

March 28, 2024

**PROPOSAL PRESENTED TO: Prosper Community Library**

Re: Prosper Community Library Master Plan  
Part 1: Master Planning Summary of Needs  
Part 2: Programming and Concept Design for Bond Preparation  
Part 3: Concept Development

720 Design Inc. appreciates the opportunity to present this proposal for your consideration.

**PROJECT GOALS AND OBJECTIVES:**

This proposal is for 720 Design Inc. to provide consulting services that will lead to a new Prosper Community Library.

Goals for the project include:

- The current library is 10,000 SF on two floors of the Town Hall Building.
- The new library will be on property to be determined and will include parking, walking trails, and outdoor story time spaces.
- The goal is to meet 0.8 SF per capita of library space and include shell space for future expansion as the town grows.
- Success will include a variety of cultural amenities that meet the high expectations of the citizens.
- History is important to town leadership (ie Cotton Gin, silos, windmills).
- Town leaders are active in the library and have READ posters supporting the library.
- Public Space needs:
  - Study rooms
  - Meeting Spaces
  - Voting location
  - Messy creative area (like the water room at the Indianapolis Children’s Museum)
  - More collection items like kits, manipulatives, audio backpacks, American Girl Dolls, robots etc.
- Staff needs:
  - More office/workspace
  - Currently the library has two off-site storage facilities for books and holiday supplies.
  - The five-year staffing plan includes:
    - Acquisitions Librarian
    - Teen Librarian
    - IT
- Library staff utilizes a number of spaces for Programs:
  - Multi-purpose room
  - Country Club
  - Horse Ranch
  - Natatorium
  - Football Stadium
  - Others
- The library would like to offer more programs, continue to utilize the partnerships for other program locations while increasing capacity at the library.
- This process is in preparation for a potential 2025 bond election – TBD.

**SCOPE OF SERVICES:**

**Part 1: Master Plan Summary of Needs**

Prior to the first programming meeting gather as much of the following information as possible:

- Plan of current library
- Library organization chart including expected increases in staffing
- Population Studies
- Circulation stats for one year (2019 and 2022)
- Collection Development Plans by genre (current collection vs. planned collection)
- Program attendance by age group (2019 and 2022)
- Previous Strategic and/or Long-Range Plan for Library
- Technology Plan
- Technology Inventory, to include current computer counts
- Number of reader seats and technology seats in the current library
- Library Organizational chart and staffing projections
- Other items as needed

**Master Plan Meeting #1 “Kick Off” and interviews**

- Identify Process, Schedule, Goals and Criteria for Success
- Discuss stakeholders’ expectations and preconceived notions
- Strategize on community input opportunities, format, and schedule
- Review process for online survey
- Review current trends in library design and planning

Staff stakeholder interviews:

- Staff Interviews in their current space to determine required workflow and space requirements

**Space Needs Development Meeting #2**

- Review collection development, technology, seating standards based on Texas Library Standards and other applicable standards (ALA, other states, Whole Building Guide)
- Finalize itinerary for Discovery Tours
- Strategize for community input including relevant trends and new spaces as identified in the Discovery Tours.
- Review online survey questions

**Environmental Scan**

- Meet with Library and GIS to begin mapping library users and non users by market segment if possible
- Peer benchmarking against up to (9) Texas Peer Libraries identified services, population, number of outlets, funding, and other factors (Anna, Celina, Coppell, Frisco, Flower Mound, Keller, Little Elm, McKinney, Southlake).

**Market Segment Analysis – Optional Service**

**Discovery Tours of other Libraries:**

- In person visits to similar sized libraries for lessons learned and current best practices with library staff and stakeholders are an additional service.
- These can be regional new or renovated libraries or outside of the region based on goals for Discovery Tours.

- The tours allow the library, town, and design team to develop a “common” language to utilize throughout the programming process for discussions on spaces and sizes.

**Community Input Meetings:** This will be customized based on the best way to include as many users and potential users as possible. The community focus group effort allows the library and design team to present current trends and opportunities in library design that may come as surprise (and delight!) to those who have not used a library recently. Options for community input include (select one or a combination of community input):

- Community Focus Groups (4) – invited library users and non-users participate in a conversation and presentation for future library services and spaces.

#### Online Survey

- 720 design (with Ivy Group Consulting) will assist the library in preparing a web-based survey of the community for library amenities, services, and programs. The design team will be responsible for:
  - developing the survey questionnaire (two rounds of revisions) with a series of quantitative questions and up to two qualitative “open end” questions;
  - recommending strategies to ensure maximum participation;
  - programming, testing, and launching the survey;
  - monitoring response rates;
  - analyzing the data;
  - summarizing key findings in a research report; and
  - reviewing the findings with the project team.

#### The Library will be responsible for:

- Posting the survey link on its website and social media; and
- Promoting survey participation.
- Design and send postcard to the community announcing community input and online survey.

**Community Stakeholder/Leadership Interviews:** A discussion guide will be developed to interview library stakeholders to discuss the role of the library in Prosper. Interviews may include the library board, Economic Development and/or CDC, Mayor, Town Manager, and Council members, school representatives, homeschool groups, library power users, or others to be determined. The fee is based on the number of interview sessions.

#### Space Needs Development Meeting #3

- Following the Discovery Tours and community input, we will be able to answer the question “what does the community want?” and include the top ten components in the preliminary “wish list” program. This review will set priorities and set the stage a phased needs approach to space utilization. This may include options for meeting “Exemplary”, “Enhanced”, or “Standard” levels of service.

#### Technology Workshop:

- Review of existing technology components of the library
- Led by NV5’s Mary Cook, this will be a visioning session for AV, IT, infrastructure, security, and acoustics specifically for libraries
- A written report of the results will be provided.

#### Review Facility Recommendations Meeting #4

- Zoom meeting to review the program line by line to reach final needs assessment size.
- Rough Order of Magnitude (ROM) cost for recommendations including design, construction, FFE.

- Review recommendations which will include a new library and may include other nontraditional methods for providing library services (mobile services, partnerships for service, remote locations for lockers or library vending and other services to be determined)

**Draft Master Plan Report Meeting #5:**

- Review of 90% draft master plan report
- Include all revisions in the Final Report
- Identify staff for yearly review of the implementation of the recommendations and activities

**Prepare and submit final report**

**Final Master Plan Report Meeting #6** (on site):

- Presentation of final master plan to library board and/or town council/CIP

**COMPENSATION:**

**SEE FEE CHART**

**KEY PERSONNEL:**

Maureen Arndt, 720 design, shall serve as subject matter expert, providing day-to-day client contact and project management.

Mia Ovcina, 720 design, shall serve as Project Manager, providing day-to-day client contact and project management.

Susannah Hills, 720 design, shall serve as Interior Design Project Manager.

Sarah Hamfelt, Ivy Group, shall serve as full service online survey consultant

Charles Aguirre, APR3D, will serve as cost estimator on the project.

Mary Cook, NV5/Sextant Group, will serve as Technology Consultant.

Nicholas Nelson, TNP, will serve as Landscape Architect.

**OPTIONAL ADDITIONAL SERVICES:**

**Market Segment Analysis**

- If the town does not have access to a market segment analysis, the 720 design team can provide a market segmentation of the overall community or limited to current library users.
- The market segmentation will use Claritas *My Best Segments* or similar consumer analytics to the Library patron list with addresses of cardholders to identify their consumer segments to inform library services to provide in a new space, collection development, technology needs, and marketing strategies.

**Discovery Tours of other Libraries – out of region or out of state:**

- In person visits to similar sized libraries for lessons learned and current best practices with library staff and stakeholders outside of the region based on goals for Discovery Tours.

**Hourly Rates:**

Maureen Arndt	\$230
Project Manager	\$210
Drafting/Project Architect	\$185
Online Survey and Marketing Management - Full Service	\$170
Graphic Design	\$160

Additional Meetings, Presentations or field measuring buildings will be billed at an hourly rate as follows:

**Reimbursable Expenses:** Expenses are included in the project management Fee Compensation listed above. Travel expenses (meals, mileage) based on the number of meetings anticipated are included in the fee. Reimbursable expenses excluded from the project management fee include additional renderings, pdf transfer to .dwg or scan to PDF for existing plans and boards from community input (estimated @ \$2,500). Reimbursables will be billed at 1.10% of actual costs.

**Change of Service:** Services that are required of 720 Design Inc. that are not defined in the scope of work above shall be considered a change of service. Prior approval from the Owner will be received before any additional services are executed.

**SCHEDULE:**

The schedule will be developed in conjunction with the owner for this project. A draft schedule is attached for review.

All meetings and presentations as itemized above shall take place virtually (via Teams or Zoom) or at the Prosper Community Library unless specified otherwise.

**Exhibits**

Exhibit A-General Conditions: The terms and conditions listed in Exhibit A-General Conditions of Agreement, dated January 2024 will apply to this proposal.

Submitted by:

Approved by:



Maureen Arndt, AIA, IIDA  
President  
720 Design Inc.

3/12/24

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Title Date

Enclosures:

Fee Chart  
Draft Schedule