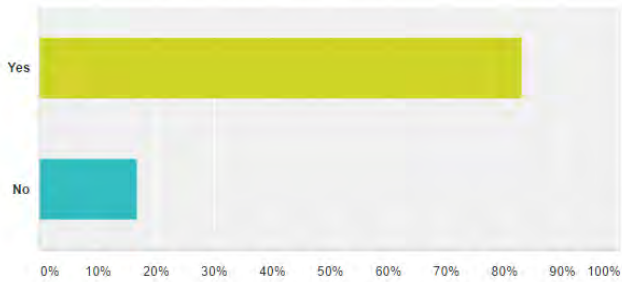


San Benito County Free Library Community Survey
Fall 2016 – 231 Respondents

Q1

Do you have a San Benito County Library Card?

Answered: 231 Skipped: 0

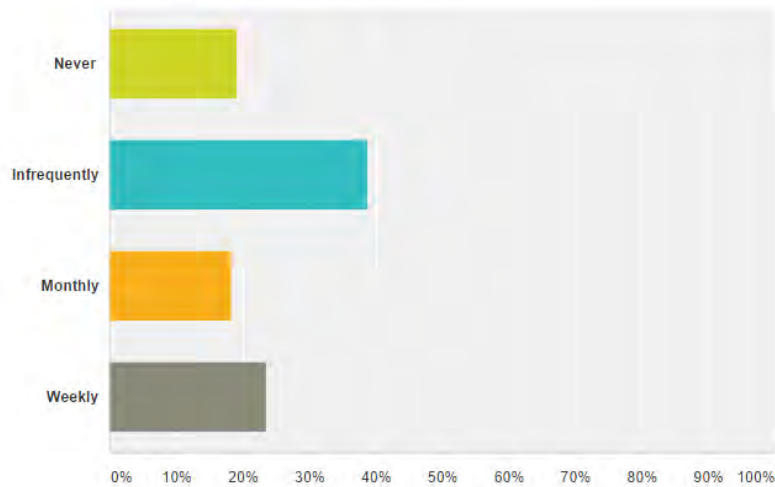


Answer Choices	Responses
Yes	83.12% 192
No	16.88% 39
Total	231

Q2

How often do you use the San Benito County Free Library?

Answered: 229 Skipped: 2



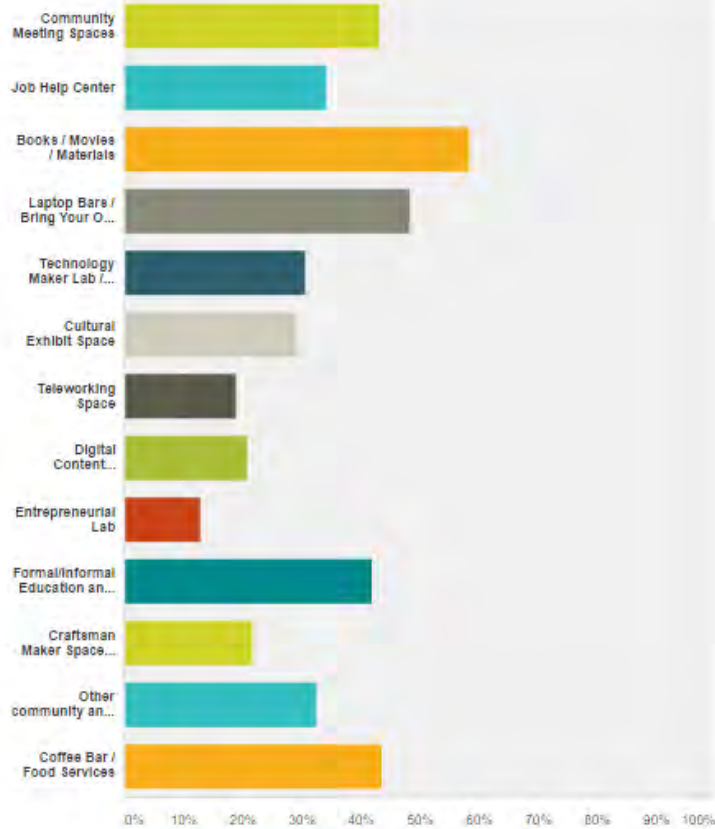
Answer Choices	Responses
Never	19.21% 44
Infrequently	38.86% 89
Monthly	18.34% 42
Weekly	23.58% 54
Total	229

San Benito County Free Library Community Survey

Q3

What would you like to see more of at the San Benito County Free Library?

Answered: 231 Skipped: 0



Answer Choices	Responses
Community Meeting Spaces	43.29% 100
Job Help Center	34.20% 79
Books / Movies / Materials	58.44% 135
Laptop Bars / Bring Your Own Device zones	48.48% 112
Technology Maker Lab / Creative Spaces	30.74% 71
Cultural Exhibit Space	29.44% 68
Teleworking Space	19.05% 44
Digital Content Creation Space- such as recording studios, graphic design space, etc.	20.78% 48
Entrepreneurial Lab	12.99% 30
Formal/Informal Education and classroom spaces	41.99% 97
Craftsman Maker Space with tools, industrial sewing machines etc.	21.65% 50
Other community and citizen services	32.47% 75
Coffee Bar / Food Services	43.72% 101
Total Respondents: 231	

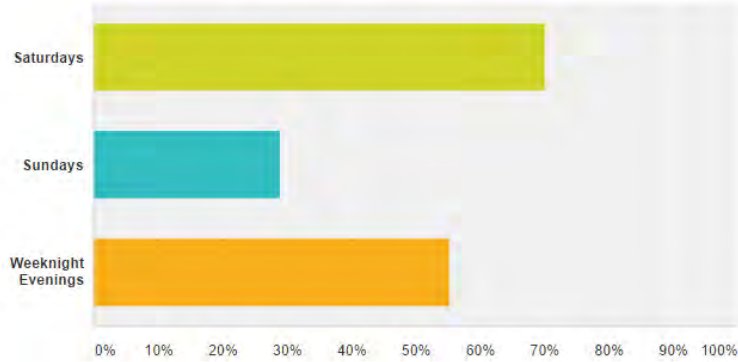
Q5

Customize

Export

If additional hours could be added, when would be the most convenient time for you to visit the library?

Answered: 231 Skipped: 0

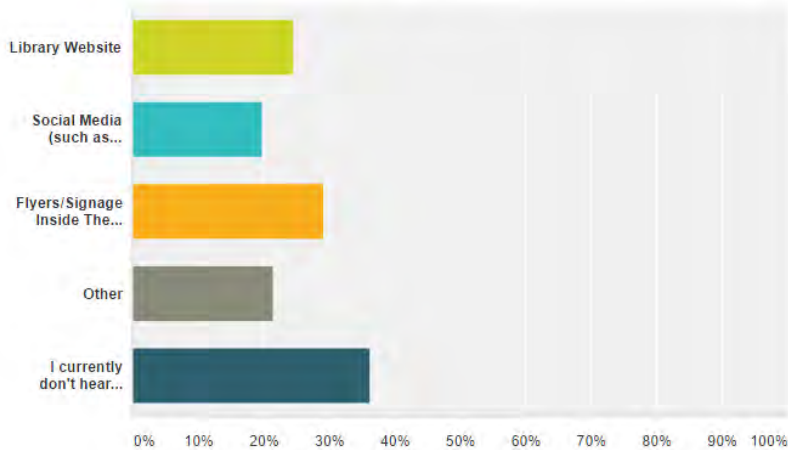


Answer Choices	Responses
Saturdays	70.13% 162
Sundays	29.00% 67
Weeknight Evenings	55.41% 128
Total Respondents: 231	

Q7

How do you learn about events happening at the library?

Answered: 223 Skipped: 8



Answer Choices	Responses
Library Website	24.66% 55
Social Media (such as Facebook / Twitter / Etc)	19.73% 44
Flyers/Signage Inside The Library	29.15% 65
Other	21.52% 48
I currently don't hear anything about library events and services.	36.32% 81
Total Respondents: 223	

San Benito County Free Library Community Survey
**Q6 If you use another public library besides
San Benito County Free Library, what do
you like best about that library?**

Answered: 104 Skipped: 127

#	Responses
1	Use Barnes & Noble
2	Santa Clara county libraries are modern, large and extensively stocked with books and reference materials
3	The teen space is an entirely different room/floor with bean bags.
4	More space
5	Wifi, computer, printer access
6	They have a section where you can "check out" a person, and they tell you their story. Would be great to see something like this with senior citizens, volunteers (that have been screened)
7	Camarillo public library has an incredible children's section I highly recommend researching.
8	Where I used to live they had a fine free library. No fines ever. Not sure how they did it but it was amazing. With little ones things happen and materials don't always get returned or renewed online and those large fines make us think twice before borrowing from the library unfortunately.
9	n/a
10	SJB (friendly/personal, pet friendly, parking), gilroy (selection of new material, parking, and audiobooks)
11	n/a
12	Salinas Library & collaboration with Monterey Bay Aquarium
13	magazines, plentiful apple computers, printing capability, comfy seating near the magazines and newspapers, warm soapstone gas heater for winter, outside area for kids, a building that captures the history and heritage of our county not the modern keep up with San Jose look of the courthouse.
14	Wide range of books and dvds available, excellent digital services. Staff providing high level reference and programs.
15	Gilroy
16	Gilroy & MH - Comfortable, inviting & helpful
17	Weekend hour's
18	the hours
19	educational books
20	larger variety in materials, nicer facility
21	modern library resources with technology
22	MLK JR Library at SJSU. Large, plenty of spaces and rooms to rent out for meetings/studying
23	music selection
24	Children's spaces, clean and bright spaces
25	none, but I visited Santa Clara and they have many youth events
26	used books for sale, programs
27	All the free activities offered for all ages
28	Tech and creative spaces. Modern Design
29	smell, alot more help to look for books
30	NA

San Benito County Free Library Community Survey

31	The state of the art environment, new materials and the accessibility
32	larger selection of new books and videos
33	Cleanliness, ease of using printer
34	There help
35	the accessibility to the library
36	openness of space, light, friendly atmosphere
37	The library is modern and not crowded.
38	Coffee food open late until 12 pm
39	n/a
40	N/A
41	It's a pleasant place to sit and read comfortable home like inviting
42	ease of use of the online services. large selection If books, ebooks, and audiobooks
43	only go to hollister library
44	school library: students are able to access during limited times
45	They have a "quiet"/study section and a lounge area for families with younger kids
46	Larger book collection - newer titles
47	Don't use other facilities
48	Story times
49	More books
50	Monterey - access to a larger quantity of books quickly. But I don't like having to drive to pick them up.
51	n/a
52	large selection of books
53	N/A
54	N/A
55	Spaciousness
56	Opportunity hasn't presented itself to visit with another library as yet.
57	Extended hours, 7 days a week, coffee, bookstore
58	Inter library loan services
59	Bigger library building and parking space and study rooms
60	Audio books
61	Finding items not at this librar
62	Better selections, roomier/not cramped
63	open space, natural light, nice furnishings, friendly
64	Online access
65	The first 5 pages are free to print, then charge.
66	More books and more room!!!
67	Gilroy. It is bigger and has more computers.
68	more available hours
69	none
70	Only use our San Benito County Free Library, because it is the best!
71	The quiet study areas, multiple plugs to charge, and more books

San Benito County Free Library Community Survey

72	Larger building and facilities
73	Story time
74	Weekend hours
75	Saturday hours, more staff, more room in the library itself, greater depth of materials
76	Gilroy Library - the building is inviting, there is a lot of space and the book collection is superior. They also offer some good classes, I just went there to learn how to play the ukulele and there were 4 other people in the class who had travelled from Hollister. One commented that they wished there was somewhere in Hollister where they could meet for ukulele lessons and playing.
77	bright, clean and open
78	I use online libraries at UCSB, Harvard, and Stanford
79	NA
80	Open evenings and weekends
81	children's librarian
82	The innovation of content.
83	It has a huge selection of books, including newer material, and is a gathering spot for the community.
84	Roseville library - book options, study rooms
85	public services
86	open space
87	Big variety of books easily available when requested online.
88	Large selection of books and electronic materials.
89	I work in San Jose, I frequently go to the Martin Luther King library. It is one of the best examples of what a library should be
90	Weekend hours and many more services
91	It is much larger.
92	Their large book selection
93	I use the internet exclusively. Everything is there is the boolean search is written correctly, No real need for a "book" library.
94	more titles and places to sit away from the noise
95	Thousands of books to use, Computers, LIB+NK+ for getting books from other libraries on lone, activities/movies/yoga, speakers etc...
96	Monterey County Library, Prunedale & Castroville locations location, traffic, parking, services
97	cozy reading areas
98	The online services and intralibrary collection are wonderful for the Santa Clara Count Library system. I particularly love the way I can request a book online nn the library emails me when it has arrived on the hold shelf, and also emails when is almost due.
99	Space and aesthetics
100	NA
101	Santa Clara County
102	I buy most of my books.
103	Gilroy - much nicer.
104	Openess

San Benito County Free Library Community Survey

Q8 What is one thing you wish you could change about the current library?

Answered: 231 Skipped: 0

#	Responses
1	Offer something for adults to do. Not just kids.
2	Cleaner facility
3	The building
4	More study space for tutors
5	Dont know
6	Have more space to relax and converse with people.
7	Summer Reading Program needs to be available online
8	Nicer restrooms
9	Outdated
10	More space, maybe better lighting in project spaces.
11	Bigger more updated space and more restrooms.
12	sign up new county employees upon hire as part of their orientation
13	How not modern it is
14	Size. It needs to be bigger and better funded.
15	Update the interior and more attractive reading spaces
16	I feel like it just needs more activities. It also need to look more welcoming.
17	update
18	Computer lab
19	To have more computers available for public use.
20	While I haven't been there in probably 14 years or so, and may have a library card, I wish it was more current.
21	Better kids area.
22	Location
23	The hours. It would be wonderful to extend library hours; ideally; Sundays thru Fridays, from 10:00 am to 8:00 pm
24	Better parking
25	Lack of parking
26	location
27	Exterior Paint of the building
28	The smell
29	The library could use more space.
30	Would like more activities for small children
31	hours
32	hours
33	need food station
34	Much larger building that is pleasant and airy, has an outside area that kids can get outside and play in.

San Benito County Free Library Community Survey

35	The building is abysmal. Small, old fashioned and not welcoming.
36	Location and hours. Parking sucks and streets nearby are horrible
37	Unknown
38	The staff
39	N/A
40	nothing
41	Expanded hours
42	nothing
43	More resources and books, tapes available
44	Longer, more convenient hours of operation.
45	Expanded hours
46	facilty old and very limited resources
47	Nothing
48	Nothing
49	more space
50	size and make it modern
51	a newer building
52	hours
53	Facility
54	More activities for children
55	A bigger space where i have a place to study and work.
56	Free Wi-Fi and an outdoor patio area for reading & relaxation
57	The hours
58	Refurbish, paint, update everything
59	bigger library. Art space, maybe have free art classes
60	open more hours
61	Library needs to be remodeled and expanded. It is to small and looks old.
62	The Facility
63	books
64	Larger Space, programs directed toward kids
65	Hours the library is open
66	larger facility
67	special needs programs or inclusion opportunities
68	parking
69	Better parking
70	The limited space. It is to small and antiquated.
71	Weekend hours and stays open longer at night
72	longer computer time if needed
73	Add more hours, particularly on Saturday.
74	Better ladies room
75	Nothing

San Benito County Free Library Community Survey

76	larger space, currently too small
77	the lighting is too dark, LED lights are needed
78	more niche spaces
79	Having weekend hours of operation
80	Size
81	Hours Open
82	Not sure
83	Updated facilities
84	Later hours.
85	rebuild
86	make it have more updated materials. It's nearly impossible to do research there. My students don't want to use it.
87	Loiterers
88	hours
89	n/a
90	The space and location.
91	needs to be updated
92	unattended children, teens, its not a day care
93	extend the days and hours
94	Newer larger building
95	More accessible hours
96	Its hours of operation
97	it should get a more modernized upgrade
98	Make it more modern.
99	Hours
100	parking
101	normal hours
102	More public exposure
103	Space a place to feel comfortable to use
104	Location/Hours/
105	The size and parking availability
106	hours
107	more space to sit and read quietly
108	Size, configuration, BYOD access, meeting space
109	layout/organization/larger size/larger book selection
110	I know its sounds bad, but the musty smell gets to me.
111	n/a
112	It is to small
113	I would like it to have more kid's activities. More kid friendly.
114	I have only been there 2 or 3 times in last few months, but felt like desk staff was abrupt each time. Of course I had questions, since we are new to the area. My kids commented on this as well. I am somewhat unhappy with the "service/courtesy."

San Benito County Free Library Community Survey

115	It needs to be modernized
116	Hours
117	Building updated and coffee/cafe (just a thought)
118	have more room for afterschool study groups
119	nothing
120	Too small, needs more room for more books!!
121	Nothing
122	Need more space
123	Secluded kids area so we don't disturb others
124	More hours
125	More parking
126	Parking
127	Larger space
128	I wish we had a larger library
129	Rear exit door. Uncomfortable chairs. More bathrooms.
130	nothing
131	more new books
132	selection of books
133	More books, media
134	Bigger space
135	more approachable staff and easier checkout
136	Nothing
137	Larger Facility
138	Locattion
139	To close library hours Monday-Friday at 8:00 pm
140	More hours of use
141	more open hours
142	Bigger location
143	The limited hours of operation.
144	Bigger
145	More hours and additional space and parking.
146	Better cleaning of the library facility and parking space
147	More space
148	More space
149	Space
150	Nothing
151	Needs more space
152	Additional current books
153	None
154	It seems fine as it is.
155	For the library to be open on Saturdays.

San Benito County Free Library Community Survey

156	Nothing really, hollister has outgrown it but, I like stepping back in time
157	make it bigger with more meeting rooms, tutorial rooms available
158	More electronic access
159	I like the book exchange on Saturdays to be longer or maybe one evening.
160	Library location
161	open on Saturday at least till 9:00am to 1:00pm
162	Parking
163	The amount of room available.
164	more space
165	I wish it could be bigger.
166	More Current Books
167	Nothing
168	expand the hours it is open
169	parking
170	parking
171	Adequate space to meet the needs of the community
172	I sure wish the library were open on weekends.
173	A New library building.
174	Staffing with more librarians & support staff, and Capital Project funding for renovation of current library.
175	If there were more books and more areas to charge my laptop
176	more space and more modern (like in Marina), but will this ever happen?That would be great. I think especially the situation fir the staff (placewise) is pretty narrow and crowded. 't happen
177	Space/ size of facility
178	It would be nice if it was bigger.
179	Hours of operation
180	Up to date books
181	begger library
182	Have greater access - longer hours, evening hours, and weekends
183	Hours
184	better selection of books, including e-books
185	The book and audio collections are lacking, the ebook collection, especially e-audiobooks is lacking. I use Santa Clara County Libraries ebook collection instead.
186	location
187	modern facility, more computer & digital access, more friendly and visionary leadership
188	Staffing: it is old school, not technology aware
189	It's size and what it offer the community
190	n/a
191	Not sure
192	The staff be open to new ways and ideas
193	Location, more parking
194	aesthetics

San Benito County Free Library Community Survey

195	The leadership.
196	Be a bigger part of the community
197	Interior decorations
198	location-no parking
199	more staffing
200	Bigger, better communication on books requested on line.
201	A more modern, spacious building.
202	It needs to be expanded and updated.
203	More space
204	Very poor lighting
205	Have a children's library separate from the adults, open at the weekend
206	Its building-- it needs to be a much larger library for our needs to be met.
207	Updated!
208	The decor
209	That it would be open when I drive into town to go there.
210	Hours
211	Better grasp of technology and how it has outpaced books.
212	Have it be more quiet. Too many people, including staff, talking loudly.
213	TOO SMALL and too limited! UGH!!!
214	I wish they had daytime tutoring between 9 and 2 for homeschool kids
215	Accessiblity/convenience
216	Larger facility
217	more space to allow for more programs and facilities
218	It's size.
219	open later on evenings, had more variety of books and comfortable reading areas
220	Give it more space, staff and resources. More audio books for adults & kids.
221	Everything
222	The kids area should be a separate room so parents don't have to worry about keeping their kids so quiet. Kids should be able to play and have interactive storytime.
223	Make it more modern
224	increase size
225	More evening activities
226	Spaces for students to work on projects; community meeting rooms.
227	more Overdrive titles
228	More hours
229	Not true - I haven't been in there in years.
230	Cleaner and bigger.
231	Get a new vision. Redesign and open up back rooms, get more light.

San Benito County Free Library Community Survey
**Q9 If a new library were to be built, what
would be the best location for convenience,
parking etc?**

Answered: 171 Skipped: 60

#	Responses
1	Downtown Hollister
2	Don't know where but should be stand alone with parking
3	A lot built around all sides of the building.
4	kmart area
5	On the lawn in front of Gavilan College.
6	Some place close enough in town to be walkable for youth, seniors and others who don't
7	Empty space of Airline
8	I like the spot it is at now but finding parking is hard. As long as a new one is modern and up to date with technology, the location wouldn't matter but parking is important regardless.
9	the open building next to golds gym, in the grass block,
10	Near DMV?
11	leatherback site
12	If the new structure goes up on the corner of fourth and san Benito the library should try to get a space there or in the Briggs parking garage
13	A centrally located place that would be convenient for all citizens.
14	Not sure.
15	Downtown is good but over near Kmart area would be good too....much larger location with separate large rooms would be amazing
16	Near the courthouse
17	Where the old Leatherback Paper Mill stood formerly.
18	Old courthouse? Next to pkg garage. Or on old Leatherback site. Any currently vacant or ugly lots large enough?
19	unkown
20	Near the new courthouse in the empty lot next to bank of america
21	Downtown
22	utilize the 4th street garage
23	Airport
24	VFW Building would be great. a place you can walk or ride bikes to from neighborhoods (and not die crossing 25) but on the outer edge of downtown.
25	Over in the retail areas on Tres Pinos.
26	Unknown at this time. As long as it has it own parking
27	Close to downtown or north-east side of town
28	Downtown
29	N/A. I just moved here last week from Fresno, so I dont know the area that well yet.
30	I like the present location
31	Sunny slope area

San Benito County Free Library Community Survey

32	downtown by free parking structure
33	In town location
34	Sunny slope area
35	down town where is accessible to all residents in town
36	location is perfect.
37	Same location
38	down town
39	Not sure- hub of the town
40	Next to the empty parking lot next to Gavilan College parking structure
41	On Main St. where the State theater used to be
42	Downtown where it is currently at. It's central
43	Downtown with some parking is the best location.
44	northwest corner of Fourth and Monterey Streets, west of the parking garage
45	Hmmm...I don't really know. The downtown location is nice, but parking can be a problem.
46	Near a park like Dunne Park
47	DOWNTOWN! No more driving, needs to be walkable and bikable since most youth use the facility
48	no opinion
49	there is an empty lot on the corner of Santa ana and Chappell. Lot is close to school, walking distance to many neighborhoods and in town.
50	Downtown Hollister
51	Somewhere downtown with more parking
52	within the downtown area of Hollister
53	Downtown with adequate parking space.
54	Where there is easier access not far from downtown love location of library but it could be a high rise
55	Hwy 25 and Nash Road area
56	Not sure-not from here
57	Downtown
58	In one of the newer communities-santana ranch?
59	no opinion
60	Down town
61	By target
62	near current location
63	downtown
64	downtown
65	The empty lot that sits adjacent to The Vault and Briggs Building.
66	Target PARKING LOT
67	i don't know
68	empty space downtown
69	I honestly don't know
70	Downtown location. Perhaps next to the parking structure.
71	closer to the giant parking garage :)

San Benito County Free Library Community Survey

72	Large lot
73	The old Fortino's Furniture Store-
74	Downtown would be the best, but it would be great to combine the library with other community servies like community gardens or meeting spaces.
75	In area behind Gold's Gym in Hollister
76	joint venture with the San Benito High School District
77	that's tough...a location that is central to the town...but where?
78	centralized to the city
79	use property over by Santana Ranch
80	Across from the new houses being built on Meridian.
81	No comment.
82	a more centralized location so students can walk and have easier access after school
83	Nash/Cushman
84	next to a park
85	Unknown
86	Hollister
87	Close to town and public transport
88	Safe parking
89	Here is fine
90	Not sure
91	Not sure
92	Downtown
93	Someplace easy to walk or bike to.
94	Same location but put an upstairs level.
95	keep it where it is
96	some wher in the same vincy
97	Unsure
98	away from downtown
99	Down town Hollister or walking distance in Hollister
100	Downtown
101	The location where Leatherback Ind. was located
102	The old courthouse right next door would be ideal; however, the location that housed the old Leatherback Mill on Meridian Street comes to mind.
103	Up on Fairview Rd
104	current location is ideal
105	Current location is good.
106	It should be in the down town area
107	Uncertain
108	Not sure
109	near to the parking structure on 4th street
110	Maybe not next to the police station

San Benito County Free Library Community Survey

111	not sure
112	Empty lot next to vets hall
113	Airway HWY 25 and Meridian Street
114	I think where it is. Library patrons already know where the library's at. We just need a new bigger building!
115	old leathernek plot
116	Perhaps repurpose the old Courthouse. It is a great location.
117	one with more convenient parking in a safe area
118	cant think of a place right now
119	i cant think of a space at the moment
120	The Library is the hub of the community and needs to stay downtown
121	Down town or anywhere just build a new one.
122	Downtown open grassy area between 4th & 5th Street on San Benito Street and way out yonder near Airline Highway & accross from the Ridgemark Golf Club.
123	In downtown hollister like at the Vault where its close to the large parking garage at gavilan but not too far from everything else
124	location is perfect
125	Near the downtown area.
126	End of san Benito street near 25
127	400 Block in downtown Hollister
128	In the area where it is currently located as it is the most convenient for the community plus encourages people to be downtown
129	central Hollister, but a parking lot is essential
130	Put it by the stores Target, Kmart etc. Easy access from the 25 byway.
131	Near Target or Ace
132	downtown
133	In the middle of Dunne Park
134	Centralized location with it's own parking
135	Current location is fine for me
136	not sure
137	Downtown area
138	Old Leatherback Property
139	somewhere downtown
140	Downtown is fine, there's the Brigg's building parking.
141	Not downtown
142	Somewhere that a community center or an aquatics center can be built with it like gather the Roseville, CA library and sports complex
143	in the bottom floor of the parking garage with expansion on to grassy area.
144	Leatherback Ind former area
145	Pick an empty building downtown that has adjacent parking.
146	Area near Golds Gym.
147	Downtown
148	Needs to be downtown.

San Benito County Free Library Community Survey

149	Downtown, on the old county building site.
150	Downtown.
151	Downtown
152	same place, move into courthouse
153	Downtown Hollister. Its current location is ideal.
154	Leatherback area plenty of room, parking, easily seen from main roads and make it two story come ask ME an actual library user what we need.
155	Parking
156	Off of Nash or Union Roads
157	As central as possible, perhaps at Prk St/Bypass
158	downtown
159	That empty lot on San Benito St. next to the parking structure.
160	I think having it centrally located midst all the elementary schools in town would be most community-friendly.
161	Library/community center
162	Same location. Or near Hillcrest and Fairview.
163	Parking
164	away from downtown area
165	Needs a location with better and safe parking
166	Downtown Hollister or Leatherback property
167	Downtown area, with access to parking
168	Near community college
169	Make sure there's parking.
170	Keep it in downtown.
171	By the parking structure

San Benito County Free Library Community Survey

Q10 Is there anything else about the library you'd like to share that we haven't asked you about?

Answered: 90 Skipped: 141

#	Responses
1	Staff is fine.
2	No
3	I would love to see more of the community enjoy what the library has to offer.
4	I use the library primarily for computer access plus dvds.
5	Consider how online resources may be able to be useful without needing as much room as a traditional library.
6	hire more staff and send flyers out every month by email to all county employees
7	I don't go as often as I would like due to how rude one of the ladies is and I never seem to find anything new or different. Everything is always the same I still appreciate it being open for those who need to use a computer and children who can read the same book over and over again. Thank you!
8	When I was in elementary school throughout the year we were required to visit the library. Our teacher gave us a sheet the librarian would have to sign. This was in 1990s. Perhaps the library should team up with schools to draw attention to the library.
9	While I don't use it I believe a good library is a quality of life thing for a community, and last I saw your library wasn't as good as my former middle schools library in Foster City/San Mateo. I would love a good community library in Hollister.
10	I love libraries and truly hope for our growing community we can have a larger library with more to offer.
11	They have excellent service whenever you need help
12	no
13	We like the story time on Mondays.
14	#7. Nearly 50% of the county is on BenitoLink plus there's Mission VV and Freelance.
15	I admire the library staff for doing the best they can with limited resources. San Benito and Hollister need to really invest in library services. If our community is to succeed we need quality resources, building and staff to serve youth and offer life long learning opportunities. We need good information and a focus on the core values of a library (a place for all, information readily available and accessible), and we need a library of the future that has space for growth and provides learning service. However, please don't create a 'Technology, Education and learning center', just create a library, libraries in other communities provide all of this. I fear if there is too much focus on education and technology it will just become an extension of the schools, and while it should serve our school children and teens it should serve all of the community, and so focusing on library will pitch it in this manner.
16	I just moved here. I look forward to getting a library card soon.
17	have more story times for young children. do workshops on importance of reading to children.
18	Very friendly enviornment
19	Very friendly environment
20	needs to move into the modern world
21	Please offer space for organizations to hold classes.
22	ESL classes in the evening.
23	Updated website, if none already
24	This library does great with the resources that they have.
25	the library provided a great service to the community
26	We need a bigger library

San Benito County Free Library Community Survey

27	First thing to be changed is the hours the library is open
28	It would be a good place to have art classes for children and adults.
29	No just hope we may be able to modernize and announce events through What's Happening in Hollister on line through Facebook would get more individuals in library
30	Staff is very helpful and available
31	They have good service
32	We need local history made available
33	Nope
34	no
35	Why is our library not making itself an important, integral part of our community?
36	Are there any actual plans to build a new library in the near future?
37	N/A
38	n/a
39	food
40	No
41	No
42	Great staff, but could hire more
43	I love the staff.....most of them make my kids and I feel welcome
44	No
45	Q5 will give you flawed data because it is a forced answer and you don't have a "no preference" option.
46	no
47	no
48	San Benito county free library has currently have great staff that are very helpful & appreciated
49	Faster Internet
50	The staff is great, very pleasant and helpful. Passport Services!!
51	Not at this time.
52	More cultural events for our children
53	We love story time and attend weekly.
54	We started visiting for storytime and love wednesday mornings, usually spend hours in the kids computer lab, we really appreciate the early learning help!
55	We LOVE story time and the movie days. Digital book sharing is great too.
56	Keeping the library public
57	no thanks
58	Community spirit is strongly tied to the library, its programs and outreach. The community is very supportive of the library and would love to see a new library. Would it be possible to build a new library in the present footprint? including the Historical society and its components inside the newer library?
59	I've had good luck parking on the street. A little scary at times.
60	I believe a good walking location like the one I mentioned would serve a dual purpose. It would bring more people to use it and help revive downtown.
61	no
62	I would the city and the county put more into the library.
63	My Son and I LOVE the Library! The staff is great!

San Benito County Free Library Community Survey

64	I'm really impressed with the work done by "Friends of the Library"
65	not right now
66	not at this time
67	Any move to privatize the Library would be detrimental to this community.
68	It needs to be more technology oriented. Projectors, printers, tablets, a room where you can use headphones for e books, upgrade lighting and sitting areas, etc.
69	More support for the County Library from County Administration & community leadership! And no privatization!
70	very friendly and helpful, very nice people, thank you!
71	This Library is great! It is always so nice to walk in and get the help you need. It really is a family friendly community oriented place. They are great and it is sad to see how the county does not recognize what a great library they have. They provide more than a space for one to go and read but the foundation to a better education by having all the programs they provide with the little they are given. These programs are what makes this library so great along with the people who work there!
72	The library should be the top priority of both the city of Hollister and SB County elected officials when it comes financial support
73	The library currently has a great staff and a dedicated head librarian. It needs more promotion in the county and a greater financial commitment by the city and county. The library is offering so much with the paltry resources with which it operates.
74	A more active Friends of the Library organization for fund raising and community outreach is needed. I joined when I moved here three years ago and never was informed of events, volunteer opportunities, etc.
75	I think the library makes an effort but it feels very much like a rural library. We need to have money invested in the library for building, books and staff. It's time to move the library forward with educational and recreational offerings. I'd like to see a new, more professional website and more investment in ebooks and other online resources. Santa Clara County offers me Rosetta Stone, New York Times online, Ancestry etc.
76	new leadership to fight for greater community access and buy-in
77	Why isn't the head librarian doing this survey? Strategic thinking is in her job description.
78	Offering computer classes that would assist parents of school age students with access to their student's school info
79	Keep up the good work, it is appreciated!
80	no
81	it needs forward thinking management with a citizens advisory board.
82	The library is a community center. There is so much happening on Thursdays when school let's out early. The Summer Reading Program is a diamond in the rough, possibly there could be a collaboration with the high school and/or college to expand the program. Might consider science offerings for elementary and middle schools.
83	There needs to be a citizen oversight committee
84	The library can also serve as a place for shelter in emergencies. Any structural planning should consider these needs.
85	It is old school. Lots of books. Oriented to low income people. Need significant upgrades in personnel and offerings to account for rapid technology growth.
86	Why couldn't the old courthouse be turned into the new library?
87	I check out 100 books per WEEK for all of us and have to use Santa Clara County libraries to get the books I need. We check out movies and can easily return those quickly too.
88	Libraries are essential to communities even in our digital age.
89	The library does a great job utilizing the resources it has.
90	No

San Benito County Free Library

470 5th St
Hollister, CA 95023

Patron Profile Analysis

The analysis begins with a map of the library location (red star) and the library trade area (red outline). The Census block groups that comprise the library trade area are also depicted and are thematically shaded by the number of library patron households in each block group. This provides the library with insight into where the highest concentrations of patrons are found within their trade area.

The application then matches patron records to the Experian Household file to append household level demographic and lifestyle characteristics to each patron. The result is a report which provides a summary of the following components of the patron file:

- 1) **Mosaic Lifestyle Segmentation Chart:** Percent of patron households that fall into each lifestyle category
- 2) **Checkouts:** Number of patron households by checkout volume category
- 3) **Proximity:** Number of patrons by drive time category
- 4) **Presence of Children:** Likelihood of patron households to have a child/children in the household
- 5) **Income:** Percentage of patron households in various household income ranges

Also provided is a detailed report that compares the demographic profile of the patron households to that of the library trade area (base). The result of the comparison is an index value.

Index values of 100 indicate a patron profile that is similar to the trade area (base) profile. Index values above 100 denote instances in which the patron profile has an above average concentration of the demographic characteristic in comparison to that of the base, and are therefore characteristics that are most likely to describe the patrons.



Analytics On Demand



Service Area Demographic Overview

Executive Summary Report with Charts

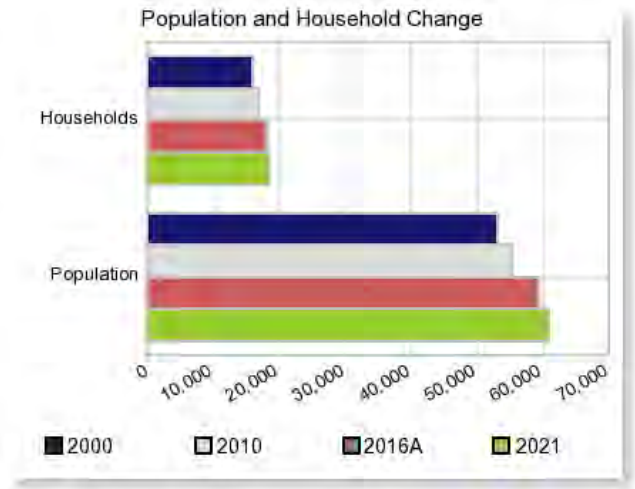
Geography: San Benito

Date: November 7, 2016

Population Demographics:

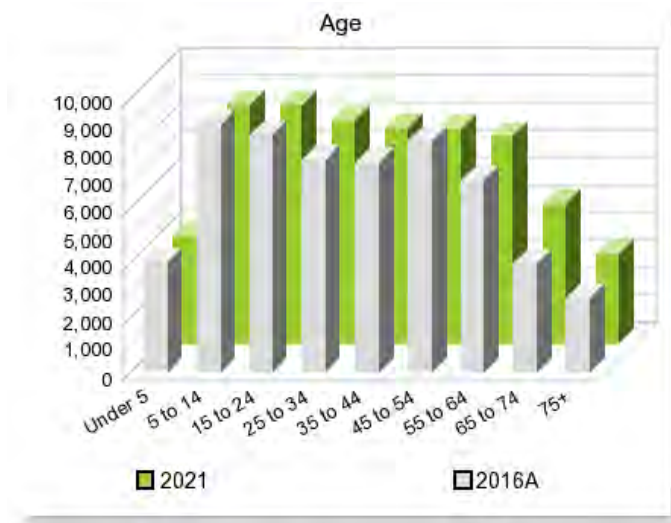
The number of households in the study area in 2000 was 15,883 and changed to 16,805 in 2010, representing a change of 5.8%. The household count in 2016A was 18,009 and the household projection for 2021 is 18,588, a change of 3.2%.

The population in the study area in 2000 was 53,218 and in 2010 it was 55,270, roughly a 3.9% change. The population in 2016A was 59,267 and the projection for 2021 is 60,911 representing a change of 2.8%.



	2000 Census	2010 Census	2016A Estimate	2021 Projection	Percent Change	
Total Population	53,218	55,270	59,267	60,911	2000 to 2010	2010 to 2021
Total Households	15,883	16,805	18,009	18,588	3.9%	2.8%
					5.8%	3.2%

Population by Age

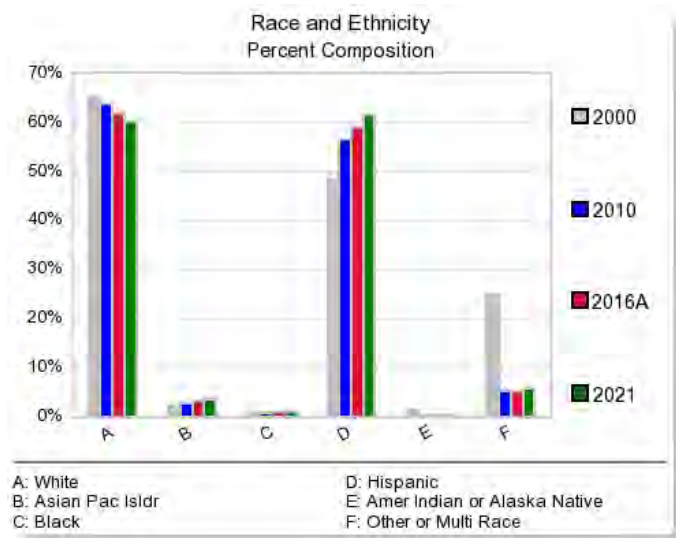


In 2000, the median age of the total population in the study area was 31.7, and in 2010, it was 34.4. The median age in 2016A is 35.2 and it is predicted to change in five years to 36.3 years. In 2016A, females represented 49.8% of the population with a median age of 36.1 and males represented 50.2% of the population with a median age of 34.5 years. In 2016A, the most prominent age group in this geography is Age 5 to 14 years. The age group least represented in this geography is Age 75 + years.

Age Groups

Age Groups	2000		2010		2016A		2021		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2016 to 2021
0 to 4	4,595	8.6%	4,092	7.4%	4,008	6.8%	3,926	6.5%	-10.9%	-2.0%
5 to 14	10,046	18.9%	9,035	16.3%	9,056	15.3%	8,672	14.2%	-10.1%	-4.2%
15 to 19	3,704	7.0%	4,534	8.2%	4,563	7.7%	4,421	7.3%	22.4%	-3.1%
20 to 24	3,434	6.5%	3,507	6.3%	4,087	6.9%	4,222	6.9%	2.1%	3.3%
25 to 34	7,641	14.4%	6,931	12.5%	7,736	13.1%	8,129	13.3%	-9.3%	5.1%
35 to 44	9,331	17.5%	7,621	13.8%	7,664	12.9%	7,872	12.9%	-18.3%	2.7%
45 to 54	6,627	12.5%	8,249	14.9%	8,429	14.2%	7,794	12.8%	24.5%	-7.5%
55 to 64	3,624	6.8%	5,940	10.7%	7,020	11.8%	7,529	12.4%	63.9%	7.3%
65 to 74	2,434	4.6%	2,978	5.4%	3,965	6.7%	5,099	8.4%	22.4%	28.6%
75 +	1,781	3.3%	2,382	4.3%	2,738	4.6%	3,246	5.3%	33.7%	18.6%

Population by Race/Ethnicity



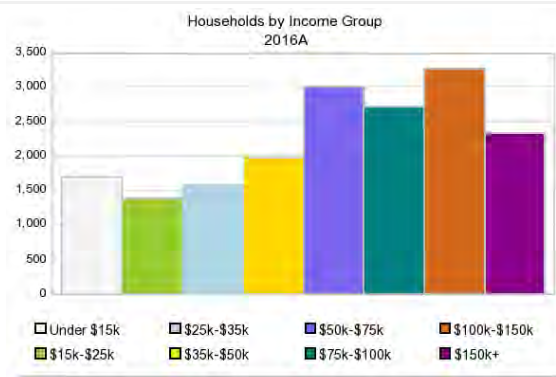
In 2016A, the predominant race/ethnicity category in this study area is White. The race & ethnicity category least represented in this geography is Black.

Race & Ethnicity

Race & Ethnicity	2000		2010		2016A		2021		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2016 to 2021
White	34,714	65.2%	35,182	63.7%	36,554	61.7%	36,522	60.0%	1.3%	-0.1%
Black	585	1.1%	483	0.9%	628	1.1%	651	1.1%	-17.4%	3.7%
American Indian or Alaska Native	665	1.3%	895	1.6%	961	1.6%	994	1.6%	34.6%	3.4%
Asian/Hawaiian/PI	1,135	2.1%	1,537	2.8%	1,915	3.2%	2,062	3.4%	35.4%	7.7%
Some Other Race	13,275	24.9%	14,471	26.2%	16,263	27.4%	17,450	28.6%	9.0%	7.3%
Two or More Races	2,844	5.3%	2,702	4.9%	2,946	5.0%	3,232	5.3%	-5.0%	9.7%
<i>Hispanic Ethnicity</i>	25,573	48.1%	31,186	56.4%	34,974	59.0%	37,316	61.3%	21.9%	6.7%
<i>Not Hispanic or Latino</i>	27,645	52.0%	24,084	43.6%	24,293	41.0%	23,595	38.7%	-12.9%	-2.9%

Households by Income

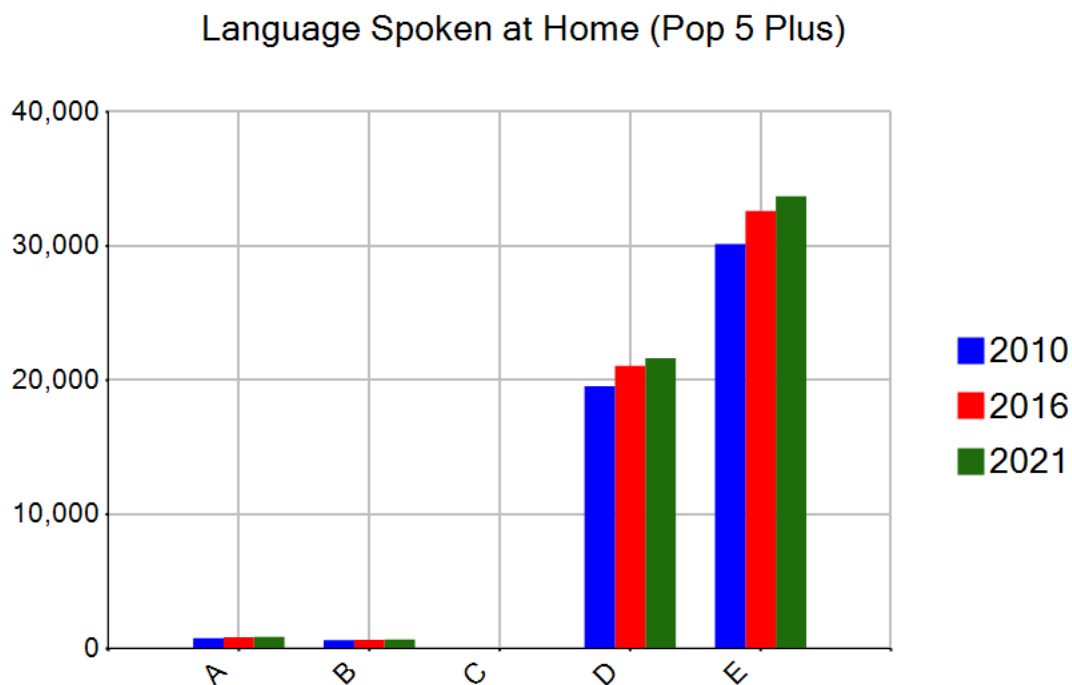
In 2016A the predominant household Current Year income category in this study area is \$100K - \$150K, and the income group that is least represented in this geography is \$15K - \$25K.



HH Income Categories

	2000 Census		2010 Census		2016A Estimate		2021 Projection		Percent Change	
		%		%		%		%	2000 to 2010	2016 to 2021
\$0 - \$15,000	1,333	8.4%	1,567	9.3%	1,715	9.5%	1,435	7.7%	17.6%	-16.3%
\$15,000 - \$24,999	1,537	9.7%	1,444	8.6%	1,388	7.7%	1,247	6.7%	-6.1%	-10.2%
\$25,000 - \$34,999	1,602	10.1%	1,476	8.8%	1,570	8.7%	1,430	7.7%	-7.9%	-8.9%
\$35,000 - \$49,999	2,267	14.3%	2,104	12.5%	1,983	11.0%	1,833	9.9%	-7.2%	-7.6%
\$50,000 - \$74,999	3,427	21.6%	3,002	17.9%	3,008	16.7%	2,555	13.7%	-12.4%	-15.1%
\$75,000 - \$99,999	2,599	16.4%	2,383	14.2%	2,729	15.2%	2,796	15.0%	-8.3%	2.5%
\$100,000 - \$149,999	2,242	14.1%	3,106	18.5%	3,272	18.2%	4,236	22.8%	38.5%	29.5%
\$150,000 +	907	5.7%	1,723	10.3%	2,344	13.0%	3,056	16.4%	90.0%	30.4%
Average Hhld Income	\$68,946		\$83,380		\$88,548		\$102,168		20.9%	15.4%
Median Hhld Income	\$58,271		\$63,422		\$68,977		\$82,313		8.8%	19.3%
Per Capita Income	\$20,577		\$25,448		\$27,029		\$31,303		23.7%	15.8%

Language Spoken at Home (Pop 5 Plus)



A: Speak Asian/Pacific Island Lang. at Home
B: Speak Other Indo-Europn Language at Home
C: Speak Other Language at Home

D: Speak Spanish or Spanish Creole at Home
E: Speak only English at Home

Language Spoken at Home (Pop 5 Plus)

	2010 Census	%	2016 Estimate	%	2021 Projection	%	Percent Change 2016 to 2021
Speak Asian/Pacific Island Lang. at Home	790	1.54%	856	1.55%	887	1.56%	3.62%
Speak Other Indo-Europn Language at Home	636	1.24%	654	1.18%	676	1.19%	3.36%
Speak Other Language at Home	23	0.04%	48	0.09%	53	0.09%	10.42%
Speak Spanish or Spanish Creole at Home	19,570	38.24%	21,075	38.14%	21,650	37.99%	2.73%
Speak only English at Home	30,159	58.93%	32,626	59.04%	33,719	59.17%	3.35%

Patron Analysis

Year of Last Patron Checkout



41,118 records were uploaded in the file.

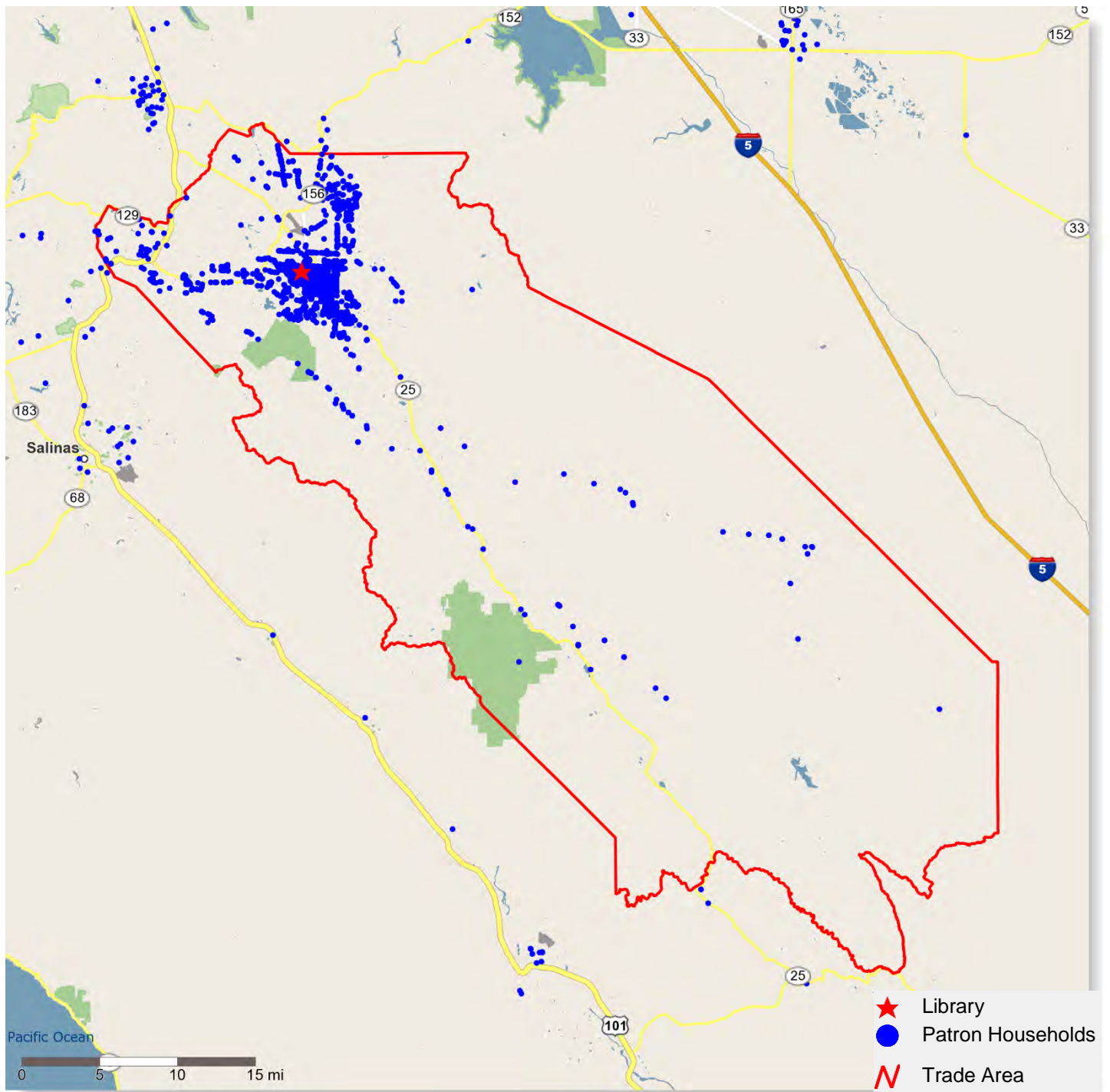
10,383 individual patron transactions were successfully identified. The chart above represents a summary of those patron transactions by year.

6,287 household locations were identified by converting patron records to unique address locations (checkouts were summed and activity was based on any most recent circulation active date).

Based on selections made in the input form, **Top 100% of All Patrons** were analyzed in the succeeding pages. This resulted in **6,287** filtered households. These households are geo-located and reflected in the map, the checkout table and the proximity table.

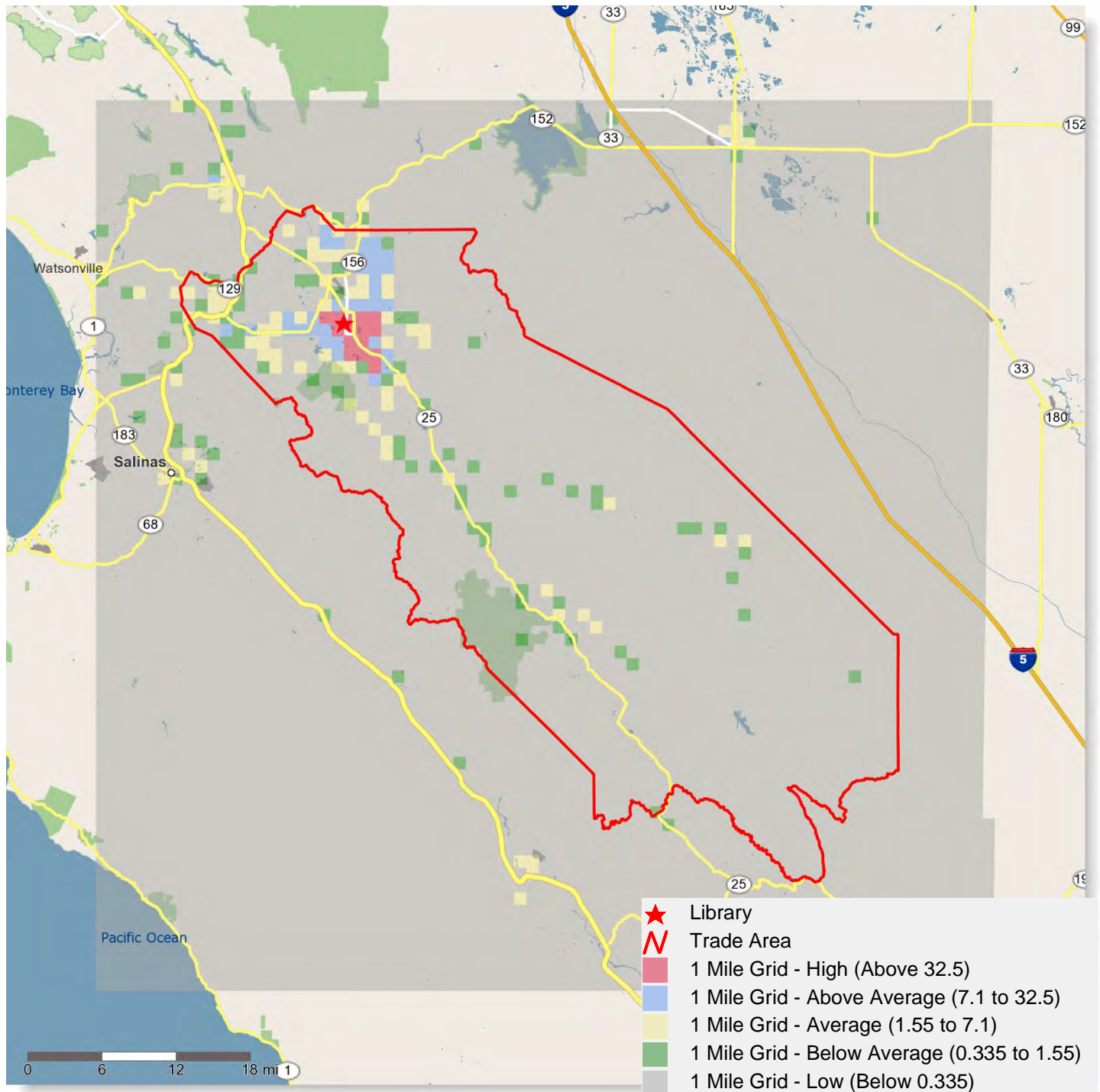
Of the filtered households, **5,136** were matched to the Experian household database. Only these households are represented in the Experian Demographics section of this report.

Library Patron Households



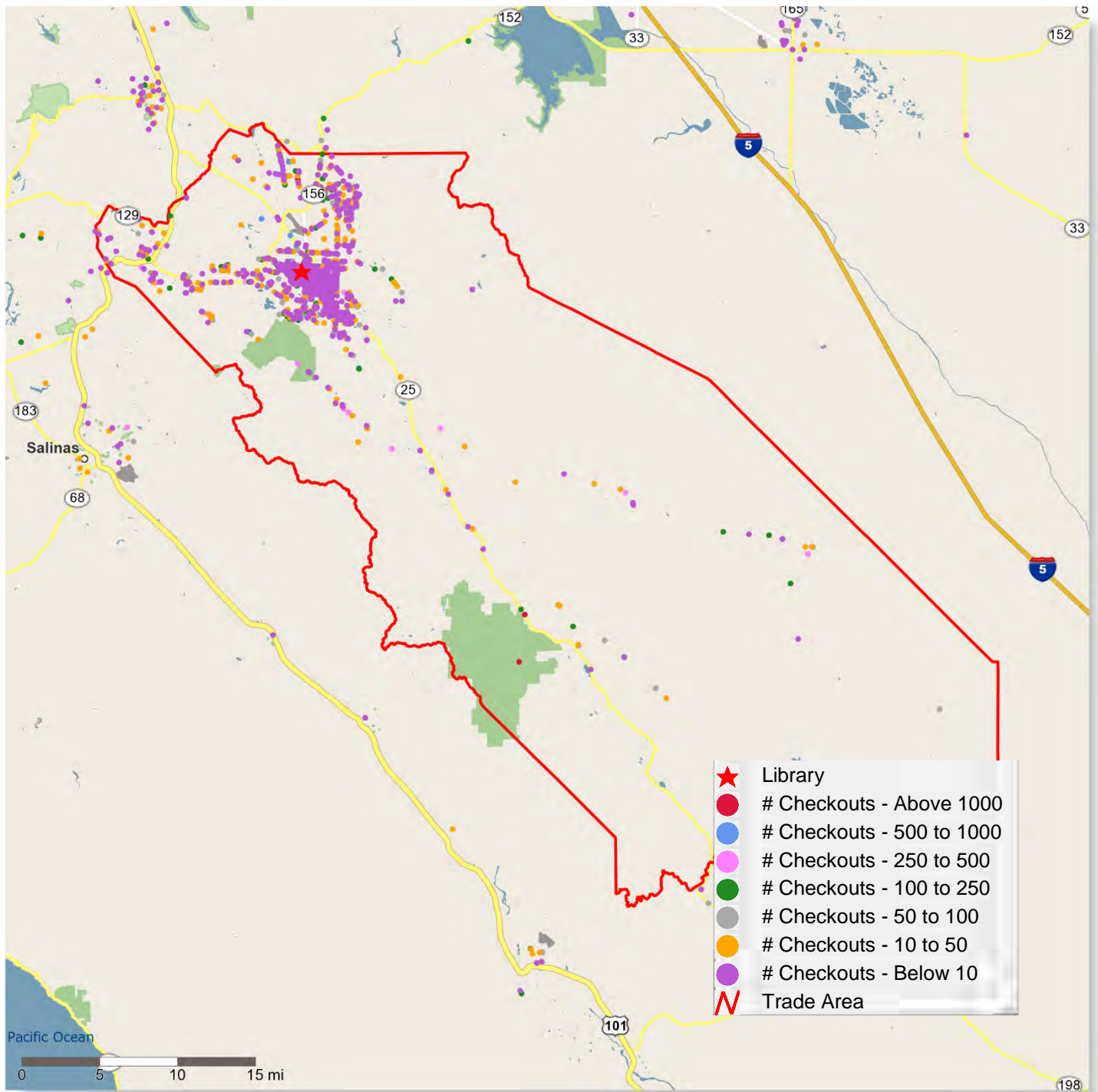
The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households as blue dots.

1 Mile Grid Map Themed by Count of Patron Households



The map above shows the library location (red dot), the library trade area (red outline) and 1 mile grids shaded by count of patron households.

Library Patron Households by Checkout Volume



The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by checkout volume.

Patron Household Proximity

(Number of patron households by travel time from their residence to the library.)

Drive Time	Households
0-5	2,662
5-10	2,454
10-15	681
15-20	123
20-25	53
25-30	40
30+	274
Total	6,287

Patron Household Checkout Volume

(Number of patron households by total checkouts.)

Checkouts	Households
0	0
1-10	2,460
10-50	2,048
50-100	742
100-250	603
250-500	268
500-1000	122
1000+	44
Total	6,287

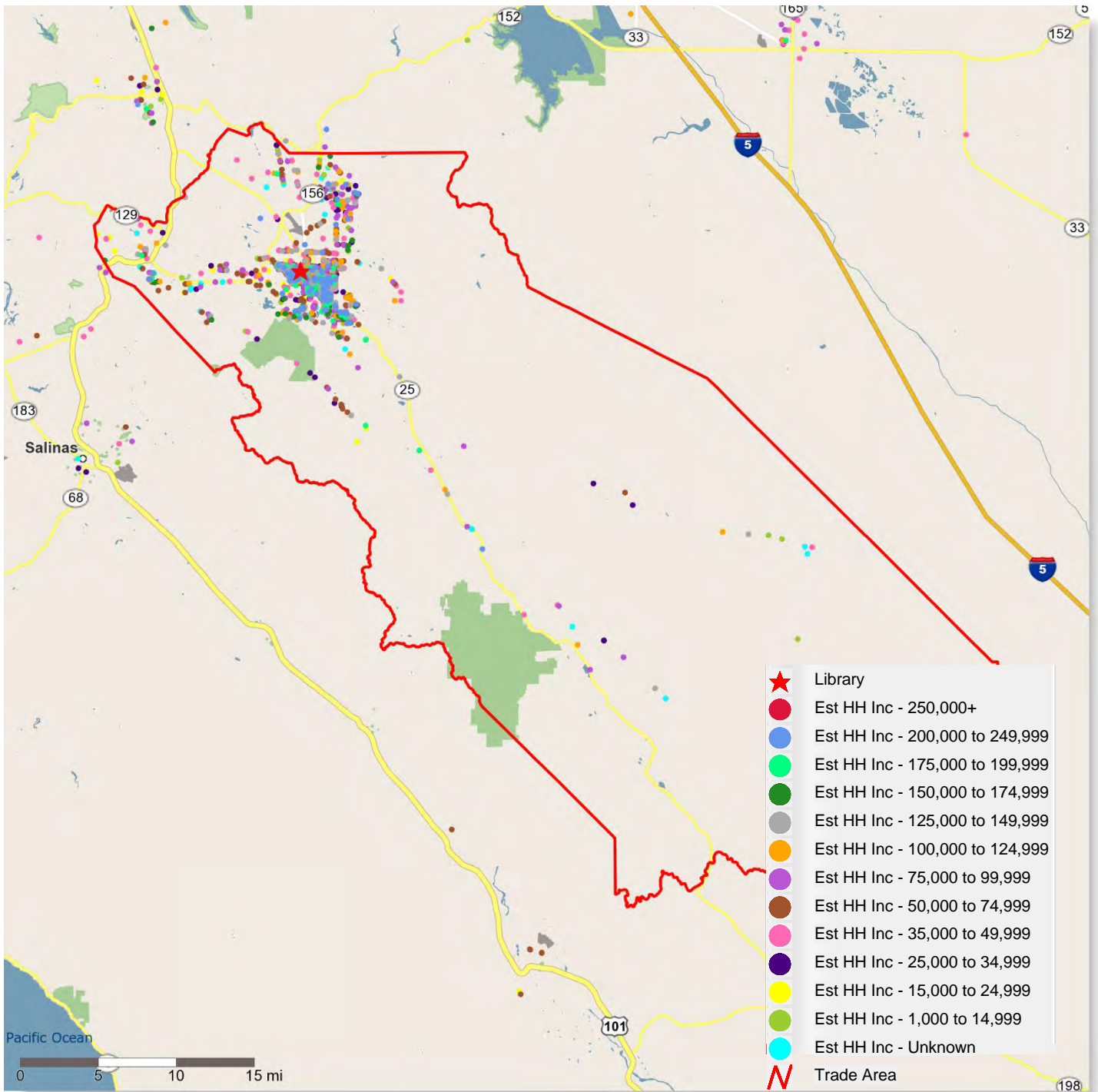
Experian Household Demographics

The tables, graphs and optional Patron maps that follow provide the Experian Household demographic characteristics. Situations in which a demographic represents a large proportion of the patron households and have a high index represent areas of particular interest.

Variables are grouped into categories and are provided with a plain English description. Patron count and percent represent the number and proportion of patron households that possess the demographic. Base count and percent represent the number and proportion of library trade area households that possess the demographic. Finally, the index represents the likelihood of a patron household to possess the demographic in relation to the base households. For instance, an index of 200 means patron households are twice as likely to exhibit a demographic characteristic.

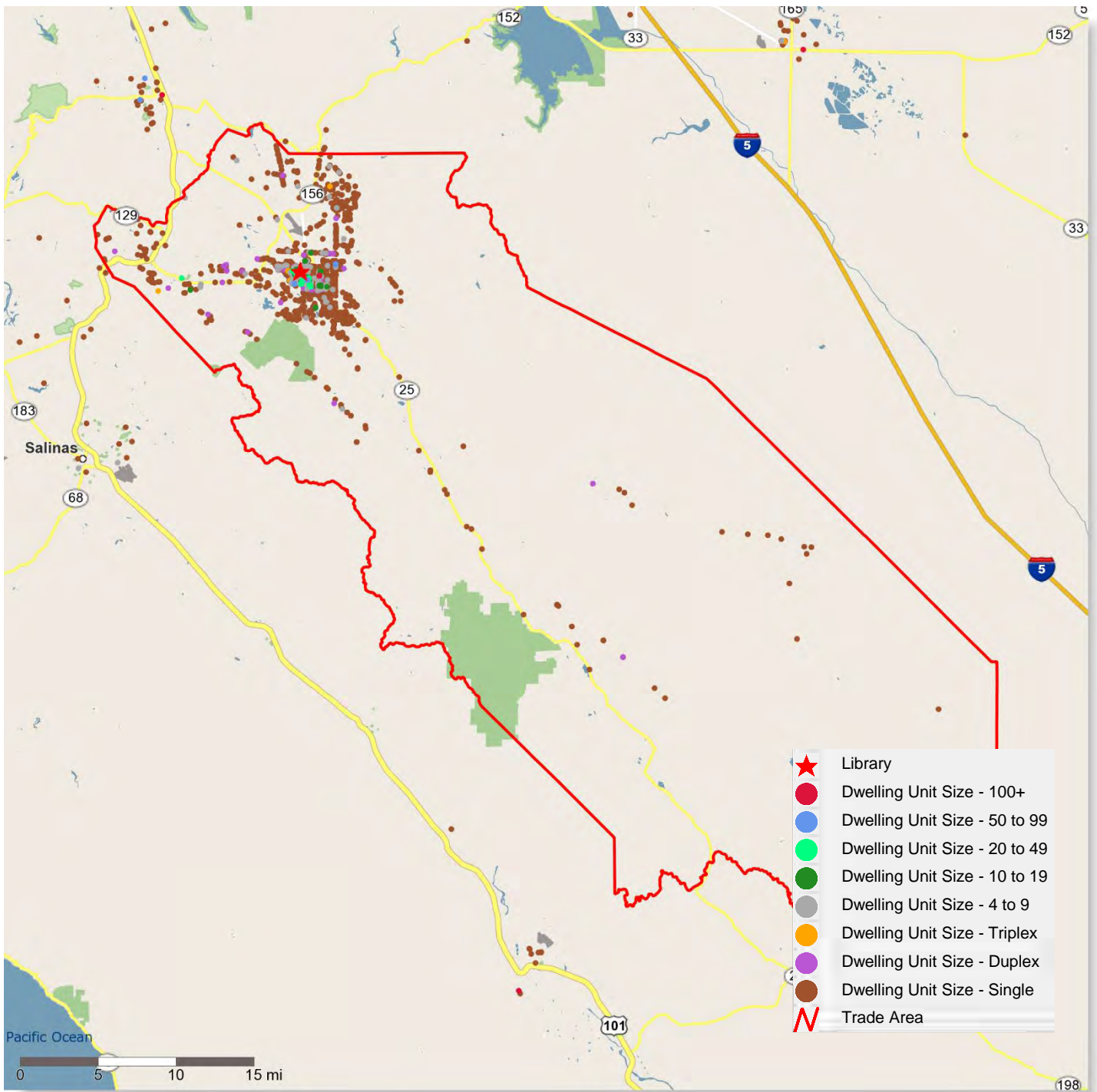
Included in the report is a chart/table on patrons who currently (or in the past) have responded to mail order solicitations (MOR-Bank Mail Order Responder analysis). For the detailed analysis, see the individual variables (optional report output). This data captures whether an individual household has, in the past, responded to promotions by mail for the variable reported upon. Individuals/households with a history of mail-order buying is twice as likely to respond to a promotion as someone who has never purchased by mail. Experians MOR-Bank database, the mail-order renewal bank, includes data from diverse direct marketers willing to share their active and non-active customer information. Prospects in the MOR-Bank database are active mail-order buyers or have a mail-order buying history. These consumers have purchased merchandise, magazines or services by mail or have responded with contributions to charitable and nonprofit appeals.

Library Patron Households by Estimated Household Income



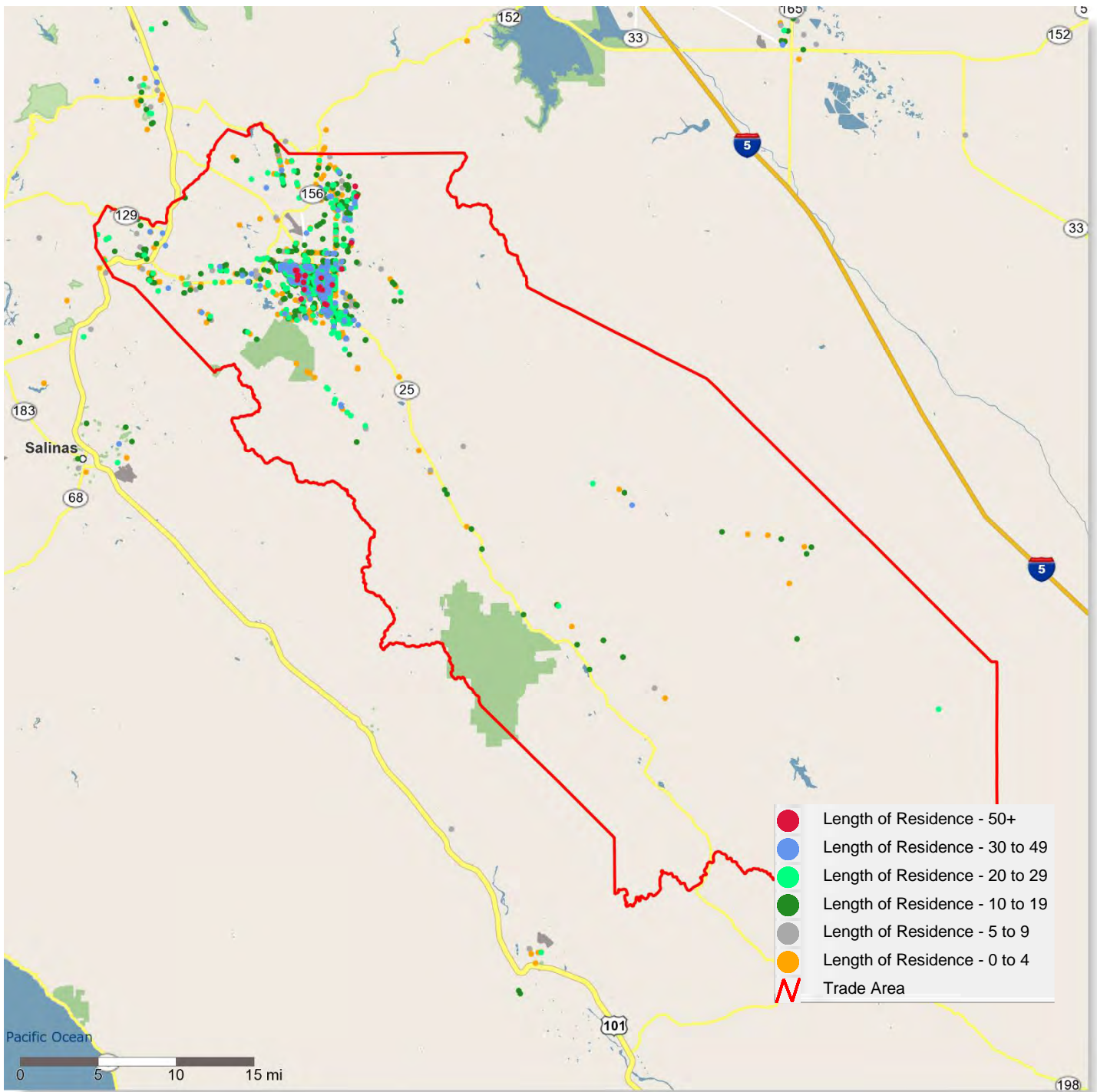
The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by estimated household income.

Library Patron Households by Dwelling Unit Size



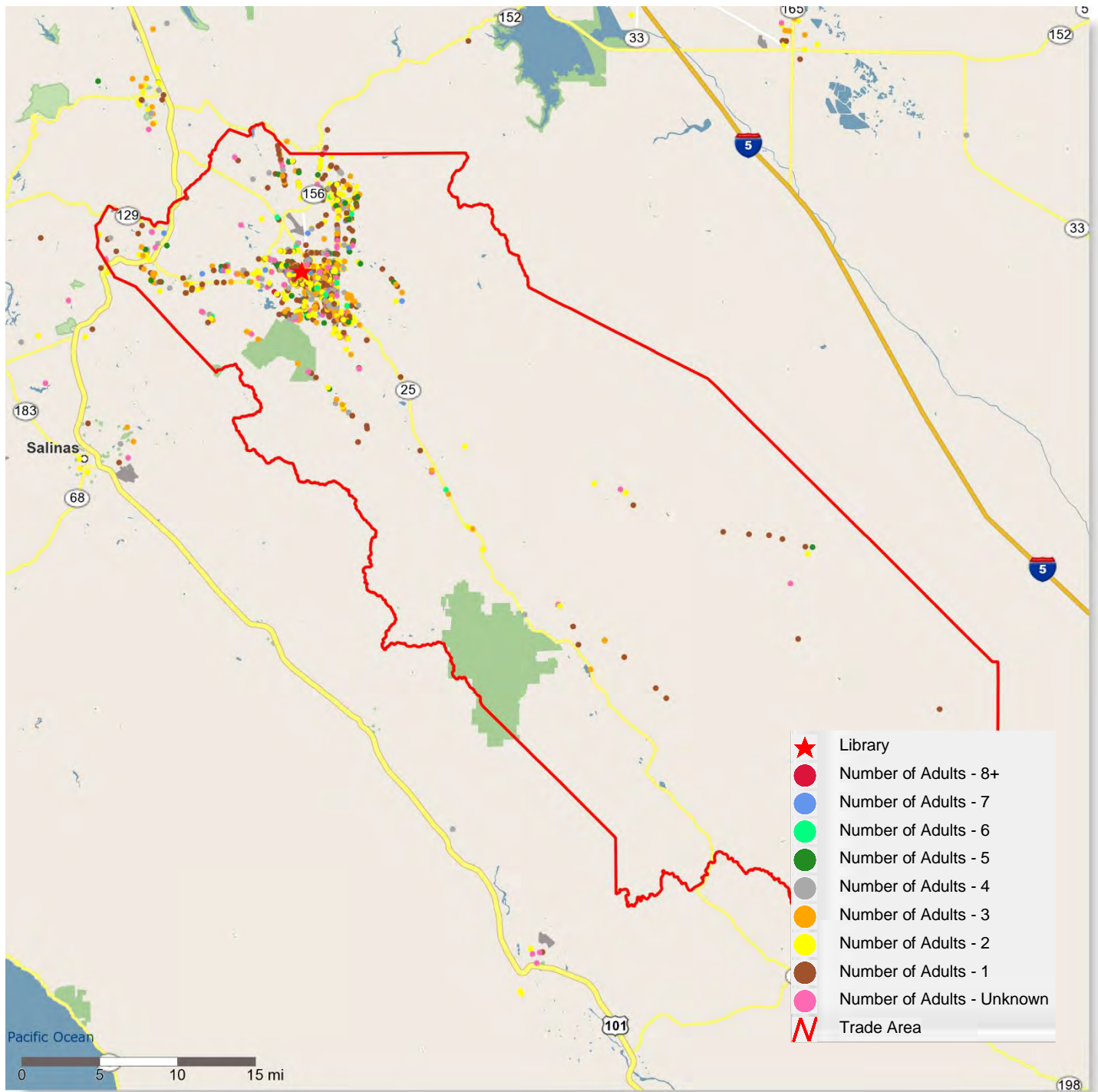
The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by dwelling unit size.

Library Patron Households by Length of Residence



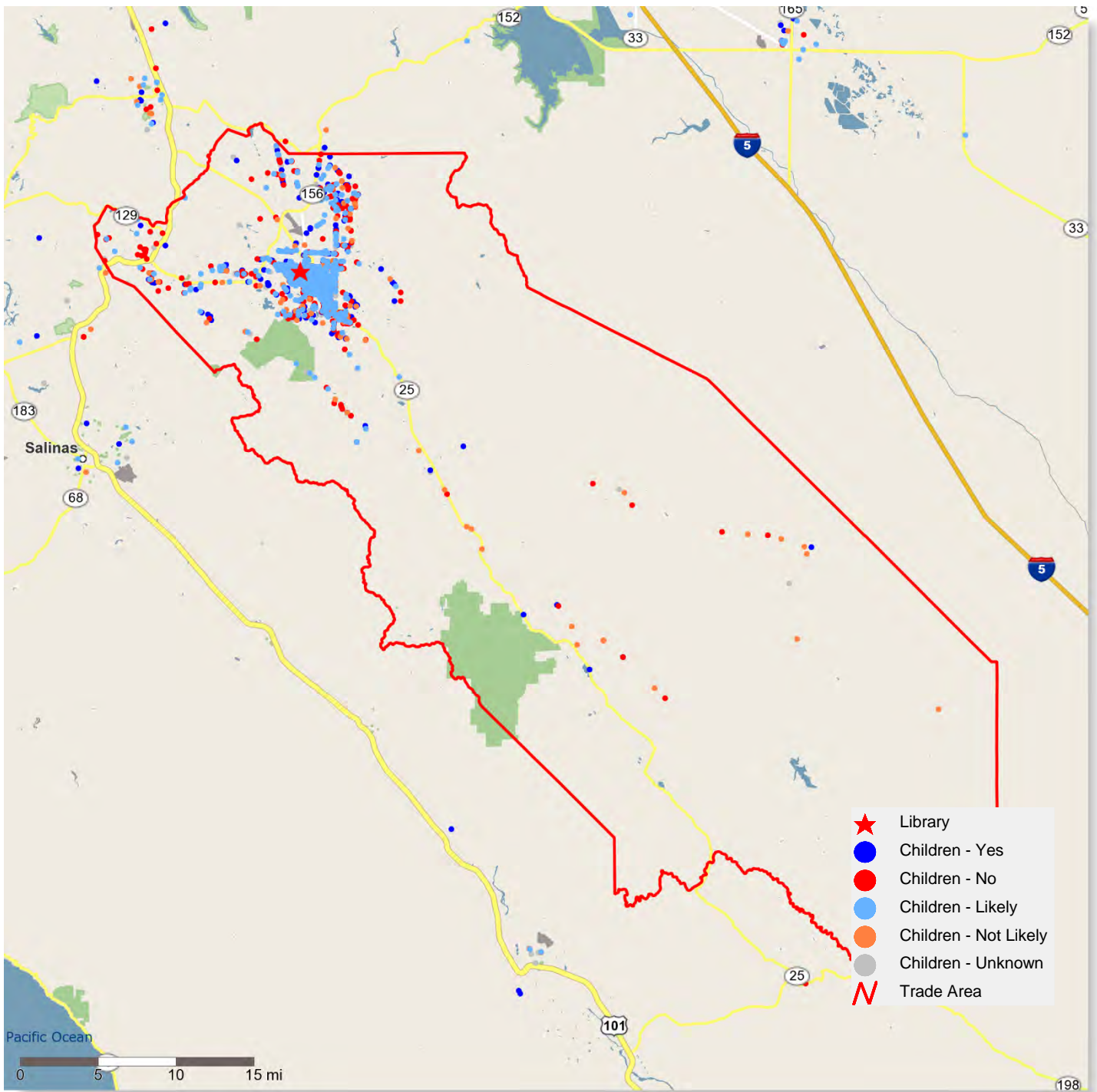
The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by length of residence.

Library Patron Households by Number of Adults in Living Unit



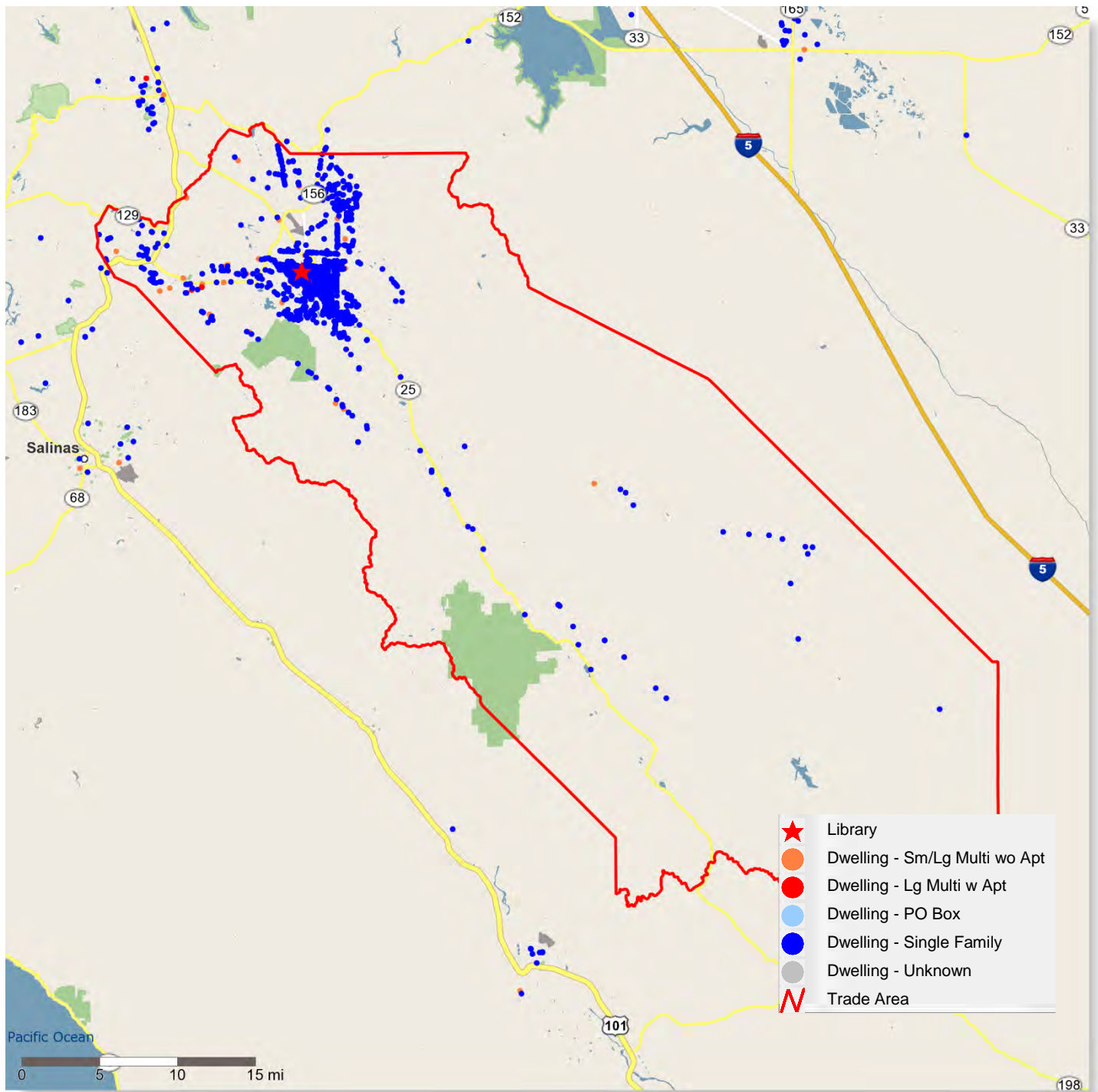
The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by number of adults in living unit.

Library Patron Households by Presence of Children



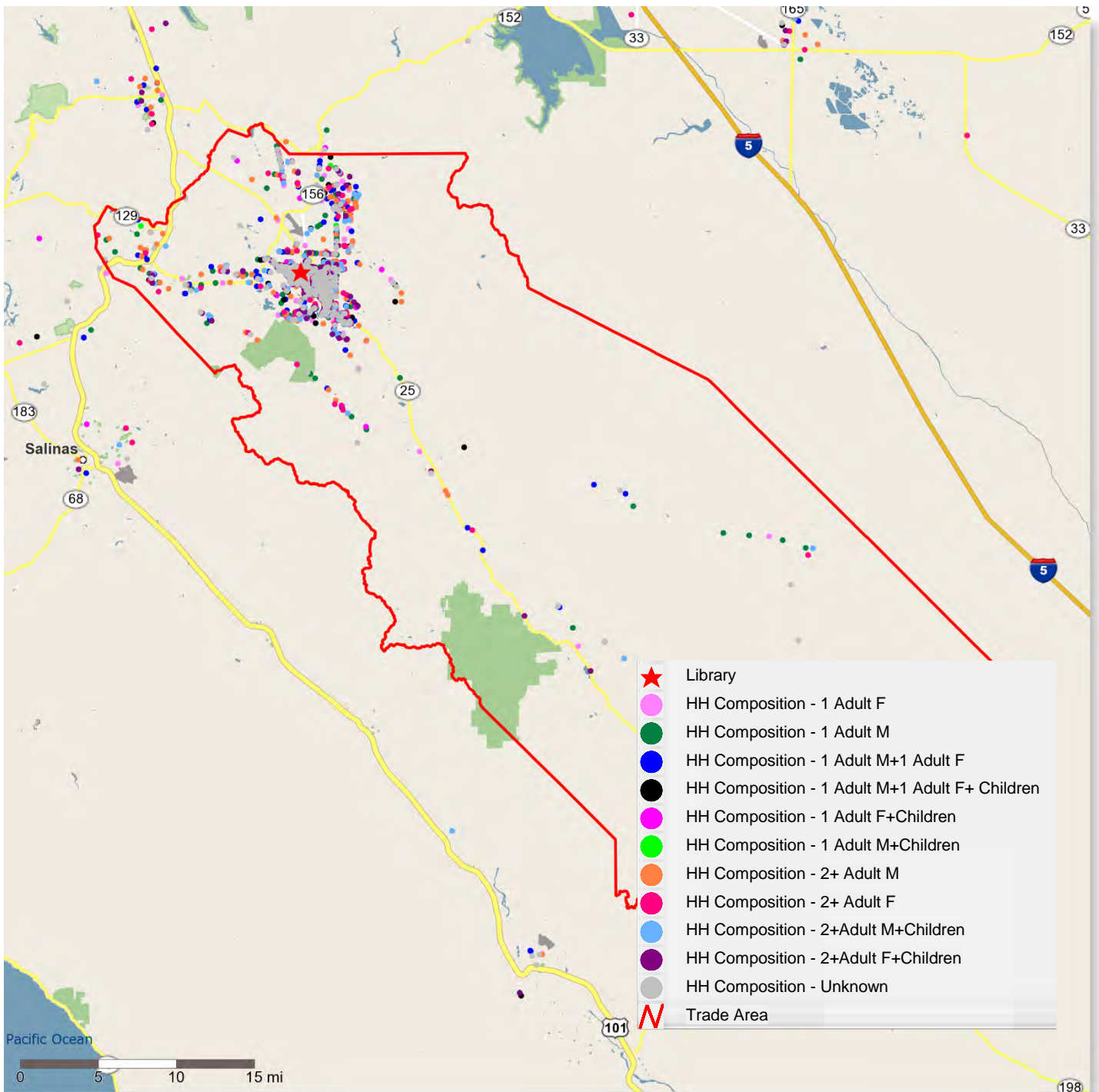
The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by presence of children.

Library Patron Households by Dwelling Type



The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by dwelling type.

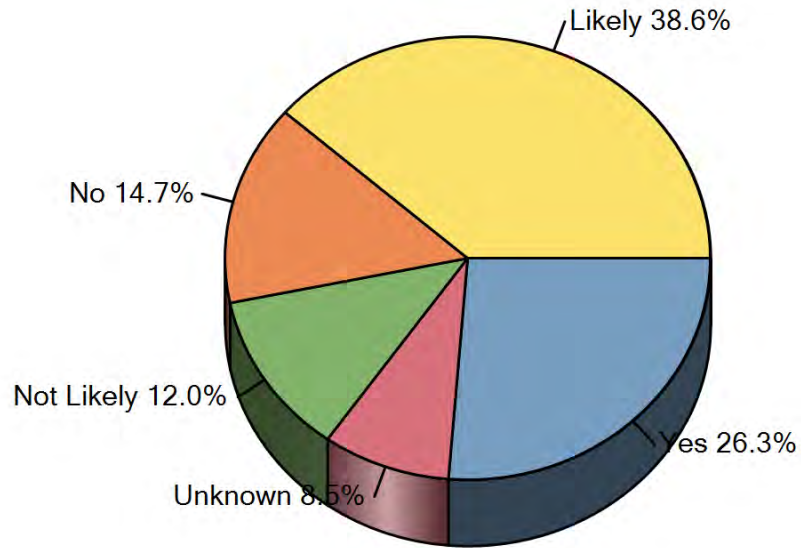
Library Patron Households by Household Composition



The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by household composition.

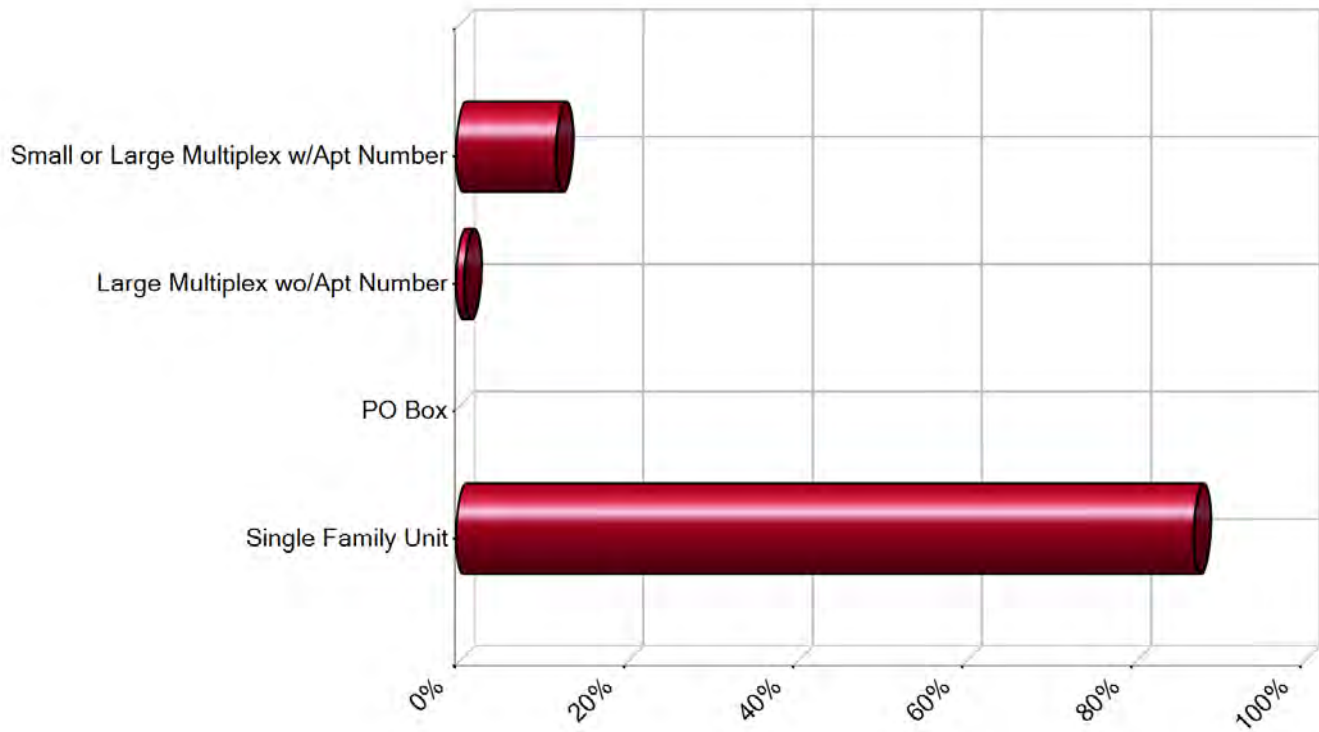
Presence of Children

(Proportion of patron households likely to have children.)



Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent
Unknown	438	8.5%	1,660	8.4%
Yes	1,349	26.3%	3,420	17.2%
Likely	1,980	38.6%	8,339	42.0%
Not Likely	615	12.0%	2,804	14.1%
No	754	14.7%	3,631	18.3%
Total	5,136	100.0%	19,854	100.0%

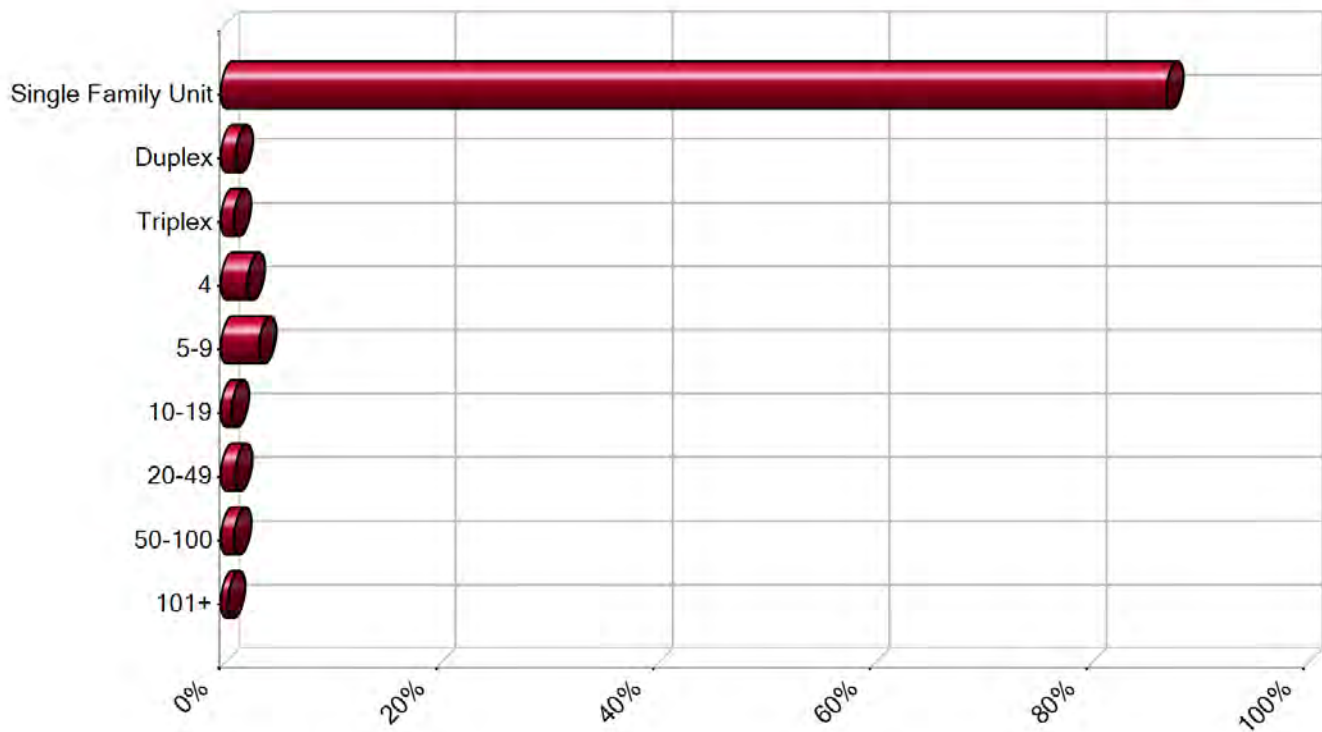
DWELLING TYPE



Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
Small or Large Multiplex w/Apt Number	607	11.8%	2,222	11.2%	106
Large Multiplex wo/Apt Number	50	1.0%	232	1.2%	83
PO Box	0	0.0%	1,293	6.5%	0
Single Family Unit	4,479	87.2%	16,107	81.1%	107
Total	5,136	100.0%	19,854	100.0%	

DWELLING UNIT SIZE

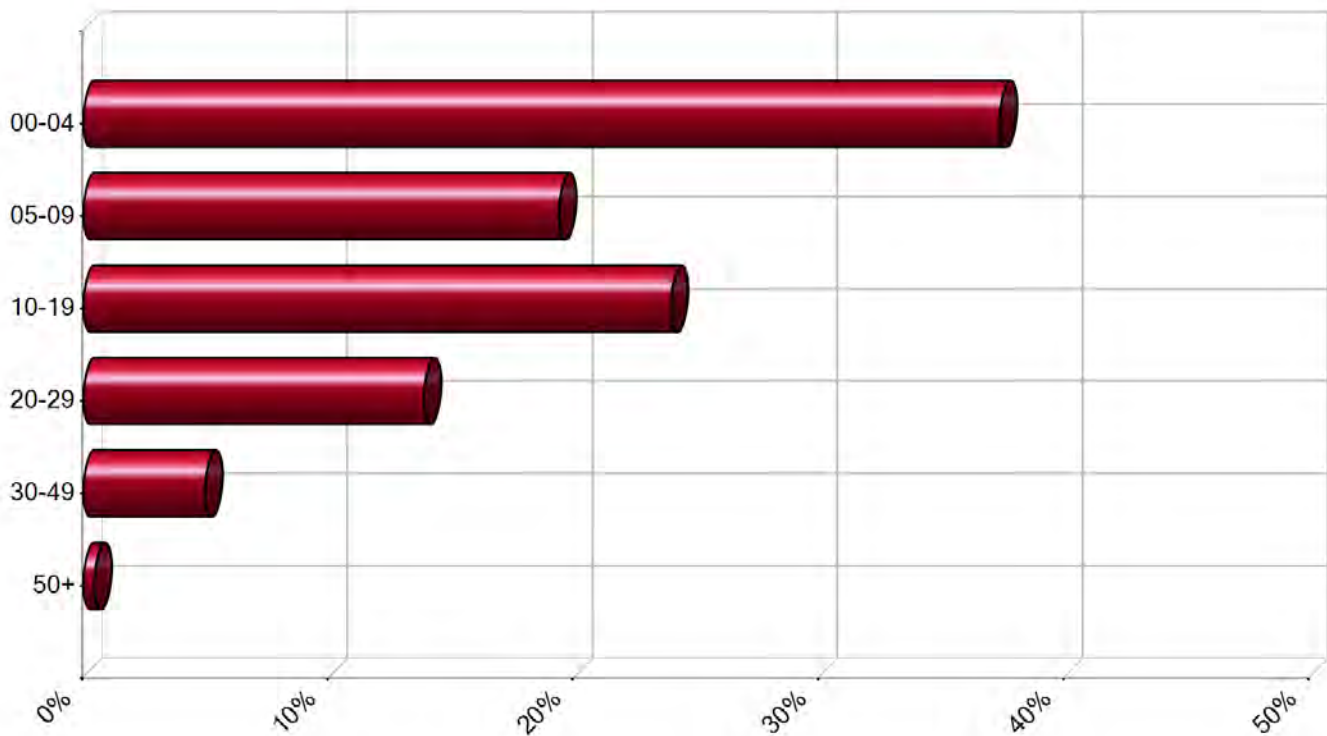
Households of Top 100% of All Patrons
Geography: San Benito



Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
Single Family Unit	4,479	87.2%	17,400	87.6%	100
Duplex	70	1.4%	427	2.2%	63
Triplex	62	1.2%	356	1.8%	67
4	127	2.5%	352	1.8%	139
5-9	181	3.5%	649	3.3%	108
10-19	52	1.0%	156	0.8%	129
20-49	68	1.3%	248	1.2%	106
50-100	63	1.2%	196	1.0%	124
101+	34	0.7%	70	0.4%	188
Total	5,136	100.0%	19,854	100.0%	

LENGTH OF RESIDENCE RANGE

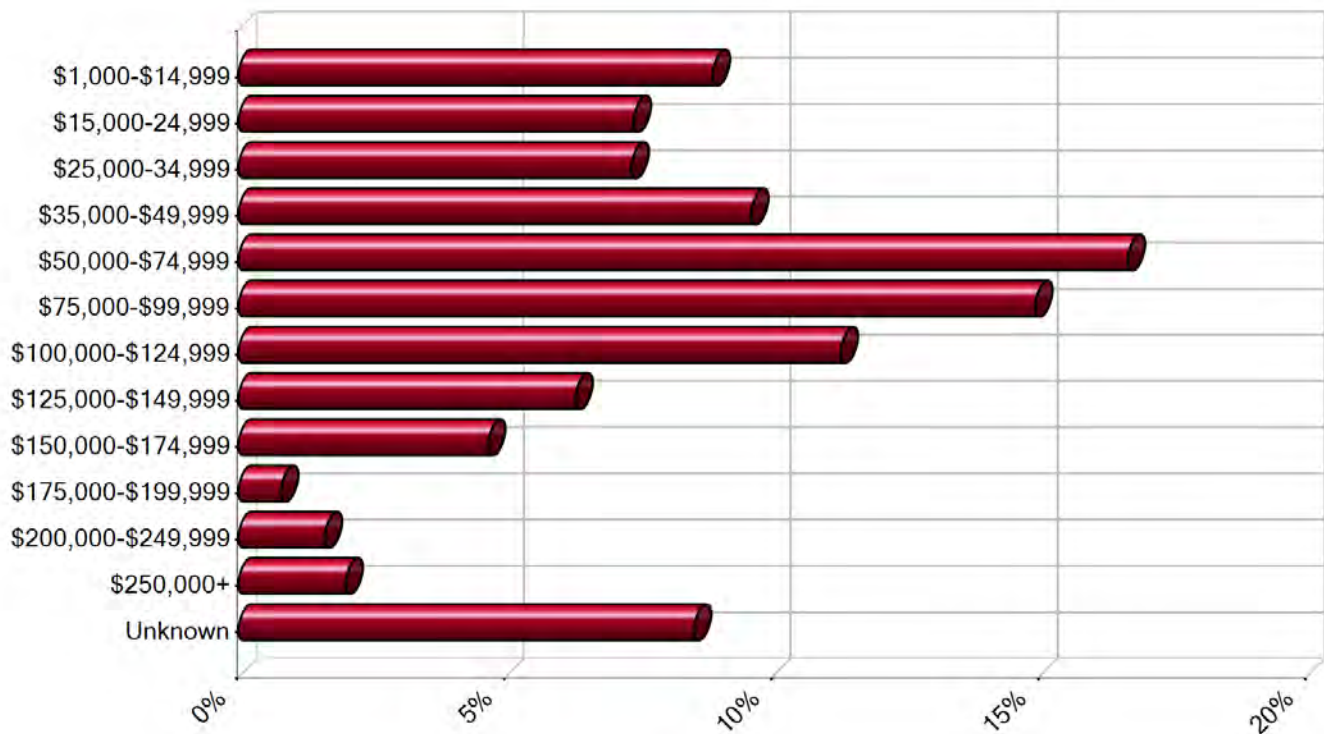
Households of Top 100% of All Patrons
Geography: San Benito



Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
00-04	1,919	37.4%	7,782	39.2%	95
05-09	996	19.4%	4,387	22.1%	88
10-19	1,230	23.9%	4,179	21.0%	114
20-29	713	13.9%	2,441	12.3%	113
30-49	255	5.0%	970	4.9%	102
50+	23	0.4%	95	0.5%	94
Total	5,136	100.0%	19,854	100.0%	

ESTIMATED HOUSEHOLD INCOME

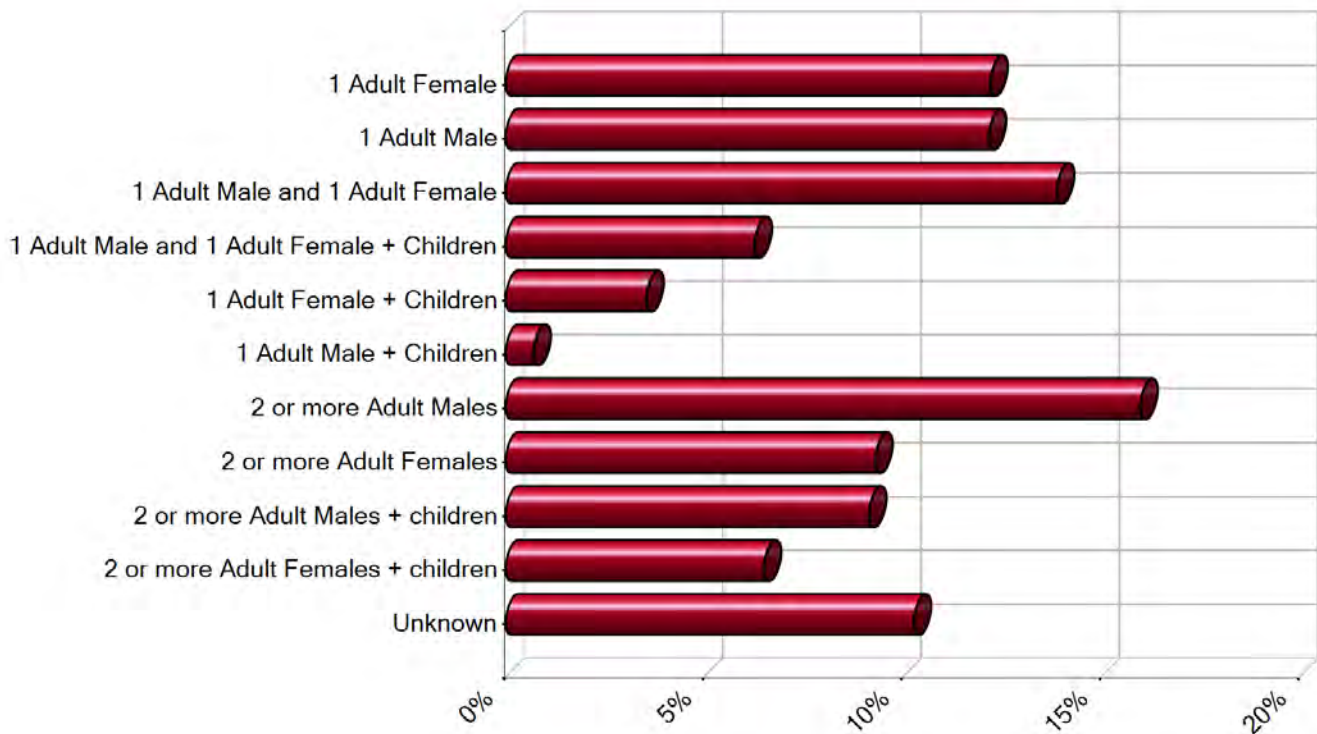
Households of Top 100% of All Patrons
Geography: San Benito



Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
\$1,000-\$14,999	456	8.9%	1,706	8.6%	103
\$15,000-\$24,999	380	7.4%	1,692	8.5%	87
\$25,000-\$34,999	378	7.4%	1,602	8.1%	91
\$35,000-\$49,999	493	9.6%	2,114	10.6%	90
\$50,000-\$74,999	855	16.6%	3,081	15.5%	107
\$75,000-\$99,999	766	14.9%	2,723	13.7%	109
\$100,000-\$124,999	579	11.3%	2,127	10.7%	105
\$125,000-\$149,999	324	6.3%	1,068	5.4%	117
\$150,000-\$174,999	240	4.7%	1,098	5.5%	84
\$175,000-\$199,999	41	0.8%	182	0.9%	87
\$200,000-\$249,999	83	1.6%	370	1.9%	87
\$250,000+	103	2.0%	431	2.2%	92
Unknown	438	8.5%	1,660	8.4%	102
Total	5,136	100.0%	19,854	100.0%	

HOUSEHOLD COMPOSITION

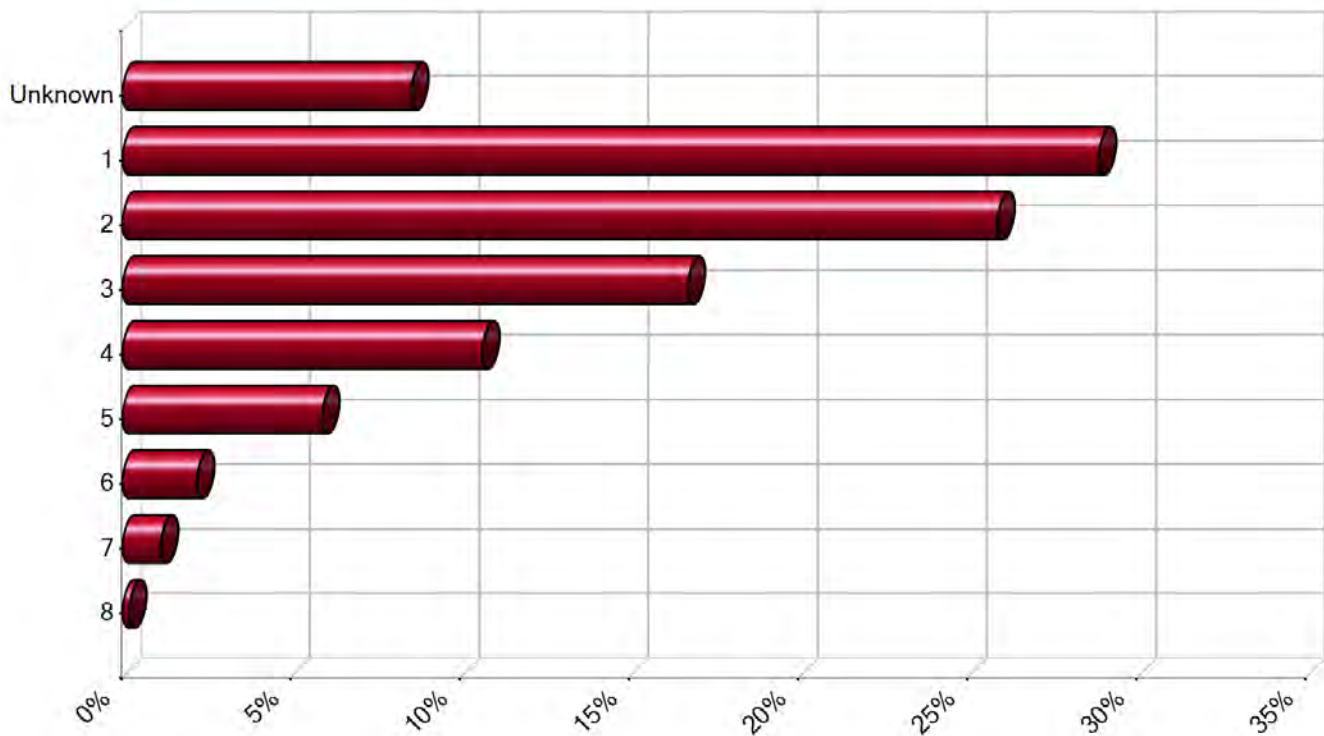
Households of Top 100% of All Patrons
Geography: San Benito



Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
1 Adult Female	627	12.2%	3,424	17.2%	71
1 Adult Male	625	12.2%	3,087	15.5%	78
1 Adult Male and 1 Adult Female	713	13.9%	2,857	14.4%	96
1 Adult Male and 1 Adult Female + Children	322	6.3%	762	3.8%	163
1 Adult Female + Children	182	3.5%	610	3.1%	115
1 Adult Male + Children	36	0.7%	124	0.6%	112
2 or more Adult Males	821	16.0%	2,541	12.8%	125
2 or more Adult Females	478	9.3%	1,457	7.3%	127
2 or more Adult Males + children	470	9.2%	1,092	5.5%	166
2 or more Adult Females + children	334	6.5%	810	4.1%	159
Unknown	528	10.3%	3,090	15.6%	66
Total	5,136	100.0%	19,854	100.0%	

NUMBER OF ADULTS IN LIVING UNIT

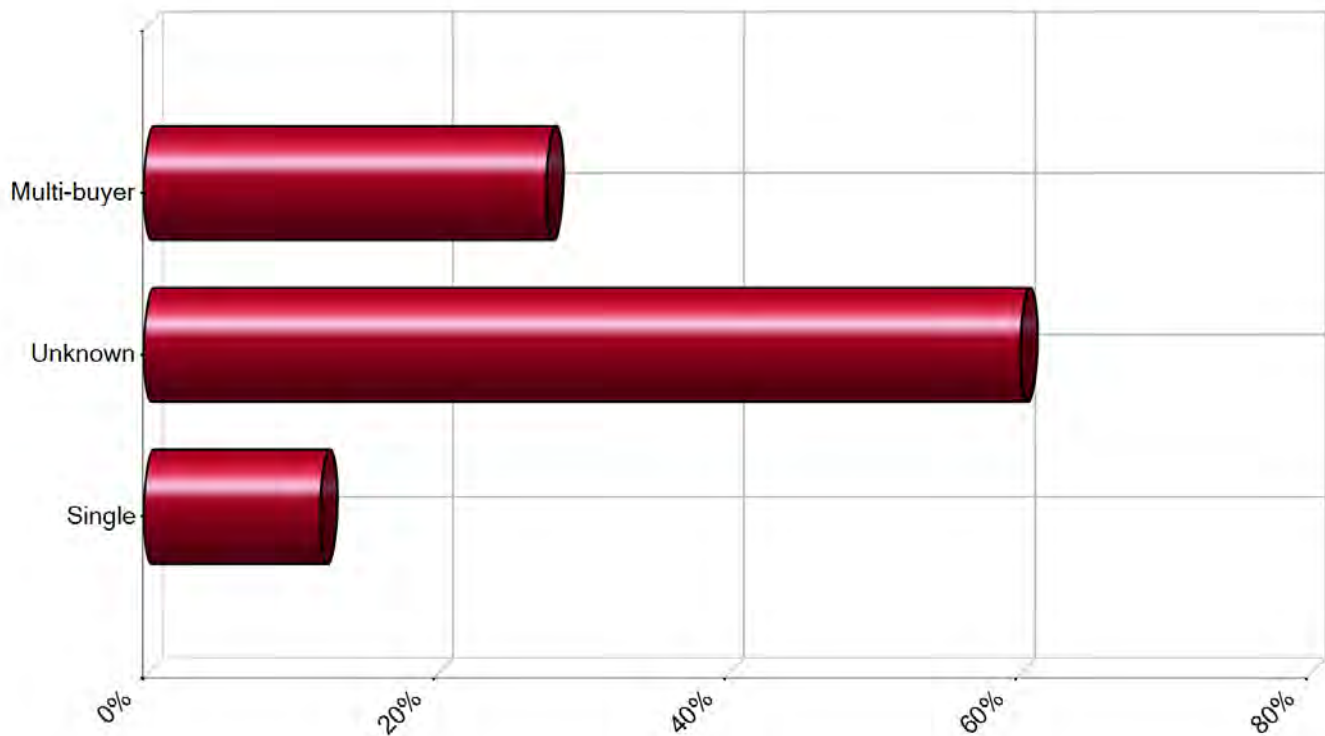
Households of Top 100% of All Patrons
Geography: San Benito



Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
Unknown	438	8.5%	1,660	8.4%	102
1	1,482	28.9%	8,336	42.0%	69
2	1,328	25.9%	4,660	23.5%	110
3	858	16.7%	2,539	12.8%	131
4	546	10.6%	1,432	7.2%	147
5	303	5.9%	751	3.8%	156
6	113	2.2%	327	1.6%	134
7	58	1.1%	125	0.6%	179
8	10	0.2%	24	0.1%	161
Total	5,136	100.0%	19,854	100.0%	

MAIL RESPONDER

Households of Top 100% of All Patrons
Geography: San Benito



Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
Multi-buyer	1,420	27.6%	5,169	26.0%	106
Unknown	3,094	60.2%	12,841	64.7%	93
Single	622	12.1%	1,844	9.3%	130
Total	5,136	100.0%	19,854	100.0%	

Mosaic Profiles



AUDIENCE GUIDE: Mosaic® USA



Mosaic USA group and structure

Segment/ Group	Name	Short Description
A	Power Elite	The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer.
A01	American Royalty	Wealthy, influential couples and families living in prestigious suburbs
A02	Platinum Prosperity	Wealthy and established empty-nesting couples residing in suburban and in-town homes
A03	Kids and Cabernet	Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs
A04	Picture Perfect Families	Established families of child-rearing households living in wealthy suburbs
A05	Couples with Clout	Middle-aged, childless couples living in affluent metro areas
A06	Jet Set Urbanites	Mix of affluent singles and couples living in urban neighborhoods
B	Flourishing Families	Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles.
B07	Generational Soup	Affluent couples and multi-generational families living a wide range of lifestyles in suburbia
B08	Babies and Bliss	Middle-aged couples with large families and active lives in affluent suburbia
B09	Family Fun-astic	Upscale, middle-aged families with older children pursuing busy kid-centered lives in satellite cities
B10	Cosmopolitan Achievers	Affluent middle-aged and established couples and families enjoying dynamic lifestyles in metro areas
C	Booming with Confidence	Prosperous, established couples in their peak earning years living in suburban homes
C11	Aging of Aquarius	Upscale boomer-aged couples living in city and close-in suburbs
C12	Golf Carts and Gourmets	Upscale retirees and empty-nesters in comfortable communities
C13	Silver Sophisticates	Mature, upscale couples and singles in suburban homes
C14	Boomers and Boomerangs	Baby boomer adults and their teenage/young adult children sharing suburban homes
D	Suburban Style	Middle-aged, ethnically-diverse suburban families and couples earning upscale incomes.
D15	Sports Utility Families	Upscale, multi-generational households of middle-aged couples with school-aged children living active family lifestyles in outlying suburbs
D16	Settled in Suburbia	Upper middle-class diverse family units and empty nesters living in established suburbs
D17	Cul de Sac Diversity	Ethnically-diverse, middle-aged families settled in new suburban neighborhoods
D18	Suburban Attainment	Upper middle-class couples and families living mainly in the expanding suburbs
E	Thriving Boomers	Upper-middle-class baby boomer-aged couples living comfortable lifestyles in town and exurban homes
E19	Full Pockets, Empty Nests	Empty-nesting, upper middle-class households with discretionary income living sophisticated lifestyles
E20	No Place Like Home	Upper middle-class multi-generational households in exurban areas
E21	Unspoiled Splendor	Comfortably established baby boomer couples in town and country communities
F	Promising Families	Young couples with children in starter homes living child-centered lifestyles
F22	Fast Track Couples	Active, young, upper middle-class suburban couples and families living upwardly-mobile lifestyles
F23	Families Matter	Most Young, middle-class families in scenic suburbs leading active, family-focused lives

G	Young, City Solos	Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas
G24	Status Seeking Singles	Younger, upwardly-mobile singles living in mid-scale metro areas balancing work and leisure lifestyles
G25	Urban Edge	Younger, up-and-coming singles living big city lifestyles located within top CBSA markets
H	Middle-class Melting Pot	Mid-scale, middle-aged and established couples living in suburban and fringe homes
H26	Progressive Patpouri	Mature, couples with comfortable and active lives in middle-class suburbs
H27	Birkenstocks and Beemers	Upper middle-class, established couples living leisure lifestyles in small towns and cities
H28	Everyday Moderates	Mid-scale, multi-cultural couples and families living in mid-tier metro suburban settings
H29	Destination Recreation	Middle-aged, midscale couples in rural towns and fringe suburbs working to enjoy their active lifestyles
I	Family Union	Mid-scale, middle-aged families living in homes supported by solid blue-collar occupations
I30	Stockcars and State Parks	Middle-class couples and families living in more remote rural communities
I31	Blue Collar Comfort	Middle-class families in smaller cities and towns with solid blue-collar jobs
I32	Steadfast Conventionalists	Conventional Generation X families located in selected coastal city homes
I33	Balance and Harmony	Middle-class families living lively lifestyles in city-centric neighborhoods
J	Autumn Years	Established and mature couples living gratified lifestyles in older homes
J34	Aging in Place	Middle-class seniors living solid, suburban lifestyles
J35	Rural Escape	Older, middle-class couples and singles living comfortable lives in rural towns
J36	Settled and Sensible	Older, middle-class and empty-nesting couples and singles in city neighborhoods
K	Significant Singles	Middle-aged singles and some couples earning mid-scale incomes supporting active styles of living
K37	Wired for Success	Young, mid-scale singles and couples living socially-active city lives
K38	Gotham Blend	Mix of middle-aged and middle-class singles and couples mainly living urban New York City-area lifestyles
K39	Metro Fusion	Middle-aged singles living urban active lifestyles
K40	Bohemian Groove	Older unattached individuals enjoying settled urban lives
L	Blue Sky Boomers	Lower- and middle-class baby boomer-aged households living in small towns
L41	Booming and Consuming	Older empty-nesting couples and singles enjoying relaxed lives in small towns
L42	Rooted Flower Power	Mid-scale baby boomer singles and couples rooted in established suburban communities and approaching retirement
L43	Homemade Happiness	Lower middle-class baby boomer households living in remote town and country homes
M	Families in Motion	Younger, working-class families earning moderate incomes in smaller residential communities
M44	Red, White and Bluegrass	Lower middle-income rural families with diverse adult and children household dynamics
M45	Diapers and Debit Cards	Young, working-class families and single parent households living in small established, city residences
N	Pastoral Pride	Mix of lower middle-class unattached individuals and couples who have settled in country and small town areas
N46	True Grit Americans	Older, middle-class households in town and country communities located in the nation's midsection
N47	Countrified Pragmatics	Lower middle-income couples and singles living rural, casual lives
N48	Rural Southern Bliss	Lower middle-income multi-generational families living in small towns
N49	Touch of Tradition	Working-class, middle-aged couples and singles living in rural homes

O	Singles and Starters	Young singles starting out, and some starter families, in diverse urban communities
O50	Full Steam Ahead	Younger and middle-aged singles gravitating to second-tier cities
O51	Digital Dependents	Mix of Generation Y and X singles who live digital-driven, urban lifestyles
O52	Urban Ambitions	Mainly Generation Y singles and single families established in mid-market cities
O53	Colleges and Cafes	Young singles and recent college graduates living in college communities
O54	Striving Single Scene	Young, singles living in Midwest and Southern city centers
O55	Family Troopers	Families and single-parent households living near military bases
P	Cultural Connections	Diverse, mid- and low-income families in urban apartments and residences
P56	Mid-scale Medley	Middle-aged, mid-scale income singles and divorced individuals in secondary cities
P57	Modest Metro Means	Mid-scale singles established in inner-city communities
P58	Heritage Heights	Singles and families with mid and low incomes living settled lives in urban apartments
P59	Expanding Horizons	Middle-aged, mid-scale income families living mainly within US border cities
P60	Striving Forward	Mid-scale families and single parents in gateway communities
P61	Humble Beginnings	Multi-cultural singles and single-parent households with mid-scale incomes in city apartments
Q	Golden Year Guardians	Retirees living in settled residences and communities
Q62	Reaping Rewards	Relaxed, retired couples and widowed individuals in suburban homes living quiet lives
Q63	Footloose and Family Free	Elderly couples and widowed individuals living active and comfortable lifestyles
Q64	Town Elders	Stable, minimalist seniors living in older residences and leading sedentary lifestyles
Q65	Senior Discounts	Downscale, settled retirees in metro apartment communities
R	Aspirational Fusion	Low-income singles and single parents living in urban locations striving to make a better life
R66	Dare to Dream	Young singles, couples and single parents with lower incomes starting out in city apartments
R67	Hope for Tomorrow	Young, lower-income single parents in second-city apartments
S	Economic Challenges	Economically challenged mix of singles, divorced and widowed individuals in smaller cities and urban areas looking to make ends meet
S68	Small Town Shallow Pockets	Older, low income singles and empty-nesters living in modest ex-urban small towns
S69	Urban Survivors	Older, lower income singles and single parents established in modest urban neighborhoods
S70	Tight Money	Middle-aged, lower income unattached individuals in transitional small town and ex-urban apartments
S71	Tough Times	Older, lower income and ethnically-diverse singles typically concentrated in inner-city apartments

Households of Top 100% of All Patrons
Geography: San Benito

Link	Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index	Opportunity
A01	American Royalty	2	0.0%	1	0%	773	200.0%
A02	Platinum Prosperity	9	0.2%	47	0%	74	19.1%
A03	Kids and Cabernet	6	0.1%	9	0%	258	66.7%
A04	Picture Perfect Families	36	0.7%	105	1%	133	34.3%
A05	Couples with Clout	17	0.3%	79	0%	83	21.5%
A06	Jet Set Urbanites	1	0.0%	0	0%	100	
B07	Generational Soup	52	1.0%	143	1%	141	36.4%
B08	Babies and Bliss	100	1.9%	204	1%	189	49.0%
B09	Family Fun-tastic	4	0.1%	13	0%	119	30.8%
B10	Cosmopolitan Achievers	15	0.3%	13	0%	446	115.4%
C11	Aging of Aquarius	91	1.8%	521	3%	68	17.5%
C12	Golf Carts and Gourmets	20	0.4%	69	0%	112	29.0%
C13	Silver Sophisticates	32	0.6%	126	1%	98	25.4%
C14	Boomers and Boomerangs	249	4.8%	775	4%	124	32.1%
D15	Sports Utility Families	80	1.6%	231	1%	134	34.6%
D16	Settled in Suburbia	85	1.7%	220	1%	149	38.6%
D17	Cul de Sac Diversity	184	3.6%	515	3%	138	35.7%
D18	Suburban Attainment	3	0.1%	5	0%	232	60.0%
E19	Full Pockets Empty Nests	2	0.0%	2	0%	387	100.0%
E20	No place like Home	64	1.2%	261	1%	95	24.5%
E21	Unspoiled Splendor	99	1.9%	569	3%	67	17.4%
F22	Fast Track Couples	185	3.6%	892	4%	80	20.7%
F23	Families Matter Most	104	2.0%	222	1%	181	46.8%
G24	Status Seeking Singles	4	0.1%	15	0%	103	26.7%
H26	Progressive Potpourri	346	6.7%	2,209	11%	61	15.7%
H27	Birkenstocks and Beemers	62	1.2%	588	3%	41	10.5%
H28	Everyday Moderates	51	1.0%	151	1%	131	33.8%
H29	Destination Recreation	16	0.3%	136	1%	45	11.8%
I30	Stockcars and State Parks	43	0.8%	150	1%	111	28.7%
I31	Blue Collar Comfort	4	0.1%	16	0%	97	25.0%
I32	Steadfast Conventionalists	509	9.9%	1,169	6%	168	43.5%
I33	Balance and Harmony	571	11.1%	2,391	12%	92	23.9%
J34	Aging in Place	68	1.3%	357	2%	74	19.0%
J35	Rural Escape	27	0.5%	186	1%	56	14.5%
J36	Settled and Sensible	12	0.2%	38	0%	122	31.6%
K37	Wired for Success	27	0.5%	124	1%	84	21.8%
K38	Gotham Blend	11	0.2%	39	0%	109	28.2%
K39	Metro Fusion	7	0.1%	15	0%	180	46.7%
K40	Bohemian Groove	21	0.4%	92	0%	88	22.8%
L41	Booming and Consuming	31	0.6%	130	1%	92	23.8%
L42	Rooted Flower Power	69	1.3%	367	2%	73	18.8%
L43	Homemade Happiness	11	0.2%	104	1%	41	10.6%
M44	Red White and Bluegrass	9	0.2%	56	0%	62	16.1%
M45	Diapers and Debit Cards	9	0.2%	16	0%	217	56.3%
N46	True Grit Americans	0	0.0%	5	0%	0	0.0%
N47	Countrified Pragmatics	12	0.2%	93	0%	50	12.9%
N48	Rural Southern Bliss	0	0.0%	6	0%	0	0.0%
N49	Touch of Tradition	1	0.0%	20	0%	19	5.0%
O50	Full Steam Ahead	12	0.2%	69	0%	67	17.4%
O51	Digital Dependents	125	2.4%	895	5%	54	14.0%
O52	Urban Ambition	2	0.0%	6	0%	129	33.3%
O53	Colleges and Cafes	1	0.0%	0	0%	100	
O54	Striving Single Scene	13	0.3%	45	0%	112	28.9%
O55	Family Troopers	205	4.0%	661	3%	120	31.0%
P56	Mid-Scale Medley	22	0.4%	68	0%	125	32.4%

Households of Top 100% of All Patrons
Geography: San Benito

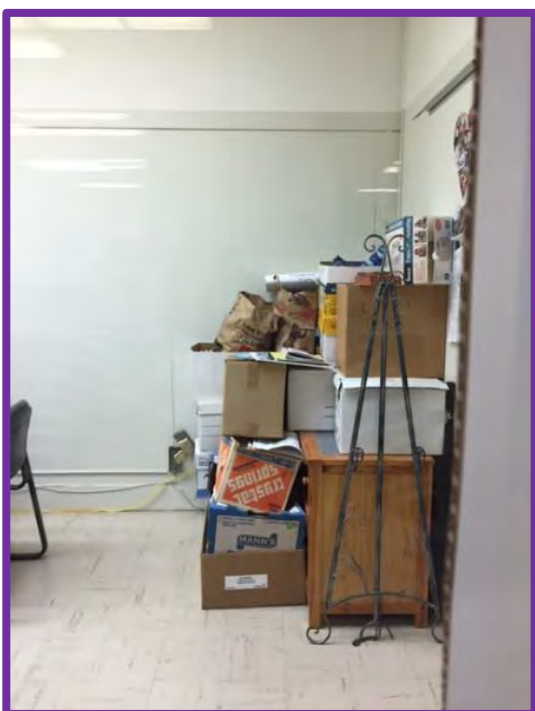
P58	Heritage Heights	1	0.0%	4	0%	97	25.0%
P59	Expanding Horizons	409	8.0%	1,013	5%	156	40.4%
P60	Striving Forward	251	4.9%	638	3%	152	39.3%
P61	Humble Beginnings	49	1.0%	134	1%	141	36.6%
Q62	Reaping Rewards	61	1.2%	320	2%	74	19.1%
Q64	Town Elders	82	1.6%	474	2%	67	17.3%
Q65	Senior Discounts	22	0.4%	109	1%	78	20.2%
R66	Dare to Dream	64	1.2%	195	1%	127	32.8%
R67	Hope for Tomorrow	0	0.0%	3	0%	0	0.0%
S68	Small Town Shallow Pockets	5	0.1%	18	0%	107	27.8%
S69	Urban Survivors	0	0.0%	1	0%	0	0.0%
S70	Tight Money	8	0.2%	29	0%	107	27.6%
S71	Tough Times	5	0.1%	17	0%	114	29.4%
U00	Unassigned	438	8.5%	1,660	8%	102	26.4%
Total		5,136	100.0%	19,854	100%		

END OF REPORT

Recommendation Guide – Current Library Services

Facilities & Hours

- Consistent feedback from the Community Conversations and survey responses was a request for additional service hours – with the priority of Saturdays, weeknight evenings, followed by Sundays. Based on observations in current staffing patterns and workflow, there is potential to develop and implement a consistent approach for allocating staffing hours based on demand for services and specific service objectives. Strategic rescheduling, targeted service blueprinting, and more streamlined LEAN operations approach could provide an opportunity to expand public use library hours through reallocation vs. addition of resources.
- The library footprint is **inadequate based on the library's current** and potential level of activity. However, there may be opportunities to reallocate staff office and work space for direct public benefit. This could be done with the reduction and elimination of back-of-house activities such as processing, streamline non-essential non-direct public service work, as well as reducing clutter and unnecessary storage.



If a refresh/remodel of the current location is decided upon prior to completion of the TEL, some strategic changes can add a meaningful impact factor.

- Greatly reduce number of dedicated Catalog computers to free up space and equipment for more high demand activities.
- Strategically weed and remove some shelving in children's add play Learning Island and other interactive items.



- Enhance fun factor in teen area with pieces like a gaming pod or other interactive furnishings.



- Refresh furniture throughout the **library...matching** in color scheme, design style, finishes—wood, metal, fabric. Add additional comfortable seating and lounge chairs that add color and newness to replace existing.



- Expand the community room is by moving a wall into the library space. An option to retrieve the lost space is discussed below. In order to move into this space, shelving will need to be removed. Increasing popular digital titles and strategic weeding could also be done so that excess shelving could be removed.



- Eliminate Circulation and Reference desks and a small footprint single service point combined with self-check and a more roving staff model.



- Better define service areas. Ensure comfortable space for adult activities such as a laptop bar – away from children's area.



Exterior

- Remove splintered wooden bench. If a bench is desired, select material that will withstand hot weather and rain.
- Landscaping. Remove all existing plants. Plant water-wise shrubbery, including flowering perennials. Create a welcoming, attractive, well-maintained garden.
- Façade of the building could be enhanced with embellishments of a chosen style in keeping with the community. Replace ramp railing of similar style.
- Put schedule in place for general cleanup and repairs.





People & Programming

The library has friendly staff and passionate library advocates. Although relatively small in active numbers, library patrons and advocates care about the library and feel it is a welcoming place. Staff help to contribute to the positive perception of the library being a safe place for community interaction and an assurance of Freedom of Information.

- The library currently offers some children's programs, and should build on this by continuing to offer the programs that are in place and to expand these where possible. The libraries should focus on three aspects of children's services:
 - Building the skills needed to succeed in school through programs that get preschool children ready for school.
 - Supplementing the work of the school system for school-aged children by providing resources to help with school work.
 - Providing programs that prevent children from slipping out of practicing their reading skills.
- Continue signature services such as the Adult Literacy Program which has seen an increase of learners who have passed their citizenship test and GED test, Passport preparation and Tutor Tech training.
- Encourage community interest in Lifelong Learning and desire for self-directed personal growth and development. Enhance adult programming offerings as well as targeted outreach to community groups. Reconfigure some spaces to accommodate study and casual seating areas appropriate in size and design for discussions, and other informal learning activities.
- Develop a robust marketing effort to better inform and engage public. Greater use of social media to reach target markets of growth. Engage a staff person who is **tech savvy (or train someone) to increase the library's presence on Facebook,** Instagram, Twitter, and other heavily used social media avenues. Notification of upcoming events, new materials, awards, new staff, anything that generates interest and awareness of what is happening at the library.
- The library website is current and easy to use but the social media pages could be updated and added to on a regular basis since many might be more likely to spot news items on Facebook than going to the library website. An addition of a blog post done by various staff members according to their specialty could be added. Adult literacy, homework help, new picture books, activities plan could be introduced using the blog format.

- Increase partnership development not only for information sharing, but also for outsourcing programming space and crowdsourcing library related activities. Initial staff time investment can lead to long term continuing returns.
- Refocus collection on high-interest / high-demand materials to improve perception that library has limited offerings. More relevant current topics and titles helps to **fulfill community residents' appetite for information about popular cultural and social** trends and their desire for satisfying recreational experiences.
- Increase offerings and promotion of popular digital materials. This can provide greater content access with additional strain on physical building space. Ensure eMaterials are promoted in tandem with physical collection.
- Provide gateway access to unique local resources, a more direct connection to local history and Historical Society as well as Genealogy services.
- Maximize the Bookmobile and bookmobile staff by increasing the number of days it is on the road. Schedule additional visits in populated areas in unincorporated areas of the County. Incorporate programs at the locations visited that dovetail with the Summer Reading Program at the library; story times, bilingual programs when appropriate; include Saturday visits to reach residents who are unable to use the library during the traditional work week such as commuters.
- Schedule presentations at the many service organizations, non-profits, and schools in the city and in the unincorporated areas. Share the news about all the great service offered at the library, ask for suggestions, and make it entertaining by perhaps including a quiz about the library.
- Surveys indicated that adults were interested in events for them as well as the children. Book clubs, board game afternoon, trivia bees, non-tech **"maker" activities** such as quilting and crochet, photography, art classes, and all things computer from setting up email accounts to creating electronic scrapbooks might be popular. Cultural events including music, poetry, and author visits could be highlighted. Workshops on these topics could be included, as hidden talent could be guided in writing prose and poetry, getting published and how to self-publish. One popular session in other locations includes inviting local chefs in to show how to make specialty items.
- Providing training opportunities for staff is beneficial in that new ideas for service, programs, and trends, can be incorporated into the events, activities, and technology that can be offered to community members. It allows employees exposure to what is happening in other libraries, innovative plans in other areas of the State, and what the State Library is during LSTA grant cycles. Staff


development empowers them take the lead in areas that interest them and, in general, creates enthusiasm and a sense of team as they move forward on new projects. These opportunities are made available at professional association conferences, State Library workshops—both at a location or online webinar, and local non-profit workshops. Full membership in the Monterey Bay Area Cooperative Library System (MOBAC) is another resource for sharing, inspiration, and learning.

- Consider offering Pop-Up Library Services to increase service to residents who are unable to visit the library, take the library to them! Equip staff with an E-Z up, a table, a Wi-Fi device, a laptop, library cards, some fun giveaways, and offer quick story times, games, or crafts. These happenings can be in conjunction with community events, business grand openings, themed holiday activities at shopping areas—random and frequently a surprise!

Collections & Materials

Community feedback indicated a strong desire for fresh and relevant materials. Circulation per capita, one of the key measures of collection health, currently stands at 1.85 which is less than one-third of the California average of 5.81. This statistic has steadily been declining – down nearly 30% since 2010.

Collection Turnover Report				
Collection	% Items	% Circ	Status	Relative Use
Juvenile Picture Book	8.07%	21.42%	understocked	2.65
Juvenile Fiction Book	5.37%	16.17%	understocked	3.01
Adult DVD	6.84%	14.47%	understocked	2.11
Juvenile Paperback Book	6.02%	11.57%	understocked	1.92
Juvenile Spanish Language Book	2.21%	4.87%	understocked	2.21
Young Adult Book	2.45%	3.97%	understocked	1.62
Juvenile Non-Fiction Book	3.25%	3.54%	understocked	1.09
Juvenile DVD	1.55%	3.30%	understocked	2.13
Non-Fiction Book	3.86%	2.98%	overstocked	0.77
Mystery Book	1.25%	1.31%	about right	1.05
Fiction Book	0.83%	1.28%	understocked	1.55
7 Day Non Fiction Book	0.30%	0.83%	undestocked	2.76
Adult - Audio Book	0.68%	0.55%	overstocked	0.80



The library materials budget is allocated by format, age group and language, which sometimes results in some areas getting more funding than their circulation would justify while other areas that need it more are shorted.

Another option to improve is to allocate the collection budget by collection code. This balances out your funding by showing which areas are understocked and which have more stock to meet demand. **See the list of the library's top 14 collection codes by % of circulation**, which together account for nearly 90% of total circulation. If a % of circulation in a collection code is greater than the percentage of items, it means that collection is too small to support the demand it is getting and it should be increased. If the percentage of items is greater than the % of circulation, it means the collection is too large for the demand and needs reducing.

Collection codes accounting for less than 1% of the total circulation should be consolidated with the other more popular collections. In general, allocate the materials budget by the % of circulation in collection code with adjustments for collections that need to be increased or decreased. This strategy assures that your limited funds will be spent where the demand is.

More analysis of the materials budget would improve efficiency and support better allocation and funding. This applies to allocations for electronic and non-book resources such as magazines and the World Book database. The limited use of these types of reference resources compared to other higher demand areas may not justify the cost. If the library wants to be committed to electronic popular reading in Overdrive, marketing and keen selection should be given it to ensure demand.

Although there is limited funding, it's also critical to ensure library shelves are not tightly packed with undesirable materials. Begin running reports to identify those titles, and then develop a strategic approach that includes systematic review and grooming. If the number is significantly above 10%, an option may be to identify outside sources of support (such as the Friends group) to help replace and refresh the collection baseline, and then proceed with more aggressive transferring of materials. If the percentage is closer to 10% or there is no funding for replacements, you could weed more judiciously.

END OF REPORT

