

# CITY OF SAN MARINO AGENDA REPORT



**TO:** LIBRARY BOARD OF TRUSTEES

**FROM:** LUCY GARCIA, COMMUNITY SERVICES DIRECTOR

**DATE:** FEBRUARY 22, 2010

**SUBJECT:** LIBRARY SURVEY RESULTS

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## **Background**

The purpose of the 2010 Library survey was to evaluate current resources and services and assess the future library needs of the San Marino community. The survey was posted from January 18 through January 31, 2010 at the Crowell Public Library, the library and city website. A total of 875 patrons and residents responded, representing about 7% of the library visitors within a two week period or 15% of the library visitors within a one week period. Of the 875 surveys submitted, 779 were complete surveys, meaning that all questions within the survey were readily addressed by the respondent. The majority of responses submitted were from youth between the ages of 13 and 17, followed by individuals between 36 and 54 years of age.

At least 60 percent of the responses were collected from residents of San Marino. Of the San Marino responses, we are able to filter out the needs specific to San Marino; however, interestingly, they tend to mimic the overall percentages, uses, or needs expressed by the respondents. In all, 18% of the respondents report seldom or never using the Crowell Public Library. Reasons for not using the library include time, transportation, too many unsupervised children and Pasadena Library (as a better venue). Many respondents (35%) report never using other/neighborhood libraries. If they do visit other libraries it's because of larger collection, foreign materials, better dvd's, special interests, archival and research, homework support, newer children's materials, large print, books on tape or cd.

Checking out books and materials, followed by reading and computers were the primary uses of the library. At least 24% of the respondents report utilizing the Book Shoppe. Children books and DVD's were the leading types of materials sought, followed by Teen Non-Fiction books and online library information resources. Chinese materials represented approximately 8% of the interests. Surprisingly, few people (6%) report needing the library for community information. Programming was not a leading cause to use the library; however, of the programming attended, Children's proved to be the most popular. Though well attended, education workshops ranked in fourth place. More test preparation workshops, more computer classes, more programming advertising, more children and youth programs, and more adult programs are recommended.

By far (65%), the technology most utilized by patrons includes the Internet. Approximately 48% also utilize the online databases and/or information resources for their research and homework.

Faster and easier internet connection is a desired improvement among patrons. Better photocopiers and more computers were also highly recommended.

Respondents most commonly learn about the library from the sign boards, website, city newsletter and flyers. Better signage, more electronic (email) notices, information via the schools and the calendar are suggested areas for improvement. Respondents are most unaware of the library's newest services, including passports and notary, and teacher support services. Regarding programming, respondents are most unaware of adult programming, borrowing and returning books from other libraries, and classes offered via Recreation at the library.

Respondents ranked the following as the top priorities for the Crowell Public Library over the next three to five years:

- Provide increased access to electronic books
- Provide access to advanced computer applications.
- Provide electronic notices of library events, account information, and items of interest.
- Provide café and refreshment service.

In general, the library received high rankings for easy to find, well organized, and quick check out. The greatest dissatisfaction was in the area of facility hours. Lack of parking and clean restrooms were other areas of concern.

### **RECOMMENDATION**

More detailed survey results will be presented at the February 22<sup>nd</sup> joint meeting of the Trustees, Foundation and Friends. Staff intends to post the survey results and other subsequent feedback on the City's website and utilize the information for the completion of the library's strategic plan. A recommendation to receive and file this information is submitted to the Library Board of Trustees.