On September 13, 2018, dozens of community leaders, library staff, and representatives from public agencies, private businesses, and non-profit organizations gathered at the Fort Collins Senior Center to engage in dialogue about what the future will bring for this community, and the role that the Poudre River Public Library District will play in bringing the vision to life.

The workshop was led by Group 4 Architecture Research + Planning, Inc., a planning and architectural firm helping libraries nationwide develop visions and plans for vibrant and sustainable communities. Participants collaborated throughout the day on a series of focused activities to develop ideas and encourage visionary thinking about the future of the Poudre River Public Library District. Participants were invited to approach each activity according to four themes: People, Place, Partnerships, and Sustainability.

The workshop was a key strategy for engaging stakeholders and the community in the process of developing a new master plan for the Poudre River Public Library District, a process scheduled to be complete in December 2018. Other engagement strategies for the master plan include a stakeholder-based advisory committee, as well as extensive outreach through community meetings, focus groups, and pop-up surveys.

Upon arrival, participants were asked to imagine themselves in the year 2030, and brainstorm about the value and impact that their organizations have had for the community since 2018.

Participants then snowballed in small groups to discuss the trends that shape how their respective organizations deliver service and benefit to the community. They described a range of trends and key issues around the theme of “culture of sustainability” that will shape and impact their organizations and the community in the future:

- **Environmental** – conserving and protecting natural resources
- **Economic** – community affordability, livable wages, equitable opportunity, matching workforce skills with employment market needs
- **Social** – diversity, inclusion, accessibility
- **Community** – growth, mobility, resilience, connections
BEYOND-THE-BOX FUTURE LIBRARIES

After the opening activities, participants took part in a “metaphors” brainstorming exercise. Working in small groups, participants discussed how the attributes of local and national destinations, brands, services, and organizations might be applied to the qualities and characteristics of a hypothetical library. Small groups then came together to combine the most resonant metaphors from each of the four themes into hypothetical future libraries representing those key attributes. Each future library was named by its creators and presented to all participants.

There were several metaphors that resonated with multiple groups:

▪ Blue Apron represents one model for providing high quality, convenient services at the point of need. It also offers its customers an easy way to try new things, build new skills, and share activities as a family.

▪ Airbnb provides a platform for matching needs with community-based resources, as well as for sharing user feedback.

▪ Google is a “one-stop shop,” providing 24/7 access to knowledge and information. It uses analytics to provide more personalized services.

▪ Instagram leverages shared interests to develop new connections and community networks within a “fun, quirky” space. Customers can be both consumers and creators of high-interest content – inspiring and being inspired by other members.

▪ Odell Brewing is a local model for building social, economic, and environmental sustainability. Family ownership supports strong community relationships and high-quality customer service as well as responsible sourcing and operations. And there’s beer.

Horsetooth Mountain was also identified as a local inspiration and an iconic presence that presents meaningful opportunities for exploration and discovery.

<table>
<thead>
<tr>
<th>Innovative, Creative, and Accessible [#Goals]</th>
<th>FoCo Connected</th>
<th>The Source</th>
<th>Something for Everyone, Forever</th>
</tr>
</thead>
<tbody>
<tr>
<td>People</td>
<td>Blue Apron</td>
<td>Airbnb/Instagram</td>
<td>Facebook</td>
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<tr>
<td>Place</td>
<td>Google/Instagram</td>
<td>Blue Apron/New Belgium</td>
<td>Apple Store</td>
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<td>Partnership</td>
<td>Pinterest</td>
<td>Netflix</td>
<td>REI</td>
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<tr>
<td>Sustainability</td>
<td>Odell Brewing</td>
<td>Starbucks/Tesla</td>
<td>King Soopers</td>
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FOOD FOR THOUGHT

Over the lunch hour, Annie Davies spoke about corporate social responsibility, and the myriad ways it can benefit individuals and the community. The President/CEO of the United Way of Larimer County provided both local and global examples of how corporations are reducing their environmental footprint while expanding positive impacts through strategies such as ethical sourcing and strategic partnerships. Organizations with strong corporate responsibility also tend to have higher rates and quality of employee engagement and retention, contributing to a strong triple bottom line.

David Schnee of Group 4 Architecture, Research + Planning talked about how public libraries are breaking out of their traditional “shh” image, and re-imagining their community role and impacts. He showed national and international examples of innovative services, inspiring facilities, and strong partnerships that libraries are developing to support their vision and mission.
STRATEGIC LIBRARY VISION

After lunch, participants gathered into groups to brainstorm big vision statements for People, Place, and Partnerships, and Sustainability for the Library District. Out of this exercise, participants created a strategic vision of the Poudre River Public Library District as:

**Interconnected**

Poudre River Public Library District has a strategic role in creating strong community connections. People are connected with the information, resources, tools, and spaces they need to learn, grow, engage, and advance. The Library District is a hub for connecting organizations and potential partners to enhance service and community impact. The Library District helps break down silos, bridge gaps, and foster dialogue to support a resilient, democratic, and sustainable community.

**Inclusive**

Poudre River Public Library District is a safe, welcoming, and accessible place for all members of the community. Services are not only offered within the walls of library branches, but also delivered out in the community, at the point of need. Access is considered holistically – encompassing time, place, virtual and physical. The Library District communicates broadly about the services and programs it offers, and proactively reaches out to underserved populations and non-library users.

**Innovative**

Poudre River Public Library District is constantly evolving in order to meet community needs and exceed expectations; to remain still is to fall behind. Innovation is vital even in delivering core services – including collections and technology – as well as in the development of new programs and resources. The Library District invests in its staff, who are essential for providing agile, responsive, and customer-oriented service. The Library District collaborates with partners to identify and respond to community needs, providing enhanced services that complement – not duplicate – what each organization brings to the partnership.

**Iconic**

Poudre River Public Library District is an open, inviting, and inspiring place for the whole community, providing attractive, flexible, and multi-use spaces. Iconic architecture and art-filled spaces reflect and celebrate the community’s unique identity and values. Outdoor program spaces and informal use areas celebrate the natural beauty and pleasant climate of the local landscape.
THANK YOU

The Poudre River Public Library District would like to express its gratitude to the many community members, stakeholders, and leaders for the generous contribution of their time and thoughtful participation in this workshop, as well as to the library staff and volunteers whose support and hard work helped make this event a success.

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WORKSHOP DESIGN AND FACILITATION

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