



Berkeley Public Library Strategic Plan 2008-2011:

Shaping the Future of
Your Library

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Berkeley Public Library Strategic Plan 2008-2011

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Executive Summary

The Berkeley Public Library (BPL) has knowledgeable staff, excellent collections, robust technology, and services that respond to its communities. The library is a resource of which the residents of Berkeley can be justifiably proud. With this strong foundation, BPL is engaged in a two-part planning process for its future. Through the *Branch Library Facilities Master Plan*, it is evaluating the capacity of the four branches and Tool Library to meet the current and future service needs of their communities.

The second part of the planning effort is this *Strategic Plan*, which defines specific strategic goals and initiatives to guide in the allocation of resources for the next three years to deliver priority library services. It builds on the planning work done in 2002-2004 and is based upon broad input from both community members and staff obtained through a series of surveys, focus groups and interviews. Approximately 1,927 residents and staff participated in the planning process.

Six library service responses were identified as priorities for the BPL through the Berkeley Public Library Survey:

- I. Reading/viewing/listening for pleasure
- II. Early literacy
- III. Providing a welcoming, safe, comfortable environment
- IV. Lifelong learning - satisfying curiosity
- V. Public access computers
- VI. Reference – get facts fast

For each of these six general priorities, this plan suggests seven strategic service goals for the Library's next three years. In turn, this plan contains 15 initiatives, or specific activities, which support the seven strategic service goals described below.

I. Reading, Viewing, Listening for Pleasure

Strategic Goal #1: Berkeley residents find the materials they need in or through BPL

Initiative 1a: Develop usage reports to identify collections most useful to Berkeley residents

Initiative 1b: Create and implement a collection development policy responsive to public demand and usage trends

Strategic Goal #2: Berkeley residents have quick and easy access to materials from the entire BPL system

Initiative 2a: Streamline sorting/shelving and delivery systems to get materials to shelves more quickly

Initiative 2b: Provide service hours of greatest use to patrons

II. Early Literacy

Strategic Goal #3: Early elementary-age children build their reading skills and their enjoyment of reading

Initiative 3: Expand the library's successful early literacy program to include second grade students and their families

III. Providing a Welcoming, Safe, Comfortable Environment

Strategic Goal #4: Berkeley residents enjoy libraries with welcoming, safe, functional and comfortable environments

Initiative 4a: Move the *Branch Library Facilities Master Plan* forward to its next step, to provide space needed at branches for enhancing service

Initiative 4b: Implement a space planning project at the Central Library with the goal of making the first three floors easier to navigate, more user-friendly, and more accessible

Initiative 4c: Maintain BPL staff diversity through recruitment and staff development and training opportunities

Initiative 4d: Develop a comprehensive safety/security plan to provide safer library environments

IV. Lifelong Learning – Satisfying Curiosity

Strategic Goal #5: A broader base of Berkeley residents are habitual library users

Initiative 5a: Develop and implement a multi-faceted plan for promoting the resources the library has purchased on behalf of Berkeley residents

Initiative 5b: Evaluate, prioritize and coordinate all library outreach activities and cultivate strategic community partnerships

Strategic Goal #6: Adults frequent Berkeley libraries for their high quality programs

Initiative #6a: Expand and publicize high quality programs for adults

Initiative #6b: Develop the Central Library as a destination point, particularly in conjunction with the Downtown Berkeley Arts District

V. Public Access Computers

Strategic Goal #7: Patrons use with ease BPL's content-rich and accessible electronic resources

- Initiative 7a: Enhance the library's web site for patron-friendliness, navigability and content
- Initiative 7b: Partner with the City of Berkeley Information Technology division on a "digital divide initiative" addressing the need for greater community access to computing resources

VI. Reference – Get Facts Fast

Initiatives related to enhanced reference service are included in 1a, 1b, 4b and 7a above.

This plan was adopted by a unanimous vote of the Board of Library Trustees (BOLT) on September 10, 2008. The strategic initiatives will be translated by library staff into specific activities with timelines for moving each initiative forward.

Introduction

Berkeley Public Library (BPL) has well-trained and experienced staff that are committed to their communities and provide accurate information and quality programs; rich and diverse collections that responds to the needs of a diverse community; a strong, capable and thoughtful administrative and management team eager to continually enhance service; and a robust automation system that is flexible enough to respond to the increasing demands of residents for the delivery of services electronically. It is fiscally responsible.

Building upon this strong foundation, BPL has undertaken a major planning initiative in two parts. A feasibility study conducted by the local firm Noll & Tam Architects focused on the capacity of the branch library facilities to meet current and future library service needs of their communities for the next 20 years. This will lead to a *Branch Library Facilities Master Plan* (BLFMP).

This *Strategic Plan* complements the facilities planning, focusing upon the delivery of library services to the communities of Berkeley.

Purpose and Use of Strategic Plan

While the Berkeley Public Library has for many years offered a diverse and effective array of services, it has done so without defined priorities. The purpose of this strategic plan is to define service priorities and initiatives for the next three years to ensure effective use of the library's resources. At its best, a strategic plan is a collaborative effort among the staff, Board of Library Trustees, and community members, is completed over a short period of time, and provides a blueprint for meaningful change.

In January 2008, the Trustees contracted with a library consultant to work with staff on the creation of a new strategic plan, using the vocabulary for service responses described in the 2007 Public Library Association's *Strategic Planning for Results* to prioritize the services most needed by Berkeley residents.

Prior Planning Efforts

Between 2002 and 2004, BPL engaged in a strategic planning process coordinated by an outside consultant and library staff. Sixty community members were invited to discuss the future of Berkeley over the next five years and develop a vision and determine desired outcomes for the city's future. The collective vision/outcomes were taken then to regional groups

roughly corresponding to the service areas of the Central Library and the four branches for further discussion. From these community discussions, the library developed a statement of priority needs and major goals.

Of the 13 stated priority needs, several expressed shared values that are part of the culture of Berkeley, must be in the background of all planning efforts, but may not relate directly to library service. They include:

- Concern with issues that affect the quality of life of Berkeley residents such as the preservation of green spaces and active respect for the environment
- Interest in cooperating with the University of California and other institutions in resolving regional issues such as parking, transportation, air pollution
- Support of local businesses
- Desire to maintain the diversity in the City through such efforts as providing affordable housing and living wage opportunities

Other priority needs were incorporated into the five goals:

- Provide high-quality customer service with well-trained staff and sufficient resources.
- Ensure that all library facilities are attractive, clean, safe, secure, and functioning.
- Enhance library collections and programs to serve Berkeley residents of all ages and to meet the needs of our diverse, multicultural community.
- Increase access to all forms of information.
- Increase outreach to the community to maximize use of library resources and to determine unmet needs. Create partnerships to use resources more efficiently and to better serve the Berkeley community.

From these goals, staff developed a plan of action that included 174 distinct service objectives and/or activities. Although this plan was not officially adopted, over 70% of the service objectives have been fulfilled or partially completed.

This strategic plan builds upon the work of the 2002-2004 planning efforts, and provides a way to demonstrate to taxpayers, stakeholders, and the Board of Library Trustees the library's goals and initiatives that respond to the needs of Berkeley residents.

Strategic Goals and Initiatives 2008 - 2011

From the work done during this strategic planning process, it is apparent that there are six services, or service responses, that are considered priorities by Berkeley residents and BPL staff:

- Reading/viewing/listening for pleasure
- Early Literacy
- Providing a welcoming, safe, comfortable environment
- Lifelong learning-satisfying curiosity
- Public access computers
- Reference – get facts fast

BOLT members, staff, and community members have suggested ways to enhance these services. These have been summarized in seven *strategic goals* and fifteen *initiatives* for the next three years. All have an impact on staffing, collection, facility and other resource allocation.

The goals and initiatives proposed for the next three years are designed to strengthen the priority services identified by community members and staff and to increase the value of the library to the entire Berkeley community by marketing its resources both to current users and to those who may not yet know how the library can enrich their lives. They are all consistent with the City's mission:

Our mission is to provide quality service to our diverse community; promote an accessible, safe, healthy, environmentally sound and culturally rich city; initiate innovative solutions; embrace respectful demographic participation; respond quickly and effectively to neighborhood and commercial concerns, and to do in a fiscally sound manner.

The initiatives are also consistent with the library's mission statement adopted by the BOLT:

The Berkeley Public Library supports the individual's right to know by providing free access to information. The Central Library and four neighborhood Branch Libraries are committed to developing collections, resources, and services that meet the cultural, informational, recreational, and educational needs of Berkeley's diverse, multi-cultural community.

- *The Library supports independent learning, personal growth, and the individual's need for information.*

- *Helpful and expert staff welcome the opportunity to provide quality library services and programs.*
- *Berkeley Public Library -- an institution shaped by Berkeley's traditions, characteristics, and environment -- belongs to the entire community.*

They include and complement the Berkeley Public Library Priorities included in the budget for fiscal year 2009:

- *Complete the two studies (services and facilities), including community engagement, and integrate into an action plan.*
- *Research ways to maximize the effectiveness of providing public hours at all the Branches and the Tool Library.*
- *Continue to identify and explore the needs of underserved communities in Berkeley for library services and pursue opportunities for extending library service beyond the Library's physical facilities.*
- *Address the needs of the Branches for repairs and capital improvements, pursuing creative alternatives for financing.*

Service Response: Reading, Viewing, Listening for Pleasure

The library's collections are extremely important to Berkeley residents. Fiction, non-fiction, best-sellers and new books, DVDs, and music CDs for adults are in high demand. Children's collections circulate well beyond the level expected given the population of children.

Strategic Goal #1: Berkeley residents find materials they need in or through BPL

Initiative 1a: Develop usage reports to identify collections most useful to Berkeley residents

Note: Statistics will be aggregated so that the individual privacy of all library patrons is honored.

Time Frame: 2008-2009

Milestones:

- Statistics identified and baseline established for each
- Usage reports are generated quarterly

Initiative 1b: Create and implement a collection development policy responsive to public demand and usage trends

Time Frame: Initiated 2009-2010; Implemented 2010+

Milestones:

- Senior Librarian for collection development hired

- Collection development policy drafted and implemented
- The size of different elements of the collection is more consistent with their use, as measured by collection circulation and turnover rates

Strategic Goal #2: Berkeley residents have quick and easy access to materials from the entire BPL system

Initiative 2a: Streamline sorting/shelving and delivery systems to get materials to shelves more quickly

Time Frame: 2008-2011

Milestones:

- Central Library sorting/shelving workflow study completed; recommendations for streamlining proposed 2008-2009
- Recommendations implemented according to proposed schedule 2009-2011
- Cost of self return service assessed

Initiative 2b: Provide service hours of greatest use to patrons

Time Frame: 2009-2010

Milestones:

- Study of use patterns initiated and evaluated
- Hours expanded or adjusted according to use patterns, depending upon budgetary constraints

Service Response: Early Literacy- Create Young Readers

The early literacy program targeting preschoolers and toddlers is well-established, well-used by parents, care-givers and teachers, and is effective in encouraging a love of reading. The next phase is to encourage early elementary school children who are mastering the mechanics of reading and their families to continue recreational reading in order to reinforce a lifelong enjoyment of reading and learning.

Strategic Goal #3: Early elementary children build their reading skills and their enjoyment of reading

Initiative 3: Expand the library's successful early literacy program to include second grade students and their families

Time Frame: 2008-2010

Milestones:

- Work with schools to create programs that will strengthen the reading skills of early readers, particularly those who are not strong readers
- Identify potential community partners to make this a city-wide effort
- Implement programs

Service Response: Providing a Welcoming, Safe, Comfortable Environment

According to the BPLS, one of the top three service responses to be emphasized in the BPL is providing a welcoming, safe, comfortable library environment. This encompasses facilities, staff and security at both branches and Central Library.

Facilities: Branches

An assessment of the branch facilities has been completed and the facility and service deficiencies of the four branches and the Tool Library have been identified, along with recommendations for renovation and/or expansion that will create more functional, accessible, comfortable, and safe environments in each. A bond measure is on the local ballot in November to finance the improvements.

The service constraints and inability to respond to the desire for more books, audiovisual materials, computers and programs are almost entirely a function of limited space in the branches. Little can be done to improve the comfort, increase collections or access to computers, or improve venues for library programming in the existing facilities. The cost of the proposed program to improve all four branches and the Tool Library is \$26 million. The buildings would be brought up to code, meet seismic and accessibility standards, provide environmentally sustainable “green” operations, and expanded to include increased space for library programs and community meetings.

Facilities: Central Library

The Central Library has several functions. It is the administrative headquarters and houses the human resources, accounting, technical services and IT units that serve the entire system. It holds the largest collection of materials, including specialized reference resources, and reference specialists. It has the library’s Computer Lab and the largest Community Room. It also houses one of the Friends of the Library bookstores.

The residential population of downtown Berkeley is increasing with the construction of new housing. Many also work in the downtown area and pass through nearby transit hubs. The Central Library serves as the community library for these persons.

Teens identified some of their library service preferences: a space of their own in the Central Library that allows for conversations, computers, food, homework assistance, and programs. While it is important to provide a teen-

friendly space at Central for teens, it is also important to work with other service providers to determine what the library should provide in the way of services before that space is designed. The YMCA is building a large Teen Center for program-oriented services in the downtown area. The Berkeley High School library serves all public school teens in the city. The City's Recreation & Parks Department, Berkeley Youth Alternatives and Vera Casey Center all have programs for teens. Will the library provide a structured space for study, space for programmed activities, be a drop-in center?

Staff

The well-trained and helpful staff of BPL are valued by Berkeley residents. It is important that BPL continue to recruit and retain excellent staff and that the staff reflect the diversity in ethnicity, culture, age, and gender which the Berkeley community embraces.

Security

Berkeley libraries exist in an urban environment. A concern voiced by a number of BPLS respondents, teens, and staff is the number of library users who "act up" and create a volatile environment, particularly at the Central Library. This is a deterrent to its use by unsupervised upper elementary students and teens, whose parents are concerned for their safety.

Strategic Goal #4: Berkeley residents enjoy libraries with welcoming, safe, functional and comfortable environments

Initiative 4a: Move the *Branch Library Facilities Master Plan* forward to its next step, to provide space needed at branches for enhancing service

Time Frame: 2008-2011

Milestones:

- Funding sources for branch facility improvements explored and secured
- Organizational structure in place for administering branch improvements
- Consulting architects and project managers under contract

Initiative 4b: Implement a space planning project at the Central Library with the goal of making the first three floors easier to navigate, more user-friendly, and more accessible

Time Frame: 2008-2011

Milestones:

- Space planner contracted to work with staff to analyze spaces 2009-2010
- Plan for reorganization complete in 2009-2010, including:

- Computer location that provides for easy access, supervision, and noise management
- Space that is conducive to reference and readers' advisory service
- Signage plan developed that assists patrons to "wayfind" and use the library independently
- Implementation of plans according to proposed schedules 2010-2011
- Policy and plan developed for use of the Central Library Community Room for after hours use 2009-2011
- Focus determined for teen services and the space needed at Central for a Teen Area, including:
 - Senior Librarian for Teen Services hired to oversee programming targeted at teen audiences
 - The role of the library for teens in the downtown area vis-à-vis community partners (YMCA, Berkeley High School, etc.) is clarified 2008-2009
 - Funding identified for redesign of Central Library teen space 2009-2011

Initiative 4c: Maintain BPL staff diversity through recruitment and staff development and training opportunities

Time Frame: 2008-2011

Milestones:

- Staff development and training plan in place to support employees interested in advancement on BPL's career ladder
- Continuation of collaboration with Friends of the Library to provide scholarships for staff working toward an MLS degree
- Regular BPL presence at ALA recruitment events

Initiative 4d: Develop a comprehensive safety/security plan to provide safer library environments

Time Frame: 2008-2010

Milestones:

- Emergency evacuation plans finalized for all library facilities 2008-2009
- Procedures developed for consistent use of security cameras and their data streams 2009-2010
- Procedures in place for working with community partners to support the marginalized and service-resistant 2009-2010

Service Response: Lifelong Learning – Satisfying Curiosity

Lifelong Learning is a core service response to a community like Berkeley with many highly educated residents who explore topics of personal interest and continue to learn throughout their lives.

From the Customer Satisfaction Survey of 2007 and general comments from community members associated with all surveys and community meetings, it is apparent that library service is valued by the many Berkeley residents who use the library on a regular basis. Over 88% of the BPLS respondents use the library monthly and over 27% weekly. Over 85% of the southwest Berkeley survey respondents have used a library in the past year, and 40% frequently. The level of satisfaction is high, almost 75%.

There are, however, other community members who are not in the habit of using the library. They are not utilizing the resources purchased on their behalf by the library. The HTA survey indicates that both library users and non-users are not fully aware of what the library has to offer, and that once made aware of the library's resources, many showed increased interest.

Reaching non-users involves responding to the reasons they do not use the library. The top four reasons stated by southwest Berkeley residents and echoed by respondents to the BPLS are that they have access to a computer at home or work, they are too busy, they buy their own books/movies/music, and/or they use the Internet to get information. Both surveys cited, in smaller numbers, lack of parking, that the library does not have what they want, hours, limited accessibility and distance from the library.

The library's resources must be publicized for easy use by busy residents, be explained in such a way that their relevance becomes apparent, and be integrated with their use of the Internet.

Another aspect of lifelong learning is library programming. The adult population of Berkeley is largely well-educated and interested in their community and the world. Their interest in lifelong learning is addressed through educational, cultural and civic programs at the library. There is considerable support for providing programs for adults reported in the BPLS. The programs that were ranked highest by respondents for themselves and/or their families include:

- Cultural programs (art, music, literary)
- Programs on life issues
- Programs on hobbies or special interests

- Adult book discussion
- Programs highlighting various cultures
- History programs

The California State Library has recognized the importance of re-defining library service to adults, particularly of the 'baby boomer' generation, and is encouraging the development of innovative adult programs for adults who are active well into their retirement years.

Strategic Goal #5: A broader base of Berkeley residents are habitual library users

Initiative 5a: Develop and implement a multi-faceted plan for promoting the resources the library has purchased on behalf of Berkeley residents

Time Frame: 2008-2011

Milestones:

- Scope of marketing plan defined 2008-2009
- Marketing plan complete 2009-2010
- Marketing plan implemented according to proposed schedule 2010-2011
- Library publicity appears consistently in selected venues in a timely manner
- Using the HTA's *Community Assessment of Unmet Library Needs* study of Southwest Berkeley, plan a pilot outreach program for southwest Berkeley that includes:
 - Identification of library resources that could be useful to groups within the community 2008-2009
 - Identification of underserved community groups or segments with specific needs
 - Implementation of outreach
 - Plan developed (2009-2010) and implemented (2009-11) for expanding the pilot program to other areas and groups within the City
- The Library is identified by the City as a primary source of information needed by residents to implement city-wide initiatives 2009-2011

Initiative 5b: Evaluate, prioritize and coordinate all library outreach activities and cultivate strategic community partnerships

Time Frame: 2008-2011

Milestones:

- All current library outreach identified
- Potential strategic community partners identified

- Partnerships established with community groups, with plans for delivering library services outside the walls of the library
- Outreach service delivery implemented according to plan

Strategic Goal #6: Adults frequent Berkeley libraries for their high quality programs

Initiative #6a: Expand and publicize high quality programs for adults
Time Frame: 2008-2011

Milestones:

- The library's niche and purpose for providing adult programs in Berkeley is defined 2008-2009
- Strategic partners identified for co-sponsoring and publicizing programs 2009-2010
- Programs planned on a yearly basis 2009-2010 +
- LSTA grant funds "baby boomer" long-term program 2009-2010

Initiative #6b: Develop the Central Library as a destination point, particularly in conjunction with the Downtown Berkeley Arts District

Time Frame: 2009-2011

Milestones:

- Participation in planning for the opening of the Magnes Museum in 2010
- Library and Library events are officially part of the Downtown Berkeley Arts District planning and publicity
- Partnerships are formalized with other downtown institutions (Berkeley Art Museum/Pacific Film Archive, Downtown Berkeley MusicFest, JazzSchool, etc.) to develop cooperative events and programs

Service Response: Public Access Computers

This service response includes two elements. The first is the provision of public access computers in the libraries. Library computers are heavily used and help bridge the digital divide caused by economic disparities in the community. They are also a convenience for those with their own computers, as indicated by the 30% of BPLS respondents who use both their own and the library's computers. Over 77,500 "sessions" of computer use were recorded in the previous fiscal year. This does not include the library's single-purpose online catalogs.

The second element is the library's online presence – BPL's electronic library. The e-library must be easy to use. Elements of this service include:

- Providing easy access to the library's resources for those with limited time
- Providing sophisticated resources for computer-savvy Internet users
- Using "push technology" to reach potential users
- Developing the mechanism for an "online community" to facilitate communication with Berkeley residents

Strategic Goal #7: Patrons use with ease BPL's content-rich and accessible electronic resources

Initiative 7a: Enhance the library's web presence for patron-friendliness, navigability and content

Time Frame: 2008-2011

Milestones:

- Enhancements to the online public access catalog's (OPAC) usability and searchability identified, tested, and implemented
- Review of BPL web site completed
- Recommendations from web site review implemented

Initiative 7b: Partner with the City of Berkeley Information Technology division on a "digital divide initiative" addressing the need for greater community access to computing resources

Timeframe: 2008-2011

Milestones:

- Computer training developed, supervised by BPL "Tech Helper" volunteers, and taking place both at BPL locations and at the off-site locations of community partners
- Training in the use of BPL's electronic resources made more broadly available to residents

Service Response: Reference – Get Facts Fast

Reference service is valued by Berkeley residents. The service is related both to "getting facts fast" as well as to getting general assistance with the library's resources and services. Comments from respondents to the BPLS indicate satisfaction with the high-quality one-on-one help that is provided by library staff to patrons of all ages, and which ranges from relatively simple questions about materials for homework assignments to the most complex reference questions.

The ability to "get facts fast" has been enhanced by the availability of electronic resources – the Internet and electronic information databases. Recommendations for this aspect of reference service are included in initiatives 2a, 2b, 4b and 7a above.

Conclusion and Next Steps

After presentation of the draft *Strategic Plan* to the Board of Library Trustees and the Board's approval of a final document, Library staff will present the plan to the community at a series of public meetings at the neighborhood branch libraries in September and October of 2008, and to the Boards of the Berkeley Public Library Foundation and the Friends of the Berkeley Public Library.

The staff steering committee will reconvene to develop specific activities based upon each strategic goal and initiative, and propose priorities and timelines to the Library management team.

The Deputy Director of Library Services will provide oral and written progress reports to the Board of Library Trustees on a semi-annual basis, more frequently when fiscal impacts warrant an update.

Appendix 1: Methodology

To identify strategic initiatives for the next three years, it was important to gather as much community and staff input as possible. The primary tool was the Berkeley Public Library Survey (BPLS), described below. Additional resources informed the goals and initiatives:

1. Berkeley demographics and community characteristics
2. Berkeley Public Library use statistics
3. Information gleaned from the *Data Summary for the Southwest Berkeley Needs Assessment* conducted by Hatchuel Tabernik & Associates (HTA) that included a survey of 327 persons who live or work in southwest Berkeley
4. A customer satisfaction survey conducted in 2007 that included 262 respondents
5. A study conducted by library consultant Nancy Crabbe in January 2008 on collection development, with emphasis upon the selection and ordering of library materials
6. Research in partnership with Market Research faculty and students at the University of California, Berkeley (UC Berkeley), who conducted focus groups and interviews with 60 teens ages 13 to 18 about library service preferences
7. Information from the *Branch Library Facilities Master Plan*, including 300 surveys filled out at neighborhood libraries and community meetings that were conducted at each branch to discuss options for renovations and to receive additional comments on services
8. Two additional community meetings held at the Central Library and North Branch to discuss service priorities.
9. Insights and recommendations from BPL staff. To ensure staff participation, the strategic planning process was overseen by a Strategic Plan Steering Committee composed of seven staff members and chaired by the BPL Deputy Director. This group reviewed the prior planning work from 2002-2004, organized and attended community meetings, helped construct the survey instrument, and encouraged participation in the staff focus groups. Much of the input from the staff focus groups has been incorporated into the strategic initiatives below. Six focus groups were conducted with staff, with a total of 38 participating from Administration, Children's and Teen Services, Central Adult Services and Circulation Services, Technology and IT, Literacy, Volunteers and Outreach, and Branches.

With these resources, at least 45 staff members and up to 1,927 community members provided input into the planning process: 48 in community meetings, 930 through the library survey, 300 BLFMP surveys, 327 with the HTA survey of southwest Berkeley, 262 through the 2007 customer satisfaction survey and 60 through the work with teens by UC Berkeley students. The actual number may be somewhat smaller, since there is likely to be some overlap or duplication in the various surveys. Nonetheless, this is a strong representation of Berkeley residents and library staff.

Data Analysis and Input from Community and Staff

Berkeley Public Library Survey (BPLS)

By far the largest number of community members participated in this planning process through the BPLS. Between March 22 and May 5, 2008, a total of 930 valid responses were received. This is an outstanding response. The survey included four basic segments:

- Demographic questions: zip code, age group, age of minor children
- Questions related to current use of the Berkeley Public Library: frequency, materials, activities, programs, computers; and reasons for not using the library or not using it more frequently
- General questions: need for materials in languages other than English, access to computers and the Internet
- Questions to determine what the priority service responses of the BPL should be and interest in programs for adults.

The survey was made available in paper format and through an online survey utility, SurveyMonkey. A concerted effort was made to reach as many Berkeley residents as possible. Paper surveys were distributed in all the branch libraries, at all service desks at the Central Library, at all BPL programs, at the downtown YMCA, at Berkeley Rent Stabilization Board offices, at Strawberry Creek Lodge senior residences, at three Head Start sites (10th Street, Oceanview and Centro Vida), at the Bahia after school program, and at the Berkeley READS literacy program tutor trainings. A total of 625 paper surveys were collected.

The online survey was accessible from the library's web site. In addition, an introduction to the survey and a direct link to the survey were distributed electronically through the Berkeley Unified School District e-trees for 13 schools, the e-tree for incoming freshmen at Berkeley High School, the web sites of the Berkeley Rent Stabilization Board and the Central Berkeley Neighborhood Association Yahoo Group and the e-mail lists of Council members Darryl Moore, Gordon Wozniak, Kris Worthington, Linda Maio, Laurie Campbell and Max Anderson. There were 305 online responses.

Berkeley Population vis-à-vis Survey Respondents

The survey reached a representative sampling of Berkeley residents. The age distribution of the respondents does not match exactly the age distribution of the population of Berkeley, yet there were enough in each age range to make some valid assumptions about service priorities.

Age Grouping / Number Respondents	Survey Respondents	Population American Community Survey 2006	Population Census 2000
0-14 (70)	7.84%	9.23%	11.8%
15-19 (57)	5.88%	12.08%	7.80%
20-44 (298)	30.72%	44.32%	47.10%
45-64 (398)	41.13%	23.95%	22.30%
65+ (140)	14.43%	10.42%	10.30%

Geographic Distribution of Respondents

There is significant representation from each geographic area of the city, enough to provide insight into service needs. Charts below show the distribution of respondents by area of the city and by library used.

*Southeast and Central share zip code 94704; population and respondents are counted in both areas

Survey Respondents by Area			
Area	Zip Codes*	Percentage of Berkeley Population	Percentage of Survey Respondents
Central	94703, 94704, 94709	46.48	37.9
Southeast	94704, 94705	30.61	16.1
Northeast	94707, 94708	20.57	22.4
West	94702, 94710	21.63	32.6

Survey question #10 asked “which libraries have you used in the past year?” The 870 responses are significant because they further demonstrate representation from users of all five of the Berkeley service delivery points: Berkeley Central, North Branch, West Branch, Claremont Branch, and South Branch. It is apparent from the percentages that many use more than one Berkeley library.

Use of Berkeley Libraries-Percentage of Respondents	
Berkeley Central	83.1
North Branch	50.1
South Branch	25.4
Claremont Branch	26.1
West Branch	30.2

Survey Limitations

The survey is most useful in determining the use and priorities of adults. While the survey was made available throughout the community, most of the respondents were adults. The interests of children were represented, to some extent, by adults who are parents or guardians, although only 33.4% reported having children under the age of 19 living at home. Library use statistics are more useful in evaluating children’s services and are included below.

The small number of teen survey responses is supplemented by data from focus groups conducted by UC Berkeley Market Research students described below.

Despite the effort to bring the survey into the community to reach non-users, results are heavily biased toward current library users. Over 97% of BPLS respondents reported having used the library during the last year and 88.1% of respondents use the library at least monthly. As a result, the survey provides excellent information about current library users and little about those not currently using the library. It did, however, provide insights into why they do not use the library more frequently.

The survey question asking for which activities respondents use the library (13) did not include as a choice “use the library’s computers”. As result, the importance of public access computers in the library may be under-emphasized. However, survey respondents were asked if they use the library’s computers (about a third do), whether they use the library’s web page (26.3% of the 666 who responded do), and over 28% indicated that computer training is a program that would be of use to them or their families. Staff report that the library computers both at branches and Central are almost continually in use, that there is always a waiting line for walk-in reservations, and that the computers are in high demand. The number of patron computer “sessions” within the libraries during the previous 12 months was a formidable 77,530; this does not include use of online public access catalog terminals or accessing the library’s web page from outside the library.

It is safe to assume that public access computers are a valuable library resource and one that should continue to be emphasized. This is confirmed by the response to the survey question asking respondents to rank priority services; over 83% ranked public access computers as a number 1 or 2 priority.

Survey Results

The survey instrument is included in Appendix 1. It asks for demographic information about respondents, which libraries they use and how often, why they do not use the library more frequently, their access to and use of computers at the library and elsewhere, their need for materials in international languages, and additional comments. Other data – which materials and services are used, which service responses should be emphasized in Berkeley libraries, and which programs would be of interest to respondents or their families – are summarized in the following pages.

Use of the Library

BPLS respondents of all ages currently use the library most for its collections (67.9% borrowing materials and 45.6% who pick up materials sent from other libraries), followed by the use of the library as a place to sit and read (42%), explore personal interests (39%) and use the library’s web page (26.3%). These priority services were generally the same regardless of age, geographic location of respondent or which libraries were used.

Summary of Use of the Library-All Ages	
Activities	Percentage of Respondents
Borrow Library Materials	67.9
Pick Up Books from Another Library	45.6
Sit and Read	42.0
Explore a personal interest	39.0
Use library’s web page	26.3
Special Events	24.2
Find Information about Community	21.9
Reference Assistance	20.7
View an Exhibit	18.5
Tax Forms	17.7

Do Homework	17.7
Visit FOL Store	17.3
Use Wireless Connectivity	16.7
Meet Friends	11.7
Tutoring	6.3
Literacy Assistance	3.6

Most Popular Materials

The current use of adult materials is quite consistent among adult age groups, areas of the city and library facilities. Fiction and non-fiction are the top two choices for all except the 20-24 age group. Three top choices – Fiction, Non-fiction, and DVDs – are in the top four of all age groups. Best-sellers & New Books and Reference are in the top 6 in all but one age group.

Use of Materials by Adults								
	#1	#2	#3	#4	#5	#6	#7	#8
20-24 (39)	Fiction	DVDs	Non-fiction	Music CDs	Reference books	Best sellers / New books	Magazines	Homework-related materials Books on CD
25-34 (84)	Non-fiction	Fiction	Reference books	DVDs	Best sellers / New books	Music CDs	Jobs/Career	Magazines
35-44 (175)	Fiction	Non-fiction	DVDs	Music CDs	Books for preschool children	Children's recreational reading		Books on CD
						Reference books		
45-64 (398) Baby Boomers	Non-fiction	Fiction	Best sellers / New books	DVDs	Reference books	Music CDs	Books on CD	Magazines
65 + (140)	Fiction	Non-fiction	Best sellers / New books	DVDs	Reference books	Magazines	Music CDs	Books on CD

The information on use of materials by children and teens is limited, but emphasizes recreational reading.

Use of Materials-Children and Teens				
Ages	#1	#2	#3	#4
0-14	Children's recreational materials	Homework-related materials	Children's audiovisual items	Preschool books

15-19	Teen recreational materials	Teen magazines	Teen audiovisual items	
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Library Service Responses to be Emphasized in Berkeley Libraries

Survey respondents were asked to rate each of 18 possible service responses from “1” (most important services to be emphasized) to “4” (least important). The service responses are those used in the Public Library Association’s *Strategic Planning for Results*, used by many libraries throughout the United States to help describe a variety of possible library services and roles. A description of each service response is included in Appendix 2.

Whether using only the “1” responses or combining the “1” and “2” responses, the ranking of service responses is nearly the same.

Priority Service Responses-Percentages-All Ages		
	Percent Rating “1”	Percent Rating “1” or “2”
Reading/viewing/listening for pleasure	72.1	87.4
Early literacy	71.4	87.5
Provide a welcoming, safe, comfortable environment	71.0	86.2
Lifelong learning-satisfying curiosity	66.3	85.9
Public access computers	62.5	83.5
Reference-getting facts fast	61.0	85.2
Teen and adult literacy	61.8	82.3
Information literacy-finding, evaluating and using information	57.1	80.8
Community resources, services and activities	45.6	80.2
Homework help/support of formal education	43.5	74.3
Local, national and world affairs to develop informed citizens	44.7	73.7
New immigrants	34.8	70.6
Life Issues (finance, health, retirement, etc.)	30.9	65.6
Promoting awareness of different cultures	39.7	73.8
Jobs & career development	31.9	63.3
Genealogy and local history	23.9	59.2
Support for businesses and non-profits	18.9	52.6
Create print/video/audio or visual products	18.2	41.2

Of the six top ranking service responses for all ages, all but one age grouping has the six among its top eight selections. Comfortable environment, reading/viewing/listening for pleasure, early literacy and lifelong learning are consistently high-ranking, with computers and reference slightly behind. There are additional differences by age for the 6th through 8th rankings.

There is some consistency between the current use of materials and services and what respondents suggested as priority service responses for the Berkeley Public Library. “Reading/viewing/listening for pleasure” and “lifelong learning” are represented by the popular fiction, non-fiction, DVD and music CD collections and by the activity of borrowing materials and exploring personal interests. The emphasis on providing a “welcoming, safe, comfortable” environment correlated directly with the use of the library to “sit and read”.

As represented by the survey respondents, however, there are some disconnects between the way people use the library and what they think the library should provide.

One of the two highest priorities for emphasis is early literacy. This involves picture book and board book collections, media kits and story times for toddlers and preschoolers. Neither the collection nor the programming for preschoolers was ranked as a service used by a large percentage of the survey respondents, although almost 90% considered “early literacy” either #1 or #2 in library service response priority. This can be attributed to the fact that only about 34% of the respondents reported that they had children less than 19 years of age living at home. It does point out that even community members without children expect the library to support early literacy.

“Teen and adult literacy” and “information literacy” are not services used heavily by respondents, although they ranked these services as #7 and #8 in priority services appropriate for the library to offer.

Programs of Interest to Respondents and/or Their Families

BPLS question #16 asked which programs would be of interest to respondents or their families if provided by BPL.

By far, the greatest enthusiasm was evident for cultural programs: art, music and literary programs. This is consistent with the educational attainment of community members and the support of Berkeley residents for the arts. A variety of other programs – life issues, hobbies or special interests, book discussions, different cultures and history – were of interest to one-third or more of the respondents.

Program	Percentage of Respondents
Cultural programs (art, music)	59.3
Programs on life issues	37.0
Programs on hobbies or special interests	36.8
Adult book discussion	35.4
Programs highlighting different cultures	34.6
History programs	33.2
Entertainment programs	28.9
Literary programs	28.5
Civic programs	28.5
Computer training	28.5

Volunteer opportunities	27.6
Summer Reading Program for children	26.6
College preparation/financing	21.4
Programs for families	21.2
Children's book-related programs	20.5
Preschool story times	17.7
Teen reading program	16.9
Toddler story times	14.9
Teen recreational programs	12.7
Teen book discussion	11.8
Children's book discussion	10.0
Library-sponsored blogs	9.7

The type of programming varied considerably according to age grouping, although cultural programs were consistently the favorite choice for teens and adults. Adult programming is and will continue to be a popular service.

Interest in Programming by Area and Library Used								
	#1	#2	#3	#4	#5	#6	#7	#8
All Respondents	Cultural	Life issues	Hobbies	Book discussion	Cultures	History	Entertainment	Literary
Area								
Central	Cultural	Cultures	Book discussion		Life issues	Volunteer	Civic	Literary
			Hobbies					
Northeast	Cultural	Hobbies	Culture	Life issues	Book discussion	History	Volunteer	Children's summer reading
								Literary
								Civic
Southeast	Cultural	Life issues	Book discussion	Hobbies	Civic	Cultures	Volunteer	Entertainment
								College prep
								Literary
West	Cultural	History	Life issues		Cultures	Computer training	Book discussion	Civic
			Hobbies					
Library Used								
Berkeley Central	Cultural	Hobbies	Book discussion	Life issues	Cultures	History	Literary	Civic
North Branch	Cultural	Life issues	Book discussion		Cultures	History	Literary	Children's summer reading
			Hobbies					
South Branch	Cultural	Book discussion	Cultures	Hobbies	Life issues	History	Civic	Computer training
Claremont Branch	Cultural	Book discussion	Hobbies	Life issues	Cultures	Civic	History	Volunteer
West Branch	Cultural	Hobbies			Book discussion	History	Literary	
		Cultures						

Demographics and Library Use Statistics

Demographics can be an indicator of services needed in a community, which then can be verified through direct contact with residents. The following summary of Berkeley demographic information, primarily from the 2000 Census, compares the Berkeley data to that of California as a whole, and suggests services consistent with the demographics.

Population and Age Distribution

Comparing the population figures from the 1990 and 2000 census data and the 2006 American Community Survey, it is apparent that the population of Berkeley is declining slightly. While there is a significant numbers of residents in all age groups, the population of residents 18 years old or younger is lower (14.1%) than for the state (27.3%); the population of adults is correspondingly high. Services to children and teens will always be important to their growth as students, lifelong learners and citizens, but the services to adults may need to be enhanced as the population ages. The interest in expanding programming for adults is confirmed by the BPLS.

Social Characteristics

The population is diverse, with a higher percentage of Asians (16.4% compared to 10.9%) and Black or African Americans (13.6% compared to 6.7%) than the state as a whole, and a lower but growing percentage of residents with Latino or Hispanic origin (9.7% compared to 32.4%). The Asians are predominantly Chinese, with smaller populations of Japanese, Korean, Asian Indian and Filipino residents.

Over 27% of Berkeley residents speak a language other than English at home, and 7.6% are linguistically isolated. While this is lower than that for the state, it still represents a large number of residents and argues for a multilingual collection, English language learning materials and literacy services, and the need to reach out to different segments of the community to publicize the library and its resources. The need for materials in international languages was confirmed in the BPLS; over 43% of survey respondents indicated they would use materials in languages other than English.

Economic Characteristics

There is diversity in the economic condition of Berkeley residents. While the per capita income for Berkeley was higher than for the state (\$30,477 compared to \$22,711), and the preliminary unemployment data for April 2008 indicates 5.0% unemployment for Berkeley compared to 6.1% for the state (State of California, Employment Development Department, Labor Force Data), the median household income was lower (\$44,485 compared to \$47,493) and the persons living below the poverty level was higher (20.0% compared to 14.2%). The resources provided in the library will have to meet the disparate needs of residents, from those with limited incomes to those who are relatively affluent.

Educational Attainment

Berkeley residents are highly educated, in part attributable to the presence of the University of California. More than 92% of those over 25 are high school graduates, over 64% have a bachelor's degree or higher, and over 34% have a graduate or professional degree. This compares to 76.8%, 26.6% and 9.5% respectively for California. At the same time, there are adults who have significant reading limitations that impact their daily life. The book and other

resources of the library will need to respond to the broad interests of an educated patronage, as well as those with limited reading skills.

Library Use Statistics

Of particular import are the statistics regarding the use of the library by children, since the BPLS does not represent many children or their parents. Throughout the library system, the circulation of children’s materials in all formats was 31.3% of the total circulation and 25.6% of renewals during the last fiscal year, although children ages 0-14 represent only 11.8% of the city’s population as recorded in the 2000 Census. During the same year, BPL provided 442 preschool age and 731 school age programs with total attendance of 14,738 and 17,046 respectively. The Summer Reading Program drew a total of 1,541 children. Clearly the children’s materials and programs are well-established and well-used. Many survey respondents commented favorably on the quality of children’s services.

For adults, the circulation statistics affirm the survey’s results that books are still the materials most desired by Berkeley residents, comprising approximately 31% of the system’s circulation. DVDs follow at 16.3% and music CDs at 8.6%, despite the fact that they comprise only 7% and 10.5% of the BPL collections.

Southwest Berkeley Needs Assessment

In the fall of 2007, BPL commissioned Hatchuel Tabernik & Associates (HTA) to gather information on unmet library needs of southwest Berkeley residents and to provide multiple recommendations for meeting these needs. Surveys targeted an area bounded east-west by Sacramento Street and the Bay, and north-south by Dwight Way and the Oakland/Emeryville border. A total of 150 phone surveys, 55 online surveys and 122 face-to-face and paper surveys were conducted, for a total of 327 participants. The surveys asked respondents about their knowledge of, use of, and interest in a variety of library services within the library, through the library’s website, and through proposed services outside the library. The survey results were interesting in several ways.

1. Like the BPLS, this survey is most useful in analyzing current users; over 85% of survey respondents have used the library in the last year, and 40% are frequent users (use the library at least once a week).
2. Only 11% of respondents reported that they did not use the library because it is too far away.
3. The results of the survey targeting residents in southwest Berkeley reinforce the importance of the collection identified through the BPLS, with 80% and 60% of respondents using print and audiovisual materials respectively.
4. Overall non-library users were less aware of library services available than users, and more likely to be interested in online services.
5. The reasons cited for non-use are similar to those cited in the city-wide survey. Rather than considering the southwest Berkeley area as underserved, since many use the West and/or the South Branch, it may be more accurate to say that residents of this area do not use the library as much as they might. Focusing on outreach to this community is described in Strategic Goal #5.

Reasons for Not Using the Berkeley Public Library-Percent of Respondents		
Reason	Southwest Berkeley	City-wide

Customer

Access to Internet at home or work	62	42.6
Use Internet to get information	27	
Too busy	48	44.2
Buy own books/movies/music	35	32.6
Library doesn't have movies/music I like	24	13.7
Doesn't have books/periodicals I like	22	
Parking	23	17.9 (no transportation or parking)
Others cited by at least 20%		
Other (unspecified)	23	
Hours		23.2

Satisfaction Survey

The results of this 2007 survey are also consistent with those of the BPLS. The materials most used were books (96.4%) and DVDs (62.2%), with music CDs following (43.0%). Almost 75% of the respondents were either satisfied or very satisfied with their experience at the library. Even more useful were the 157 comments, a sampling of which follows to provide insight into what is valued and desired in library services.

General

- I love our library
- I'd like earlier morning hours; longer hours
- Please do something about the afternoon noise level
- Self check machines work only about half the time

Staffing

- The reference staff always manages to help me find what I need
- Very good staffing; helpful and polite
- Desk staff often unresponsive to problems with self check

Collections

- DVD holds and turn around take weeks at Central; it takes a long time to check items back into the system
- I wish you could get more serious books on tape; I would love more new videos and DVDs

Services

- I love the Berkeley Information Network
- Accessing the interlibrary loan online is confusing
- I use Link + and the online catalog regularly
- Thank God for WiFi Internet
- The child and family oriented activities at North Branch are wonderful

Collection Development Study

In January 2008 library consultant Nancy Crabbe conducted a review of BPL's collection development processes and made recommendations for developing the collections of Berkeley libraries to make them even more responsive to community needs than they are now. These included utilizing more of the capacity of the Innovative Interfaces, Inc. Millennium automation system to generate statistical data on the turnover rate of materials, using the Link+ request data to identify parts of the collection that should be enhanced, streamlining the ordering process, and developing a comprehensive selection policy that includes both selection and de-acquisition.

Market Research on Teen Library Needs

Students from UC Berkeley’s Marketing Research classes assisted library staff in reaching teens to identify their use of and preferences for library services. They used a combination of in-depth interviews at the Vera Casey Center (2), and focus groups (3, with a total of 6 participants) at the Central Library and the YMCA. In addition, 52 in-person questionnaires were filled out in a neutral area away from the library, which resulted in reaching non-users (17.3%), as well as monthly users (23.2%) and weekly users (59.6%) of the library.

The information of most value to this strategic plan is the ranking teens gave to library services through the questionnaire, and comments about improving service. The ranking of top five services corresponded directly with teen use of the library. These are all included in the priority service responses identified by the BPLS.

Library Service Importance as Ranked by Teen Questionnaire Respondents
Internet
Books
Place to study
DVDs
Music CDs

Comments by teens on what they would like to see in the library or services in which they would be interested include:

- A new and more comfortable teen area at Central, where they can feel free to talk
- Availability of food - a small café
- More friendly staff
- Homework help (50% likely to use this), SAT preparation (60%), place to eat (52%), a teen room (42%)

While 91% of those teens who use libraries use BPL, 74% use the Berkeley High School Library; there is overlap and the need to coordinate library services with Berkeley High School as well as the YMCA, which is building a new downtown Teen Center.

Facilities Master Plan

In 1996 a *Berkeley Branch Libraries Feasibility Study* was conducted by Stockwell Allen & Ripley, Architects and Planners to examine the long term needs of Berkeley branch facilities and propose alternative designs and budgets to meet these needs. The same firm did a similar study for the Central Library in 1995. Through a combination of a \$30 million bond and Foundation fundraising, the Central Library was restored and expanded.

BPL is undertaking a new planning initiative in the development of a *Branch Library Facilities Master Plan*. The local firm of Noll & Tam Architects has completed an evaluation of the four branch libraries and the Tool Library, assessing their structural, mechanical, electrical, and ADA compliance to current codes. The architectural significance of historic elements of each structure was studied and the constraints on the delivery of library service identified. The firm

has presented to BOLT the options for rehabilitating, renovating, and/or expanding the facilities to meet the needs of Berkeley residents for the next 20 years.

The City will be placing a bond measure on the November ballot to meet the costs of upgrading Claremont Branch, built in 1924 and expanded in 1975; North Branch built in 1936 and updated in the early 1970's; South Branch built in 1961 and expanded with a meeting room in 1974; Tool Library in a trailer with storage originally opened in 1979; and West Branch built in 1923 and remodeled in 1974.

The current constraints of each of the branches affect service delivery. Almost all of the service constraints at branches are a function of the age, design and/or size of the branch libraries. The facilities are small (5,040 to 7,300 square feet) and heavily used. There is not enough seating or room for computers; the noise from the very active children's rooms flows over into other areas, so that there is no quiet place to read or study; there are no teen areas; meeting rooms are small and/or used for other purposes as well, which reduces the ability to provide community programming. Improving service at branches requires work to be done on the branch facilities.

Staff Recommendations

Focus groups conducted with staff members from a variety of library departments and job classifications resulted in valuable information about the strengths of current services, challenges faced in delivering excellent service and recommendations to better serve the Berkeley community. Of particular interest to the strategic plan were the following issues:

- Collections: length of time to get materials back on shelves; need for more instruction on downloading e-books
- Programming: partnerships in providing programs; informing residents in a timely manner about library-sponsored programs
- Technology: complexity of library's web page; location of computers for staff supervision and to protect patrons from accidental viewing of websites being used by others; tension and behavioral problems around computer reservations and use; not enough computers for teens at Central; need for improved search tools (word rather than key word, for example); links from full-text databases to catalog; tracking "in process" holds
- Services: marketing needed to reach non-users; need coordination of teen programs; many patrons of all ages do not know how to use the library; all staff need to be welcoming at all agencies
- Facilities: Central needs need more way-finding aids
- Outreach: needs to be coordinated system-wide

Appendix 2: Berkeley Public Library Survey

Service Priorities

The Berkeley Public Library is developing a strategic plan to help focus resources on delivering services most needed and desired by members of the community for the next three years. Please assist in determining service priorities by filling out this survey, indicating your current use of the library and what materials and services and programs you would like to see in the branches and in the Central Library.

1. What is your home zip code?

94702 94704 94707 94709 Other _____
 94703 94705 94708 94710

2. Please indicate your age group. If you represent a young child, please mark both age groups:

10 to 14 25 to 34 55 to 59
 15 to 19 35 to 44 60 to 64
 20 to 24 45 to 54 Over 65

3. Do you have children under the age of 19 living at home? Yes No

4. If yes, please indicate their age group(s): Under 5 _____ 5 to 9 _____ 10 to 14 _____ 15-19 _____

5. Do you have access to a computer? Yes No

6. Do you have Internet access? Yes No

7. If yes, where?

Home School Work Public Library Other

8. Have you used a public library in the last year? Yes No

9. If yes, how often do you visit a public library (please check only one.)

Daily Several times a month Once a year
 Several times a week Monthly Other _____
 Weekly Several times a year

10. Which public libraries have you used in the past year?

Berkeley Central Claremont Branch North Branch South Branch West Branch

Please list others _____

11. If you don't use a public library regularly, please tell us why (please check all that apply)?

Not enough time No transportation or parking
 Doesn't have what I need No library in my area
 Hours are not convenient Limited access for elderly or disabled
 Use my computer at home Don't know what the library has to offer
 Buy my own books Other _____

12. How do you usually get to the library (please check one)?

- | | | |
|-------------------------------|--|-------------------------------|
| <input type="checkbox"/> Walk | <input type="checkbox"/> Car/truck | <input type="checkbox"/> Taxi |
| <input type="checkbox"/> Bike | <input type="checkbox"/> Bus/Public Transportation | Other _____ |

13. If you do use the library, for which materials and activities do you use it? (Please check all that apply.)

Adult Materials

- Best sellers/ new books
- Magazines
- DVDs
- Books on CD
- Music CDs
- Fiction
- Non-fiction
- Business resources
- Local history collection
- Literacy or new reader books

Teen Materials

- Recreational books
- Magazines
- Audiovisual

Children's Materials

For:

- Books for preschool children
- Audiovisual
- Recreational reading
- Homework-related materials

General Materials

- Reference books
- Job/career resources
- Local or regional history collection

- Government publications
- Electronic information databases
- Large print books
- eAudiobooks

Activities

- Tutoring
- Reference assistance
- Sit and read
- Borrow library materials
- Use library's wireless connectivity
- Literacy assistance

- Tax forms
- Meet friends
- Visit Friends of the Library store
- View an exhibit
- Pick up books sent from other libraries

Activities cont.

- Do homework
- Special events
- Explore a personal interest
- Find out about services or activities in the community
- Use Library's web page

Attend Programs

- Preschool
- Family
- Children's
- Teen
- Adult
- Community meetings

Use Library Computers

- Internet
- e-mail
- Research
- Resumes or report writing
- Computer games

Other: _____

14. Which of the following library service responses do you think should be emphasized in the Berkeley libraries? Please rank each service from "1" to "4", with "1" the most important services and "4" the least important.

- | | | |
|---|---|--|
| <input type="checkbox"/> Local, national and world affairs to develop informed citizens | <input type="checkbox"/> services and activities | <input type="checkbox"/> Provide a welcoming, safe, comfortable environment |
| <input type="checkbox"/> Support for businesses and non-profits | <input type="checkbox"/> Teen and adult literacy | <input type="checkbox"/> Information literacy-- finding, evaluating, and using information |
| <input type="checkbox"/> Promoting awareness of different cultures | <input type="checkbox"/> Homework help/support of formal education | <input type="checkbox"/> Lifelong learning-- satisfying curiosity |
| <input type="checkbox"/> Public access computers | <input type="checkbox"/> Jobs and career development | <input type="checkbox"/> Reading/viewing/ listening for pleasure |
| <input type="checkbox"/> Early literacy | <input type="checkbox"/> Life Issues (finances, health, retirement, etc.) | |
| <input type="checkbox"/> Genealogy and local history | <input type="checkbox"/> New immigrants | |
| <input type="checkbox"/> Reference--getting facts fast | <input type="checkbox"/> Create print/video/audio or visual products | |
| <input type="checkbox"/> Community resources, | | |

15. Would you use materials in language(s) other than English?

- Yes No Which languages? _____

**16. Which programs would be of interest to you or your family if provided by the Berkeley Library?
(please check all that apply)**

- | | | |
|--|---|--|
| <input type="checkbox"/> Preschool story times | <input type="checkbox"/> Cultural programs (art, music) | <input type="checkbox"/> Programs highlighting |
| <input type="checkbox"/> Toddler story times | <input type="checkbox"/> Literary programs | <input type="checkbox"/> Entertainment programs |
| <input type="checkbox"/> Summer reading program for children | <input type="checkbox"/> Civic programs | <input type="checkbox"/> College preparation/financing |
| <input type="checkbox"/> Teen reading program | <input type="checkbox"/> Programs on life issues (health, finances, etc.) | <input type="checkbox"/> Computer training |
| <input type="checkbox"/> Adult book discussion | <input type="checkbox"/> Programs on hobbies or special interest | <input type="checkbox"/> Library sponsored blogs |
| <input type="checkbox"/> Teen book discussion | <input type="checkbox"/> Classes (please specify)_____ | <input type="checkbox"/> History programs |
| <input type="checkbox"/> Children's book discussion | <input type="checkbox"/> different cultures | <input type="checkbox"/> Programs for families |
| <input type="checkbox"/> Teen recreational programs | | <input type="checkbox"/> Volunteer opportunities |
| <input type="checkbox"/> Children's book-related programs | | <input type="checkbox"/> Other: _____ |

17. Is there anything else you would like to tell us about library services and what you would like to see available at the Berkeley Public Library?

Thank you for your time and participation!

APPENDIX 3: Public Library Service Responses

These 18 service responses are from the Public Library Association's *Strategic Planning for Results*.

Be an Informed Citizen: Local, National and World Affairs

Residents will have the information they need to support and promote democracy, to fulfill their civic responsibilities at the local, state, and national levels, and to fully participate in community decision-making.

Build Successful Enterprises: Business and Non-Profit Support

Business owners and nonprofit organization directors and their managers will have the resources they need to develop and maintain strong, viable organizations.

Celebrate Diversity: Cultural Awareness

Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.

Connect to the On-line World: Public Internet Access

Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.

Create Young Readers: Early Literacy

Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

Discover Your Roots: Genealogy and Local History

Residents and visitors will have the resources they need to connect the past with the present through their family histories and to understand the history and traditions of the community.

Express Creativity: Create and Share Content

Residents will have the services and support they need to express themselves by creating original print, video, audio or visual content in a real-world or online environment.

Get Facts Fast: Ready Reference

Residents will have someone to answer their questions on a wide array of topics of personal interest.

Know Your Community: Community Resources and Services

Residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies and organizations.

Learn to Read and Write: Adult, Teen and Family Literacy

Adults and teens will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens and workers.

Make Career Choices: Job and Career Development

Adults and teens will have the skills and resources they need to identify career opportunities that suit their individual strengths and interests.

Make Informed Decisions: Health, Wealth and Other Life Choices

Residents will have the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.

Satisfy Curiosity: Lifelong Learning

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Stimulate Imagination: Reading, Viewing and Listening for Pleasure

Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

Succeed in School: Homework Help

Students will have the resources they need to succeed in school.

Understand How to Find, Evaluate, and Use Information: Information Fluency

Residents will know when they need information to resolve an issue or answer a question and will have the skills to search for, locate, evaluate, and effectively use information to meet their needs.

Visit a Comfortable Place: Physical and Virtual Spaces

Residents will have safe and welcoming physical spaces to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

Welcome to the United States: Services for New Immigrants

New immigrants will have information on citizenship, English Language Learning (ELL), employment, public schooling, health and safety, available social services, and any other topics they need to participate successfully in American life.