

Speaking Volumes

A Progress Report from the New Orleans Public Library Foundation

Speaking Volumes for the Future: New Orleans Public Library's Master Plan

With the completion of *Speaking Volumes*, the New Orleans Public Library has created a roadmap for building a great library system for New Orleans. When fully implemented by 2030, New Orleanians can expect the Library's facilities and operations to be dramatically changed for the better.

Inside this newsletter, you'll find an insert about the Library's plan. The full text of the plan is posted on the Library's new web site: www.NewOrleansPublicLibrary.org

Progress So Far

The Library has made more big strides in its recovery:

- Three interim branches will open this summer.
- Open locations will soon total 12 (6 permanent, 6 interim).
- Two ruined branches have been renovated.
- Seven repair, renovation, or new construction projects are anticipated to begin in 2008.
- Collection has been restored to at least 60% of pre-Katrina size.
- To date, over \$7.6 million has been raised for construction, collection, and programs.

Free Party with Library Card

Last December, New Orleans Public Library Chairman Irvin Mayfield celebrated his thirtieth birthday with several hundred card-carrying



Jackson Hill

jazz lovers. Library cards, that is. The party was a free affair, so long as you had a library card. If you didn't, you could sign up at the door. Over 300 new cards were issued.

The birthday party was held at the Milton H. Latter Memorial Library, and oh what a remarkable party it was! Kermit Ruffins, the Rebirth Brass Band, the New Orleans Jazz Orchestra Allstars, and Amanda Shaw provided amazing entertainment.

But what present do you give to the man who has everything? A donation to the New Orleans Public Library Foundation, of course! Irvin had asked for only \$1,000 to mark each year of his life, but donors gave over \$70,000 to support the Library.

BIRTHDAY BENEFIT FOR NOPL:

For his 30th birthday, Board Chairman, Irvin Mayfield, held a benefit at Latter Library for the NOPL Foundation.

Jazzy New Logo & Web Site

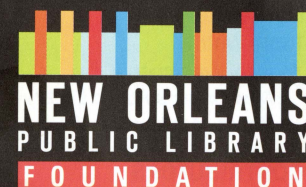
The bright colors of the Library's new logo speak volumes about the vibrancy of life in New Orleans and the role the Library plays in all our lives.

The Library's new web site, www.NewOrleansPublicLibrary.org, shows that same excitement. From the web site, you can put books on hold for pick up at a branch library, download e-books, find out about author readings and special events, and much, much more.

Latter Library rolls out the red carpet for Irvin Mayfield's Thirty for 30 birthday party.



Jackson Hill



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Now on Café Press!

The New Orleans Public Library's jazzy new logo is now available on an array of snazzy items from Café Press. Visit the Library's Café Press store and see what catches your eye.

www.cafepress.com/nopl

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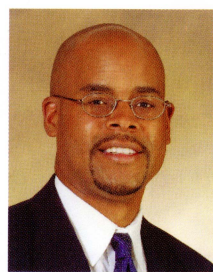
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With Your Help, A Plan For Rebirth

Thanks to you, we have a Master Plan for rebuilding the New Orleans Public Library—not just “better than before the storm,” but *a lot better*. When you read

the Master Plan insert in this newsletter, note the advances we intend to accomplish: new libraries, more books, more computers, more librarians—all the resources to create a great public library system for a great city.

You, our 5000-plus friends and donors across the nation and around the world, made this Master Plan possible. Certainly, a generous Bill & Melinda Gates Foundation grant was the anchor—they are good friends to have!—but gifts from other local and national donors completed the necessary funding for this vital project. Thank you. We couldn't have done it without you.

“Your support makes the difference between mere rebuilding and an exciting new public library system that will be at the center of New Orleans' rebirth.”

The results of your investment in our Master Plan are already becoming evident. For example, work conducted for the Master Plan made clear that we cannot safeguard the Archives simply by expanding in place. Instead we are now focused on building a new, elevated, state-of-the-art archival facility as the cornerstone of a new Main Library. Master Plan analyses also confirmed serious structural damage to the Hubbell branch in Algiers Point, leading NOPL and the City to accelerate the repairs required to

preserve this Carnegie library building. And local funding is expediting repairs and renovation at the Latter Memorial branch on St. Charles Avenue.

Please stick with us; your support sustains us. Your support makes the difference between mere rebuilding and an exciting

new public library system that will be at the center of New Orleans' rebirth.


— Craig Mitchell
President
Board of Directors

New Orleans Public Library Foundation

Used Book Sales Earn \$100,000

Since mid-2006, NOPL has partnered with Better World Books (BWB) to sell hundreds of thousands of used books – all donated by our friends across the U.S. Early this year, earnings from these sales reached \$100,000 – and are still building thanks to the generosity of readers. The funds generated through this partnership help support the Library's Rebuild Campaign.

Check www.NewOrleansPublicLibrary.org for instructions on how to donate books to benefit the Library, and to shop BWB's more than two million new and used titles.



BetterWorldBooks
WWW.BETTERWORLD.COM

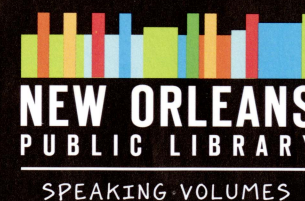
support the **NewOrleans PublicLibrary**

buy books at
NewOrleansPublicLibrary.org/howtogive.htm

Friends of the Library Pin

Own a New Orleans original, and support the Library! The Friends of the Library's fleur-de-lis pin, designed by New Orleans artist Thomas Mann, is a favorite of library-lovers across the country. To order, visit the Friends of the Library's web page:

www.neworleanspubliclibrary.org/~nopl/info/friends/friends.htm



Master Plan

SPEAKING VOLUMES FOR THE FUTURE

When the levees broke, all of New Orleans' thirteen public libraries were damaged, eight so badly they could not be reopened. More than 300,000 books, CDs, and other items were destroyed—nearly half the collection.

The devastation was an opportunity to rebuild a better library system. Our twenty-year master plan will dramatically improve New Orleans Public Library's facilities and operations.

By 2030, the New Orleans Public Library will boast a network of libraries to meet the ambitious goals shown below. A new Main Library will be a state-of-the-art cultural destination for residents and visitors alike. And a companion archival facility will safeguard our nationally important City Archives & Special Collections—documents more than 200 years old still at risk in underground stacks.

Building this network of libraries will require \$200 million (in current 2008 dollars). When we reach our 2030 planning horizon, New Orleans will have invested \$640 million in staff, operations, and buildings, elevating NOPL to a leading position among cities of similar size. (Projected 2030 population: 409,000)

NOPL will be our city's gateway to the world's knowledge and information; it will also speak volumes to the world about our heritage, reflecting distinctive aspects of New Orleans' culture, including jazz, food, and architecture.

The New Orleans Public Library will support the rebirth of our storm-damaged community, and like libraries everywhere, ours will foster the aspirations of every individual, and protect intellectual freedom and the democratic dreams of all.



Tracie Morris Schaefer



Jackson Hill

Above: Martin Luther King, Jr. Library in the Lower Ninth Ward, after Katrina, October 2005

Left: NOPL's Summer Reading Program kickoff at Latter branch.

GOALS FOR 2030

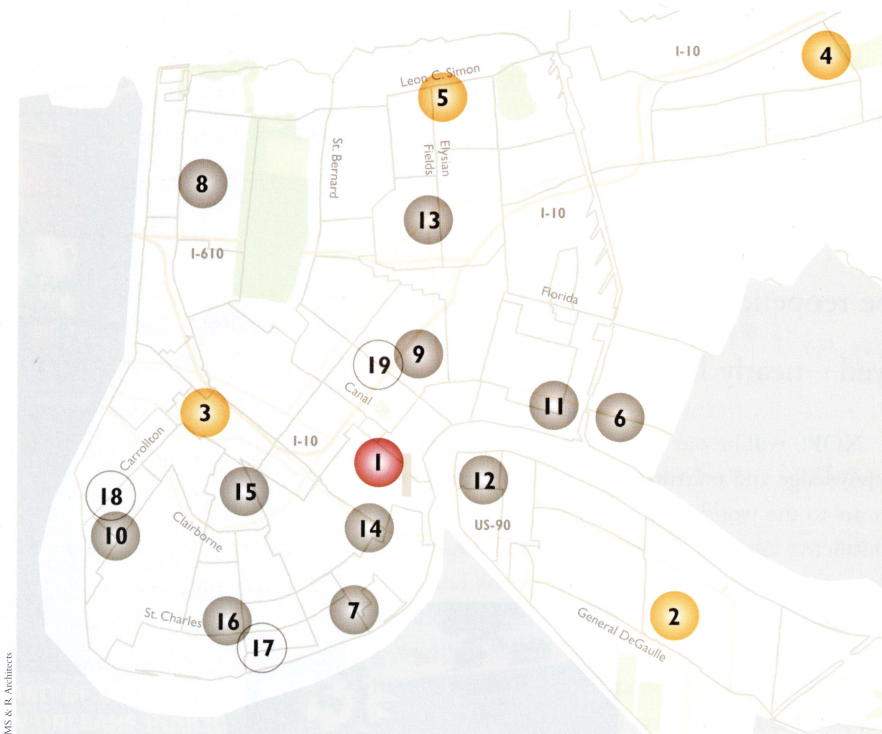
- **Premier cultural institution:** Build a Main Library and branches that serve the entire community, reflect New Orleans' distinctive culture, and inspire the pursuit of knowledge.
- **Safeguard our heritage:** Build a state-of-the-art Archives to protect centuries-old documents now at risk.
- **Accessible and available:** A library within 2 miles of nearly every New Orleanian, open seven days/week and evenings.
- **Spacious:** Increase reading space overall, and provide areas for children, teens, meetings, and performances. Expand total square feet by 60%.
- **Greater selection:** Increase volumes/capita by 75%, and audio/video items by 65%.
- **More computing:** Double the number of public-access computers.
- **Excellence:** Elevate New Orleans Public Library to a leading position among peer cities.

2030 TARGETS

Based on projected 2030 New Orleans population of 409,000:

- 2.97 volumes/capita (70th percentile among peers)
- 1.03 computers/1000 residents (95th)
- 0.96 square feet/capita (90th)
- 6.20 circulation/capita (50th)

A NETWORK OF LIBRARIES FOR NEW ORLEANS



MAP KEY

- 2. Algiers Regional
- 11. Alvar Street (Bywater)
- 3. Carrollton (Hollygrove, MidCity)
- 14. Central City
- 17. Children's Resource Center (Uptown)
- 12. Cita Dennis Hubbell (Algiers Point)
- 7. Downriver (Uptown)
- 4. East New Orleans
- 5. Jazz (Gentilly, Ponchartrain Park)
- 1. Main Library & Archives
- 6. Martin Luther King, Jr. (Lower Ninth Ward)
- 16. Milton H. Latter (Uptown)
- 18. Nix (Carrollton)
- 19. Nora Navra (St. Bernard Ave.)
- 13. Norman Mayer (Gentilly)
- 8. Robert E. Smith (Lakeview)
- 15. Rosa Keller (Broadmoor)
- 9. Tremé
- 10. Upriver (Uptown)

Locations on map are approximate. Sites have not yet been selected for new libraries.

PROTOTYPE SIZES

Regional	28,000
District	19,000
Community	13,000
Neighborhood	6,000
Storefront	2,800
(in gross square feet)	

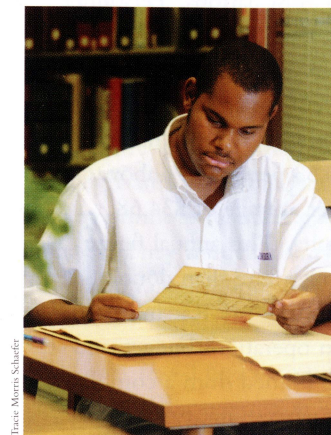
By 2030, New Orleans Public Library will have grown from 13 to 16 locations. Twelve of them will be new buildings based on four prototypes that range from 6000 to 28,000 square feet—all larger than their predecessors, and all with public meeting rooms and separate children's areas. New libraries will be storm-resistant and will achieve a silver rating from the US Green Building Council. Interim branches—storefronts, modular buildings, bookmobiles—will help to restore service as the network is rebuilt.

- **Algiers Regional:** Heavily damaged. Replace with a regional branch in the vicinity by 2012. Interim branch to open summer 2008.
- **Alvar Street (Bywater):** Renovated and reopened in 2006. Continue service.
- **Carrollton (Hollygrove, Mid-City):** New regional branch to open by 2012, vicinity of S. Carrollton Ave. and Interstate-10. Mid-City interim branch in service since fall 2007.
- **Central City:** New storefront branch to open by 2010.
- **Children's Resource Center (Uptown):** Preserve this 101-year-old Carnegie library for service until new Uptown branches open.

- **Cita Dennis Hubbell (Algiers Point):** Work has begun to preserve this 101-year-old Carnegie library for continued service until 2020, when a new neighborhood branch opens.
- **Downriver (Uptown):** New community branch to open by 2020 downriver from Napoleon Ave.
- **East New Orleans:** Heavily damaged. Replace with new district branch in vicinity of I-10 and Read Blvd. by 2012. Expand to regional size by 2022. Interim branch opened in Albert Einstein Charter School in 2008.
- **Jazz (Gentilly, Ponchartrain Park):** New district branch with expanded music collection and performance spaces reflecting New Orleans' musical culture. Begin construction by 2010.
- **Martin Luther King, Jr. (Lower Ninth Ward):** Renovated and reopened in 2007 to serve neighborhood and Martin Luther King, Jr. Charter School.
- **Milton H. Latter (Uptown):** Renovate and maintain full library service until 2025, when new Uptown branches open. Refurbish further as a center for educational programs, retaining circulation services and a collection.
- **Nix (Carrollton):** Repair for continued service until Carrollton and Upriver branches open.
- **Nora Navra (St. Bernard Ave.):** Heavily damaged. Replace with Jazz, Norman Mayer, and Tremé branches by 2014.
- **Norman Mayer (Gentilly):** Heavily damaged. Replace with new neighborhood branch in vicinity by 2014. Interim branch to open 2008.
- **Robert E. Smith (Lakeview):** Heavily damaged. Replace by 2014 with community branch. Interim branch to open summer 2008.
- **Rosa Keller (Broadmoor):** Renovate and reopen by 2012. Interim branch to open summer 2008.
- **Tremé:** Open new community branch by 2016, in vicinity of St. Bernard and N. Claiborne Avenues. Interim branch to open by 2010.
- **Upriver (Uptown):** New community branch to open by 2020 upriver from Henry Clay Ave.

SAFEGUARD THE ARCHIVES

New Orleans' City Archives & Special Collections is one of the nation's most important repositories of original sources on the history



Above: Jari Honore, a St. Augustine High School senior, uses the City Archives to research his family's history.

Right: City Archivist Irene Wainwright and retired City Archivist Wayne Everard inspect treasures in the basement stacks.

of New Orleans and Louisiana—an invaluable resource for historians, genealogists, students, and ordinary citizens. It includes the official City

Archives of New Orleans' municipal government from 1769 to present.

Yet this priceless collection, housed in the Main Library basement eighteen feet below street level, barely escaped destruction during Katrina. Although water lapped at the building, its flood-protection measures kept the basement dry.

The Archives remain in jeopardy from flood or fire. Aging building systems cannot substitute for an elevated facility with state-of-the-art protections.

The Master Plan urgently recommends a secure, state-of-the-art facility for the Archives by 2010. The 42,000 square-foot building would safeguard the collection and improve capacity, conservation,

and access. Estimated cost (2008 dollars): \$29 million. Ideally this building will comprise phase one of a new Main Library.



MAIN LIBRARY: NEW CIVIC LANDMARK

The NOPL Master Plan recommends a new, world-class Main Library—a Central Business District cultural landmark the equal of our peers and an inspiration for the city's recovery and rebirth.

Now fifty years old, the present Main Library is an award-winning example of Modernist architecture.

Yet it is small by contemporary library standards, limiting the services that can be offered. The confined site has little room to expand the building or offer public parking. However it can be preserved for new uses and continue to enrich the architectural heritage and cultural life of New Orleans.

The proposed new library will be the city's premier community gathering place—one that inspires learning, invites interaction, and improves access to information and knowledge for everyone. At 161,000 square feet, the new Main Library will have more space for reference and circulating collections, reading areas, pub-

lic-access computers, meeting and study rooms, an auditorium, café, copy center, and used book shop. It will provide special-interest areas for children, teens, families, and seniors.

A prominent CBD location with adequate parking and transit access is a must. Total estimated cost (2008 dollars): \$88 million.

Just as the Superdome propelled New Orleans forward from 1975, so will a new Main Library inspire the growth of a regional knowledge economy for the 21st century.



City Archives, NOPL

“The City Archives & Special Collections is a treasure.

The collection is deep and extensive, useful to both professional scholars and general users with an interest in history. The scholarship on Louisiana history would be poorer and less-informed but for this collection and its staff.”

— Dr. Walter Johnson
Professor of History,
African, and
African-American Studies
Harvard University



NOPL's Main Branch opened in December 1958 and received a design award from *Progressive Architecture* magazine.



INVESTING IN OPERATIONS AND BUILDINGS

At \$200 million (current 2008 dollars) the cost to build the sixteen recommended libraries is substantial. But new library buildings are meaningless without an extensive, up-to-date collection, and adequate numbers of professional staff to assist patrons. Personnel costs comprise 70% or more of the operating cost of a library system.

To operate the expanded network of sixteen libraries seven days per week, the Master Plan recommends for 2030 an annual operations budget of \$16.6 million,

or \$40.53 per capita—above the peer average of \$34.68 per capita. This annual figure is slightly more than double NOPL's lean pre-Katrina \$8 million operations budget, and will be funded from a combination of the Library's dedicated property tax, new public revenues, earned income, and fundraising.



Jackson Hill

MORE INFORMATION

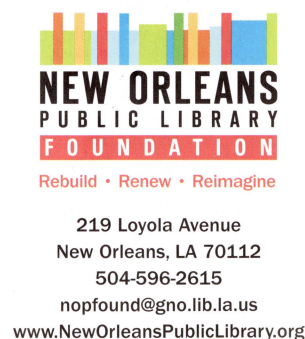
The Master Plan and detailed Appendices are available on the NOPL web site to read or print (NewOrleansPublicLibrary.org). Printed copies are available in every NOPL branch.

QUESTIONS? COMMENTS?

We welcome your questions and comments about the Library's Master Plan. Contact us at masterplan@gno.lib.la.us.

HOW TO HELP?

To donate in support of the Master Plan fundraising campaign, go to www.NewOrleansPublicLibrary.org/howtogive.htm or contact: New Orleans Public Library Foundation, 219 Loyola Avenue, New Orleans, LA 70112, 504-596-2615, nopfound@gno.lib.la.us. Thank you!



SERVICE FOR ALL: From Mid-City to Bywater, Algiers to East New Orleans, our libraries will serve all ages and interests—the gateway to the world's knowledge and our distinctive culture.

PEER LIBRARIES

Some of the thirty libraries included in the Master Plan analysis, each serving a population of 350,000-500,000:

- Birmingham Public Library (AL)
- Carnegie Library of Pittsburgh (PA)
- East Baton Rouge Parish Library (LA)
- Greenville County Library System (SC)
- Jefferson Parish Public Library (LA)
- Knox County Public Library System (TN)
- Minneapolis Public Library (MN)
- Mobile Public Library (AL)
- Oakland Public Library (CA)
- Omaha Public Library (NE)
- Wichita Public Library (KS)

Great cities nurture great libraries and great libraries nurture great cities. I envision my home, New Orleans, as a great musical, literate city, where people can read and understand the language of words as well as they can sing and play the many languages of music.

— Irvin Mayfield, Chairman, New Orleans Public Library Board of Directors

People Helping Across the Nation

Library lovers throughout the United States are helping the New Orleans Public Library rebuild better. Just a few examples:

• *Rehoboth Beach, DE* – Jim Slusher and Thom Morris have supported the New Orleans Public Library for the past two years with a Gumbo Cookoff and raffle at Retro Café and Grille.

• *Brooklyn, NY* – The Desk Set, a group of Brooklyn-area librarians, partied Mardi Gras-style to promote rebuilding New Orleans' public libraries. They munched on king cake, boogied down and raised money to help safeguard the Archives.

• *Chicago, IL* – The Pilcrow Lit Fest, a new Chicago-area small press literary festival, raised money for the New Orleans Public Library Foundation with its Rebuilt Books auction. Authors and publishers took apart copies of their own books, and then rebuilt them into one-of-a-kind art objects.



Retro Café & Grille



Above: Pilcrow Lit Fest founders Leah Jones (left) and Amy Guth (center) present auction proceeds to NOPL Foundation Associate Director Mary Hogan (right).

Left: Retro Café patrons have fun while raising money for the New Orleans Public Library.

Every bequest strengthens the Library for the decades ahead. Please consider including the New Orleans Public Library Foundation in your will.

YES! LET'S BUILD A BETTER NEW ORLEANS PUBLIC LIBRARY.

Name _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Gift amount: \$25 \$50 \$100 \$500 \$1000 \$2500 other \$_____ (Any amount is welcome!)

Method of Payment Check (payable to the New Orleans Public Library Foundation) VISA MasterCard AmEx (please circle one)

Credit Card Number _____ Expiration Date _____

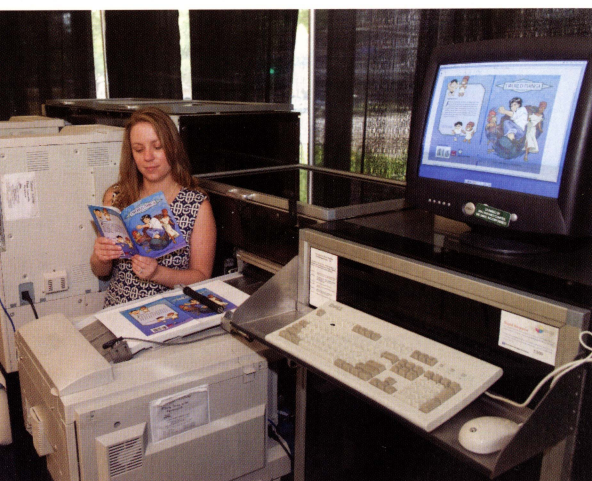
Signature _____ (required for credit card payment)

Please contact me about including the Foundation in my will. _____

My company will match my gift; please call me for details. _____

Your gift is tax-deductible as permitted by law. Federal Tax ID #: 72-1179236.

Please return this form to: NEW ORLEANS PUBLIC LIBRARY FOUNDATION 219 Loyola Avenue, New Orleans, LA 70112-9824. You may also donate using our secure Web site at www.NewOrleansPublicLibrary.org. For more information, call 504-596-2615 or e-mail nopfound@gno.lib.la.us



Jackson Hill

Coming Soon ... Espresso Book Machine!

Very soon, the New Orleans Public Library will employ cutting edge print-on-demand technology to help fill the shelves. The Espresso Book Machine can print, bind and trim high quality paperback books in just minutes and for only a penny a page. One of eight in the world, it may be the most important innovation in printing since the postwar paperback revolution.

The Espresso Book Machine has been donated by its maker, On Demand Books, LLC, to help restore books to the shelves of the New Orleans Public Library and local school libraries. Funding for its initial trial at New Orleans Public Library has been provided by the Alfred P. Sloan Foundation.

Megan Albritton, Espresso Book Machine Librarian, shown here during training. NOPL's own book machine will be in full operation by autumn.

LIBRARY BRANCHES NOW OPEN • Check for updates at www.NewOrleansPublicLibrary.org

- **Main Library** • 219 Loyola Avenue • 596-2560 • M-Th, 10am-6pm; F & Sat 10am-5pm • WiFi available
- **Algiers Interim Branch** • 3014 Holiday Drive • 234-7573 • M, Tu, Th, F 10am-6pm; Wed 10am-8pm • *Expansion open soon!*
- **Alvar Branch** • 913 Alvar Street • 596-2667 • M-Th, Sat 10am-5pm • Internet Available
- **Children's Resource Center** • 913 Napoleon Avenue • 596-2628 • M-Th 11am-6pm; F 11am-5pm • WiFi available
- **Einstein Charter School Interim Branch** • 5100 Cannes Street • 662-0098 • M-F 8am-6pm
- **Cita Dennis Hubbell Branch** • Closed due to repairs. • *Interim branch open soon!*
- **Rosa Keller Interim Branch** • 4300 S. Broad Street • *Interim branch open soon!*
- **Martin Luther King Jr. Branch** • 1611 Caffin Avenue • 234-7570 • M-F 10am-5pm • Internet available
- **Milton H. Latter Memorial Branch** • 5120 St. Charles Avenue • 596-2625 • M, W 9am-8pm; Tu, Th 9am-6pm; Sat 10am-5pm • WiFi available
- **Mid-City Interim Branch** • 330 N. Carrollton Avenue • 483-7750 • M, Tu, Th 10am-6pm; Wed 10am-8pm; Sat 10am-5pm • WiFi available
- **Nix Branch** • 1401 S. Carrollton Avenue • 596-2630 • M-F 10am-5pm • WiFi available
- **Smith Branch Bookmobile** • 6301 Canal Blvd. • M, Wed 1pm-6pm; Sat 11am-3pm • *Expansion open soon!*

If your address is incorrect, or if you do not wish to receive this newsletter, please contact us at nopfound@gno.lib.la.us or NOPL Foundation, 219 Loyola Ave., New Orleans, LA 70112.



Rebuild • Renew • Reimagine

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