



# PALMDALE CITY LIBRARY

## Strategic Plan

2014-2019

*"I have an unshaken conviction that democracy can never be undermined if we maintain our library resources and a national intelligence capable of utilizing them."*

–Franklin D. Roosevelt

*"The America I love still exists at the front desks of our public libraries."*

” Kurt Vonnegut



April 2014

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# Message from President of the Board of Library Trustees Rebecca Cooksey:



When Benjamin Franklin started the first lending library in 1732 he could have hardly imagined the library of the 21st Century. Libraries first started out as collections of books for only scholars to access. Libraries were formed so everyone could have

access to books. During the 1900s, public libraries spread across America as a way for people to access literature and education without cost.

Libraries of the 21st Century are similar in some respects and also very different from libraries in the past. Easy access to books and media have changed how many people get their information. Libraries of the 21st century offer more than book check out, they offer many different types of books and media for everyone to access. The Palmdale Library has traditional books, but it also has books on tape, eBooks, large print books, sound recordings, videos, and courses on CD. Patrons can even check out an eReader to use at home.

21st Century Libraries are community information centers where people have access to a wide range of research materials for free. This includes information about local history, car manuals, and research banks on law, education, and finance. Students have access to “Help Now!” a live online homework help site from expert tutors. This site helps folks study for tests, practice a language, or get writing assistance. Through self-education a person could use the library to advance their skills and

knowledge basis. The library is a place for life-long learning.

The library of the 21st century is a public gathering place. Too often people spend their free time in front of a screen. The library offers a place to learn, explore, and create together. Book clubs for adults and children are a great way to meet fellow bookworms and have a great time. The Palmdale Library offers book clubs, mock Supreme Court, Knitting/Crochet /Needlework group, Chess classes, Bilingual Story Time, Preschool story time, Family night, and video game nights.

Libraries of the 21st century help guarantee that all people have public access to information, just as they have in the past. Now, this extends into the digital world since many people get their information online. Public libraries will continue to push for “equal access to information” making sure that people from all walks of life are able to gather together for the purpose of learning, get the information they desire, and improve their lives. If you haven’t been to the Palmdale Library lately, you need to come in for a visit!



# Message from Library Director Thomas Vose:

It is, for me, a very great privilege to assist in shaping the Palmdale City Library to confront the challenges of the 21st century.

I've said many times that libraries are not about just books, but knowledge. Knowledge is certainly found in books, but as technology and our society develop, libraries must change with them and provide the equipment and formats our patrons require for not only their own self-directed learning needs, but for their entertainment and cultural development as well. "Every user his or her book, every book its reader," as S.R. Ranganathan wrote in his 1931 Laws of Library Science, but to those laws have been added:

- 1. Libraries serve humanity.**
- 2. Respect all forms by which knowledge is communicated.**
- 3. Use technology intelligently to enhance service.**
- 4. Protect free access to knowledge.**
- 5. Honor the past and create the future.**

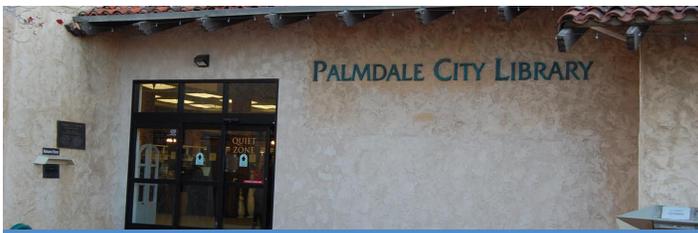
These, then, are the ideals which make up modern librarianship (as well as a great deal of my own personal ethos) and over the next five years the Palmdale City Library will represent them as faithfully as possible.

Libraries continue to enjoy a great deal of community support throughout the country. Indeed, a recent Pew survey found that 94% believed that public libraries improved a community's quality of life, and 72% considered

themselves to be a "library household." A majority of the public has used a public library in the past year, as well. There still exists, however, a major discrepancy between what libraries now do (and can do) in the 21st century and what people think they do – the traditional model of books and "shushing" still dominates popular culture, obscuring the fact that libraries are now highly creative, vibrant places filled with technology, programs and ideas. Describing this vista of new library horizons to the public will be a major focus of our outreach efforts over the next five years.

I believe that this Strategic Plan represents a sensible, sustainable direction for the Library in the future, and that it will guide staff towards fulfilling our vision of the Library as the knowledge hub for Palmdale. I look forward to re-evaluating this plan in 2017 and assessing where the Library stands at that time, confident that the Library will be stronger, more grounded in the community, and dedicated to providing Palmdale with a unique Library experience of which it can be proud.





# KEY FINDINGS

Based on the input received from the various sources involved in the survey of the community (see Appendix A: Methodology), staff determined the following:

## Library Strengths

- Close-knit, hardworking and overall friendly staff
- Good hours of operation
- Popularity and support within community
- Good attendance at Library programs for public
- Staff creativity
- Many excellent potential partners within community
- Materials budget meets current needs
- Supportive Friends of the Library group

## Library Weaknesses

- Physically too small
- Lack of a community room
- Internal communications need improvement
- Popular books and movies frequently unavailable due to demand
- Customer service on phones needs improvement
- Availability of computers lacking, often creating wait times
- Lack of seating
- Service chokepoints at Circulation and Reference desks, resulting in lines
- Lack of easy access to other libraries' materials
- Noise level due to open nature of building
- No area for Friends of the Library fundraising book sales

## Common Themes

- “More” overall – more space, more books, more programs, etc.
- East side a priority for expansion
- “Stay the course” on creating and putting on creative programs
- Nostalgia for the defunct Youth Library
- “Larger main library” the most desired expansion
- Two weeks not enough time for checkout
- Study rooms needed
- Staff adjusting to increased demand and additional services
- Partner with the schools more and sync with class assignments
- “Limited time” listed by survey respondents as a common reason for not using Library
- Gaming a controversial addition, many like it, many opposed
- Bilingual programming and ESL programming needed
- Craft programs, author events, special performers, wireless printing, a Library-specific mobile app all sought after
- Kids and teens viewed as the priority with regard to programming
- Seniors want more programs and services tailored to them
- Web-savvy users employ the dedicated catalog computers regularly when looking for materials
- One hour on Internet insufficient

# GUIDING STATEMENTS

## Our Vision:

To see the Palmdale City Library as the welcoming, dynamic center of Palmdale's intellectual and cultural life and a well-loved resource for educational, entertaining and inspiring materials and programs.

## Our Mission:

The Palmdale City Library exists:

- To provide access to knowledge in multiple formats for all of the citizens of Palmdale
- To deliver innovative and engaging programs to the community
- To partner with people, groups and agencies in order to maximize the Library's utility throughout the City
- To make Palmdale a better place with the resources available to it, in order to enrich the lives of its people

## The Library and the City

The Library, as part of the City of Palmdale, shares its ultimate goal of sustainability, and staff believes that this Strategic Plan will maximize that sustainability over the next five years. As part of the department of Recreation and Culture, the Library is devoted to improving the community, as illustrated above, and the partnerships it fosters with the rest of the City exponentially add to its ability to do so.

The mission of the Library likewise complements the goals of the City's Recreation and Culture department, which include:

- To strengthen community image and provide a sense of home.
- To promote healthy lifestyles, celebrate cultural diversity, encourage personal development and build a sense of belonging.
- To encourage lifelong learning and personal development through accessible and inclusive programs and facilities.
- To strengthen safety and security by protecting every individual's right to recreate in a safe environment.

### STRATEGIC PLAN JULY 2013



# NEEDS ASSESSMENT

## EXECUTIVE SUMMARY

In the time since the Palmdale Library was built, the City's population has grown well over tenfold and technology has changed radically. As a result, while staff makes the best use of the resources available to them, the existing building is in many ways effectively at the limit of the services it can provide. As the Library grows in popularity over the next five years, it will be increasingly difficult to meet demand, as additional shelving space is not to be found, nor is additional seating. In addition, the lack of a community room hampers staff's ability to put on programs, and the lack of a teen area inhibits outreach to that particularly important population. Illustrating this point further are these comparative statistics comparing Palmdale's library services with those of other city libraries statewide.

| Comparisons to other City libraries in California | Palmdale | Statewide |      |           |
|---|----------|-----------|------|-----------|
|   |          | Median    | Low  | High      |
| Population Served                                 | 154,535  | 71,997    | 120  | 3,825,297 |
| Staff Per 1000                                    | 0.12     | 0.36      | 0.07 | 4.94      |
| Volumes Per Capita                                | 0.61     | 2.34      | 0.41 | 15.71     |
| Public Access Computers Per 1000                  | 0.09     | 0.66      | 0.09 | 8.47      |
| % of Residents Registered Borrowers               | 56%      | 75%       | 19%  | 235%      |
| Circulation Per Capita                            | 1.99     | 6.86      | 1.09 | 44.25     |
| Patron Visits Per Capita                          | 1.11     | 5.09      | 0.78 | 29.80     |
| In Library Computer Use Per Capita                | 0.18     | 0.95      | 0.04 | 10.66     |
| Virtual Visits Per Capita                         | 0.43     | 2.70      | 0.02 | 8.64      |

As mentioned, however, the most pressing problem has to do with a lack of space. For reference, here is a comparison between Palmdale and other California cities with a similar population.

| Relative Library Resources, California Cities Comparable to Palmdale |                   |                |                                   |
|--|-------------------|----------------|-----------------------------------|
| City   | Population Served | Square Mileage | Library Square Footage Per Capita |
| Pasadena   | 138,547           | 23.13          | 1.294                             |
| Torrance   | 147,027           | 20.55          | 0.654                             |
| Corona   | 158,391           | 38.93          | 0.393                             |
| Pomona   | 150,812           | 22.96          | 0.378                             |
| Lancaster  | 159,055           | 94.55          | 0.306                             |
| Palmdale   | 154,535           | 106.21         | 0.083                             |

# OUR FIVE-YEAR GOALS

**EDIFY**

**ENGAGE**

**ENHANCE**

**EXPAND**



## The Library will encourage lifelong learning by providing access to knowledge in a wide variety of formats.

In order to meet this goal, the Library will focus on:

### 1. Encouraging reading in the community

By maintaining the Library's traditional focus on literacy, and encouraging patrons to read to develop their knowledge as well as for their own enjoyment, the Library hopes to spread a love of reading throughout the community, increase interest in new materials and inspire its citizens to new personal heights.

**Outputs: Improve circulation of "New" materials by at least 3% annually.**

**Incorporate books or displays into 75% of programming.**

**If resources allow, strong consideration should be given to establishing an ESL/literacy program.**

### 2. Developing resources to assist patrons with specific needs

There are times in everyone's life when they need access to information on a new challenge they face, whether it be a change in career, parenting, an illness, or legal difficulty. By tailoring services to these life events, the Library greatly increases its utility to the public.

**Outputs: Develop and maintain a list of physical community resources, as well as**

**online resources, for various life events and decisions.**

**Develop a list of local resources for specifically for the homeless.**

### 3. Enabling people to develop 21st-century literacies

Citizens in the information age need to be literate in many areas – health, technology, finance, law, and information literacy, to name a few. As the community's center for self-instruction, the library must help to educate its patrons in these areas.

**Outputs: At least 35% of users indicating on a survey that they learned a new skill or met a personal learning goal at the Library.**

**Improve circulation of nonfiction materials by at least 3% annually.**

**Develop a recurring program addressing intelligent information gathering (using reputable sources, logical fallacies, etc.) in partnership with schools.**



# ENGAGE

**The Library will make itself a well-loved, central part of the community and its culture.**

In order to meet this goal, the Library will focus on:

## **1. Actively reaching out to the community**

The Library will cultivate relationships with other stakeholders throughout the community, in particular the local school districts, in an effort to raise awareness of its services.

**Outputs: At least six outreach visits annually to schools or early childhood educational facilities.**

**At least four tours of the Library provided to classes by staff annually.**

**Actively participate in at least six City events annually.**

**Develop and maintain an information packet on Library, City and community resources for new Palmdale residents.**

## **2. Increasing public participation in the Library.**

Through our outreach efforts and marketing of events, the Library will seek to increase the percentage of Palmdale's citizens that make use of its resources.

**Outputs: An annual average Storytime attendance of at least 30.**

**An annual increase of at least 3% in library card ownership among Palmdale's citizens.**

**An increase of at least 3% annually in walk-in patron visits.**

**Develop and implement an ongoing program incorporating badges or some other metric to incentivize patrons to use the Library.**

## **3. Improving customer service**

In order to fully engage the community, staff must polish its customer service skills to the highest sheen possible, seeking always to maximize patrons' enjoyment of the Library and its services.

**Outputs: At least 90% of users indicating on a survey that customer service is "Good" or "Excellent."**



# ENHANCE

**The Library will, through its programming and services, change the community's perceptions of what a Library can do for them.**

In order to meet this goal, the Library will focus on:

## **1. Continuing to develop the Library's collection of entertainment and audiovisual materials**

Throughout the 20th century and into the 21st, public libraries have systematically added materials such as fiction, music, movies, and games. The Palmdale Library will continue to develop the collection in this way to broaden the culture of the city.

**Outputs: At least 75% of users indicating on a survey that the Library's collection of audiovisual materials is "Good" or "Excellent."**

**An annual increase of at least 3% in circulation of audiovisual materials.**

## **2. Developing innovative new programming in partnership with the community**

By fostering a culture of innovation and encouraging experimentation with programs, the Library will develop services that provide a unique experience to its patrons. Staff, regardless of their position, will employ their own creativity, look outward for new ideas, and partner with others in the community to develop fun, exciting and educational events.

**Outputs: At least four programs per year put on by partners from outside the Library. At least seven events per year led by different staff members.**

## **3. Expanding the Summer Reading Program**

The biggest event of the year for the Library, the

Summer Reading Program brings children in and incentivizes them to maintain their reading skills and develop further their love of reading during their school's off-season.

**Outputs: An annual increase of at least 3% in Summer Reading Program signups.**

**At least 33% participation among those who sign up each year.**

## **4. Expanding teen services**

While the Library lacks an area for teens, it does not lack an obligation to reach out to that population and provide quality services for them. Staff will endeavor to develop additional programs for them accordingly.

**Outputs: Addition of a Teen Summer Reading Program component.**

**At least seven teen programs per year, with an average attendance of at least 10.**

**At least three teen-focused outreach efforts per year.**

## **5. Developing bilingual programming**

With 42.1% of the city's population speaking Spanish, according to GAVEA's statistics, a lack of bilingual programming in the Library would be a glaring omission.

**Outputs: One yearly Dia de los Ninos celebration.**

**An annual average Bilingual Storytime attendance of at least 20.**

**Spanish-language translation available at all major events.**

# EXPAND

**The Library will strive to expand to meet the needs of its patrons.**

In order to meet this goal, the Library will focus on:

## **1. Establishing a Techmobile**

This process is already underway, thanks to funds from the Warnack Foundation, and is slated to be completed in 2014. The Techmobile will provide computer access via tablets to the community, will enable library card signups and limited checkouts, and will represent the Library at city events.

**Outputs: One Techmobile created and in service.**

## **2. Conducting a library facility study**

Based on the issues raised in the needs analysis above, staff recommends a comprehensive facility study to investigate the costs associated with expansion of the main library and/or development of an additional Library branch. In addition, staff should investigate potential funding sources for such a project.

**Outputs: One facility study exploring the costs associated with expanding the main library or adding an additional storefront branch.**

## **3. Working to alleviate existing space issues**

While staff should endeavor to pursue expansion whenever possible, the best use possible should be made of existing Library space and resources. Weeding of old materials, improving Library services with technology when possible, and organizing as efficiently as possible are all important steps to be taken.

**Outputs: Two full weeding cycles completed within five years.**

**One thorough reorganization of the Local History room to improve space concerns.**

**Addition of wireless printing capability.**



# ACKNOWLEDGEMENTS

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for their part in the creation of this plan:**

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Kathy Gould

Joan Frye Williams

The Friends of the Palmdale Library

Library Systems and Services

# APPENDIX A: METHODOLOGY

In order to obtain the data needed to design this Strategic Plan, staff utilized the following resources:

## Analysis of Library statistics

See Appendix B for statistics obtained from the Library's 2012-13 California Public Library Survey report.

## Survey

Between October and November of 2013, the Library conducted a survey of patrons both online and in-person, which obtained 146 responses (see Appendix C). The paper survey was distributed in-house at the Library to patrons, at the Legacy Commons, and at after-school Fun Center sites at Cottonwood Elementary, Esperanza Elementary and Ranch Vista Elementary schools. The online survey (using SurveyMonkey software) was distributed to all City staff and added to the Library's website and Facebook page, with periodic reminders advertising its presence. All paper surveys received were entered into the SurveyMonkey website by staff for easier tabulation, and the originals kept on file. The survey's results can be seen in Appendix D.

## SWOT analysis

In November of 2013, the Library solicited the input of staff regarding the strengths and weaknesses of the Library, as well as the opportunities and threats facing it. All staff were encouraged to participate.

## Community discussion

Finally, a number of discussions, both formal and informal, shaped the results of this plan. These discussions included:

- Informal discussion with City Manager Dave Childs, November 14, 2013
- Extended public discussion at two meetings of the Board of Library Trustees, held on November 19, 2013 and December 17, 2013
- Discussion at meeting of City's Hispanic Outreach Committee, December 9, 2013
- Special meeting of the Friends of the Palmdale City Library devoted to discussing the Strategic Plan, December 11, 2013



# APPENDIX B: LIBRARY SNAPSHOT

(All figures unless otherwise noted from 2012-13 California Public Library Survey, completed 10/22/13. Note: The 2012-13 fiscal year was impacted by the LSSI takeover in January.)

Operating expenditures, 2012-13 \$1,243,759

Expenditure per capita \$8.05

Total Value of Library services delivered: \$5,049,989

(Source: [http://www.ala.org/advocacy/advleg/advocacyuniversity/toolkit/makingthecase/library\\_calculator](http://www.ala.org/advocacy/advleg/advocacyuniversity/toolkit/makingthecase/library_calculator))

Cost/Benefit ratio: 1:4

## Library Users

Total Registered Palmdale residents

87,148  
(Dec. 2013)

# of Residents 154,535

% of Residents 56.39%

## Library Hours

Open Per Week 58

Evenings 4 evenings

Weekends Saturday

7 hrs.,

Sunday

4 hrs.

## Circulation, Visitors, Reference

Circulation 307,853

Circulation per capita 1.99

Walk-in Visitors 171,259

Annual Visits per capita 1.11

Reference Transactions 33,973

Reference Transactions per capita 0.22

## Children's Services

Population age 0-17

49,911  
(Source: kidsdata.org)

Borrowers age 0-17

10,732  
(Dec. 2013)

% of juvenile population

21.5%

Materials

28,989

Items per capita

0.188

Circulation

123,439

Circulation per capita

0.798

## Programs

Programs for children

63

Attendance

2,162

Summer Reading Program

2013 signups

906

Programs for adults

65

Attendance

13

Total programs

128

Total attendance

2375

## Library Collection

Adult Books

64,156

Adult Media

10,455

Children's Books

28,989

Children's Media

2,471

Periodical Subscriptions

229

## Technology

Public Computer Workstations

14

Computer Users

27,781

Unique Visits to Library Website

66,883

Wireless Access

5074

(Note: Wireless added 3/1/13)

Online Databases

11 (Dec. 2013)

Computers per thousand residents

0.093

Other Services

Fax

# APPENDIX C: COPY OF SURVEY



## Library User SURVEY

Palmdale City Library - Fall 2013

■ **How often do you use the library?**

- At least once a week
- Once a month
- Once every three months
- Once a year
- I haven't been there in over a year
- Never

■ **If you don't use the Library, why not?**

- Limited time
- Prefer other activities to reading
- Location
- Doesn't have what I want
- Owe fines
- Inconvenient hours
- Too noisy/busy/crowded
- Issues with staff
- Other (please specify): \_\_\_\_\_

■ **How would you characterize these features of the Library (1: Poor 2: Needs work 3: Okay 4: Good 5: Outstanding)**

- |                           |   |   |   |   |   |
|---------------------------|---|---|---|---|---|
| Staff friendliness        | 1 | 2 | 3 | 4 | 5 |
| Staff availability        | 1 | 2 | 3 | 4 | 5 |
| Staff professionalism     | 1 | 2 | 3 | 4 | 5 |
| Selection of materials    | 1 | 2 | 3 | 4 | 5 |
| Availability of materials | 1 | 2 | 3 | 4 | 5 |
| Cleanliness               | 1 | 2 | 3 | 4 | 5 |
| Size of building          | 1 | 2 | 3 | 4 | 5 |
| Website                   | 1 | 2 | 3 | 4 | 5 |
| Catalog                   | 1 | 2 | 3 | 4 | 5 |
| Organization              | 1 | 2 | 3 | 4 | 5 |
| Hours                     | 1 | 2 | 3 | 4 | 5 |
| Computer availability     | 1 | 2 | 3 | 4 | 5 |
| Computer capabilities     | 1 | 2 | 3 | 4 | 5 |
| Policies                  | 1 | 2 | 3 | 4 | 5 |
| Location                  | 1 | 2 | 3 | 4 | 5 |
| Programs                  | 1 | 2 | 3 | 4 | 5 |
| Seating                   | 1 | 2 | 3 | 4 | 5 |
| Safety/security           | 1 | 2 | 3 | 4 | 5 |
| Phone services            | 1 | 2 | 3 | 4 | 5 |

■ **What programs/services would you like to see the Library develop in the next five years?**

(1: Not interested 2: Minimal interest 3: Neutral 4: Interested 5: Very interested)

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| Crafts   | 1 | 2 | 3 | 4 | 5 |
| Book discussion  | 1 | 2 | 3 | 4 | 5 |
| Gaming   | 1 | 2 | 3 | 4 | 5 |
| Movie screenings   | 1 | 2 | 3 | 4 | 5 |
| Talks/Lectures for adults  | 1 | 2 | 3 | 4 | 5 |
| Computer classes   | 1 | 2 | 3 | 4 | 5 |
| Legal assistance   | 1 | 2 | 3 | 4 | 5 |
| Book signings/author events  | 1 | 2 | 3 | 4 | 5 |
| Special performers (magicians, animal events, musicians, puppeteers, etc.) | 1 | 2 | 3 | 4 | 5 |
| Homework help  | 1 | 2 | 3 | 4 | 5 |
| Literacy classes   | 1 | 2 | 3 | 4 | 5 |
| ESL Classes  | 1 | 2 | 3 | 4 | 5 |
| Job search assistance  | 1 | 2 | 3 | 4 | 5 |
| Bilingual programming  | 1 | 2 | 3 | 4 | 5 |
| Other _____  |   |   |   |   |   |

■ **What technology would you like to see the Library add in the next five years?**

(1: Not interested 2: Minimal interest 3: Neutral 4: Interested 5: Very interested)

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| New online resources   | 1 | 2 | 3 | 4 | 5 |
| More desktop computers                                       | 1 | 2 | 3 | 4 | 5 |
| Tablet checkout  | 1 | 2 | 3 | 4 | 5 |
| Wireless printing  | 1 | 2 | 3 | 4 | 5 |
| New software (please specify) _____                          |   |   |   |   |   |
| Library mobile app   | 1 | 2 | 3 | 4 | 5 |
| 3D printing  | 1 | 2 | 3 | 4 | 5 |
| Leapster educational games for kids                          | 1 | 2 | 3 | 4 | 5 |
| Video game checkout  | 1 | 2 | 3 | 4 | 5 |
| Gaming equipment for Library (Playstation 4 or ___ PC games) | 1 | 2 | 3 | 4 | 5 |
| Other: _____   |   |   |   |   |   |

(continued on other side)

# APPENDIX C: COPY OF SURVEY

■ **How would you like the Library to prioritize its resources over the next five years?**

(1: Low priority - 5: High priority)

- Bestselling books 1 2 3 4 5
- Research books/Nonfiction 1 2 3 4 5
- Audiovisual materials (CDs, DVDs, Audiobooks) 1 2 3 4 5
- Wifi/reading area 1 2 3 4 5
- Online services (Databases, Homework Help, ebooks) 1 2 3 4 5
- Copy/fax machines 1 2 3 4 5
- Computers (for recreation) 1 2 3 4 5
- Computers (for research/homework) 1 2 3 4 5
- Children's books 1 2 3 4 5
- Magazines/Newspapers 1 2 3 4 5
- Children's programs 1 2 3 4 5
- Teen programs 1 2 3 4 5
- Adult programs 1 2 3 4 5
- Increased hours 1 2 3 4 5
- Developing local history resources 1 2 3 4 5
- Physical expansion 1 2 3 4 5
- Other \_\_\_\_\_

■ **How do you find things you're looking for in the Library?**

- \_\_\_ Look it up on computer
- \_\_\_ Ask nearest staff
- \_\_\_ Browsing aisles
- \_\_\_ Ask at Reference desk
- \_\_\_ Other \_\_\_\_\_

■ **If the Library were to expand, which of the following would you most like to see?**

- \_\_\_ Youth Library
- \_\_\_ Another branch
- \_\_\_ Larger main library
- \_\_\_ Bookmobile services
- \_\_\_ Other \_\_\_\_\_

■ **Which of these is the way you usually get information about the Library?**

- \_\_\_ Newspaper
- \_\_\_ Library website
- \_\_\_ Flyers in Library
- \_\_\_ Facebook
- \_\_\_ Word of mouth
- \_\_\_ Other \_\_\_\_\_

■ **I am:**

\_\_\_ Male \_\_\_ Female

Age: \_\_\_ Under 18 \_\_\_ 18-24 \_\_\_ 25-34  
 \_\_\_ 35-44 \_\_\_ 45-54 \_\_\_ 55-64 \_\_\_ 65 or over

■ **Do you have kids under 18 at home?**

\_\_\_ Yes \_\_\_ No

**If you could change one thing about the Library, what would it be?**

\_\_\_\_\_

■ **Final Comments:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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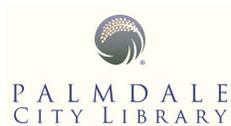
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PALMDALE CITY LIBRARY  
 700 East Palmdale Blvd.  
 Palmdale, CA 93550  
 661/267-5600  
[www.cityofpalmdale.org/library](http://www.cityofpalmdale.org/library)

# APPENDIX D: SUMMARY OF SURVEY DATA

## Q1: How often do you use the Library?

Answered: 142                      Skipped: 4

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|                                     |     |        |
|-------------------------------------|-----|--------|
| At least once a week                | 57  | 40.14% |
| Once a month                        | 42  | 29.58% |
| Once every three months             | 12  | 8.45%  |
| Once a year                         | 8   | 5.63%  |
| I haven't been there in over a year | 15  | 10.56% |
| Never                               | 8   | 5.63%  |
| Total                               | 142 |        |

## Q2: If you don't use the Library, why not?

Answered: 59                      Skipped: 87

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|                                    |    |        |
|------------------------------------|----|--------|
| Limited time                       | 22 | 37.29% |
| Prefer other activities to reading | 4  | 6.80%  |
| Location                           | 2  | 3.39%  |
| Doesn't have what I want           | 6  | 10.17% |
| Owe fines                          | 2  | 3.39%  |
| Inconvenient hours                 | 3  | 5.08%  |
| Too noisy/busy/crowded             | 3  | 5.08%  |
| Issues with staff                  | 0  | 0.00%  |
| Other (please specify)             | 17 | 28.81% |
| Total                              | 59 |        |

# APPENDIX D: SUMMARY OF SURVEY DATA

## Q3: How would you characterize these features of the library?

Answered: 135

Skipped: 11

|                           | 1: Poor | 2: Needs work | 3: Okay | 4: Good | 5: Outstanding | Total | Average rating |
|---------------------------|---------|---------------|---------|---------|----------------|-------|----------------|
| Staff friendliness        | 2       | 7             | 11      | 37      | 77             | 134   | 4.34           |
| Staff availability        | 4       | 6             | 24      | 40      | 57             | 131   | 4.07           |
| Staff professionalism     | 3       | 6             | 13      | 29      | 78             | 129   | 4.34           |
| Selection of materials    | 2       | 12            | 34      | 41      | 39             | 128   | 3.80           |
| Availability of materials | 4       | 12            | 34      | 45      | 30             | 125   | 3.68           |
| Cleanliness               | 3       | 2             | 13      | 48      | 61             | 127   | 4.28           |
| Size of building          | 8       | 19            | 22      | 37      | 42             | 128   | 3.67           |
| Website                   | 4       | 10            | 26      | 33      | 41             | 114   | 3.85           |
| Catalog                   | 3       | 6             | 26      | 39      | 44             | 118   | 3.97           |
| Organization              | 2       | 7             | 20      | 43      | 54             | 126   | 4.11           |
| Hours                     | 3       | 9             | 16      | 32      | 67             | 127   | 4.19           |
| Computer Availability     | 6       | 12            | 32      | 34      | 34             | 118   | 3.66           |
| Computer capabilities     | 5       | 8             | 31      | 29      | 38             | 111   | 3.78           |
| Policies                  | 5       | 5             | 21      | 45      | 45             | 121   | 3.99           |
| Location                  | 3       | 6             | 16      | 39      | 62             | 126   | 4.20           |
| Programs                  | 1       | 13            | 20      | 33      | 54             | 121   | 4.04           |
| Seating                   | 2       | 23            | 26      | 36      | 40             | 127   | 3.70           |
| Safety/Security           | 4       | 8             | 19      | 39      | 57             | 127   | 4.08           |
| Phone services            | 6       | 8             | 24      | 36      | 37             | 111   | 3.81           |

## Q4: What programs/services would you like to see the library develop in the next five years?

Answered: 137

Skipped: 9

|                             | 1: Not interested | 2: Minimal interest | 3: Neutral | 4: Interested | 5: Very interested | Total | Average rating |
|-----------------------------|-------------------|---------------------|------------|---------------|--------------------|-------|----------------|
| Crafts                      | 18                | 4                   | 23         | 27            | 58                 | 130   | 3.79           |
| Book discussion             | 15                | 13                  | 31         | 29            | 35                 | 123   | 3.46           |
| Gaming                      | 28                | 14                  | 28         | 16            | 38                 | 124   | 3.18           |
| Movie screenings            | 12                | 6                   | 17         | 33            | 51                 | 119   | 3.88           |
| Talks/Lectures for adults   | 8                 | 8                   | 22         | 34            | 51                 | 123   | 3.91           |
| Computer classes            | 12                | 7                   | 21         | 29            | 56                 | 125   | 3.88           |
| Legal assistance            | 10                | 15                  | 25         | 22            | 48                 | 120   | 3.69           |
| Book signings/author events | 10                | 4                   | 16         | 27            | 62                 | 119   | 4.07           |
| Special performers          | 15                | 8                   | 17         | 28            | 57                 | 125   | 3.83           |
| Homework help               | 16                | 6                   | 23         | 26            | 51                 | 123   | 3.71           |
| Literacy classes            | 21                | 5                   | 28         | 27            | 41                 | 121   | 3.54           |
| ESL classes                 | 28                | 9                   | 31         | 22            | 31                 | 121   | 3.16           |
| Job search assistance       | 13                | 9                   | 19         | 36            | 44                 | 121   | 3.74           |
| Bilingual programming       | 29                | 11                  | 22         | 20            | 40                 | 122   | 3.25           |

# APPENDIX D: SUMMARY OF SURVEY DATA

## Q5: What technology would you like to see the library add in the next five years?

Answered: 132 Skipped: 14

|                                     | 1: Not interested | 2: Minimal interest | 3: Neutral | 4: Interested | 5: Very interested | Total | Average rating |
|-------------------------------------|-------------------|---------------------|------------|---------------|--------------------|-------|----------------|
| New online resources                | 11                | 2                   | 17         | 26            | 56                 | 122   | 3.69           |
| More desktop computers              | 9                 | 2                   | 25         | 24            | 65                 | 125   | 4.07           |
| Tablet checkout                     | 15                | 4                   | 26         | 22            | 50                 | 117   | 3.75           |
| Wireless printing                   | 14                | 0                   | 24         | 21            | 62                 | 121   | 3.97           |
| Library mobile app                  | 10                | 7                   | 18         | 24            | 63                 | 122   | 4.01           |
| 3D printing                         | 17                | 13                  | 23         | 22            | 43                 | 118   | 3.52           |
| Leapster educational games for kids | 18                | 8                   | 26         | 25            | 46                 | 123   | 3.59           |
| Video game checkout                 | 26                | 10                  | 28         | 14            | 44                 | 122   | 3.33           |
| Gaming equipment for Library        | 32                | 9                   | 29         | 9             | 40                 | 119   | 3.13           |

## Q6: How would you like the Library to prioritize its resources over the next five years?

Answered: 126 Skipped: 20

|                                    | 1: Very low | 2: Low | 3: Medium | 4: High | 5: Very High | Total | Average rating |
|------------------------------------|-------------|--------|-----------|---------|--------------|-------|----------------|
| Bestselling books                  | 2           | 7      | 13        | 29      | 66           | 117   | 4.28           |
| Research books /Nonfiction         | 2           | 6      | 23        | 36      | 46           | 113   | 4.04           |
| Audiovisual materials              | 5           | 8      | 36        | 26      | 40           | 115   | 3.77           |
| Wifi/reading area                  | 5           | 10     | 14        | 34      | 46           | 109   | 3.97           |
| Online services                    | 5           | 7      | 17        | 23      | 59           | 111   | 4.12           |
| Copy/fax machines                  | 8           | 13     | 25        | 30      | 35           | 111   | 3.64           |
| Computers for recreation           | 13          | 15     | 22        | 24      | 37           | 111   | 3.51           |
| Computers for research/homework    | 7           | 5      | 18        | 23      | 60           | 113   | 4.10           |
| Children's books                   | 7           | 8      | 15        | 29      | 54           | 113   | 4.02           |
| Magazines/Newspapers               | 9           | 14     | 30        | 25      | 36           | 114   | 3.57           |
| Children's programs                | 6           | 9      | 16        | 23      | 61           | 115   | 4.08           |
| Teen programs                      | 9           | 6      | 17        | 21      | 60           | 113   | 4.04           |
| Adult programs                     | 7           | 4      | 18        | 27      | 57           | 113   | 4.09           |
| Increased hours                    | 8           | 7      | 27        | 23      | 51           | 116   | 3.88           |
| Developing local history resources | 9           | 8      | 36        | 23      | 34           | 110   | 3.59           |
| Physical expansion                 | 6           | 9      | 28        | 21      | 50           | 114   | 3.88           |

# APPENDIX D: SUMMARY OF SURVEY DATA

## Q7: How do you find things you're looking for in the Library?

Answered: 134      Skipped: 12

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|                        |    |        |
|------------------------|----|--------|
| Look it up on computer | 91 | 67.91% |
| Ask nearest staff      | 50 | 37.31% |
| Browsing aisles        | 42 | 31.34% |
| Ask at Reference desk  | 40 | 29.85% |
| Other (please specify) | 5  | 3.73%  |

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|       |     |
|-------|-----|
| Total | 134 |
|-------|-----|

## Q8: If the library were to expand, which of the following would you most like to see?

Answered: 128      Skipped: 18

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|                        |    |        |
|------------------------|----|--------|
| Youth Library          | 54 | 42.19% |
| Another branch         | 17 | 13.28% |
| Larger main library    | 66 | 51.56% |
| Bookmobile services    | 23 | 17.97% |
| Other (please specify) | 9  | 7.03%  |

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|       |     |
|-------|-----|
| Total | 128 |
|-------|-----|

## Q9: Which of these is the way you usually get information about the Library?

Answered: 130      Skipped: 16

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|                        |    |        |
|------------------------|----|--------|
| Newspaper              | 27 | 20.77% |
| Library website        | 53 | 40.77% |
| Flyers in Library      | 37 | 28.46% |
| Facebook               | 14 | 10.77% |
| Word of mouth          | 28 | 21.54% |
| Other (please specify) | 17 | 13.08% |

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|       |     |
|-------|-----|
| Total | 130 |
|-------|-----|

## Q10: I am:

Answered: 134      Skipped: 12

|        |    |        |
|--------|----|--------|
| Male   | 36 | 26.87% |
| Female | 98 | 73.13% |

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|       |     |
|-------|-----|
| Total | 134 |
|-------|-----|

# APPENDIX D: SUMMARY OF SURVEY DATA

## Q11: Age:

Answered: 134      Skipped: 12

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|          |    |        |
|----------|----|--------|
| Under 18 | 5  | 3.73%  |
| 18-24    | 13 | 9.70%  |
| 25-34    | 26 | 19.40% |
| 35-44    | 24 | 17.91% |
| 45-54    | 27 | 20.15% |
| 55-64    | 1  | 15.67% |
| 65+      | 18 | 13.43% |

|       |     |
|-------|-----|
| Total | 134 |
|-------|-----|

## Q12: Do you have kids under 18 at home?

Answered: 99      Skipped: 47

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|     |    |        |
|-----|----|--------|
| Yes | 53 | 53.54% |
| No  | 46 | 46.46% |

|       |    |
|-------|----|
| Total | 99 |
|-------|----|

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