



Downtown Library Advisory Committee (DLAC)
Communications Subcommittee

Review of Community Input Phase One, Features

PURPOSE:

The DLAC Communications Subcommittee, comprised of Martin Gomez, Yolanda Henry, and Rena Dubin, was created to facilitate community input about the vision for the new Downtown Branch Library and the site options. The Phase One goal of the committee was to gather opinions on potential key features. The Subcommittee wanted the DLAC to have the opportunity to incorporate these findings when the Committee deliberates on recommendations for square footage requirements and general features for the Downtown Branch. (The Phase Two goal will be to gather information regarding specific site options, with a report due December 1, 2017.)

PROCESS:

Because a thorough survey was administered to the community as part of the Library Strategic Plan less than a year ago, in September through November of 2016, the Subcommittee could use the raw data as a foundation.

For Phase One, the Subcommittee decided to try a variety of ways to reach the public. We surveyed the community about the features of the potential Downtown Branch. We conducted two focus groups, one for youth and one for Latinos to build on the Library Strategic Plan findings. We also put up butcher paper in the Downtown Branch asking the question, “What features would you like to see in the new library?” and invited people to write their responses on the banner. We reached out to key stakeholders in the community and are in the process of organizing a tour of the Downtown Branch Library and Los Gatos Public Library.

THE SURVEY PROCESS:

Because residents county-wide use the Downtown Branch, according to the Library Strategic Plan, we thought it was important the county could access the survey from the Santa Cruz Public Library’s website. An invitation to complete the survey popped up when people visited the home page. The survey link was also accessible on the web, which was shared via email and social media. Paper surveys were available to Downtown Branch users in the library, and participation was encouraged by library staff. Incarcerated individuals had the opportunity to participate at the county’s Rountree facility during the library’s People and Stories program, and the surveys were collected from unhoused individuals attending the library’s Working Together program.

In an effort to reach a cross-section of the community, committee members, along with library staff, distributed paper surveys in a total of 12 locations in Downtown Santa Cruz between August 24th and September 13th. Locations included the Wednesday Farmers’ Market, Spanish Storytime at Abbott Square, the Metro Bus Station, and myriad places around Pacific Avenue like Walnut Avenue Café, Pour, and O’Neill Surf Shop. We tried to capture a variety of people and lifestyles, so not only did we vary our locations, but we surveyed during diverse times of the day and week.

Surveys were available in Spanish and English.

The survey consisted of four questions: (1) “How important are the following features in the new Downtown Branch Library?” followed by fifteen features accompanied by 1 – 3 scale where 1 = not at all important, 2 = somewhat important, and 3 = very important (2) Do you use the Santa Cruz Public Libraries? (3) Optional: Please circle your age and (4) Are there any other features you would like to see in the building?

Over twenty-two hundred people completed the survey!

The Subcommittee feels that the large response rate and the diverse collection strategies represent an important window into the opinions of the community.

Participation in the Phase One Survey about Features

Online surveys completed through popup invitation on the website	1,327	58%
Online survey completed via the web link shared by email and social media	478	21%
Paper surveys hand-delivered and received in Downtown Santa Cruz, at the Downtown Branch and elsewhere	468	21%
TOTAL RECEIVED	2,273	100%

Paper Survey – Front

The city of Santa Cruz has allocated \$23 million to improve the Downtown Branch Library.
Please give us your input.

How important are the following features in the new Downtown Branch Library?
Scale: 1 = not at all important; 2 = somewhat important; 3 = very important

Dedicated teen space (12-18 yr)	1	2	3
Study/tutoring/small group spaces	1	2	3
Creation/maker spaces: labs including cutting edge technology, such as 3D printing, virtual reality, video and sound editing equipment	1	2	3
Art and exhibit space	1	2	3
Outdoor patio/reading space	1	2	3
Café	1	2	3
Used book store	1	2	3
Flexible community rooms	1	2	3
Computer, wifi, and printing area	1	2	3
Dedicated children's room (0-12 yr)	1	2	3
Dedicated California and local history collections	1	2	3
Genealogical research center	1	2	3
Print collections	1	2	3
Quiet space	1	2	3
Dedicated library parking	1	2	3

Survey continues on other side

Paper Survey – Back

Do you use the Santa Cruz Public Libraries? Yes / No

Optional: Please circle your age: 3-11 12-17 18-25 26-40 41-55 56-65 65+

Are there any other features you would like to see in the building?

Dedicated teen space (12-18 yr)	1	2	3
Study/tutoring/small group spaces	1	2	3
Creation/maker spaces: labs including cutting edge technology, such as 3D printing, virtual reality, video and sound editing equipment	1	2	3
Art and exhibit space	1	2	3
Outdoor patio/reading space	1	2	3
Café	1	2	3
Used book store	1	2	3
Flexible community rooms	1	2	3
Computer, wifi, and printing area	1	2	3
Dedicated children's room (0-12 yr)	1	2	3
Dedicated California and local history collections	1	2	3
Genealogical research center	1	2	3
Print collections	1	2	3
Quiet space	1	2	3
Dedicated library parking	1	2	3

Thank you for participating! We will have a future survey regarding the potential locations of the Downtown Branch Library.

SURVEY FINDINGS:

Ninety-six percent of the survey respondents “use the Santa Cruz Public Library.” For respondents over 25, we had a fairly even cross-section of ages between groups of 26-40, 41-55, 56-65, and 65+. Thirteen percent of respondents were 25 or under.

Listing of Features: By Rating of “Very Important”

Total responses: 2,263 (10 skipped)

Features	# of responses	%
Computer, wifi, and printing areas	1,579	71%
Quiet space	1,569	71%
Dedicated children’s room	1,469	67%
Dedicated library parking	1,190	54%
Study, tutoring, small group spaces	1,040	48%
Flexible community rooms	968	44%
Dedicated teen space(12-18 yr)	933	43%
Outdoor patio/reading space	835	38%
Dedicated California and local history collections	804	36%
Print collections	768	36%
Creation/maker spaces: labs including cutting edge technology, such as 3D printing, virtual reality, video and sound editing equipment	758	35%
Art and exhibit space	740	34%
Used book store	736	34%
Genealogical research center	577	26%
Café	518	24%

Listing of Features: By Rating of “Not at All Important”

Total responses: 2,263 (10 skipped)

Features	# of responses	%
Café	1,082	49%
Genealogical research center	729	33%
Creation/maker spaces: labs including cutting edge technology, such as 3D printing, virtual reality, video and sound editing equipment	645	29%
Outdoor patio/reading space	591	27%
Used book store	526	24%
Print collections	523	24%
Dedicated California and local history collections	494	22%
Art and exhibit space	463	21%
Dedicated library parking	453	21%
Dedicated teen space	410	19%
Flexible community rooms	317	15%
Study, tutoring, small group spaces	275	13%
Dedicated children’s room (0-12 yr)	257	12%
Computer, wifi, and printing areas	192	9%
Quiet space	177	8%

Weighted Average of All Features

The weighted average uses a scale of 1 – 3, with 3 = very important; 2 = somewhat important; 1 = not at all important

Computer, wifi, and printing areas	2.63
Quiet space	2.63
Dedicated children’s room	2.55
Study, tutoring, small group spaces	2.35
Dedicated library parking	2.33
Flexible community rooms	2.30
Dedicated teen space(12-18 yr)	2.24
Dedicated California and local history collections	2.14
Art and exhibit space	2.13
Print collections	2.11
Outdoor patio/reading space	2.11
Used book store	2.10
Creation/maker spaces: labs including cutting edge technology, such as 3D printing, virtual reality, video and sound editing equipment	2.05
Genealogical research center	1.93
Café	1.74

***Many people did not know what “print collections” meant. Administrators of the paper survey were asked this question, and comments in the open-ended section reflected this confusion.

Most Frequently-Sited Comments to the Open-ended Question: “Are there any other features you would like to see in the new building?”

51%, or 1,169, people responded

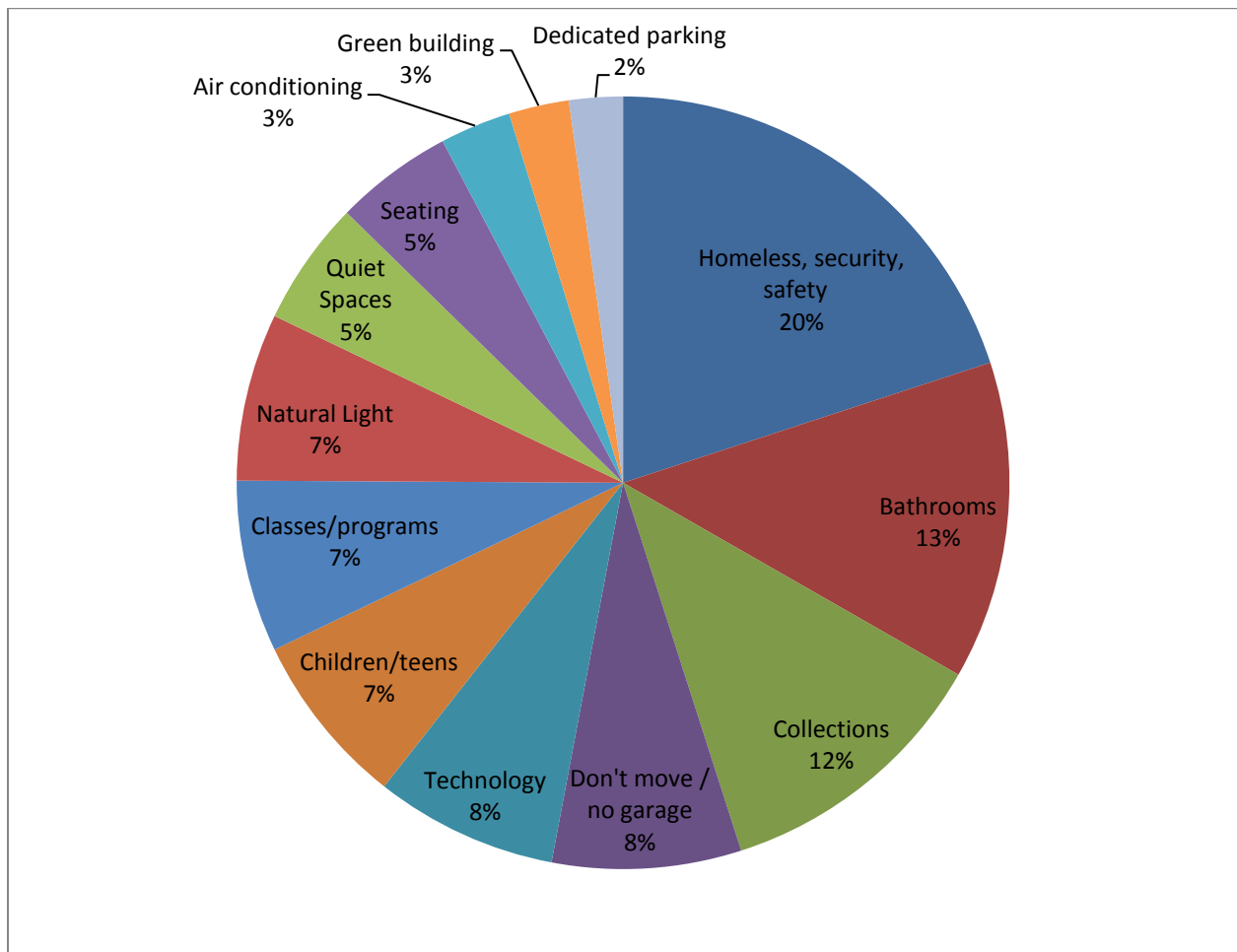
Mentions

222	Mentions of homeless or feeling unsafe <i>--Respondents reported that the behavior of the people hanging out in front of the library made them feel unsafe. Some respondents were not as forgiving, using derogatory remarks and offering punitive solutions such as banning homeless as a group or providing separate rooms for them. Others suggested providing onsite social services.</i>
148	Bathrooms -- more stalls, larger, cleaner, and/or safer <i>--Some respondents offered detailed descriptions of horrific conditions in the bathrooms, including feces on the walls, drug use, and people bathing. Thirty-nine respondents blamed the homeless for the bathroom conditions.</i>
131	Collections <i>--Books. Recommendations also included more Spanish language materials; textbooks; updated collections; DVD's and CD's with an accompanying listening/viewing station; and greater emphasis on traditional print.</i>
88	Don't move to the parking garage <i>--Although this was a survey specific to the features of the library, 88 people (about 8%) opined about not moving the Downtown Library. An additional 6 people expressed their desire to move the library to Pacific Avenue or combine it with a parking garage.</i>
85	Technology <i>--A majority of the references were to the need for public access computers, charging stations, and/or electrical outlets. Faster wifi was also mentioned, along with computer labs, printers, and family computer areas. Some people wanted spaces to listen or watch CDs and DVDs in the library.</i>
81	Children/ teen spaces <i>--Thirteen comments were about teens and teen spaces specifically. This count did not include mentions of the safety of the library or children's area, as those were previously included.</i>
80	Classes/programs <i>--Adult programs, lectures, discussion groups and events; children/teen programs; technology classes</i>
78	Natural Light <i>--More windows were requested, and also skylights. Many people simply stated “more natural light.”</i>
58	Noise management <i>--Quiet in the library. Some people complained about cell phone use.</i>
55	Comfortable, clean seating <i>--People requested easy-to-clean seating and soft, cozy seating, as well as larger family seating.</i>
33	Air quality <i>--Air conditioning was frequently mentioned as a desired feature, as well as good ventilation. There were complaints that the library feels “stuffy.”</i>
28	Green building <i>--Respondents wrote about LEED Certification, and including solar panels and energy efficiencies.</i>
25	Dedicated parking <i>--Comments about this feature were not specifically for the parking garage. People like the idea of easy, free parking adjacent to the library. Several commenters mentioned the need for a drive-through drop-off.</i>

Roughly one-third of the comments were about unhoused people, safety concerns, drug users, and/ or bathrooms.

Most Frequently-sited Comments to the Open-ended Question, by Percentage

1,169 total respondents



SUBCOMMITTEE SURVEY SUMMARY:

The following trends can be gleaned about the respondent's desires in the Downtown Branch Library. These findings will be used as the DLAC deliberates priorities and questions about square footage.

- The survey elicited 2,273 participants, 96% of which consider themselves Santa Cruz Public Library users.
- Overwhelmingly, respondents requested priority for computers, wifi and printing space; quiet space; and a dedicated children's room. This was reinforced in the open-ended comments.
- Over half of respondents (54%) rated dedicated library parking "very important."
- About half the respondents did not prioritize a cafe, and a third did not prioritize the genealogical research center.
- Over half of the respondents (51%) wrote comments in the open-ended section. Comments proliferated regarding concerns about safety, security, and cleanliness in and around the library environs.
- Respondents would appreciate a green building with natural light and windows, comfortable seating, air conditioning and ventilation.
- Although the survey did not request feedback on a potential move to a shared parking garage location, 88 people wrote opinions against this idea.

THE FOCUS GROUP PROCESS:

Two focus groups were conducted by committee members: one at the Beach Flats Community Center, and one at the downtown Boys & Girls Club.

On August 22nd, five parents attended the bilingual (Spanish and English) focus group at the Beach Flats, including four Latinas and one female African-American. Three Community Center staff also participated, two males and one female, all three Latinos.

On September 18th, committee members facilitated a focus group with fifteen teens at the Boys and Girls Club, five males and 10 females, aged 12 – 18. The teens attend Mission Hill Middle School, Branciforte Middle School, and Santa Cruz High School.

THE FOCUS GROUP FINDINGS:

Beach Flats Community Center Focus Group

Have you used or visited the Downtown Library?

- 2 don't know where it is.
- 1 knows where is but her children use the bookmobile
- 1 has visited recently, she is new to Santa Cruz
- 1 visits regularly
- 2 others have visited and used it but not recently

Which programs and services have you used in the past?

- 1 has taken her child to a math tutoring program for her children
- 1 has used the computers

Which current services would you like to improve?

- All participants indicated they did not know what services or programs are available
- Suggested improved outreach, advertising, connecting more with the community
- Mobile van (Bookmobile) every week

What new services would you like to see in the future?

- Reading groups for elementary school age kids
- Parent and child reading groups for all ages-like in Watsonville
- Basic computer classes
- Teach Microsoft office—Excel, Publisher, etc. for adults and kids
- Citizenship classes
- Coding for kids and young adults
- How to/DIY classes-gardening, stitching, household repairs
- Workshops/crafts—make stuff they-kids can take home
- Open space, attractive, coffee, comfortable, and a napping space.

Boys and Girls Club Focus Group

Who has used the Downtown Library?

- 13 library users
- 2 Non users
- 9 Library card-holders
 - One youth thought it cost \$10 for the card.

Which services or programs have you used?

- Study areas
- Check out books
- Computers
- Research
- Videos/CD's

Which of the current services would you like to improve?

- Free parking
- Books in better condition
- Crime books
- Longer hours
- Safer place for kids
- Comfortable chairs/seating
- New Books—many are worn
- Improved computers—more power
- Better study area
- The people who hang out in front of the library

What new services or programs would you like to see?

- Sheet music collection
- Board games
- History of Latinos—specific to the contributions of Latinos.
- Gaming computers
- League of legends club
- Teen nights
- Lounge area
- Section with articles of current events
- More colors (on walls) that have “pop”
- A mural
- Separate teen area—uses children's area
- Café like Starbucks---has to leave and go get something to eat and drink
- Text books for middle and high schools (in case they are forgotten)