

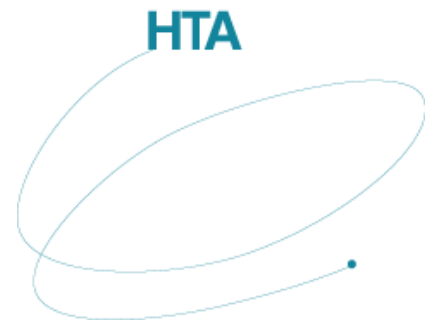
Berkeley Board of Library Trustees

# South Berkeley Community Assessment of Library Needs

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## Executive Summary

### Overview

In the summer of 2006, the Berkeley Public Library (BPL) commissioned a community library needs assessment for South Berkeley. The assessment had two primary purposes: 1) to gather detailed information on current library usage at the South Branch Library; and 2) to explore community views on a possible move of the South Branch to the Ed Roberts Campus (ERC). The ERC is a new community center to be located at the east parking lot of the Ashby BART station. The ERC partners have offered the BPL space at the new campus at a time when overcrowding and structural problems at the South Branch need to be addressed. The potential new space would double the size of the branch, enabling the library to add or expand collections, programs, and services.

### Methodology

The community needs assessment was conducted by a Berkeley-based consulting company, Hatchuel Tabernik & Associates (HTA). The consultants utilized four methods for gathering information from a broad cross-section of the community: focus groups, face-to-face surveys, phone surveys, and key interviews. Randomized phone surveys and youth-led face-to-face surveys were designed to reach representative samples of South Berkeley’s diverse geographic, demographic, and linguistic population. In total, the assessment reached 319 community members, as follows:

**Table 1. Community Needs Assessment Methodology and Sample Size**

Methodology	Number Respondents
<b>Focus Group:</b> The first phase in the project was a focus group with library stakeholders and patrons. The focus group provided feedback on the direction of the community assessment, and on the proposed questions.	6
<b>Face-to-Face Surveys of South Berkeley Community Members.</b> HTA trained and supervised <u>Youth Researchers</u> <sup>1</sup> , to survey people who live or work in South Berkeley. They asked questions about library usage and services, and pros and cons associated with a possible move. Locations included Ashby BART and flea market, churches, senior centers, parks, and businesses.	123
<b>Face-to-Face Surveys of South Branch Library Patrons:</b> Using the same survey instrument, HTA surveyed patrons at the South Branch Library.	30
<b>Random Phone Surveys of South Berkeley Community Members:</b> Calls were made to residential phone numbers in the seven South Berkeley <sup>2</sup> census tracts. The survey instrument was the same as for the face-to-face surveys, and only people who live or work in South Berkeley were interviewed.	150
<b>Face-to-Face Key Community Interviews:</b> Interviews of 30 to 90 minutes were conducted with community leaders identified by the BPL. They included the same questions as the survey, plus additional questions about potential roles for the library in the community, and impacts of a possible move.	10
<b>Total Number of Community Members Surveyed</b>	<b>319</b>

<sup>1</sup> In partnership with Berkeley Youth Alternatives, a Berkeley-based non-profit organization that provides a comprehensive network of services for children, youth and families. <http://www.byaonline.org/>

<sup>2</sup> South Berkeley includes census tracts 4233, 4234 & 4240.01, and parts of tracts 4220, 4235, 4239.01, & 4240.02.

### Demographics

Overall, the assessment reached a diverse and representative sample of South Berkeley residents. However, as is often the case in a community assessment with randomized surveying, some groups were over- and under-represented to a degree. Both men and women are well represented in the assessment, with slightly more women (51%) participating, and just under 1% transgender. The assessment reached a range of ethnicities: 46% White, 37% African-American, 7% Asian/Pacific Islander, 6% Latino, 2% Multi-racial and 6% Other/No Response. Compared to the demographics of South Berkeley, White and Other/No Response are slightly over-represented, however overall all groups are represented.

The assessment also covers a wide range of ages, income, and education levels. Again, while some groups are slightly over-represented (namely people 41-64 years of age and those with post-graduate degrees), the sample is representative of South Berkeley as a whole. See attached graphs for details.

### Major Trends and Findings

Major trends and findings from the community assessment address the two primary purposes identified by the BPL - library usage and feedback on a possible move to the ERC.

#### Library Usage

In addition to describing the role the South Branch currently plays in the community, the findings paint a clear picture of why people do not use the library more often and provide concrete ideas about what should be expanded or added.

#### Frequency of Use

The frequency of use among participants is evenly distributed, with almost one-quarter of people (24%) using the South Branch once a week or more, 20% using it at least once a month, 23% at least once a year, and 33% not using the branch at all.

**Usage by Demographics.** The assessment reveals some differences in library usage by demographic groups. For example, the percentage of men who use the South Branch is higher than women (75% versus 59%), perhaps due in part to the Tool Lending Library. The *most frequent* users of the library are Asian/Pacific Islanders, which may be due to the large Asian Language Collection at the library. The second largest user group is African-Americans—demonstrating that the South Branch is serving the predominant demographic group in South Berkeley.

Respondents in the lower income ranges (under \$50,000) make up the largest percentages of both *frequent patrons* and *non-patrons*. This would suggest that some lower-income residents, but not the majority, are successfully accessing the many resources provided, e.g. free computers, internet, books, movies, programs. Analysis of usage by education level reveals that over half of people with a high school education or less are not using the library at all. Perhaps there are services and/or programs could be expanded or added to attract this population.

#### Programs and Services

Approximately 67% of all respondents indicated they use the library, from “more than once a week” to “at least once a year.” Among those 213 respondents, the most frequently used services, utilized by over half the respondents, are the Tool Library and the computers and internet, followed closely by the media collection and book collection. Less frequently cited, but still used are the meeting

facility, specialty programs, periodicals, and general use of the branch as a place to gather, study, or relax. Table 2 shows the full results (total exceed 100% as the survey allowed multiple responses.)

**Table 2. Programs and Services Utilized by South Branch Library Patrons**

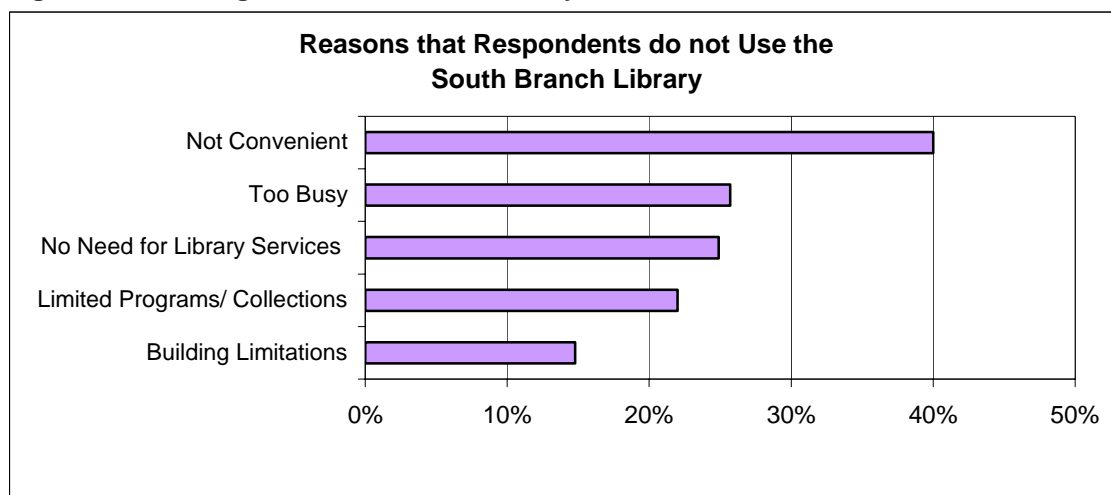
<b>Programs/Services</b>	<b>Number of Respondents</b>	<b>Percent of Respondents</b>
Tool Lending Library	138	65%
Internet and Computers	118	56%
Multi-Media (CD, DVD, Books on Tape)	98	46%
Book Collection	73	35%
Children and Baby Programs / Collection	58	28%
Meeting Facility	42	20%
Teen Programs and Collection	18	9%
Asian Language Collection	18	9%
Quiet Place to Study, Relax, Gather	17	8%
Information and Reference Services	15	7%

**Non-Usage**

Reasons people do not use the South Branch library are grouped into five categories:

- **Not Convenient:** limited or inconvenient hours, too far from home, use other libraries that are closer to home or work, and lack of parking
- **Too Busy:** insufficient time and/or other obligations, e.g. work, family, volunteering, etc.
- **No Need for Library Services:** buy books, have access to internet at home or work, no longer have children in the house, or simply “no need”
- **Limited Programs and Collections:** lack of books, periodicals and media, and limited access to computers and internet
- **Building Limitations:** library too small or crowded, and limited access for elderly or disabled patrons

**Figure 1. Non-Usage of South Branch Library**



**Non-usage by Demographics.** In this area too, the assessment shows differences in why various demographic groups do not use the library more often. Feedback from African-American patrons is fairly evenly distributed, although they are less inclined to see the size of the collections as a barrier. By far, the main reason White respondents do not use the library more is because it is not convenient, followed by the limited selection of books, media, and programs. Among Asian patrons, the major barriers are lack of time and inconvenience of the branch. Latino patrons also report inconvenience as a primary barrier, in addition to being busy.

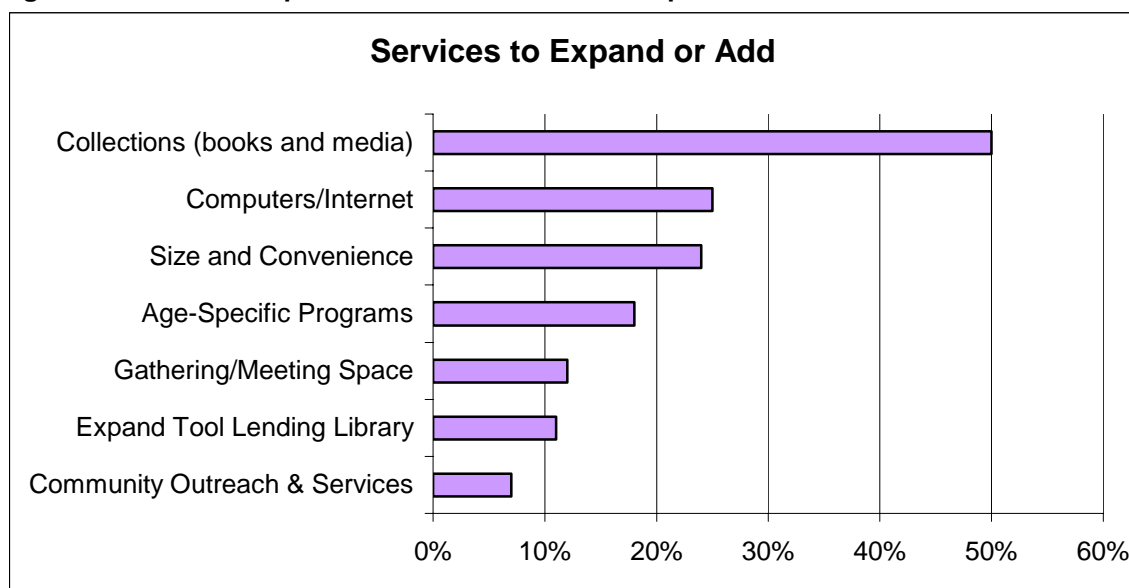
There is a fair amount of agreement at all income levels that lack of convenience (40%) and building limitations (15%) are barriers to library use. However, respondents in the lowest income category identify not having a need for the services as much more of a barrier than lack of time or limited collection. This again points to the need for more extensive outreach to the community to educate members about the services and programs available. It is likely that the high percentage of people in the top income range who report not having a need for services have internet access at home and prefer to buy their books, magazines, and media directly.

**Suggestions for Improvement**

There are a number of reasons people do not use the South Branch library more often. Many of the suggestions for improvements or enhancements *do* necessitate a bigger space, however others could be addressed within the current building limitations.

**Services to Expand or Add.** A full **half** of respondents want expanded collections, including books, media, and language collections, and another 18% want expanded programs for various age groups. More computers, and increased size and access overall are also popular suggestions. Eight percent specifically mention expanding or improving space for meetings, events, studying or relaxing. Another 7% suggested the library do more outreach and publicity, and increase the community-oriented programming, such as displaying local authors or photo exhibits of South Berkeley.

**Figure 2. Services Respondents would like to See Expanded or Added**



### Feedback on Possible Move to the ERC

Over 85% of people answered questions about the positives and negatives associated with a possible move to the Ed Roberts Campus. Participants in the assessment felt more positively than negatively towards the move: **31% felt there were no negative consequences associated with the move, compared with 9% who felt there would be no positive results.**

### Positives Associated with the Possible Move

The positive results mentioned by participants fall into seven categories, detailed below:

**Table 3. Positive Effects Associated with Moving to the Ed Roberts Center**

Positive Effects of Moving to ERC	Percentage of Respondents
Larger, more modern building	55%
Improved convenience and access (via BART and better disabled access)	45%
Expanded collections, programs, and meeting space	34%
Better location within the community	16%
New location and larger size increases ability to serve more people	16%
Improvement to the neighborhood	6%
Possible expansion of the Tool Lending Library	7%

**Positives Effects by Demographics.** In general, there is more agreement across demographic categories on the potential positives of a move than on the potential negatives. **Community members across all demographic groups agreed that there are more positives than negatives, and the improvement in building size and facility was the most often mentioned positive.** However, there are some differences related to the other positives mentioned.

Occasional Patrons (use the library “at least once a month” or “at least once a year”) and Non-Patrons cite the new location as being more convenient and better situated in the community than the Frequent Patrons. Responses are very consistent across the older age groups, with a little deviation among younger participants. Among people 26 years and older, the new, bigger building is the most frequently cited positive, followed by increased convenience and access, and then expanded services. The number one positive mentioned by youth under the age of 18 is increased convenience, not a surprise among a group that relies heavily on public transportation to get around.

Analysis by ethnicity shows that Latino respondents see the new location as providing increased convenience and access—a promising positive among the population that currently utilizes the South Branch the least. This is also a commonly mentioned area by White and “Other” respondents. Over half of African-Americans and Asians (the two largest patron groups) cite the new building as a positive, and approximately one-third cite the expanded services.

Across both income and education levels, respondents are in fairly close agreement. The two most frequent positives mentioned are the newer, bigger building and increased convenience and access. The third place choice of positives varies slightly within the demographic groups, with responses ranging from the library’s ability to serve more people, to expanded services, and a better location in the community.

**Negatives Associated with the Possible Move**

Many of the responses to the question, “What do you see as the negatives of a possible move to the Ed Roberts Campus?” revolve around the new campus itself. In fact, the two most cited negative effects were a reduction in parking (28%) and increased traffic (15%), both issues connected to building the ERC and not specific to relocating the South Branch. Other responses were:

**Table 4. Negative Effects Associated with Moving to the Ed Roberts Center**

Negative Effects of Moving to ERC	Percentage of Respondents
Reduction of parking	28%
Increased traffic	15%
New location would be less convenient	13%
Do not want the current South Branch moved or changed	12%
New location has busy intersections / not pedestrian or child friendly	7%
The Ashby BART area is more dangerous	7%
Concerns about financing the move	6%
Break in services during the move	4%

**Negative Effects by Demographics.** The most frequently cited negatives across all demographics are the parking and traffic problems mentioned above. As neither of those are directly related to a possible library move, they are not discussed in any of the detailed demographic analyses.

There are some interesting trends among the different “frequency of use” groups. The Occasional Patrons have substantially more concerns about the negative impact of a move than either the Frequent Patrons or the Non-Patrons. This is true of all negatives except for financing, which 7% of Occasional Patrons mentioned, as compared to 8% of Frequent Patrons, and 2% of Non-Patrons. This indicates that, while there is concern about these potentially negative effects, those who are most familiar with the South Branch library are the least concerned.

There is agreement across ethnic groups in the two most common areas, parking and traffic problems, and in the opposition to any change or relocation category. Only African-American and White respondents (5% each) are concerned about a break in services, and Whites (10%) and Asians (6%) were most concerned about financing. The most deviation by ethnicity is on the issue of the new location being less convenient, a concern for under 10% of African-Americans and Asians, 16% of Whites, and 25% of Latinos.

The major trend among respondents with income information is that the highest income category mentioned the most potential negative effects, followed by the next highest income category. The biggest concerns among respondents in these categories were inconvenience (24% and 20%, compared to 10% of lower income respondents), and the neighborhood being dangerous (14% and 8%, compared to 4% of lower income respondents). Similarly, the major difference among respondents by education level is that those with higher education level had more concerns about a possible move. This is not surprising as higher education level is correlated with higher income, so many of these respondents are the same. Respondents with college and post graduate degrees are somewhat more concerned than respondents with other education levels about changes to the branch, inconvenience, financing, and a break in services.

### Recommendations from Interviews

The key community interviews offer a wealth of ideas about the important role of the South Branch Library in the community, and about how to engage the community in moving forward if the BPL decided to relocate to the ERC. Two quotes that highlight the feedback are:

“South Berkeley will see rejuvenation and revitalization; the library could be a part of that and would be a real magnet.”

“The library can carry its commitment to democracy a little further and engage the community in deciding how the library should be designed and configured.”

When asked to share the positive impacts they saw, interviewees had wonderful things to say:

- *The partnership with ERC will increase the library’s ability to provide universally accessible services and that will help change the whole perception of the library.*
- *The new location would increase visibility and access because there is more foot traffic plus proximity to BART.*
- *This would add commerce, safety, merchants would be happy. This all adds to the community and would be an asset.*
- *Can make the library part of a developing center in South Berkeley, and have synergy with other developments.*
- *Overwhelming, having useable, functional community meeting space would be a huge positive for the South Berkeley community. Other than the library there is no good, free, large meeting spaces and you need that from a civic point of view.*
- *The new library would be able to make a connection with art, music, and theater by offering gallery space, dance, chamber music etc. There is a lot of potential there.*

Interviewees were also asked about the negative effects of a possible move. Their responses mirror those of the other assessment participants, as the quotes below demonstrate:

- *Funding. It will take money to improve and the community wants to know where it’s coming from.*
- *What will happen to current facility? More tools would be great. South Berkeley does not need another empty building.*
- *People are used to doing things a certain way, so there may be some hesitation about doing something new.*
- *Being next to a “freeway” can make it unsafe for pedestrians - what about pedestrian bridges?*

Finally, the interviewees provide suggestions on how the library should engage the community, if they decide to go forward with the move. Their ideas are included in the full report, including concrete ways to “get the word out,” convene meetings, and more. A few creative ideas are:

- Engage the community in the conversation about what kinds of community space is truly needed, and how it would fit into the library plan, not just a generic idea of “community meeting space” which doesn’t always produce the most useful space.
- There are a lot of community organizations, nonprofits, associations, etc. with outreach mechanisms in place – use those.
- Have party for neighbors when it opens. Free food, music, open doors.
- Involve public arts projects (Artify Ashby) or have a community arts project. *The library should fit into the community, not just open like squeaky, clean, shiny from a box.*

The full report includes more in-depth analysis of the issues presented above. It further analyzes differences among demographic groups and highlights strategies for engaging the community in helping the library meet the needs of South Berkeley, especially in the event of a move to the ERC.

## **Final Report**

### **I. Overview**

The Berkeley Public Library has been a cornerstone of the community for over 100 years. The libraries have been a source of free books, periodicals, media, and technology access; an introduction to reading and pre-literacy for babies and children; a place for children and youth of all ages to go to learn and discover; a center for individuals and groups in the community to gather; and much more. In order to meet the varied and diverse needs of the Berkeley community, the libraries have evolved and changed—adding computers and internet, expanding language collections, and creating after-school programs. This community assessment is the latest undertaking by the Berkeley Public Library to ensure that they are meeting the library needs of the community.

In the summer of 2006, the Berkeley Public Library (BPL) commissioned a community assessment of the library needs of South Berkeley. The assessment had two primary purposes. First, to gather detailed information on library patrons' frequency and types of use of the South Branch Library, the services people would like to see expanded or added, and the reasons people do not use the library.

The second purpose was to explore the community's perceptions of the positives and negatives of a possible move of the South Branch Library to the Ed Roberts Campus, a new community center to be located at the East parking lot of the Ashby BART station.

The offer by the Ed Roberts Campus (ERC) partners comes at a time when the South Branch Library is suffering from overcrowding and structural problems. The South Branch is a well-utilized library; however, it is not able to provide the full range of services desired because of serious space and building limitations. The South Branch is the smallest of all the libraries, with not enough room to have a proper children's area, teen space, computer lab, or community meeting space. But because of a number of building code and structural issues, it is not possible to build onto the present library building, which already has a number of problems from the roof to the foundation.

The potential new space at the ERC would double the size of the South Branch, enabling the library to add or expand meeting spaces, computer labs, teen and children's areas. As the ERC will be a center for community agencies that serve people with disabilities, the new space would also be accessible far beyond the ADA.

In order to make an informed decision about relocating the South Branch, the Berkeley Public Library decided to conduct this community needs assessment to determine both the community's library needs and to gather feedback on the possible move.

### **II. Methodology**

The community needs assessment was conducted by a Berkeley-based consulting company, Hatchuel Tabernik & Associates (HTA). The consultants utilized four methods for gathering information from a broad cross-section of the community: focus groups, face-to-face surveys, telephone surveys, and key interviews. In total, the assessment reached 319 community members, in five phases, one of which engaged Berkeley youth as youth researchers. The details are as follows:

## South Berkeley Community Assessment of Library Needs

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- **Focus Group.** The first phase in the project was a focus group with library stakeholders and patrons. This focus group provided feedback as to the direction of the community assessment, and on the proposed questions for the surveys and interviews.
- **Face-to-Face Surveys of South Berkeley Community Members.** Youth Researchers conducted the data collection in this phase, in partnership with Berkeley Youth Alternatives<sup>3</sup> with training and supervision by HTA. The survey instrument asked questions about library usage and services, and pros and cons associated with a possible move. Locations included: Ashby Bart Station, Ashby flea market, places of worship, senior centers, parks, beauty and barbershops, and other South Berkeley businesses. Only people who responded that they lived or worked in South Berkeley were surveyed.
- **Random Phone Surveys of South Berkeley Community Members.** The data collection in this phase was conducted by NSØN Opinion Research, a company specialized in telephone data collection. The survey instrument was the same as for the face-to-face surveys. Calls were made to residential phone numbers in the seven census tracts that comprise South Berkeley.<sup>4</sup> Again, only people who responded that they lived or worked in South Berkeley were interviewed.
- **Face-to-Face Surveys of South Branch Library Patrons.** Using the same survey instrument, HTA surveyed patrons of the South Branch Library at the library itself. A mix of patrons responded, including parents with children, teenagers, and Tool Lending Library patrons. In this phase, respondents were not required to live or work in South Berkeley, as their presence at the library indicated that they meet at least some of their library needs at the South Branch.
- **Face-to-Face Key Community Interviews.** The final stage of the assessment was to interview community leaders. The BPL developed the interview list, which is included in Appendix 1. Interviews ranged from 30 to 90 minutes long. The interviewees were asked the same questions as the survey respondents, plus additional questions about their perception of the overall library needs and barriers in the community, potential roles for the library, and perceived impacts of a possible move.

**Table 1. Community Needs Assessment Methodology and Sample Size**

Methodology	Number of Respondents
Focus Group	6
Face-to-Face Surveys conducted by Youth Researchers	123
Face-to-Face Surveys of South Branch Library Patrons	30
Random Phone Surveys	150
Face-to-Face Key Community Interviews	10
<b>Total Number of Community Members Surveyed</b>	<b>319</b>

See Appendix 2 for summaries of the methodology, demographics, and responses from each phase.

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<sup>3</sup> Berkeley Youth Alternatives is a Berkeley-based non-profit organization that provides a comprehensive network of services for children, youth and families. <http://www.byaonline.org/>

<sup>4</sup> South Berkeley includes all of census tracts 4233, 4234, 4240.01, and parts of tracts 4220, 4235, 4239.01, 4240.02.

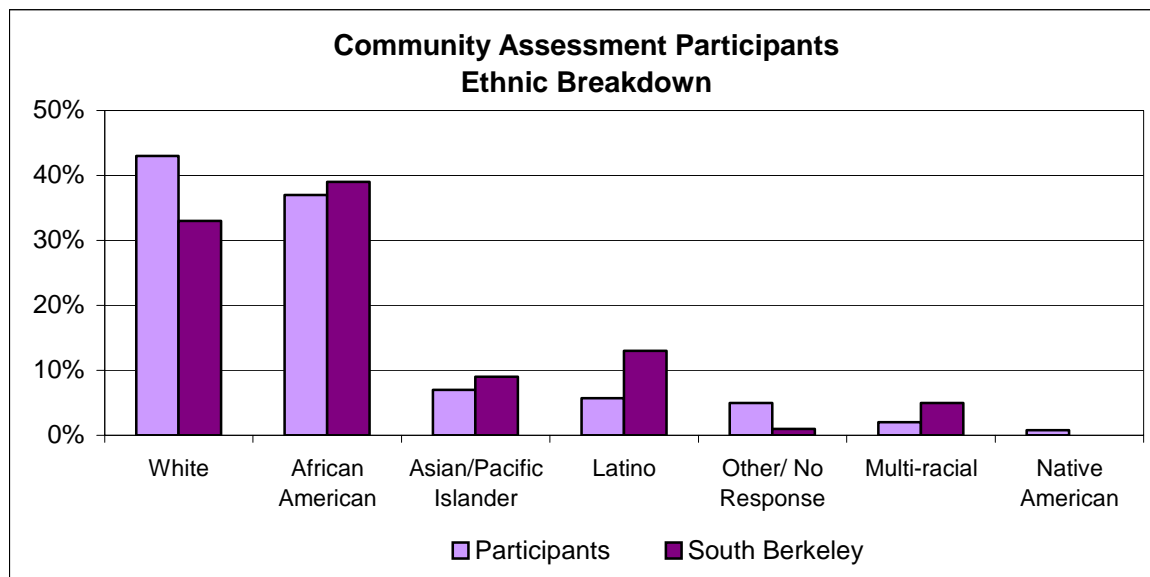
### III. Demographics

Overall, the assessment reached a very diverse and quite representative sample of South Berkeley. The demographics collected pertain to: gender, ethnicity, age range, household with children, household income range, and education level. As is often the case in a community assessment with randomized surveying, some groups are over- and under-represented to a degree. Compared to the demographics of South Berkeley, White and Other/No Response participants are slightly over-represented, however overall all groups are represented. The assessment also covers a wide range of ages, income, and education levels. Again, while some groups are over-represented (namely people 41-64 years of age and those with post-graduate degrees), the sample is representative of South Berkeley as a whole. See attached graphs for details.

**Gender.** Both men and women are well represented in the assessment, with slightly more women (51%) participating, and just under 1% transgender.

**Ethnicity.** The assessment reached a diverse range of community members. Compared to the demographics of South Berkeley, there are more White and Other/No Response respondents, and fewer Latino and Multi-Racial respondents. The low incident of Latino respondents is due in part to the fact that Latinos are the least frequent users of the library. Therefore, there were very few Latinos interviewed at the South Branch library, and it is likely that many Latinos who were called or asked to participate by the Youth Researchers declined because they are unfamiliar with the South Branch services. There were two Spanish speaking Youth Researchers, however the phone surveys were conducted only in English. Both African-Americans and Asian/Pacific Islanders are slightly under-represented as well.

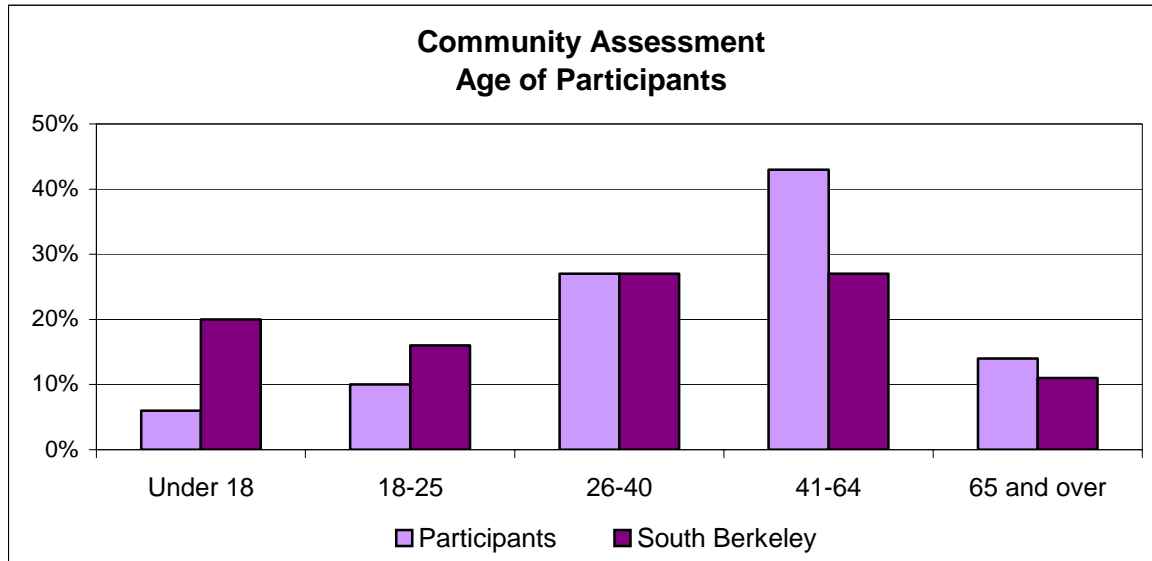
Figure 1. Community Assessment Participants by Ethnicity



**Age Range.** In this category, the “under 18” population was intentionally under-sampled. Instead of attempting to survey children and toddlers, the emphasis was placed on surveying households with children. Therefore, people between the ages of 26 and 64 constitute over two-thirds of the

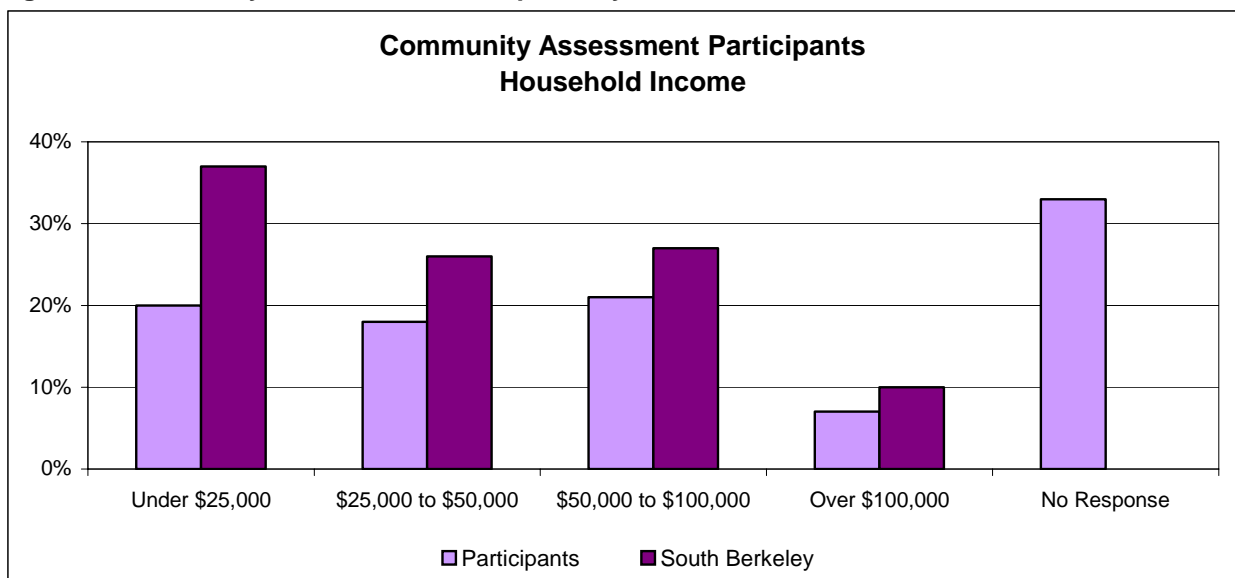
sample. Thirty-two percent of participants in the assessment have at least one child in the house, as compared to 28% in South Berkeley overall.

**Figure 2. Community Assessment Participants by Age**



**Household Income Range.** Approximately one-third of respondents declined to identify their household income range. Therefore it is difficult to conclude how representative the sample is in this area. However, the 67% who did respond reflect a range of incomes from under \$25,000 to over \$100,000 per year. People with household incomes from under \$25,000 to \$100,000 participated in almost equal numbers.

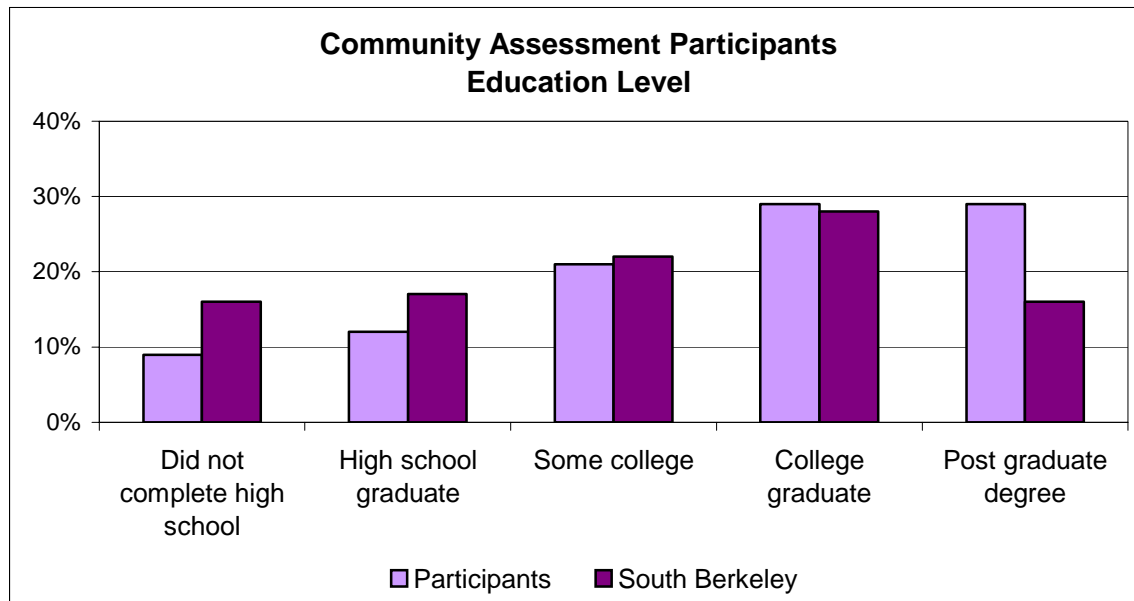
**Figure 3. Community Assessment Participants by Household Income**



**Education Level.** The education level of respondents is very representative of the middle ranges, specifically high school graduates, completion of some college, and college graduates. However,

the assessment includes responses from a much larger sample of community members with post graduate degrees, and a smaller sample of those who did not complete high school. Again, this can be contributed in part to self-selection of those who agreed to be surveyed.

Figure 4. Community Assessment Participants by Education Level



#### IV. Major Trends and Findings

Major trends and findings from the community assessment address the two primary purposes identified by the BPL - library usage and feedback on a possible move to the ERC. Under library usage, findings are grouped into two subcategories: frequency and types of use, and suggestions for improvement. The feedback section first discusses the respondents’ perceptions of the positives and negatives of a possible move, followed by recommendations made by participants on how to engage the community in ensuring a new South Branch library would truly meets the needs of the community, if the Board of Trustees decides to make that move.

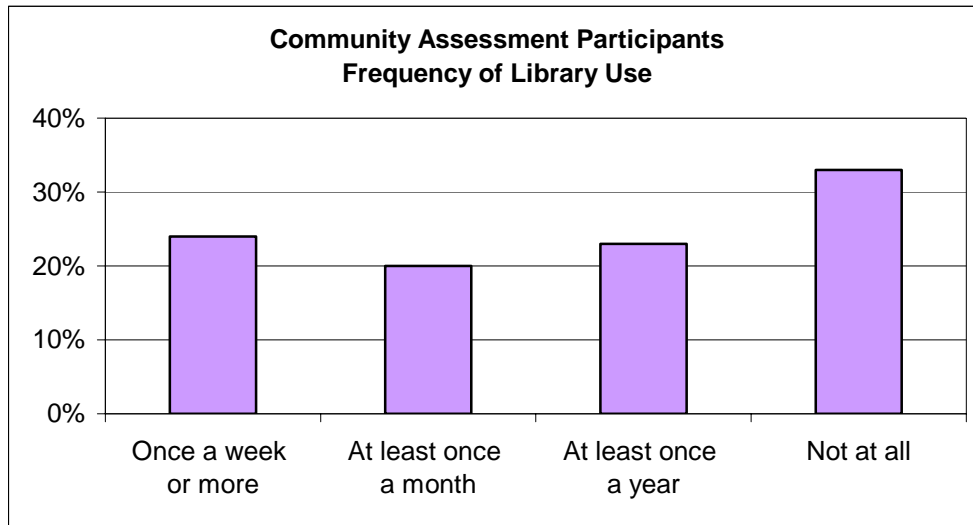
##### 1. Library Usage

The assessment uncovers a wealth of data about usage of the South Branch library. In addition to describing the role the South Branch currently plays in the community, the findings paint a clear picture of why people do not use the library more often and provide concrete ideas about what could be expanded or added.

##### Frequency of Use

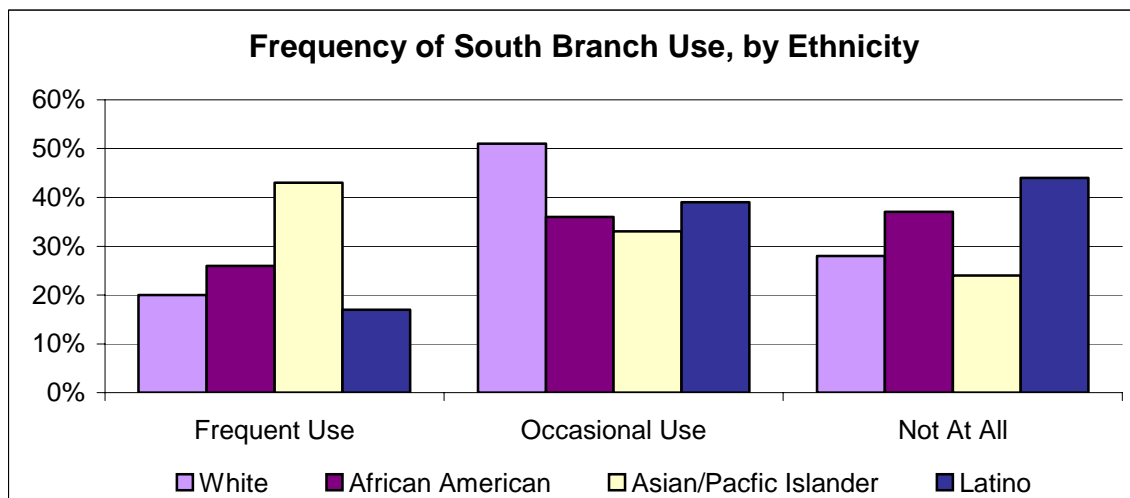
The frequency of use among participants in the assessment is evenly distributed, with almost one-quarter of people (24%) using the South Branch once a week or more, 20% using it at least once a month, 23% at least once a year, and 33% not using the branch at all.

Figure 5. Community Assessment Participants by Frequency of Library Use



**Frequency of Use by Demographics.** The assessment reveals differences in library usage by various demographic groups. The percentage of men who use the South Branch is higher than women (75% versus 59%), likely due in part to the presence of the Tool Lending Library. The **most frequent** users of the library are Asian/Pacific Islanders, which may be partially credited to the large Asian Language Collection at the library. The second largest group is African-Americans—thereby demonstrating that the South Branch is serving the predominant demographic group in South Berkeley. The group least likely to use the South Branch at all are Latinos, which suggests the need for more Spanish language collection and outreach. Whites are most likely to use the library occasional (at least once a month or once a year).

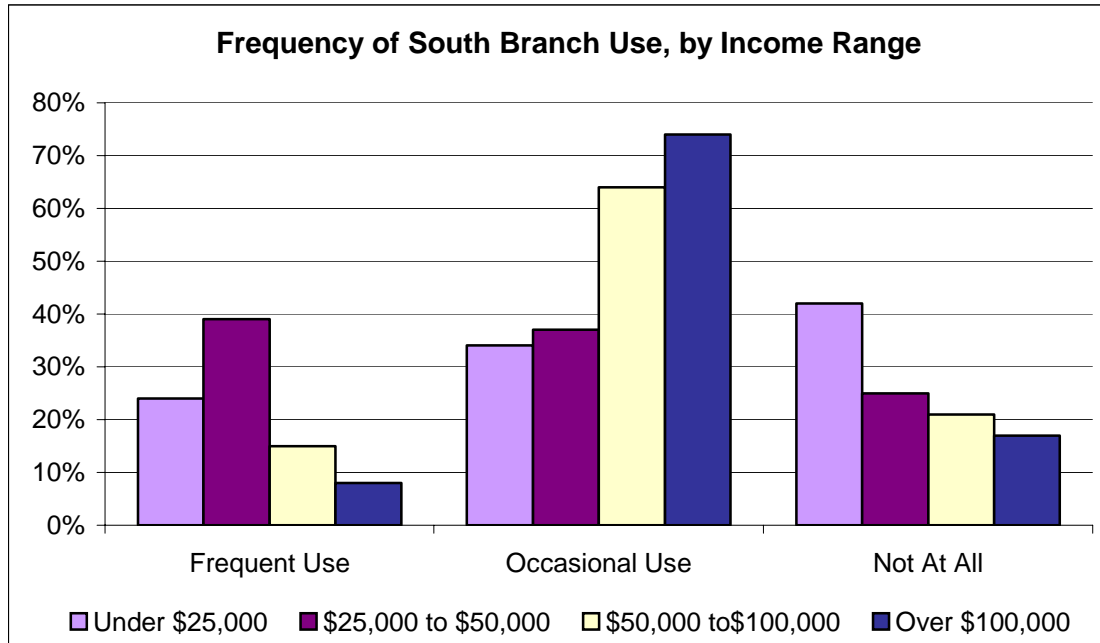
Figure 6. Respondents Frequency of Library Use by Ethnicity



There is an interesting trend in library usage among income ranges. Respondents in the lower income ranges (under \$50,000) make up the largest percentages of both **frequent patrons** (those who use the library once a week or more) and **non-patrons**. This would suggest that some lower income community members are successfully accessing the many resources provided at the South

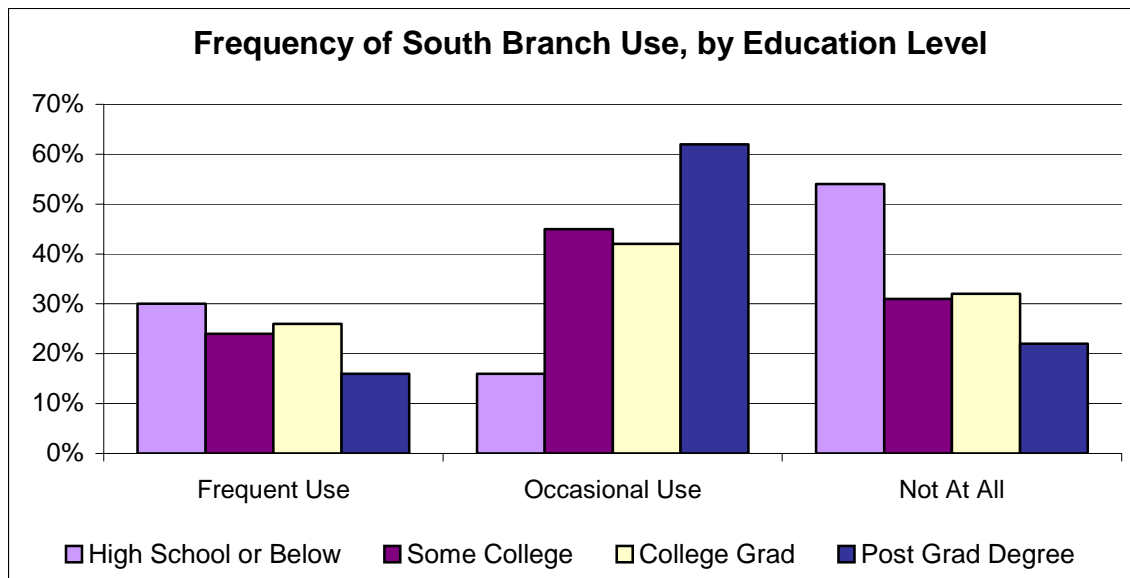
Branch, e.g. free computers, internet, books, movies, programs, services, while another sizeable portion are not utilizing the library in these ways. This report will examine the possible reasons why that may be a little later.

**Figure 7. Respondents Frequency of Library Use by Income Range**



Analysis of usage by education level reveals that over half of people with a high school education or less are not using the library at all. Perhaps future services and/or programs could be expanded or added to attract this population.

**Figure 8. Respondents Frequency of Library Use by Education Level**



There are also variations in library use among different ages and households with or without children, although to far lesser degrees. In general, people above the age of 25 use the library more often: 62%, compared to only 43% of people 25 and under. Not surprisingly, the percentage of households with children who use the library is higher than percentage of households without children. And if the children programs were expanded, that number would likely increase even more. Currently, 35% of households with children are frequent patrons and 69% are occasional patrons. For other households, only 24% are frequent patrons and 43% are occasional patrons.

**Programs and Services**

Approximately 67% of all respondents indicate they use the library every year, from “more than once a week” to “at least once a year.” Among the 213 respondents, all but two answered the question, “Why do you go to the South Branch Library?” The open-ended question was followed up by a list of nine main services or programs the South Branch offers, specifically: computers; internet; children’s programs; Asian language collection; media collection (e.g. DVDs, videos, PBS, BBC); Lawyer in the Library or free tax services programs; meeting room; and the Tool Lending Library. The most frequently used services, utilized by over half the respondents, are the Tool Library and the computers and internet, followed closely by the media collection and book collection. Less frequently cited, but still used are the meeting facility, age-specific programs, periodicals, and general use of the library as a place to gather, study, relax, etc. The following table details the percentage of people who utilize each of the services and programs mentioned. Note that the total exceeds 100% because respondents were able to mention or choose more than one category.

**Table 2. Programs and Services Used by Respondents**

<b>Programs/Services</b>	<b>Number of Respondents</b>	<b>Percent of Respondents</b>
Tool Lending Library	138	65%
Internet and Computers	118	56%
Multi-Media (CD, DVD, Books on Tape)	98	46%
Book Collection	73	35%
Children Programs and Collection	52	25%
Meeting Facility	38	18%
Teen Programs and Collection	18	9%
Asian Language Collection	18	9%
Information and Reference Services	15	7%
Newspapers and Magazines	10	5%
Quiet Place to Study or Relax	11	5%
Social/Community Space	6	3%
Baby/Toddler Programming	6	3%
Events	4	2%
Job Search and Resources	4	2%

Non-Usage

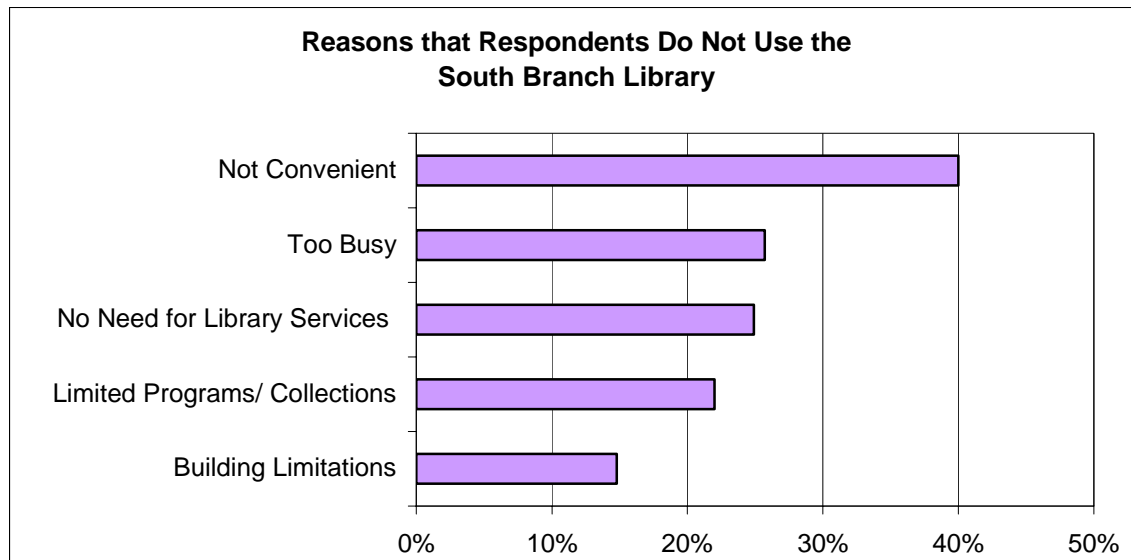
**Reasons people don't use the South Branch library.** A total of 74% of the respondents had answers to the question, "What are the reasons you don't use the South Branch library more often?" Many people surveyed did not respond to this question because they already use the library more than once a week, especially those interviewed at the South Branch itself. The responses are grouped into the following five major categories:

Claremont has a good DVD collection, traffic pattern more aggressive at south branch, downtown has a bigger selection. -- Survey

- **Not Convenient:** limited or inconvenient hours, too far from home, use other libraries that are closer, and lack of parking
- **Too Busy:** insufficient time and/or other obligations, e.g. work, family, volunteering, etc.
- **No Need for Library Services:** buy books, have access to internet at home or work, no longer have children in the house, or simply "no need"
- **Limited Programs and Collections:** lack of books, periodicals and media, and limited access to computers and internet
- **Building Limitations:** library too small or crowded, and limited access for elderly or disabled patrons

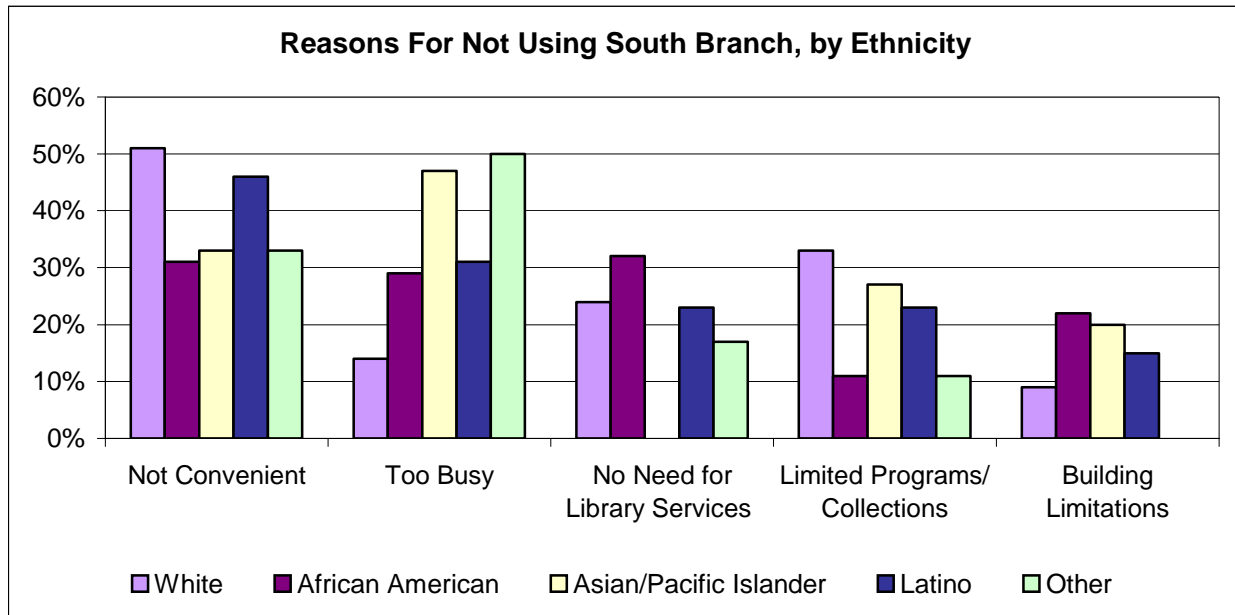
Figure 9 illustrates the breakdown of reasons people do not use the South Branch more frequently.

**Figure 9. Non-Usage of the South Branch Library**



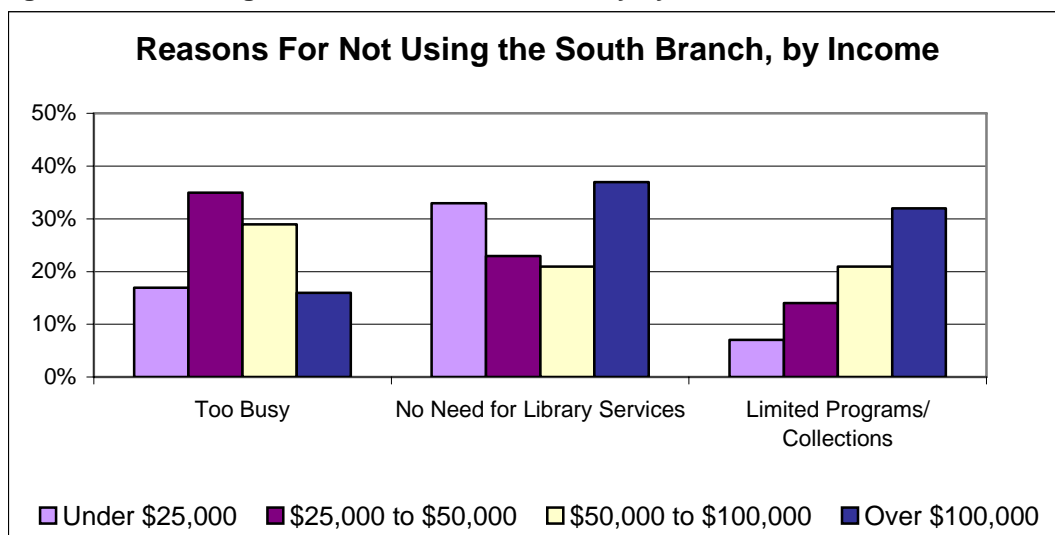
**Non-usage by Demographics.** In this area too, the assessment shows significant differences in why various demographic groups do not use the library more often. The graph below shows the breakdown by ethnicity in each of the major "barrier" categories. Feedback from African-American patrons is fairly evenly distributed, although they are less inclined to see the size of the collections as a barrier. By far, the main reason White respondents do not use the library more is because it is not convenient, followed by the limited selection of books, media, and programs. Among Asian patrons, the major barriers are lack of time and inconvenience of the branch. Latino patrons also report inconvenience as a barrier, in addition to being too busy.

Figure 10. Non-Usage of the South Branch Library by Ethnicity



**Income.** There is a fair amount of agreement at all income levels on the issues of convenience (40%) and the building limitations (15%). However, there is variation between the different income ranges related to being too busy, having no need for library services, and limited programs/collections. Respondents in the lowest income category identify not having a need for the services as much more of a barrier than lack of time or materials at the library. This again suggests that more extensive outreach to the community to educate members about the services and programs available may be necessary. The middle range incomes report being too busy as a major challenge, followed by not having a need for library services. It is likely that the high percentage of people in the top income range who report not having a need for services have internet access at home and prefer to buy their books, magazines, and media directly.

Figure 11. Non-Usage of the South Branch Library by Income



**Other Libraries.** Almost three-quarters (72%) of the respondents use other libraries. Among those who use other libraries, the most common are the Berkeley Central Library (57%), Claremont Branch (14%), West Branch (14%), North Berkeley Branch (6%) and Oakland Main Library (29%). The additional libraries mentioned were utilized by 1-4% of people and included the UC Berkeley and Berkeley City College libraries, Albany Public Library, and the following Oakland libraries:

- Main Library
- Asian
- Brookfield
- César E. Chávez
- Dimond
- Eastmont
- Elmhurst.
- Golden Gate
- Lakeview
- Martin Luther King
- Montclair
- Piedmont
- Rockridge
- Temescal
- West Oakland
- Melrose

### Suggestions for Improvement

As described in the previous section, there are a number of reasons people do not use the South Branch library more often. Many of the suggestions for improvements or enhancements *do* necessitate a bigger space, however others could be addressed within the current building limitations, such as community outreach, community-oriented programming, and more age-specific offerings.

I'd like more books on CD, children's books in Spanish, more computers, longer hours, more teen stuff, and better bike parking. -- Survey

**Services to Improve or Add.** Two-thirds of all respondents, 203 people, had suggestions for services to expand or add. A full **half**, or 50% of respondents want expanded collections, including books, media, and language collections, and another 18% want expanded programs for specific age groups. More computers, and increased size and access overall were also popular suggestions. Twelve percent (12%) of respondents specifically mentioned expanding or improving space for meetings, events, studying or relaxing. Another 7% suggested the library do more community outreach and publicity, and increase the community-oriented programming, such as displaying local authors or photo exhibits of South Berkeley. One key interviewee sums it up this way: *I would like to see the current upgraded. The library space is not inviting and too tight and cramped.*

A table of the detailed responses is included below. It is important to note that these are the percentages of people who had suggestions in each of the broad categories, and that the levels of support for specific suggestions were even higher. Many respondents had more than one suggestion, e.g. bigger space and expanded hours, however they were only counted once in the category of Size and Convenience.

Figure 13. Services Respondents would like to See Expanded or Added

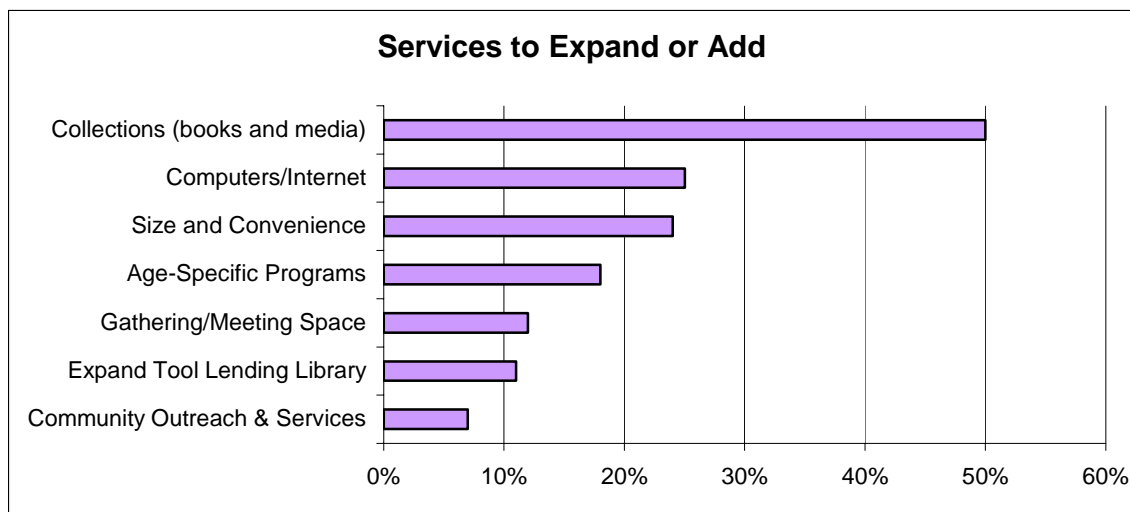


Table 3 below provides more detail on participants’ suggestions for South Branch improvements and/or expansions. This table reports the number of times each suggestion was mentioned by one of the 203 respondents, and as many people made more than one suggestions, the total is greater than 100%. One of the survey respondents shares their thoughts on improvements: *outreach programs to let the area people know what the library has to offer.*

Table 3. Suggested Additions and Improvements

Suggested Additions and Improvements	Number	Percentage of Respondents
More Books and Periodicals	76	37%
More Computers with Internet	51	25%
More Multi-Media	38	19%
More Children’s and Baby Programs	34	17%
More or Improved Space in General	34	17%
Expand Tool Lending Library	23	11%
More Teen Programs	18	9%
Host Events	18	9%
Community Outreach, Info, Services	17	8%
Extend Hours	15	7%
Expand and Improve Meeting Space	11	5%
Expanded Language Collection	9	4%
Quiet Places to Study or Relax	7	3%
Better Access (disabled)	4	2%

## 2. Feedback on Possible Move to the ERC

Over 85% of people answered questions about the positives and negatives associated with a possible move to the Ed Roberts Campus. Participants in the assessment felt more positively than negatively towards the move: **31% felt there were no negative consequences associated with the move, compared with 9% who felt there would be no positive results.**

Getting this right would turn into a long-term resource for the community.  
-- Key Interview

Participants in the assessment were all asked an open ended question about what they saw as the positives and negatives associated with a possible move to the Ed Roberts Campus. Many respondents simply answered “none” or “there are no negatives/positives.” Across all demographic categories, there are far more instances of people feeling there are no negatives associated with the move than no positives. However, it is still important to look at these two questions by subgroups, to unearth any differences within demographic categories.

Differences within demographic categories mostly come to light in the percentage of respondents who feel there would be no negative effects of a move.

- Frequent Patrons were most likely to respond that there were no negatives (41%) and also that there were no positives (20%).
- Responses of no negatives ranged from 26% of Whites to 46% of Asians.
- Those in the lower income categories feel far more strongly that there are no negatives associated with the move: 60% of those with incomes under \$25,000; 41% of those in the \$25-50,000 range, compared to 23% of those making over \$50,000.
- Approximately 25-35% of respondents in most age ranges feel there are no negatives, however 60% of youth versus only 19% of those 26-40 agree that there are no negatives associated with moving the library.

There was much more consistency in the percentages of people who feel there are no positives associated with the move. Most categories had a range between 5-20% of people feeling this way. The graphs below illustrate the range of percentages by demographic groups.

**Figure 14. Respondents Who See No Positive and No Negative Impacts by Frequency of Use**

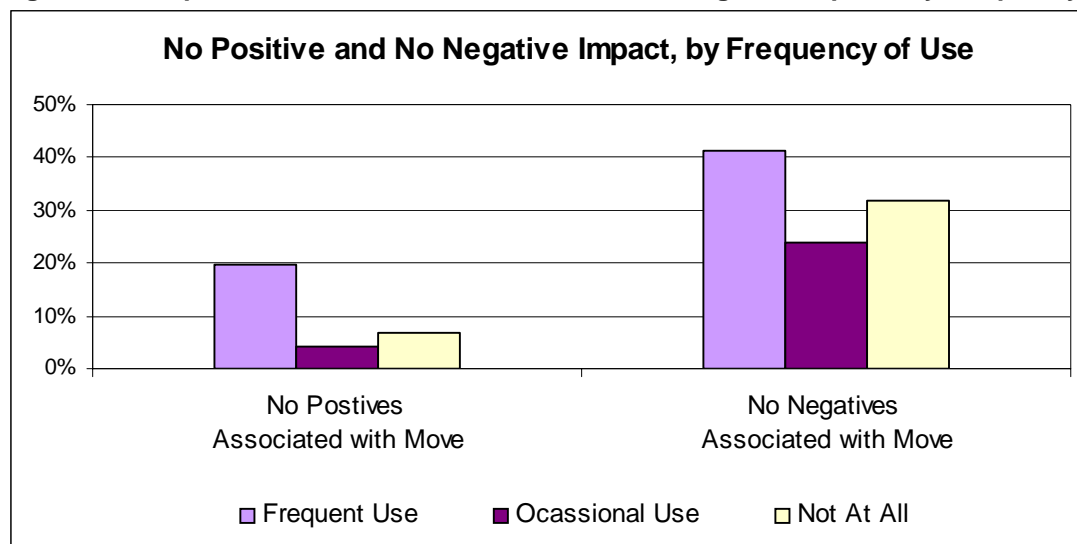


Figure 15. Respondents Who See No Positive and No Negative Impacts by Ethnicity

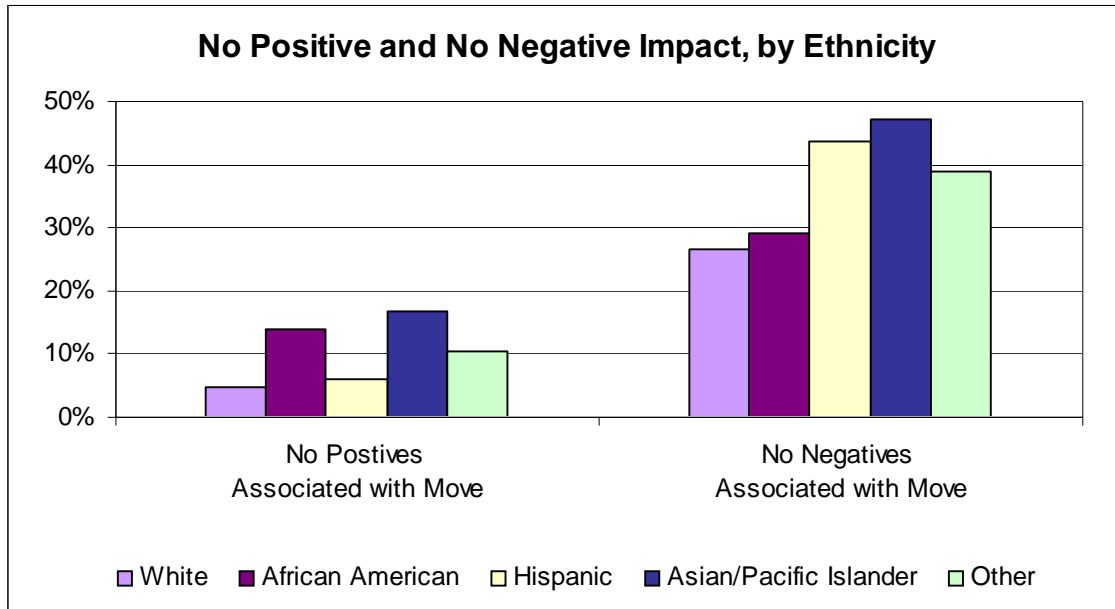


Figure 16. Respondents Who See No Positive and No Negative Impacts by Age

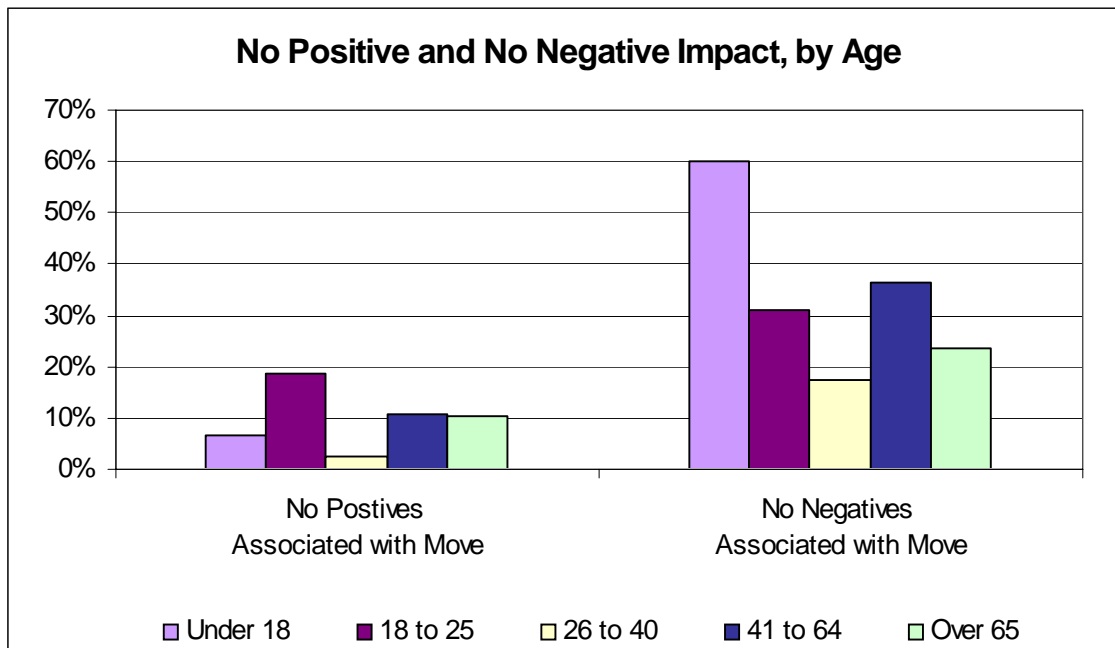


Figure 17. Respondents Who See No Positive and No Negative Impacts by Income

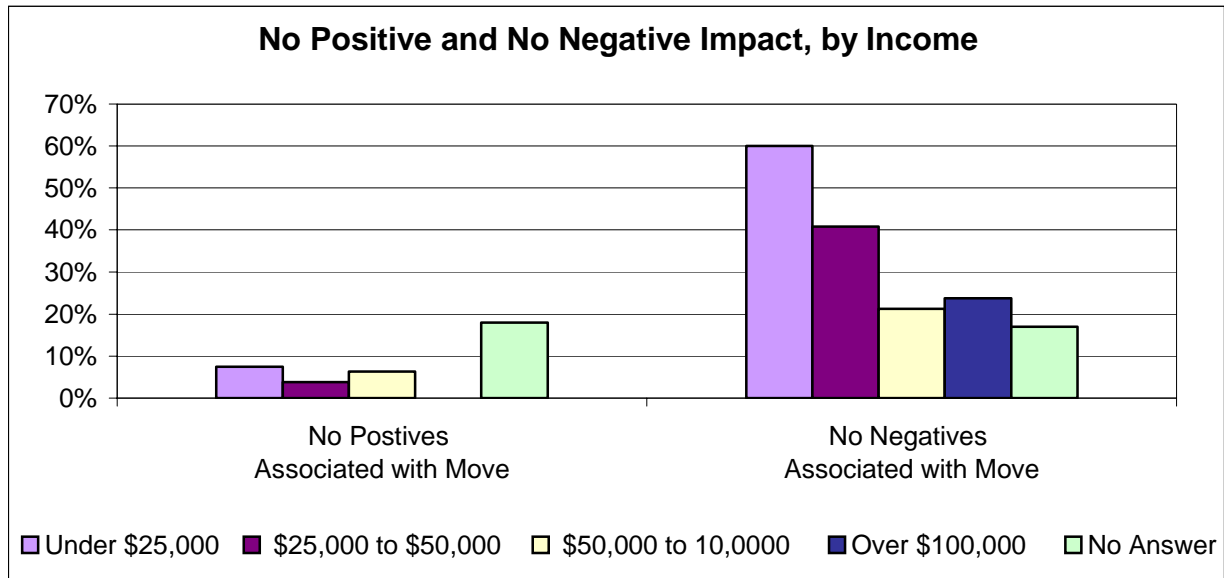


Figure 18. Respondents Who See No Positive and No Negative Impacts by Education

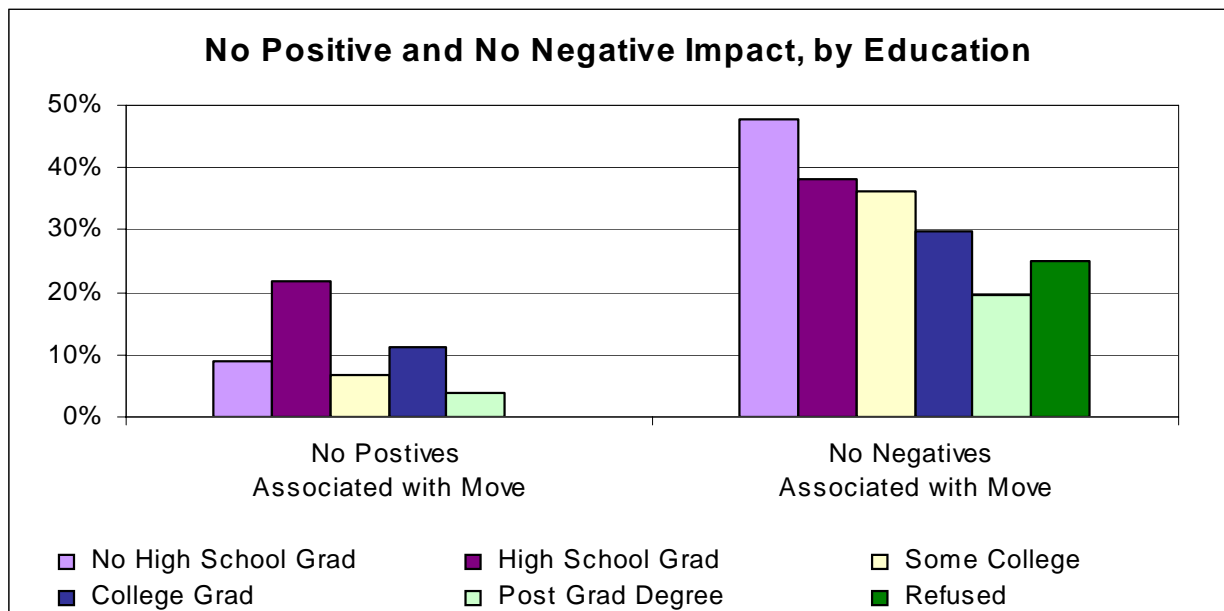
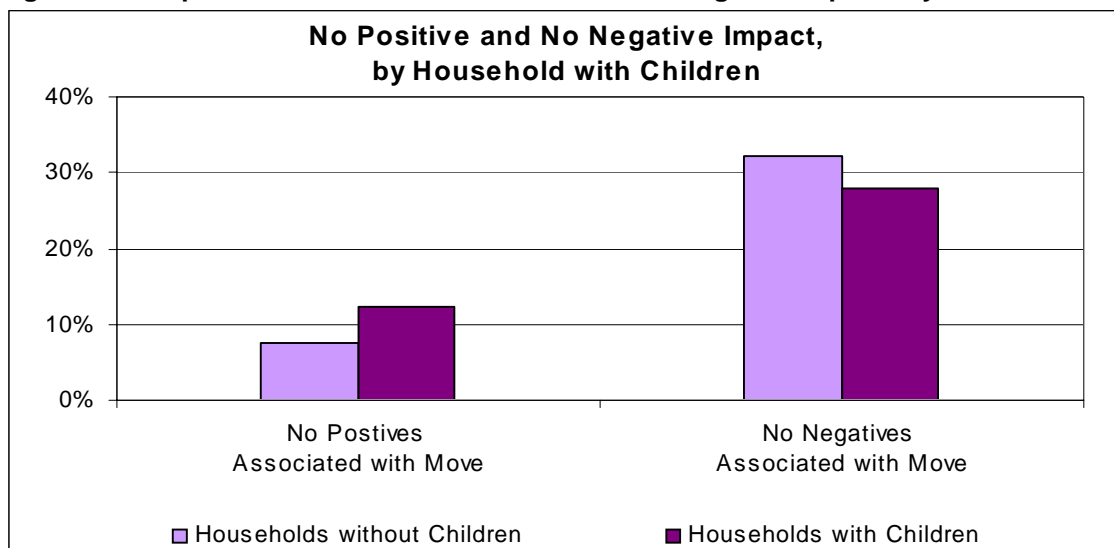


Figure 19. Respondents Who See No Positive and No Negative Impacts by Households



**Positives Associated with the Possible Move**

The positive results mentioned by participants fall into seven categories:

- **Better Building:** larger, more modern, more space
- **Convenience and Access:** accessibility because of BART, better disabled access
- **Expanded Services:** books, media, age specific programs
- **Location:** specifically better location within the community
- **Serve More People:** new location and size increases ability to serve more people
- **Tool Lending Library:** possible expansion
- **Improvement to the Neighborhood:** decreased crime, loitering
- **Meeting Space:** bigger space, better space for more meetings, community events

Positives? Even more convenient, expand tool library, expansion of dedicated departments, the children's section, teen section.  
-- Survey

Again, as many people mentioned more than one positive within a given category, these percentages will be lower than the sum of each positive effect that was mentioned.

Table 4. Positive Effects of Moving to ERC

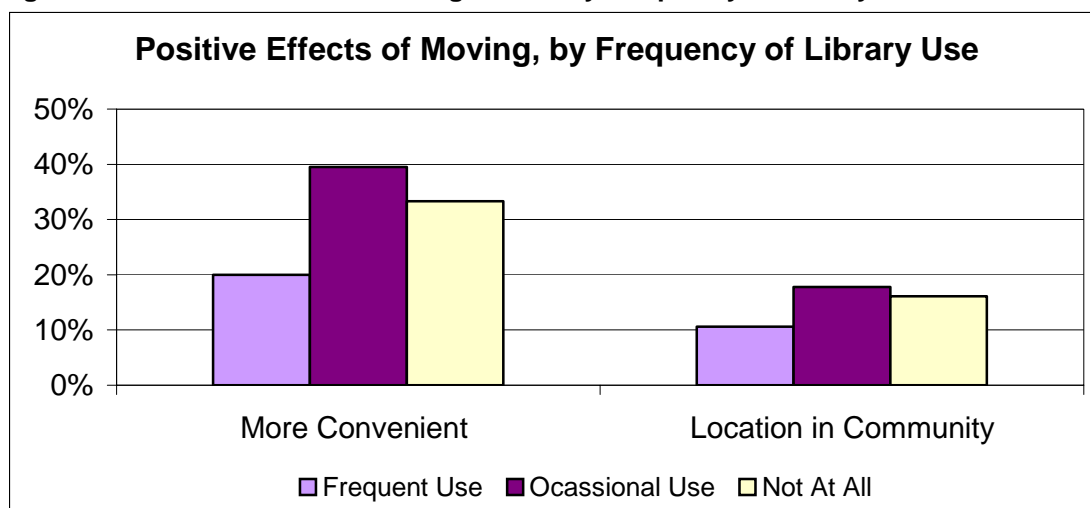
Positive Effects of Moving to ERC	Percentage of Respondents
Larger, more modern building	52%
Improved convenience and access (via BART and better disabled access)	33%
Expanded services (books, age specific programs)	26%
Better location within the community	16%
New location and larger size increases ability to serve more people	16%
Possible expansion of the Tool Lending Library	7%
Improvement to the neighborhood	6%
Improved and/or enlarged meeting space	4%

**Positives Effects by Demographics.** In general, there is more agreement across demographic categories on the potential positives of a move than on the potential negatives. **Community members across all demographic groups agreed that there are more positives than negatives, with the improvement in building size and facility as the most often mentioned positive.** However, there are some differences related to the other positives mentioned. The one demographic category that shows little difference in opinion is gender. The other categories are discussed below.

**Frequency of Use.** The assessment reached a sample of community members with varying levels of contact with the South Branch. Therefore, it is important to look at the potential impact of a relocation of the branch by those usage categories. The categories again are: Frequent Patron (use the library “at least once a week” or “more than once a week”), Occasional Patron (use the library “at least once a month” or “at least once a year”), and or Non-Patron (use the library “not at all”).

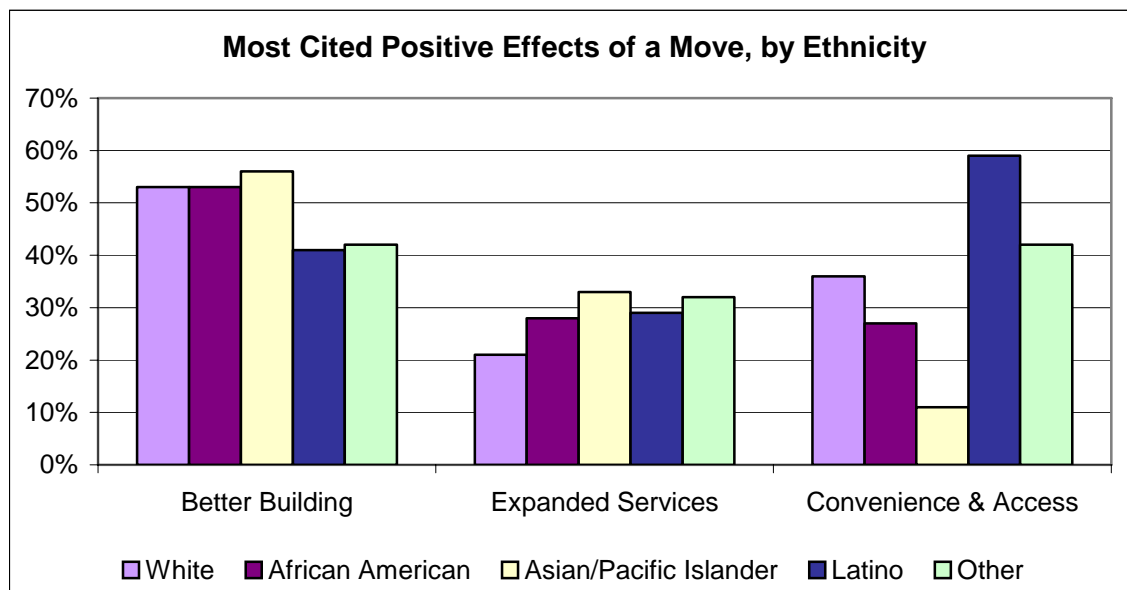
There is more agreement across frequency categories on the potential positives of a move than on the potential negatives, discussed in the next section. Over half of the Patrons and 44% of Non-Patrons agree that the newer, bigger building would be a positive result, and almost one-third of all Patrons and 17% of Non-Patrons agree the expanded services would be a benefit. There is a bit more deviation on the issue of convenience and access, which is cited much more frequently by the Occasional Patrons and Non-Patrons. The same holds true for the new location being better situated in the community.

**Figure 20. Positive Effects of Moving to ERC by Frequency of Library Use**



**Ethnicity.** There are some interesting differences among ethnic groups, however in all groups, the most frequently mentioned positive effects are the new, bigger building, and increased convenience and access. Interesting, Latino respondents most frequently cite the new location as providing increased convenience and access—a promising “positive” among the population that currently utilizes the South Branch the least. This is also a commonly mentioned area by White and “Other” respondents. Over half of African-Americans and Asians (the two largest patron groups) mention the new building as a positive, and approximately one-third cite the expanded services.

Figure 21. Most Cited Positives by Ethnicity



**Income.** As mentioned earlier, generalizations within the income category are less accurate because one-third of respondents declined to give their income. For the sample collected, all four income categories are in fairly close agreement. Well over half of respondents in the \$25-\$100,000 and above range feel the newer, larger building would be a positive, along with over 35% of those in the lowest category. Interesting, approximately half of those in the lowest category (under \$25,000) and highest category (over \$100,000) feel the new location would be more convenient and/or provide better access, as do one-third of respondents in the other categories. Members of these two categories also feel the most strongly that the new location would be better for the South Berkeley community: 32% of highest income group and 26% of lowest income group, plus 13% of other categories.

Table 5. Most Cited Positives by Income Level

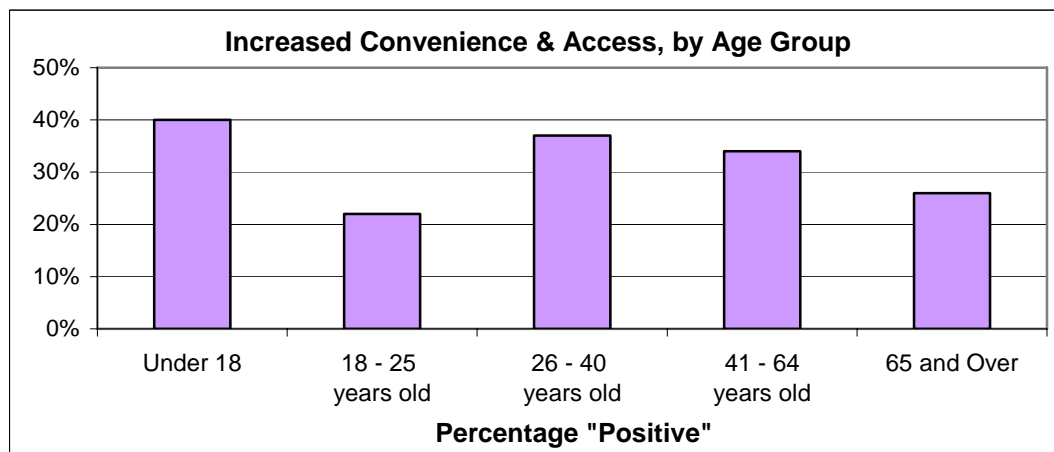
	Most cited	2 <sup>nd</sup> most cited	3 <sup>rd</sup> most cited
Under \$25,000	Convenience/Access	Better building	Location in Community
\$25,000- \$50,000	Better building	Expanded Services	Convenience/Access
\$50,000- \$100,000	Better building	Convenience/Access	Expanded Services
Over \$100,000	Convenience/Access	Better building	Location in Community

**Education Level.** The largest number of respondents (over 50%), regardless of education level, agree that the newer, bigger building would be a positive, followed by increased convenience and access. Those with lower education levels, namely high school graduates and under, indicate that the library’s ability to serve more people would be another positive result from the move, in addition to expanded services, and a better location in the community. The higher education levels all have expanded services as the third most mentioned positive outcome.

**Age.** Responses are very consistent across the older age groups, with a little more deviation among younger participants. Among people 26 years and older, the new, bigger building is the most

frequently cited positive, followed by increased convenience and access, and then expanded services. The 18-25 age group mention the ability to serve more people more frequently than expansion of services. The number one positive mentioned by youth under the age of 18 is increased convenience, not a surprise among a group that relies heavily on public transportation to get around.

**Figure 22. Increased Convenience and Access by Age Group**



**Negatives Associated with the Possible Move**

Many of the responses to the question, “What do you see as the negatives of a possible move to the Ed Roberts Campus?” actually revolve around the new campus itself. In fact, the two most cited negative effects were a reduction in parking (28%) and increased traffic (15%), both issues connected to building the ERC and not specific to relocating the South Branch at the ERC. Beyond those effects, 12-13% of people feel that the location would be less convenient for them, or did not want the South Branch to move or change in any way. One survey respondent feels “just the fact of change, some of the regulars might not want the move,” while another is afraid “that it would be a huge dollar drain on the community to move it to that location.” Other responses were:

**Table 6. Negative Effects of Moving to ERC**

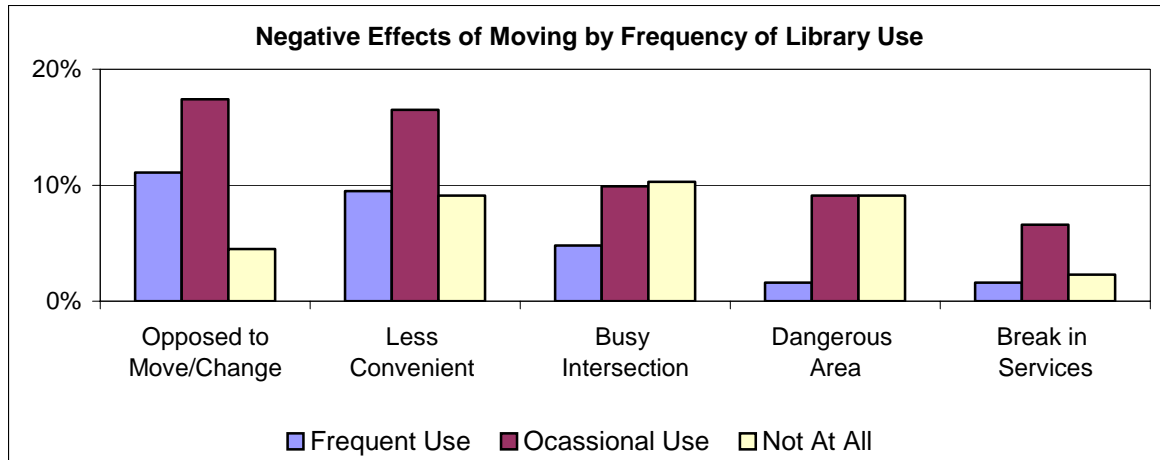
Negative Effects of Moving to ERC	Percentage of Respondents
Reduction of parking	28%
Increased traffic	15%
New location would be less convenient	13%
Do not want the current South Branch moved or changed	12%
New location has busy intersections / not pedestrian or child friendly	7%
The Ashby BART area is more dangerous	7%
Concerns about financing the move	6%
Break in services during the move	4%

**Negative Effects by Demographics.** There are some differences among demographic groups in the perception of negatives associated with the move. The most frequently cited negatives across all

demographics are the parking and traffic problems mentioned above. As neither of those are directly related to a possible library move, they are not discussed in any of the demographic analyses.

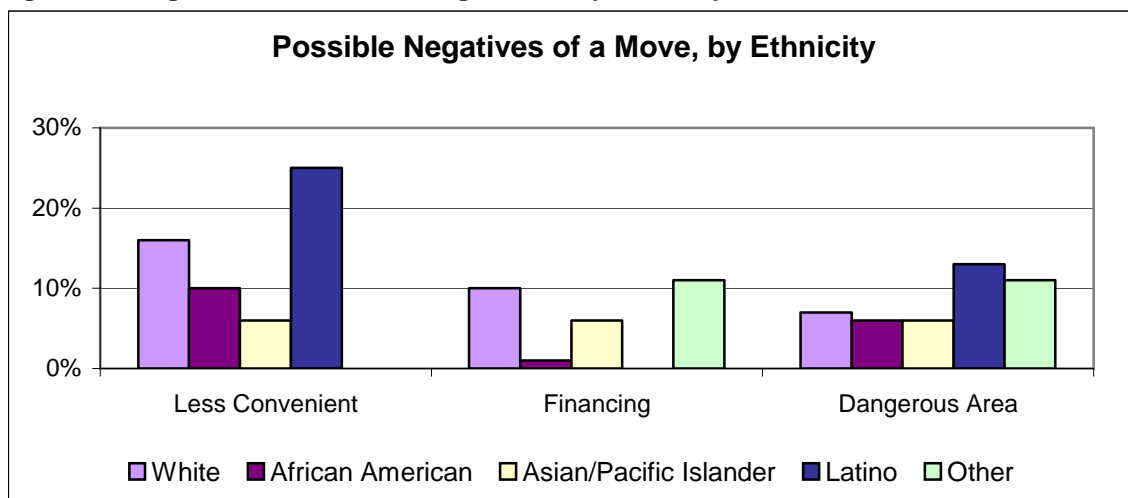
**Frequency of Use.** There are some interesting trends among the different “frequency of use” groups. The Occasional Patrons have substantially more concerns about the negative impact of a move than either the Frequent Patrons or the Non-Patrons. This is true of all categories except for financing, which 7% of Occasional Patrons mentioned, as compared to 8% of Frequent Patrons, and 2% of Non-Patrons. This indicates that, while there is concern about these potentially negative effects, those who are most familiar with the South Branch library are the least concerned.

**Figure 22. Negative Effects of Moving to ERC by Frequency of Library Use**



**Ethnicity.** There is agreement across ethnic groups in the two most common areas, parking and traffic problems. Aside from those, there is consistency in the percentage of respondents (12%) who are resistant to any change or relocation of the South Branch. Only African-American and White respondents (5% each) are concerned about a break in services. The other categories have some fluctuation, especially in whether or not the new location would be less convenient, which are presented in Figure 23.

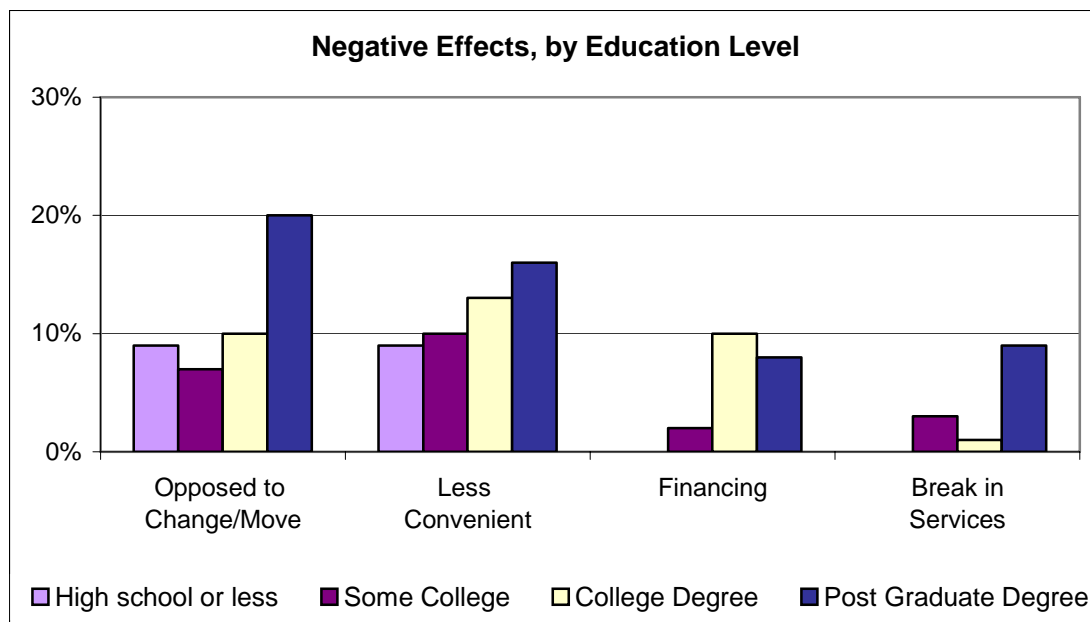
**Figure 23. Negative Effects of Moving to ERC by Ethnicity**



**Income.** The major trend among respondents with income information is that the two highest income categories mentioned the most potential negative effects, while, 60% of those with household incomes under \$25,000 and 40% of those making \$25,000 - \$50,000 say there are no negative effects of a move. Only 23% of the higher income categories felt the same. The biggest concerns among respondents in the two highest income categories were inconvenience (24% and 20%, compared to 10% of lower income respondents), and the neighborhood being dangerous (14% and 8%, compared to 4% of lower income respondents). The one exception is concerns about financing the move, which was cited by 8% of those in \$25-50,000 and \$50-100,000 ranges, 5% of the over \$100,000 range, and none of the under \$25,000 range. This may be due in part to the fact that the higher income community members are not as frequent patrons of the South Branch, and therefore answered the question for the general population, i.e. what they think the negatives might be for others who use the library often.

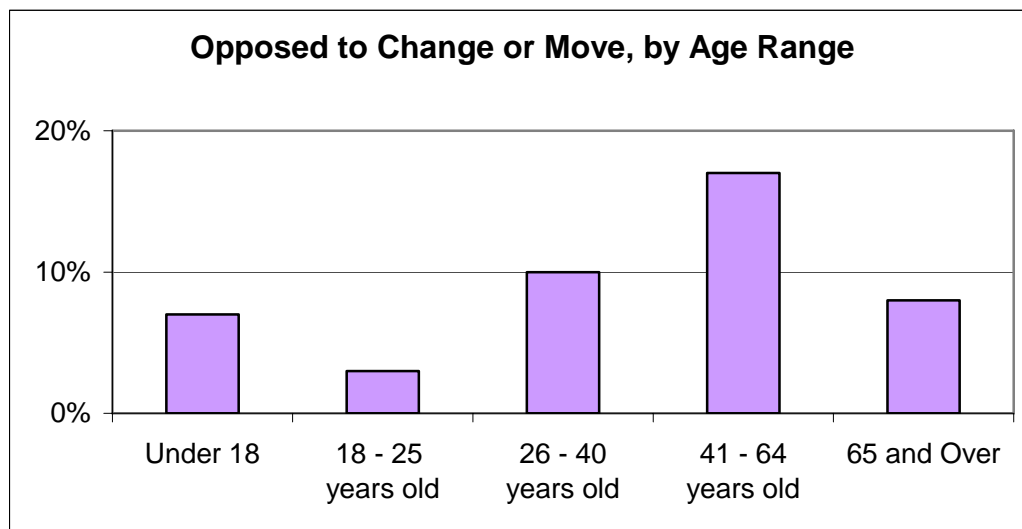
**Education Level.** Similar to the income data, the major difference among respondents by education level is that those with higher education level had more concerns about a possible move. This is not surprising as higher education level is correlated with higher income, so many of these respondents are the same. Respondents with college and post graduate degrees are somewhat more concerned with changes to the branch, inconvenience, financing, and a break in services.

**Figure 24. Negative Effects of Moving to ERC by Education Level**



**Age.** Opinions on the potential negative effects of a move are fairly uniform across the ages, especially 18 years and older. The one with the most deviation is the issue of not wanting the South Branch to change or move at all.

Figure 25. Respondents Opposed to Change or Move by Age Range



### Recommendations for Moving Forward

The key community interviews offer a wealth of ideas about the important role of the South Branch library in the community, and about how to engage the community in moving forward if the BPL decided to relocate to the ERC. A full list of interviewees is included in Appendix 1.

**“South Berkeley will see rejuvenation and revitalization; the library could be a part of that and would be a real magnet.”**

**“The library can carry its commitment to democracy a little further and engage the community in deciding how the new library should be designed and configured.”**

Interviewees highlight a number of programs and services the South Branch could provide, as do all the assessment participants. Many of the suggestions are dependent upon having the increased space and access that would come with relocating, although a few would still be viable in the current building. Suggestions that are already covered earlier in this report are not repeated here, rather the following are some of the more creative ideas that emerged from the in-depth interviews.

- *In general the library seems to do okay with outreach and community services to youth, but I think they could expand their literacy services, particularly adult literacy.*
- *The library could have a section with books and information on events and issues going on in the community. For example, right now they could have a table about this process!*
- *I would like to see some kind of community bulletin for South Berkeley. One that is audio or electronic, perhaps even a dial-in phone recording, that tells community members about events, new restaurants, support groups, community resources, etc.*
- *Display of local talent, like book signing by local authors. A lot of local writers and authors live in a 14-15 block radius.*

When asked to share the positive impacts they see both as individual and among their fellow community members, interviewees have wonderful things to say. Their feedback can be grouped into three main categories: access, improvement to community, and community meeting space.

### Access

- *The partnership with ERC will increase the library's ability to provide universally accessible services and that will help change the whole perception of the library.*
- *The new location would increase visibility and access because there is more foot traffic plus the proximity to BART.*
- *Universal access would be a primary benefit. Transportation to and from the library would be easier and more accessible. The new branch would have an expanded and accessible community meeting space that would also come with increased access to multi-media tools and tools for individuals with disabilities (i.e. interpreters, close captioned, etc.).*

### Improvement to Community

- *Would be positive for the Adeline Corridor and the area to have a "community center" that bring people, programs, and services together and possibly also have a tie to the arts.*
- *This would add commerce, safety, merchants would be happy. This all adds to the community and would be an asset.*
- *The move could make the library part of a developing center in South Berkeley, and can have synergy with other developments, such as outdoor library days at the central plaza.*
- *Builds momentum to do more positive things in South Berkeley.*

### Community Meeting Space

- *Overwhelmingly, having useable, functional community meeting space would be a huge positive for the South Berkeley community.*
- *The new library would be able to make a connection with art, music, and theater by offering gallery space, dance, chamber music etc. There is a lot of potential there.*
- *Potential uses of "public space" by community organizations and businesses is tremendous. There could be a different organization highlighted every month, e.g. tables for community groups to do outreach, armchair massages by the local chiropractor.*
- *Other than the library there is no good, free, large meeting spaces and you need that from a civic point of view.*
- *The closeness of the new location to more community organizations and businesses makes the concept of a "dispersed library" a real possibility. For example, there could be a "library annex" at the Vault during lunchtime, or at Spuds for the youth. People put requests in at the South Branch (or online) for specific books or media, and then they can check those out at the Vault or at Spuds during lunch and/or to take home.*

As increased community meeting space was a point of interest among focus group participants and early survey respondents, the interview included a follow-up question about organizations or events that might make use of the new space. Interviewees share the following ideas:

- Arts and music groups such as Epic Arts
- Schools and non-profits
- Tutoring programs
- Neighborhood associations
- Gallery space
- Poetry Readings/Slams and spoken word
- Performances, live music
- The Red Cross
- Holiday potlucks
- Cultural events, e.g. black history month presentation, cinco de mayo

Interviewees were also asked about the negative effects of a possible move, again from their individual perspective and in thinking about concerns within the community. Their responses mirror those of the other participants, mostly focusing on logistical concerns, opposition to change, and location. One interviewee also mentions the possibility that the community perception will be that the library is only for disabled people.

### Logistical concerns

- *Funding. It will take money to improve and the community wants to know where it's coming from.*
- *What will happen to current facility? More tools would be great. South Berkeley does not need another empty building.*
- *Conceptually it all makes sense to have one large campus/facility, but you may have a huge complex that might not be on a "user friendly" scale.*
- *Could draw too many people and services so gets lost and becomes a hassle, or not able to handle the capacity.*

### Opposition to Change

- *People freak out over change, it is sensible to study the move first.*
- *Political fallout from people who are unhappy with the ERC.*
- *People are used to doing things a certain way, so there may be some hesitation about doing something new.*

### Location

- *The location and transportation might actually be more challenging for people who can not use BART for whatever reason*
- *There is a serious geography issue with people seeing the library as going on Alcatraz...it is like an invisible demarcation line "the Mason Dixon line."*
- *Being next to a "freeway" can make it unsafe for pedestrians - what about pedestrian bridges?*

Finally, the interviews provide suggestions on how the library should engage the community around the move, if they decide to go forward. The ideas range from sources of communication, (e.g. Daily Planet, Berkeley Parent Network, and KPFA) to having an opening BBQ or neighborhood party.

**Getting the Word Out**

- E-trees, computer list-serves, the Berkeley parent network
- Newspapers, Daily Planet
- Radio, specifically KPFA and the Pushing Limits Programs call-in forum
- Local TV
- BHS newsletter, bulletins at schools
- PSA's through multi-media
- Advertising at BART stations and trains, including posters, fliers, and promotional coupons
- Senior Center newsletter
- Flyers at housing complexes, parks
- City annual report that gets mailed to every property owner

**Meetings**

- Give it enough time; hold many meetings so that it gets noticed
- Meet with neighborhood groups for input
- Meetings could be free form (brainstorming) or more structured (charettes/small groups). Most important is the time that goes into it, giving it legitimacy, and paying attention to relationships so that people trust and is not just pro-forma
- Community Information Nights

**Involvement in Design**

- Engage the community in the conversation about what kinds of community space is truly needed, and how it would fit into the library plan, not just a generic idea of “community meeting space” which doesn't always produce the most useful space. Engage the youth and the community in a meaningful way about what space they need.
- Bring people who are concerned about safety into the design and planning to address that.

**General Suggestions**

- There are a lot of community organizations, nonprofits, associations, etc with outreach mechanisms in place – use those.
- Have party for neighbors when it opens. Free food, music, open doors.
- Some people will need to be convinced there is not some sort of hidden agenda/profit. Consider that during the PR phase.
- The library must address the negatives with the community.
- Make sure people know what is expanded into the existing space.
- Work with the arts community. Members have a lot in common with library.
- Involve public arts projects (Artify Ashby) or have a community arts project. *The library should fit into the community, not just open like squeaky, clean, shiny from a box.*

It could become a destination for a lot of different things for different people, which is exciting and vibrant for me. The community needs a destination point – BART is a pass through. This would then add commerce, safety, merchants would be happy. It can't happen at the existing location – that potential is limited. -- Key Interview

I'm glad the library is reaching out to the community about this.  
  
I think it's great, the fact the community is all involved.  
  
-- Surveys

## Appendix 1:

### Community Interview List

**Shirley Richardson Brower**

Director  
South Berkeley YMCA

**Frankie Lee Fraser**

Community Member  
San Pablo Neighborhood Council

**John Selawsky**

Board Member  
Berkeley Unified School District

**Kenoli Oleari**

Community Organizer  
Imagine South Berkeley

**Alana R. Theriault**

Community Member

**Laurie Grey**

Outings and Activities Coordinator  
Bay Area Outreach & Recreation

**Max Anderson**

Councilmember, District 3  
City of Berkeley

**Justin Katz**

Program Director  
Epic Arts

**Teresa Clarke**

Community Member  
Affordable Housing Associates

**Rob Wrenn**

Community Member

## Appendix 2:

### Methodology, Demographics, and Summary Responses by Phase

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## Focus Group

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### I. Overview

The primary purpose of phase one was to gather feedback from library users and stakeholders as to the direction of the community assessment, and on the proposed questions for the surveys and interviews.

A secondary goal of the focus group was to engage these stakeholders in the assessment process, with an eye towards possibly recruiting them to act as an advisory group if the BPL decides to move forward with relocation plans.

### II. Methodology

Focus group participants were identified by the Berkeley Public Library. Of the 16 community members asked to participate in the focus group, a total of six community members accepted.

The consultants facilitated the focus group, using a script developed in conjunction with staff from the BPL and the South Branch Library. The script included proposed questions for the surveys and interviews, such as frequency and type of library use, reasons for not using the library more, suggested improvements, and positives and negatives associated with the possible move to ERC. Participants then gave feedback about the questions themselves, gave suggestions for other areas to explore. Participants were also asked about possible locations for the Youth Researchers to target.

### III. Demographics

Overall, the assessment reached a very diverse and quite representative sample of South Berkeley. The demographics collected were: gender, ethnicity, age range, household with children, household income range, and education level. As is often the case in a community assessment with randomized surveying, some groups were over- and under-represented to a degree. The graphs that follow illustrate the demographic breakdown for the focus group as compared to South Berkeley as a whole.

**Gender.** There was an even split between men and women in the focus group.

Figure 1. Focus Group Participants by Ethnicity

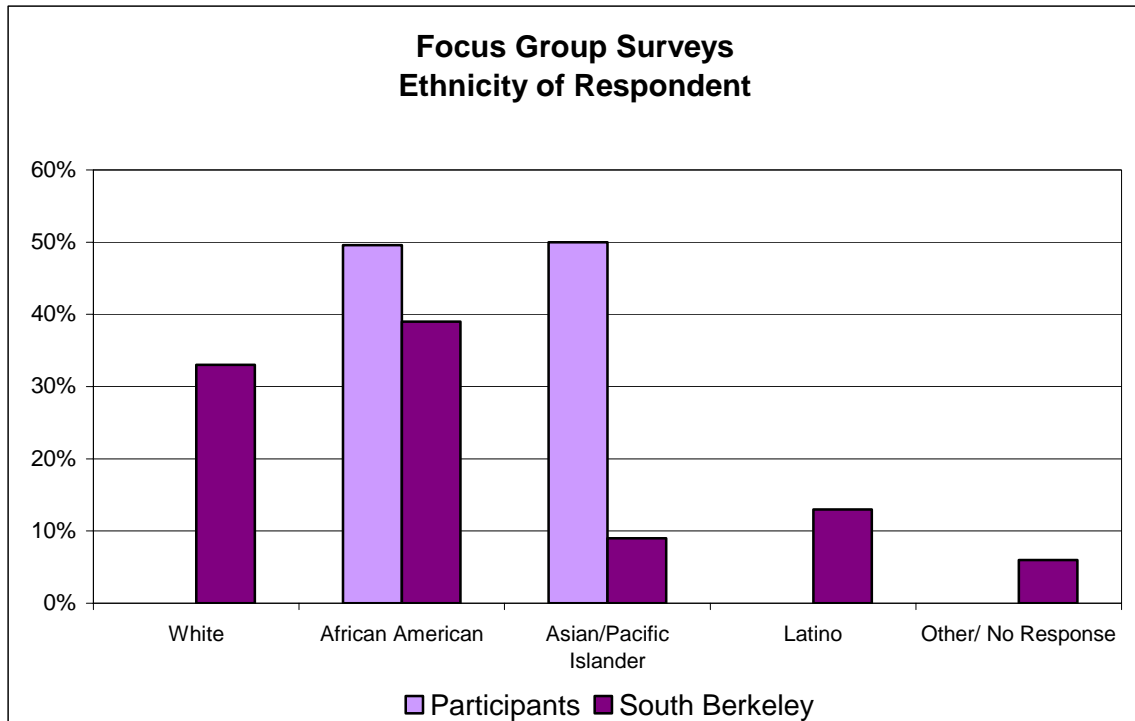


Figure 2. Focus Group Participants by Age

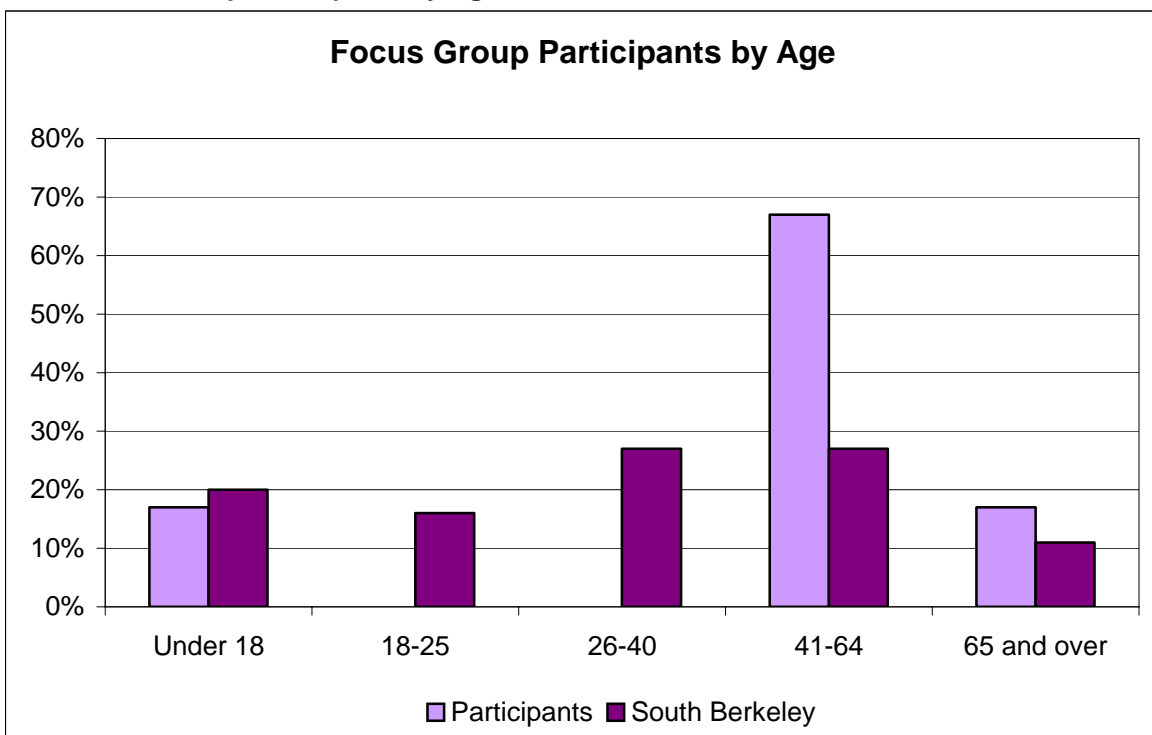


Figure 3. Focus Group Participants by Households with Children

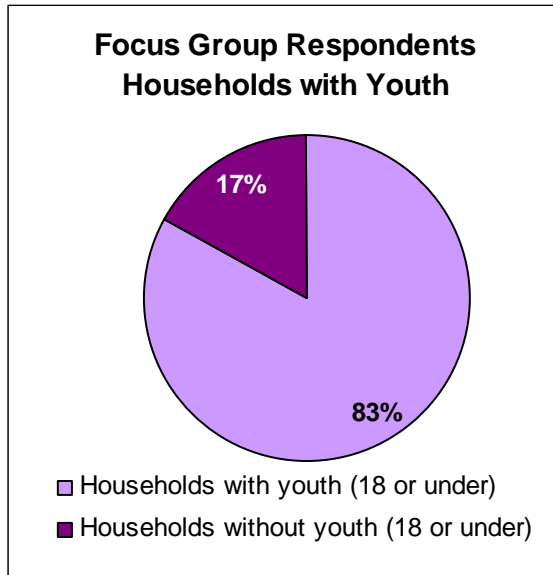


Figure 4. South Berkeley Households with Children

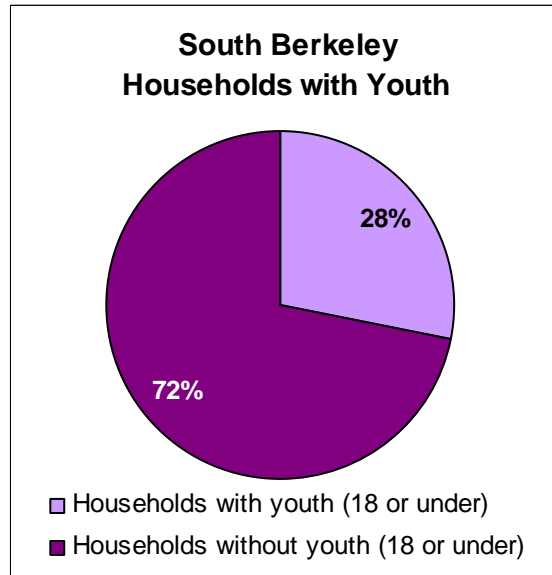


Figure 5. Focus Group Participants by Household Income

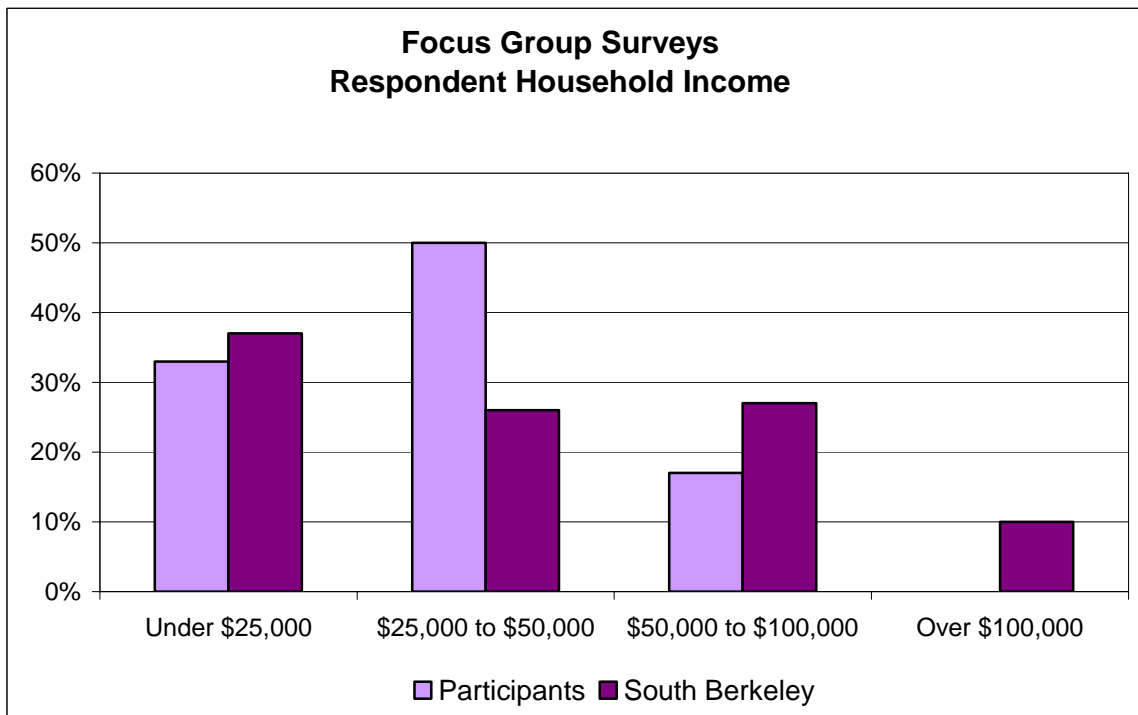
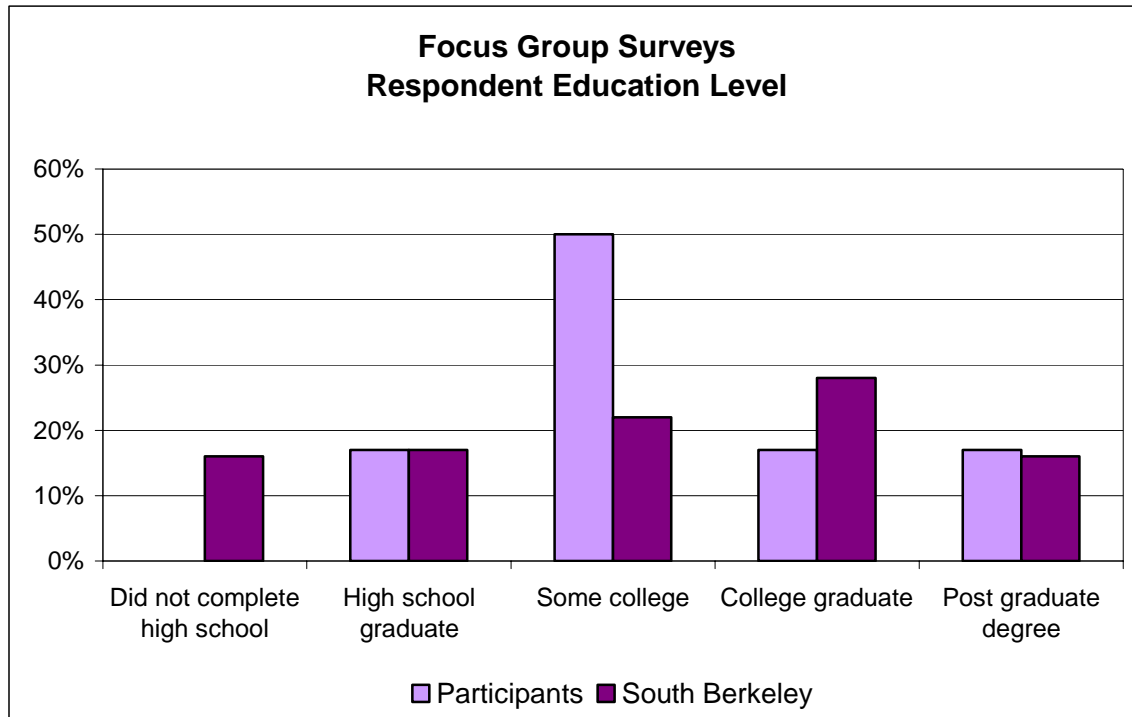


Figure 6. Focus Group Participants by Education



#### IV. Major Trends and Findings

In addition to describing the role the South Branch currently plays in the community, the findings paint a clear picture of why people do not use the library more often and provide concrete ideas about what could be expanded or added.

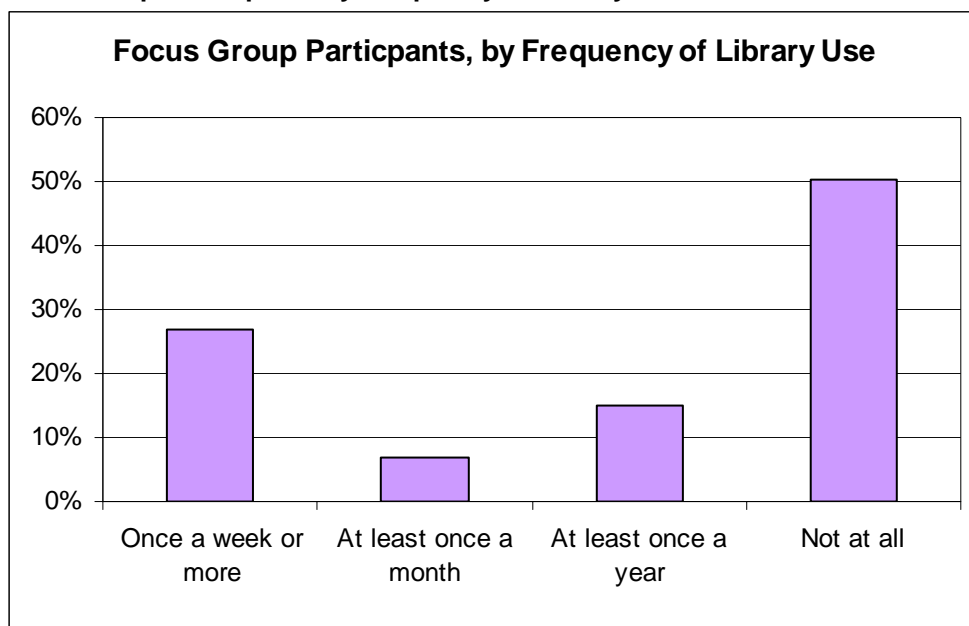
##### 1. Library Usage

The library usage reported by the attendees was described as more than just a facility to check out books. They described the facility as a local community spot, a venue for homeowners’ association meetings, tools for small and large projects, and a source of children’s material as well as other collection of books, videos, and DVD’s.

##### Frequency of Use

Half of participants do not use the library at all, 27% of the focus group use the library once a week or more, 7% use the facility at least once a month and 15% use it at least once a year.

Figure 7. Focus Group Participants by Frequency of Library Use



Programs and Services

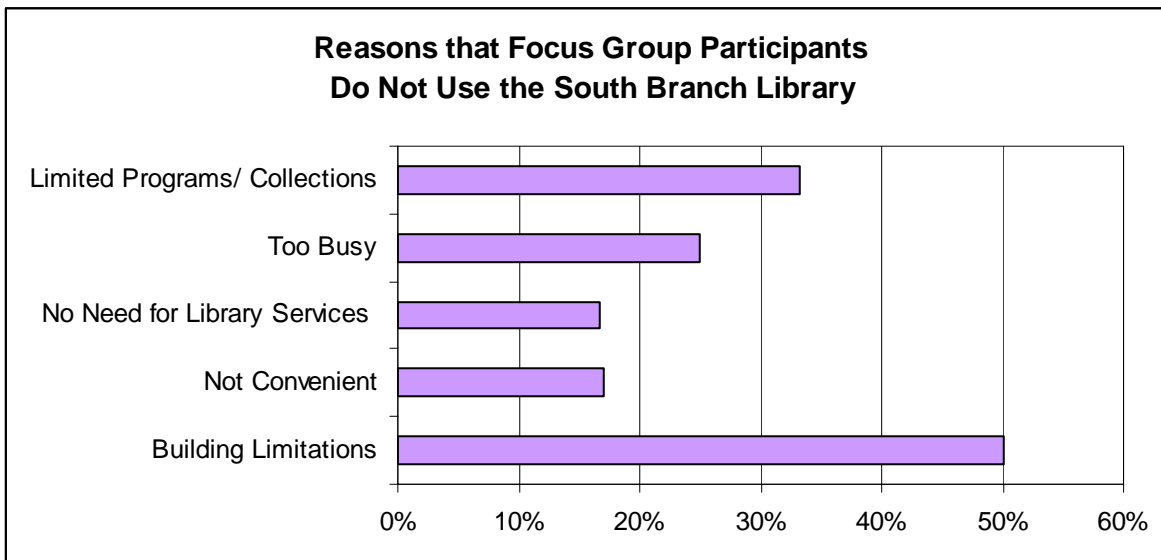
The following table details the percentage of focus group participants who utilize each of the services and programs mentioned.

Table 1. Programs and Services Used by Focus Group Participants

Programs/Services	Number of Respondents	Percent of Respondents
Tool Lending Library	2	33%
Internet and Computers	2	33%
Multi-Media (CD, DVD, Books on Tape)	2	33%
Meeting Facility	2	33%
Quiet Place to Study or Relax	2	33%
Book Collection	1	17%
Children Programs and Collection	1	17%
Newspapers and Magazines	1	17%
Social/Community Space	1	17%
Events	1	17%

Non-Usage

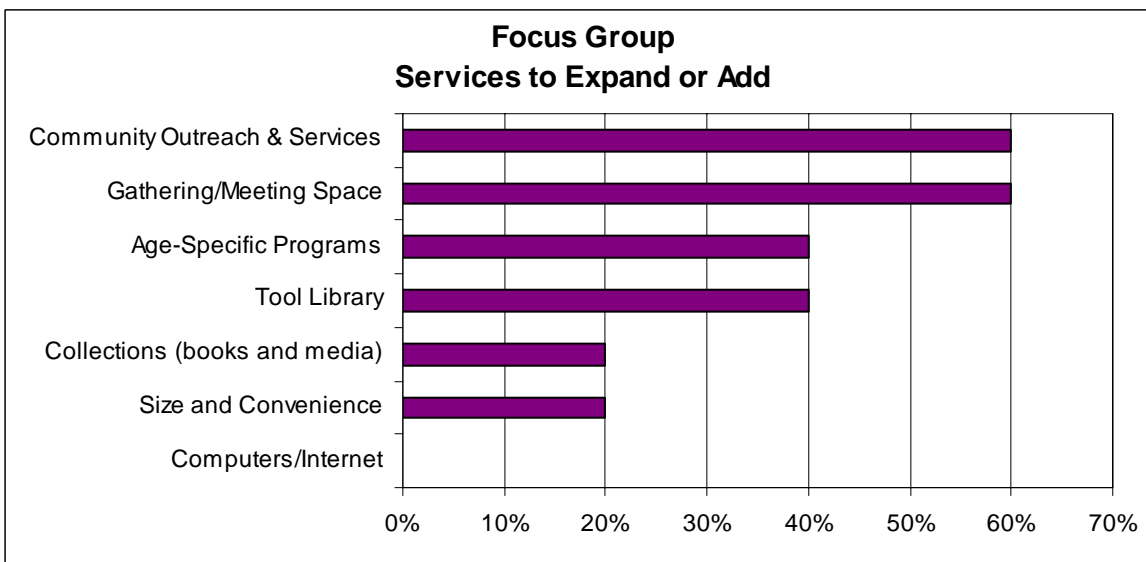
Figure 8. Non-Usage of the South Branch Library by Focus Group Participants



Suggested Improvements

The following figure details the improvements and enhancements that participants suggested.

Figure 9. Services Focus Group Participants would like to See Expanded or Added



**2. Feedback on Potential Move**

Community members across all phases agree that there are more positives than negatives. Among focus group participants, the biggest positives are by far the new, bigger building and expanded

services, followed by the improved location of the proposed site within the community and the potential for a larger and enhanced meeting space.

**Table 2. Positive Effects Focus Group Participants Associated with Moving to the ERC**

<b>Positive Effects of Moving to ERC</b>	<b>Percentage of Respondents</b>
Larger, more modern building	100%
Expanded services (books, age specific programs)	100%
Better location within the community	33%
Improved and/or enlarged meeting space	33%
Improved convenience and access (via BART and better disabled access)	17%
New location and larger size increases ability to serve more people	17%
Possible expansion of the Tool Lending Library	17%
Improvement to the neighborhood	17%

Initially, focus group participants saw no negative effects of the move, other than concerns about financing. Upon reflecting on what the broader community may see as negatives, they came up with the following ideas.

**Table 3. Negative Effects Focus Group Participants Associated with Moving to the ERC**

<b>Negative Effects of Moving to ERC</b>	<b>Percentage of Respondents</b>
Do not want the current South Branch moved or changed	33%
Increased traffic	17%
The Ashby BART area is more dangerous	17%
Concerns about financing the move	17%
Break in services during the move	17%

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## Face-to Face Surveys of Community Members

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### I. Overview

The face-to-face survey process was conducted by three teams of Youth Researchers and overseen by the consultants. The youth were trained in basic research concepts (e.g. research bias, types of data collection); interviewing techniques, tips, and pitfalls; recording data; and simple data analysis. This approach offers the community an opportunity to dialogue with the youth about issues related to library usage, and offers the youth an opportunity to understand the needs and perspectives of other members of the community. It also enables youth to contribute to the long term vision for the South Berkeley Branch Library, and lays the foundation for longer term participation in the planning and implementation of the initiative moving forward

### II. Methodology

The consultants worked with Berkeley Youth Alternatives to recruit and train six Youth Researchers. The youth conducted face-to-face surveys in the community over the course of five days. They worked in teams, with one youth asking questions and the other taking notes. Two of the Youth Researchers were bilingual Spanish speakers. The survey instrument included questions about library usage and services, and the pros and cons associated with the possible move. See Appendix 3 for a copy of the instrument. Youth covered a broad geographic area, including: Ashby Bart Station, Flea Market, Orchard complex, Adeline Corridor, downtown area near the main branch, grocery stores, churches, senior centers, parks, and beauty and barbershops. Only people who responded that they lived or worked in South Berkeley were interviewed. The youth then entered the data into short-answer and open-ended focused spreadsheets created by the consultants. The data was later analyzed using quantitative and qualitative statistical methods.

### III. Demographics

**Gender.** Respondents were fairly evenly divided: 54% men and 46% women.

Figure 10. Face-to-Face Survey Respondents by Ethnicity

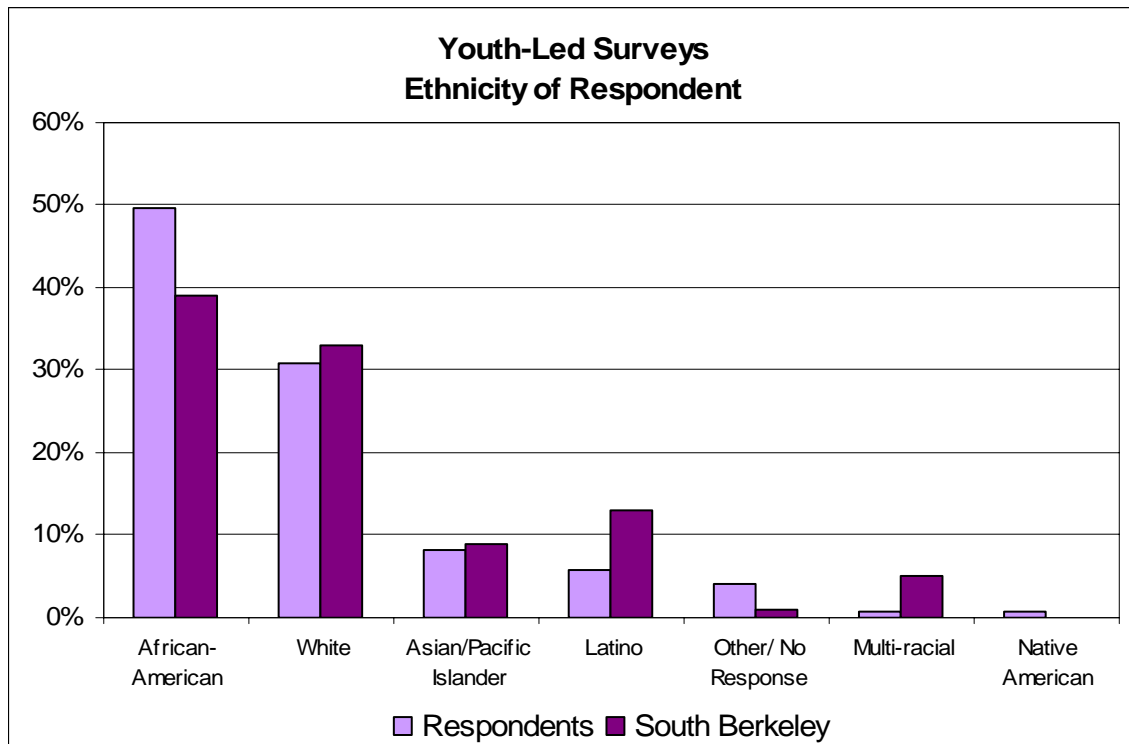


Figure 11. Face-to-Face Survey Respondents by Age

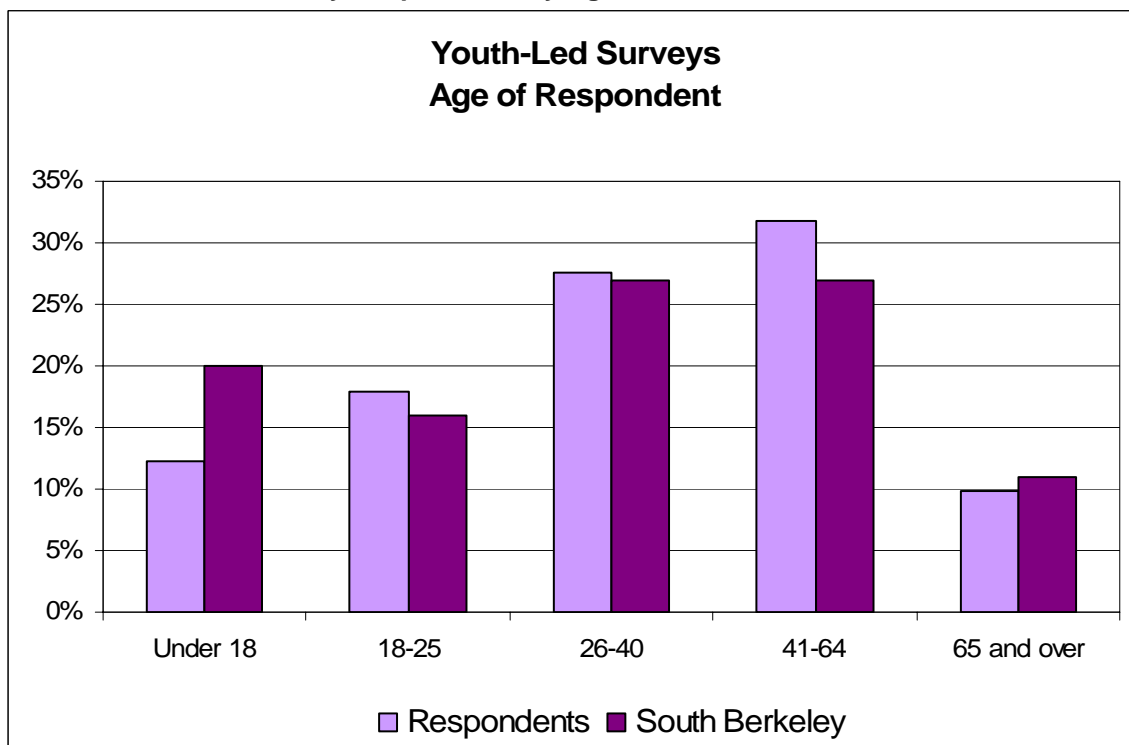


Figure 12 Face-to-Face Survey Respondents by Households with Children

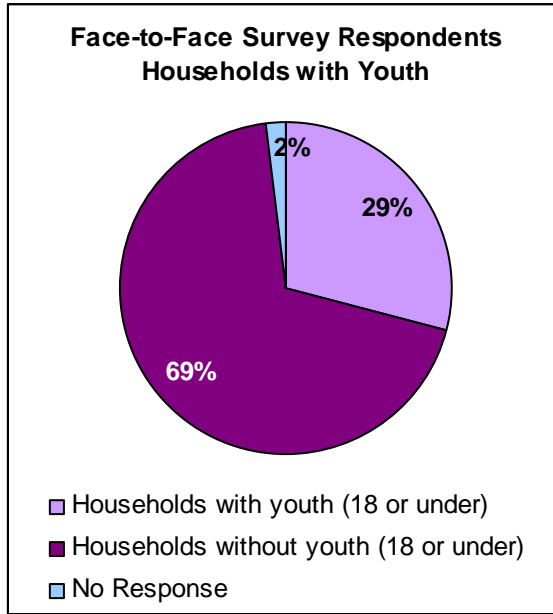


Figure 13 South Berkeley Households with Children

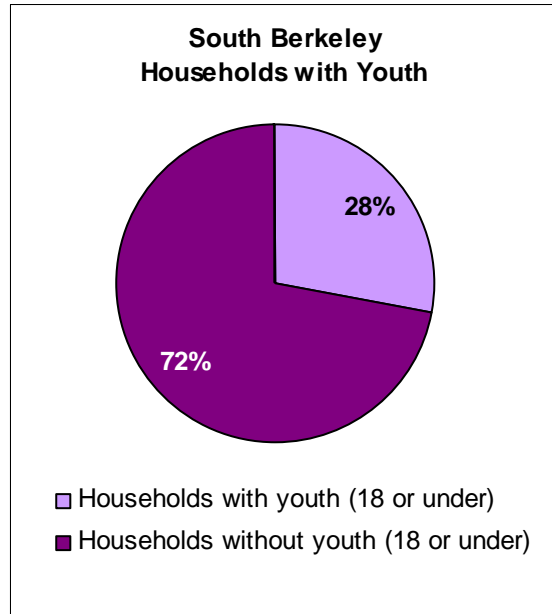


Figure 14. Face-to-Face Survey Respondents by Households Income

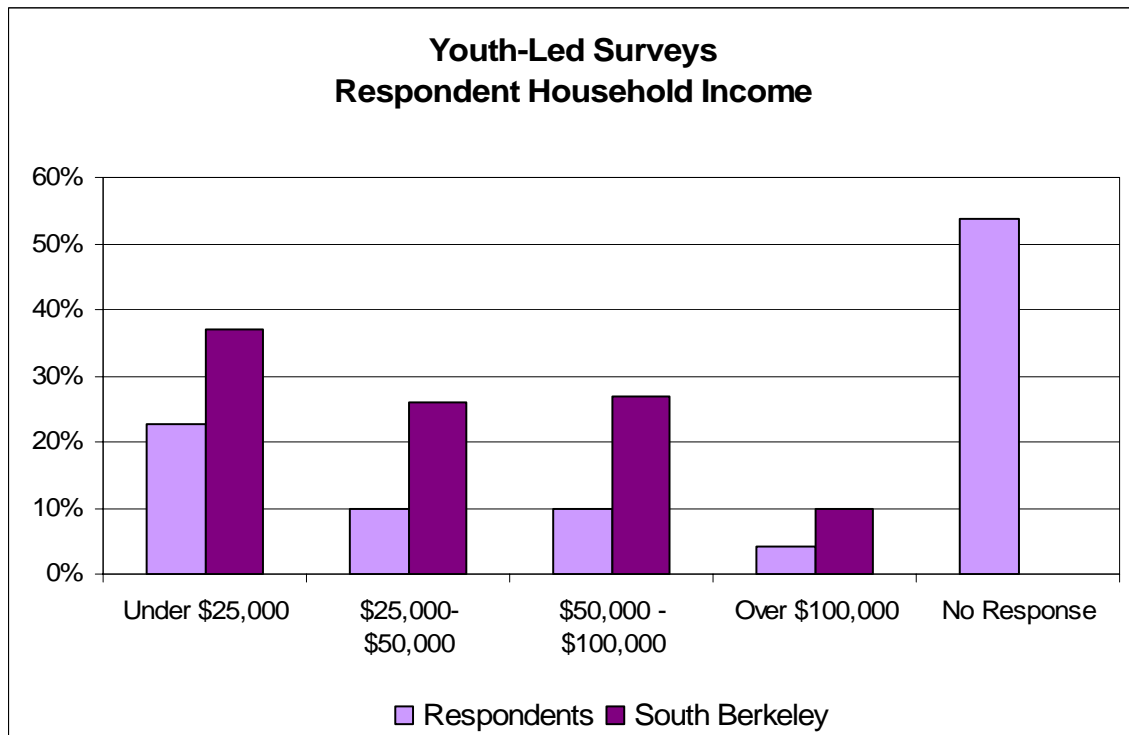
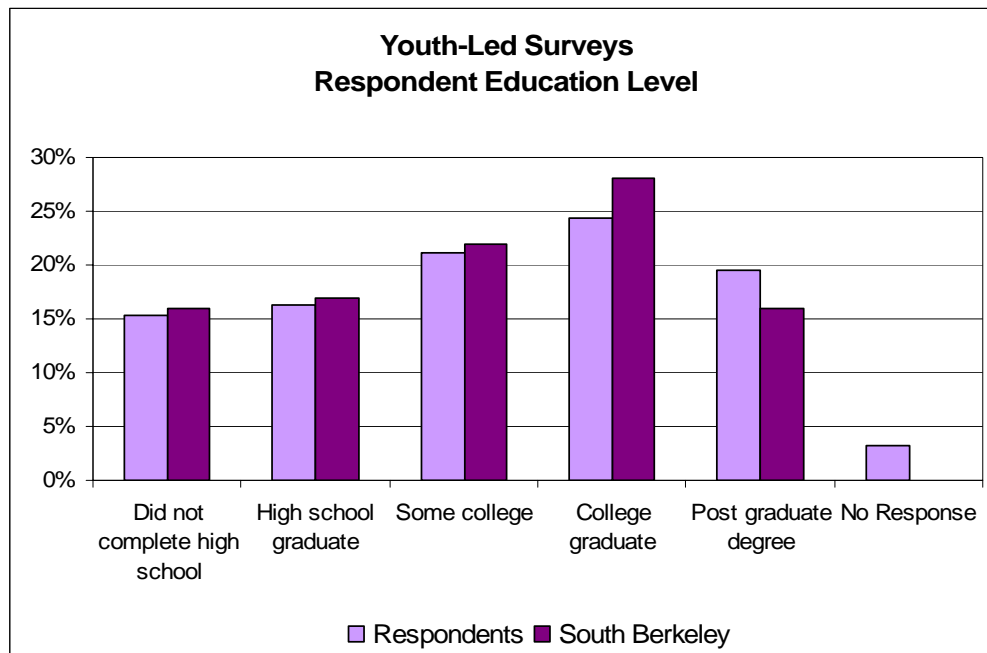


Figure 15. Face-to-Face Survey Respondents by Education



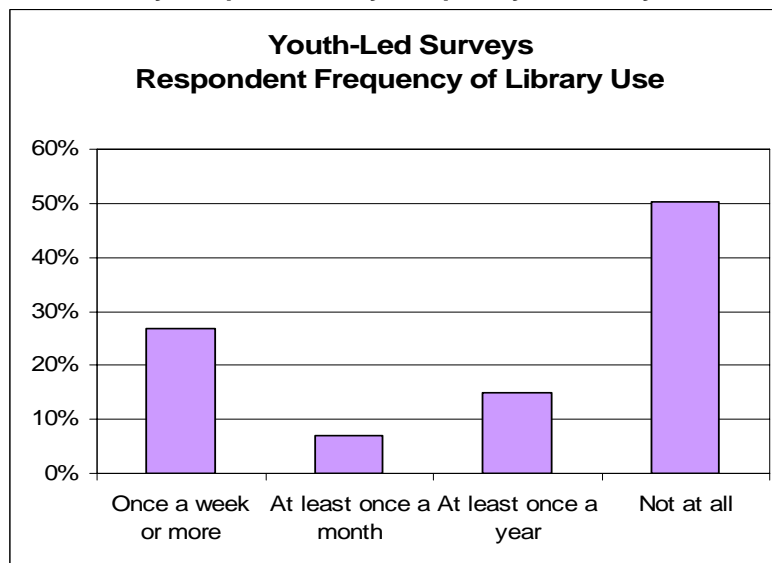
#### IV. Major Trends and Findings

In addition to describing the role the South Branch currently plays in the community, the findings paint a clear picture of why people do not use the library more often and provide concrete ideas about what could be expanded or added.

##### 1. Library usage

###### Frequency of Use

Figure 16. Face-to-Face Survey Respondents by Frequency of Library Use



Programs and services

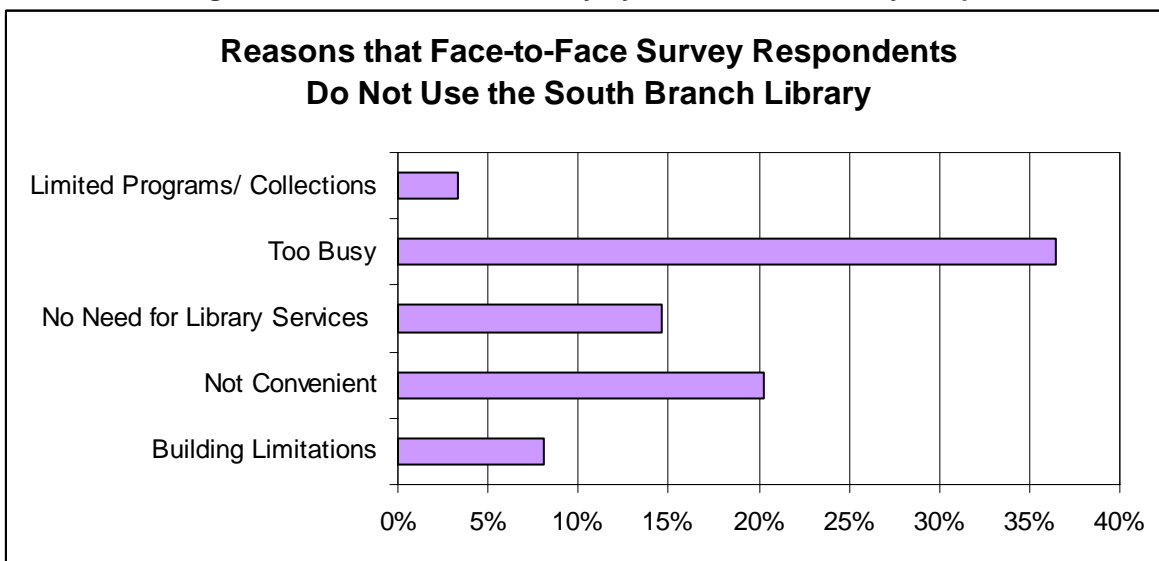
The following table details the percentage of focus group participants who utilize each of the services and programs mentioned.

**Table 4. Programs and Services Used by Face-to-Face Survey Respondents**

Programs/Services	Number of Respondents	Percent of Respondents
Internet and Computers	71	71%
Book Collection	49	49%
Tool Lending Library	38	38%
Multi-Media (CD, DVD, Books on Tape)	38	38%
Children Programs and Collection	15	15%
Meeting Facility	14	14%
Teen Programs and Collection	7	7%
Information and Reference Services	7	7%
Quiet Place to Study or Relax	6	6%
Newspapers and Magazines	4	4%
Events	2	2%
Convenient	2	2%
Social/Community Space	1	1%
Baby/Toddler Programming	1	1%
Job Search and Resources	1	1%

Non-Usage

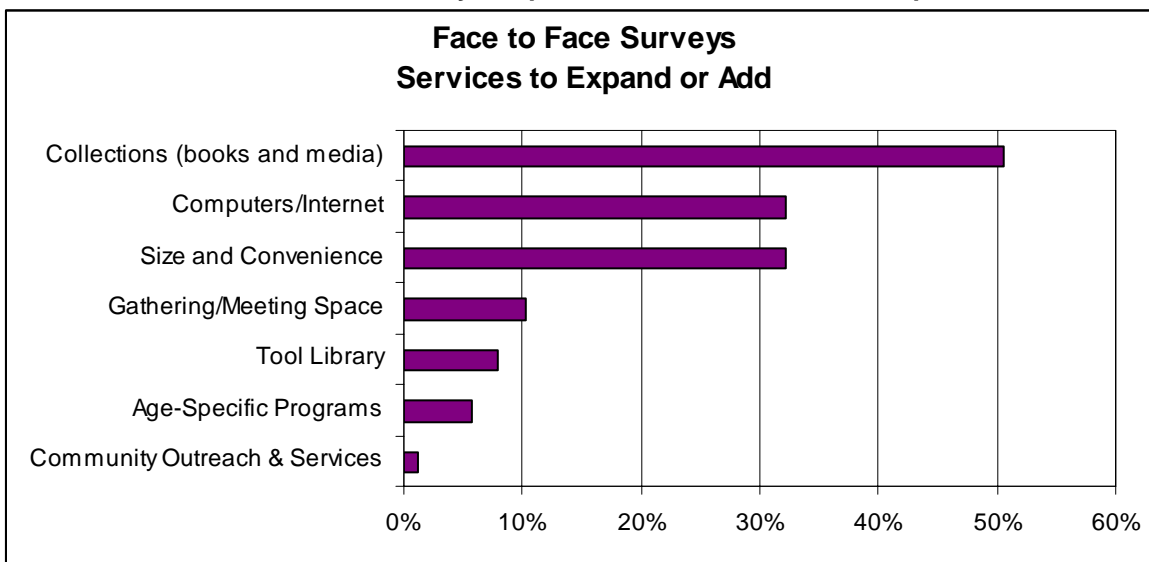
**Figure 17. Non-Usage of the South Branch Library by Face-to-Face Survey Respondents**



Suggested Improvements

The following figure details the improvements and enhancements that participants suggested.

**Figure 18. Services Face-to-Face Survey Respondents would like to See Expanded or Added**



**2. Feedback on Potential Move**

Community members across all phases agree that there are more positives than negatives. Among face-to-face survey respondents, the most frequently mentioned positives are the new, bigger building, expanded services, and the ability to serve more people. The most common negatives are problems with parking and traffic – issues related to the ERC building, not to the library relocation question – and concerns about the busy intersections surrounding the proposed location.

**Table 5. Positive Effects Face-to-Face Surveys Respondents Associate with Moving to the ERC**

Positive Effects of Moving to ERC	Percentage of Respondents
Larger, more modern building	50%
Expanded services (books, age specific programs)	21%
New location and larger size increases ability to serve more people	20%
Improved convenience and access (via BART and better disabled access)	18%
Better location within the community	9%
Possible expansion of the Tool Lending Library	2%
Improvement to the neighborhood	1%
Improved and/or enlarged meeting space	1%

**Table 6. Negative Effects Face-to-Face Surveys Respondents Associate with Moving to the ERC**

Negative Effects of Moving to ERC	Percentage of Respondents
Reduction of parking	29%
Increased traffic	20%
New location has busy intersections / not pedestrian or child friendly	10%
New location would be less convenient	9%
The Ashby BART area is more dangerous	8%
Do not want the current South Branch moved or changed	6%
Break in services during the move	4%
Concerns about financing the move	1%

# Randomized Phone Surveys of Community Members

## I. Overview

The purpose of this phase was to gathering information from the broadest cross-section of the community possible. Using the same survey as in the youth-led surveys, and additional 150 community members were reached via staffed telephone surveys.

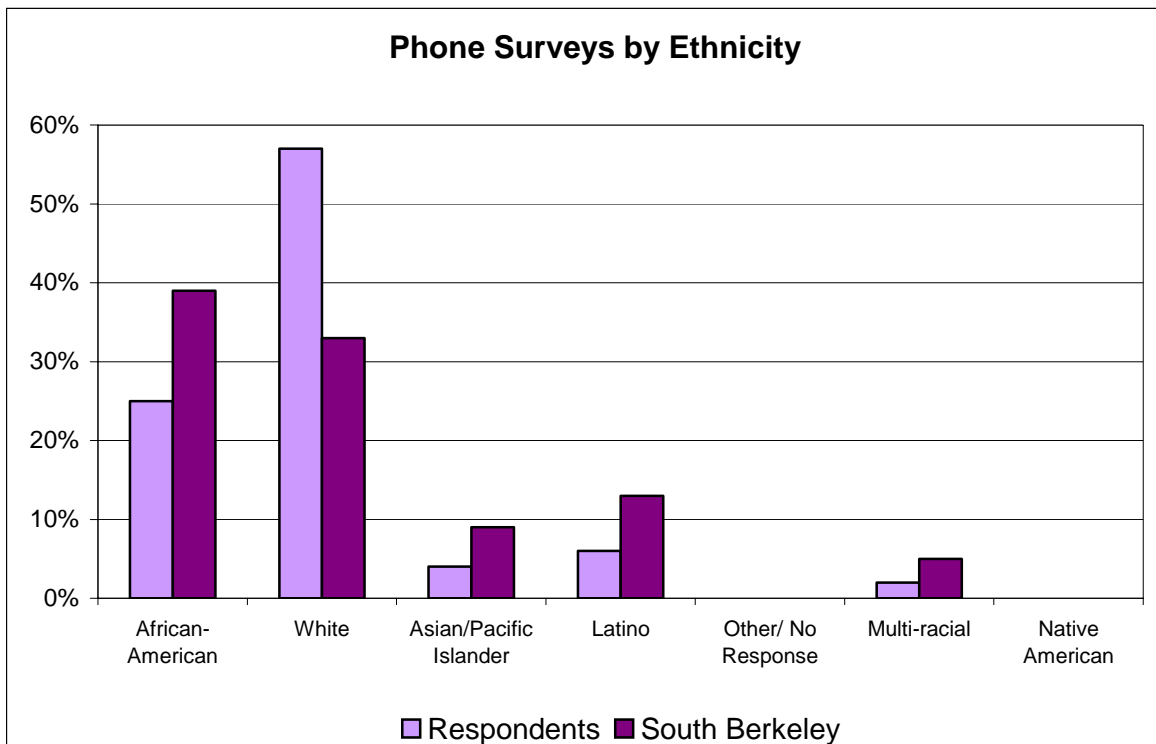
## II. Methodology

The data collection in this phase was conducted by NSØN Opinion Research, a company that specializes in telephone data collection. Calls were made to residential phone numbers in the seven South Berkeley<sup>1</sup> census tracts, in the evenings over the course of one week. The survey instrument was the same as for the face-to-face surveys, and only people who live or work in South Berkeley were interviewed. The data was entered into an excel spreadsheet and given to the consultants to analyze along with data from the other phases.

## III. Demographics

**Gender.** The majority of community members reached with randomized phone surveys were women: 58% women, 41% men, and under 1% transgender.

Figure 19. Phone Survey Respondents by Ethnicity



<sup>1</sup> South Berkeley includes census tracts 4233, 4234 & 4240.01, and parts of tracts 4220, 4235, 4239.01, & 4240.02.

Figure 20. Phone Survey Respondents by Age

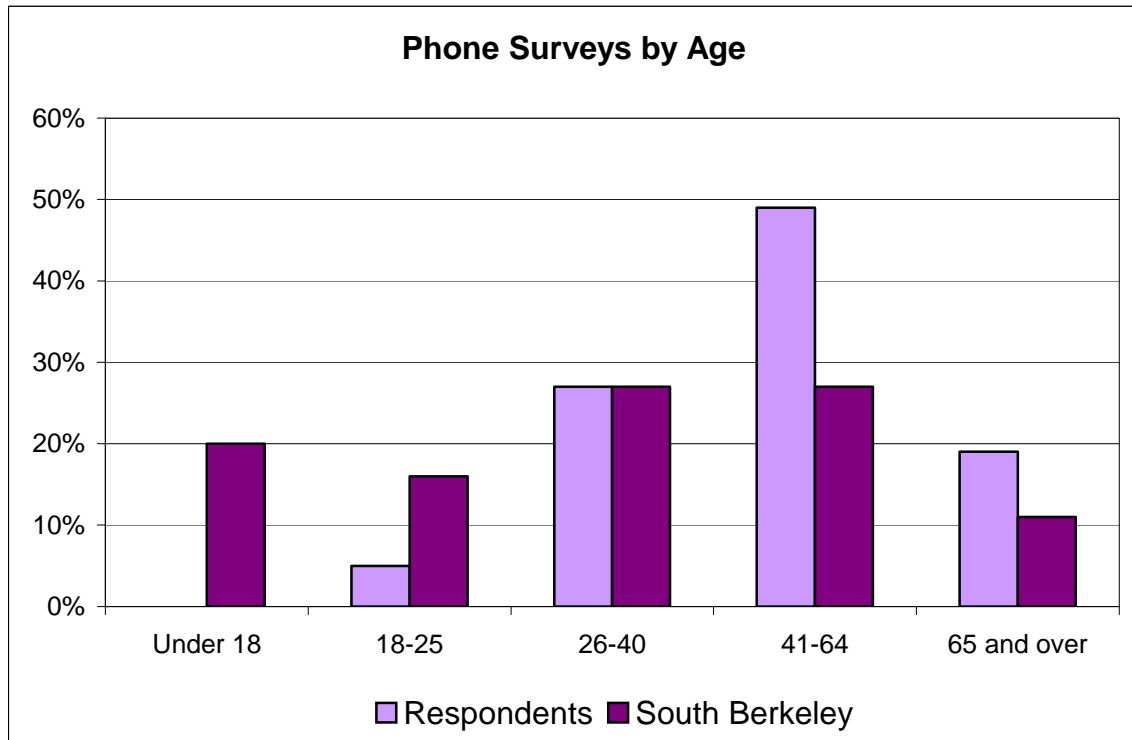


Figure 21. Phone Survey Respondents by Households with Children

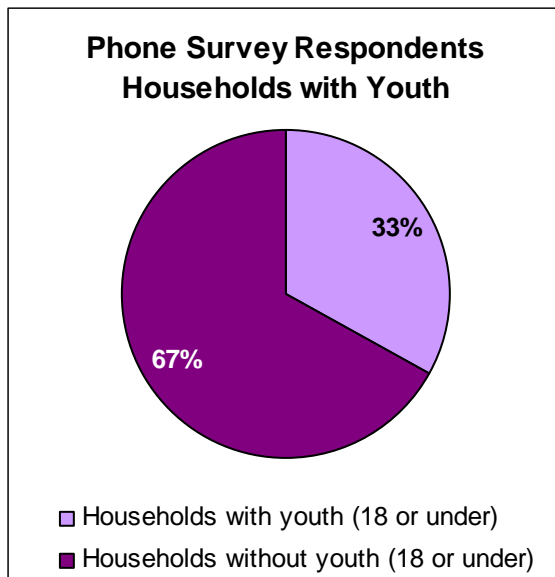


Figure 22. South Berkeley Households with Children

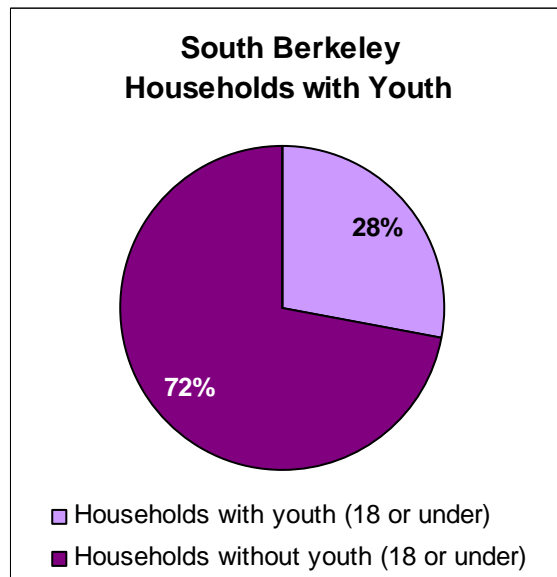


Figure 23. Phone Survey Respondents by Household Income

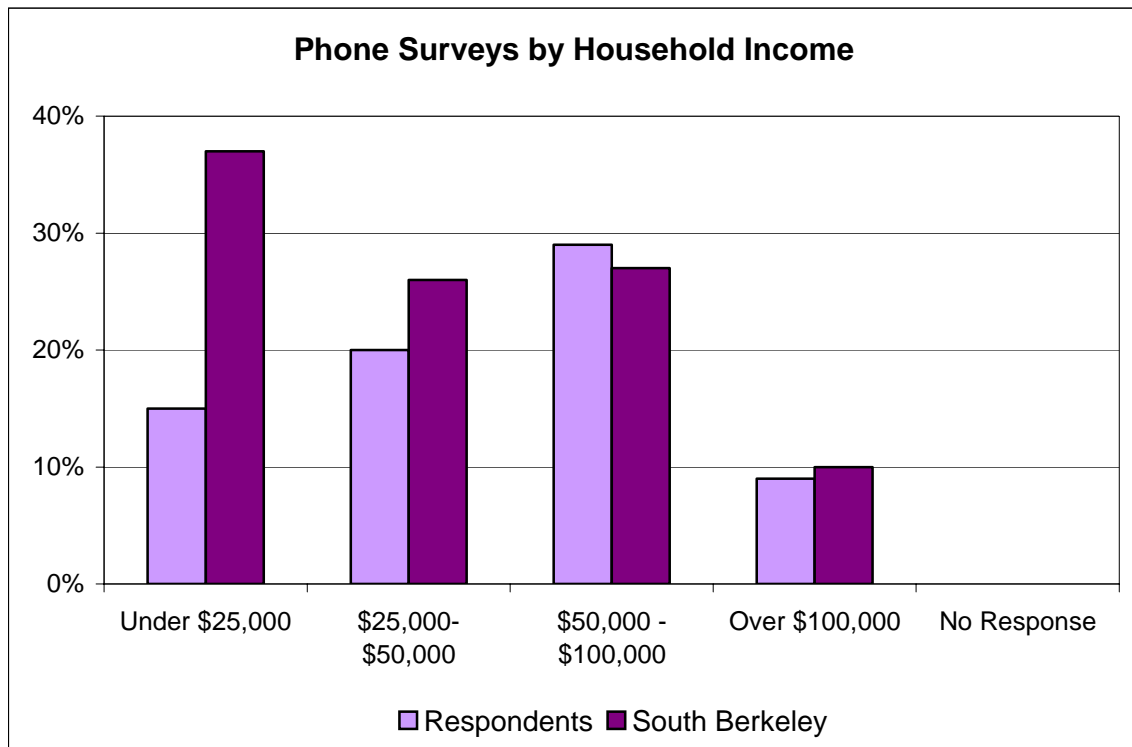
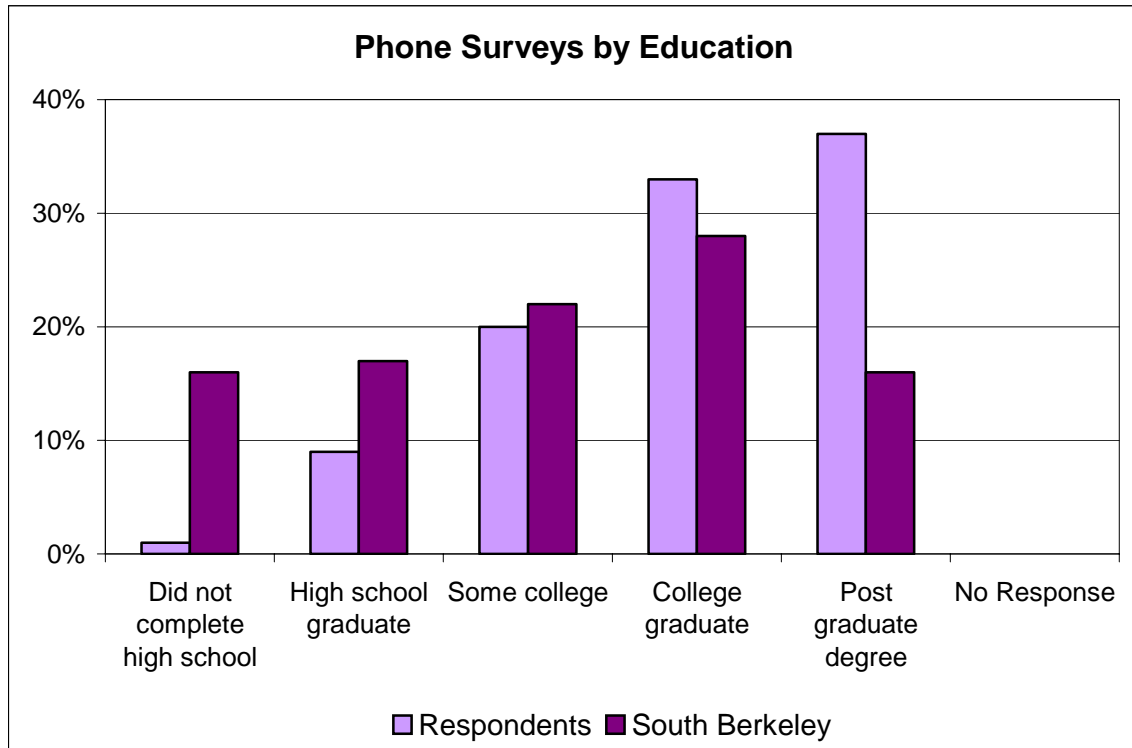


Figure 24. Phone Survey Respondents by Education Level



## IV. Major Trends and Findings

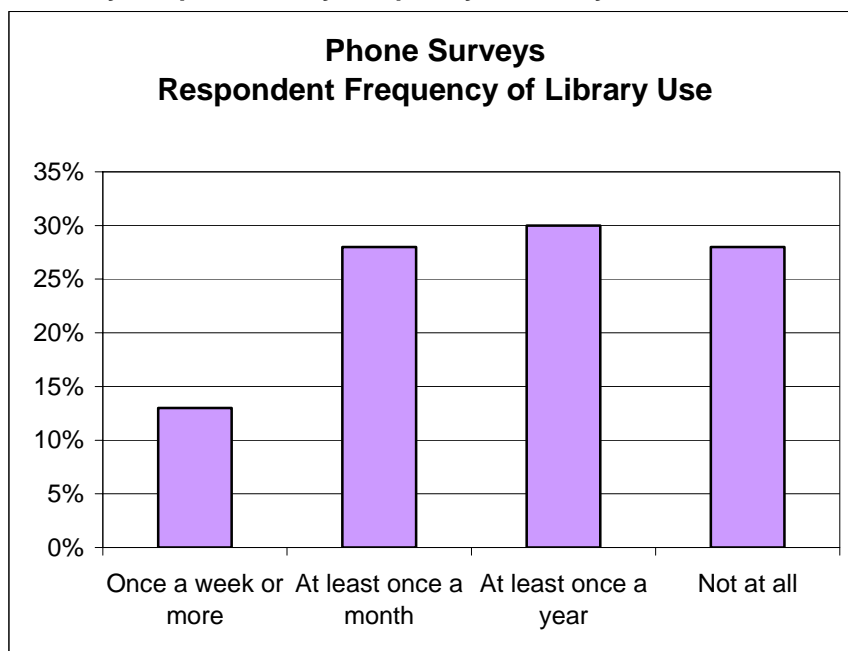
In addition to describing the role the South Branch currently plays in the community, the findings paint a clear picture of why people do not use the library more often and provide concrete ideas about what could be expanded or added.

### 1. Library usage

#### Frequency of Use

The majority of phone survey respondents were library patrons (72%).

**Figure 25. Phone Survey Respondents by Frequency of Library Use**



#### Programs and services

The following table details the percentage of phone respondents who utilize each of the services and programs mentioned.

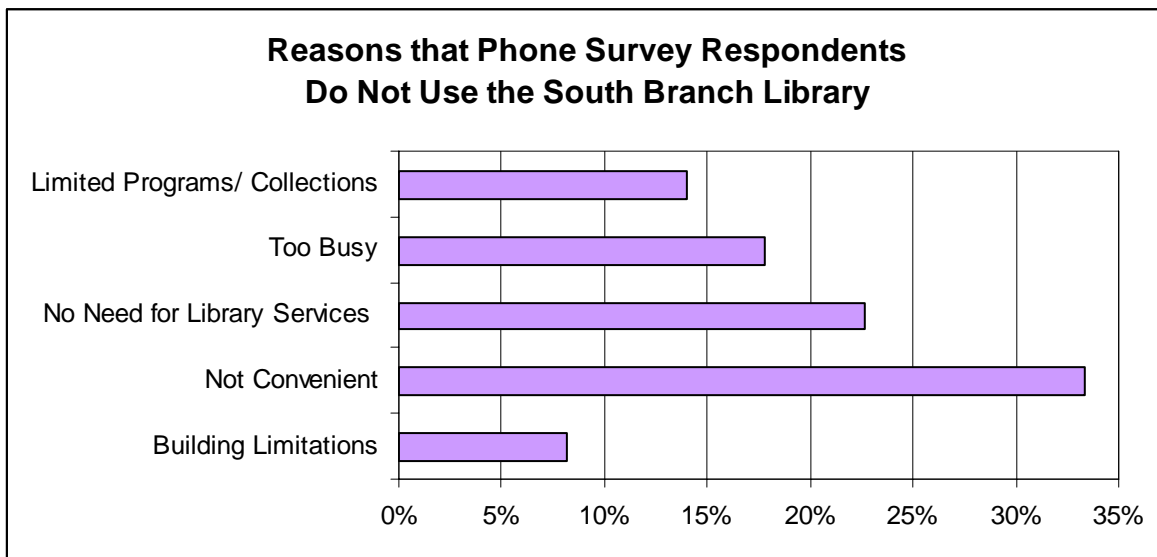
**Table 7. Programs and Services Used by Phone Survey Respondents**

Programs/Services	Number of Respondents	Percent of Respondents
Tool Lending Library	86	79%
Multi-Media (CD, DVD, Books on Tape)	57	52%
Convenient	52	48%
Internet and Computers	50	46%
Children Programs and Collection	33	30%

Programs/Services	Number of Respondents	Percent of Respondents
Book Collection	26	24%
Meeting Facility	16	15%
Teen Programs and Collection	6	6%
Information and Reference Services	5	5%
Quiet Place to Study or Relax	2	2%
Baby/Toddler Programming	1	1%
Job Search and Resources	1	1%

Non-Usage

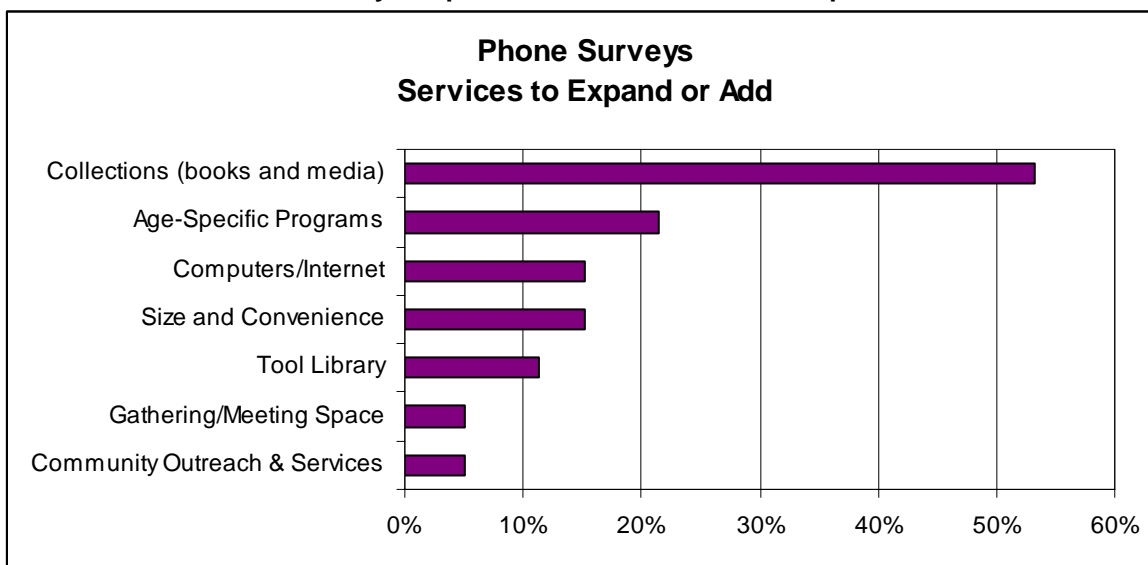
Figure 26. Non-Usage of the South Branch Library by Phone Survey Respondents



Suggested Improvements

The following figure details the improvements and enhancements that participants suggested.

Figure 27. Services Phone Survey Respondents would like to See Expanded or Added



## 2. Feedback on Potential Move

Community members across all phases agree that there are more positives than negatives. Among phone survey respondents, the most frequently mentioned positives are the new, bigger building, improved convenience and access and expanded services. The most common negatives are problems with parking and traffic – issues related to the ERC building, not to the library relocation question – and loss of convenience.

Table 8. Positive Effects Phone Survey Respondents Associated with Moving to the ERC

Positive Effects of Moving to ERC	Percentage of Respondents
Larger, more modern building	48%
Improved convenience and access (via BART and better disabled access)	39%
Expanded services (books, age specific programs)	20%
Better location within the community	17%
New location and larger size increases ability to serve more people	6%
Possible expansion of the Tool Lending Library	7%
Improvement to the neighborhood	3%
Improved and/or enlarged meeting space	1%

**Table 9. Negative Effects Phone Survey Respondents Associated with Moving to the ERC**

Negative Effects of Moving to ERC	Percentage of Respondents
Reduction of parking	32%
Increased traffic	10%
New location would be less convenient	10%
Concerns about financing the move	9%
Do not want the current South Branch moved or changed	8%
The Ashby BART area is more dangerous	4%
New location has busy intersections / not pedestrian or child friendly	3%
Break in services during the move	2%

## Face-to-Face Surveys of South Branch Library Patrons

### V. Overview

The purpose of surveying library users was to gather feedback on the same questions about library usage and needs, and views on the possible move, from those community members who are most familiar with the South Branch.

### VI. Methodology

The consultants surveyed library patrons on-site at the South Branch Library over the course of two weeks. The questions were the same as those used by the Youth Researchers and for the phone interviews. Data was entered into spreadsheets and analyzed using qualitative and quantitative statistics.

### VII. Demographics

**Gender.** Of the 30 library patrons surveyed, 60% were men and 40% were women.

**Figure 28. Library Patron Survey Respondents by Ethnicity**

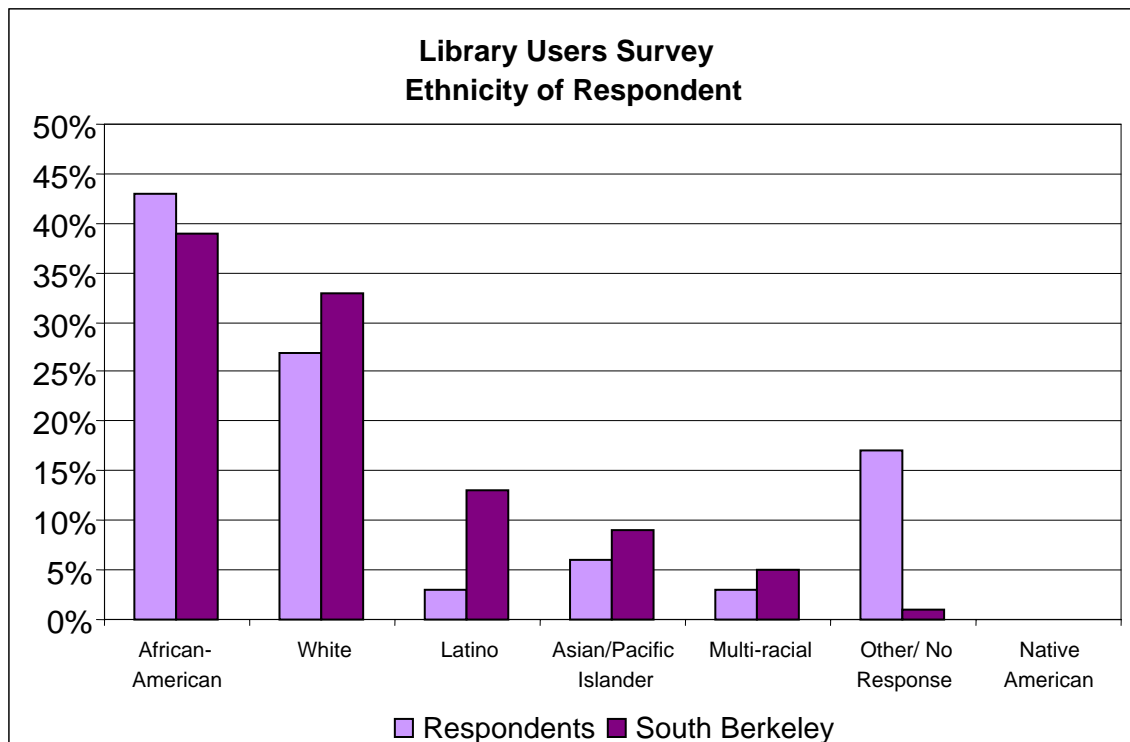


Figure 29. Library Patron Survey Respondents by Age

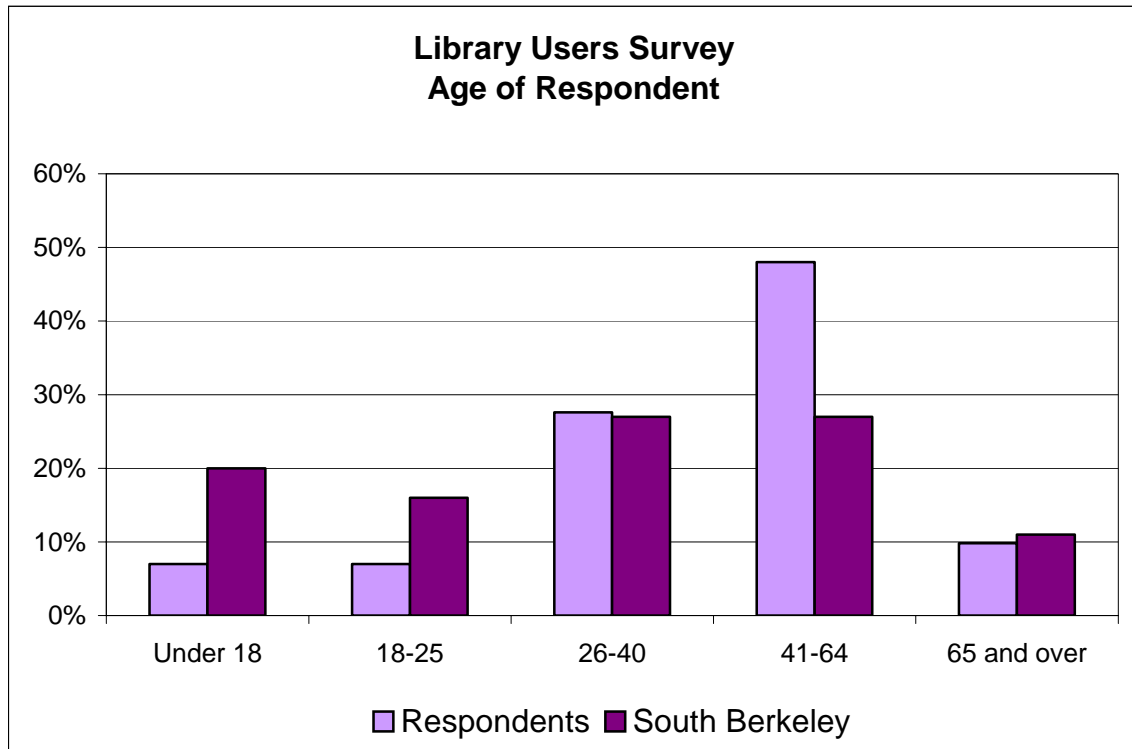


Figure 30. Library Patron Survey Respondents by Households with Children

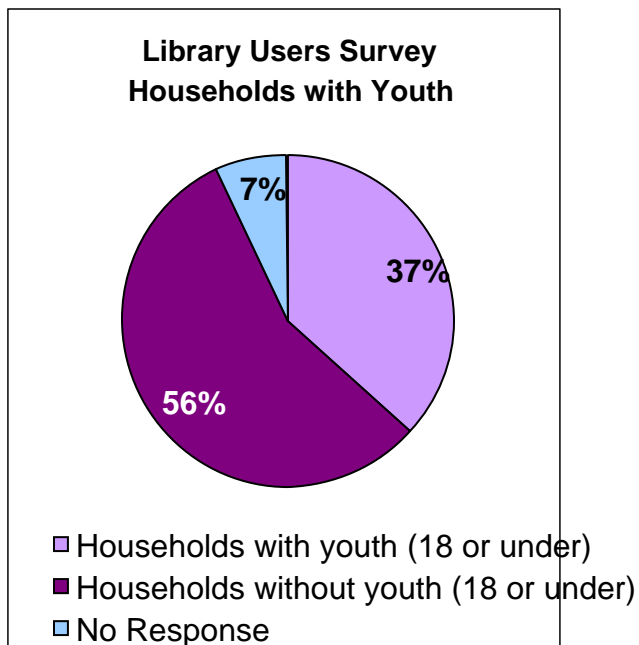


Figure 31. South Berkeley by Households with Children

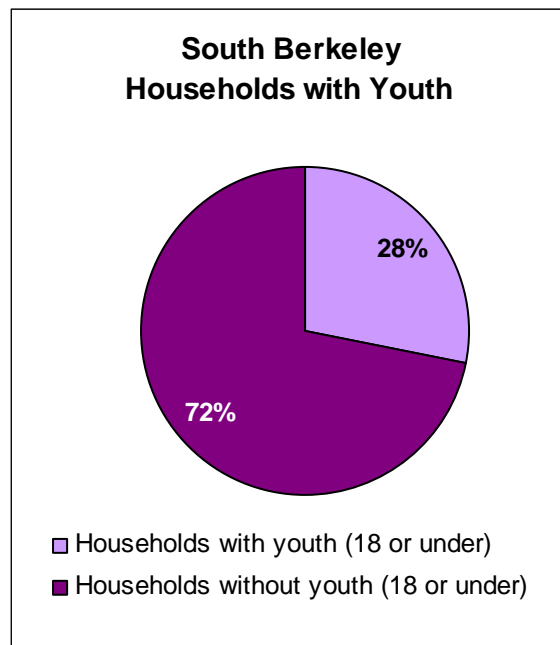


Figure 32. Library Patron Survey Respondents by Household Income

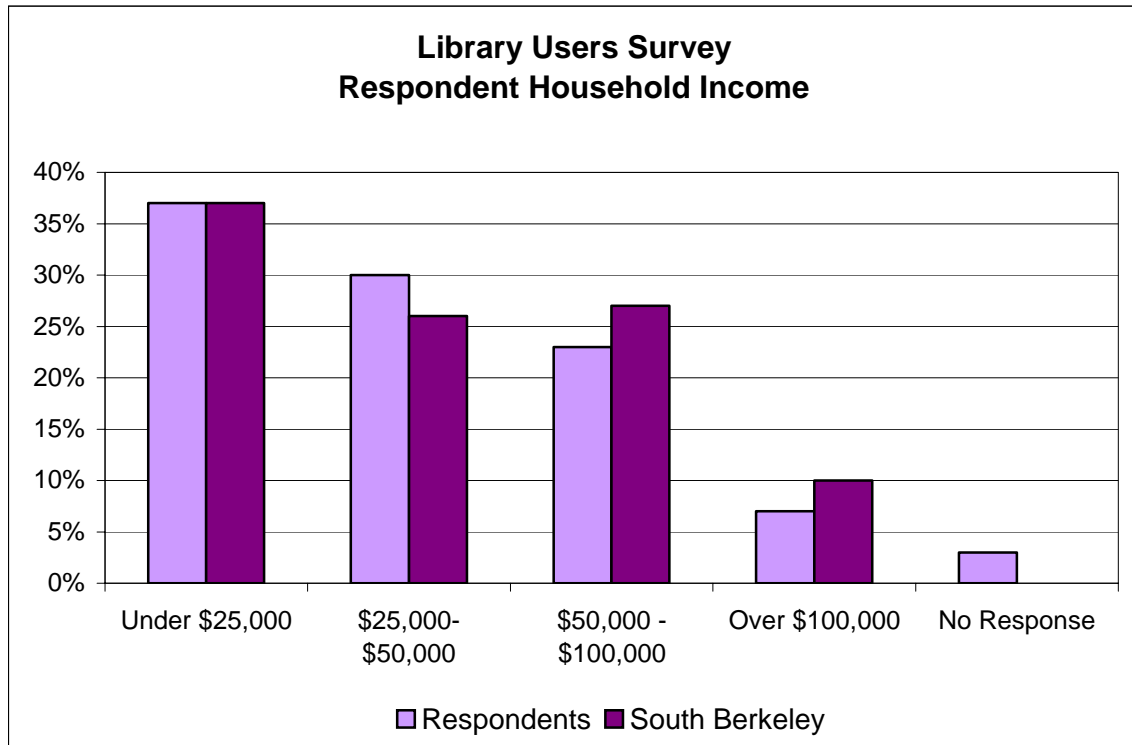
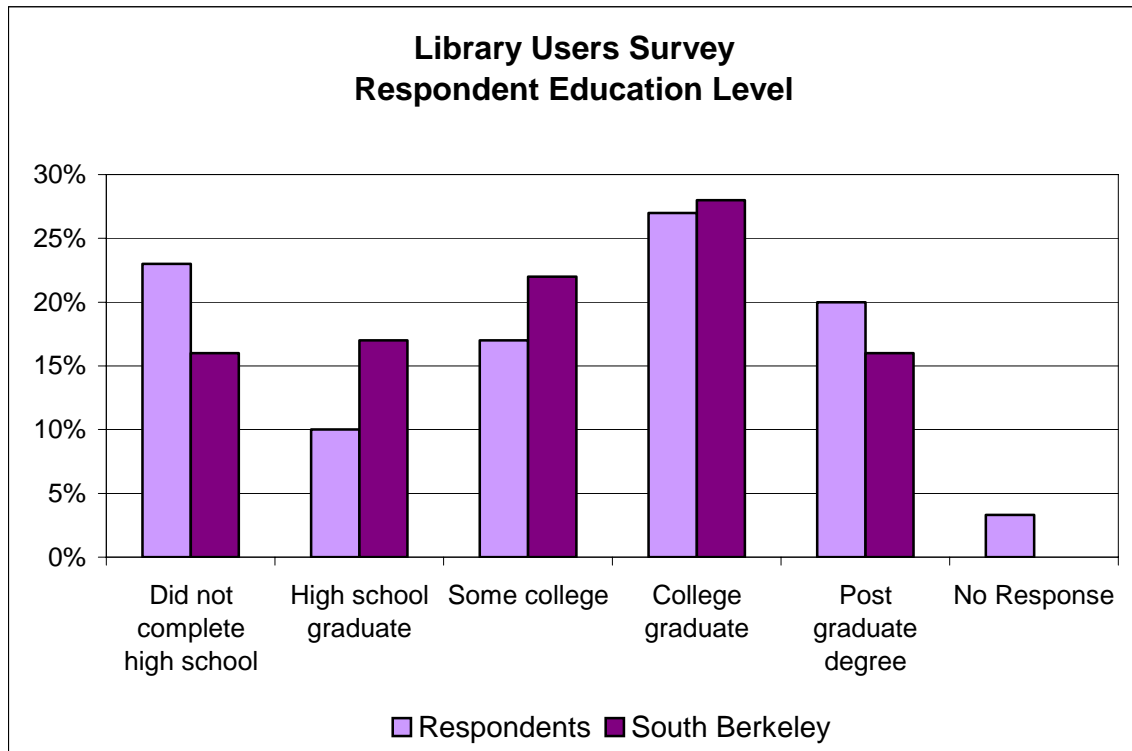


Figure 33. Library Patron Survey Respondents by Education Level



## VIII. Major Trends and Findings

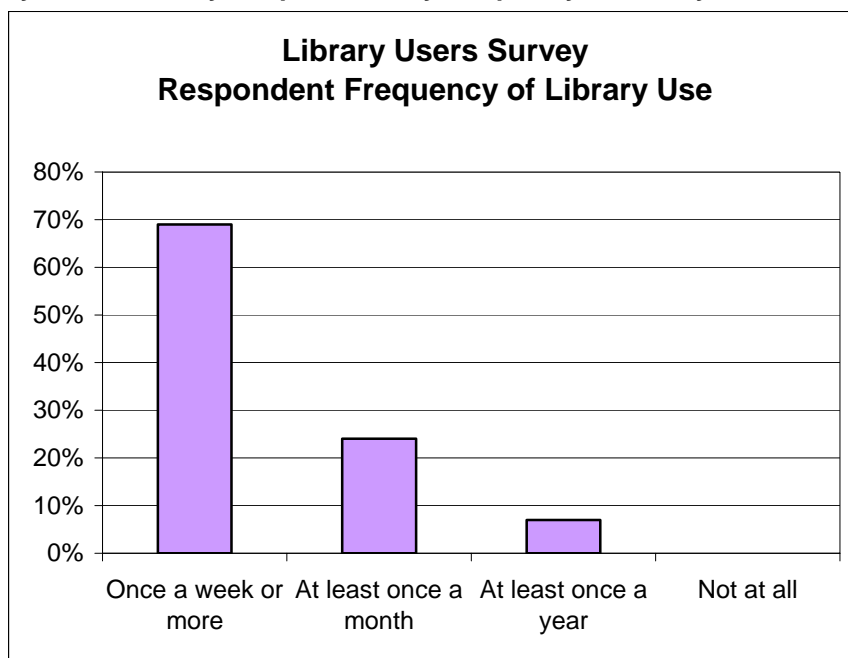
In addition to describing the role the South Branch currently plays in the community, the findings paint a clear picture of why people do not use the library more often and provide concrete ideas about what could be expanded or added.

### 1. Library usage

#### Frequency of Use

Clearly all respondents utilize the South Branch to some degree, as the surveys were conducted on-site. In fact almost 70% of respondents use the library once or more per week.

**Figure 34. Library Patron Survey Respondents by Frequency of Library Use**



#### Programs and Services

The following table details the percentage of library patron survey respondents who utilize each of the services and programs mentioned.

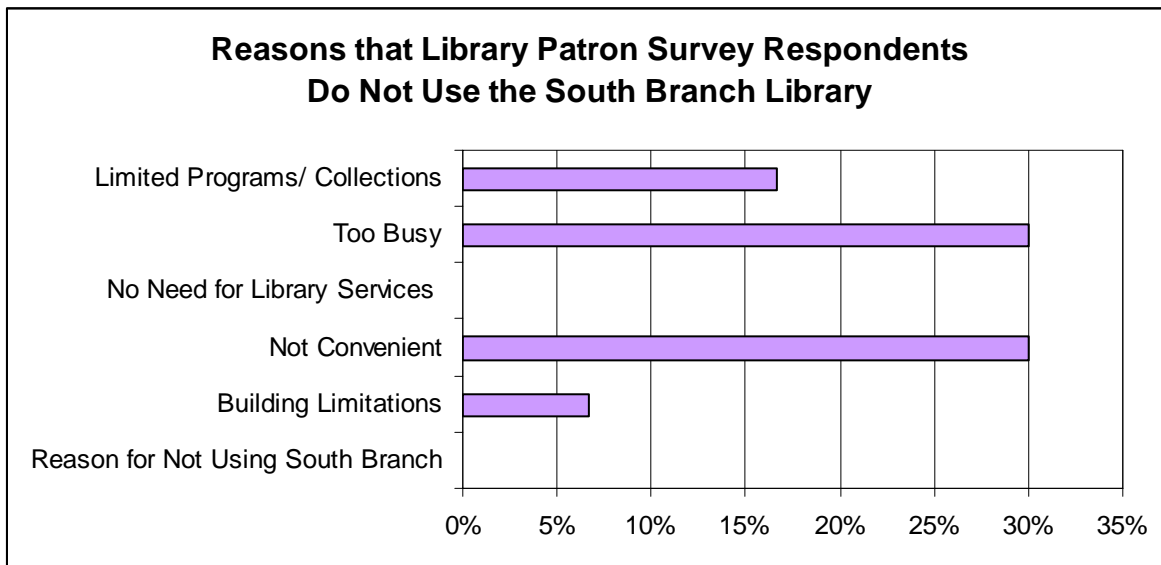
**Table 10. Programs and Services Used by Library Patron Survey Respondents**

Programs/Services	Number of Respondents	Percent of Respondents
Internet and Computers	21	70%
Tool Lending Library	14	47%
Convenient	14	47%
Multi-Media (CD, DVD, Books on Tape)	13	43%
Book Collection	8	27%
Children Programs and Collection	7	23%

Programs/Services	Number of Respondents	Percent of Respondents
Meeting Facility	6	20%
Teen Programs and Collection	6	20%
Social/Community Space	4	13%
Baby/Toddler Programming	4	13%
Information and Reference Services	3	10%
Newspapers and Magazines	3	10%
Quiet Place to Study or Relax	2	7%
Events	1	3%
Job Search and Resources	1	3%

Non-Usage

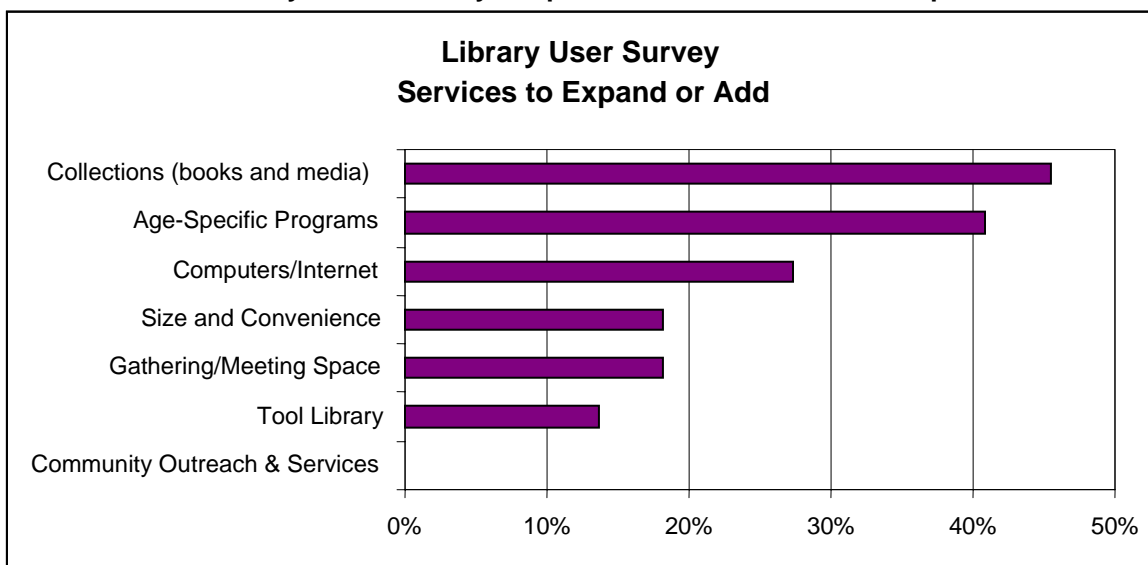
Figure 35. Non-Usage of the South Branch Library by Library Patron Survey Respondents



Suggested Improvements

The following figure details the improvements and enhancements that participants suggested.

Figure 36. Services Library Patron Survey Respondents would like to See Expanded or Added



## 2. Feedback on Potential Move

Community members across all phases agree that there are more positives than negatives. Among library patron survey respondents, the most frequently mentioned positives are the new, bigger building, increased convenience and access, and expanded services. This group is not as concerned about traffic. Instead, their most commonly cited negatives are any change or move to the library, and a loss of convenience, following by the parking issue.

Table 11. Positive Effects Library Patron Survey Respondents Associated with Moving to the ERC

Positive Effects of Moving to ERC	Percentage of Respondents
Larger, more modern building	55%
Improved convenience and access (via BART and better disabled access)	35%
Expanded services (books, age specific programs)	35%
New location and larger size increases ability to serve more people	31%
Better location within the community	21%
Improvement to the neighborhood	21%
Possible expansion of the Tool Lending Library	17%
Improved and/or enlarged meeting space	7%

**Table 12. Negative Effects Library Patron Survey Respondents Associated with Moving to the ERC**

Negative Effects of Moving to ERC	Percentage of Respondents
Do not want the current South Branch moved or changed	35%
New location would be less convenient	22%
Reduction of parking	13%
Increased traffic	9%
Concerns about financing the move	9%
Break in services during the move	9%
New location has busy intersections / not pedestrian or child friendly	4%
The Ashby BART area is more dangerous	4%

## Key Community Interviews

### I. Overview

The final stage of the assessment was to interview key community leaders. The BPL developed the interview list, which is included in Appendix 1. The interviews provide a more in-depth window into the opinions, concerns, ideas, and overall library needs of the community.

### II. Methodology

Five members of the consultant team conducted the interviews, which ranged from 30 to 90 minutes long. The interviewees were asked the same questions as the survey respondents, plus additional questions about their perception of the overall library needs and barriers in the community, potential roles for the library, perceived impacts of a possible move within the community, and ideas for engagement if the library decides to move forward with the relocation. Data from the standard questions was entered into spreadsheets for analysis. Additional notes were typed up and used to inform primarily the final section of this report: recommendations for moving forward.

### III. Demographics

**Gender.** Of the 10 community members interviewed 60% were women and 40% were men.

**Figure 37. Community Interviewees by Ethnicity**

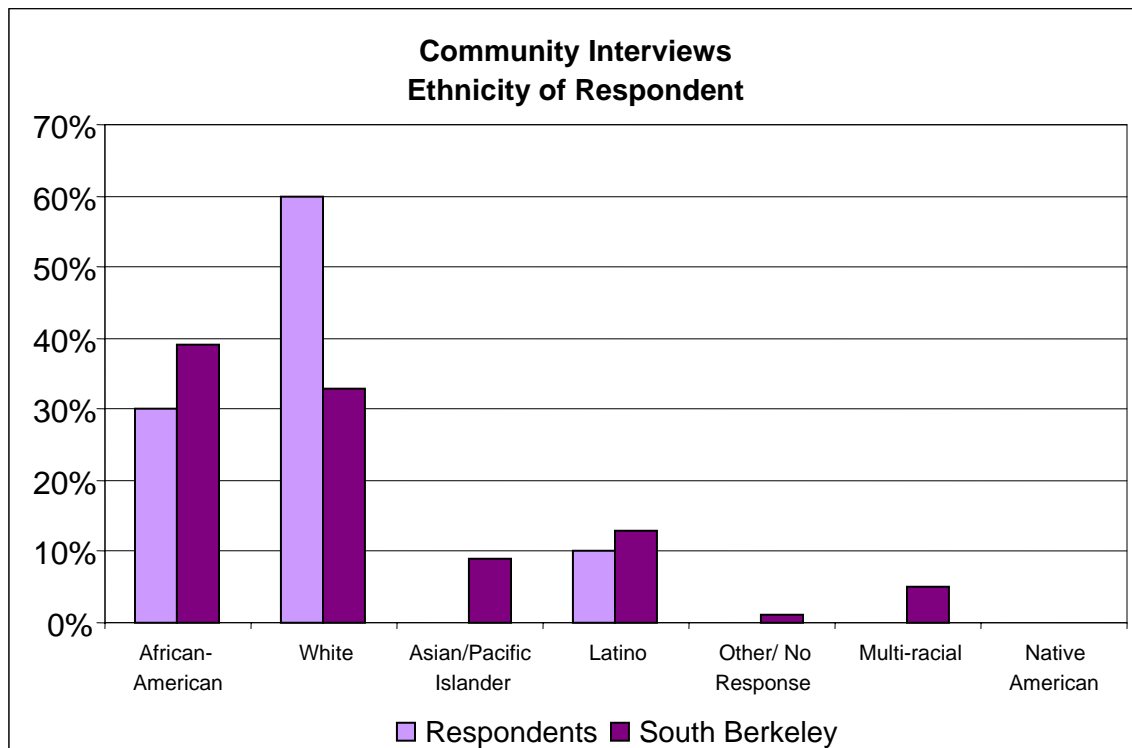


Figure 38. Community Interviewees by Age

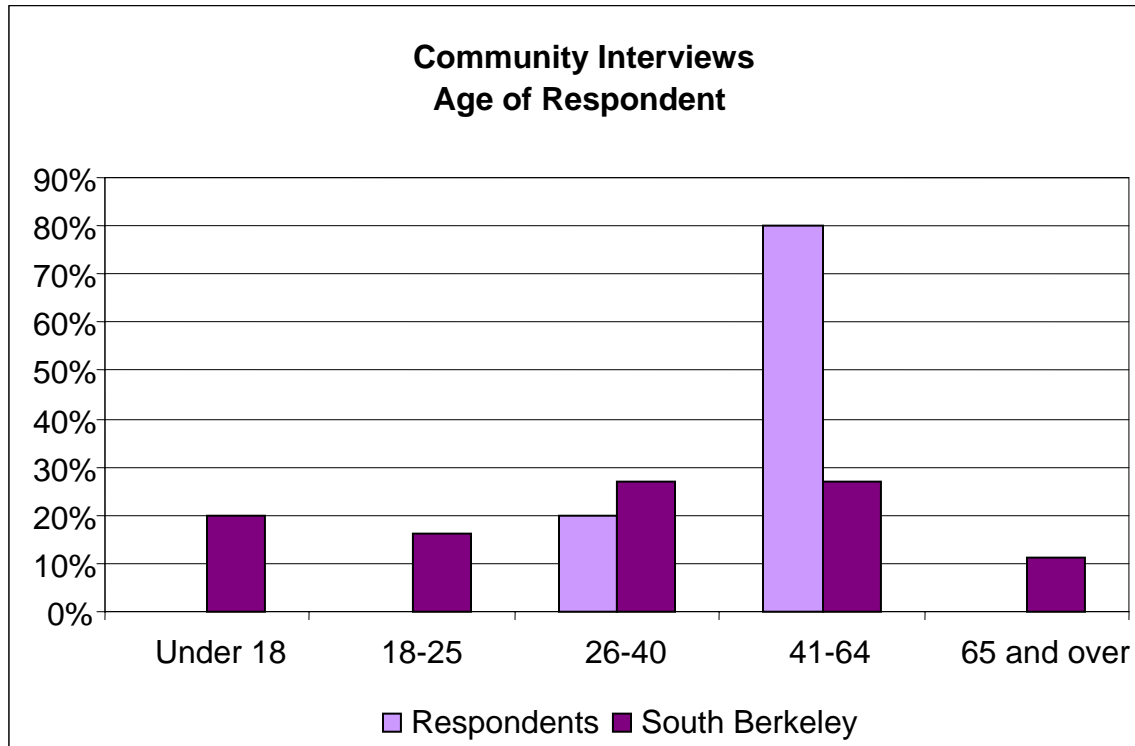


Figure 39. Community Interviewees by Households with Children

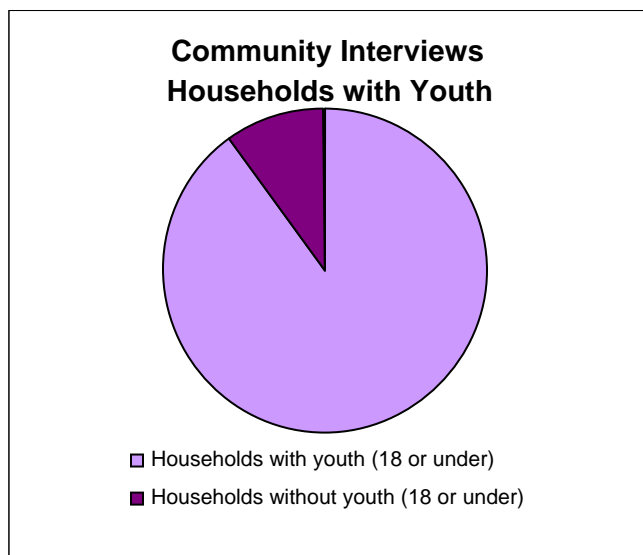


Figure 40. South Berkeley by Households with Children

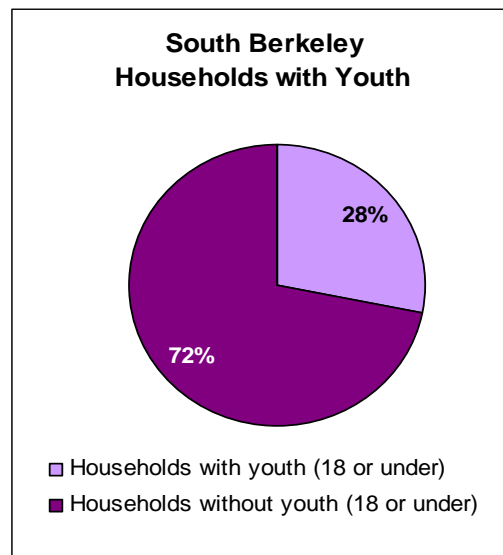


Figure 41. Community Interviewees by Household Income

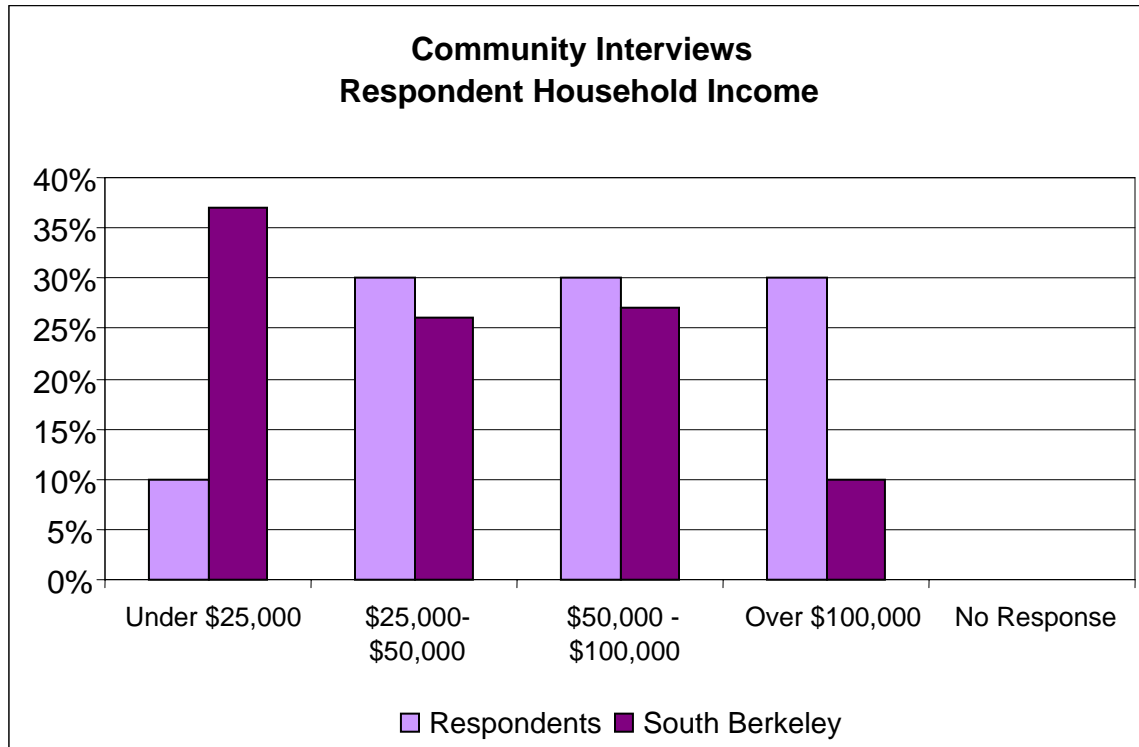
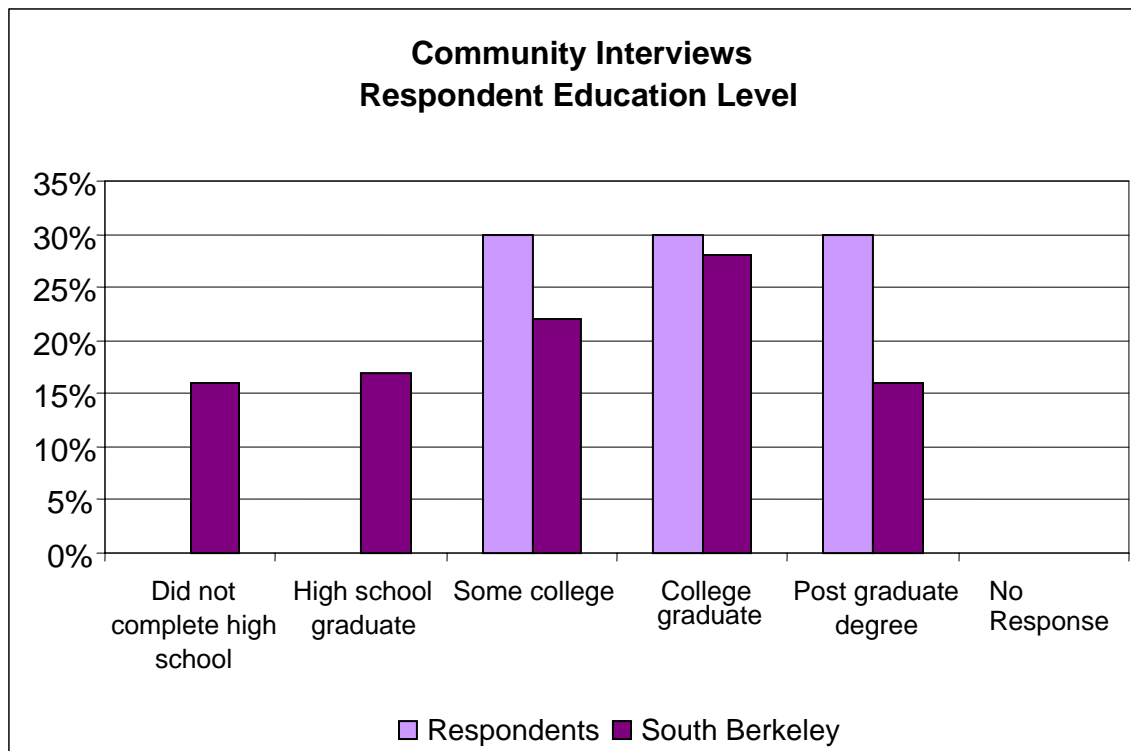


Figure 42. Community Interviewees by Education Level



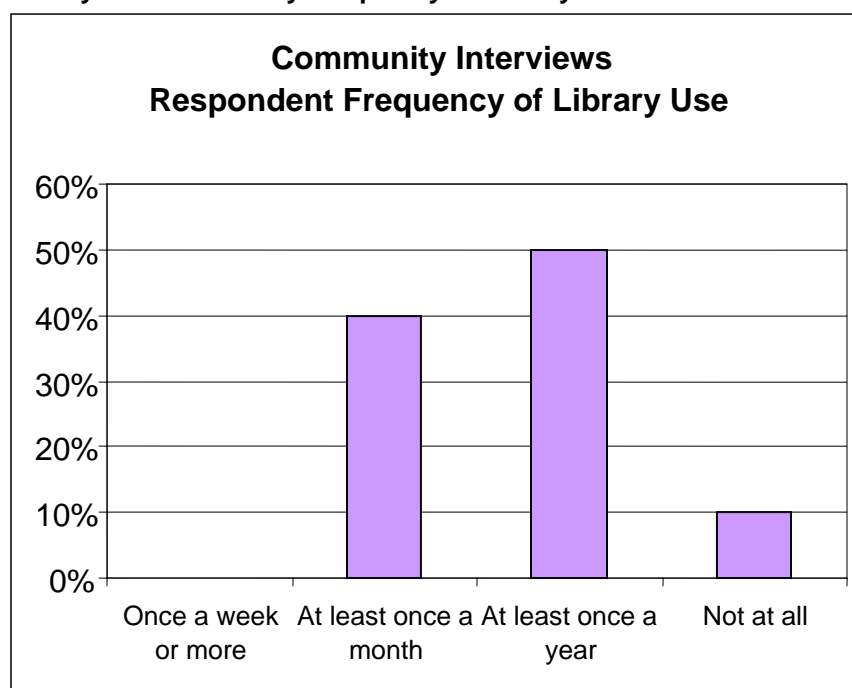
## IV. Major Trends and Findings

In addition to describing the role the South Branch currently plays in the community, the findings paint a clear picture of why people do not use the library more often and provide concrete ideas about what could be expanded or added.

### 1. Library usage

#### Frequency of Use

Figure 43. Community Interviewees by Frequency of Library Use



#### Programs and Services

The following table details the percentage of interviewees who utilize each of the services and programs mentioned.

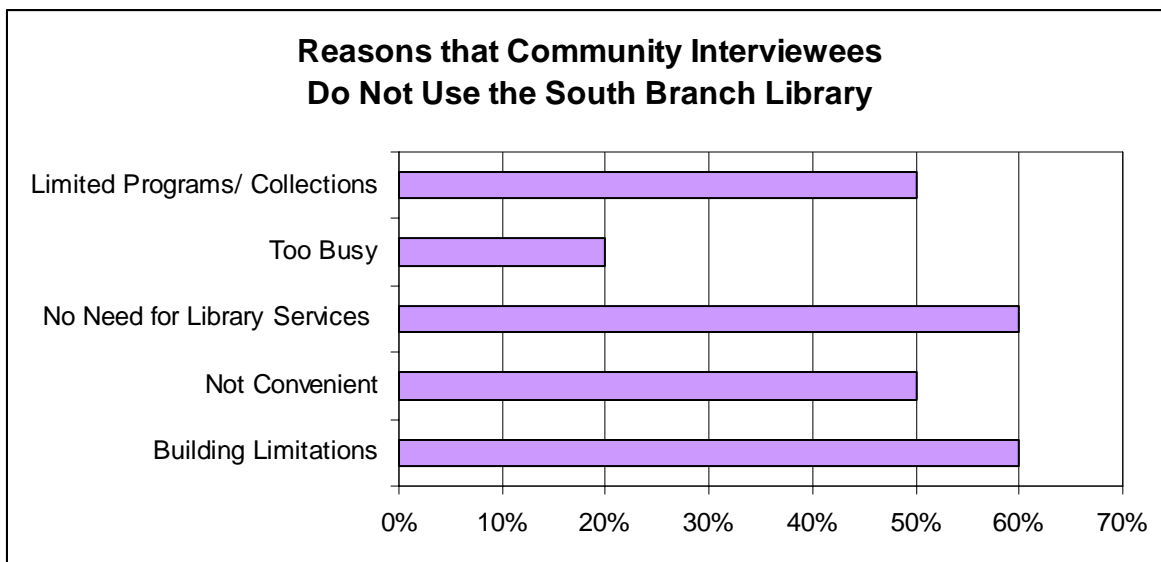
Table 13. Programs and Services Used by Community Interviewees

Programs/Services	Number of Respondents	Percent of Respondents
Tool Lending Library	5	56%
Book Collection	5	56%
Children Programs and Collection	3	33%
Multi-Media (CD, DVD, Books on Tape)	2	22%

Programs/Services	Number of Respondents	Percent of Respondents
Meeting Facility	2	22%
Information and Reference Services	2	22%
Newspapers and Magazines	2	22%
Convenient	2	22%
Teen Programs and Collection	1	11%
Job Search and Resources	1	11%

Non-Usage

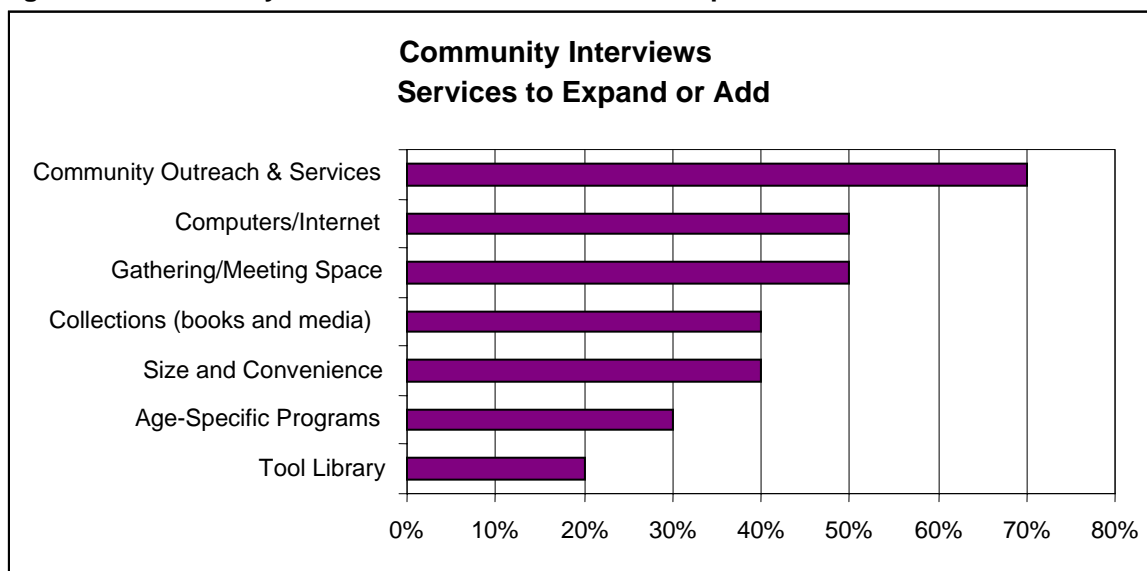
Figure 44. Non-Usage of the South Branch Library by Community Interviewees



Suggested Improvements

The following figure details the improvements and enhancements that participants suggested.

Figure 45. Community Interviewees would like to See Expanded or Added



## 2. Feedback on Potential Move

Community members across all phases agree that there are more positives than negatives. Among community interviewees, the most frequently mentioned positives are the increased convenience and access, the new, bigger building, and expanded services. This small group is most concerned with the location being less convenient for community members, an increase in traffic in the area, and the overall safety of the proposed location, although they mostly felt that increased usage of services in the area, i.e. a library, would increase the safety of the neighborhood.

Table 14. Positive Effects Community Interviewees Associated with Moving to the ERC

Positive Effects of Moving to ERC	Percentage of Respondents
Improved convenience and access (via BART and better disabled access)	100%
Larger, more modern building	80%
Expanded services (books, age specific programs)	80%
New location and larger size increases ability to serve more people	60%
Improved and/or enlarged meeting space	50%
Better location within the community	40%
Improvement to the neighborhood	40%
Possible expansion of the Tool Lending Library	20%

**Table 15. Negative Effects Community Interviewees Associated with Moving to the ERC**

Negative Effects of Moving to ERC	Percentage of Respondents
New location would be less convenient	67%
Increased traffic	56%
Do not want the current South Branch moved or changed	56%
New location has busy intersections / not pedestrian or child friendly	56%
The Ashby BART area is more dangerous	56%
Reduction of parking	22%
Concerns about financing the move	11%
Break in services during the move	11%

**“South Berkeley will see rejuvenation and revitalization; the library could be a part of that and would be a real magnet.”**

**“The library can carry its commitment to democracy a little further and engage the community in deciding how the new library should be designed and configured.”**

## Appendix 3:

### Berkeley Public Library: South Berkeley Community Assessment Survey Instrument

#### ► Introduction:

Hello, my name is \_\_\_\_\_ and I am conducting an assessment of the library needs in South Berkeley for the Berkeley Public Library. Do you have time to answer about 10 questions about the South Branch Library? It will take less than 10 minutes and all answers are anonymous.

Thank you.

1. Do you live in South Berkeley?<sup>1</sup> Yes                      No
  - a. Do you work in South Berkeley? Yes                      No
  
2. How often do you use the South Branch library?
  - a. At least once a year
  - b. At least once a month
  - c. Once a week
  - d. More than once a week
  - e. Not at all

3. Why do you go to the South Branch library?  
*Open Ended Question – once they are done answering, follow up with:*

Thank you. Now I'm going to ask you about some specific services the library offers. I apologize if some of them are repeats of what you have told me. If you could please just answer yes or no again, that would be helpful.

- Do you ever use the:
  - a. Computers yes      no
  - b. Internet yes      no
  - c. Children's programs yes      no
  - d. Asian Language Collection (Chinese and Japanese) yes      no
  - e. Media collection (e.g. DVDs, videos, PBS, BBC) yes      no
  - f. Lawyer in the Library or Free Tax Services yes      no
  - g. Teen programs yes      no
  - h. Meeting room yes      no
  - i. Tool library yes      no

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<sup>1</sup> Only give definition of area if they ask. Definition of South Berkeley – “everything from Dwight to Oakland or Emeryville, and from Shattuck to the Bay.”



**► Demographics**

I have a few quick questions about the demographics of you and your family and we are done.

11. What is your ethnicity:

- a. White
- b. African-American
- c. Latino
- d. Asian/Pacific Islander (includes Filipino)
- e. Native American
- f. Arab/Middle Eastern
- g. Multi-racial (specify \_\_\_\_\_)
- h. Other (specify \_\_\_\_\_)

12. What is your Gender:

- a. Male
- b. Female
- c. Transgender

13. What Age Range are you in:

- a. under 18
- b. 18-25
- c. 26-40
- d. 41-64
- e. 65 and over

14. Please tell me how many people in your household are in each age range:

- a. under 18
- b. 18-25
- c. 26-40
- d. 41-64
- e. 65 and over

15. What Range is your Annual Household Income:

- a. under \$25,000
- b. \$25,000- \$50,000
- c. \$50,000 - \$100,000
- d. over \$100,000

16. What is your Education Level:

- a. still in high school
- b. did not complete high school
- c. high school graduate
- d. some college
- e. college graduate
- f. post graduate degree

Thank you so much for your time and participation. The Berkeley Public Library appreciates your input. Have a great evening.

## Berkeley Public Library: South Berkeley Community Assessment Interview Protocol for Key Community Interviews

Interviewee: \_\_\_\_\_ Date: \_\_\_\_\_ Interviewer: \_\_\_\_\_

### ► **Introduction:**

We are a Berkeley-based consulting company that works primarily with education, social services, and public organizations. We provide a range of capacity building services, including planning, evaluation, grant writing, training and technical assistance. We responded to the Berkeley Library’s RFP to conduct a community assessment of the library needs of the South Berkeley community and were chosen in late July.

The purpose of the community assessment is to gather detailed information on library users’ frequency and types of use of the South Branch Library, the services people would like to see expanded or added, and the reasons people do not use the library.

In addition, the South Branch Library has been offered an opportunity to move into the soon-to-be-built Ed Roberts Campus (ERC) to be located in the EAST parking lot at the Ashby Bart Station. The second intent of this community assessment is to explore the community’s perceptions of the positives and negatives of a possible move to the Ed Roberts Campus. I will give you more details about that when we get to the relevant questions.

The community assessment has five components: a focus group of library stakeholders and users; youth led face-to-face surveys of community members; randomized phone surveys of South Berkeley residents; face-to-face surveys at the South Branch; and interviews with key community stakeholders – that’s you.

Your specific comments will be kept confidential, however we will be including a list of all 10 interviewees, so it is not anonymous. The interview data will be reported on as a group. If we want to use a direct quote, we will get your permission.

### ► **Library Usage Questions:**

17. Do you live in South Berkeley?<sup>2</sup> .....Yes No

1a. Do you work in South Berkeley?.....Yes No

Can you tell me a little about what you do and/or your connection to the public library?

18. How often do you use the South Branch library?
- a. At least once a year
  - b. At least once a month
  - c. Once a week
  - d. More than once a week
  - e. Not at all

---

<sup>2</sup> Only give definition of area if they ask. Definition of South Berkeley for this project – “everything from Dwight to Oakland or Emeryville, and from Shattuck to the Bay.”

19. Why do you go to the South Branch library?

Thank you. Now I'm going to ask you about some specific services the library offers. Some of them are repeats of what you have told me. Please just tell me if you are already aware of the service or not

- a. Computers ..... Yes.....No
- b. Internet ..... Yes.....No
- c. Children's programs..... Yes.....No
- d. Asian Language Collection (Chinese and Japanese) ..... Yes.....No
- e. Media collection (e.g. DVDs, videos, PBS, BBC) ..... Yes.....No
- f. Lawyer in the Library or Free Tax Services ..... Yes.....No
- g. Teen programs ..... Yes.....No
- h. Meeting room..... Yes.....No
- i. Tool library ..... Yes.....No

20. Do you use any other public libraries? ..... Yes.....No  
Which ones?

21. What services would you like to see expanded or added to better serve the community?

22. What are the reasons you personally don't use the library more often?

23. What are the reasons you think other community members don't use the library more often?

24. Is the current location of the South Branch an issue?  
*(If unsure, restate: is location a reason you don't use the library more often?)*

**► Introduce the situation surrounding possible move**

As you may know, the South Branch provides a lot of services to this community. However, they are not able to provide the full range of services they would like because of serious space limitations. The current branch is the smallest of all the libraries, with not enough room to have a proper children's area, teen space, computer lab, or community meeting space. But because of building code issues, it is not possible to build onto the present library structure, which already has a number of problems from the roof to the foundation.

The library has been offered an opportunity to move into the soon-to-be-built Ed Roberts Campus (ERC) at the East parking lot of the Ashby BART Station. The Ed Roberts Campus will be a center for community agencies that serve people with disabilities. It will be built in the **East** parking lot of the BART and will **not** displace the Ashby Flea Market.

A move to the new location would double the size of the South Branch and allow the tool library to possibly expand into the existing South Branch building.

The Board of Trustees has commissioned us to conduct this community assessment in part to identify the positives and negatives of the potential move, as seen by community members.

We'd like to ask your opinion first as an individual, and then we will ask you some questions that address your perspective more broadly as a community leader.

25. What do you personally think the positives would be of moving the South Branch library to the Ed Roberts Campus at Ashby BART?
26. What do you personally see as the negatives of a possible move to the Ed Roberts Campus? (*If people ask how this will be paid for, say "The cost of relocating to the Ed Roberts Campus is estimated at approximately \$2 million, which is a lot less than the cost of building a new South Branch building. The library is exploring different funding options, and obviously, being able to secure financing is a major consideration in deciding whether to not to move the South Branch."*)
27. What do you think the community might see as some of the positives of possibly moving the South Branch library to the Ed Roberts Campus?
  28. In our surveys, many people mentioned the increased space for community meeting and events. Can you think of any possibly organizations or events that might be interested in using the space if the move happens?
  29. Many people also felt that the location of the Ed Roberts Campus would be more accessible to people and serve the South Berkeley community. Could you comment on that?
30. What do you think might be some of the concerns or negatives in the community of a possible move to the Ed Roberts Campus?
  31. In our surveys, some people mentioned that the neighborhood around the Ashby BART can be dangerous. Do you think that might pose a problem for the library if it were to move?
32. If the library does decide to move, do you have suggestions for how to do outreach and engage the community around the issue?
33. Do you have any additional comments you'd like to share with us?

**► Demographics – these are multiple choice questions**

I have a few quick questions about your demographics and then we are done.

34. What is your ethnicity:

- a. White
- b. African-American
- c. Latino
- d. Asian/Pacific Islander  
(includes Filipino)
- e. Native American
- f. Arab/Middle Eastern
- g. Multi-racial
- h. Other (specify \_\_\_\_\_)

35. What is your Gender:

- a. Male
- b. Female
- c. Transgender

36. What Age Range are you in:

- a. under 18
- b. 18-25
- c. 26-40
- d. 41-64
- e. 65 and over

37. Please tell me how many people in your household are in each age range:

- |                |                   |
|----------------|-------------------|
| _____ under 18 | _____ 41-64       |
| _____ 18-25    | _____ 65 and over |
| _____ 26-40    |                   |

38. What Range is your Annual Household Income:

- a. under \$25,000
- b. \$25,000- \$50,000
- c. \$50,000 - \$100,000
- d. over \$100,000

39. What is your Education Level:

- a. still in high school
- b. did not complete high school
- c. high school graduate
- d. some college
- e. college graduate
- f. post graduate degree

Thank you so much for your time and participation. The Berkeley Public Library appreciates your input.