



Ronald J. Norick Downtown Library Service Plan FY 2013-2014

The Metropolitan Library System Mission

The Metropolitan Library System facilitates the free flow of information and ideas by providing access to materials, services and programs to Oklahoma County's diverse community.

Description of Facility

The Ronald J. Norick Downtown Library
300 W. Park Ave.
Oklahoma City, OK 73102

The Downtown Library has a long history of serving the citizens of Oklahoma County. The original Carnegie Library was constructed in 1900 at the corner of Third and Robinson. However, as the community grew a larger space was needed. The Carnegie Library was eventually torn down to make way for a larger building which opened in 1954. Again, the community continued to grow and additional space was needed.

The four-story, 114,130 square foot, Ronald J. Norick Downtown Library opened to the public on August 17, 2004. It was built as a project of MAPS, a local tax initiative. The facility includes audiovisual equipment and classroom space for students of all ages and is home to the OKC Downtown College. The overall building is approximately 114,130 square feet. The public library occupies approximately 57,500 square feet of space on the first and second floors, with an additional 79,500 feet of meeting room and atrium space available in the building as well.

1st floor, excluding atrium, DVS, and Café	24,426
2nd floor, excluding Outreach	26,930
Prorated share of the basement area plus serials area.....	6,171
Total library space.....	57,527
The Atrium and the 4th floor meeting rooms.....	21,973
Total library plus available meeting space	79,500

Seating capacity within the library, exclusive of specific use seating, such as chairs at computers or microform readers, is 182. These seating units come in a variety of styles including easy chairs, chairs adjacent to tables, children's seating, benches, and bean bag chairs in the YA area.

Community Profile

Oklahoma City Community Overview

Oklahoma City has been making some noise lately. Top national rankings in 10 different quality of life categories. Billions of dollars in city and education improvements. New corporate locations. The fastest growing entertainment district in the southwest. And the list goes on for the state's Capital City and the ten-county metro area that is home to 1.2 million.

Location

Oklahoma City is strategically located in the center of the continental U.S. and at the crossroads of the nation's interstate highway system - I-35, I-40 and I-44.

Perfectly Situated for Business

Oklahoma City has long been a production, distribution and business services hub. Major industry sectors include aerospace, energy, biosciences, insurance, agribusiness and information technology. Key advantages include: consistently low business costs; a productive labor force of over 650,000; prime access to growing state and regional markets; a world-class training network of 16 technology centers; 18 public and private universities, major medical and aerospace research centers; "shovel ready" sites with interstate, rail and runway access; and special "cash" incentives. The city's newly expanded Will Rogers World Airport provides direct and non-stop service to over 20 destinations.

Quality of Life

Oklahoma City has become a sophisticated city – with great restaurants, countless arts and cultural opportunities, professional sports (including the new NBA Oklahoma City Thunder) and a cost of living that is 13% below U.S. average.

Recent Rankings Include:

- #1 Most Recession Proof City - Forbes
 - #1 Most Affordable Housing Market - Bizjournals.Com
 - #4 Least Stressful Cities - Bizjournals.com
 - #7 Cleanest Cities in America - Forbes
 - #19 Best Cities for Jobs - Forbes
- A Better Living, A Better Life – that sums up today's Oklahoma City



(<http://www.okcchamber.com/secure/okcedis/index.php?submenu=oklahomacity&src=directory&view=communities&srctype=detail&refno=299&category=Communities>)

Downtown Oklahoma City Population (5 mile radius)

Total Population.....	213,953
Total Households	81,920
Female Population	107,047
Male Population.....	106,906

Age:

0-14 years	22.40%
15-19 years	5.9%
20-34 years	22.70%
35-54 years	25.5%
55-64 years	10.9%
65+.....	12.7%

Race and Ethnicity

American Indian, Eskimo, Aleut	4.3%
Asian	2.5%
Black	17.7%
Hawaiian/Pacific Islander.....	0.1%
White.....	51.5%
Other.....	16.2%
Multi Race	7.7%
Hispanic Ethnicity	33.5%

Household Income

\$0-\$9,999	14.2%
\$10,000-\$14, 999	8.6%
\$15,000-\$24,999	17.8%
\$25,000-\$34,999	15.2%
\$35,000-\$49,999	16.5%
\$50,000-\$74,999	15.3%
\$75,000-\$99,999	6.3%
\$100,000-\$124,999	2.7%
\$125,000-\$149,999	1.3%
\$150,000+.....	2.1%
Median Household Income.....	\$31,217
Average Household Income.....	\$41,792

Education Attainment (age 25+)

Grade K-8	10.7%
Grade 9-12	13.2%

High School Graduate.....	30.5%
Associates Degree.....	5.1%
Bachelor's Degree.....	12.1%
Graduate Degree	7.0%
Some college, no degree	21.5%

(source: Demographics Now)

Oklahoma City Transient Population

In January 2012, the Oklahoma City Point-in-Time Count found a total of 1,303 homeless persons including individuals and families with children. This is a 7% increase from last year. The number included people identified as homeless in emergency shelters, transitional housing facilities, meal sites, and street locations. The Downtown Library served as one of the count sites for the survey. There is a new day shelter, WestTown Resource Center, which opened in late August 2011; it remains to be seen what type of impact this will have on the transient population since some services are still in development.

*(2012 Point in Time Count Oklahoma City
Homeless Alliance and City of Oklahoma City Planning Department)*

Downtown Oklahoma City Places of Interest

Downtown Attractions

Bricktown	American Banjo Museum
Bricktown Canal	Bass Pro Shop
AT&T Bricktown Ballpark	The Underground
Coca-Cola Bricktown Events Center	Oklahoma River
Civic Center Music Hall	Oklahoma River Cruises
Carpenter Square Theatre	Chesapeake Boathouse
Oklahoma City Philharmonic	Water Taxi of Oklahoma
Chesapeake Energy Arena	Individual Artists of Oklahoma Gallery
Oklahoma City Museum of Art	Film Row
Cox Business Services Convention Center	Devon Boathouse
OKC Convention and Visitors Bureau	
Myriad Botanical Gardens and Crystal Bridge	
Oklahoma City National Memorial and Museum	

Downtown Events

Oklahoma City Festival of the Arts
Sound Bites in the Park
deadCENTER Film Festival
Red Earth Festival
Oklahoma City National Memorial
Marathon
Downtown in December
Opening Night
Ghouls Gone Wild Parade

Downtown Sports

Oklahoma City Thunder – National
Basketball Association
Oklahoma City RedHawks - Pacific Coast
League (*minor league baseball*)
Oklahoma City Barons – American
Hockey League

Recent and Future Downtown Development

Oklahoma City Economic Growth and Tourism

According to the Greater Oklahoma City Chamber of Commerce, Oklahoma City is:
“The #1 most affordable city in America, and a Top 5 fastest-growing city. The lowest business costs among large metros in the country. A Top 10 job growth ranking. A Top 25 Best Performing City. A Top Ten Metro for Doing Business and one of the best places for young adults to thrive.”
(<http://www.greateroklahomacity.com/>)

Downtown It!

- The **Downtown It!** Campaign kicked off in downtown Oklahoma City in July 2011. According to their website, the “objective of the campaign is to create conversation and buzz about living, working, shopping, dining and doing business in downtown Oklahoma City.” The Downtown library is actively involved in this program.

Devon Tower

- Construction of the 50-story Devon Tower began in October 2009 and is scheduled for completion in 2012; the tower officially topped out the 50th floor in September, 2011. The office tower, a six-story rotunda and a six-story podium structure will amass over 1,800,000 square feet (167,000 m²) and are estimated to cost \$750 million. It is expected to be the tallest building in Oklahoma, and among the tallest in the United States.
- Construction to turn the five-story high parking garage formerly owned by the city into a ten-story parking garage with fitness center is complete.

SandRidge Commons

- The new SandRidge Commons is underway and several demolitions occurred on the former Kerr-McGee campus in 2011. SandRidge Energy will triple its downtown workforce after construction of a new building equal in size to the 29-story SandRidge building. The company will employ just fewer than 2,000 people downtown within five years.

Project 180

- Project 180 is a three year, \$140 million redesign of downtown streets, sidewalks, parks and plazas to improve appearance and make the central core more pedestrian friendly. Plans call for the addition of landscaping, public art, marked bike lanes, decorative street lighting, and additional on-street parking spaces. Phase III is in progress and includes NW 4th Street, Robert S. Kerr, West Main Street, Broadway, Harvey and North Walker. This phase will include the renovation of Bicentennial Park, located in front of the Civic Center Music Hall.
- Construction is slated to be completed by January 2014.

Myriad Botanical Gardens

The 17-acre outdoor grounds of the Myriad Botanical Gardens finished major renovations in 2011. New features include spacious entry plazas, a Children's Garden, new visitors' information center, a grand event lawn & pavilion, a Dog Park, seasonal activity plaza, and numerous awe-inspiring water features

(<http://www.myriadgardens.org/index.php?myriad-botanical-gardens>)

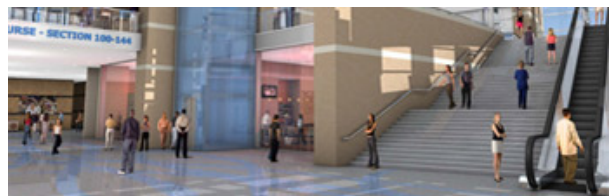
Chesapeake Energy Arena (formerly the Ford Center)

Remodeling is well underway outside the building near I-40 and Robinson where a new grand entrance will be added during this final phase of renovations.

Additions and improvements to be made during this final phase include:

- The new grand entry with a multi-story atrium.
- A new 75' wide x 21' tall exterior video display on the north face of the facility.
- New restaurants and lounges. A family fun zone.
- Team offices and expanded locker rooms

(<http://www.chesapeakearena.com/arena/index.cfm?page=improvements>)



Core to Shore

In 2006, the City of Oklahoma City undertook an ambitious planning process to redevelop 750 acres of underutilized land between the core of downtown to the shore of the Oklahoma River.

Envisioned as Core to Shore, efforts are now underway to build and connect a series of neighborhoods, parks, and economic opportunities that will reinvent downtown Oklahoma City, leading to new jobs and a higher quality of life for residents.

Major aspects of the Core to Shore plan include:

- Creation of a world-class, pedestrian-friendly boulevard
- Development of a 40-acre central park
- Development of business, retail and mixed use housing along the central park
- Building of a Convention Center and Convention Center hotel
- Relocation of some of the existing businesses and homes in the area

American Indian Cultural Center and Museum

The AICCM is located at the intersection of I-35 and I-40. Several areas are already available for viewing including the Promontory Mound, Gallery building, Hall of the People, Learning Discovery Center, and Visitor Center. The Cultural Center is scheduled for completion in 2014.

MAPS 3

This proposal was approved by voters and will include the following:

- A new, approximately 70-acre central park linking the core of downtown with the Oklahoma River
- A new rail-based streetcar system, plus potential funding for other rail transit initiatives, such as commuter lines and a transit hub
- A new downtown convention center
- Sidewalks to be placed on major streets and near facilities used by the public throughout the City
- 57 miles of new public bicycling and walking trails throughout the City
- Improvements to the Oklahoma River, including a public whitewater kayaking facility and upgrades intended to achieve the finest rowing racecourse in the world
- State-of-the-art health and wellness aquatic centers throughout the City designed for senior citizens
- Improvements to the Oklahoma State Fairgrounds

MAPS for Kids

- In June 2011, the Oklahoma City School Board approved a site for a downtown elementary school. The site is at Sheridan and Walker, which is in close proximity to the Downtown Library. Plans have not been finalized; however, the downtown elementary school project was promised to voters as part of a 2001 \$700 million sales tax and bond issue package. An urban elementary school would hopefully entice families with school-aged children to move downtown.

Service Hours

The Downtown Library is open 70 hours per week:

Monday – Thursday	9:00 a.m.-9:00 pm
Friday	9:00 a.m.-6:00 pm
Saturday	9:00 a.m.-5:00 pm
Sunday	1:00 p.m. 6:00 pm

Services

Downtown Library Materials Collection (July 2012 Collection Analysis)

Total Holdings by Media Type	
Media	Volumes
Books	87,283
Paperback Books	43,789
Periodicals	15,705
Microform	3981
Audio Player	424
Cassettes	93
CDs	6,703
Video Recordings (VHS)	196
DVDs	4,957
Total	163,131

CyberMars

The Metropolitan Library System's computerized library catalog includes the holdings of all system libraries. It is available at each of eight dedicated Downtown CyberMars computers or through the library's homepage www.metrolibrary.org.

Librarian Assistance

Professional librarians are located at each of four public service desks within the library at all times the library is open, and at the desk in the Oklahoma Room four afternoons per week and by appointment. Assistance available includes:

- Individualized help in locating specific information or materials for customers in person, on the telephone, or by mail or email.
- Individualized guidance and instruction in the use of the library's many tools, whether in traditional book or print format, microform, or electronic format including the internet.
- Reader's advisory to match customers' informational and recreational needs with available materials.
- Librarians frequently move about the floors of the library to provide assistance to customers
- Information assistance through the *Ask A Librarian* feature of Metropolitan Library System's homepage; Downtown staff answer all system questions that come through *Ask A Librarian*
- Document delivery service via FAX, email or regular mail, or a customer pickup service.
- Referral to outside sources or agencies that have complementary collections or expertise.

Computers and Wireless Access

The Downtown Library has eight CyberMars computers, one dedicated government documents computer, and six children's computers with educational games. Public multi-use computers offer internet access, word processing, spreadsheets, databases, and other software. There are 32 public use computers that are available at all times the library is open. The entire facility has Wi-Fi, and customers using wireless devices may access the Library's internet service.

Programs

Programs are offered for customers of all ages including babies, toddlers, preschoolers, school age children, teens, adults, seniors, and families, including:

- Urban Sprouts (programs for birth to preschool)
- Reading to Dogs
- Teen lock-ins
- I Can't Believe I Shot That film festival and competition
- Wednesday Night at the Movies
- Steampunk Mini-Con
- Tai Chi
- Computer Basics classes
- International Festival
- Speed Dating

- Winter Readfest
- 2nd Sunday Concerts

Public Room Space

Within the Downtown Library there are several meeting rooms including the Children's Programming room with seating for 66, the Jim Thorpe conference room with seating for 12, the Sequoyah conference room with seating for eight, and five study rooms with seating for three to five persons.

In addition, the Downtown Library has access to all of the headquarters meeting spaces which include the auditorium, the preconference room, seven classrooms, a catering kitchen, and the atrium.

The Downtown Library features the Philomatheia case, a large public display space which faces the front entrance of the library; it is approximately 42 inches deep and 22 feet long. Exhibits include a variety of timely and cultural subjects.

Unique Services:

- The Oklahoma Collection contains materials that document the history of our city, county, and state, and at the same time makes these materials available to customers. The emphasis of this collection is historical information about Oklahoma City and Oklahoma County although the collection does include materials pertaining to the entire state. This unique collection is currently composed of books, periodicals, atlases, audio and video media, and electronic databases. Librarians actively seek out existing materials as well as documenting "history in the making" by collecting audio, video and printed materials related to significant events in our area. In digital format, the Oklahoma Collection provides a growing number of images and documents to customers through the library's website:
 - *The Downtown Library provides ongoing maintenance and development of the Oklahoma Images database and the Oklahoma Folklore Collection.*
 - *Librarians actively collect, process, and provide public access to historical materials and special collections and information.*

The Oklahoma Collection Coordinator to oversees the current and future growth of this collection.

- A quiet reading room on the second floor provides table seating for 12 and armchairs with seating for 10.
- The Metropolitan Library System Genealogy Collection is housed on the 2nd floor, and the Downtown Library provides expert staff to assist in this area. This collection includes historical City Directories, phone books, and some high school yearbooks.
- The Holocaust Resource Collection is an in depth collection on the Jewish Holocaust.

- Compressed shelving houses several unique collections for the library system: Sam's Photofact collection, historical automotive repair manuals, hard copy of certain archived periodicals, reference materials, and various Government Document documents.
- USGS Topographical map collection is available.
- A computer lab contains an instructor's computer, plus 16 computers which are available for programs, training, or other bookings.
- The Downtown Library maintains a microfilm collection of magazines, newspapers and other periodicals primarily covering the period from the 1970s to present. This collection includes microfilm copies of the *Oklahoman* from statehood to present and microfilm copies of the *New York Times* from the 1850s to present. Other unique microfilm maintained for the system includes The *Indian Pioneer Papers* on microform, which is one of only a few sets available in Oklahoma, as well as the Federal land tract books of Oklahoma [Territory] on 22 reels of microfilm. Also, a microform collection is available for 1890, 1910, 1920, and 1930 Oklahoma censuses.
- New reader/printers were purchased for the microfilm/microfiche collection.
- The Downtown Library has three pieces of the Colcord furniture on display in public areas because of their historic and aesthetic value.

Staff by FTE

Manager of Library Operations II	1.00
Assistant Manger of Library Operations.....	1.00
Oklahoma Collection Coordinator	1.00
Librarians.....	12.65
Associate Librarians	1.50
Library Assistant	1.00
Technology Assistant.....	1.75
Serials Technician	1.00
Circulation Clerks	4.75
Library Aides.....	5.65
Total.....	31.30

Budget – FY13 budget for the RJN Downtown Library

Direct costs:	3,318,593.00
Indirect costs:	1,425,026.56
Total	4,743,619.56

Statistics – July 2011 to July 2012 Downtown Circulation by Media and Reading Level

Circulation Highlights by Media Type	
Media	Volumes
Books	248,489
Paperback Books	13,668
Periodicals	6,667
Microform	
Audio Player	1858
Cassettes	947
CDs	38,863
Video Recordings	480
DVDs	44,027

Circulation Highlights by Reading Level	
Reading Level	Volumes
Adult	192,183
YA	13,003
Juvenile	19,642
Tween	15,593
Readers	5,900
Easy, board books	24,243

MLS Strategic Plan

YOUR INVITING, INNOVATIVE LINK TO THE WORLD

Strategic Plan Goals

Ensure a Welcoming Experience

Your library has safe and welcoming physical places to meet and interact with others or to sit quietly and read and has open and accessible virtual spaces that support social networking.

- Goal: Visitors are welcomed into an atmosphere of hospitality, exemplary service, and friendly interaction.
- Goal: Visitors easily navigate our inviting physical and virtual spaces.

Satisfy Curiosity and Encourage Lifelong Learning

The resources you need to explore topics of personal interest and continue to learn throughout your life are at your library.

- Goal: Visitors explore their interests using the variety of information at the library.

- Goal: Your libraries are centers that offer access to civic, cultural and community enrichment opportunities.

Know How to Find, Evaluate & Use Information

When you need information to resolve an issue or answer a question, you have the support and skills to search for, locate, evaluate and effectively use information to meet your needs.

- Goal: Our community has access to expert library staff with up-to-date knowledge, skills and abilities to deliver library services.
- Goal: Visitors are connected with library resources at every point of contact.

Connect to the Online World

Your library has access to the digital world with no unnecessary restrictions or fees to ensure that you can take advantage of the ever-growing resources and services available through the Internet.

- Goal: Our community has access to current technology and digital resources as well as trained staff to help them use the resources effectively.
- Goal: Our community has access to a continually growing digital collection and services 24 hours a day, seven days a week.

We have a clear vision on how we want you to see your library. We want you to join us in seeing the library as Your Inviting, Innovative Link to the World!

Downtown Service Responses for FY 13-14 : Ensure a Welcoming Experience

- Customer service as a priority for all staff
- Plans will be considered to change the layout of the library to make it more welcoming and inviting
- New carpet on the schedule for the next budget year
- New armchairs will be purchased
- More displays on a variety of topics and including all media
- Continue to showcase magazines within the appropriate ANF sections
- Cross-merchandise services and materials based on customer interest

Review of FY 12-13

- DN has revamped programming to target the urban crowd moving into the area and to capture the lunchtime business customer
- A variety of programs offered for children include Reading to Dogs, Music with Miss Ginger, storytimes, special guests, and the many offerings during the Summer Reading Program.
- Teens were included with two themed lock-ins, a computer boot camp, I Can't Believe I Shot That Film Festival, and Summer Reading Program selections.

- Adult programs included 2nd Sunday Concerts, Wednesday Night at the Movies, Speed Dating, computer classes, business seminars, Paranormal Explorer series, High Noon Book Club, Advanced ESL, Tai Chi, our International Festival, and a variety of other programs and events.
- We offered displays on a variety of topics and included media of all types in the subject matter.
- Staff attended training in many topics, including two staff members who went to the Public Library Association meeting in Philadelphia, PA, and the Joint Conference of Librarians of Color in Kansas City, KS.
- The Oklahoma Room continues to grow their virtual presence.