

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

Reasons for Using Another Library

- Collections Available 55.8%
- Location 39.5%
- Physical Environment 30.2%

Not Satisfied with Level of Service Provided

- Available Seating 29.4%
- Comfortable Seating 33.0%



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

Library Services People Didn't Know About

- Adult Classes 32.6%
- Cultural and Arts Programs 31.0%
- Adult Programs 28.7%
- SMCL Website 21.8%
- Book Club and Author Programs 21.3%



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

☐ Most Like to See These Services Improved

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



## Qualitative Assessment of Facilities

## SMCL Service Model Principles

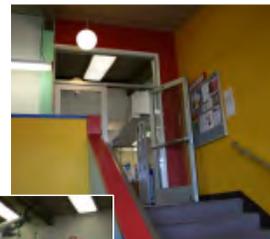
The observations are structured to align with the SMCL Service Principles:

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

Welcoming Environment

### Sharp Park Library

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



Intuitive Systems and Layout

## Sharp Park Library

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



Operational Efficiency

## Sharp Park Library

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



Space that Excites and Inspires

## Sharp Park Library

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



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Customer Driven Self-Service

## Sharp Park Library

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



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Welcoming Environment

**Sanchez Library**

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



Intuitive Systems and Layout

**Sanchez Library**

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



Operational Efficiency

## Sanchez Library

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



Space that Excites and Inspires

## Sanchez Library

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



## Customer Driven Self-Service

### Sanchez Library

- ❑ Self-checks
  - Highly Visible
  - Under Utilized (61%)
  - Located at Service Desk
- ❑ Holds and Loans
  - Well Used and Well Liked
  - Convenient Location
- ❑ Online Services



## Benchmarking and Trends

## Benchmarking Criteria

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

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

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

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

## Selected Benchmarks

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

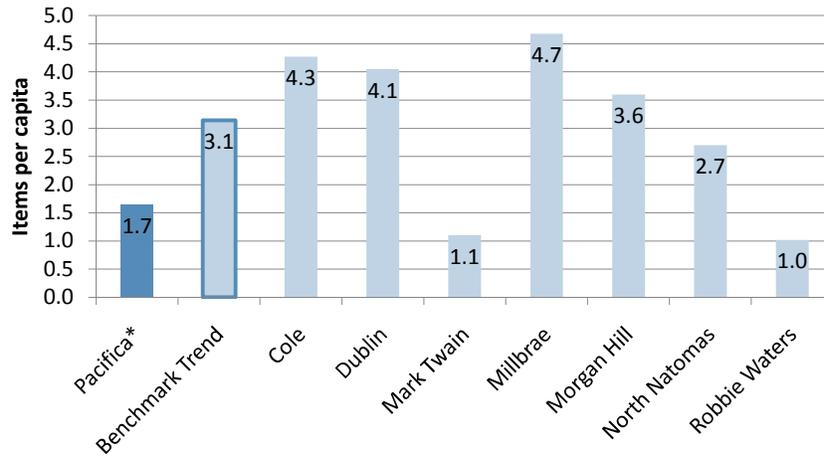
## Benchmark Criteria

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

## Benchmark Data Areas

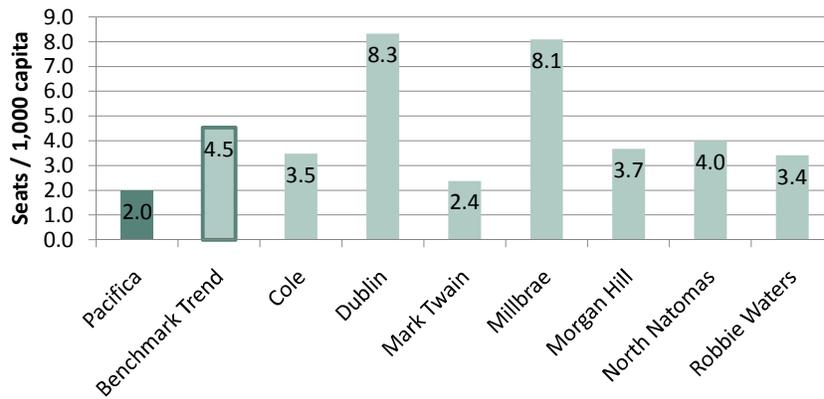
| Data Area                    | Metric                        |
|------------------------------|-------------------------------|
| Collection Size              | <i>Items per Capita</i>       |
| Seating (Total Reader Seats) | <i>Seats per Capita</i>       |
| Computers (Total Stations)   | <i>Computers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

## Benchmark - Collection

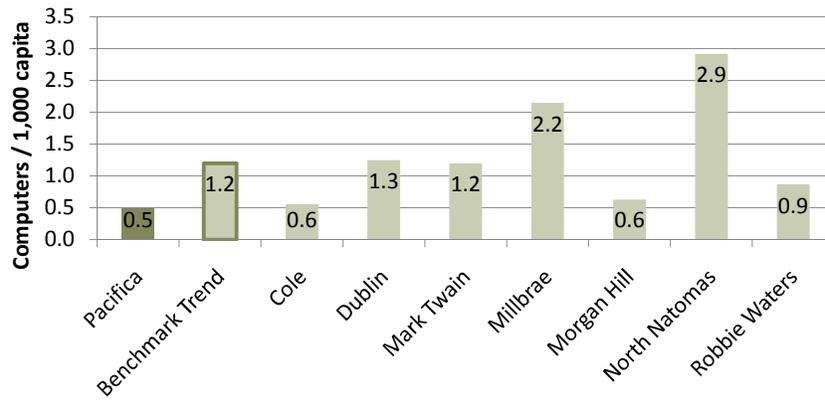


\*Collection adjusted to account for duplication

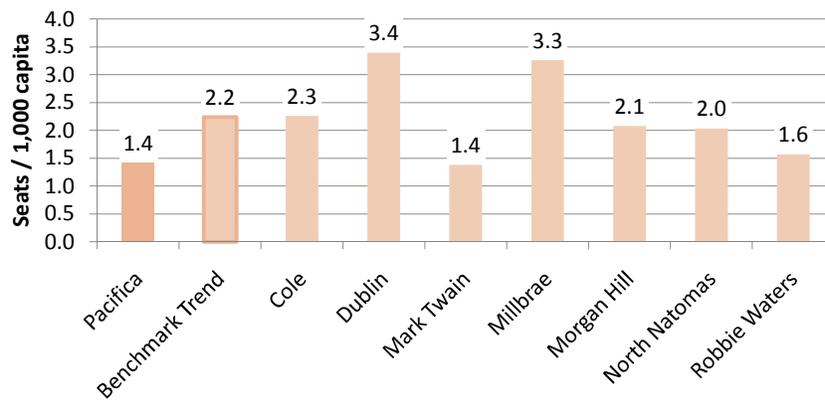
## Benchmark - Seating



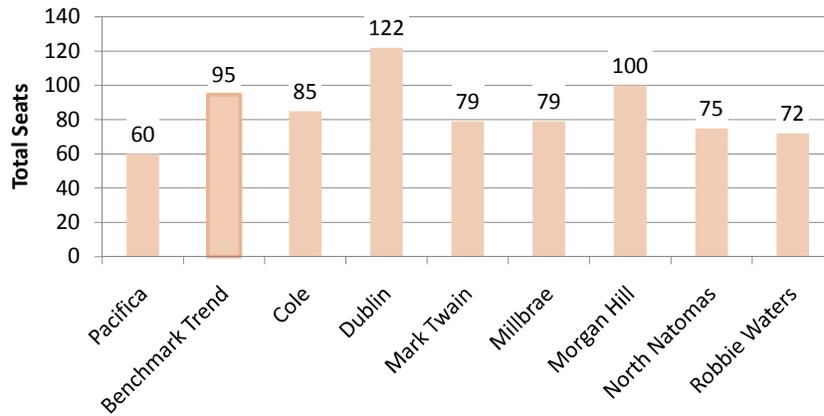
## Benchmark - Computers



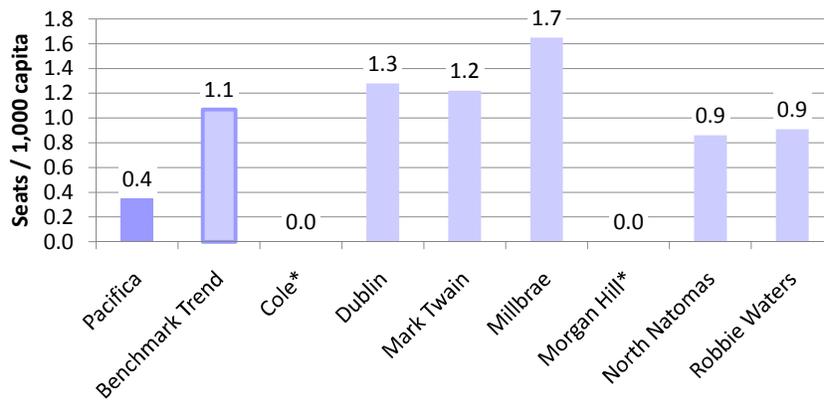
## Benchmark - Program Rooms



## Benchmark – Program Rooms

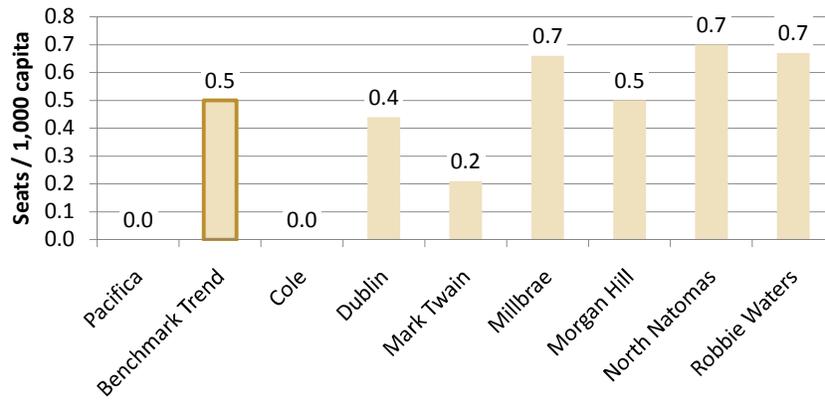


## Benchmark – Children’s Area

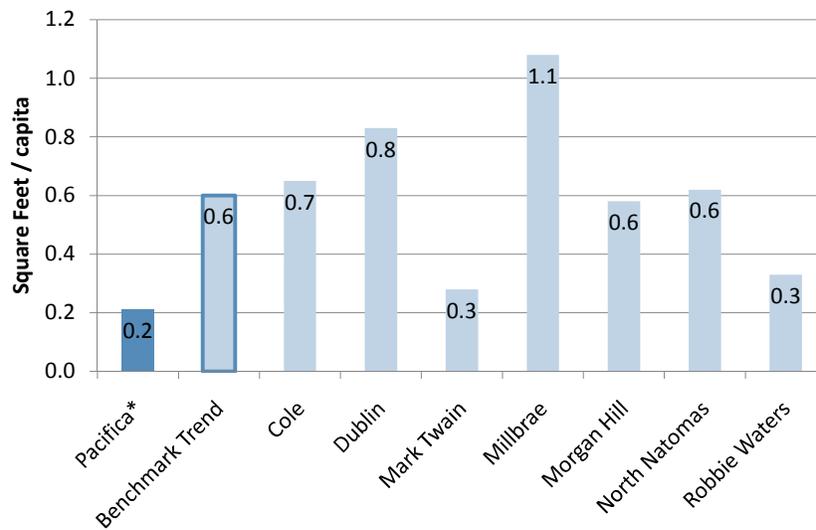


\*Children’s Program are held in the general Program room

## Benchmark – Group Study



## Benchmark – Square Feet of Building



\*Size adjusted to account for collection duplication

# Community Dialogue

## Breakout Sessions

- ❑ Three Stations
  - Community Input
  - Qualitative Assessment of Facilities
  - Benchmarking and Trends
  
- ❑ Breakout Sessions (~45 minutes)
  
- ❑ Report Out & Large Group Discussion



## Feedback and Next Steps

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### Feedback on the Meeting

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



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## Feedback

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

## Next Steps

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

**Thank You!**



# Appendix B

## Community Survey





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

|   | *                                | Response Count |
|---|----------------------------------|----------------|
| Sharp Park Pacifica Library                     | 100.0% (215)                     | 215            |
| Sanchez Pacifica Library                        | 100.0% (192)                     | 192            |
| Serramonte Daly City Main Library               | 100.0% (45)                      | 45             |
| Westlake Daly City Branch Library               | 100.0% (16)                      | 16             |
| John Daly Daly City Branch Library              | 100.0% (5)                       | 5              |
| Bayshore Daly City Branch Library               | 100.0% (1)                       | 1              |
| Skyline College Library                         | 100.0% (10)                      | 10             |
| San Bruno Library                               | 100.0% (18)                      | 18             |
| Burlingame Easton Branch Library                | 100.0% (13)                      | 13             |
| Millbrae Library                                | 100.0% (13)                      | 13             |
| South San Francisco Main Library                | 100.0% (25)                      | 25             |
| Grand Avenue South San Francisco Branch Library | 100.0% (7)                       | 7              |
| No Library                                      | 100.0% (9)                       | 9              |
|   | Other Library(ies) (please list) | 27             |
| <b>answered question</b>                        |                                  | <b>276</b>     |
| <b>skipped question</b>                         |                                  | <b>0</b>       |

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

|   |   | <b>Response<br/>Percent</b> | <b>Response<br/>Count</b> |
|---|---|-----------------------------|---------------------------|
| Location  |  | 39.5%                       | 17                        |
| Programs and services offered                         |  | 14.0%                       | 6                         |
| <b>Collections available (books,<br/>media, etc.)</b> |  | <b>55.8%</b>                | <b>24</b>                 |
| Computers and technology                              |  | 14.0%                       | 6                         |
| Physical environment                                  |  | 30.2%                       | 13                        |
|   | Other (please specify)  |                             | 15                        |
|   |   | <b>answered question</b>    | <b>43</b>                 |
|   |   | <b>skipped question</b>     | <b>233</b>                |

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

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

|  |                     |     |
|--|---------------------|-----|
| Hang Out with Friends                  | <b>100.0% (17)</b>  | 17  |
| Study or Do Homework                   | <b>100.0% (30)</b>  | 30  |
| Children's Programs                    | <b>100.0% (88)</b>  | 88  |
| Getting Materials from Other Libraries | <b>100.0% (107)</b> | 107 |
| Teen Books                             | <b>100.0% (37)</b>  | 37  |

Other (please specify) 28

|                          |            |
|--------------------------|------------|
| <b>answered question</b> | <b>262</b> |
| <b>skipped question</b>  | <b>14</b>  |

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

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

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

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

|  | *                      | Response Count |
|--|------------------------|----------------|
| Using the eBranch Library Website (www.smcl.org)                   | <b>100.0% (143)</b>    | 143            |
| Calling the library  | <b>100.0% (15)</b>     | 15             |
| Going to the library to get help from staff                        | <b>100.0% (73)</b>     | 73             |
| Going to the library to look for materials/information on your own | <b>100.0% (129)</b>    | 129            |
|  | Other (please specify) | 9              |
| <b>answered question</b>   |                        | <b>249</b>     |
| <b>skipped question</b>  |                        | <b>27</b>      |

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

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

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

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

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

Other (please describe) 11

**answered question 64**

**skipped question 212**

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

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

|                               |   |       |            |
|-------------------------------|---|-------|------------|
| Children's Programs           |  | 17.4% | 40         |
| Children's Storytime          |  | 8.3%  | 19         |
| Adult Programs                |  | 10.0% | 23         |
| Cultural and Arts Programs    |  | 16.1% | 37         |
| Book Club and Author Programs |  | 10.0% | 23         |
| <b>answered question</b>      |   |       | <b>230</b> |
| <b>skipped question</b>       |   |       | <b>46</b>  |

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

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

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

|                           |   | Response Percent         | Response Count |
|---------------------------|---|--------------------------|----------------|
| Weekday Mornings          |  | 19.4%                    | 48             |
| <b>Weekday Afternoons</b> |  | <b>27.9%</b>             | <b>69</b>      |
| Weekday Evenings          |  | 24.3%                    | 60             |
| Weekend Mornings          |  | 7.3%                     | 18             |
| Weekend Afternoons        |  | 21.1%                    | 52             |
|                           |   | <b>answered question</b> | <b>247</b>     |
|                           |   | <b>skipped question</b>  | <b>29</b>      |

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

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

|   | (20)          | (21)      | (22)                         | (23)     | (24)          | (25)       |
|---|---------------|-----------|------------------------------|----------|---------------|------------|
| Helping Students                                | 12.9%<br>(18) | 0.7% (1)  | <b>77.1%</b><br><b>(108)</b> | 1.4% (2) | 7.9%<br>(11)  | 2.91 140   |
| Ability To Connect with Other Community Members | 15.8%<br>(18) | 4.4% (5)  | <b>68.4%</b><br><b>(78)</b>  | 1.8% (2) | 9.6%<br>(11)  | 2.85 114   |
| Children's Programs                             | 6.3% (8)      | 3.9% (5)  | <b>79.7%</b><br><b>(102)</b> | 2.3% (3) | 7.8%<br>(10)  | 3.02 128   |
| Children's Storytime                            | 0.8% (1)      | 3.8% (5)  | <b>83.5%</b><br><b>(111)</b> | 3.0% (4) | 9.0%<br>(12)  | 3.16 133   |
| Adult Programs                                  | 28.7%<br>(35) | 4.9% (6)  | <b>48.4%</b><br><b>(59)</b>  | 0.8% (1) | 17.2%<br>(21) | 2.73 122   |
| Cultural and Arts Programs                      | 31.0%<br>(36) | 6.9% (8)  | <b>43.1%</b><br><b>(50)</b>  | 0.0% (0) | 19.0%<br>(22) | 2.69 116   |
| Book Club and Author Programs                   | 21.3%<br>(26) | 9.0% (11) | <b>51.6%</b><br><b>(63)</b>  | 1.6% (2) | 16.4%<br>(20) | 2.83 122   |
| <b>answered question</b>                        |               |           |                              |          |               | <b>219</b> |
| <b>skipped question</b>                         |               |           |                              |          |               | <b>57</b>  |

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

|                          | <b>Response<br/>Count</b> |
|--------------------------|---------------------------|
|                          | 57                        |
| <b>answered question</b> |                           |
|                          | <b>57</b>                 |
| <b>skipped question</b>  |                           |
|                          | <b>219</b>                |

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

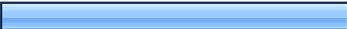
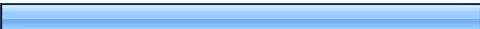
|                   | Response Count |
|-------------------|----------------|
|                   | 240            |
| answered question | 240            |
| skipped question  | 36             |

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

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

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

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

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

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

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

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

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

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

|                   | Response Count |
|-------------------|----------------|
|                   | 60             |
| answered question | <b>60</b>      |
| skipped question  | <b>216</b>     |

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

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

answered question 227

skipped question 49

**20. Are you a resident of Pacifica?**

Response  
Percent      Response  
Count

Yes  96.6% 225

No  3.4% 8

answered question 233

skipped question 43

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

Response  
Percent      Response  
Count

0-5 years  17.3% 39

6-10 years  16.4% 37

11-20 years  20.8% 47

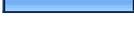
**21-40 years**  31.4% 71

40+ years  14.2% 32

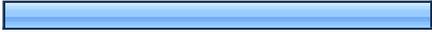
answered question 226

skipped question 50

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

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

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

|           |   | Response Percent         | Response Count |
|-----------|---|--------------------------|----------------|
| Yes       |  | 35.7%                    | 82             |
| <b>No</b> |  | <b>64.3%</b>             | <b>148</b>     |
|           |   | <b>answered question</b> | <b>230</b>     |
|           |   | <b>skipped question</b>  | <b>46</b>      |

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

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

**25. What is your age?**

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

**26. Are you:**

|                          |  | Response Percent | Response Count |
|--------------------------|--|------------------|----------------|
| Male                     |   | 24.8%            | 55             |
| <b>Female</b>            |  | <b>75.2%</b>     | <b>167</b>     |
| <b>answered question</b> |  |                  | <b>222</b>     |
| <b>skipped question</b>  |  |                  | <b>54</b>      |

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

|                          |  | Response Percent | Response Count |
|--------------------------|--|------------------|----------------|
| Seldom                   |   | 33.0%            | 77             |
| <b>Frequently</b>        |   | <b>53.2%</b>     | <b>124</b>     |
| Never                    |  | 13.7%            | 32             |
| <b>answered question</b> |  |                  | <b>233</b>     |
| <b>skipped question</b>  |  |                  | <b>43</b>      |

**28. What is your primary language?**

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

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

|                          |  | Response Percent | Response Count |
|--------------------------|--|------------------|----------------|
| Yes                      |  | 97.8%            | 226            |
| No                       |   | 2.2%             | 5              |
| <b>answered question</b> |  |                  | <b>231</b>     |
| <b>skipped question</b>  |  |                  | <b>45</b>      |

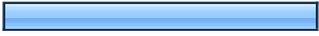
**30. Do you have access to high-speed internet outside the library?**

|                          |  | Response Percent | Response Count |
|--------------------------|--|------------------|----------------|
| Yes                      |  | 95.6%            | 218            |
| No                       |   | 4.4%             | 10             |
| <b>answered question</b> |  |                  | <b>228</b>     |
| <b>skipped question</b>  |  |                  | <b>48</b>      |

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

|                          |   | Response Percent | Response Count |
|--------------------------|---|------------------|----------------|
| Yes                      |  | 45.2%            | 104            |
| No                       |  | 54.8%            | 126            |
| <b>answered question</b> |   |                  | <b>230</b>     |
| <b>skipped question</b>  |   |                  | <b>46</b>      |

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

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

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

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

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

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

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

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

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

|   |                                   |                      |
|---|-----------------------------------|----------------------|
| 1 | They do not have books in Spanish | Feb 10, 2011 2:32 PM |
|---|-----------------------------------|----------------------|

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**28. What is your primary language?**

|   |         |                       |
|---|---------|-----------------------|
| 1 | English | Feb 11, 2011 10:59 AM |
|---|---------|-----------------------|

## 28. What is your primary language?

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

# Appendix C

## Outreach Meeting Publicity Information





## Appendix C – Outreach Meeting Publicity Information

### *Publicity for Public Outreach*

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

### *Community Survey and Outreach Meeting #1*

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

- Black and White Posters
  - Approximately 115 total
  - Posted at various locations (schools, public facilities, service locations, etc)
  - Including about 15 civic locations plus multiple flyers posted at seven retail shopping areas
- Color Posters
  - Large format (20"x24") color posters
    - Forty displayed
    - Posted at seven school sites, two public libraries, and six other City owned properties such as City Hall, Community Center, daycare and after school centers, etc.
  - Small format (8 1/2"x11") color posters
    - Approximately 100 displayed
    - Posted at various retail locations throughout town, including:
      - Palmetto Avenue businesses
      - Manor shopping center
      - Eureka Square shopping center
      - Crespi Drive retail stores
      - Rockaway Beach retail stores
      - Linda Mar shopping center
      - Park Mall shopping center.
- Newspaper
  - Advertisement – run for two weeks prior to meeting in the Pacifica Tribune
  - Articles – prior to the meeting front page article ran February 9, 2011
  - Letter to the Editor was published in the Pacifica Tribune March 16, 2011
- Online Articles
  - Bay Area Newspaper Group:
    - posted February 14, 2011
    - [http://www.mercurynews.com/pacifica/ci\\_17384229?nclick\\_check=1](http://www.mercurynews.com/pacifica/ci_17384229?nclick_check=1)



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

### ***Outreach Meeting #2***

Outreach Meeting #2 was publicized with the following methods:

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



## Appendix C – Outreach Meeting Publicity Information

- Articles – two prior to the meeting – March 30, page 3A and April 6, page 7A
- Online Articles - Bay Area Newspaper Group:
  - posted March 30, 2011
  - [http://www.contracostatimes.com/ci\\_17728178?nclick\\_ch eck=1](http://www.contracostatimes.com/ci_17728178?nclick_ch eck=1)
  - [http://www.mercurynews.com/pacifica/ci\\_17728178](http://www.mercurynews.com/pacifica/ci_17728178)
- Online notification
  - [www.PacificaLibraryFoundation.com](http://www.PacificaLibraryFoundation.com)
  - <http://pacifica.patch.com/announcements/pacifica-library-community-outreach-meeting>
  - <http://www.smcl.org/en/content/speak-up-for-your-library>
- Postcard mailers
  - 1200 sent to FOL and Foundation mailing lists
  - 200 were distributed through two Pacifica libraries
- Email to distribution lists
  - Pacifica Chamber of Commerce
  - Pacifica Mother's Club
  - Pacifica Historical Society



## Appendix C– Outreach Meeting Publicity Information

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