

**Report on a Feasibility Study:
An Expansion Project for Pease Public Library
August 2009**

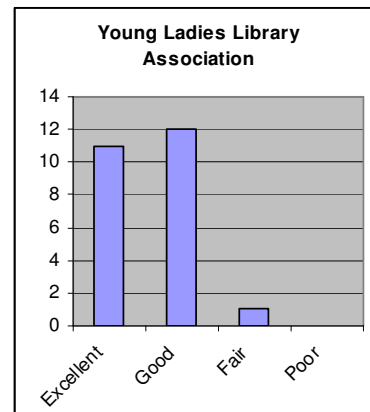
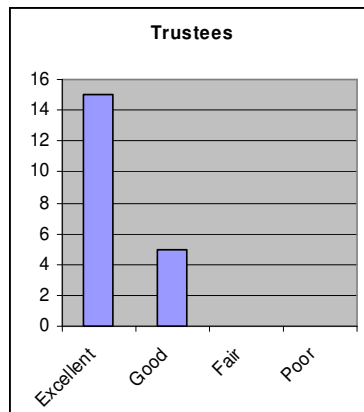
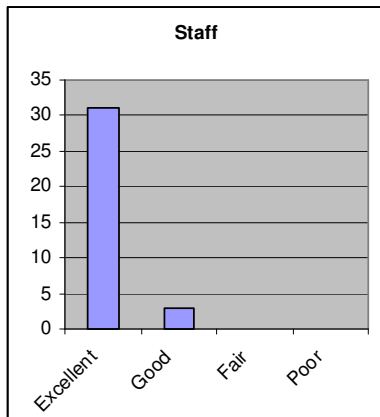
During the months of May through July of 2009 a task group of volunteers conducted a feasibility study to test a campaign for the construction of an addition to Pease Public Library. Volunteers completed 38 interviews that included the opinions of 42 individuals; 32 of these individuals reside in Plymouth. Significantly, the study indicated 100 percent support for proceeding with a campaign despite the economic climate. Other key findings of the report are summarized below.

Findings:

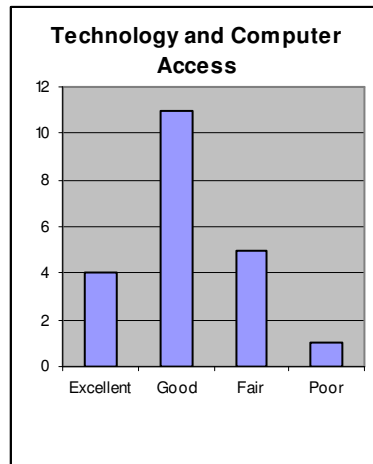
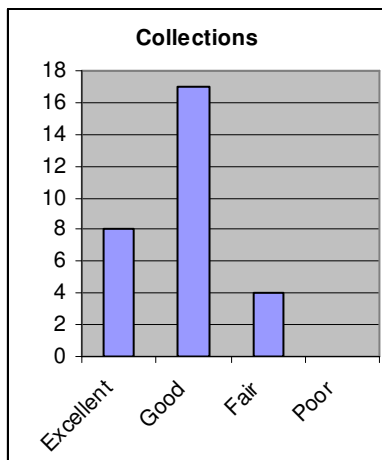
1. There was a unanimous favorable perception of the Library. No one had an unfavorable perception. When asked to expand upon their favorable perception the aspects of the Library mentioned with greatest frequency were:
 - Friendly and welcoming staff who are well-trained and knowledgeable
 - Community atmosphere and closeness to downtown (*“the heart and hearth of the community,” “always being used,” “comfortable, friendly place to visit”*)
 - Programs and services offered (*“a big asset for all as a way to keep educated”*)
 - Children’s services, including the collection and programs
2. When asked if there were any concerns the issues mentioned with most frequency were:
 - An overall need for more space for all aspects of library use, including the children’s area, materials collections, seating, and meeting space
 - Physical accessibility both internally and externally, especially with regard to moving between floors on the current lift
 - Child safety, particularly when leaving children’s area to use bathrooms
 - Enhanced technology access: more computers and expansion of digital materials
3. When asked to identify the most important aspect of the expansion plan, the following were mentioned with greatest frequency:
 - Safety and accessibility, particularly for children and those with disabilities
 - Expanded meeting space
 - Expanded space for collections and technology
4. Interviewees were asked whether they thought the community would support the project; 28 responded yes and 9 were unsure. No one interviewed said no to this question.
5. Interviewees were asked if \$1 million would be a realistic goal. Only 18 were sure this is reasonable, while 15 were unsure, and 3 were certain that it was not realistic. Sentiments expressed most frequently were that the economy is creating great uncertainty for fundraising, and that the town should take responsibility for funding and building the library.
6. When asked if they would personally support the campaign, 32 said yes and 4 were unsure due to the economy. No one said they would not support a campaign.
7. Interviewees were asked whether there were any obstacles to initiating a campaign for Pease Public Library. 13 said they saw no obstacles and one was unsure of obstacles, while the 8

who said yes or possibly noted these potential obstacles to be the economy, timing of the public safety complex, a limited pool of donors, and other local fundraising projects.

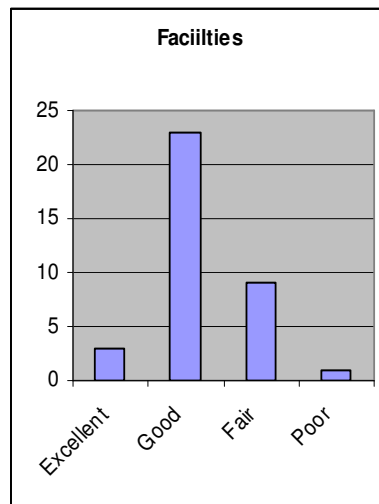
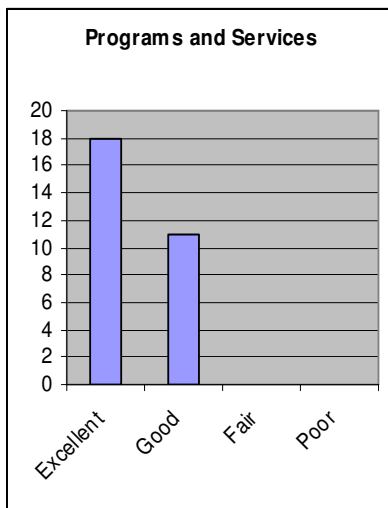
8. When asked if the campaign would succeed the group was divided down the middle with half who are confident a campaign will succeed while the other half felt that success would depend largely on the goal.
9. 100 percent of interviewees said yes when asked if the Library should proceed with a campaign.
10. Interviewees were asked to rate various aspects of the Library from programs and services to facilities. They responded:
 - Library personnel, from volunteers to staff, were rated highly, with Library staff consistently rated excellent by most respondents.



- Collections and Access to Computers and Technology ratings begin to indicate where the Library faces challenges in relation to current space and design:



- Programs and Services are perceived as either good or excellent, yet when compared to ratings of the Facilities it is clear that improvements to facilities will further enhance the quality and availability of programs and services



11. As a final question, interviewees were given the option of sharing any thoughts not captured by the questions. The following comments were made:

- It is very important to maintain the quality of the library to meet the town's needs.
- This campaign is for a noble cause. It will be wonderful if [when] we succeed.
- The best things happen when you have a good plan and good people and you are ready to go when timing is right.
- Projects will only get more expensive with time—it's time to get going

Conclusions From the Interviews

1. On the whole, the results of the Feasibility Study indicate optimism about the future in general and enthusiasm for the Library in particular. Everyone interviewed agreed that this expansion project needs to be addressed now. The community is growing and so is the region. Plymouth, as the largest town in the region, must remain in the lead and must be ready to serve as an asset that will attract both new comers and new businesses to the area. ***The expansion of the Library should go forward on the current schedule.***
2. Interviewees perceived that Library staff, trustees and members of the Young Ladies Library Association have been doing overall an excellent job with their responsibilities. Planning for this expansion project has taken place over many years; reserves have been set aside, research conducted to understand the environment, and a fundraising plan developed. ***There is reasonable support from members of the community for the expansion project.***
3. While \$1 million is a desirable fundraising goal, the results of the study indicate that it is not a realistic goal. ***Using a conservative calculation based on commitments volunteered by those interviewed, \$425,000 has been established as a private fundraising goal.*** This would include any funds that might be raised from foundations as well as from individuals, but does not include current reserves held by or for the library.