ESCONDIDO PUBLIC LIBRARY BOARD OF TRUSTEES

AGENDA
Thursday, March 11, 2010
2:00 p.m.
Board Room

1. **CALL TO ORDER**

2. **WRITTEN / ORAL COMMUNICATIONS.** At this time the public may comment on items not appearing on the agenda. State law prohibits the Board from discussing or taking action on such items, but the matter may be referred to the staff or scheduled on a subsequent agenda. (Please refer to the back page of the agenda for instructions.)

3. **APPROVAL OF MINUTES FROM PREVIOUS MEETING.** *Attachment 3a.*

4. **BOARD ADMINISTRATIVE ANNOUNCEMENTS**

5. **PROJECT UPDATES –**

6. **BOARD NEWS/ISSUES –** Council interviews for the Library Board vacancies are on Wednesday, March 10th at 4:00 p.m. in the Mitchell Room. This is a noticed Board meeting and all Trustees are invited.

7. **REPORTS FROM AUXILIARY GROUPS**

   a. Serra Library System Advisory Board – Serra met on February 25 in Calexico, and our new SAB representative, Patrick O'Donnell, attended with me and seemed to enjoy it.

   b. Friends of the Escondido Public Library – At their meeting, the Friends funded the San Diego Symphony program for children and Rincon Literario materials.

   c. Pioneer Room Friends – The Friends have a genealogy workshop coming up in May, led by PR member, Ginger Kullman. The calendar committee met 2 or 3 times to select the photos for the 2011 calendar.

   d. Escondido Library Endowment Foundation – The ELEF has decided to put up a donor wall in the library lobby and have chosen a standard tree design with engraved leaves.

   e. Friends of Library Literacy Services – The Friends did a great job with Scrabble-Thon last month, helping to raise about $7,000. They will be hosting their first Learner Appreciation Reception at the Dome at City Hall on June 10, 2010. Keynote speaker is Carol LeBeau.

8. **SIGNIFICANT UPCOMING EVENTS**

Date & Time	Location	Event
March 6, 2 p.m.	Turrentine Room	Lecture by Laurie Gibson on getting published
March 15 – 31	Main Library	Closes for renovation until May
March 15 – 31	East Valley Branch	First day of extended schedule (42 hours open per week)
March 20, 10 a.m.	Barnes & Noble	Children's illustrator Derek Anderson, fund raiser for ELEF

9. **CURRENT BUSINESS**

   a. **RENOVATION PROJECT.** Review of progress to date & current plans.

   b. **LIBRARY PLANNING.** Discuss the presentation to City Council and next steps for the Renewed Library Vision Project.

c. **CITY AND LIBRARY BUDGET.** Review budget situation and discuss proposal to study outsourcing to the County Library.

d. **SENIOR EXPERIENCE PROJECT.** Progress report.

10. CITY STAFF COMMUNICATIONS

a. Community Services Director

b. City Librarian

c. Deputy City Librarians

11. CUSTOMER SERVICE COMMENTS. Available at meeting.

12. ADJOURN UNTIL April 8, 2010

13. UPCOMING MEETING SCHEDULE. Regular meetings are the 2nd Thursday of each month at 2 p.m.

Day	Date	Time	Location
Thursday	April 8, 2010	2:00 p.m.	Library Board Room
Thursday	May 13, 2010	2:00 p.m.	Library Board Room
Thursday	June 10, 2010	2:00 p.m.	Library Board Room

TO ADDRESS THE BOARD: The public may address the Library Board of Trustees on any agenda item. Please complete a Speaker's form and give it to the Administrative Assistant. Comments are generally limited to 3 minutes. If you wish to speak concerning an item *not* on the agenda, you may do so under "Oral Communications." Please complete a Speaker's form as noted above.

Handouts for the Library Board should be given to the Administrative Assistant. To address the Board, STATE YOUR NAME FOR THE RECORD. **Please turn off all cell phones and pagers while the meeting is in session.**

Escondido Public Library Board of Trustees
MEETING MINUTES
Thursday, February 11, 2010, 2:00 p.m.
Library Board Room

CALL TO ORDER: Board President Alex Galenes called the meeting to order at
2:05 p.m.

Members Present: Elmer Cameron, Alex Galenes, Gary Knight, Stan Levy (2:15 p.m.), Diane
Yerkes

Staff Present: Community Services Director Jerry Van Leeuwen, City Librarian Laura Mitchell,
Deputy City Librarians Jo Ann Greenberg and Cynthia Smith, Board Secretary
Janet Rulien

WRITTEN/ORAL COMMUNICATIONS: Mitchell commented as a member of the public. She noted
that the Board Trustees' advocacy and eloquence at the City Council meeting on February 3rd was
amazing and accurately addressed the Library's needs.

**APPROVAL OF MINUTES FROM PRIOR MEETING: MSC Cameron/Knight to approve the
minutes of the prior meeting. Vote 4/0 in favor.** The Board modified the recommendation portion
of the Special Board Meeting on February 2, 2010 as follows:
        "The Trustees decided they would address the council in public session and make the
following points (among others)
- The Council should consider library services as "core services"
  in our City;
- Consider the use of additional reserve funds before deciding
  to kill or cripple the core;
- Consider a parcel tax as an emergency measure;
- Consider providing library services as part of the County;
  Library System but consider this option with extreme care."
MSC Yerkes/Knight to approve the minutes as modified. Vote 5/0 in favor.

BOARD ADMINISTRATIVE ANNOUNCEMENTS: Galenes mentioned that the Council interviews for
new Board Members are at 4:00 p.m. on March 10 in the Mitchell Room at City Hall. All Trustees are
encouraged to attend. Trustees Knight and Yerkes both reapplied for a new term.

PROJECT UPDATES: The library filed an e-rate proposal well ahead of the deadline and we are
waiting for their response within the next 15 days. We are hoping for an upgrade to 50 mgbs
bandwidth. If the e-rate does not go through, we will go back to our old contract with Cox and stay at
our present 15 mgbs pipeline.

BOARD NEWS/ISSUES: The Board discussed going to the CALTAC Spring workshop. The Board
will look at their schedules. Cameron suggested sending a public relations specialist in their place
and that person could debrief the Board. Galenes and Cameron will look into this immediately.
Trustee Cameron was honored at the City Council meeting last night as Educator of the Year; also
Eula Stephens, a Friends board member, was honored for literacy work.

REPORTS FROM AUXILIARY GROUPS: The Board thanked the Friends for donation of $35,000 for
books.

SIGNIFICANT UPCOMING EVENTS: The Board reviewed the list.

CURRENT BUSINESS:

Renovation Project: Mitchell reviewed project details.   The air conditioning job is starting Monday, March 15th, when we will close for six weeks. We are completing the bid package for new signs throughout the library. We have a new muralist who will be doing a mural that appeals to teens and young people in the teen area. We will plan a grand reopening.

Library Planning: Galenes gave a report on his meeting, with Foundation Board member Jerrie Quon, to the Mayor to introduce the new library phased plan. The Mayor suggested going to the Council on February 24th. She suggested a multi-level parking garage during the second phase of construction to be placed where our current library is now located.   The Board concurred on the February 24th date and discussed the presentation details.

City and Library Budget: We are very pleased to be back to a status quo budget for now. Next year's budget may be problematic if revenues continue falling. The Board decided that Cameron and Levy will work on an advocacy statement which will then be emailed to the Council and the City Manager.

Senior Experience Project: There was an initial meeting with the students and faculty advisor, and staff was impressed with the enthusiasm of the participants. The Board commented on what they would like to see come out of the project, noting that concrete data about the library image in the community is needed to plan a marketing campaign.

CITY STAFF COMMUNICATIONS:

City Librarian: Mitchell reported that during the staff meeting yesterday Van Leeuwen came over and brought City Manager Clay Phillips with him. Phillips did an excellent job explaining budgets and politics, and our staff really appreciated his input. He also talked about the outsourcing issue and how it came about.

Deputy City Librarians: Greenberg reported upcoming events coming out of the Career Center. They are doing quite well and now have to limit computer use because of extensive use. They will be doing things like résumé building, and other basic workshops for obtaining employment including interviewing. Another program that we might be using are free web-based tutorials including Microsoft office 2007 office suite offered by Knowledge City. We will see how this could fit into our work at the Career Center. Several staff are going to the 2010 Get Involved workshop in Irvine, CA. The focus is getting volunteers to volunteer on projects – specific projects – that the volunteer specializes in. This is a two-day workshop that was grant funded.

Smith reported that we are doing a lot of cross training here and at the branch preparing for the renovation and closing the main and opening the branch for more hours. We will be taking some trainings while we are closed, but have loads of projects to do. The San Diego Symphony will be performing at the branch during National Library Week which is in mid-April.

Adjourned: 3:40 p.m.

Respectfully submitted,

Gary Knight, Secretary

Highlights:

- Dates are now firm, barring rain delays
  - The HVAC contractor will start on March 15 to disconnect the rooftop units
  - March 16 - units will be craned off, and the building will be vacated for the day.
  - March 17-25 – roof repair
  - March 26 – new units craned on; building will be vacated for the day.
  - March 29-April 7 – install & test the new equipment.
  - April 1 – the carpet installer will begin work.
  - April 30 – carpeting will be finished barring delays.

The following draft schedule will give you an idea of what we will be doing! This is a first draft, and we will be adding items as we proceed.

Escondido Library Renovation – Time Line & Schedule
March 2, 2010

March 1-15

- Clean offices; throw away old & unused materials
- Inform Janet of items to be surplused
- Print flyers & signs about being closed
- Finalize staff schedules for working at EVB, Pioneer Room; inform staff of where they will be working
- Finalize plans to accommodate employees with allergies and/or physical limitations
- Inform patrons about the closing at every opportunity; urge them to check out lots of books before March 15
- Schedule staff to stand outside for the first week to direct patrons who don't know; evaluate need to continue after the first week
- New fiber optic cable is run between the Main Library and the Pioneer Room.
- Send an additional checkout computer to EVB.
- Make signs that say, "Sorry for the inconvenience, etc."

March 15

- Library closes
- Staff meets in the lobby at 9 p.m. for briefing (this happens every morning)
- Air conditioning units are disconnected and roofing peeled back to prepare for repairs
- PC Reservation station is moved to Career Center for use in the afternoon; holds are moved over to PR
- Staff from Main starts deploying to EVB and Pioneer Room, plus a table outside to direct patrons
- Friends donation bin is placed outside by table; staff will check it periodically
- Carts (70) may be delivered from a moving company to use in moving books & media items from one place to another. Empty carts will be stored in the Turrentine Room until needed.
- Begin moving audio books to empty shelves in the stacks
-

March 16 (Tuesday)

- Air conditioning units are craned off the roof.
- No staff will work in the Main Library; no holds will be pulled.
- Will need to coordinate with contractor to clear book drops, if needed.
- Staff will work at Pioneer Room and EVB as scheduled.

March 17 – 25

- Contractors repair equipment well on the roof
- All materials now in the front part of the library get moved out using the mover's carts, because this is the first area to get new carpet.
- Old DVD/VHS double face shelves get demo'd and removed.
- Old yellow shelving in the Friends Shop is dismantled and removed.
- CD cases are emptied.
- Newly uncovered walls are repaired and painted.

Escondido Library Renovation – Time Line & Schedule
March 2, 2010

- Surplus items are removed if possible, to get them out of the way.
- Carpet contractor may come in and start taking up the base shelves on the main stacks, in preparation for the carpet installation.
- Work begins on walls and doorways in the new reference office
- Ceilings with the old, interlocking white tiles are painted
- Ducts in the Children's Room are painted.
- All public computers and staff computers in the public area downstairs are removed by Info Systems and stored in Tech Services. Cable is pulled from Internet stations.
- Reference and media public desks are emptied. Cable in desks is pulled, and both desks are dismantled and removed.
- Remove shelving from behind reference desk; repair and paint wall. Store shelving for future installation in Spanish area, next alcove down.
- Microfilm reader/printers and microfilm cabinets are moved to the Pioneer Room.
- Remove literacy carrels in upstairs hallway; store or surplus panels and tables.

March 26 (Friday)
- New air conditioning units are lifted and set onto the roof.
- No staff will work in the Main Library; no holds will be pulled.
- Will need to coordinate with contractor to clear book drops, if needed.
- ~~Staff will work at Pioneer Room and EVB as schedul~~ed.
-

March 29 – 31
- HVAC contractor starts to connect new air conditioning units; this goes on through April 7
- Staff to continue clearing out first areas to be carpeted
- Main book stacks are wrapped to protect from dust.
- Remove new books and dismantle single-face shelving along the outside wall of the old reference office.
-

April 1
- Carpet installation begins. Procedure: old carpet is removed from each area in sequence, after the previous area is finished. The old glue has to be scoured off, then the area is vacuumed. There will be noise and dust during this process. The new adhesive is applied and allowed to dry, then the carpet squares are placed.
- Movers will move furniture, but staff will move books off shelves so the movers can move the shelves. All desks will need to be emptied out in boxes supplied by the mover, prior to being moved.
- All computer cable will be taken out of desks and carrels by Info Systems before they can be moved.
- Color-coded floor plans will be posted so staff and workers can see which areas are coming up on the schedule.
-

Escondido Library Renovation – Time Line & Schedule
March 2, 2010

April 1 – 2

- Carpet the front area of the library, from the old Book Shop area to the start of the black carpet in the lobby, and around by the new books and in the new Friends Shop (old reference office).
- Sometime during this, move all the shelving and stuff stored in the new Friends Shop out somewhere so the room can be carpeted.
- After the Shop room is carpeted, move all the shelving back inside to await the shelving installer.
- Remove Spanish books to carts and dismantle single-face shelving along the wall in Spanish book area. Repair wall and paint.
-

April 3 & 5

- Move furniture out of north reading room; carpet north reading room and the "A" stack area. (Note: need to remove the new pony wall?)
- Return furniture to north reading room, along with Spanish books and shelving.
- Remove teen books from single face shelving onto carts. Dismantle single-face shelving along the west wall of the teen area. Repair and paint wall.
- Pull computer cable from booths if not already done, in preparation for moving and turning around the booths.
-

April 6-7

- Remove Internet carrels and move to the new location on the north side of the library. If not too dusty, start re-wiring the carrels.
- Carpet "B" stacks and the middle part of the south reading room.
- Start removing plastic wrapping from some of the shelves.
- After carpeting the middle of the area, move the teen booths and furniture to the newly carpeted area.
-

April 8-9

- HVAC contractor starts up the new air conditioning units
- Carpet "C" stacks and teen area
- Move teen furniture back, including new computer carrels stored in pod
- Turn booths to face the other direction and re-wire.
- Empty desks in reference & media staff areas and pack up for the carpet installation.

April 10-12

- HVAC contractor tests and balances the new AC units; through April 22.
- Reassemble old single face shelving over carpet and newly-painted walls (on wall outside new Friends Shop, teen area, former Spanish area.
- Complete the unwrapping of the stack areas.
- Move audio book collection to newly reinstalled single face shelving.

Escondido Library Renovation – Time Line & Schedule
March 2, 2010

- Re-shelve teen books on west wall. Route empty carts to children's area.
- Start placement of computers in old/new locations in the public area.
- Reference & media staff areas are carpeted.
- Empty desks in Circulation & Tech Services staff areas and pack up for the carpet installation.
- Shelving installer from Yamada returns and starts installing new shelving in Friends Shop, new book area, business center, Spanish area.
- Move CD bins to new area and put CDs back in bins.
- Begin removing children's books to carts and storing in the Turrentine Room or hallway.
-

April 13

- Carpet Circ & Tech Services area and break room.
- Bring in former children's shelving from pod and assemble in the new media area. When assembled, shelve feature DVDs and VHS tapes.
- Remove all computers from Children's Room if not already done. Store in Turrentine Room.
-

April 14-16

- Carpet installers begin on the upstairs, starting with the west side of the Children's Room and moving on to the east side of the room.
- Empty stacks and furniture are moved to the east side of the room. Carpet is laid and stacks and furniture are moved back. Process is repeated in reverse for the east side of the room.
- Empty desks and pack up children's staff offices on the first day.
- Staff training day April 14? (Move to another day because of noise in the Children's Room? How about April 21?)
-

Recommendation:

Discuss the presentation to City Council and next steps for the Renewed Library Vision Project.

Background:

The renewed new library vision was presented to Council on February 24th and was well received by the Council members. Alex Galenes and Foundation Chair Jack Anderson did a fine job, as did architect David Schnee. We will have copies of the PowerPoint slides at your Board meeting for those who didn't get one.

The Council did not actually vote to endorse the phased concept, although all spoke of it favorably. The two Boards were asked to return soon with "dates and dollars" for the next steps.

Possible Action Steps as outlined in the presentation.

- Fund raising feasibility study
- Polling for possible ballot measure
- Develop a community information process
- Build support with presentations to other groups, General Plan Review Committee, etc.
- Further develop design for entitlement and cost planning

Recommendation:

Review budget situation and discuss proposal to study outsourcing to the County Library.

Background:

A majority of Council members pass a mid-year budget adjustment with no change in the Library budget.

The Council's Budget Subcommittee will start meeting in April to discuss changes/reductions to the FY 2010-11 operating budget. At that time, depending on whether or not sales tax revenues are holding or dropping, we will find out whether the Library may be in line for further budget cuts.

Outsourcing Proposal

The Council majority has also provided direction to staff to continue to study the options with outsourcing library services to San Diego County. I have provided our City Manager, Clay Phillips, with some of the questions and issues which would have to be addressed in considering such a proposal from the County Library. A copy is attached for your information.

City Manager Phillips will be meeting with County Chief Administrative Officer Walt Ekard to discuss whether the County wishes to proceed and, if so, how to go about that.

Mr. Phillips would like to keep the matter at the staff level until we ascertain County interest. However, Council member Abed has placed on the March 24 City Council agenda an item, "Workshop on the County Library System." Staff has not been asked for input into this workshop.

March 1, 2010

TO: Clay Phillips, City Manager
           Jerry Van Leeuwen, Community Services Director

FROM: Laura Mitchell, City Librarian

SUBJECT: Preliminary Issues & Questions Relating to Outsourcing Library Services to San Diego
           County

Staff has reviewed the idea of becoming a branch of the County Library system and has identified
some preliminary issues and questions that would need to be answered in a proposal response or
negotiated in a contract process. It is anticipated that additional issues and questions will arise if the
City chooses to proceed along this path.

Advantages of County Operation for Escondido Residents

- Most larger County Library Branches are open 7 days, longer hours

- County Library has a larger collection overall but may not be as in-depth as Escondido

- Member of the Circuit – can easily get books from university libraries (Escondido patrons can do
  this as well, but it takes longer)

- More online resources such as downloadable audio books (Escondido residents with a County
  Library card can access these as well)

- For employees; higher salaries for the same job categories, better retirement benefits

No Advantage / Disadvantage – Approximately the Same Services

- Children's programs – both have a wide variety of story times & crafts, class visits to library.

- Adult and teen programs would still happen but perhaps not as many.

- Friends support groups could remain; probably the Library Foundation as well.

- City of Escondido would still own and maintain library buildings, incl. upkeep, utilities, etc.

Disadvantages or Potential Disadvantages to Residents

- Loss of local control

  o The Escondido Library Board of Trustees would be dissolved; the County Board of
    Supervisors would have control over the library.

o Lines of supervision and communication with City would be lessened – what mechanisms will be in place to let the City Council & City Manager know what is going on?

o Projected improvements (e.g., the vision for the expanded library) would have to be approved by the Board of Supervisors if staffing levels, etc. are involved. Would the permit process be affected?

o Special projects, grants, etc. would have to have County approval.

o Possible loss of sufficient administrative staff needed to work on special projects & programs; would Escondido still get the same level of administrative attention? (Examples: Senior Experience Project; Re-Visioning Project; General Plan Update; online newsletter; annual reports, technology plan, grant writing; columns for local Escondido magazines)

o Escondido would no longer have a presence on the Serra Cooperative Library System Administrative Council (joint powers agreement).

o What would happen to the City's Quality of Life Standards for Library services in the General Plan?

o What vision would the County have for Escondido's library services into the future? Does the County Library ever conduct needs assessments, do technology plans, service plans?

- Loss of revenue

  o Public Library Fund annual allocation from the state would go to County Library (has ranged from $50,000 to $230,000 in previous years).

  o Approximately 1% of property tax collected in Escondido would go to County Library.

  o Loss of fee revenue from renting media items (County does not charge).

  o Loss of fee revenue from meeting rooms, interlibrary loan, overdue fines.

  o With no Trustees, what would become of the Library Trust Fund ($350,000)?

Questions/Issues Regarding Ownership and Implementation

- Who would own the contents of the library facilities, including the City's investments in

  o 280,000 books, media items, etc. ($7.5 million);

  o computers & servers, both for staff and public ($250,000);

  o furniture & shelving ($1.5 million).

- Ownership of the existing Library collection of 280,000 items

  o If the County assumes ownership, will the City be compensated?

  o If Escondido retains ownership, what happens when the County Library begins purchasing books and media and the collection includes both owners?

  o The County Library has a floating collection; will Escondido's books and DVDs end up in other County Branches?

  o Would competing with thousands of County residents slow down response times for Escondido residents to get best sellers, DVDs and other requested items?

- Computers

  o Who would provide computer support and maintenance?

- o Would library staff still be connected to Escondido's City network, or would they be on the County network? (probably the County network)

- o If computers programs used by the County are different, who bears the cost to change Escondido computers over to County programs?

- Internet access for the public – who would be responsible for providing this and paying for it?

  - o What would happen with our existing contracts with providers such as Cox & ATT?

  - o Would we still be able to have the 80% e-rate discount for Internet access?

- Escondido Library web site – would it be maintained and who would do it? Would it be reduced in size and scope?

- Telephone – would the library still be part of the City phone system, or be part of the County phone network? Does the City have contract obligations with our phone provider that include the library?

- Integration of circulation – who would bear the cost for the integration?

  - o County Library uses a different computer system than Escondido, so Escondido's patron database would need to be formatted and merged with the County Library patron data – cost unknown.

  - o All 280,000+ collection items may need to be re-barcoded with the County Library bar codes and re-scanned into the County system – cost unknown.

  - o SD County Library is converting to RFID circulation; all 280,000+ Escondido collection items would need to have RFID labels and re-scanned into the County system – cost unknown.

  - o Assuming the County Library took over cataloging and computer system maintenance, Escondido would save approximately $50,000 per year; would the County's increased costs for adding a large collection and 750,000 transactions per year be charged back to Escondido?

- Existing contracts – would there be a penalty to Escondido for dissolving contracts early?

  - o Envisionware, Evanced, Brainfuse, Sirsi-Dynix, Ebsco, Xerox, etc.

  - o Alarm system – Escondido most likely would still be responsible for security alarms.

- Existing partnerships – would they still be honored?

  - o Computer Center cooperative project with the San Diego Workforce Partnership

  - o Adult School classes scheduled in the Library's Computer Lab

- East Valley Branch Library, Pioneer Room – would the County also take over operation of those facilities? If so, at what level? Is the County prepared to accession and preserve photos, paper records of historic value?

- Literacy services – Escondido's programs for adult & family literacy are much more developed than the County program; would services here be reduced? Would the County keep open the Literacy Annex?

- Cultural programs – would there be a reduction in the number of concerts, lectures, author signings? Who would do the planning?

- Bookmobile – how would the County Library use Escondido's bookmobile?

- Volunteer recognition – what kind of recognition does the County Library support?

- Staffing issues

  - Would at least some current staff be rehired into the County service? On what basis would they be considered? How would the transition work?

  - How many and what positions would be eliminated (administrators, technical services, web librarian, volunteer coordinator, others)? Who would take over those functions and at what level of service?

  - Would Escondido Library have minimal staffing and offer only basic library services and programs with no added features such as concerts, book discussions, guest authors?

  - For those staff not rehired by the County, are there any issues related to employee bargaining rights and/or current MOU's? What would be the position of the Escondido City Employees Association on outsourcing?

  - What happens to those who are not vested in PERS – would they just lose their service credit even if hired by the County?

- Public relations/local identity

  - The Library would no longer use City Duplicating, which may have consequences for staffing that operation, and it would take longer to get posters & flyers for upcoming programs. Flexibility to respond to unexpected program opportunities may be lost.

  - All informational handouts would need to be re-done; the County Library would also have to re-do their handouts to reflect "Escondido Branch Library."

  - Loss of identifying library logo and possibly the City logo – use of San Diego County logo and County Library logo.

  - Would Escondido Library still have its online newsletter?

  - Escondido programs would be advertised in County Library calendars & brochures – a positive.

Recommendation:

Receive progress report.

Background:

The four senior business students and their faculty advisor from Cal State San Marcos have prepared a user survey and will be administering it in the coming week before the Main Library closes.

The survey instrument is included in the packet, for your information. It is designed by the students to elicit feelings of users about the library, its facility, its resources, and its services. There are some forced choices which should yield interesting results.

In addition, Board President Galenes, Trustee Cameron, and the City Librarian met with volunteer Nancy Beddingfield, who has an impressive professional background in public relations and information. Ms. Beddingfield will be assisting the Library in our public relations efforts, including making the most of the Senior Experience Project results.

Escondido Public Library Study — Current User

Thank you for taking a few minutes of your time to complete this survey. This information will help determine how our users view us and how we can improve library services.

1) When you think of the Escondido Public Library, in general, are your feelings usually:
- [ ] Very Positive
- [ ] Somewhat Positive
- [ ] Neutral
- [ ] Somewhat Negative
- [ ] Very Negative

2) How old were you when you first began using the Escondido Public Library?
- [ ] 5 years or younger
- [ ] 6-12 years old
- [ ] 13-18 years old
- [ ] 19-24 years old
- [ ] 25 or older

3) How do you find out about the Escondido Public Library's events and services? Please check all that apply.
- [ ] Newspapers
- [ ] Library calendar, flyers and posters
- [ ] Facebook/ Twitter
- [ ] Library website
- [ ] Library online newsletter
- [ ] Word of mouth
- [ ] Other _____

4) Do you use any of the following libraries? Please check all that apply.
- [ ] Ramona Public Library
- [ ] San Marcos Public Library
- [ ] Fallbrook Library
- [ ] Valley Center Library
- [ ] Rancho Bernard Library
- [ ] Other _____
- [ ] I do not use any of these libraries

5) What is the main reason that you visit the Escondido Public Library? Please check no more than two
- [ ] Computers
- [ ] Books
- [ ] DVDs
- [ ] Children
- [ ] Studying/ homework
- [ ] Internet
- [ ] Magazines
- [ ] CDs
- [ ] Programs
- [ ] Online databases
- [ ] Wireless internet
- [ ] Tutoring
- [ ] Audio books
- [ ] Other _____

6) How often do you…

	Every day	At least once a week	At least once a month	At least twice a year	Once a year or less	Never
Visit the main library……………	1	2	3	4	5	N/A
Visit the Pioneer Room…………	1	2	3	4	5	N/A
Visit the Library's Career Center………	1	2	3	4	5	N/A
Visit the E. Valley branch library………	1	2	3	4	5	N/A
Reserve library material online…………	1	2	3	4	5	N/A
Purchase snacks outside the library……	1	2	3	4	5	N/A
Attend library programs………………	1	2	3	4	5	N/A
Visit the library's website……………	1	2	3	4	5	N/A
Use a computer at the Escondido Public Library……	1	2	3	4	5	N/A
Use the internet at the Escondido Public Library……	1	2	3	4	5	N/A
Check out books from the Escondido Public Library.	1	2	3	4	5	N/A

19) Are you a registered voter?
- [ ] Yes
- [ ] No
- [ ] Prefer not to answer

20) What is your yearly household income?
- [ ] Less than $20,000
- [ ] $20,000-$40,000
- [ ] $41,000-$60,000
- [ ] $61,000-$80,000
- [ ] $81,000-$100,000
- [ ] More than $100,000
- [ ] Prefer not to answer

21) How long have you lived in Escondido?
- [ ] Less than 1 year
- [ ] 1-2 years
- [ ] 3-5 years
- [ ] 6-10 years
- [ ] More than 10 years
- [ ] I don't live in Escondido
- [ ] Prefer not to answer

22) How many children under the age of 18 live in your household?
- [ ] 0 children
- [ ] 1 child
- [ ] 2-3 children
- [ ] 4-6 children
- [ ] More than 6 children
- [ ] Prefer not to answer

23) What zip code do you live in?
- [ ] 92025
- [ ] 92026
- [ ] 92027
- [ ] 92029
- [ ] Other _____
- [ ] Prefer not to answer

24) What is your first language?
- [ ] Arabic
- [ ] Chinese
- [ ] English
- [ ] French
- [ ] German
- [ ] Vietnamese
- [ ] Spanish
- [ ] Other _____
- [ ] Prefer not to answer

Thank you for participating in our survey.

We will be holding a focus group at the Library at a later date. Everyone who participates in the focus group will be entered into a drawing for an eReader such as Nook or Kindle. Please leave your name, phone number, and e-mail address below to participate.

_____

_____

6) How often do you… (con't.)

	Every day	At least once a week	At least once a month	At least twice a year	Once a year or less	Never
Rent DVDs from the Escondido Public Library……	1	2	3	4	5	N/A
Rent CDs from the Escondido Public Library………	1	2	3	4	5	N/A

7) How satisfied are you with the following aspects of the Escondido Public Library?

	Very Dissatisfied	Slightly Dissatisfied	Neutral	Satisfied	Very Satisfied	No Opinion
Helpfulness of staff……………	1	2	3	4	5	N/A
Operating hours…………………	1	2	3	4	5	N/A
Available resources……………	1	2	3	4	5	N/A
Wait time for library materials on hold	1	2	3	4	5	N/A
Availability of computers…………	1	2	3	4	5	N/A
Internet access…………………	1	2	3	4	5	N/A
Cost of DVD rentals……………	1	2	3	4	5	N/A
Cost of CD rentals……………	1	2	3	4	5	N/A

8) Please indicate your agreement with the following statements:

I would be likely to use the Escondido Public Library more often if…	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
DVD rentals were free……………	1	2	3	4	5
CD rentals were free……………	1	2	3	4	5
There were more adult programs……	1	2	3	4	5
It were cleaner…………………	1	2	3	4	5
It had a better outside appearance…	1	2	3	4	5
It had a more informative website……	1	2	3	4	5
It offered downloadable audio books…	1	2	3	4	5
If it offered E-books………………	1	2	3	4	5
If there were more meeting and study rooms……	1	2	3	4	5

9) If the library were open every day, which days would you be most likely to use the library? Please check up to two.

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

10) If the library were open, which hours would be most convenient for you to use it? Please check up to two.

- 6am–8am
- 8am–10am
- 10am–12pm
- 12pm–3pm
- 3pm–5pm
- 5pm–7pm
- 7pm–9pm
- Other _____

11) How do you feel about developing new or expanding library facilities?

- Low Priority
- Moderate Priority
- High Priority

12) I feel public libraries are so important I would be willing to have my annual taxes increased to expand the Escondido Library.

- No, I don't want to increase my taxes
- $10 a year
- $20 a year
- $35 a year
- $50 a year

13) What age group do you believe uses the library the most? Please check only one.

- Younger than 12 years old
- 12-18 years old
- 19-24 years old
- 25-39 years old
- 40-54 years old
- 55 years or older

14) Which of the following represents who you think goes to the Escondido Public Library the most? Please check only one.

- Lower class
- Middle class
- Upper class

15) Please select the word from each row that best describes your perceptions of the Escondido Public Library.

- Clean OR Dirty
- Unsafe OR Safe
- Hard to use OR Easy to use
- Innovating OR Outdated
- Many resources OR Lacking resources
- Fun OR Boring
- Unfriendly OR Welcoming

16) What is your gender?

- Male
- Female
- Prefer not to answer

17) How old are you?

- Younger than 12 years old
- 12-18 years old
- 19-24 years old
- 25-39 years old
- 40-54 years old
- 55 or older
- Prefer not to answer

18) What is your ethnicity?

- African American
- Asian
- Caucasian
- Hispanic
- Native American
- Prefer not to answer
- Other _____

000 16