



The Deschutes Public Library System has shot the rapids for the past decade, tripling library usage while introducing a broad variety of new and expanded services. Five libraries were built or remodeled, programming for children and adults was expanded, the bookmobile took to the highways, free computer classes became available, and a variety of WEB based library services were introduced. It was a thrill-a-minute 10-year ride.

What's down-river for area libraries? More white water, and more excitement!

A comprehensive planning process will begin in January. Area demographics will be examined at a granular level by applying professional marketing techniques seldom used by public agencies. Library usage and demographic profiles will be overlaid and mapped to provide a graphical image of library market penetration. The needs for specific kinds of library services will be analyzed neighborhood-by-neighborhood. This information will be invaluable as the Library determines which methods of providing library services will be most appropriate in a given area.

The planning process will also include a broad review and assessment of current library services by a team of external library consultants working with library staff. Staffing patterns, branch usage, youth and adult programs, and electronic services will be reviewed and compared to other quality public library programs serving similar communities. Focus groups of library users, community leaders, and library staff will be used to obtain feedback and suggestions.

This will all come together in a series of recommendations that will be implemented over a 10-year period, with 3-year reviews to keep the plan on target. We anticipate that the implementation plan will recommend traditional as well as what is known as Library2 strategies to increase the quality, accessibility, and convenience of public library service.

Imagine stopping at a drive-up coffee kiosk for your daily latte where you also pick up the library book you requested online last night. Or logging onto the Library website with your children to view live streaming video of a toddler storytime and to download the latest "talking book" to your MP3 player. Or UPS delivering requested library materials to your front door. Or browsing a library collection of books and magazines in your local library that have been selected using a detailed marketing analysis of your own neighborhood.

These are just examples of possibilities. Planning is a lot like putting your boat into uncharted waters. There's no telling what's just around the bend, but you know that there's white water ahead.

Oars at the ready—we are headed for exciting new territory!

Michael Gaston, Library Director

The Deschutes Public Library

Bend Public Library

601 NW Wall Street
Bend, Oregon 97701
617-7040

Outreach Services

507 NW Wall Street
Bend, Oregon 97701
312-1035

La Pine Public Library

16425 1st Street
La Pine, Oregon 97739
312-1090

Redmond Public Library

827 SW Deschutes Avenue
Redmond, Oregon 97756
312-1050

Sisters Public Library

110 N Cedar Street
Sisters, Oregon 97759
312-1070

Sunriver Area Public Library

56855 Venture Lane
Sunriver, Oregon 97707
312-1080

