

SECTION I: MONTAGUE AND THE TOWN LIBRARY

Any public library should meet the needs of the community it serves. Therefore, this section of the *Montague Public Libraries Building Program* provides information about the town of Montague. The profile of Montague will be useful for the architect in planning a library facility that will meet the needs of the community for the next twenty years. Many of the details in the profile come from 1990 U.S. census data, Massachusetts Institute for Social and Economic Research (MISER) data, and information gathered from the Director of Library Services, staff, Trustees, and town officials.

THE EVOLVING GEOGRAPHY AND GOVERNMENT

Montague is located in western Massachusetts, bordered by Leverett and Sunderland on the south; Deerfield and Greenfield on the west and northwest; Gill on the north separated from Montague by the Connecticut River; Erving on the north and northeast; and Wendell on the east. Montague is one-mile southeast of Greenfield, 36 miles north of Springfield, and 96 miles west-northwest of Boston.

Montague has a total area of 31.40 sq. miles. The land area is 30.41 sq. miles, with remaining area water, consisting mostly of Lake Pleasant.

The motto on Montague's town seal says, "Five fingers on one hand." The "five fingers" are villages: Turners Falls, Millers Falls, Lake Pleasant, Montague City and Montague Center. Each village has a distinct character and personality and has developed differently.

Turners Falls is the municipal and industrial center, hosting the town offices, paper mills, and manufacturing companies, schools, an industrial park, and a municipal airport. The Millers River bisects the village of Millers Falls.

Montague City borders the Connecticut River and hosts the Farren long-term care facility. Lake Pleasant developed as a revivalist spiritual camp meeting association and grew around the lake that still serves as the main water supply for the villages of Turners Falls, Millers Falls, and Montague City.

Montague Center is a picturesque 1830's historic village with meandering streams, farms, a Grange, and clapboard houses surrounding a village green.

Montague essentially is a working-class blue-collar community. There is a strong commitment to traditional values including quality public services. The municipality has a desire to provide the best library and community services for its children, senior citizens (22% of the total population), and homebound or otherwise handicapped residents. This service commitment also is reflected in the Montague Public Libraries long-range plan discussed later in this section.

According to the Massachusetts Department of Housing and Community Development Montague is recognized as having growth potential. State Routes 2 and 63 and nearby Interstate 91 provide excellent transportation access. Massachusetts Fisheries and Wildlife now own a large portion of 2,000 acres of land located in the center of town that once was

owned by Northeast Utilities. Northeast Utilities has retained ownership of the property bordering Millers Falls Road and proposes to use the land for industrial park development. Large, underdeveloped parcels of agricultural land provide long-term financial security for farmers and beautiful vistas along country roads.

Consultant Sondra Vandermark contacted Jessica Atwood, Regional Planner from the Franklin County Planning Office with reference to potential growth in Montague. Ms. Atwood did not project significant growth for the area. While researching the community in developing the *Montague Public Libraries Building Program* Consultant Sondra Vandermark met with Robin Sherman Town Planner. Ms. Sherman stated that several industrial developers are discussing plans for the vacant town land. However, she stated it was impossible to predict the impact of new industrial parks on town growth. The earliest implementation of the new industrial parks will take a minimum of five years, or 2005.

The Massachusetts Institute for Social and Economic Research (MISER) is projecting a high-level population of 7,905 for 2010. The 2019 MISER projection lists a population of 8,816. Given that the 1996 estimated Montague population is 8,383, Vandermark Consulting is using the projected population of 8,816 for the 20 year population for the Library Building Program.

Montague was incorporated as a town in 1754. The town has a Town Administrator, a three-person Board of selectmen, and a Representative Town Meeting form of government.

In 1985 a consolidation of the three town libraries took place. Prior to 1985 the libraries operated independently, although under the same Board of Library Trustees. The consolidation promoted a more efficient system with centralized purchasing, ordering, and all other budget functions. A Director of Library Services was appointed and policies and procedures were implemented to streamline library operations.

THE COMMUNITY

Early growth in Montague was spurred primarily by the water power generated after a dam and canal were built near the falls on the Connecticut River in the 1790s which attracted industry. Around 1865 Colonel Alvah Crocker, a prominent businessman from Fitchburg, envisioned in the water power of the falls the means of establishing an important city. He, along with Wendell T. Davis and other owners of the Upper Locks and Canal Company planned the Turners Falls village and influenced a number of industries to move to Turners Falls. Some of the first companies located in Turners Falls were the Turners Falls Lumber Company; the Montague Paper Company, at the time one of the largest producers of newspaper in the country; the Turners Falls Paper Company; and the John Russell Cutlery Company, then the largest cutlery factory in America. Over the years these mills have closed or moved from Montague.

Today, Montague is involved in downtown revitalization. Much of Avenue A was placed on the National Historic List in the mid-1980s. Frank Abbondanzio was Town Administrator from 1980-1992. He was responsible for obtaining the National Historic listing. Following a five-year sojourn in a similar position in Lee, Massachusetts, Mr. Abbondanzio returned in 1997 to his earlier position in Montague. The town is involved in restoring historic buildings

in the downtown area. The Massachusetts Historic Society and the Regional Housing Authority are renovating the Crocker Building, badly damaged by fire in 1997. The Housing Authority also has plans to renovate a large complex of row houses. The Shea Theater was restored and renovated several years ago.

Recently the Franklin Regional Council of Government voted to move its office from Greenfield to Turners Falls and renovate the historic Colle Opera House, location of the first library room in Turner Falls.

A park project, diagonally across from the Carnegie Public Library, will improve the appearance of Avenue A at one end of the National Historic Area. The Trustees of Soldiers Memorials are responsible for monuments honoring soldiers of the Revolutionary War, Civil War, and War of 1812. A comprehensive review, including possible relocation of town monuments, is being considered. It is vital to the expansion of the Carnegie Public Library that the Memorial and Cannon on the site be moved to provide room for the project.

POPULATION

In recent years Montague's population has remained fairly constant with a 3.8% increase from 1980 (8,011) to 1990 (8,316). Figure I-1 shows the 1990 Population by sex and race/origin.

Category	Population
Males	3,960
Females	4,356
Race/Origin:	
White	8,068 (97.0%)
Black	43 (0.5%)
Am. Indian, Eskimo or Aleut	44 (0.5%)
Asian or Pacific Islander	43 (0.5%)
Hispanic	111 (1.3%)
Other	7 (0.1%)
Total	8,316

Figure I-1. Montague 1990 Population by Sex and Race/Origin

Population trends reported by the Massachusetts Institute for Social and Economic Research (MISER) indicate a decrease in population by 2000 to 7,681, but a slight increase over the 1996 estimated population of 8,383 by 2019 to 8,816. The 8,816 population is the size used by Vandermark Consulting for the planning involved in developing the *Montague Public Libraries Building Program*. The 1990 U.S. Census accounted for 3,502 households with an average of 2.37 persons per household. The number of households increased by 12.2% since the 1980 US Census

IMPLICATIONS OF RECENT RESEARCH

There have been several studies about library users that are helpful in planning library facilities for a community. The Gallup Organization in 1978 conducted the earliest survey dealing with public library use for the American Library Association.

The Gallup survey grouped public library users into three categories: "light" users who made 1 to 5 trips to the library in the previous year; "medium" users who had made 6 to 25 trips; and "heavy" users who had made more than 25 trips.

The Gallup survey found that slightly more than half of all respondents (51%) visited the public library in the previous year, including 9% who had visited approximately every two weeks (heavy users). The heavy user was typically female, 18-34 years of age, college-educated, in a household with children, and a resident in the eastern part of the United States. The typical non-user was male, 50 years of age or older, with a high school education or less, in a household without children, and living in the South or Midwest. A 1995 Gallup Survey discussed later in this section supports the information of 1978 survey.

In 1987, Doremus Porter Novelli prepared the "Life Style Profile of a Library User," for the American Library Association. Unlike the Gallup and the similar but more recent Equifax-Harris surveys, the "Life Style Profile" was not a study based on representative samples. It was a special analysis of data from a life-style study of 5,000 consumers who were members of a consumer panel, balanced by Census Data concerning geographic region, family size, age, income, and population. The panel was primarily a stable, suburban-based and middle-class-oriented population sample. The panel under-represents very poor, very rich, transient, and minority populations. Montague is predominately a blue collar community, although there is growth in highly educated families in Montague Center as professors from the Amherst colleges move into the area. The findings of the "Life Style Profile of a Library User" are relevant to the middle-class and families with school-aged children among Montague residents.

The Profile compares the attitudes of library users with nonusers, dividing users into "heavy" (12 visits per year); "medium" (5 to 11 visits); and "light" (1 to 4 visits). The "Life Style Profile" results indicate that library users are more likely to be young to middle-aged parents of school-aged children, more highly educated than nonusers, members of two-earner households with slightly higher incomes, and women (especially heavy users). In addition, users tended to be active in the community, more likely to take advantage of cultural and educational opportunities, and more likely to have a home computer.

Equifax, Inc., a consumer reporting company, commissioned Louis Harris and Associates in 1990 to conduct a large public opinion survey entitled "Consumers in the Information Age." Standard demographic questions in the survey covered age, education, income, sex, race, region, type of community, work status, and political philosophy. The primary focus of the survey was the impact of new information technologies on consumer credit, insurance, employment, and the issues of consumer benefits, privacy, and fair information practices. A report on the major findings about consumer information services and privacy was issued in June of 1990.

The Equifax-Harris Survey included a series of questions about the use of the public library. The data was compiled by the Reference Point Foundation in cooperation with the American Library Association. Their Report □ *Using the Public Library in the Computer Age: Present Patterns, Future Possibilities* □ provides some significant comparisons to findings in the previously-mentioned surveys:

- More than six Americans out of ten (66%) reported using the services of the public library in the past year. This is 15% higher than the 1978 Gallup finding of 51%.
- Library use was slightly higher by women (68%) than men (63%).
- More 18-24 year-olds (78%) and 30-39 year-olds (73%) were library users than those in any other age group.
- The age groups with the lowest use were 50-64 (55%) and 65 and over (51%).

Education is a major factor in the level of library use. The highest level of use was found among those with the most education. Slightly more people in the East and West use libraries than those in the Midwest and South.

Characteristics	Typical Library User	Montague Resident
Education	well-educated	77.4% high school graduates 15.3% college graduates
Income	medium to high	\$27,177 median household income
Age	under 50	median age = 35.29
Family	married with children	31.4 % of married couples have children under 18

Figure I-2. Comparison of Montague Library Users to Typical Library Users

Figure I-2 shows that many residents of Montague meet some or all of the criteria for typical library users. In the recent survey reported in *American Libraries* detailed later in this section, households with children under 18 are active public library users. In Montague 31.4 percent of the families have children under 18.

The Equifax-Harris Survey found that more suburbanites (71%) use the public library than those in cities or in rural areas. And income is a strong predictor of library use. However, 63% of those with incomes over \$15,001 use the library, with library use increasing as income increases. Families with incomes of \$50,000 and over are the highest users (81%).

The Equifax-Harris Survey found that among American adults, use of the public library is most prevalent between the ages of 18 and 24 (78%). There is a drop to 68% among 25-29 year-olds, followed by a rise to 73% among those aged 30 to 39. From age 60 there is a gradual decline of library use with aging. Of those over 65, only 51% use the library. The implications of the decreased use of the public library by senior citizens are significant. Assuming that there are many retirees with free time in this age group, an exploration of the

hindrances to using the library (e.g., transportation) and the possibility of outreach services might lead to a reversal of this trend.

The most popular library service remains “took out a book,” the response given by more than nine out of ten library users. It is followed by “used reference materials,” “read newspapers or magazines,” “took out records, tapes, or film,” “heard a speaker or saw a film,” “took a class,” and “used a computer terminal.” In 1990, approximately one out of four library patrons had used a computer terminal.

The Equifax-Harris Survey has a number of computer use questions that are important for future library development. More than two-thirds of the respondents (68%) felt that if they had a home computer it would be either “very valuable” or “somewhat valuable” for them to obtain online information from the public library. Library home use through computer connections allows patrons to use the public library at a time that is convenient to their life style. It is possible in many communities for individuals to check their own library record or to gain access to a variety of periodical, health or other specialized databases provided through state, regional, or network funding. Each library should establish as a high priority access for their patrons to these databases through membership in a network or regional system. Access to the Internet also expands patron access to materials that the local library cannot afford to own.

Senior citizens, the fastest growing population group in the United States, constitute a segment of the community that the public library can serve to great advantage. The Equifax-Harris Survey found that the decline in library use by those over 65 was matched by a decline in interest in future online connections to the public library. Although the percentage of those aged 50 to 64 who felt such connections would be either very or somewhat valuable was substantial (61%), for those 65 or over, the interest level decreased to 49%.

Public libraries can provide a variety of information and service connections for senior citizens, such as

- Computer training for Internet access and use of e-mail to communicate with relatives; word processing is a valuable skill for seniors because they can enlarge the font for ease of reading,
- meaningful senior citizen volunteer activity, including tutoring and sharing their expertise through lectures, etc.,
- transportation for senior citizens to and from the library
- opportunities for senior citizen socializing and entertainment
- organizations, experts, and other resources to help senior citizens with personal concerns, such as housing, economic needs, health and medical care, and legal problems.

Technology offers resources that can provide these services to meet senior citizen needs and to overcome obstacles that may hinder library use, such as transportation difficulties. Libraries must develop partnerships with other community groups and organizations that will allow seniors to receive library technology training. However, some technologies will have to be modified (e.g., to offer large print), and library staff will have to come up with creative ways to overcome resistance to technological innovations among those 65 years old and older.

According to an article written in MISERLINE Vol. 2 No. 2 (Fall, 1995) by MISER Data Specialist Nancy Goff, the biggest shift in the aging population is the increasing number of those aged 85 and over. Goff writes:

What does the future hold? Compared with today, future elders will be more highly educated, more racially diverse, and more likely to be 85 and over. In addition, as more women have joined the workforce, their retirement incomes will likely be higher than those of today's elderly women.

The 'Baby-Boom' generation (those people born between 1945 and 1960) have not yet entered the ranks of the elderly. Throughout their lives, the absolute numbers of this group have had significant social, economic, and political impact on society. As they age, their needs for retirement income, medical care, and changes in their housing requirements will be enormous.

A brief summary of a *U.S. News/CNN* poll conducted by the Gallup Organization was reported in the December 11, 1995 *U.S. News & World Report*. The summary stated that 67% of American adults went to the library at least once in the past year—up from the 51 percent who reported library visits in the 1978 Gallup poll. The results by demographics show that more than 76% of young visitors (ages 18 through 29) search electronically, while 68% of older Americans (50 plus) prefer the card catalog. Reasons for using the library include borrowing books (80%); perusing reference materials (64%); reading newspapers and magazines (50%); borrowing records, tapes or films (35%).

In November 1996 the American Library Association and the W. K. Kellogg Foundation published *Buildings, Books and Bytes: Libraries and Communities in the Digital Age*, a report prepared by the Benton Foundation. A public opinion survey was developed to collect information about where the public supports—or does not support—libraries as they move into the digital world. As part of the survey participants responded to questions ranking the importance of nine library services. According to the public survey the four most important services are

- providing reading hours and other programs for children (83%);
- purchasing new books and other printed materials (72%);
- maintaining, repairing, and building public library buildings (65%); and

- providing computers and online services to children and adults who don't have their own computers (60%).

The high level of public support for maintaining, repairing, and building public libraries reported in *Buildings, Books and Bytes* has positive implications for community endorsement for a renovated and enlarged Carnegie Public Library in Montague.

The November 1997 issue of *American Libraries* (pages 64-66) reports on the National Center for Education Statistics (NCES) 1996 survey on library use by the typical household. Two factors affecting the amount of library use by the public are described in the article: the presence of children in the home and the race/ethnicity of persons in the household. A sample of over 55,000 households in the fifty states and the District of Columbia was selected for the survey. Households with children under 18 years of age use public libraries more frequently than households without children. Of all households 44% used the library in the past month as compared with 61% of households with children under 18 years of age. Of all households 65% used the library in the past year as compared to 82% of households with children under 18 years of age.

	White	Black	Hispanic	Asian	American Indian	Other
estimated # of households (in thousands)	79,641	9,375	6,881	1,763	677	751
% of all households	80%	9%	7%	2%	1%	1%
used public library in past month	44%	45%	41%	53%	46%	51%
used a public library in past year	65%	63%	58%	72%	65%	66%

Figure I-3. Library Use Demographics by Ethnic Group

Figure I-3 shows the use of public libraries by race of household according to the National Center for Education Statistics (NCES) 1996 survey for the approximately 100 million U.S. households.

Because Montague has a predominately white population base and nearly 24% of the population is 17 years old or younger, two indicators of the amount library use, the use of the Montague Public Libraries should be high. Unfortunately the Carnegie Public Library is so small that it is difficult for residents to have access to the best library service. A renovated/expanded Carnegie Public Library will address impediments to library use, including parking problems. In addition, the expanded facility will offer a number of incentives, such as a community room for social and educational meetings, an enlarged and safe children's room, expanded area for print and non-print collections, and new areas for technology.

The NCES survey also includes responses of people regarding one or more of eight reasons why members of a household use a public library. The eight "reasons" those surveyed could choose from included:

- For a work assignment or to keep up to date at work;
- To get information to help find a job;
- For school or class assignments;
- For an activity for children under 6, such as story hour or other introduction to books and reading;
- For a program or activity designed for children ages 6-12;
- To work with a tutor or take a class to learn to read;
- For enjoyment or hobbies including to borrow books or tapes or to attend activities;
- To get information for personal use such as consumer or health issues, investments, and so on.

According to the NCES survey results, for all ethnic groups the most common reason for using the public library is "for enjoyment or hobbies." The second most common reason for whites and American Indians was to get information "for personal use." For Blacks, Hispanics, and Asians the second most common reason for using a public library is for "school or class assignments."

During the Montague Public Libraries planning in 1986 and 1992 the Library staff and trustees identified children and seniors as primary age groups to decided to focus library resources on. This includes being a provider of popular materials and supporter of independent learners. The NCES survey further supports Montague's selection of roles. Determination and prioritizing of the library's roles is discussed later in this section.

AGE OF POPULATION

As documented in the various library surveys discussed above, population age is a significant factor in planning library services. Previously shown in Figure I-2 Montague's median age is 35.29. The median age of Montague residents increased from 33.3 to 35.29 between the 1980 and 1990 U.S. Census. Residents 65 and older increased by 29.6%. This data reflects the ongoing aging of the population.

Figure I-4 shows the breakdown of Montague's population groups by age. Population data is from the 1990 U.S. Census, and MISER Population Projections. The number of children in the 5 to 19 year old range is high, confirming that this age group is a service priority of the library. Senior citizens make up a similar percent of the population. Certainly better access to library materials with improved shelving, comfortable seating, and adequate parking will help to increase use of the library by these residents. Easy access to the Carnegie Public Library,

modern, handicapped-accessible restrooms, and space for library programs (to provide opportunities for socializing and entertainment) would be additional incentives for increasing use of the library by senior citizens.

AGE GROUP	1990	2000	2005	2010	2020
0-4	641	419	462	477	NA
5-9	542	423	393	436	NA
10-14	499	548	385	363	NA
15-19	519	491	579	416	NA
0-19 sub-total	2,201	1,881	1,819	1,692	NA
20-24	526	488	492	582	NA
25-29	678	483	491	497	NA
30-34	730	451	448	457	NA
35-39	721	605	471	471	NA
40-44	605	638	548	429	NA
20-44 sub-total	3,260	2,655	2,450	2,436	NA
45-64 sub-total	1,482	1,635	1,916	2,006	NA
65 and over sub-total	1,373	1,209	1,030	964	NA
Total	8,316	7,390	7,215	7,098	8,816

Figure I-4. Age Distribution of Montague Residents

EDUCATION

Montague does not operate a public school system, instead it shares a regional system with the town of Gill. There are three elementary schools (one preK through grade 2, one preK through 3, and one K through grade 6). Also there is one middle school, grades 7 through 8; one high school, grades 9 through 12; one county-wide technical school; a parochial school; and one private high school.

There were approximately 1,350 students from ages 5 to 17 in the 1996-1997 school year. The age group with the largest population increases since the 1990 Census consists of grades K through 4. As this group moves through the school system it will continue to be the largest group at least through 2005. This development indicates a decrease in the elementary school growth, a fact that will have an impact on library use. Young adults will be a growing segment of library users in the next several years. The Carnegie Public Library does little for this age group because there is limited space in the library. A young adult area is one of the spaces being planned for the renovated and expanded Carnegie Public Library to address this need.

The middle school and high school share a library staffed with a certified library media specialist and a library media technician. Two of the three elementary school libraries are located in a corner of the all-purpose cafetorium and are staffed by school aides. Schools with certified library media specialists may join the regional library system.

The middle school and high school library has joined the Western Massachusetts Regional Library System, an organization that provides them with access to on-line databases from Gale/Information Access Corporation (IAC) and the Electric Library. The school library staff also may attend computer training offered at the regional headquarters in Hatfield.

Because the elementary schools do not have certified Library/Media specialists they are not eligible for membership and lack these resources.

The schools purchase library materials in support of the curriculum. Each principal has the authority to allocate a percent of the school's budget for library materials and services, including computers.

The student population relies on the Montague Public Libraries to provide after school services because the high school libraries are open for only one half hour after school closes at two-thirty. There are two public accessible workstations available in the three libraries in Montague. Both are located at the Carnegie Public Library. Only one has access to the Internet. Since there are so many materials available on the Internet and through participation in the regional system for students this is unacceptable access.

The staff of the Montague Public Libraries is interested in working more closely with the school librarians to continue improvements in library service to students. The renovated/expanded Carnegie Public Library will offer additional space for students to work on homework and special projects, with expanded periodical access and growing collections that supplement the materials purchased by the school libraries. The children's room will be larger with more seating for children, and an area specifically for Young Adults is planned for the expanded facility. These improvements will attract more students to the Carnegie Public Library.

The Gill-Montague School District reports 23.6 percent of the school population is in special education (the state average is 16.5%). In 1997 7.52% of school aged children in Montague attend private school as compared to a state average of 10.8%.

Gill-Montague School District SAT scores are below the state average. In addition, the participation rate in SAT testing is significantly lower. In 1995 50% of the district students took the exam as compared to 67% statewide. The dropout rate in 1994/95 was 3.7% in the Gill-Montague School District as compared to the state average of 3.6%. More students, 28.6%, graduating in 1996 planned to attend a two-year college than the state average, 18.6%. Approximately 27.5 % planned to go to work immediately after high school as compared to the state average of 16.2%. And only 37.4% planned to attend a four-year college as compared to the state average of 53.2%. Education level is an important indicator of library use. The fact that fewer Montague graduates attend four-year colleges than the state average does not indicate high library use. However, the rise in "white collar" employment in Montague compensates somewhat for the lower library use by educational level because library use rises with increased income.

According to the 1990 US Census 26 % of Montague's residents are high school graduates and 10.9% have four (4) or more years of college. The higher the level of education of the population means the higher the use of the public library. Five % of the population is under 5 years of age; more than 18.4 % is in the 5-19 year range. The high percentage of pre-school and school age children does indicate a high level of library use for these population groups because youth services is a major component of public library activity.

The nearest colleges are Greenfield Community College, a twenty-minute drive, and the University of Massachusetts at Amherst, a fifteen to thirty minute drive from the villages. Residents depend on the library for education support at the local level. Support for independent learners is one of two roles that the Montague Public Libraries identified in the long range planning described in detail later in this section. The Carnegie Public Library will be able to expand resources for this role in a renovated and expanded facility. There will be space for additional computer workstations for access to the Internet and online databases and room for expanded collections that meet the needs of independent learners.

BUSINESS AND ECONOMIC LIFE

Montague is experiencing a revitalization of its business and economic life. A number of renovation projections are underway. For details see THE COMMUNITY earlier in this section. The community is developing cooperative ventures between public and private sectors.

LABOR FORCE (1990 US Census)

Montague's labor force consists of 4,343 employees 16 years of age or older. The average annual employment figures from the Department of Employment and Training for 1993 show that the majority of the Montague labor force is employed as technicians, in sales, and administrative support. In addition there is a significant number of managers and professionals.

Largest Employers include Farren Care Facility with 300 employees, Judd Wire, Inc. with 144 employees, Strathmore Paper Company with 125 employees, Hallmark Color Labs with 121 employees, Esleek Manufacturing Company with 100 employees, and New England Extrusion, with well over 50 employees.

INCOME

The 1990 U. S. Census data reports Montague's per capita income was \$13,491 as compared to the state per capita income of \$17,224. The median household income was \$27,177. The 1990 U.S. Census data reports 902 Montague residents live in poverty. That is 10.8% as compared to a statewide average of 8.9%. Recent research suggests that income is an important indicator of library use. The higher the income the more likely residents are to use the library. Montague's income is low compared to the state average. However, traditionally Montague library use is above average compared to communities in its population range. In addition, financial support from the community is good. Financial support is discussed in more depth in SECTION II: THE LIBRARY TODAY.

HOUSING

Approximately 54.7% of homes in Montague are owner occupied. The median value of a single family home is \$108,400. Montague has a large number of rental properties, with approximately 39% of housing renter occupied. According to the Life Style Profile, home ownership is an important element in library use. If larger number of residents own homes,

library use will increase. Unfortunately, there have been few new privately-owned housing permits authorized in Montague in the past several years.

TRANSPORTATION

The major transportation routes in Franklin County are State Route 2, the old Mohawk Trail, and Interstate Route 91, which follows the Connecticut River. State Route 63 also runs north-south. The region is well served by rail for freight activity. The Springfield Terminal Railway (the former Boston and Main Railroad) lines are parallel to the two major highways, and the Central Vermont Railway's main line passes north-south through the eastern portion of the county. There is limited public transportation available in Montague's villages.

Montague is a member of the Greenfield-Montague Transportation Area (GMTA) which runs a fixed route service between the two communities and two trips daily (Monday-Friday) to Amherst. The GMTA also provides special transit services for the elderly and disabled.

The Turners Falls Municipal Airport, a General Aviation facility is located in Montague, between the villages of Turners Falls and Millers Falls.

Approximately 76.8% of commuters drive alone to work and 13.2% belong to a carpool. Public transportation is used by 1.5% of Montague commuters and 7.4% walk to work or work at home. The average length of a resident's commute to work is 19.1 minutes. Like most communities, residents travel in automobiles. Adequate parking for library patrons is essential for library use. Parking availability is an important element in site selection. For additional information on site selection see Section III: The Future Library.

The length of commuting has an impact on the amount of time a resident will have for leisure activities, including use of the library. On the other hand, commuters with long trips enjoy books on tape, a popular collection in the Montague Public Libraries. Listening to a best seller or catching up on the classics is a practical use of commuting time. Montague's books on tape collection is very popular with residents.

LEISURE AND RECREATION

The community has several areas that offer a variety of leisure and recreation activities including bicycling, hiking, horseback riding, hunting, snow-mobiling, fresh water fishing, nature observing, and others. These areas include Montague Plains (2,000 acres), Turners Falls Fire District (1,333 acres), West Mass Electric (720 acres), Montague State Forest (664 acres), Turner Falls Hydro (350 acres), Montague WMA (184 acres), Bitzer Fish Hatchery (150 acres), and Dry Hill Area (140 acres)

The Shea Theater, an old movie house, has been restored and is now a center for performing arts. It hosts a regular program of music, dance, comedy, and plays. The Northeast Anadromous Fish Research Laboratory, operated by the U.S. Fish and Wildlife Service provides tours of its facility. The Fish Ladder, operated by Northeast Utilities, gives viewers a chance to watch anadromous fish as they make their journey up the Connecticut River each spring.

The soon-to-be-opened Great Falls Discovery Center will be operated by the Montague Economic Development and Industrial Corporation. Changing exhibits will be organized around themes relevant to the Montague area.

Montague is within 30 minutes of Amherst. Montague residents attend a variety of activities including festivals, music, dance, comedy, and plays in this well-known college community. North Hampton is another favorite destination for festivals, music, dance, comedy, and plays.

The Montague Public Libraries are active in providing children's programming. In addition, the Carnegie Public Library exhibits an early Indian projectile points collection, local memorabilia and relics from the Revolutionary War through World War II in the Artifacts Loft.

THE LIBRARY

The following information is included to assist the architect in understanding the function of the library. Also it documents the long history of the Montague Public Libraries and the town's commitment to providing library services for its residents.

Director of Library Services Susan A. SanSoucie, staff, and trustees, with input from users, have identified aspects of the library's history and service priorities that should be taken into account in the design of a library that best meets the needs of Montague residents. Their input is incorporated into various sections of this building program.

HISTORY OF THE LIBRARY

Montague consists of five villages with a combined population of 8,383 (1996 MISER estimated). The Montague Public Libraries System is comprised of three libraries that are located in the villages of Montague Center, Millers Falls, and Turners Falls, where the central facility, the Carnegie Public Library is situated. Details about the Montague Center and Millers Falls Libraries are available in Section II: The Library Today.

The Carnegie Library was built with funds from Andrew Carnegie. The funds were "secured largely through the efforts of Mr. W. H. P. Gillmore."¹ William Gillmore was a trustee of the Turners Falls Free Library and worked behind the scenes to secure a grant from Carnegie. In 1903 the library was a roomful of books in a private residence, and then the town was informed that it had received a significant grant.

When one [i.e., the grant] was announced on April 15, 1903, the town was caught by surprise. The surprise seems to have been threefold; one, that a grant had materialized seemingly out of the blue; second that it had in fact materialized out of Andrew Carnegie's pocket (his organized philanthropy only four years old, he was still known more as a foe to labor than a friend to

¹ Keifetz, Ray. The Carnegie Memorial Library of Turners Falls, page 4.

libraries); and third, to the few people aware of Gillmore's efforts, that \$12,500 had been awarded when only \$1,500 to \$2,000 had been requested.²

Montague voted to accept Carnegie's grant and conditions. "We require no matching funds, only that the town provide a site out of its own money and pledge an annual appropriation of 10 percent of the grant in perpetuity."³

"In 1904 a site was purchased at the south end of the business district and diagonally across from the railroad station. The building committee called on architects to submit proposals for a \$12,500 library."⁴

The winning design, provided by William Mclean of the firm Mclean & Wright of 110 Tremont Street, Boston included the required (by William Gillmore) "room on the second floor for a museum and historical room."⁵

In 1906 Gillmore received an additional \$1,000 to complete the site work and landscaping for the Carnegie Library.

In 1915 Gillmore applied for \$6,000 to enlarge the library. "The critique accompanying his (James Bertram) rejection of Gillmore's application is terse, to the point, and totally confined to function:

From our point of view, the errors of omission and commission in your building cover practically the whole interior. In the first place, if your basement is merely a cellar, it was only necessary to excavate a comparatively small portion of it and that need not have been ten feet. On the other hand, if you wish to make use of it for other purposes than merely as a cellar there was no necessity for a second floor (the museum and historical meeting room which Gillmore got for 'free') because in a basement ten feet high all the lecture room or accommodation other than the library proper, which we intend in these buildings could have been provided. So far as the main floor is concerned, it should have been enclosed by four straight lines instead of having bay windows and jog and irregular lines generally, leading to increased cost of construction relative to area enclosed and no real return. The entrance feature enclosing a small vestibule is pretentious and costly and saves no hall space inside so that so far as economy is concerned, the entrance might as well have been from the straight line of the building. The interior is so divided up by permanent partitions that the arrangement is quite rigid, and the rooms are of unimportant size and incapable of enlargement.⁶

² Ibid., Page 5

³ Ibid., Page 6

⁴ Ibid., Page 7

⁵ Ibid., Page 7

⁶ Pages 9-10 (Bertarm to Gillmore, May 28, 1915. Collection Turners Falls Library)

In 1982 Montague applied for historic status and restoration funding which lists the library's architecture as "Georgian Revival."⁷ The Carnegie Public Library received the requested historic status and restoration funding.

Montague is one of six communities in the Western Region to have branches; the other communities are Amherst with two branches (35,468 population), Chicopee with three branches (54,532 population), Great Barrington with one branch (population 7,656), Orange with one branch (7,523 population), and Springfield with eight branches (population 149,948). Large communities frequently have branches to ease the amount of travel time to a convenient library location. In both Great Barrington and Montague the branches are historically important in the towns' development and essential because the Main Library in each community is inadequate.

LIBRARY PLANNING

In 1986 and in 1992 Director of Library Services Susan A. SanSoucie implemented a long-range planning process with staff and library trustees. Planning helps library administration identify and analyze community and library needs, determine library service roles, and develop goals and objectives that address short- and long-range library challenges. The library administration's commitment to planning assisted the Montague Public Libraries in identifying inadequate library services and how services can be improved with a renovated and expanded Carnegie Public Library. The long range planning was instrumental in the success of the Montague Public Libraries' application for Planning and Design funding through the MBLC's Massachusetts Public Library Construction Program in January 1999.

A library's effectiveness is determined by its ability to meet at least the basic library service needs of its community. Libraries may provide additional or expanded services, resources, and internal operations because their communities differ in their ability to fund service or because they demand additional service. But there are certain conditions which libraries must satisfy in order to provide a minimum level of acceptable library service.

Massachusetts has identified "Eleven Elements of Basic Library Service." Each element specifies certain conditions which libraries must satisfy in order to provide a minimum level of acceptable library service.

The eleven elements are:

- *Suitable facility.* Inviting, comfortable, user-oriented, meets accessibility codes, large enough for collections, user seating, and services.
- *Hours.* Beyond complying with "Minimum Standards," selection of hours that are convenient to users.
- *Staff.* Knowledgeable, friendly, skillful, resourceful staff responsive to user needs.

⁷ Ibid., Page 8

- *Materials.* Up-to-date, currently useful collections developed to meet local popular needs and interests.
- *Written Policies.* Library operations, personnel management, materials selection, other important practices defined in writing and adopted by the Board.
- *Telephone.* Library services accessible to patrons by telephone; regional and state support resources accessible to library staff via phone.
- *Informed and supportive trustees.* Board which seeks and uses information on library issues and resources, becomes knowledgeable about community needs, and strongly advocates support for adequate library service at the local level.
- *Adequate funding.* Budget which supports staffing, materials, and general operations required to meet the particular service needs of the community.
- *Publicity.* Active public relations program promoting good library services.
- *Planning and evaluation.* Ongoing process which ensures that library services are adequate for and compatible with community needs.
- *Interlibrary access point.* Reliable access to other collections through regional reference services, interlibrary loan, and other resource sharing.

Although Montague did not conduct a formal analysis of the Montague Public Libraries System using the 11 Basic Elements of Public Library Service, a number of the elements were addressed in the library's planning.

Planning resulted in the Montague Library Trustees, Director of Library Services, and staff identifying its mission and broad objectives. Specific service goals included the improvement of library services in the areas of:

- ◆ outreach to the elderly, the homebound, and students
- ◆ provision of media equipment for public use
- ◆ acquisition and preservation of local history collections
- ◆ expansion of programming for the population served
- ◆ further development of the collections, focusing on updating reference services and non-fiction materials
- ◆ improving and increasing the children's and fiction collections
- ◆ instituting young adult services and related collections, and
- ◆ weeding regularly to maintain collection integrity

LIBRARY MISSION STATEMENT

In 1997 the Special Services Committee of the Montague Board of Library Trustees and Susan A. SanSoucie, Director of Library Services, revised their Plan for Library Development including the following Mission Statement:

Our mission is to: 1) provide library service to all segments of the community; 2) address gaps in services or weakness in service areas; 3) provide cost effective service in response to community needs; and 4) assess our current and future space needs in order to meet the changing needs of the community. In order to address these objectives the Board of Library Trustees feels that a well-developed plan needs to be established which includes the following areas:

1. Physical Plants

- a. Physical conditions of the buildings
- b. Energy efficiency of all buildings
- c. Humidity control of all buildings
- d. Handicapped accessibility both internal and external of the Carnegie building

2. Internal Management

- a. Space planning and utilization
- b. Hours
- c. Staffing
- d. Computerization of collection and circulation

3. Services

- a. Outreach — elderly, homebound, schools, special populations, etc.
- b. Media for public use
- c. Collection development
- d. Historical collection development and preservation
- e. Programming

Fulfillment of our mission is contingent upon supplying the needed library materials, making the materials readily accessible to all residents regardless of physical disability, age, and educational level. Factors such as budget constraints, staffing, physical facilities and the changing demands of a diverse population make the challenge of fulfilling the mission more difficult than in the days when the library provided just books and magazines. In today's changing society, technology and competition for jobs require community resources that equip the citizenry to develop their greatest potential. The Public Library in 1993 needs to plan for the real needs of tomorrow, developing a plan of service with realistic goals and objectives.

A collection of quality up-to-date materials, qualified staff to serve the library users and accessible buildings are key ingredients in providing quality library services.

Rather than being a static entity, the library is a viable agency providing and promoting its wealth of materials in a variety of formats for all residents (literacy, outreach service, automated resource sharing, and new media have added to the resources available to all residents—library users and potential library users).

Planning should be a continuing process. Service goals are to be evaluated and rewritten as the needs of the community change.

The Trustees approved the Mission Statement on November 24, 1997.

The Board of Trustees of the Montague Public Libraries and the Director of Library Services recognize their obligation to provide as wide a spectrum of materials as possible. The Board endorses the American Library Association principles of the "Freedom to Read" and "Freedom to View" statements and the "Library Bill of Rights."

ASSESSMENT OF LIBRARY ROLES

The purpose of library planning is to identify the library needs of a community and to determine how to meet those needs. The ability to meet community needs is affected by the library facility and other resources available. Montague staff and trustees recognize that the Carnegie Public Library is inadequate to support the library's identified roles. Each of Montague's two priority roles are impacted by the current facility.

The library's primary role is to have a collection that meets the recreational needs of its patrons, including a popular materials collection, a strong periodical collection, and an audio-visual collection all residents. The collections are too small to support this role. Although the Carnegie Public Library has a video collection for children it should be more extensive. Adults have access to videos through deposit collections borrowed from the Western Region. The library should have a significant collection of its own. Other media collections are inadequate. The periodical collection is less than half the recommended size.

A secondary role is service to patrons requiring materials for various independent learning needs, including basic reference collection with backup reference services available to residents at larger libraries, an up-to-date non-fiction collection, and a staff that is knowledgeable about reference procedures and community needs and interests. The October 1999 report of *Residents' Perceptions of Their Public Library* prepared by Market Street Research, Inc. indicates that the Montague Public Libraries' staff is considered by residents to be helpful, friendly, and competent. On the other hand residents want access to computers and interactive learning computer programs. Technology is an important component in the provision of library service, particularly in the support of independent learning. The Carnegie Public Library cannot take advantage of the numerous materials available on the Internet and through regional library system online databases because the facility lacks space to expand commuter links.

On a limited basis the library is a clearinghouse for current information on community organizations, issues, and services. The library subscribes to the local newspapers, including the *Greenfield Recorder* and the *Springfield Union News*. The lack of accessible meeting space and restricted exhibit space negatively affects Montague's provision of information about and support of community activities. Flyers are taped to the columns of the Carnegie Public Library instead of bulletin boards. There is no assigned exhibit space at any of the three libraries.

The roles will be affected positively by an enlarged and renovated Carnegie Public Library that is handicapped accessible, has room for collection development, has an efficient and effective HVAC system, meeting rooms, space for technology, and on-site parking.

TWO PRIORITY LIBRARY ROLES

Through its planning process the Montague Public Libraries' staff and trustees determined that they would focus resources on popular materials services and independent learners services.

Popular Materials Services

The Montague Public Libraries furnish a variety of popular materials for reading, listening, and viewing to library patrons. The libraries provide an economic benefit to patrons that borrow, rather than buy, such items. This role enhances and supplements the offerings of area bookstores, theaters, video outlets, and other media providers.

The collection includes current and popular materials in a variety of formats for all ages with some duplication to meet demand. Large print books, obtained through the Western Massachusetts Regional Library System, and books on tape are available for the elderly and/or visually impaired. Books on tape also are popular with commuters and self-employed residents who listen to books while they work.

Although the library features current, high demand, high interest materials for all ages, it should do more to promote and encourage the use of its collections, especially in the adult sections. Merchandising techniques such as face-out shelving and special displays are almost nonexistent due to lack of space. Such important features as casual seating and convenient off-street parking are non-existent also because of the size of the facility and site.

In order to fulfill the needs of the identified age groups for popular materials and for independent learning materials, collection development focuses on recent popular fiction and non-fiction. In addition, the staff chooses materials in such areas as cooking, gardening, pets, biography, literature, history, the sciences, arts and crafts, true crime, and popular psychology.

The Carnegie Public Library has a program of outreach for senior citizens. Twenty-two percent of the population is elderly. There are five elderly housing complexes in Town with the Senior Center open an average of 3 hours daily for lunch and activities. More details about senior services are provided in SECTION II: THE LIBRARY TODAY.

The Montague Public Libraries encourages young children to develop an interest in reading and learning through services to children and for parents and children together. Storyhours and other programs for children are held at all three of the Montague libraries.

The collection has a variety of materials and formats for preschoolers and for adults working with young children. The Montague Public Libraries provide limited audio-visual materials for children. The important educational toys, puppets, puzzles, and games that help children expand their imaginations and develop motor and sensory skills are lacking.

None of the Montague Libraries has a collection of computer software or CD-ROM materials for children, nor workstations to use with the materials. Today most public libraries offer computer access for children.

An expanded and enlarged Carnegie Public Library will provide space for these important collections.

Independent Learners Services

The Montague Public Libraries support individuals of all ages pursuing a sustained program of learning independent of any educational provider. These individuals set their own learning objectives to meet such needs as citizen education, self improvement, job-related development, craft techniques, and home improvement skills. The staff helps learners identify appropriate resources from the library's collection or through interlibrary loan.

Montague resources include reference materials and a limited current periodical collection. The library participates in interlibrary loan and supplemental reference services through the Western Massachusetts Regional Library System to meet patron needs for information not available locally. The Carnegie Public Library has a single workstation with Internet access provided free through Shaysnet, a local Internet provider. The workstation is available to students for completing school assignments. In addition at the Carnegie Public Library there is a second workstation available with word processing software. This service is described more fully in SECTION II: THE LIBRARY TODAY. None of the Montague Libraries have a separate reference desk; rather, the staff helps from the circulation desks.

The collection has a range of circulating subject materials relevant to the interests of independent learners of all ages. The Montague Public Libraries have a popular Book on Tape collection. Unlike most communities, the libraries house a very limited video collection and there is no CD-ROM/CD collection. Given the variety of learning styles of library patrons the Montague library staff should expand non-print collections on popular self-help topics such as phonics, health issues, parenting, foreign languages, computers, and home repair to meet learner needs. Unfortunately there is no space available for the expansion of audio-visual collections.

The Montague Public Libraries are not automated. Although Montague library users can borrow library materials from the Carnegie Public Library, the Montague Center Library and the Millers Falls Library have no catalog available to show what each library owns. The

Montague Public Libraries should provide an online catalog that links all of the facilities and their collections. In addition, each facility should have computers available for public use as well as Internet and online database access.

Staff at the Carnegie Public Library has access to one C/WMARS terminal as an affiliate on-line member. This terminal is used for Interlibrary Loan and to input Montague's libraries holding into C/WMARS. These records will be the basis for providing an online catalog for the Montague Public Libraries.

Most of the library staff would like to take advantage of expanded use of automation with expanded access to critical library materials. The library staff must have access to continuing education opportunities. Continuing education will help the staff work more effectively with library equipment. It will enable the staff to help patrons with automated services, including Internet access. Technology support and training will continue to be a long-term need of library patrons.

An expanded and renovated Carnegie Public Library will permit the staff and trustees to improve their ability to provide Popular Materials Services and Independent Learners Services. The new facility will be completely accessible, with space for growth of the collections, there will be adequate and comfortable seating, expanded technology access, and improved parking. All of these elements are critical in meeting the service goals of the Montague Libraries staff and trustees.