Pacifica Library
Needs Assessment

June 10, 2011

CITY OF PACIFICA

SAN MATEO COUNTY LIBRARY
smcl.org

Pacifica
Library
Foundation

PACIFICA
FRIENDS OF THE
LIBRARY

ABA

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ARCHITECTS, INC.

Executive Summary

Introduction

The San Mateo County Library (SMCL), the City of Pacifica, the Pacifica Friends of the Library, and the Pacifica Library Foundation have formed a partnership to study the library service needs of Pacifica. This Library Needs Assessment had three primary goals.

- Describe how the current facilities enable or limit the community's access and enjoyment of the library's collections and services.
- Identify Pacifica's unique and specific library needs.
- Describe the minimum space required to meet the defined need, providing access to library collections and services, both for current and future needs.

The Pacifica Library Needs Assessment has considered numerous sources of information and influences, as they pertain to the delivery of library services in Pacifica:

- Community Background and Demographics
- SMCL Service Model Principles
- Community Input
- Existing Facilities
- Peer Library Benchmarking

Executive Summary

Community Background

The City of Pacifica is a largely residential community with a diverse demographic profile. The City of Pacifica is a member of the San Mateo County Library Joint Powers Authority which provides library services to the City of Pacifica and surrounding unincorporated areas.

San Mateo County Library Service Principles

The San Mateo County Library Vision, developed prior to this Needs Assessment, is driven by these primary service principles:

- A welcoming environment which offers a variety of settings and options
- Defined spaces that excite and inspire
- Intuitive systems and layout
- Maximize self-service and operational efficiencies
- Customer driven service

To address these goals, several strategies and space concepts are implemented in the San Mateo County Library facilities:

- Self Reliant Service – flexible service areas and use of technological advancements to best leverage staff and customer resources and time
- Marketplace – vibrant entry area with display space for library materials
- Kids and Family Place – welcoming, comfortable space for families and children to celebrate books and reading
- Teen Zone – dedicated teen space that supports their educational needs, group study, computer access, and recreational reading
- Community Living Room – space providing comfortable, relaxed, and quiet atmosphere for reading
- Gathering Space – environment for people to gather and relax with one another
- Computer and Homework Center – space providing community access to tools and supporting lifelong learning

Community Input and Analysis

Multiple methods of outreach were employed to gain community insight and priorities. These included two public outreach meetings, a focus group, a staff workshop, key informant interviews, and an online survey. The community outreach is summarized as follows:

The Pacifica community greatly appreciates its library services. Staff service is seen as excellent. Overall satisfaction with library services and programs is very good. However, there are consistent concerns with accessibility and overcrowding in the libraries. Participants want more of every key resource including collections, reader seating, technology, and meeting space. Acoustic separation for different activities is another primary concern. Participants were excited about the ability of library facilities to engage the Pacifica community and highlight the unique qualities of the coastal community.

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Executive Summary

Existing Facilities Assessment

The Library Needs Assessment conducted and compiled research on existing services and facilities documentation. Currently, Library services are provided in two existing library facilities. Both facilities are overcrowded, present accessibility challenges to their users, and are dated. The open floor plans promote good oversight for staff, but also create acoustical issues for different types of use, especially when activities take place concurrently. In addition, workspace is inadequate for staff.

Peer Library Benchmarking

The facilities are deficient in several key library metrics, compared to other benchmarked peer libraries. There are inadequate amounts of collections, reader seating, computer stations, and space for programs.

Recommendations

The Pacifica Library Needs Assessment offers the following types of recommendations:
- Service Needs
  - Qualitative
  - Quantitative
- Facility Size
  - Single Facility
  - Multiple Facilities

Qualitative Service Recommendations

The first set of service recommendations is qualitative. These recommendations address facility design and layout, but on their own, do not necessarily add square footage to the service needs. The space required to follow them is included in the overall growth, which is discussed in the quantitative recommendations. For an explanation of Net Square Feet (NSF) and Gross Square Feet (GSF), see section VII, Recommendations.

Entry
- Provide space for a welcoming, visible, accessible entry.
- Create appropriate space for Community Information.
- Provide accessible bookdrop with direct access into staff work space.
- Create easy access to accessible restrooms.

Marketplace
- Improve sense of entry and path of arrival to the Marketplace.

Gathering Space
- Allow and encourage gathering with an emphasis on social interaction and discussion.

Community Living Room
- Provide comfortable seating for reading.

Executive Summary

Children's Programming
- Provide space for typical children's programming. This space will be accommodated in other growth recommendations, such as seating and collections.
- Allow for overflow and use of the Library Program Room by the children's area for larger and special events.

Accessibility
- Provide space for required accessibility improvements. This space is accommodated within the quantitative recommendations.

Quantitative Service Recommendations

Collections

Current	*69,600 items	*2,650 NSF
Recommended	136,500 item*s*	12,380 NSF
Increased by	1.96 x items	4.67 x SF

Collection adjusted to account for duplication, see explanation in Section VI – Peer Library Benchmarking.

Reader Seating

Current	84 seats	1,340 NSF
Recommended	182 seats	4,370 NSF
Increased by	2.16 x seats	3.26 x SF

Technology

Current	21 computers	300 NSF
Recommended	45 computers	1,370 NSF
Increased by	x 2.14 items	x 4.57 SF

Library Program Room / Community Room

Current Total	60 seats	1,120 NSF
Recommended Total	150 seats	*2,630 NSF
Increased by	2.50 x seats	2.35 x SF

This space includes a kitchenette and storage space.

Group Study / Meeting Rooms

Current	0 total seats	0 NSF
Recommended	24 total seats	*840 NSF

This space can be provided in multiple rooms with 4-10 seats each.

Executive Summary

Pacifica Friends of the Library

    Sales Area

Current	30 NSF
Recommended	50 NSF
Increased by	1.67 x SF

    Storage Area

Current	220 NSF
Recommended	300 NSF
Increased by	1.36 x SF

Teen Room

Current	0 NSF
Recommended	*300 NSF

This is the additional space needed to have a separate teen room beyond the space for teen seating, collection, and technology.

Staff Spaces

Current	1,400 NSF
Recommended	2,820 NSF
Increased by	2.01 x SF

Service Needs Summary

	Current	Recommended
Collections	*2,650 NSF	12,380 NSF
Reader Seating	1,340 NSF	4,370 NSF
Technology	300 NSF	1,370 NSF
Program/Community Room	1,120 NSF	2,630 NSF
Group Study	0 NSF	840 NSF
Pacifica Friends of the Library	250 NSF	350 NSF
Teen Space	0 NSF	300 NSF
Staff Space	1,400 NSF	2,820 NSF
Service Need Subtotal	***7,060 NSF**	**25,060 NSF**

Size adjusted to account for collection duplication

Facility Size Recommendations

Single Facility

	Current	Recommended
Service Needs	*7,060 SF	25,060 NSF
Building Support	2,680 SF	8,350 NSF
Gross Total	***9,740 SF**	**33,410GSF**
Increased by	3.43 x SF	

Size adjusted to account for collection duplication

	Current	Recommended
Parking	41 spaces	134 spaces

Executive Summary

Multiple Facilities
Providing library services in multiple facilities requires additional adjustments to the Service Needs Recommendations. Intentional duplication of services for multiple facilities is needed to allow both facilities to adequately function independently. Below are the additional requirements for providing library services from two facilities.

Additional Area Recommended

Collections	5,590 NSF
increased for required duplication	
Program/Community Room	930 NSF
150 seats at one, 50 seats at the other	
Pacifica Friends of the Library	50 NSF
duplicate sales at each location, split storage evenly	
Teen Space	300 NSF
duplicate teen room at each location	
Reader Seating, Technology, Group Study	0 NSF
split evenly between locations	
Staff Space	890 NSF
increased in proportion to overall growth	
Total Additional	**7,760 NSF**

Building Size

	1st Branch	2nd Branch
Collections	*8,990 NSF	*8,990 NSF
Seating	2,190 NSF	2,190 NSF
Technology	680 NSF	680 NSF
Program/Community Room	2,630 NSF	930 NSF
Group Study	420 NSF	420 NSF
Pacifica Friends of the Library	200 NSF	200 NSF
Teen Space	300 NSF	300 NSF
Staff Space	1,850 NSF	1,850 NSF
Building Support	5,750 NSF	5,180 NSF
Gross Total	***23,010 SF**	***20,740 GSF**

Executive Summary

Facility Comparison

Single Library Branch		**33,410GSF**
	Service Need:	25,060 NSF
	Parking Required:	134 Spaces
Two Library Branches		**43,750 GSF**
	Service Need:	32,820 NSF
	Parking Required:	176 Spaces
First Branch		23,010 GSF
	Service Need:	17,260 NSF
	Parking Required:	93 Spaces
Second Branch		20,740 GSF
	Service Need:	15,560 NSF
	Parking Required:	83 Spaces

Executive Summary

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I. Introduction

Context and Purpose

The San Mateo County Library (SMCL), the City of Pacifica, the Pacifica Friends of the Library, and the Pacifica Library Foundation have formed a partnership to study the library service needs of Pacifica. This Library Needs Assessment had two primary goals. The first goal was to describe how the current facilities enable or limit the community's access and enjoyment of the library's collections and services. The second goal was to identify Pacifica's unique and specific library needs and to describe the minimum space required to meet the defined need, providing access to library collections and services, both for current and future needs.

The four entities noted above formed a project Core Team, whose responsibility was to manage the Library Needs Assessment process. The Core Team also established additional goals for the Pacifica Library Needs Assessment. The effort would establish a common understanding of the existing library services and provide insights to the community of the potential for future library services. The outreach efforts would include a broad and diverse spectrum of the community, including geographic diversity, library users and non-users, open public comment, and more. Then finally, the Library Needs Assessment would help generate an aligned community direction to move forward with a library project by building advocacy, information, and tools for next steps.

Approach and Methods

The Library Needs Assessment process took steps to ensure a holistic understanding of the community's current and future needs. These steps included:

- Outreach to the community to assess their needs, expectations, and perceptions of library services, as well as the library's role in the community – now and in the future.
- Analysis of the community's current and future character and defining elements.
- Analysis of the community's current and projected demographic data.
- Observations of service limitations of the existing library facilities including a basic analysis of current space utilization.
- Recommendations for the space needed to accommodate anticipated future services, collections, and programs.

The Pacifica Library Needs Assessment has also considered numerous sources of information and influences, as they pertain to the delivery of library services in Pacifica:

- Community Background and Demographics
- SMCL Service Model Principles
- Community Input
- Existing Facilities
- Peer Library Benchmarking

I. Introduction

I. Introduction

Process Map

The Pacifica Library Needs Assessment began by designing and approving a process specifically tailored to the project needs. The following process map illustrates the path and key steps to the final report. The effort was broken down into three separate phases as shown below. Regular meetings and communication with the Core Team allowed for check-in review, input, and redirection as the project progressed. Multiple outreach meetings gathered community input and reaction to ongoing analysis at key points in the process. An overview of the entire Process Map is included below, followed by a detailed description of each phase.
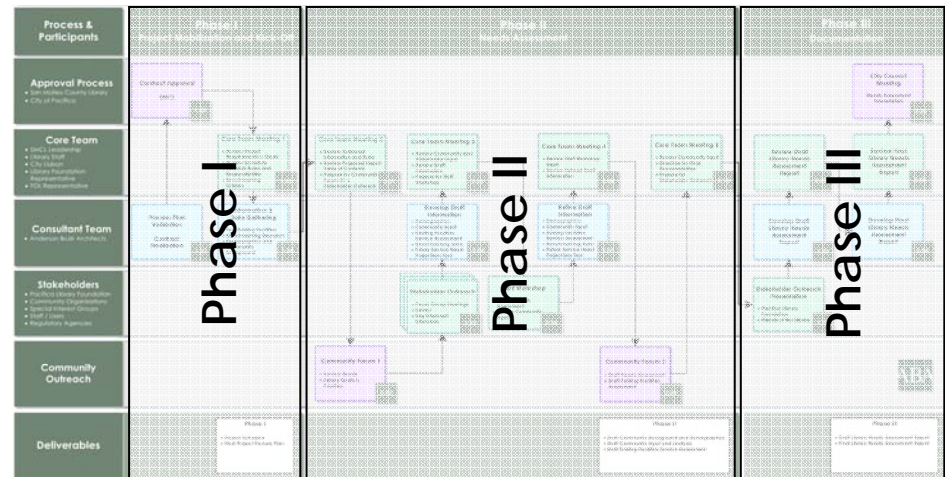
I. Introduction

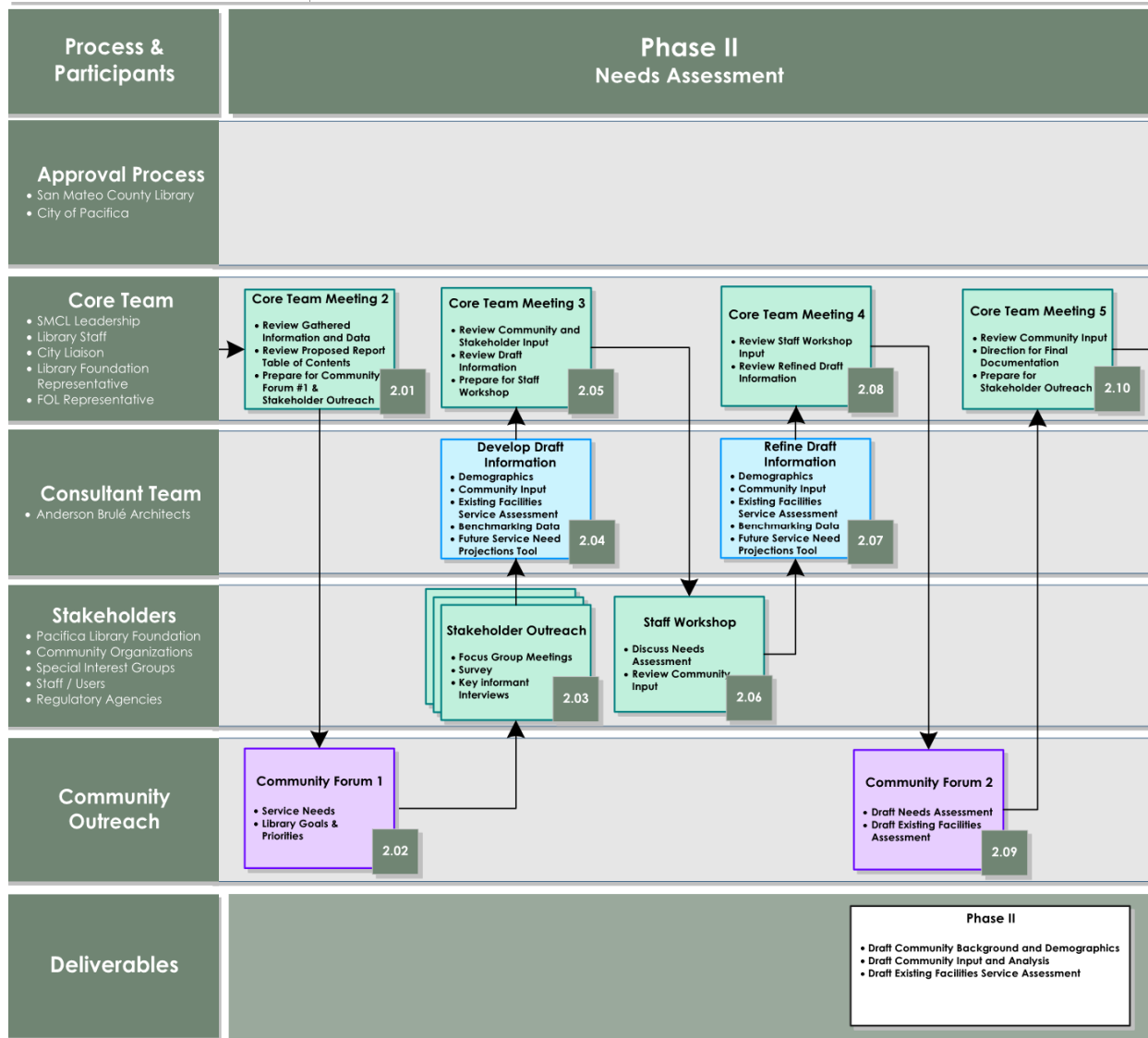Phase I of the Library Needs Assessment established the project process and schedule, identified process participants and gathered information that was foundational to the rest of the work in the project.
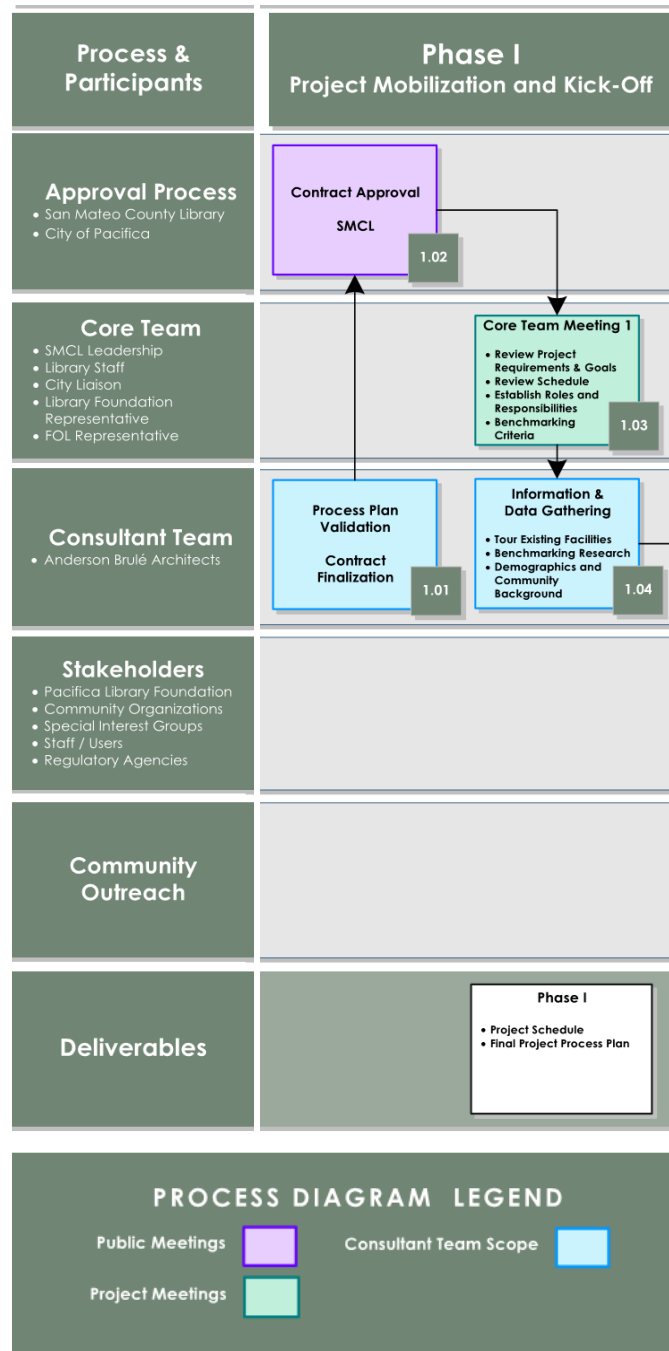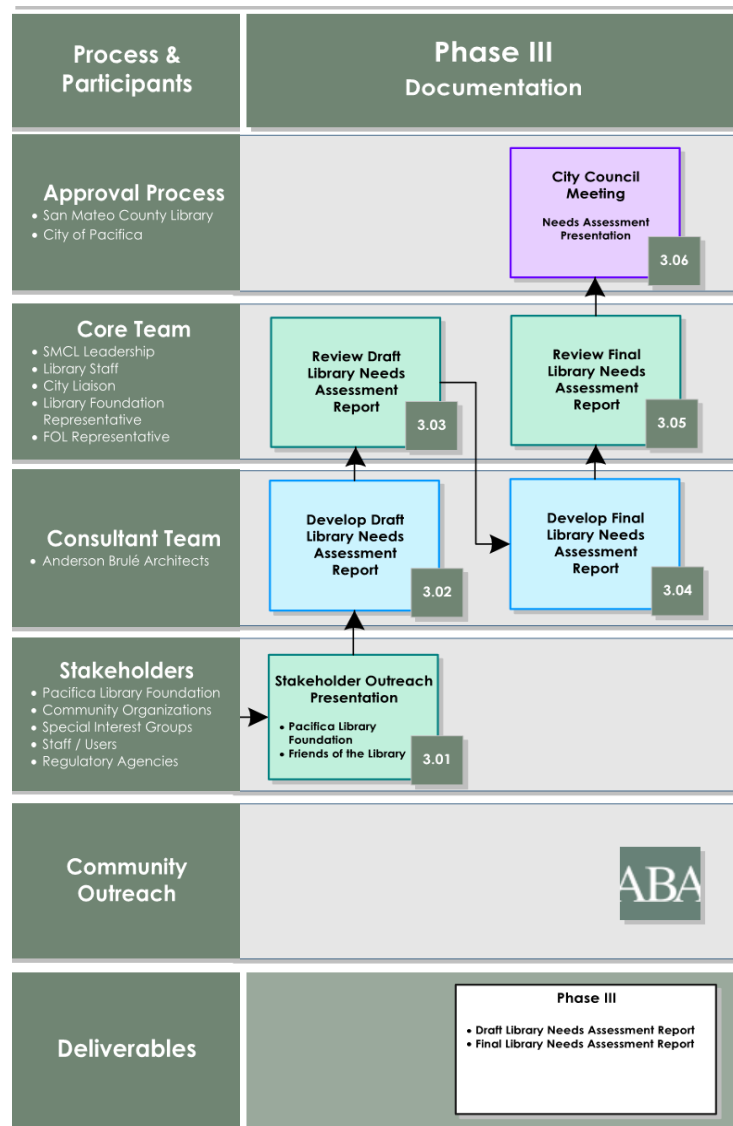
I. Introduction

Phase II of the effort focused on seeking stakeholder and general community input, as well as synthesizing and analyzing the information gathered in the first phase of work. Additional research and study was conducted to inform the development of the Library Needs Assessment recommendations.

Process & Participants	Phase II — Needs Assessment
Approval Process • San Mateo County Library • City of Pacifica	
Core Team • SMCL Leadership • Library Staff • City Liaison • Library Foundation Representative • FOL Representative	**Core Team Meeting 2** — Review Gathered Information and Data • Review Proposed Report Table of Contents • Prepare for Community Forum #1 & Stakeholder Outreach (2.01); **Core Team Meeting 3** — Review Community and Stakeholder Input • Review Draft Information • Prepare for Staff Workshop (2.05); **Core Team Meeting 4** — Review Staff Workshop Input • Review Refined Draft Information (2.08); **Core Team Meeting 5** — Review Community Input • Direction for Final Documentation • Prepare for Stakeholder Outreach (2.10)
Consultant Team • Anderson Brulé Architects	**Develop Draft Information** — Demographics • Community Input • Existing Facilities Service Assessment • Benchmarking Data • Future Service Need Projections Tool (2.04); **Refine Draft Information** — Demographics • Community Input • Existing Facilities Service Assessment • Benchmarking Data • Future Service Need Projections Tool (2.07)
Stakeholders • Pacifica Library Foundation • Community Organizations • Special Interest Groups • Staff / Users • Regulatory Agencies	**Stakeholder Outreach** — Focus Group Meetings • Survey • Key Informant Interviews (2.03); **Staff Workshop** — Discuss Needs Assessment • Review Community Input (2.06)
Community Outreach	**Community Forum 1** — Service Needs • Library Goals & Priorities (2.02); **Community Forum 2** — Draft Needs Assessment • Draft Existing Facilities Assessment (2.09)
Deliverables	**Phase II** • Draft Community Background and Demographics • Draft Community Input and Analysis • Draft Existing Facilities Service Assessment

I. Introduction

Phase III brought together all of the data, research and input compiled throughout in the project into a final report and presentation. This documentation will provide insight and direction on the future of Pacifica's Library Services. It will also be a resource and evaluation tool for the community, so that if Library facility and/or service improvements are completed, they can be measured against the documented Library Needs, delineated herein.

I. Introduction

Process Participants

A truly collaborative process yields the most comprehensive solutions, which address the aggregate needs, issues, vision, and concerns of all stakeholders. The community participated through five methods of outreach – community meetings, an online survey, a focus group, key informant interviews, and a staff workshop.

Core Team
To facilitate this collaborative process, a Core Team comprised of SMCL staff, Pacifica City staff, Pacifica Friends of the Library representatives, and Pacifica Library Foundation representatives formed to provide leadership and direction to the process.

The Core Team was charged with the following tasks.
- Review and validate the proposed process and align it to the project goals and parameters.
- Assist in identifying the process participants, including stakeholders and staff, as well as library users, non-users, and the community at large.
- Review the outreach plan, which identifies the most appropriate time within the process to seek input and feedback from the community.
- Publicize outreach opportunities to encourage input from a broad and diverse section of the community.
- Provide ongoing leadership, direction, and course correction as necessary to ensure that the integrity of the process is protected and that the process will support achievement of goals and objectives.
- Review the draft content and provide constructive feedback for improving the final library needs assessment.

Core Team Members included:
- Steve Rhodes, City of Pacifica
- Greg Bodin, San Mateo County Library
- Thom Ball, San Mateo County Library
- Rachel McDonnell, San Mateo County Library
- Eric Ruchames, Pacifica Library Foundation
- Stephanie Vinces, Pacifica Library Foundation
- Caroline Barba, Pacifica Friends of the Library
- Reba Leon, Pacifica Friends of the Library

General Community
Each member of the Pacifica community had at least three opportunities to provide input.
- Online Survey - 276 respondents
- Community Meeting #1 – approximately 60 attendees
- Community Meeting #2 – approximately 45 attendees

I. Introduction

Focus Group
The Focus Group invitees were selected to represent a cross section of the demographic makeup of the service population. There were eight participants, including three young adults. Participants were asked to represent their own opinions and the opinion of others with similar demographic backgrounds.

Focus Group Participants included:
- Kjersti Chippindale
- Jerry Crow
- Nancy Hall
- Helen James
- Joey Koblitz
- Hanna Olsen
- Steve Sinai
- Steve Wright

Key Informant Interviews
The Key Informant interviewees were selected for the depth of their involvement and history with the Pacifica community. This relationship allows them to provide a deep level of insight into the needs of the library and the community through personal experience.

Key Informant Interviewees:
- Laurie Frater, Jefferson Union High School District Board Member
- Mary Ann Nihart, City of Pacifica Mayor
- Joan Weideman, Pacifica School District Board Member

Staff Workshop
Library staff members who work at both library facilities gave input on their observations of patron needs and of their own experience with providing library services.

Staff Workshop participants
- Thom Ball, SMCL Branch Manager
- Gail Benjamin, Library Assistant
- Nicol Cassidy-White, Library Assistant
- Liesel Harris-Boundy, Librarian
- Carbelle Imperial, Library Assistant
- Michele Knapp, Library Assistant
- Reeba Lynn, Librarian
- Gwen Miller , Librarian
- Christina Olsen, Library Assistant
- Paula Teixeira, Circulation Supervisor
- Chris Vance, Library Assistant

II. Community Background

Service Area and Population

The Pacifica libraries serve the City of Pacifica, as well as some of the population in unincorporated areas of San Mateo County. In assessing the Library services needs, the total service population is considered. The City's boundaries delineate the majority of the service population for the Library Needs Assessment.
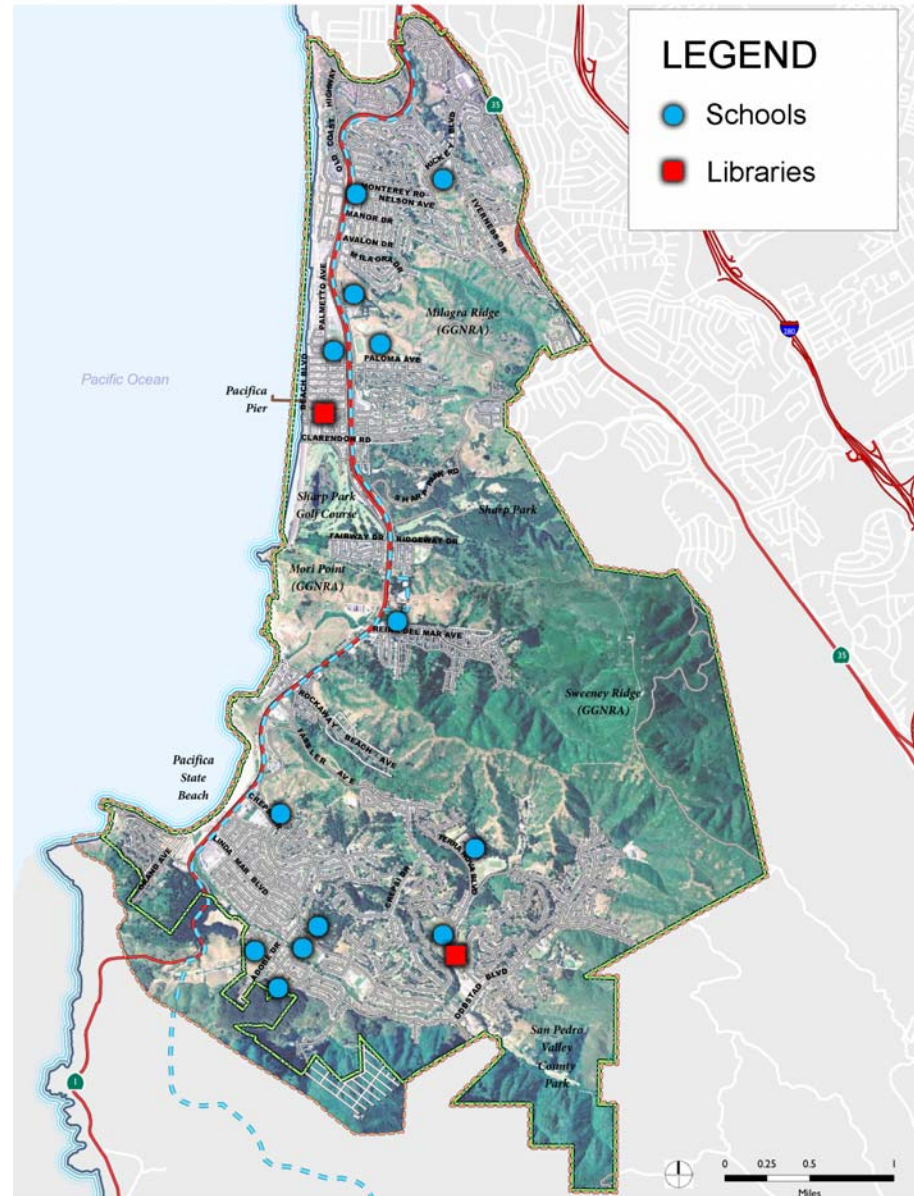
City of Pacifica

II. Community Background

History of Pacifica Library Services

1915 – San Mateo County founded

1932 – Branch Library opened in San Pedro School Building

1948 – Sharp Park Library moved to a location on Francisco Boulevard

1957 – Pacifica was incorporated as a City

1960 – Sanchez Library opened in the Linda Mar Shopping Center

1961 – Sharp Park Library displaced by Highway 1 expansion
Sharp Park Library relocated to rented space on Palmetto Avenue

1965 – Sharp Park Library opened at 104 Hilton Way

1978 – Sanchez Library was closed due to budget constraints

1979 – Pacifica Friends of the Library was established
Sanchez Library reopened in the former Pedro Valley School Building

1982 – Sanchez Library opened at 1111 Terra Nova Boulevard

1999 – SMCL Joint Powers Authority was founded
- SMCL provides Library Services
- Participating Cities provide Library facilities

Research Sources

SMCL and City staff provided documents relating to both the community and library. Demographic and planning information was obtained from national, state, and local sources. Since the unincorporated areas of the County that contribute to the service population are very similar to Pacifica demographically, this report just includes demographic information for the City of Pacifica.

At the time of this report, the U.S. Census Bureau has released a limited amount of the 2010 Census data. In addition, the U.S. Census Bureau provides annual American Community Survey (ACS) data for cities and towns less than 60,000 in population. These sources, together, provided basic demographic information for Pacifica that was utilized in this Library Needs Assessment.

The Housing Element in the City of Pacifica's General Plan defines the future expected growth in the community. The growth projections noted in the Housing Element are based on Association of Bay Area Governments' (ABAG) publication "Projections 2007." The Core Team chose to use the ABAG's 2007 growth figures as the basis for service population growth over the next 20 years.

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II. Community Background

This Library Needs Assessment also utilizes information from the Environmental Systems Research Institute(ESRI). ESRI is a data development company that uses the traditional statistical methodology of cluster analysis, combined with data mining techniques to provide updated and projected demographics. They then use this data to segment U.S. neighborhoods into distinct markets, that are all now industry benchmarks. This information provides supplementary profile information for this community, and was also recently utilized by the City of Pacifica in their assessment of the Waste Water Treatment Plant site reuse.

Tapestry Segmentation is ESRI's market segmentation system, which classifies U.S. neighborhoods into 65 segments based on their socioeconomic and demographic composition. Segments are categorized into 12 Life Mode Summary Groups that reflect lifestyle/lifestage, and into 11Urbanization Summary Groups that show levels of affluence and population density. Segmentation systems operate on the theory that "like seeks like." This system reveals community diversity, describes lifestyles and lifestages, and incorporates a wide range of data such as demographic, business, and market potential. Essentially, it takes a simple outline of statistical data and gives more in-depth insight into the community.

Demographic Analysis

ABAG estimates a total population growth of 7.67% by 2030 in Pacifica. This averages an annual growth rate of 0.37% per year. The San Mateo County Library Service Population for 2009-10 reports the service population for the Pacifica Libraries was 42,254. Based on this baseline service population and compounded growth rate, the service population for Pacifica Library services in 20 years (2031) will be 45,496.

The 2010 Census found race distribution in Pacifica as follows: White 64.9%, Asian 19.4%, and Other 15.7%. In comparison, the distribution in California is White 60%, Asian 11%, and Other 29%.

The 2008 ACS contributed additional demographic data. It showed 30.5% of Pacifica households are families with children. An estimated 19.7% of the community are foreign born. The estimated median age is 42.3 years. In comparison, the U.S. median age is 36.8 years. Overall education levels are higher than the national levels, with 36.3% holding Bachelor degree or higher compared to a national figure of 24%. Finally, the estimated average household income $101,000.

II. Community Background

Socio-economic Profile

Demographically, Pacifica is a very diverse community. Seven segment types were identified by ESRI, which is a high number, relative to Pacifica's population size. This denotes Pacifica as a community with diverse socio-economic lifestyles. Municipalities commonly have five or more segment types, but rarely as evenly represented as in Pacifica. Larger cities can have well over ten segment types.

The segment types for Pacifica are:
- Segment 11, titled "Pacific Heights" at 22.3%;
- Segment 05, titled "Wealthy Seaboard Suburbs" at 21.5%;
- Segment 09, titled "Urban Chic" at 21.3 %;
- Segment 10, titled "Pleasant-Ville" at 15.3%;
- Segment 23, titled "Trendsetters" at 14.4%;
- Segment 14, titled "Prosperous Empty Nesters" at 2.8%; and
- Segment 06, titled "Sophisticated Squires" at 2.5%.
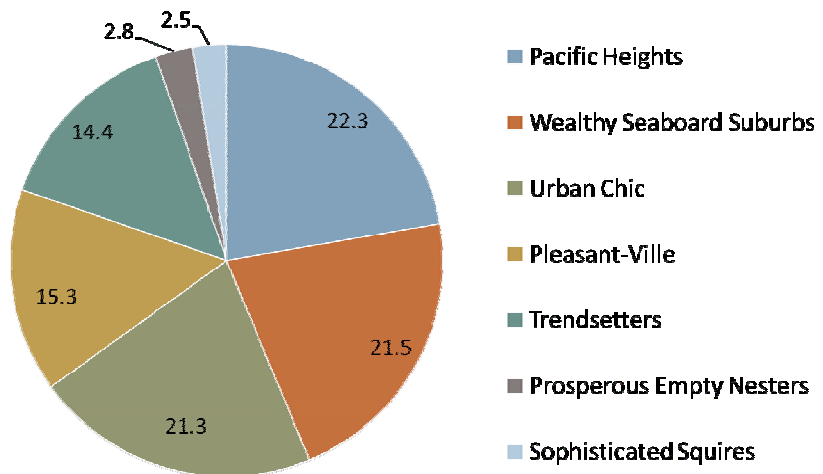
The "Pacific Heights" segment type is mostly compromised of married couples with the highest percentage of Asian/Pacific Islanders. Education is important to this group. Over 63% of them own single-family homes. This segment also includes large numbers of immigrant population who keep in touch with their families living overseas. They travel some and enjoy music, books, movies, and television for entertainment. They are financially conservative and health-conscious.

II. Community Background

The "Wealthy Seaboard Suburbs" segment is often found in older, established neighborhoods. The majority are white and affluent with professional jobs. Eighty-nine percent of this segment own single-family homes. This profile invests in home improvements and loves to shop. They also enjoy travel and cultural amenities.

The "Urban Chic" segment leads a sophisticated exclusive lifestyle and more than half are married couples without children. They are well educated and 67% own a home. This profile focuses heavily on lifestyle and experiences. They travel extensively, appreciate cultural amenities, and are actively fit. They make sophisticated food, health, and financial investment choices.

The "Pleasant-Ville" segment is mostly middle-aged married couples with children. Their lives are generally settled and 82% own a single-family home. Prosperous domesticity distinguishes the settled lives of "Pleasant-ville" neighborhoods. Home improvement projects are a priority. "Pleasant-ville" residents spend time with their families, dine out, play cards and board games, attend baseball games and visit theme parks. They enjoy taking sightseeing vacations.

The "Trendsetters" segment is comprised of an ethnically diverse mix of singles and families. They are typically educated working professional, most (68%) of whom rent. "Trendsetters" are spenders; they shop in stores, online, and by phone. To keep in touch, they always have their electronic gadgets and computers nearby. They also travel, go to the movies, attend rock concerts, and read.

The "Prosperous Empty Nesters" are generally retired, predominantly white, and own homes in established neighborhoods.

The "Sophisticated Squires" live a county life on the urban fringe. They are educated, married couples with children, who own a home.

II. Community Background

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III. SMCL Service Model Principles

Service Model Principles	The San Mateo County Library serves member cities and unincorporated county areas throughout San Mateo County. They provide consistent, high quality library services that are founded in their Vision, which is driven by these primary principles:

- A welcoming environment which offers a variety of settings and options
- Defined spaces that excite and inspire
- Intuitive systems and layout
- Maximize self-service and operational efficiencies
- Customer driven service

These principles provide a framework for the library services offered at each site within the SMCL system. Every library has a consistent set of services available. To some extent, these services are tailored to the specific needs of the individual library's service area community. For example, every library will need to provide specific children's library services, but the extent and manner in which they are provided will vary based on the demographics of a specific service population and the projected growth of this age group, as well as available space and configuration to deliver children's services.

The service model is an evolving approach to providing library services that seeks to create a comfortable community space for all. For more details on the SMCL Service Model, please refer to "San Mateo County Library Service Model," which was updated and republished in July 2010. The Service Model statement is a living document that is updated as needed. The service model adjusts to meet the changing needs of the community. The following sections present strategies and space concepts SMCL uses to achieve the principles outlined in the Service Model.

III. SMCL Service Model Principles

Self Reliant Service

Key Points of Self Reliant Service
- Flexible service desks allowing staff to teach and assist at points of need
- Use of automation and effective design to create a highly efficient operation
- Harnessing of customer power to maximize their time and minimize wait

Library Spaces

Marketplace
- Exciting vibrant space near the entrance
- Attractive shelving and displays that encourage browsing and increase circulation
- Bookstore look and feel that brings people together
- New, high interest material and multimedia displayed

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III. SMCL Service Model Principles

Kids & Family Place
- Provides a welcoming, comfortable space for families to spend time together and connect with other families
- Employs design elements that delight children, use color and whimsy to encourage the imagination
- Celebrates books and reading with a special space for storytelling

Teen Zone
- Supports the needs of teens who use the library independently
- Accommodates group study and computer access
- Provides comfortable lounge furniture as well as study tables
- Includes collections for homework support, recreational reading, and multimedia

III. SMCL Service Model Principles

Community Living Room
- Provides a place for the reader
- Features ample, comfortable seating
- Relaxed atmosphere and quiet reading space
- Magazines and newspapers are located in this area

Gathering Space
- Provides an environment where people can socially interact and converse

Computer and Homework Centers
- Supports Library Vision for lifelong learning
- Provide access to tools and expertise not available in all homes

IV. Community Input and Analysis

Community Input Through Outreach

The community outreach included two public outreach meetings, a focus group, a staff workshop, key informant interviews, and an online survey. Input from the community through these outreach efforts is summarized and analyzed below. Generally, the different forms of input aligned with each other. Exceptions have been specifically identified where they occurred.

The first portion of this section outlines the different outreach efforts and the questions that were discussed. The following section summarizes the input gathered in the outreach process. Refer to the Appendix for memoranda associated with community outreach.

Outreach Meeting #1

The first Outreach Meeting was on February 17, 2011 at Ingrid B. Lacy Middle School. There were approximately 60 attendees. While the attendance quantity was considered good, it should also be noted that several competing meetings were held concurrently. This is a common occurrence in Pacifica.

The meeting began with an overview of the Library Needs Assessment Process and then presented research already gathered on Pacifica's Community Background and the SMCL Service Model. The rest of the meeting was spent gathering input from the community through two exercises.

The first exercise involved pairs of community members interviewing each other with the following questions:
- What excites you about library services in Pacifica? What concerns you?
- What should library services be in Pacifica today? In ten years?
- What would your ideal library experience feel like in Pacifica, ten years from now?
- What is the most important thing a library can do for the community today, and why? In ten years?

The second exercise brainstormed in small groups, rotating through the following four questions:
- What are you excited about in the library services you use? Which libraries do you use? (services, spaces, collections, etc.)
- What is the value of library services to you? And to the Pacifica community? (technology, programs, seating, etc.)
- What would you like to do, or have access to, at the library that you currently do not? (collections, spaces, programs, etc.)
- What kinds of partnerships with the library services would enhance services to the community? (schools, community groups, etc.)

IV. Community Input and Analysis

Outreach Meeting #1 was publicized with the following methods:
- Black and White Posters (Approximately 115 total)
- Color Posters (Approximately 140 total)
- Newspaper Advertisement and Articles
- Online Articles
- Online notification
- Flyers (4,400 total)
- Email distribution lists

Focus Group The Focus Group meeting was hosted on March 12, 2011 at Sharp Park Library. Eight community members attended. The meeting began with an overview of the Library Needs Assessment Process and then presented research already gathered on Pacifica's Community Background and the SMCL Service Model. The majority of the meeting was spent gathering input from the Focus Group with the following questions:

Participant Backgrounds
- Who do you feel you represent in the community?
- Do you use library services? If so, which ones, how often, and for what purpose?
- What are your goals and expectations of this meeting and process?

Library Service Needs – Current and Future Needs
- What do you appreciate about the library services you receive? What is working well?
- What community needs are not being met? Why do you believe they are not being met?
- What other libraries have you visited?

Service Priorities
- What do you believe will be the three most critical issues for the community in the next ten years? Why?
- What might be the library's role in addressing these issues?
- What do you believe are the three most critical services to deliver at the library? Which of these need the most improvement?
- What would you like to be able to do or have access to at the Library but currently cannot?
- How do you think the library should change? Stay the same?
- Describe your ideal visit to the Library in ten years. What is the experience? What are you doing?

IV. Community Input and Analysis

Staff Workshop

The Staff Workshop was facilitated on March 18, 2011 at Sharp Park Library. Twelve staff members attended. It began with an overview of the Library Needs Assessment Process and then presented research already gathered on Pacifica's Community Background and the SMCL Service Model. The rest of the meeting was spent gathering input from the SMCL staff with the following questions:

Library Service Needs – Current and Future Needs
Existing Services
- What library services are working well? Which are not and why?
- What services are in the highest demand?
- What services are underutilized?
- What services need improvement?

Unmet Service Needs
- What community needs are not being met?
- What services are requested of the library that you do not deliver?
- What unmet needs should the Library seek to meet?
- What service needs can or should be met on a system-wide level, rather than locally?

Service Trends
- What services have you seen at other libraries that you think would benefit Pacifica?
- Based on your experience in providing library service in Pacifica, what trends do you see in library service needs?
    - o Collections
    - o Seating
    - o Technology
    - o Programs
    - o Online Services

Library Service Delivery
Current Library Operations
- How do the current Library facilities impact service delivery?
- What services are affected? How often and in what conditions?
- What services do you want to provide, but do not because of the current facilities?
- What about the current facilities enhances library services? What do you not want to lose?

Future Library Operations
- How would you like to provide services in the future?
- What changes would you make? What things would you do differently?
- What do you need to better provide Library services in Pacifica?

IV. Community Input and Analysis

Library Service Priorities

Critical Issues in the Next Ten Years

- What do you believe will be the three most critical issues for the community? Why?
- What might be the library's role in addressing these issues?

Critical Library Services

- What do you believe are the three most critical services to deliver at the library?
- Which of these need the most improvement?

Key Informant Interviews

There were three separate Key Informant Interviews, conducted over the telephone. They began with a brief introduction of the process and then gathered input, guided by the following questions:

- Who do you feel you represent in the community?
- What do you believe to be the three most critical issues for Pacifica today and in the future?
- What do you see as the library's role in addressing those issues?

Library Services – Current and Future Needs

- Do you use library services? If so, which ones, how often and for what purpose?
- What other libraries have you visited?
- What do you appreciate about the services you receive? What is working well?
- What would you like to be able to do or have access to at the library, but currently cannot?
- How do you think the library should change? Stay the same?
- How do you see individuals accessing library services in the future – and what issues do you believe might arise?
- Describe your ideal visit to the Library in ten years. What is the experience? What are you doing?

IV. Community Input and Analysis

Survey

The survey was publicized and available online from February 4 through March 23, 2011. The survey was available online at:

- www.smcl.org
- www.cityofpacifica.org
- www.pacificalibraryfoundation.com

Hard copies were available at:

- Sanchez Library
- Sharp Park Library
- City Hall

There were 276 respondents. The survey asked respondents to volunteer some personal information. This information gives some insight about who participated in the survey. A majority of respondents use the Pacifica libraries: Sharp Park (77.9%) and Sanchez (69.6%).

There were survey respondents from each neighborhood in Pacifica. The greatest number of responses came from Linda Mar and Park Pacifica residents. Since this survey was voluntary, the data only provides information regarding the distribution of survey respondent residences and does not necessarily correspond with a distribution of library users, in general.
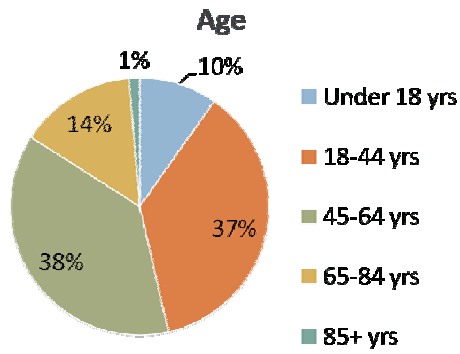
Live in this Neighborhood
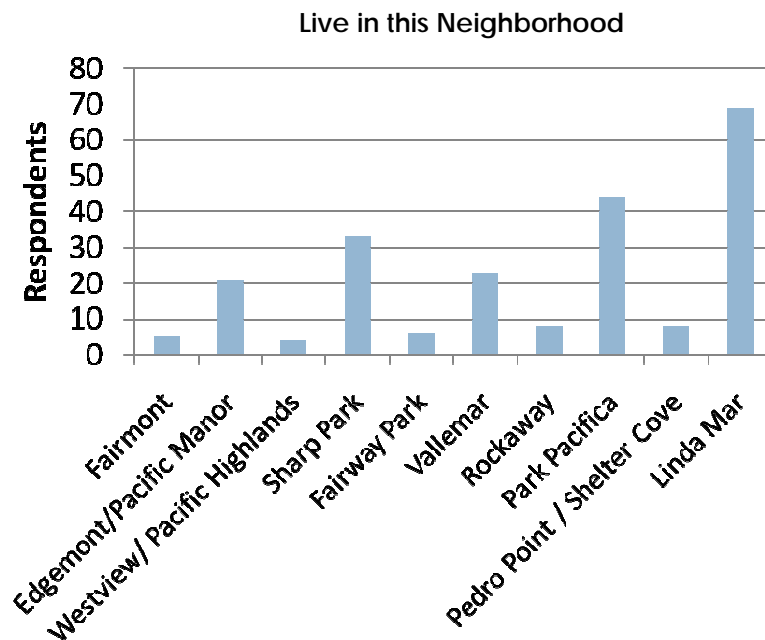
IV. Community Input and Analysis

A significantly higher number of survey respondents were female. This is not uncommon in voluntary surveys.

Gender

Male
25%

Female
75%
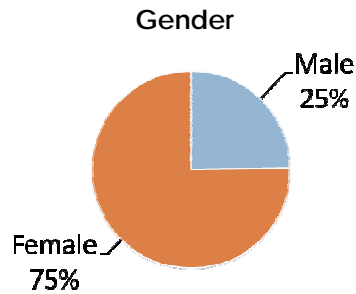
The survey collected a strong distribution of respondents from different age groups. As would be expected for the population, the highest percentage were between 18 and 64. The youth also turned in an excellent percentage of responses with 10% under the age of 18 years.

Age

1%   10%

14%

37%

38%

■ Under 18 yrs

■ 18-44 yrs

■ 45-64 yrs

■ 65-84 yrs

■ 85+ yrs

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IV. Community Input and Analysis

When asked about transportation, respondents overwhelmingly reported primarily using a car to get to the library. This was followed by walking as a distant second. Although this information was volunteered, it can still be considered indicative of general library use.

Primary Mode of Transportation to Library
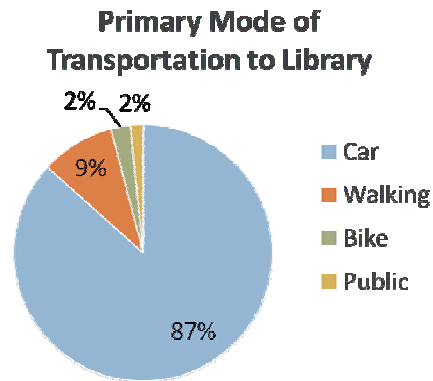
Outreach Meeting #2

The second Outreach Meeting was held on April 6, 2011at the City Council Chambers. Approximately 45 people attended. The meeting began with presentation of the Community Input to date, the Existing Facilities Assessment, and the Peer Library Benchmarking. For the remainder of the meeting, attendees could visit stations dedicated to each of these three topics where additional information was displayed. Each station also had a member of the consultant team to answer questions and to gather additional input and feedback.

Outreach Meeting #2 was publicized with the following methods:
- Posters (About 50 total)
- Flyers (50 total)
- Newspaper Advertisement and Articles
- Online Articles
- Online notification
- Postcard mailers (1,400 total)
- Email to distribution lists

Community Input Summary

The next sections summarize the community input gathered through outreach. Comments are grouped by focus, concept, and theme. The three areas of focus are Pacifica's Critical Issues, value of the library to the community, concerns and unmet needs, and potential for the library services. Refer to the Appendix for memoranda associated with community outreach.

IV. Community Input and Analysis

Pacifica's Critical Issues

The Focus Group, Staff Workshop and Key Informant Interviews discussed critical issues facing Pacifica now and in the next ten years. This brought forward several critical issues affecting Pacifica's library service needs.

Geographic Distinctions
Pacifica has several unique and distinct geographic conditions that define the community: Highway 1 runs north/south through the middle of the city, forming a key connection to neighboring communities, but also a physical barrier between the Pacifica communities to the west and east side. The steep coastal topography isolates Pacifica from the larger Bay Area. A steep and undeveloped area, located near the midpoint of the city, creates a physical separation between the northern and southern areas of the city. This separation creates isolated neighborhood pockets within Pacifica as well.

Unique Ecology
Pacifica is a coastal community with unique ecology. Protecting and highlighting this unique ecology will be a key factor in what and how library services are provided.

Economic Challenges
In recent difficult economic times, Pacifica has seen small businesses struggle and unemployment grow. Supporting economic prosperity for small businesses and individuals will be a focus of library services.

Changing Educational Landscape
The educational landscape is changing statewide. The state budget is cutting many programs and resources. Library services are adapting to address the gap and help local schools and students achieve educational goals.

Politically Active
The citizens of Pacifica are very politically involved in their community. This shows a high level of citizen engagement and investment in the community. This has also created animosity and discord. Participants thought the library could play a strong role in creating a neutral ground. The library could be a place for the community to come together for education and productive discussion about issues. It could be a resource for constructive community dialogue and accurate information about key community issues.

IV. Community Input and Analysis

The Value of the Library to the Community

Each outreach effort discussed what participants valued in library services and what services they use. This is a summary of that input.

Gathering Place
Participants value the library as a place to gather. Community groups hold meetings at the library on a daily basis. Students gather at the library to do school work. Children and families gather for storytime. The library is a good place for kids to be. Beyond meetings, the library serves as a place to interact with other community members.

Programs, Activities, and Events
Users love the programs, activities, and events available through the library. There are a variety of programs for children and adults. These include book clubs, storytimes, summer reading, visiting authors, and travel programs.

Staff and Friends of the Library
Users have high praise for the quality of service provided by the SMCL staff. Their positive, friendly, and helpful attitudes were mentioned repeatedly. The high level of material circulated by the Pacifica libraries is due in part to the excellent efforts by staff. Although their workspace is crowded, the staff appreciate how well they work together to manage in spite of the conditions. The high quality of library services provided was solely attributed to an outstanding staff.

There is a strong Pacifica Friends of the Library group providing programs at both facility locations. Their fundraising also supports library programs and staff efforts.

Learning Opportunities for All Ages
Library users appreciate opportunities to learn for every age group. The library has several school outreach programs. They include training students and teachers about resources and methods available for research.

Access to Collections, Technology, and Resources
The library provides information and resources that people could not obtain on their own. Participants felt that this service is key to creating a level playing field. Many users appreciate the library's internet access and Wi-Fi. Library users also appreciate being able to reach library resources and their library accounts over the internet through the SMCL eBranch Library website.
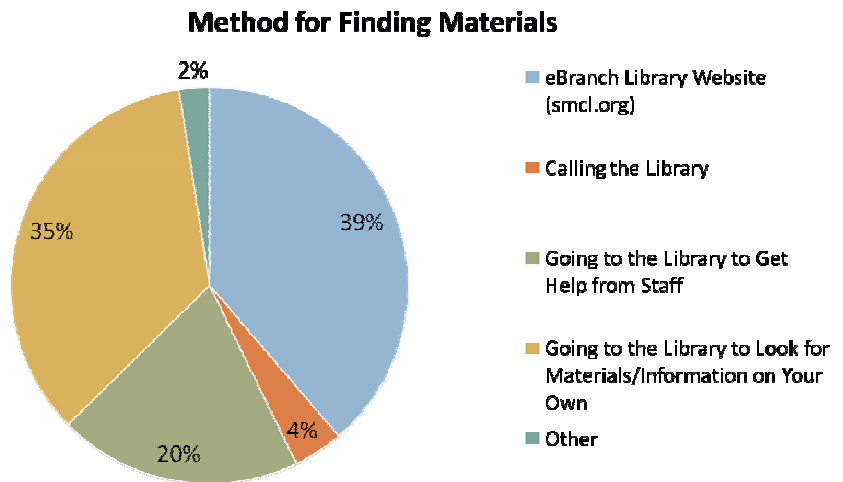
IV. Community Input and Analysis

Library users also enjoy accessing the larger SMCL collection though the delivery system, which allow users to request items from other libraries and provide them with a much larger selection of materials than Pacifica could have on its own.

Library users enjoy the experience of browsing the collection and having direct physical access to the items. In addition to the experience itself, users like discovering items that they would not have otherwise considered. Many users described browsing as a fundamental part of their library experience.

Survey respondents find library materials with the following methods:

Method for Finding Materials

- 2%
- 39%
- 35%
- 20%
- 4%

Legend:
- ■ eBranch Library Website (smcl.org)
- ■ Calling the Library
- ■ Going to the Library to Get Help from Staff
- ■ Going to the Library to Look for Materials/Information on Your Own
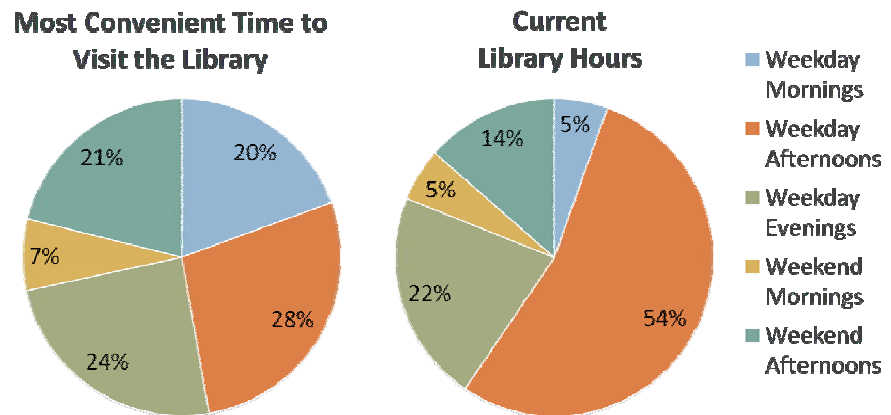- ■ Other

Concerns and Unmet Needs

Expand Hours and Days Open
Participants consistently wanted the library to be open longer and on more days. Many recalled times they had gone to the library, only to find it closed. In addition, although the schedule has been the same for awhile, there was confusion about when each facility was open.

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IV. Community Input and Analysis

The chart below compares survey responses identifying the most convenient time to visit the library and the hours when it is currently open. There is a fairly equal distribution of when respondents want the library to be open, but current hours are heavily weighted to weekday afternoons.

Most Convenient Time to Visit the Library

20%
28%
24%
7%
21%

Current Library Hours

5%
54%
22%
5%
14%

- Weekday Mornings
- Weekday Afternoons
- Weekday Evenings
- Weekend Mornings
- Weekend Afternoons

Larger Collection, Newer Materials

Participants want a larger collection available at their community library. They want the collection to increase in both variety and size. Participants recalled often needing to request materials from other libraries because it was not included in the local collection or all of the copies were already checked out. When the need was time critical, patrons had to drive to another city to get the item. Patrons also felt like they had to wait too long for requested materials. The top reason in the survey for using another library was collection availability (55.8%).

More Space for Everything

Participants would like more space for every type of area in the library. They need more room for the collection and a larger marketplace to feature new and popular items. In both cases, the additional space would support both an increased collection, improved accessibility, and better browsing experience.

Staff need more work space to process materials, help customers, and store program resources. Currently, staff struggle in their workspace, often having to work "on top of one another." They also experience challenges serving customers from Service Desks that are awkwardly located or cluttered with material returns.

IV. Community Input and Analysis

Staff and patrons struggle in the overcrowded space of the existing libraries. They shared stories of bumping into other people trying to locate items or knocking into shelves. Staff also noted that they often have to move chairs to help wheelchairs through the library.

The request for more parking spaces was another common concern. Inadequate parking for certain events, as well as for staff, was a consistent issue. The need for accessible parking was even more clearly expressed.

Participants also wanted more space for technology. They were specifically looking for an area that could be set up for training on technology. Participants suggested many uses, but the most consistent one was to enable a configuration allowing an instructor to sit alongside a student or give direction in front of a class.

Separate Spaces
Since patrons use the library for many different types of activities, noise levels were a common concern. Some activities are naturally quiet and participants wanted a protected, quiet place in the library. Library users also need a space to interact with others. This should be a place where a moderate level of noise would not disturb those close by. Finally, some of the library programs are very vibrant and noisy. This is especially true for many of the children's programs. These activities also need some type of acoustical isolation. Currently, some library users avoid visiting the library during storytime. They often call ahead to ensure an activity is not scheduled during their visit. A solution that separates these different types of uses acoustically would enable the library to serve various simultaneous activities successfully.

In addition, participants also want spaces specifically designed for children and teens. They viewed these two user groups as key to the community, with very different and specific library service needs. Participants thought that separate spaces for children and for teens would help them feel more welcome and help them not worry about disturbing other library visitors.

Physical Accessibility
Participants strongly felt the library has many accessibility challenges, inside and out. Overcrowding inside does not provide adequate aisle widths. Steep slopes and uneven paths are obstacles outside. Participants shared concerned stories of seniors "barely making it up the stairs." Even the able-bodied struggle to reach items on upper shelves and can easily "knock off an entire shelf," just trying to get by.

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IV. Community Input and Analysis

More Meeting Space
Participants consistently wanted more meeting space. Every outreach effort offered insight about the struggles of the numerous active community groups to find a place to meet. Students and tutors want a place to work together in small groups. Participants also requested meeting space for both small and large groups. In addition to the high demand for meeting space, participants expressed concern about smaller groups using larger rooms than they needed, leaving optional space for larger groups. Participants hoped the library could provide flexible and adaptable meeting spaces that could change to accommodate different group sizes.

Update Technology
Technology at the library is in high demand and participants want more. They thought there should be more computers because they often had to wait for a computer station, sometimes up to two hours. They also felt it was difficult to reserve enough time on the computers. Although most of the technology is on a four year replacement cycle, the participants perception was that the computers were quite old and need updating.

Participants also wanted updates and additions with other technology. They would like the library to make equipment such as laptops and portable electronic readers available for checkout. Additional seating and power outlets would also help support personal laptop use. They would also like to see current education technology, like smart boards, so that students could access this technology outside of school as well. A homework center with current technology capabilities would be a great feature at the library. Participants also requested media listening and watching stations, similar to those they have seen at other libraries.

Limited Budgets
Participants were concerned about the limited funding available for supporting library services and budget cuts at state and city levels reducing services further. They hope future solutions will make good use of the limited resources.

Welcoming and Comfortable
Participants want a library that is welcoming and comfortable. They would like a facility that is comfortable, so when they visit, they will want to stay awhile.

Pacifica Friends of the Library
Participants want to maintain a space for the Pacifica Friends' sales and storage. However, the current storage has issues with flooding and moisture. They would also like to see space for the Pacifica Friends at all Pacifica library branches.

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IV. Community Input and Analysis

Development Help and Resources
Participants would like staff support and additional library resources for key development tasks. High school students would like such support on college research and applications. Job searches and writing resumes are other potential training opportunities.

Security
Participants were concerned about safety at the library and suggested better lighting in the building and on site as security improvements. There was also a concern about materials security, especially for unsecured returned items.

Additional Self-check Machines
Participants would like to see more self-check machines, including equipment designed for children's use.

Library Service Dissatisfaction
When asked about their satisfaction with library services, survey respondents were generally very satisfied with the level of service they received. However, there were significant levels of dissatisfaction in these areas:
- Collections and resources (12.8%)
- Public access to computers (6.9%)
- Getting materials from other libraries (4.8%).

Survey respondents were not using some library services because they were not satisfied with the level of service provided. Those services included available seating (29.4%) and comfortable seating (33.0%).

Using Other Libraries
A significant number of participants use other libraries. Survey respondents indicated they visit:
- Serramonte Daly City (16.3%)
- South San Francisco (9.1%)
- San Bruno (6.5%)
- Westlake Daly City (5.8%)

The Focus Group members also use these libraries:
- Millbrae Library
- South San Francisco Library
- San Mateo Historical Association Library
- University of California at Berkeley Library

Survey respondents' top reasons for using another library were:
- Collections available (55.8%)
- Location (39.5%)
- Physical environment (30.2%)

IV. Community Input and Analysis

Unused Services

Survey respondents were not using some library services because they did not know about them including adult classes (32.6%), cultural and arts programs (31.0%), adult programs (28.7%), SMCL eBranch Library website (21.8%), and book clubs and author programs (21.3%).

Service Improvement Priorities

Survey respondents most wanted to see these services improved: hours open (59.1%), collections and resources (37.0%), comfortable seating (18.7%), available seating (18.3%), children's programs (17.4%), teen programs (16.1%), cultural and arts programs (16.1%), and adult classes (15.7%).

From a list of their top service priorities, staff identified the following top priorities for improvement: technology, community place, education, hours.

Potential for the Library

Participants also discussed ideas for potential library services and roles the library could take on. These are the strong and consistent points that came forward.

Community Center

Many participants felt that the library could serve as a type of community center. The library could be a place to obtain community information and resources. It could provide connections to other community services and resources. The library could have a central community calendar, allowing different groups to coordinate their activities.

The library could also be a gathering place. This gathering place could build community connections and provide a neutral place for discussion and education. It could serve as a venue for arts and cultural displays. It would hopefully be near other amenities for convenience and with a stronger civic presence, to help create a center for the community.

Increasing Excellence in Education

The library already supports education, but its role could continue to grow and be even more essential as schools suffer budget cuts. As a public resource, all students could benefit from additional resources and programs that support education.

IV. Community Input and Analysis

New and Expanded Partnerships
The library already enjoys some successful partnerships. Participants had several ideas for new partnerships and ways to grow existing ones. Partnerships with Channel 26, schools, and community colleges could provide unique educational opportunities. Partnerships with corporations or a Pacifica Friends of the Library gift shop could create additional funding opportunities.

Satellite Locations
Participants recognize that Pacifica is made up of many neighborhoods and that many locations within Pacifica are geographically isolated. One concept participants suggested for delivering library services to more isolated areas, or anywhere further from a library location, is additional satellite locations. The locations could be with or in other buildings, like stores or schools. Each location could provide access to the library online and offer a method for picking up and returning collection items. A similar system could serve user communities like schools and senior centers. SMCL could also improve remote access by further promoting and educating the community about the services it has available online.

Lifelong Learning
Many participants value the opportunities for lifelong learning. The library offers great programs for children as well as for adults, but participants would like even more programs for all ages. Participants want to see more classes and lectures available. Teens were also specifically mentioned as a target group for programs.

Highlight Beauty of Pacifica
Participants love the beautiful coastal setting Pacifica enjoys. They want their library to highlight this coastal beauty and allow visitors to enjoy it while visiting the library.

Flexible, Adaptable, and Efficient Facilities
Participants realize the library service needs will continue to change and want the library facilities to be able to adapt. They also felt that the library facility should support the way library services work. An effective library facility would allow for staff to have a productive and efficient workflow.

IV. Community Input and Analysis

Educational Environmental Resource
Pacifica library services could utilize its unique coastal location and active community groups to develop an educational environmental resource like an Ocean Discovery exhibit. Participant ideas include creating an exhibit space for ocean and/or coastal resources. These could support education for conservation. In addition, many people visit Pacifica for surfing, trails and biking. Partnerships and programs integrating these interests could draw in additional visitors.

IV. Community Input and Analysis

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V. Existing Facilities Service Assessment

Existing Services

Pacifica Library's existing services consist of the materials collection available for public use and various programs that take place in and outside of library facilities. An outline of these services is listed below.

Materials Collection
- Adult
    - New Print
    - Paperbacks
    - Periodicals
    - Print
    - Media
    - Spanish
- Young Adult
    - Paperbacks
    - Periodicals
    - Print
    - Graphic Novels
    - Media
- Juvenile
    - Paperbacks
    - Periodicals
    - Print
    - Series
    - Media
    - Spanish
    - Holiday
- Reference Materials

Family Programs
- Movie Nights (Sanchez)
- Adult Programs
- Guest Speakers
- Educational Sessions
- Book Clubs
- Knitting Groups (Sanchez)
- Musical Performances
- Master Gardening Events (Sanchez)

Teen Programs
- Game and Movie Nights
- Film Fests (Sharp Park, Annually)

Children's Programs
- Baby Storytimes
- Toddler Storytimes
- Preschool Storytimes
- Musical Storytimes

V. Existing Facilities Service Assessment

- Puppet Shows
- Reading Development
- Homework Center (Sharp Park)

Friends of Library Events
- Book Sales (Sharp Park)
- Art Shows and Auctions (Sharp Park)

Access to Larger Collections
- Inter-branch Borrowing
- Interlibrary Loan
- Holds

Operating Hours

The Sharp Park Library is currently open to the public 41 hours per week with the following hours:

Monday - Wednesday	11 AM – 8 PM
Thursday	11 AM – 6 PM
Friday	Closed
Saturday	10 AM – 5 PM
Sunday	Closed

The Sanchez Library is currently open to the public 33 hours per week with the following hours:

Monday	12 PM – 8 PM
Tuesday - Wednesday	12 PM – 6 PM
Thursday	Closed
Friday	12 PM – 6 PM
Saturday	10 AM – 5 PM
Sunday	Closed

Sharp Park and Sanchez Library are staffed for a total of 74 hours per week. SMCL contributes 60 hours of this staffing, as outlined in the SMCL Joint Powers Agreement for Library Services for participating cities. The SMCL Joint Powers Authority and the City of Pacifica pay for the additional 14 hours that are currently being provided. The combined schedule means that a Pacifica library is open to the public 47 hours of the week with the following hours:

Monday- Wednesday	11 AM – 8 PM
Thursday	11 AM – 6 PM
Friday	12 PM – 6 PM
Saturday	10 AM – 5 PM
Sunday	Closed

V. Existing Facilities Service Assessment

Staffing

Below is the Pacifica libraries' staffing budget for 2009-2010. This is the total staffing for both libraries. Many of the staff work at both locations.

Branch Manager	1.0 FTE
Circulation Supervisor	1.0 FTE
Librarian I / II	3.0 FTE
Senior Library Assistant	1.0 FTE
Library Assistant I / II	3.7 FTE
Total	9.7 FTE
Position Count	12 positions

Existing Facilities

Introduction
Through the course of this Library Needs Assessment, ABA visited the Sharp Park and Sanchez Library multiple times. ABA observed the facilities using their background and experience with library design, library service trends, and current best practices within California libraries. This assessment represents ABA's professional judgment as to the existing facilities' strengths and limitations in terms of supporting library services.

This assessment is limited to a facility review of library service elements only, and does not assess more traditional architectural and building elements of the facilities including, but not limited to structure, architecture, landscape, electrical, mechanical, plumbing, energy use, etc.

For each location, the narrative first introduces the library and layout from a services perspective, provides a listing of zones, as well as a graphic layout. Following the narrative, the observations are then structured to align with the SMCL Service Principles:
- Welcoming Environment
- Space that Excites and Inspires
- Intuitive Systems and Layout
- Operational Efficiency
- Customer Driven Service

V. Existing Facilities Service Assessment

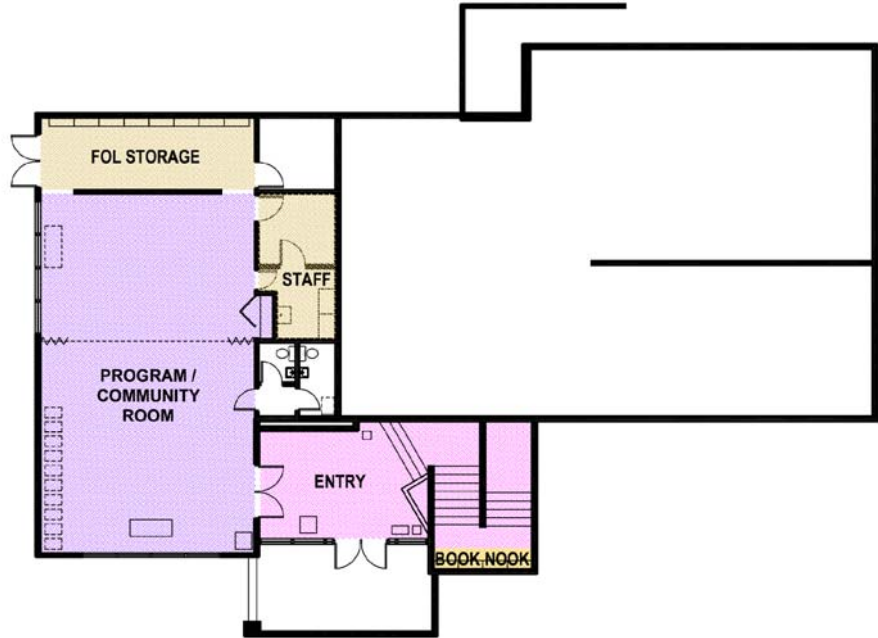*Sharp Park Library*

Existing Floor Plan and Zoning

Sharp Park Library is composed of two floors. On the first floor is the Community Program Room, a kitchenette, restrooms and storage space. The main library is on the second level. The second level has a direct entry from the outside and is also accessible from the first level by stair. Both entries to the second level arrive at a central marketplace, displaying new and popular materials, and the service desk. The staff work area and public restrooms are beyond the service desk.

On one side of the Marketplace is the children's area with collection and seating. There are also a few computer stations in this area. On the other side is the main collection. There is a large, step-down alcove off the main collection, near the stair entry. This alcove accommodates a seating area, periodicals, the young adult collection, and additional computer stations.

Zone	Area
Entry	669 NSF
Marketplace	379 NSF
Service Points (Self and Assisted)	349 NSF
Technology	164 NSF
Children's Collection	430 NSF
Children's Seating	131 NSF
Adult Collection	1,591 NSF
Seating	502 NSF
Teen Collection	48 NSF
Program/Community Room	1,119 NSF
Pacifica Friends of the Library Sales and Storage	249 NSF
Staff	858 NSF
Building Support Space	793 NSF
Total Building	**7,082 GSF**
Parking	20 spaces

V. Existing Facilities Service Assessment

Sharp Park Library – First Floor Plan
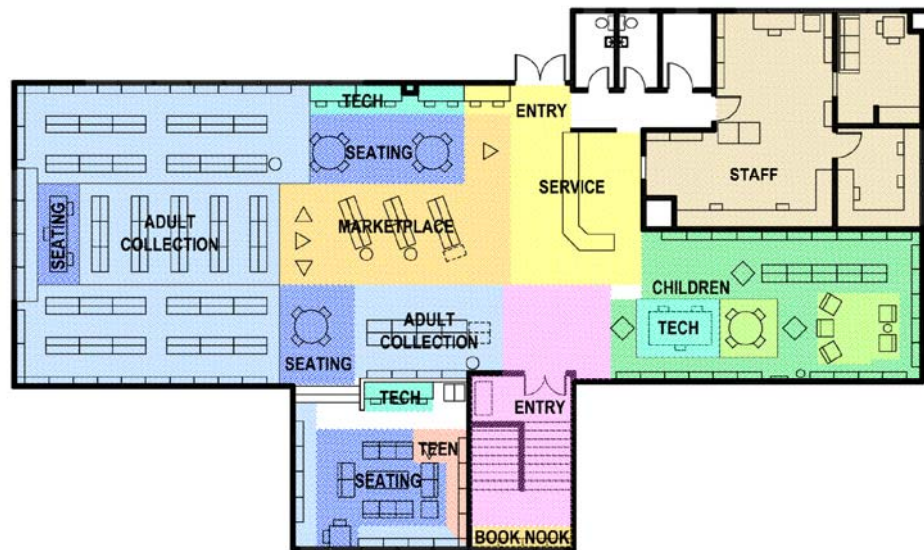
Sharp Park Library – Second Floor Plan

V. Existing Facilities Service Assessment

Welcoming Environment

The site location is well known to the community, but challenging for newcomers to locate. Site signage is small, limited and almost invisible from the street. Exterior building signage is hidden from street view.

Sharp Park - Street view

The civic presence of the building is limited by multiple factors. The building character is very similar to adjacent residential buildings. In addition, the mass of the building is minimized by the sloping site.

The parking area for the lower entry is very steep and not well lit. The slope is treacherous and safety is a strong concern after dark. The upper entry has very limited parking.

There are two entry points to the library, one on each level. Both entries are obscured from street view. The path from the parking to these entries is not accessible. The most visible door from the street is an exit door from the Program/Community room. This door is not used, but its high visibility increases the confusion on where to enter the building. Other significant accessibility challenges include the steep site, the exterior book drop being too high, and the lack of any elevator or accessible interior path connecting the two floors.

Sharp Park – Entries

V. Existing Facilities Service Assessment

The lower entry is the access point for the Program/Community Room. It features a bright and colorful mural, but is crowded with many competing uses, including the Book Nook, copier, and community information postings.

Sharp Park – Entry mural, community information postings, and Book Nook

Sharp Park – Copier and entry to collections

The upper entry is open and inviting on the interior, but is not easily found from the exterior and is remote from parking.

Several areas in the library are dark and the main collections space is a drab grey.

Sharp Park - Upper entry

V. Existing Facilities Service Assessment

Space that Excites and Inspires

Sharp Park Library, on first impression, appears very dated, cramped and small. Staff has created some interesting and vibrant displays highlighting programs, services, and new books.

Sharp Park – Displayed collection

The children's area is fun, colorful and whimsical. However, because of its size, it provides little "face-out" displays and limited children sized furniture. Since it is part of the "one-room" layout, offering children's programs is acoustically challenging to other concurrent uses.

Sharp Park – Children's Area

There are large windows facing the ocean view, but they are too high to see the ocean while seated.

Sharp Park – Windows facing the ocean

V. Existing Facilities Service Assessment

The Program/Community Room is very well used with over 400 meetings a year. However, it is not big enough to hold the larger program events SMCL would like to offer in Pacifica.

Sharp Park – Program / Community Room

Intuitive Systems and Layout

Sharp Park Library has an open one-room layout for the collection. This layout provides high visibility and easy wayfinding. The service desk is easily recognizable. There are display areas for browsing immediately at the entry. The only challenging elements to find are the Book Nook (Pacifica Friends of the Library sales area) and study carrels.

Sharp Park – Collection shelving and Service Desk

Sharp Park – Study carrel

V. Existing Facilities Service Assessment

Operational Efficiency

Sharp Park's one-room layout also allows a high level of staff oversight and easy access for staff to service the collection. However, this space is crowded and the collection overflows on to temporary shelving.

Sharp Park – Temporary shelving

Although the exterior book drop is mounted too high for many to use comfortably and does not meet accesibility guidelines, it is highly used by customers. In addition, an improvised interior drop near the Service Desk is used. However, the interior drop is not physically secured, limiting its use. There is not an interior book drop by the lower entry. Despite numerous signs, patrons often mistakenly use the Pacifica Friends of the Library Donation Box by the lower entry for returns.

Due to inadequate workspace, the Service Desk is used to process returns. If returns were processed elsewhere, the service desk could be smaller.

The staff area is overcrowded and inefficient. There is limited office space and as a result, most staff do not have appropriate or adequate space to work. The staff space has been adapted for different uses over the years.

Sharp Park – Staff space

V. Existing Facilities Service Assessment

Customer Driven Service

Self-check stations at Sharp Park Library are highly visible, but underutilized (67%). Since they are currently located at the Service Desk, many customers opt to check-out their materials with staff.

Sharp Park – Self-check station

Holds and loans are located conveniently, well used, and well liked. However, although their location makes the items readily available, it is not very aesthetically pleasing.

Sharp Park – Holds shelving

SMCL offers account services and access to the collections catalog through its website. Customers can review their account and request materials online.

V. Existing Facilities Service Assessment

Sanchez Library

Existing Floor Plan and Zoning

Unlike Sharp Park Library, the Sanchez Library is on one level with one main entry. The public toilets are located directly off the entry space. The entry opens to the Marketplace and Service Desks. Behind the front Service Desk is the staff work area and toilet room. On the right side of the Marketplace is the teen area and part of the adult fiction collection. Also on the right side toward the back is the children's area with collection and seating. On the left side of the Marketplace is the adult nonfiction collection, media, periodicals, and seating. The legs of the L-shaped building define a courtyard. Windows and doors provide access to the courtyard. Several computer stations are located along these window walls, facing the courtyard.

Zone	Area
Entry	100 NSF
Marketplace	194 NSF
Service Points (Self and Assisted)	555 NSF
Technology	131 NSF
Children's Collection	264 NSF
Children's Seating	229 NSF
Adult Collection	966 NSF
Seating	408 NSF
Teen Collection	84 NSF
Teen Seating	73 NSF
Staff	545 NSF
Building Support Space	580 NSF
Total Building	**4129 GSF**
Parking	21 spaces

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V. Existing Facilities Service Assessment

Sanchez Library – Floor Plan

V. Existing Facilities Service Assessment

Welcoming Environment

The location of the Sanchez Library is well known to the community, but harder for a newcomer to find. There is one small site sign along the street that is almost invisible. There is no exterior building signage.

Sanchez - Signage

Sanchez Library's civic presence is limited, primarily because it is set back far from the street. Clerestory elements enhance the building massing.

Sanchez – Views from street and parking lot

Exterior accessibility challenges include gravel pathways and a book drop that is mounted too high. The book drop is not located along the entry path. Instead, it is hidden from view on the other side of the front tower element with a drinking fountain.

Sanchez – Entry with gravel path

V. Existing Facilities Service Assessment

Sanchez Library has a single entry point. The entry lobby is crowded with competing uses including security gates, community information, the copier, and restrooms.

Sanchez – Interior entry security gates, community information
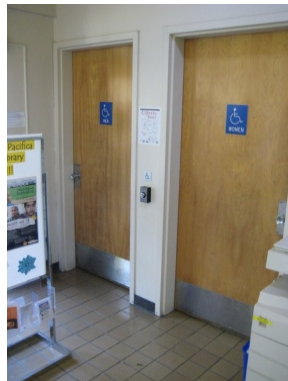
Sanchez – Copier and restrooms at interior entry

Just beyond the entry, the interior is more open and inviting. However, the collections are less welcoming with tall shelves and narrow aisles.

Sanchez – Open and inviting interior

V. Existing Facilities Service Assessment

Space that Excites and Inspires

On first impression, Sanchez Library provides good natural light, but is dated and crowded. There is limited display area for new items, but local artwork is also featured.

Sanchez – Display areas for new and featured items

The children's area is fun, colorful and whimsical. However, it has little "face-out" displays and limited children sized furniture. The children's shelving is too tall for children to easily access. Since it is part of the "one-room" layout, having children's programs is acoustically challenging. Many children's and family programs utilize the courtyard.

Sanchez – Children's area and musical storytime

Sanchez – Storytime

There is a small teen area consisting of a single table and some shelving, but there is little distinction between it and the rest of the library.

V. Existing Facilities Service Assessment

Intuitive Systems and Layout
Sanchez Library has an open, "L" layout. This allows high visibility and easy wayfinding. There are two service desks- one for reference and one for accounts. The accounts desk is more visible and gets used more, even for reference questions.

There is a strong connection to the outdoors with lots of windows and doors looking onto a dedicated courtyard. The courtyard is highly used and well liked by the community.

Sanchez – Courtyard

The collection shelving is crowded, so there is limited display area for browsing.

Sanchez – Holds and limited display area

Overcrowding has placed the adult collection closer to the children's collection than ideal. Although collections shelving is labeled, there is limited signage for wayfinding.

Sanchez – Overcrowded adult, children's, and teen collections areas

V. Existing Facilities Service Assessment

Operational Efficiency

The open "L" layout provides easy access to collections, but the tall shelving allows limited oversight for staff.

Sanchez – Tall shelves limit visibility.

Although the exterior book drop is not close to the entry and placed too high for accessibility or for many to use comfortably, it is still highly utilized by customers. An improvised book drop is also set up inside. However, the interior drop in not physically secured, limiting how much customer use it.

Sanchez – Interior bookdrop

V. Existing Facilities Service Assessment

Similar to Sharp Park, the staff use the Service Desk as a workspace to process returned materials. If these materials were handled elsewhere, the Service Desk could be smaller.

Sanchez – Reference desk

Even more than Sharp Park Library, the staff area is overcrowded and inefficient. There is limited office space and as a result, most staff do not have appropriate or adequate space to work. In addition, there is no partition between staff workspace and the rest of the library creating acoustical challenges.

Customer Driven Service
The Self-check station at Sharp Park Library is highly visible, but underutilized (61%). Since the stations are currently located at the Service Desk, many customers opt to check-out with staff. In addition, any kind of queue blocks the main path forcing staff to assist with checkouts to minimize impacts to circulation.

Sanchez – Self-check station

V. Existing Facilities Service Assessment

Sanchez Library also has holds and loans in a convenient location. This service is well used and well liked. However, although their location makes the items readily available, it is not very aesthetically pleasing.

Sanchez – Holds

Finally, Sanchez patrons can access SMCL services online. SMCL offers account services and access to the collections catalog through its website. Customers can review their account and request materials online.

VI. Peer Library Benchmarking

Benchmarking Data

Based on the information provided in Section V: Existing Facilities Service Assessment, and focusing on the quality of library services, this section offers an evaluation of key library metrics concerning library service delivery. These metrics are intended to provide strategic insight into Pacifica's Library Service Needs through direct numerical comparison.

The Core Team developed a list of peer libraries in order to study those key metrics. These libraries were selected because they align most closely with the following key criteria established by the Core Team:

- Age of the Building: 0 to 7 years
- Service Population: 38,000 to 46,500
- Size of the Building: 20,000 SF to 60,000 SF
- Preferred Location: Coastal and/or Suburban Communities

The Core Team determined a peer library to be considered a suitable benchmark if it met a substantial portion, but not necessarily all, of the criteria. For example, a library may demonstrate very strong attainment of three criteria and only cursorily align with the final one, yet be considered a suitable point of reference.

For the purposes of this study, the Core Team identified libraries throughout California and the nation. Fifty-nine libraries, including 25 different library systems, were researched in detail and then culled to a list of seven for their inclusion in the analysis for this Library Needs Assessment effort. The following facilities most strongly fit the selection criteria:

- Cole Library, Carlsbad, California
- Dublin Library, Dublin, California
- Mark Twain Library, Long Beach, California
- Millbrae Library, Millbrae, California
- Morgan Hill Library, Morgan Hill, California
- North Natomas Library, Sacramento California
- Robbie Waters Pocket-Greenhaven Library, Sacramento, California

VI. Peer Library Benchmarking

Below is a chart outlining how the seven selected peer libraries compared to the selection criteria:

Criteria	Age of Building	Service Population	Size of Building	Location
	0-7 years	38k-47k	20k-60k	Coastal or Suburban
Cole	11	38k	25k	Coastal
Dublin	8	36k	30k	Suburban
Mark Twain	4	57k	16k	Coastal
Millbrae	7	24k	26k	Suburban
Morgan Hill	4	48k	28k	Isolated Suburban
North Natomas	1	37k	23k	Suburban
Robbie Waters	1	46k	15k	Suburban

Poor	Fair	Good	Very Good	Excellent

Key Metrics Overview

For comparison purposes, the following seven key metrics, along with their associated units of measurement, were collected for each of the identified peer libraries:

- Collection Size   *items per capita*
- Reader Seating   *seats per capita*
- Computer Stations   *computers per capita*
- Program Rooms   *seats per capita and total seating capacity*
- Children's Area   *seats per capita*
- Group Study   *seats per capita*
- Size of Building   *square foot per capita*

Through a comparative analysis, one can note that certain elements of Pacifica's existing library services either exceed or fall short of the peer library metrics. This analysis was completed using a trimmed mean of the collective peer libraries data. Each key metric area includes the data from each peer library, as well as the trimmed mean of all the collected data. The trimmed mean is established by removing the highest and lowest numbers in a range of figures and then averaging the remaining numbers. Unlike an average of all the data points, a trimmed mean helps to adjust the range of information for any outlier data points that could skew the overall data to reflect results outside of normal experience and general pattern of distribution.

The benchmark trimmed mean for each key metric is a useful tool for comparing Pacifica's existing Library Services to the services currently provided by other, recently built libraries serving similarly sized

VI. Peer Library Benchmarking

communities. This analysis is just one factor in the Library Needs Assessment process and should be seen as a method to help illuminate any issues that may be preventing the existing facilities from supporting most fully the service goals of their operators and maximizing their value to the community.

Duplication

In order to provide a valid comparison between Pacifica's library services and the peer libraries, we must first account for the effects associated with the fact that Pacifica's library services being offered through two facilities, rather than one. Each of the peer libraries provides services to its designated service population from a single facility. The number of facilities that are used to provide library services will affect the key metrics that are noted above and used for comparison.

In the case of Pacifica's libraries, there is an intentional duplication of materials in the collection in order to provide some of the same items at both facilities. This means that the actual total collection in Pacifica has been inflated to maintain easy access to materials for the community at both libraries. This duplication entails both having multiple copies of a popular item to meet circulation demand and providing additional copies of an item solely to accommodate its availability at multiple facilities.

Having multiple facilities also increases the overall building size needed to provide library services in Pacifica. Along with duplicate collections at both facilities, there are a number of other services and spaces that require additional floor area. These spaces include staff work areas and building support spaces, such as restrooms, mechanical systems, and closets, to name a few.

Working closely with SMCL staff, a set of "effective data" was created for the existing Pacifica Library services. This effective data adjusts the actual data by accounting for the duplication in collection and building size. By removing these duplicate items and the space associated with them from our totals for the existing Pacifica facilities, we can compare more accurately the key metrics on an "apples to apples" basis.

	Actual Collection	Effective Collection	Actual Building Size	Effective Building Size
Sharp Park Branch Library	55,223	38,983	7,082 SF	6,153 SF
Sanchez Branch Library	43,395	30,633	4,129SF	3,588 SF
Total	98,618	69,616	11,211 SF	9,741 SF

VI. Peer Library Benchmarking

Key Metrics Summary

Following, are observations and a summary of the key metrics for Pacifica's libraries and the peer libraries benchmarked.

Collection
- Peer libraries provide 1.0 – 4.7 items per capita.
- Pacifica currently provides 1.7 items per capita.
- The benchmark trimmed mean indicates the peer trend toward 3.1 items per capita.
- Pacifica's collection size is currently 1.4 items per capita below the benchmark trimmed mean.
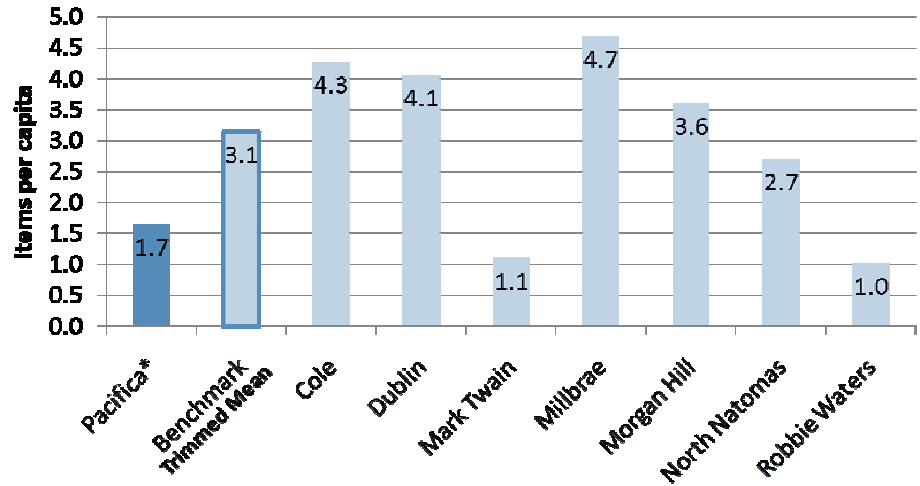
Collection adjusted to account for duplicaton

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VI. Peer Library Benchmarking

Reader Seating

- Peer libraries provide 2.4 – 8.3 seats per 1,000 capita.
- Pacifica currently provides 2.0 seats per 1,000 capita.
- The benchmark trimmed mean indicates the peer trend toward 4.5 seats per 1,000 capita.
- Pacifica's amount of reader seating is currently 2.5 seats per 1,000 capita below the benchmark trimmed mean.
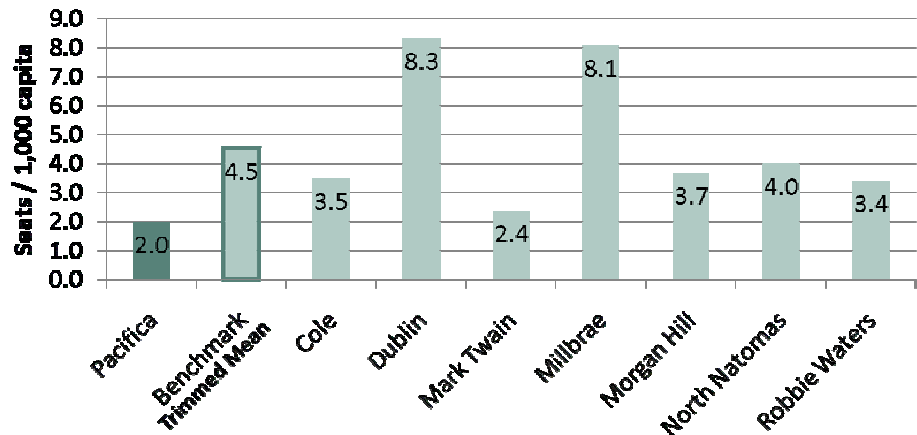
Computer Stations

- Peer libraries provide 0.6 – 2.9 computers per 1,000 capita.
- Pacifica currently provides 0.5 computers per 1,000 capita.
- The benchmark trimmed mean indicates the peer trend toward 1.2 computers per 1,000 capita.
- Pacifica's amount of computer stations is currently 0.7 computers per 1,000 capita below the benchmark trimmed mean.

VI. Peer Library Benchmarking

Program Rooms
- Peer libraries provide 1.4 – 3.4 seats per 1,000 capita.
- Pacifica currently provides 1.4 seats per 1,000 capita.
- The benchmark trimmed mean indicates the peer trend toward 2.2 seats per 1,000 capita.
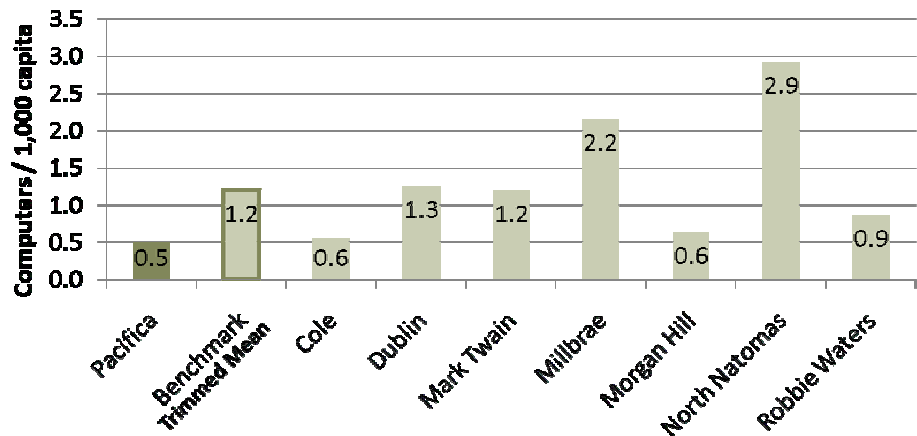- Pacifica's program room capacity is currently 0.8 seats per 1,000 capita below the benchmark trimmed mean.

- Peer libraries provide a total seating capacity of 72 – 122 seats.
- Pacifica currently provides a total seating capacity of 60 seats.
- The benchmark trimmed mean indicates the peer trend toward 95 seats for the total seating capacity.
- Pacifica's program room capacity is currently 35 seats below the benchmark trimmed mean.

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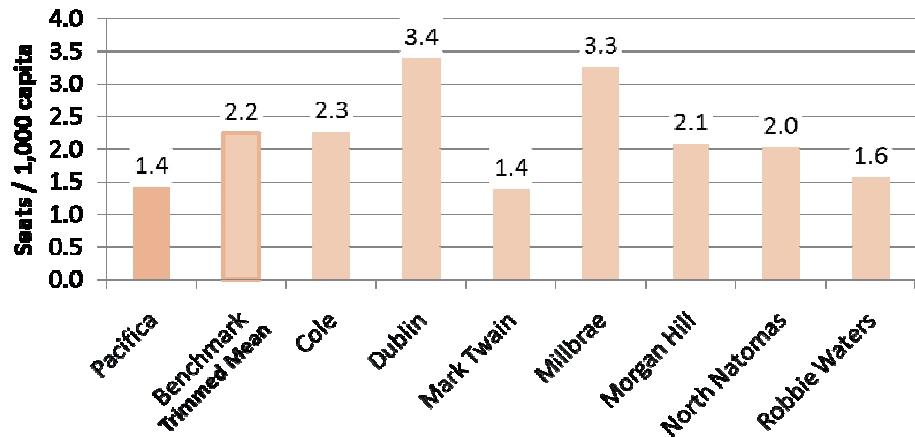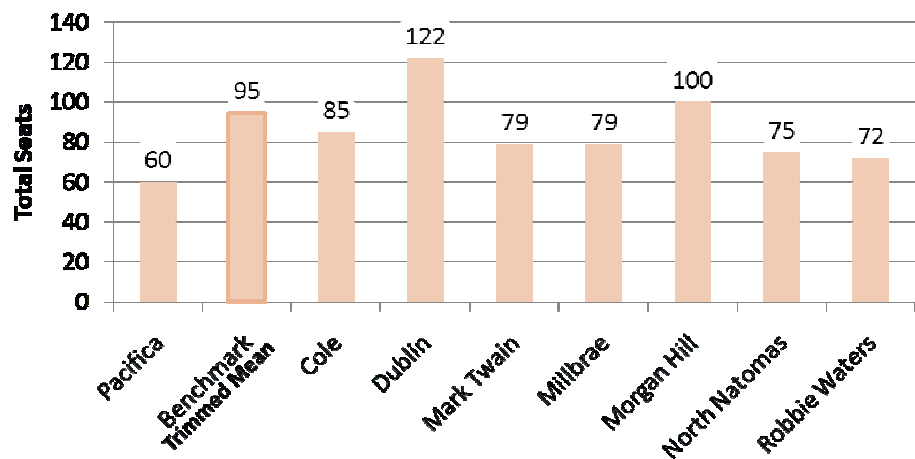
VI. Peer Library Benchmarking

Children's Area

- Peer libraries provide 0.9 – 1.7 seats per 1,000 capita.
- Pacifica currently provides 0.4 seats per 1,000 capita.
- The benchmark trimmed mean indicates the peer trend toward 1.1 seats per 1,000 capita.
- Pacifica's children's area seating capacity is currently 0.7 seats per 1,000 capita below the benchmark trimmed mean.

Children's Program are held in the general Program room

Group Study

- Peer libraries provide 0 – 0.7 seats per 1,000 capita.
- Pacifica currently provides no seats for group study.
- The benchmark trimmed mean indicates the peer trend toward 0.5 seats per 1,000 capita.
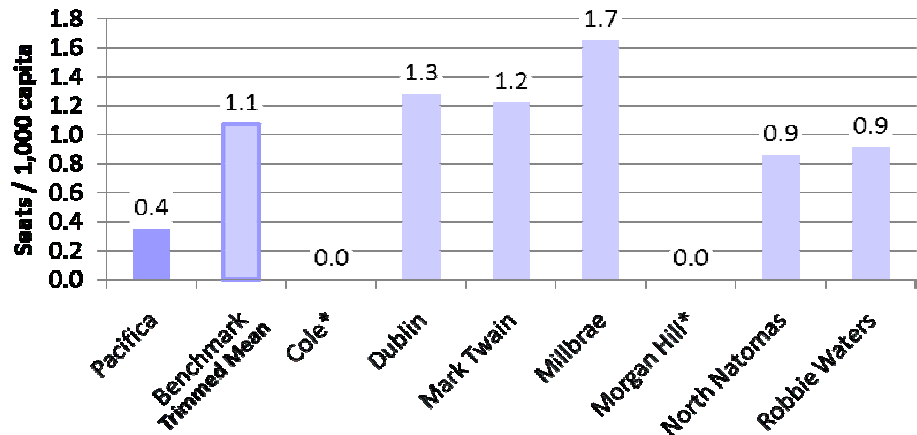- Pacifica's group room capacity is currently 0.5 seats per 1,000 capita below the benchmark trimmed mean.
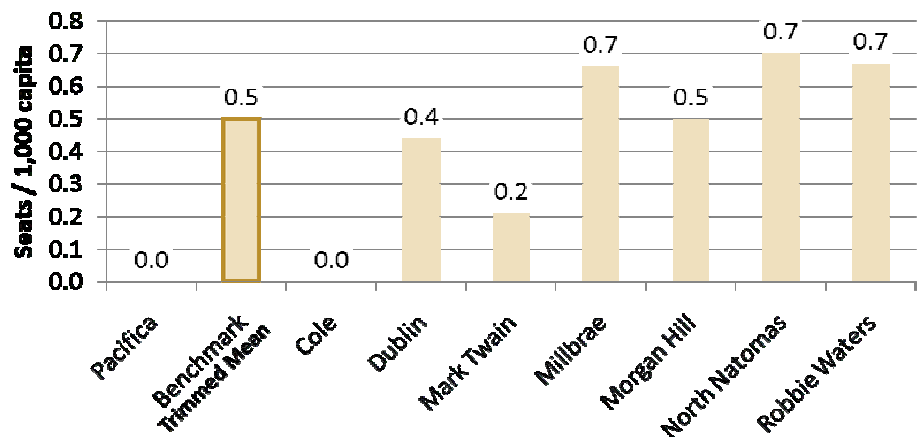
VI. Peer Library Benchmarking

Square Feet of Building

- Peer libraries provide 0.3 – 1.1 square feet per capita.
- Pacifica currently provides 0.2 square feet per capita.
- The benchmark trimmed mean indicates the peer trend toward 0.6 square feet per capita.
- Pacifica's library build size is currently 0.4 square feet per 1,000 capita below the benchmark trimmed mean.
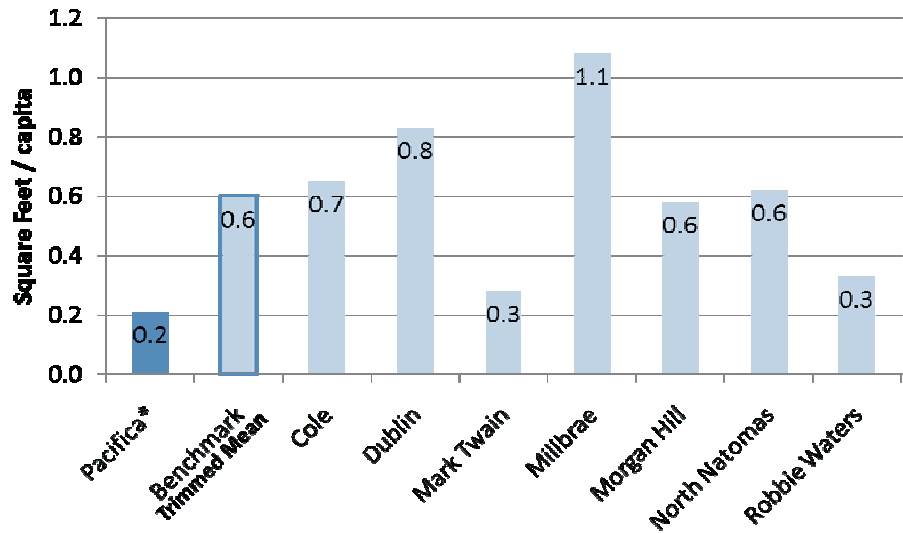
Size adjusted to account for collection duplicaton

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VI. Peer Library Benchmarking

Benchmarking Summary

	Benchmark Trimmed Mean	Cole Library Carlsbad, CA	Dublin, CA	Mark Twain Library Long Beach, CA	Millbrae Library	Morgan Hill Library	N. Natomas Library Sacramento, CA	Robbie Waters Library Sacramento, CA
Year Completed	2003 to 2011	2000	2003	2007	2004	2007	2010	2010
Service Population		37,675	36,000	57,433	24,216	47,980	37,000	46,000
Square Feet of Building	0.60 per capita	24,600 SF / 0.65 per capita	29,945 SF / 0.83 per capita	16,000 SF / 0.28 per capita	26,200 SF / 1.08 per capita	28,000 SF / 0.58 per capita	23,011 SF / 0.62 per capita	15,387 SF / 0.33 per capita
Collection	3.14 per capita	160,905 items / 4.27 per capita	145,700 items / 4.05 per capita	63,000 items / 1.10 per capita	113,371 items / 4.68 per capita	172,923 items / 3.60 per capita	100,000 items / 2.70 per capita	47,000 items / 1.02 per capita
Readers' Seating	4.53 per 1,000	131 seats / 3.48 per 1,000	300 seats / 8.33 per 1,000	136 seats / 2.37 per 1,000	196 seats / 8.09 per 1,000	176 seats / 3.67 per 1,000	148 seats / 4.00 per 1,000	157 seats / 3.41 per 1,000
Computers	1.22 per 1,000	21 computers / 0.56 per 1,000	45 computers / 1.25 per 1,000	69 computers / 1.20 per 1,000	52 computers / 2.15 per 1,000	30 computers / 0.63 per 1,000	108 computers / 2.92 per 1,000	40 computers / 0.87 per 1,000
Program Room		1 room(s) / 85 seats	1 room(s) / 122 seats	1 room(s) / 79 seats	2 room(s) / 79 seats	1 room(s) / 100 seats	1 room(s) / 75 seats	1 room(s) / 72 seats
Children's Area	1.07 per 1,000	Use Program Room / 0 seats / 0.00 per 1,000	Program Room / 46 seats / 1.28 per 1,000	Open / 70 seats / 1.22 per 1,000	Open Area / 40 seats / 1.65 per 1,000	Use Program Room / 0 seats / 0.00 per 1,000	separate area / 32 seats / 0.86 per 1,000	Separate / 42 seats / 0.91 per 1,000
Group Study	19 seats	0 room(s) / 0 seats	1 room(s) / 16 seats	2 room(s) / 12 seats	2 room(s) / 16 seats	1 room(s) / 24 seats	5 room(s) / 26 seats	3 room(s) / 31 seats

VI. Peer Library Benchmarking

Benchmark Comparison

	Year Completed	Service Population	Square Feet of Building	Collection	Readers' Seating	Computers	Program Room	Children's Area	Group Study
EFFECTIVE Pacifica Library		42,254	9,741 SF — 0.23 per capita	69,745 items — 1.65 per capita	84 seats — 1.99 per 1,000	21 computers — 0.50 per 1,000	0 room(s) — 60 seats	Open area — 15 seats — 0.35 per 1,000	0 room(s) — 0 seats
Benchmark Trimmed Mean	2003 to 2011		**0.60 per capita**	**3.14 per capita**	**4.53 per 1,000**	**1.22 per 1,000**	**95 seats**	**1.07 per 1,000**	19 seats

Benchmarking Sources

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VII. Recommendations

Basis for Recommendations

The Pacifica Library Needs Assessment has considered numerous sources of information and influences as they pertain to the delivery of library services in Pacifica:

- Community Background and Demographics
- SMCL Service Model Principles
- Community Input
- Existing Facilities
- Peer Library Benchmarking

Community Background and Demographics

Concerning the Community Background and Demographics, this Library Needs Assessment provides data and trends for the service population size and expected population growth over the next 20 years. It also accounts for demographic profiles and lifestyles of Pacifica's residents, offering insight into the community's preferences and needs.

VII. Recommendations

SMCL Service Model Principles
Implementing the five SMCL Service Model Principles affects the overall recommendations substantially. As stated earlier, these principles are based on current goals for all libraries within the SMCL system, and build upon important trends in the delivery of library services. Most notably, these principles will require additional space to accommodate different methods of materials display and seating, as well as to provide a variety of settings and options for users to interact and choose settings that are most aligned with their chosen library experience (quiet and contemplative, exciting and conversational, or educational and active).

The tangible ways in which the Service Model Principles factor into the recommendations are expressed in shelving display densities, face-out displays, and proposed enclosed spaces, intended to provide acoustical separation for the distinctly different activities occurring simultaneously on any given day.

Community Input
Community Input is a cumulative summation of the community outreach process that occurred as a part of this study. It is comprised of the anecdotal and statistical responses by the participants in the community outreach, including two public outreach meetings, a focus group, a staff workshop, three key informant interviews, and an online survey. The summary of the community's input expressed in this report reflects the overarching concepts and themes established in the process. It also validates alignment or misalignment with other statistical measures, such as benchmarking and library services best practices for Pacifica. Community Input is also factored into the metrics by influencing the overall mix of the recommended collections, seating, and technology, within the framework of the established projected growth.

Existing Facilities
The Existing Facilities are evaluated from a services perspective with regard to how well the existing libraries meet the SMCL Service Model Principles. This analysis allows for a deeper understanding of the current strengths and limitations of library services in Pacifica. The recommendations take into consideration the gaps in library services between the existing facilities and the SMCL goals.

VII. Recommendations

Peer Library Benchmarking
Benchmarking of peer libraries illustrates a comparison of facilities in similar communities. For the purposes of this study, the Core Team identified a series of key criteria to vet suitable libraries for benchmarking. Analysis of these benchmarks, especially in conjunction with the SMCL Service Model Principles, informed a recommended metrics target for the library. These metrics included collection size, number and types of seats, technology, program rooms, children's programming, group study, and total building area.

Recommendations Overview

This assessment makes several types of recommendations. The first group is Service Recommendations, both qualitative and quantitative. The next group translates these service recommendations into Facility Size recommendations. These recommendations address the different impacts of providing library services to Pacifica in either a single or multiple facilities.

Although many of these recommendations are given in square foot areas, they do not outline a building program. A future effort will use the information in this Library Needs Assessment to develop a detailed building program for design and construction.

Service Recommendations

The service recommendations are broken into qualitative and quantitative categories. The qualitative recommendations describe the essential character of the service needs while the quantitative recommendations define the amount of the service needs.

Qualitative Service Recommendations

The qualitative service recommendations address facility design and layout, but on their own, do not add square footage to the service needs. The space required to follow them is included in the overall growth, which is discussed in the quantitative recommendations.

Entry
The current Pacifica entries are overcrowded and pose significant accessibility challenges. Facilities should provide space for a welcoming, visible, and accessible entry. There should be an appropriate space for posting community information. Near the entry should be an accessible bookdrop with direct access into staff workspace. The entry should also provide easy access to accessible restrooms.

Marketplace
The Marketplaces are located close to the entry, but are overcrowded. Improve the sense of entry and path of arrival to the Marketplace. It should not be crowded by other uses near the entry. Emphasis should be placed on user-friendly browsing and display of new materials.

VII. Recommendations

Gathering Space
The current overcrowded facilities have little to no room for visitors to meet and socialize. Provide a welcoming space that allows and encourages gathering with an emphasis on social interaction and discussion. The facilities can achieve this within the quantitative space recommendations for seating.

Community Living Room
This library space, identified in the SMCL Service Model, includes comfortable seating, an area for gathering, and a quiet place for reading. Facilities can provide a community living room for this need within the quantitative recommended space for reader seating.

Children's Programming
The existing children's areas are crowded and too small for the larger children's programs. The existing space is not only inadequate for children's library service needs, but it also negatively affects other library areas.

The quantitative recommended space for children's collection and seating will incorporate the space needed for typical children's programs. However, there should be additional space available for special events and larger children's programs to occur in or near the children's area. This need has been accounted for in the Library Program Room/Community Room recommendation.

The children's area should be vibrant and engaging, designed with appropriate aesthetics and scale that appeals to children. It should also support acoustical separation from other spaces within the library. Separate rooms may be ideal, but are not necessarily the only means to achieving the desired acoustical goals.

Accessibility
Accessibility as a service includes arrival at the library and access to information and facilities. Although staff is very helpful with finding information, the existing facilities do not meet the current standards for physical accessibility. The paths of travel to the libraries are not compliant either. Spaces within the entries and restrooms are not accessible and make it difficult for people with disabilities to use the libraries. The library facilities need to be accessible to the library users and to staff. Space for required accessibility improvements is accommodated within the overall recommendations.

VII. Recommendations

Quantitative Service Recommendations

After considering each of the five influences listed above; community background and demographics, application of SMCL Service Model Principles, community input, analysis of the existing conditions from a service delivery perspective, and comparison to peer benchmark libraries, these are the specific recommendations. Each recommendation is compared to the current facilities' numbers and quantifies the change in items and area to achieve the recommendation.

The recommendations are categorized by the type of need: collections, reader seating, technology, meeting rooms, etc. Each recommendation describes the amount of space needed and the quantity of associated items for a category of library service need. The space needed is given in Net Square Feet (NSF). NSF is the square foot area allocated to an individual library service need to support its function. The NSF only accounts for the space needed for a service and does not represent the non-assignable, but necessary areas.

The various NSF recommendations are then totaled and multiplied by a grossing factor to determine the Gross Square Footage (GSF). The grossing factor accounts for the additional support areas and space the building itself requires. These include corridors, toilet rooms, mechanical rooms, janitor/electrical/telephone closets, the thickness of walls, etc. This increase due to the grossing factor is listed as Building Support in the recommendations. The GSF or Gross Total describes the total building size.

Collections

Current	*69,600 items	*2,650 NSF
Recommended	136,500 items	12,380 NSF
Increased by	1.96 x items	4.67 x SF

Collection adjusted to account for duplication

All collections require more room for adequate display and marketing. This increases the overall space requirements due to both the larger anticipated collection and the need for more space for each item.

Reader Seating

Current	84 seats	1,340 NSF
Recommended	182 seats	4,370 NSF
Increased by	2.16 x seats	3.26 x SF

All seating requires more room to serve users adequately. Distribute seating between active and quiet areas. Also, provide separate seating areas for teens and children.

VII. Recommendations

Technology

Current	21 computers	300 NSF
Recommended	45 computers	1,370 NSF
Increased by	x 2.14 items	x 4.57 SF

In addition, to computer stations, power outlets should be provided with seating to encourage laptop use. Any space for technology should be flexible to allow adaptation to future technology needs.

Library Program Room / Community Room

Current Total	60 seats	1,120 NSF
Recommended Total	150 seats	2,630 NSF
Increased by	2.50 x seats	2.35 x SF

A key service of SMCL is planning and facilitating library programs. A Library Program Room is necessary to be able to realize this service fully. SMCL intends to provide some of their large program events in Pacifica if adequate facilities become available. This program room would also serve as a Community Room for Pacifica. The space described also includes a kitchenette and storage.

Group Study / Meeting Rooms

Current	0 total seats	0 NSF
Recommended	24 total seats	*840 NSF

This space can be provided in multiple rooms with 4-10 seats each.

Many users come to the library to work in groups. Separate meeting rooms will allow them to work without concern of disturbing other patrons. Community groups could also use these rooms to meet.

Pacifica Friends of the Library

Sales Area

Current	30 NSF
Recommended	50 NSF
Increased by	1.67 x SF

Storage Area

Current	220 NSF
Recommended	300 NSF
Increased by	1.36 x SF

Pacifica Friends of the Library is an important volunteer organization which supports fundraising for special programs and collections. It is important that they have a distinctive space for their use.

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VII. Recommendations

Teen Room

Current	0 NSF
Recommended	*300 NSF

This is the additional space needed to have a separate teen room beyond the space for teen seating, collection, and technology.

Teens need a space specifically designed for them. They also need a place for their library services that they can use without worrying about disturbing other patrons. The area recommended above is the additional space required to provide a separate room for teens. The space for collections, seating, and computers in this room is included in the earlier recommendations and is in addition to this recommendation.

Staff Spaces

Current	1,400 NSF
Recommended	2,820 NSF
Increased by	2.01 x SF

Staff need adequate and efficient space to provide library services and process the collection. This recommendation also takes into consideration technological requirements for staff space, such as future automated sorting machines.

Service Needs Summary

	Current	Recommended
Collections	*2,650 NSF	12,380 NSF
Reader Seating	1,340 NSF	4,370 NSF
Technology	300 NSF	1,370 NSF
Program/Community Room	1,120 NSF	2,630 NSF
Group Study	0 NSF	840 NSF
Pacifica Friends of the Library	250 NSF	350 NSF
Teen Space	0 NSF	300 NSF
Staff Space	1,400 NSF	2,820 NSF
Service Need Subtotal	***7,060 NSF**	**25,060 NSF**

**Size adjusted to account for collection duplication*

Facility Size Recommendations

The Facility Size Recommendations take the spaces described in the Service Needs Recommendations and translate them into approximate building sizes. Although this is not based on a detailed building program, it does give a sense of the scale of any future facility for planning purposes.

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VII. Recommendations

Single Facility

	Current	Recommended
Service Needs	*7,060 NSF	25,060 NSF
Building Support	2,680 NSF	8,350 NSF
Gross Total	***9,740 GSF**	**33,410GSF**
Increased by	3.43 x SF	

Size adjusted to account for collection duplication

	Current	Recommended
Parking	41 spaces	134 spaces

The City requires 1 space per 250 gross square feet. This recommendation is based on 33,410 GSF Single Facility Building Size.

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VII. Recommendations

Multiple Facilities

Providing library services in multiple facilities requires additional adjustments to the Service Needs Recommendations. Intentional duplication of services for multiple facilities is addressed in a similar manner as in the Peer Benchmarking section. The duplication factors used to adjust the collection size down are now factored in to bring it back up.

While the recommendations can evenly divide the space for some services between the two facilities, they handle the Program/Community Room differently. Library services in Pacifica need a Program/Community Room for 150 people. For large events, two rooms for 75 people in separate facilities are not equivalent. Thus, the 150-person program room is recommended for one facility and the other facility will provide a smaller 50-person room to support typical library programs.

Another impact of multiple facilities is the increase of the overall building size needed to provide equivalent level of library services in Pacifica. Along with the duplicate collections at both facilities, there is a number of other services and spaces that require additional floor area. These duplicated spaces include staff work areas and building support spaces, such as restrooms, mechanical systems, and closets, to name a few.

Additional Area Recommended

Collections	5,590 NSF
increased for required duplication	
Program/Community Room	930 NSF
150 seats at one, 50 seats at the other	
Pacifica Friends of the Library	50 NSF
duplicate sales at each location, split storage evenly	
Teen Space	300 NSF
duplicate teen room at each location	
Reader Seating, Technology, Group Study	0 NSF
split evenly between locations	
Staff Space	890 NSF
increased in proportion to overall growth	
Total Additional	**7,760 NSF**

VII. Recommendations

Building Size

	1st Branch	2nd Branch
Collections	**8,990 NSF	**8,990 NSF
Seating	2,190 NSF	2,190 NSF
Technology	680 NSF	680 NSF
Program/Community Room	2,630 NSF	930 NSF
Group Study	420 NSF	420 NSF
Pacifica Friends of the Library	200 NSF	200 NSF
Teen Space	300 NSF	300 NSF
Staff Space	1,850 NSF	1,850 NSF
Building Support	5,750 NSF	5,180 NSF
Gross Total	***23,010 GSF**	***20,740 GSF**

**Size adjusted to account for collection duplication*

Facility Comparison

Single Library Branch	**33,410GSF**
Service Need:	25,060 NSF
Parking Required:	134 Spaces

Two Library Branches	**43,750 GSF**
Service Need:	32,820 NSF
Parking Required:	176 Spaces

First Branch	23,010 GSF
Service Need:	17,260 NSF
Parking Required:	93 Spaces

Second Branch	20,740 GSF
Service Need:	15,560NSF
Parking Required:	83 Spaces

Considerations Overview

The purpose of this Library Needs Assessment is to establish the need for library services in Pacifica. Determining how these needs will be met is a future effort that the community will need to undertake. In developing this report, the following considerations were discussed in reference to one library versus multiple libraries.

Considerations for a Single Facility

Opportunities
- Efficient use of resources by consolidating in one location
  - o Services and Programs
  - o Collections
  - o Staff and hours
- Lower one time construction cost
- Stronger "Sense of a Central Place" for the Community
- Lower on-going maintenance and operational costs

Constraints
- Single library branch in Pacifica
- Limited phasing opportunities in construction

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VII. Recommendations

*Considerations on
Multiple Facilities*

Opportunities
- Maintains multiple library branches in Pacifica
- More phasing opportunities in construction
- Distributed library services

Constraints
- Resources divided or duplicated for multiple locations (decreased efficiency)
    o Services and Programs
    o Collections
- Total allocated staff and hours divided between locations
- Increased one time construction cost
- Diluted "Sense of a Central Place" for the Community
- Increased on-going maintenance and operational costs

VII. Recommendations

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Appendices

Appendix A

Outreach Meeting Documents

1.   Outreach Meeting #1 Presentation
2.   Focus Group Meeting Minutes
3.   Staff Workshop Meeting Minutes
4.   Key Informant Interview #1 Meeting Minutes
5.   Key Informant Interview #2 Meeting Minutes
6.   Key Informant Interview #3 Meeting Minutes
7.   Outreach Meeting #2 Presentation

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San Mateo County Library

Pacifica Library Needs Assessment

Community Outreach Meeting #1
February 17, 2011

ABA

Agenda

❑ Introduction
❑ Needs Assessment Overview
❑ Community Background Information
❑ Changing Library Services
❑ Library Experience Exercise
❑ Brainstorming Exercise
❑ Conclusion

ABA

Needs Assessment Overview

❏ Goals of Needs Assessment
❏ Process and Approach

ABA

Goals of the Needs Assessment

❏ Establish a Common Understanding of Current Library Services
❏ Include a Broad and Diverse Spectrum of the Community
❏ Identify Pacifica's Unique and Specific Library Needs
❏ Describe how the Current Buildings Either Enable or Limit the Provision and Enjoyment of the Library's Collections and Services
❏ Describe the Minimum Space Required to Provide for the Identified Needs Based on Current and Future Demand for Library Services
❏ Generate a Community Consensus to Move Forward with the Library Project

ABA 4

Needs Assessment Process

December 2010	**Tonight** to March 2011	March to April 2011	April 2011	May to July 2011
Information Gathering	**Community Input**	**Analysis**	**Community Input**	**Finalize Report**
• Demographics • Site Visits	• Outreach Meeting 1 • Survey • Focus Groups • Key Informant Interviews	• Benchmarking • Needs Assessment	• Outreach Meeting 2	• Documentation • Present to City Council • Present to JPA Board

ABV

5

Approach

- **Define** Community Growth & Change
- **Share** Service Model Principles
- **Benchmark** Services & Facilities
- **Quality Needs Assessment**
- **Understand** User and Staff Needs
- **Assess** Existing Facilities
- **Gather** Community Input

ABV

6

Community Background

❑ History of Library Services in Pacifica
❑ Demographic Information

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History of Library Services in Pacifica

❑ Pacifica Incorporated in 1957
❑ Friends of the Library Established in 1979
❑ Joint Powers Authority Founded in 1999
- ▪ San Mateo County provides Library Services
- ▪ City provides Library Facilities
❑ Pacifica Library Foundation Established in 2003

Sharp Park
History of Library Services in Pacifica

1932 – Branch Library Opened in San Pedro School Building

1948 – Library Moves to Francisco Boulevard

1961 – Library Displaced by Highway 1 Expansion,
      Relocates to Rented Space on Palmeto Avenue

1965 – Sharp Park Library Building Opened at 104 Hilton Way

Sanchez
History of Library Services in Pacifica

1960 – Sanchez Library Opens as Storefront
      in Linda Mar Shopping Center

1978 – Sanchez Library Closed Due to Budget Constraints

1979 – Library Reopened in Former San Pedro School Building

1982 – Sanchez Library Opens at 1111 Terra Nova Boulevard

Community Service Area

❑ The Pacifica Libraries serve the community of Pacifica

❑ The City's boundaries delineate the community for this needs assessment

LEGEND
● Schools
■ Libraries

Pacifica Demographics Overview

Population:	Pacifica (2010 est)	CA
	40,431	36.7m

Race:	White	67.5%	60%
	Asian	18.4%	11%
	Other	14.1%	29%

Median Age:	42.3 years	36.8 (U.S.)

30.5% of Households are Families with Children
19.7% of the Community is Foreign Born
36.3% Holding a Bachelor's Degree or Higher   24% (U.S.)

Average Household Income is **$101,000**

Population Segments

❑ Population Segmentation is Done Based on Socioeconomic and Demographic Compositions
  ▪ Income, Employment, Education, Age, Housing Type, and Other Key Determinant Factors
  ▪ Combines Lifestyle Demographics (Who) with Local Neighborhood Geography (Where)

❑ Deeper Understanding the Community
  ▪ Overall Demographic Makeup
  ▪ Lifestyle Characteristics
  ▪ "Intangibles" of a Community – Ambience and Character

Population Segments

Pie chart values: 22.3, 21.5, 21.3, 15.3, 14.4, 2.8, 2.5

Legend:
- Pacific Heights
- Wealthy Seaboard Suburbs
- Urban Chic
- Pleasant-Ville
- Trendsetters
- Prosperous Empty Nesters
- Sophisticated Squires
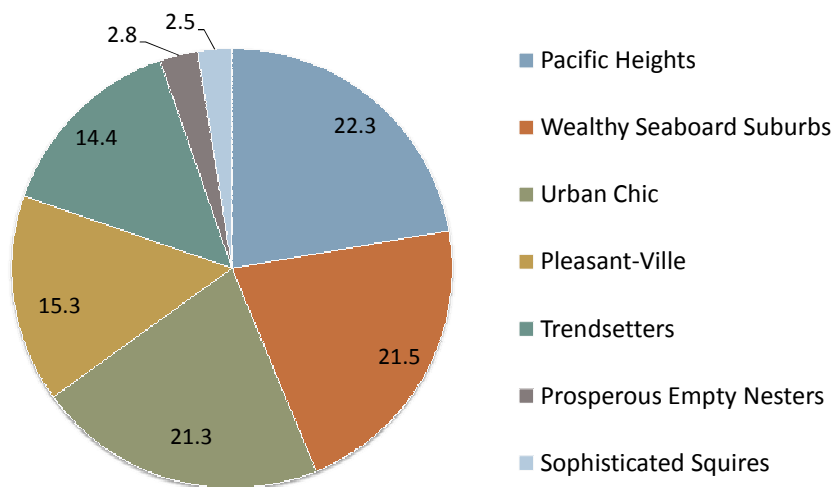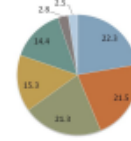
Population Segments

❑ **Pacific Heights (22.3%)**

Married Couples, Age 39.1, Highest Percentages of Asian/Pacific Islander, Education is Important, 63% Own Single-Family Homes, Large Numbers of Immigrant Populations

❑ **Wealthy Seaboard Suburbs (21.5%)**

Older Established Neighborhoods, Age 42.9, Mostly White, Affluent, Professional Jobs, Low Turn Over, 89% Own Single-Family Homes

❑ **Urban Chic (21.3%)**

Sophisticated Exclusive Lifestyle, Married Couples without Children, Age 42.4, Well-Educated, 67% Own a Home

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Population Segments

❑ **Pleasant-Ville (15.3%)**
Middle-Aged Married Couples with Children, Age 40.1, Settled Lives, 82% Own Single-Family Home

❑ **Trendsetters (14.4%)**
Singles and Families, Age 35.3, Ethnically Diverse, Educated Working Professionals, 68% Renters

❑ **Prosperous Empty Nesters (2.8%)**
Enjoying Retirement, Age 48.6, Predominantly White, Established Neighborhoods, Single-Family Homes

❑ **Sophisticated Squires (2.5%)**
County Life on the Urban Fringe, Married Couples with Children, Age 38.2, Educated with White Collar Jobs, Single-Family Homes

Changing Library Services

San Mateo County Library Service Model

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SMCL Service Model

❑ The San Mateo County Library Vision is driven by these primary principles:

- A welcoming environment which offers a variety of settings and options
- Defined spaces that excite and inspire
- Intuitive systems and layout
- Maximize self-service and operational efficiencies
- Customer driven service

Self Reliant Services

Marketplace

Kids and Family Place

Teen Zone

Community Living Room

Gathering Space

Computer and Homework Clusters

Library Experience Exercise

Library Experience Exercise

❑ Individual, Pair and Group Exercise
  ▪ Answer the Question that Corresponds to the Colored Card Handed to You
  ▪ Pair with a Neighbor Holding the Same Color Card and Discuss Your Answers
  ▪ Share Your Answers with the Larger Group
  ▪ Follow-up Q/A with Guest Speakers

❑ Interview Your Neighbor – *10 minutes*

❑ Large Group Discussion – *20 minutes*

Library Experience Exercise

What excites you about library services in Pacifica?
What concerns you?

What should library services be in Pacifica today?
In 10 years?

What would your ideal library experience feel like in
Pacifica 10 years from now?

What is the most important thing a library can do for
the community today, and why? In 10 years?

Brainstorming Exercise

Brainstorming Exercise

❑ Walk About Brainstorming Exercise
- Break into Four Groups
- Each Group will Stop at Each Station for Discussion
- Facilitators will Report Out to the Large Group
- Follow-up Large Group Discussion

❑ Brainstorming Stations – *10 minutes each (40 minutes)*

❑ Large Group Discussion – *20 minutes*

Brainstorming Questions

A • What are you excited about in the library services you use? Which libraries do you use? (services, spaces, collections, etc.)

B • What is the value of library services to you? And to the Pacifica community? (technology, programs, seating, etc.)

C • What would you like to do, or have access to, at the library that you currently do not? (collections, spaces, programs, etc)

D • What kinds of partnerships with the library services would enhance services to the community? (schools, community groups, etc)

ABA 31

Feedback and Next Steps

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Feedback on the Forum

❑ What worked well?
❑ What could be improved in the future?

Feedback

❑ How did people get here?
  ▪ Newspapers
  ▪ Email
  ▪ Mailers
  ▪ Posters
  ▪ Phone calls
  ▪ Community Organizations
  ▪ Other

Next Steps

❑ Other Opportunities for Input
- Community Survey (Now through March 9, 2011)
- Future Community Outreach Meeting (April 2011)
- Future City Council Meeting (July 2011)

Community Survey

❑ Survey is available at:
- www.smcl.org
- www.cityofpacifica.org
- www.pacificalibraryfoundation.com

❑ Hard copy is available at:
- Sanchez Library
- Sharp Park Library
- City Hall

As of 4:00 pm today, there have been **around 80** responses. Please get out the word and encourage participation.

Thank You!

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SMCL PACIFICA LIBRARY NEEDS ASSESSMENT
Focus Group Meeting

MEETING DATE:	**March 12, 2011**	REGARDING:	**Meeting Minutes**
MEETING TIME:	**10:00 am to 12:00 noon**	ABA PROJECT #:	10-1201-0
LOCATION:	Sharp Park Library Community Room - 104 Hilton Way, Pacifica		

ATTENDEES:

Participants:
Hanna Olsen
Helen James
Jerry Crow
Joey Koblitz
Kjersti Chippindale
Nancy Hall
Sam Casillas- unable to attend
Stephanie Hamilton- unable to attend
Steve Sinai
Steve Wright

Facilitators:
Brad Cox. *ABA*
Kate Masleid, *ABA*

CONTEXT: As part of our process for the Library Needs Assessment Services for Pacifica, we are reaching out to a cross section of the community to help us better understand the community's service needs and priorities. This Focus Group meeting is meant to be an open and collaborative discussion with individuals who are interested in the future of the library.

PURPOSE: The purpose of this meeting is to engage in a detailed discussion about community needs, service priorities, and future ideas for library services.

INTENDED RESULTS: The intended results of this meeting are to:
- Understand the overall process and how and where you are inputting into it
- Develop an understanding of the current and future service needs of the community from this group's perspective
- Develop an understanding of the Service Priorities for the delivery of library services

AGENDA ITEMS

I.   Introduction / Agenda Review

II.   Introduction of Participants
   A.   Who do you feel you represent in the community?
      1.   Jerry – member of Pacifica Historical Society, Rotary, and Pacific Performing Arts (musicals); resident of Pacifica for 19 years
      2.   Steve W– resident of Pacifica for 26 years; member of Rotary; supports development for tax base
      3.   Steve S – resident of Pacifica for 26 years; Blog author - Fix Pacifica; works as a programmer; pro-development
      4.   Kjersti – High school sophomore; in marching band
      5.   Helen- resident since 1954; has 4 children; lived here prior to freeway; supports Blood Bank; member of Mizpah - oldest women's organization in Pacifica; member of Historical Society – in charge of very large clippings file; works with Channel 26 - Pacifica Community Television –

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remote videotaping school board meetings and such; school historian, preserving school info - newspaper clippings, currently stored at school district office.

6. Hanna - Oceana High School junior; resident for 16 years; born in Pacifica; playing softball for 6 years; volunteers for Jewish Family Services.

7. Joey – attends St. Ignatius; played soccer for 9 years, basketball for 2 years, cross country, and track; uses lots of technology; member of Black Society/Black Student Union, paintball club, and Amnesty International.

8. Nancy – native Pacifican, resident for 54-ish years; her husband is a heavy library user; she participated in the process for the library before; she would like to see good interface with land; she sees the surrounding nature as a library; she represents land use issues and conservation; She is involved with land trust, Sanchez Art Center, Pacificans for Sustainable Development, and Arts and Environment.

B. Do you use library services? If so, which ones, how often and for what purpose?

1. Jerry – visits monthly for access to reference material; occasionally checks out a book, but has a large home library; normally comes to Sharp Park Library; also uses San Mateo Historical Association Library at the old court house, and Bancroft library at UC Berkley.

2. Steve S – visits the library 10-15 times a year; often visits to checkout a book, half the time the book was ordered from another library; often uses South San Francisco Library to get a book more quickly; has also used Serremonte Library in Daly city, as well as Millbrae and Burlingame libraries.

3. Kjersti – uses Sanchez library for research papers because it is close to her high school, Terra Nova; visits monthly, mostly for research, usually for history classes; she also checks out some books for pleasure.

4. Helen – visits Sanchez library at least once a month; belongs to a book club; she also uses the Daly City Library; Often uses a newspaper reader - Pacifica Library gave up their reader to the Historical Society; she uses Sharp Park Library sometimes, mostly for research, usually consumer research.

5. Hanna – doesn't go to the library much, because her mom works there; she just asks her mom to pick up anything she needs; she usually gets items for school, movies, or stuff her mom picks out for her.

6. Steve W – has only been there to paint the library with Rotary, but when he visited he was surprised at how heavily used the library was.

7. Joey – uses school library a lot, 3 times a week; he uses the public library once a month; he comes to the library for the computers, fun reading, and research for school.

C. What are your goals and expectations of this meeting and process?

1. Steve W – here out of curiosity; city owns land on south end, and he is not sure why we haven't come together on just building one library there.

2. Steve S – would like to know what the city plans, since they are just trying to maintain what they have now.

3. Joey- agrees.

4. Jerry- is an advocate for continuation of ready access to variety of media, particularly DVDs; he believes it is good to have public access through the library system.

III. **Process Overview**

A. Needs Assessment Overview
   1. Goals of Needs Assessment
   2. Review Process and Approach
B. Community Background
C. Changing Library Services

IV.   Library Service Needs – Current and Future Needs
    A.   What do you appreciate about the library services you receive? What is working well?
        1.   Appreciates that the libraries are tied in with county so they having access to all their books.
        2.   Feels the library is too small to be on its own for a collection.
        3.   Loves the Sanchez location. It is between her home and school.
        4.   Staff is very friendly and willing to help.
        5.   County Library website is great for library services. It is easy to look for books there, only takes a minute or two. Then it takes about 3-5 days to get it to the library. He usually picks the item up at Sharp Park Library.
        6.   The book club didn't have place to meet, so they met there on the patio at Sanchez.
        7.   Likes the library as a quiet place to do homework with resources for help. For homework resources, she uses mostly the books - lots of students do this. The central tables at Sanchez are a good place to work.
        8.   Often hold committee meetings here and use the Wi-Fi access for research.
        9.   Wi-Fi is a great resource.
        10.   Likes the playaways, mom gets them a lot, likes them much better than books on tape.
        11.   Bus system is pretty good and pretty common for teens to use, but sometimes too crowded.

    B.   What community needs are not being met? Why do you believe they are not being met?
        1.   Sometimes all computers are taken. Even with a hold, it can take up to an hour to get one. Holds reserving a computer can be placed at a computer at the front. You can use the computer for up to an hour, but previous reservations hold precedence.
        2.   The library's collection is too small. The library needs a larger collection. Even for browsing the books are relatively old.
        3.   There used to be more research facilities for microfilm, etc, but the machine was too hard to maintain.
        4.   Feels that you used to get books from other libraries more easily, but more often now you have to go to the other library. This happens the most with items for book club.
        5.   The library needs more copies of books. They only have 1 or 2 copies.
        6.   Hours of operation are inadequate. It seems like it is never open or closes early.
        7.   It is hard to remember the open hours. You can look at hours on door, call, and it is on website. It seemed like the hours were changing for awhile. Often drops by just before or after work, but the library is usually closed then.

    C.   What other libraries have you visited?
        1.   Sanchez Library
        2.   Sharp Park Library
        3.   School libraries
        4.   Westlake Library
        5.   Serramonte Library
        6.   South San Francisco Library
        7.   Bancroft Library of UC Berkley
        8.   Historical San Mateo Library

V.   Service Priorities
    A.   What do you believe will be the three most critical issues for the community in the next 10 years? Why?
        1.   Money
            a)   Pacifica is broke.
            b)   City has been trying to cut budget for more than 20 years.
        2.   The Ocean
            a)   Climate change, because city is so close to the water.
            b)   People did get scared about tsunami, because they didn't know what to expect. It seemed like the city had a good emergency system setup.

      3.   Revenue
          a)   Residents are always going other places to get want they want, but not using what Pacifica has.
          b)   There is limited shopping in Pacifica.
          c)   Residents are going outside Pacifica and spending money.
          d)   Pacifica is five times bigger than Half Moon Bay, but Half Moon Bay has more sales revenue.
          e)   It is not just a lack of retail space, there is empty storefront – see Eureka Square.
      4.   Highway 1
          a)   Highway 1 connects, but also divides community, coastal zone vs. east side
          b)   Caltrans owns Highway 1
          c)   Huge traffic issue at Del Mar
          d)   Traffic safety – took several fatalities there before traffic barrier was installed
          e)   Devil's Slide Tunnels
              • Less periodic closures – Safeway lost 50% of business at last closure, Tunnel at Devil's Slide will provide more consistency to traffic for businesses
              • The project includes onlytwo bores for the tunnels – this may not be enough to handle future traffic
              • May increase tourism for the nice drive
      5.   Community is spread out
          a)   Northern communities identify more with Daly City, South San Francisco, etc.
          b)   This has a huge impact on how library services can be delivered.
      6.   Other issues
          a)   Multiple authorities having jurisdiction - Sharp Park Golf Course has to work with the City, Cal Trans, and South San Francisco
          b)   Pacifica is a nice place – if only they "could pull it together." Pick smaller things to get money and make Pacifica better, then move on to larger things from there – example: environmental standards
          c)   Pacifica has been considered a bedroom community

  B.   What might be the library's role in addressing these issues?
      1.   Resolving Community Conflict
          a)   Arguments happen in lots of place – coffee shops, council meetings, etc.
          b)   Can library help with discussing political issues? – environment, land use, etc.
          c)   Develop ways to discuss the issues productively
          d)   Facilitated conversations between different groups and points of reference – someone with conflict resolution skills
          e)   Library could help bring together different groups of thought and make them more aware of each other
      2.   One new central library
          a)   Needs less power
          b)   More efficient building
          c)   Nicer quality facilities would draw more people

  C.   What do you believe are the three most critical services to deliver at the library? Which of these need the most improvement?
      1.   Access to knowledge
      2.   Better and easily accessible knowledge online
      3.   Easy access – in many ways and all services
      4.   Support for job and college applications – tips , things to include, workshops
      5.   Gathering place for the community
      6.   Community information center
      7.   Community events calendar
      8.   Sanchez gets more business because it has a lot of other resources nearby – biking store, snack place, park, deli, dance class

9.   Connecting people to local assets and resources
   a)   Valuable to have ways to expand peoples interest by letting them know about other opportunities – educational, community groups, environmental, historical – connect them to other resources beyond the library
   b)   Environmental – local endangered species habitat
   c)   "Living" education available in Pacifica
   d)   Could specialize in oceanography

D.   What would you like to be able to do or have access to at the Library but currently cannot?
   1.   Expand Collection – more books, more copies, newer, more variety, travel books, newer novels
   2.   Newspaper archives
   3.   Better technology – computers old and slow – perceived to be 10 years old
   4.   Microfiche and reader
   5.   ADA compliant, physical access
   6.   Reading glasses
   7.   Parking!
   8.   Classes on DVD – can only check out for a week, not long enough
   9.   Media viewing stations

E.   How do you think the library should change? Stay the same?
   1.   Would love for it to expand, more room for books
   2.   Would like satellite libraries – computer to access collection, ability to pickup and drop off items, perhaps hosted by a business
   3.   Keep friendly and helpful staff
   4.   One or two libraries is a big decision
      a)   Nice to have one with more resources
      b)   One location makes it less accessible
      c)   One location might better bring people together to interact more
      d)   Kiosk for remote access could help a lot if there was only one central library

F.   Describe your ideal visit to the Library in 10 years. What is the experience? What are you doing?
   1.   It would be just like going into bookstore – browse, find something interesting, read awhile.
   2.   Imagines just going to find something to read, without knowing what beforehand.
   3.   Bigger library with new material
   4.   Envisions a comfortable setting, being able to sit with a couple of books.
   5.   Feels annoyed that it is not quiet now, wishes for somewhere in the library that is just for quiet reading
   6.   Imagines a teen room and kids' room that work well
      a)   Food would be allowed there – love to eat
      b)   Technology
      c)   Place to play games, from xbox to board games
      d)   Books – new popular books or genre that will expand the kids horizons
      e)   Separate space because teens and kids make noise and don't follow library rules
   7.   Would like better access, more access to everything – achieved with a combination of online resources and in-library resources – access newspaper clippings without having to wait forever
   8.   Sees more kindles and e-readers – both more equipment and content available
   9.   Would like to check out technology equipment. Example: exchange id for checking out a laptop

VI.   **Conclusion**
   A.   Feedback on the Meeting
      1.   Plus
         a)   Pretty resourceful
         b)   Good logical structure to the meeting
         c)   Enjoyed the younger users here

2.   Delta
      a)   Don't know if City of Pacifica will use the information and listen
      b)   Invite a few more people to the Focus Group, only 9.5 of 12 attended
      c)   Lots of meetings like this have happened, but "nothing ever happens"
      d)   People in the community are interested in what is happening, but aren't necessarily motivated

ABA

A N D E R S O N   B R U L É   A R C H I T E C T S
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SMCL PACIFICA LIBRARY NEEDS ASSESSMENT
Staff Workshop

MEETING DATE:	**March 18, 2011**	**REGARDING:**	**Meeting Minutes**
MEETING TIME:	**9:00 am to 1:00 pm**	ABA PROJECT #:	10-1201-0
LOCATION:	Sharp Park Library Community Room, 104 Hilton Way, Pacifica		

ATTENDEES:

Participants:
Carbelle Imperial
Chris Vance
Christina Olsen
Gail Benjamin
Gwen Miller
Liesel Harris-Boundy
Michele Knapp
Nicol Cassidy-White
Paula Teixeira
Reeba Lynn
Thom Ball

Facilitators:
Brad Cox. *ABA*
Kate Masleid, *ABA*

Observer:
Greg Bodin, *SMCL*

CONTEXT: As part of the Pacifica Library Needs Assessment, we are reaching out to staff as one step in an ongoing community process. This Staff Workshop is meant to be an open and collaborative discussion. The session is intended to be future thinking while understanding current facility impacts to library services.

PURPOSE: The purpose of this meeting is to engage in a detailed discussion about community needs, service priorities, and future ideas for library services. We also seek to gain insights into the community library service needs from the unique perspective of library staff.

INTENDED RESULTS: The intended results of this meeting are to understand:
- Overall process and how and where you are inputting into it
- Current and future service needs of the community from this group's perspective
- Current Library Service Delivery and how it is impacted by current facilities
- Service Priorities for the delivery of library services

AGENDA ITEMS

I.   Introduction
    A.   Agenda Review
    B.   Participant Introductions
        1.   Gail – has been with San Mateo County Library (SMCL) for 20 years; Library Assistant; does lots of public service and programming.
        2.   Michelle – Library Assistant; just over a year here, 5 years of experience elsewhere.
        3.   Chris Olsen – 8 years as an aide; does subbing at Foster City and Belmont; part of a huge family, and all live in Pacifica.
        4.   Nicole – Library Assistant; with SMCL for 3 years; was at Pacific Grove, Millbrae, and Belmont before; thinks the best staff is here
        5.   Chris Vance – with SMCL for 3.5 years, first year as sub; Library Assistant; Library Monitor before (security/supervisory role)

Strategies, Architecture & Interiors

Anderson Brulé Architects Inc. 325 South First Street, 4th Floor San Jose, California 95113
Tel: 408 298 1885 Fax: 408 298 1887
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6.   Reeba – Librarian; 6 years at Pacifica; paid staff 13 years; volunteer and contract work with children's programs before that; involved since 1994; started as Library Assistant in Foster City through Senior Library Assistant; worked with early literacy program; worked at Brisbane; attended library school; then some time at San Carlos, some at Belmont and half moon bay, Millbrae, worked in every SMCL library except south bay
7.   Paula – 5 years at Pacifica; Circulation supervisor; deals with unhappy patrons; works with community groups booking program room.
8.   Carbelle – 4 years with county; started at Woodside, then Pacifica and Brisbane.
9.   Thom – Branch Manager; 12 years experience, 6 years at Pacifica, before was manager at Peninsula Library System; 16 years experience prior to being a branch manager, started as volunteer at Redwood City and worked with delivery.
10. Gwen – here for 11 years; rotated around, Foster City San Carlos; works in youth services – infants thru 18year olds; worked in West Virginia and Florida; visits schools and does video and database presentations – goes in and shows teachers and principals the new databases and how the kids can get their information.

C.   Goals and Expectations – Meeting and Project
1.   Hopeful – attended Community Outreach Meeting, but hoping that we can come up with goals of what we'd like the future library to be
2.   Feels like we are on the same page with the community too, but hoping to articulate those ideas
3.   Chance for input
4.   Here to discuss space – allocation and use of space, space needed for things to happen in
5.   Hope that city officials and community hear what we need
6.   It has been a long process – 16 years of needs assessment history, but believes that the city needs to be on board. It seems like the issue is coming to a head.
7.   Address issues that have been around a long time.
8.   Has experience working at the other newer libraries, and thinks a newer more modern library will really help and that people will really like it once they have it. In the long run, an up to date library will make a great difference.
9.   Believes these library buildings reinforce the old ideas about libraries.
10. Concerned because last time, we almost had the people moving ahead on the library issue, but the letters to the editor in the Tribune "beat the issue to the ground."
11. Wants one library.
12. The group reflected that the focus of the needs assessment is not to decide one library verses two. The focus is on defining the community needs.
13. Feels that every time a person is asked directly, they always say they love the library they have.
14. Believes people are too attached to their current local library.
15. Thinks it is important to show the public what can happen with one library – people don't understand what a bigger library could do and be.
16. If there is one library, they imagine it could be open 7 days a week. They see Pacifican patrons at other libraries on Sundays when the local libraries are closed.
17. The current facilities are keeping the staff from delivering services. The staff is NOT looking for a new library like you might look for a new car.
18. It is important that the library has a real sense of community, but there also needs to be specific areas for different groups.

II.   Process Overview and Update
A.   Needs Assessment Overview
1.   Goals of Needs Assessment
2.   Review Process and Approach
B.   Community Background
C.   Changing Library Services
D.   Summary of Community Input to Date

III.   Library Service Needs – Current and Future Needs

A. Existing Services
  1. Prompting questions
      a) What library services are working well? Which are not and why?
      b) What services are in the highest demand?
      c) What services are underutilized?
      d) What services need improvement?
  2. Discussion
      a) Storytime
          • Working extremely well
          • Lots of different kinds, (music, baby, families, in and out of library)
          • Taking it out into the community, bring people in and go out to them
          • Everyone helps with storytime, either running it or running the library while it is happening, great ownership by staff
          • Noise and number of people attending storytime is a challenge,
          • Sanchez uses a church's space next door, but there is still standing room only
          • Noise is an issue, will post a sign announcing the next quiet time
      b) Customer service
          • Working well
          • People come in and see the staff
          • The staff is happy and helpful
      c) People want that intimate small library experience
              Users like talking to staff, and self check numbers are lower because of this
          • Users worry that a larger library will allow less access to staff
      d) Collection
          • Patrons tell staff that the library never has what they want
          • They are disappointed that they don't have the item, so the only option is to wait or pay
          • Collections are thin and divided
          • People are even more disappointed when an item is not just checked out, but is not even in the collection
          • Patrons who are familiar with the request system and use it and are very happy with it
      e) Technology
          • Technology System works, but there needs to be more of it
          • There are not enough public computers and places to access the technology, not enough outlets, not enough seats
          • People love pre-due notifications
          • Self check works well but there is often a long line – only one self check at each location
      f) Book clubs are great – 7 are promoted by the library, plus 6 more community book clubs occurring at the library.
      g) Programming works well, but they are limited on places to hold them – standing room only at most events. People will travel for a popular program.
      h) Accessibility
          • Only one accessible parking spot – this is not adequate
          • Parking – dangerous, not enough stalls
          • Parking is just bad – people don't come to Sharp Park because of the parking
          • Sharp Park used to be a polling place, and is no longer because of parking problem
          • There is higher program attendance at Sanchez because of better parking
B. Unmet Service Needs
  1. Prompting questions
      a) What community needs are not being met?
      b) What services are requested of the library that you do not deliver?
      c) What unmet needs should the Library seek to meet?
      d) What service needs can or should be met on a system-wide level, rather than locally?
  2. Discussion

      a)   Previously, an idea was discussed that Sanchez could be converted to a senior center and also be a drop off and pick up point for the library

      b)   Technology
- Users want a computer without waiting, it is normally a half hour wait, sometimes have to wait an hour and the wait is an hour and half after school.
- Users want computer classes – patrons don't know computer basics and want to learn
- Database training needs a classroom space
- eBooks are becoming more popular, but patrons are still trying to figure it out. Currently, SMCL supports all formats except kindle, need ability to train, need computers for training

      c)   School Support
- Teachers can give advance notice of assignments to the library – the library sends a letter describing this service each year as a reminder
- Picture books are hard to keep well stocked – daycare workers and teachers tend to want similar items at the same times, like holiday themes
- Education and teaching philosophies are changing - Teaching is now more focused on group work and the library has no place for group work
- Public library is the default school library
- Homework assignments create big demand for advanced notices – they can order material ahead of time

      d)   Sharp Park Community Room
- Room is in high demand.
- It is the only free room in Pacifica.
- There are well over 400 meetings per year.
- Reservations are taken on a first come, first served basis.
- Available for nonprofit groups only.

      e)   Small meeting space
- Small businesses have a lack of places to meet.
- It would be nice to have smaller rooms as well, for smaller groups.
- Tutoring, small business meetings could use a small meeting space as well.

      f)   Collection
- Love DVDs and music – jazz collection
- eBooks are becoming more popular

      g)   Hard to contact teens
- Too noisy, no dedicated space for them currently exists
- Young Adult collection is heavily used, but the users just come and go, they don't tend to stay very long when they visit

      h)   Serving the Disabled
- Hard to serve the disabled – access is an issue, tight clearances inside the building, shelving tends to be both too high and too low to reach items easily.
- No room for accessible computer stations
- Not enough room for large print collection. There is an insatiable demand.
- SMCL is currently rolling out a homebound program.
- The library is often viewed as inaccessible for able-bodied seniors as well
- San José had a homebound program but it has been cut for budget reasons.
- There are 4 senior housing developments in Pacifica, but if available and announced, a homebound program would be very popular.
- Seniors have mobility issues
- Homebound services, staging area needed
- Current homebound delivery program is volunteer-based
- Program needs to serve both temporarily and permanently disabled

C.   Service Trends
    1.   Prompting questions
      a)   What services have you seen at other libraries that you think would benefit Pacifica?

        b)   Based on your experience in providing library service in Pacifica, what trends do you see in library service needs?
- Collections
- Seating
- Technology
- Programs
- Online Services

2. Discussion
   a) Small study rooms 4-5 people (at Millbrae)
   b) Computer lab
   c) Computer classes
   d) 10 person study rooms
   e) Play area with educational base for children
   f) Something outside – for concerts or movies
   g) Next to a park, like mountain view
   h) Swing sets
   i) Quiet magazine area, with fireplace
   j) Coffee shop
   k) Larger Spanish collection
   l) Dedicated programming space, where space supports delivery of program (equipment, PA, etc.)
   m) Larger staff space, offices
   n) Staff bathroom
   o) Interactive center – like redwood shores, ocean discovery center
   p) Space for community for community groups, display space (Historical Society, 4H, Ocean Discovery Center, Sanchez Art Center, Pacifica Beach Coalition, etc.)
   q) Space for Pacifica Friends of the Library
   r) Marketplace space for face out display of books
   s) CD collection
      - Easier access for browsing CDs
      - Pacifica is known for its music collection - People come just for music CDs
      - Something that looks nice, but holds a lot of music
   t) Specialized teen area – need their own space
   u) Foster City kids area - Teachers bring in kid's art work for display on 2 week cycles
   v) Smaller self check for kids
   w) Craft area with tables, no carpet, storage space, easily cleanable, and a glass front, so that it is easy to supervise
   x) Due to service area population, the collection should be more like Foster City, Belmont, or San Carlos (the big 4), but the County is not buying for Pacifica because the branches have little room

IV.   Library Service Delivery
  A.   Current Library Operations – Prompting questions
      1.   How do the current Library facilities impact service delivery?
          a)   What services are affected?
          b)   How often and in what conditions?
      2.   What services do you want to provide, but do not because of the current facilities?
      3.   What about the current facilities enhances library services? What do you not want to lose?
  B.   Current Facilities Operations Discussion
      1.   Sharp Park Library
          a)   Returns
- Not possible from parking lot, when doors are locked
- When the returns bin overflows, items get damaged
- The return slot is too high and books get stuck
- The returns cart fills up fast – can fill in just an hour

- Friends Donation container in the lower level lobby often gets Library books returned

b) Appreciate Access to Sharp Park Branch
- Walkable to get here
- Near the beach
- Homework center operates Monday through Thursday
- On the bus line
- Near Oceana High School, Ingrid B Lacy Middle School, and Sharp Park Elementary School

c) Magazine Area
- Only Accessible by steps
  (i) No cart access
  (ii) Not ADA compliant
- Teen collection and seating
- Magazines are stored in slots – not nicely displayed
- Neat little place, but too many functions for the amount of space
- Nice seating by window

d) Appreciate the view – sunset

e) Staff can sit at the service desk, but it is too low for patrons. Patrons have to look down or lean over the desk.

f) Staff spaces are inadequate
- 3 in one office
- Staff need their own workstations
- Poor ergonomics
- Staff need dedicated personal space and functional spaces

g) There is not enough storage.

h) Inadequate breakroom and bathroom

i) Electricity and outlets
- There are not enough outlets for patrons' laptops
- Often trip circuits in the break room

j) Paging system is not loud enough

k) Issues with children's and teen area

l) Money drawer – need convenient secure location

m) Janitor closet – too crowded
- Cleaning
- Electrical Access
- Computer network
- Phone switches

n) Need a dedicated check-in station - currently sharing computers

o) Need space for printers

p) Need a dedicated space for volunteers

q) Need lockers for staff

r) Need dedicated parking for staff

s) Need better place to display community info (like Foster City) – consider a place on way to restrooms or community rooms

t) Pacifica resource center
- Dedicated place
- Privacy
- Housing
- Taxes
- Food

u) Privacy
- Small study rooms with glass would allow meetings to occur that may not be comfortable for users to have out in the open
- These meetings might include language learning, literacy tutoring, etc.

v) Maintenance issues

- Lower floor floods
- "Public restrooms are yuck!"

2. Sanchez Library
   a) Storytime
      - Small children's storytime can't accommodate the 50 people who regularly attend
      - Very crowded
      - There is no place to park strollers
      - Seniors have learned to come in the morning to avoid noise at storytime
      - Crowding makes storytime less effective
      - Attendees block collection while program is in session
   b) Staff has to move shelving and benches to hold programs. Although shelving and benches roll, it still involves a significant effort.
   c) Computers
      - Setup requires staff to stand outside in order to see people's faces while teaching classes.
      - Setup only works well for one on one work.
      - There are no children's computers.
      - Competition for computers is fierce.
   d) It is hard not to disturb people sitting in the quiet area by the magazines while servicing the collection.
   e) There is a lack of personal space at computer stations.
   f) The reference area is an awkward place.
      - The reference desk has room for three, but the middle person can't get in and out without the others moving first.
      - The adult reference librarian's desk is hidden from easy view.
      - As a result, people go to children's librarian for everything.
      - The setup could work better as one desk.
      - More reference help occurs at circulation desk because it is the first service desk you see when arriving at the library.
   g) The first place you arrive at the library is holds and new items, but there is not enough room.
   h) Aisle Size
      - Paths and aisles are too narrow. The staff need to move chairs to let a wheelchair in. Even after items are moved, a motorized chair will fit through, but a hand powered one may still not pass.
      - Staff has also struggled personally with the narrow aisles. They have accidentally knocked off entire shelves while working within the collection.
   i) DVDs are stored on end panels.
      - The higher items are hard to access
      - The current setup splits up the collection.
      - Display space for the DVDs is very limited.
      - There is almost no targeted display space.
   j) There is a nice display for collection items behind the desk, but patrons don't realize they can check out these materials.
   k) Staff often has to help patrons reach materials that are higher up.
   l) The library has a nice outdoor courtyard space, but they could use it more if there were tables and outlets.
   m) The library needs more outlets, with only 2 currently useable.
   n) They do not want to lose the separate bathroom for staff.
   o) Site
      - Sanchez Library has adequate parking
      - They like weather at the Sanchez Library location.
      - They like outdoor staff area, but would rather not have trash stored there as well.
      - They appreciate the nice surrounding property.
   p) It is useful to have a separate place for reference and circulation desk

        q) There is only one self check station and it is located right in the path of traffic. As a result, any line for self check blocks other circulation.
        r) They like having a large circulation desk with two computers.
        s) There is not enough space to work in the back with returns, etc.
        t) The staff has to move returns manually to the back for processing.
        u) At the reference desk, it is difficult for both the librarian and patron to see the computer screen.
        v) There is no work space for staff when they are off-desk.

    C. Future Library Operations
        1. Prompting questions
            a) How would you like to provide services in the future?
            b) What changes would you make?
            c) What things would you do differently?
            d) What do you need to better provide Library services in Pacifica?
        2. Discussion
            a) More space is needed.
- People like the library but they do not want to be "on top of each other."
- Space is the biggest problem.
- Different needs are competing for the same space.
- The space needs to consider acoustics, privacy, size, and usages. (study, group, individual)

            b) The library needs a computer lab for classes. It should be a separate closed off area, with a projector and screen.
            c) Patrons want to be able to print from their personal laptops to the library's printers.
            d) The library needs to be open longer hours and more days of week.
            e) Security
- Patrons should not leave returned items in open bins. Other patrons look through them and remove the items before they are checked in.
- Sometimes the gates don't work and items go missing. This is the biggest problem for new music and DVDs.
- The dark parking lots are a safety concern for staff and patrons.
- There is no way to handle a major security issue. There is not a secure area for staff to hide, should this become necessary.

            f) Patrons need a choice of different spaces at the library. A separate space is needed for talking (especially on cell phones).
            g) The staff need work spaces that provide comfort and versatility.
            h) The library needs to support a logical operations workflow. The current buildings require a constant work around.
            i) The staff feels that this is the best team of colleagues they have ever worked with and believe service at the Pacifica libraries would be a disaster without this staff. San Mateo County Library is impressed by the amount of materials that are processed at the Pacifica branches.
            j) The library building needs to support the teaching and empowering role of library. The current buildings can't really do that.

V. Library Service Priorities
    A. Critical Issues in the Next Ten Years
        1. What do you believe will be the three most critical issues for the community? Why?
            a) Money
- Money and who will pay for what will remain an issue for the City of Pacifica.
- Money, unemployment, and underemployment will be a problem for Pacificans.

            b) Pacifica has no downtown place. The community is all spread out.
            c) There are several smaller communities within Pacifica. Often, Pacificans are neighborhood first, Pacifica second. This causes division within Pacifica.
            d) Schools

- The educational systems are under tremendous pressure financially and this will be a huge issue for Pacifica.
- Every public school in Pacifica was renovated through special bonds, but now the schools cannot afford to staff them.
- Only the high schools have dedicated librarians. K-8 schools have no librarians, only volunteers.
- The high schools only have $1,500/year for library books. This is not enough to meet the students' needs.

e) The Devil's Slide tunnels are scheduled to be completed in 2012
- Some do not see this creating a significant change for Pacifica.
- The new tunnels may make Highway 1 more of a through way and people may or may not stop here at all.
- The new tunnels could also increase visits from people who were initially afraid to travel along Devil's slide.

f) Pacificans are vocal and active citizens. They also have very strong environmental community with a desire to preserve open space.

g) There is a "toxic" political environment in Pacifica.
- This environment has created timid political officials who tend not to lead and only act when pushed by citizen uprising.
- There is an overriding perception that things will never happen here because of the political environment.
- The accomplishments that do occur tend to be reached through a grassroots effort, supported by private funds, driven by citizen groups, and volunteer work.
- Because of this, it takes a lot of effort to make progress in Pacifica.

h) Bus Service
- Pacifica has a poor performing bus service and its funds keep getting cut.
- The Sanchez Library is in a great neighborhood location but it is not on a main path, so it is hard to reach by bus.
- People who take buses tend to choose to visit the library that is accessible with only taking one bus route, rather than needing to transfer.

i) In Pacifica, children and parents are involved in the community. They show up for events and have a high level of participation.

j) There are not many amenities in Pacifica for teens. This is an ongoing issue. Teens feel they have nothing to do and limited work opportunities. Teens refer to Pacifica as "Pathetica," and are called "Linda Martians,"

k) The Pacifica branches get lots of patrons from Montara and Moss Beach.

l) Librarians are placed in more of teaching role than in the past.

m) As the world moves toward conducting business online (taxes, job applications, housing searches), many people still don't know how to do this. There is a technology divide in Pacifica. Staff believes that this is more relevant in Pacifica than in other communities. There is also a large disparity in income.

n) Pacifica has the best Friends of the Library group you could ask for. They are very dedicated and have programs at both library branches.

o) Residents tend to love Pacifica and would not live anywhere else on the peninsula.

2. What might be the library's role in addressing these issues?
a) Learning Place
- The library could be a place for learning.
- The library could have an interactive setup with an environmental focus.
- The library could have a computer lab to help technology split in the community.
- The library should have an education center, with books and technology for individuals and classes.
- The library should have an appropriate homework center.
- The library should develop a larger and deeper collection for school assignments.
- They would like to see more free programs and classes at the library.

b) Teens

- The library could provide teens a place to hang out with a media center.
- There should be fully developed teen services at the library.
- This should include a teen area and librarian.
- The library should have teens help plan events.

   c) Access
- There could be buses to the senior centers for special programs.
- The library could provide transportation like a small bus to get to the library or a delivery service. This would allow people who couldn't otherwise, still access library.
- If the library was open seven days per week, it could draw more people.
- The library should be located in people's path for convenient access.
- The library should be accessible both inside and outside the building.

   d) Gathering Place
- The library could be a community center, a destination. It could draw people from Pacifica and beyond and be an economic boost for community.
- The library should have meeting spaces for everyone. There should be spaces for both quiet and active meetings.
- The library could provide space for political groups to find common ground.
- The library could host teacher meetings. This would get the library some agenda time with teachers and has been successful in other libraries.
- The library could provide entertainment for all ages or specifically a space for it.
- The library should provide a separate children's area.
- The library could serve as a town hall, a meeting place for civic discussions.
- The library could bring the community together, despite their differences, if it had an appropriate space available.

   e) Partnerships
- The library should develop more partnerships
- The library could work with groups who support the environment, open space, etc.
- Partnerships could help the library get the word out about the library to non-users.
- There are lots of things in Pacifica accomplished through partnerships.
- There are current partnerships, but the library can have more.
- The library could partner with businesses to show them what the library can do

   f) Other
- The library building could be part of a civic downtown and support an economic engine for the community.
- The library could be a place for resources for job hunting, etc.
- The library could be a place to inform the public with handouts and meetings.
- The library should work to better publicize library events and service, which are all free.

B. Critical Library Services
   1. What do you believe are the three most critical services to deliver at the library?
   2. Which of these need the most growth and/or improvement?
   3. Exercise
      a) For this exercise, the individual staff members wrote critical services on post-its. These were grouped by type of service and then marked with dots as described below.
      b) Legend
         ^   most critical service (3 dots were given to each individual)
         *   most need for improvement or growth (1 dot was given to each individual)
         (#)   number of times posted, if more than once
      c) Critical Service Groups
         d) Teen
- Teen Services (2)^
- Teen Area (2)^
- Attention to Teens

      e) Hours**

- Open 7 days(2)^
- Hours
- Extended Hours^

f)   Collections*
- Collection^
- Free Access to a variety of materials ^
- Expanded collection^
- Popular materials
- Better collections for school assignments
- Multimedia and formats
- Media/CD/DVD collections

g)   Technology***
- Computer lab (2)^
- Tech Education^
- Computers ^
- Computers with Online access^
- Labs classes
- Technology ^

h)   Accessibility
- Accessibility (2)^
- Easy access

i)   Education**
- Lifelong learning (free classes)^
- Classes (computer, etc)
- Education
- Teacher services
- Education Information (self directed and school)^
- Skill enhancing classes
- Learning place

j)   Senior
- Senior Services
- Focus on Senior needs
- Senior Area

k)   Separate Rooms
- More meeting spaces^
- Study Rooms (3)^
- Quiet Area

l)   Programs
- Programs (2)^
- Free programs
- Activities

m)   Community Place**
- Community Meeting space (3)^
- Gathering area
- Social Place
- Destination
- Community Center^
- Space for Community Groups

n)   Other
- Outreach (2)
- Early Literacy (2)^^
- Flexible in space and Operation^
- Central Location^
- Staff friendly space
- Comfortable space

- Inclusive
- Fun place
- Working with ocean discovery center
- Customer service

    4.   Discussion

        a)   The staff wished they had more dots.

        b)   It was difficult for the staff to choose where to put their dots.

        c)   Some chose the "teacher and education" group because more budget cuts mean more need. They also chose this option for its relationship to lifelong learning. They think the library is one of the few, if not only, ways to support the need for lifelong learning opportunities. This is a unique niche for libraries, other things can happen other places, but this is a differentiator for Pacifica.

        d)   Others chose technology because people have been turned away and then leave the library because there were no available computers or outlets. Some also chose technology because there are little other options for free internet access. Before the library opens some days, they have found people sitting outside using the Wi-Fi.

        e)   Staff sees a specific need for a community place to come together. This is not just a need for meetings with users being in and then out, but a place to be a community. This need would drive the library experience. It would be a place for spontaneous dialog.

        f)   Some selected the "hours" group because they remember picking days to visit library, but it was closed for budget reasons.

        g)   Others picked "collections" because they felt it was important to save the books. They felt that books are the basis of the library.

VI.   Conclusion

    A.   Any Last Thoughts and Reflections on the Workshop

        1.   In the Mountain View Library, they had an information desk where people could find out about upcoming programs. It was staffed by volunteers, someone like a greeter.

        2.   They would like to once again emphasize the need for space and outlets.

        3.   They feel like they are coming away with a lot of hope. Sometimes, it feels isolated on the coast, but it is great to be remembered by the county system.

        4.   It was nice to voice concerns and to understand the reasons. It is important to acknowledge and share the challenges.

        5.   They enjoyed hearing and sharing concerns with colleagues.

    B.   Feedback on the Meeting

        1.   Positive

            a)   They really liked getting together in one place. It is difficult to assemble the staff from the two branches and get a consensus.

            b)   There was a nice balance between ABA talking and the group talking.

            c)   The meeting exceeded their expectations.

            d)   It wasn't boring and definitely kept the participants engaged.

            e)   It was helpful when ABA asked the staff not to think about having only one library vs. two libraries. It helped staff to consider new ideas and think about them. It encouraged staff to be open minded.

            f)   They were very happy with participation from staff.

        2.   Delta

    C.   They wanted more dots!

ABA

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SMCL PACIFICA LIBRARY NEEDS ASSESSMENT
Key Informant Interview

MEETING DATE:	**March 10, 2011**	**REGARDING:**	Meeting Minutes
MEETING TIME:	**10:30-11:30am**	ABA PROJECT #:	10-1201-0
LOCATION:	Conference Call		

ATTENDEES: Laurie Frater, *Jefferson Union High School District Board Member*
Kate Masleid, *ABA*

CONTEXT: As part of our process for the Library Needs Assessment Services for Pacifica, we are reaching out to key members of the community to help us better understand the community's service needs and priorities. This interview is meant to be an open and collaborative discussion towards a strategic approach to the future of library services in Pacifica.

PURPOSE: To engage in a detailed discussion about community needs, service priorities, and the future plans for the library.

INTENDED RESULTS: The intended results of this meeting are to:
- Understand the overall process and how and where you are inputting into it
- Develop an understanding of the current and future service needs of the community from this group's perspective
- Develop an understanding of the Service Priorities for the delivery of library services

AGENDA ITEMS

I.   **Introduction and Agenda Review**
   A.   Needs Assessment Process Overview
   B.   Who do you feel you represent in the community?
      1.   Education community
      2.   Previously on the Elementary District Board
      3.   Currently on the High School District Board of Trustees
      4.   Scottish community
      5.   Pacifica resident for 25 years
   C.   What do you believe to be the three most critical issues for Pacifica today and in the future?
      1.   Financing and funding for Pacifica city services
      2.   Growth vs. no growth
         a)   Some people that want to preserve Pacifica as it is.
         b)   Others feel that if they are going to fund public services, Pacifica needs to fund development of businesses.
      3.   Geographically peculiar entity
         a)   Pacifica is a place you need to be going to, to get there. You don't really pass through the city on the way to anywhere else.
         b)   Pacifica is made up of different communities
         c)   There is no real town center.
         d)   Pacifica is divided by Highway 1.
   D.   What do you see as the library's role in addressing those issues?
      1.   The library needs to be a place that draws people in.
      2.   The library should be a part of a center in town. The struggle is where to make the center of town.

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3. He is frustrated that a plan for a library hasn't gone forward because they couldn't just pick a site and move ahead with it.
4. He doesn't know anyone who doesn't want a library built, except those concerned about losing the library closest to them.
    a) He feels this issue could be solved with satellites and pickup locations.
5. Regarding funding of the library, he believes if you want something enough you'll be able to find a way to do it. Once the rest of it is decided, the funding will follow and it will be less of a problem then people might think.

II.   Library Services – Current and Future Needs

A. Do you use library services? If so, which ones, how often and for what purpose?
1. He doesn't use services very much himself.
2. His daughter often uses the library. She is 12 years old and loves reading.
3. His wife constantly uses the library, but not the Pacifica branches. She uses the one in San Francisco because they have broad selection of Japanese materials.
4. He does lots of reading, although perhaps less on paper and more online. He has a wall of books at home and could almost start his own library.
5. He hasn't gotten a kindle because he stills enjoys touching and holding the book. He feels you can't replace that physical experience: the action of turning the page.
B. What other libraries have you visited?
1. He has been to both Pacifica libraries.
C. What do you appreciate about the services you receive? What is working well?
1. His daughter is constantly making reservations for books. She recently picked a rare disease to research for school, but was able to request materials for it.
2. He appreciates being able to request books.
3. He likes seeing small children in the library. He always sees little kids there, totally absorbed in their book.
4. His son would use the library computers before he had his own laptop. His son used the computers sometimes for research and other times for games.
D. What would you like to be able to do or have access to at the library, but currently cannot?
1. Pacifica has several community groups and they often have to reschedule a meeting because meeting space isn't available.
2. He would like to see a central library built with multiple stories. It would include city hall and the school district headquarters. The first floor would have the books, and second floor would be setup as meeting space that can be configured for a large group of 100 or smaller groups of ten to twelve.
3. He sees a desperate need for meeting rooms. Although this is not necessarily a direct library function, it is something it could do to serve the community.
E. How do you think the library should change? Stay the same?
1. He is sure that there will be more electronic media, but thinks all materials being electronic would almost be a shame.
2. He does not feel the library functions solely as a virtual entity. An important part of the library is the physical space, a place with physical books, a place to go and read.
3. He is sure in the future schools will just have iPads, but he is not as sure about the library.
4. He hopes the library will not become a museum – that in the future, they will have stopped printing books and will instead have field trips to show kids what a library was what books were.
5. He feels that people have a fascination with doing everything electronically, but sometimes that is not the best way to do things. He thinks there may be a backlash and people will go back to sitting and reading a book.
6. He enjoys how you can be reading a book and your mind will wander off imagining the scene, but doesn't think that happens as much with electronic reading. Instead, you focus too much on looking at it. He remembers reading a comedy book – it was one of the funniest things he has ever read. Later when it was made into a television show, it wasn't nearly as funny, because the interpretations to put it on screen were not as funny as what he could imagine himself.

    F.   How do you see individuals accessing library services in the future – and what issues do you believe might arise?
        1.   He imagines in the future people might put on electronic suits and interact with the characters.
        2.   However, he knows there are kids now who do not have books, and kids should have access to books in a place where they can feel safe. They need a place to get to the whole world of information and literature without having to be rich to have access.
    G.   Describe your ideal visit to the Library in 10 years. What is the experience? What are you doing?
        1.   He imagines wanting a particular book. He would go in and ask for that particular book and then he would be able to leave with it.

III.   Conclusion
    A.   Action Items and Next Steps
    B.   Feedback on the Session
        1.   He appreciates the survey being done, but sees frustration in the community at the process not moving forward with a building yet. He feels that perhaps 'the perfect' has become the enemy of 'the good' and thinks that at some point you have to just build it. He thinks that there will always be people coming back later with criticism, but at some point you have to say we've talked about this enough.
        2.   The interview was a lot more fun and shorter that he expected.

ABA

A N D E R S O N   B R U L É   A R C H I T E C T S
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SMCL PACIFICA LIBRARY NEEDS ASSESSMENT
Key Informant Interview

MEETING DATE:	**March 11, 2011**	**REGARDING:**	Meeting Minutes
MEETING TIME:	**9:30-10:30 am**	ABA PROJECT #:	10-1201-0
LOCATION:	Conference Call		

ATTENDEES: Joan Weideman, *Pacifica School District Board Member*
Kate Masleid, *ABA*

CONTEXT: As part of our process for the Library Needs Assessment Services for Pacifica, we are reaching out to key members of the community to help us better understand the community's service needs and priorities. This interview is meant to be an open and collaborative discussion towards a strategic approach to the future of library services in Pacifica.

PURPOSE: To engage in a detailed discussion about community needs, service priorities, and the future plans for the library.

INTENDED RESULTS: The intended results of this meeting are to:
- Understand the overall process and how and where you are inputting into it
- Develop an understanding of the current and future service needs of the community from this group's perspective
- Develop an understanding of the Service Priorities for the delivery of library services

AGENDA ITEMS

I.   Introduction and Agenda Review
   A.   Needs Assessment Process Overview
   B.   Who do you feel you represent in the community?
      1.   Elementary schools, serves on the School Board
      2.   She also serves on the board of Pacifica School Volunteers
      3.   Her focus is kids.
      4.   She has a 16 year old and an 18 year old herself.
   C.   What do you believe to be the three most critical issues for Pacifica today and in the future?
      1.   Economic development
      2.   Environmental conservation issues
      3.   Protecting education
   D.   What do you see as the library's role in addressing those issues?
      1.   Serving as an anchor for the community
      2.   Supporting the education of kids – all the way through high school
      3.   Providing space for a homework center - more supportive than current space

II.   Library Services – Current and Future Needs
   A.   Do you use library services? If so, which ones, how often and for what purpose?
      1.   Online Services
         a)   catalog
         b)   research
         c)   encyclopedias
      2.   Outreach to schools
         a)   Librarians show Middle school students how to do research from home

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        b)   Kindergarten readiness camp
- Funded through first five
- Library cards for the child and parent

        c)   Librarians pull books for school's read-aloud days

   3.   She uses online services, books, and staff time.

B.   What other libraries have you visited?
1. San Francisco Main Library
   a) For the more expansive book collections
   b) For more bizarre topics, because they have the resources

C.   What do you appreciate about the services you receive? What is working well?
1. She thinks the staff is fabulous. They are very service oriented and do great outreach.
2. She likes teacher library cards. The cards allow them to take out more books for longer time periods. This works well for special projects.
3. One middle school has books delivered once a week. The other schools wish they had this service as well. Kids request the books online and then they are delivered once a week.
4. Activities and Events
   a) Science guy
   b) Children's reading
   c) Events that engage the community
5. She appreciates the summer reading program. They are very useful when school libraries are closed. The school libraries are closed in May and September for time to do inventory and setup by volunteers.

D.   What would you like to be able to do or have access to at the library, but currently cannot?
1. She thinks the homework center needs to be updated to support 21st century learning model.
2. She thinks the homework center should include the following features:
   a) Smart boards
   b) PowerPoint presentations
   c) Computers
   d) Technology more like their new classrooms
   e) Business center island – tape, glue, staples, like a Kinkos
3. She sees current education methods use more than worksheets. They no have more integrated learning with technology. Students need access to those same tools and technology outside the classroom. They need access to practice with the tools. This is especially true for kids who don't have computers at home. Even if the tools are available at school, at some point the teachers cannot always stay late and on weekends. This is even more critical with changing technology.
4. She sees an opportunity to partner with local Channel 26 for video productions. They could teach and encourage youth to be a part of video production. This would attract the young people to the library. This would create a good connection by sharing out information and getting kids to help out.
5. She would like to have remote library service. This would include a drop box for returning materials at other locations. This would be a good way to provide access for segmented areas of the community. It should also include places to access central library virtually.
6. She sees a need for space for community meetings. It should be a flexible space, so that you can have one big space or little rooms.
7. She would like to see venues for displaying information and art. Glass cases would be nice. She would also like to see the library put up screens to display informative videos. These types of videos are already being made, but do not have a venue to be displayed.
8. She would like areas for different activities and noise levels. There should be quiet spaces to read and other spaces for working on group projects or puppet shows.
9. She thinks lots of natural light is a critical need.
10. She would like the architecture of the library to create a sense of community with areas to gather and interact.
11. She would like the library building to take advantage of natural beauty of the location and work with context of the site.

12. She thinks a Friends of the Library gift shop space would be a good element. It could have book bags, pens, and other related items. It would provide fundraising opportunities.
13. She also sees a coffee shop as nice combination with library.
14. She wants the library to have Wi-Fi with a robust enough bandwidth to have lots of people accessing at once.
15. While she acknowledges the trend towards eBook devices, she still feels it is important to keep books.
16. She would like to bring library staff into the schools.
17. She would like to integrate school libraries with public libraries more, but realizes that they have to protect the children from outside visitors. Some schools libraries are easier to close off from the rest of the school, but others are located more centrally.

E. How do you think the library should change? Stay the same?
1. The library's architecture should create community. (See earlier comments for additional information.)
2. The library should still have books.
3. She feels a single, central location would provide more programs.
4. She would like the library to be the center of the community, an anchor to build out from.
5. She wants to keep the great staffing and programs.
6. She thinks the library needs more space and better technology.
7. She does not recommend only building for the programs you can afford now; instead, build for the programs you want to have.

F. How do you see individuals accessing library services in the future – and what issues do you believe might arise?
1. She is curious how the library will loan electronic books.
2. She sees people accessing the library in two primary ways: access through online technology and physical access.

G. Describe your ideal visit to the Library in 10 years. What is the experience? What are you doing?
1. She imagines walking into a bright open space with rooms or places. There is a foyer and entrance. Then traditional books and a seating area is your first experience. Meeting rooms and activity areas would be in a secondary space, perhaps upstairs. She imagines she might be volunteering in the homework center helping kids or taking kids there for activities.

III. Conclusion
A. Action Items and Next Steps
B. Feedback on the Session
1. She is not sure that kids knew they could take the survey.
2. She thought the interview was great.
3. She usually prefers face to face and in person, but over the telephone worked well.
4. It was good that we were prepared with questions. Questions always make her think and that is good.

ABA

SMCL Pacifica Library Needs Assessment
Key Informant Interview

Meeting Date:	**March 26, 2011**	**Regarding:**	Meeting Minutes
Meeting Time:	**9:00 -10:00am**	**ABA Project #:**	10-1201-0
Location:	Conference Call		

Attendees: Mary Ann Nihart, *City of Pacifica Mayor*
Kate Masleid, *ABA*

Context: As part of our process for the Library Needs Assessment Services for Pacifica, we are reaching out to key members of the community to help us better understand the community's service needs and priorities. This interview is meant to be an open and collaborative discussion towards a strategic approach to the future of library services in Pacifica.

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Intended Results: The intended results of this meeting are to:
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- Develop an understanding of the Service Priorities for the delivery of library services

AGENDA ITEMS

I.   Introduction and Agenda Review
    A.   Needs Assessment Process Overview
    B.   Who do you feel you represent in the community?
        1.   She hopes to represent everyone as the mayor. She certainly tries to listen to everyone.
        2.   Demographically, she is a 56 year old, single homeowner.
        3.   She is involved with several nonprofit organizations:
            a)   Pacifica Education Foundation
            b)   Pacificans Care
            c)   Fog Fest Organizers (founding member, 16 years)
            d)   Historical Society
            e)   Previously involved with Pacifica Connected
    C.   What do you believe to be the three most critical issues for Pacifica today and in the future?
        1.   Economics and finances. She believes every city is struggling.
        2.   Another key issue is bringing the community together to figure out how to maintain hills and preserve environment while allowing city to develop more fully into the jewel it could be.
        3.   Coastal erosion is a challenge for Pacifica and the effort needed to maintain the coast is beyond the City's ability.
    D.   What do you see as the library's role in addressing those issues?
        1.   She doesn't see a direct role for the library with finances, but indirectly a library could provide resources.
        2.   There are three primary agencies in Pacifica - School District, Water District and the City. The library could support public agencies with access to information. This would be more than books and would include access to pools of data.
        3.   The library could engage the business community to help them grow.

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       4.   The library could be a coastal resource. This would be different from Monterey Bay and aquariums that focus on the ocean. It could be a repository for information for the Coastal Commission. This could include information about the effect of tides, erosion, and tsunamis. It would create a destination to tie into library, while reaching out in a unique way. There are universities that study this, but she is not aware of anything like it in the coastal communities themselves. This type resource would educate people and peak their interest. It could have different maps and diagrams of what is happening to the coast. Then visitors could understand that the coast is always eroding: part from the tide, wave action, and some from off shore water flow.

       5.   The library could bring the outside in by being a trailhead location, perhaps over by the quarry.

II.   Library Services – Current and Future Needs

    A.   Do you use library services? If so, which ones, how often and for what purpose?
       1.   She lives within a block of Sharp Park Library.
       2.   She usually accesses music and videos.
       3.   She also checks out books for research and pictures.
       4.   She uses basically everything except the kids section.
       5.   She often accesses information through a university, but knows that most people cannot do that. However, she feels that these things should be accessible to everyone.
       6.   She used to go to the library weekly, but lately goes much less often because of a lack of time. Currently, she goes the most often for meetings.
       7.   Basically between her full time job and being mayor, she has a limited amount of time left to visit the library for pleasure.

    B.   She thinks the library can help people learn to discriminate between different information. The library can educate people on the validity of different sources.

    C.   What other libraries have you visited?
       1.   She visits Sharp Park the most, but has also been to Sanchez.

    D.   What do you appreciate about the services you receive? What is working well?
       1.   She really appreciates having people staff the library. She likes that they are available for questions. She thinks the library should never lose this.
       2.   She appreciates the internet, the ability to search. She feels that Pacificans have incredible access, for their town size, to the larger collection of the county, but feels like the collection suffers from duplication in collection for multiple locations within Pacifica.
       3.   She has had to drive to other libraries to get a book when she needed the book too soon to wait for it to be delivered.
       4.   She would like to see more programs. She enjoys the travel programs and visiting authors.

    E.   What would you like to be able to do or have access to at the library, but currently cannot?
       1.   She feels that the physical building is just one piece. She thinks the library needs to be accessible to everyone through the internet.
       2.   She would like to be able to go to the library and hang out. Right now to her, the library is not very big and is not an inviting space to hang out in.
       3.   She thinks that more people should be able to access library and collection from home through the internet.
       4.   She would like to see more information based classes and education.
       5.   She wants the library to engage teens more. It should be more inviting to teens. There could be a teen center as a part of the library to create more access for teens.

    F.   How do you think the library should change? Stay the same?
       1.   She thinks the library should increase accessibility.
       2.   She feels the library should also work to increase the patron skill sets she already mentioned.
       3.   She wants to always have library services in Pacifica. She especially feels this in light of the reality of what things are being cut for budget reasons.

    G.   How do you see individuals accessing library services in the future – and what issues do you believe might arise?
       1.   She thinks every citizen with a computer should be able to access and download things from the library.

        2.   She imagines the library having better meeting space, exhibits, and classes.

        3.   She sees the library as a vibrant and active place, where people would be engaged.

        4.   She imagines there would be expert researchers available for patrons or available as a resource for the local librarians.

        5.   She feels that the library needs to be inviting to kids, especially because of reductions at schools.

        6.   She thinks the challenge will be to have the right people, with specific experience and skills, available to youth. They should be people that you can trust and who can control behavior.

        7.   She imagines there will be issues with privacy and computer security.

        8.   She is aware of SMCL website, but thinks there needs to be substantially more training and outreach to support it.

    H.   Describe your ideal visit to the Library in 10 years. What is the experience? What are you doing?

        1.   She imagines walking into a beautiful spacious setting with exhibits to learn from – multimedia presentations. From the exhibits, you can learn about tidal actions, coastal issues, and coastal creatures in a visual, auditory, maybe even touch way. The exhibits would engage all aspects of learning.

        2.   She would like the library to feel light and airy.

        3.   She hopes the library would capitalizes on the incredible views and be centerpiece for the community.

III.   **Conclusion**

    A.   Action Items and Next Steps

    B.   Feedback on the Session

        1.   She thought the session was great.

        2.   She appreciated the flexibility in the questions.

        3.   It was good how things fit together.

        4.   Good job

San Mateo County Library

Pacifica Library Needs Assessment

Community Outreach Meeting #2
April 6, 2011

Agenda

❑ Introduction
❑ Needs Assessment Overview
❑ Community Input to Date
❑ Qualitative Assessment of Facilities
❑ Benchmarking and Trends
❑ Community Dialogue
❑ Conclusion

Needs Assessment Overview
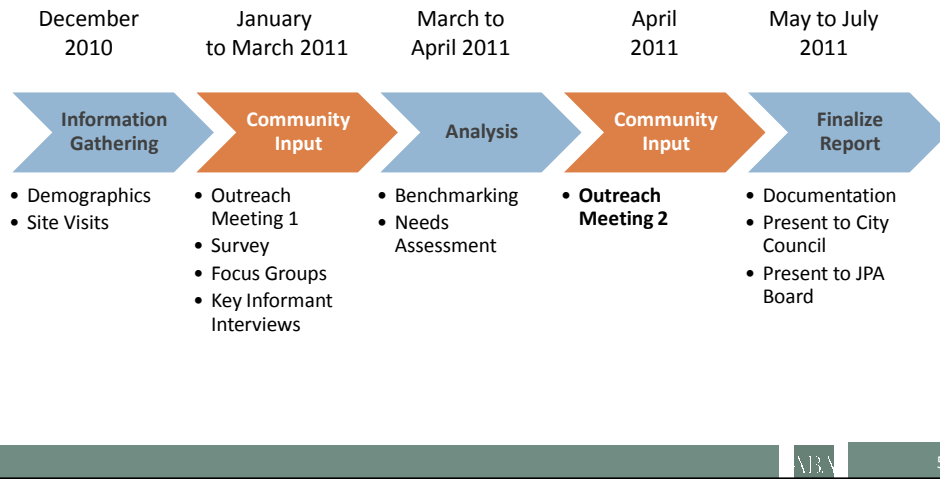
❑ Goals of Needs Assessment
❑ Process and Approach

ABA

Goals of the Needs Assessment

❑ Establish a Common Understanding of Current Library
Services
❑ Include a Broad and Diverse Spectrum of the Community
❑ Identify Pacifica's Unique and Specific Library Needs
❑ Describe how the Current Buildings Either Enable or Limit
the Provision and Enjoyment of the Library's Collections and
Services
❑ Describe the Minimum Space Required to Provide for the
Identified Needs Based on Current and Future Demand for
Library Services
❑ Generate a Community Consensus to Move Forward with
the Library Project

ABA 4

Needs Assessment Process

December 2010	January to March 2011	March to April 2011	April 2011	May to July 2011
Information Gathering	**Community Input**	**Analysis**	**Community Input**	**Finalize Report**
• Demographics • Site Visits	• Outreach Meeting 1 • Survey • Focus Groups • Key Informant Interviews	• Benchmarking • Needs Assessment	• **Outreach Meeting 2**	• Documentation • Present to City Council • Present to JPA Board

ABV

5

Approach

Define Community Growth & Change

Share Service Model Principles

Benchmark Services & Facilities

Quality Needs Assessment

Understand User and Staff Needs

Assess Existing Facilities

Gather Community Input

ABV

6

Community Input To Date

Community Outreach Efforts

❑ Outreach Meeting #1
  ▪ February 17, 2011
  ▪ Approximately 60 Attendees

❑ Focus Group Meeting
  ▪ March 12, 2011
  ▪ 8 members (including 3 youth)

❑ Key Information Interviews

❑ Community Survey
  ▪ February 4 - March 23, 2011
  ▪ 276 Survey Respondents

8

Pacifica's Critical Issues

- ❑ Geographic Peculiarities
  - ▪ Divided by Highway 1
  - ▪ Highway 1 is the Key Connection to Neighboring Communities
  - ▪ Isolated from Larger Bay Area
  - ▪ Neighborhood Pockets due to Terrain
- ❑ Coastal Community with Unique Ecology
- ❑ Struggling Small Businesses and the Unemployed
- ❑ Changing Educational Landscape
- ❑ High Political Involvement of Citizens

Summary of Input

Value of the Library

- ❑ Library as a Gathering Place
- ❑ Programs, Activities, and Events
- ❑ High Quality Staff
- ❑ Learning Opportunities for All Ages
- ❑ Access to Information
- ❑ Access to Technology
- ❑ Online Services
- ❑ Wi-Fi
- ❑ School Support and Outreach
- ❑ Access to Larger County Collection

Concerns and Unmet Needs

❑ Expand Hours and Days Open
❑ Larger Collection, Newer Materials
❑ More Space for Everything
❑ Separate Spaces for Quiet and Noisy Uses
❑ Spaces Designed for Children and Teens
❑ Physical Accessibility (Inside and Out)
❑ More Meeting Space (Small and Large Groups)
❑ Update Technology
❑ Space and Technology for Training
❑ Staff Support Space

ABV   11

Summary of Input

Potential for the Library

❑ Community Center
  ▪ Information
  ▪ Gathering
  ▪ Resources
  ▪ Near Other Amenities
❑ Increasing Excellence in Education
❑ New and Expanded Partnerships
❑ Support for Lifelong Learning
❑ Satellite Locations and Remote Access
❑ Welcoming and Intuitive Space
❑ Highlight Beauty of Pacifica, Coastal Location

ABV   12

Summary of Input – **Respondent Profiles**
Community Survey
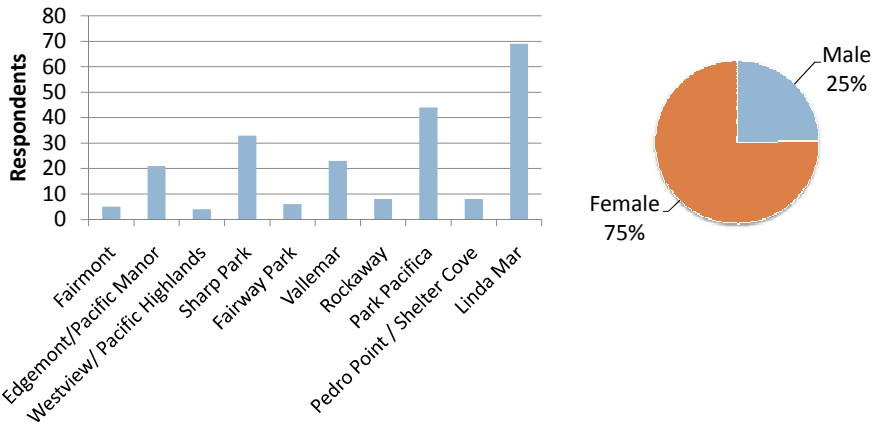
Summary of Input – **Respondent Profiles**
Community Survey
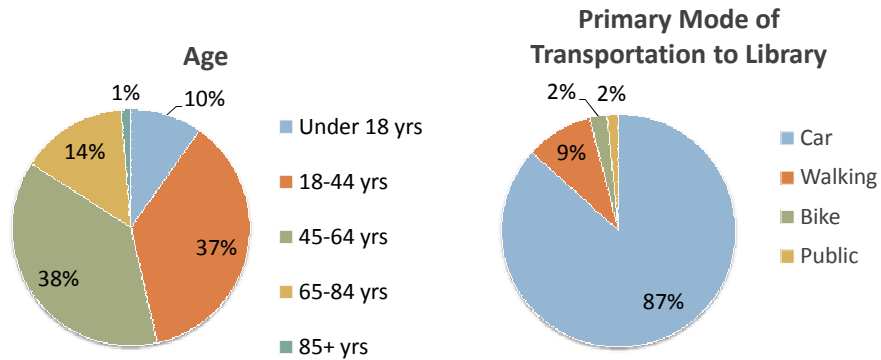
Summary of Input – **Library Use**
Community Survey

❑ Reasons for Using Another Library
- Collections Available   55.8%
- Location   39.5%
- Physical Environment   30.2%

❑ Not Satisfied with Level of Service Provided
- Available Seating   29.4%
- Comfortable Seating   33.0%

Summary of Input – **Library Service Satisfaction**
Community Survey

❑ Library Services People Didn't Know About
- Adult Classes   32.6%
- Cultural and Arts Programs   31.0%
- Adult Programs   28.7%
- SMCL Website   21.8%
- Book Club and Author Programs   21.3%

Summary of Input – **Library Service Priorities**
Community Survey

❑ Most Like to See These Services Improved

- Hours Open   59.1%
- Collections and Resources   37.0%
- Comfortable Seating   18.7%
- Available Seating   18.3%
- Children's Programs   17.4%
- Teen Programs   16.1%
- Cultural and Arts Programs   16.1%
- Adult Classes   15.7%

ABA   17

Qualitative Assessment of Facilities

ABA

SMCL Service Model Principles

The observations are structured to align with the SMCL Service Principles:

❑ Welcoming Environment
❑ Intuitive Systems and Layout
❑ Operational Efficiency
❑ Space that Excites and Inspires
❑ Customer Driven Self-Service

Welcoming Environment

Sharp Park Library

❑ Civic Presence is Limited
❑ Accessibility Challenges
❑ Lower Entry
   ▪ Access Point for Community Room
   ▪ Colorful and Bright Mural
   ▪ Many Competing Uses
❑ Upper Entry
   ▪ Open and Inviting
   ▪ Remote from Parking
   ▪ Not Easily Found
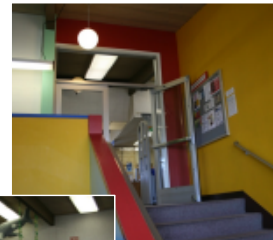
Intuitive Systems and Layout

Sharp Park Library

❑ Open, One-Room Library Layout
  ▪ High Visibility
  ▪ Easy Wayfinding
❑ Easily Recognizable Service Desk
❑ Immediate Display Areas for Browsing
❑ Challenging Elements to Find
  ▪ Book Nook
  ▪ Study Carrels

21

Operational Efficiency

Sharp Park Library

❑ Open, One-Room Library Layout
❑ Book Returns
  ▪ Exterior Drop is Highly Used by Customers
  ▪ Improvised Interior Drop is Also Used
❑ Staff Areas Impacted
❑ Service Desk Potentially Oversized
❑ Collections Overflow on Temporary Shelving

22

Space that Excites and Inspires
Sharp Park Library

- ❑ First Impressions
  - ▪ Cramped and Small
  - ▪ Very Dated
- ❑ Interesting and Vibrant Displays
- ❑ Children's Area
  - ▪ Fun, Colorful and Whimsical
  - ▪ Limited 'Face Out' Displays
  - ▪ Limited Specific Children's Furniture
  - ▪ Acoustically Challenging for Programs
- ❑ No Dedicated Teen Space

23

Customer Driven Self-Service
Sharp Park Library

- ❑ Self-checks
  - ▪ Highly Visible
  - ▪ Under Utilized (67%)
  - ▪ Located at Service Desk
- ❑ Holds and Loans
  - ▪ Well Used and Well Liked
  - ▪ Convenient Location
- ❑ Online Services

24
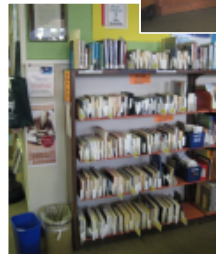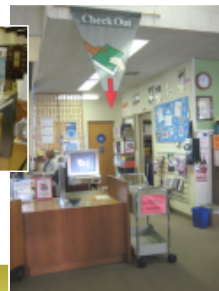
Welcoming Environment
Sanchez Library

❑ Civic Presence is Limited
❑ Accessibility Challenges
❑ Open and Inviting
❑ Entry has Many Competing Uses
  ▪ Security Gates
  ▪ Community Information
  ▪ Copier
  ▪ Restrooms

ABV 25

Intuitive Systems and Layout
Sanchez Library

❑ Open, "L" Layout
❑ Two Service Desks
❑ Connection to Outdoors
❑ Limited Display Areas for Browsing

ABV 26

13

Operational Efficiency
Sanchez Library

- ❑ Open, "L" Layout
- ❑ Book Returns
  - ▪ Exterior Drop is Highly Utilized by Customers
  - ▪ Improvised Interior Drop is Also Used
- ❑ Staff Areas Very Limited
- ❑ Service Desks are Oversized

ABV 27
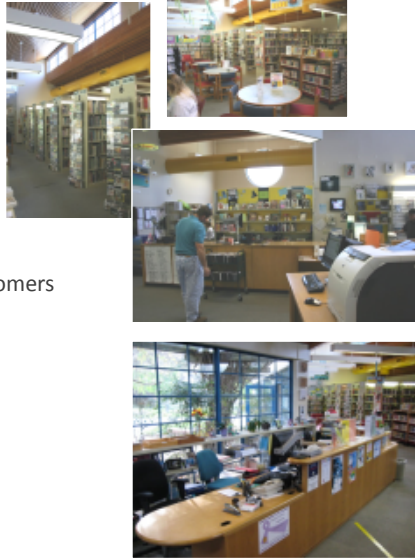
Space that Excites and Inspires
Sanchez Library

- ❑ First Impressions
  - ▪ Good Natural Light
  - ▪ Dated and Crowded
- ❑ Limited Display Areas
- ❑ Children's Area
  - ▪ Fun, Colorful and Whimsical
  - ▪ Very Limited 'Face Out' Displays
  - ▪ Limited Children's Furniture
  - ▪ Acoustically Challenging for Programs
- ❑ Small Teen Space

ABV 28

Customer Driven Self-Service

Sanchez Library

❑ Self-checks
- Highly Visible
- Under Utilized (61%)
- Located at Service Desk

❑ Holds and Loans
- Well Used and Well Liked
- Convenient Location

❑ Online Services

Benchmarking and Trends

Benchmarking Criteria

❑ Age of Building: 0 to 7 years
❑ Service Population: 38,000 to 46,500
❑ Size of Building: 20,000 sf to 60,000 sf
❑ Preferred Location: Coastal and Suburban Community

The benchmark criteria includes a **range of metrics** intended to provide insight into Pacifica's Library Services Model through direct numerical comparison.

A benchmark may be considered valid if it **meets a substantial portion, but not necessarily all, of the criteria**.

For example: A benchmark may demonstrate very strong attainment of three of the criteria, while nearly reaching the remaining criteria.

Selected Benchmarks

❑ Cole Library, Carlsbad, CA
❑ Dublin Library, CA
❑ Mark Twain Library, Long Beach, CA
❑ Millbrae Library, CA
❑ Morgan Hill Library, CA
❑ North Natomas Library, Sacramento, CA
❑ Robbie Waters Pocket-Greenhaven Library, Sacramento, CA

Benchmark Criteria

Criteria	Age of Building	Service Population	Size of Building	Location
	0-7 years	38k-49k	20k-60k	Coastal or Suburban
North Natomas	++	+	++	Suburban
Robbie Waters	++	++	-	Suburban
Millbrae	+	- -	++	Suburban
Dublin	+	+	++	Suburban
Morgan Hill	++	++	++	Isolated Suburban
Cole	-	+	++	Coastal
Mark Twain	++	-	-	Coastal

Benchmark Data Areas

Data Area	Metric
Collection Size	Items per Capita
Seating (Total Reader Seats)	Seats per Capita
Computers (Total Stations)	Computers per Capita
Program Rooms	Seats per Capita
	Total Seating Capacity
Children's Area	Seats per Capita
Group Study	Seats per Capita
Size of Building	Square Foot per Capita

Benchmark - Collection

Items per capita

Location	Value
Pacifica*	1.7
Benchmark Trend	3.1
Cole	4.3
Dublin	4.1
Mark Twain	1.1
Millbrae	4.7
Morgan Hill	3.6
North Natomas	2.7
Robbie Waters	1.0

*Collection adjusted to account for duplication

35

Benchmark - Seating

Seats / 1,000 capita

Location	Value
Pacifica	2.0
Benchmark Trend	4.5
Cole	3.5
Dublin	8.3
Mark Twain	2.4
Millbrae	8.1
Morgan Hill	3.7
North Natomas	4.0
Robbie Waters	3.4

36

18
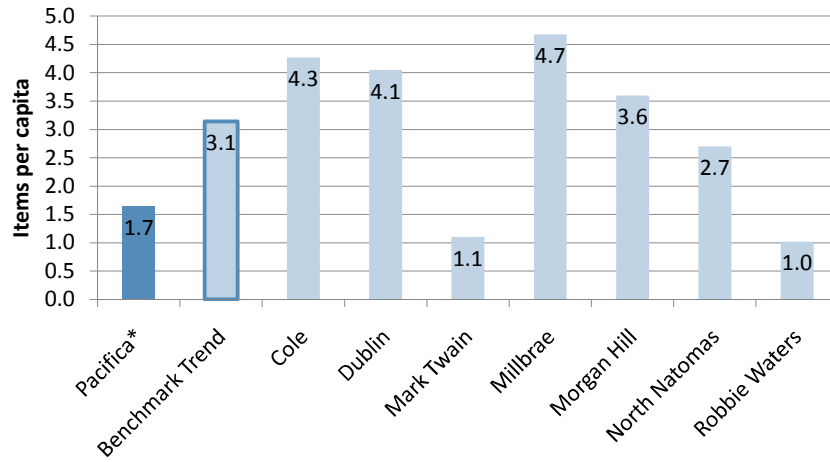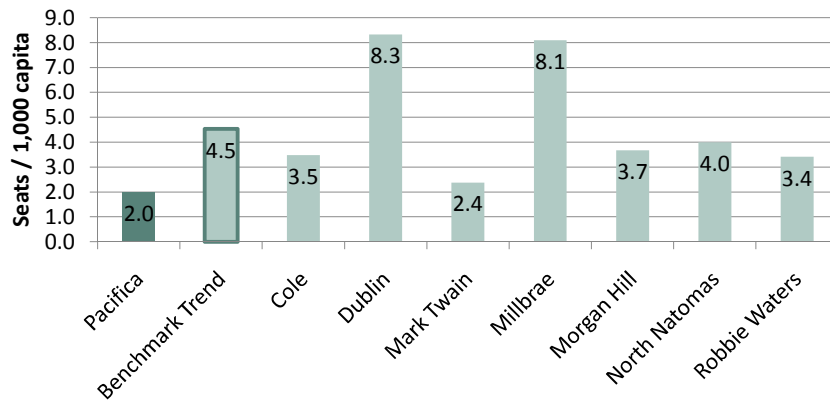
Benchmark - Computers
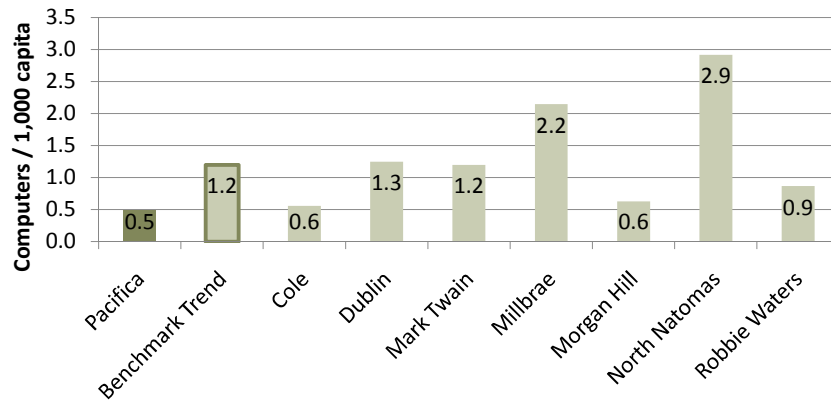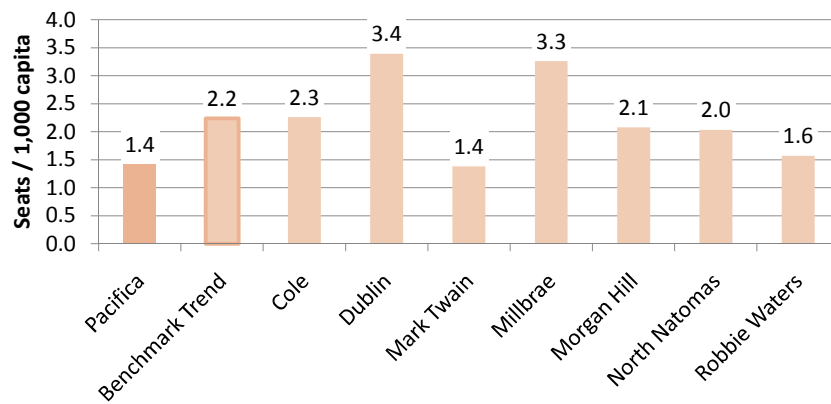
Benchmark – Program Rooms

Benchmark − Program Rooms

Bar chart of Total Seats:
- Pacifica: 60
- Benchmark Trend: 95
- Cole: 85
- Dublin: 122
- Mark Twain: 79
- Millbrae: 79
- Morgan Hill: 100
- North Natomas: 75
- Robbie Waters: 72

39
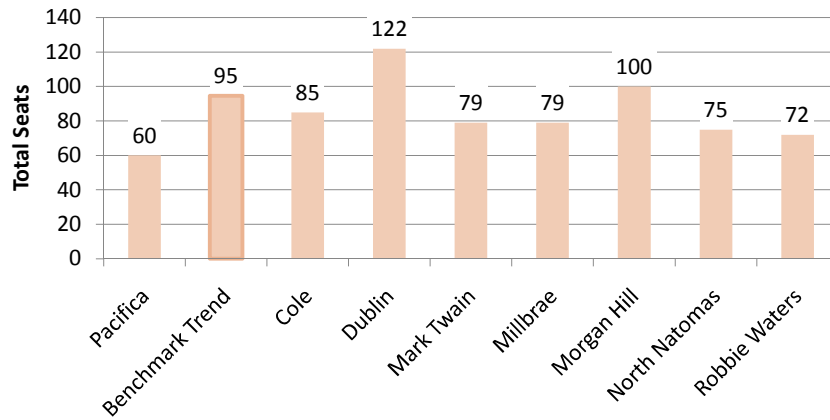
Benchmark − Children's Area
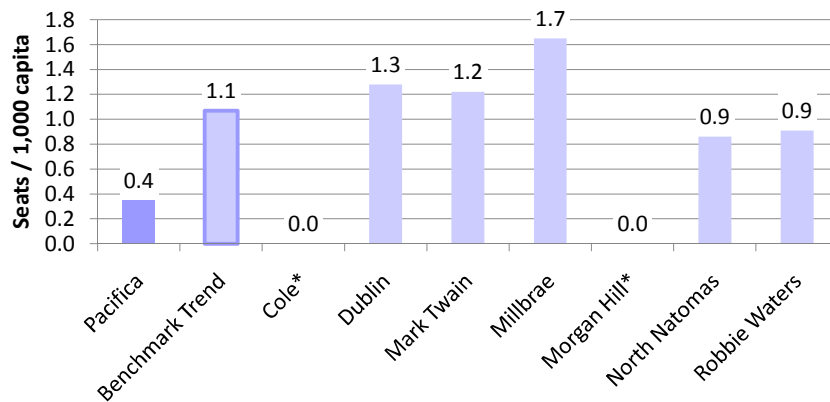
Bar chart of Seats / 1,000 capita:
- Pacifica: 0.4
- Benchmark Trend: 1.1
- Cole*: 0.0
- Dublin: 1.3
- Mark Twain: 1.2
- Millbrae: 1.7
- Morgan Hill*: 0.0
- North Natomas: 0.9
- Robbie Waters: 0.9

*Children's Program are held in the general Program room

40

20

Benchmark − Group Study

Bar chart — Seats / 1,000 capita:
- Pacifica: 0.0
- Benchmark Trend: 0.5
- Cole: 0.0
- Dublin: 0.4
- Mark Twain: 0.2
- Millbrae: 0.7
- Morgan Hill: 0.5
- North Natomas: 0.7
- Robbie Waters: 0.7
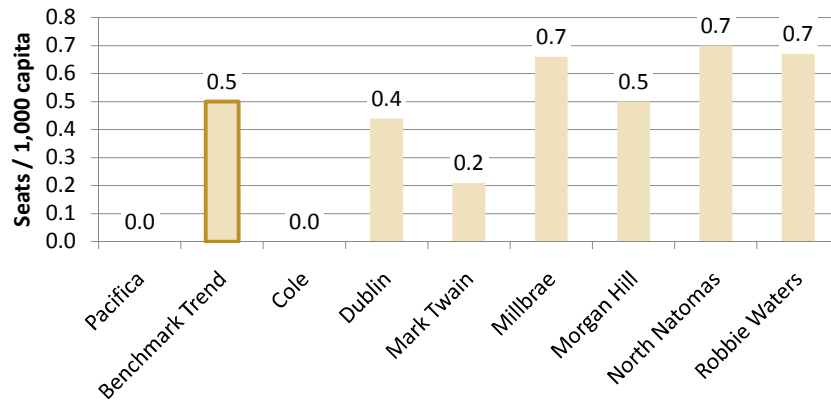
Benchmark − Square Feet of Building

Bar chart — Square Feet / capita:
- Pacifica*: 0.2
- Benchmark Trend: 0.6
- Cole: 0.7
- Dublin: 0.8
- Mark Twain: 0.3
- Millbrae: 1.1
- Morgan Hill: 0.6
- North Natomas: 0.6
- Robbie Waters: 0.3
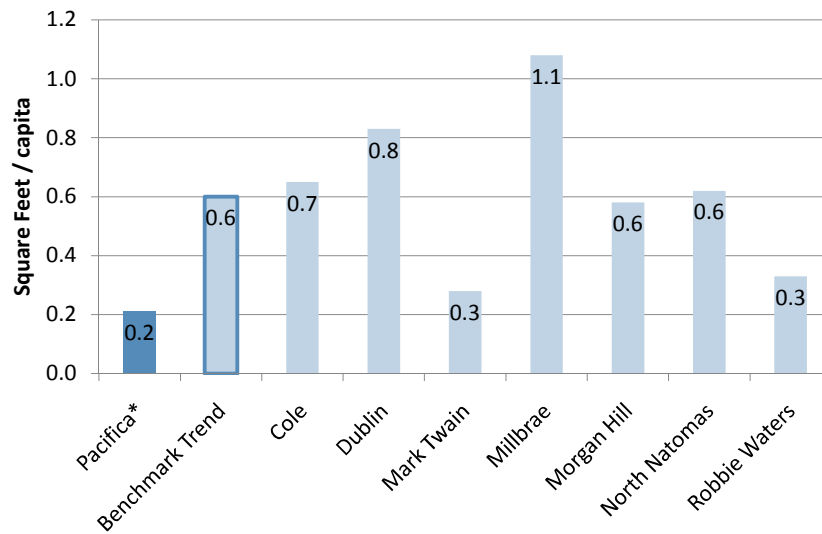
*Size adjusted to account for collection duplication

Community Dialogue

Breakout Sessions

❑ Three Stations
- Community Input
- Qualitative Assessment of Facilities
- Benchmarking and Trends

❑ Breakout Sessions (~45 minutes)

❑ Report Out & Large Group Discussion

Feedback and Next Steps

ABA

Feedback on the Meeting

❑ What worked well?
❑ What could be improved in the future?

Feedback

❑ How did people get here?
- Newspapers
- Email
- Mailers
- Posters
- Phone calls
- Community Organizations
- Other

Next Steps

❑ Other Opportunities for Input
- Future City Council Study Session (July 2011)

Thank You!

Appendix B

Community Survey

SMCL - Pacifica Library Needs Assessment

1. Select any from among the following libraries that you currently use:

	*	Response Count
Sharp Park Pacifica Library	100.0% (215)	215
Sanchez Pacifica Library	100.0% (192)	192
Serramonte Daly City Main Library	100.0% (45)	45
Westlake Daly City Branch Library	100.0% (16)	16
John Daly Daly City Branch Library	100.0% (5)	5
Bayshore Daly City Branch Library	100.0% (1)	1
Skyline College Library	100.0% (10)	10
San Bruno Library	100.0% (18)	18
Burlingame Easton Branch Library	100.0% (13)	13
Millbrae Library	100.0% (13)	13
South San Francisco Main Library	100.0% (25)	25
Grand Avenue South San Francisco Branch Library	100.0% (7)	7
No Library	100.0% (9)	9
Other Library(ies) (please list)		27

answered question	276
skipped question	0

2. If you currently do not use the Pacifica Libraries, but use another library instead, please note the reasons for using a different library:

		Response Percent	Response Count
Location		39.5%	17
Programs and services offered		14.0%	6
Collections available (books, media, etc.)		**55.8%**	**24**
Computers and technology		14.0%	6
Physical environment		30.2%	13
Other (please specify)			15

answered question	**43**
skipped question	**233**

3. Why do you use the library? Please check all that apply.

	*	Response Count
Adult Fiction Books	100.0% (177)	177
Adult Non Fiction Books	100.0% (176)	176
Foreign Language Collection	100.0% (26)	26
Adult Programs	100.0% (41)	41
Attend Meetings	100.0% (83)	83
Borrow Books	100.0% (198)	198
Borrow DVDs	100.0% (171)	171
Borrow Audio Books	100.0% (78)	78
Borrow Music CDs	100.0% (107)	107
Community Program or Event	100.0% (122)	122
To Connect with Other Community Members	100.0% (49)	49
Friend's Book Exchange	100.0% (25)	25
Donating Books	100.0% (106)	106
Environmentally Conscious (Re-use and sharing of resources)	100.0% (81)	81
Information Help	100.0% (59)	59
Library Computers/Email/Internet Access	100.0% (40)	40
Wifi Access	100.0% (34)	34
Children's Books	100.0% (125)	125
Bestsellers and Popular Materials	100.0% (68)	68
Quiet Places to Read	100.0% (45)	45
Browse Magazines	100.0% (46)	46

Hang Out with Friends	**100.0% (17)**	17
Study or Do Homework	**100.0% (30)**	30
Children's Programs	**100.0% (88)**	88
Getting Materials from Other Libraries	**100.0% (107)**	107
Teen Books	**100.0% (37)**	37
	Other (please specify)	28

	answered question	**262**
	skipped question	**14**

4. Please note how often you use this service (i.e. monthly, annually, etc.)

	Daily	Weekly	Monthly	Bi-annually	Annually	Never	Response Count
Collections and Resources	2.8% (6)	**35.2% (75)**	32.4% (69)	8.9% (19)	7.0% (15)	13.6% (29)	213
Public Access to Computers	5.6% (10)	5.6% (10)	14.6% (26)	12.4% (22)	7.3% (13)	**54.5% (97)**	178
Getting Materials from Other Libraries	0.5% (1)	17.2% (35)	**35.0% (71)**	20.7% (42)	11.8% (24)	14.8% (30)	203
Staff Help	1.7% (3)	14.5% (26)	**29.1% (52)**	22.9% (41)	15.1% (27)	16.8% (30)	179
Information Help	1.1% (2)	11.4% (20)	22.9% (40)	23.4% (41)	13.7% (24)	**27.4% (48)**	175
Adult Classes	0.6% (1)	5.1% (8)	5.8% (9)	8.3% (13)	7.7% (12)	**72.4% (113)**	156
After School and Educational Programs	0.7% (1)	4.2% (6)	4.2% (6)	12.5% (18)	6.9% (10)	**71.5% (103)**	144
Teen Programs	1.4% (2)	2.0% (3)	7.5% (11)	5.4% (8)	8.8% (13)	**74.8% (110)**	147
Summer Reading Programs	0.0% (0)	3.2% (5)	1.3% (2)	2.5% (4)	40.5% (64)	**52.5% (83)**	158
Senior Programs	0.7% (1)	1.4% (2)	3.4% (5)	3.4% (5)	1.4% (2)	**89.7% (130)**	145
eBranch Library Website (smcl.org)	4.1% (7)	**29.0% (49)**	26.6% (45)	12.4% (21)	3.6% (6)	24.3% (41)	169
Ability To Connect with Other Community Members	1.3% (2)	11.4% (18)	23.4% (37)	10.8% (17)	7.6% (12)	**45.6% (72)**	158
Children's Programs	0.6% (1)	22.9% (38)	16.9% (28)	8.4% (14)	6.0% (10)	**45.2% (75)**	166
Children's Storytime	0.0% (0)	28.1% (47)	12.0% (20)	7.2% (12)	4.2% (7)	**48.5% (81)**	167
Adult Programs	0.6% (1)	5.0% (8)	13.8% (22)	13.8% (22)	10.6% (17)	**56.3% (90)**	160

Cultural and Arts Programs	0.0% (0)	3.0% (5)	10.8% (18)	23.4% (39)	15.6% (26)	**47.3% (79)**	167
Book Club and Author Programs	0.6% (1)	3.1% (5)	17.6% (28)	7.5% (12)	15.7% (25)	**55.3% (88)**	159
					answered question	250
					skipped question	26

5. When looking for library materials or information, which do you depend on most often?

	*	Response Count
Using the eBranch Library Website (www.smcl.org)	**100.0% (143)**	143
Calling the library	**100.0% (15)**	15
Going to the library to get help from staff	**100.0% (73)**	73
Going to the library to look for materials/information on your own	**100.0% (129)**	129
Other (please specify)		9

	answered question	249
	skipped question	27

6. Please rate your general satisfaction with the level of services you have experienced. If you do NOT use a service, mark DON'T KNOW:

	Very Dissatisified	Dissatisfied	Satisfied	Very Satisfied	Don't Know	Rating Average	Response Count
Collections and Resources	3.4% (8)	9.4% (22)	**40.2% (94)**	29.1% (68)	17.9% (42)	3.49	234
Public Access to Computers	2.3% (5)	4.6% (10)	26.0% (57)	21.5% (47)	**45.7% (100)**	4.04	219
Getting Materials from Other Libraries	3.1% (7)	1.7% (4)	27.5% (63)	**52.0% (119)**	15.7% (36)	3.76	229
Staff Help	2.2% (5)	0.9% (2)	18.6% (43)	**68.8% (159)**	9.5% (22)	3.83	231
Information Help	2.3% (5)	0.5% (1)	23.2% (51)	**52.7% (116)**	21.4% (47)	3.90	220
Adult Classes	1.4% (3)	1.4% (3)	9.0% (19)	11.9% (25)	**76.2% (160)**	4.60	210
After School and Educational Programs	0.5% (1)	1.0% (2)	9.5% (19)	10.9% (22)	**78.1% (157)**	4.65	201
Teen Programs	1.5% (3)	2.4% (5)	7.3% (15)	7.8% (16)	**81.1% (167)**	4.65	206
Summer Reading Programs	0.5% (1)	0.0% (0)	16.6% (34)	25.4% (52)	**57.6% (118)**	4.40	205
Senior Programs	0.5% (1)	1.0% (2)	2.0% (4)	4.0% (8)	**92.6% (187)**	4.87	202
eBranch Library Website (smcl.org)	1.9% (4)	2.8% (6)	27.6% (59)	**41.6% (89)**	26.2% (56)	3.87	214
Ability to Connect with Other Community Members	1.0% (2)	1.4% (3)	21.3% (44)	25.1% (52)	**51.2% (106)**	4.24	207
Children's Programs	0.9% (2)	2.3% (5)	13.1% (28)	31.5% (67)	**52.1% (111)**	4.31	213
Children's Storytime	0.9% (2)	0.9% (2)	9.9% (21)	36.3% (77)	**51.9% (110)**	4.37	212
Adult Programs	0.5% (1)	1.0% (2)	12.0% (25)	15.9% (33)	**70.7% (147)**	4.55	208

	0.5% (1)	1.4% (3)	18.1% (38)	24.8% (52)	**55.2% (116)**	4.33	210
Cultural and Arts Programs	0.5% (1)	1.4% (3)	18.1% (38)	24.8% (52)	**55.2% (116)**	4.33	210
Book Club and Author Programs	0.5% (1)	1.9% (4)	16.4% (34)	16.9% (35)	**64.3% (133)**	4.43	207
					answered question		246
					skipped question		30

<table>
<tr><td colspan="3">7. If you do not currently use the Library, please check all the reasons that apply:</td></tr>
</table>

	*	Response Count
Not enough time	**100.0% (13)**	13
Inconvenient hours	**100.0% (22)**	22
Does not have what I need	**100.0% (16)**	16
Not enough computers	**100.0% (5)**	5
Cannot find information/books that I am looking for	**100.0% (13)**	13
Not enough staff help	**100.0% (1)**	1
Building condition or access	**100.0% (5)**	5
Parking challenges	**100.0% (13)**	13
Limited space to enjoy programs	**100.0% (11)**	11
No quiet space available	**100.0% (7)**	7
No transportation	**100.0% (1)**	1
Inconvenient location	**100.0% (8)**	8
Don't know what the library has for me	**100.0% (7)**	7
Not in my neighborhood	**100.0% (6)**	6
I buy my own books and other materials	**100.0% (26)**	26
I use a different library	**100.0% (17)**	17

		Other (please describe)	11

	answered question	**64**
	skipped question	**212**
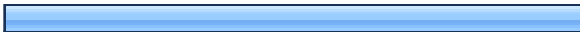
8. Considering all of the library services listed below, which one would you MOST like to see improved? (Select up to 5 choices.)

		Response Percent	Response Count
Collections and Resources		37.0%	85
Public Access to Computers		13.9%	32
Getting Materials from Other Libraries		9.6%	22
Staff Help		3.9%	9
Information Help		2.2%	5
After School and Educational Programs		14.3%	33
Adult Classes		15.7%	36
Teen Programs		16.1%	37
Summer Reading Programs		5.7%	13
Hours Open		**59.1%**	**136**
Senior Programs		6.1%	14
eBranch Library Website (smcl.org)		13.0%	30
Available Seating		18.3%	42
Comfortable Seating		18.7%	43
Fostering Love of Reading		7.8%	18
Help for Students		11.3%	26
Ability To Connect with Other Community Members		7.4%	17

		Response Percent	Response Count
Children's Programs		17.4%	40
Children's Storytime		8.3%	19
Adult Programs		10.0%	23
Cultural and Arts Programs		16.1%	37
Book Club and Author Programs		10.0%	23
		answered question	230
		skipped question	46

9. What is your primary mode of transportation to get to the library?

		Response Percent	Response Count
Public Transportation		1.6%	4
Car		**86.6%**	**214**
Bike		2.4%	6
Walking		9.3%	23
Other (please specify)			2
		answered question	247
		skipped question	29

10. What is the most convenient time for you to visit the library?

		Response Percent	Response Count
Weekday Mornings		19.4%	48
Weekday Afternoons		**27.9%**	**69**
Weekday Evenings		24.3%	60
Weekend Mornings		7.3%	18
Weekend Afternoons		21.1%	52
		answered question	247
		skipped question	29

11. If you do NOT use a particular service from the list below please indicate the reason WHY. Be as specific as possible:

	Didn't Know About It	Inconvenient Hours	Don't Need That Service	Not Satisfied With the Level of Service Provided	Other	Rating Average	Response Count
Collections and Resources	15.0% (9)	6.7% (4)	**45.0% (27)**	16.7% (10)	16.7% (10)	3.13	60
Public Access to Computers	3.5% (5)	1.4% (2)	**76.8% (109)**	6.3% (9)	12.0% (17)	3.22	142
Getting Materials from Other Libraries	12.0% (6)	4.0% (2)	**48.0% (24)**	10.0% (5)	26.0% (13)	3.34	50
Staff Help	5.9% (3)	2.0% (1)	**60.8% (31)**	3.9% (2)	27.5% (14)	3.45	51
Information Help	13.9% (10)	1.4% (1)	**62.5% (45)**	2.8% (2)	19.4% (14)	3.13	72
Adult Classes	32.6% (47)	5.6% (8)	**45.1% (65)**	0.0% (0)	16.7% (24)	2.63	144
After School and Educational Programs	8.0% (12)	0.0% (0)	**82.0% (123)**	0.7% (1)	9.3% (14)	3.03	150
Teen Programs	6.0% (10)	0.0% (0)	**82.0% (137)**	3.6% (6)	8.4% (14)	3.08	167
Summer Reading Programs	6.5% (8)	0.8% (1)	**82.3% (102)**	0.8% (1)	9.7% (12)	3.06	124
Senior Programs	8.1% (14)	1.2% (2)	**81.5% (141)**	0.0% (0)	9.2% (16)	3.01	173
eBranch Library Website (smcl.org)	21.8% (12)	5.5% (3)	**38.2% (21)**	14.5% (8)	20.0% (11)	3.05	55
Available Seating	1.2% (1)	1.2% (1)	**49.4% (42)**	29.4% (25)	18.8% (16)	3.64	85
Comfortable Seating	4.5% (4)	2.3% (2)	**48.9% (43)**	33.0% (29)	11.4% (10)	3.44	88
Fostering Love of Reading	18.7%	0.8% (1)	**74.0%**	0.0% (0)	6.5%	2.75	123

	(25)		(91)		(5)		
Helping Students	12.9% (18)	0.7% (1)	**77.1% (108)**	1.4% (2)	7.9% (11)	2.91	140
Ability To Connect with Other Community Members	15.8% (18)	4.4% (5)	**68.4% (78)**	1.8% (2)	9.6% (11)	2.85	114
Children's Programs	6.3% (8)	3.9% (5)	**79.7% (102)**	2.3% (3)	7.8% (10)	3.02	128
Children's Storytime	0.8% (1)	3.8% (5)	**83.5% (111)**	3.0% (4)	9.0% (12)	3.16	133
Adult Programs	28.7% (35)	4.9% (6)	**48.4% (59)**	0.8% (1)	17.2% (21)	2.73	122
Cultural and Arts Programs	31.0% (36)	6.9% (8)	**43.1% (50)**	0.0% (0)	19.0% (22)	2.69	116
Book Club and Author Programs	21.3% (26)	9.0% (11)	**51.6% (63)**	1.6% (2)	16.4% (20)	2.83	122
					answered question		219
					skipped question		57

12. If you answered OTHER immediately above, please use this area to further explain or provide more detailed information about the reason(s) you are not using particular service in the current library:

	Response Count
	57
answered question	57
skipped question	219

13. Please write down the first word or phrase that comes to mind when you think of your library:
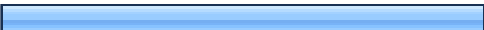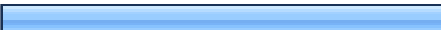
	Response Count
	240
answered question	240
skipped question	36

14. When you hear the term, "Community Library," what do you think is most important?

	Not Important	Important	Very Important	Don't Know	Response Count
Convenience	0.9% (2)	30.8% (66)	**66.8% (143)**	1.4% (3)	214
Address Multiple Generational Needs and Preferences	3.9% (8)	30.0% (62)	**60.4% (125)**	5.8% (12)	207
Welcoming	5.5% (12)	38.2% (83)	**54.8% (119)**	1.4% (3)	217
Place to meet	12.1% (26)	**42.5% (91)**	40.7% (87)	4.7% (10)	214
Access to things at no cost or low cost	3.3% (7)	20.1% (43)	**72.9% (156)**	3.7% (8)	214
Customer driven service	6.3% (13)	39.6% (82)	**45.4% (94)**	8.7% (18)	207
Intuitive systems and Layout	5.9% (12)	38.0% (78)	**44.9% (92)**	11.2% (23)	205
Exciting and inspiring spaces	19.2% (40)	**44.2% (92)**	32.7% (68)	3.8% (8)	208
Variety of settings and options	17.7% (36)	**40.9% (83)**	28.1% (57)	13.3% (27)	203
Kids Area	2.8% (6)	26.7% (58)	**69.1% (150)**	1.4% (3)	217
Teen Area	6.7% (14)	36.1% (75)	**49.0% (102)**	8.2% (17)	208
Community Living Room	22.8% (47)	**40.8% (84)**	27.7% (57)	8.7% (18)	206
Computer and Learning Centers	5.2% (11)	36.7% (77)	**54.3% (114)**	3.8% (8)	210
Cafe	**53.9% (111)**	23.8% (49)	14.1% (29)	8.3% (17)	206
Information Technology	3.9% (8)	28.0% (58)	**64.7% (134)**	3.4% (7)	207
Access to Collections	2.4% (5)	18.0% (38)	**75.4% (159)**	4.3% (9)	211

Events and Programs	5.6% (12)	**46.7% (100)**	43.5% (93)	4.2% (9)	214
Information Help	1.9% (4)	32.4% (67)	**63.3% (131)**	2.4% (5)	207
Outdoor Space	35.6% (74)	**38.9% (81)**	20.7% (43)	4.8% (10)	208
Be "green" or sustainable	10.1% (21)	**49.8% (103)**	36.2% (75)	3.9% (8)	207
				answered question	235
				skipped question	41

15. In thinking 'beyond the book,' what other community services and features are important for a library in Pacifica?

		Response Percent	Response Count
Support for local, small businesses (conferencing space, business resources, job training, etc)		52.4%	111
Access to technology training (videography, computers, digital resources, etc)		72.6%	154
Space for local art and interests		66.0%	140
Large Community gatherings (lectures, events, meetings, etc)		**73.1%**	**155**
	Other (please specify)		35
		answered question	212
		skipped question	64

16. What elements would you like to see in a Pacifica Library? Please rate the importance of each.

	No Value	Low Value	Valuable	Highest Value	Rating Average	Response Count
Outdoor / Garden Area for Sitting	9.6% (21)	33.9% (74)	**44.0% (96)**	12.4% (27)	2.59	218
Children's Area	0.9% (2)	3.0% (7)	41.7% (96)	**54.3% (125)**	3.50	230
Quiet Study Area	0.9% (2)	5.8% (13)	**49.8% (111)**	43.5% (97)	3.36	223
Internet Stations	1.8% (4)	7.7% (17)	**57.3% (126)**	33.2% (73)	3.22	220
Copy and Print Stations	2.7% (6)	21.5% (47)	**61.2% (134)**	14.6% (32)	2.88	219
Comfortable Seating	0.5% (1)	9.0% (20)	**66.2% (147)**	24.3% (54)	3.14	222
Art and Cultural Exhibit Space	4.2% (9)	29.3% (63)	**54.9% (118)**	11.6% (25)	2.74	215
Individual Study Carrels	7.4% (16)	28.7% (62)	**49.1% (106)**	14.8% (32)	2.71	216
Community Meeting Room	2.3% (5)	12.7% (28)	**50.7% (112)**	34.4% (76)	3.17	221
Group Study Space	2.8% (6)	18.7% (40)	**59.8% (128)**	18.7% (40)	2.94	214
Areas for food and beverages	27.8% (60)	**39.4% (85)**	24.5% (53)	8.3% (18)	2.13	216
Local History Collections / Displays	2.3% (5)	32.7% (70)	**52.8% (113)**	12.1% (26)	2.75	214
Computer Lab	1.8% (4)	15.1% (33)	**52.1% (114)**	31.1% (68)	3.12	219
Browsing / Display Areas	2.8% (6)	17.0% (37)	**57.3% (125)**	22.9% (50)	3.00	218
Library Program Space	3.4% (7)	11.5% (24)	**53.8% (112)**	31.3% (65)	3.13	208
Teen Area	2.3% (5)	13.6% (30)	**52.7% (116)**	31.4% (69)	3.13	220
					answered question	235
					skipped question	41

17. What are the most important materials the library should have to serve the whole community? Please rate the value of each item.

	No Value	Low Value	Valuable	Highest Value	Rating Average	Response Count
Newspapers/Magazines	2.3% (5)	16.7% (36)	**56.0% (121)**	25.0% (54)	3.04	216
Online Databases	1.4% (3)	9.3% (20)	**45.8% (99)**	43.5% (94)	3.31	216
Adult Literacy	2.3% (5)	11.1% (24)	**51.2% (111)**	35.5% (77)	3.20	217
Children's Books	0.9% (2)	4.6% (10)	30.1% (66)	**64.4% (141)**	3.58	219
Foreign Language Collection	3.3% (7)	24.1% (51)	**60.4% (128)**	12.3% (26)	2.82	212
Career Guidance / Job Seeking	3.3% (7)	16.1% (34)	**58.8% (124)**	21.8% (46)	2.99	211
Community Information	1.4% (3)	9.1% (20)	**58.0% (127)**	31.5% (69)	3.20	219
Homework Support	1.8% (4)	7.8% (17)	**56.9% (124)**	33.5% (73)	3.22	218
New Books and Bestsellers	0.5% (1)	2.7% (6)	45.0% (99)	**51.8% (114)**	3.48	220
Adult Non-Fiction Books	1.4% (3)	2.8% (6)	44.7% (97)	**51.2% (111)**	3.46	217
Adult Fiction Books	1.9% (4)	2.8% (6)	**47.9% (103)**	47.4% (102)	3.41	215
Reference Material and Resources	1.4% (3)	6.9% (15)	30.7% (67)	**61.0% (133)**	3.51	218
Local History	2.8% (6)	18.8% (41)	**57.8% (126)**	20.6% (45)	2.96	218
DVDs	0.9% (2)	15.0% (33)	**54.5% (120)**	29.5% (65)	3.13	220
CDs	2.8% (6)	17.8% (38)	**55.9% (119)**	23.5% (50)	3.00	213
Children's Audio/Visual	2.3% (5)	7.4% (16)	**53.5% (116)**	36.9% (80)	3.25	217
Teen Collection	0.9% (2)	5.1% (11)	**49.3% (106)**	44.7% (96)	3.38	215
Business Resources	3.9% (8)	23.4% (48)	**53.2% (109)**	19.5% (40)	2.88	205
Job Training and Job Search Resources	1.4% (3)	16.7% (35)	**57.1% (120)**	24.8% (52)	3.05	210
				answered question		**232**
				skipped question		**44**

18. Please write down any other suggestions or concerns you may have about the library:

	Response Count
	60
answered question	60
skipped question	216

19. What are the most important services the Library can provide? Please rate all choices from least value to highest value.

	No Value	Low Value	Valuable	Highest Value	Rating Average	Response Count
Homework Help and Programs	0.9% (2)	3.7% (8)	**52.8% (113)**	42.5% (91)	3.37	214
Community Room	1.4% (3)	14.2% (30)	**44.3% (94)**	40.1% (85)	3.23	212
Study Rooms for Small Groups	2.4% (5)	20.2% (42)	**55.3% (115)**	22.1% (46)	2.97	208
Summer Reading Programs	3.3% (7)	7.1% (15)	**48.8% (103)**	40.8% (86)	3.27	211
Computer and Internet Training	2.8% (6)	10.7% (23)	**54.2% (116)**	32.2% (69)	3.16	214
Public Computer Access	0.5% (1)	6.1% (13)	**48.1% (103)**	45.3% (97)	3.38	214
Lifelong Learning	2.4% (5)	13.3% (28)	**49.0% (103)**	35.2% (74)	3.17	210
Teen Programs	1.4% (3)	5.6% (12)	**53.7% (115)**	39.3% (84)	3.31	214
Adult Literacy Programs	3.3% (7)	9.5% (20)	**53.6% (113)**	33.6% (71)	3.18	211
Foreign Language Materials	3.4% (7)	25.6% (53)	**58.9% (122)**	12.1% (25)	2.80	207
Information Help	0.9% (2)	4.7% (10)	**47.4% (100)**	46.9% (99)	3.40	211
Cultural and Arts Programs	1.9% (4)	23.0% (49)	**56.8% (121)**	18.3% (39)	2.92	213
Local History	2.9% (6)	23.1% (48)	**57.2% (119)**	16.8% (35)	2.88	208
Children's Storytime and Programs	1.4% (3)	4.1% (9)	35.0% (77)	**59.5% (131)**	3.53	220
Book Discussion Groups	3.8% (8)	29.7% (62)	**50.7% (106)**	15.8% (33)	2.78	209
Collections: Adult, Teen, and Children's	0.9% (2)	1.4% (3)	23.7% (50)	**73.9% (156)**	3.71	211

	answered question	227
	skipped question	49

20. Are you a resident of Pacifica?

		Response Percent	Response Count
Yes		96.6%	225
No		3.4%	8
	answered question		233
	skipped question		43

21. If yes, how many years have you lived there?

		Response Percent	Response Count
0-5 years		17.3%	39
6-10 years		16.4%	37
11-20 years		20.8%	47
21-40 years		**31.4%**	**71**
40+ years		14.2%	32
	answered question		226
	skipped question		50

22. If yes, which neighborhood do you live in?

		Response Percent	Response Count
Fairmont		2.2%	5
Edgemar/Pacific Manor		9.3%	21
Westview/ Pacific Highlands		1.8%	4
Sharp Park		14.6%	33
Fairway Park		2.7%	6
Vallemar		10.2%	23
Rockaway		3.5%	8
Park Pacifica		19.5%	44
Pedro Point / Shelter Cove		3.5%	8
Linda Mar		**30.5%**	**69**
Don't Know		2.2%	5
		answered question	226
		skipped question	50

23. Do you or a member of your household work in Pacifica?

		Response Percent	Response Count
Yes		35.7%	82
No		**64.3%**	**148**
		answered question	230
		skipped question	46

24. If yes, how many years have you worked there?

		Response Percent	Response Count
0-5 years		**31.4%**	**27**
6-10 years		26.7%	23
11-20 years		20.9%	18
21-40 years		16.3%	14
40+ years		4.7%	4
		answered question	86
		skipped question	190

25. What is your age?

		Response Percent	Response Count
under 18 years		9.7%	22
18-44 years		36.7%	83
45-64 years		**37.6%**	**85**
65-84 years		14.6%	33
85+ years		1.3%	3
		answered question	226
		skipped question	50

26. Are you:

		Response Percent	Response Count
Male		24.8%	55
Female		**75.2%**	**167**
	answered question		222
	skipped question		54

27. Do you visit the San Mateo County eBranch Library Website? (www.smcl.org)

		Response Percent	Response Count
Seldom		33.0%	77
Frequently		**53.2%**	**124**
Never		13.7%	32
	answered question		233
	skipped question		43

28. What is your primary language?

		Response Percent	Response Count
English		97.4%	226
Spanish		1.3%	3
Chinese		0.0%	0
Tagalog		0.4%	1
Vietnamese		0.0%	0
Other		0.9%	2
	Other (please specify)		6
	answered question		232
	skipped question		44

29. Do you have access to a computer for personal use outside the library?

		Response Percent	Response Count
Yes		97.8%	226
No		2.2%	5
	answered question		231
	skipped question		45

30. Do you have access to high-speed internet outside the library?

		Response Percent	Response Count
Yes		**95.6%**	**218**
No		4.4%	10
	answered question		228
	skipped question		48

31. Do you attend school (K-12) or have children that attend school (K-12) in Pacifica or surrounding community?

		Response Percent	Response Count
Yes		45.2%	104
No		**54.8%**	**126**
	answered question		230
	skipped question		46

32. If yes, what school level do you or they attend?

		Response Percent	Response Count
Preschool		22.7%	25
K-5		40.9%	45
Middle School / Junior High		**47.3%**	**52**
High School		26.4%	29
	answered question		110
	skipped question		166

33. To what groups do you belong? (check all that apply)

	*	Response Count
Parent	**100.0% (131)**	131
Caregiver	**100.0% (22)**	22
Student	**100.0% (33)**	33
Educator	**100.0% (52)**	52
Friends of the Library	**100.0% (62)**	62
Leisure Reader	**100.0% (135)**	135
Book Group Member	**100.0% (44)**	44
Community Group (e.g. arts, history, film, etc.)	**100.0% (63)**	63
Homeschoolers	**100.0% (10)**	10
Business Owner	**100.0% (31)**	31
New to America / New to California	0.0% (0)	0
Community Service Organization (e.g. Rotary, Kiwanis, etc.)	**100.0% (38)**	38
Neighborhood Associations	**100.0% (26)**	26
Lifelong Resident	**100.0% (45)**	45
New Resident	**100.0% (18)**	18
	answered question	**226**
	skipped question	**50**

1. Select any from among the following libraries that you currently use:

1	Belmont, Downtown San Mateo	Feb 10, 2011 3:05 PM
2	San Francisco main branch	Feb 10, 2011 5:53 PM

1. Select any from among the following libraries that you currently use:		
3	Belmont Library	Feb 11, 2011 4:16 PM
4	foster city, san mateo, san carlos, redwood city, menlo	Feb 12, 2011 9:44 AM
5	San Mateo Main, Redwood City Main, SF Main, San Jose Main, Mountain View Public Library	Feb 12, 2011 6:53 PM
6	Vallemar School library	Feb 14, 2011 10:32 PM
7	San Francisco Main Branch	Feb 16, 2011 8:29 AM
8	Foster City	Feb 21, 2011 4:14 PM
9	SFSU library online	Feb 22, 2011 10:59 AM
10	UCSF, SF State, SF public library Mission Bay Branch	Feb 23, 2011 12:52 AM
11	San Mateo Main Library	Feb 28, 2011 4:32 PM
12	San Mateo County Historical Assn., Redwood City	Mar 1, 2011 12:06 PM
13	San francisco library	Mar 4, 2011 3:06 PM
14	Menlo school library	Mar 4, 2011 3:10 PM
15	san mateo library	Mar 4, 2011 3:11 PM
16	Half Moon Bay Library, Belmont Library	Mar 7, 2011 5:33 PM
17	Half Moon Bay	Mar 7, 2011 8:21 PM
18	I also use the Santa Clara county and San Jose county libraries, if San Mateo county does not have what I need, as I am down there weekly.	Mar 9, 2011 1:28 AM
19	San Francisco	Mar 10, 2011 4:56 PM
20	Half Moon Bay Library, San Mateo branch libraries (Hillsdale and Marina)	Mar 10, 2011 8:47 PM
21	Redwood City Main, San Mateo Main	Mar 12, 2011 9:27 AM
22	Ocean City, NJ	Mar 14, 2011 4:41 PM
23	Foster City, San Mateo (main)	Mar 17, 2011 6:59 PM
24	San Fracisco Library - Main Branch	Mar 18, 2011 9:44 AM
25	redwood shores, half moon bay	Mar 21, 2011 2:33 PM
26	San Mateo main library on 3rd Avenue	Mar 21, 2011 6:22 PM
27	Half Moon Bay	Mar 23, 2011 11:30 AM

2. If you currently do not use the Pacifica Libraries, but use another library instead, please note the reasons for using a different library:		
1	They do not have books in Spanish	Feb 10, 2011 2:32 PM

2. If you currently do not use the Pacifica Libraries, but use another library instead, please note the reasons for using a different library:

2	I work in the city and my office is walking distance to the library.	Feb 10, 2011 5:53 PM
3	much nicer places to spend large blocks of time; much less crowded and noisy	Feb 12, 2011 6:53 PM
4	My child's school library is a great resource	Feb 13, 2011 1:02 PM
5	hours of operation	Feb 13, 2011 5:38 PM
6	I work at Skyline	Feb 22, 2011 11:11 AM
7	Mission Bay has a large meeting room w/ excellent technology services.	Feb 23, 2011 12:52 AM
8	Neither Pacifica facility has a really good environment, nor do they break out, for example, different genres of fiction.	Feb 23, 2011 7:19 PM
9	I use mostly Pacifica but if in a hurry the other is closest to my house.	Feb 24, 2011 10:12 AM
10	Larger library. More tables, desks to to work on. Availability of quieter areas. Programs, events and seminars offered.	Feb 28, 2011 4:32 PM
11	comics	Mar 4, 2011 3:11 PM
12	I use a nook (e-books)	Mar 8, 2011 4:49 PM
13	Hours. Physical separation of children, teen, adult	Mar 14, 2011 8:06 PM
14	I use it sparingly because of the lack of amenities. The San Mateo Library ROCKS!!!!	Mar 17, 2011 6:59 PM
15	I am a teacher and need a lot of books for my classroom. I end up going to a variety of libraries to get the resources.	Mar 21, 2011 6:22 PM

3. Why do you use the library? Please check all that apply.

1	storytime!!!! wonderful place to walk/ride to with toddler excellent knowledgable staff	Feb 10, 2011 12:41 PM
2	Storytime!!!	Feb 10, 2011 1:55 PM
3	say hi to librarian friends	Feb 11, 2011 3:09 PM
4	Children's DVDs	Feb 11, 2011 6:25 PM
5	Creating murals with open community involvement	Feb 12, 2011 6:52 AM
6	I read Ebooks online on the library website. I use Safari Tech Books Online to read free computer books.	Feb 12, 2011 4:01 PM
7	a place to volunteer	Feb 12, 2011 6:54 PM

3. Why do you use the library? Please check all that apply.

8	I meet with my students enrolled in a credential program for small grout study sessions and coaching.	Feb 14, 2011 9:26 PM
9	my child uses it primarliy	Feb 22, 2011 11:00 AM
10	kids programs	Feb 22, 2011 11:34 AM
11	Research for school projects	Feb 26, 2011 11:59 PM
12	Volunteer	Feb 28, 2011 8:52 PM
13	Reference section	Mar 1, 2011 12:07 PM
14	homework center	Mar 1, 2011 4:10 PM
15	find books to read	Mar 4, 2011 3:10 PM
16	Manga	Mar 4, 2011 3:11 PM
17	children's CDs	Mar 7, 2011 1:10 PM
18	Research	Mar 7, 2011 3:58 PM
19	homeschool curriculum materials	Mar 7, 2011 8:22 PM
20	I don't use the library services	Mar 8, 2011 4:50 PM
21	We homeschool, so use the library constantly as part of our children's education	Mar 9, 2011 1:30 AM
22	Help obtaining books for book group	Mar 10, 2011 4:14 PM
23	Recorded books	Mar 11, 2011 7:32 PM
24	Musical Storytime	Mar 17, 2011 7:08 PM
25	research	Mar 19, 2011 12:25 PM
26	spot to tutor literacy student	Mar 21, 2011 2:34 PM
27	Book club	Mar 22, 2011 10:35 AM
28	Research	Mar 22, 2011 5:24 PM

5. When looking for library materials or information, which do you depend on most often?

1	other library/resource online service	Feb 22, 2011 11:02 AM
2	Typically, I will use the college website because of the databases available.	Feb 22, 2011 11:14 AM
3	Have only used the website resource once. Should probably use it more.	Feb 23, 2011 7:24 PM
4	websites or news media recommendations	Feb 24, 2011 1:53 PM

5	Using www.plsinfo.org specifically for Pacifica/Sanchez Library	Mar 7, 2011 9:36 AM
6	various book reviews	Mar 11, 2011 7:33 PM
7	I probably use the eBranch equally as much as going on my own	Mar 12, 2011 11:42 AM
8	talking to a reference librarian, if I need to refine what I am searching for	Mar 15, 2011 9:05 PM
9	I use plsinfo.org because I haven't figured out how to do "My Account" on the smcl system.	Mar 22, 2011 9:08 PM

7. If you do not currently use the Library, please check all the reasons that apply:

1	use it for what I need with my son	Feb 10, 2011 3:48 PM
2	I don't feel like the collection is very good.	Feb 12, 2011 4:10 PM
3	at home internet access	Feb 14, 2011 2:42 PM
4	Always surprised when I go in about what I see that IS there and that I SHOULD be using!	Feb 18, 2011 12:18 AM
5	don't have time to read much	Feb 21, 2011 1:17 PM
6	use other library online service for college	Feb 22, 2011 11:03 AM
7	use the internet for information	Mar 1, 2011 6:21 PM
8	It would be better if the library were open every day of the week and it was open later than it is currently open until.	Mar 4, 2011 2:28 PM
9	Need more time on comuter not just 2 hr. limit	Mar 7, 2011 4:00 PM
10	I like the Millbrae library where there are also study rooms available.	Mar 14, 2011 8:10 PM
11	I use the library all the time!	Mar 21, 2011 6:26 PM

9. What is your primary mode of transportation to get to the library?

1	i also walk there	Feb 10, 2011 11:51 PM
2	usually carpool with spouse as we both are regular library users, combine w/other trips	Feb 23, 2011 8:02 AM

12. If you answered OTHER immediately above, please use this area to further explain or provide more detailed information about the reason(s) you are not using particular service in the current library:

Response Text		
1	Computer stations need to be increased, with better seating. Both Pacifica & SharpPark branches need major renovations. Musty odor in the Pacifica branch	Feb 10, 2011 1:10 PM

12. If you answered OTHER immediately above, please use this area to further explain or provide more detailed information about the reason(s) you are not using particular service in the current library:

	Response Text	
2	Mostly because they were offered when I was out of town or unable to attend.	Feb 10, 2011 5:15 PM
3	All these services are important and necessary for the benefit and extended education of the community. Staff at the Sharp Park library are very nice, and helpful. I'm older, middle-class, educated, not involved in child care or adult education at this point (although interesting idea). I'm still working, busy, use my own network computers and the internet for research. Occasionally I buy books (not fictional). I really like the ability to attend public meetings at the library and the convenient facilities (including the mini-kitchen, rest rooms, and the adjacent parking.	Feb 10, 2011 5:58 PM
4	We just google something if we need information. We mostly use the SF main library because I can walk to it during my lunch break - very convenient. We also hang out and browse books/magazines at the closest bookstore that has coffee/drinks.	Feb 10, 2011 6:27 PM
5	I am the primary care giver for our toddler. Therefore, his schedule usually conflicts with some of the services the library provides that don't use.	Feb 10, 2011 7:22 PM
6	the childrens programs were great, but my kids have grown past that. No comfortable seating, not an inviting environment. Staff is great. Collection is dismal compared to Millbrae or burlingame or foster city	Feb 10, 2011 11:53 PM
7	Hard to get a sitter for my kids so that I can take classes, etc that I am interested in.	Feb 11, 2011 8:26 AM
8	I use most of these services.	Feb 11, 2011 1:47 PM
9	For Adult Classes, Adult Programs and Cultural Programs, I see great opportunities listed, but just have not had the time to fit them into my busy schedule. I'd like to still see these available, and would love to attend some in the future. For public access to computers, I normally use my home computer.	Feb 11, 2011 2:49 PM
10	I love everything about our libraries. Age is a factor in my lack of need and the fact that I have a very large personal library. I like coming to cultural and arts programs.	Feb 11, 2011 2:54 PM
11	Adult classes - too busy! Book Club - already belong to one Adult programs - too busy!	Feb 11, 2011 6:31 PM
12	I marked OTHER for all the services I use and enjoy. The staff are always professional and helpful. I don't mind waiting a few days for an inter branch loan of a book, I enjoy the wait, it makes me feel the system is working.	Feb 12, 2011 7:02 AM
13	Rarely have time to sit!	Feb 12, 2011 7:13 AM
14	i am a student who is not in need of tutoring, and i am too young to tutor others.	Feb 12, 2011 9:55 AM
15	Would make time for it if I could.	Feb 14, 2011 7:37 AM
16	I'm a little old for some of these. Haven't been interested in senior stuff.	Feb 14, 2011 2:06 PM

12. If you answered OTHER immediately above, please use this area to further explain or provide more detailed information about the reason(s) you are not using particular service in the current library:

	Response Text	
17	I would like to see the library available 7 days a week. I think the library and Sam Trans should collaborate with the schools so that all children could have quick access to the library after school.	Feb 14, 2011 9:37 PM
18	I don't like using the computer. I am not interested in that type of program.	Feb 15, 2011 11:00 AM
19	The library looks terrible. It needs to be torn down and rebuilt(Sharp Park) We have a gem of a location facing the ocean. It could be wonderful.	Feb 15, 2011 2:50 PM
20	This set of questions is unclear to me.	Feb 16, 2011 8:43 AM
21	no children, not a senior yet!, find SP to be noisy and thus don't stay long, busy but try to use cultural programs when I can, hope the after school programs are made to be even better!	Feb 17, 2011 4:07 PM
22	For the most part, I checked OTHER when I don't use a service, but could in the future.	Feb 18, 2011 1:56 PM
23	not interested	Feb 22, 2011 11:06 AM
24	Comfortable seating isn't something that matters; I rarely linger at the Library. When I do linger, the seats are comfortable enough. Besides, seating isn't really a program, is it?	Feb 22, 2011 11:19 AM
25	Getting materials from other libraries, the cost (senior with limited funds) and the wait. Staff help is usually fine, but I was looking for a genealogical resource (subscription) on the computer I could use at home and the libraries do not subscribe to it. I was told to check with San Francisco.	Feb 23, 2011 10:06 AM
26	Senior and Adult programs: I view listings in the Pacifica Tribune, but have not participated due to lack of sufficient interest. Public access to computers: I do not generally need that resource since I have my own internet access. However, I seldom see a computer station unoccupied, so I sense there is insufficient terminals availabel for the public.	Feb 23, 2011 1:39 PM
27	This is an important service that is needed, but not by me specifically.	Feb 23, 2011 4:42 PM
28	Am not and don't have children or teenagers at this time. Don't quite feel lika a senior as yet.	Feb 23, 2011 7:39 PM
29	I do not get any information on the Adult classes. I would be interested in finding out about these classes.	Feb 24, 2011 4:05 PM
30	After school is not applicable. Adult programs currently not enough time.	Feb 24, 2011 4:52 PM
31	Having personal time available prior to now has been my biggest determining factor - now that I'm retired, I hope to utilize many more services at our libraries.	Feb 25, 2011 12:35 PM
32	I use the library when I have a specific need. I browse, check out materials, and prefer that I use them at home.	Feb 26, 2011 8:06 PM
33	Not interested	Feb 28, 2011 12:24 PM

12. If you answered OTHER immediately above, please use this area to further explain or provide more detailed information about the reason(s) you are not using particular service in the current library:

	Response Text	
34	Your other choices seemed rather negative. I have nothing negative to report.	Feb 28, 2011 9:03 PM
35	im not that age	Mar 4, 2011 3:12 PM
36	I use the services I marked other.	Mar 4, 2011 3:14 PM
37	i usually dont need that service i just usually find stuff on my own or ask my sister or mom but if they dont no i ask staffs	Mar 4, 2011 3:23 PM
38	do not want to go, do not need to go, do not need it, I am to young	Mar 4, 2011 3:23 PM
39	don't use childrens; have no children but enjoy hearing their classes!!!	Mar 7, 2011 1:29 PM
40	Simply a matter of my age group (senior)	Mar 7, 2011 3:46 PM
41	don't use library services	Mar 8, 2011 4:57 PM
42	Information help - I don't use it (I assume this means asking librarians for help finding information) as I am good at this on my own - however, I think it is a very important feature of libraries and should be supported. Children's storytime - we don't use it much anymore as my kids have gotten older - however, if there were storytimes for older kids (6-12), with good readers reading compelling stories, we would likely attend.	Mar 9, 2011 1:40 AM
43	Could conceivably partake of these services in the future.	Mar 10, 2011 8:56 PM
44	Just not on my "radar"	Mar 12, 2011 9:33 AM
45	I feel that in general the 8-13 year olds are neglected (not just at the library). My son used to LOVE storytime, but he has outgrown it (he is 10 now). He is not a teen yet. I am saddened that our society seems to foster only cyber activities or screen time or film making/computer arts for anyone over the age of six. I go to the library for the love of READING, not screen time and I think it sends a subliminal message to our youth that the only things we seem to come up with for them to do is movie night, etc. It would be GREAT if the library would offer a counterpart to storytime for the kids who are in the 8-13 year old range. Surely there could be more sophisticated books read to them. Classics, perhaps? Or they could partake in cultural or artisic activities that do not require a computer? My complaint with the book clubs is that it always seems to focus on the needs of girls. I realize that women have been cheated in the past, but things seem to have swung full circle. I have a son and would appreciate a book club for BOYS! I agree that many of our young boys are addicted to their computer games, but I have a feeling that there are still a few of them, such as my son, who love to read and would love joining a book club. If not a club for boys, how about at least a club that doesn't exclude them? The same complaint goes for science clubs. There are tons of science clubs for girls. What about the boys?!! Are we actively trying to kill off the boys?!! There has been a general, restrictive and rather boring pattern forming in our society in-so-far as what each stereotypical category of human is expected to partake in. It leaves no room for anything else. It is sadly homoginizing.	Mar 12, 2011 12:05 PM

12. If you answered OTHER immediately above, please use this area to further explain or provide more detailed information about the reason(s) you are not using particular service in the current library:

	Response Text	
46	I stay connected with other community members and attend other arts programs elsewhere. More comfortable seating would make both of the 2 previously mentioned activities more pleasant and encourage my participation more.	Mar 14, 2011 9:52 PM
47	This is an extremely confusing question with answers which do not seem to express anything I want to say.	Mar 15, 2011 9:09 PM
48	Usually a lack of childcare, which makes it hard to attend programs for adults. I am a staff member too, so I didn't comment on the staff help, although I know it is excellent! :)	Mar 15, 2011 9:19 PM
49	I would go more oftenif the library was closer to the shopping center where I have other things to do. It is a time waster rto have to drive in the opposite direction. I would like to see a review of the pros and cons of locating a library in a shopping center.	Mar 15, 2011 10:12 PM
50	Generally satisfied w/Library. Lovely, helpful staff. Needs more space, computers, and $$$$ pumped in.	Mar 16, 2011 12:29 PM
51	Most of the programs presented are not interesting to me. Also nighttime is not the most desirable time for me.	Mar 16, 2011 4:54 PM
52	I am using all the services I need, although I think I would use more services if they were available, such as adult classes, author readings, and extended hours on weekends.	Mar 16, 2011 10:56 PM
53	There are no one in these age groups in my immediate family.	Mar 17, 2011 3:16 PM
54	I'm not really certain what the category "collections and resources means. Don't know what adult and senior programs the library has, or even that they exist.	Mar 19, 2011 12:32 PM
55	Some of the programs, like the senior or teen programs, don't fit my family.	Mar 19, 2011 1:35 PM
56	I'm retired and have a computer so I borrow books, help at the book sales, use Mango and go to music and lectures at the library. I love the services that I use but do know a great deal about other's needs. I think the classes and cultural offerings are great but wouldn't mind more and think that some need more exposure so that more people would use the services.	Mar 22, 2011 11:56 AM
57	Summer reading program- not appealing enough; also the Serramonte library is more convenient for me to use, but even though I was somewhat interested in their program, I did not thoroughly do it. I wasn't motivated enough. Helping students- I've done this in the past & am not interested in it now. smcl website - I haven't been able to figure out how to create (and I haven't wanted to bother to do it) My Account, (it's frustrating to have to do that) so I use plsinfo.org	Mar 22, 2011 9:22 PM

13. Please write down the first word or phrase that comes to mind when you think of your library:

	Response Text	
1	Great library staff in outmoded, outdated buildings in desperate need of replacing.	Feb 10, 2011 12:28 PM

13. Please write down the first word or phrase that comes to mind when you think of your library:

	Response Text	
2	informational, fun, resourceful, community, developement of children's love of reading and the public library experience	Feb 10, 2011 12:45 PM
3	meetings	Feb 10, 2011 12:52 PM
4	Outdated	Feb 10, 2011 1:04 PM
5	Useful	Feb 10, 2011 1:06 PM
6	love	Feb 10, 2011 1:07 PM
7	Needs complete renovation	Feb 10, 2011 1:11 PM
8	Awesome resource!	Feb 10, 2011 1:31 PM
9	small and out of date	Feb 10, 2011 1:39 PM
10	amazing	Feb 10, 2011 1:40 PM
11	old, and in need of renovation.	Feb 10, 2011 1:41 PM
12	So grateful for it!	Feb 10, 2011 1:53 PM
13	Love the librarians at storytime.	Feb 10, 2011 2:00 PM
14	Kids	Feb 10, 2011 2:05 PM
15	nice	Feb 10, 2011 2:48 PM
16	Awesome community resource!	Feb 10, 2011 3:05 PM
17	old	Feb 10, 2011 3:15 PM
18	I have always loved reading. a place to feed my mind.	Feb 10, 2011 5:14 PM
19	Enjoyable environment	Feb 10, 2011 5:16 PM
20	Free	Feb 10, 2011 5:23 PM
21	A safe "education for life" place.	Feb 10, 2011 6:01 PM
22	small and cozy	Feb 10, 2011 6:28 PM
23	Wonderful Staff	Feb 10, 2011 7:22 PM
24	warm and inviting	Feb 10, 2011 8:30 PM
25	Easy Access to Good Books	Feb 10, 2011 8:47 PM
26	Out of date books	Feb 10, 2011 8:56 PM
27	in desperate need of a renovation & updated appearance	Feb 10, 2011 9:10 PM
28	confusing hours	Feb 10, 2011 10:38 PM

13. Please write down the first word or phrase that comes to mind when you think of your library:

	Response Text	
29	dated	Feb 10, 2011 11:53 PM
30	Storytime and community activities	Feb 11, 2011 12:15 AM
31	small	Feb 11, 2011 8:27 AM
32	Story time	Feb 11, 2011 10:50 AM
33	Nurturing	Feb 11, 2011 1:48 PM
34	inspired to read and connect	Feb 11, 2011 2:49 PM
35	BOOKS!!!!	Feb 11, 2011 2:54 PM
36	wonderful	Feb 11, 2011 3:14 PM
37	small	Feb 11, 2011 4:22 PM
38	yea!	Feb 11, 2011 6:32 PM
39	peaceful	Feb 11, 2011 8:26 PM
40	books	Feb 11, 2011 9:01 PM
41	fun	Feb 12, 2011 7:02 AM
42	Necessary	Feb 12, 2011 7:14 AM
43	information resource	Feb 12, 2011 9:51 AM
44	books	Feb 12, 2011 9:56 AM
45	welcoming	Feb 12, 2011 10:59 AM
46	Cramped	Feb 12, 2011 3:19 PM
47	A candy store (ie, full of goodies)!	Feb 12, 2011 4:07 PM
48	closed	Feb 12, 2011 4:23 PM
49	books	Feb 12, 2011 4:24 PM
50	Old	Feb 12, 2011 7:08 PM
51	Always run into someone we know.	Feb 13, 2011 9:46 AM
52	Free use of collections	Feb 13, 2011 11:30 AM
53	Beautiful ocean view from the window	Feb 13, 2011 5:11 PM
54	Small collection. But I love the lieburary	Feb 13, 2011 5:49 PM
55	Too small.	Feb 13, 2011 6:22 PM
56	antiquated	Feb 13, 2011 11:43 PM

13. Please write down the first word or phrase that comes to mind when you think of your library:

	Response Text	
57	Would like my children to see the benefits of the public library	Feb 14, 2011 12:14 AM
58	small	Feb 14, 2011 12:25 AM
59	Friendly	Feb 14, 2011 12:39 AM
60	Friendly	Feb 14, 2011 1:36 AM
61	Integral part of our community.	Feb 14, 2011 7:38 AM
62	Very available. Pleasant to browse in. Probably lacks some non-fiction stuff.	Feb 14, 2011 2:07 PM
63	quiet	Feb 14, 2011 2:44 PM
64	needs more books and sunday hours	Feb 14, 2011 3:26 PM
65	Old-Hilton	Feb 14, 2011 3:28 PM
66	love it	Feb 14, 2011 3:53 PM
67	cramped -too small	Feb 14, 2011 7:24 PM
68	Quiet and Convenient	Feb 14, 2011 8:46 PM
69	Making do	Feb 14, 2011 9:37 PM
70	information	Feb 14, 2011 10:38 PM
71	Information	Feb 15, 2011 11:00 AM
72	rinky-dink	Feb 15, 2011 12:09 PM
73	Extension of Community and comfortable	Feb 15, 2011 12:23 PM
74	pp	Feb 15, 2011 12:36 PM
75	Wonderful staff. Reba is great with the children. Visually depressing. Musical Story house is fantastic!	Feb 15, 2011 2:51 PM
76	small, friendly, and cozy	Feb 15, 2011 5:33 PM
77	Helpful	Feb 15, 2011 7:01 PM
78	Warm and wonderful place	Feb 15, 2011 10:10 PM
79	books	Feb 16, 2011 8:43 AM
80	Fantastic resource I don't know what I'd do without!	Feb 16, 2011 3:55 PM
81	resources available to the public	Feb 17, 2011 4:07 PM
82	frinedly	Feb 17, 2011 10:55 PM
83	Wonderfully within walking distance -- LOCAL	Feb 18, 2011 12:23 AM

13. Please write down the first word or phrase that comes to mind when you think of your library:

	Response Text	
84	Not enough room.	Feb 18, 2011 1:57 PM
85	an excellent resource for the community	Feb 18, 2011 7:20 PM
86	fun to visit	Feb 19, 2011 11:59 AM
87	Limited availability of resources	Feb 19, 2011 12:34 PM
88	Kid friendly	Feb 19, 2011 2:20 PM
89	Great place to bring the kids.	Feb 19, 2011 6:10 PM
90	Small	Feb 19, 2011 6:13 PM
91	Friendly and helpful. Wonderful place to borrow children's books, meet friends, attend kids programs, have resources for research.	Feb 20, 2011 6:37 AM
92	small, bad parking	Feb 21, 2011 1:21 PM
93	cosy	Feb 21, 2011 4:20 PM
94	books	Feb 22, 2011 11:06 AM
95	unusual hours/closure and fiscally inefficient	Feb 22, 2011 11:07 AM
96	Cheerful and welcoming.	Feb 22, 2011 11:20 AM
97	needed	Feb 22, 2011 12:05 PM
98	Books	Feb 22, 2011 12:21 PM
99	Small & old	Feb 22, 2011 1:09 PM
100	oasis	Feb 22, 2011 2:04 PM
101	Asset	Feb 22, 2011 2:33 PM
102	Underfunded	Feb 22, 2011 2:57 PM
103	privilege	Feb 22, 2011 4:48 PM
104	Free movies!	Feb 22, 2011 4:54 PM
105	great resource -convenient and affordable	Feb 22, 2011 5:13 PM
106	Free access to books and materials	Feb 22, 2011 8:26 PM
107	duplication of services	Feb 22, 2011 9:34 PM
108	Window to the world.	Feb 22, 2011 10:09 PM
109	Knowledge is power	Feb 22, 2011 10:52 PM
110	helpful	Feb 22, 2011 11:40 PM

13. Please write down the first word or phrase that comes to mind when you think of your library:

	Response Text	
111	shabby, inadequate,	Feb 23, 2011 1:00 AM
112	discovery	Feb 23, 2011 8:07 AM
113	Thankful	Feb 23, 2011 10:06 AM
114	Quiet	Feb 23, 2011 10:31 AM
115	Inadequate	Feb 23, 2011 12:58 PM
116	Information.	Feb 23, 2011 1:39 PM
117	Needs to be updated.	Feb 23, 2011 4:43 PM
118	Lots of books to read	Feb 23, 2011 7:32 PM
119	Library is really the first word. I am most grateful that we have them.	Feb 23, 2011 7:41 PM
120	Old	Feb 24, 2011 9:35 AM
121	parking	Feb 24, 2011 10:23 AM
122	So glad it's there!	Feb 24, 2011 12:53 PM
123	very old, too small	Feb 24, 2011 2:00 PM
124	Learning center.	Feb 24, 2011 4:05 PM
125	Friendly	Feb 24, 2011 4:53 PM
126	Friendly!	Feb 25, 2011 12:36 PM
127	A great resource to and for the community.	Feb 26, 2011 8:07 PM
128	Underfunded and not respected by the community	Feb 27, 2011 12:07 AM
129	Internet service free	Feb 28, 2011 12:07 PM
130	place to do homework	Feb 28, 2011 12:24 PM
131	Books	Feb 28, 2011 4:29 PM
132	Availability of tables/desk to do my work. Quiet area. Availability of wireless internet and wall socket to use my laptop. A place to do group work, meetings. A place to find out the latest about the community.	Feb 28, 2011 4:48 PM
133	An amazing selection of free books, cds, movies, etc within easy reach	Feb 28, 2011 7:43 PM
134	Great potential	Feb 28, 2011 8:39 PM
135	A place close to home (walking distance or brief drive) for information and community.	Feb 28, 2011 9:04 PM
136	Love storytime!	Feb 28, 2011 9:23 PM

13. Please write down the first word or phrase that comes to mind when you think of your library:

	Response Text	
137	great resource nearby	Feb 28, 2011 9:25 PM
138	A community treasure.	Mar 1, 2011 12:12 PM
139	Quiet place to do school work.	Mar 1, 2011 3:49 PM
140	small	Mar 1, 2011 4:16 PM
141	books	Mar 1, 2011 6:25 PM
142	old	Mar 1, 2011 10:10 PM
143	Book Sale	Mar 2, 2011 2:37 PM
144	Books	Mar 2, 2011 8:45 PM
145	Fun and reading.	Mar 4, 2011 2:30 PM
146	Books.	Mar 4, 2011 2:31 PM
147	Educational way to have a fun experience with friends and family, also a good resource for school homework and projects.	Mar 4, 2011 2:34 PM
148	small	Mar 4, 2011 2:45 PM
149	Books	Mar 4, 2011 3:09 PM
150	BOOKS!	Mar 4, 2011 3:12 PM
151	not many books i like	Mar 4, 2011 3:13 PM
152	Lots of good books, but needs more selection for teens	Mar 4, 2011 3:14 PM
153	boring	Mar 4, 2011 3:14 PM
154	calming	Mar 4, 2011 3:15 PM
155	Lots of Books, movies, and music.	Mar 4, 2011 3:16 PM
156	books	Mar 4, 2011 3:17 PM
157	Information to help with my report.	Mar 4, 2011 3:18 PM
158	books	Mar 4, 2011 3:20 PM
159	book	Mar 4, 2011 3:21 PM
160	overwhelming	Mar 4, 2011 3:22 PM
161	reading	Mar 4, 2011 3:23 PM
162	books	Mar 4, 2011 3:24 PM
163	Free!	Mar 6, 2011 12:57 PM

13. Please write down the first word or phrase that comes to mind when you think of your library:

	Response Text	
164	incredible access to books of all kinds	Mar 7, 2011 8:50 AM
165	Let's go!	Mar 7, 2011 9:43 AM
166	An endless supply of books.	Mar 7, 2011 10:34 AM
167	I love it.	Mar 7, 2011 1:16 PM
168	fabulous place, fabulous staff= fabulous (many thanks pac team)	Mar 7, 2011 1:30 PM
169	information	Mar 7, 2011 1:38 PM
170	Great!	Mar 7, 2011 3:47 PM
171	Help	Mar 7, 2011 4:03 PM
172	We love going to the library!	Mar 7, 2011 8:28 PM
173	too noisy	Mar 7, 2011 8:39 PM
174	Friendly	Mar 7, 2011 10:02 PM
175	Helpful	Mar 7, 2011 10:31 PM
176	outdated and uncomfortable	Mar 8, 2011 10:17 AM
177	Books of all kinds just down the street	Mar 8, 2011 10:25 AM
178	friendly, helpful staff, access to reading materials, close to home, convenient, pleasant atmospsphere at the Sanchez Branch...	Mar 8, 2011 10:27 AM
179	fun	Mar 8, 2011 10:28 AM
180	Awesome!!!	Mar 8, 2011 11:21 AM
181	Reading	Mar 8, 2011 11:43 AM
182	Books	Mar 8, 2011 12:01 PM
183	research	Mar 8, 2011 4:57 PM
184	comfortable place to study and unwind	Mar 8, 2011 6:10 PM
185	Good, but wish it were excellent.	Mar 9, 2011 1:41 AM
186	too busy to get there	Mar 9, 2011 4:55 PM
187	convenient	Mar 10, 2011 12:50 PM
188	Convenient	Mar 10, 2011 3:06 PM
189	Under-resourced	Mar 10, 2011 4:07 PM
190	small	Mar 10, 2011 4:23 PM

13. Please write down the first word or phrase that comes to mind when you think of your library:

	Response Text	
191	Is it open? (It's not like a store, for which you can accurately assume the opening and closing times. I can't count the number of times I've taken my kids there and it's been closed!)	Mar 10, 2011 5:06 PM
192	culture	Mar 10, 2011 8:57 PM
193	great place to go	Mar 11, 2011 2:11 PM
194	archaic waste of public funds	Mar 11, 2011 3:53 PM
195	comfortable	Mar 11, 2011 7:37 PM
196	Key to everything I want and need to know	Mar 12, 2011 9:34 AM
197	great resource to borrow books, dvd's and cds	Mar 12, 2011 12:04 PM
198	Great!	Mar 12, 2011 12:05 PM
199	necessity for community	Mar 13, 2011 8:54 AM
200	fun	Mar 14, 2011 12:42 PM
201	educational opportunities	Mar 14, 2011 4:48 PM
202	Great place for information and place for kids to go after school and for fun.	Mar 14, 2011 8:12 PM
203	books	Mar 14, 2011 8:37 PM
204	A place where I can explore anything that sparks my interest. I love libraries!	Mar 14, 2011 9:54 PM
205	Great resource!	Mar 15, 2011 8:14 PM
206	wish it was open more often	Mar 15, 2011 8:22 PM
207	Books I can hold in my hand	Mar 15, 2011 9:10 PM
208	a friendly and supportive community	Mar 15, 2011 9:20 PM
209	Books	Mar 15, 2011 10:13 PM
210	convenient and friendly	Mar 16, 2011 10:32 AM
211	VALUABLE COMMUNITY RESOURCE	Mar 16, 2011 11:12 AM
212	vital to our community	Mar 16, 2011 11:55 AM
213	A good book to read!	Mar 16, 2011 12:30 PM
214	A great place for the community.	Mar 16, 2011 4:54 PM
215	trust	Mar 16, 2011 10:56 PM
216	books to read	Mar 17, 2011 9:43 AM
217	convenient and cheap	Mar 17, 2011 2:00 PM

13. Please write down the first word or phrase that comes to mind when you think of your library:

	Response Text	
218	Adequate	Mar 17, 2011 2:45 PM
219	Great place for the community and do community-related activities.	Mar 17, 2011 3:16 PM
220	A wonderful resource	Mar 17, 2011 4:03 PM
221	the parking situation is soooo frustrating!!!!	Mar 17, 2011 7:07 PM
222	musical storytime	Mar 17, 2011 7:25 PM
223	Never has the book I want to read.	Mar 18, 2011 9:49 AM
224	Invaluable.	Mar 19, 2011 12:33 PM
225	comfortable	Mar 19, 2011 1:38 PM
226	one of my favorite places to go	Mar 19, 2011 4:35 PM
227	public meetings on current events. Tax forms.	Mar 20, 2011 10:47 PM
228	small	Mar 21, 2011 2:38 PM
229	great! my favorite place to be. I feel at home in the library.	Mar 21, 2011 6:28 PM
230	Books	Mar 22, 2011 10:39 AM
231	Comfortable and very necessary.	Mar 22, 2011 11:56 AM
232	A treasured resource	Mar 22, 2011 5:29 PM
233	outdated (I assume this means the Pacifica branch I use.) although I know that's not true- I know the library has made improvements-)	Mar 22, 2011 9:24 PM
234	The location is easy for me to get to.	Mar 23, 2011 9:58 AM
235	Books!!	Mar 23, 2011 10:06 AM
236	Books	Mar 23, 2011 11:34 AM
237	quiet	Mar 23, 2011 11:48 AM
238	knowledge	Mar 23, 2011 4:17 PM
239	knowledge	Mar 23, 2011 4:30 PM
240	Limited.	Mar 23, 2011 5:24 PM

15. In thinking 'beyond the book,' what other community services and features are important for a library in Pacifica?

1	utilizing the ocean view as part of the bldg architecture	Feb 10, 2011 1:15 PM

15. In thinking 'beyond the book,' what other community services and features are important for a library in Pacifica?

2	Nice life long educational dream should the community improve.	Feb 10, 2011 6:10 PM
3	toddler friendly space	Feb 10, 2011 8:34 PM
4	small meeting rooms to support local NGO & organizations	Feb 13, 2011 5:53 PM
5	can't afford any of the above. Use Sanchez Art Ctr and Community Ctr	Feb 14, 2011 3:28 PM
6	Teen Center with ativities for them	Feb 14, 2011 3:30 PM
7	Technology classes and access to computers	Feb 14, 2011 9:40 PM
8	Longer opening hours	Feb 18, 2011 1:59 PM
9	playground for children outside	Feb 22, 2011 11:09 AM
10	access for all citizens	Feb 22, 2011 2:35 PM
11	Businesses should pay for this in some way; partner with local bookstore, Florey's	Feb 22, 2011 11:42 PM
12	Millbrae has established a hub with museum and conference center, this should be a goal for Pacifica's future library	Feb 23, 2011 8:10 AM
13	These all sound good if we can afford them	Feb 23, 2011 7:45 PM
14	placemaking, community identity, economic engin	Feb 24, 2011 2:05 PM
15	meeting rooms for small to medium gatherings	Feb 24, 2011 4:55 PM
16	Bike racks, open 7 days	Feb 25, 2011 1:18 PM
17	Place for ongoing book sales by the PFOL group.	Feb 26, 2011 8:10 PM
18	Lighting. Sanchez is fine due to natural light. Sharp Park is in desperate need of better lighting.	Feb 27, 2011 12:10 AM
19	It should be a focal point for the community. Not everything needs to be provided by the library, but the library should be one of the main destinations	Feb 28, 2011 8:44 PM
20	small community gatherings	Feb 28, 2011 9:08 PM
21	Expanded local history section	Mar 1, 2011 12:15 PM
22	Homework Center	Mar 1, 2011 3:51 PM
23	Space for a small store for Friends used books and a storage space to sort and house them between sales.	Mar 2, 2011 2:41 PM
24	Writing classes and art classes	Mar 4, 2011 2:32 PM
25	Would like a buffing machine at Sanchez (for cleaning CD). Many CD not clean and don't play or play poorly.	Mar 7, 2011 1:18 PM
26	space for local non-profits to meet at no cost	Mar 7, 2011 8:31 PM

15. In thinking 'beyond the book,' what other community services and features are important for a library in Pacifica?

27	As a homeschooling parent, what I would love is free, convenient meeting room space where we can hold classes, usually during the daytime (and usually during "school hours"). My family currently uses a meeting room at one of the San Jose libraries for a weekly homeschool class. Many homeschooling families organize classes for their kids, both academic and enrichment. It would be a wonderful support to homeschooled students in the community to have space available to book for regular classes. One sticking point at some libraries is that teachers cannot be paid. This is unfortunate, as although parents do teach classes, we often organize to hire a teacher for a particular subject or area, and it would be so helpful if we could still be allowed to use library rooms for these classes.	Mar 9, 2011 1:51 AM
28	meeting space for local groups	Mar 10, 2011 5:10 PM
29	Appeal to youth	Mar 11, 2011 7:38 PM
30	As a homeschooler, I know that the local homeschooling community would appreciate a space (room) where we could hold classes and/or meetings.	Mar 12, 2011 12:10 PM
31	small business and job training education	Mar 14, 2011 4:50 PM
32	finding and understanding information	Mar 14, 2011 8:19 PM
33	a place to store books for sales, as well as a place to stand in the book stacks and browse	Mar 15, 2011 9:16 PM
34	Outreach to groups that have limited access to the library: seniors and homebound adults, children in daycare and schools, etc.	Mar 15, 2011 9:23 PM
35	good parking	Mar 17, 2011 7:09 PM

18. Please write down any other suggestions or concerns you may have about the library:

	Response Text	
1	used or new book sales	Feb 10, 2011 12:48 PM
2	A large meeting area and space for children as a parent is most important to me.	Feb 10, 2011 1:09 PM
3	Concern: the air quality inside the pacifica branch is horrible. My allergies act up and I have actually felt ill after an extended visit to this branch. I feel there may be a serious mold problem there, due to the buildings age and maybe water intrusion? The branch needs a complete renovation	Feb 10, 2011 1:23 PM
4	Concerns of cutting services. Bad choices.	Feb 10, 2011 2:03 PM
5	The appearance needs to be more appealing. The layout needs to be more conducive for a variety of activities to occur at the same time w/out being disruptive. We need a tots and teen area!! Teens need a safe clean positive space to hang out in.	Feb 10, 2011 9:15 PM
6	morning hours	Feb 10, 2011 10:42 PM

18. Please write down any other suggestions or concerns you may have about the library:

	Response Text	
7	Free wi-fi	Feb 11, 2011 8:30 PM
8	Be a-political ans encourage your "friends and foundations" to be apolitical too.	Feb 12, 2011 7:09 AM
9	Continued focus on collections. Multiple branches allow more patrons to walk/bike to library.	Feb 12, 2011 9:57 AM
10	Improve the ebook collection on your website, and try to get a mobile view for Safari Tech Books online.	Feb 12, 2011 4:30 PM
11	No morning hours during week.	Feb 14, 2011 12:20 AM
12	sell hilton way and improve sanchez.	Feb 14, 2011 3:29 PM
13	The weather is not conducive to outdoor areas except in sheltered back of the valley locations.	Feb 14, 2011 7:30 PM
14	One well stocked cutting edge library, placed centrally, would serve our community well.	Feb 14, 2011 9:44 PM
15	Access to professional periodicals or articles	Feb 15, 2011 11:09 AM
16	I wish that the hours the libraries are open were longer.	Feb 16, 2011 3:58 PM
17	Really need a quiet area to sit and enjoy reading; easier physical access to the library; needs to be near transit for kids and seniors	Feb 17, 2011 4:12 PM
18	Now well publicized what is available. Open house or outreach might be valuable. Key is LOCAL and in neighborhoods. Do not support a library that requires a special car trip to get to -- wouldn't fit the Pacifica community.	Feb 18, 2011 12:32 AM
19	Eaudio books, ebooks,	Feb 18, 2011 2:03 PM
20	While it would be nice to add more services to our current libraries, build community rooms, add more computers, books and services, and more, I am currently very satisfied with what the libraries in Pacifica provide. If any money is available for improvements and/or changes, it should go directly to increasing hours. Pacifica residents need our libraries to be open more. It should be the top priority. Improving the buildings, space, collections, and programs are perks that seem unrealistic in the current financial landscape. Residents like and use our libraries. The staff at both branches are knowlegable, friendly and helpful. We really need the libraries to be open more.	Feb 19, 2011 12:09 PM
21	one location would be good. Study rooms too!	Feb 21, 2011 4:24 PM
22	more weekend hours	Feb 22, 2011 11:10 AM
23	Libraries should be able to share resources across jurisdictions, e.g., adult literacy and community college resources, job training and EDD.	Feb 22, 2011 11:25 AM
24	Kepping the staff and hours of operation as much as possible	Feb 22, 2011 2:41 PM
25	The ability to access publications from all over the world, rare and obscure as well as popular and well known, is wonderful.	Feb 22, 2011 11:46 PM

18. Please write down any other suggestions or concerns you may have about the library:

	Response Text	
26	Let's get our library open 7 days a week. Let's be cost effective and efficient in services. One modern, well designed to fit the needs of the community would be a great asset for Pacifica.	Feb 23, 2011 1:05 AM
27	Quiet place for adults. Maybe a cafe or coffee bar area.	Feb 23, 2011 7:44 PM
28	I spend lots of time at another library in Central California. One thing I use there lots is their check-out of new releases. You get seven days for $1.00, It raises money for the library and I get books hot off the press to read while there.	Feb 24, 2011 10:30 AM
29	Shorter surveys please. All questions on 1 page, less than 5 minutes to complete. This one is crazy long, and seems to ask some duplicate questions!	Feb 25, 2011 1:24 PM
30	The PFOL need a space for their sales, meetings and activities.	Feb 26, 2011 8:13 PM
31	Our libraries don't look clean and well funded. Bottom line - they need more books and more square-footage. And a fresh coat of paint wouldn't hurt.	Feb 27, 2011 12:13 AM
32	More nite and w/e hours	Feb 28, 2011 12:14 PM
33	Convenient parking for handicap Bicycle rack & skate board	Feb 28, 2011 4:35 PM
34	Need quiet areas; library has become too noisy	Feb 28, 2011 7:45 PM
35	Making sure the library stays relatively quiet for others. For example - not allowing children to run around without parental supervision and asking people to speak quietly and absolutely not use cell phones.	Feb 28, 2011 9:12 PM
36	Would love bigger and comfortable space for kids program. Like that I can walk to library with kids	Feb 28, 2011 9:28 PM
37	A concern I have is that although I want the library services to be there when I need them, I really don't use/need them very often. I'm not a big reader, for one. So if others are like me, it seems hard to justify all those services when I don't use them very often.	Mar 2, 2011 8:50 PM
38	A bigger section dedicated to teens, with more material.	Mar 4, 2011 2:35 PM
39	Not enough computers and it would make money and be nice if there were a cafe to sit in and drink coffee/tea/hot chocolate.	Mar 4, 2011 2:35 PM
40	there are not enough computers, and sometimes need more copies of the books i need to use.	Mar 4, 2011 2:40 PM
41	need renevation aand cafe	Mar 4, 2011 3:18 PM
42	Pacifica Library should have a good cafe.	Mar 4, 2011 3:19 PM
43	I wish it was open longer, and that the teen section was bigger.	Mar 4, 2011 3:20 PM
44	They should have all kinds of information on different topics.	Mar 4, 2011 3:26 PM
45	balh	Mar 4, 2011 3:39 PM

18. Please write down any other suggestions or concerns you may have about the library:

	Response Text	
46	I like having two library but parking at Sharp Park very poor.	Mar 7, 2011 1:22 PM
47	Keep 2 Pacifica libraries	Mar 7, 2011 3:53 PM
48	Need more tx on computers to complete job apps or at least the one you are working on	Mar 7, 2011 4:12 PM
49	Cell phone usage is not monitored.	Mar 7, 2011 8:34 PM
50	I just want to say that the teens are very important to me, it's just that I feel that the adult collection should be appropriate for them. The term, "teen collection" is vague. What exactly does that mean? I do not feel that teens need a separate space from the adults. Children are a different matter because they can be noisy, etc. Another concern I have about the library is that I fear the decision is being made to build a new building thereby consolidating our perfectly good and operational facilities and spending a lot of money that we don't have. I think this would be an unnecessary waste of funds as well as curtailing our options. It is nice to have the choice of locations. It is nice to have these separate places to go to. If it ain't broke, why fix it?	Mar 12, 2011 12:22 PM
51	librarians for help to find information of highest value	Mar 14, 2011 8:23 PM
52	I want REAL books, not ebooks. I would like a significant part of the collection to remain in non-electronic media.	Mar 15, 2011 9:19 PM
53	I would like to see all of the above represented!	Mar 15, 2011 9:29 PM
54	high value collections addressing age/interests diversity and space to meet. lo value frills such as cafe	Mar 16, 2011 12:36 PM
55	Space and updated layout & furniture are much needed	Mar 17, 2011 3:20 PM
56	Have an option for people with big fines to be able to WORK them off rather than pay. I've done it at the San Lorenzo library.	Mar 17, 2011 7:12 PM
57	It is a valuable meeting place and a hub for public information.	Mar 20, 2011 11:00 PM
58	Most important: this valuable resource needs to be available 7 days a week - libraries are expensive. Building should have lots of space.	Mar 22, 2011 10:43 AM
59	New library needed	Mar 22, 2011 5:36 PM
60	I would like the library to remain open to serve the public! (I wouldn't want to see the library in jeopardy.)	Mar 22, 2011 9:35 PM

28. What is your primary language?

1	English	Feb 11, 2011 10:59 AM

28.	**What is your primary language?**	
2	Japanese	Feb 13, 2011 5:26 PM
3	Used to work in Pacifica - now retired.	Feb 25, 2011 12:43 PM
4	Indonesian	Mar 4, 2011 3:19 PM
5	french	Mar 4, 2011 3:43 PM
6	The ebranch website seems daunting to navigate and I understand they do not have new material.	Mar 16, 2011 5:04 PM

Appendix C

Outreach Meeting
Publicity Information

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Appendix C – Outreach Meeting Publicity Information

Publicity for Public Outreach

This appendix documents the various methods used to publicize the community outreach efforts associates with the Pacifica Library Needs Assessment process. The activities noted below were used to inform the community of the events in the process that were open to the general public and request their involvement.

Community Survey and Outreach Meeting #1

The Community Survey and Outreach Meeting #1 were publicized together with the following methods:

- Black and White Posters
  - Approximately 115 total
  - Posted at various locations (schools, public facilities, service locations, etc)
  - Including about 15 civic locations plus multiple flyers posted at seven retail shopping areas
- Color Posters
  - Large format (20"x24") color posters
    - Forty displayed
    - Posted at seven school sites, two public libraries, and six other City owned properties such as City Hall, Community Center, daycare and after school centers, etc.
  - Small format (8 1/2"x11") color posters
    - Approximately 100 displayed
    - Posted at various retail locations throughout town, including:
      - Palmetto Avenue businesses
      - Manor shopping center
      - Eureka Square shopping center
      - Crespi Drive retail stores
      - Rockaway Beach retail stores
      - Linda Mar shopping center
      - Park Mall shopping center.
- Newspaper
  - Advertisement – run for two weeks prior to meeting in the Pacifica Tribune
  - Articles – prior to the meeting front page article ran February 9, 2011
  - Letter to the Editor was published in the Pacifica Tribune March 16, 2011
- Online Articles
  - Bay Area Newspaper Group:
    - posted February 14, 2011
    - http://www.mercurynews.com/pacifica/ci_17384229?nclick_check=1

Appendix C– Outreach Meeting Publicity Information

- o PacificaPatch.com
  - ▪ Post-meeting article
  - ▪ posted February 18, 2011
  - ▪ http://pacifica.patch.com/articles/does-pacifica-need-a-new-library
- o Pacifica Tribune
  - ▪ Letter to the Editor
  - ▪ published in the March 16, 2011
- Online notification
  - o www.PacificaLibraryFoundation.com
  - o www.smcl.org
  - o www.cityofpacifica.org
  - o www.pacificariptide.com/files/pacifica-libraries-feb-17-flyer.pdf
  - o www.pacificariptide.com/.../click-here-to-take-the-public-library-survey.html
  - o http://fixpacifica.blogspot.com/2011/02/needs-assessment-survey-for-your-future.html
- Flyers
  - o 4,400 total flyers
  - o 800 paper flyers sent home to families via school packages
  - o 2,200 electronic flyers through schools
  - o 200 through Pacifica Libraries
  - o 1,200 mailed to Pacifica Library Foundation and Pacifica Friends of the Library mailing lists
- Email distribution lists
  - o Pacifica Chamber of Commerce
  - o Pacifica Mother's Club
  - o Pacifica Historical Society

Outreach Meeting #2

Outreach Meeting #2 was publicized with the following methods:
- Posters
  - o About 50 total
  - o Posted at various locations (schools, public facilities, service locations, etc)
- Flyers
  - o 30 large format flyers
  - o 20 small format flyers
  - o Posted at seven school sites, two library sites, and approximately six city properties such as community center and daycare centers.
- Pacifica Tribune Newspaper
  - o Advertisement – run for two weeks prior to meeting in the Pacifica Tribune

Appendix C – Outreach Meeting Publicity Information

- o Articles – two prior to the meeting – March 30, page 3A and April 6, page 7A
- Online Articles - Bay Area Newspaper Group:
  - o posted March 30, 2011
  - o http://www.contracostatimes.com/ci_17728178?nclick_check=1
  - o http://www.mercurynews.com/pacifica/ci_17728178
- Online notification
  - o www.PacificaLibraryFoundation.com
  - o http://pacifica.patch.com/announcements/pacifica-library-community-outreach-meeting
  - o http://www.smcl.org/en/content/speak-up-for-your-library
- Postcard mailers
  - o 1200 sent to FOL and Foundation mailing lists
  - o 200 were distributed through two Pacifica libraries
- Email to distribution lists
  - o Pacifica Chamber of Commerce
  - o Pacifica Mother's Club
  - o Pacifica Historical Society

Appendix C– Outreach Meeting Publicity
Information

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