

# Livermore Public Library Strategic Services Plan 2014 - 2019



Approved by the Livermore Public Library Board of Trustees  
May 22, 2014

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## INTRODUCTION

At their meeting on February 27, 2014, the Library Board of Trustees approved a process for creating a strategic plan for library services. This process utilized community engagement, including patron surveys and interviews with executives from a diverse range of local organizations. Approximately 1,600 surveys were completed by local residents and interviews were conducted with ten local executives to gather information about the service needs of the Livermore community.

Library staff utilized the information gathered through community engagement to set overarching objectives for library services. The resulting plan will guide staff in how best to balance limited resources in a way that fits the public needs, enhancing the quality of life for Livermore residents.

### Strategic Services Planning Teams

#### Library Management Team

Tamera LeBeau, Director of Library Services  
Sandy Fouts, Supervising Librarian for Youth Services  
Joyce Nevins, Supervising Librarian for Adult Services  
Reuben Ramirez, Supervising Library Assistant, Rincon Branch  
Renee Romanoff, Supervising Librarian for Technical Services

#### Survey Team

Nathan Brumley (Chair), Librarian  
Mary-Margaret Endicott, Library Assistant  
Nicole Lawton, Library Clerk  
Jennifer Mosel, Librarian  
Paul Sevilla, Librarian  
Marisa Walsh-Ocasio, Library Clerk

#### Interview Team

Geri Bezio (Chair), Senior Clerk  
Mary Dreifuerst, Library Clerk  
Janice Perkuchin, Library Assistant

#### Research Team

Monica Cromarty (Chair), Librarian  
Blanche Angelo, Librarian  
Kathryn Kaldhusdal, Librarian

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# MISSION STATEMENTS



## **CITY OF LIVERMORE**

The City of Livermore provides efficient, attentive, and courteous service; promotes economic vitality and innovation; and works to enhance the community and quality of life for Livermore residents.

## **LIVERMORE PUBLIC LIBRARY**

The Livermore Public Library encourages the development of a lifelong interest in reading and learning by youth and adults, provides materials and services of popular interest, supports the educational needs of the community, furnishes timely, accurate information, and builds cultural awareness and enrichment.

# BACKGROUND

## External Environment

The Livermore Public Library is located in the City of Livermore, California, the easternmost city in the San Francisco Bay Area. The City of Livermore (pop. 83,325) encompasses 26.44 square miles in the Tri-Valley Region of Alameda County.<sup>1</sup>



Founded in 1869, Livermore is California's oldest wine region, framed by award-winning wineries, farm lands and ranches that mirror the valley's western heritage. The wine



industry continues to be an important part of Livermore's culture and economy with over 50 local wineries.<sup>2</sup> Although the City of Livermore is a suburban community, Livermore continues to honor and commemorate its historic farming and ranching past. The regions of Livermore left to ranches or vineyards anchor Livermore to the surrounding hills and open space and provide a soft edge to the city.

As home to renowned science and technology centers, Lawrence Livermore National Laboratory (LLNL) and Sandia National Laboratory, Livermore is a technological hub. LLNL has been part of the Livermore community since 1950 and has a long history of innovative scientific discoveries and advancements, including the discovery of a new element, *Livermorium*, in 2012.<sup>3</sup> Sandia National Laboratory opened its doors in Livermore in 1956. Sandia focuses on science and technology that support national security and is working on developing safe, renewable energy sources.<sup>4</sup> Both labs are major employers in the Livermore area. A new component to the science and technology community in Livermore is i-Gate. I-Gate is a regional consortium that facilitates partnerships between the labs, regional and local governments, universities, and the business community to create a network to spur startups and facilitate new and innovative ventures.<sup>5</sup>

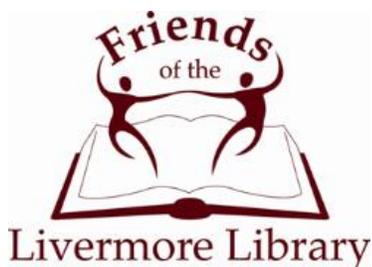
Livermore benefits from a vibrant business and arts community. Historic Downtown Livermore is enjoying a renaissance reestablishing the downtown as the city's preeminent shopping, dining, entertainment and cultural district with a 10-screen cinema and a 500-seat performing arts center. In addition to Downtown Livermore, the new Premium Outlet Mall, located adjacent to the 580 freeway offers additional shopping experiences for Livermore residents as well as drawing visitors from around the Bay Area and beyond.



The Livermore Chamber of Commerce supports the local business community while Downtown Livermore, Inc. supports downtown business through downtown events and promotions. The arts in Livermore are supported by local artist groups, commissions, and advisory boards.

Livermore is an academically engaged community with 37.5% of the adult population holding a bachelor's degree or higher<sup>6</sup>, including many residents with doctoral degrees. The Livermore Valley Joint Unified School District serves over 13,000 students from K-12 with nine elementary schools, two K-8 schools, three middle schools, two comprehensive high schools, and three alternative schools.<sup>7</sup> In addition, Livermore has two private elementary schools and numerous private preschool programs. Las Positas College, a public community college in Livermore, has an enrollment of nearly 8,500 students and offers occupational degrees, associate degrees, and certificate programs.<sup>8</sup>

Although Livermore's population is less ethnically diverse than the state average, ethnic diversity in Livermore is increasing. As of the 2010 Census, 20.9% of Livermore's population identified as Hispanic or Latino, 8.4% as Asian, and 2.1% as Black or African American. 21% of Livermore residents speak a language other than English at home, including 12% of Livermore residents who are Spanish speakers.<sup>9</sup> Livermore's median household income is 58% higher than the state average, although 5.3% of Livermore residents have incomes below poverty level. 26% of residents are under 18 years of age and 10% of residents are over 65 years of age, making the Livermore population slightly younger than the state average.<sup>6</sup>



The Livermore Public Library is served by an active Friends of the Library organization that contributes approximately \$40,000 per year to support library programs and services. Friends of the Livermore Library (FOLL) was established in 1978 as a 501c non-profit organization to support the Livermore Public Library. FOLL accepts donations and in turn sells donated books and other materials to support and

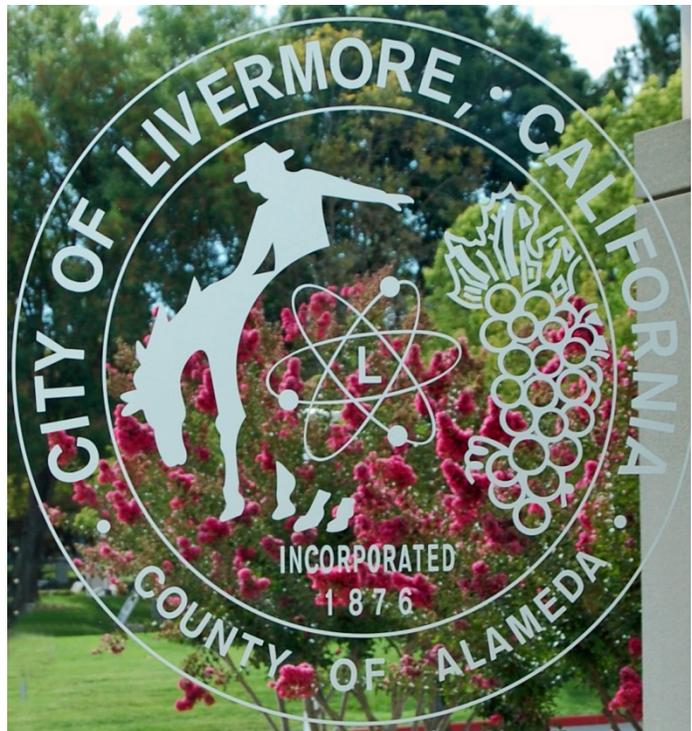
underwrite many of the programs and special activities at the library.<sup>10</sup>

## Organizational Environment

The Livermore Public Library (Library) is a municipal library functioning as a department of the City of Livermore (City) under the Livermore City Council and City Manager. The City Council is comprised of four Councilmembers who serve four-year terms and the Mayor who serves a two-year term. The City Manager is appointed by the Council and serves as the chief executive officer responsible for day-to-day administration of City affairs and implementation of Council policies. The City Attorney, also appointed by the Council, advises and represents the City and Council on all legal matters.<sup>11</sup>

The City Council appoints a number of City Advisory Bodies, including the Library Board of Trustees. The Library Board is an advisory group which recommends policy to the City Council and helps set goals and objectives for Library services and programs. The Library Board of Trustees consists of five members who serve three-year terms.<sup>12</sup>

The Director of Library Services reports to the City Manager and serves as a member of the City's Executive Team. The Executive Team is comprised of the City Manager, the Assistant City Manager, the City Attorney, and the Department Heads. The Library is one of six City departments, including Administrative Services, Community and Economic Development, Fire, Police, and Public Works.<sup>13</sup> The Fire Department operates as a consolidated department with the neighboring City of Pleasanton. Parks and recreation services are provided by the Livermore Area Recreation and Parks District, an independent special district<sup>14</sup>, rather than by the City of Livermore.



The City of Livermore's mission statement demonstrates the City's commitment to provide a high quality of life for Livermore residents: *The City of Livermore provides efficient, attentive, and courteous service; promotes economic vitality and innovation; and works to enhance the community and quality of life for Livermore residents.*<sup>15</sup> The Library plays an important role in building community and enhancing the quality of life for Livermore residents.

As a department of the City of Livermore, the Library participates in the City's budget process. The City develops a two-year financial plan every other year, and updates the budget segment every year. Budget allocations reflect the City Council goals and resident input on service priorities. The fiscal year begins on July 1, and ends on June 30 of the following year. The mid-period budget update, conducted in the off-year, allows the City to make necessary adjustments to previously approved budgets based on current financial data.<sup>16</sup>

In the fiscal year ending June 30, 2013, the Library accounted for 4.4% of the City's total expenses.<sup>17</sup> The Library's operating budget for the 2013-14 fiscal year was \$4,151,925, including \$3,946,925 from the City's general fund. Fines and fees collected by the Library go to the City General Fund and are returned to the Library as part of its budget allocations.<sup>18</sup>

The Library receives many support services from other City departments. The City of Livermore Administrative Services Department provides financial, human resources, and informational technology (IT) support services to all City departments, including the Library. In addition to City IT, the Library staff includes one FTE IT Technician to provide on-site support. The City Public Works Department provides building and grounds maintenance for City-owned buildings, including the libraries.

## Local Environment

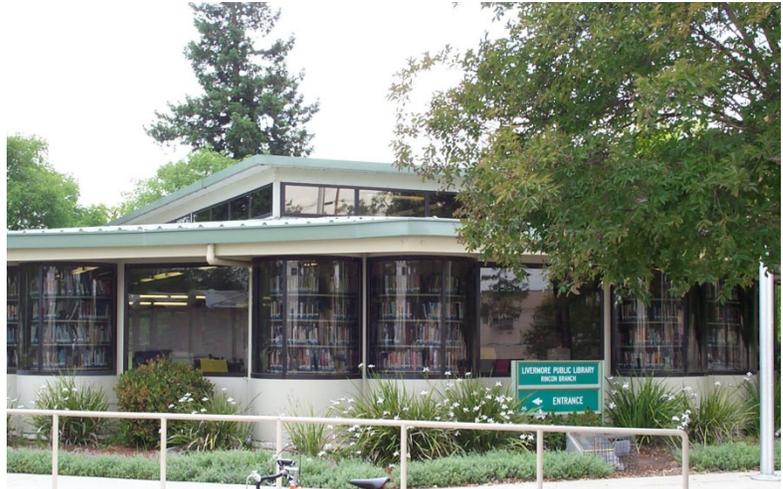
The Livermore Public Library has existed as a tax-supported city library since 1901.<sup>19</sup> Any individual, resident or non-resident, may obtain a library card free of charge and fine-free student cards are available to children 5-15 years of age. The Livermore Public Library facilities include a main library and two branches.

The main Civic Center Library is a modern building that opened in 2004. This 53,000 square-foot library houses approximately 200,000 items and features meeting and study rooms, computer areas for children and adults, wireless Internet access, a large reading room, open study and seating areas, a café, and a Friends' bookstore. It also houses the Technical Services and Administration departments of the Library. The Civic Center



Library is open seven days per week for a total of 65 hours. Approximately 70% of the Library's circulation is conducted through the Civic Center Library and this library receives over 350,000 visits per year.<sup>20</sup>

The Rincon Branch Library is a 4,200 square-foot library that opened in 1992. This branch houses approximately 23,000 items. The Rincon Branch Library is a community centered neighborhood library located in the busy May Nissen Park next to Marilyn Avenue Elementary School. The Rincon Branch Library features public computers, wireless Internet access, several small seating and study areas, and one meeting room that also houses the branch's homework center. The Rincon Branch also has the Library's largest collection of Spanish language materials to serve the Spanish-speaking population in the surrounding neighborhood. Prior to 2010, the Rincon Branch Library was open six days per week, but as a result of the economic recession is now open three days per week for a total of 23 hours. Approximately 7% of the Library's circulation is conducted through the Rincon Branch and this branch receives over 35,000 visits per year.<sup>20</sup>



The Springtown Branch Library is a 2,400 square-foot library that opened in 1986. The building is a portable structure that was previously a convenience store. This branch houses approximately 20,000 items and features three public computers, wireless Internet access, and one small seating and study area. Prior to 2010, the branch was open six days per week, but as a result of the economic recession was then slated to close. Due to public outcry, one day per week of service was preserved. The branch is currently open 1.5 days per week for a total of 12 hours. In addition to the full-service



staffed hours, the "Easy Access Library", a completely self-service portion of the branch, is open seven days per week from 8:00 a.m. to 8:00 p.m. to patrons who have registered for an Easy Access keycard. Approximately 5% of the Library's circulation is conducted through the Springtown Branch and this branch receives over 21,000 visits per year.<sup>20</sup>

In addition to the physical branches, the Livermore Public Library has an online branch (the Virtual Library) with an online collection of over 24,000 items, including eBooks, downloadable audiobooks, research databases, periodicals, online classes, business data, test preparation, a museum pass program, and more. Patrons can also renew the materials they checked out from the physical branches through the Virtual Library. Approximately 18% of the Library's circulation is conducted through the Virtual Library. In addition to circulating items, the Virtual Library's online databases and research tools are accessed over 800,000 times per year.<sup>20</sup>

The Livermore Public Library has a staffing allocation of 28 full-time equivalent (FTE) positions<sup>17</sup> and also employs a number of hourly on call staff. The Library also utilizes over 28,000 hours of volunteer help per year to assist paid staff.<sup>20</sup> As with all City departments, the Library lost a number of positions due to the economic recession with Library staffing being reduced by 30% since 2009. The Library has implemented self-service technologies at all facilities in an effort to address these staffing reductions.

The Livermore Public Library collects a broad range of materials in a variety of formats to support the educational, informational, recreational, and cultural needs of community members of all ages. The Library's materials budget experienced significant cuts due to



the economic downturn. Between fiscal years 2008/09 and 2012/13, the materials budget was reduced by 33% which resulted in longer waits for popular items, fewer updates of informational books, and only a small number of new items at the branches. Some one-time funds were added to the 2013/14 budget in an effort to mitigate these issues, but a long-term solution will require ongoing funding.

In addition to materials, the Library provides a broad range of educational, cultural, and recreational programs for all ages. In the past year, the Library provided over 500 programs to over 21,000 attendees.<sup>20</sup> Popular programs include Summer Reading, story times, Livermore Reads Together, and the Authors and Arts series. The majority of programs are funded by the Friends of the Livermore Library.

- <sup>1</sup> City of Livermore. (n.d.). *About Livermore*. Retrieved February 2014, from <http://www.cityoflivermore.net/about/default.asp>
- <sup>2</sup> Livermore Valley Wine Growers' Association. (2014). *History*. Retrieved March 2014, from <http://www.lvwine.org/history.php>
- <sup>3</sup> Lawrence Livermore Lab (n.d.). Retrieved February 2014, from <https://www.llnl.gov>
- <sup>4</sup> Sandia (n.d.). Retrieved February 2014, from [http://www.sandia.gov/locations/livermore\\_california.html](http://www.sandia.gov/locations/livermore_california.html)
- <sup>5</sup> I-Gate (n.d.). Retrieved February 2014, from [http://www.igateihub.org/aboutus\\_missandvis.html](http://www.igateihub.org/aboutus_missandvis.html)
- <sup>6</sup> U.S. Census Bureau. (2010). *Livermore (city) QuickFacts from the US Census Bureau*. Retrieved February 2014, from <http://quickfacts.census.gov/qfd/states/06/0641992.html>
- <sup>7</sup> Livermore Valley Joint Unified School District. (2013). *About Us*. Retrieved March 2014, from <http://www.livermoreschools.com/aboutus>
- <sup>8</sup> Las Positas College. (2014). *About Las Positas College*. Retrieved March 2014, from <http://www.laspositascollege.edu/about/>
- <sup>9</sup> U.S. Census Bureau. (2010). *Livermore (city) Selected Social Characteristics 2008-2012 American Community Survey 5-Year Estimates*. Retrieved March 2014, from <http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk>
- <sup>10</sup> Friends of the Livermore Library. (n.d.) *About Us*. Retrieved March 2014, from [http://friendsoflivermorelibrary.com/?page\\_id=33](http://friendsoflivermorelibrary.com/?page_id=33)
- <sup>11</sup> City of Livermore. (n.d.). *City governance*. Retrieved February 2014, from <http://www.cityoflivermore.net/citygov/council/procedures.asp>
- <sup>12</sup> City of Livermore. (n.d.). *Library Board of Trustees*. Retrieved February 2014, from <http://www.cityoflivermore.net/citygov/clerk/comms/lb.asp>
- <sup>13</sup> City of Livermore. (n.d.). *City government*. Retrieved March 2014, from <http://www.cityoflivermore.net/citygov/default.asp>
- <sup>14</sup> Livermore Area Recreation and Parks District. (n.d.). Retrieved March 2014, from <http://www.larpd.dst.ca.us>
- <sup>15</sup> City of Livermore. (n.d.). *Mission statement and core values*. Retrieved March 2014, from <http://www.cityoflivermore.net/civicax/filebank/documents/8819/>
- <sup>16</sup> City of Livermore. (n.d.) *Budget development process*. Retrieved March 2014, from <http://www.cityoflivermore.net/civicax/filebank/documents/7713/>
- <sup>17</sup> City of Livermore. (2013). *Comprehensive annual financial report for the year ended June 30, 2013* [printed document].
- <sup>18</sup> City of Livermore. (2012). *City of Livermore two-year financial plan update. Fiscal years 2012-13 & 2013-14*. Retrieved February 2014, from [http://www.cityoflivermore.net/citygov/admin/finance/fy\\_2012\\_114\\_fp.asp](http://www.cityoflivermore.net/citygov/admin/finance/fy_2012_114_fp.asp)
- <sup>19</sup> *Livermore City Record Book #2*, Sep. 29, 1901 minutes, as cited in Pipes, A. J. (1976). *History of the Livermore Library* [printed document].
- <sup>20</sup> Livermore Public Library. (2013). *June 2013 Monthly Report* [printed document].

# SWOT ANALYSIS

## Strengths, Weaknesses, Opportunities, & Threats

### Strengths

- Strong support from Livermore community
- Additional financial support from Friends of the Livermore Library
- Supportive and engaged City Council
- Close connection with other City Departments
- Dedicated library staff and volunteers
- Civic Center Library facility is attractive, functional, and open daily
- Expanded access to materials through interlibrary loan and Link+ services
- Strong collection of electronic resources and services
- Strong programming for children and adults

### Opportunities

- Collaborative opportunities with science labs and iGate
- Collaborative opportunities with LVJUSD and Las Positas College
- Vibrant downtown with small businesses, abundant foot traffic, and community spaces
- Many community special events
- Community interest in wine, viticulture, and brewing
- Community interest in the performing and visual arts
- Community interest in healthy living
- Co-programming and marketing opportunities with Community and Economic Development Department
- Culturally diverse community willing to engage with one another
- Vibrant agricultural and ranching community with a long history in the valley

### Weaknesses

- Inadequate branch facilities and hours
- Inadequate parking at all locations during busy hours
- Fewer staff to provide services
- Inability to provide needed enhancements and updates to the collection
- Limited funding to address diverse community needs
- Few services for non-English speakers
- Little outreach to underserved groups
- Limited services for teens
- Limited marketing of programs and services
- Website and OPAC are not easy to navigate and use

### Threats (Challenges)

- Lack of funding in City General Fund and many competing community needs
- Wide-ranging variations in the public's perception of a modern library
- Busy lifestyles with many time commitments
- Easy availability of competing information and entertainment resources
- Limited public transportation to easily access library facilities from all areas of the community
- Rapidly changing technology
- Publishers limiting sales of some digital resources to libraries

# STRATEGIC OBJECTIVES & STRATEGY AREAS

## Strategic Objectives:

1. The Livermore Public Library will increase outreach to underserved groups in the community in order to improve the quality of life for a wider range of Livermore residents.
2. The Livermore Public Library will increase materials expenditures to at or above the per capita median expended by East Bay libraries in order to provide a vibrant and updated collection while keeping up with inflation.\*
3. The Livermore Public Library will improve programs and services to the Rincon and Springtown neighborhoods in order to better serve residents who cannot conveniently access the Civic Center Library.



\*As of 2013, the Livermore Public Library's materials expenditures were 10% below the per capita median expended by East Bay libraries.

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## Strategy Areas

The following strategy areas will be used in pursuing the strategic objectives:

### Partnerships

Library staff will develop partnerships to determine what needs are not being filled in the community, to determine where the library can make the greatest impact, and to aid in outreach and funding efforts.

### Community Involvement

Library staff will be involved in community events and organizations while also encouraging community members to be involved in library services and activities in order to form mutually beneficial relationships and increase the library's visibility in more areas of the community.

### Collection Development

Library staff will be responsive to community needs when selecting and deselecting materials for the library's collection; staff will build a balanced collection, selecting materials in a variety of topics and formats; staff will spend the limited materials funding wisely, continually seeking out the best and most up-to-date materials available, as funding allows.

### Programming

Library staff will build community partnerships and engage volunteers in order to offer a variety of programming within its limited budget and staffing; programs and classes will be designed to appeal to a wide variety of user groups within the community.

### Marketing

Library staff will market the library's services by distributing information throughout the community, by networking with the local media and community organizations, and by using social media and the library website; staff will actively market the library's collections and services within the library as well.

### Technology

Library staff will utilize technology to assist residents in accessing the growing body of information available online; staff will also use technology to expand the services available to residents, to increase productivity, and to improve customer service and convenience.

# PARAMETERS

While implementing the strategic objectives, staff will abide by the following parameters :

- Core public library services will continue to be provided free of charge in order to serve patrons at all socioeconomic levels.
- The library will continue to respect and honor all patrons' rights to privacy when obtaining their personal information.
- Volunteers will be utilized to support library staff and to extend services, but will not be used as a replacement for library staff.
- Open hours of library facilities will be maintained at least at their current levels and will not be further cut as a means of pursuing the library's objectives.
- Partnerships with local organizations will be embraced as long as an equitable level of service is maintained for the wide range of user groups in the community.
- As a Department of the City of Livermore, the library will work cooperatively with other City Departments in pursuing City Council goals.
- The Library Board of Trustees will be given the opportunity to advise staff on any future changes in strategy or direction.
- Innovative ideas will be embraced and pursued as long as they move the library toward its objectives.
- Each new project will be evaluated on the basis of an action plan which will identify staffing and funding sources and the way in which the project moves the library toward its strategic objectives.

# APPENDIX A

## Strategic Planning Service Survey 2014

### Executive Summary



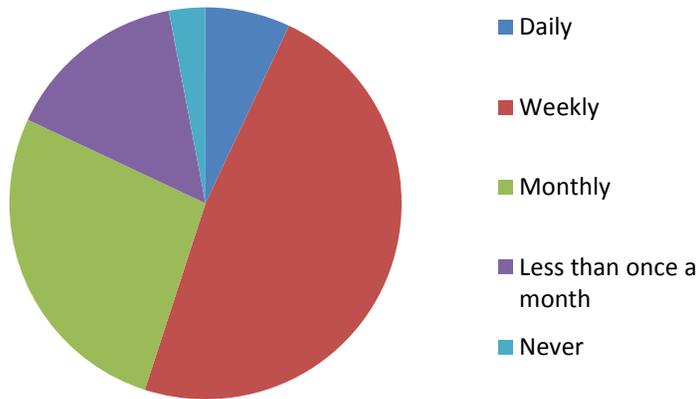
Staff collected surveys from approximately 1,600 Livermore Public Library patrons and Livermore residents in March 2014. Surveys were gathered at all three library facilities and at a number of other locations throughout the city. The survey results have been summarized and included herein as Appendix A.

# Livermore Public Library Strategic Planning Service Survey 2014 Executive Summary

## Library Use

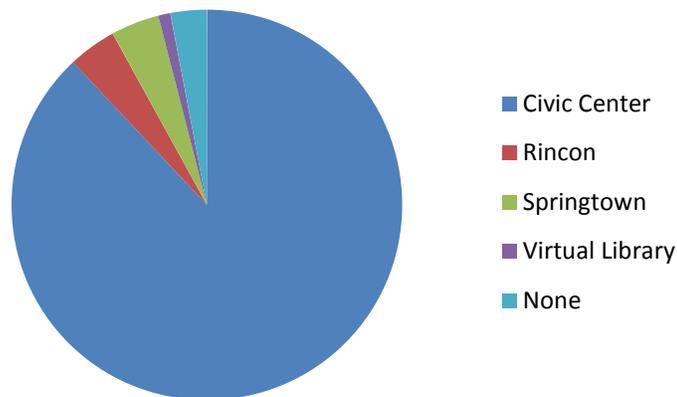
Patrons with a Library Card (1,587 responses)  
91% Yes | 9% No

## Visits to the Library



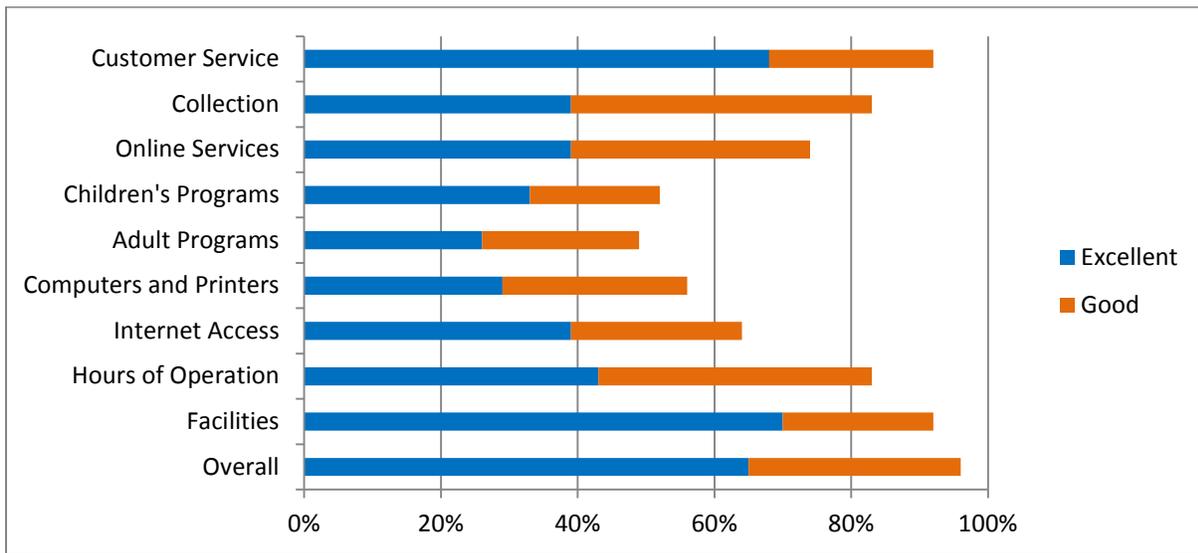
Visits to the Library (1,598 responses)  
7% Daily | 48% Weekly | 27% Monthly | 15% Less than once a month | 3% Never

## Library Used Most Often



Library Used Most Often (1,590)  
88% Civic Center | 4% Rincon | 4% Springtown/Easy Access | 1% Virtual Library | 3% None

## Library Services Ratings



### Customer Service (1,573)

68% Excellent | 24% Good | 3% Fair | 1% Poor | 4% Don't know/Not applicable

### Collection (1,549)

39% Excellent | 44% Good | 8% Fair | 1% Poor | 8% Don't know/Not applicable

### Online Services (1,558)

39% Excellent | 35% Good | 6% Fair | 1% Poor | 19% Don't know/Not applicable

### Children's Programs (1,552)

33% Excellent | 19% Good | 2% Fair | 0% Poor | 46% Don't know/Not applicable

### Adult Programs (1,546)

26% Excellent | 23% Good | 4% Fair | 1% Poor | 46% Don't know/Not applicable

### Computers and Printers (1,556)

29% Excellent | 27% Good | 5% Fair | 1% Poor | 38% Don't know/Not applicable

### Internet Access (1,546)

39% Excellent | 25% Good | 5% Fair | 1% Poor | 30% Don't know/Not applicable

### Hours of Operation (1,575)

43% Excellent | 40% Good | 10% Fair | 3% Poor | 4% Don't know/Not applicable

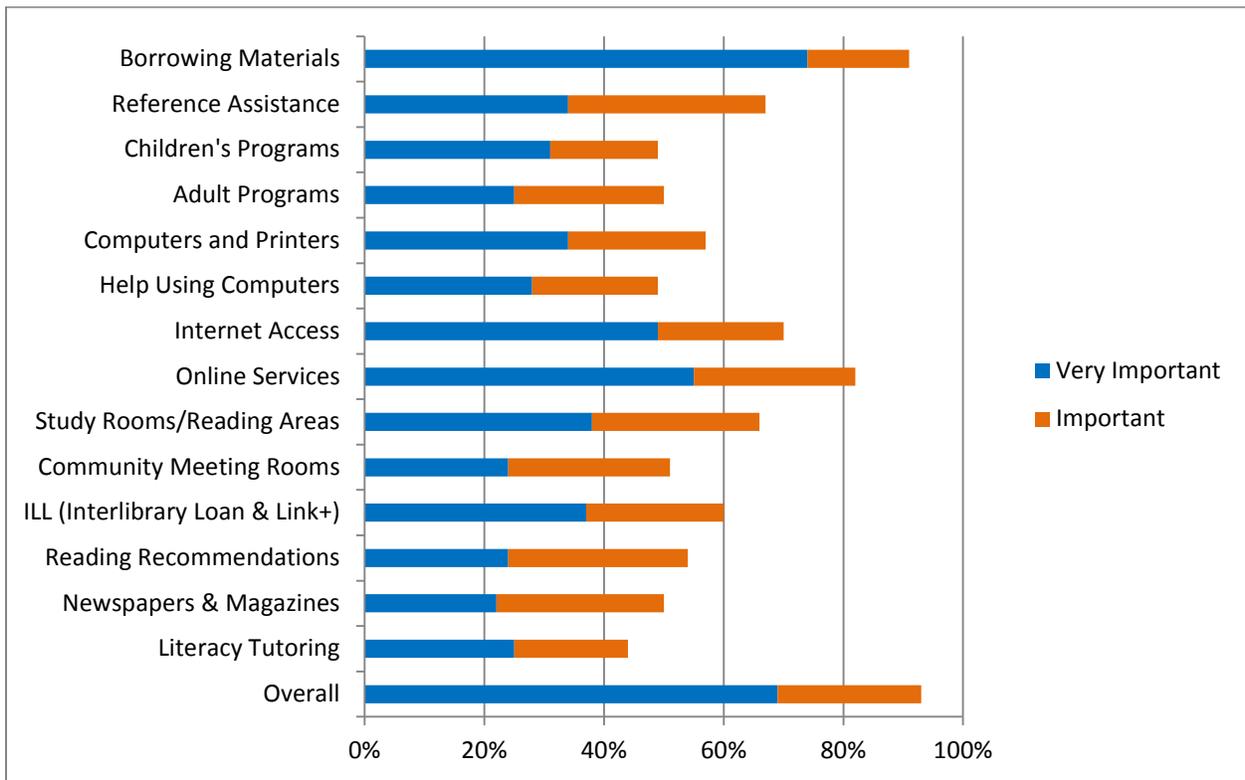
### Facilities (1,540)

70% Excellent | 22% Good | 3% Fair | 0% Poor | 5% Don't know/Not applicable

### Overall Rating of the Livermore Public Library (1,560)

65% Excellent | 31% Good | 2% Fair | 0% Poor | 2% Don't know/Not applicable

## Importance of Library Services



### **Borrowing Materials (1,546)**

**74% Very Important | 17% Important | 5% Somewhat Important | 2% Not Important | 2% Don't know/Not Applicable**

### **Reference (1,528)**

**34% Very Important | 33% Important | 19% Somewhat Important | 7% Not Important | 7% Don't know/Not Applicable**

### **Children's Programs (1,516)**

**31% Very Important | 18% Important | 11% Somewhat Important | 10% Not Important | 30% Don't know/Not Applicable**

### **Adult Programs (1,522)**

**25% Very Important | 25% Important | 21% Somewhat Important | 9% Not Important | 20% Don't know/Not Applicable**

### **Computers and Printers (1,527)**

**34% Very Important | 23% Important | 15% Somewhat Important | 12% Not Important | 16% Don't know/Not Applicable**

**Help Using Computers, Printers, Etc. (1,525)**

**28% Very Important | 21% Important | 15% Somewhat Important | 19% Not Important | 17% Don't know/Not Applicable**

**Internet Access (1,522)**

**49% Very Important | 21% Important | 9% Somewhat Important | 8% Not Important | 13% Don't know/Not Applicable**

**Online Services (1,521)**

**55% Very Important | 27% Important | 8% Somewhat Important | 3% Not Important | 7% Don't know/Not Applicable**

**Study Rooms/Reading Areas (1,528)**

**38% Very Important | 28% Important | 15% Somewhat Important | 8% Not Important | 11% Don't know/Not Applicable**

**Community Meeting Rooms (1,512)**

**24% Very Important | 27% Important | 19% Somewhat Important | 11% Not Important | 19% Don't know/Not Applicable**

**ILL (Inter-Library Loan and Link+) (1,501)**

**37% Very Important | 23% Important | 11% Somewhat Important | 6% Not Important | 23% Don't know/Not Applicable**

**Reading Recommendations (1,516)**

**24% Very Important | 30% Important | 23% Somewhat Important | 11% Not Important | 12% Don't know/Not Applicable**

**Newspapers and Magazines (1,520)**

**22% Very Important | 28% Important | 25% Somewhat Important | 12% Not Important | 13% Don't know/Not Applicable**

**Literacy Tutoring (1,507)**

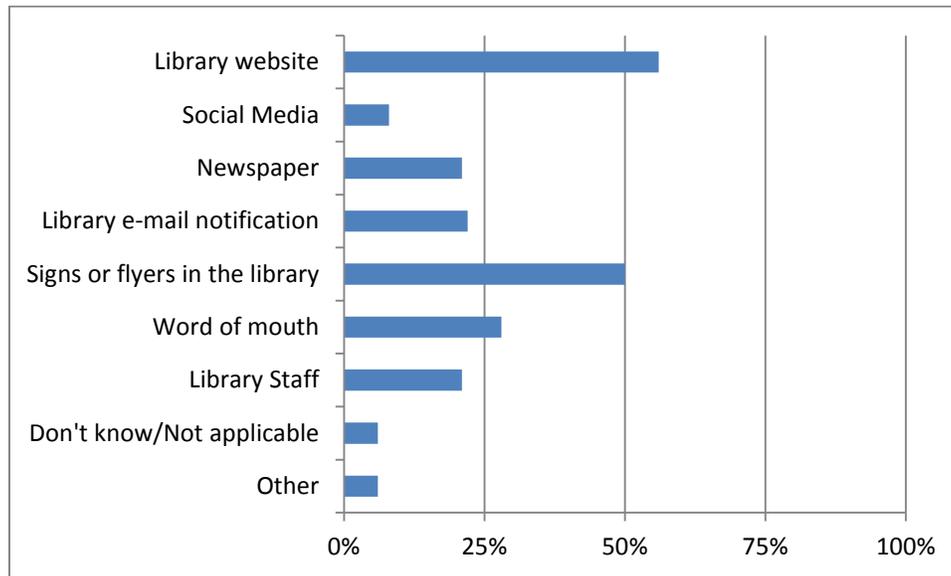
**25% Very Important | 19% Important | 10% Somewhat Important | 14% Not Important | 32% Don't know/Not Applicable**

**Overall Importance of the Library to Patrons and Patron's Family (1,533)**

**69% Very Important | 24% Important | 5% Somewhat Important | 1% Not Important | 1% Don't know/Not Applicable**

## Channels of Communication

Ways Patrons Hear About Library Programs and Services\* (1,536)



*\*Respondents were asked to check all answers that apply; therefore, totals exceed 100%.*

Library website – 56%  
Social Media – 8%  
Newspaper – 21%  
Library e-mail notification – 22%  
Signs or flyers in the library – 50%  
Word of mouth – 28%  
Library Staff – 21%  
Don't know/Not applicable – 6%  
Other – 6%:  
    School  
    Family  
    Visiting the library  
    Newspapers: Independent and Patch



- Library grounds are inviting and fun
- Overall atmosphere at Civic Center
- The places to do work, homework, meet with others, and research
- Adult and Children's programming
  - Lessons on e-books
  - Music events
  - Homework hangout
  - Author visits
  - Livermore Reads Together
  - Summer Reading Program
- Educational opportunities
- Reference help over the phone
- Literacy tutors and the READ Project
- Easy Access library convenient
- Café makes users want to spend more time at the library
- The Friends of the Livermore Public Library book store



- No Young Adult room
- Public computers need updating
- Faster internet
- More stable Wi-Fi
- Spend less on computers and more on materials
- Website is not user friendly
- OPAC search is not intuitive
- Interface for reserving books online is not intuitive
- Better marketing efforts for Virtual Library
- Virtual Library offerings should be easier to find
- More reliable e-mail notifications for due dates for books
- Ability to add Link+ books to patron's reading lists
- Inter-library loan system does not clearly show what can be requested
- Book awards list should be prominently featured and other lists should be added to the website
- Checking out e-books is complicated
- Digital Library should provide more customization – email warnings, checkout period, more classifications, interface needs work
- More roving librarians
- Consistency of quality customer service across all staff
- More staff members that can speak other languages
- Some staff require more technology training
- 7 day book loan period should be increased
- Donations of books in a series should be used to fill series gaps
- More adult speakers and programs at different times
- More programs for teens
- Better advertising for programs
- Adult programs could be improved
- More book clubs
- More genealogy resources/programs
- More children's programs on the weekends
- Outdoor entrance can become crowded
- Restrooms need a place for books to be placed while the facilities are used
- More quiet study areas
- The library can be noisy
- Library carts are loud on library tile
- Difficult to find a study table, especially on the weekends
- More parking
- Walkway from the parking lot to the library (Civic Center)
- Various policies
  - More cleaning of tables and chairs
  - Better enforcement of keeping people from sleeping
  - Do not allow eating or drinking in the library, only in cafe
  - Allow family members to pick up holds without user's card
- Restore passport services
- Fines are a little high
- Bigger Friends of the Livermore Public Library bookstore



- Paws to Read program has made a big impact on many children's reading confidence in Livermore
- Storytimes help children to love reading, which prepares them better for school
- Offers a chance to learn new skills or talents
- Serves as a pillar of education in the community
- Serves as a champion for the love of reading
- Services are offered at little or no cost
- Books and media access is free
- Offers ability to borrow books, DVDs, CDs, magazines, ebooks, and to access museum passes and online learning
- Alleviates financial restraints to enjoy learning, entertainment, and information
- Improves quality of life for those who would not otherwise be able to afford entertainment
- Free access to collection encourages exploration of different genres, movies, other materials for all patrons
- Access to internet
- Provides access to computers, printers, and internet for those who do not have access at home
- Makes an effort to teach technology/databases to level the playing field
- Members of the community have found employment with the help of the library
- Small meeting rooms are great for business meetings, studying, and parent-teacher conferences
- The Livermore Public Library is a point of pride for Livermore residents