

Population Segments

❑ Pacific Heights (22.3%)

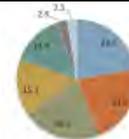
Married Couples, Age 39.1, Highest Percentages of Asian/Pacific Islander, Education is Important, 63% Own Single-Family Homes, Large Numbers of Immigrant Populations

❑ 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



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

ABA

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

ABA

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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

ABA

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*

ABA

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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)

Feedback and Next Steps

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.cityofpacific.org
 - www.pacificlibraryfoundation.com
- ❑ Hard copy is available at:
 - Sanchez Library
 - Sharp Park Library
 - City Hall

The screenshot shows the top portion of a survey form. At the top, there are logos for ABA, San Mateo County Library, Pacific Library Foundation, and Pacifica Library. Below the logos, the text reads: "Sponsored by the City of Pacific, San Mateo County Library, Pacific Library Foundation and Pacific Friends of the Library". The main title of the survey is "SMCL Pacific Library Needs Assessment Needs Assessment Survey". There is a progress bar showing 0% completion. The introductory text states: "The San Mateo County Library (SMCL) is leading an effort to understand the community's current and future needs regarding Library Services in Pacifica. Your participation is very important. Please take a moment to complete this questionnaire. It may take no more than 15 minutes to complete." Below this, there is a question: "1. select any from among the following libraries that you currently use:". The options are listed in a table with radio buttons:

Library Name	Selection
Sharp Park Pacific Library	<input type="radio"/>
Sanchez Pacific Library	<input type="radio"/>
Serrano/Daly City Main Library	<input type="radio"/>
Westlake Daly City Branch Library	<input type="radio"/>

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

Thank You!



ANDERSON BRULÉ ARCHITECTS

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 <i>Sam Casillas- unable to attend</i> <i>Stephanie Hamilton- unable to attend</i> Steve Sinai Steve Wright	Facilitators: Brad Cox, <i>ABA</i> Kate Masleid, <i>ABA</i>
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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 what 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 only two 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



ANDERSON BRULÉ ARCHITECTS

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:	Facilitators:
Carbelle Imperial	Brad Cox, <i>ABA</i>
Chris Vance	Kate Masleid, <i>ABA</i>
Christina Olsen	
Gail Benjamin	Observer:
Gwen Miller	Greg Bodin, <i>SMCL</i>
Liesel Harris-Boundy	
Michele Knapp	
Nicol Cassidy-White	
Paula Teixeira	
Reeba Lynn	
Thom Ball	

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)

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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!



ANDERSON BRULÉ ARCHITECTS

SMCL PACIFICA LIBRARY NEEDS ASSESSMENT Key Informant Interview

MEETING DATE: March 10, 2011
MEETING TIME: 10:30-11:30am
LOCATION: Conference Call

REGARDING: Meeting Minutes
ABA PROJECT #: 10-1201-0

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 than 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 still 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 than he expected.



ANDERSON BRULÉ ARCHITECTS

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

Strategies, Architecture & Interiors

- 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.



ANDERSON BRULÉ ARCHITECTS

SMCL PACIFICA LIBRARY NEEDS ASSESSMENT Key Informant Interview

MEETING DATE: March 26, 2011
MEETING TIME: 9:00 -10:00am
LOCATION: Conference Call

REGARDING: Meeting Minutes
ABA PROJECT #: 10-1201-0

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.

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. 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.

Strategies, Architecture & Interiors

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 capitalize 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



ABA

Agenda

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



ABA

2

Needs Assessment Overview

- Goals of Needs Assessment
- Process and Approach

ABA

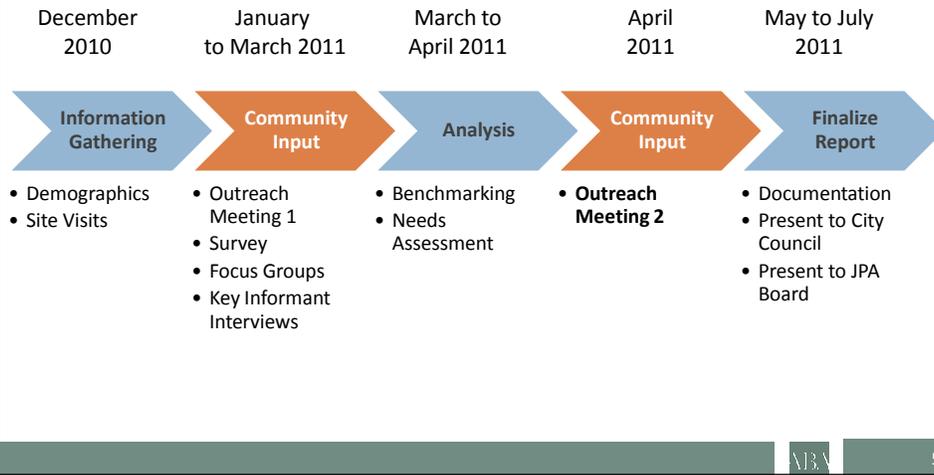
Goals of the Needs Assessment

- 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



Approach



Community Input To Date

ABA

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

ABA

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Summary of Input

Pacifica's Critical Issues

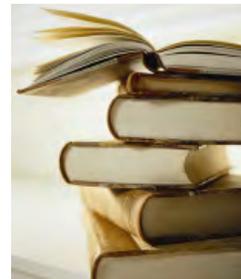


- Geographic Peculiarities
 - Divided by Highway 1
 - Highway 1 is the Key Connection to Neighboring Communities
 - Isolated from Larger Bay Area
 - Neighborhood Pockets due to Terrain
- Coastal Community with Unique Ecology
- Struggling Small Businesses and the Unemployed
- Changing Educational Landscape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



Summary of Input

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



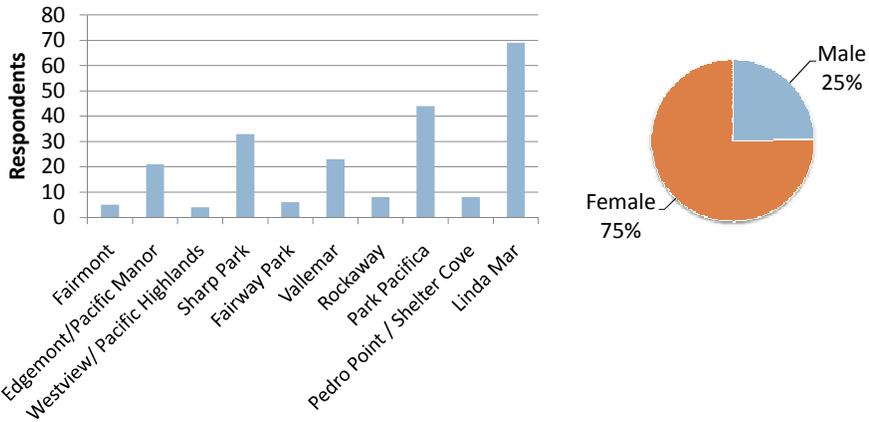
Summary of Input

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



Summary of Input – Respondent Profiles
Community Survey



Summary of Input – Respondent Profiles
Community Survey

