PALMDALE CITY LIBRARY

STRATEGIC PLAN

January 2022 - December 2025

Prepared For

City of Palmdale, CA

July 2021
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INTRODUCTION

The City of Palmdale takes great pride in providing library services to the community.

The city separated from Los Angeles County Library system in the 1970s, which led to the construction of the Palmdale City Library (PCL) in 1977.

Through good times and challenging times economically, the city and its library have responded by being flexible and innovative. Serving as a community focal point and gathering place, and located as part of the City’s Government and Services Square in the heart of Palmdale, the library provides a diverse and well-used collection of materials for patron check-out, inter-library loans through its membership in the Inland library Consortium, diverse and engaging programs with the intention to be inclusive of the many demographics found in Palmdale, and prides itself on being “everyone’s public library” in the community.

Governed by the City of Palmdale City Council and advised by the Palmdale City Library Board of Trustees (advisory), library staff members strive to provide excellent customer service to everyone they meet. Library staff also actively pursue partnerships and conduct outreach to groups and entities in the community and look for synergistic opportunities to work together with others.

STRATEGIC PLANNING PROCESS

A strategic plan requires a deep analysis of the local community’s needs. In order to meet rising expectations, the library must prepare for the future while remaining agile in response to new challenges. At the start of 2021, PCL leaders and Library Systems & Services (LS&S) set out to answer three key questions:

1. What does the community want?
2. Where do we want to go and how do we get there?
3. How can we innovate to best serve the community during these times?

Answers to these questions framed the project and informed strategic goals.

Comprehensive input from residents throughout Palmdale and neighboring areas was gathered through public surveys, focus groups and personal interviews. Business, education and nonprofit leaders, key stakeholders, library staff, patrons and volunteers provided ideas and feedback. Public library best practices and PCL data analysis were combined with stakeholder input to form a complete picture.

This process led to the discovery of current and future needs. Palmdale residents appreciate the library and its services and would like to see it grow.
Palmdale is made up of 43,890 households with an estimated total population of 156,293 people. The median age is 32 years. Almost half of the households (49 percent) have one or more people under the age of 18.

43 percent of the population speaks a language other than English at home. Spanish is spoken by 38 percent of people who are at least five years old. This data is key to determining the services needed for young families. The library should focus on the needs of Spanish speakers when creating partnerships and during staff development. Library programs and written communication should be provided in both English and Spanish when possible.

17 percent of people live in poverty, higher than the national average of 13 percent. The largest demographic living in poverty are females ages 25-34. The most common ethnic group living in poverty is Hispanic, making up 38 percent of impoverished community members.

92 percent of households have a computer at home. 86 percent of households have a broadband internet subscription.

Source: https://data.census.gov/cedsci/table?tid=ACSDP5Y2019.DP05&g=0400000US06_1600000US0655156
EARLY LITERACY AND SCHOOL AGED PERFORMANCE MEASURES

Palmdale Elementary School District students rank 45 points below standard in English Language Arts testing. An astounding 87.5 percent of students are considered socioeconomically challenged and 25 percent are “English Learners”, those who do not speak English as their primary language. Palmdale High had an 82 percent graduation rate in 2019. The library also serves the Westside School District, which ranks slightly above the Palmdale Elementary School District.

Prior to the COVID19 Pandemic, the school district set the following priorities:

1. Dramatically improve student engagement and achievement through access to powerful learning opportunities.
2. Create and sustain globally-competitive learning environments of high intellectual performance across the curriculum and in all areas needed for 21st century success for students, including the opportunity for development of high levels of multilingual and STEAM competencies.
3. Provide strategic direction and support to district administrators, principals, teachers, and sites focused on improving the quality of classroom instruction and interaction in every classroom in every school.
4. Create and support safe, affirming, equitable, and enriched globally-competitive school environments for participatory, restorative, inclusive, and culturally and linguistically responsive learning and interaction for students.
5. Engage diverse families and communities in powerful learning and collaboration.


The school district mapped out many objectives to meet these priorities. Those relevant to the library’s offerings include:

• Expand student active engagement by increasing the quantity and quality of daily technology use by students, teachers, and parents.
• Expand no-cost extracurricular offerings so that every student has access to engaging activities beyond the school day.
• Identify community language resources and make those accessible to staff and students.
• Establish opportunities for students PreK-8 to develop their voice and leadership in ways that respect and affirm their multiple identities and to participate in decision-making around issues where they are key stakeholders.


This data and these performance measures indicate the need for a focused effort to assist students and families in Palmdale. The library should be heavily involved in these discussions, seeking opportunities to raise the educational profile of the community.

Source: https://www.caschooldashboard.org/
CURRENT PCL OPERATIONS

The Palmdale City Library is **small, but mighty** – housing materials, providing services and programming out of the 12,790 square foot building.

This is possible because of dedicated staff members, a passionate and engaged Library Board of Trustees and an effective City leadership team. All who are involved with providing library services to the community of Palmdale are excited about what the future holds as they work together to expand services.

The library is used by many community members in a variety of ways. Popular activities include: one-on-one meetings between community tutors and their students; public use computers, printing and faxing; and of course, the collection of materials available both in the library and through the consortium.

Popular library programs include:

- weekly showings of feature films, with follow up discussions
- teen gaming sessions
- weekly storytime sessions for toddlers and young children
- book club meetings
- Coffee and Coloring sessions for adults
- “Books and Barks” program where young children read to therapy dogs in order to build confidence in a safe environment
Throughout the strategic planning process the feedback pointed to the need for a larger library or a second location. An analysis of California libraries serving a similar sized population showed that these libraries provide between .30 and .46 sq ft per capita. National standards fall between .6 to 1.5 sq ft per capita.

<table>
<thead>
<tr>
<th>Location</th>
<th>Population</th>
<th>Total # of Outlets</th>
<th>Total Square Footage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yolo County Library</td>
<td>160,963</td>
<td>8</td>
<td>75,405</td>
</tr>
<tr>
<td>Hayward Public Library</td>
<td>160,311</td>
<td>2</td>
<td>66,567</td>
</tr>
<tr>
<td>Madera County Library</td>
<td>158,147</td>
<td>5</td>
<td>48,464</td>
</tr>
<tr>
<td>Palmdale City Library</td>
<td>156,737</td>
<td>1</td>
<td>12,787</td>
</tr>
<tr>
<td>Sunnyvale Public Library</td>
<td>156,503</td>
<td>1</td>
<td>60,800</td>
</tr>
<tr>
<td>Pomona Public Library</td>
<td>154,817</td>
<td>1</td>
<td>57,000</td>
</tr>
<tr>
<td>Kings County Library</td>
<td>153,608</td>
<td>7</td>
<td>55,400</td>
</tr>
</tbody>
</table>

It is recommended that the City investigate options for expanding the library’s footprint in order to properly serve this growing community and to be able to offer the full range of library services needed.

The City of Palmdale Library Board of Trustees advises the Library Director, and city administration, who set policy and direction for library services. The Friends of the Palmdale City Library is an engaged group of valued volunteers providing strong support and consistent revenue to enhance service offerings at the library. The Friends operate a book store at the library which is loved by the community. The store encourages reading, while serving as the primary fundraising activity for the Friends of the Library.
LIBRARIES OF THE FUTURE

Achievement of the goals in this plan will ensure the Palmdale City Library continues to offer excellent 21st century library services:

- Provide access for all
- Act as educational and cultural center
- Inspire and engage the entire community
- Build upon strengths by fostering and creating partnerships
- Lead in technology by providing information and access
- Connect with the community by providing engaging programs
- Reach out to the community to engage with users where they are
- Serve as a community hub where all are welcome

*The City of Palmdale, the Palmdale City Library and Library Board of Trustees are committed to changing lives in the Palmdale community for the better. This strategic plan will guide the way the library engages with community members to provide services and programming that educates, enriches and enlightens their lives.*
EDUCATION
PCL meets the educational needs of the community.

STRONG COMMUNITY
PCL brings the community together through intentional inclusiveness in services and programming.

READING
PCL celebrates reading, focusing on literacy for all ages.
1. Education

PCL MEETS THE EDUCATIONAL NEEDS OF THE COMMUNITY.

<table>
<thead>
<tr>
<th>Strategies and Measurable Objectives</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serve low-literacy adults through partnerships, programs and the collection.</td>
<td>Explore options for providing services to this group, present plan to Library Board of Trustees by October 2022. Launch new services in 2023.</td>
</tr>
<tr>
<td>Coordinate with partners to identify educational needs of the community.</td>
<td>Attend 4 partner organization meetings each year of strategic plan. Form deeper relationships with education providers in the area.</td>
</tr>
<tr>
<td>Identify unique ways to reach non-users in order to meet needs.</td>
<td>Research services such as: podcasts, video tutorial series, outreach opportunities, etc. Launch unique service by March of 2023.</td>
</tr>
<tr>
<td>Provide tools to encourage STEAM based learning.</td>
<td>Add technology elements to the Know Mobile in 2022. Investigate options to include technology in the library. Intentionally connect with members of the arts community.</td>
</tr>
<tr>
<td>Ensure physical space is designed to encourage learning.</td>
<td>Enhance the library space through low cost improvements, such as signage and painting. Maximize learning spaces by rearranging furniture.</td>
</tr>
</tbody>
</table>
# 2. Strong Community

PCL BRINGS THE COMMUNITY TOGETHER THROUGH INTENTIONAL INCLUSIVENESS IN SERVICES AND PROGRAMMING.

<table>
<thead>
<tr>
<th>Strategies and Measurable Objectives</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Host large programs designed to unite and inspire the community.</td>
<td>Focus efforts on three large programs each year. Establish baseline of participation in 2022, increase participation by 5 percent each year.</td>
</tr>
<tr>
<td>Provide a clear and concise website, newsletter and various communication strategies that have consistent messaging, graphic design and result in the reader taking action to engage with what the library offers.</td>
<td>Complete website redesign by January of 2023. Launch monthly newsletter by January of 2022. Increase cardholders to 40 percent of the Palmdale population by December of 2025.</td>
</tr>
<tr>
<td>Increase library access throughout entire community.</td>
<td>Led by the City, intentionally explore options for expanding and increasing the library’s footprint in the community through additional facilities, i.e., new construction, leasing existing building space, utilizing existing City facilities, P3 options, etc. Develop pop-up programs to take to low access areas in 2024.</td>
</tr>
<tr>
<td>Position library and website as center for community improvement activities.</td>
<td>Share community improvement projects with patrons.</td>
</tr>
<tr>
<td>Focus services, including programs and collections, on community building.</td>
<td>Analyze and build local history collection. Apply to grants for special collections, preservation, and digitization in 2022 and beyond. Explore initiatives designed to bring community together, such as a “Know Your Neighbor” campaign.</td>
</tr>
</tbody>
</table>
1. Reading

**Strategies and Measurable Objectives**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus efforts on preparing children for kindergarten.</td>
<td>Focus marketing efforts on already established program: 1000 books before kindergarten. Increase participants by 5 percent each year of plan. Explore storytime and homework center partnerships with Palmdale School District and Westside Union School District.</td>
</tr>
<tr>
<td>Improve and balance children’s collection.</td>
<td>Perform deep analysis on children’s collection, arrange collection to meet demand. Investigate opportunities to include technology-based reading tools, apply for grants to acquire materials. Increase children’s material circulation by 5 percent by December 2025.</td>
</tr>
<tr>
<td>Serve Spanish speakers through programs and the collection.</td>
<td>Investigate opportunities to host ESL classes at the library. Improve offerings to Spanish speakers in the physical collection.</td>
</tr>
<tr>
<td>Celebrate reading throughout the year.</td>
<td>Host one Spring reading Challenge starting in 2023. Establish baseline of participation and increase each year. Increase Summer Reading participation by 5 percent each year, beginning in summer of 2023.</td>
</tr>
</tbody>
</table>
ACKNOWLEDGMENTS

Thank you to all who offered ideas, suggestions and advice to ensure the library continues to provide quality service to Palmdale. Focus group attendees including representatives from the City of Palmdale Administration, the Library Board of Trustees, the Friends of the Library, as well as engaged citizens, provided valuable feedback; their time and caring for the community is much appreciated.

Palmdale residents completed 482 surveys, participated in five focus groups and provided additional comments and ideas. Special thanks to Library Director Robert Shupe and the dedicated Palmdale staff for their passion to serve the people of Palmdale every day.
A key to developing a relevant and rich strategic plan is analyzing current use of the library. An analysis was performed on how the community has used the library, focusing on 2019 library use due to the COVID19 pandemic. Staff used past statistics to determine future goals.

**Patron Information**

33 percent of the Palmdale community are registered library users. The pandemic and reduced operating hours/services have caused a dip in library use, which libraries across the country have experienced. Enhanced communication and a return to full services will help reintroduce the community to the library and its offerings.

**Library Visits**

The library welcomed 172,890 visitors from January 2019 to December 2019, with heaviest use during the summer due to the Summer Reading Program.
Programs

Library programs are well attended, particularly by children and caregivers. The library hosted 522 total programs in 2019 with 16,470 attendees.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Number of Programs</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>383</td>
<td>14,958</td>
</tr>
<tr>
<td>Young Adult</td>
<td>18</td>
<td>620</td>
</tr>
<tr>
<td>Adult</td>
<td>121</td>
<td>892</td>
</tr>
</tbody>
</table>

Prior to COVID, popular programs included film showings, Summer Lunch at the Library, Summer Reading Program, children’s storytime, Books & Barks, Coffee and Coloring, and Harry Potter’s Birthday Celebration.

Teen events have not been well attended in the past.

Staff have built and nurtured many partnerships over the years, from local schools to social services providers. Staff attend back-to-school nights and school assemblies on a regular basis. The Library Director often speaks at community meetings. All of these efforts contribute to the library’s visibility in Palmdale.

Outreach

Library staff attend many outreach events throughout the community. The Know Mobile is a small van outfitted with a book collection and several computers with educational games. Staff take the van to back-to-school events, community fairs of all kinds, and the Christmas parade. The van serves as a mobile library, where patrons can learn about services while checking out a book.

Library staff have partnered with the School District on Summer and Fall Lunch at the Library programs. This relationship has grown over the years and staff enjoy visiting the schools for Read Across America. Staff have been invited to host a booth during “Career Day” events at local middle and high schools.
Circulation

Palmdale City Library is following the national trend of decreased physical circulation. The pandemic impacted circulation the most in April, May, and June during the height of COVID lockdown.

The library strives for a well-balanced collection, and consistently monitors collection size as compared to collection use. Current use is reflected below:

- eBooks account for 21 percent of the collection but only 4 percent of the circulation.
- Adult Nonfiction is closely aligned with 13 percent of the collection and 10 percent of the circulation, along with Adult Fiction which is 7 percent of the collection and 6.5 percent of circulation.
- Children’s Nonfiction is quite large, accounting for 9 percent of the collection but only 4 percent of the circulation.
- Children’s Picture Books are the largest percentage of circulation at 12 percent, but only account for 8 percent of the collection.

DVDs are a popular part of the collection, along with Children’s Picture Books. Both of those collections could profit from an infusion of new titles to drive circulation.

Since some collections have limited space, withdrawing outdated and worn materials should continue on a regular basis. This should be followed by refreshing these areas with new title offerings.

Palmdale should strengthen their Spanish language collection to serve the large Spanish-speaking population. The highest circulating collection in Spanish is Children’s Picture Books, Children’s Fiction, followed by Adult Nonfiction, and Adult Fiction.
In regards to the digital collection, Palmdale offers eBooks and eAudiobooks through its own holdings in cloudLibrary and access to more resources through the California cloudLink. Those formats plus streaming music and videos are also offered through hoopla and Freegal. The Brainfuse suite of online coaching services for students, job seekers, and veterans is an active and important resource. Mango Languages provides online language learning. The California State library provides strong supplemental support to students and adult researchers. The importance of these digital resources became very apparent during the pandemic and should be kept as strong as possible.

In the recent survey of library patrons, seventy (70) percent reported being satisfied or very satisfied with the collection. When asked for suggestions for improvement, the most commonly mentioned areas were materials from diverse authors, more “new” books, more inspirational fiction, more manga, and aids for language learning. These survey responses have been shared with all selectors.

Technology

Palmdale City Library is an exciting part of the community and provides many services to its patrons. Technology is always a big part of the services patrons can enjoy and Palmdale is no exception to this. It is important to maintain growth in technology services much like the collection so patrons find new and exciting things to do when coming back to the library.

Palmdale offers patrons the ability to use public computers for entertainment, job searches and information gathering, with the ability to print and make copies. With the addition of wireless printing from patron devices, the library offers access to many ways for patrons to get the information they need with relative ease. The library has 15 laptops for the public to use, and has requested 25 Chromebooks from the state as part of a recent grant.

PCL provides access to the library catalog for patrons to search for the materials they want with four computers dedicated to catalog searches. The catalog also connects to the Inland Library Network, a consortium of local libraries that share materials in order to enhance access to materials. The library also has 4 self-checks to expedite the checkout process and the City has expressed a desire to update these units due to age. Self-checks are excellent time saving devices that have the ability to be expanded into pay stations for fines or fees and other purchases within the library at a later date.

The library’s website is currently a subset of the City’s website. Some links take the user away from the library site and return to the City site, and some do not provide a clear navigation through library services. It is important to create a web space this is informative and exciting for library patrons.

The library has two gaming platforms but would benefit from one or more Virtual Reality systems. These systems allow patrons to experience something they would normally not have access to. In addition to VR, 3D printing is also a good way to attract patrons that might not come in to the library and provide opportunities for programming. Additional possibilities include Podcasting equipment, a sewing machine, and a general library of things that would provide tools, art, and a host of other items that patrons may want to experience. The library would need to prioritize which tools to offer as space is limited in the current building.
Recommendations for improving technology at PCL include:

• Ensure public computers have all the tools patrons need such as audio and video editing software (many open-source software platforms are free) and that all programs stay updated.
• Consider utilizing other technology once the Self-checks have been refreshed such as credit card swipes for patron self-service.
• Separate the library website from the City’s web space and redesign for a more modern and colorful portal to attract new and existing patrons.
• Expand technology offerings with Virtual Reality, 3D printing and other STEAM equipment to offer patrons experiences they may not have tried before.
• Create a makerspace or “Library of Things” to continue to excite existing users and attract new users.
Palmdale Resident Market Segmentation

The detailed information regarding resident demographics and consumer preferences is a powerful resource that enables and supports data-driven decision-making for the Palmdale City Library.

The patron data analysis below was an important part of the strategic planning process and provides key insights into current library users and the greater community. The information can also help target new populations, create new programs, advance value to the community, and allocate resources more efficiently. The list of patron addresses (stripped of private reading history and patron names) was loaded to the Claritas marketing services tool.

Areas of Focus

<table>
<thead>
<tr>
<th>Segment</th>
<th>Current % of Library Users</th>
<th>Current % of Community</th>
<th>Potential # of New Users</th>
<th>Market Penetration</th>
<th>Demand per User</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second City Generations</td>
<td>18.41%</td>
<td>9.43%</td>
<td>3,723</td>
<td>47.64</td>
<td>2.60</td>
</tr>
<tr>
<td>Pools &amp; Patios</td>
<td>8.52%</td>
<td>6.68%</td>
<td>3,470</td>
<td>31.12</td>
<td>3.38</td>
</tr>
<tr>
<td>Second City Startups</td>
<td>13.72%</td>
<td>11.80%</td>
<td>6,372</td>
<td>28.38</td>
<td>2.85</td>
</tr>
<tr>
<td>Middleburg Managers</td>
<td>3.54%</td>
<td>6.61%</td>
<td>4,334</td>
<td>13.08</td>
<td>7.43</td>
</tr>
<tr>
<td>Beltway Boomers</td>
<td>2.67%</td>
<td>5.56%</td>
<td>3,700</td>
<td>11.72</td>
<td>2.44</td>
</tr>
</tbody>
</table>

**Market Penetration** – out of this segment, number of households that have library cards

**Demand per User** – the average household in this segment checks out this many items per year

Analysis focused on current users of the library, comparing the figures to the makeup of Palmdale as a whole. Ideally, the current percentage of users would align closely with the current percentage of the community. For example, of the current users of the library, 3.5 percent are considered to be “Middleburg Managers”, while the community itself includes 6.61 percent of the same group. The library is not serving a portion of the community and should explore ways to reach this group.

The analysis also shows the number of potential users in each group, showing that the most potential lies in “Second City Startups” with over 6,000 users in the area who are not using the library currently.

Staff are also able to combine circulation statistics with the type of user, showing how each demographic uses the library. If the demand per user is high, it indicates this user group heavily checks out physical materials when they do use the library. If the library were able to bring in more “Middleburg Managers” and “Pools and Patios” they would see an increase in the use of the physical collection, and possibly other services.
Second City Generations

"Second City Generations are often multi-generational households with middle-aged parents or grandparents and new babies and young children all under one roof. Often bilingual, they are entertained by a wide variety of media channels and programs." 45 percent of this group has children, and the same percentage own a home. The median national income is $21,900.

The library could host or co-host family friendly programs to celebrate the unique cultures in the community.

Pools & Patios

“Pools & Patios is a segment of upper midscale suburban and second city families. In these stable neighborhoods graced with backyard pools and patios, residents work as white-collar managers and professionals as they approach the prime years of their careers. They are above average technology users, paying bills via smartphone, reading newspapers on their tablets, and shopping online.”

These users would be most interested in online resources and would most likely read a digital library newsletter.

Second City Startups

“In Second City Startups, young to middle-aged families have settled in neighborhoods within smaller cities and metro area suburbs. These families are ethnically diverse with media consumption reflecting cultural variety.” This segment is likely to have children, the majority own a home, and 36 percent have attended some college. The national median income is $67,022.

The library should focus on family friendly events, designed for caregivers to engage with children outside of the home or school setting. A diverse collection of books will draw in Second City Startups, and should be displayed and promoted heavily.

Middleburg Managers

“Middleburg Managers tend to be upper middle-class with solid white-collar jobs and graduate-level educations. Established in their suburban and second city lifestyles, they enjoy attending sporting events with their families when they aren’t traveling frequently for business. They are more thrifty with their spending, despite an upscale income, investing in a college savings plan and their future retirement.” The majority of this segment have a graduate degree and work in a management role. They are likely to have children (56 percent) and own a home (88 percent).

The library could offer investing programs for this group. A sleek website with relevant information would appeal to these users who are more accustomed to easy access to information. This segment is more likely to be conservative when spending money and the library’s electronic resources would appeal to them.
Beltway Boomers

“The members of the postwar Baby Boom are all grown up. One segment of this huge cohort, college-educated, upscale, and home-owning, is found in Beltway Boomers. Many of these Boomers are just starting to see their children leave their comfortable suburban and second city subdivisions while continuing to plan for their own retirement. In their free time, Beltway Boomers enjoy frequenting sit-down restaurants, reading newspapers online, and shopping at upscale department stores.” This group is less likely have children than the others (38 percent) and more likely to use technology. The median national income is $84,000.

The library could offer programs on retirement, arts and culture and exploring new hobbies. This segment is very comfortable with technology and would take advantage of online resources.

Source: https://claritas360.claritas.com/mybestsegments/#segDetails
Public Survey

EXECUTIVE SUMMARY

The community survey was posted and open for anyone to participate. The survey consisted of questions for both library users, and community members who had not used the library prior to the pandemic.

Of the 480 responses, 402 (84 percent) had used the library at least once during the year prior to the pandemic. The remaining had not used the library prior to the pandemic.

Community members were asked: If you could change one thing about your city, what would it be? The responses centered around the following topics:

MORE COMMUNITY ACTIVITIES/SPACES FOR FAMILIES TO GATHER
CLEAN UP/MODERNIZE LOOK OF CITY
REDUCE CRIME
ASSIST HOMELESS AND ADDRESS CONCERNS

FREQUENCY OF LIBRARY USAGE PRE-COVID

Many respondents (22 percent) use the library at least once a week, the majority (38 percent) visit the library once or twice a month, with the rest visiting 1-5 times per year (39 percent). 40 percent stated they had attended a program at the library, while 60 percent had not.

AWARENESS OF PROGRAMS AND EVENTS

76 percent of respondents were aware of library programs, 23 percent were not aware. The majority of responses indicated that the library’s paper fliers were their primary resource for finding out about library programs, with the online calendar of events in second place.

The preferred method of communication regarding events was through the library’s online calendar or an electronic newsletter. The least preferred method was through YouTube or a family/friend. This indicates even further that the library must have a strong web presence.

AWARENESS OF ONLINE RESOURCES

Community members were aware of electronic offerings through cloudLibrary, but the overwhelming majority were not aware of any electronic resources the library offers. 30 percent had used an electronic resource through the library in the past year, 70 percent had not.

When asked why they had not used electronic resources, many stated they were not aware of these electronic resources (51 percent), many did not know these sources could be used outside of the library (32 percent) and some do not know how to use the resources (29 percent). Many community members wrote in that they did not use these materials because the library was closed. This indicates the user is not aware that these resources are
available 24/7 on the library’s website. The library must focus on branding and communication so that patrons are aware of the rich resources provided.

192 people requested the library add access to educational and professional development classes such as Lynda.com online, and 145 people requested online access to coding classes.

SATISFACTION WITH COLLECTIONS

22 percent of respondents were very satisfied with the library’s collection and 48 percent were satisfied. When asked which areas needed to be improved, the highest response was Adult Fiction, with Adult Non-Fiction as the second highest. The library provides access to the Inland Library Network, giving Palmdale users access to many more materials that can be picked up at PCL. The library is limited by space for enhancing these collections.

IMPORTANCE OF VARIOUS LIBRARY SERVICES

The top-ranking library services were: School or personal research needs, book collection, and computer access.

The lowest ranking services were: social interaction, showing movies in the library, and the DVD/movie collection.

SATISFACTION WITH STAFF

80 percent of responses indicated that staff are kind and helpful when assisting patrons.

Respondents believe staff to be knowledgeable when assisting customers.

Non Users

REASONS FOR NOT USING THE LIBRARY

Of the respondents who stated they did not use the library, the majority (42 percent) stated: I have a computer, smartphone, and/or Internet access at home or work and don’t need library access.

53 percent of non-users were aware of library programs and the majority were not aware of any online resources.