



Chattanooga

Public

Library

TOWARD A TWENTY FIRST CENTURY SERVICE PLAN

JANUARY 16, 2019

PROJECT GOAL

- Identify opportunities to improve the current system or recommend other service models to best serve the citizens of Chattanooga

PROJECT STRATEGY

- Review CPL programs, services, operations and facilities
- Gather community input through:
 - Stakeholder interviews
 - Focus Groups
 - Future Scenarios Workshop
- Community & Staff Survey

LIVING AND WORKING IN CHATTANOOGA



FINDINGS: PROGRAMS & SERVICES

- Good mix of print and online resources
- Programs strongest for young children
- Successful service and program partnerships with outside organizations
- Limited number of original programs targeted for adults such as small business owners, ESL, literacy

RECOMMENDATIONS: PROGRAMS SERVICES

- Develop “programs with purpose” such as workforce development and 21st century literacy skills
- Experiment with using Chattanooga’s high-speed fiber optic network to increase the delivery of library, city, and content for students
- Build local collections that capture the history, output and reflect the aspirations of the local community

FINDINGS: FACILITIES

- Neighborhood libraries are too small to deliver 21st century services
- Existing space is not well utilized
- Aging infrastructure
- Growing parts of Chattanooga do not have a library nearby

RECOMMENDATIONS: FACILITIES

- Relocate Eastgate branch
- Implement low-cost mediation
- Long-term solutions
 - Capital improvements
 - Master facilities plan

FINDINGS: TECHNOLOGY

- Technology infrastructure is well-configured, but the library may not be taking full advantage of its capacity
- The Library's position as a technology innovator has softened
- Technology varies from location to location
- Public circulation of technology devices is lagging
- More public instruction needed

RECOMMENDATIONS: TECHNOLOGY

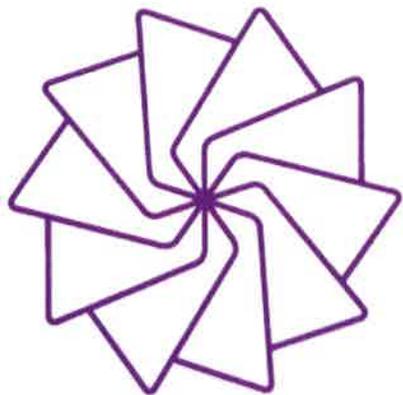
- Baseline for technology available for public use - Chromebooks
- Mobile hotspots
- Take greater advantage of the high-speed network
- Offer additional public technology instruction sessions
- Become the community advocate for public access to technology

PROGRAM EVALUATION

- Adopt a program evaluation system that includes a process for collecting information from the community

GOALS

- Establish programs and services that align more strategically with, and build upon, Chattanooga's aspirations
- Re-brand the Library as the place for the public to gain information about and access to 21st century literacy skills
- Develop a master facilities plan that responds to 21st century service initiatives and anticipated population growth
- Position CPL as a leading sponsor for promoting greater access and support for public access to information technology and the distribution of low-cost digital content



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