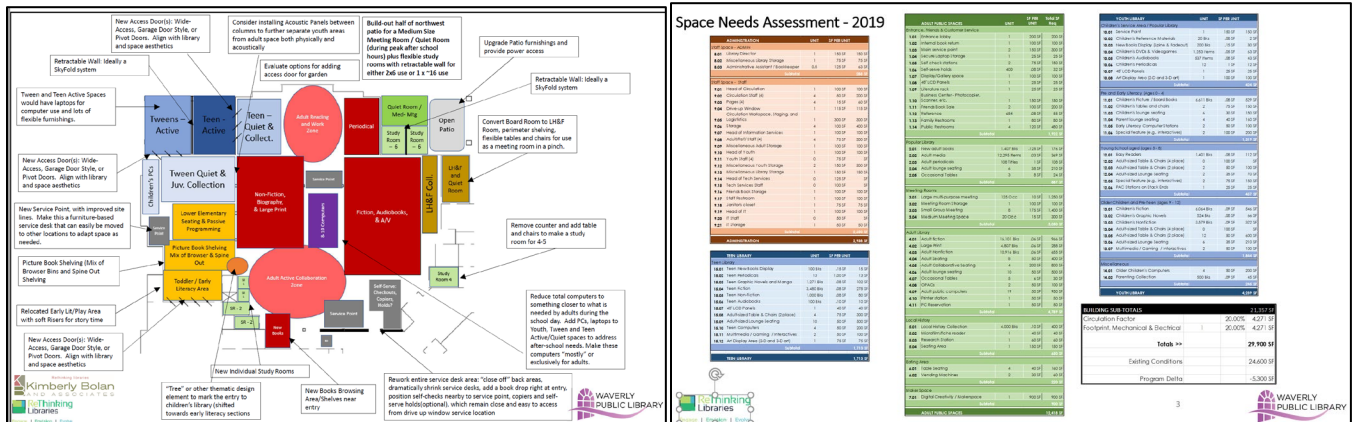
Sarah Meyer-Reyerson, Director

Waverly Public Library

1500 W. Bremer Avenue, Waverly, IA 50677

319-352-1223 ext. 104, smeyer@waverly.lib.ia.us

Projects: Facilitated and helped the library develop their 2019 – 2024 Strategic Plan in 2018. In 2020 developed a new library space plan based on outcomes of the strategic planning process. The first project was done under the KBA banner and the second was done under RTL. The facility concept portion of the work was done for a cost of \$15,700 and delivered on budget (much of the typical work required had already been completed as part of their strategic planning project).



ROBERT CULLINEmail: rob@rethinkinglibraries.org**ReThinking Libraries, LLC****2005 – present***Managing Principal*

Prior to founding ReThinking Libraries, LLC with Janet Nelson, Rob helped start Kimberly Bolan & Associates in November 2004. His consulting work kicked off when he co-authored *Technology Made Simple* with Kim Bolan and began writing and presenting together with her across the USA. Rob has been involved in all of RTL's strategic plans and most of the strategic planning work completed by KBA. He has also completed a number of facilities projects under both organizations. Through his work as the Co-Founder of Evanced Solutions LLC and later at Demco, Inc., he has been involved with thousands of libraries around the world. With a broad set of experiences reaching even beyond libraries, Rob has direct specialties in community engagement, strategic planning, technology, data, demographic & psychographic analysis, marketing, and organizational design.

Sampling of Relevant Project Experience:

East Chicago Public Library (IN) – Community Assessment and Facility Visioning (2021-present)
 New Hanover County Public Library (NC) – Facility Design Support and Consultation (2021-present)
 Tuscaloosa Public Library (AL) – Facility Programming Vision (2021)
 Charlotte Mecklenburg Public Library (NC) – Facility Master Plan (2020-2021)
 Waverly Public Library (IA) – Facility Vision and Planning (2020), Strategic Planning (2018)
 Catawba County Library (NC) – Strategic and Facility Planning (2019-2020)
 Great Barrington Public Libraries (MA) – Facility Visioning (2018) and Building Program (2020)
 Liberty Lake Public Library (WA) – Community Assessment, Facilities Master Plan, Strategic Plan (2019-2020)
 Indianapolis Public Library (IN), New Eagle Branch – Facility Programming, Planning & Design (2017-2019)
 Free Library of Philadelphia (PA) – Post Occupancy Evaluation – 5 Locations (2018-2019)
 Mary Riley Styles Library (VA) – Facility Programming, Planning & Design (2017-2019)
 Delaware County Libraries (OH) – Facility Analysis and Planning (2018- 2019)
 Allen County Public Library (IN) – Facility Programming, Planning & Design, Strategic Planning (2017-2018)
 Latah County Library District (ID) – Facility Planning (2017)
 St Joseph County Library (IN) – Facility Master Plan (2017)
 Hamilton East Public Libraries (IN) – Facility Programming, Planning & Design (2015-2019)
 Lincoln County Public Library (NC) – Facilities Master Plan (2016-2017)
 Community Library Network (ID) – Facility Programming and Planning for 7 Branches (2015-2018)
 Jennings County Library (IN) – Planning & Design, Strategic Planning, Org. Development (2014-2018)

ADDITIONAL EXPERIENCE:**Evanced Solutions, LLC, Indianapolis, Indiana****2002 – 2014***President and Co-Founder***As part of Demco, Inc. Madison, Wisconsin****2011 – 2014***Vice President***2011 – 2014****PUBLICATIONS:***Technology Made Simple*, Chicago: ALA, 2007."Web, Library, and Teen Services 2.0," *Young Adult Library Services*, Winter 2007."Technology Planning: The Big Picture for Small Libraries," *WebJunction* (November 20, 2006).**HONORS AND AWARDS:**

2008 Library Journal's Movers and Shakers Award

EDUCATION:

Purdue University, West Lafayette, IN and Indianapolis, IN, B.S. Electrical Engineering Technology

GE Six Sigma – Green Belt Certified

JANET NELSONEmail: janet@rethinkinglibraries.org**ReThinking Libraries****2019 – present***Principal/Senior Consultant*

Janet co-founded ReThinking Libraries, LLC with Rob Cullin in 2020. Prior to that, she began her career in the library industry in 1999 as a Furniture Product Manager with Demco, Inc. During her time there, she worked in a variety of roles but always with a focus on providing libraries across the US with the products and services to best serve their communities. She was part of the team that envisioned and developed a service offering, known today as Demco Interiors. Janet began collaborating with Kimberly Bolan & Associates, LLC on design projects in 2006, starting with teen spaces. The collaboration evolved into more comprehensive library projects, speaking engagements and co-authoring articles on library trends.

In addition to her furniture/project experience, Janet has been involved in market research, strategic planning, and customer engagement, all focused on more thoroughly understanding and serving library needs. While at Demco she facilitated a “What’s Next?” Forum bringing together visionary library leaders and launched the online Ideas & Inspiration platform to share library ideas. With a broad set of experiences reaching even beyond libraries, Janet has direct specialties in strategic planning, marketing, research and development and space planning.

Relevant Project Experience:

East Chicago Public Library (IN) – Community Assessment and Facility Visioning (2021-present)
 New Hanover County Public Library (NC) – Facility Design Support and Consultation (2021-present)
 Portage Lake District Library (MI) – Facility Plan (2021-Present)
 Tuscaloosa Public Library (AL) – Facility Programming Vision (2021)
 Charlotte Mecklenburg Public Library (NC) – Facility Master Plan (2020-2021)
 Adrian District Library (MI) – Strategic Planning and Facility Plan (2020-Present)
 Catawba County Library (NC) – Strategic and Facility Planning (2019-2020)
 Handley Regional Library (VA) – Facility Assessment (2019-2020)
 Madison Central Library (WI) – Facility Design and Implementation (2013-2015)
 Slover Library (VA) – Facility Design and Implementation (2013-2015)
 Jennings County Library (IN) – Facility Design and Implementation (2011)
 Plainfield-Guilford Township Public Library (IN) – Facility Design and Implementation (2011)
 Richmond Public Library (CA) – Facility Design and Implementation (2010-2011)
 University of WI-Madison, Helen C. White Library (WI) – Facility Design and Implementation (2009-2012)

ADDITIONAL EXPERIENCE:**Nasco, Inc., Fort Atkinson, WI****2017 – 2019***Category Manager, Elementary Education/Early Learning***Demco, Inc., Madison, WI****1999 – 2016***Director, Library Engagement and Solutions*

- Collaborated on content strategy that included creation of *Ideas + Inspiration* website, webinars and relevant information and articles
- Developed *What’s Next?*, a customer forum of influential public librarians, to explore future library needs
- Co-led start-up of Demco Interiors from feasibility studies to fully operational business unit

PUBLICATIONS:

ReThinking Libraries Blog Posts, 2020
 “Just for Them”, *Library Journal’s Library by Design*, May 2010.
 Demco Ideas & Inspiration Blog Posts and Webinars, 2012 – 2016
 Demco Interiors Blog, 2012 – 2016

EDUCATION:

University of Wisconsin-Stout, Menomonie, WI, M.S. Home Economics: Clothing (Design & Manufacturing)
 University of Wisconsin-Stevens Point, Stevens Point, WI, B.A. Fashion Merchandising