

Strategic Branch Restructuring Plan

Talking Points

- Hartford Public Library serves, and must continue to serve, our diverse and changing neighborhoods and communities with services, programs, and collections so that all residents can learn, succeed, and thrive.
- Given the City's and our fiscal challenges, the focus of this Plan is first and foremost long-term sustainability for Hartford Public Library.
 - HPL is experiencing a downward trend in the City's coverage of our operating expenses.
 - Even with level support from the City, HPL will experience a growing deficit.
 - Significant revenue growth will be challenging moving forward.
- Regarding consolidation decisions, it is important to know that each community's needs were looked at in the context of its ecosystem of current services provided, including community need and availability of alternative services.
- There will be NO staff layoffs; employees at affected locations will be reassigned across the system.
- The new plan provides service enhancement opportunities, including:
 - Our ability to implement an improved service model across the system > expansion of some branches, adding to inadequately-sized and/or under-resourced branches
 - Ensuring more and better services at each location – additional hours in the morning and evening, and on weekends
 - Exploring 24-hour self-service kiosks and self service branches
 - Providing enhanced mobile services (Library on Wheels, new mobile tech lab)
- The Downtown Library, and the Albany, Dwight, Park, Camp Field, and Barbour branches will remain open; those branches will see enhanced service levels (hours and programs). Ropkins will remain open for after school services until a new, expanded location is secured for the North East community. Blue Hills and Goodwin branches will be closed; the Mark Twain branch will be

converted to a mobile branch only and will close its location at West Middle School.

- A capital improvement plan dovetails with the restructuring and includes three priorities:
 - Priority 1:
 - A new Barbour branch library in the North East of Hartford. The goal would be a 15-20,000 sq foot library and replace the current Barbour and Ropkins locations.
 - Priority 2:
 - Expand the Camp Field Branch
 - Expand the Albany Avenue Branch
 - Priority 3:
 - Mobile technology lab and program vehicle
 - 24-hour kiosks
- Overarching message: “More hours, better services, sustainable”

FAQ's / Answers:

1. Will any staff be laid off? > No.
2. When will this happen? > We anticipate the changes will happen as of September 1st.
3. What will happen to the closed branches? > Leased space will not be renewed; other properties are City-owned and we'll be working with the City to transition them back to City management.
4. What is HPL's annual budget? > FY17 was \$10.5 million.
5. How much of your operating expenses are covered by the City? > Currently about 74%, down from 90% in 2010.
6. What were the key factors you looked at in this process (How was the decision made?)
 - a. Proximity (# of locations, distance between them, geographic location)
 - b. Open Hours
 - c. Service levels
 - d. HPL's viability (economic sustainability)
7. Why my branch? > In addition to the above factors (#6), determining which branches should be consolidated were also looked at in the context of:
 - a. Availability of alternative services in the community
 - b. Usage

- c. Size and physical condition of branch
 - d. Need – community demographics, size of community served, transportation options
- 8. How was the decision made? > We looked at different scenarios: 10 branches (current number) vs. eight vs. six vs. three to determine which scenario would enable us to provide the optimal levels of:
 - a. enhanced hours and services,
 - b. accessibility, and
 - c. Sustainability for the foreseeable future.
- 9. Was this communicated to the public? > Yes; we met with and gave presentations about the preliminary strategic plan and consolidation scenarios to a number of audiences (listed below) in this process to solicit feedback and answer any questions.
 - a. The Mayor's office and City Council
 - b. Community organization leaders
 - c. Hartford 2000
 - d. Board of Education leadership
 - e. Metro Hartford Alliance
 - f. HPL Corporators
 - g. Community Public Forums held at
 - i. Albany Branch
 - ii. Dwight Branch