MUNICIPAL RESOURCE GROUP

Folsom Public Library Needs Assessment

May 2017

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1. EXECUTIVE SUMMARY

Background and Process

Municipal Resource Group (MRG) was selected by the Folsom Public Library to complete a need assessment of library services, focusing on short-term and long-term community goals and needs for Library services, with a specific focus on library services for the Folsom Plan Area, commonly referred to as the South of 50 Area. In 2016, the MRG consultants completed the initial work on the assessment, including data analysis, benchmarking, community input through a forum, stakeholder interviews, focus groups and an online survey. In 2017, a report was provided to the Library, including Findings and Recommendations.

Benchmarks

Eight library jurisdictions with similar demographics, and with similar library service area populations and library expenditures per capita, were chosen as benchmarks and key data relating to Resources, Services and Use, utilizing FY 2015/16 California Public Library Statistics.

- ❖ Dixon Public Library District
- ❖ Hemet Public Library
- ❖ Pleasanton Public Library
- ❖ Porterville Public Library
- ❖ Roseville Public Library
- ❖ Sacramento Public Library
- ❖ Tulare Public Library
- ❖ Woodland Public Library

Resources - input measures that support the provision of library services including service area square miles, population and fiscal data.

Folsom is below both the Average and the Median for Total Expenditures per Capita, representing a much lower level of financial commitment to library services than similar cities.

Services - those services which are provided to library users – facilities, staff, open hours, technology, programs and collections, funded by the resources provided.

The Folsom Library building is below the peer libraries and statewide Medians for per capita square footage. It is also below the Median for other key Service indicators, including staff FTE (Full Time Equivalent), hours open, number of Internet terminals and programs. While the overall collection size is also below the Median, the children's collection percentage is above the Median, as are ebooks and audio and video materials.

Use - includes data elements which indicate how specific services are utilized, e.g. the effectiveness of the resources and services.

Folsom is a hard-working library. For a library that is below Median for expenditure per capita, staff FTE (Full Time Equivalent) and total collection, most Use elements are above the Median.

Circulation is the highest Use element, significantly higher than the Median. The Turn Rate (circulation divided by collection), which shows how effective the collection is, is nearly double the Median. There is above Median program attendance, as well as per hour library visits and reference.

This disparity among Resources, Services and Use would indicate that the available Resources and Services have been carefully managed to create the best possible outcomes for library users. The Folsom Public Library is clearly at capacity given its limited Resource base, and high Use levels.

Library Services, Usage and Patrons
Over the past five years, there has only been a modest 5% increase in Total Expenditures, but expenditures on collections have increased by nearly 50%. The greatest increase in Services in the same time frame were materials in electronic formats, including ebooks, with print materials declining. FTE staffing decreased, while hours open increased.

Library Use increased in almost all areas, in terms of actual numbers and per hour rates. Circulation saw an increase, defying a national trend, likely because of a 57% increase for children's materials, and a 37% increase for audio and video materials. The most heavily used collection was the children's collection. Program attendance increased, as did library visits and reference.

The library patron base is well spread geographically throughout the city, as well as outside the city limits. Over 50% of library patron households are within a 5-10 minute drive to the library. Households with children use the library more heavily; all household income levels have the same library use levels.

Community Input

Key input from the Community Forum focused on library services to children, the importance of partnerships and books and reading as the key brand for the library.

Interviews were conducted with six key stakeholders:
- ❖ Joe Gagliardi, President, Folsom Chamber of Commerce
- ❖ Angela Griffin, Community Outreach Coordinator, Folsom-Cordova Unified School District
- ❖ Sally Howard, Director of College Advancement, Folsom Lake College
- ❖ JoAnne Reinking, President, Folsom-Cordova Unified School District Board of Trustees
- ❖ Lisa Ryan, Cook Brown LLP, former Folsom Library Commission member
- ❖ Stephanie Smith, Folsom Community Engagement Manager, Intel Corporation

The input focused on safety and education as community priorities, with an interest in more community partnerships and joint projects. The library is seen as a community hub and gathering place, with future services focusing on technology and digital services.

Input was garnered from three focus groups:
- ❖ Folsom Community Collaborative (a group of community agencies, including non-profits and education providers, focused on providing services and resources to students, residents, and seniors)
- ❖ Folsom Library Commission
- ❖ Folsom Public Library staff

The input included community priorities around safety, family and education, with the library having a key role as a community gathering space. Technology was seen as an important component for future services, as well as the idea of the "library outside the library", focused on delivering library services outside the library building. For services South of 50, new service models, outside a bricks and mortar building, were identified, combined with the concept of the library as a "data warehouse", such as a facility that focuses only on technology, or library services delivered through the cloud, for the new community.

The online community survey, with 350 respondents, provided a wealth of information from both library users and non-users.

Library non-users fall into two distinct categories, by preference (get information elsewhere, prefer to buy books) and by lifestyle (too busy, schedule of hours). Non-usage is persistent, both in terms of in-building usage and digital usage. When asked about what they felt the library could be doing, the major suggestion was helping people decide about information they can trust.

Library use is at a higher level (90%) than the national norm (81%), as is the frequency of usage. The most prominent activity for library users is checking out print books (90%), above the national norm. Conversely, Folsom library users were below national norms in terms of just sitting and reading in the library or getting help from a staff member.

More library users use their own personal digital devices, e.g. smartphone, tablet, laptop, rather than library computers, while visiting the library. Personal digital devices are the preference for social uses, such as social media sites, while in the library, versus the use of library computers for library related services, such as research or school work. In person library users are also digital users, regularly using the library website and catalog when at home or work, to use an online database, download an ebook or get book recommendations.

Looking forward, reading and literacy related services were the top rated continuing areas of interest. Looking at new services, the library's role in helping users understand digital tools and online privacy and security were a top priority. Services to targeted communities, including immigrants, veterans and the business community, were seen a priority. The "library outside the library" concept also resonated strongly.

SURVEY RESULTS

Library Users and Usage
* *Folsom library users really love to use their library, at higher than national norms.*
* *They love to check print books out.*
* *Personal digital devices are used for social resources; library computers are used for library services.*
* *Library users are persistent users – both in person and online.*
* *Non-users are persistent non-users, generally reflecting either preference or lifestyle reasons.*

Library Future
* *Focus on reading and literacy*
* *Understanding digital services and online privacy and security*
* *Service to targeted communities*
* *Library outside the library – take the library to the community*

Folsom Plan Area

According to the Folsom Specific Plan Specific Plan Fee (FSPSPF) study by Goodwin Consulting Group, completed in 2015, the library is estimated to be 7,000 square feet in size and will have an on-site inventory of over 12,000 books and digital resources. At an estimated cost of approximately $390 per building square foot, the total cost of constructing the facility is estimated at $2.7 million.

The per square foot building cost of $390 for the library is too low. Similar building costs range from $700 - $1,000 per square foot. The proposed 7,000 square foot facility would be too small and is not an efficient use of space. The proposed per capita collection size (.50) is lower than the current per capita collection size (1.26). The resulting facility will not be sufficient to meet the changing library service needs of the new community. Folsom should also explore different service models such as colocation with other municipal services or community or educational

partners. However, the base assumptions for the facility must be revisited and updated to appropriately reflect accurate data.

Findings and Recommendations

Finding 1

> **The Folsom Public Library does a good job of meeting the current needs of its user population, but has no capacity to meet new and different service needs.**

Recommendation

As user demand grows for new and different services, there is no capacity to meet these needs. Given the heavy use of current services, it will be difficult to identify services that can be reduced or eliminated. Consistent monitoring of current service level usage should be maintained in order to identify any opportunities for redirection of resources. Given the constrained resource levels, as opportunities for patron self-service arise, they should be maximized.

Finding 2

> **The strongest Service is the heavily used collection.**

Recommendation

Continued attention to thoughtful collection maintenance, including both collection building and deselection, will be very important, given the modest resource base and heavy usage. Unless funding increases for the collection, choices will need to be made as to the mix of formats and the addition of new and different types of collections, particularly if services to targeted communities, e.g. business, immigrants, are added.

Finding 3

> **Library use patterns are changing.**

Recommendation

More library cards in the hands of children, use of non-print materials and e-materials, use of personal mobile devices, new services such as 3D printing have all attracted new users. The challenge will be to continue to provide legacy services, e.g. circulation of print materials, while at the same time keeping a careful eye on the use levels of those services, so that resources dedicated to declining legacy services may appropriately be

redirected to emerging services. Consideration should be given to enhancing the network speed.

Finding 4

Library users tend to be both in person and digital users. Library non-users do so for either lifestyle or preference issues.

Recommendation

Ensuring that in-person library users are aware of online resources and services is important as it will both satisfy patron demand and create more patron self-service. As the library looks at its overall service delivery program and model, further investigation of whether some of the needs of non-users can be addressed is important.

Finding 5

A key issue for Folsom residents is education. In the future, Folsom residents want library services to continue to focus on reading and literacy.

Recommendation

Partnerships with formal education providers are viewed as critical, as well as the library's role in early childhood literacy in an open, easily accessible format and venue. Continuing the major focus on children's services and collections, and the emerging focus on teen services and collections, will ensure that the community's needs and expectations are met. Adult reading and literacy, as well as emerging digital literacy and adult ESL (English as a Second Language) are key areas for focus.

Finding 6

Safety is a key issue for Folsom residents. Helping library users understand digital security and online privacy is important, as well as how best to use technology.

Recommendation

The library building is seen as a safe place in the community and it is important that the library maintain this feeling about its presence in the community. The library has a major role in online and digital safety, and there is a technology partnership opportunity in this area. Providing easy access to learning platforms for new technologies should be a component of new service programs.

Finding 7

The library should expand its community partnerships.

Recommendation

The Folsom Public Library needs to become a more integral part of other community institutions, so that its service reach can be more easily seen and accessed. Establishing clear and regular plans and programs for community partnerships, and delivering library services in partnership with other community organzations, is important and will insure community support and visibility for the library.

Finding 8

The library building is expected to be a community hub.

Recommendation

The Folsom community sees the library building as a hub of community activity, not just of library activity. To successfully meet this expectation, the library must explore how best to use its physical space in an open and accessible manner for individuals and community groups.   The unavailability of the current meeting room for other than library use limits the potential for the library to meet the expectation of its role as a community hub. However, the library should not be seen as competing with other community resources, but rather complementing and expanding them.

Finding 9

The library needs to expand its services more broadly throughout the community, rather than just in the library building.

Recommendation

While the current library facility is well-used, the idea of providing services outside the walls of the building ("the library outside the library") is a strongly-supported concept. Some of the "outside" the library can be in the delivery of digital services, marketing awareness of such services, and the actual delivery of physical services and resources in already established non-library venues and other community activities. Investigating other new methods to deliver services, e.g. book bikes, pop up libraries, will allow the library to be flexible to respond to new user needs and wants.

Finding 10

The assumptions for how library services will be provided in the Folsom Plan Area need to be updated, both in terms of cost and size, and a new service delivery model developed.

Recommendation

Reflecting Folsom's existing pattern of heavily used library services, the new community will expect a new model of library services.

For a community of 24,000 residents, a permanent library facility will be necessary and the current planning assumptions, both in terms of size and cost, are inadequate. According to the existing Folsom Specific Plan Specific Plan Fee study, construction of the library facility is planned to begin when the Folsom Plan Area is about half populated or with a population of about 12,000 residents. This is estimated to occur around the tenth through twelfth year of development.

The following time timeline for planning for the new facility should be implemented:

❖ Immediate: Review and revision of planning assumptions for size and cost for a new facility, including total funding sources; development of service model for both interim and ongoing services.

❖ Year 5: Specific facility planning implemented.

❖ Year 10: New facility construction initiated.

The actual size of the facility will be determined based on community needs and evolving service models, such as digital services, potential partnerships and colocation, as well as the delivery of services outside the facility. Even with these options, the proposed 7,000 square foot for the facility is inadequate; a facility in the range of 10,000 to 13,000 square feet will be more likely.

Consideration can be given to colocation with other municipal services or community or educational partners but there must be a mutually beneficial purpose for the

community in the joint facility, not just a perceived cost saving on the part of the jurisdictions involved.

The concepts creating the overall service delivery model will need to reflect new ideas. The actual library building should serve as a community hub, and the delivery of library services directly to residents, without requiring interaction with a building, will be an important element of the overall service model.

In the interim before a permanent facility is constructed, library services to new residents will need to be delivered using the existing facility and staff; however, as noted above in Finding 1, there is very limited current capacity at the library to add new service programs. Therefore, consideration will need to be given to increasing resources, or conversely redirecting resources from current services, which is not recommended.

CONCLUSION

The Folsom Public Library is a well-used, well-loved institution. It has done an extraordinary job in utilizing its constrained resources to provided targeted, effective and heavily used library Services.

Library needs and wants for future library services focus on key roles around children, education, safety, community and technology. The developing Folsom Plan Area presents an exciting opportunity for a new model of library service delivery, focused on combined actual and virtual services, but existing assumptions must be revised.

This needs assessment provides the basis for future planning and decision making for the library so that it will be able to maintain its prominent role in the life of the Folsom community, in changing times for both the community and the concept of how a library can effectively serve it.

2. OVERVIEW AND BACKGROUND

2.1.   Background

In September 2015, the Folsom Public Library issued a Request for Proposal for consulting services for the development and implementation for a library needs assessment. The consulting services required included a written report summarizing all methodology, findings and specific recommendations for current and future Folsom Library services.

Municipal Resource Group was selected to provide the consulting services in November 2015 and the project was initiated in December 2015. Anne Marie Gold has served as the primary project consultant, and Mike Oliver has provided additional consulting services.

Both short-term and long-term community goals and needs for Library services are being sought. However, the RFP also noted that the City of Folsom will soon begin development of 3,500 acres as part of the Folsom Plan Area, with a new branch Library planned to be built in year 14 of the project.

The last needs assessment implemented on behalf of the Library was in 2001, in conjunction with planning for the new 24,000 square foot facility which opened in 2007. Since that time, library usage has grown significantly in Folsom, and the library continues to be a highly valued public asset.

2.2.   Process

To best understand the future needs and direction for library services in Folsom, the consultants conducted an in-depth review of materials relating to the Folsom Public Library, compared services in Folsom to similar libraries, solicited input from the community regarding its use of and future focus for library services, and analyzed information regarding the Folsom Plan Area. From this work, findings and recommendations were then developed for the future of the Folsom Public Library.

 Library Data Analysis
The library provided a wealth of data regarding its services, including analysis of patron profiles from Analytics on Demand from Gale-Cengage. In addition, multiple years' data for circulation

and other use metrics were provided, as well as budget information. Other survey materials, including the California State Library report, Edge survey and Digital Inclusion survey, were also provided. The American Community Survey was also used to review Folsom specific demographic data.

The consultants reviewed all the data provided to analyze current use patterns and demographics.

Benchmarking

In conjunction with the City, eight other jurisdictions with similar demographics, and with similar library service area populations and library expenditures per capita, were selected as benchmarks. Utilizing the FY 2015/16 data available from the California State Library, select metrics relating to Resources, Services and Use were then developed, to understand how Folsom compared to similar libraries. The benchmark jurisdictions are:

- ❖ Dixon Public Library District
- ❖ Hemet Public Library
- ❖ Pleasanton Public Library
- ❖ Porterville Public Library
- ❖ Roseville Public Library
- ❖ Sacramento Public Library
- ❖ Tulare Public Library
- ❖ Woodland Public Library

Community Input

Community Forum
On October 13, 2016, a Community Forum was held at the Community Center. While attendance was lower than anticipated, the residents attending provided helpful input regarding the future direction of the library.

Stakeholder Interviews
Six stakeholder interviews and three focus groups were conducted in November 2016. The stakeholder interviews were conducted with the following individuals:

❖ Joe Gagliardi, President, Folsom Chamber of Commerce
❖ Angela Griffin, Community Outreach Coordinator, Folsom-Cordova Unified School District
❖ Sally Howard, Director of College Advancement, Folsom Lake College
❖ JoAnne Reinking, President, Folsom-Cordova Unified School District Board of Trustees
❖ Lisa Ryan, Cook Brown LLP, former Folsom Library Commission member
❖ Stephanie Smith, Folsom Community Engagement Manager, Intel Corporation

Focus Groups
The focus groups were conducted with:
❖ Folsom Community Collaborative (a group of community agencies, including non-profits and education providers, focused on providing services and resources to students, residents, and seniors)
❖ Folsom Library Commission
❖ Folsom Public Library staff

The input from the interviews and focus groups was very helpful in understanding community needs for library services and ideas for services in the developing Folsom Plan Area (South of 50).

Community Survey
An online survey, utilizing Survey Monkey, was made available from October 2- 31, 2016. The in-depth survey tested both user and non-user knowledge and use of both in person and digital library services, as well as opinions about future library services. The survey was answered by 350 individuals. A summary of survey responses is included in the Appendices. The full survey data set has been provided to the Folsom Public Library.

Folsom Plan Area
Information relating to library planning for the Folsom Plan Area, commonly referred to as the South of 50 area, was solicited from the City, to understand the current preliminary plans and potential funding for a new library facility that have been included in the 2015 Folsom Plan Area Specific Plan Fee and Stand Alone Fees Nexus Study.

<u>Findings and Recommendations</u>

Based on the review of the data and community input, the consultants then developed findings and recommendations. The findings and recommendations include both current and future library services and service models in general, as well as for the development of library services in the Folsom Plan Area.

3. LIBRARY RESOURCES AND SERVICES OVERVIEW

3.1.   Benchmark Libraries

In conjunction with the City, eight library jurisdictions, with similar sized service area populations and library expenditures per capita, were chosen as benchmarks. Cities that serve as city-wide benchmarks were also considered, as well as the geographic proximity. A major challenge in identifying benchmark libraries is that several cities that would normally been included as benchmarks - Davis, Rocklin and West Sacramento – are served by their county library and so no comparative data is available. Additionally, two other cities – Lincoln and Lodi – that would have been considered, did not provide complete data to the California State Library annual data survey. The library jurisdictions selected as benchmarks are:

❖ Dixon Public Library District
❖ Hemet Public Library
❖ Pleasanton Public Library
❖ Porterville Public Library
❖ Roseville Public Library
❖ Sacramento Public Library
❖ Tulare Public Library
❖ Woodland Public Library

The data source for the benchmarks is FY 2015/16 California Public Library Statistics. Annually, the California State Library collects data from all public libraries in the state, and makes this data easily accessible to the public.

Only California jurisdictions were chosen for benchmarking due to availability of reliable, current data. Comparable data for non-California libraries is only available for earlier years and is not as comprehensive as the California data.

The benchmark data has been collected and analyzed in three major areas – Resources, Services and Usage. In each area, the Median and Average for each data element has been calculated, as well as the deviation for the Folsom Public Library from the Median and Average.

The inclusion of the Sacramento Public Library, an important local benchmark, will sometimes skew the Average comparison. It serves a much larger geographic service area, in terms of both

square miles (22 square miles vs. 975 square miles) and population (77,246 vs. 1,418,051). As a result, depending on the data element used, the Median may be a more useful comparator.

Pleasanton was included with the benchmark jurisdictions, even though it has an expenditure per capita level over three times the level of Folsom ($18.98 vs. $60.38), to review the impact of a higher resource level against services and use. Like Folsom, Pleasanton funds its municipal library services with a General Fund allocation, with no additional voter approved funding.

In addition to reviewing the library related data, demographic and economic data for each of the benchmark jurisdictions was reviewed, to ensure that the population served was similar, since this will impact library services. The chart on the following page provides demographic and economic data for all the benchmark jurisdictions, drawn from the American Community Survey. Please note that the data for Sacramento is county-wide data.

When reviewing benchmark data, caution is urged in extrapolating measures that may only compare efficiencies, but without any relative measure for effectiveness.   Library choices on service models may affect efficiency measures, without providing any evidence regarding effectiveness; as an example, some libraries may choose to focus to a greater degree on patron self service, which affects staffing ratios.   However, benchmarking will still provide a good overview of Folsom library services in comparison to similar libraries.

Table 1: Demographic and Economic Characteristics of Benchmark Libraries

	Dixon	Folsom	Hemet	Pleasanton	Porterville	Roseville	Sacramento County	Tulare	Woodland
Population estimates, July 1, 2015	19,390	76,375	83,861	79,510	56,058	130,269	1,501,335	62,315	58,567
Race and Hispanic Origin									
Hispanic or Latino, percent, April 1, 2010	40.5	11.2	35.8	10.3	61.9	14.6	21.6	57.5	47.4
White alone, not Hispanic or Latino, percent, April 1, 2010	49.3	66.5	51.8	60.8	30.3	71	48.4	34.7	42.1
Population Characteristics									
Foreign born persons, percent, 2010-2014	16.9	15.3	15.1	25.1	20.9	12.5	20.1	20.1	21.9
Housing									
Housing units, April 1, 2010	6,172	26,109	35,305	26,053	16,734	47,757	555,932	18,863	19,806
Owner-occupied housing unit rate, 2010-2014	64.5	68	58.2	69.5	57.4	64.6	55.9	58	56.0
Median value of owner-occupied housing units, 2010-2014	$ 264,800	$393,600	$117,000	$732,100	$146,300	$317,800	$236,500	$157,000	$254,200
Median gross rent, 2010-2014	$1,175	$1,416	$937	$1,742	$783	$1,283	$1,035	$923	$944
Families and Living Arrangements									
Households, 2010-2014	6,050	25,111	30,585	25,222	16,060	45,657	519,460	18,064	19,348
Language other than English spoken at home, percent of persons age 5 years+, 2010-2014	31.8	20.9	28.1	30.4	53.7	17.5	31.3	44.1	40.4
Education									
High school graduate or higher, percent of persons age 25 years+, 2010-2014	82.0	92.0	79.6	95.1	67.6	94.6	86.2	72.6	78.7
Bachelor's degree or higher, percent of persons age 25 years+, 2010-2014	20.9	45.7	12.1	57.8	10.7	36.7	28.2	10.7	23.6

	Dixon	Folsom	Hemet	Pleasanton	Porterville	Roseville	Sacramento County	Tulare	Woodland
Economy									
In civilian labor force, total, percent of population age 16 years+, 2010-2014	68.7	**61.9**	48.4	66.7	60.1	65.4	63.1	61.5	64.5
Transportation									
Mean travel time to work (minutes), workers age 16 years+, 2010-2014	23.3	**24.5**	32.4	30.5	21.8	26.1	25.9	19.8	21.6
Income and Poverty									
Median household income (in 2014 dollars), 2010-2014	$66,818	**$100,163**	$33,932	$123,608	$41,267	$76,712	$55,615	$46,387	$54,532
Businesses									
All firms, 2012	1,395	**5,620**	5,580	7,637	2,976	10,807	110,172	2,756	3,641
Geography									
Population per square mile, 2010	2,623	**3,290**	2,825	2,915	3,076	3,279	1,471	2,832	3,625

Table 2: Benchmark Libraries – Resources - FY 15/16

Location	Size Square Mile	Population of The Legal Service Area	Total Operating Expenditures	Expenditures per Capita	Total Staff Expenditures	% of Operating Expenditures on Staff	Total Collection Expenditures	% of Operating Expenditures on Collection
DIXON PUBLIC LIBRARY DISTRICT	196	27,924	$1,032,819	$36.99	$713,308	69.06%	$65,227	6.32%
FOLSOM PUBLIC LIBRARY	22	77,246	$1,466,395	$18.98	$998,533	68.09%	$125,429	8.55%
HEMET PUBLIC LIBRARY	26	80,070	$1,497,150	$18.70	$698,900	46.68%	$151,450	10.12%
PLEASANTON PUBLIC LIBRARY	22	74,982	$4,527,377	$60.38	$3,577,883	79.03%	$565,450	12.49%
PORTERVILLE PUBLIC LIBRARY	12	60,070	$1,259,111	$20.96	$945,679	75.11%	$116,922	9.29%
ROSEVILLE PUBLIC LIBRARY	31	134,073	$3,590,449	$26.78	$2,918,761	81.29%	$220,544	6.14%
SACRAMENTO PUBLIC LIBRARY	975	1,418,051	$36,557,025	$25.78	$23,047,646	63.05%	$4,580,089	12.53%
TULARE PUBLIC LIBRARY	16	63,515	$1,321,870	$20.81	$742,660	56.18%	$90,282	6.83%
WOODLAND PUBLIC LIBRARY	8	57,526	$1,934,620	$33.63	$1,115,012	57.63%	$159,576	8.25%
Median	22	74,982	$1,497,150	$25.78	$998,533	68.09%	$151,450	8.55%
Average	145	221,495	$5,909,646	$29.22	$3,862,042	66.24%	$674,997	8.95%
Deviation from Median	0.00%	3.02%	-2.05%	-26.36%	0.00%	0.00%	-17.18%	0.00%
Deviation from Average	-84.86%	-65.13%	-75.19%	-35.04%	-74.14%	2.80%	-81.42%	-4.38%

Resources include those input measures that support the provision of library services including service area square miles, population and fiscal data.

RESOURCES

Resources include those input measures that support the provision of library services including service area square miles, population and fiscal data.

FOLSOM IS BELOW THE MEDIAN FOR TOTAL EXPENDITURES PER CAPITA.

The Folsom Public Library serves the same Median Population and Median Square Miles as the benchmark libraries, which are important elements for consideration in the overall benchmarking exercise.

When looking at actual Total Operating Expenditures, it is at the Median for the benchmark group, but when looking at the same data element on a Per Capita basis, it is below both the Median and the Average for the benchmark libraries.

For both the two major elements for expenditures – Staffing and Collections – Folsom is at the Median on the percentage of Total Expenditures spent on each element.

Table 3: Benchmark Libraries Services – Users, Facilities, Staff, Hours, Technology – FY 15/16

	USERS		FACILITIES		STAFF				HOURS		TECHNOLOGY	PROGRAMS
Location	Registered Users	% of Population Registered	Total Square Footage	Square Feet Per Capita	Total persons employed	Staff FTE (Full Time Equivalent)	FTE Volunteers	FTE Per Square Foot	Hours Open, All Outlets	Hours Open per 100 Pop.	# of Internet Terminals	# of Programs
DIXON PUBLIC LIBRARY DISTRICT	7,015	25.12%	8,000	0.29	21	10.00	0.00	800	2,392	8.56	14	200
FOLSOM PUBLIC LIBRARY	31,294	40.51%	24,000	0.31	27	10.50	3.00	2,400	2,338	3.03	27	758
HEMET PUBLIC LIBRARY	144,263	180.17%	34,602	0.43	10	10.00	25.00	3,460	1,976	2.46	38	345
PLEASANTON PUBLIC LIBRARY	25,595	34.13%	30,000	0.40	45	33.95	9.00	3,000	3,224	4.30	27	1,150
PORTERVILLE PUBLIC LIBRARY	23,243	38.69%	20,024	0.33	23	15.61	1.46	2,002	4,143	6.90	42	876
ROSEVILLE PUBLIC LIBRARY	92,469	68.97%	54,300	0.41	68	41.75	3.38	5,430	7,392	5.51	99	1,118
SACRAMENTO PUBLIC LIBRARY	651,636	45.95%	454,805	0.32	286	286.00	30.50	45,481	51,903	3.66	755	7,958
TULARE PUBLIC LIBRARY	29,942	47.14%	31,408	0.49	16	15.50	10.50	3,141	2,169	3.41	30	790
WOODLAND PUBLIC LIBRARY	27,299	47.46%	23,000	0.40	30	15.10	7.16	2,300	2,491	4.33	18	1,045
Median	29,942.00	45.95%	30,000	0.40	27	15.50	7.16	3,000	2,491	4.30	30	876
Average	114,750.67	58.68%	75,571	0.38	58	48.71	10.00	7,557	8,670	4.68	117	1,582
Deviation from Median	4.52%	-11.84%	-20.00%	-22.29%	0.00%	-32.26%	-58.10%	-20.00%	-6.14%	-29.61%	-10.00%	-13.47%
Deviation from Average	-72.73%	-30.97%	-68.24%	-17.34%	-53.80%	-78.44%	-70.00%	-68.24%	-73.03%	-35.39%	-76.86%	-52.09%

Services include those provided to library users – facilities, staff, open hours, technology, programs and collections, funded by the resources provided.

Table 4: Benchmark Libraries Collections – Overall – FY 15/16

COLLECTIONS	OVERALL			OVERALL COLLECTION BREAKDOWN			
Location	Total Collection	Total Collection per Capita	Total Books (Physical)	Library Materials in Electronic Format	Total Books Held (Physical & Electronic)	% of Books are Adult/YA Books	% of Books are Children's Books
DIXON PUBLIC LIBRARY DISTRICT	55,998	2.01	43,842	7,200	51,042	18.49%	41.87%
FOLSOM PUBLIC LIBRARY	97,188	1.26	76,224	6,810	83,034	4.60%	50.77%
HEMET PUBLIC LIBRARY	108,012	1.35	97,139	158	97,297	8.16%	30.15%
PLEASANTON PUBLIC LIBRARY	355,582	4.74	145,230	187,206	332,436	4.87%	52.94%
PORTERVILLE PUBLIC LIBRARY	80,774	1.34	66,160	2,022	68,182	4.68%	58.16%
ROSEVILLE PUBLIC LIBRARY	170,518	1.27	142,648	7,659	150,307	6.04%	46.55%
SACRAMENTO PUBLIC LIBRARY	1,189,738	0.84	968,637	86,415	1,055,052	8.04%	45.68%
TULARE PUBLIC LIBRARY	123,063	1.94	100,345	8,274	108,619	4.82%	22.58%
WOODLAND PUBLIC LIBRARY	103,088	1.79	83,133	5,961	89,094	5.01%	39.91%
Median	108,012.00	1.35	97,139	7,200	97,297	5.01%	45.68%
Average	253,773.44	1.84	191,484	34,634	226,118	7.19%	43.18%
Deviation from Median	-10.02%	-6.73%	-21.53%	-5.42%	-14.66%	-8.18%	11.14%
Deviation from Average	-61.70%	-31.54%	-60.19%	-80.34%	-63.28%	-36.05%	17.58%

Table 5: Benchmark Libraries Collections - Detail - FY 15/16

COLLECTIONS		EBOOKS		AUDIO MATERIALS		VIDEOS		SUBSCRIPTIONS
Location	# of Electronic Books in Collection	eBooks per Capita	% of Holdings are Electronic Books	Total Audio Materials	% of Holdings are Audio Materials	Total Video Materials	% of Holdings are Video Materials	Total Subscriptions
DIXON PUBLIC LIBRARY DISTRICT	7,200	0.26	12.8576%	3,900	3.75%	2,600	4.64%	240
FOLSOM PUBLIC LIBRARY	6,810	0.09	7.0070%	7,752	5.35%	8,825	9.08%	60
HEMET PUBLIC LIBRARY	158	0.00	0.1463%	10,189	2.74%	7,537	6.98%	213
PLEASANTON PUBLIC LIBRARY	187,206	2.50	52.6478%	329,968	2.71%	26,395	3.73%	209
PORTERVILLE PUBLIC LIBRARY	2,022	0.03	2.5033%	5,199	6.44%	7,303	9.04%	60
ROSEVILLE PUBLIC LIBRARY	7,659	0.06	4.4916%	11,850	5.37%	10,831	6.35%	206
SACRAMENTO PUBLIC LIBRARY	86,415	0.06	7.2634%	60,343	3.66%	83,350	6.84%	1,830
TULARE PUBLIC LIBRARY	8,274	0.13	6.7234%	11,928	7.28%	5,393	4.36%	98
WOODLAND PUBLIC LIBRARY	5,961	0.10	5.7824%	6,969	4.37%	8,428	8.18%	96
Median	7,200	0.09	0.07	10,189	4.4%	8,428	6.84%	206
Average	34,634	0.36	0.11	49,789	4.6%	17,851	6.58%	335
Deviation from Median	-5.42%	0.00%	4.22%	-23.92%	22.37%	4.71%	32.71%	-70.87%
Deviation from Average	-80.34%	-75.44%	-36.57%	-84.43%	15.63%	-50.56%	38.04%	-82.07%

SERVICES

Services include those provided to library users – facilities, staff, open hours, technology, programs and collections, funded by the resources provided.

Library services are provided in a 24,000 square foot building, opened in 2007. Folsom, with a square foot per capita of 0.31, is 22% below the Median square foot per capita for the benchmark libraries, and 31% below the statewide Median.

FOLSOM IS BELOW THE MEDIAN FOR STAFF FTE, HOURS OPEN, INTERNET TERMINALS AND PROGRAMS.

Folsom is below the Median when looking at the percentage of the service area population that are registered patrons; however, this is affected by the high percentage of population as registered patrons for two of the benchmark libraries, Hemet and Pleasanton, who serve a significant number of patrons who live outside the boundaries of the library service area, due to the significant local business employment.

The Folsom Public Library is below the Median for staff FTE (Full Time Equivalent), hours open, number of Internet terminals and programs.

When looking at collections overall, both the absolute and per capita collection sizes are slightly below the Median, as well as the total number of books (print format) and electronic materials. Only in the percentage of materials that are children's materials does Folsom significantly rate higher than the Median.

FOLSOM'S COLLECTION SHOWS A STRONG FOCUS ON CHILDREN'S MATERIALS, EBOOKS, AUDIOS AND VIDEOS.

When looking at the collections in detail, while the number of ebooks is lower than the Median, the overall percentage that ebooks represents is higher than the Median, showing a stronger commitment to ebooks than the other benchmark libraries. For both audio and video materials, the percentage they represent of the collection are significantly higher than the Median. The number of subscriptions (generally classified as magazines) is significantly lower than the Median.

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Table 6: Benchmark Libraries Use – Circulation – FY 15/16

Location	CIRCULATION						
	Total Circulation	Circulation per Capita	Circulation per Borrower	Circulation per Hour Open	Circulation per Total Collection (Turn Rate)	Circulation of Electronic Materials	% of Electronic Circulation to Total Circulation
DIXON PUBLIC LIBRARY DISTRICT	72,800	2.61	10.38		1.30	1,400	1.92%
FOLSOM PUBLIC LIBRARY	613,597	7.94	19.61	262.45	6.31	14,997	2.44%
HEMET PUBLIC LIBRARY	323,107	4.04	2.24		2.99	2,033	0.63%
PLEASANTON PUBLIC LIBRARY	1,338,059	17.85	52.28	415.03	3.76	87,876	6.57%
PORTERVILLE PUBLIC LIBRARY	259,430	4.32	11.16	62.62	3.21		
ROSEVILLE PUBLIC LIBRARY	1,306,844	9.75	14.13	176.79	7.66	40,282	3.08%
SACRAMENTO PUBLIC LIBRARY	7,482,976	5.28	11.48	144.17	6.29	778,071	10.40%
TULARE PUBLIC LIBRARY	235,422	3.71	7.86	108.54	1.91	6,353	2.70%
WOODLAND PUBLIC LIBRARY	298,290	5.19	10.93	119.75	2.89	5,344	1.79%
Median	323,107	5.19	11.16	144	3.21	10,675	2.57%
Average	1,325,614	6.74	15.56	184	4.04	117,045	3.69%
Deviation from Median	89.91%	53.19%	75.67%	82.04%	96.57%	40.49%	-4.95%
Deviation from Average	-53.71%	17.84%	25.98%	42.48%	56.36%	-87.19%	-33.80%

Use includes data elements which indicate how specific services are utilized, e.g. the effectiveness of the resources and services.

Table 7: Benchmark Libraries Use - Visits and Reference – FY 15/16

Location	VISITS			REFERENCE		
	Visits	Visits per Capita	Visits per Hour Open	Reference Questions	Reference Questions per Capita	Reference Questions per Hour Open
DIXON PUBLIC LIBRARY DISTRICT	112,000	4.01		13,080	0.47	
FOLSOM PUBLIC LIBRARY	**264,546**	**3.42**	**113**	**24,509**	**0.32**	**10**
HEMET PUBLIC LIBRARY	299,871	3.75		201,000	2.51	
PLEASANTON PUBLIC LIBRARY	521,042	6.95	162	86,874	1.16	27
PORTERVILLE PUBLIC LIBRARY	192,911	3.21	47	7,800	0.13	2
ROSEVILLE PUBLIC LIBRARY	528,341	3.94	71	58,857	0.44	8
SACRAMENTO PUBLIC LIBRARY	4,252,802	3.00	82	165,600	0.12	3
TULARE PUBLIC LIBRARY	180,891	2.85	83	44,797	0.71	21
WOODLAND PUBLIC LIBRARY	181,882	3.16	73			
Median	264,546	3.42	82	51,827	0.45	9.22
Average	726,032	3.81	90	75,315	0.73	11.85
Deviation from Median	0.00%	0.00%	38.09%	-52.71%	-30.07%	13.67%
Deviation from Average	-63.56%	-10.11%	25.49%	-67.46%	-56.58%	-11.56%

Table 8: Benchmark Libraries Use - Programs and Technology- FY 15/16

Location	PROGRAMS				TECHNOLOGY			
	Total Program Attendance	Total Average Attendance per Library Program	Library Program Attendance per 1,000 Served	Annual Uses of Public Access Computers	PAC Use per 1,000 Population	PAC Use per Open Hour	Virtual Visits to the library website	Virtual Visits per 1,000 Population
DIXON PUBLIC LIBRARY DISTRICT	2,793	14	100	11,014	394.43		53,295	1,909
FOLSOM PUBLIC LIBRARY	31,028	41	402	30,609	396.25	13.09	79,875	1,034
HEMET PUBLIC LIBRARY	10,177	29	127	63,000	786.81		280,818	3,507
PLEASANTON PUBLIC LIBRARY	37,494	33	500	65,000	866.87	20.16		
PORTERVILLE PUBLIC LIBRARY	23,903	27	398	47,217	786.03	11.40	163,541	2,723
ROSEVILLE PUBLIC LIBRARY	46,917	42	350	76,453	570.23	10.34	801,737	5,980
Sacramento Public Library	207,322	26	146	611,940	431.54	11.79	6,532,687	4,607
TULARE PUBLIC LIBRARY	21,470	27	338	33,453	526.69	15.42	87,728	1,381
WOODLAND PUBLIC LIBRARY	27,619	26	480	25,995	451.88	10.44	60,699	1,055
Median	27,619	27	350	47,217	527	11.79	125,635	2,316
Average	45,414	30	316	107,187	579	13.23	1,007,548	2,774
Deviation from Median	12.34%	50.02%	14.79%	-35.17%	-24.77%	11.04%	-36.42%	-55.34%
Deviation from Average	-31.68%	38.54%	27.25%	-71.44%	-31.56%	-1.08%	-92.07%	-62.73%

USE

Use includes data elements which indicate how specific services are utilized, e.g. the effectiveness of the resources and services.
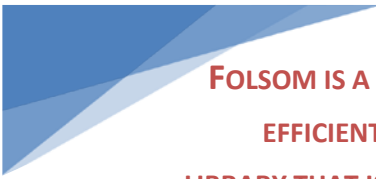
Folsom is a hard-working, efficient library. For a library that is below Median for key Resource and Service elements, including expenditure per capita, staff FTE and total collection, the majority of Use elements are above the Median.

FOLSOM IS A HARD-WORKING, EFFICIENT LIBRARY. FOR A LIBRARY THAT IS BELOW MEDIAN FOR EXPENDITURE PER CAPITA, STAFF FTE AND TOTAL COLLECTION, MOST USE ELEMENTS ARE ABOVE THE MEDIAN.

Circulation is the highest use element, with total circulation, per capita, and per borrower all significantly higher than the Median. The Turn Rate, calculated by dividing the total circulation by the total collection, is a generally accepted key ratio of how effective a collection is. A higher Turn Rate demonstrates a better collection. For the Folsom Public Library, it is nearly double the Median, and 50% higher than the Average.

On a per hour basis, library visits and reference are above the Median.

Programs are well appreciated at the library, with significantly above Median attendance.

In library use of computers is below the Median, as is use of the library website, possibly related to the demographics of the service population.

BENCHMARK SUMMARY

There are two key findings:

- ❖ The library, in general, has fewer Resources and Services than its peer libraries, including operating funds, facility size, staff FTE, collections, and technology.

- ❖ The Use of library services significantly outpaces its peer libraries, particularly in the circulation of library materials.

The disparity among Resources, Services and Use would indicate that the available Resources and Services have been carefully managed to create the best possible outcomes for library users. As an example, while there is a smaller collection size than the other benchmark libraries, the resulting circulation is significantly higher than peer libraries.

AVAILABLE RESOURCES AND SERVICES ARE CAREFULLY MANAGED TO CREATE THE BEST POSSIBLE OUTCOMES FOR LIBRARY USERS.
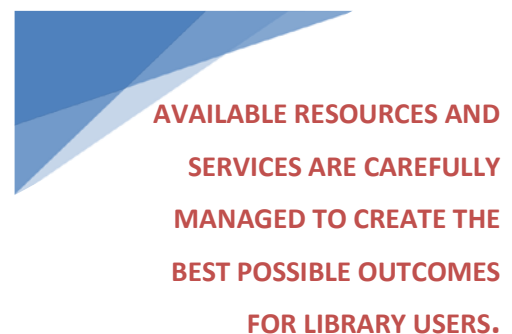
This disparity raises a major capacity issue. Current Resources and Services work mightily to meet current Use levels. Even with the current below Median Resource and Service levels, Use levels continue to outstrip similar libraries. It appears likely that the Folsom Public Library is at capacity given its limited Resource base, and high Use levels. However, there is a continuing demand for new and different library services, but a limited capacity to provide them. In essence, current Resources are fully committed to current Services, which produce the current Use levels, resulting in a very limited capacity (Resources) to provide new and different Services.

The chart on the following page provides a graphic image of the disparity between Resources and Services measures and the resulting Use measures.

### Table 9: Benchmark Libraries - Folsom Comparison to Median
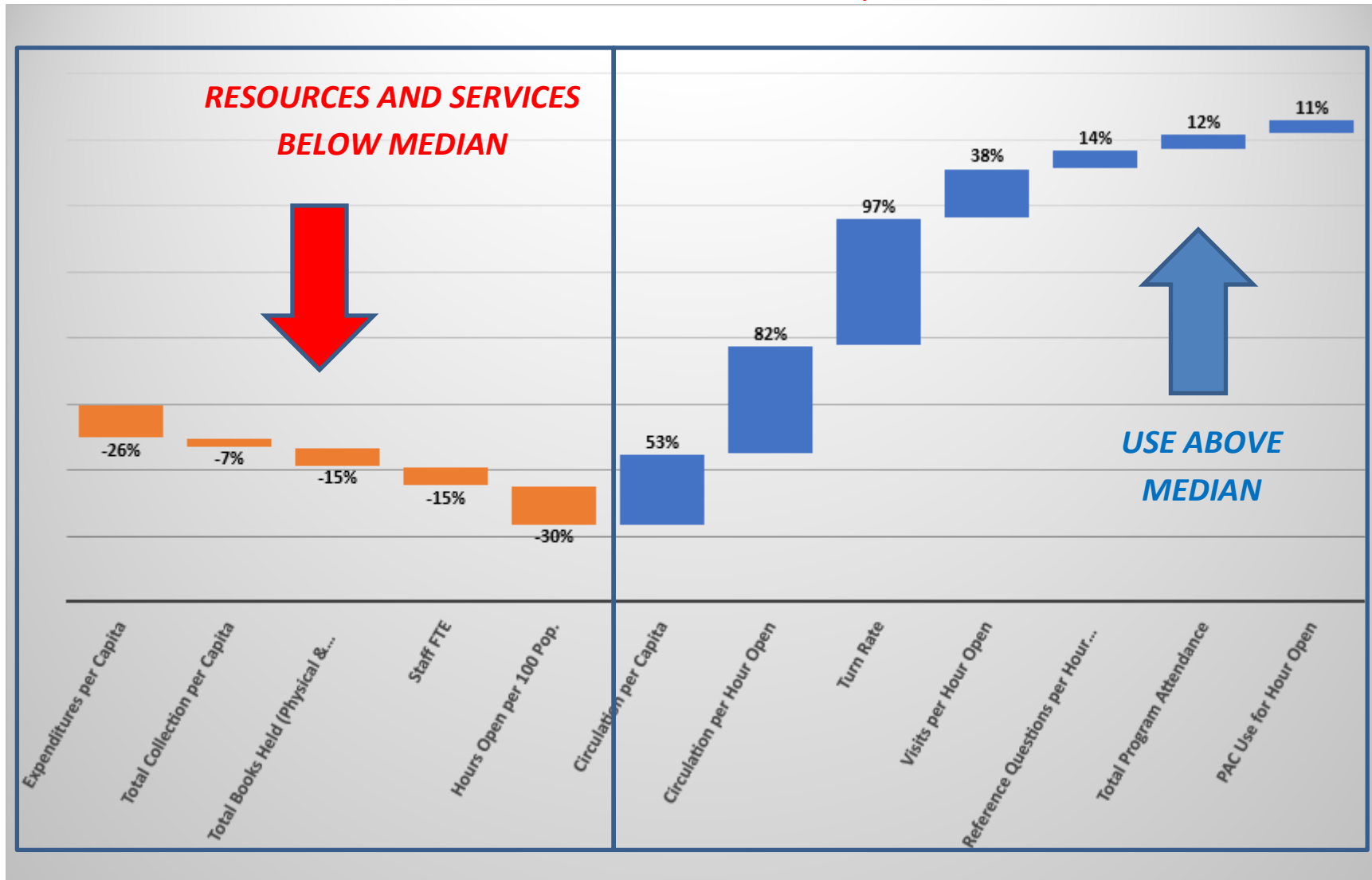
3.2.   Library Services, Usage and Patrons

The Folsom Public Library has a full featured program of services for its users and use has continued to increase over the past five years.

Over the past years, significant new services have been provided to library users, including the 3D printing lab, Library on the Move outreach vehicle, expanded STEM (Science, Technology, Engineering, Math) programming, and enhanced community partnerships.

Resources

Table 10: Five Year Change in Resources FY 2011/12 - FY 2015/16
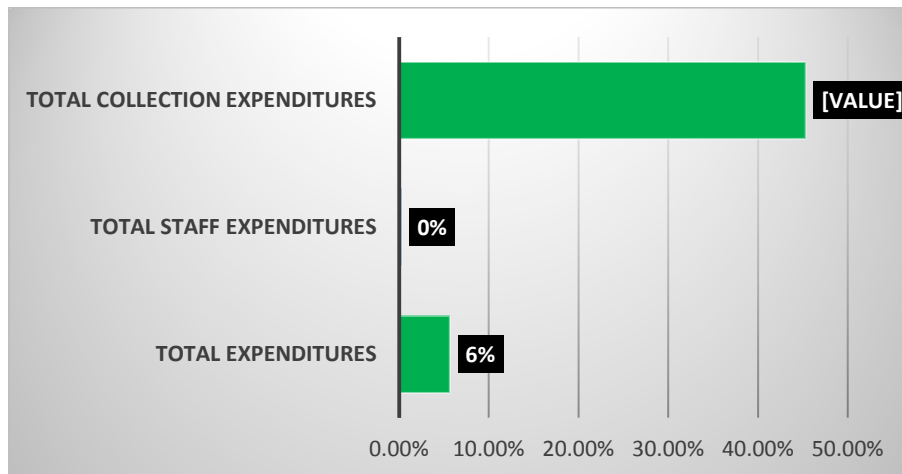

There has only been a modest increase in Total Expenditures, slightly over 5%, in the past five years, compared with an inflation rate of 7%, based on the Bureau of Labor Statistics data. Reflecting the continued increase in usage of the collection, expenditures on materials increased by nearly 50%, some of which is from additional funds from grants and Friends of the Library.   However, staffing costs were able to be maintained at virtually the same level.

EXPENDITURES ON MATERIALS INCREASED BY NEARLY 50%

Services

Table 11: Five Year Change in Services FY 2011/12 - FY 2015/16
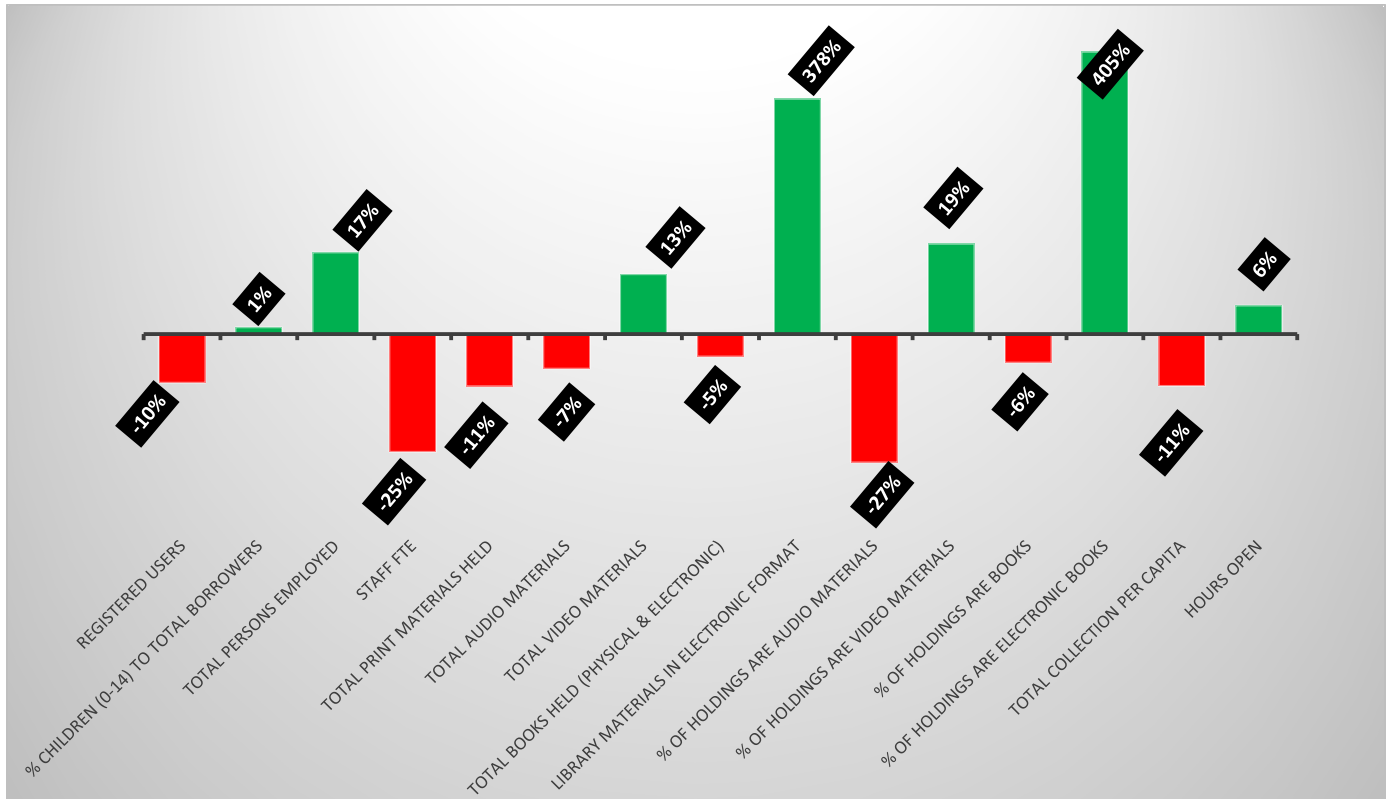
THE GREATEST INCREASE IN SERVICES WAS MATERIALS IN ELECTRONIC FORMATS, INCLUDING EBOOKS.

Not unexpectedly, the greatest increases in Services were materials in electronic formats, including ebooks. There was a fourfold increase in both the percentage of the collection that are ebooks and the actual number of materials in electronic format. Video materials also saw an increase. Commensurately, the total number of print materials declined, as did the percentage of the collection that were print books.

While the total number of registered users decreased, likely due to an updating of the user database to reflect current users, the percentage of children to total users increased, documenting a continued focus on children's services.

Staffing decreased in FTE (Full Time Equivalent) numbers, representing fewer permanent employees, and increased in the actual number of employees, reflecting more temporary, part

time employees.   Hours open per year increased. Patron self-service for circulation continues to be heavily used, service, with 45% of all items checked out using self-check machines in FY 15/16.

Use

Table 12: Five Year Change in Use FY 2011/12 - FY 2015/16
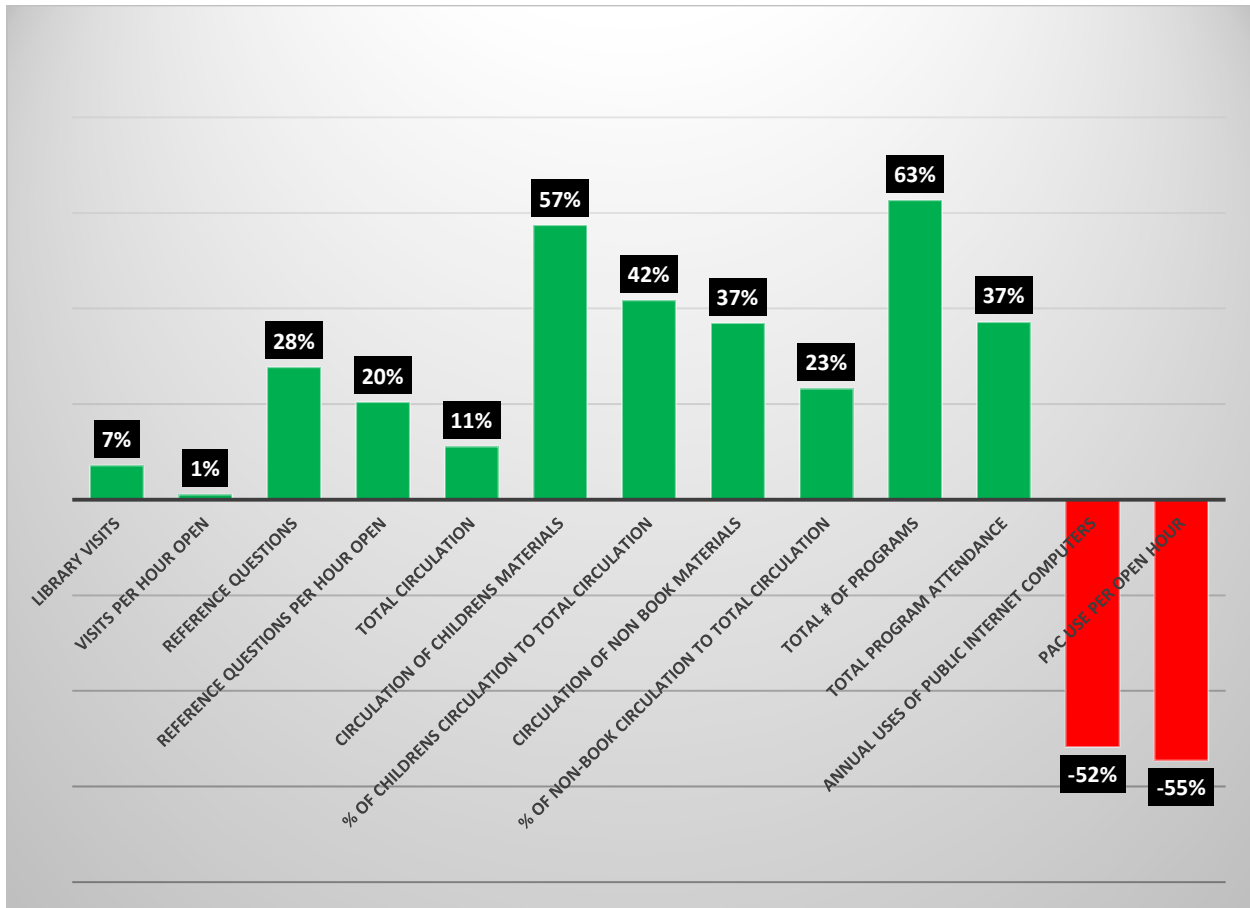
Over the five-year period, library use increased significantly in almost all areas. The actual use rates increased, as did the use per hour rates, including library visits and reference. The increase in reference was likely due to technology related assistance questions.

Total circulation increased, defying the national trend seen in decreasing circulation in public libraries. This increase is likely due to the significant increase in the circulation of children's materials, (57%), followed by a 37% increase in the circulation of non-book materials, e.g. audio and video materials.

OVER THE FIVE-YEAR PERIOD LIBRARY USE INCREASED SIGNIFICANTLY IN ALMOST ALL AREAS.

The most heavily circulated portions of the collection were:

Table 13: Circulation Breakdown

CATEGORY	PERCENTAGE OF TOTAL CIRCULATION	TURN RATE
Adult Fiction	6%	2.87
Adult Non-Fiction	10%	3.41
Adult Videos, Movies & TV	9%	14.15
Easy Readers	9%	17.68
Children's Non-Fiction	9%	4.55
Children's Paperbacks	8%	12.76
Children's Fiction	7%	8.12
Children's Videos, Music & TV	6%	17.81

Clearly, the children's collection was the hardest working collection, with an average Turn Rate (Circulation divided by Collection) of 9.98 for all material types, compared to the adult collection average turn rate of 5.22 for all material types. When looking at non-print materials, e.g. audio and video, the children's average turn rate (8.44) continued to outpace the adult average turn rate (7.74). Non-English audio and video, while constituting less than 1% of overall circulation, had a turn rate of 4.59.

THE HARDEST WORKING COLLECTION IS THE CHILDREN'S COLLECTION.

Both the number of programs and program attendance increased.

The only decrease was seen in the use of public access computers (PAC), likely due to the use of library wifi with users personal mobile devices.

Library Patrons

In 2015 the Folsom Public Library contracted with Analytics on Demand from Gale-Cengage for a library patron analysis to better understand their user base. The resulting report provided both a demographic analysis of the patron base, as well as a geographic analysis. The full report is included in the Appendices; key charts and findings are included in this report.

Circulation data was summarized to identify household locations, and then matched to the Experian Household file.

Patron Base and Usage

The library patron base appears to be well spread geographically throughout the city limits, with some additional patrons outside the city limits, in the Orangevale, Rancho Cordova, Gold River and El Dorado Hills areas. Not surprisingly, the highest concentration of library user households is within the central Folsom area.   However, even the areas outside the city, as noted above, are categorized as above average in their library usage. The checkout volume appears to be geographically well spread, with no concentration based on location. Over 50% of library patron households are within a 5-10 minute drive to the library.

OVER 50% OF LIBRARY PATRON HOUSEHOLDS ARE WITHIN A 5-10 MINUTE DRIVE TO THE LIBRARY.

Patron Demographics

The presence of children in the library user household appears to create higher library usage. In the overall library patron household count, those identified as definitely having children represented over 27% of the total of households, versus only 15% of the total base household count.

HOUSEHOLDS WITH CHILDREN ARE MORE LIKELY TO USE THE LIBRARY.
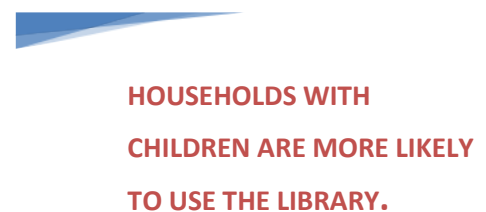
Household income appears to have less of an impact on library use. The majority of library patron households fell in the household income range of $50,000 - $150,000, as did the total household count. Overall, the percentage of households in each income category tracked very closely for both library patron households and total households.

Library Patron Households
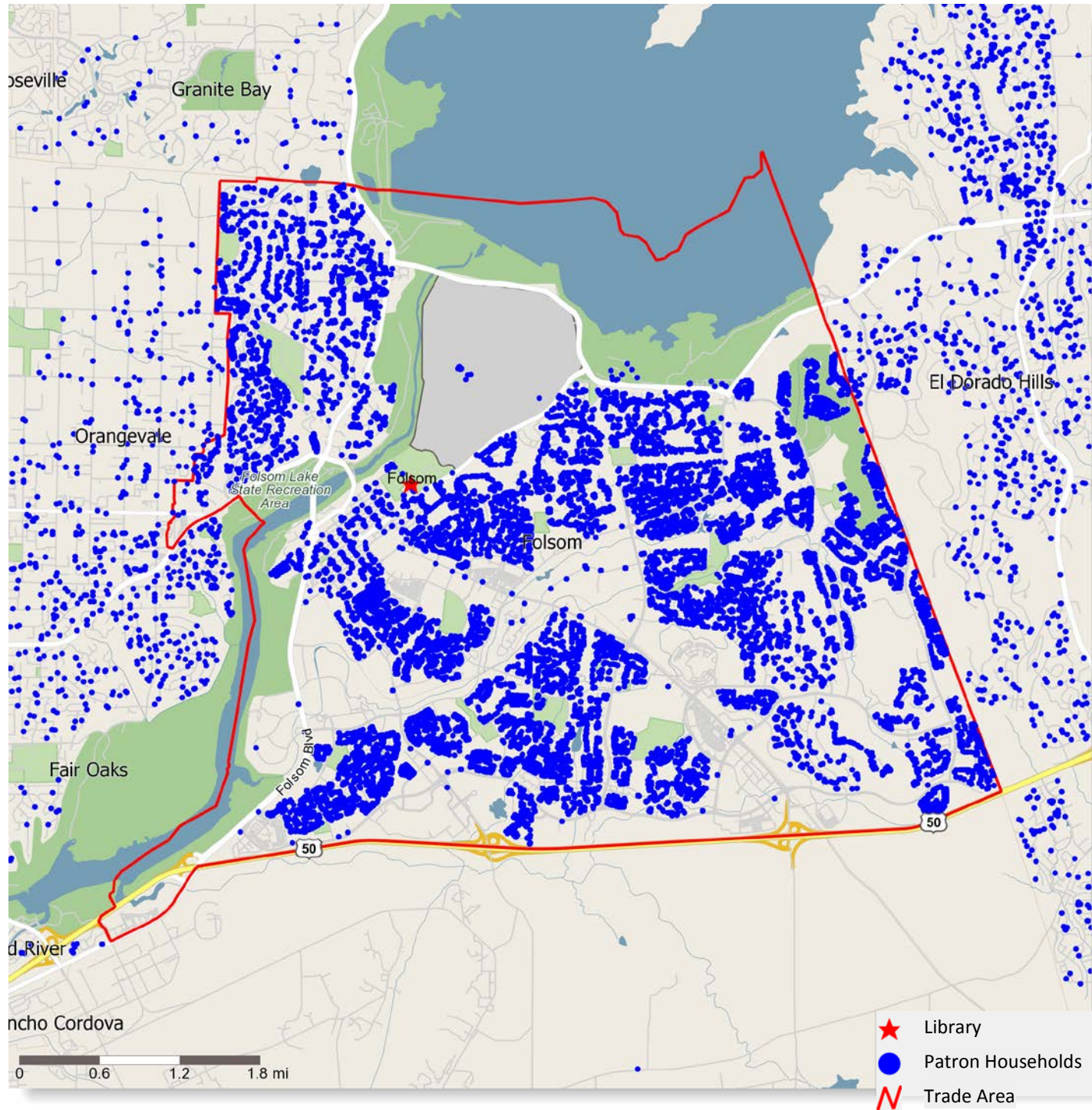
1 Mile Grid Map Themed by Count of Patron Households
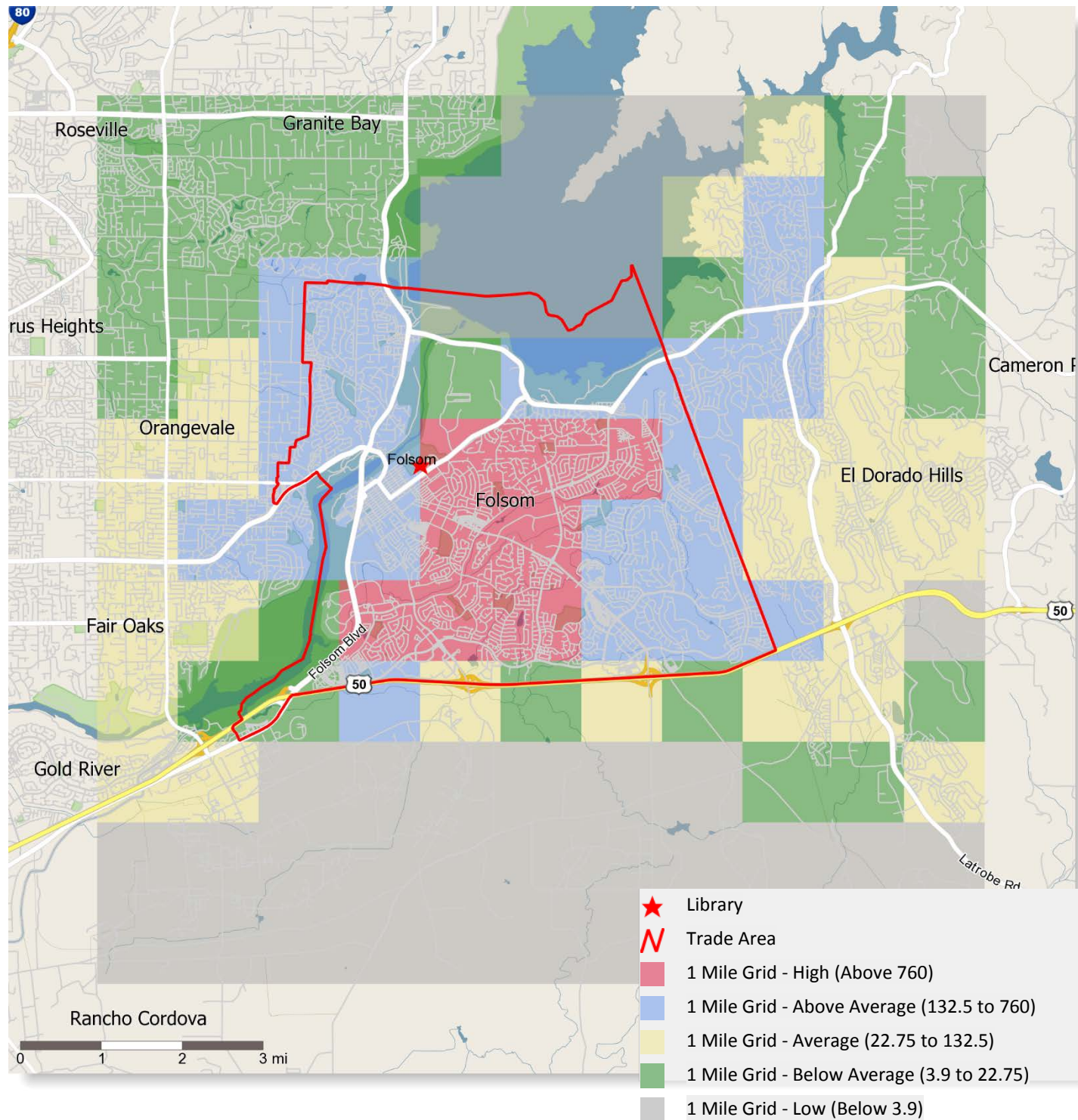
Library

Trade Area

1 Mile Grid - High (Above 760)

1 Mile Grid - Above Average (132.5 to 760)

1 Mile Grid - Average (22.75 to 132.5)

1 Mile Grid - Below Average (3.9 to 22.75)

1 Mile Grid - Low (Below 3.9)

Library Patron Households by Checkout Volume
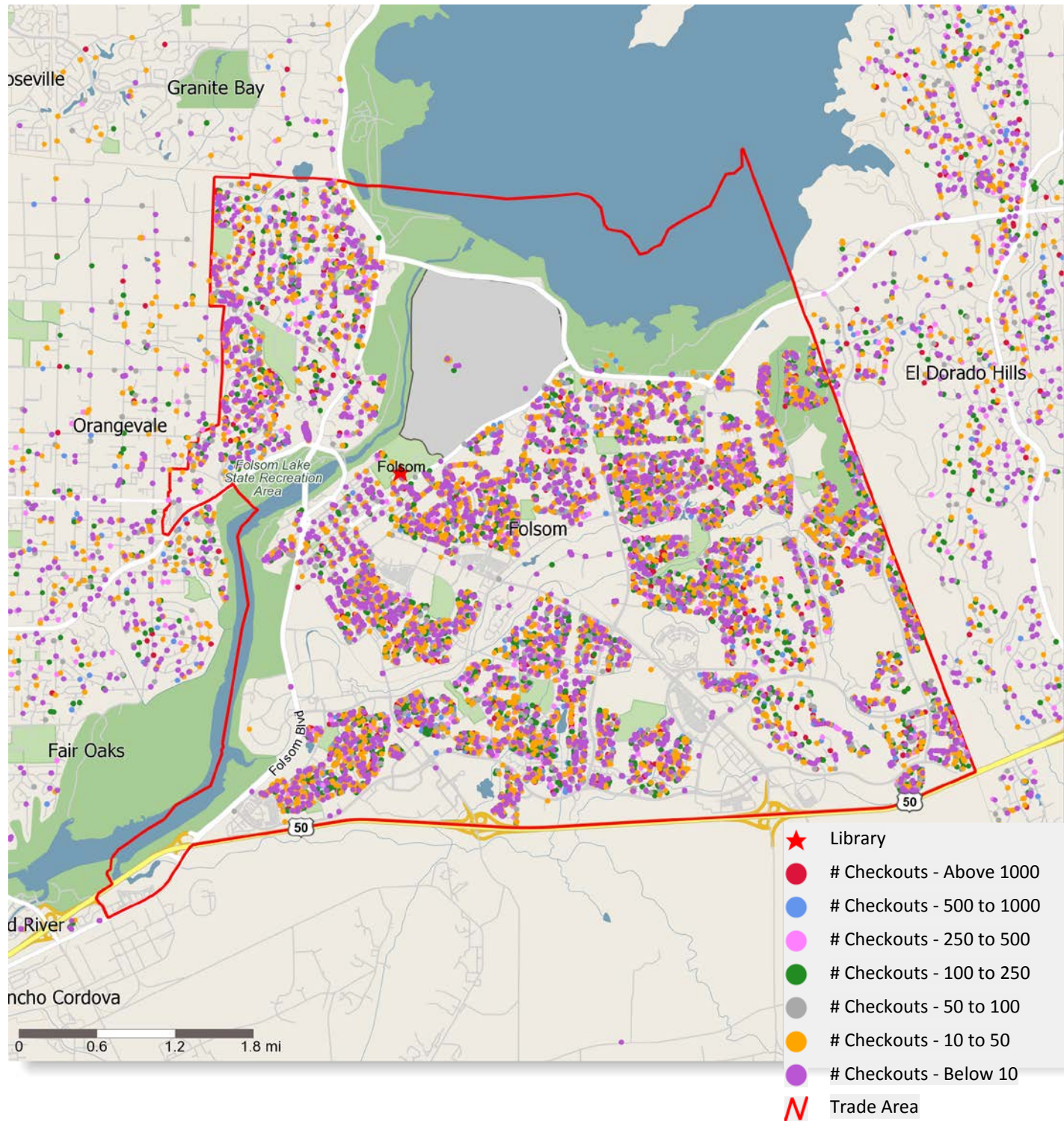
Patron Household Proximity

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

Drive Time	Households
0-5	2,538
5-10	11,131
10-15	2,647
15-20	1,512
20-25	711
25-30	588
30+	778
Total	**19,905**

Library Patron Households by Presence of Children
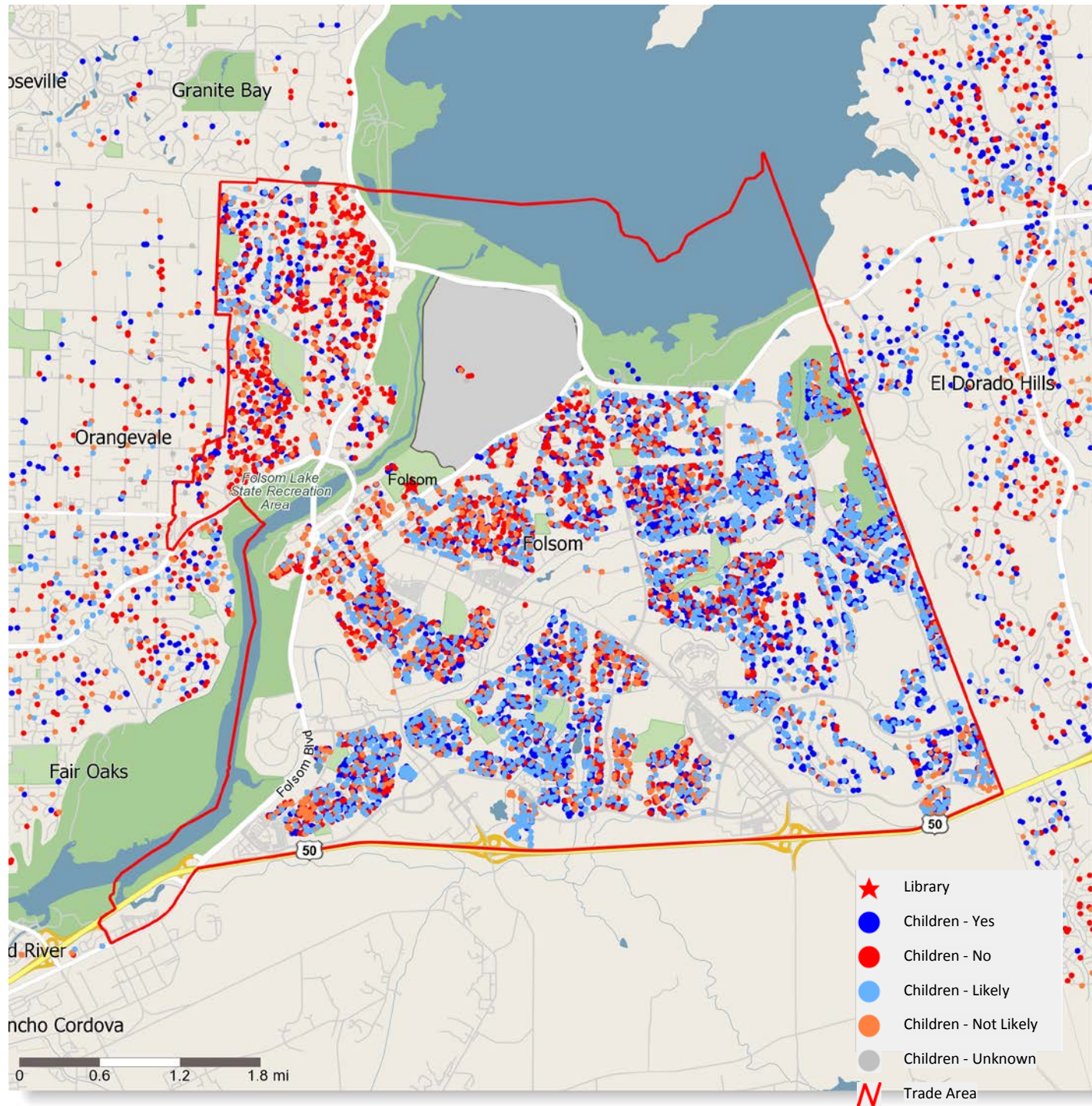
Presence of Children

(Proportion of patron households likely to have children.)

Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent
Unknown	1,571	9.2%	2,518	7.7%
Yes	4,717	27.6%	4,919	15.1%
Likely	3,672	21.5%	5,936	18.3%
Not Likely	3,165	18.5%	11,876	36.5%
No	3,972	23.2%	7,269	22.4%
Total	17,097	100.0%	32,518	100.0%

ESTIMATED HOUSEHOLD INCOME

Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
$1,000-$14,999	698	4.1%	1,498	4.6%	89
$15,000-24,999	716	4.2%	1,673	5.1%	81
$25,000-34,999	722	4.2%	1,824	5.6%	75
$35,000-$49,999	1,166	6.8%	2,998	9.2%	74
$50,000-$74,999	2,059	12.0%	4,186	12.9%	94
$75,000-$99,999	2,487	14.5%	4,669	14.4%	101
$100,000-$124,999	2,480	14.5%	4,485	13.8%	105
$125,000-$149,999	1,681	9.8%	2,683	8.3%	119
$150,000-$174,999	1,016	5.9%	2,473	7.6%	78
$175,000-$199,999	967	5.7%	1,136	3.5%	162
$200,000-$249,999	708	4.1%	940	2.9%	143
$250,000+	826	4.8%	1,435	4.4%	109
Unknown	1,571	9.2%	2,518	7.7%	119
Total	17,097	100.0%	32,518	100.0%	

4. COMMUNITY INPUT

4.1. Community Forum

On October 13, 2016, a Community Forum was held at the Community Center. While the attendance was small – under 20 attendees – the input was nonetheless valuable.

Input

When asked "*What do you believe are the top priorities and community goals for the City of Folsom and its residents?*" the key issues identified included:

- ❖ Quality of life beyond sports – culture, education, safety
- ❖ Partnerships – schools, businesses, college, theater, arts
- ❖ Library – books, hours, branches, broadband, bookmobile, maker spaces
- ❖ Economic vitality of community

FOCUS ON COMMUNITY PARTNERSHIPS

When asked "*How can the library support these priorities and community goals?*", the key responses were:

- ❖ Focus on community partnerships – college, Healthy Folsom, arts, theater, small businesses, economic development, food pantry, senior organizations
- ❖ Keeping library relevant for young people – early childhood development, longer evening hours for families who work
- ❖ Relevancy of library programming to community needs

In the Speed Round in which attendees could share anything what they wanted to tell the library the major suggestions were:

Keep on doing:

- ❖ Books
- ❖ Children's programming
- ❖ Multi-generational programming
- ❖ Focus on reading primarily

❖ Community engagement
❖ Multicultural materials/programs

One Thing I always wanted to tell the library:

❖ Troubleshoot computers
❖ Expand hours!
❖ More depth to collection
❖ Stay on current mission – reading & education
❖ Behind the scenes tours
❖ Book clubs for youth
❖ Community engagement
❖ Make intelligence cool
❖ Partner with veterans

Summary
The attendee focus on partnerships and youth services, when asked how to support community priorities, is important to notice. The focus on programming and books is clear when asked about what the library should keep on doing. The "One Thing" responses also focused on the same areas – community partnerships, reading, books.

4.2.   Stakeholder Interviews

Six stakeholder interviews were conducted in November 2016.

The stakeholder interviews were conducted with the following individuals:
- ❖ Joe Gagliardi, President, Folsom Chamber of Commerce
- ❖ Angela Griffin, Community Outreach Coordinator, Folsom-Cordova Unified School District
- ❖ Sally Howard, Director of College Advancement, Folsom Lake College
- ❖ JoAnne Reinking, President, Folsom-Cordova Unified School District Board of Trustees
- ❖ Lisa Ryan, Cook Brown LLP, former Folsom Library Commission member
- ❖ Stephanie Smith, Folsom Community Engagement Manager, Intel Corporation

The questions asked all stakeholders and the key responses are as follows:

1. **What kind of community do you want Folsom to be? How is that different from the way things are now?**
   - ❖ Small town feel with amenities
   - ❖ Outdoors oriented
   - ❖ Tight knit community
   - ❖ Strong community involvement
   - ❖ More attractive to younger residents, workers

   FOLSOM FAMILIES ARE TECH SAVVY

2. **What do you believe the top priorities and community goals for the City of Folsom and its residents should be?**
   - ❖ Safety
   - ❖ Education
   - ❖ Transportation
   - ❖ Economic development/smart growth

3. **What do you think the Folsom Public Library's role should be in helping the community achieve these goals? Are there any of these goals that you think the library would not have any role in achieving?**
   - ❖ Community gathering place/community hub
   - ❖ Safe place to gather

4. **How would you describe library services in Folsom to someone from out of town?**
   - ❖ Great facility
   - ❖ Strong collection and programming
   - ❖ Good technology and computers

5. **What do you think the library does well? If there were something about the Library that you could change, what would it be?**
   - ❖ Good technology
   - ❖ Teen services
   - ❖ Staff – approachable, knowledgeable
   - ❖ Improve marketing/PR
   - ❖ Later hours
   - ❖ Services that address changes in demographic makeup

KNOWLEDGE AND EDUCATION CONNECT TO PUBLIC SAFETY

6. **Where do you think public libraries will be in the next five years? Where do you want them to be? Where do you want library services in Folsom to be in the next five years?**

THE LIBRARY HAS A KEY ROLE AS A COMMUNITY GATHERING PLACE

   - ❖ Community gathering place
   - ❖ Services outside the walls
   - ❖ Interactions with schools
   - ❖ Technology that keeps up with changes
   - ❖ Technology/media center/online resources
   - ❖ Services to small businesses/economic development

THERE WILL BE A TRANSPORTATION BARRIER FOR RESIDENTS OF THE NEW SOUTH OF 50 COMMUNITY TO GET TO THE CURRENT LIBRARY

7.   How should library services be provided to the new South of 50 community?

- ❖ There will be a transportation barrier
- ❖ Residents will not have easily access to the current facility
- ❖ Small branch library
- ❖ Joint/collaborative use/school partnership
- ❖ Delivery of virtual library services
- ❖ Reflect type of housing/mixed use spaces

Summary

There is a strong theme with all the responses focusing on safety and education as key community priorities. The library is perceived as an important and valued community asset, with an opportunity for more partnerships and joint projects. A future focus on technology and digital services, and keeping up with new trends, was important but the most often repeated statement was the importance of the library as a community hub and gathering place.

4.3.   Focus Groups

The focus groups were conducted in November 2016 with:

- ❖ Folsom Community Collaborative (a group of community agencies, including non-profits and education providers, focused on providing services and resources to students, residents, and seniors)
- ❖ Folsom Library Commission
- ❖ Folsom Public Library staff

The key responses were:

1. **What do you believe the top priorities and community goals for the City of Folsom and its residents should be?**

PRIORITIES ARE SAFETY, FAMILY AND EDUCATION

- ❖ Safety
- ❖ Family
- ❖ Education
- ❖ Smart growth
- ❖ Diversity/Multiculturalism

2. **What do you think the Folsom Public Library's role should be in helping the community achieve these goals? Are there any of these goals that you think the library would not have any role in achieving?**

- ❖ Safety – free access to community spaces, community connections spaces, classes and technology for homeless population
- ❖ Family – multigenerational programs, teen programming, importance of library as a place to ask questions
- ❖ Education – fill gap with school libraries, school credit for library visits
- ❖ Smart growth – usable resources, knowledge of library resources, opportunity growth (business classes, resources)
- ❖ Diversity/multiculturalism - all are welcome, role as community engager, bring awareness

3. **Where do you think public libraries will be in the next five years? Where do you want them to be? Where do you want library services in Folsom to be in the next five years?**

❖ More technology – diversity of information resources, learning apps, instruction, job training for new tech skills, community equalizer

TECHNOLOGY, PARTNERSHIPS AND FLEXIBLE SPACES

❖ Partnerships – library outside the library
❖ Flexible building space – community space
❖ Programming – emerging adults, introducing children to joy of books
❖ Value add – streaming, classes

4. **What do you think the library does well? If there were something about the Library that you could change, what would it be?**

❖ Well
 ▪ Children's programming
 ▪ Customer service
❖ Changes
 ▪ Relationships – individual and partners
 ▪ More individual and partner relationships needed to build comfort – broader knowledge outside library
 ▪ Library as community entry point for new Americans, residents and citizens
 ▪ Adult programming for different audiences
 ▪ Collection funding
 ▪ More space/quiet space
 ▪ Playcare with ESL/conversation clubs
 ▪ More/bigger meeting space, open to community for no charge

5. **How should library services be provided to the new South of 50 community?**

❖ Remember transportation barrier
❖ State of the art
❖ Data warehouse

LIBRARY OUTSIDE THE LIBRARY
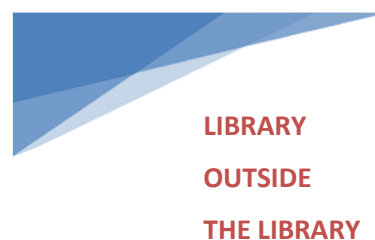
❖ Library outside the library
  ▪ Place to pick up books
  ▪ Netflix style (streaming)
  ▪ Amazon lockers
  ▪ Co-located with other services
  ▪ Delivery kiosk – hottest books, Redbox of books
  ▪ Item delivery to seniors
  ▪ Books to You – ice cream truck model
❖ Partnerships
  ▪ Adult schools
  ▪ Employment training
  ▪ Community colleges
  ▪ Non profits
  ▪ Schools – after school (Star)
  ▪ Mobile library
  ▪ Businesses – grocery stores, etc.
❖ Programming/services
  ▪ Multi-language storytimes
  ▪ Programming and makerspace
  ▪ Children's section and resources

Summary

Community priorities are around safety, family and education, and there were some useful examples of how the library can support these priorities. One continuing theme was the role of the library as a community gathering space, reflecting a need for community accessible meeting space at the library. The role of technology is important, both as a community equalizer and for forward focused services.

More services outside the library building – the library outside the library concept – was seen as critical, both with enhanced community partnerships and alternative service delivery models. For services South of 50, new service models, outside the concept of a bricks and mortar building, were identified, combined with the concept of the library as a "data warehouse" for the new community.

4.4. Community Survey

An online survey, utilizing Survey Monkey, was conducted from October 2- 31, 2016. The in-depth survey tested both user and non-user knowledge and use of both in person and digital library services, as well as opinions about future library services.

Some of the questions in the survey were based on questions in the national Pew Research Center survey from April 2016 concerning public library use. For those Folsom survey questions that replicated Pew questions, the nationally normed data is available to compare to the Folsom responses. The survey methodology for the Pew survey was a telephone survey of 1,601 Americans versus an online survey for Folsom, which may skew some of the comparative results.

The Folsom survey was answered by 350 individuals. The full survey data set has been provided to the Folsom Public Library.

HOW THE LIBRARY IS USED TODAY

Library Users
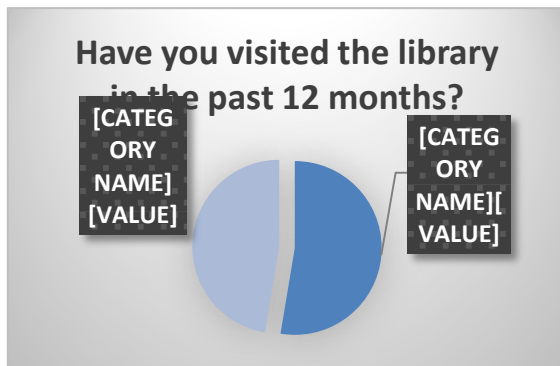
Folsom had a higher percentage of respondents who regularly use the library, i.e. in the last twelve months, than nationally (90% vs. 81%). The frequency of library usage was also higher than the national norm.

Library Non-Users

What, if anything, prevents you from using the library?

35.5% — I'M TOO BUSY.
29.0% — I GET WHAT I NEED ELSEWHERE.
25.8% — I FIND ALL THE INFORMATION I NEED ON THE INTERNET.
19.4% — THE LIBRARY'S HOURS DON'T FIT MY SCHEDULE.
16.1% — I PREFER TO BUY BOOKS I NEED.

For respondents who said they had not visited the library in person in the past 12 months the primary reasons generally fell into the preference (**blue**) or lifestyle (**red**) areas. Note: Respondents could choose multiple reasons.

Some of the reasons for non-usage that reflect personal preference – get what I need elsewhere, information on the Internet, prefer to buy books – are ones which the library would have

Note: Respondents could choose multiple reasons.

Blue = Preference   **Red = Lifestyle**
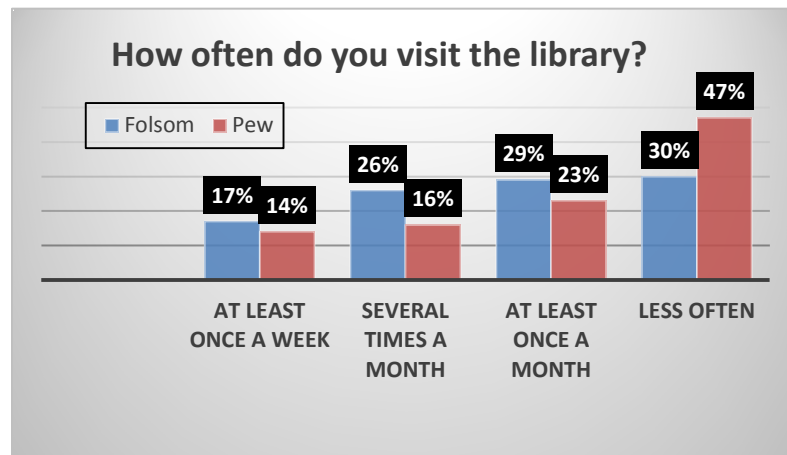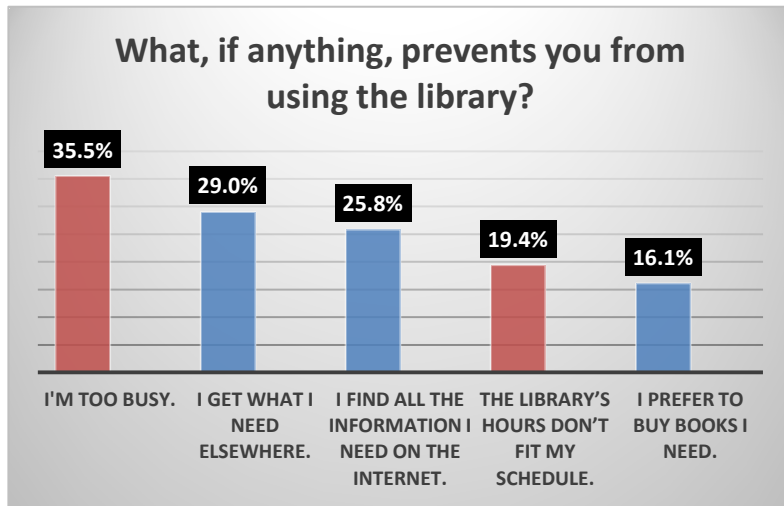
difficulty changing or addressing.

Other reasons for non-usage - being busy and schedule of hours - are ones that reflect lifestyle issues in Folsom. Comments from some respondents noted that they weren't aware of what the library had to offer. Going forward, the library could look at addressing these reasons, both in terms of its services and service models.

For those respondents who said they had not visited the library in the last twelve months, 70% of them also said they had not used the library website or catalog either. For those who said they had used the library website or catalog, the use was very sporadic, e.g. every few months, with the primary purpose being to search the catalog for books or place holds. This indicates a persistent pattern of non-use of the library, regardless of the service model (in-person or digital).

For this group of non-users, one of the suggested areas of focus was in helping people decide about information they can trust.

When asked what services/resources libraries could/should provide, the areas of greatest interest were:
   ❖ Services to children and support for schools
   ❖ Technology training
   ❖ Job resources/training
   ❖ Community information

HELP PEOPLE DECIDE ABOUT INFORMATION THEY CAN TRUST

Demographically, the library non-user is more likely to be a white, English speaking female, aged 30-60, with a graduate degree, employed full time in a management capacity, earning over $100,000 a year. The majority of non-users do not have children living at home, compared with over 60% of all survey respondents.

Library Services
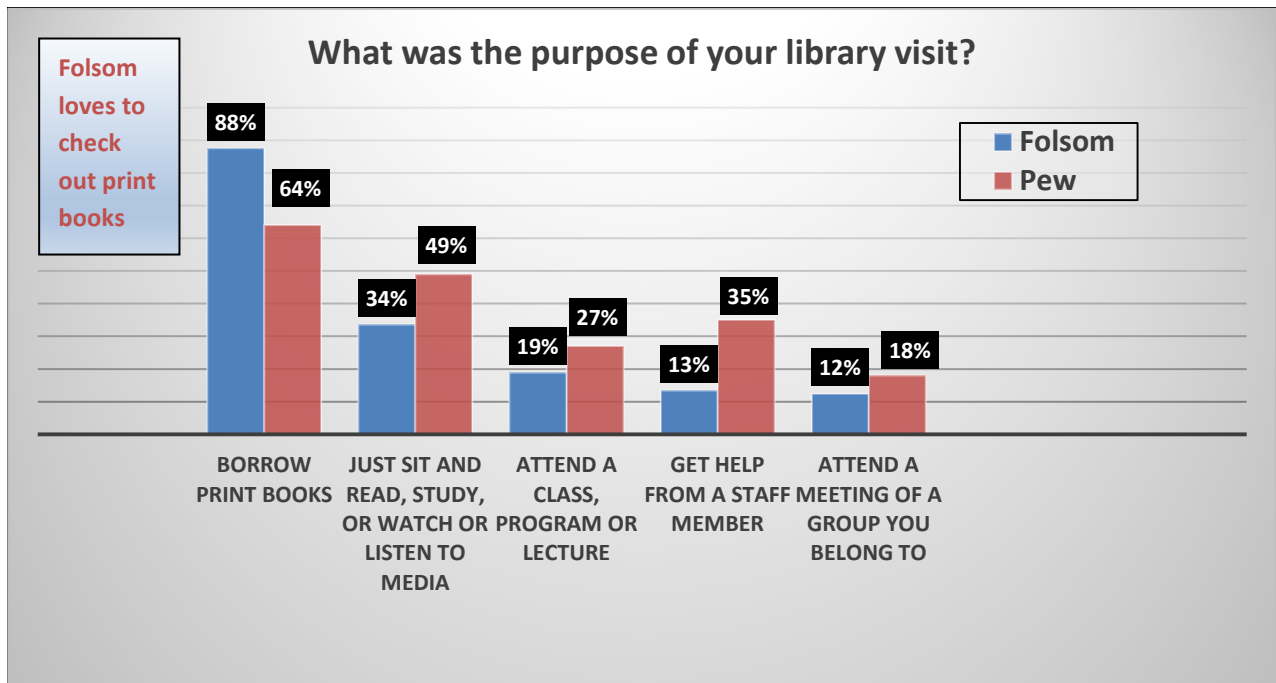
Note: Respondents could choose multiple purposes.

Folsom library users love to check out print books; nearly 90% of survey respondents said one of the purposes of their visits to the library was to check out a print book, versus only slightly more than 2/3 of Pew respondents. In the comments from respondents, many also mentioned checking out non-print materials, e.g. audios, videos, ebooks.

CHECK OUT PRINT BOOKS

For the other major purposes - just sitting and reading, attending a class or meeting, getting help from a staff member – Folsom respondents were below the national norms. Particularly interesting was the low 13% responses for getting help from a staff member (Pew=35%). This likely reflects the impact of self-check for circulation, as well as a regular pattern of library usage.

Digital Services/Technology

The use of digital services (wifi, digital resources, etc.) and technology (library computers, etc.), was tested, both for use when in the library and when outside the library.

Only slightly more than 40% of library users said they had used a library computer during a visit, versus nearly 48% noting they had used a personal mobile device, e.g. smartphone, tablet, laptop, to connect to library wifi. Nationally, only 29% of Pew respondents said they had used library computers or wifi.

What do library users do on computers or mobile devices, while **in the library building**?
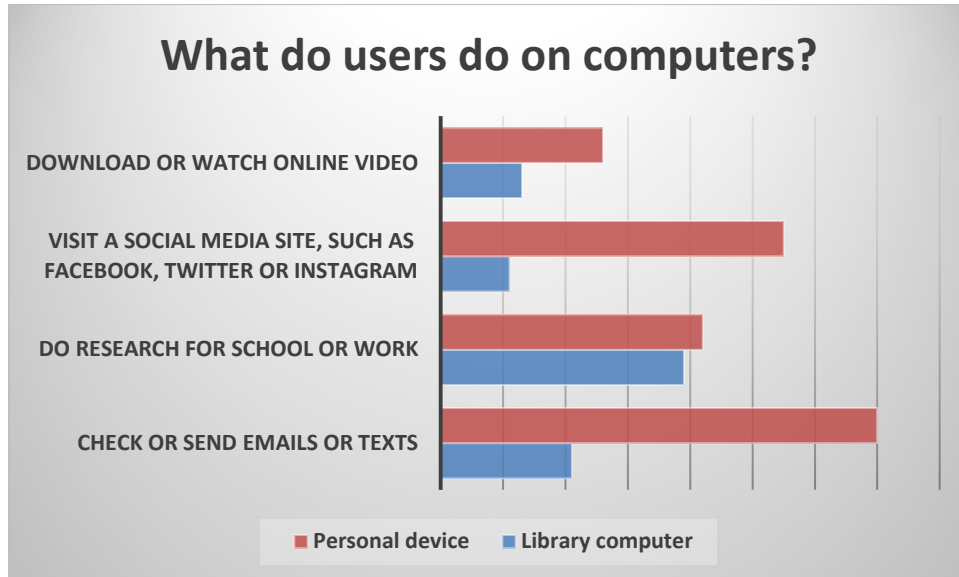
Note: Respondents could choose multiple uses.
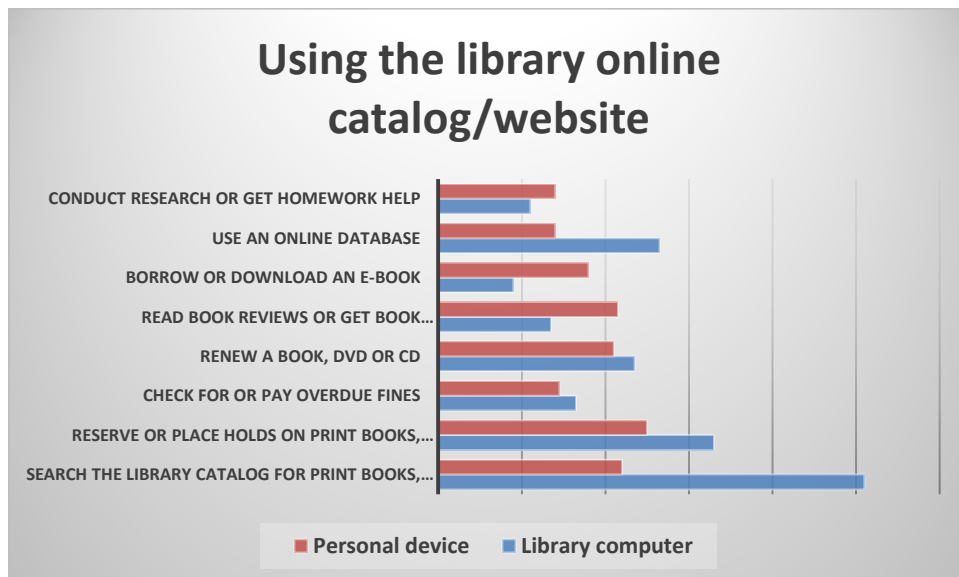
Note: Respondents could choose multiple uses.

Personal devices – smartphones, tablets, laptops – are clearly the device of choice for casual use – social media surfing, emails, watching videos. Only for research for school or work is the use of personal devices and library computers nearly equal. For specific library-related activities – searching the catalog, placing holds, renewing materials, using a database – the preference is for library computers.

SOCIAL USE = PERSONAL DIGITAL DEVICE

LIBRARY SERVICES = LIBRARY COMPUTER

However, with the increasing use of personal devices, and the demographics of Folsom in general, the use of these personal devices for all types of use – social use and library services – is likely to increase.

What's the use of library website and online catalog for offsite users **not in the library building**?

Over 80% of in person library users say they use the library catalog or website when not at the library, showing a persistent use and awareness of digital library resources, with use levels spread nearly equally among weekly, several times a month, once a month and once every few months.

PERSISTENT USE AND AWARENESS OF LIBRARY DIGITAL RESOURCES

What do offsite users do on the library website?

USE AN ONLINE DATABASE	
BORROW OR DOWNLOAD AN E-BOOK	
READ BOOK REVIEWS OR GET BOOK RECOMMENDATIONS	
RENEW A BOOK, DVD OR CD	42.1%
CHECK FOR OR PAY OVERDUE FINES	37.2%
RESERVE OR PLACE HOLDS ON PRINT BOOKS, AUDIOBOOKS, E-BOOKS, CDS OR DVDS	26.7%
SEARCH THE LIBRARY CATALOG FOR PRINT BOOKS, AUDIOBOOKS, E-BOOKS, CDS OR DVDS	26.7%

Note: Respondents could choose multiple uses.

Not surprisingly, ebooks are the big resource for offsite users, but offsite users are also making good use of library databases. It appears that offsite users approach their library website use with specific needs in mind – ebooks, databases, book reviews, renewals, etc. – and not with just general usage – browsing online for materials – since only slightly more than 25% of respondents said they do so.

THE LIBRARY IN THE FUTURE

After responding to questions about current library usage patterns, all respondents (both users and non-users) were asked what they wanted from the library in the future. On a scale of 1-4, respondents were asked to indicate their interest in a specific service or resource.

Future services focus

Service	Score
SUMMER READING/TEEN-CHILD	3.67
EARLY CHILDHOOD LITERACY	3.55
EDUCATION/LIFELONG LEARNING	3.54
DIGITAL LITERACY	3.17
SUMMER READING - CAREGIVER	3.16
SUMMER READING - ADULT	3.12
CIVIC/COMMUNITY ENGAGEMENT	3.00
JOB SKILLS	2.75
ECONOMIC DEVELOPMENT	2.26
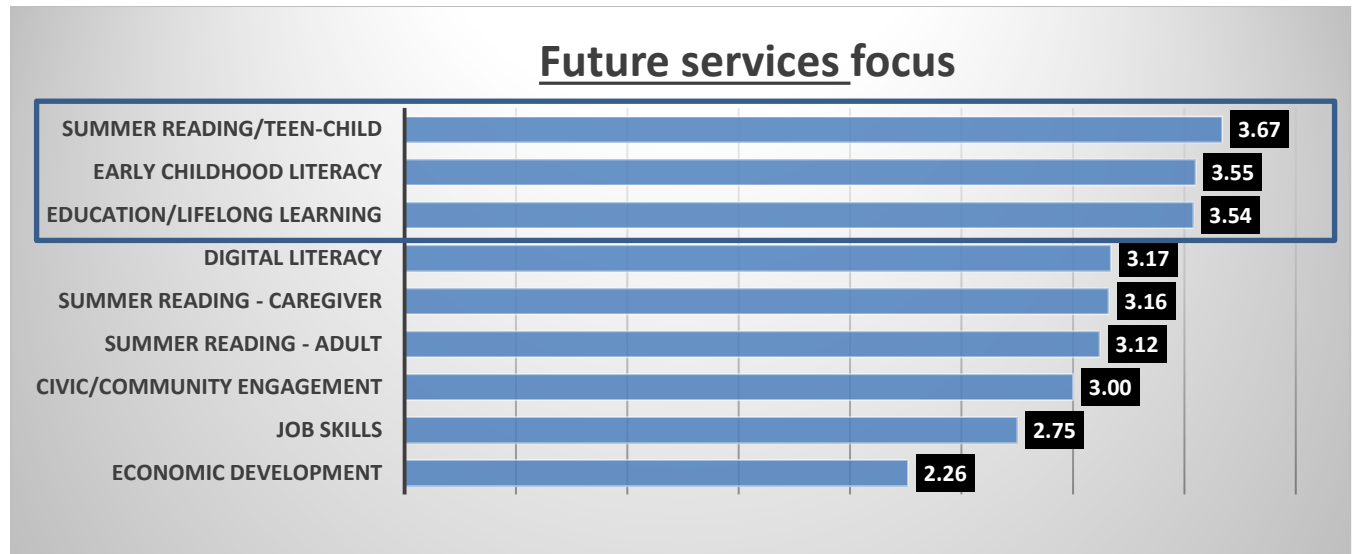
Note: Respondents could make multiple choices.

When asked about a <u>general focus for services</u>, the overwhelming interest was for reading, literacy and life-long learning, with job skills and economic development at a significantly lower level.

READING, LITERACY, LIFELONG LEARNING

What <u>new things</u> should the library be doing?

Category	Score
TEACH PEOPLE HOW TO USE DIGITAL TOOLS	2.57
TEACH PATRONS ABOUT PROTECTING THEIR PRIVACY AND SECURITY ONLINE	2.44
SERVICES FOR IMMIGRANTS AND FIRST-GENERATION AMERICANS	2.28
SERVICES FOR ACTIVE MILITARY PERSONNEL AND VETERANS	2.14
SERVICES FOR LOCAL BUSINESSES AND ENTREPRENEURS	2.09
OFFER 3-D PRINTERS AND OTHER DIGITAL TOOLS	2.02
COORDINATE MORE CLOSELY WITH LOCAL SCHOOLS	2.00
FREE EARLY LITERACY PROGRAMS TO HELP YOUNG CHILDREN	1.91
MOVE SOME PRINT BOOKS AND STACKS TO FREE UP MORE SPACE	1.67
MORE COMFORTABLE SPACES FOR READING, WORKING, AND RELAXING	0.70

Note: Respondents could make multiple choices

**UNDERSTANDING DIGITAL TOOLS
AND ONLINE SAFETY**

When asked about what <u>new things</u> the library should be doing, the library's role in helping users understand digital tools and online privacy and security were a top priority. Services to targeted communities, including immigrants, veterans and the business community, were also seen as priorities. However, none of the suggested new services scored higher than 2.57 (on a 1-4) scale.

What **new services** should the library provide?

Service	Score
HAVE THE LIBRARY VAN VISIT COMMUNITY GROUPS AND PROGRAMS	2.21
FOR SOUTH OF 50, CREATE SMALL NEIGHBORHOOD SELF SERVICE MINI LIBRARIES	2.03
HAVE POP UP LIBRARIES AT LOCAL COMMUNITY EVENTS	2.01
PROVIDE MEETING ROOM FACILITIES FOR USE AFTER HOURS	1.99
PROVIDE EARLY LITERACY SERVICES AND PROGRAMS TO IN HOME DAY CARE PROVIDERS	1.93
CIRCULATE "THINGS" SUCH AS BOARD GAMES, MUSICAL INSTRUMENTS AND TOOLS	1.82

When asked about specific <u>new services</u>, the "library outside the library" concept resonates strongly with Folsom library users.

LIBRARY OUTSIDE THE LIBRARY

The idea of a "library outside the library" focuses on providing access to library services outside the existing building, in venues and in opportunities where residents might not expect to access library services, e.g. playfields, but which will make library 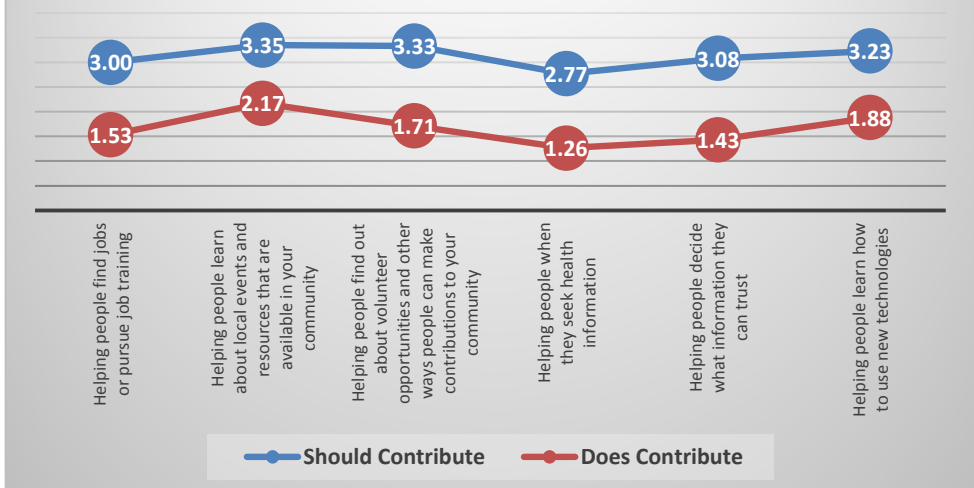services more accessible to both new and existing users. The concept could include van visits, mini libraries, pop up libraries and early literacy services to home day care providers.

<u>So how well is the library doing?</u> This is perhaps one of the most telling pieces of information in the survey. On a scale of 1-4, respondents were first asked <u>what should the library be contributing</u> to the community and then were asked <u>how well the library was actually contributing</u> in each of these areas. While there is a significant gap in each of these areas, they present opportunities for new directions and services for the library.

What should be library be contributing vs. how is it doing?

	Should Contribute	Does Contribute
Helping people find jobs or pursue job training	3.00	1.53
Helping people learn about local events and resources that are available in your community	3.35	2.17
Helping people find out about volunteer opportunities and other ways people can make contributions to your community	3.33	1.71
Helping people when they seek health information	2.77	1.26
Helping people decide what information they can trust	3.08	1.43
Helping people learn how to use new technologies	3.23	1.88

Survey Demographics

- ❖ 350 survey respondents
- ❖ 95% residents of Folsom
- ❖ 80% females
- ❖ 65% age 30-59
- ❖ 60% children living at home
- ❖ 42% Bachelor's degree
- ❖ 23% graduate degree
- ❖ 68% White
- ❖ 94% English speaking
- ❖ Employment status
  - ▪ 37% working full time
  - ▪ 17% working part time
  - ▪ 13% out of job market
  - ▪ 16% retired
- ❖ Occupations – Education, Business and Financial, Computer and Technology
- ❖ Household income range – 40%+ $75K - $175K

Folsom loves its technology! Respondents were asked about their personal use of digital devices. Laptop computers and printers were the most popular devices, followed closely by tablets. In general, higher use of digital devices correlates with library usage.

HIGHER USE OF DIGITAL DEVICES CORRELATES WITH LIBRARY USAGE

Digital Device Usage
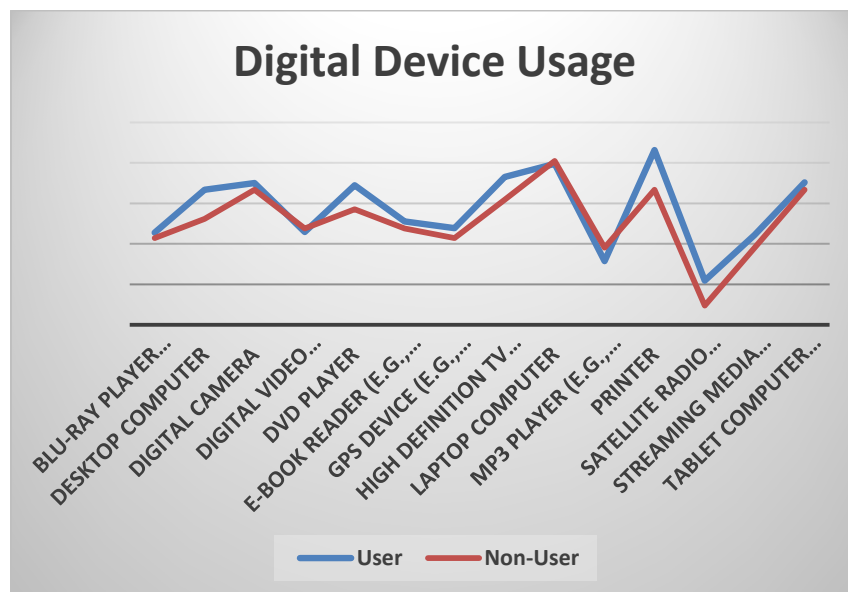
Survey Summary

Due to the overall scope of the consulting project, only a limited amount of data analysis could be completed on the survey results, including comparison to nationally normed Pew data. However, since the full data set has been provided to the library, additional data mining can be continued.

LIBRARY USERS AND USAGE

❖ **FOLSOM LIBRARY USERS REALLY LOVE TO USE THEIR LIBRARY, AT HIGHER THAN NATIONAL NORMS.**

❖ **THEY LOVE TO CHECK PRINT BOOKS OUT.**

❖ **PERSONAL DIGITAL DEVICES ARE USED FOR SOCIAL RESOURCES; LIBRARY COMPUTERS ARE USED FOR LIBRARY SERVICES.**

❖ **LIBRARY USERS ARE PERSISTENT USERS — BOTH IN PERSON AND ONLINE.**

❖ **NON-USERS ARE PERSISTENT NON USERS, GENERALLY REFLECTING EITHER PREFERENCE OR LIFESTYLE REASONS.**

LIBRARY FUTURE

❖ **FOCUS ON READING AND LITERACY**

❖ **UNDERSTANDING DIGITAL SERVICES AND ONLINE PRIVACY AND SECURITY**

❖ **SERVICE TO TARGETED COMMUNITIES**

❖ **LIBRARY OUTSIDE THE LIBRARY — TAKE THE LIBRARY TO THE COMMUNITY**

5. FOLSOM PLAN AREA

Background

In 2012, the City of Folsom annexed approximately 3,500 acres of land south of Highway 50. The Folsom Plan Area (FPA)is bounded to the east by the Sacramento/El Dorado County border, to the west by Prairie City Road, to the north by Highway 50, and to the south by White Rock Road. The City has identified the development in the area to include approximately 9,900 residential units and 4.9 million square feet of commercial, office, and mixed use development when fully developed. The Folsom Plan Area will add almost 24,000 residents and 11,000 jobs to the City and approximately a third of all land will be parks or open space.

According to the Folsom Specific Plan Specific Plan Fee (FSPSPF) study by Goodwin Consulting Group, completed in 2015, the library will be designed to facilitate community needs in the new community and will have an on-site inventory of over 12,000 books and digital resources that will be funded through the general capital facilities component of the Folsom Plan Area Specific Plan Fee. Construction of the library facility is planned to begin when the Folsom Plan Area is about half populated or with a population of about 12,000 residents. This is estimated to occur around the tenth through twelfth year of development.

Per the Goodwin study, the new library facility is estimated to be 7,000 square feet in size to accommodate new growth in the area. At an estimated cost of approximately $390 per building square foot, the total cost of constructing this facility is estimated to be approximately $2.7 million. Funding for the land for the library site is included in the Folsom Plan Area Specific Plan Infrastructure Fee (SPIF) program. The site of the library has not been selected but consideration has been given to collocate it with the municipal services center.

The Folsom Specific Plan Specific Plan Fee library fee per unit is:

Residential Unit Type	Fee Per Unit
Single-Family	$333
Single-Family High Density	$333
Multifamily Low Density	$221
Multifamily Medium Density	$221
Multifamily High Density	$221
Mixed Use District - Residential	$221

Typically, library impact fees adopted by jurisdictions statewide do not include fees for non-residential land uses.

The Goodwin report does not provide any sources for the basis of the planning decisions made for the new library facility, including per square foot building cost of $390, size of the building at 7,000 square feet, or collection size of 12,000 volumes.

Folsom Specific Plan Specific Plan Library Fee

Per Square Foot Building Cost
The cited $390 per square foot building cost is too low.

In 2013, Sacramento County adopted a Library Facilities Impact Fee, which used $702 per square foot as the estimated building cost, based on current construction costs in the County. The Sacramento County fee also includes funding for collections ($30 per volume) and technology ($1,200 per computer).

THE $390 PER SQUARE FOOT BUILDING COST IS TOO LOW.

The Sacramento Library Facilities Impact Fee schedule is as follows:

Residential Unit Type	Fee Per Unit
Single-Detached	$784
2 to 4 Unit Attached	$609
5 + Unit Attached	$510
Mobile Homes	$503
Second Residential Units	$286

In the County of Los Angeles, the most recent library building projects have averaged $1,082 per square foot, including fees, permits, testing, all furniture and equipment, shelving and technology and a/v infrastructure, but excluding land and collections.

A 7,000 SQUARE FOOT FACILITY WOULD BE TOO SMALL AND IS NOT AN EFFICIENT USE OF SPACE.

Building Size

The building size cited in the Goodwin study is 7,000 square feet, which equates to .29 square feet per capita, based on an estimated population of 23,889, which compares with the current .31 square foot per capita for the current facility. However, as noted, the current square foot per capita is 22% lower than the Median of .40 square foot per capita for the benchmark libraries, and 31% below the statewide Median of .45 square foot per capita. There are no statewide or national standards for library square footage per capita.

A 7,000 square foot facility would be too small and is not an efficient use of space, based on the net to gross ratio of usable square footage. Typically, library buildings have a 75% net to gross ratio, meaning that for a 7,000 square foot building, there would be 5,250 usable square feet. However, for buildings under 10,000 square feet, the net to gross ratio may increase, based on the size of standard facility requirements, such as HVAC, which may not decrease for the smaller sized building. In addition, as the roles for libraries change, the type of space required in library buildings is also changing, e.g. a library serving as a community hub will need increased community space.

Collection Size

The collection size cited in the Goodwin study is 12,000 volumes, which equates to .50 volumes per capita. It is assumed that the term "volumes" is intended to cover the full spectrum of the type of library materials that may be housed in the new facility. There is currently a rate of 1.26 items per capita, which is 7% below the Median of 1.35 for benchmark libraries and 35% below the statewide Median of 2.08 per capita. Therefore, the proposed per capita collection size (.50) is 65% less than that current per capita collection size (1.26). There are no statewide or national standards for collection size per capita.

Since the term volumes covers a wide variety of library materials, all with differing square footage housing requirements, it is not possible to accurately forecast whether the proposed 7,000 square feet for the proposed library would be sufficient to house 12,000 volumes, or even more volumes if the current per capita collection size is met.

Comments

The key issues relating to a proposed facility for the Folsom
Plan Area, per the Folsom Specific Plan Specific Plan Fee study,
are:

- ❖ Inadequate estimated building cost per square foot
- ❖ Proposed building size too small
- ❖ Collection size not equivalent to current per capita rate

While it is important that the proposed square footage per
capita for the Folsom Plan Area equates to the current square
footage per capita for the purposes of calculating the library
fee, it is likely that the resulting facility will not be sufficient to
meet the changing library service needs of the new community.

The Findings and Recommendations below will discuss options
for the provision of library services to the Folsom Plan Area. However, assuming that there will
some type of physical structure for the provision of library services, the base assumptions for
the facility must be revisited and updated to appropriately reflect accurate data.

**THE RESULTING
FACILITY WILL NOT
BE SUFFICIENT TO
MEET THE
CHANGING LIBRARY
SERVICE NEEDS OF
THE NEW
COMMUNITY.**

6. FINDINGS AND RECOMMENDATIONS

Finding 1

The Folsom Public Library does a good job of meeting the current needs of its user population, but has no capacity to meet new and different service needs.

Recommendation

Given the modest levels of financial resources and resulting service levels, particularly in staffing and open hours, it is clear that the management of these resources is carefully calibrated to insure the maximum effect. However, as user demand grows for new and different services, there is no capacity to meet these needs. Consistent monitoring of current service level usage should be maintained in order to identify any opportunities for redirection of resources.

Given the constrained resource levels, as opportunities for patron self-service arise, they should be maximized. As an example, 45% of current circulation is through the self-check machines. Libraries that focus on patron self-check frequently achieve the 80%-90% level, which would free up staff resources for other services. If the front circulation desk were reconfigured to be totally self-check, the percentage of self-check circulation would likely increase. Staff resources currently directed to circulation services could be redirected to other new services.

Finding 2

The strongest service is the heavily used collection.

Recommendation

The library has continued and increased its commitment to effective collection investment and management, as shown in high Turn Rate in nearly all collection areas. Clearly, library users expect to find a collection that meets their needs, particularly in terms of changing formats, especially for audio, video and e-materials.

The term "collection" is one that is morphing quickly in the library world, to encompass more than the concept of physically owned items, but also the idea of "things" which library users need and want. Increasingly digital materials are leased from vendors. The idea of the "Internet of Things" is gaining popularity and usefulness.

Continued attention to thoughtful collection maintenance, including both collection building and deselection, will be very important, given the modest Resource base and heavy usage. Unless funding increases for the collection, choices will need to be made as to the mix of formats and the addition of new and different types of collections, particularly if services to targeted communities, e.g. business, immigrants, are added.

Finding 3

Library use patterns are changing.

Recommendation

The market penetration for the library (percentage of population that has library cards) has not seen any increase in the past five years, and the number of visits per hour open has been static. On the other hand, a higher percentage of library cards are in the hands of children, reflecting the focus on children's services. The use of non-print materials, including audios, videos and e-materials, is increasing at a fast rate. Use of library computers is decreasing while use of personal mobile devices on library wifi is increasing. As the library has introduced new services, e.g. 3D printing, it has attracted new users and enhanced the library's status in the community. The use of virtual library services, while lower than benchmark libraries, is still significant.

The challenge will be to continue to provide legacy services, e.g. circulation of print materials, while at the same time keeping a careful eye on the use levels of those services. When decreasing use levels emerge, resources dedicated to these legacy services may appropriately be redirected to emerging services, e.g. reduction of expenditure on print materials vs. increase in expenditure on non-print materials.

Given the increasing use of library wifi with personal digital devices, continued attention must always be paid to network capacity. The current wireless upload speed is 75 Mbps

and the download speed is 20 Mbps. As new options emerge for faster speeds and more capacity, they will need to be investigated.

Library users tend to be both in person and digital users. Library non-users do so for either lifestyle or preference issues.

Recommendation

In person library users tend to use the library virtual services also, generally for specific services, e.g. checking out ebooks, renewing materials, but less frequently for browsing for materials. Ensuring that in-person library users are aware of online resources and services is important as it will both satisfy patron demand and create more patron self-service.

On the other hand, library non-users are persistent non-users for both in person and online services. Non-users define into two camps, by preference and by lifestyle. The public library is not for everyone and it is reasonable that a portion of the Folsom community will always identify as non-users. For those lifestyle non-users who say they don't use the library because they are too busy or the hours are inconvenient, these reasons can be considered in determining how best to change the library service model. As an example, for those non-users who say they are too busy, would delivery services for materials address their needs? For those who say the hours are inconvenient, would expanded but limited service hours address their needs? As the library looks at its overall service delivery program and model, further investigation of whether some of the needs of non-users can be addressed is important.

A key issue for Folsom residents is education. In the future, Folsom residents want library services to continue to focus on reading and literacy.

Recommendation

Children and education are highly valued in Folsom.   The library is seen as having a prominent role in services to children and families, and it is not unusual to hear a

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Folsom resident comment that they didn't use the library much until they had a family. Partnerships with formal education providers are viewed as critical, as well as the library's role in early childhood literacy in an open, easily accessible format and venue. Continuing the major focus on children's services and collections, and the emerging focus on teen services and collections, will ensure that the community's needs and expectations are met.

Reading and literacy are also important for adults. Emerging digital literacy and adult ESL (English as a Second Language) are key areas for focus.

Finding 6

Safety is a key issue for Folsom residents. Helping library users understand digital security and online privacy is important, as well as how best to use technology.

Recommendation

Safety in the community, in its multiple formats, is important. The library building is seen as a safe place in the community and it is important that the library maintain this feeling about its presence in the community.

Online and digital safety is a key emerging issue and the library is seen as having a major role in addressing this need. This can be a significant opportunity for the library, both in providing in-library resources and training and partnering within the community, to bring broad awareness of online safety and security models. It may also be a unique opportunity for partnership funding with the technology community in Folsom to support such initiatives.

The library also has a role in digital and technology literacy, e.g. helping community members learn how to use emerging technologies. Providing easy access to learning platforms for new technologies should be a component of new service programs.

Finding 7

The library should expand its community partnerships.

Recommendation

The Folsom Public Library needs to become a more integral part of other community institutions, so that its service reach can be more easily seen and accessed. Rather than asking what potential partner institutions can do for the library, the question should be what the library can do for these potential partners. Establishing clear and regular plans and programs for community partnerships is important and will insure community support and visibility for the library.

Finding 8

The library building is expected to be a community hub.

Recommendation

The Folsom community sees the library building as a hub of community activity, not just of library activity. This is an exciting and prominent role for the library. To successfully meet this expectation, the library must explore how best to use its physical space in an open and accessible manner for individuals and community groups. Library buildings play a unique role in the life of a community, as individuals can use the buildings at their leisure, choosing whether even to interact with staff, services or resources, or just to enjoy the space. The unavailability of the current meeting room for other than library use limits the potential for the library to meet the expectation of its role as a community hub. However, the library should not be seen as competing with other community resources, but rather complementing and expanding them.

Finding 9

The library needs to expand its services more broadly throughout the community, rather than just in the library building.

Recommendation

The "library outside the library" concept is a strong one for Folsom. While the current library facility is well-used, the idea of providing services outside the walls of the building is a strongly-supported concept. In essence, don't be constrained by the idea that the library is just a building, but let it become an idea that can permeate many parts of the community.

Some of the "outside" the library can be in the delivery of digital services, and marketing awareness of such services. Other examples are the actual delivery of physical services and resources in already established venues and activities. Using the new library van to have a regular library presence at community events, e.g. the ice skating rink in the winter or the farmers market in the summer, will increase community use. Investigating other new methods to deliver services, e.g. book bikes, pop up libraries, will allow the library to be flexible to respond to new user needs and wants.

Finding 10

The assumptions for how library services will be provided in the Folsom Plan Area need to be updated, both in terms of cost and size, and a new service delivery model developed.

Recommendation

Folsom has an exciting opportunity to create a new model for the delivery of library services from the inception point of the Folsom Plan Area community. It's more than just a building, it's an entire new concept. Reflecting Folsom's existing pattern of heavily used and loved library services, the new community will expect no less, but likely in new and perhaps unexpected ways.

Is it an actual and virtual data warehouse? Is it part of a municipal community center or the new middle school-high school complex? Does it pop up in unexpected places, such as bike libraries on playgrounds? Should it be totally virtual?

There are some key issues for consideration:

- ❖ Highway 50 will be a both a real and perceived barrier to easy access to the current library facility.
- ❖ Assuming that the socio-economic makeup of the new community is similar to the existing community, there will be the same drivers and expectations for library services.
- ❖ Libraries and library services will look different in ten years from what they are like today.

For a community of 24,000 residents, a permanent library facility will be necessary. As noted above, the current planning assumptions, both in terms of size and cost, are inadequate. Fortunately, since construction of a new facility is not planned until after the 10th year of development, there is sufficient time to plan for the appropriate facility needs, whether in colocation or partnership with other municipal facilities or community organizations. The following time schedule should be implemented:

- ❖ Immediate: Review and revision of planning assumptions for size and cost for a new facility, including total funding sources; development of service model for both interim and ongoing services.

- ❖ Year 5: Specific facility planning implemented.

- ❖ Year 10: New facility construction initiated.

The actual size of the facility will be determined based on community needs, as well as plans for additional service delivery models, such as digital services and partnerships. Even with these additional services, the proposed 7,000 square foot for the facility is inadequate; a facility in the range of 10,000 to 13,000 square feet will be more likely.

In new developments, library facilities can be successfully planned in partnership with other facilities. It cannot be stressed strongly enough that there must be a mutually beneficial purpose for the community in the joint facility, not just a perceived cost saving on the part of the jurisdictions involved. Clear, documented cost sharing for

capital and operational costs must be hammered out at the onset, with the expectation for an ongoing successful partnership, or else the community may well be disappointed in the eventual service delivery.

Because the library of tomorrow is not the library of today, the concepts creating the overall service delivery model will need to reflect new ideas. The actual library building should serve as a community hub, potentially in partnership with a community center. The concept of the new facility as a data warehouse could be reflected in a technology only facility. But more importantly, the delivery of library services directly to residents, without requiring interaction with a building, will very likely be an important element of the overall service model. Because of the significant size and geographic spread of the new community, easy awareness of and access to virtual services, as well as alternative delivery models for physical services and resources, e.g. partnerships with a local small business delivery service, or direct home delivery of materials housed at the current facility, will be important.

In the interim before a permanent facility is constructed, library services to new residents will need to be delivered using the existing facility and staff; however, as noted above in Finding 1, there is no current capacity at the library to add new service programs. Therefore, consideration must be given to increasing resources, or conversely redirecting resources from current services, which is not recommended.

As new residents move in, the library should be part of an overall welcome packet so that they are aware of where the existing building is. A virtual introduction to the library could be provided for all new residents, in conjunction with other community services, including an option for a virtual library card, which would not require residents to come to the library to sign up. The concept of a regular presence for library services in the emerging community, e.g. as retail develops incorporating a library element, will be useful. A regular virtual and actual presence by library staff at community events in the new area will be important.

7. CONCLUSION

The Folsom Public Library is a well-used, well-loved institution. It has done an extraordinary job in utilizing its constrained Resources to provided targeted, effective and heavily used library Services.

Library needs and wants for future library services focus on key roles around children, education, safety, community and technology. The developing Folsom Plan Area presents an exciting opportunity for a new model of library service delivery, focused on combined actual and virtual services, but existing assumptions must be revised.

This needs assessment provides the basis for future planning and decision making for the library so that it will be able to maintain its prominent role in the life of the Folsom community, in changing times for both the community and the concept of how a library can effectively serve it.

8. APPENDICES

Folsom Public Library

411 Stafford Street
Folsom, CA 95630

*Patron Profile Analysis
of Top 100% of All Patrons*

Description:

The Library Patron Analysis can be used to craft marketing messages, develop targeted marketing lists, stock appropriate library materials, and identify target areas for promotion.

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

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

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

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

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

Service Area Demographic Overview

Executive Summary Report with Charts

alteryx

Geography: Folsom

Date: December 11, 2015

Population Demographics:

The number of households in the study area in 2000 was **17,246** and changed to **24,950** in 2010, representing a change of **44.7%**. The household count in 2015A was **26,037** and the household projection for 2020 is **29,011**, a change of **11.4%**.

The population in the study area in 2000 was **51,996** and in 2010 it was **72,203**, roughly a **38.9%** change. The population in 2015A was **74,397** and the projection for 2020 is **81,822** representing a change of **10.0%**.
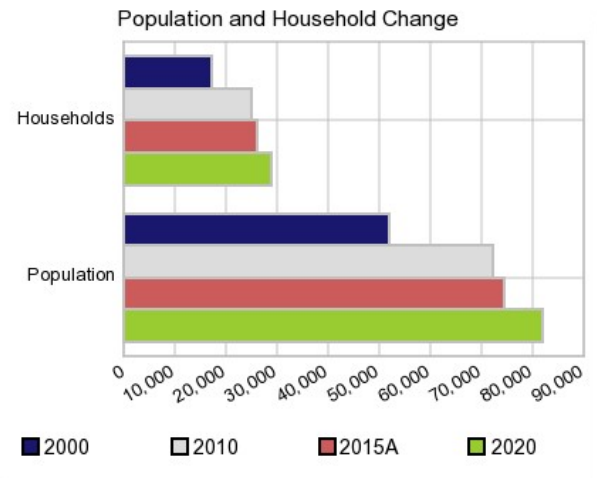
Population and Household Change

	2000 Census	2010 Census	2015A Estimate	2020 Projection	Percent Change	
					2000 to 2010	2015 to 2020
Total Population	51,996	72,203	74,397	81,822	38.9%	10.0%
Total Households	17,246	24,950	26,037	29,011	44.7%	11.4%

Population by Age
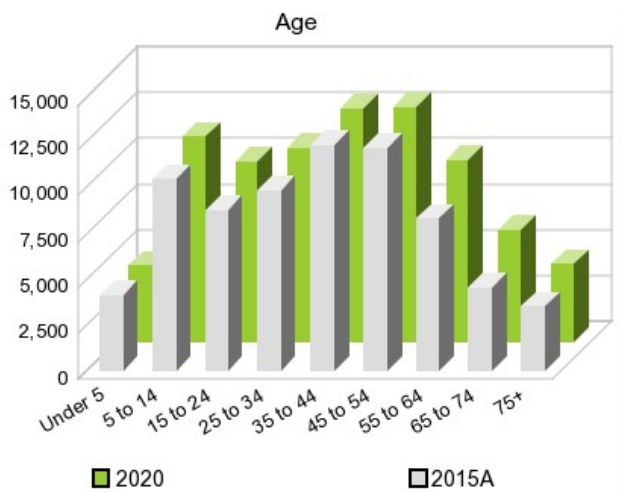
In 2000, the median age of the total population in the study area was **35.9**, and in 2010, it was **37.4**. The median age in 2015A is **38.3** and it is predicted to change in five years to **39.1** years. In 2015A, females represented **47.2%** of the population with a median age of **40.0** and males represented **52.8%** of the population with a median age of **37.1** years. In 2015A, the most prominent age group in this geography is **Age 35 to 44** years. The age group least represented in this geography is **Age 75 +** years.

Age Groups   **Percent Change**

	2000 Census	%	2010 Census	%	2015A Estimate	%	2020 Projection	%	2000 to 2010	2015 to 2020
0 to 4	3,475	6.7%	4,433	6.1%	4,137	5.6%	4,155	5.1%	27.6%	0.4%
5 to 14	7,191	13.8%	10,249	14.2%	10,539	14.2%	11,213	13.7%	42.5%	6.4%
15 to 19	2,874	5.5%	4,308	6.0%	4,528	6.1%	5,153	6.3%	49.9%	13.8%
20 to 24	2,408	4.6%	3,933	5.4%	4,303	5.8%	4,845	5.9%	63.4%	12.6%
25 to 34	8,999	17.3%	10,167	14.1%	9,865	13.3%	10,561	12.9%	13.0%	7.0%
35 to 44	11,577	22.3%	12,864	17.8%	12,364	16.6%	12,748	15.6%	11.1%	3.1%
45 to 54	7,728	14.9%	11,974	16.6%	12,214	16.4%	12,799	15.6%	54.9%	4.8%
55 to 64	3,421	6.6%	7,381	10.2%	8,358	11.2%	9,964	12.2%	115.8%	19.2%
65 to 74	2,108	4.1%	3,658	5.1%	4,557	6.1%	6,132	7.5%	73.5%	34.6%
75 +	2,215	4.3%	3,237	4.5%	3,530	4.7%	4,253	5.2%	46.1%	20.5%

Population by Race/Ethnicity

Race and Ethnicity
Percent Composition

A: White
B: Asian Pac Isldr
C: Black
D: Hispanic
E: Amer Indian or Alaska Native
F: Other or Multi Race
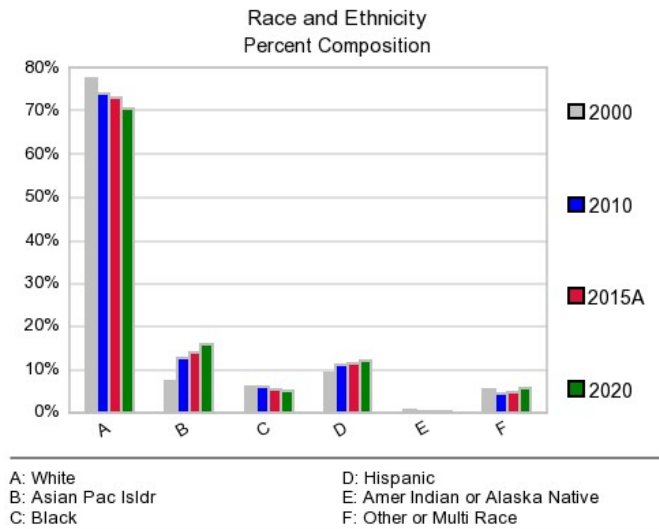
In 2015A, the predominant race/ethnicity category in this study area is**White**. The race & ethnicity category least represented in this geography is **American Indian, Alaska Native**.

Race & Ethnicity   **Percent Change**

	2000 Census	%	2010 Census	%	2015A Estimate	%	2020 Projection	%	2000 to 2010	2015 to 2020
White	40,244	77.4%	53,623	74.3%	54,519	73.3%	57,979	70.9%	33.2%	6.3%
Black	3,097	6.0%	4,141	5.7%	3,867	5.2%	3,931	4.8%	33.7%	1.7%
American Indian or Alaska Native	272	0.5%	426	0.6%	440	0.6%	476	0.6%	56.8%	8.2%
Asian/Hawaiian/PI	3,657	7.0%	9,174	12.7%	10,234	13.8%	12,879	15.7%	150.9%	25.8%
Some Other Race	2,718	5.2%	1,820	2.5%	1,976	2.7%	2,264	2.8%	-33.0%	14.6%
Two or More Races	2,009	3.9%	3,019	4.2%	3,360	4.5%	4,292	5.2%	50.3%	27.7%
Hispanic Ethnicity	4,891	9.4%	8,066	11.2%	8,477	11.4%	9,940	12.1%	64.9%	17.3%
Not Hispanic or Latino	47,105	90.6%	64,137	88.8%	65,920	88.6%	71,882	87.9%	36.2%	9.0%

Households by Income

Households by Income Group
2015A

In 2015A the predominant household Current Year income category in this study area is **$100K - $150K**, and the income group that is least represented in this geography is**$15K - $25K**.
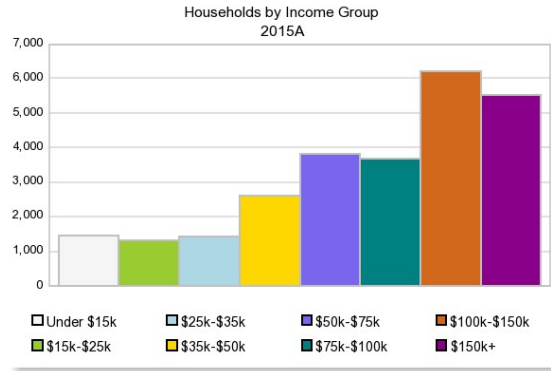
HH Income Categories	2000 Census	%	2010 Census	%	2015A Estimate	%	2020 Projection	%	Percent Change	
									2000 to 2010	2015 to 2020
$0 - $15,000	1,063	6.2%	1,418	5.7%	1,443	5.5%	1,209	4.2%	33.4%	-16.2%
$15,000 - $24,999	1,127	6.5%	1,363	5.5%	1,296	5.0%	1,170	4.0%	20.9%	-9.7%
$25,000 - $34,999	1,183	6.9%	1,454	5.8%	1,420	5.5%	1,257	4.3%	22.9%	-11.5%
$35,000 - $49,999	2,055	11.9%	2,676	10.7%	2,620	10.1%	2,414	8.3%	30.2%	-7.9%
$50,000 - $74,999	3,495	20.3%	3,741	15.0%	3,827	14.7%	3,651	12.6%	7.1%	-4.6%
$75,000 - $99,999	3,108	18.0%	3,695	14.8%	3,676	14.1%	4,130	14.2%	18.9%	12.4%
$100,000 - $149,999	3,539	20.5%	6,102	24.5%	6,218	23.9%	7,831	27.0%	72.5%	25.9%
$150,000 +	1,704	9.9%	4,502	18.0%	5,537	21.3%	7,350	25.3%	164.2%	32.7%
Average Hhld Income	$85,925		$109,639		$115,175		$130,243		27.6%	13.1%
Median Hhld Income	$72,986		$87,500		$91,548		$103,628		19.9%	13.2%
Per Capita Income	$28,499		$39,653		$41,900		$47,603		39.1%	13.6%

Patron Analysis

Patron Activity by Year

Patron Transactions
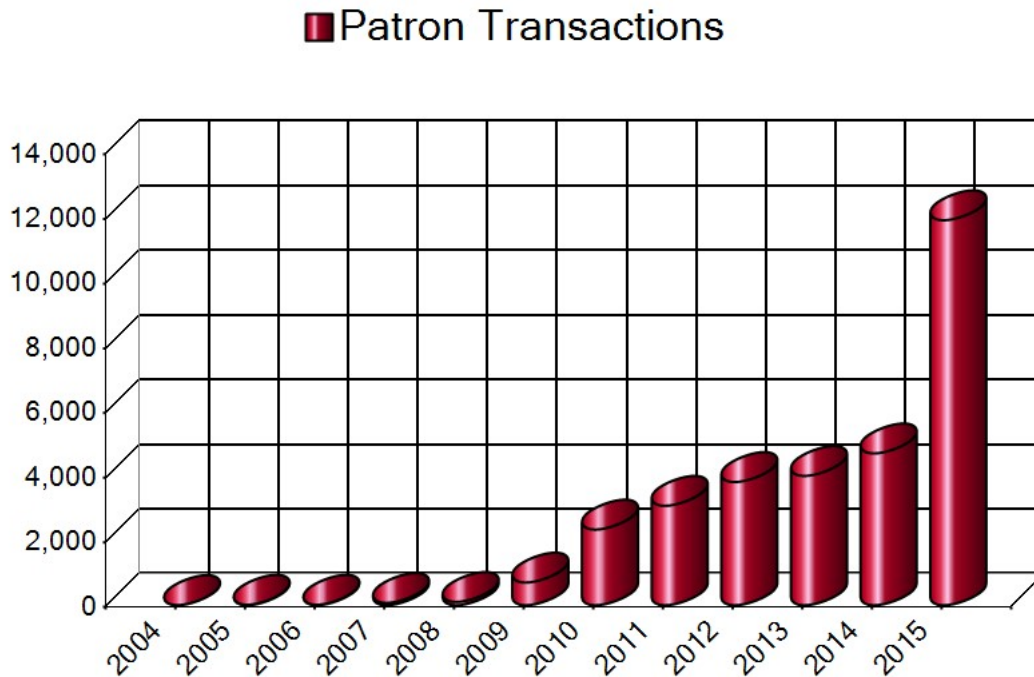
32,765 records were uploaded in the file.

30,764 individual patron transactions were successfully identified. The chart above represents a summary of those patron transactions by year.

19,905 household locations were identified by converting patron records to unique address locations (checkouts were summed and activity was based on any most recent circulation active date).

Based on selections made in the input form, **Top 100% of All Patrons** were analyzed in the succeeding pages. This resulted in **19,905** filtered households. These households are geo-located and reflected in the map, the checkout table and the proximity table.

Of the filtered households, **17,097** were matched to the Experian household database. Only these households are represented in the Experian Demographics section of this report.

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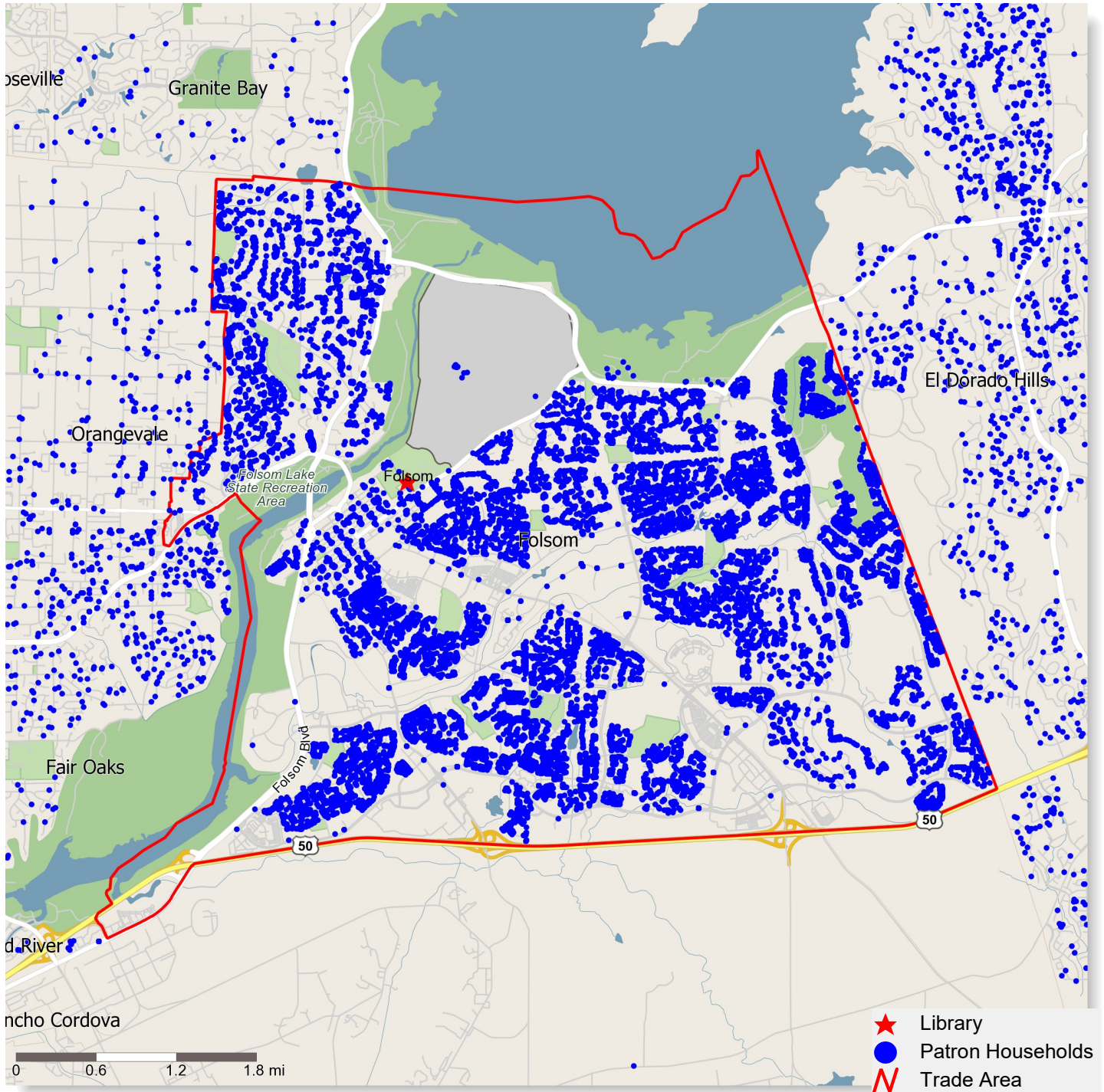
The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households as blue dots.

1 Mile Grid Map Themed by Count of Patron Households

★	Library
Ⅳ	Trade Area
	1 Mile Grid - High (Above 760)
	1 Mile Grid - Above Average (132.5 to 760)
	1 Mile Grid - Average (22.75 to 132.5)
	1 Mile Grid - Below Average (3.9 to 22.75)
	1 Mile Grid - Low (Below 3.9)
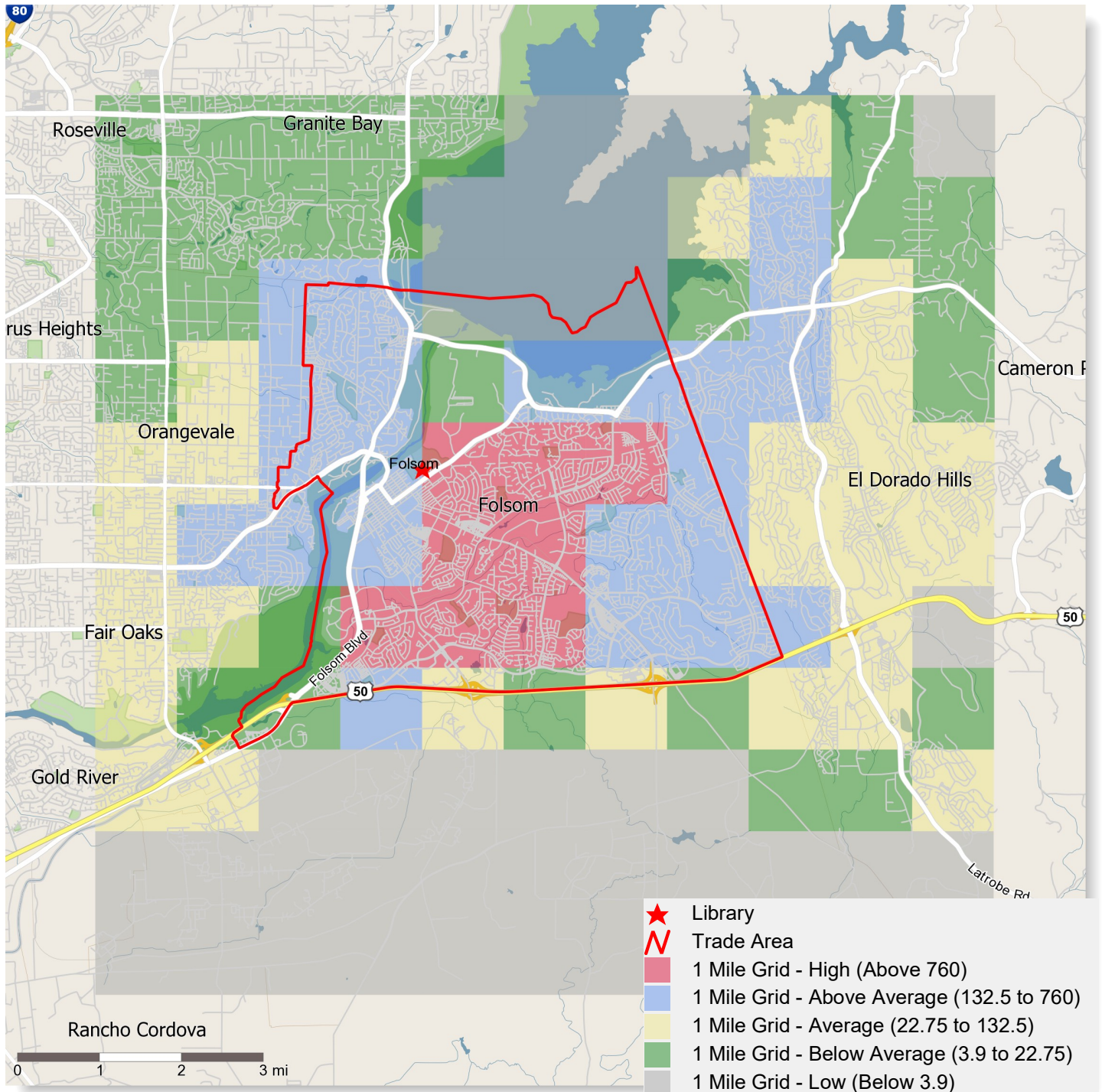
The map above shows the library location (red dot), the library trade area (red outline) and 1 mile grids shaded by count of patron households.

Library Patron Households by Checkout Volume

Legend:

★ Library
● # Checkouts - Above 1000
● # Checkouts - 500 to 1000
● # Checkouts - 250 to 500
● # Checkouts - 100 to 250
● # Checkouts - 50 to 100
● # Checkouts - 10 to 50
● # Checkouts - Below 10
〜 Trade Area

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

Patron Household Proximity

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

Drive Time	Households
0-5	2,538
5-10	11,131
10-15	2,647
15-20	1,512
20-25	711
25-30	588
30+	778
Total	**19,905**

Patron Household Checkout Volume

(Number of patron households by total checkouts.)

Checkouts	Households
0	589
1-10	5,088
10-50	4,946
50-100	2,274
100-250	2,836
250-500	1,764
500-1000	1,280
1000+	1,128
Total	**19,905**

Experian Household Demographics

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

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

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

Library Patron Households by Presence of Children

Legend:
- ★ Library
- ● Children - Yes
- ● Children - No
- ● Children - Likely
- ● Children - Not Likely
- ● Children - Unknown
- ⁄\⁄ Trade Area
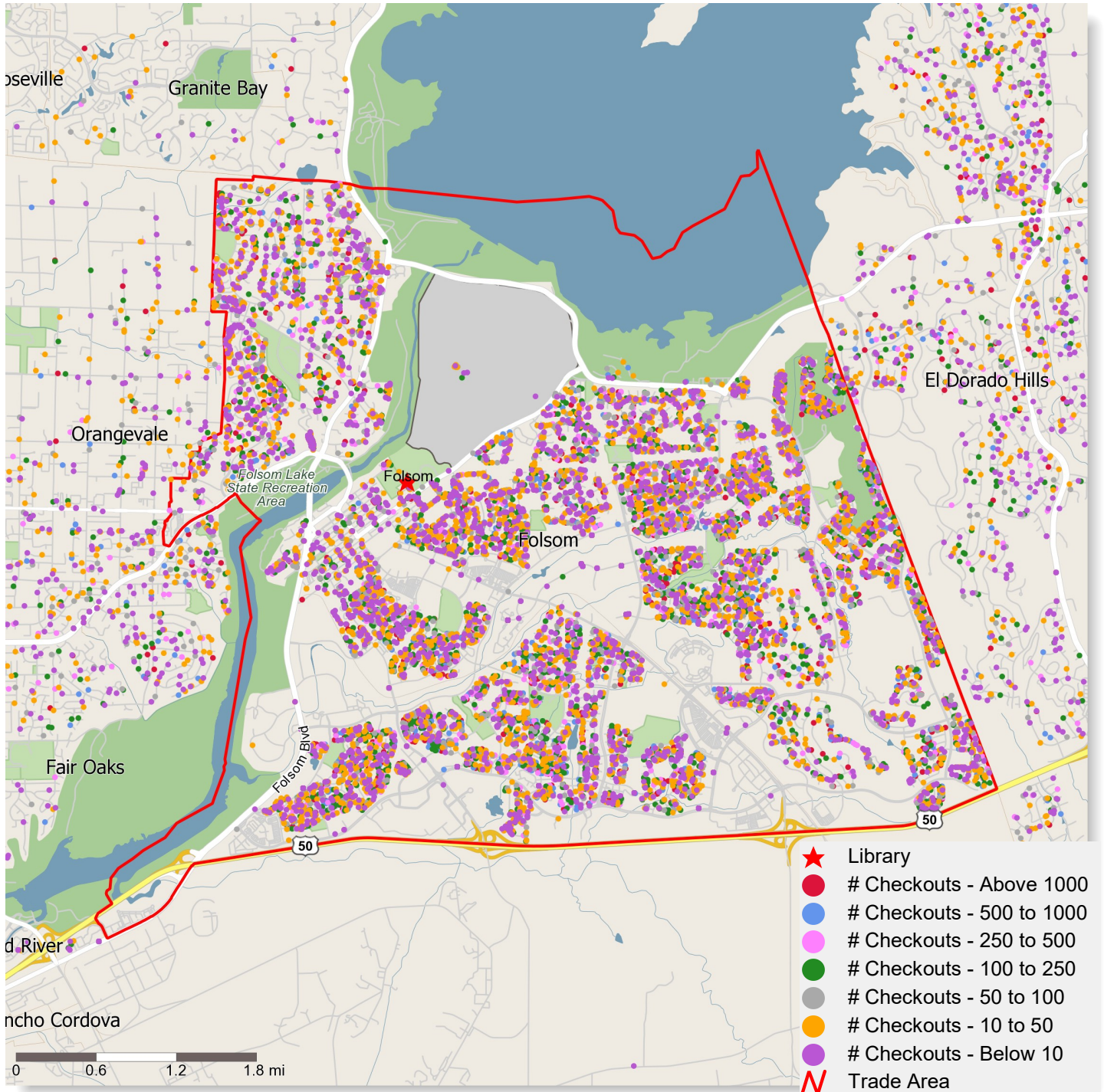
The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by presence of children.

Presence of Children
(Proportion of patron households likely to have children.)

No 23.2%

Likely 21.5%

Not Likely 18.5%

Yes 27.6%

Unknown 9.2%

Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent
Unknown	1,571	9.2%	2,518	7.7%
Yes	4,717	27.6%	4,919	15.1%
Likely	3,672	21.5%	5,936	18.3%
Not Likely	3,165	18.5%	11,876	36.5%
No	3,972	23.2%	7,269	22.4%
Total	**17,097**	**100.0%**	**32,518**	**100.0%**

DWELLING TYPE

Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
Small or Large Multiplex w/Apt Number	1,730	10.1%	3,546	10.9%	93
Large Multiplex wo/Apt Number	87	0.5%	379	1.2%	44
PO Box		0.0%	444	1.4%	
Single Family Unit	15,280	89.4%	28,149	86.6%	103
Total	**17,097**	**100.0%**	**32,518**	**100.0%**	

DWELLING UNIT SIZE
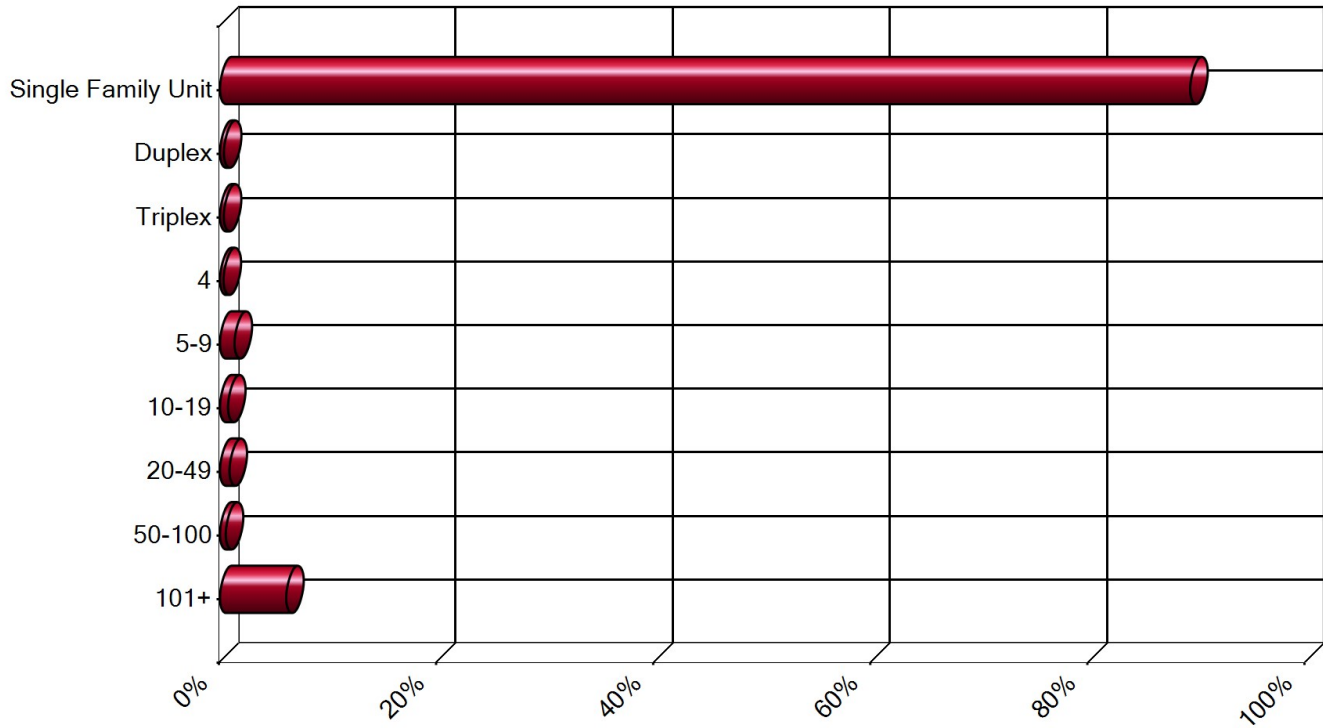
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
Single Family Unit	15,280	89.4%	28,593	87.9%	102
Duplex	61	0.4%	142	0.4%	82
Triplex	60	0.4%	99	0.3%	115
4	56	0.3%	66	0.2%	161
5-9	229	1.3%	466	1.4%	93
10-19	127	0.7%	380	1.2%	64
20-49	150	0.9%	246	0.8%	116
50-100	91	0.5%	153	0.5%	113
101+	1,043	6.1%	2,373	7.3%	84
Total	**17,097**	**100.0%**	**32,518**	**100.0%**	

ESTIMATED HOUSEHOLD INCOME

Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
$1,000-$14,999	698	4.1%	1,498	4.6%	89
$15,000-24,999	716	4.2%	1,673	5.1%	81
$25,000-34,999	722	4.2%	1,824	5.6%	75
$35,000-$49,999	1,166	6.8%	2,998	9.2%	74
$50,000-$74,999	2,059	12.0%	4,186	12.9%	94
$75,000-$99,999	2,487	14.5%	4,669	14.4%	101
$100,000-$124,999	2,480	14.5%	4,485	13.8%	105
$125,000-$149,999	1,681	9.8%	2,683	8.3%	119
$150,000-$174,999	1,016	5.9%	2,473	7.6%	78
$175,000-$199,999	967	5.7%	1,136	3.5%	162
$200,000-$249,999	708	4.1%	940	2.9%	143
$250,000+	826	4.8%	1,435	4.4%	109
Unknown	1,571	9.2%	2,518	7.7%	119
Total	**17,097**	**100.0%**	**32,518**	**100.0%**	

HOUSEHOLD COMPOSITION
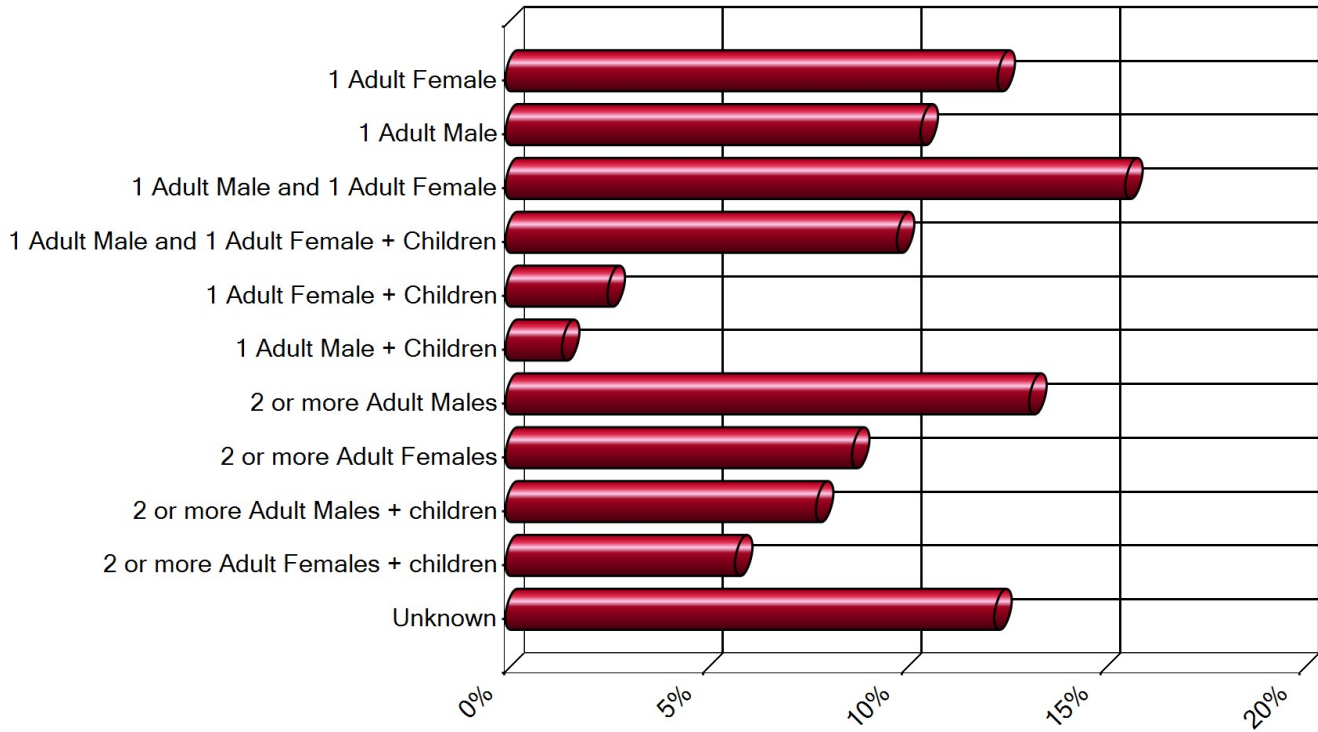
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
1 Adult Female	2,116	12.4%	5,975	18.4%	67
1 Adult Male	1,785	10.4%	5,675	17.5%	60
1 Adult Male and 1 Adult Female	2,665	15.6%	4,212	13.0%	120
1 Adult Male and 1 Adult Female + Children	1,683	9.8%	1,673	5.1%	191
1 Adult Female + Children	439	2.6%	575	1.8%	145
1 Adult Male + Children	243	1.4%	267	0.8%	173
2 or more Adult Males	2,252	13.2%	3,112	9.6%	138
2 or more Adult Females	1,490	8.7%	2,106	6.5%	135
2 or more Adult Males + children	1,335	7.8%	1,348	4.1%	188
2 or more Adult Females + children	987	5.8%	1,011	3.1%	186
Unknown	2,102	12.3%	6,564	20.2%	61
Total	**17,097**	**100.0%**	**32,518**	**100.0%**	

LENGTH OF RESIDENCE RANGE
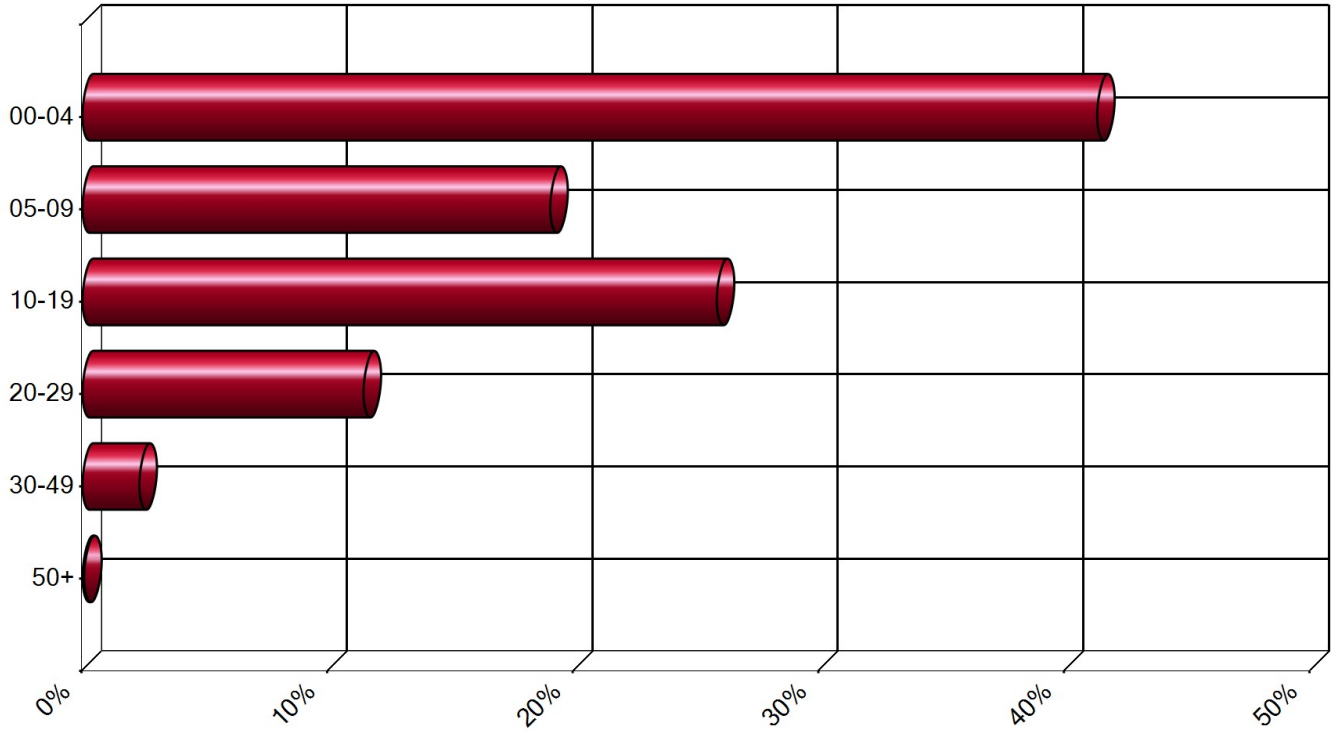
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
00-04	7,063	41.3%	13,748	42.3%	98
05-09	3,256	19.0%	8,555	26.3%	72
10-19	4,415	25.8%	6,824	21.0%	123
20-29	1,956	11.4%	2,840	8.7%	131
30-49	396	2.3%	528	1.6%	143
50+	11	0.1%	23	0.1%	91
Total	**17,097**	**100.0%**	**32,518**	**100.0%**	

NUMBER OF ADULTS IN LIVING UNIT
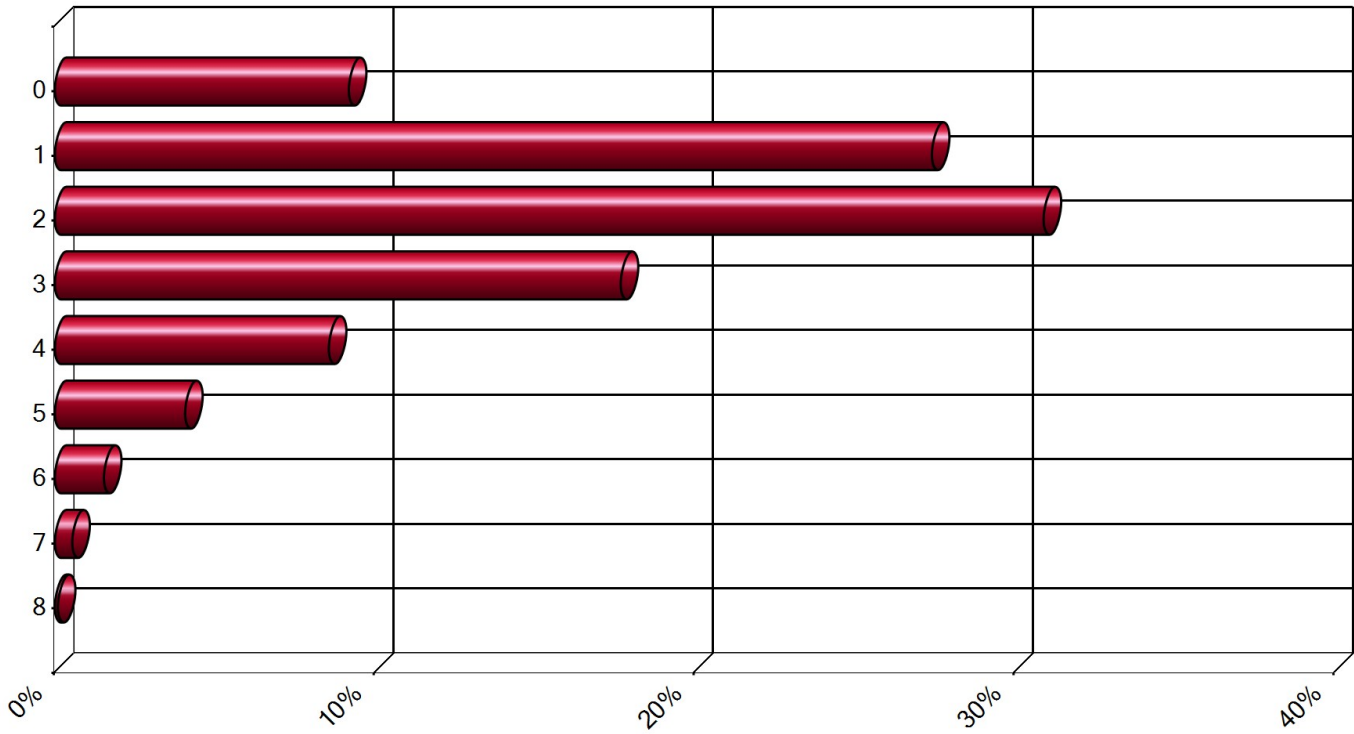
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
0	1,571	9.2%	2,518	7.7%	119
1	4,687	27.4%	15,792	48.6%	56
2	5,284	30.9%	7,474	23.0%	134
3	3,024	17.7%	3,773	11.6%	152
4	1,464	8.6%	1,784	5.5%	156
5	696	4.1%	773	2.4%	171
6	262	1.5%	291	0.9%	171
7	93	0.5%	98	0.3%	180
8	16	0.1%	15	0.0%	203
Total	**17,097**	**100.0%**	**32,518**	**100.0%**	

Below are several categories of purchasing information of the patron households.

Multi-category buyer information identifies consumers who have made purchases by direct mail in multiple product categories. Data is carried at the household level.

BOOK BUYER
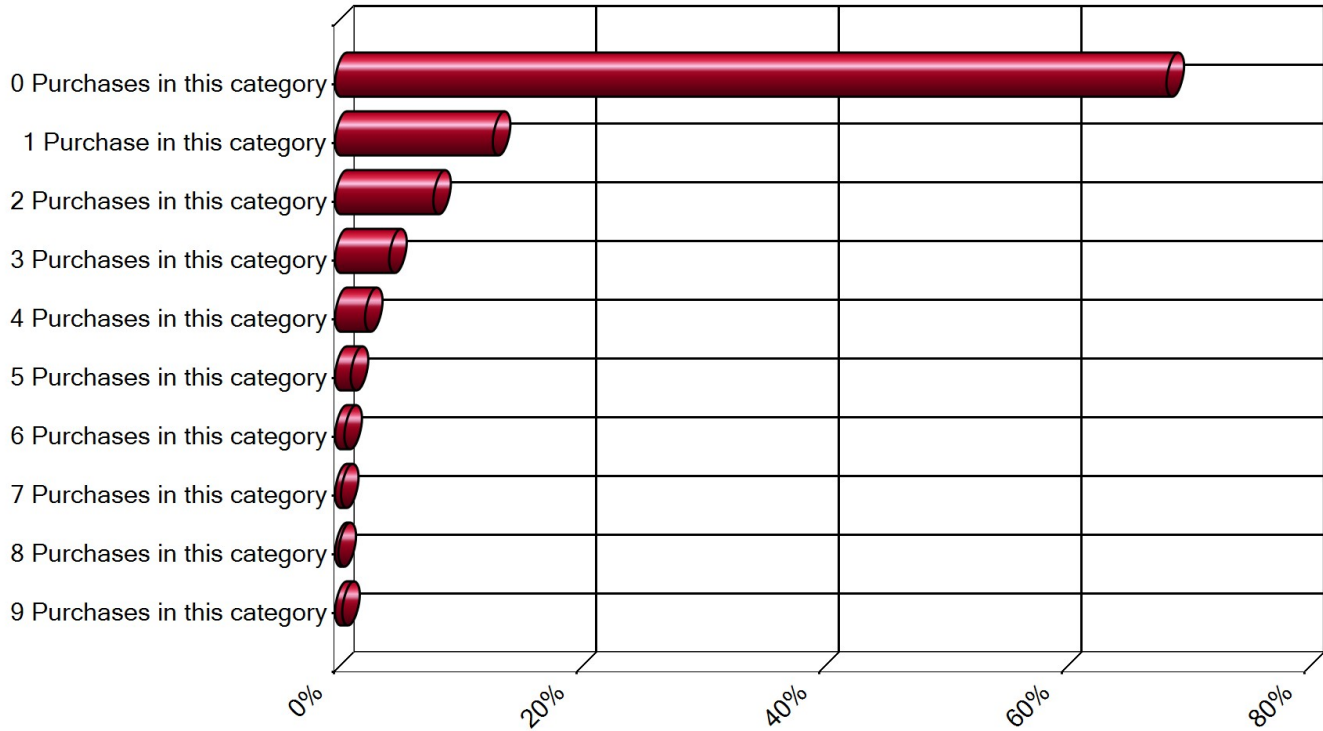
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
0 Purchases in this category	11,718	68.5%	25,088	77.2%	89
1 Purchase in this category	2,223	13.0%	2,991	9.2%	141
2 Purchases in this category	1,385	8.1%	1,868	5.7%	141
3 Purchases in this category	763	4.5%	1,061	3.3%	137
4 Purchases in this category	422	2.5%	587	1.8%	137
5 Purchases in this category	221	1.3%	349	1.1%	120
6 Purchases in this category	132	0.8%	207	0.6%	121
7 Purchases in this category	84	0.5%	139	0.4%	115
8 Purchases in this category	48	0.3%	85	0.3%	107
9 Purchases in this category	101	0.6%	143	0.4%	134
Total	**17,097**	**100.0%**	**32,518**	**100.0%**	

CRAFTS-HOBBY MERCHANDISE BUYER
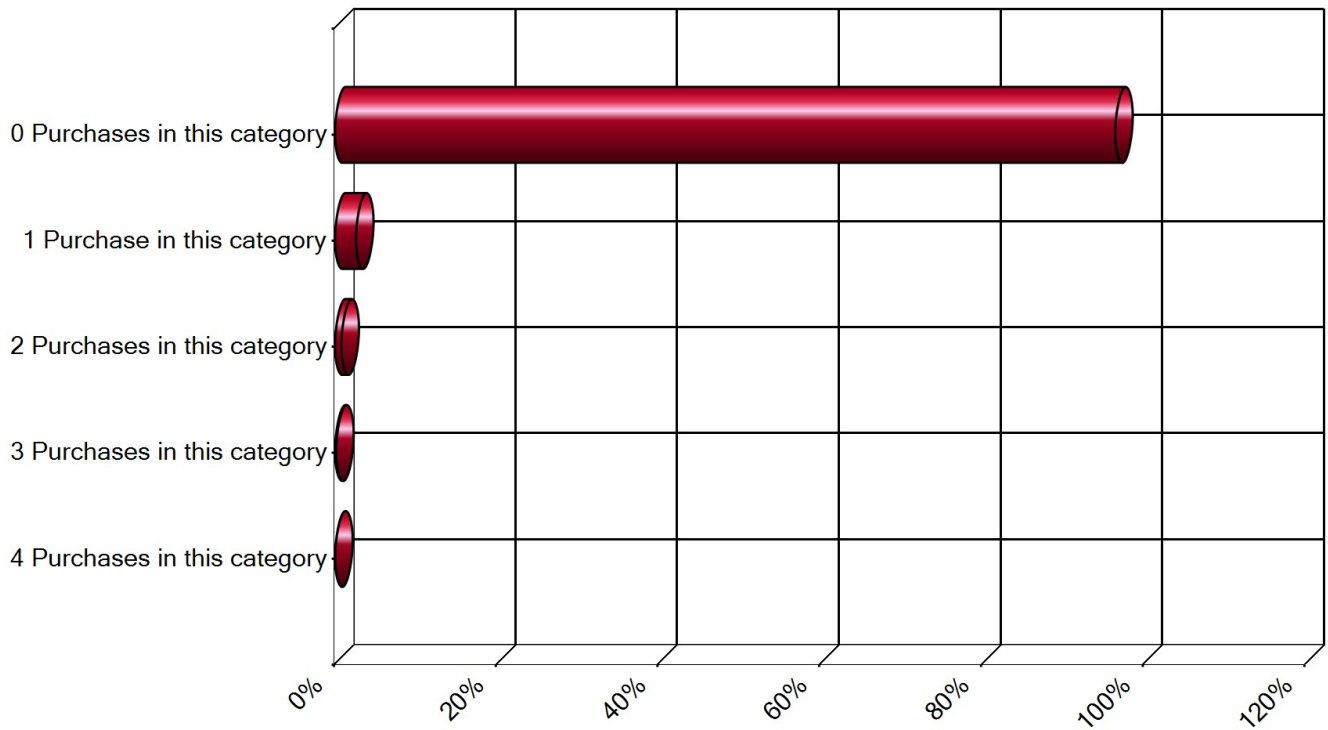
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
0 Purchases in this category	16,492	96.5%	31,622	97.2%	99
1 Purchase in this category	443	2.6%	659	2.0%	128
2 Purchases in this category	135	0.8%	197	0.6%	130
3 Purchases in this category	24	0.1%	34	0.1%	134
4 Purchases in this category	3	0.0%	6	0.0%	95
Total	**17,097**	**100.0%**	**32,518**	**100.0%**	

CULINARY INTERESTS MAGAZINE
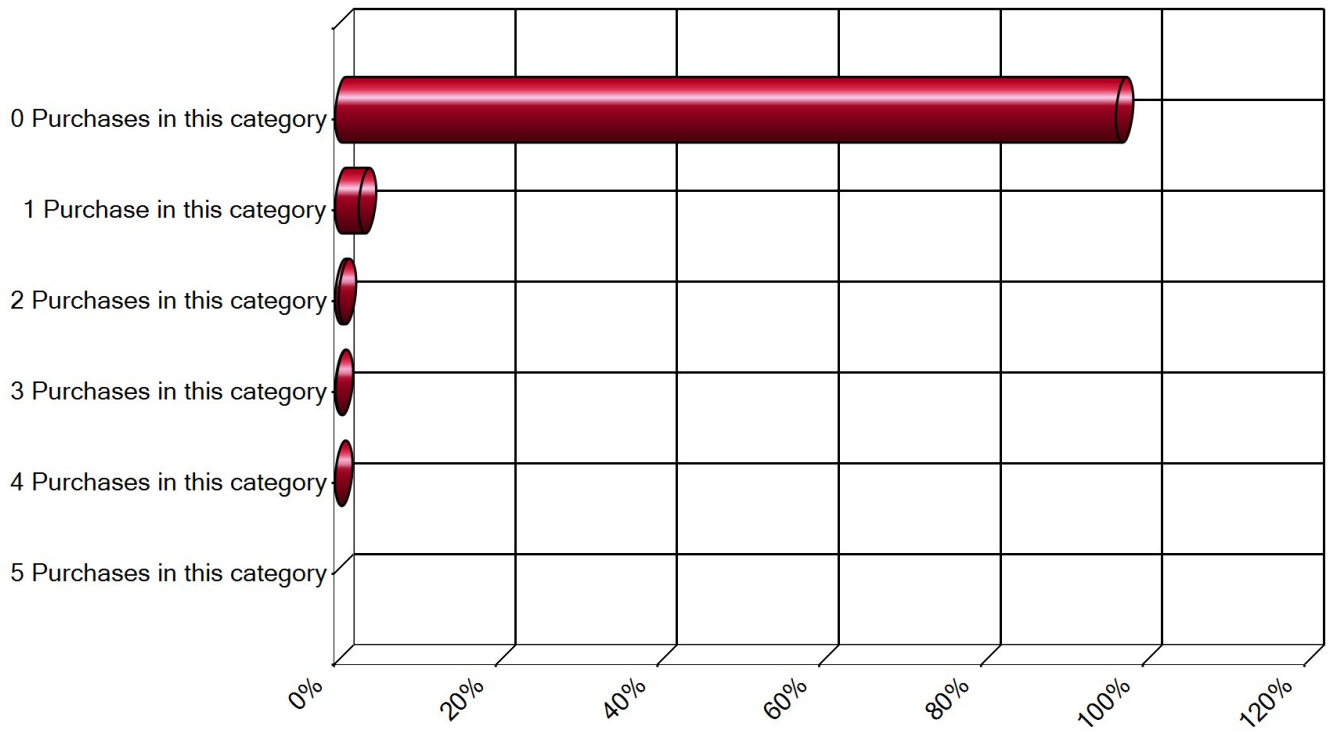
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
0 Purchases in this category	16,506	96.5%	31,625	97.3%	99
1 Purchase in this category	500	2.9%	773	2.4%	123
2 Purchases in this category	77	0.5%	99	0.3%	148
3 Purchases in this category	13	0.1%	18	0.1%	137
4 Purchases in this category	1	0.0%	2	0.0%	95
5 Purchases in this category		0.0%	1	0.0%	
Total	**17,097**	**100.0%**	**32,518**	**100.0%**	

DO-IT-YOURSELFERS
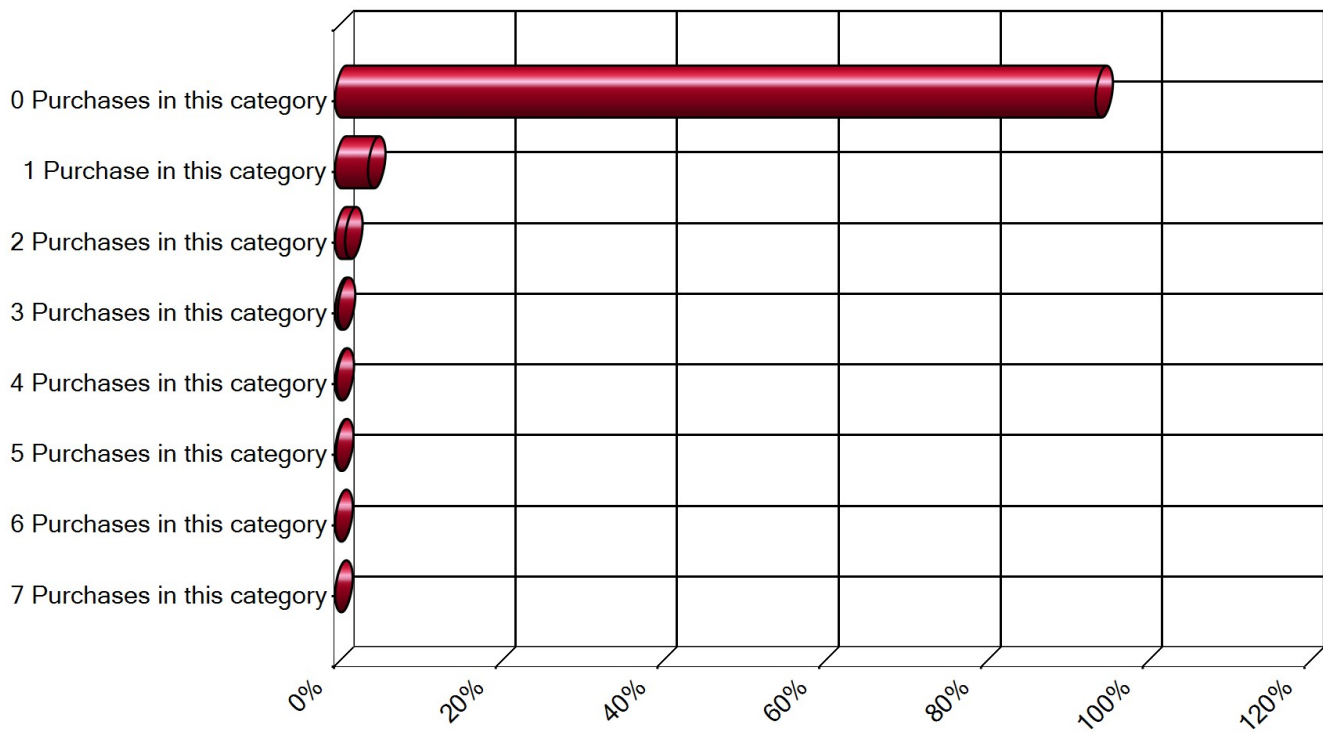
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
0 Purchases in this category	16,073	94.0%	31,108	95.7%	98
1 Purchase in this category	697	4.1%	943	2.9%	141
2 Purchases in this category	211	1.2%	295	0.9%	136
3 Purchases in this category	57	0.3%	87	0.3%	125
4 Purchases in this category	31	0.2%	47	0.1%	125
5 Purchases in this category	20	0.1%	22	0.1%	173
6 Purchases in this category	5	0.0%	12	0.0%	79
7 Purchases in this category	3	0.0%	4	0.0%	143
Total	**17,097**	**100.0%**	**32,518**	**100.0%**	

FAMILY AND GENERAL MAGAZINE
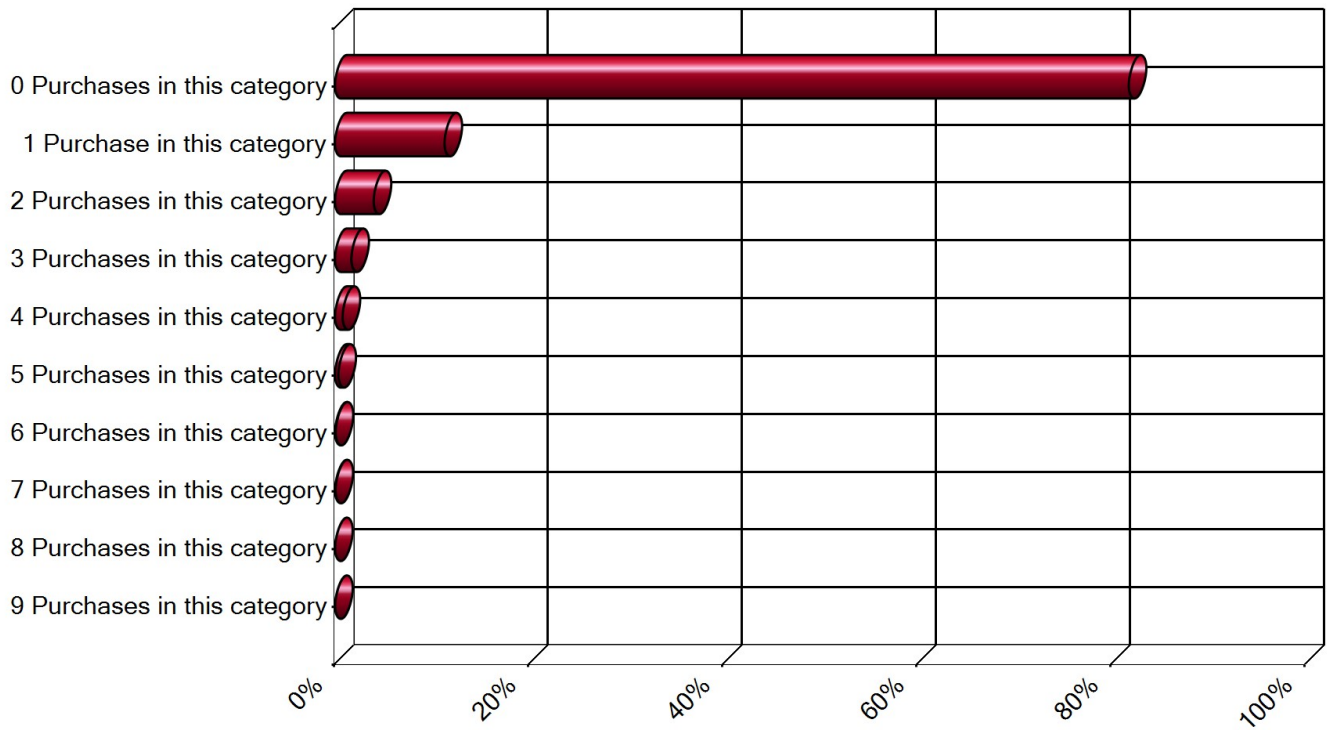
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
0 Purchases in this category	13,983	81.8%	27,918	85.9%	95
1 Purchase in this category	1,929	11.3%	2,812	8.6%	130
2 Purchases in this category	681	4.0%	1,027	3.2%	126
3 Purchases in this category	288	1.7%	461	1.4%	119
4 Purchases in this category	134	0.8%	182	0.6%	140
5 Purchases in this category	60	0.4%	88	0.3%	130
6 Purchases in this category	11	0.1%	17	0.1%	123
7 Purchases in this category	8	0.0%	10	0.0%	152
8 Purchases in this category	1	0.0%	2	0.0%	95
9 Purchases in this category	2	0.0%	1	0.0%	380
Total	**17,097**	**100.0%**	**32,518**	**100.0%**	

GARDENING-FARMING BUYER
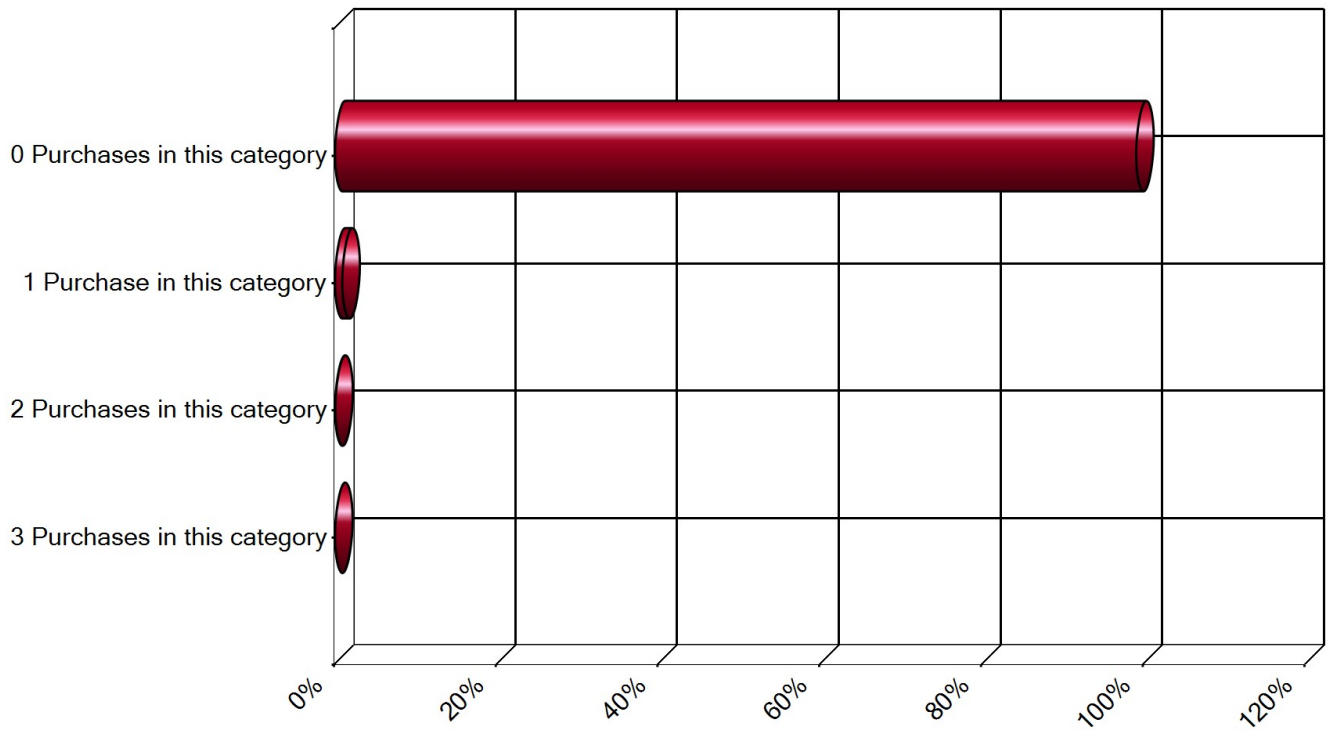
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
0 Purchases in this category	16,936	99.1%	32,252	99.2%	100
1 Purchase in this category	154	0.9%	253	0.8%	116
2 Purchases in this category	6	0.0%	10	0.0%	114
3 Purchases in this category	1	0.0%	3	0.0%	63
Total	**17,097**	**100.0%**	**32,518**	**100.0%**	

GARDENING-FARMING MAGAZINE
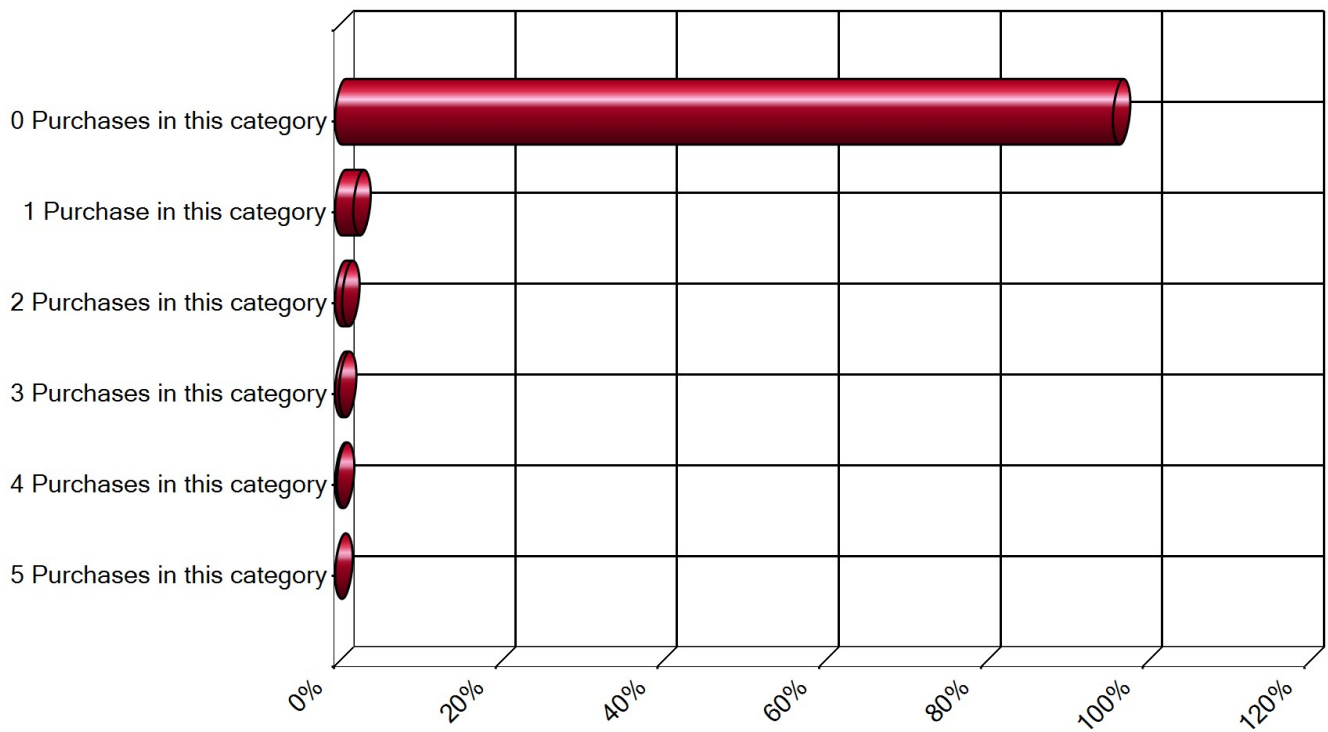
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
0 Purchases in this category	16,442	96.2%	31,660	97.4%	99
1 Purchase in this category	384	2.2%	511	1.6%	143
2 Purchases in this category	148	0.9%	197	0.6%	143
3 Purchases in this category	81	0.5%	109	0.3%	141
4 Purchases in this category	38	0.2%	38	0.1%	190
5 Purchases in this category	4	0.0%	3	0.0%	254
Total	**17,097**	**100.0%**	**32,518**	**100.0%**	

HEALTH AND FITNESS MAGAZINE

Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
0 Purchases in this category	12,311	72.0%	25,952	79.8%	90
1 Purchase in this category	2,162	12.6%	2,917	9.0%	141
2 Purchases in this category	1,132	6.6%	1,485	4.6%	145
3 Purchases in this category	639	3.7%	905	2.8%	134
4 Purchases in this category	377	2.2%	556	1.7%	129
5 Purchases in this category	223	1.3%	329	1.0%	129
6 Purchases in this category	130	0.8%	195	0.6%	127
7 Purchases in this category	63	0.4%	91	0.3%	132
8 Purchases in this category	26	0.2%	35	0.1%	141
9 Purchases in this category	34	0.2%	53	0.2%	122
Total	**17,097**	**100.0%**	**32,518**	**100.0%**	

NEWS AND FINANCIAL

Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
0 Purchases in this category	15,517	90.8%	30,235	93.0%	98
1 Purchase in this category	771	4.5%	1,101	3.4%	133
2 Purchases in this category	400	2.3%	602	1.9%	126
3 Purchases in this category	206	1.2%	273	0.8%	144
4 Purchases in this category	94	0.5%	143	0.4%	125
5 Purchases in this category	50	0.3%	80	0.2%	119
6 Purchases in this category	25	0.1%	40	0.1%	119
7 Purchases in this category	15	0.1%	19	0.1%	150
8 Purchases in this category	10	0.1%	14	0.0%	136
9 Purchases in this category	9	0.1%	11	0.0%	156
Total	**17,097**	**100.0%**	**32,518**	**100.0%**	

PHOTOGRAPHY

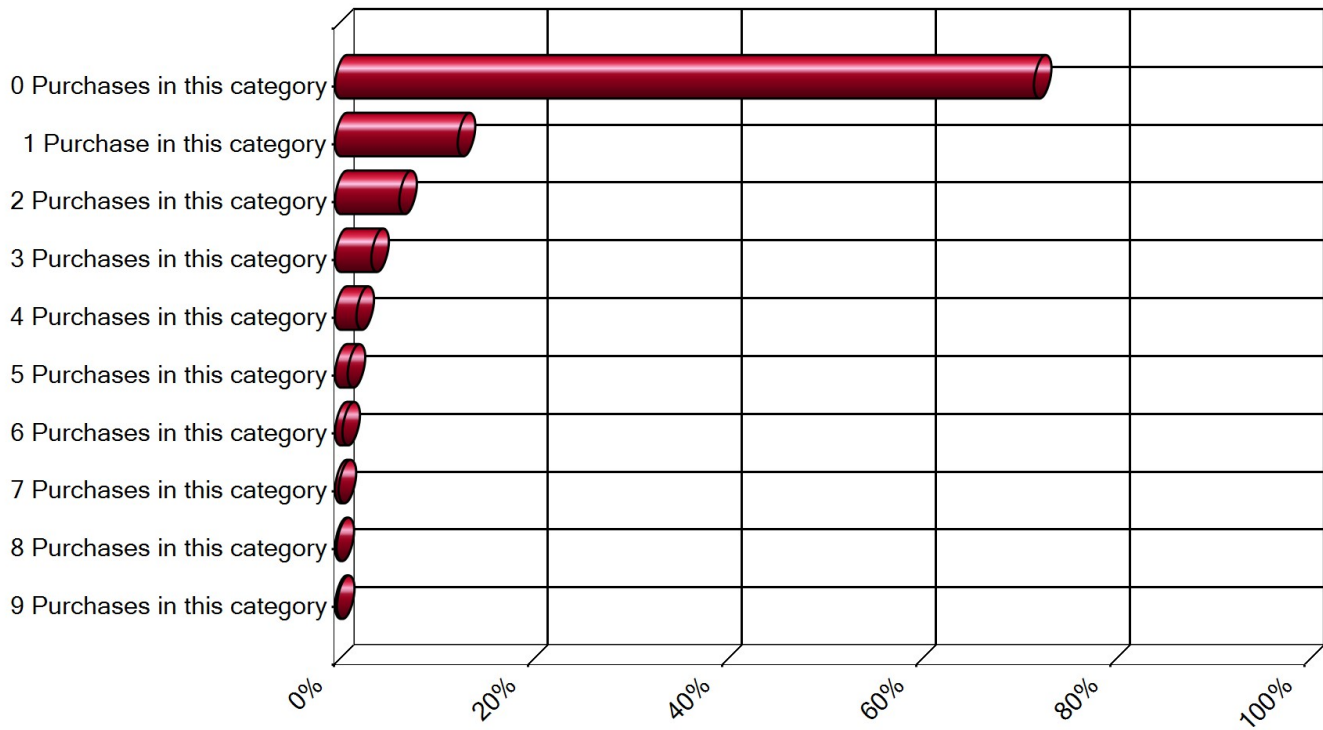| Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
0 Purchases in this category	17,074	99.9%	32,482	99.9%	100
1 Purchase in this category	22	0.1%	35	0.1%	120
2 Purchases in this category	1	0.0%	1	0.0%	190
Total	**17,097**	**100.0%**	**32,518**	**100.0%**	

RELIGIOUS MAGAZINE

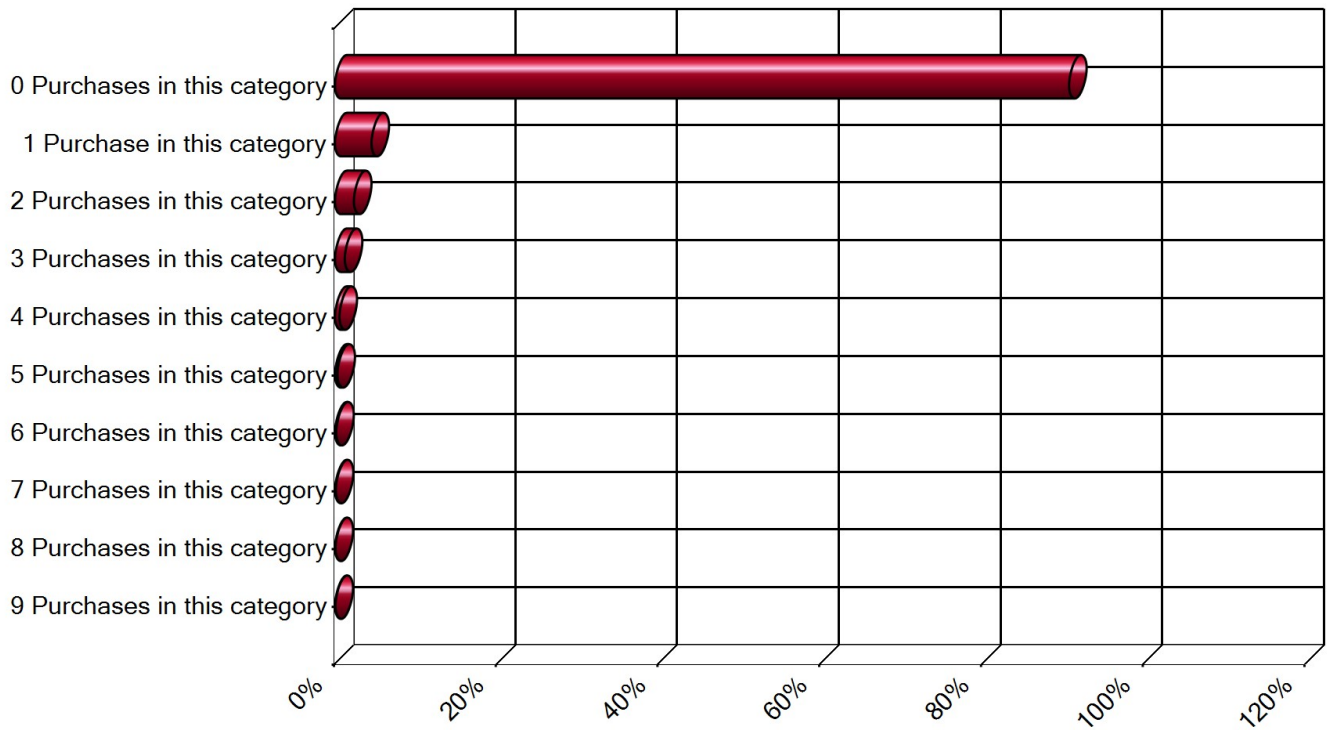## Households of Top 100% of All Patrons
Geography: Folsom

Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
0 Purchases in this category	17,089	100.0%	32,507	100.0%	100
1 Purchase in this category	8	0.0%	11	0.0%	138
Total	**17,097**	**100.0%**	**32,518**	**100.0%**	

Households are classified into 19 Mosaic Groups and 71 Mosaic Types representing similar behaviors and lifestyles which allows for an easier identification and targeting of households. The chart below displays the proportion of patron households within each Mosaic type. Blue bars indicate that the library is penetrating at least 20% more of that segment as compared to the same segment in the service area.

To view the descriptions of the Mosaic types, click on Mosaic Segmentation Portal

The Mosaic Segmentation Portal requires a separate logon and password. If you do not already have one please click here to register. You will be sent a logon and password in 24-48 business hours.

Mosaic Types

A01 American Royalty
A02 Platinum Prosperity
A03 Kids and Cabernet
A04 Picture Perfect Families
A05 Couples with Clout
A06 Jet Set Urbanites
B07 Generational Soup
B08 Babies and Bliss
B09 Family Fun-tastic
B10 Cosmopolitan Achievers
C11 Aging of Aquarius
C12 Golf Carts and Gourmets
C13 Silver Sophisticates
C14 Boomers and Boomerangs
D15 Sports Utility Families
D16 Settled in Suburbia
D17 Cul de Sac Diversity
D18 Suburban Attainment
E19 Full Pockets Empty Nests
E20 No place like Home
E21 Unspoiled Splendor
F22 Fast Track Couples
F23 Families Matter Most
G24 Status Seeking Singles
G25 Urban Edge
H26 Progressive Potpourri
H27 Birkenstocks and Beemers
H28 Everyday Moderates
H29 Destination Recreation
I30 Stockcars and State Parks
I31 Blue Collar Comfort
I32 Steadfast Conventionalists
I33 Balance and Harmony
J34 Aging in Place
J35 Rural Escape
J36 Settled and Sensible
K37 Wired for Success
K38 Gotham Blend
K39 Metro Fusion
K40 Bohemian Groove
L41 Booming and Consuming
L42 Rooted Flower Power
L43 Homemade Happiness
M44 Red White and Bluegrass
M45 Diapers and Debit Cards
N46 True Grit Americans
N47 Countrified Pragmatics
N48 Rural Southern Bliss
N49 Touch of Tradition
O50 Full Steam Ahead
O51 Digital Dependents
O52 Urban Ambition
O53 Colleges and Cafes
O54 Striving Single Scene
O55 Family Troopers
P56 Mid-Scale Medley
P57 Modest Metro Means
P59 Expanding Horizons
P60 Striving Forward
P61 Humble Beginnings
Q62 Reaping Rewards
Q63 Footloose and Family Free
Q64 Town Elders
Q65 Senior Discounts
R66 Dare to Dream
R67 Hope for Tomorrow
S68 Small Town Shallow Pockets
S69 Urban Survivors
S70 Tight Money
S71 Tough Times
U00 Unassigned

0%   5%   10%   15%   20%

Patron HH Percent

Link	Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index	Opportunity
A01	American Royalty	201	1.2%	174	1%	220	115.5%
A02	Platinum Prosperity	151	0.9%	227	1%	127	66.5%
A03	Kids and Cabernet	668	3.9%	631	2%	201	105.9%
A04	Picture Perfect Families	226	1.3%	158	0%	272	143.0%
A05	Couples with Clout	510	3.0%	1,426	4%	68	35.8%
A06	Jet Set Urbanites	13	0.1%	42	0%	59	31.0%
B07	Generational Soup	2,575	15.1%	4,010	12%	122	64.2%
B08	Babies and Bliss	944	5.5%	957	3%	188	98.6%
B09	Family Fun-tastic	202	1.2%	292	1%	132	69.2%
B10	Cosmopolitan Achievers	239	1.4%	350	1%	130	68.3%
C11	Aging of Aquarius	852	5.0%	1,349	4%	120	63.2%
C12	Golf Carts and Gourmets	28	0.2%	24	0%	222	116.7%
C13	Silver Sophisticates	827	4.8%	1,626	5%	97	50.9%
C14	Boomers and Boomerangs	335	2.0%	351	1%	182	95.4%
D15	Sports Utility Families	111	0.6%	32	0%	660	346.9%
D16	Settled in Suburbia	390	2.3%	458	1%	162	85.2%
D17	Cul de Sac Diversity	769	4.5%	1,349	4%	108	57.0%
D18	Suburban Attainment	12	0.1%	12	0%	190	100.0%
E19	Full Pockets Empty Nests	132	0.8%	472	1%	53	28.0%
E20	No place like Home	321	1.9%	317	1%	193	101.3%
E21	Unspoiled Splendor	97	0.6%	16	0%	1,153	606.3%
F22	Fast Track Couples	849	5.0%	2,559	8%	63	33.2%
F23	Families Matter Most	137	0.8%	91	0%	286	150.5%
G24	Status Seeking Singles	258	1.5%	907	3%	54	28.4%
G25	Urban Edge	102	0.6%	321	1%	60	31.8%
H26	Progressive Potpourri	115	0.7%	179	1%	122	64.2%
H27	Birkenstocks and Beemers	357	2.1%	5,042	16%	13	7.1%
H28	Everyday Moderates	114	0.7%	121	0%	179	94.2%
H29	Destination Recreation	97	0.6%	101	0%	183	96.0%
I30	Stockcars and State Parks	20	0.1%		0%		
I31	Blue Collar Comfort	113	0.7%	53	0%	406	213.2%
I32	Steadfast Conventionalists	10	0.1%	5	0%	380	200.0%
I33	Balance and Harmony	67	0.4%	25	0%	510	268.0%
J34	Aging in Place	304	1.8%	431	1%	134	70.5%
J35	Rural Escape	9	0.1%		0%		
J36	Settled and Sensible	74	0.4%	126	0%	112	58.7%
K37	Wired for Success	432	2.5%	941	3%	87	45.9%
K38	Gotham Blend		0.0%	2	0%		
K39	Metro Fusion	40	0.2%	94	0%	81	42.6%
K40	Bohemian Groove	212	1.2%	369	1%	109	57.5%
L41	Booming and Consuming	108	0.6%	205	1%	100	52.7%
L42	Rooted Flower Power	365	2.1%	519	2%	134	70.3%
L43	Homemade Happiness	17	0.1%	4	0%	808	425.0%
M44	Red White and Bluegrass	17	0.1%		0%		
M45	Diapers and Debit Cards	48	0.3%	42	0%	217	114.3%
N46	True Grit Americans	4	0.0%	1	0%	761	400.0%
N47	Countrified Pragmatics	13	0.1%	1	0%	2,473	1,300.0%
N48	Rural Southern Bliss	1	0.0%		0%		
N49	Touch of Tradition	2	0.0%		0%		
O50	Full Steam Ahead	167	1.0%	341	1%	93	49.0%
O51	Digital Dependents	370	2.2%	371	1%	190	99.7%
O52	Urban Ambition	9	0.1%	4	0%	428	225.0%
O53	Colleges and Cafes	7	0.0%		0%		
O54	Striving Single Scene	364	2.1%	840	3%	82	43.3%
O55	Family Troopers	151	0.9%	183	1%	157	82.5%

P56	Mid-Scale Medley	142	0.8%	142	0%	190	100.0%
P57	Modest Metro Means	2	0.0%		0%		
P59	Expanding Horizons	12	0.1%		0%		
P60	Striving Forward	5	0.0%	1	0%	951	500.0%
P61	Humble Beginnings	13	0.1%	14	0%	177	92.9%
Q62	Reaping Rewards	254	1.5%	505	2%	96	50.3%
Q63	Footloose and Family Free	53	0.3%	223	1%	45	23.8%
Q64	Town Elders	173	1.0%	351	1%	94	49.3%
Q65	Senior Discounts	166	1.0%	425	1%	74	39.1%
R66	Dare to Dream	100	0.6%	107	0%	178	93.5%
R67	Hope for Tomorrow	4	0.0%		0%		
S68	Small Town Shallow Pockets	19	0.1%	48	0%	75	39.6%
S69	Urban Survivors	2	0.0%	2	0%	190	100.0%
S70	Tight Money	12	0.1%	15	0%	152	80.0%
S71	Tough Times	13	0.1%	16	0%	155	81.3%
U00	Unassigned	1,571	9.2%	2,518	8%	119	62.4%
	Total	**17,097**	**100.0%**	**32,518**	**100%**		

FOLSOM PUBLIC LIBRARY

LIBRARY NEEDS ASSESSMENT COMMUNITY SURVEY

OCTOBER 2016

Q1 Have you visited the Folsom Public Library in person in the last 12 months?
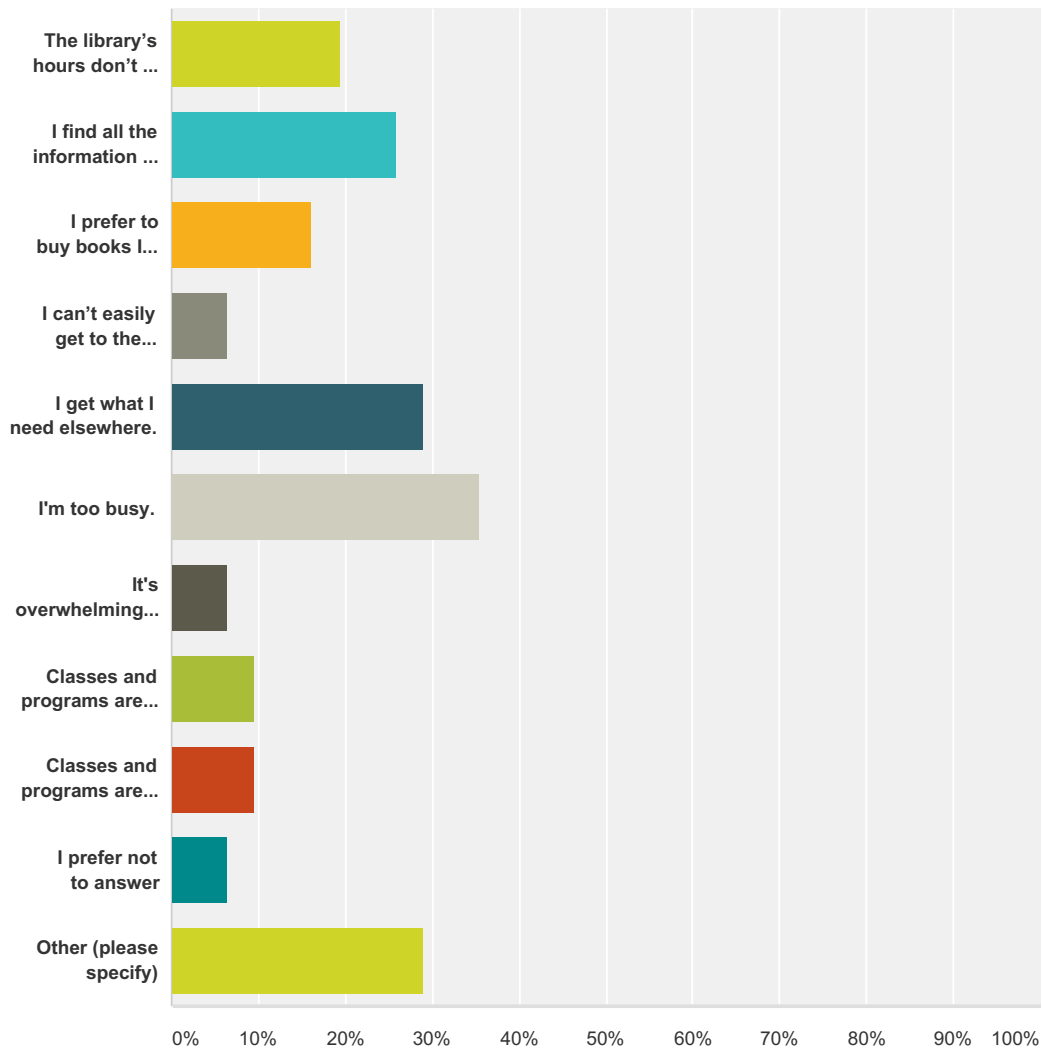
Answered: 350   Skipped: 0
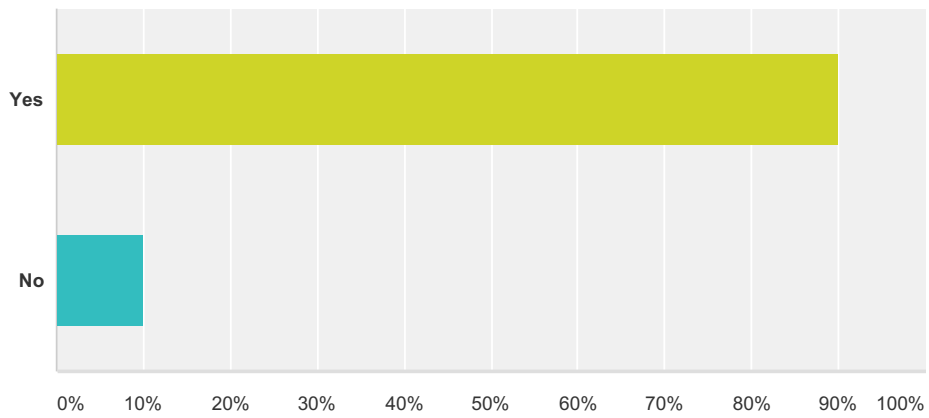
Answer Choices	Responses	
Yes	**90.00%**	315
No	**10.00%**	35
Total		**350**

Q2 What, if anything, prevents you from using the library? (Check all that apply)

Answered: 31   Skipped: 319

Answer Choices	Responses	
The library's hours don't fit my schedule.	**19.35%**	6
I find all the information I need on the Internet.	**25.81%**	8
I prefer to buy books I need.	**16.13%**	5
I can't easily get to the library.	**6.45%**	2
I get what I need elsewhere.	**29.03%**	9
I'm too busy.	**35.48%**	11
It's overwhelming. I could use an orientation.	**6.45%**	2
Classes and programs aren't relevant to me.	**9.68%**	3
Classes and programs aren't held at times that I can attend.	**9.68%**	3

I prefer not to answer		**6.45%**	2
Other (please specify)		**29.03%**	9
Total Respondents: 31			

#	Other (please specify)	Date
1	Prefer ebooks	10/29/2016 3:02 AM
2	When I want books, magazines or other media, the library is not top of mind. Promotions and extended hours would probably help.	10/25/2016 11:28 AM
3	The fluorescent lights make a high-pitched whine that is incredibly irritating. I have never experienced it in any other library.	10/24/2016 9:42 PM
4	I don't really know what all the library has to offer....	10/24/2016 4:46 PM
5	just lazy	10/24/2016 4:28 PM
6	The Folsom library doesn't offer much for people who are blind or severly visually impaired.	10/11/2016 7:53 AM
7	I belong to a book club and we use the book in a bag program.	10/10/2016 10:11 PM
8	Selection of books on buddhism and Chinese martial arts is linited.	10/10/2016 3:17 AM
9	Did not have a great experience when I was last there.	10/7/2016 8:13 PM

Q3 How often do you visit the Folsom Public Library in person?

Answered: 309   Skipped: 41
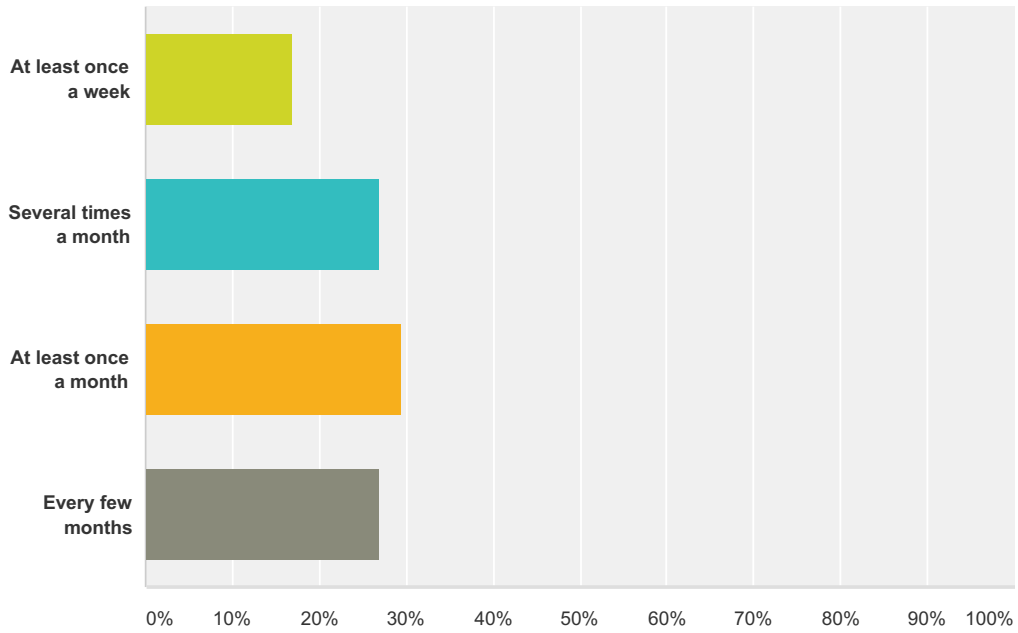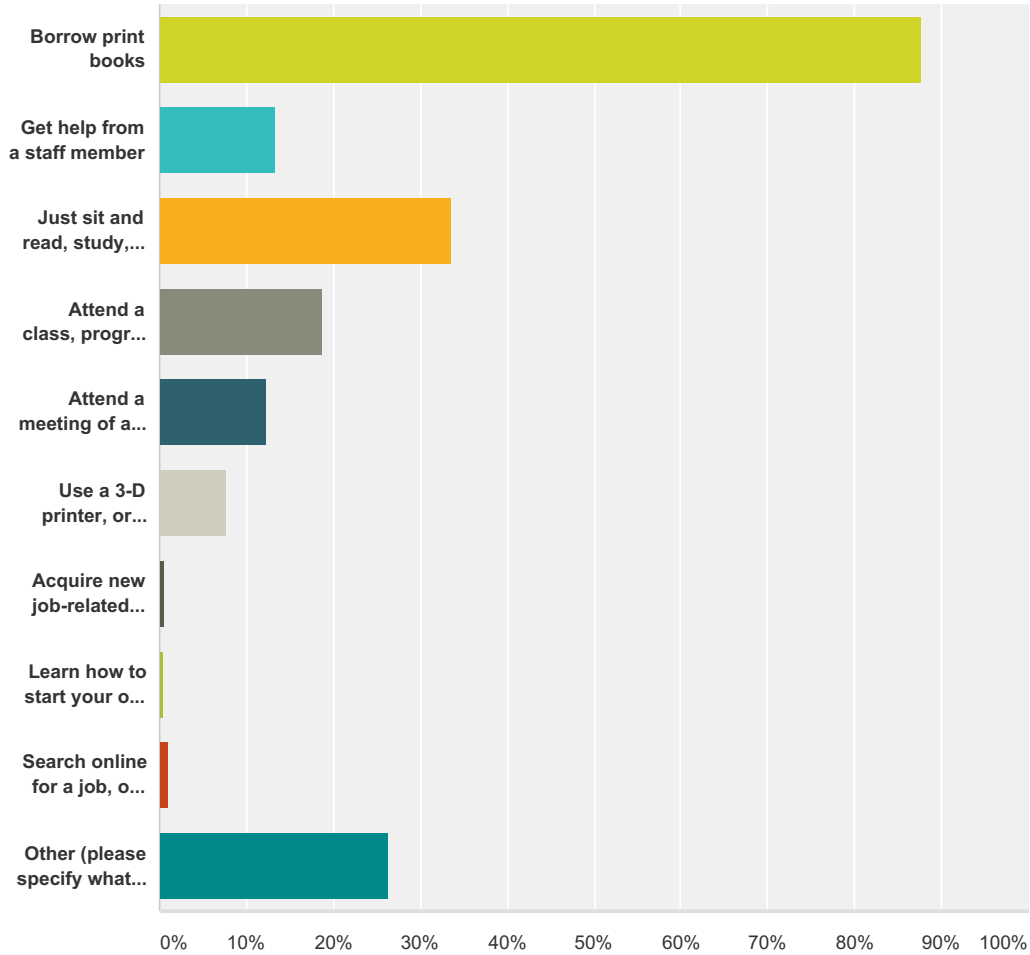

Answer Choices	Responses	
At least once a week	**16.83%**	52
Several times a month	**26.86%**	83
At least once a month	**29.45%**	91
Every few months	**26.86%**	83
Total		309

Q4 People visit the Folsom Public Library in person for lots of different reasons. In the last 12 months, have you visited the Folsom Public Library in person to: (Check all that apply)

Answered: 307   Skipped: 43

Answer Choices	Responses	
Borrow print books	**87.62%**	269
Get help from a staff member	**13.36%**	41
Just sit and read, study, or watch or listen to media	**33.55%**	103
Attend a class, program or lecture	**18.89%**	58
Attend a meeting of a group you belong to	**12.38%**	38
Use a 3-D printer, or other high tech device	**7.82%**	24
Acquire new job-related skills so you can increase your income	**0.65%**	2
Learn how to start your own business or expand your business	**0.33%**	1

	Search online for a job, or apply for a job online	**0.98%**	3
	Other (please specify what activity you did at the library)	**26.38%**	81

Total Respondents: 307

#	Other (please specify what activity you did at the library)	Date
1	Review travel books and CDs	10/30/2016 7:43 PM
2	Pick up and return materials	10/30/2016 10:14 AM
3	Exchange free magazines, attend book sale	10/29/2016 9:40 PM
4	Volunteer	10/27/2016 8:42 PM
5	Pick up material requested online.	10/27/2016 12:16 PM
6	Borrow video DVDs	10/25/2016 2:25 PM
7	Borrow videos.	10/25/2016 2:19 PM
8	Storytime and Toy time	10/25/2016 2:08 PM
9	haven't made it yet, but want to use the 3d printer :-)	10/25/2016 11:39 AM
10	check out videos	10/25/2016 10:31 AM
11	Borrow recorded books	10/25/2016 8:11 AM
12	sometimes my 8 year son will use the children's computers.	10/25/2016 8:08 AM
13	Borrow music CDs; watch a movie in the meeting room; help my daughter research a history project; completed research for a book I want to write.	10/25/2016 7:55 AM
14	Work at Library Book Store	10/25/2016 7:54 AM
15	Borrow audio books to listen to on my commute to work.	10/25/2016 4:56 AM
16	Check out books on tape. I go to First Friday events and used to go to the Sunday movies.	10/24/2016 10:53 PM
17	Borrow audio books. Attend book sales.	10/24/2016 10:36 PM
18	Borrow periodicals	10/24/2016 9:48 PM
19	pick up book reserved online	10/24/2016 8:09 PM
20	reserve and check out DVDs, use the internet, attend story time with my grandson.	10/24/2016 5:40 PM
21	borrow recorded books	10/24/2016 5:24 PM
22	Tutoring	10/24/2016 5:23 PM
23	Book Club	10/24/2016 5:21 PM
24	Deliver donated books to the Friends of Library office	10/24/2016 5:06 PM
25	Find a topic	10/24/2016 4:39 PM
26	Borrow dvds	10/24/2016 4:34 PM
27	DISPOSE OF BATTERIES. OBTAIN CHILDREN'S ENTRANCE FORMS FOR SUMMER PROGRAM.	10/24/2016 4:25 PM
28	Volunteer	10/23/2016 4:12 PM
29	group studying in the conference rooms	10/21/2016 5:37 PM
30	My children have asked for help in locating a book from staff member and have been rudely rebuffed and NEVER assisted in finding a book. They have now stopped asking for assistance, they do not view the library as a resource for anything except borrowing books.	10/20/2016 8:39 AM
31	Study for school	10/16/2016 3:13 PM
32	Borrow media	10/16/2016 7:08 AM
33	buy books or drop off books at the Friends of the Library store	10/14/2016 11:33 AM
34	Books on tape, videos. Learn about and pickup list of book in a bag.	10/13/2016 8:54 PM

35	I check out a lot of DVD movies! Sometimes music CD's.	10/12/2016 3:55 PM
36	volunteer - Tuesday Tutor, and shelve books	10/12/2016 3:46 PM
37	Children's programs	10/12/2016 11:09 AM
38	Borrow DVDs	10/12/2016 9:02 AM
39	Attend child activities	10/11/2016 9:04 PM
40	Children's activities	10/11/2016 8:30 PM
41	Let kids play in kid room	10/11/2016 5:33 PM
42	Borrow other media (CDs, DVDs).	10/11/2016 4:15 PM
43	Borrow DVDs and other materials from our library as well as those ordered from other libraries online.	10/11/2016 2:59 PM
44	Visited the little shop that's just before you get inside the library.	10/11/2016 12:09 PM
45	I am also a volunteer.	10/11/2016 11:31 AM
46	Borrow videos	10/10/2016 7:42 PM
47	borrow dvds, play in kids area	10/10/2016 7:40 PM
48	Bring my grandchild to story-time	10/10/2016 3:47 PM
49	Volunteer at Booktique.	10/10/2016 12:39 PM
50	J	10/10/2016 8:01 AM
51	Borrow audio cds	10/9/2016 11:51 PM
52	Children's story hour (Saturday)	10/9/2016 11:29 PM
53	Donated books	10/9/2016 11:17 PM
54	Use computer to look up ebooks	10/9/2016 10:47 PM
55	Children's activities. We've been going since they were able to walk. 8 years. The social play reading area is a favorite. They bring money to donate on the wishing well. The Friends of the Library and the snack bar all add to the community of the Library... Staff is very helpful. I think we will need another branch soon.	10/9/2016 10:25 PM
56	Play with blocks and puzzles in the kids area.	10/9/2016 10:20 PM
57	Borrow books on CD and DVDs.	10/9/2016 10:19 PM
58	volunteer	10/9/2016 10:18 PM
59	kids programs	10/9/2016 9:51 PM
60	Borrow videos and cds	10/9/2016 12:42 AM
61	Magazines	10/8/2016 7:58 PM
62	Children's activities	10/8/2016 10:46 AM
63	Pick up holds	10/7/2016 11:06 PM
64	help at book sale	10/7/2016 4:54 PM
65	Story time	10/7/2016 1:51 PM
66	borrow recorded books	10/7/2016 1:47 PM
67	Story time	10/7/2016 1:09 PM
68	To attend library book club	10/7/2016 11:17 AM
69	I attend the Food Truck Safari pretty regularly (and would be interested in more events or that nature)	10/7/2016 11:11 AM
70	Kid classes	10/7/2016 11:03 AM
71	Story time	10/7/2016 10:23 AM
72	Relax while my kids enjoy the children's area.	10/7/2016 8:58 AM
73	Take kids to activities.	10/7/2016 8:10 AM

74	Let my son play and get books.	10/7/2016 7:42 AM
75	Volunteer at Friends book sale	10/5/2016 6:32 PM
76	Attend a book club meeting.	10/5/2016 5:34 PM
77	Borrow movies, donate books	10/5/2016 5:30 PM
78	My toddler loves the children's area.	10/5/2016 2:46 PM
79	went with my granddaughter for homework helps	10/5/2016 1:17 PM
80	Research	10/5/2016 11:07 AM
81	To check out CD's to listen to for my commute to and from work	10/5/2016 10:42 AM

Q5 Have you used the library's computers during an in person visit at the Folsom Public Library?
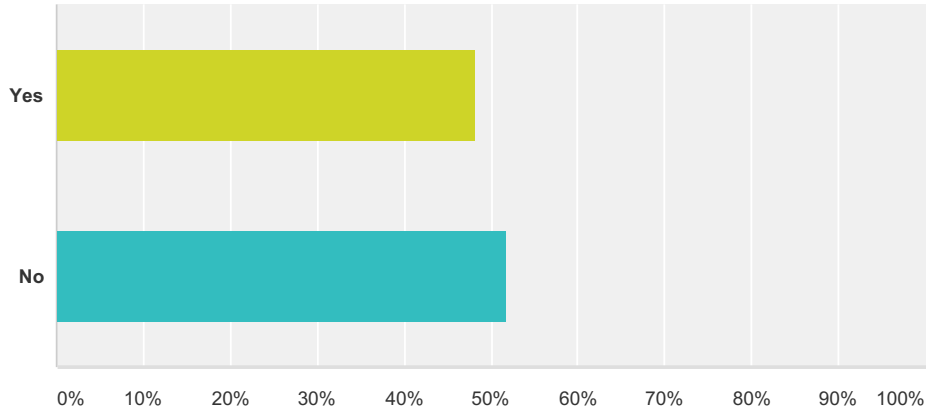
Answered: 309   Skipped: 41
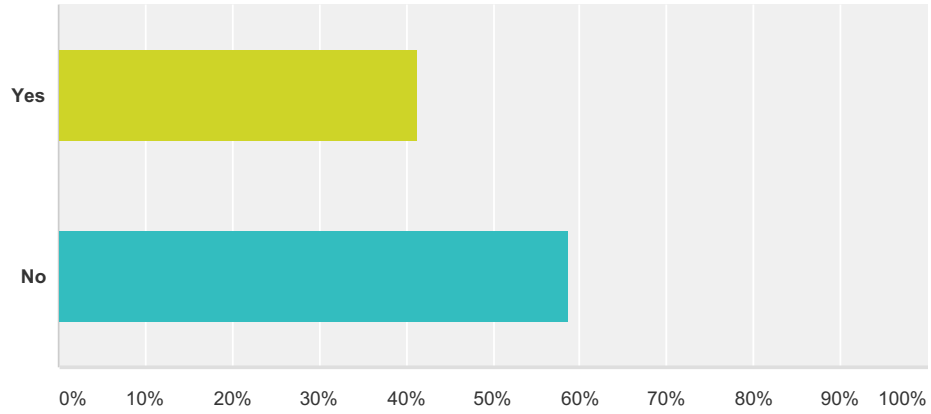
Answer Choices	Responses	
Yes	**41.42%**	128
No	**58.58%**	181
Total		**309**

Q6 Have you used your own device, e.g. laptop computer, tablet (e.g. iPad, etc.), smartphone (e.g. iPhone, etc.), during an in person visit to the Folsom Public Library, to connect to the library's free wifi?

Answered: 309   Skipped: 41

Answer Choices	Responses	
Yes	**48.22%**	149
No	**51.78%**	160
Total		**309**

Q7 If you used a computer (either library computer or a personal device) during an in person visit to the Folsom Public Library, did do any of the following tasks on either a library computer or your own device? (Check all that apply).

Answered: 95   Skipped: 255

Library computer

My own device, e.g. laptop computer, tablet, smartphone
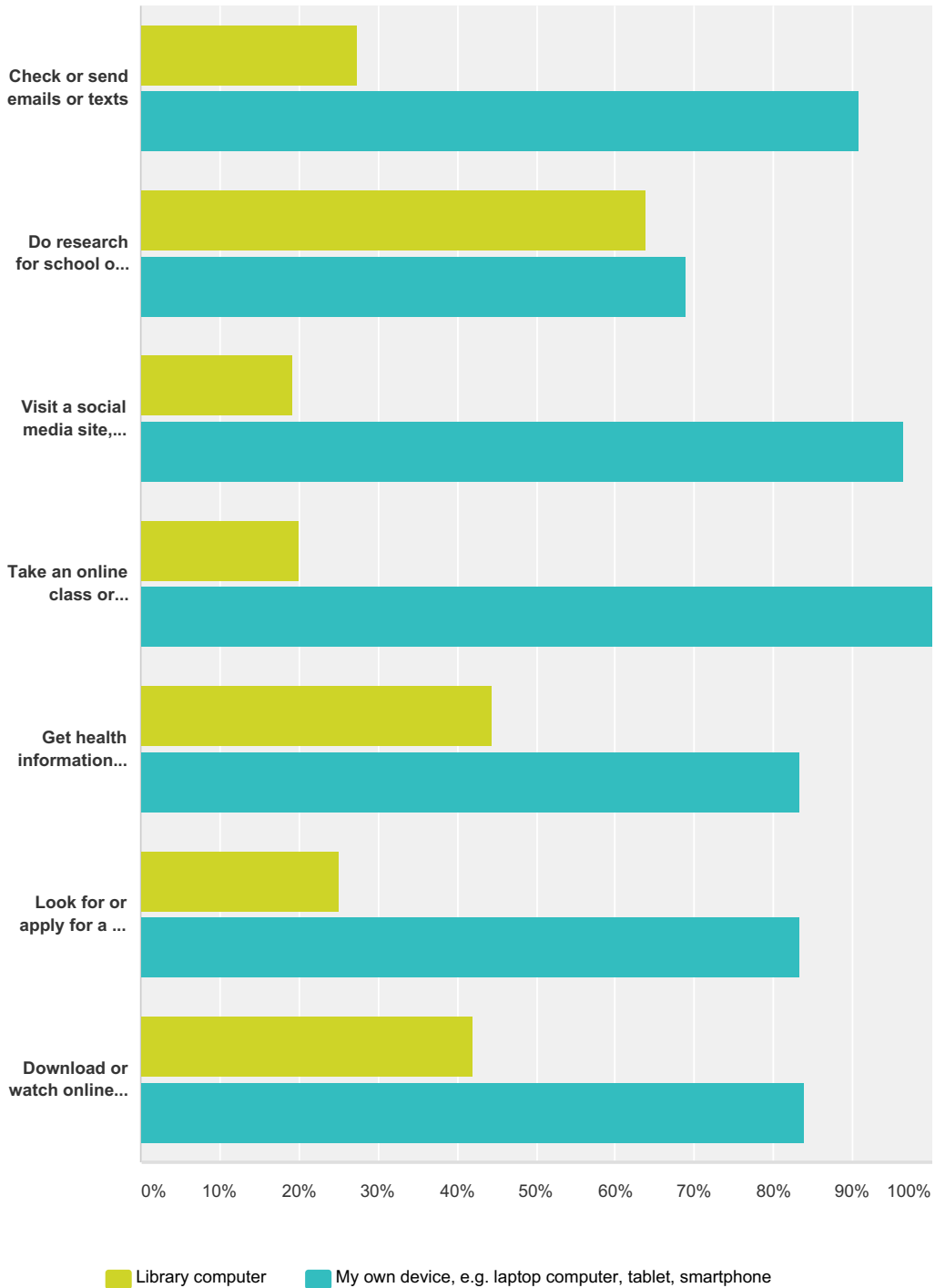
FOLSOM PUBLIC LIBRARY COMMUNITY SURVEY

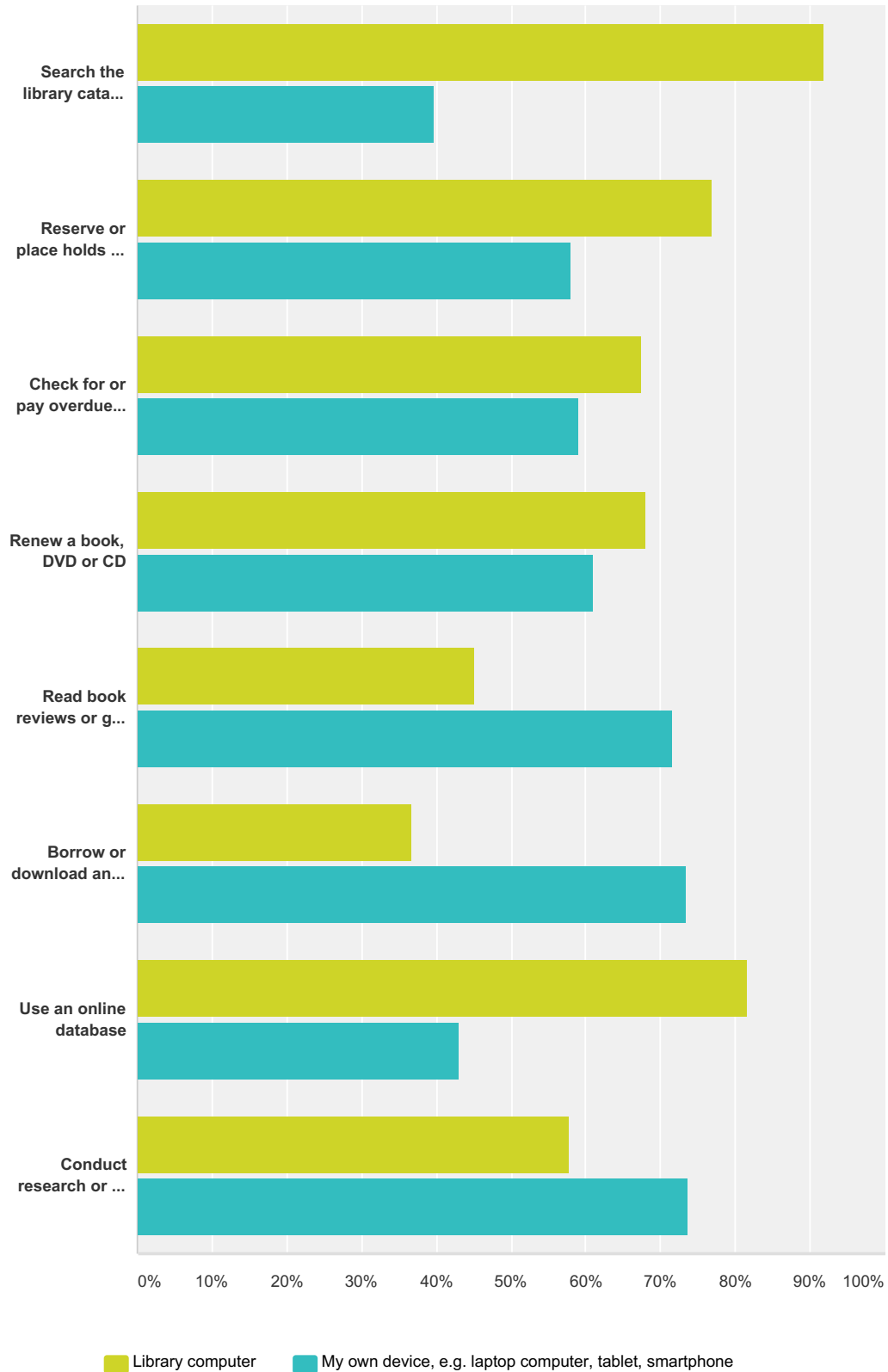|	Library computer	My own device, e.g. laptop computer, tablet, smartphone	Total Respondents
Check or send emails or texts	**27.27%** 21	**90.91%** 70	77
Do research for school or work	**63.93%** 39	**68.85%** 42	61
Visit a social media site, such as Facebook, Twitter or Instagram	**19.30%** 11	**96.49%** 55	57
Take an online class or complete an online certification program of some kind	**20.00%** 2	**100.00%** 10	10
Get health information online	**44.44%** 8	**83.33%** 15	18
Look for or apply for a job online	**25.00%** 3	**83.33%** 10	12
Download or watch online video	**41.94%** 13	**83.87%** 26	31

#	Other (please specify)	Date
1	Work on reports and spreadsheets	10/30/2016 7:45 PM
2	Access catalogue info	10/29/2016 9:44 PM
3	Use the library's online catalog	10/25/2016 2:11 PM
4	General research	10/25/2016 9:29 AM
5	look for a book	10/24/2016 8:36 PM
6	Kids play on the kids computers. I have also brought my own computer to look up stuff for personal use.	10/24/2016 6:24 PM
7	Search for books in the catalog and look up Accelerated Reader levels for my children	10/24/2016 4:54 PM
8	Library catalog on library kiosk computers	10/19/2016 10:33 PM
9	look for books/authors	10/12/2016 3:48 PM
10	My children use the computers to play games on them in the children's area.	10/12/2016 11:10 AM
11	Play online games with my children	10/12/2016 9:05 AM
12	Kids programs	10/11/2016 9:23 PM
13	Looked up books.	10/11/2016 6:39 PM
14	play kids games on kids game pcs	10/10/2016 7:41 PM
15	Look up books on GoodReads	10/10/2016 9:53 AM
16	I use library catalog or look up an author of the book	10/10/2016 7:17 AM
17	My children play with the computers in the kids' area.	10/9/2016 10:43 PM
18	Look up book information and my son plays games in the kids computer area.	10/9/2016 10:25 PM
19		10/5/2016 5:37 PM

Q8 Have you used the library's online catalog or website, during an in person visit to the Folsom Public Library, on either a library computer or your own device, e.g. laptop, tablet, smartphone, to: (Check all that apply)

Answered: 120   Skipped: 230

FOLSOM PUBLIC LIBRARY COMMUNITY SURVEY

Legend:
- Library computer
- My own device, e.g. laptop computer, tablet, smartphone

	Library computer	My own device, e.g. laptop computer, tablet, smartphone	Total Respondents
Search the library catalog for print books, audiobooks, e-books, CDs or DVDs	**91.89%** 102	**39.64%** 44	111

Reserve or place holds on print books, audiobooks, e-books, CDs or DVDs	**76.74%** 66		**58.14%** 50	86
Check for or pay overdue fines	**67.35%** 33		**59.18%** 29	49
Renew a book, DVD or CD	**68.12%** 47		**60.87%** 42	69
Read book reviews or get book recommendations	**45.00%** 27		**71.67%** 43	60
Borrow or download an e-book	**36.73%** 18		**73.47%** 36	49
Use an online database	**81.54%** 53		**43.08%** 28	65
Conduct research or get homework help	**57.89%** 22		**73.68%** 28	38

#	Other (please specify)	Date
1	I didn't know the library had free Wi-Fi. I will bring my tablet to use in the future. I don't own a smartphone a so wifi access is a plus.	10/29/2016 9:44 PM
2	I consider the online catalog a computer so answered the "computer " question incorrectly. I have not used anything other than the catalog;	10/24/2016 8:36 PM

Q9 Have you visited the Folsom Public Library website or online catalog, when you were offsite, e.g.not in the Folsom Public Library building, in the last 12 months?
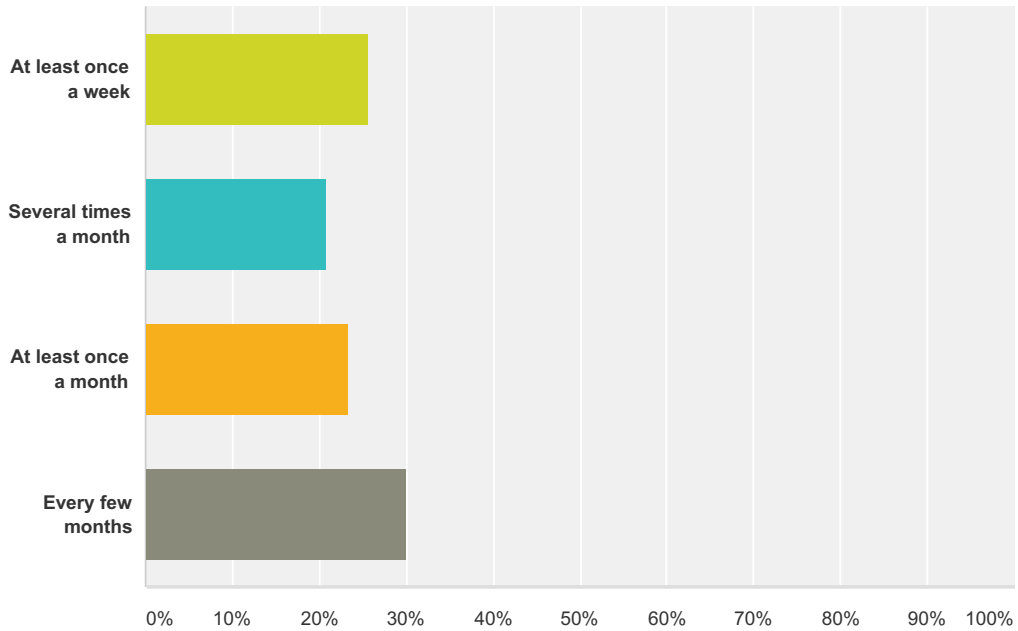
Answered: 335   Skipped: 15
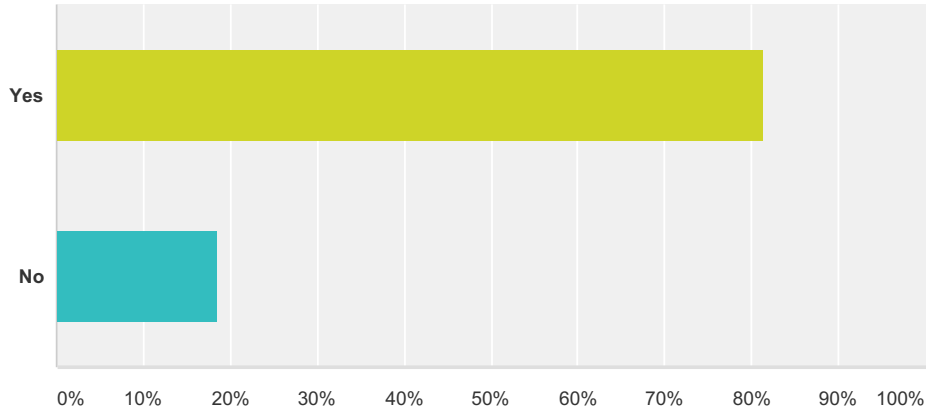
Answer Choices	Responses	
Yes	**81.49%**	273
No	**18.51%**	62
Total		**335**

Q10 How often do you use the Folsom Public Library website or online catalog, when you are offsite, e.g.not in the Folsom Public Library building?

Answered: 269   Skipped: 81
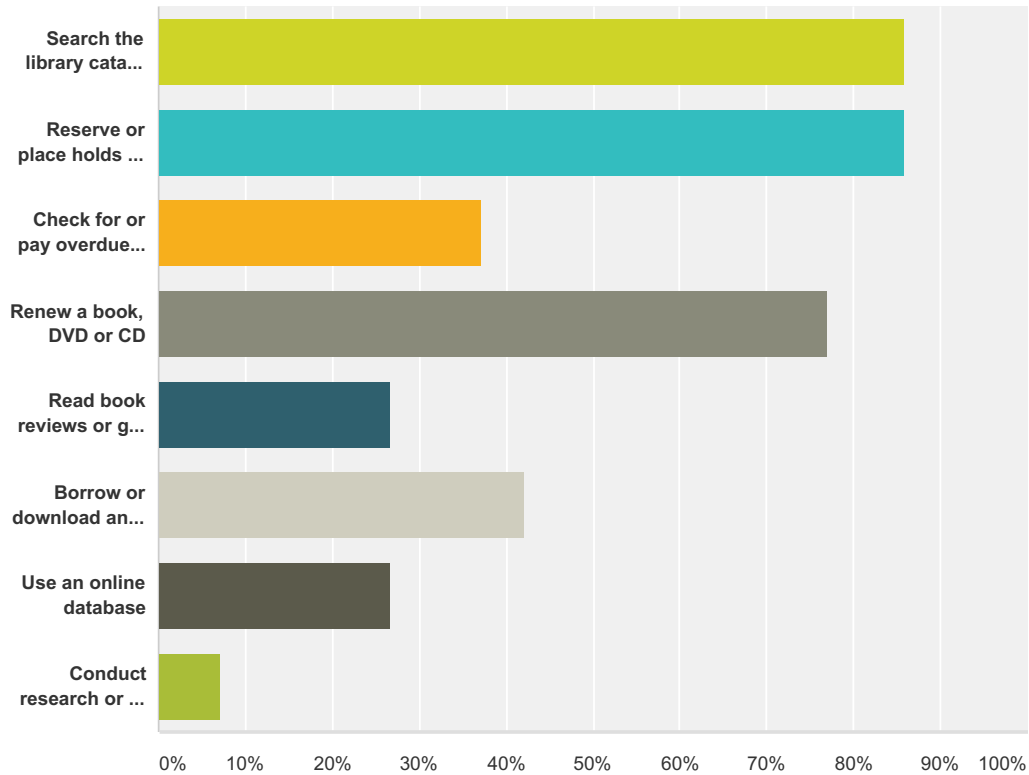
Answer Choices	Responses	
At least once a week	**25.65%**	69
Several times a month	**20.82%**	56
At least once a month	**23.42%**	63
Every few months	**30.11%**	81
Total		**269**

Q11 Have you used the library's online catalog or website, when you were offsite, e.g.not in the Folsom Public Library building, to: (Check all that apply)

Answered: 266   Skipped: 84

Answer Choices	Responses	
Search the library catalog for print books, audiobooks, e-books, CDs or DVDs	**85.71%**	228
Reserve or place holds on print books, audiobooks, e-books, CDs or DVDs	**85.71%**	228
Check for or pay overdue fines	**37.22%**	99
Renew a book, DVD or CD	**77.07%**	205
Read book reviews or get book recommendations	**26.69%**	71
Borrow or download an e-book	**42.11%**	112
Use an online database	**26.69%**	71
Conduct research or get homework help	**7.14%**	19
Total Respondents: 266		

| #	Other (please specify)	Date
1	I use the Sacramento county library website, which is limked to the Folsom library.	10/26/2016 8:07 PM
2	Check on hours of operation at the library or special events	10/25/2016 7:58 AM
3	Consumer reports	10/24/2016 5:43 PM

4	Events	10/16/2016 12:27 PM
5	Try to find book in a bag lists - not there	10/13/2016 8:57 PM
6	Actually, I use the combined catalog and services for all of the partner libraries.	10/12/2016 2:44 PM
7	Check library hours, events calendar.	10/12/2016 11:10 AM
8	I usually use the Sacramento public library website to download e-books. I know Folsom is affiliated with Sacramento, so I don't know if I should answer the question only pertaining to Folsom, or Sacramento. I download e-books from the Sacramento public library two or three times a month. Now that e-books are so prevalent, it's much easier for me to borrow and return books this way. I also have concerns about germs that may be on print books because one never knows what's on the hands of those who touch/read them.	10/11/2016 12:15 PM
9	Library hours	10/9/2016 10:20 PM
10	Check dates for library programs	10/7/2016 4:56 PM

Q12 Thinking about some new things public libraries could do to change how they serve the public, please tell me if each of the following is something you, personally, think public libraries should "definitely" do, should "maybe" do, or should "definitely not" do.

Answered: 292   Skipped: 58
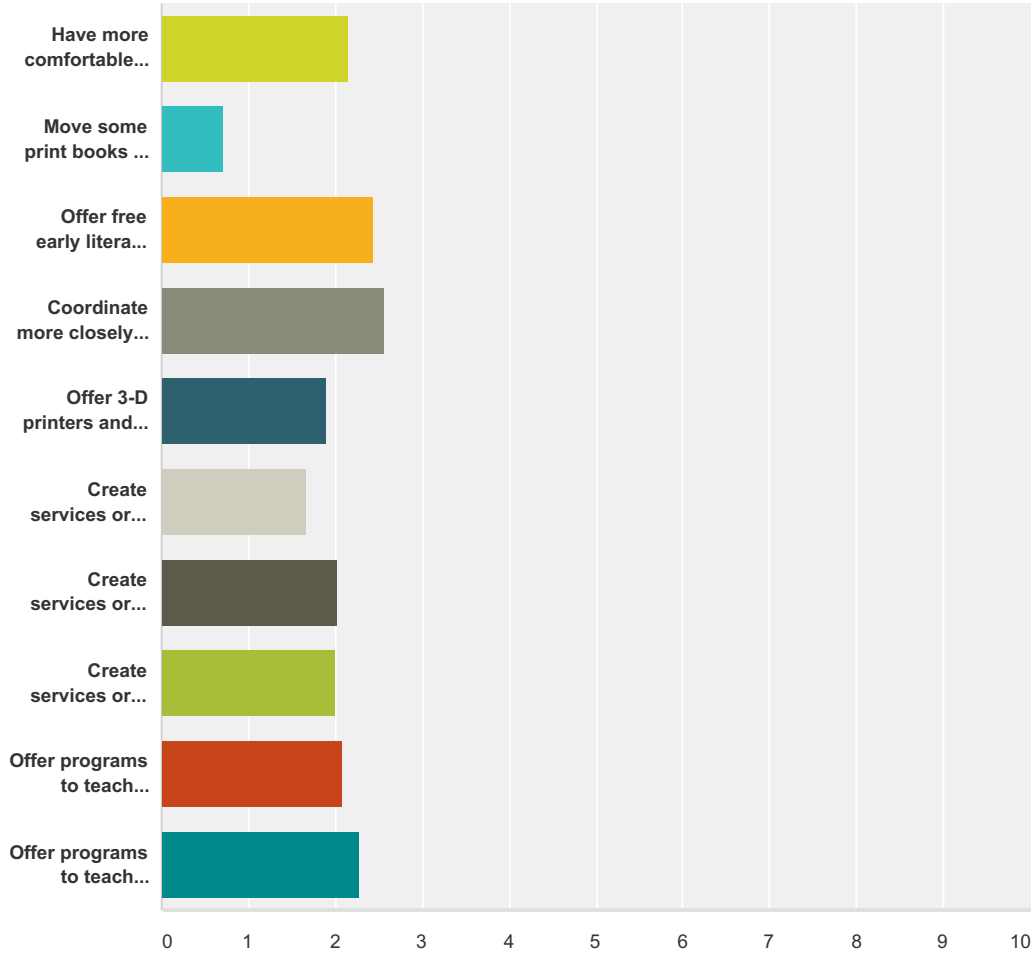
	SHOULD DEFINITELY DO	SHOULD MAYBE DO	DOESN'T MATTER TO ME	DEFINITELY SHOULD NOT DO	Total	Weighted Average
Have more comfortable spaces for reading, working, and relaxing at the library	**38.54%** 111	**38.89%** 112	**20.49%** 59	**2.08%** 6	288	2.14
Move some print books and stacks OUT OF public locations to free up more space for things such as tech centers, reading rooms, meetings rooms, and cultural events	**5.56%** 16	**18.06%** 52	**17.36%** 50	**59.03%** 170	288	0.70
Offer free early literacy programs to help young children prepare for school	**57.54%** 164	**29.12%** 83	**12.63%** 36	**0.70%** 2	285	2.44

Coordinate more closely with local schools in providing resources to kids	**66.55%** 191	**24.74%** 71	**8.36%** 24	**0.35%** 1	287	2.57
Offer 3-D printers and other digital tools to allow people to learn how to use them to make different kinds of objects	**29.72%** 85	**35.66%** 102	**30.77%** 88	**3.85%** 11	286	1.91
Create services or programs for local businesses and entrepreneurs	**15.96%** 45	**38.30%** 108	**42.20%** 119	**3.55%** 10	282	1.67
Create services or programs for active military personnel and veterans	**31.93%** 91	**38.95%** 111	**28.07%** 80	**1.05%** 3	285	2.02
Create services or programs for immigrants and first-generation Americans	**33.10%** 95	**38.68%** 111	**23.00%** 66	**5.23%** 15	287	2.00
Offer programs to teach patrons about protecting their privacy and security online	**35.66%** 102	**39.16%** 112	**23.43%** 67	**1.75%** 5	286	2.09
Offer programs to teach people, including kids and senior citizens, how to use digital tools such as computers, smartphones and apps	**43.25%** 125	**43.60%** 126	**11.42%** 33	**1.73%** 5	289	2.28

#	Other (please specify)	Date
1	Change the height of the bookcases in the children's section for safety so you can see your kids as they move around the children's section. Also create a play place.	10/31/2016 11:37 AM
2	A number of the programs listed are already offered by other groups or organizations. What about doing something different like providing tools or equipment borrowing like the downtown library does? Or, updating the CD/DVD collection.	10/30/2016 7:57 PM
3	Visiting authors, writing & poetry workshops, e-publishing workshops, film study groups, literary seminars like Osher Institute at Gateway Oaks in Roseville, history of Folsom seminars	10/29/2016 10:02 PM
4	I really wish that the library website could be linked to my school website, but the moving graphics make it impossible.	10/25/2016 7:03 PM
5	Paper books are so very important! Electronic books are not the same and can not go everywhere as easily. It would be horrible to see the volume of physical paper books reduced.	10/25/2016 11:51 AM
6	More outreach is needed. Average Folsom resident doesn't appear to know what a great resource we have. Our library is an underutilized resource in Folsom. I'd like to see more services offered, extended hours, and better outreach.	10/25/2016 10:48 AM
7	Print books should not be taken out of the library to make room for other things. For many people, the library is the only place where they can access hard copies of books. Kids already know how to use computers, tablets, digital/ibooks, etc. Senior citizens are the ones who need help (very basic skills in how to turn on and operate a computer, use a mouse, navigate websites, apply for jobs, etc., not how to read online books). Maybe you could pilot a program where young people help teach older people how to use computers?	10/25/2016 8:31 AM
8	Some interesting ideas but I think there should be a fee associated with some of those things.......	10/25/2016 8:19 AM
9	Expand and increase digital library.	10/25/2016 6:20 AM
10	Regarding above, if more room is needed and some print books and stacks could be stored elsewhere but still accessed by request, I think that would be fine. I like the comfort level of the library now - if it's maintained I don't think improvement is needed.	10/24/2016 7:09 PM
11	Increase the print collection offered.	10/24/2016 6:34 PM
12	Because of my interests, I often read obscure older books. A good deal of the time I can only find them on the Sac Library 'LINK' system. Allow me to pickup and return LINK books so I don't have to go all the way down to Rancho to do that.	10/24/2016 6:08 PM
13	Should expand your section of new books which with all due respect lacks badly. Especially in comparison to Fair Oaks and Slyvan. Even Orangevale is better for some reason.	10/24/2016 5:48 PM
14	Maintain the Book Club with a consistent leader who will add to the discussion with on-line author / book information, guest speakers and encourage participation relevant to the book.	10/24/2016 5:35 PM
15	Especially for seniors.	10/24/2016 5:33 PM
16	Add MORE books, especially in the children's section.	10/24/2016 5:00 PM

17	Have authors come in for book reading/signings. Continue to offer subject matter experts on conservation, water savings, etc.	10/23/2016 4:27 PM
18	I am really frustrated because the only library in Folsom to study at is this one and I am studying for a big test and this library is NOT QUITE AT ALL! The librarians also do not do ANYTHING to help with quietness! When I study at the cublicles, people will have tutoring sessions for hours on end while conference rooms are open even though they are disturbing everyone and they do not tell them to keep it down or move to a conference room or move somewhere quiet as to not disrupt everyone trying to be productive. I really really think something needs to be done to mandate quietness especially in the adult study areas. They should walk around at least. People come in the study room and sleep and snore on the chairs. Very frustrated because I always thought libraries were supposed to be quiet! This is a very very noisy library!!!	10/16/2016 3:21 PM
19	Coding classes for kids. Please more than simple block programming, though.	10/16/2016 12:42 PM
20	Be open on Mondays and on Thursday evenings. A lot of people only have Monday off of work.	10/14/2016 11:48 AM
21	More books and help for book clubs - more books in a bag (not just leftovers from years ago)	10/13/2016 9:08 PM
22	This is going to be difficult to type but I will be blunt, the homeless that sit in the fireplace/magazine/reference room have stunk so bad I nearly vomited and had to steer out of there. I don't know what can be done for that because it is a public place but somehow this needs to be addressed. I really like to sit at the table or a chair with a few magazines and read in there in peace with no stench.	10/12/2016 4:12 PM
23	create a program for mobile book borrowing for seniors in senior living apartments, skilled nursing centers, or other residential living facilities where residents may not be able to access the physical library	10/12/2016 3:58 PM
24	Really, let's get back to being a library instead of trying to be a community center. It is so watered down now. Also, these four choices only reflect accepting or rejecting this one philosophy. Need more wide-ranging answer choices.	10/12/2016 2:54 PM
25	Keep book collections updated & new. Offer interesting teen programs to keep them coming back. Adult literacy programs. More programs in general to raise the energy at the library.	10/12/2016 7:58 AM
26	Especially to seniors	10/11/2016 8:48 PM
27	Life skills learning. Community resources/navigating Folsom "how-to's." Guest expert talks: e.g. basic bike repair, or xeriscaping, canning, etc. or ethnic foods,	10/11/2016 6:49 PM
28	Need more print books. We often have to search books and put books/magazines on hold, because there are not enough book choices at Folsom. Many books at checked out or not available. It would be great to have children look for the available books themselves instead of parents finding available books at other libraries and putting them on hold.	10/11/2016 10:24 AM
29	Add more books to the books in a bag program.	10/10/2016 10:19 PM
30	Offer more instruction on downloading ebooks. Offer more tutoring to junior and high school kids, as well as help with doing book reports and other reports.	10/10/2016 4:17 PM
31	Get rid of the online gaming on the PCs in the children's area. I have never once seen a child researching or other educational work on those PCs. At the very least, only offer computer games that are educational and not internet-based. Roblox is not appropriate- has chat features with users world wide that post life comments. Also, get rid of the plastic fruit stand in the kids' area - it's noisy and disruptive. Kid-sized comfy chairs, lots of books - Montessori-style wooden blocks and other educational toys would be better.	10/7/2016 11:55 PM
32	More copies of books please.	10/7/2016 2:05 PM
33	Offer certain times a few times a year to reduce/eliminate fines. Advertise when the times will be. I am busy with 4 chilfren and sometimes time gets away from me and I forget to renew or return books. If a fine is high and I can't afford to pay it, then my kids and I can't use the library anymore.	10/7/2016 1:15 PM
34	Students really need help learning the basics of computer useage, how to turn on/off, print, open word etc. NO JOKE, most of their tech usage is on tablets and phones, they have problems moving to pc/mac	10/7/2016 11:27 AM
35	Start a toastmasters club in Folsom library.	10/7/2016 11:23 AM
36	I love the kid area. It's our main hangout at the library's and I think the print books are so important when kids have so much digital media everywhere. If you move books out I hope it's in the adult areas and not the kid area.	10/7/2016 11:08 AM
37	Just bc a person is an immigrant doesn't warrant the library to create programs for them. There are plenty of resources for them elsewhere. Offer programs to Folsom citizens to help them.	10/7/2016 9:46 AM
38	Get the homeless out of the library & especially off the computers	10/7/2016 9:37 AM
39	I would use the e-books but I have no clue how they work. It's a pain.	10/7/2016 8:16 AM

40	I think the cost and merit of each program needs to be weighed, and the return gaged against each before we move forward. I believe the reading areas are very comfortable as they are and really don't need to be changed.	10/7/2016 7:49 AM
41	Classes on digital tools that goes beyond the basics. Not so much what is an app but what are the latest apps on, eg, health, and how to use the app.	10/5/2016 6:40 PM
42	I think the Folsom Library staff do a wonderful service to the Folsom public.	10/5/2016 10:56 AM

Q13 There are lots of new ways that public libraries are providing services to their communities. Please tell us if each of the following is something you, personally, think public libraries should "definitely" do, should "maybe" do, or should "definitely not" do.

Answered: 287   Skipped: 63
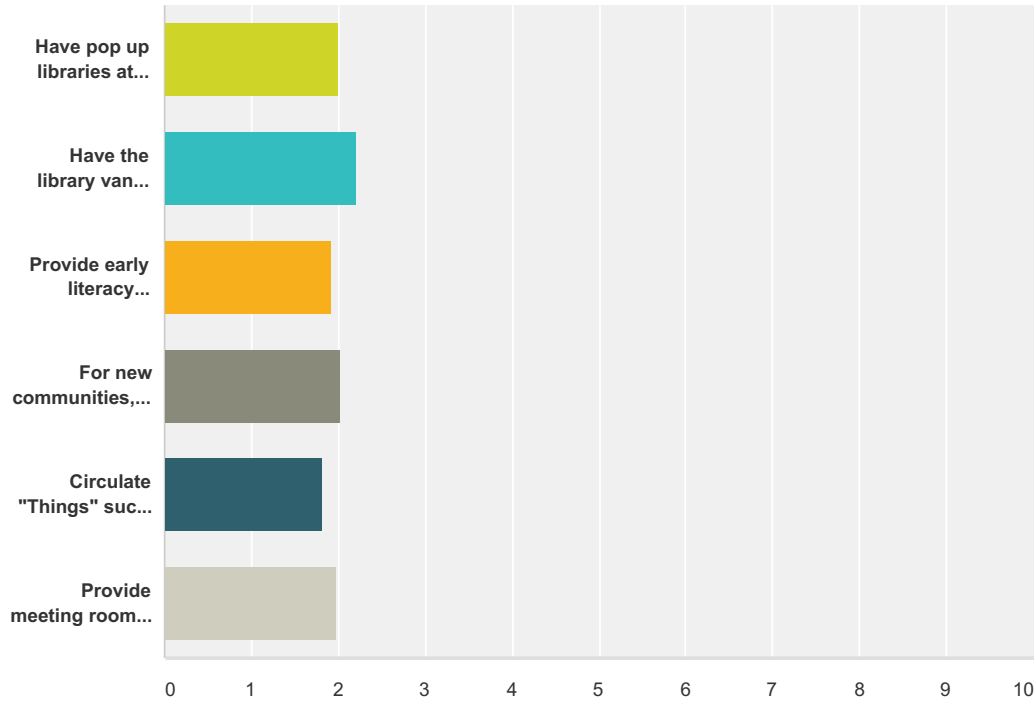
	SHOULD DEFINITELY DO	SHOULD MAYBE DO	DOESN'T MATTER TO ME	DEFINITELY SHOULD NOT DO	Total	Weighted Average
Have pop up libraries at local community events	29.93% 85	46.48% 132	18.66% 53	4.93% 14	284	2.01
Have the library van visit community groups and programs	40.35% 115	42.11% 120	15.44% 44	2.11% 6	285	2.21
Provide early literacy services and programs to in home day care providers	31.23% 89	37.89% 108	23.86% 68	7.02% 20	285	1.93
For new communities, such as the ones that will be developed South of 50, create small neighborhood self service mini libraries	33.33% 95	42.81% 122	17.19% 49	6.67% 19	285	2.03
Circulate "Things" such as board games, musical instruments and tools	28.17% 80	38.03% 108	21.48% 61	12.32% 35	284	1.82
Provide meeting room facilities for use after hours	34.63% 98	36.04% 102	23.32% 66	6.01% 17	283	1.99

| #	Other (please specify)	Date
1	offer free classes - how to use a computer, basic word processing, spreadsheet creation, etc.	10/30/2016 7:57 PM

2	Orientation to historical archives, if any	10/29/2016 10:02 PM
3	The library and services offered is perhaps the one city resource in our community where I would like to see expanded offerings, more resources, and expanded hours. More is definitely better.	10/25/2016 10:48 AM
4	Good revenue opportunities	10/25/2016 8:19 AM
5	Would love to see all of these services, but know resources are limited. I think things like 3D printing and the lending library for tools, sewing machines, etc., would create good buzz in our community, and create more of an interest in those who do not typically use the library. I wonder what the response to the limited access to 3D printing has been, and if it may need to be marketed more heavily.	10/24/2016 7:09 PM
6	Sometimes we would try to meet for tutoring and you're closed. It's a nice neutral location.	10/24/2016 5:33 PM
7	if the meeting rooms are provided after hours - there should be a fee associated to cover the costs.	10/23/2016 4:27 PM
8	A second branch would be great.	10/20/2016 8:51 AM
9	DEFINITELY circulate 'things' such as board games, musical instruments and tools please	10/17/2016 4:45 PM
10	The reason I have ticked should not do is that the budget and scope of the library is not equipped to handle these issues. Should funds become magically available they may prove viable concerns in the future. At the moment I don't feel these are issues to be addressed.	10/12/2016 8:14 PM
11	You might need to think about implementing a process before checking out musical instruments. Like they have to have a past history of an account for a year and have checked out at least 50 items or something. I don't think it is ethical for a library to ask for a deposit but you can check with legal on that. Especially if they are a recent card member. Don't wait for the theft before you have to implement change or stop musical instruments. I hope by musical instruments you only mean things like a triangle or a wooden flute but if you are talking a clarinet or sax, you will need some reassurance of knowing you are going to get it back.	10/12/2016 4:12 PM
12	Library of things items mostly sit on the shelf. Maybe the wrong things have been selected to loan. Video games are mostly checked out and never seen again; they are almost anti-literacy.	10/12/2016 2:54 PM
13	Make a new large library south of 50	10/11/2016 8:48 PM
14	As it relates to lending board games and musical instruments, I would have concerns about cleanliness as well as keeping track of parts/pieces. I'd also have concerns about liability if a child/pet swallowed a part/piece.	10/11/2016 12:32 PM
15	These are good ideas. I think there are people who are unable to transport themselves to the library. How about delivery and pick-up of books and materials for these people. Perhaps volunteers could be enlisted for this.	10/10/2016 4:17 PM
16	Have book drop offs in other parts of town. Re- open the Viata library.	10/7/2016 9:37 AM

Q14 In what ways do you think the Folsom Public Library SHOULD contribute to the community?

Answered: 289   Skipped: 61
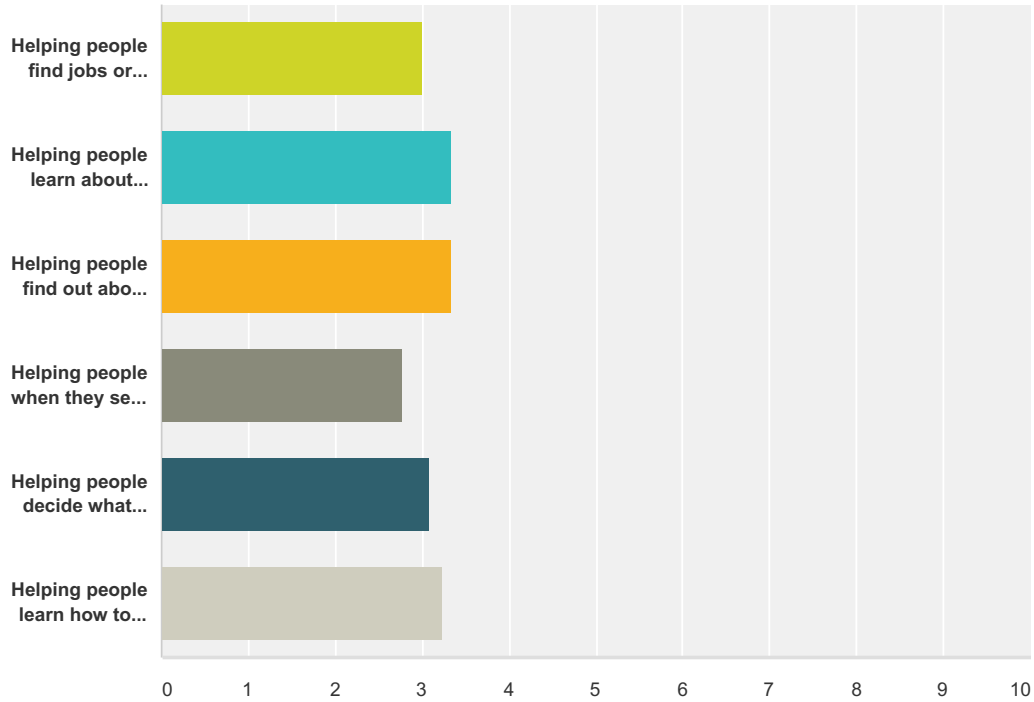
	A LOT	SOMEWHAT	A LITTLE	NOT AT ALL	DON'T KNOW	Total	Weighted Average
Helping people find jobs or pursue job training	37.02% 107	35.99% 104	19.38% 56	5.54% 16	2.08% 6	289	3.00
Helping people learn about local events and resources that are available in your community	49.31% 142	39.93% 115	7.99% 23	2.08% 6	0.69% 2	288	3.35
Helping people find out about volunteer opportunities and other ways people can make contributions to your community	46.88% 135	42.36% 122	8.68% 25	1.39% 4	0.69% 2	288	3.33
Helping people when they seek health information	25.87% 74	42.66% 122	16.78% 48	11.54% 33	3.15% 9	286	2.77
Helping people decide what information they can trust	41.52% 120	35.99% 104	14.19% 41	5.19% 15	3.11% 9	289	3.08
Helping people learn how to use new technologies	39.72% 114	46.34% 133	11.85% 34	1.05% 3	1.05% 3	287	3.23

| #	Other (please specify)	Date
1	Literacy programs	10/25/2016 7:03 PM

2	In Folsom, we are incredibly blessed with so much. It would be nice to see our library lead the way and our engage our community in causes that to act together to help with literacy needs of those less fortunate or for those communities in our region that do not have access to books. I have seen that some communities in Sacramento County do not have the hours of operation that we do, for example...therefore kids in less affluent communities do not have access to what we have access to. I do not advocate helping other countries but our own families and communities in our region...our neighbors.	10/25/2016 8:31 AM
3	health informationf should be provided by dr	10/24/2016 9:21 PM
4	it is a library not a resource center	10/24/2016 6:40 PM
5	Just be a library, spend money on more books.	10/20/2016 8:51 AM
6	Whatever is done, liability issues should be at the forefront of what is offered.	10/11/2016 12:32 PM
7	Provide book resources for the community.	10/11/2016 10:24 AM
8	Some people need help writing a resume and the library could help with that.	10/10/2016 4:17 PM
9	Helping recent immigrants assimilate and practice language skills, cultural awareness, civic responsibility, dealing with "red tape" and pathways to citizenship	10/7/2016 11:55 PM
10	Small business/entrepreneurship education	10/6/2016 1:35 PM

Q15 In what ways do you think the Folsom Public Library ACTUALLY DOES contribute to the community?

Answered: 290   Skipped: 60
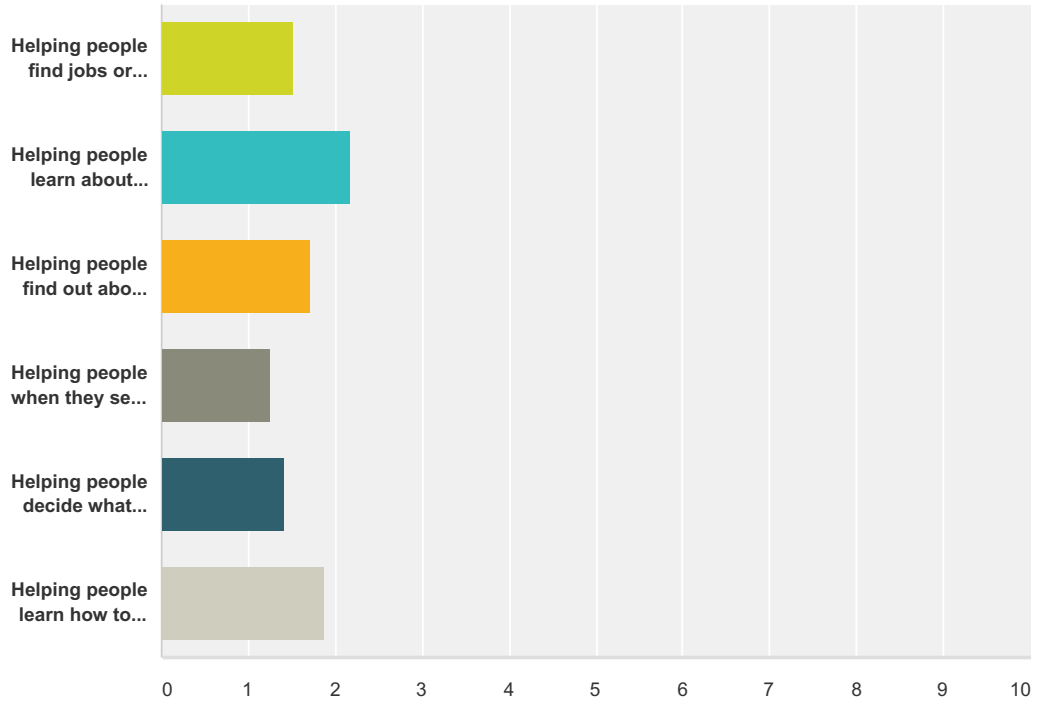
	A LOT	SOMEWHAT	A LITTLE	NOT AT ALL	DON'T KNOW	Total	Weighted Average
Helping people find jobs or pursue job training	12.85% 37	22.92% 66	14.93% 43	3.47% 10	45.83% 132	288	1.53
Helping people learn about local events and resources that are available in your community	17.01% 49	38.89% 112	15.63% 45	1.04% 3	27.43% 79	288	2.17
Helping people find out about volunteer opportunities and other ways people can make contributions to your community	12.11% 35	26.30% 76	20.76% 60	1.73% 5	39.10% 113	289	1.71
Helping people when they seek health information	6.97% 20	22.65% 65	12.89% 37	4.88% 14	52.61% 151	287	1.26
Helping people decide what information they can trust	11.76% 34	21.11% 61	14.88% 43	3.11% 9	49.13% 142	289	1.43
Helping people learn how to use new technologies	12.50% 36	34.38% 99	15.97% 46	2.78% 8	34.38% 99	288	1.88

| #	Other (please specify)	Date
1	I haven't looked at any of these services in my visits	10/25/2016 3:40 PM
2	Provide free or low cost entertainment, access to info	10/25/2016 11:37 AM
3	While the information might be available at the library, the "library" and the "librarians" don't ACTUALLY do the contributing.	10/20/2016 8:51 AM
4	Just the fact that I don't know tells me you could do more to get the word out if you do in fact provide these services.	10/12/2016 7:58 AM

| 5 | Creates a gathering place, a community center. I frequently meet someone I know at the library. Also, the mini-cafe is a very good thing, so please keep it going. | 10/10/2016 4:17 PM |

Q16 In what areas do you think the Folsom Public Library should be focusing its services? (Check all that apply)

Answered: 287   Skipped: 63
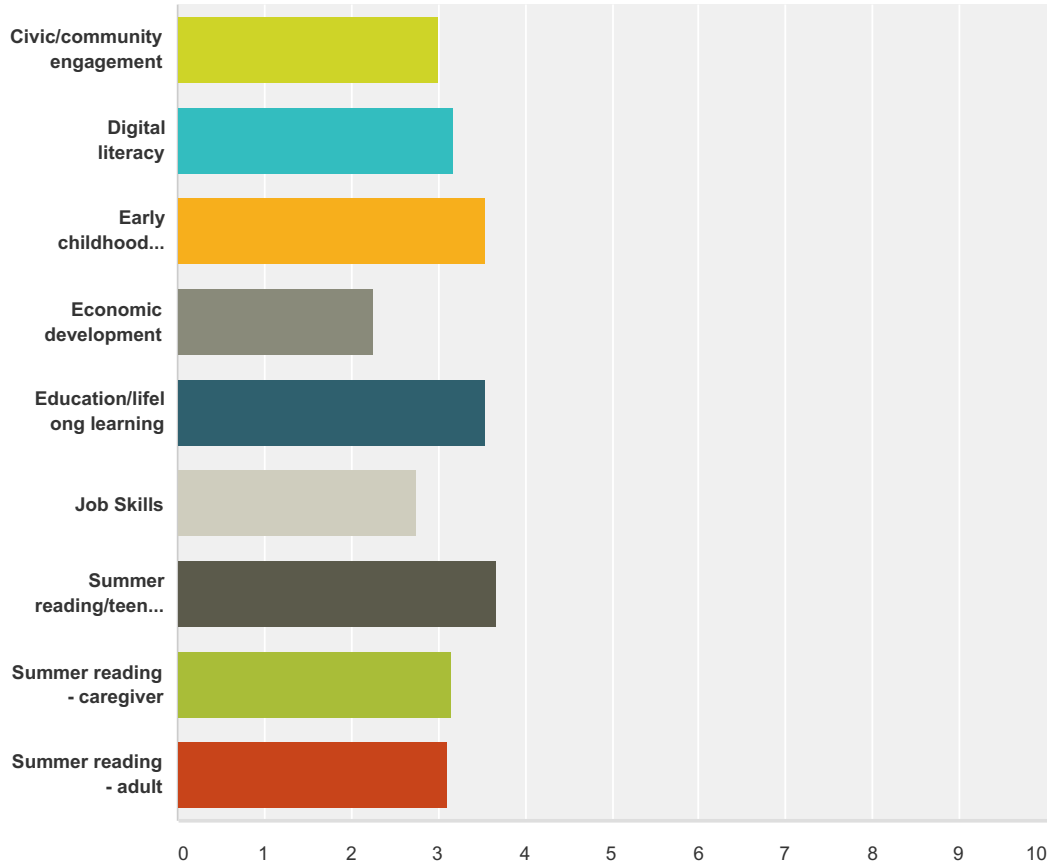
	A LOT	SOMEWHAT	A LITTLE	NOT AT ALL	DON'T KNOW	Total	Weighted Average
Civic/community engagement	**30.11%** 84	**49.82%** 139	**14.34%** 40	**1.43%** 4	**4.30%** 12	279	3.00
Digital literacy	**39.01%** 110	**45.04%** 127	**12.41%** 35	**0.71%** 2	**2.84%** 8	282	3.17
Early childhood literacy	**67.96%** 193	**25.00%** 71	**3.87%** 11	**0.00%** 0	**3.17%** 9	284	3.55
Economic development	**11.43%** 32	**36.43%** 102	**29.64%** 83	**11.79%** 33	**10.71%** 30	280	2.26
Education/lifelong learning	**65.96%** 186	**26.60%** 75	**4.96%** 14	**0.00%** 0	**2.48%** 7	282	3.54
Job Skills	**20.36%** 57	**48.93%** 137	**21.79%** 61	**3.57%** 10	**5.36%** 15	280	2.75
Summer reading/teen-child	**74.48%** 213	**20.63%** 59	**3.85%** 11	**0.00%** 0	**1.05%** 3	286	3.67
Summer reading - caregiver	**46.26%** 130	**35.94%** 101	**10.68%** 30	**1.42%** 4	**5.69%** 16	281	3.16

FOLSOM PUBLIC LIBRARY COMMUNITY SURVEY

Summer reading - adult	**45.07%** 128	**34.51%** 98	**11.97%** 34	**4.58%** 13	**3.87%** 11	284		3.12

#	Other (please specify)	Date
1	Reading in general for all ages should be #1 focus	10/25/2016 11:51 AM
2	Amusement, entertainment, discovery	10/25/2016 11:37 AM
3	Coding class for girls	10/25/2016 6:16 AM
4	Online book offerings increased and simplified	10/24/2016 11:17 PM
5	Just be a library	10/20/2016 8:51 AM
6	Coding classes.	10/16/2016 12:42 PM
7	Most early childhood literacy offerings are ineffective and so is summer reading and library programming in general.	10/12/2016 2:54 PM
8	Immigrant needs	10/12/2016 11:14 AM
9	The large print collection needs major revision.	10/11/2016 8:48 PM
10	Have more book resources.	10/11/2016 10:24 AM
11	Perhaps offer a room for job counseling, but don't expect the librarians to actually do it. They have enough to do.	10/10/2016 4:17 PM

Q17 What overall impact do you believe the Folsom Public Library has on:

Answered: 295   Skipped: 55
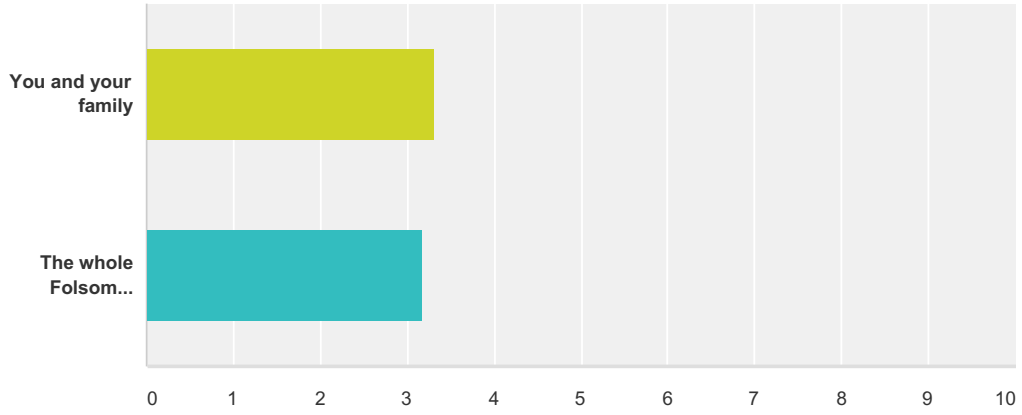
	MAJOR IMPACT	SOME IMPACT	MINOR IMPACT	NO IMPACT	DON'T KNOW	Total	Weighted Average
You and your family	**49.15%** 145	**36.27%** 107	**12.20%** 36	**1.02%** 3	**1.36%** 4	295	3.31
The whole Folsom community	**40.00%** 118	**49.83%** 147	**4.41%** 13	**0.00%** 0	**5.76%** 17	295	3.18

Q18 How well, if at all, does the Folsom Public Library serve the learning and educational needs of...

Answered: 295   Skipped: 55
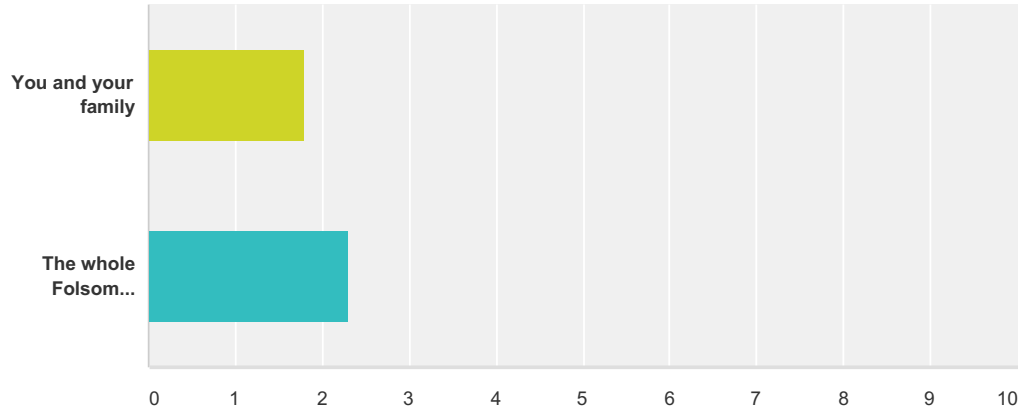
	VERY WELL	PRETTY WELL	NOT TOO WELL	NOT WELL AT ALL	DON'T KNOW	Total	Weighted Average
You and your family	41.11% 118	48.43% 139	4.18% 12	1.74% 5	4.53% 13	287	1.80
The whole Folsom community - not just children at school but all those of any age who want to learn	25.34% 74	53.08% 155	4.45% 13	0.34% 1	16.78% 49	292	2.30

Q19 Do you think the Folsom Public Library has done a good job keeping up with new technologies?

Answered: 295   Skipped: 55
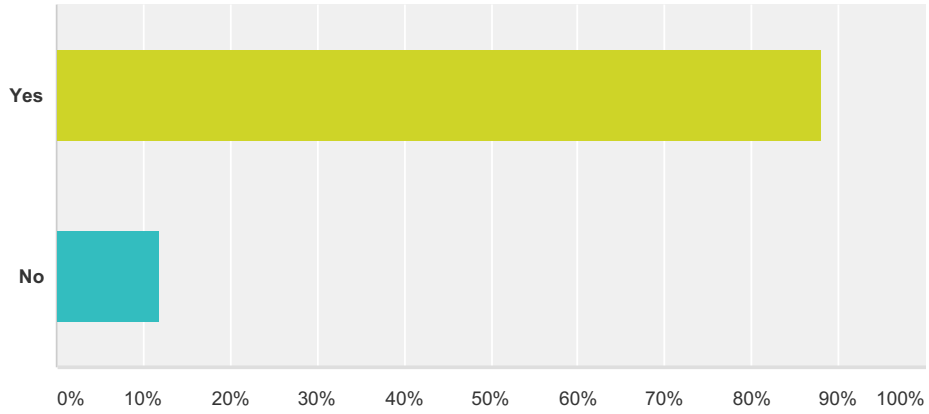
Answer Choices	Responses	
Yes	**88.14%**	260
No	**11.86%**	35
Total		**295**

Q20 What else do you want to tell us about your hopes and dreams for the future of the Folsom Public Library?

Answered: 114   Skipped: 236

#	Responses	Date
1	Great facility! Nice, comfortable, generally very quiet. Sometimes it's difficult to get onto a computer and not too sure about the security of the network. Should not focus too much on job training or economic development since there are organizations that do this -- but should be aware about what is going on in the Folsom area and the Capital region. There are many collaborative activities underway in regards to education, career readiness, and workforce development. Would be nice to have a more robust selection of CDs/DVDs to choose from -- very expensive to take a family of 4 to the movies these days. Travel videos are definitely out of date and limited in selection. Also, the community is very giving. Perhaps encouraging donations of books and CDs would be helpful and add to your collections.	10/30/2016 7:57 PM
2	I want full access to the e-books offered by the Sacramento city/county library system. The City of Folsom has their own e-book provider which is very limited. Since I pay county taxes and these taxes support the ccounty library, I feel I should have access to the full library service on e-books.	10/29/2016 10:02 PM
3	More ebook/audiobook (Overdrive) licenses would be nice because they are so convenient. Online presence is already excellent and library network is the best of any area I've lived in (ability to request and pick up physical books). The ability to check out (even for a temporary/short-term period or maybe even "in person only" borrowing) school books or college/university level books on various topics would be very helpful especially for job skills.	10/29/2016 2:03 PM
4	Become the hub of community resources and engagement. Coordinate with the Parks and Recreation department to keep learning and growing as important as athletics and arts. Provide more classes and activities afterhours for working people. Advertise volunteer efforts better (and beyond working hours). All efforts that target audiences beyond children and seniors are appreciated. The library is for everyone!	10/28/2016 2:50 PM
5	I think the program the library runs is great. There is nothing I would change. The adult lectures, kids programs, lending library, store and cafe are all great additions to the standard services. Many libraries have far less services. One thing I have seen other libraries do is offer check out options for passes to places like museums and zoos. It's a great way for families to have opportunities to go to educational facilities for free.	10/27/2016 12:24 PM
6	More activities to pre-teens and kids that can read above their grade level. Maybe programs to encourage reading throughout the year, not just in the summer, with coordination with the schools. We have an amazing staff! Thank you.	10/27/2016 5:58 AM
7	Great cities have great libraries. Funding should be increased.	10/26/2016 9:10 PM
8	I'm hoping the library can have a webpage that is easy to book mark and lets me go straight to the kids page or data bases.	10/25/2016 7:03 PM
9	I think more books on site would be great. Also dividing up the adult fiction by genre would make it easier to browse.	10/25/2016 3:40 PM
10	I'd like to see better availability of e-books.	10/25/2016 2:30 PM
11	There seems to be a disconnect between the City and the Library, especially since the new website / website upgrade. The Citys website has crippled the library in a lot of ways. When in the library a patron cannot toggle over to the online catalogs bc pop ups are blocked. That makes no sense. Patrons should be able to access the online catalog from any computer on the library. There needs to be more money and staff put into children's programs. More storytime sand events. Include crafts and promotion of books and reading at storytime. It seems like very little of the budget goes towards children's programming and a lot of the library's focus is on technology. That's great, but there are other libraries in the area that are leaps and bounds beyond FPL when it comes to making children a priority- especially ages five and under.	10/25/2016 2:19 PM
12	I love the library. It's relaxing and informative.	10/25/2016 12:32 PM
13	need more books! especially new titles	10/25/2016 12:21 PM
14	I was sorry that the branch library at Vista HS was shut down before I even had a chance to learn of it/check it out. Folsom is underserved by bookstores and many residents live far from the library. Maybe you could open a small satellite branch in a store front where you would sell excess, older book inventory and promote the goings on a the library.	10/25/2016 11:37 AM

15	I would like to know when my Library card needs to be renewed. Mine expired and stopped working and I didn't know why. After spending a lot of time troubleshooting I gave up. A few months later I stopped by the Folsom Library where I asked for help. I was told it had expired. I said I didn't know that they expired. I was told "you do now". Not a very welcomed response at that time. Person was very unhelpful about where to get this information on the website.	10/25/2016 11:36 AM
16	Expanded hours, more services, better book reading areas, more books, expanded literacy and volunteer programs. It would be helpful to have a computer lab where outreach could be extended to our seniors and kids using volunteer instructors. I love our library. Staff is fantastic and seem to stand alone contrasted to other city employees with best customer centered approach. Make our library an oasis in a mad crazy world where kids and adults can get lost in books. I would like to see an expansion of the existing building with better interior library design. A first rate library will attract and keep more businesses looking for quality of life issues for their employees.	10/25/2016 10:48 AM
17	More programs for older kids (8+ through teens).	10/25/2016 9:33 AM
18	Would be good to have a second library south of 50.	10/25/2016 9:32 AM
19	The library is central to any thriving community. Folsom's public library is beautiful physically and the staff are wonderful. I recall the prior tiny building that used to house our public library and I feel so blessed to walk into our new library each time I visit. I think overall, our library does a great job. There are lots of great resources. I see people on the computers doing research, homework and more. I am not familiar with specific classes or programs that the library is currently offering for the community, but I do think it is great to offer and publicize trainings and mentoring programs to meet local needs. I do not think the library should reduce its print books, but I would like to see more variety in what is put there on the shelves. For example, I have checked out and read most of the biographies in the tiny biography section. It would be nice to see a program where you rotate books around from the various libraries so that there is a freshness to the shelves and more access to various books. Also, the hot picks (newest) books should be available for check out for two weeks, not one...one week is not long enough to really read a book for lots of people, especially those of us who work full time. Thank you for providing our library!!!!	10/25/2016 8:31 AM
20	Tech help for children and seniors.	10/25/2016 7:46 AM
21	We enjoy the summer library programs and will continue to enjoy our city library throughout the year. Thank you.	10/25/2016 7:44 AM
22	Get better parking if at all possible. With the park, zoo , and library all sharing the same parking lot, finding a spot to park can be a challenge. That is the main reason I try not to use the Folsom Library to get my books even though I live in Folsom. FYI - I couldn't answer # 16 as a don't know . It was a yes or no answer. I have never used the new technologies the library may offer so checked a no response.	10/25/2016 7:28 AM
23	Expand and increase digital library.	10/25/2016 6:20 AM
24	Coding class for girls, bigger technology center, more e-books and audiobooks available for checkout.	10/25/2016 6:16 AM
25	I would like to see the library offer more in the way of electronic books that can easily be downloaded from home. I know the Sacramento library has a pretty good offering but last I checked the Folsom library did not.	10/24/2016 11:17 PM
26	Open 7 days a week and longer hours if possible. Everyone is so helpful to me when I go.	10/24/2016 11:01 PM
27	It would be real nice if the library was open at least one night a week.	10/24/2016 10:48 PM
28	Please continue to maintain your collection of paper copies of books. Please continue to invest in paper copies of periodicals and evaluate periodicals in hard copy form which may be good investments. Please improve your collection of audio CDs with purchases in the rock, pop, soul, jazz genres	10/24/2016 9:58 PM
29	The library should get a more up-to-date system for library cards, checkout and renewals.	10/24/2016 9:44 PM
30	I would like to see a better selection of magazines.	10/24/2016 9:21 PM
31	I would like to see a better selection of magazines.	10/24/2016 9:15 PM
32	Enjoy having hard copies of books & hope it doesn't disappear	10/24/2016 8:49 PM
33	Make it more of a learning center. I saw they are doing "how to make soup" class. Love it. It should be a place you can always learn something you did not know you needed. Reaching out to the schools to teach how to gather information is wonderful. Saw you did an event at Folsom HIgh school. Great. More events like that. More parent classes about tech their children are learning and using. Hard to keep up with all the apps. Hands on demonstrations. up to date tech books (hard to keep up but what is useful) . Every time I am in the library, I love it. I liked that you made a cozy reading corner in the adult section with the new large print books. I remember a mobile library when I was a kid. We loved it.	10/24/2016 7:18 PM
34	Increased parking capacity. More kids chapter books so that the shelves are not empty so often. I wish we could have more events that encouraged people to cross ethnic lines - though we have diversity in folsom, it seems like everyone is still in very ethnically aligned.	10/24/2016 7:17 PM

35	I hope to use it more often - such a great resource and beautiful environment! Glad you are asking these questions, and hope you are succeed in bringing more attention to all that you do.	10/24/2016 7:09 PM
36	We could use a second library location as the city is growing.	10/24/2016 6:16 PM
37	I believe the Folsom library is an excellent resource and Facility. I also do not believe that most Folsom residents take full advantage of what the library offers.	10/24/2016 5:50 PM
38	I just want to see more selection in the new books area and perhaps see a special section like at Fair Oaks.	10/24/2016 5:48 PM
39	See above regarding the Book Club. I appreciate learning about the other services that are being considered in this survey. My history with libraries have only included checking out books (I'm 70 years old). If you expand your services, getting the word out to the community would be important. The location and building are impressive. I included the library on my Folsom tour last weekend. My friend was impressed!!!	10/24/2016 5:35 PM
40	You might consider neighborhood mini book boxes. They have these in Seattle. They are little stands here and there (on Queen Anne hill) with books inside. These are books that can be used or exchanged. The community keeps the book box supplied with books by donating to them. They aren't locked. They look like giant bird houses on a stand.	10/24/2016 5:33 PM
41	Wonderful resource. One of the best.	10/24/2016 5:24 PM
42	The Folsom Library is great. The personnel are very friendly, helpful and professional. I do wish they had more current books available as e readers as it is so convenient.	10/24/2016 5:15 PM
43	I believe libraries are very important to the quality of life in a community. I want our library to have the resources it needs to be a great library.	10/24/2016 4:52 PM
44	The Folsom Library is a beautiful facility. The staff is very friendly and helpful and offer a plethora of options for all ages.	10/23/2016 4:27 PM
45	Keep up with the good work! I think you guys should maybe have a little screen once you enter the library where you can search what book you want, and it will give you directions to how to get to the book. That would be really convenient and easy.	10/22/2016 5:46 PM
46	The library will get more people to read and get involved in the community.	10/22/2016 3:35 PM
47	I hope the library will obtain some more volunteer opportunities for teen such as me.	10/22/2016 2:53 PM
48	Folsom Public Library should keep print books in abundance. Simplicity is sometimes better than frivolous technologies and advancements. I prefer the library to have rows and rows of print books, comfortable reading areas, and simple study spaces. I do not believe in rows and rows of computers and the such. (Computers are helpful just don't go overboard with other technology) Other than that, I love the Folsom Library and its plans for the future!	10/22/2016 8:10 AM
49	programs to help teens find jobs	10/21/2016 5:53 PM
50	Its a great place	10/21/2016 4:41 PM
51	None.	10/21/2016 3:18 PM
52	More books, friendly, helpful, inviting, HAPPY staff, lower fines Second location on the other side of town	10/20/2016 8:51 AM
53	I think that more copies of popular books and other school required books should be at the library than there are right now. I have a hard time coming in and finding what I want because it is either on hold or taken already. If there was a way to get certain books more efficiently, it would better the library and those who come to the library as a whole.	10/17/2016 4:45 PM
54	I am really frustrated because the only library in Folsom to study at is this one and I am studying for a big test and this library is NOT QUITE AT ALL! The librarians also do not do ANYTHING to help with quietness! When I study at the cublicles, people will have tutoring sessions for hours on end at the tables while conference rooms are open even though they are disturbing everyone and they do not tell them to keep it down or move to a conference room or move somewhere quiet as to not disrupt everyone trying to be productive. I really really think something needs to be done to mandate quietness especially in the adult study areas where there are tables and cubicles to study. They should walk around at least once in a while. People come in the study room and sleep and snore on the chairs for hours. I have even seen a middle aged man smoke weed inside of the library which is so aggravating as there are kids in this library. Very frustrated because I always thought libraries were supposed to be quiet! This is a very very noisy library!!! I am extremely disappointed with this library	10/16/2016 3:21 PM
55	coding classes.	10/16/2016 12:42 PM
56	Book clubs for adults 50 and up.	10/16/2016 7:21 AM

57	I ould love for the teen books to have designations on laguage and mature things, like movie ratings. Even just a sticker color coding system would work . It's just a bummer to check out materials for older children to discover that there is a lot of swearing and/or sex in it. I would also love a lot more help in finding great books. Maybe some sort of recommendation system?	10/15/2016 12:02 PM
58	Expand the library hours and days, especially be open on Monday. I have a hard time getting to the library to pick up my books some weeks. Mondays are my slowest days at work. Expand the library building. People use this library a lot. Just look at the number of books that go through the library that have been requested online and picked up at the Folsom library. Look into joining the LINK+ system. It is a wonderful resource and enables you to borrow books from libraries throughout California and Nevada (college & university libraries too!). Buy more books for people to borrow. Especially more fiction. There are a lot of authors writing good books that aren't in the Folsom or Sacramento library systems. Express books----if the book is more than 6 months old it shouldn't be on the express books shelves.	10/14/2016 11:48 AM
59	I am concerned by the questions. I do not want technology concerns to become more important than books. I am technology literate but still want physical books. I am all for supporting some of the other items listed above, but many of them are addressed by other organizations. Maybe the role of the library is partnering with those organizations rather than taking on that responsibility. Technology can be an expensive rabbit hole. There are people that need the access that the library provides and I am all for that. I am not currently in research mode but that capability would be key. Answered 18 "NO" as an answer was required, but other than the library site I do not currently use the library technology. (Poorly framed question!)	10/13/2016 10:49 AM
60	I think that it is important for every city to have it's own Library and I think that as Folsom grows so to must the Folsom City Library grow.	10/13/2016 8:24 AM
61	I live in Empire Ranch, so having a book drop on the other side of Folsom would be great.	10/13/2016 12:24 AM
62	Get a focus and pursue it instead of trying to be everything to everyone.	10/12/2016 2:54 PM
63	Folsom has a large Chinese community because of Intel and Micron, but the number of Chinese books are too limited.	10/12/2016 11:28 AM
64	Making it easier to volunteer at the library rather than using third party software and never getting a response directly from the library.	10/12/2016 10:54 AM
65	Keep up the great work! We certainly appreciate and utilize our Library. As my children get older, I look forward to spending more time at the library doing research for school work and projects. We are an extremely fortunate community to have such a library.	10/12/2016 9:14 AM
66	Having an app for Folsom Public Library would be great. I'd love to use it to search for books, put some on old, renew books, etc.	10/12/2016 9:10 AM
67	I would like to see the library be a resource for imagination & learning for all ages. After working with a county library system in the Bay Area for 8 years, my best advice is to remain a library as described above. Let preschools do their jobs, the schools do their job, the senior centers do their job, etc. Be a center that brings the community together to "reach for the stars". Inspire us to read more, open our minds & have intelligent conversations about the world around us. And whenever possible & appropriate, make it fun---no matter the age group. Get people out from in front of their tv's & engaging in a way anyone can afford. An evening of entertainment by a local musician, a small class by a local artist, opportunities to learn about Folsom's diverse community, simple science projects kids can do outside. There are lots of fun & enjoyable ways to bring the community together to learn & inspire & grow.	10/12/2016 7:58 AM
68	I would like Folsom library to have more amenities like restroom, breastfeeding room, or diaper changing room. Since family who has little children tends to visit library more, those are in need.	10/11/2016 9:59 PM
69	I read about six to eight books per month. I am in my 70's. I have been an avid reader all my life so I have read many books already. My interests are in good novels, biology and science in general, biography. Large print books have been very useful to me in the last few years. It is increasingly difficult to find books I want to read in the Folsom LP collection. I don't read romance novels, old westerns, or the potboiler collections of murder, mayhem and dirty politics. At least 1/2 of the LP books are the latter. It's getting thin. The books I do check out are well used, smudged, with sticky dirty covers. I wipe them down with isopropyl alcohol before I read them in my home. Please give some careful attention to the LP section of the library. Think of all the baby- boomers who need good books. Thanks for all our library does for us in Folsom.	10/11/2016 8:48 PM
70	I read predominately on my Kindle, and I'm very disappointed in the ebook collection. We lived in Phoenix previously, and that system had an EXTENSIVE ebook collection. The ebook collection here is very anemic, and if I had one complaint, it would be that MANY MORE titles be available to borrow via ereader. It seems the only ones available are older titles. I know a lot of people (myself included) who prefer reading this way, and it would be nice to see more of the budget shifted in that direction. We DO love the Folsom Library - especially the kid area! My kids love visiting. And everyone there is extremely friendly and helpful! (We really love that Harry Potter display :D)	10/11/2016 5:42 PM

| 71	I discovered reading in the third grade. It opened a whole new world to me. I highly recommend that children be encouraged to read as early as possible. I have never heard anyone say that their life is worse off because they learn how to read. Most studies show that the earlier a child learns how to read, and the more they read, the better off they are in life. In many cases it's finding the one thing that will make that child want to continue to pick up books and read them. For me in the third grade, it was mysteries. With our highly digitized society today, priority should also be placed on ensuring that the citizens of Folsom are able to use existing, and yet to be discovered, technologies/devices to stay on the cutting-edge and be successful in life.	10/11/2016 12:32 PM
72	More books at the library.	10/11/2016 10:24 AM
73	Love the library! Wish it were open 7 days a week.	10/11/2016 6:20 AM
74	Hoping to have more ebooks and online audiobooks available	10/10/2016 5:34 PM
75	Help people be able to use e-books. Have a CD and DVD exchange like the free magazine exchange. Make all donated books for children available for free rather than selling them. Some children don't have books at home and some children need to read and re-read as part of their becoming comfortable with being able to read. I like seeing the kids volunteering during the summer. Let's have more volunteering opportunities for people of all ages. I really like the idea of pick up and delivery of books for people who can't get themselves to the library. And I like the library van idea, parked at Safeway, HomeDepot, Kaiser Permanente, etc for one morning each week. Have book drop "mailboxes" throughout the community to make it easier for people to return books. Have a "sticky note" that patrons could use to attach to a book to recommend it to others. Send "due back" email notices three days before it is due, as you do now, but also on the day it is due. Here's a really important suggestion: please send me an email of the books that I have turned in so I can be really sure that it is now in your possession. Some libraries have "self-checkout and check-back in" machines and I think that would free up library staff to do other things. How can we serve seniors in nursing homes and hospitals? I think that students and working people need extended hours at the library and so open to 8PM every night would be helpful. How about an evening "pajama storytime" for our preschoolers once a week? You used to have citizenship ceremonies at our library. Let's keep doing that right here in our own community in a small group. One of the most important things about the library is that I can order a book from any branch, which makes hundreds of thousands (?) more books available. I often read a book review in a newspaper or magazine and then find I can get it though one of the library branches. I love to make a cup of coffee and spread all my books for myself and my family on the table and just luxuriate in that richness! I love the Folsom library. It has molded who I am and I have become a more educated citizen and more contributory family member because of going home with an armload of books every week.	10/10/2016 4:17 PM
76	When I lived in Napa, the Napa library loaned out e-readers. That would be nice if the Folsom Library had that service.	10/10/2016 1:25 PM
77	Improving the library website to make it more accessible to patrons and make all library services readily apparent.	10/10/2016 11:41 AM
78	A focus on sustainable living.	10/10/2016 3:23 AM
79	I would love a mobile app to search the catalog, request books, and renew.	10/9/2016 11:35 PM
80	More curation and higher quality selection of non-fiction	10/9/2016 11:04 PM
81	Printing needs a major overhaul. Many of us want to print coupons and other things from our smartphones and tablets. The current set up is horrible and often doesn't work at all for regular printing.	10/9/2016 10:54 PM
82	Our family loves the Folsom Library and has been enjoying what it has to offer for years! I only hope that they continue to offer a variety of programs and resources for the public. I'd love to see more book clubs and children's programs scheduled, but overall we have thouroughly enjoyed making this library a regular part of our lives.	10/9/2016 10:54 PM
83	I still remember the old library with the uneven floors. This library is still amazing and wonderful to me. Keep print books. I take away the kindle from the kids all the time. I never take away print books. Thank you!!!!	10/9/2016 10:40 PM
84	Commitment to physical, digital, and audio books that reflect the reading interests of library patrons.	10/9/2016 10:31 PM
85	More than anything, I would like the library to be open every evening until at least 8pm. For people who work full time it's very hard to get there during your open hours unless we really plan in advance.	10/9/2016 10:01 PM
86	Very grateful for a grear children's section and the variety of books. Sunday hours are very helpful as well	10/9/2016 9:48 PM
87	Easier online catalog. More self serve stations. Easier access to finding books. Less cluttered	10/9/2016 9:42 PM
88	With the adoption of Common Core, the Folsom-Cordova elementary schools are now using Accelerated Reader as a means of classifying what level of a reader each student is. I currently have to go to ARBookFind.com and figure out if the books my children find at the library are in their correct Accelerated Reader level. I know it is asking a lot, but it would be so, so nice to be able to browse the library with the children's books already marked with the corresponding level it belongs to. Thank you so much for all the great programs and professional and courteous staff. My children love to read thanks to Folsom Library's wonderful resources.	10/8/2016 11:12 AM

89	Work with schools to have some of he requires reading for adv English classes available. If thebooks rremain same from year to year students can donate to class room or library for next year students. Not all can afford $45 for 3 books every year	10/8/2016 8:50 AM
90	I think the library should be open on Mondays. The staff on the reference desk should be more friendly and greet people when they enter the area. Most of the time they have their heads down in the computer.	10/8/2016 7:28 AM
91	See my previous comments about getting rid of the online games on the PCs in the children's area. Kids like books - if there were only books in the kids' section, with lots of comfy kid-sized chairs, the kids would happily look at the books. The PCs are an unnecessary distraction. There could be a study area with PCs for kids who need to do research - set apart as a quiet zone.	10/7/2016 11:55 PM
92	I love the Folsom library. I think your online Overdrive audiobook options are extremely lacking!! 95% of the time I find what I'm lokkkng for through the Sacramento library system but not Folsom. Up the audio please!!	10/7/2016 11:12 PM
93	I use the library most often with my kids. They love going to the library to get books. Also they have a lot of reading requirements for school. Sometimes we have a hard time finding books that are the ones they are interested in- likely they are checked out.	10/7/2016 7:02 PM
94	Would like to see branch/storefront locations spread better geographically around Folsom, perhaps using van as a bookmobile to different areas of the town, with a schedule posted.	10/7/2016 5:02 PM
95	Keep up the amazing baby and toddler programs! We drive PAST the EDH library to get to the folsom one bc it is far superior, more space, friendlier people and more entertaining options than EDH.	10/7/2016 3:24 PM
96	More books	10/7/2016 2:05 PM
97	It's unfortunate that when the new library was built, you didn't include a drive-through book drop for returning materials.	10/7/2016 1:52 PM
98	Providing convenient book drop off locations in other locations across Folsom.	10/7/2016 11:49 AM
99	I would love to have a Toastmasters club at our library	10/7/2016 11:23 AM
100	1. I use Overdrive. I would love to see more audio books available. 2. I don't know if the library staff goes to schools and talks about the library and how to get a library card, but that would be a great thing to have happen. 3. A drive through book drop off. 4. More parking available.	10/7/2016 11:09 AM
101	Open on Monday Open letter in the evening Less homeless Friendlier & more welcoming staff Be able to make advance appointments for small study rooms.	10/7/2016 9:37 AM
102	Open on Monday please!!!	10/7/2016 9:20 AM
103	emphasis on a safe place for all to focus on learning and development. Encouraging the community to be educated on broad topics and the ability to research effectively. The library still plays a pivotal role for social/community sharing and learning. Future programs should not stray far from this main focus.	10/7/2016 8:30 AM
104	I hope its hours can be extended.	10/7/2016 8:16 AM
105	I would love some more later or more flexible opening hours, since sometimes it's hard to get in during the week.	10/7/2016 8:15 AM
106	I hope that the next time I visit the coin machine for donations is gone! We have avoided going with my three year old because it is a HUGE distraction from what we're there for--books, reading, story time.	10/7/2016 8:08 AM
107	I would love to see a much larger collection of books for early readers. The children's picture book area is wonderful for little ones but the collection of chapter books for slightly older kids is terrible. Almost nothing is left on the shelves each time we go and its very disappointing for our first grader. I'd like to keep him excited about going to the library but each time we go the shelves are bare!	10/6/2016 10:27 AM
108	I would like to see the library invest more in what I'll call "self help books and videos". I find that when I'm facing any crisis in my life, I turn to books first. I want to learn all I can about the subject; I suppose it helps me feel like I can get thru it and handle it. For example, I've struggle with parenting issues. All the books (and audio books) written by Jim Fay (on Love and Logic Parenting) have been my salvation. But, it has been hard to find these books (and other parenting books) at the library. Now, my current crisis is dealing with my mom's Alzheimer's Disease. I've heard from several people that a wonderful book to read on this issue is "The 36 Hour Day". However, this book in not part of the library's collection. Hum, strange. Another issue regarding caring for my aging mother is trying to find gentle exercises for a home-bound senior with arthritis. I've search the library web-site for DVD's on senior citizen exercises or yoga, but haven't had much success finding such a DVD. It's so frustrating when you are dealing with real life issues, and you are seeking help from a book or DVD and little to nothing is available. But then you glance over on the shelf and see that there are plenty of copies of "SpongeBob SquarePants" available in Spanish or Russian, or something silly like that. That's just a made-up example, but I think you understand my point.	10/6/2016 9:46 AM
109	Please consider extending hours and opening on Mondays. Thank you!	10/5/2016 11:19 PM

110	Georgia Murray would be pleased with your accomplishments and vision for the future.	10/5/2016 6:40 PM
111	Getting out in the community to share the good news about the library, its services/resources and helpful staff. For the City of Folsom Manager and Mayor to recognize the value of a beautiful and well run library and make it a top priority when it comes to funding. The Folsom community experienced a devastating drought, let's not let library funding dry up as well.	10/5/2016 5:57 PM
112	More seamless website. I have had to help people navigate.	10/5/2016 11:16 AM
113	That more books are added to the stacks.	10/5/2016 11:03 AM
114	The staff and facility of the Folsom Library are a credit to the community of Folsom. They are always very helpful and polite. It's a very well run place and is inviting to walk into and discover all there is to discover.	10/5/2016 10:56 AM

Q21 Are you a resident of the City of Folsom?

Answered: 291   Skipped: 59
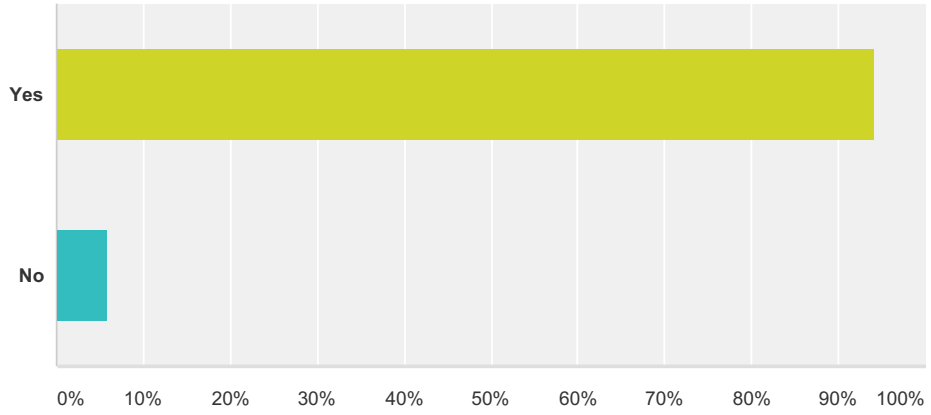
Answer Choices	Responses	
Yes	**94.16%**	274
No	**5.84%**	17
Total		**291**

Q22 What is your zip code?

Answered: 291   Skipped: 59

#	Responses	Date
1	95630	10/31/2016 11:42 AM
2	95630	10/30/2016 7:59 PM
3	95630	10/30/2016 10:25 AM
4	95630	10/29/2016 10:04 PM
5	95630	10/29/2016 2:04 PM
6	95630	10/29/2016 3:11 AM
7	95630	10/28/2016 2:52 PM
8	95630	10/28/2016 12:28 AM
9	95630	10/27/2016 8:37 PM
10	95630	10/27/2016 4:29 PM
11	95630	10/27/2016 12:25 PM
12	95630	10/27/2016 7:40 AM
13	95630	10/27/2016 6:01 AM
14	95630	10/26/2016 9:12 PM
15	95630	10/26/2016 8:13 PM
16	95630	10/26/2016 1:33 PM
17	95630	10/25/2016 9:25 PM
18	95630	10/25/2016 7:05 PM
19	95762	10/25/2016 3:42 PM
20	95630	10/25/2016 2:31 PM
21	95630	10/25/2016 2:28 PM
22	95630	10/25/2016 2:21 PM
23	95630	10/25/2016 1:32 PM
24	95630	10/25/2016 12:33 PM
25	95630	10/25/2016 12:22 PM
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42	95630	10/25/2016 7:46 AM
43	95630	10/25/2016 7:29 AM
44	95630	10/25/2016 6:23 AM
45	95630	10/25/2016 6:18 AM
46	95630	10/25/2016 5:02 AM
47	95630	10/24/2016 11:20 PM
48	95630	10/24/2016 11:03 PM
49	guess	10/24/2016 10:52 PM
50	95630	10/24/2016 10:43 PM
51	95630	10/24/2016 9:59 PM
52	95630	10/24/2016 9:46 PM
53	95630	10/24/2016 9:34 PM
54	95628	10/24/2016 9:23 PM
55	95630	10/24/2016 8:51 PM
56	95630	10/24/2016 8:49 PM
57	95630	10/24/2016 8:33 PM
58	95630	10/24/2016 8:13 PM
59	95630	10/24/2016 7:54 PM
60	95630	10/24/2016 7:33 PM
61	95630	10/24/2016 7:20 PM
62	95630	10/24/2016 7:19 PM
63	95630	10/24/2016 7:14 PM
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65	95630	10/24/2016 6:45 PM
66	95630	10/24/2016 6:41 PM
67	95630	10/24/2016 6:35 PM
68	95630	10/24/2016 6:33 PM
69	95630	10/24/2016 6:21 PM
70	95630	10/24/2016 6:18 PM
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79	95630	10/24/2016 5:26 PM
80	95630	10/24/2016 5:18 PM
81	95630	10/24/2016 5:16 PM
82	95630	10/24/2016 5:13 PM
83	95630	10/24/2016 5:09 PM
84	95630	10/24/2016 5:08 PM
85	95630	10/24/2016 5:01 PM
86	95630	10/24/2016 4:59 PM
87	95630	10/24/2016 4:58 PM
88	95630	10/24/2016 4:55 PM
89	95630	10/24/2016 4:52 PM
90	95682	10/24/2016 4:51 PM
91	95630	10/24/2016 4:46 PM
92	95630	10/24/2016 4:45 PM
93	95630	10/24/2016 4:44 PM
94	95630	10/24/2016 4:42 PM
95	95630	10/24/2016 4:41 PM
96	95628	10/24/2016 4:35 PM
97	95630	10/24/2016 4:33 PM
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105	95630	10/22/2016 2:56 PM
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111	95630	10/21/2016 3:21 PM
112	95630	10/20/2016 5:18 PM
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114	95630	10/19/2016 10:39 PM
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116	95630	10/19/2016 10:37 AM
117	95630	10/19/2016 9:57 AM

118	95672	10/19/2016 9:50 AM
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121	95672	10/18/2016 9:27 AM
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125	95630	10/16/2016 3:22 PM
126	95630	10/16/2016 12:48 PM
127	95630	10/16/2016 11:24 AM
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130	95630	10/15/2016 12:08 PM
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136	95630	10/13/2016 6:26 PM
137	95630	10/13/2016 1:23 PM
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149	95630	10/12/2016 9:12 AM
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151	95630	10/12/2016 2:16 AM
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172	95630		10/10/2016 10:23 PM
173	95630		10/10/2016 8:23 PM
174	95630		10/10/2016 8:01 PM
175	95630		10/10/2016 7:29 PM
176	95630		10/10/2016 6:26 PM
177	95630		10/10/2016 5:35 PM
178	95630		10/10/2016 4:20 PM
179	95630		10/10/2016 2:41 PM
180	95630		10/10/2016 2:02 PM
181	95630		10/10/2016 1:27 PM
182	95630		10/10/2016 12:47 PM
183	95630		10/10/2016 11:42 AM
184	95630		10/10/2016 9:59 AM
185	95630		10/10/2016 9:19 AM
186	95630		10/10/2016 9:16 AM
187	95630		10/10/2016 8:09 AM
188	95630		10/10/2016 7:31 AM
189	95630		10/10/2016 4:22 AM
190	95630		10/10/2016 3:25 AM
191	95630		10/10/2016 12:01 AM
192	95630		10/9/2016 11:50 PM
193	95630		10/9/2016 11:36 PM
194	95630		10/9/2016 11:27 PM
195	95630		10/9/2016 11:07 PM
196	95630		10/9/2016 10:59 PM
197	95630		10/9/2016 10:56 PM
198	95630		10/9/2016 10:53 PM
199	95630		10/9/2016 10:42 PM

200	95630	10/9/2016 10:37 PM
201	95630	10/9/2016 10:33 PM
202	95630	10/9/2016 10:27 PM
203	95630	10/9/2016 10:26 PM
204	95630	10/9/2016 10:17 PM
205	95630	10/9/2016 10:04 PM
206	95630	10/9/2016 9:58 PM
207	95630	10/9/2016 9:51 PM
208	95630	10/9/2016 9:48 PM
209	95630	10/9/2016 9:45 PM
210	95630	10/9/2016 12:47 AM
211	95630	10/8/2016 8:08 PM
212	95630	10/8/2016 12:39 PM
213	95616	10/8/2016 11:27 AM
214	95630	10/8/2016 11:14 AM
215	95630	10/8/2016 8:58 AM
216	95630	10/8/2016 8:53 AM
217	95630	10/8/2016 7:31 AM
218	95630	10/8/2016 7:26 AM
219	95630	10/8/2016 2:29 AM
220	95630	10/7/2016 11:57 PM
221	95630	10/7/2016 11:13 PM
222	95762	10/7/2016 10:21 PM
223	95630	10/7/2016 9:19 PM
224	95630	10/7/2016 8:56 PM
225	95630	10/7/2016 8:22 PM
226	95630	10/7/2016 7:04 PM
227	95630	10/7/2016 6:07 PM
228	95630	10/7/2016 5:03 PM
229	93630	10/7/2016 4:57 PM
230	95630	10/7/2016 4:36 PM
231	95630	10/7/2016 4:11 PM
232	95630	10/7/2016 3:30 PM
233	95762	10/7/2016 3:26 PM
234	95630	10/7/2016 3:09 PM
235	95630	10/7/2016 2:53 PM
236	95630	10/7/2016 2:31 PM
237	95630	10/7/2016 2:07 PM
238	95630	10/7/2016 1:57 PM
239	95630	10/7/2016 1:56 PM
240	95630	10/7/2016 1:48 PM

241	95630	10/7/2016 1:32 PM
242	95630	10/7/2016 1:28 PM
243	95630	10/7/2016 1:16 PM
244	95630	10/7/2016 1:09 PM
245	95630	10/7/2016 11:51 AM
246	95530	10/7/2016 11:40 AM
247	95667	10/7/2016 11:29 AM
248	95630	10/7/2016 11:28 AM
249	95630	10/7/2016 11:26 AM
250	95630	10/7/2016 11:18 AM
251	95630	10/7/2016 11:11 AM
252	95630	10/7/2016 11:10 AM
253	95630	10/7/2016 10:36 AM
254	95630	10/7/2016 10:33 AM
255	95630	10/7/2016 10:08 AM
256	95630	10/7/2016 10:01 AM
257	95630	10/7/2016 9:45 AM
258	95630	10/7/2016 9:41 AM
259	95630	10/7/2016 9:23 AM
260	95630	10/7/2016 9:06 AM
261	95630	10/7/2016 9:05 AM
262	95630	10/7/2016 8:56 AM
263	95630	10/7/2016 8:33 AM
264	95630	10/7/2016 8:20 AM
265	95630	10/7/2016 8:19 AM
266	95630	10/7/2016 8:18 AM
267	95630	10/7/2016 8:16 AM
268	95630	10/7/2016 8:10 AM
269	95630	10/7/2016 7:52 AM
270	95630	10/7/2016 7:51 AM
271	95630	10/6/2016 4:38 PM
272	95630	10/6/2016 1:37 PM
273	95662	10/6/2016 10:29 AM
274	95630	10/6/2016 9:48 AM
275	95630	10/6/2016 8:30 AM
276	95630	10/5/2016 11:21 PM
277	95630	10/5/2016 6:42 PM
278	95630	10/5/2016 6:01 PM
279	95630	10/5/2016 5:37 PM
280	95630	10/5/2016 5:07 PM
281	95603	10/5/2016 3:25 PM

282	95628		10/5/2016 2:55 PM
283	95762		10/5/2016 2:44 PM
284	95630		10/5/2016 2:33 PM
285	95630		10/5/2016 1:22 PM
286	95630		10/5/2016 12:52 PM
287	95630		10/5/2016 11:56 AM
288	95630		10/5/2016 11:20 AM
289	95630		10/5/2016 11:09 AM
290	95630		10/5/2016 11:04 AM
291	95630		10/5/2016 11:00 AM

Q23 Are you male or female?

Answered: 291   Skipped: 59
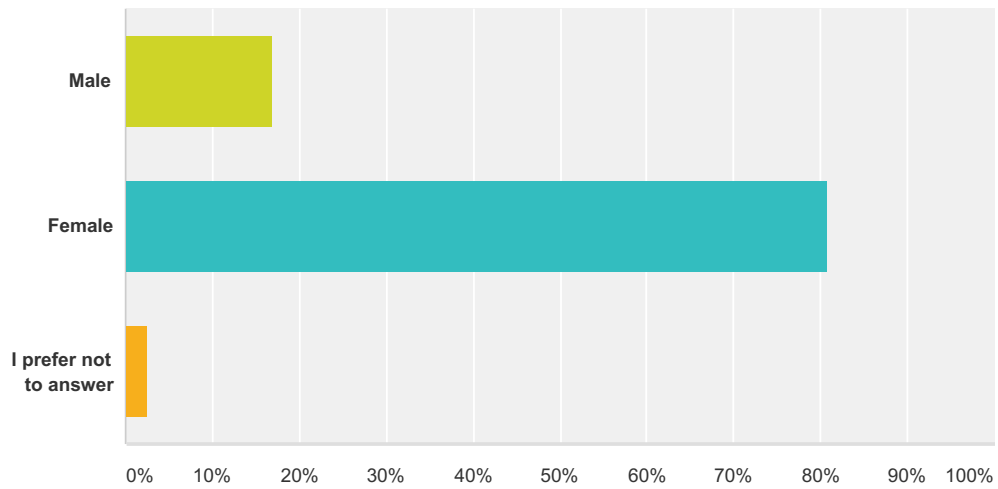
Answer Choices	Responses	
Male	**16.84%**	49
Female	**80.76%**	235
I prefer not to answer	**2.41%**	7
Total		**291**

Q24 In which age range do you fall?

Answered: 291   Skipped: 59
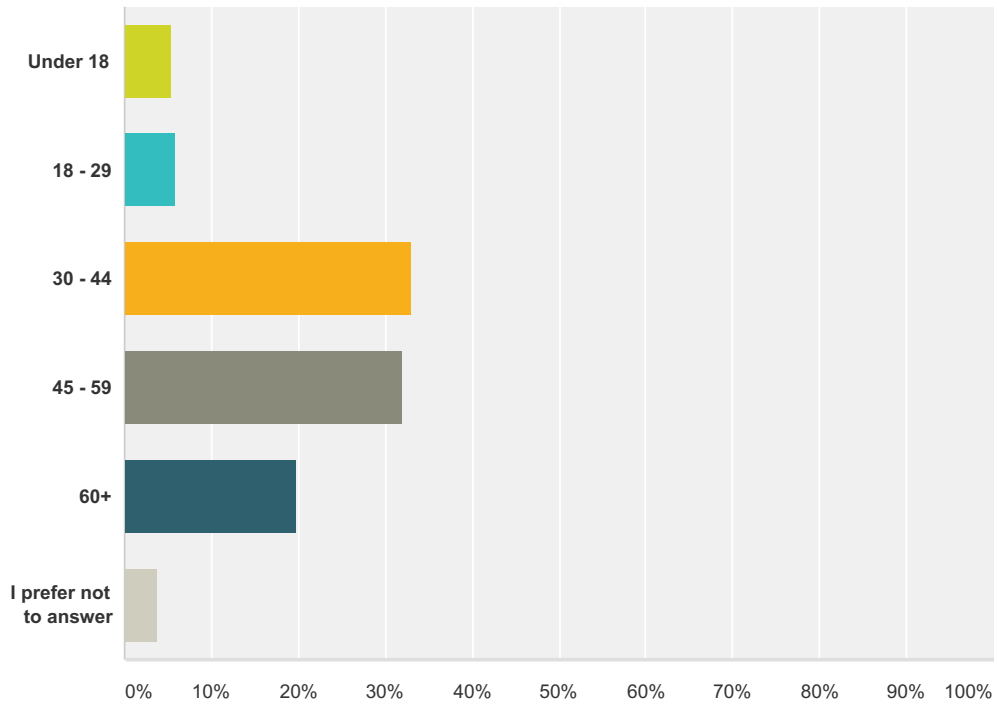
Answer Choices	Responses	
Under 18	**5.50%**	16
18 - 29	**5.84%**	17
30 - 44	**32.99%**	96
45 - 59	**31.96%**	93
60+	**19.93%**	58
I prefer not to answer	**3.78%**	11
Total		**291**

Q25 Do you have any children living at home?

Answered: 291   Skipped: 59
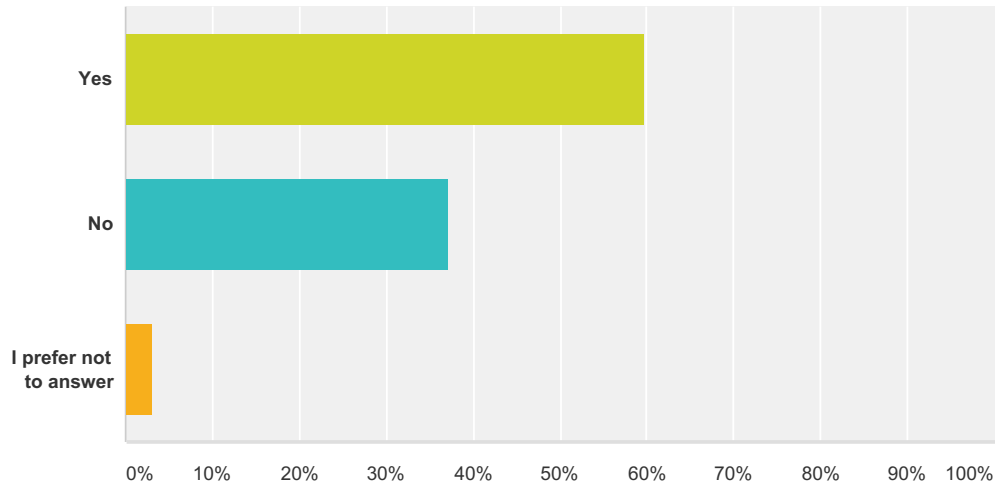
Answer Choices	Responses	
Yes	**59.79%**	174
No	**37.11%**	108
I prefer not to answer	**3.09%**	9
Total		**291**

Q26 What is the highest level of school you have completed or the highest degree you have received?

Answered: 291   Skipped: 59
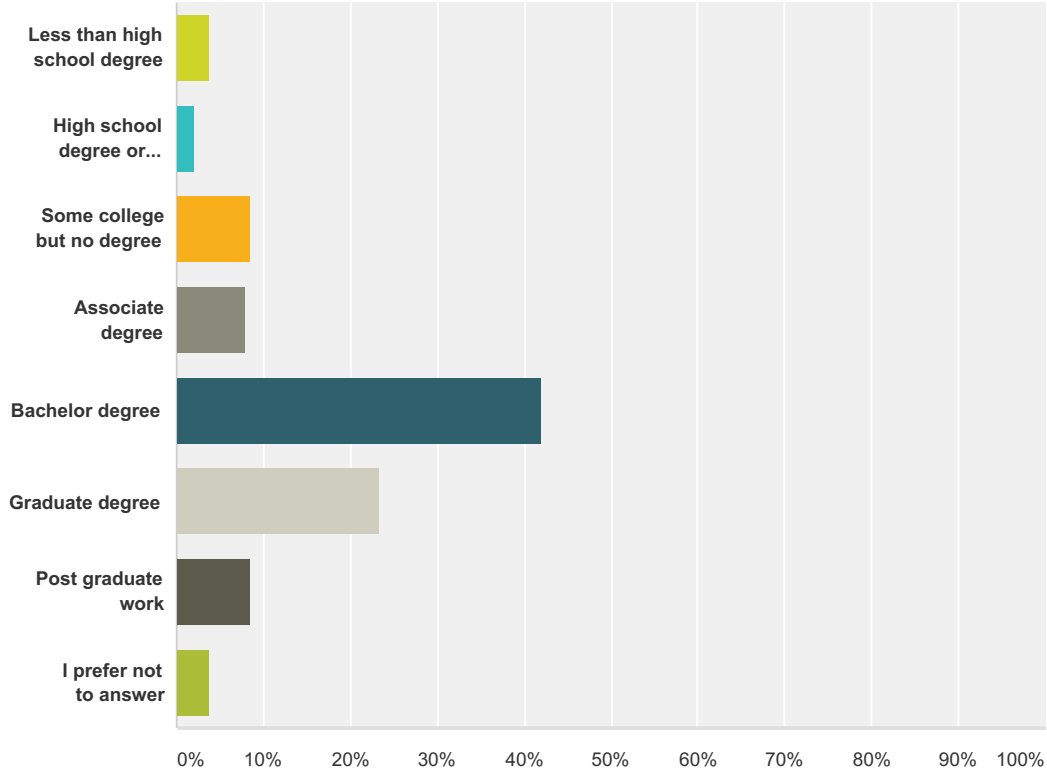
Answer Choices	Responses	
Less than high school degree	**3.78%**	11
High school degree or equivalent (e.g., GED)	**2.06%**	6
Some college but no degree	**8.59%**	25
Associate degree	**7.90%**	23
Bachelor degree	**41.92%**	122
Graduate degree	**23.37%**	68
Post graduate work	**8.59%**	25
I prefer not to answer	**3.78%**	11
Total		**291**

Q27 Are you White, Black or African-American, American Indian or Alaskan Native, Asian, Native Hawaiian or other Pacific islander, or some other race?

Answered: 291   Skipped: 59
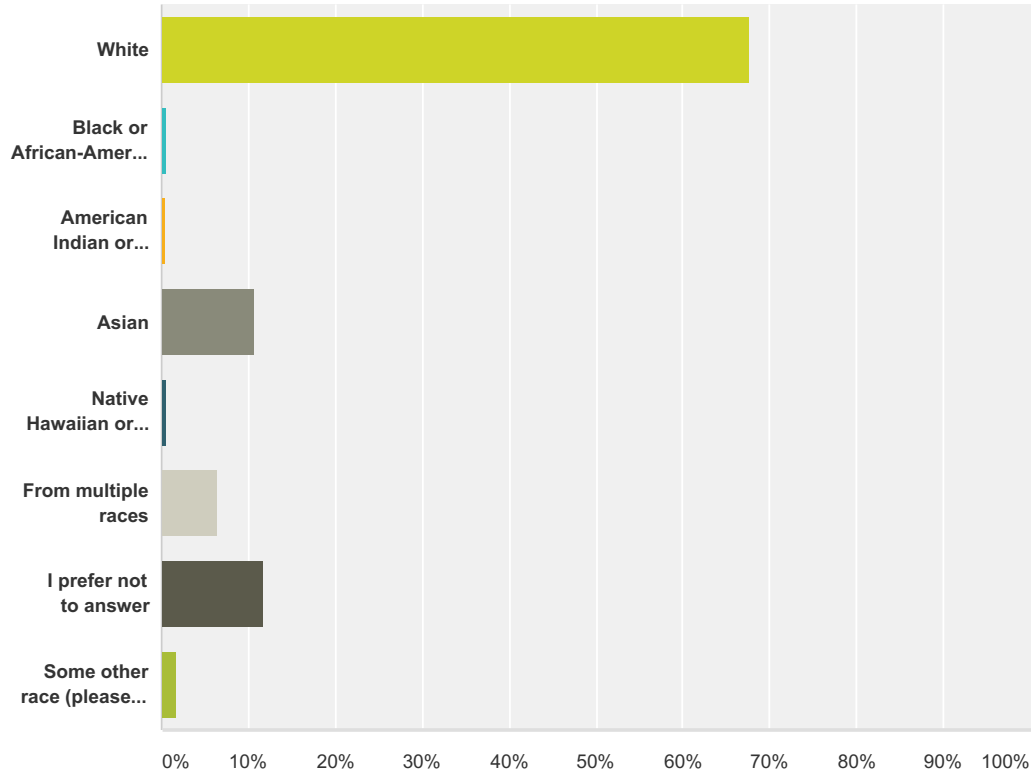
Answer Choices	Responses	
White	67.70%	197
Black or African-American	0.69%	2
American Indian or Alaskan Native	0.34%	1
Asian	10.65%	31
Native Hawaiian or other Pacific Islander	0.69%	2
From multiple races	6.53%	19
I prefer not to answer	11.68%	34
Some other race (please specify)	1.72%	5
Total		291

#	Some other race (please specify)	Date
1	Mexican	10/25/2016 6:18 AM
2	I believe the correct term for White is Caucasion	10/12/2016 8:18 PM
3	Indian	10/12/2016 2:16 AM

| 4 | British-American | 10/11/2016 8:54 PM |
| 5 | Asian Indian | 10/8/2016 12:39 PM |

Q28 Are you Mexican, Mexican-American, Chicano, Puerto Rican, Cuban, Cuban-American, or some other Spanish, Hispanic, or Latino group?

Answered: 291   Skipped: 59
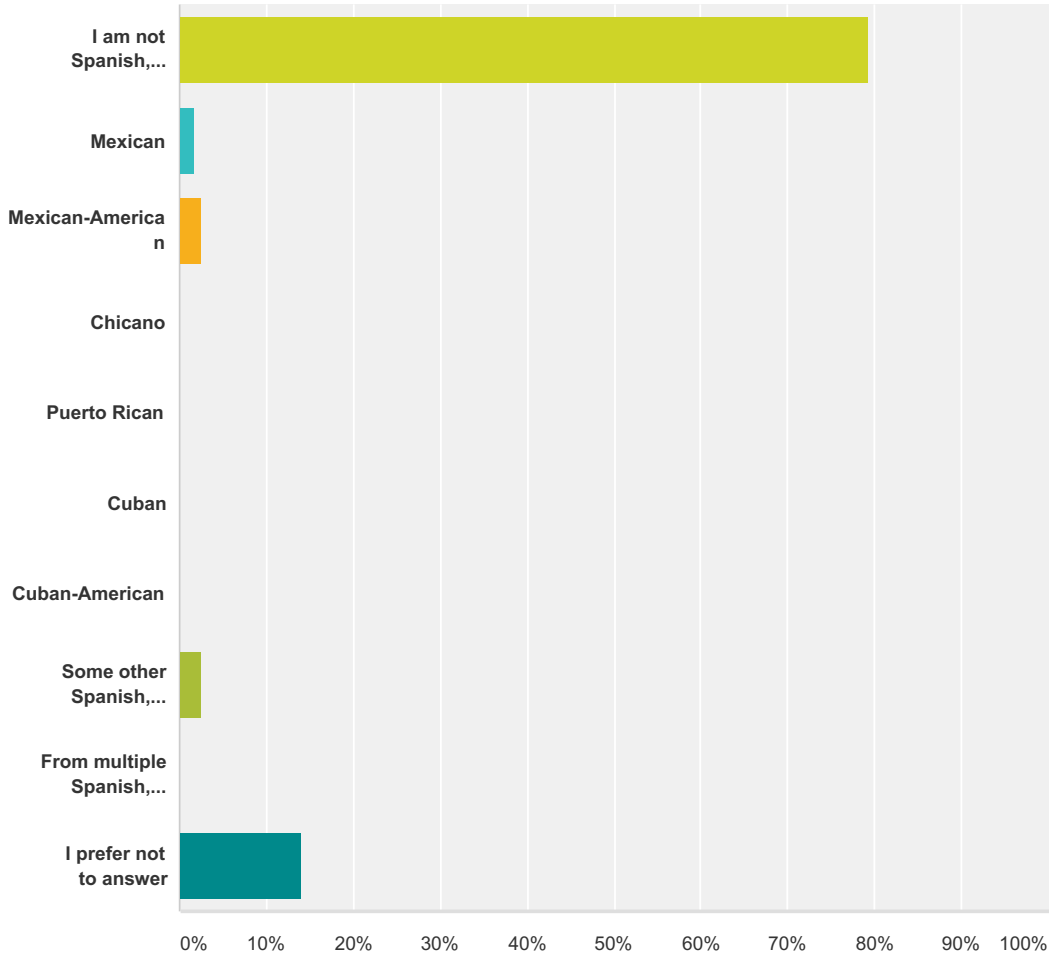
Answer Choices	Responses	
I am not Spanish, Hispanic, or Latino	**79.38%**	231
Mexican	**1.72%**	5
Mexican-American	**2.41%**	7
Chicano	**0.00%**	0
Puerto Rican	**0.00%**	0
Cuban	**0.00%**	0
Cuban-American	**0.00%**	0
Some other Spanish, Hispanic, or Latino group	**2.41%**	7
From multiple Spanish, Hispanic, or Latino groups	**0.00%**	0

I prefer not to answer	**14.09%**	41
Total		**291**

Q29 In what language do you speak most often?

Answered: 291   Skipped: 59

Language	
English	
Arabic	
Armenian	
Chinese	
French	
French Creole	
German	
Greek	
Gujarati	
Hindi	
Italian	
Japanese	
Korean	
Persian	
Polish	
Portuguese	
Russian	
Spanish	
Tagalog	

FOLSOM PUBLIC LIBRARY COMMUNITY SURVEY
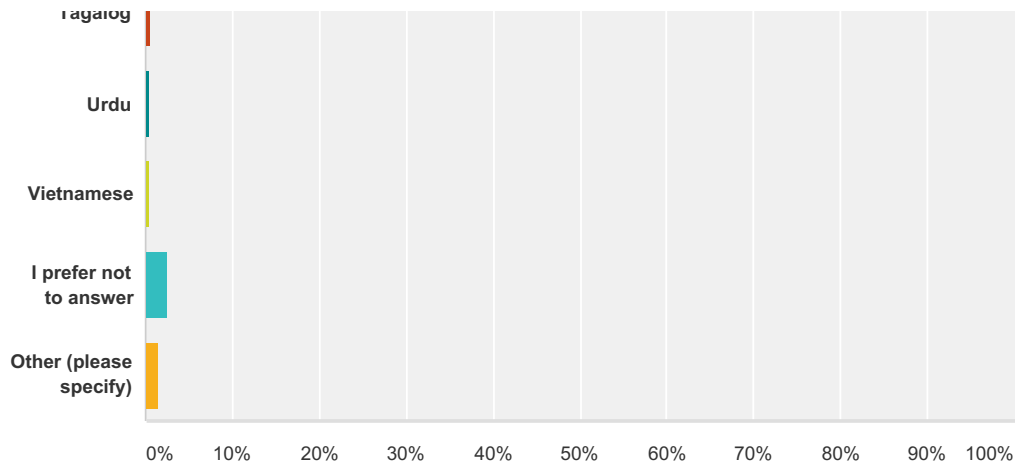
Answer Choices	Responses	
English	**93.81%**	273
Arabic	**0.00%**	0
Armenian	**0.00%**	0
Chinese	**0.34%**	1
French	**0.00%**	0
French Creole	**0.00%**	0
German	**0.00%**	0
Greek	**0.00%**	0
Gujarati	**0.34%**	1
Hindi	**0.00%**	0
Italian	**0.00%**	0
Japanese	**0.00%**	0
Korean	**0.34%**	1
Persian	**0.00%**	0
Polish	**0.00%**	0
Portuguese	**0.00%**	0
Russian	**0.00%**	0
Spanish	**0.00%**	0
Tagalog	**0.69%**	2
Urdu	**0.34%**	1
Vietnamese	**0.34%**	1
I prefer not to answer	**2.41%**	7
Other (please specify)	**1.37%**	4

Total		291

#	Other (please specify)	Date
1	Punjabi	10/23/2016 5:29 PM
2	Marathi	10/12/2016 2:16 AM
3	Tagalog	10/11/2016 7:32 PM
4	Marathi	10/10/2016 9:16 AM

Q30 Which of the following categories best describes your employment status?
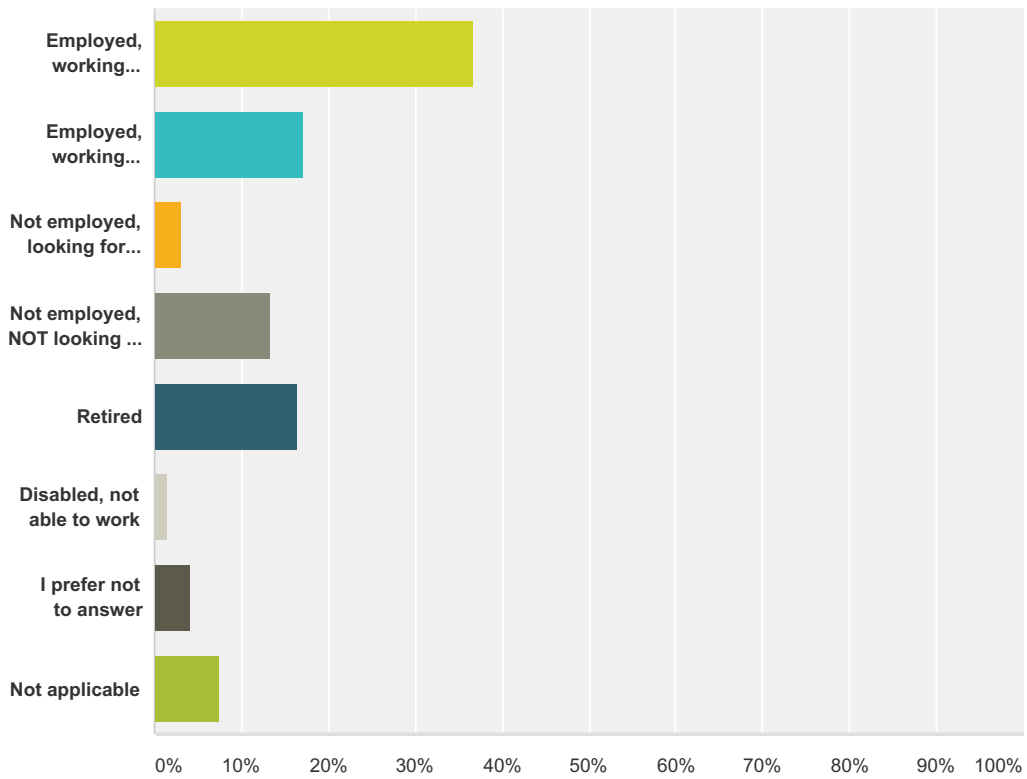
Answer Choices	Responses	
Employed, working full-time	**36.77%**	107
Employed, working part-time	**17.18%**	50
Not employed, looking for work	**3.09%**	9
Not employed, NOT looking for work	**13.40%**	39
Retired	**16.49%**	48
Disabled, not able to work	**1.37%**	4
I prefer not to answer	**4.12%**	12
Not applicable	**7.56%**	22
Total		**291**

#	Not applicable	Date
1	Homemaker	10/31/2016 11:42 AM
2	Student	10/27/2016 8:37 PM
3	School	10/24/2016 8:33 PM
4	Stay at home Mom	10/24/2016 7:20 PM

5	Retired from regular employment, now fledgling entrepreneur	10/24/2016 7:14 PM
6	I'm a freshman in high school	10/22/2016 5:47 PM
7	Homemaker	10/22/2016 9:17 AM
8	I am a student	10/22/2016 8:24 AM
9	school	10/21/2016 3:21 PM
10	In high school	10/17/2016 4:48 PM
11	child	10/16/2016 12:48 PM
12	Self-employed	10/16/2016 11:24 AM
13	Stay at home mom	10/11/2016 9:33 PM
14	Grad student	10/10/2016 7:29 PM
15	Student	10/9/2016 11:07 PM
16	Full time mommy	10/7/2016 3:26 PM
17	Homemaker	10/7/2016 2:07 PM
18	.	10/7/2016 9:41 AM
19	Self employed	10/7/2016 9:23 AM
20	student	10/7/2016 8:56 AM
21	Stay at home mom	10/7/2016 8:18 AM
22	volunteer public service in Sac County and in Folsom	10/5/2016 11:00 AM

Q31 Which of the following best describes your current occupation?

Answered: 291   Skipped: 59
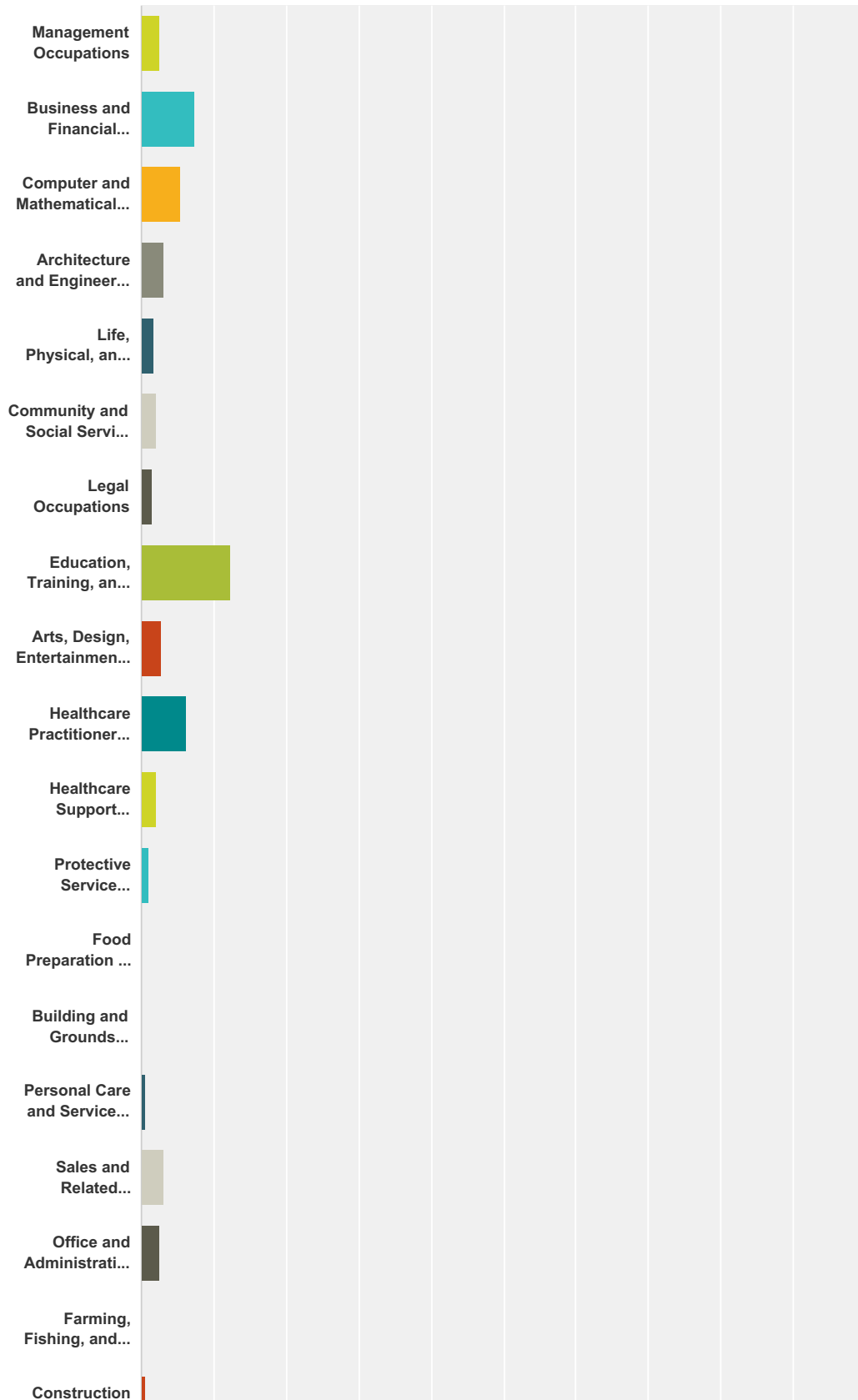
FOLSOM PUBLIC LIBRARY COMMUNITY SURVEY
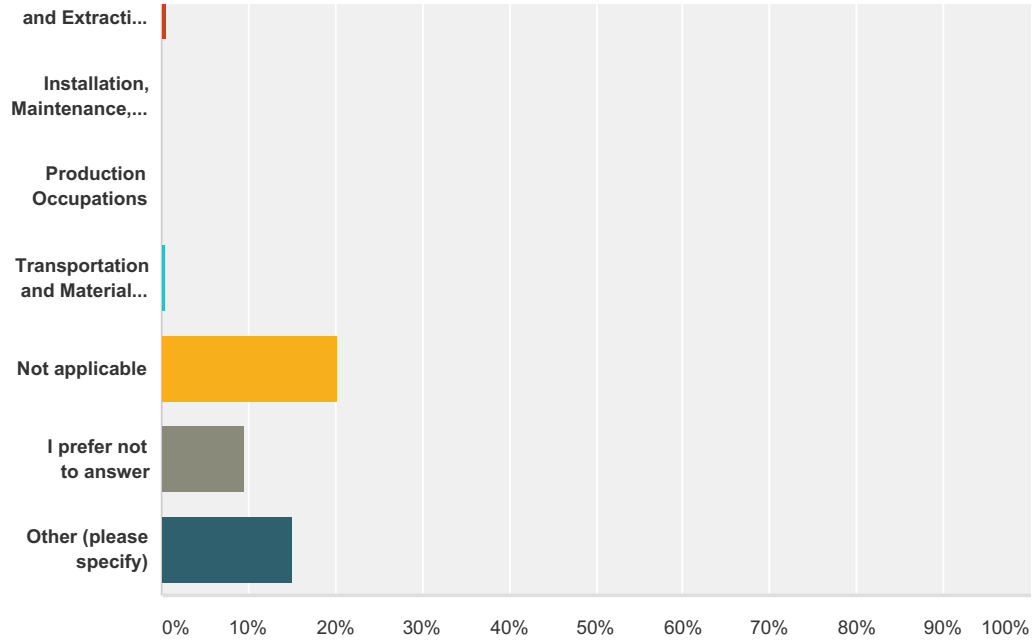
Answer Choices	Responses	
Management Occupations	**2.41%**	7
Business and Financial Operations Occupations	**7.22%**	21
Computer and Mathematical Occupations	**5.50%**	16
Architecture and Engineering Occupations	**3.09%**	9
Life, Physical, and Social Science Occupations	**1.72%**	5
Community and Social Service Occupations	**2.06%**	6
Legal Occupations	**1.37%**	4
Education, Training, and Library Occupations	**12.37%**	36
Arts, Design, Entertainment, Sports, and Media Occupations	**2.75%**	8
Healthcare Practitioners and Technical Occupations	**6.19%**	18
Healthcare Support Occupations	**2.06%**	6
Protective Service Occupations	**1.03%**	3
Food Preparation and Serving Related Occupations	**0.00%**	0
Building and Grounds Cleaning and Maintenance Occupations	**0.00%**	0
Personal Care and Service Occupations	**0.69%**	2
Sales and Related Occupations	**3.09%**	9
Office and Administrative Support Occupations	**2.41%**	7
Farming, Fishing, and Forestry Occupations	**0.00%**	0
Construction and Extraction Occupations	**0.69%**	2
Installation, Maintenance, and Repair Occupations	**0.00%**	0

	Production Occupations	**0.00%**	0
	Transportation and Materials Moving Occupations	**0.34%**	1
	Not applicable	**20.27%**	59
	I prefer not to answer	**9.62%**	28
	Other (please specify)	**15.12%**	44
Total			**291**

#	Other (please specify)	Date
1	Engineering	10/30/2016 7:59 PM
2	Student	10/29/2016 10:04 PM
3	Stay at home mother and homeschool teacher	10/25/2016 9:30 AM
4	Civil Service/Government	10/25/2016 8:53 AM
5	Insurance	10/25/2016 8:24 AM
6	Retired Educator	10/25/2016 7:49 AM
7	Homemaker	10/24/2016 10:43 PM
8	State agency, State Controller's Office	10/24/2016 9:23 PM
9	retired	10/24/2016 8:13 PM
10	Stay at home MOM	10/24/2016 7:20 PM
11	full time parent	10/24/2016 7:19 PM
12	Active volunteer in community groups	10/24/2016 6:18 PM
13	Insurance	10/24/2016 5:16 PM
14	Creative services	10/24/2016 4:44 PM
15	Not Applicable	10/24/2016 4:42 PM
16	planning to look for a part-time job	10/23/2016 5:29 PM
17	school	10/22/2016 7:51 PM
18	I'm a high schooler	10/22/2016 5:47 PM
19	student	10/21/2016 5:56 PM
20	physics	10/21/2016 3:21 PM
21	Homemaker	10/15/2016 12:08 PM
22	Volunteer work in the community	10/12/2016 8:18 PM
23	Librarian	10/12/2016 11:15 AM
24	MBA program student	10/10/2016 7:29 PM
25	Retired health care professional	10/10/2016 4:20 PM
26	Stay at home parent	10/10/2016 8:09 AM
27	Author	10/9/2016 11:27 PM
28	Student	10/9/2016 11:07 PM
29	Mom	10/9/2016 10:59 PM
30	Notary Public	10/7/2016 11:13 PM
31	Housewife	10/7/2016 10:21 PM
32	Mom	10/7/2016 3:26 PM

33	Home engineer	10/7/2016 2:31 PM
34	Full time homemaker	10/7/2016 11:51 AM
35	Middle School Librarian	10/7/2016 11:29 AM
36	Sahm	10/7/2016 11:28 AM
37	Homemaker	10/7/2016 10:33 AM
38	Consultant	10/7/2016 9:23 AM
39	Health, Fitness and Wellness	10/7/2016 9:06 AM
40	student, mom	10/7/2016 8:56 AM
41	Stay at home mom	10/7/2016 8:18 AM
42	Stay at home mom and all of above	10/7/2016 7:52 AM
43	Stay at home mom	10/5/2016 2:55 PM
44	Resident Services	10/5/2016 1:22 PM

Q32 Are you currently enrolled as a student?

Answered: 291   Skipped: 59
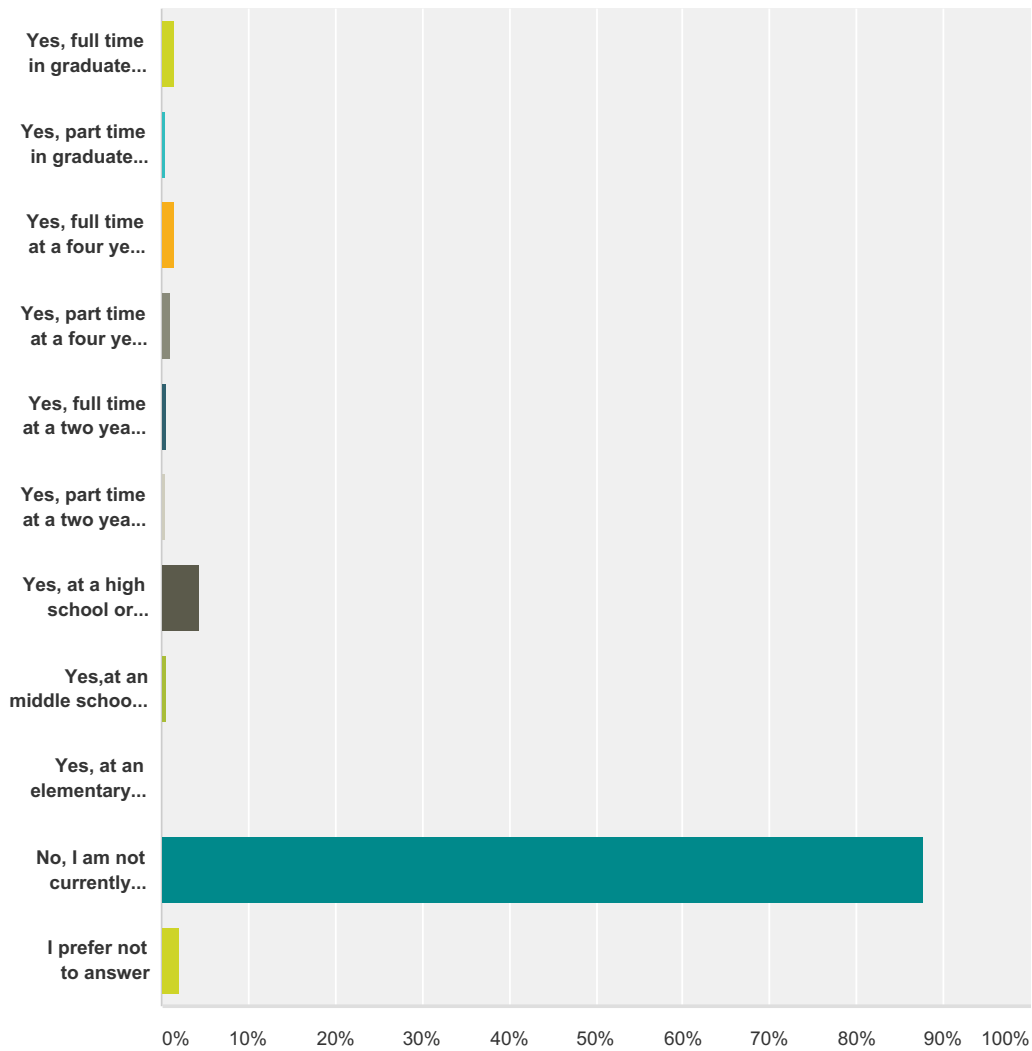
Answer Choices	Responses	
Yes, full time in graduate school	**1.37%**	4
Yes, part time in graduate school	**0.34%**	1
Yes, full time at a four year undergraduate college/university	**1.37%**	4
Yes, part time at a four year undergraduate college/university	**1.03%**	3
Yes, full time at a two year undergraduate college/university	**0.69%**	2
Yes, part time at a two year undergraduate college/university	**0.34%**	1
Yes, at a high school or equivalent	**4.47%**	13
Yes,at an middle school or equivalent	**0.69%**	2
Yes, at an elementary school or equivalent	**0.00%**	0

No, I am not currently enrolled as a student	**87.63%**	255
I prefer not to answer	**2.06%**	6
Total		**291**

Q33 How much total combined money did all members of your HOUSEHOLD earn last year?

Answered: 291   Skipped: 59
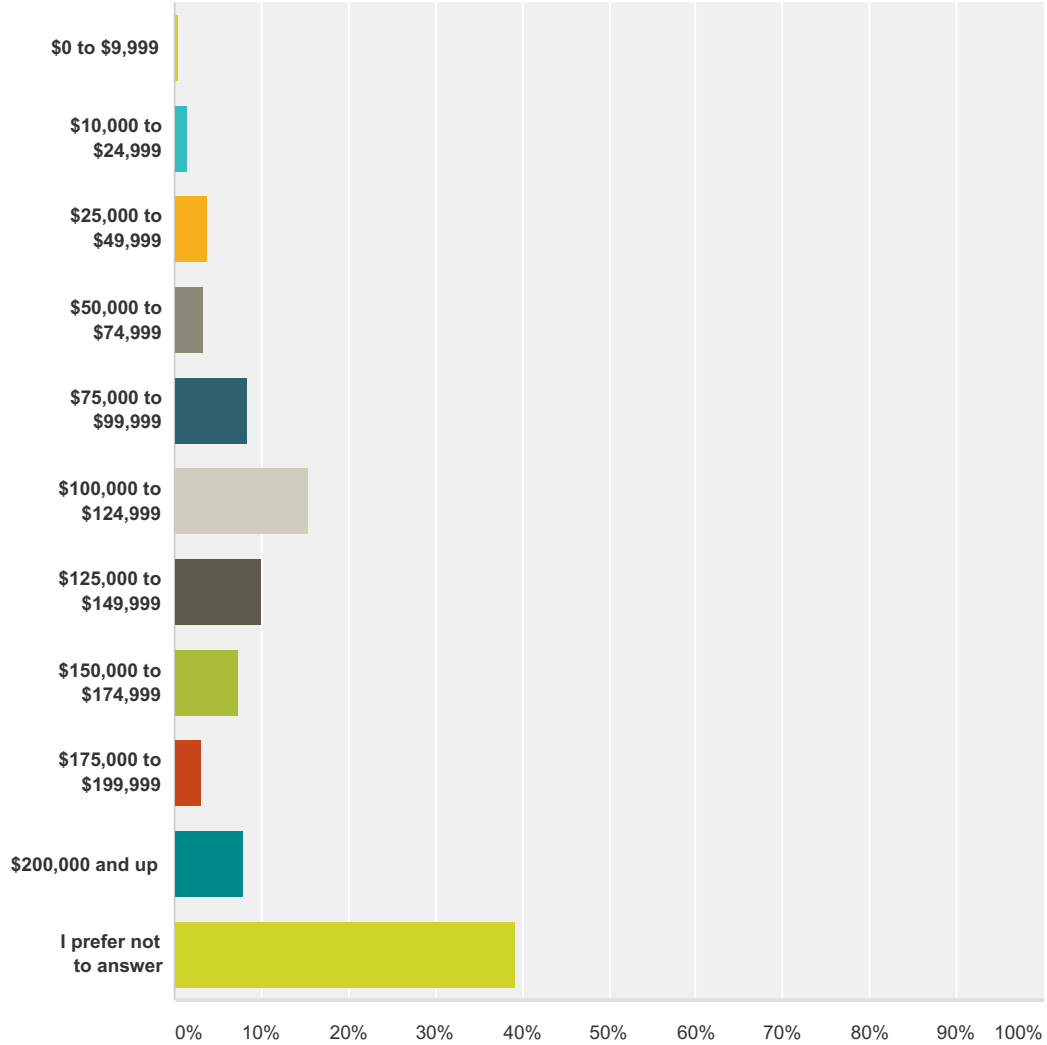
Answer Choices	Responses	
$0 to $9,999	**0.34%**	1
$10,000 to $24,999	**1.37%**	4
$25,000 to $49,999	**3.78%**	11
$50,000 to $74,999	**3.44%**	10
$75,000 to $99,999	**8.25%**	24
$100,000 to $124,999	**15.46%**	45
$125,000 to $149,999	**9.97%**	29
$150,000 to $174,999	**7.22%**	21

$175,000 to $199,999	**3.09%**	9
$200,000 and up	**7.90%**	23
I prefer not to answer	**39.18%**	114
Total		**291**

Q34 Which of the following electronic devices do you use? (Please select all that apply.)

Answered: 291   Skipped: 59

Answer Choices	Responses
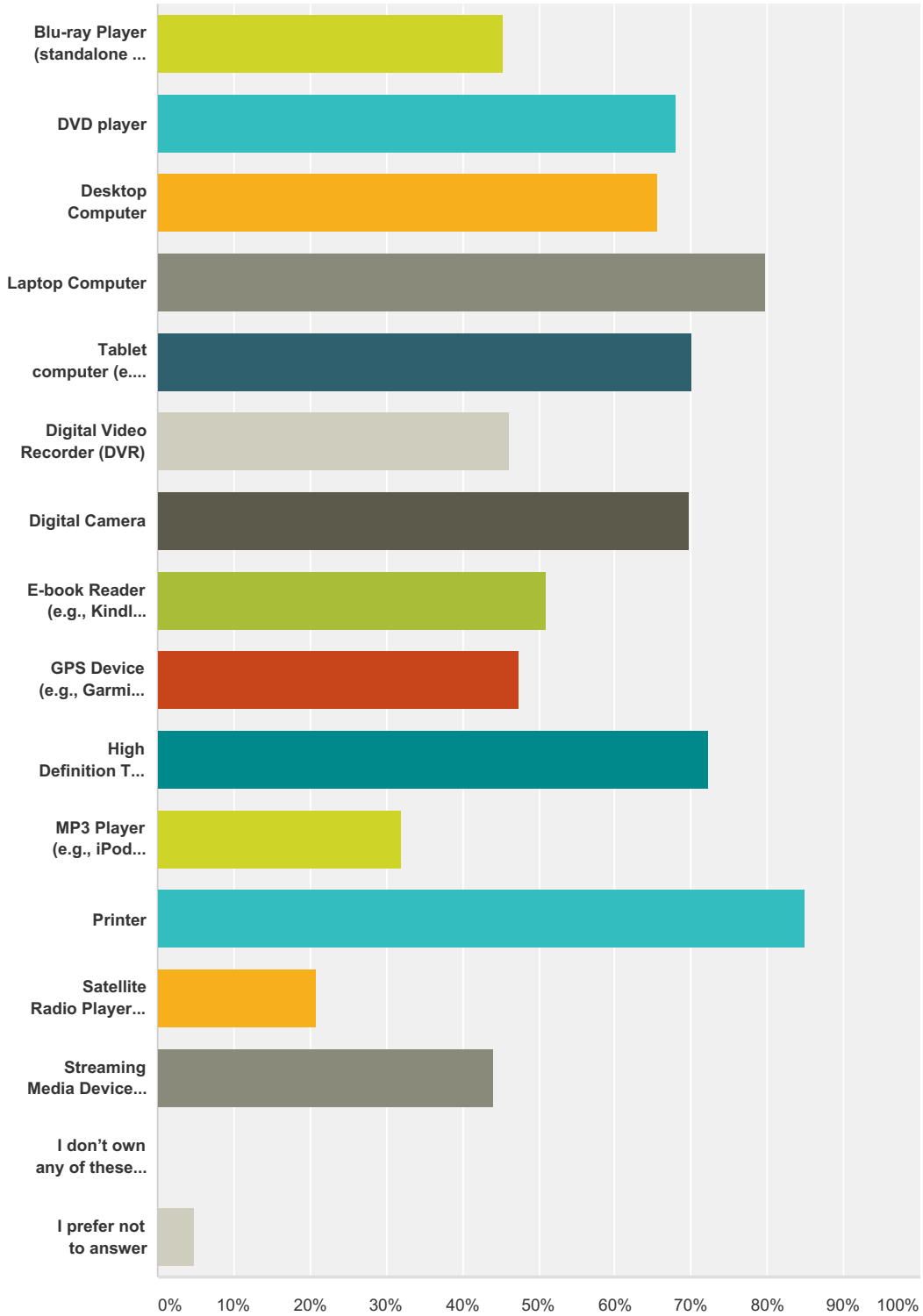
Blu-ray Player (standalone or portable)	**45.36%**	132
DVD player	**68.04%**	198
Desktop Computer	**65.64%**	191
Laptop Computer	**79.73%**	232
Tablet computer (e.g. iPad, Samsung Galaxy)	**70.10%**	204
Digital Video Recorder (DVR)	**46.05%**	134
Digital Camera	**69.76%**	203
E-book Reader (e.g., Kindle, Nook)	**50.86%**	148
GPS Device (e.g., Garmin, TomTom, in-car navigation system)	**47.42%**	138
High Definition TV (HDTV)	**72.16%**	210
MP3 Player (e.g., iPod shuffle)	**31.96%**	93
Printer	**84.88%**	247
Satellite Radio Player (e.g., SiriusXM player)	**20.96%**	61
Streaming Media Device (e.g., Roku, AppleTV, integrated TV)	**43.99%**	128
I don't own any of these electronic devices	**0.00%**	0
I prefer not to answer	**4.81%**	14
Total Respondents: 291		