



COMMUNITIES INSPIRING LIBRARIES

2016 A Strategic Plan
for Eastside Growth

Catherine Duarte, AICP
Library Planner

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- Equity driven
 - Targeted + intentional
 - Complementary to existing library and local data
 - Flexible
 - Accessible
 - Shareable
-
- Not about libraries



Finding representation

- 52 conversations among 338 participants
- 50% were library card holders
- The average age was 32, with the range from 8 to 84



MADISON
PUBLIC
LIBRARY

Finding representation

Race/Ethnicity	Percent of Madison population	Percent of Eastside Madison population	Percent of Tell Us Participants
White	80%	82.6%	39%
Black/African-American	7.4%	8.1%	16%
Asian	8%	4%	1.4%
American Indian/Native American	0.3%	0.3%	3.5%
Other	1.3%	1.7%	0.9%
Two or more	3%	3.4%	4.5%
Hispanic, any race	6.5%	6.6%	16%
Declined to answer	-	-	19%



Building a Framework

1. Social Forum
2. Civic Innovator
3. Holistic Health Advocate
4. Cultural Platform
5. Economic Engine



Applying the Framework

- Site scoring tool
- Facility size recommendations
- Service models
- Staffing recommendations
- Impact measurement goals

Madison Public Library in context

Establishing service areas and underserved areas

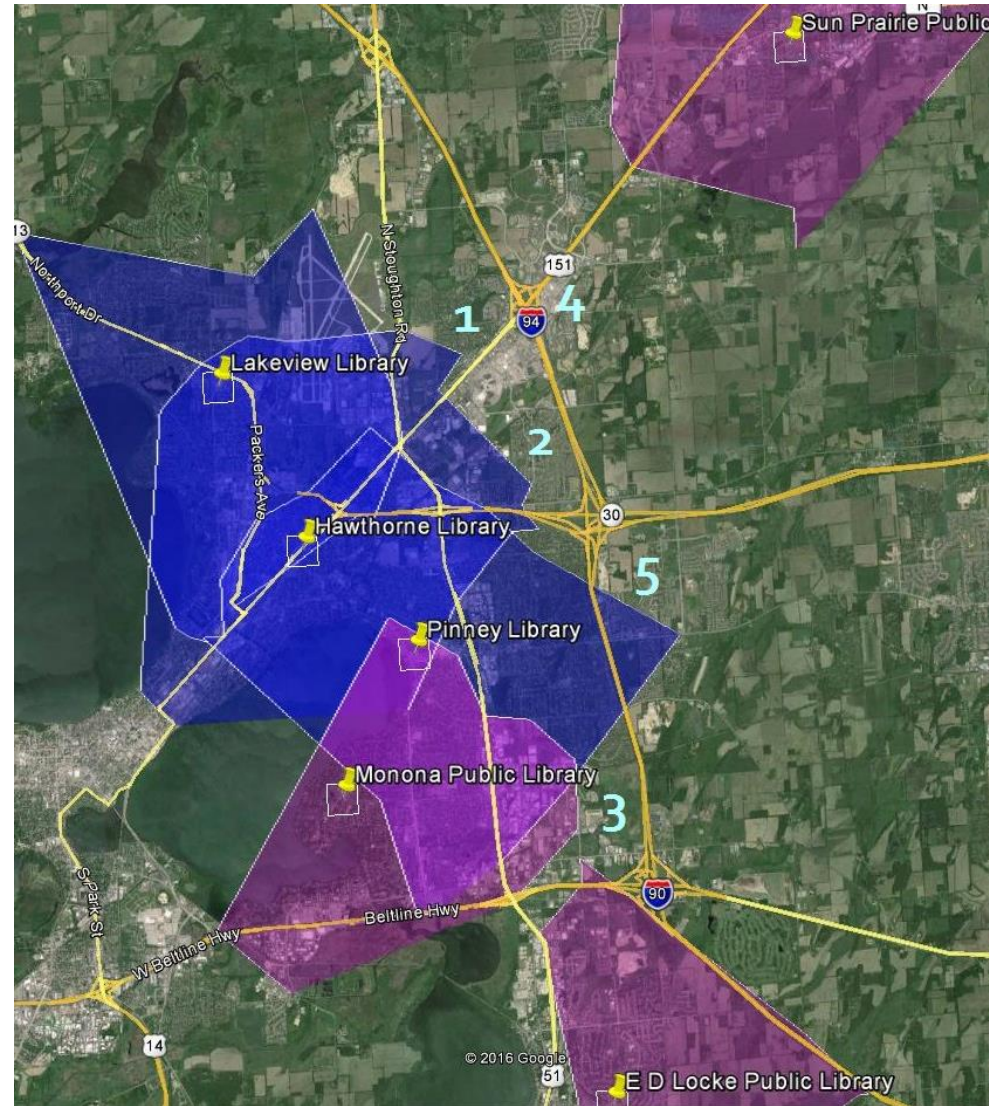
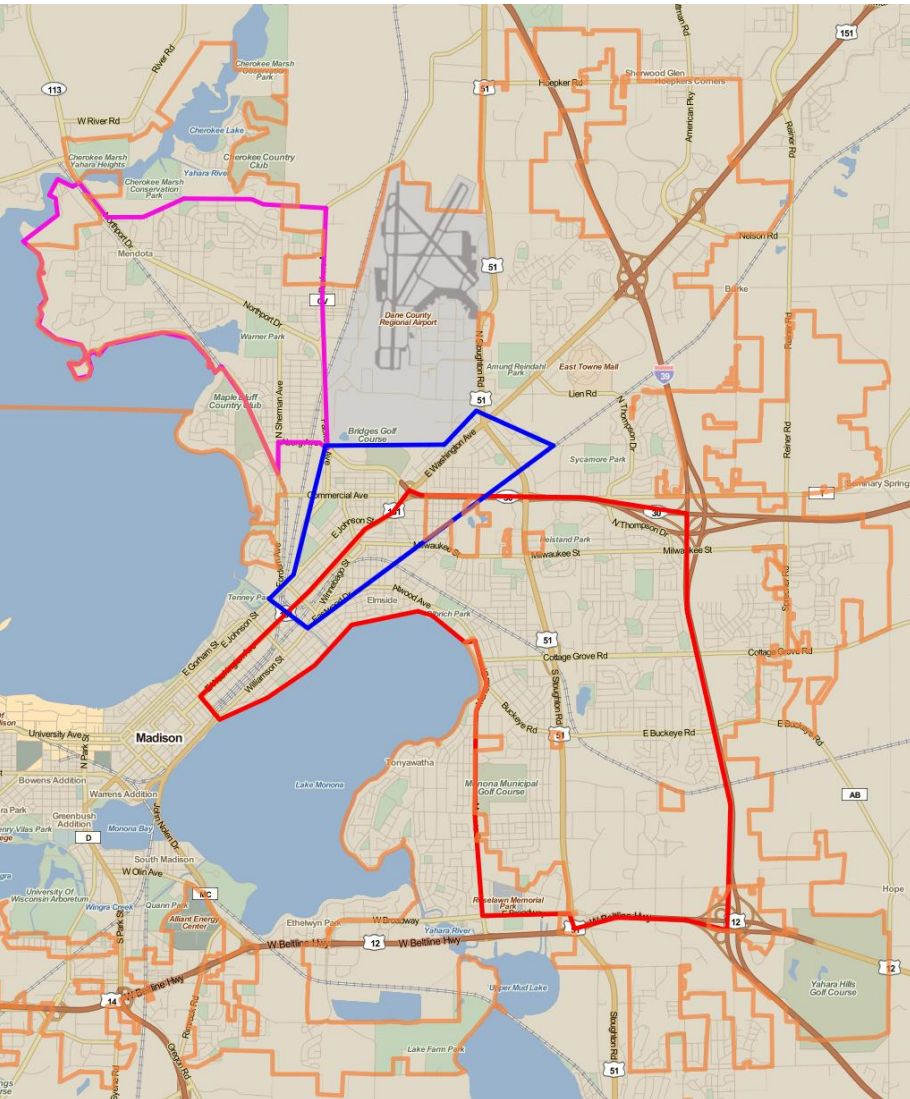
Demographic trends

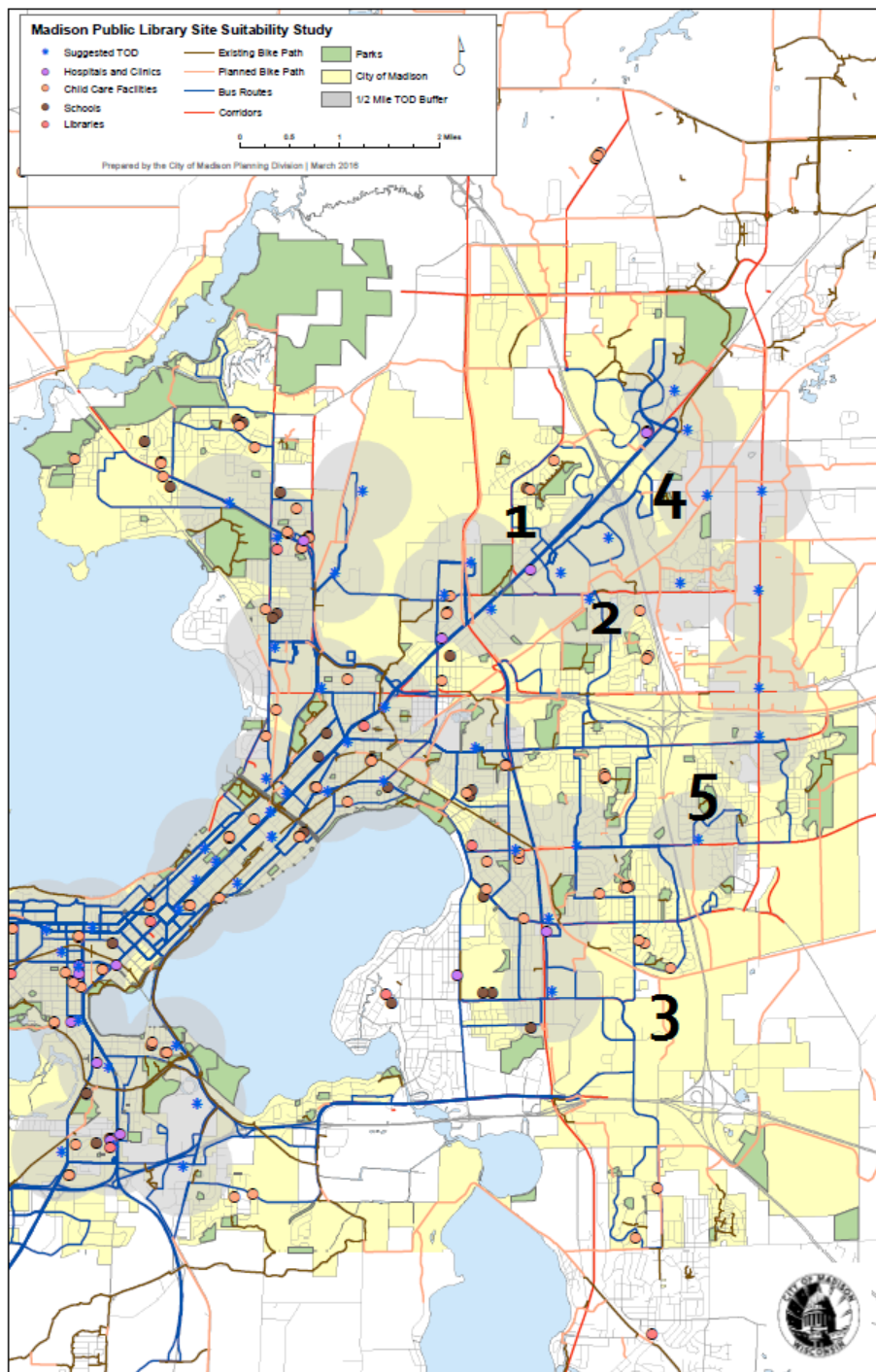
Socioeconomic patterns:

- Racial disparities
- Housing issues
- Unemployment
- Diversity
- Childcare
- Insurance
- Transit dependence

Adjacencies and Infrastructure: opportunities and barriers

Who is underserved?





From Values to Sites

Site scenarios

Eastside context

- Tract demographics
- Growth
- Connectivity

Community priorities discussion

- Critical adjacencies

Site summary

Neighborhood context

- Critical adjacencies
- Planned improvements

Score

- Maximum of 55



46



40



31



25

Final recommendations

Short-term (5 years)

New construction

Reindahl Park

Multiagency model

Intermediate term (5-10 years)

Relocate/Renovate

Hawthorne and Lakeview Libraries

Pursue ownership, increase access and capacity

Long term (10+ years)

New construction east of I-90/94

Future Reiner Road and Hwy 30 TOD

Thank you!

Catherine Duarte

cduarte@madisonpubliclibrary.org

