

RESOLUTION NO. 39-2024

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
MESQUITE, TEXAS, ADOPTING THE 2024 MESQUITE PUBLIC
LIBRARY SYSTEM STRATEGIC PLAN.

WHEREAS, Library staff has been working with a consultant on developing a Public Library System Strategic Plan that will identify a long-term vision and strategies to help guide the Library for the next three to five years.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF
MESQUITE, TEXAS:

SECTION 1. That the 2024 Mesquite Public Library System Strategic Plan is hereby adopted.

DULY RESOLVED by the City Council of the City of Mesquite, Texas, on the 16th day of September 2024.

DocuSigned by:
Daniel Aleman Jr.
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Daniel Alemán, Jr.
Mayor

ATTEST:

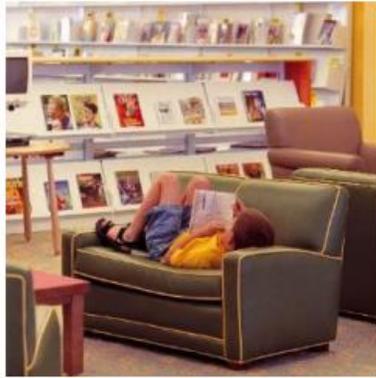
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Sonja Land
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Sonja Land
City Secretary

APPROVED AS TO LEGAL FORM:

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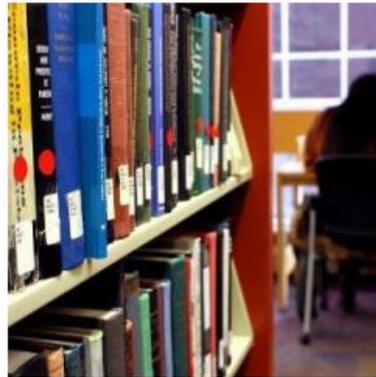
David L. Paschall
City Attorney



Library Strategic Plan for the Mesquite Public Library System Final Report

*revised:
July 22, 2024*

prepared by



Godfrey's Associates
an RL Waters Library Consultation Services Co.

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Section 1 Background of the Mesquite Public Library System

Godfrey's Associates, Inc. Library Planners & Consultants submitted qualifications for the Mesquite Public Library (MPL) system Strategic Plan. Godfrey's was fortunate enough to be selected as the Consultant. Godfrey's (herein after referred to as "The Consultants") has successfully completed over 380 library projects in our 40+ year history, including 30+ strategic public library master plans in the past 15 years.

Based in Dallas, Texas, the Consultants' extensive experience has taught us that in order to provide our clients with the best results, we need to marry our national library expertise with their perspective on local matters. We have eagerly collaborated with MPL librarians to bring the best level of service to Mesquite's library customers – and the best return on the city's investment – within the financial limits of the project's budget.

1A. Strategic Plan Charge

To thrive, any public library needs well-designed services delivered by well-trained staff in well-appointed spaces that can operate sustainably – all as they continually adapt to an ever-changing future.

The Consultants' team of library experts understands that the end goal of the strategic planning process is to enable MPL to offer services, collections, and technology that the people need – in line with modern library benchmarks – making each Library in the system a destination for residents and visitors alike. Public libraries should be inclusive, responsive, equitable, and respectful in delivering services and programs to all residents and businesses of the Mesquite service area.

The public engagement process we designed in collaboration with Mesquite's Library Director and Advisory Board ensured good feedback while spreading the word about MPL. As a beloved and trusted institution, MPL must continue to blend technological innovation with customer service in positive, socially responsible ways.



Cover of Godfrey's Associates, Inc. Statement of Qualifications for this project, April 12, 2023. The Consultants work commenced on November 13, 2023

Scope of Work. The Consultants facilitated/incorporated feedback from staff, Library Advisory Board, and the community to draft a new Strategic Plan. Deliverables included programs documentation, space assessment, overall site evaluation, funding estimates, summary report, and other related documents. The Consultants performed the following tasks:

- Engaged the community to gather feedback regarding library services, working with the Advisory Board, staff, and residents in the analyses and planning processes.
- Analyzed existing spaces, both internal and external, with the related services and collections to establish existing conditions.
- Developed and facilitated community input regarding programs and services provided by the MPL system.
- Formulated and recommended objectives and strategies based on community participation.
- Drafted a Strategic Plan for the City that covers the next three to five years. This Plan includes goals, objectives, and action steps.

1B. History of Mesquite, Texas

Centuries before American settlers moved into Texas, the open prairie land now known as Mesquite was a trading ground for indigenous tribes of the Ionies, Tawakonies, and Caddo.¹ Likely named for an abundant number of Mesquite trees in the area, the first plat for the township of Mesquite was filed at Dallas County on May 22, 1873. Officially founded in 1878, Mesquite is the third oldest community in Dallas County, incorporated after Dallas and Lancaster when the town elected to seek incorporation in December 1887. Original businesses faced Front Street, the first street in central Mesquite. The population grew very slowly for its first 60 years but took off after World War II.

As a result, the Mesquite Rodeo was founded in 1946 and Big Town Mall opened in 1959 – the first air-conditioned shopping mall in the United States. Town East Mall has since outpaced Big Town and continues operating as a regional shopping destination to this day.

Table 1B Historic Mesquite Population Figures

<i>US Census²</i>	<i>population</i>	<i>change (%±)</i>
1890	135	–
1940	1,045	43.3%
1950	1,696	62.3%
1960	27,526	1,523.0%
1970	55,131	100.3%
1980	67,053	21.6%
1990	101,484	51.3%
2000	124,523	22.7%
2010	139,824	12.3%

¹ *A Stake in the Prairie: Mesquite, Texas (Mesquite Historical Committee, 1984).* Mesquite, Texas: Mesquite Historical Committee. 1984. pp. 7–10.

² U.S. Census Bureau.

Mesquite Today. Mesquite's city limits and extra-territorial jurisdiction (ETJ) now extend into portions of Kaufman County. Town East Mall and associated shops are still major economic drivers in the city, attracting shoppers from across East and Northeast Texas. The city is the official Rodeo Capital of Texas. Mesquite boasts Hanby Stadium as having the largest seating capacity high school football venue in the state of Texas.

Transportation. Mesquite is served by Mesquite Metro Airport, its own local airport. Though Mesquite is not a member of the Dallas Area Rapid Transit (DART) system, the city and DART established a weekday commuter service operating between a Hanby Stadium parking lot and the DART's Green Line Lawnview Station. The city also has an optional public transportation operation where citizens can schedule specific pickup and drop off times and locations within Mesquite through the STAR Transit service.

Mesquite is crisscrossed by Interstate (I) Highways 20, 30, and 635, as well as U.S. Highway 80 – subdividing the city into pockets of residential and commercial development. Planning and environmental studies are being conducted to expand President George Bush Turnpike to connect from its current terminus at I-30 in Garland to I-20. The new segment of the Bush Turnpike would pass through Sunnyvale and Mesquite in route to I-20, completing a continuous loop within Dallas County.

Major Employers. As of Mesquite's 2022 Comprehensive Annual Financial Report, the largest employers in the city are (in descending order by number of employees) Mesquite Independent School District, Town East Mall, United Parcel Service, Baker Triangle, City of Mesquite, Eastfield College, Dallas Regional Medical Center, Walmart, Pepsi-Cola Metro Bottling Company, and Ashley Furniture.

Economic Development. The City of Mesquite has been successful in enticing large companies to the city. As examples, FedEx Ground opened a new Dallas-Fort Worth hub strategically located along Highways 80 and I-30 in Mesquite in 2017. Walmart Corporation's national training center has been serving North Texas since 2017. Most recently, one of the largest printing companies in North American and its U.S. headquarters for Australian-based Orora Visual relocated to Mesquite.

<i>US Census</i>	<i>population</i>	<i>change (%±)</i>
2010	139,824	12.3%
2020	150,108	7.4%
<i>estimated population projections</i>		
2025	156,059	4.0%
2030	164,020	5.1%
2035	172,386	5.1%
2040	181,180	5.1%
2045	190,420	5.1%

Source: U.S. Census Bureau; *Mesquite Comprehensive Plan, October 7, 2019, Population Projections, page 70, extended from 2040 to 2045.*

1C. Mesquite Demographics

The Consultants were charged with finding out about who the Mesquite Public Library serves currently and who else it can serve in the future. Because demand for library service is proportional to a given community's population, library planning and assessment metrics often look at per capita measures as a tool to understand that community. Hence, forecasts of future population numbers are crucial to effective planning for the future.

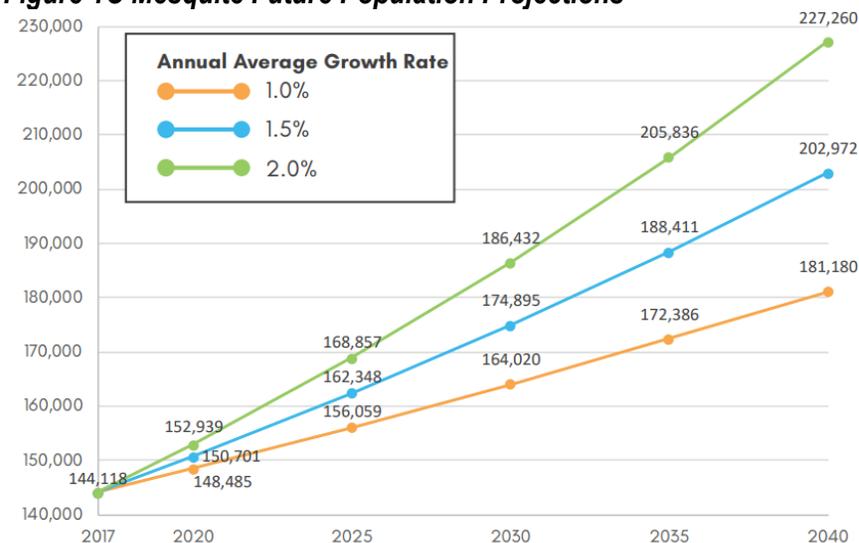
The Consultants first sought to educate ourselves about Mesquite by examining US Census data that compared and contrasted Mesquite with Dallas County, the State of Texas, and the United States (U.S.). A brief summary of our findings revealed that Mesquite is younger than the County, the State, and the country. Yet, your primary users are over 55 years of age, highly educated (with college degrees); are homeowners, but with no kids living at home. Mesquite has a higher concentration of Hispanic and African-American families and homes where a language other than English is spoken.

See Section 3A of this Report for a more complete understanding of the Mesquite Public Library System's current and potential customers. See Appendices 3A1 and 3A2 for additional demographics data.

Population Projections. The Consultants reference the graph of future population projections (Figure 1C at right) taken from the 2019 Mesquite Comprehensive Plan *Connecting the Community*. The Plan projected three growth scenarios: one percent, one and one-half percent, and two percent straight-line annual growth rates – recommending the City adopt the lowest of three growth scenarios (1.0%).

The Consultants note that Mesquite's 2020 Census population was 150,108, more in line with the 1.5% growth scenario. However, the US Census Bureau 2023 Estimate of Mesquite's population was 147,317. Therefore, the Consultants use the 1.0% growth projections to the year 2045 for purposes of forecasting future library usage in this Report.

Figure 1C Mesquite Future Population Projections



Source: Mesquite Comprehensive Plan *Connecting the Community*, October 7, 2019, page 70.

1D. Historic Events in the Mesquite Public Library System Timeline

1939 The first public library in Mesquite, the Work Projects Administration (WPA) Free Library, opens in a room of the Mesquite City Hall.

1943 The Mesquite Library becomes a branch of the Dallas County Public Library.

1961 The City of Mesquite holds a \$12 million bond election, including \$165,000 for a new library building and books. The initiative passed with 63.5% of the vote.

1963 The Friends of the Mesquite Public Library (FOMPL) are formed to promote public use of the Mesquite Public Library. The group purchases items for use by the public in the Library System that go unfunded by the City, supports volunteerism on behalf of the library, and promotes the use of the library's services and materials in the community.

1964 The new 6,300 square foot Mesquite Public Library, designed by George Dahl & Associates Architects and constructed by Marvin Connell Construction Company, is opened on Grubb Drive. The operational budget for the new Library is \$48,506.

1969 The City of Mesquite holds a \$10 million bond election, including \$500,000 for library building expansion. The initiative passes with 64.0% of the vote.

1973 The new 6,300 square foot addition to the Mesquite Public Library, designed by Harper & Kemp Architects and constructed by Patt H. Delk Construction Company, is dedicated on Grubb Drive.

1975 The Mesquite Public Library bookmobile is dedicated using \$5,950 to renovate a vehicle purchased at auction from the City of Dallas and a grant of \$30,655 to fund bookmobile books, magazines, and newspapers.

1976 The City of Mesquite holds a \$30 million bond election, including \$3,500,000 for library improvements. The initiative passes with 50.6% of the vote.

1979 Nancy P. Smith is appointed Director of Library Services.

1980 Bookmobile services are discontinued.



Reference area (top), Study Rooms (middle), Children's area (bottom), Main Library, Mesquite Public Library System, Mesquite, Texas.

Historic Timeline of the Mesquite Public Library System (continued)

1981 The new 9,965 square foot Mesquite North Branch Library, designed by Fisher & Spillman Architects and constructed by U.S. Lend Lease, Inc., is opened on Oates Drive.

1987 The newly renovated and expanded 26,398 square foot Main Library, designed by Frank L. Meier Architects, and constructed by Marcon Construction, Inc., is dedicated on Grubb Drive.

1991 John E. Williams is appointed Director of Library Services.

1996 The Bill and Melinda Gates Foundation pledge \$400 million to install more than 47,000 computers in public libraries serving communities where at least 10 percent of the population lived below federal poverty level.

1997 The Mesquite Public Library's webpage is created.

1998 Public Internet access is available at Mesquite Public Libraries.

2001 The Gates computer lab and online catalog are open for public use.

2006 Downloadable audiobooks are available at each Library.

2007 Wi-Fi Internet access is available at Mesquite Public Libraries.

2009 Jeannie Johnson is appointed Director of Library Services.

2011 Downloadable eBooks are available at the Library.

2015 Virginia Mundt is appointed Director of Library Services.

2016 The Mesquite Public Library System is presented with the Achievement of Library Excellence Award by the Texas Municipal Library Directors Association. Of the 548 public library systems in Texas, Mesquite was one of only 43 libraries to earn this prestigious honor.

2021 The entire physical collection of the Mesquite Public Library System is fitted with radio frequency identification (RFID) tags, allowing for customer self-check-out and setting the stage for converting additional manual library tasks into automated tasks.

See Appendix 1D for additional details about the history of the Mesquite Public Library System.



Public area (top), self-check-out station (bottom,) North Branch Library, Mesquite Public Library System, Mesquite, Texas

1E. Current Library Facilities, Accessibility, Services & Programs

The Mesquite Public Library System consists of two branches to serve the community:

- **Main Library.** 300 W. Grubb Drive, 75149, Phone: (972) 216-6220, open Monday, Tuesday, and Thursday: 9 a.m. to 8 p.m.; Wednesday, Friday, and Saturday: 9 a.m. to 6 p.m.; Sunday: closed.
- **North Branch.** 2600 Oates Drive, 75150, Phone: (972) 681-0465, open Monday, Wednesday, and Thursday: 10 a.m. to 8 p.m.; Tuesday, Friday, and Saturday: 10 a.m. to 6 p.m.; Sunday: closed.

MPL is currently open 62 non-duplicated hours per week (60 hours at the Main Library and 54 hours at the North Branch, two of which are hours when the Main Library is closed). Both branches offer traditional and non-traditional programs.

Current Library services and programs as listed on the MPL webpage:

- **Ask a Librarian.** Submit a reference question to one of our librarians.
- **Catalog.** Access the online catalog.
- **Children's Services.** Check out activities for our smallest patrons.
- **Community Services.** Find information about community rooms, study materials, and other publicly accessible services.
- **Computer Services.** Get online, access word processing, and more using library computers.
- **Downloads.** Learn about downloadable content from the library.
- **Genealogy.** Discover your family's history.
- **Inter-Library Loan.** Borrow materials from a library outside of Mesquite.
- **Library Cards.** Obtain a library card.
- **Online Resources.** Utilize our E-Library.
- **Programs, Activities & Events.** Participate in an event at the library.
- **Reference.** Peruse our reference materials.
- **Special Services.** Discover more than just books at the library.
- **Young Adult Services.** Learn about activities for young adults hosted at the library.



*Façade of the original Mesquite (Main) Public Library, circa 1964 (top),
New Mesquite North Branch Library, circa 1981 (middle),
New entrance to the Main Library, circa 1987 (bottom).*

1F. City of Mesquite Strategic Goals & Objectives, 2024-2025

Strategic Goals & Objectives for 2024 and 2025 adopted by the Mesquite City Council were very similar to those adopted for 2022-2023, and include the same six Goals, shown in the column at right. It is in the best interest of all parties that Mesquite Public Library's goals reinforce citywide goals, and vice-a-versa.

Libraries are safe places by nature, reinforcing a **Safe Community**. As well-known public destinations, libraries can support **emergency preparedness (1.5)** by serving as emergency response centers in a number of locales. Certainly, public libraries help form **Attractive Neighborhoods**. Addressing **housing options and amenities (2.5)**, a national trend in public library design is co-locating them in joint-use buildings with a mix of affordable, workforce, and market value housing.

Improved Transportation and Mobility enhances any city's convenient access to libraries as destinations, so **expanding and enhancing transit options for social and workforce needs (3.3)** helps libraries help the community at-large, especially in reducing their carbon footprint via walkability and bike-ability. Public libraries have been helping create a **Vibrant Economy** for years by providing programs and services that invest in new and existing businesses (4.1) and cultivate a robust pool of skilled workers and stakeholder partnerships (4.5). New library buildings promote revitalization of targeted retail and business centers (4.3) and could include new library locations Downtown (4.4), Gus Thomasson Corridor, and Town East Mall (4.2).

Public libraries are the epitome of **High Performing/Transparent Government** by **engaging residents in both English and Spanish with programs and events (5.1)** using **data driven analysis and program evaluation (5.5)**. MPL can **recruit, retain, and develop a diverse municipal workforce (5.4)** and help **identify capital needs for city facilities (5.6)**. Libraries loan books and media for education and recreation— all pursuits of **Quality Recreation and Culture**. This long range Library plan (6.1) will help MPL improve community involvement in cultural and educational programs and activities (6.3) through partnerships to enhance/improve programs and facilities (6.4) while actively engaging youth (6.5).

SAFE COMMUNITY

1.5 Develop a culture of emergency preparedness throughout the City and community

ATTRACTIVE NEIGHBORHOODS

2.5 Develop policies that promote well designed residential neighborhoods with a mixture of housing options and amenities

IMPROVED TRANSPORTATION AND MOBILITY

3.3 Expand and enhance transit options for social and workforce needs including regional access

VIBRANT ECONOMY

- 4.1 Promote investment in new and existing businesses
- 4.2 Develop a long term economic and land use plan for Targeted Areas
- 4.3 Promote revitalization of targeted retail and business centers
- 4.4 Continue emphasis on Downtown Revitalization
- 4.5 Cultivate a robust pool of skilled workers and stakeholder partnerships

HIGH PERFORMING/TRANSPARENT GOVERNMENT

- 5.1 Actively engage with residents in both English and Spanish on programs, events, and issues within the community
- 5.4 Recruit, retain, and develop a diverse municipal workforce
- 5.5 Enhance service delivery through data driven analysis and program evaluation
- 5.6 Evaluate and identify capital needs for city facilities

QUALITY RECREATION AND CULTURE

- 6.1 Implement long range plans for Parks, Libraries, and Arts
- 6.3 Improve community involvement in cultural, educational, and recreational programs and activities
- 6.4 Identify partnerships to enhance and improve recreational programming and facilities
- 6.5 Actively engage youth in leadership development and develop strategies and partnerships to improve youth outcomes in the community.

Source: City of Mesquite Strategic Goals & Objectives 2024-2025

Section 2 Modern Library Industry Trends

Trends in public libraries the Consultants choose to highlight can be categorized under five primary headings:

- A Library Technology.
- B Library Facilities.
- C Library Programs & Services.
- D Library Staffing.
- E Library Usage Trends.

Staffing, facilities, and technology all support library programs and services. One commonality of the library resources cited above is that they all have the ability to attract and retain customers. And all need to operate efficiently if the given library is to successfully sustain itself. Possibly the most important trend in public libraries this century is the understanding of the need to be sustainable.

Library Sustainability. To keep their doors open to the public, library systems require operational cost efficiencies, many of which are facility-centric. Concepts that are being designed into modern public library facilities optimize staff supervision and reduce the carbon footprint of the community. Attributes that sustainable libraries deploy include:

1. Provide more hours open to make highest and best use of taxpayer investments in library resources because the return on that investment is at least \$4.64 according to multiple studies.
2. Rely on a "Just in Time" service delivery mode versus the traditional "Just in Case" library model, to improve customer service and reduce the need for on-site storage of most everything.
3. Provide an assortment of government and community services in addition to traditional library service offerings through cross-training of staff and partnerships with community, with service providers supplying staff and the Library providing space.
4. Implement a "Less is More" attitude toward library space and collections – so visual supervision of spaces by personnel is enhanced – and customers have the ability to find items on the shelves. Less walls, lower shelves, and wider aisles make libraries easier for customers to navigate and find what they need, and for staff to provide good customer service while supervising the space.
5. Deploy open, barrier-free, multi-use spaces that can be easily reconfigured using moveable and/or dual-use furniture and equipment, rather than building single-use spaces that may sit empty for hours each day.
6. Use of electronic and static multi-lingual signage, wayfinding, and graphics to assist customers in finding what they need.
7. Provide limited service via a small unstaffed space available with secure access after regular library hours, supported by automated equipment, potentially available 24 hours a day, seven days per week.
8. Requiring less construction means less expensive projects. Adaptable infrastructure results in longer lasting building life, but not at the expense of operational cost efficiencies.
9. Provide an assortment of gathering spaces – of various sizes and types – that can support normal library functions and special occasions – such as emergency operations, with the multi-purpose meeting room able to act as a back-up Emergency Operations Center (EOC) if properly outfitted with infrastructure.
10. Deploy demountable partitions and/or durable face materials for ease of removal and reconfiguration while minimizing the number of doors required – used only for security and/or acoustical privacy.
11. Paint exposed structure instead of installing dropped ceilings – to aid in future adaptability of infrastructure and as capital and maintenance cost savings measures. Find other acoustical attenuation solutions where needed.
12. Employ automation and customer self-service to streamline staff workflow, promote library events and programs, and improve the user experience.
13. Loan laptops and other devices, supported by a variety of seating options, to replace some desktop computers.
14. Loan portable battery packs and Wi-Fi hotspots for in-library and take home uses.
15. Use 5G wireless connectivity for utilization of customer-provided devices and loanable computers/tablets to replace some desktop computers requiring hard-wired connections. In their place, install

- collaborative desktop computers with dual monitors and high end software for two- or three-person use at one time.
16. Install solar panels on roofs to provide on-site power generation, potentially with storage via batteries, and to shade the roof membrane to reduce heat gain and associated deterioration.
 17. Connect smart electrical panels to the solar panel network to accommodate battery storage and optimize solar power usage.
 18. Install low voltage power networks with power monitoring, without metal conduit, to replace a portion of line voltage power outlets and wiring, as capital and maintenance cost-saving measures.
 19. Deploy smart light emitting diode (LED) lighting that gathers data on space occupancy via low-voltage electrical circuits that use Cat-6 cabling for power and data collection without requiring metal conduit.
 20. Employ heat pump/variable flow refrigerant configuration of direct expansion (DX) heating, ventilation, air conditioning (HVAC) systems that require minimal duct work and offer redundancies in case of failure and/or emergency.
 21. Consider proven geothermal energy sources to power HVAC systems, where feasible.
 22. Optimize floor to ceiling/deck height to allow for deeper penetration of natural light and temperature stratification in spaces, while enhancing visibility of signage and navigation of spaces. Use natural and mechanical ventilation to exhaust hot air from high spaces, while considering ways to allow cool outside air into low spaces in the building via gravity.
 23. Configure external solar shades at windows depending on directional exposure (south-facing horizontal shades, west-facing vertical shades) to reduce solar heat gain and reflect light into the interior.
 24. Deploy double membrane walls, glazing, and roofs.
 25. Super-insulate roofs (R-50+), walls (R-32+) and floors (R-20+) for the quickest payback.
 26. Replace existing single-pane glass with double- or triple-pane insulated glass.
 27. Harvest rainwater to capture non-potable water for potential use in landscape irrigation and grey water plumbing systems.

28. Provide electric vehicle (EV) and electric bicycle charging stations at all facilities.
29. Consider deploying an EV fleet to make deliveries, perform outreach, and potentially shuttle customers to and from library service outlets.

Nationwide, public libraries have been leaders in green architecture that serves as emergency shelters for affected residents. Climate change is a world-wide challenge that all inhabitants should effectively mitigate.



A public-private partnership of Chicago Housing Authority & Related Midwest. Little Italy Branch Library & Apartments, Chicago Public Library, Chicago, Illinois.

2A. Trending Library Technology

Library technology is becoming an increasingly global industry. As some products from outside North America gain traction abroad, the marketplace expects to see increased efforts by companies to expand into the U.S. and Canada – perceived as the most lucrative markets. While library customers can benefit from increased insights into their resources and services, they must vigorously defend user privacy.

Information and communication technologies (ICT) are regarded as key ingredients for social and economic development because they have created new benefits and conveniences that society had not experienced before. As a result, public libraries are increasingly investing in technologies that deliver resources and services directly to customers. Systems that automate staff functions and physical collection management remain important, but those have become less differentiated from manufacturer to manufacturer in recent times, due to acquisitions of smaller vendors by larger ones. See Appendix 2A for but a few examples of automated customer services being deployed in public libraries.

Supporting Technologies to watch in the coming years include artificial intelligence (AI) and analytics. AI-powered chatbots and text-generation services have enormous implications for educational institutions and libraries. Library search services enhanced with AI will likely improve discovery of library resources yet may also bring unintended biases and consequences.

Data & Communications Distribution. Since 4G wireless network services were introduced, people have been able to experience broadband services with their mobile devices (smart phones and tablet personal computers – or PCs) and the end-user experience has become nearly equivalent to that of wired connections. In spite of such advanced 4G wireless technologies, it is hard to provide mobile services that require high speed, rapid response, high reliability, and energy efficiency. Hence, these features have become essential requirements for services in the emerging 5G wireless era.

“Technologies to watch in the coming year include artificial intelligence and (data) analytics.”

*Quote by Marshall Breeding,
independent consultant, speaker, author, and editor
of the Library Technology Guides website*



Since 2016, Open+ is a technology that grants registered library customers self-service access to the library outside of normal operating hours, adding service without extra staff time.

*The system automatically controls & monitors building entry, self-service kiosks, and public-access computers. It also controls lighting, alarms, public announcements, and customer safety.
Gwinnett County Public Library system, Lawrenceville, Georgia.*

5G Wireless Networks. As customers continue to bring their own devices into the public library, 5G is capable of delivering significantly faster data rates and more capacity than 4G. With peak rates of up to 20 gigabits per second (Gbps) and with a projected 100-fold increase in network capacity and efficiency, 5G provides instantaneous cloud services, tactile Internet, enhanced vehicle-to-everything (eV2X), Internet of Things (IoT), and communication with drones and robots – while guaranteeing quality of experience to mobile users. The high speed, rapid response, and energy efficiency result in less battery usage, hence, longer battery life and less frequent need to recharge.

Open Source Integrated Library Systems. In recent years, business acquisitions have brought changes to the library technology industry, creating seismic shifts in the balance of power.³ But other events in 2022 – primarily advances in “open source” software that power computerized integrated library systems (ILS) – have even bigger implications. Although proprietary products continue to dominate the market, open source alternatives are becoming increasingly competitive.

When referring to ILS, the term open source refers to computer software programs that can be modified and shared because its design is publicly accessible – the opposite of the proprietary systems traditionally sold to libraries. Open source software development initiatives/projects/products embrace and celebrate principles of open exchange, collaborative participation, rapid prototyping, transparency, meritocracy, and community-oriented development.

Key to open source alternatives are application programming interfaces (APIs), which allow for the sharing of only the information necessary – keeping other internal system details hidden – helping with system security. Servers or devices do not have to fully expose data, so APIs enable the sharing of small packets of data, relevant to a specific request.

“I go there (Mesquite Public Library) to study . . . and have access to stable wi-fi.”

Online survey response 410, 1/24/2024

The modern digital era, with heavy use of devices & door-to-door delivery offered by Amazon and the like, has raised expectation levels of library customers, indeed, the expectation levels of most consumers.

³ The 2023 Library Systems Report by Marshall Breeding, published by American Libraries (May 2023)

Digital Marketing. Competition for the attention of the consuming public has never been more intense. As visits to public libraries have been declining, progressive libraries are finding it is imperative to focus on digital marketing and analysis by studying integrated customer communications through:

- Social media marketing strategies.
- Website search engine practices.
- Promotional media and advertising.
- Emerging media.

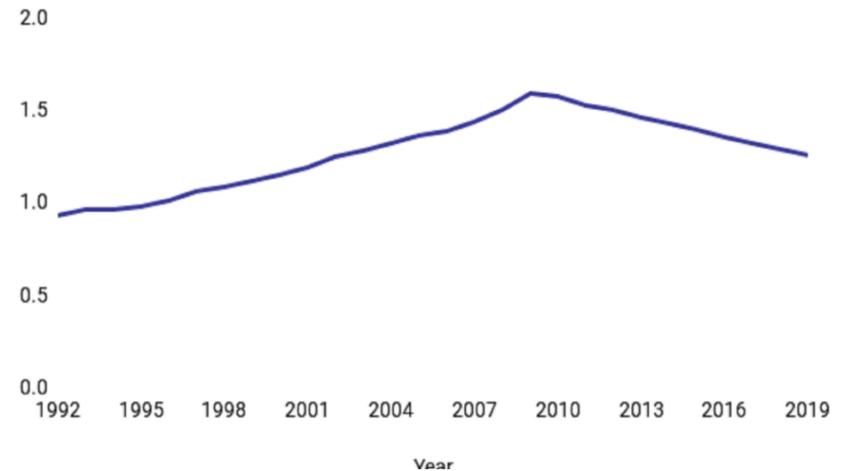
Progressive public libraries now develop tools needed to harness the mobile telecommunications environment, to effectively utilize social media, and to evaluate metrics that lead to stronger fundraising campaigns.

Public library needs are different than other government departments. Hence, a variety of digital marketing strategies are being employed by public libraries such as website optimization, web analytics, mobile marketing, and customer retention that may not be applicable to other departments. The more successful libraries often enjoy a degree of webpage autonomy from their parent governments, while maintaining security protocols.

Marketing is needed to inform customers and potential customers about library offerings, especially in light of a general decline in people visiting public libraries. It is important to put this decline in context, which followed an increase from 2008 to 2010 – the aftermath of the Great Recession – when millions of Americans were unemployed, hence, using the free services of the public library for a variety of reasons.

Multi-Lingual Communications. Successful communication on any level is not just about words – it's about connecting with others across linguistic and cultural boundaries. Understanding cultural nuances is foundational to effective multilingual communication. In addressing cultural and linguistic diversity, libraries should serve all members of the community without discrimination based on cultural and linguistic heritage. Public libraries are hiring bilingual library staff and/or recruiting bilingual volunteers, adding to library staff members who speak other languages.

Figure 2A Anational Library Visitor Trend



Since the peak in 2010, the number of public library visitors steadily declined, dropping by 21.20% to 1.25 billion visits in 2019, prior to the Covid pandemic. Annual data collected in the Covid years has been incomplete, and therefore, not comparable to prior years.

Source: State of U.S. Public Libraries – More Popular & Digital Than Ever, February 17, 2022, by Nicholas Rizzo, <https://wordrated.com/state-of-us-public-libraries/> See Appendix 3C1 for the complete article.

2B. Library Facilities Trends

A negative trend over several years now has been an avoidance of constructing new public libraries. Many currently operating public library buildings are approaching, if not eclipsing, 50 years of age. The resulting lack of space and modern infrastructure adversely affects the delivery of modern library programs, services, and amenities – leading to an evolution in library design – as outlined in the Sustainability discussion on the first and second pages of this Section (pages 11 and 12 of 65).

Carbon Footprint. Determining library locations based on the customer convenience of a 10-minute drive time to the location not only translates into more library use, but if it also reduces drive time, hence, it reduces traffic and the resulting vehicle emissions. Support for alternative means of transportation entails locating libraries on mass transit routes, bicycle paths, jogging trails, etc.

Libraries in Mixed-Use Developments. An emerging trend in public libraries nationwide is the inclusion of library space in mixed-use buildings that provide housing as a planned development. These projects are typically real estate developer-initiated, often include retail space, and are designed to help address the affordable housing crisis and climate change.

To optimize density under building codes, these projects typically consist of four to five floors of housing over a ground floor of library, retail, and parking. The housing is typically a mix of subsidized and market-rate units, to enable developers to make a profit and engender community support. The public library space is often built at a discount from the developer, as the foot traffic generated by a library is attractive to retail tenants and living above a library is desirable to many prospective residents.

The Consultants pioneered such a project over 15 years ago, embodied in the Rondo Community Outreach Library of the Saint Paul Public Library system in Minnesota. The result was library space at a reasonable cost to government through public-private partnership that benefitted a large, multi-lingual, at-risk community – with housing options over a wide spectrum of price points. The Consultants believe such projects are highly viable in Mesquite. See Appendices 2A and 2B for additional discussions about alternative library service outlets.



Rondo Community Outreach Library/University & Dale Apartments,
Saint Paul Public Library, Saint Paul, Minnesota.

This community-focused project was a joint venture between the public library & a private developer that combined 32,000 square feet of library with four stories of housing in 234,000 square feet, located in a diverse & vibrant community.

Shopping Mall Libraries are another example of mixed-use projects that have proved to be successful. Usually not a full-service outlet, public libraries in malls make books, computers, and other library services available to people who might not otherwise visit a more traditional facility. People can drop by to search online for jobs, research a purchase, bring their kids in for story hour, or check-out and return books. Filling vacant retail space in an indoor mall is just logical – making emptying malls into places people want to be. Galleria at Sunset mall in Henderson, Nevada won an award from the International Council of Shopping Centers, where a public library rescued a shuttered anchor store. It is about helping reverse the economic downturn at traditional malls.⁴

Resiliency Planning. Like any government entity, municipalities maintain a responsive plan to address natural or man-made disasters. Several municipalities and counties in the U.S. have designated their public libraries as emergency response centers, as the community at-large is familiar with library locations and their hours of operation. Some of the advantages of using public libraries as emergency centers are:

- Libraries have flexible space, meeting rooms, and technology to support the temporary housing of displaced residents.
- Libraries are commercial construction, possibly designed with an increased factor of safety to withstand extreme weather events.
- In some locations, library staff are trained and/or tasked with operating emergency centers.

New library buildings are being constructed to serve as Emergency Shelter/Response locations in communities – designed to withstand extremely high winds or heavy snow, to have emergency power/redundant infrastructure systems, etc. New library furniture and equipment are designed for mobility/ease of reconfiguration, so making space for large gatherings of people – or even cots – can be accommodated.



Branch in the Bellis Fair Mall, Bellingham Public Library, Bellingham, Washington (top), Bookmarks Branch at Northpark Mall, Dallas Public Library, Dallas, Texas (bottom).

⁴ Excerpted from *LIBRARIES IN MALLS? WHY NOT?* by Terra Ziporyn, award-winning novelist and science writer, *Late Last Night Books*, an ad-free magazine.

2C. Trends in Library Programs & Services

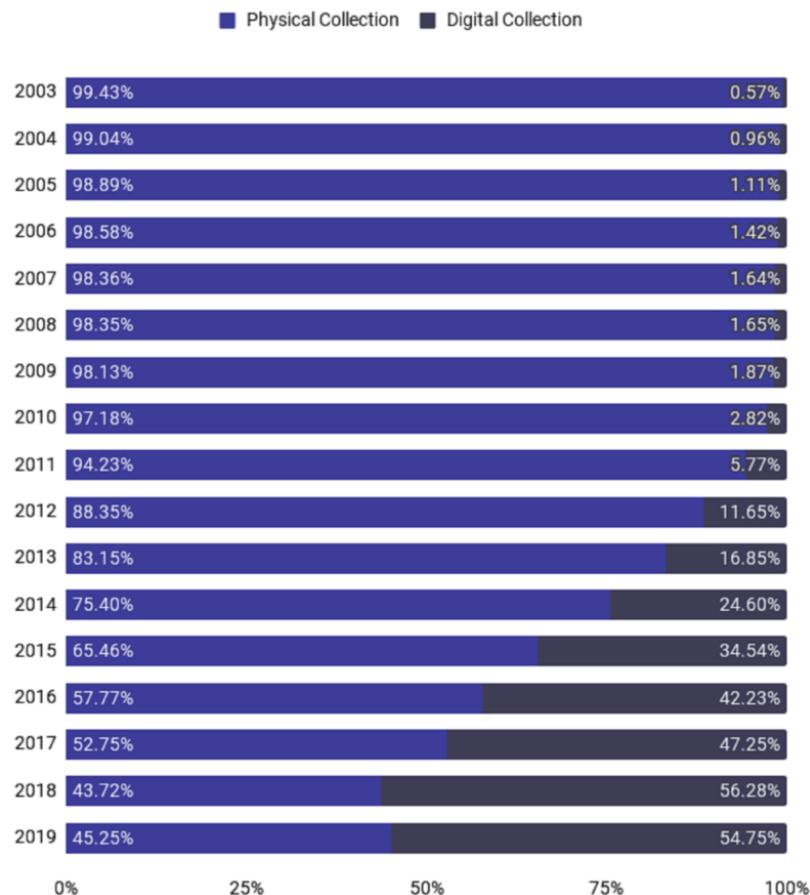
Increasing specialization in Youth Services recognizes and responds to the stages of development of the human brain and socialization – pre-birth, early childhood (infants, toddlers, pre-K), K-12 grade school (kids, tweens, and teens).

Bridging the Digital Divide. Public libraries are loaning technology that some households cannot afford to purchase – laptop computers and tablets, Internet hotspots, etc. – in an attempt to provide opportunities for lower income users.

e-Content. Already promoted by libraries and used well by customers, the Covid pandemic accelerated usage of e-Books and associated platforms/services provided by the public library. The obvious convenience of being able to download content from one's sofa at any time; the amount of material offered by well-curated content; and pay-as-you-use services such as Hoopla; drove a massive increase in usage through the pandemic. This increase has not stopped. Current usage remains very high even as the pandemic has waned. Many e-content users are prepared to wait longer for specific materials if there are high numbers of hold requests on an item, and often want something else to consume until they get that request filled.

The introduction of different payment models by platforms such as Overdrive has been heavily utilized by public libraries to meet the demand and to reduce wait times on hold lists. Libraries refocused funds away from physical collections during the shutdown to increase content offering. They are now seeing that the demand has not dropped off, and in some places is still climbing. Taking a hard look at the physical collections as a result of this shift has led to reduction of or discontinuation of physical formats such as CD's and audiobooks in favor of their electronic versions. This not only frees up money to invest in e-content, but it also clears shelving space that can be reconfigured to comply with current accessibility code requirements.

Library collection distribution: physical vs digital



Nationally, total collection use is reaching record highs. Despite the decrease in physical collection use, total public library collection use reached a record high of 2.98 billion in 2019, growing 15.96% since 2013. This is due to the 153.16% growth in digital collection use from 302 million in 2013 to 1.15 billion in 2019. The Covid pandemic fueled an even larger increase in electronic collection demands since 2019.

Source: State of U.S. Public Libraries – More Popular & Digital Than Ever, February 17, 2022, by Nicholas Rizzo

Tracking Use of eBooks. U.S. public libraries are currently at a level of usage for e-content that was expected to be at least two to three years away – if the pandemic had not happened. It is now advisable to track circulation of physical and e-materials more closely – to look at circulation that is genuine – not figures combining renewal and auto renewal. It is important to note that even into 2022, statistical samples across all public library operations have not been as complete as pre-Covid stats.

Traditionally funding for e-content has always been much lower than physical materials but as these services and their usage grow it will be necessary to monitor budgets closely in order to allocate funds to ensure that e-content collections are built and accessible. These figures should be tracked in order to adjust budgets to ensure funding for e-content matches its usage – so libraries can continue to build responsive collections.

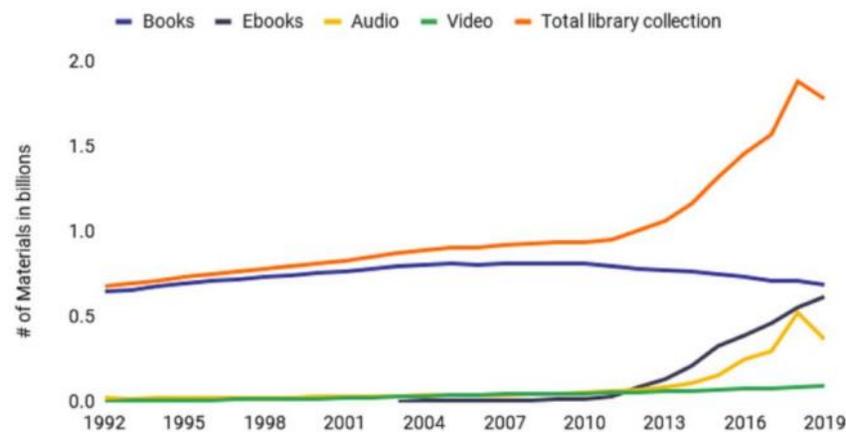
The Library of Things. Lending items for use at home – do-it-yourself (DIY) tools, unique cooking and baking utensils, artwork, photographic equipment, etc. Similarly, seed collections utilize a borrow, plant, grow, and replace process to replenish the collection.

Outreach. As a result of facility limitations, public libraries have begun offering services beyond the walls of brick and mortar facilities. Outreach services utilize a variety of platforms, from traditional offerings to:

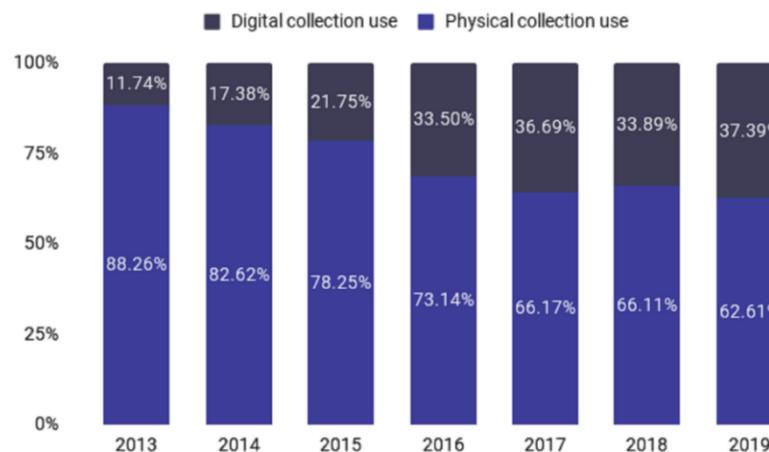
- Inter-library loan and books-by-mail.
- Home delivery of books.
- Bookmobiles and smaller, more nimble book or technology vans.
- Pop-up libraries.
- Partnerships with like-minded agencies.

Mobile Services. The traditional bookmobile has largely gone the way of the dinosaur – too large, not nimble, too costly. Smaller footprint vans, finished out with technology and/or with books (books in one vehicle and technology in another), visit scheduled locations weekly at consistent days and times. Customer response to a mobile service stop is often used to test the location for future bricks and mortar libraries.

Collection size by material format



Distribution of digital vs physical collection use



Nationally from 2003 to 2019, both physical & digital audio materials accounted for more than a fifth of all public library collections (21%) while videos have consistently remained in the 4% to 6% range. On a per-capita basis, the total collection size has increased 48.10% from 2014 to 2019. During this time period, print books experienced a decline, while all other formats increased.

Source: State of U.S. Public Libraries – More Popular & Digital Than Ever, February 17, 2022, by Nicholas Rizzo.

Library Programs Attendance continues to grow nationally to new highs, accounting for more library visits than ever before, as more people attend programs at their public library than ever before. Total program attendance reached 125.6 million in 2019, up 23.1% since 2014 and nearly doubled since 2004.

On average, 21.2 people attend each library program at U.S. public libraries. Attendance at programs for:

- Kids reached 81.8 million in 2019, up 16.6% from 2014.
- Young adults reached 8.9 million in 2019, up 32.8% from 2014.

Although overall visits to libraries are in decline, the same is not true for program attendance. Program attendance accounts for a total of 10.0% of all visits to libraries, up 84.0% from 2009 to 2019.

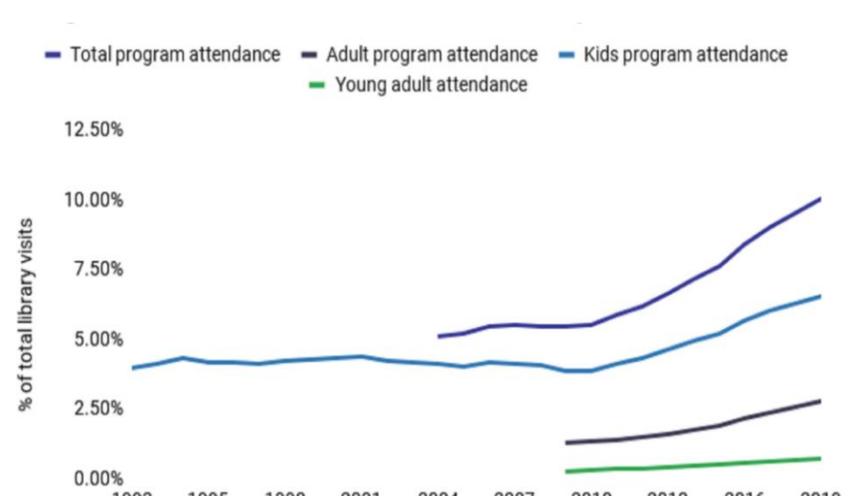
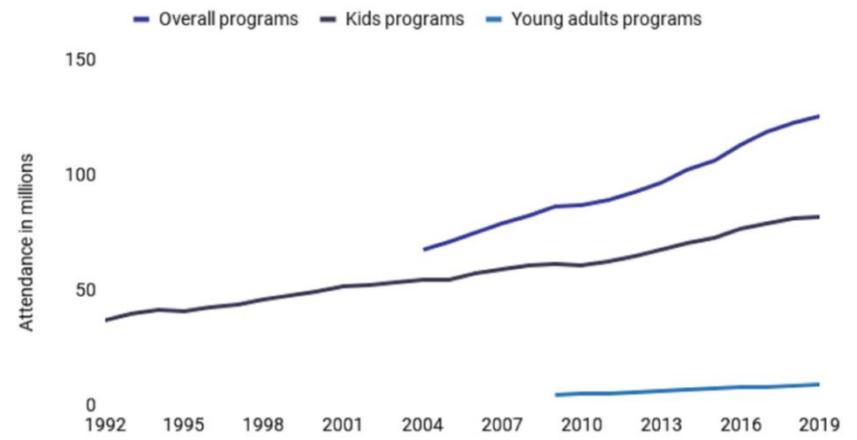
The rise in program attendance accounting for more than one in ten visits suggests that library programs play an increasingly larger role in how libraries operate. Providing a greater depth and diversity of programs is allowing libraries to address the needs of more people in their community and to connect with them.

Library Programs Also Drive Circulation. Evidence shows that running more programs appears to significantly increase a library's visits per capita and circulation per capita. Comparing the bottom ten states with the top ten states, the number of programs per capita are:

- 77.8% higher visits per capita in the top ten.
- 133.9% higher program attendance per capita in the top ten.
- 52.3% higher collection use per capita in the top ten.

Successful programming can be part art and part science – having a feel for what will attract the public and/or having statistics to guide Librarians in creating content

Total attendance at library programs



As libraries continue integrating digital solutions, physical spaces evolve to be used for functions other than storing books. One primary example of this has been offering greater diversity and depth of programming, using these as opportunities to serve and engage with more people in their communities.

Source: State of U.S. Public Libraries – More Popular & Digital Than Ever, February 17, 2022, by Nicholas Rizzo.

Greater program attendance per capita also has positive benefits for public libraries. Again comparing the bottom ten states, the top ten states for program attendance per capita revealed:

- 88.3% higher visits per capita.
- 12.2% more registered borrowers per capita.
- 28.9% higher collection use per capita.

This trend highlights how libraries that offer more programs per capita and generate higher program attendance per capita benefit in greater visits, collection use, and even more registered borrowers.

Content Creation. Modern public libraries encourage creativity and content creation by members of the local community. This could take the form of a makerspace with tools for crafting physical objects, a digital creation lab with equipment for creating and editing media, or something as simple as classes and meeting space for people with an interest in subjects such as creative writing, journaling, or other outlets.

Makerspaces can be as simple as rooms with sewing machines and/or a 3D printer or a hacker space with a collection of parts that can be combined in different ways to create new inventions with tools for engineering. Advanced technologies are included in some makerspaces with tools for creating and recording a virtual reality experience.

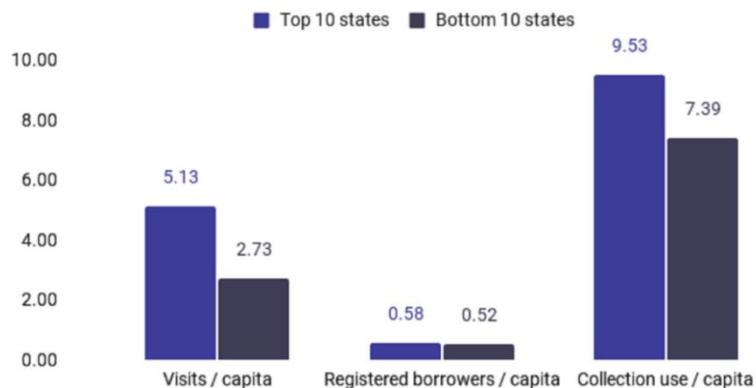
Fundraising. Competition for library funding continues to be high. Operational data can be used to justify continuation of existing revenue streams and/or securing additional funds from public and private sources.

Successful Library Foundations maximize their non-profit organization's capacity for funding from private sources by employing professionals trained in financial development, i.e. fundraising. Often, the expertise of at least one employee, and perhaps two – one manager experienced in development/fundraising and one support staffer – are hired, with salaries and benefits overseen by a volunteer Board of Directors.

Both Friends of the Library (FOL) and a Foundation can exist without stepping on each other's toes. That is the case in several locales. The key is to clearly define the purposes of both organizations and to make them known on a county-wide basis.

Benefits of higher program attendance per capita

Top 10 vs Bottom 10 states by average program attendance per capita



Source: State of U.S. Public Libraries – More Popular & Digital Than Ever, February 17, 2022, by Nicholas Rizzo.



3D printers have become popular in several public libraries.

Data Analytics for Public Libraries. In today's multifaceted society, data analytics are increasingly acknowledged as indispensable across a multitude of sectors, spanning from business and healthcare to education and government. Public libraries are no exception, as they too recognize the pivotal role that leveraging data analytics can play in enhancing resource management, comprehending customer preferences, and optimizing services to effectively cater to the evolving needs of its communities. In an environment characterized by constrained budgets and resources, the strategic utilization of data analytics becomes imperative to justify the allocation of additional resources for continuous expansion and improvement of services.

Overall, data analytics play a crucial role in helping public libraries better understand their users, improve their services, demonstrate their value to stakeholders, and support applications for grants and other public- and private-sector fundraising measures.

Library Statistical Data. Libraries gather a multitude of data types to enhance their understanding of users, refine services, and make informed decisions. Through the analysis of diverse datasets, libraries glean valuable insights into user behavior, preferences, and needs – empowering them to refine services, curate collections, and enhance community engagement.

Amidst this backdrop, certain core areas within public library operations emerge as particularly influential and capable of narrating the library's story through insightful analysis of library statistical data, summarized in the six points listed in the righthand column:

1. Understanding User Behavior: Librarians can use data analytics to track how customers use their resources, such as which books are being borrowed most frequently, which online databases are being accessed, or which services are being utilized most. This insight helps libraries tailor their collections and services to better meet the needs of their users.

2. Collection Development: Analyzing data on borrowing patterns and popular topics allows librarians to make informed decisions about which materials to purchase or subscribe to. This ensures that the library's collections remain relevant and appealing to users.

3. Resource Allocation Data: Analytics can help librarians allocate resources more effectively. If data shows a particular branch is experiencing high demand for a particular service, the library can allocate more staff or funding to meet demand.

4. Improving Services: By analyzing customer feedback and usage pattern data, librarians can identify areas for service improvements. For example, if data shows that customers are having difficulty finding certain resources, the library can adjust its cataloging system or improve its search functionality to make resources more accessible.

5. Budget Planning: Data analytics can assist librarians in budgeting by providing insights into which services and resources are being used most effectively. This helps libraries prioritize and allocate the budget to maximize the impact for their users.

6. Demonstrating Impact: Data analytics can help public libraries demonstrate their value and impact to stakeholders, such as funders, government agencies, and the community at-large. Librarians can effectively communicate the value they bring to their communities by providing documented results via outreach efforts, usage statistics, and user satisfaction.

2D. Trends Affecting Library Staffing

Diversity, equity, and inclusion (DEI) initiatives being implemented by an array of organizations are creating employment opportunities that allow entities to reflect the makeup of their potential customer base. In public libraries, DEI ultimately makes more customers feel welcome, accepted, and safe in the library.

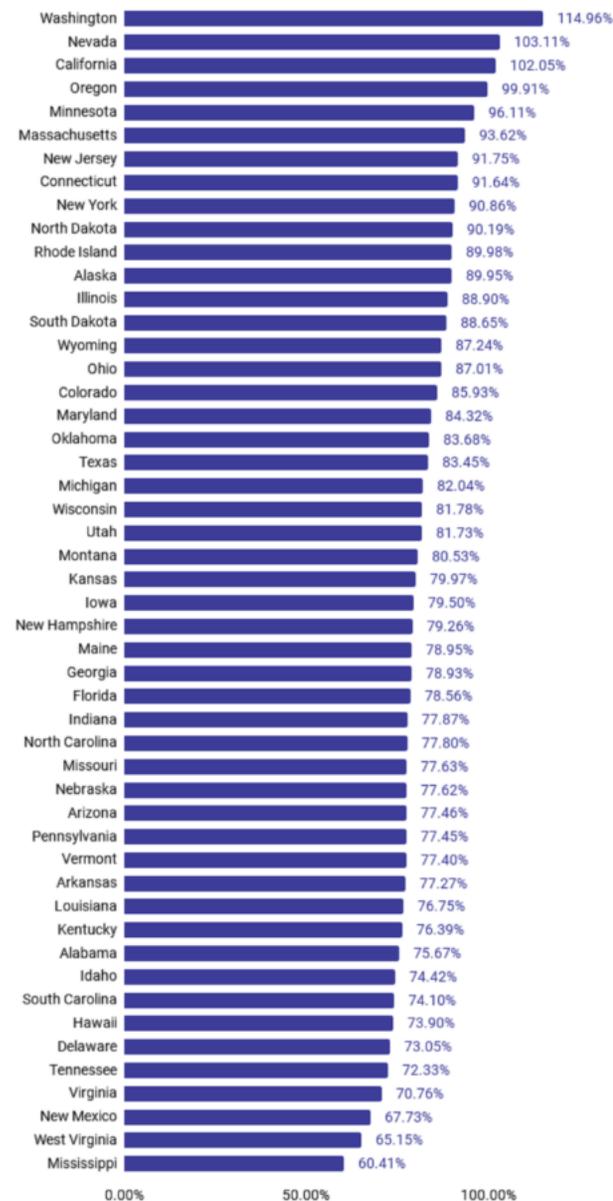
Outsourcing Collection Processing. More and more public libraries are investigating – via Requests for Information (RFI) submitted to the libraries’ current jobbers and suppliers – the full-range of services each can provide for tasks such as shelf-ready processing, cataloging, mending collection items, inventory control and security, etc. Up to 90 percent of all acquisitions to be delivered to each Library ready to be shelved once packing slips are checked and all ordered items are accounted for. Outsourcing allows for the transition of technical processing personnel into public-facing positions.

Public & Private Sector Partnerships. To be most efficient with taxpayer dollars, library fiscal planning should leverage an array of public and private sector assets in concerted partnerships. Partnerships with like-minded agencies typically result in the Library providing space and partners providing personnel.

Personnel Salaries. A negative national trend in public library staffing is an exceeding tendency of low pay. As depicted in the graph at right, only three states pay library staff a living wage on average. While Texas is above the median, at 20th nationally, Texas still only pays its library staff 83.45% of a livable wage, on average.

Library staff average salary as % of livable wage

Livable wage for 2 working adults and 1 child



Source: State of U.S. Public Libraries – More Popular & Digital Than Ever, February 17, 2022, by Nicholas Rizzo.

2E. Library Usage Trends

Quantifying how much customers use a given library is also a function of collected data that can provide insights into library user behavior. To provide a national context for library use, The Consultants analyzed reputable sources of such information:

- Library statistics, looking at all aspects of public library operations using similar data routinely collected annually by State Libraries across the U.S.
- National surveys and studies
 - Gallup survey, a national comparison of a number of leisure activities including library attendance.
 - Pew Research Center studies – periodic looks into behavior and attitudes of Americans and their public library usage.
 - American Library Association study of generational library users.

Library Statistical Analyses. The U.S. Census Bureau conducts reimbursable projects for the [Institute of Museum and Library Services \(IMLS\)](#) and the [National Center for Education Statistics \(NCES\)](#) about libraries. The Census Bureau acts as the collection agent for these surveys, but the data themselves are available through the sponsoring agency. The data provided to IMLS are used for a wide range of purposes including research, policy development, and legislative action. IMLS's annual Public Libraries Survey (PLS) examines when, where, and how library services are changing to meet the needs of the public.

The Consultants used PLS data to better understand the overall performance of the Mesquite Public Library relative to Peer Libraries in other Metroplex cities (see more detail in Section 4 of this Report). In Table 2E1, we extract customer-centric data to further our understanding of how Mesquite residents use their two libraries.

See Appendix 2C1 for the article titled *State of U.S. Public Libraries – More Popular & Digital Than Ever* for a wealth of statistical analyses concerning the recent history of the public library in the U.S.

“I grew up using the Mesquite Library & still utilize it as an adult that lives slightly outside Mesquite.”

Online survey response 21, 2/13/2024

Table 2E1

<i>metrics</i>	<i>statistics</i>	<i>peer rank</i>
Population served	147,691	8 out of 18
Total annual library visits	135,788	16 out of 18
Library visits per capita	0.92	15 out of 18
Reference transactions per capita	0.20	9 out of 18
Number of registered borrowers	18,092	18 out of 18
Percent of population with library cards	12.25%	18 out of 18

Analyses of several Mesquite Public Library statistics gauging library usage show that MPL ranked near or at the bottom of the 17 other libraries in 2022. Indeed, a market penetration of only 12.25% for library cardholders is of concern, but a trend that can be remedied.

National Surveys & Studies. The famous public opinion polling company Gallup routinely administers scientific surveys. Data collected nationally from December 2 to 15, 2019 found that visits to the library outpaced trips to movies and sporting events – an update from a similar December 2001 survey.

The Gallup poll found that visiting the library remains the most common cultural activity Americans engage in. The average 10.5 trips to the library U.S. adults reported taking exceeded their participation in eight other common leisure activities. Survey highlights include:

- Libraries are most frequented by young adults, women, and low-income households.
- Women report visiting the library nearly twice as frequently as men do, 13.4 to 7.5 visits annually.
- Age and income are among key factors in frequency of activities.
- The 30 to 49 age group is most active across the majority of activities.

Despite the proliferation of digital-based activities over the past two decades – including digital books, podcasts, streaming entertainment services, and advanced gaming – libraries have endured as a place Americans visit nearly monthly on average. Whether because they offer services like free Wi-Fi, movie rentals, or activities for children, libraries are most utilized by young adults, women, and residents of low-income households.

Activities that typically cost money are visited or attended less frequently. Among this group of activities, outings to movie theaters and sports events remain the trips Americans make the most, while zoos are the least frequented.

See Table 2E2 at right and Appendix 2C2 for additional findings by Gallup.

GALLUP®

JANUARY 24, 2020

In U.S., Library Visits Outpaced Trips to Movies in 2019

BY JUSTIN MCCARTHY



Table 2E2 Americans' Reports of Leisure & Activities

Q: About how many times in the past year, if any, did you do each of the following?

Dec. 2-15, 2019	GALLUP	average
Go to a library		10.5
Go to a movie at a movie theater		5.3
Attend a live sporting event		4.7
Attend a live music or theatrical event		3.8
Visit a national or historical park		3.7
Visit a museum		2.5
Visit a gambling casino		2.5
Go to an amusement or theme park		1.5
Visit a zoo		0.9

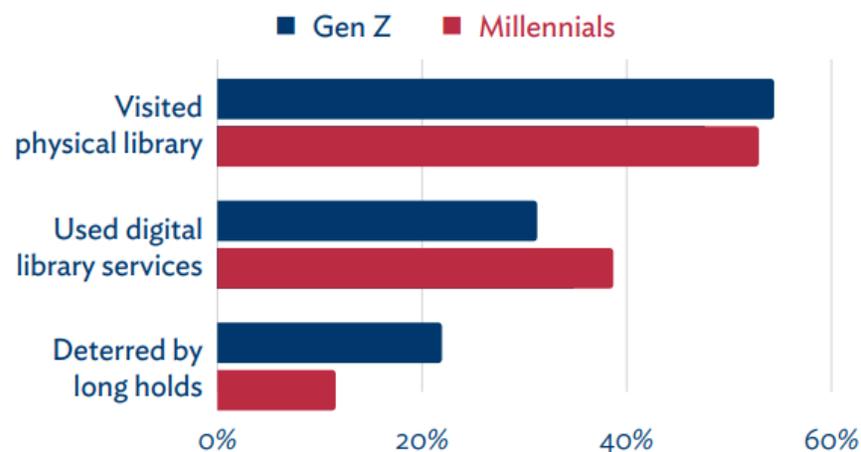
Pew Research Center Surveys. Pew analyzed library card holders in a study dated December 11, 2013. Findings included:

- Some 61% of Americans ages 16 and older say they have a library card for a public library.
- These card holders are more likely to be female, white, under the age of 65, and suburban and urban residents. They are also more likely to have higher levels of education or live in higher income households.
- About 21% of library card holders did not visit the library in the past 12 months, and about 17% of those who have used a public library in the past year say they do not have a library card.

How & To What Extent Do Gen Zs & Millennials Use Libraries? About half of Americans ages 13 to 40 visit libraries in person, and this usage rate has been consistent over recent years. From this survey:

- 54% of Gen Z and Millennials reported having used physical libraries within a twelve-month period, similar to the 53% Pew reported for Millennial library use in 2017.
- 27% of Gen Z and Millennials report discovering books by browsing public library shelves, Gen Z's third-most preferred place to discover books.
- Libraries are the fifth-most preferred place for Millennials to discover books. They are more likely to use the digital library collections than Gen Z.
- 64% of African American/Black Gen Z and Millennials visit the physical library, 10 percentage points higher than the general population.
- For both Latinx and Asian/Asian American Gen Z and Millennials, browsing shelves in public libraries was their third-most preferred place of book discovery, after "on my phone in social media feeds" and "streaming TV/movies that are adapted to books."
- Nourishing Gen Zers' use of the library continues to require physical space and print materials – because they like print books.
- Gen Z slightly outperforms Millennials in visits to physical libraries in the last twelve months, which corresponds with Gen Z's preference for books.

Library Use Gen Z versus Millennials



Nationally, younger generations use public libraries, both in-person & virtually. Gen Zs are particularly fond of print-on-paper books, like their parents.

Source: *Gen Z and Millennials: How They Use Public Libraries & Identify Through Media Use, American Library Association, page 4.*

Section 3 Understanding Library Customers & Potential Customers

Library use in a typical community can be linked to characteristics of the general populous. Over the years, the Consultants have studied demographics for countless libraries. We consistently find that three indicators predict higher levels of use of public libraries:

- **Education Attainment.** The number one predictor of library usage is the level of educational attainment. For libraries located in a city or county, rural or metropolitan, where the educational attainment level is high, usage is also high. The more educated the community, the greater the reverence for libraries.
- **Presence of Children in the Home.** A second significant predictor is household type, specifically families with children living at home. Families that use their public library give their kids a head start when beginning their formal K-12 education process.
- **Homeownership.** A third important indicator is homeownership. Persons who own their home tend to make more use of the public library than those who rent – due to the belief that, as a taxpayer, some of their property taxes are supporting their public library.

The Consultants analyzed specific demographic data related to these three indicators – and several more data points – to obtain a better understanding of Mesquite and its needs, as presented in Table 3A on the next page.

Educational Attainment. One in five Mesquite residents age 25+ do not have a high school diploma. The city's traits for having a Bachelor's or higher degree are just above one-half of the national and State averages – significant shortfalls on all three counts.

Households with Children. The proportion of children and teenagers (28.5% of Mesquite's population) indicates a tendency of children in the home – and a need for a vibrant library program of service for youth.

Home Owners. The owner-occupied housing rate in Mesquite is only slightly lower (98.9%) than the State and the nation (95.5%), which bodes well for the Mesquite Public Library System.

3A. Demographics

Multiple studies done over time have shown that the demand for public library service is proportional to the general population, e.g. types of service interests by age cohort, languages spoken, etc. Therefore, the number of people to be served and their characteristics can yield insights into planning for all aspects of public library operations.

U.S. Census Bureau Data. The Consultants compared 66 demographic statistics for the city of Mesquite with Dallas County, the State of Texas, and the United States – using U.S. Census Bureau's QuickFacts data. Particularly pertinent data relative to Library service are included in Table 3A, first showing Mesquite's statistic value, then what percentage Mesquite's value is compared with Dallas County's, Texas', and the country's for the same stats. See Appendix 3A1 for more details.

Notable facts about Mesquite:

- It is younger than the County, State, and country, in terms of both the number of children under age 18 and persons over 65 years of age.
- It has a Black/African American population percentage in line with Dallas County, but proportionately higher than Texas or the U.S.
- The Hispanic/Latino percentage is higher than the County and State – and significantly higher than the U.S.
- Foreign-born persons and languages other than English spoken in home in Mesquite are 17 to 22%, respectively, more prevalent than in Texas and 53 to 90% more prevalent than in the U.S.
- Households with a computer and a broadband Internet subscription are on par with the County, State, and country – indeed, just slightly higher than each of the three.
- Despite the high regard for education in Mesquite, the low educational attainment levels by persons aged 25 years+ is a telling sign about income levels and library usage – two topics to be addressed later in this Report.

- Mesquite's median household income is only slightly below the three averages, but per capita income is less than three-quarters of the three averages, indicating the typical Mesquite household has more people than the State and national averages (9 to 16%, respectively). Despite the lower income, the number of persons living in poverty in Mesquite is 19 to 20% less than the County and State averages.
- Mesquite employment exceeds the State and U.S. averages by 6.8 and 9.4 percent, respectively. However, employer firms in Mesquite owned by minorities and women are significantly below the County, State, and U.S. averages. Indeed, the ratio of the number of employer firms located in Mesquite to the number of households is also lower across the board than the three averages.

Table 3A Demographics Analysis
facts

	Mesquite value	Mesquite as a percentage of		
		Dallas County	Texas	United States
Persons under 18 years	28.5%	111.8%	112.6%	128.4%
Persons over 65 years	11.2%	97.4%	85.5%	66.7%
Black or African American	23.6%	99.2%	178.8%	173.5%
Hispanic or Latino	45.0%	108.7%	111.9%	238.1%
Foreign born persons	20.8%	84.9%	122.4%	152.9%
Language not English spoken in home, age 5 years+	41.2%	95.6%	117.4%	189.9%
Households with a computer	94.8%	101.2%	101.0%	101.8%
Households with broadband Internet subscription	89.5%	103.1%	103.0%	102.9%
Owner-occupied housing unit rate	61.7%	122.2%	98.9%	95.5%
High school graduate or higher, age 25 years+	79.8%	98.9%	94.1%	89.8%
Bachelor's degree or higher, age 25 years+	17.2%	52.1%	54.6%	51.0%
Mean travel time to work (in minutes), age 16 years+	31.8	115.2%	119.5%	118.7%
Median household income (2021 dollars)	\$63,706	98.0%	94.6%	92.3%
Per capita income in past 12 months (2021 dollars)	\$25,054	70.7%	73.1%	66.6%
Persons in poverty	11.5%	79.9%	81.0%	99.1%
Civilian labor force, total, age 16 years+	69.0%	100.1%	106.8%	109.4%
Women-owned employer firms, % of total	11.3%	18.8%	20.1%	19.7%
Minority-owned employer firms, % of total	27.3%	25.7%	26.2%	17.7%

Third-Party Demographics Analyses. Business Insider found that in 2023, Texas led the nation in population growth, welcoming 473,000 new residents. In the 12 months spanning from July 2022 to July 2023, Texas recorded a 1.6% growth rate increase, the third highest among the states and well above the national rate of 0.5%. While Texas' growth in 2010 was mostly attributable to residents having children, by 2023, more of the growth resulted from people moving in.

Texas' population growth in 2021 and 2022 has been driven by Millennials (40.5%) and Gen Zers (30%). A Texas Demographic Center analysis of 2020 Census data found that 95% of the state's population growth was associated with an increase in people of color. The online housing platform Zillow used 2022 Census Bureau American Community Survey (ACS) data and found Texas "far and away" gained the most Gen Z movers year-over-year (76,000). See Appendix 3A2: Gen Z/Millennial Library Use.

3B. Community Engagement

The Consultants reviewed responses from the 2023 Mesquite Community Survey as well as English and Spanish Online Library Surveys administered over four consecutive weeks in January and February 2024.

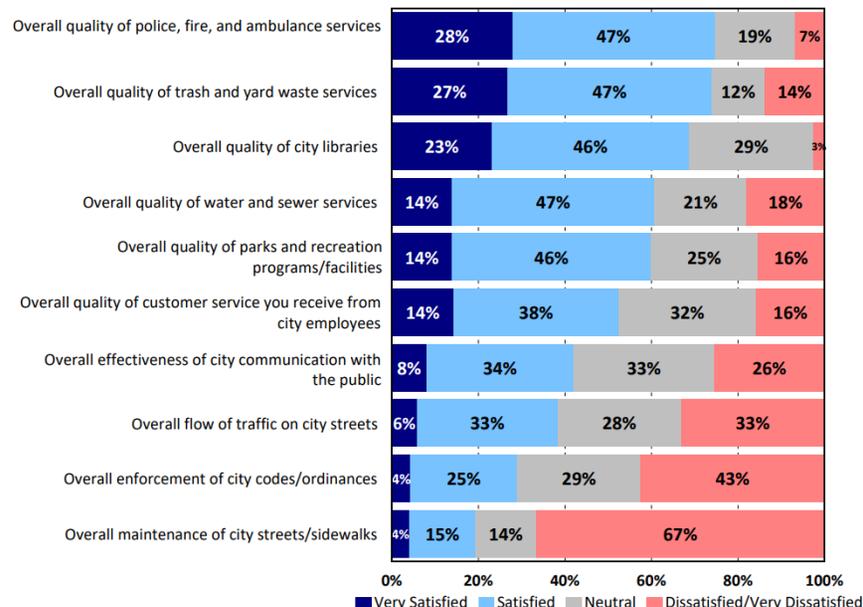
2023 Mesquite Community Survey

The purpose of this bi-annual survey is to help the City gather citizen input and feedback on all City-provided programs and services. This survey included a few questions specifically about the Library – questions that have been repeated from previous surveys for comparison purposes with previous responses. Library-centric survey results included:

- In terms of *Overall Satisfaction with Major City Services*, the quality of city libraries ranked third highest of 10 services queried, while ranking first in the lowest percentage of dissatisfied respondents (3%).
- The highest levels of satisfaction with library services – based upon the combined percentage of “very satisfied” and “satisfied” responses from residents who had an opinion – were:
 - The quality of library staff customer service (combined 74%).
 - The amount of quiet space at libraries (combined 74%).
 - The quality of the condition of library facilities (combined 74%).
- Yet the overall quality of city libraries was not one of the top three choices for *Services Most Important for the City to Provide* by a percentage of respondents. One interpretation of this data is that Mesquite libraries are performing well, so not a top priority for change.
- Deviations in responses between 2017 and 2023 are tracked by percentage of respondents who rated the item as a 5 or 4 on a 5-point scale. Year 2023 responses were generally positive and tracked closely with responses from 2017 and 2019. Year 2021 responses, gathered during the COVID pandemic, consistently indicate a higher degree of appreciation. The Consultants surmise this trend was due, at least in part, to 1) the Library being one of a few businesses consistently open during the pandemic; and 2) the quality of the service provided by Library staff despite operating under adverse conditions.

Q3. Overall Satisfaction with Major City Services

by percentage of respondents (excluding “don’t know”)



The quality of the Mesquite Public Library ranks third highest of ten City services queried – while ranking first with the lowest percentage of dissatisfied respondents, at three percent. Over the past four equivalent surveys, Library customer satisfaction has always been high.

Source: 2023 Mesquite Community Survey Findings Report, page 4.

The 2023 Community Survey captured data on the three indicators of library use, in terms of the highest level of education completed (830 respondents), children living at home (932 respondents), and home ownership (852 respondents). Responses were:

- **Highest education attainment level:** 8.2% grade school; 24.8% high school; 4.3% technical/trade school; 25.4% some college; 20.1% college graduate; 9.0% graduate work; 8.1% graduate degree.
- **Households with children** in following age ranges: 9.9% under six years; 13.8% six to 12 years; 13.4% 13 to 18 years; 62.9% no kids.
- **Homeownership:** 68.5% own; 31.5% rent.

When asked *How often have you visited City libraries in past 12 months?* responses were: daily 0.4%; weekly 4.2%; monthly 12.4%; once or twice a year 20.0%; seldom 22.1%; and never 40.9%; based on a total of 806 respondents. Summarized, 37.0% responded they visited MPL at least once in the past 12 months.

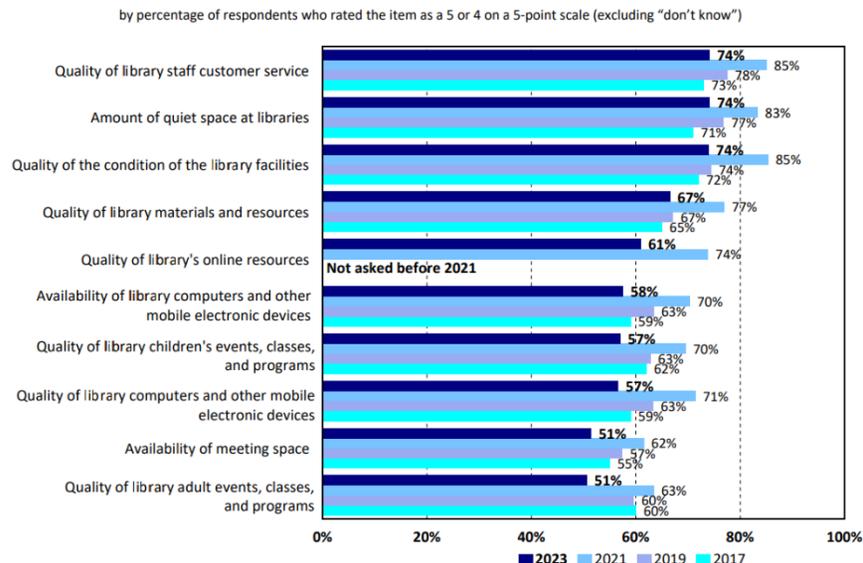
Library Opportunities. Several 2023 Community Survey findings show how Mesquite Public Library could be impactful in reinforcing City goals. MPL could positively impact some of these '10 issues Mesquite may face within the next five years' (based on percent of responses):

- Neighborhood vitality 13.0%
- Revitalizing old shopping centers 3.3%
- Local job growth 3.3%
- Retaining small businesses 2.8%

By locating future MPL service outlets in old shopping centers MPL can help vitalize existing neighborhoods. Because 81.6 % of the population does not work in Mesquite, MPL can help retain small businesses and grow local jobs through business mentoring programs and job skills training at the Library.

The level of public involvement in City decision-making polled at 42.9% dissatisfied/very dissatisfied. Town Hall-type meetings to discuss City plans could be held at each Mesquite Library to promote City-citizen dialogue and expose residents to MPL and its offerings.

Q30. Library Services 2017 to 2023



Survey responses from 2021 show how accommodating the Mesquite Public Library was to the community during the COVID pandemic, exceeding "normal" years' responses by 10% or more.

Source: 2023 Mesquite Community Survey Findings Report, page 80.

Online Library Surveys

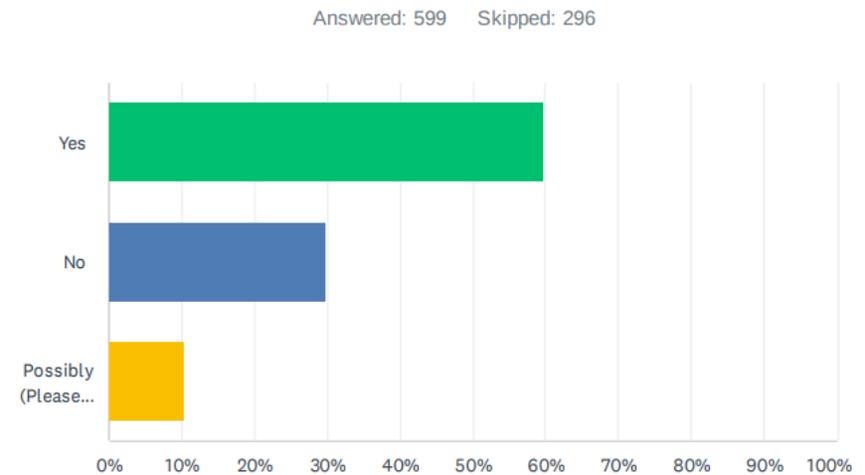
The Online Library Surveys in English and Spanish administered in early 2024 were designed to capture opinions from both library users and non-users. There were 895 respondents – approximately 600 indicated they were library users and almost 300 identified as non-users. Ultimately, of the 300+/- non-users, only 55 completed the non-user portion of the survey.

Findings that the Consultants believe are particularly significant include:

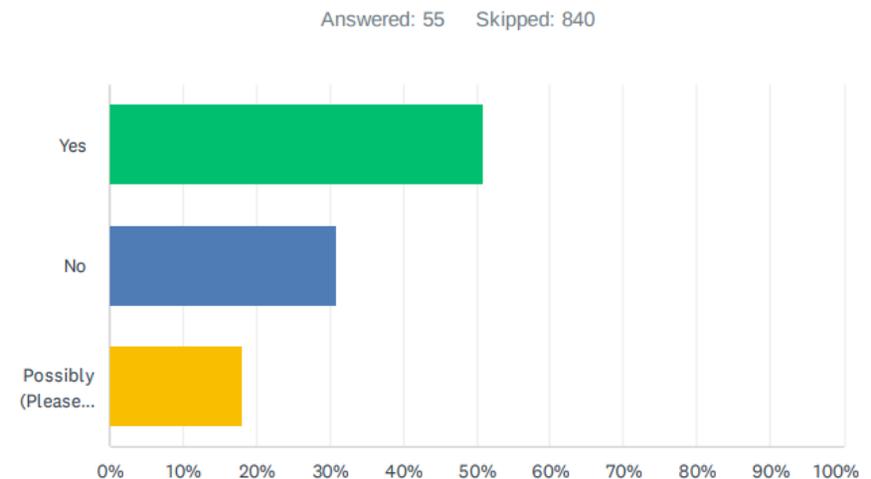
- The profile of the typical Mesquite Public Library user/respondent indicated they speak English, are 50+ years or older, are college educated, visit several times per month, check out books, have no children at home, and have lived in Mesquite for more than eight years.
- Over 65 percent visit MPL on Saturdays and 26 percent indicated a desire for MPL to be open on Sundays. The hours between noon and 3:00 PM are frequented by over 56% of respondents.
- Of 11 likely services queried, only four received less than a 50% response as being Very Important.
- The top three suggested Library improvements were More books (51.7%), Update the two existing library facilities (49.7%), and More eBooks & digital formats (46.4%). The top improvement of MPL's online presence was More information available online (46.8%).
- Almost 60 percent (59.8%) of user respondents would be willing to have taxes slightly raised for improved library services. Another ten percent (10.4%) would possibly be willing if details for exactly how the money would be spent are clearly stated (70.4% combined). For context, the City of Dallas has passed every public library bond issue put before voters for the past 50 years, including in 2024.
- Non-user respondents favor a slight tax increase for improved library services in very similar proportions as do the users – 50.9% for and 18.2% possibly (69.1% combined).

See Appendix 3B2 for the complete Online Survey results and Library user and non-user respondent comments.

Q13 Would you be in favor of a slight increase in taxes to improve public library services including new or renovated library facilities? (Select one)



Q25 Would you be in favor of a slight increase in taxes to improve public library services including new or renovated library facilities? (Select one)



Comparison of library user (Q13) & non-user (Q25) responses to this question. The results were very similar, with a majority in favor of a slight tax increase.

The Consultants also facilitated a number of forums for the public and City of Mesquite government/staff beginning the week of November 13, 2024, to gain community input on the strengths of Mesquite and the challenges the city faces, both currently and into the future.

Stakeholder Interviews & Focus Group Discussions

The Consultants held 11 one-on-one interviews with the Mayor, Councilmembers, and City Management staff. The Consultants held discussions with the public, City staff, and Library staff, including:

- Library Advisory Board and Friends of the Library.
- Library professional and para-professional support staff.
- City Communications and Information Technology Departments.
- Local educators, genealogy, Spanish-speaking, and general users.

Including the Online Survey responses, a total of 981 contacts were made with MPL stakeholders and customers. Findings of particular importance:

Mesquite's Strengths. Specific attributes mentioned most often were:

- A diverse, yet cohesive population.
- Schools and the public school District.
- Location within the Dallas/Fort Worth metroplex.
- Growth of the city.

Despite a brief lapse due to Covid, the City is enticing new businesses to move to Mesquite.

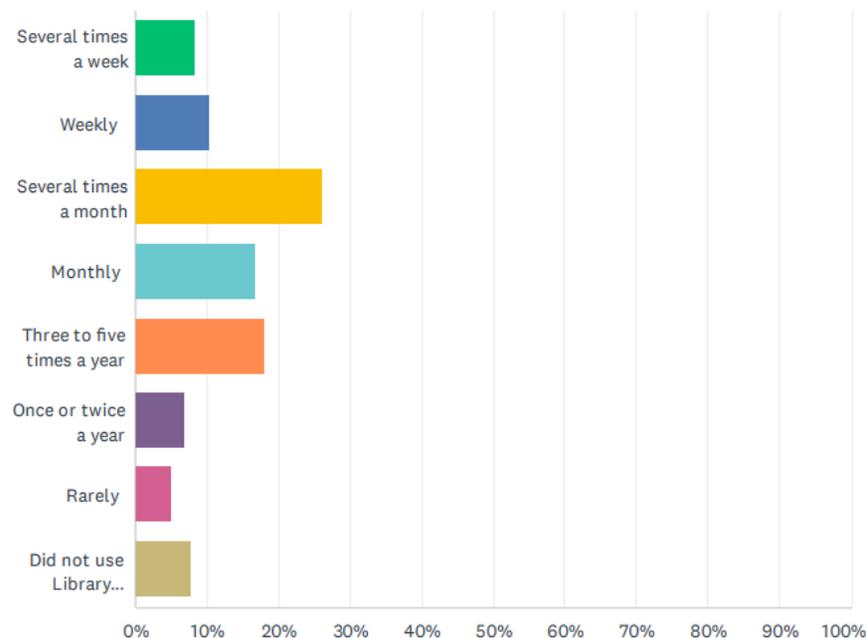
Mesquite's Challenges. Specific issues mentioned most often were:

- Vehicular traffic, road conditions, specifically repairs and construction.
- Low-wage jobs and employment limitations.
- Lack of mass transit.
- Limits on access to services.
- Language barriers and a lack of representation of the Latino population, particularly Spanish-dependent residents.

Mentioned less often were crime, homelessness, and empty parking lots at out-of-business stores. See Appendix 3B3 for detailed notes capturing community sentiment about Mesquite and its Public Library.

Q2 Please indicate how many times you used the Mesquite Main Library and/or the North Branch Library resources in the past year, including online digital products and services. (Select one)

Answered: 893 Skipped: 2



Of the 893 response, 62.0% or 554 people stated they visit the Mesquite Public Library on at least a monthly basis, if not more frequently. Only 70 respondents stated they did not use Library resources in the past year.

3C. Library Cardholder Households

With assistance from the City of Mesquite's Geographic Information Systems (GIS) Division, the Consultants commissioned the map Figure 3C at right, to better understand the distribution of MPL users in and around the city – and to plan for future public library locations.

The map shows a number of MPL customers live outside of Mesquite – in Dallas, Garland, Balch Springs, Sunnyvale, Forney, and beyond. Public libraries in other cities are open different days and different hours, making MPL locations more convenient, especially the North Branch with its proximity to Garland, Rowlett, and Dallas. It is useful to note that MPL serves cardholders in Rockwall County, but the Consultants requested that GIS omit those households from this map for clarity.

The dense clusters of households near each library suggests that some customers could walk or bike to their Library.

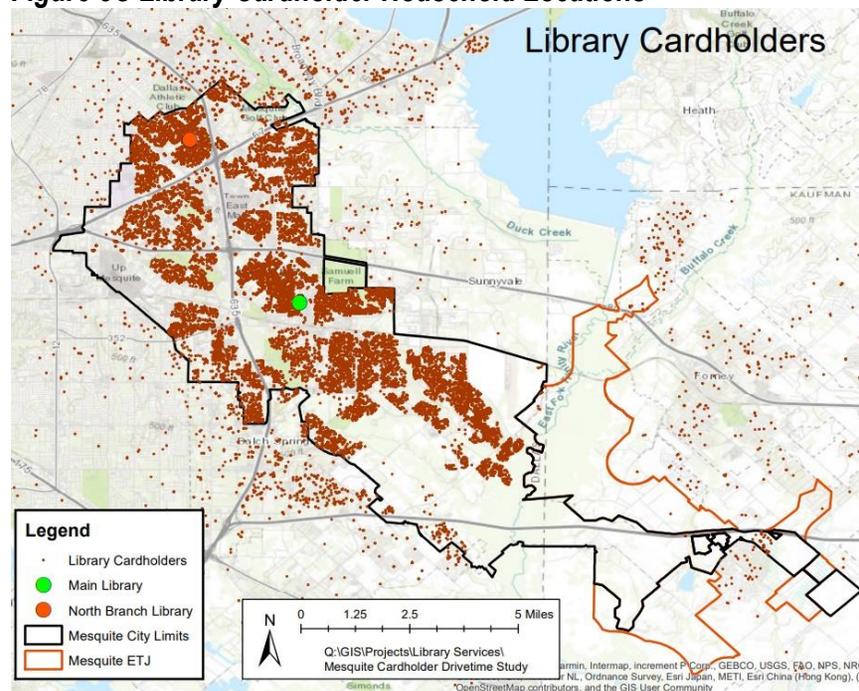
The map also gives a good visualization about how the vast land areas still undeveloped in southern Mesquite could support a doubling of the city's population over time. See Appendix 3C for a larger version of this map of Mesquite Public Library Cardholders and their proximity to existing libraries.

Cardholder Zip Codes

The Online Library Surveys in English and Spanish asked respondents to identify the Zip Code in which they lived. For both Library users and non-users, the large majority of respondents said they lived in 75150 or 75149. Not surprisingly, the Main Library is located in Zip Code 75149 and the North Branch Library is in 75150.

The "Other" most specified Zip Codes were 75182 and 75180.

Figure 3C Library Cardholder Household Locations



Map of Mesquite showing household locations of current library cardholders, prepared by the City of Mesquite Geographic Information Systems Division.

Table 3C Zip Codes of Survey Respondents

Zip Code	library user responses		non-user responses	
75126	10	1.6%	6	10.9%
75149	230	37.5%	16	29.1%
75150	239	38.9%	24	43.6%
75181	91	14.8%	3	5.5%
75185	1	0.2%	1	1.8%
Other (specify)	43	7.0%	5	9.1%
Totals	614	100.0%	55	100.0%

Section 4
Understanding Library Performance

Comparing and contrasting libraries with each other has been a time-honored analytic tool cross the United States. To facilitate this practice, State Libraries routinely request, receive, and document a number of industry-standard statistics that help gauge a library's performance in adhering to State laws that require public library services. These stats are often used for benchmarking – to identify strengths and weaknesses and help set goals that conform with industry best practices.

4A. Key Benchmarking Metrics

Best practice indicates gauging dissimilar public library systems by using per capita metrics – as a way of making equitable comparisons in light of variances in population, expenditures, local economies, etc.

State Law & Standards

Texas law established the Texas State Library and Archives Commission (TSLAC) with authority to require public libraries to meet minimum criteria for accreditation in order to receive State of Texas funding.

Texas Public Library Standards. The stated purpose of the Texas Public Library Standards (TPLS), 2014 Revisions, is to “promote quality library service to all Texans, to raise the expectations of library clientele, and to provide an authoritative document by which library quality may be measured.” TSLAC and the Texas Library Association (TLA) established these Standards to measure and grow library services in Texas.

TPLS are primarily comprised of checklists of qualitative standards to be met. However, there are a few quantitative standards established, with two levels of service – Enhanced and Exemplary – as shown in Table 4A1 – along with MPL’s corresponding 2022 performance. In addition to the tabulated quantifiable standards, the TPLS Accessibility standard for weekly hours open is 64 hours for the Enhanced level and 68 hours for the Exemplary. MPL is currently open 60 hours per week at the Main Library and 54 hours weekly at North Branch.

Table 4A1 Quantitative 2014 Texas Public Library Standards

	MPL	Enhanced	Exemplary
population	circulation per capita		
100,000 - 249,999	1.65	5.05	8.25
population	collection size: items per capita		
100,000 - 249,999	3.14	1.52	2.41
population	percent of collection age less than 5 years old		
All populations	TBD	20%	25%
population	collection turnover rate		
100,000 - 249,999	0.53	2.92	4.75
population	materials expenditures per capita		
100,000 - 249,999	\$1.59	\$2.36	\$4.07
population	operating expenditures per capita		
100,000 - 249,999	\$16.92	\$17.38	\$21.96
population	staffing requirements		
100,000 - 199,999	4,517 10,549	1 FTE per 4,000 1 MLS librarian per 14,200 pop.	1 FTE per 3,400 1 MLS librarian per 10,450 pop.
population	working public use computers		
All populations	0.49	1 per 2,000 pop.	1 per 1,500 pop.

Note: Librarians are required to have MLS degrees – Masters of Library Science.

Industry Standards

There are no national standards for public libraries in the United States. Similar to Texas, several states have codified public library standards of varying degrees of specificity. Two of the more comprehensive examples are Florida and Colorado.

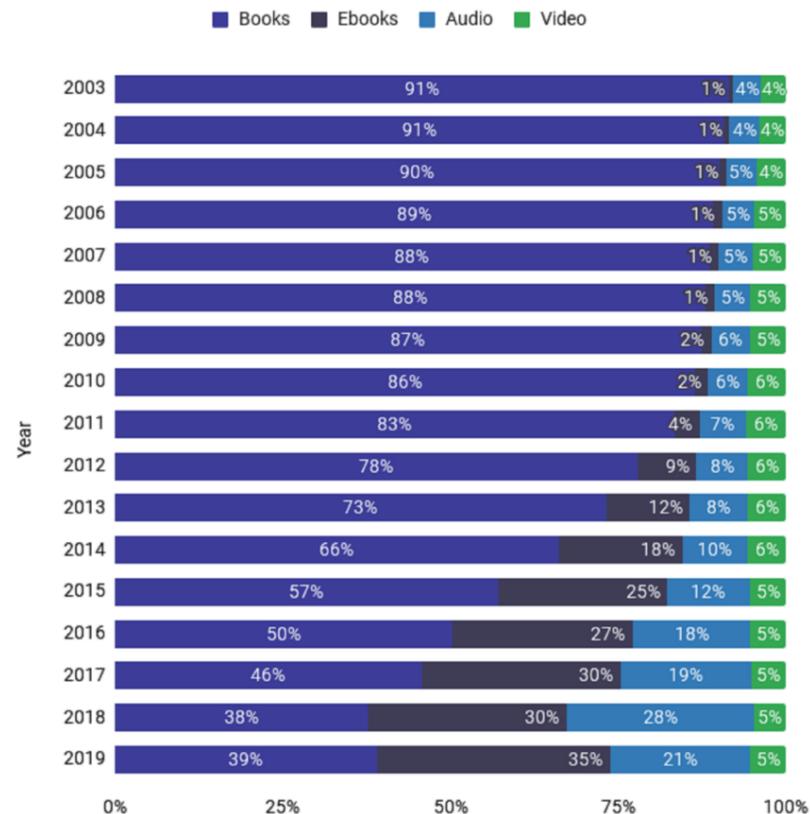
One of the most common level of service (LOS) standards mandated for public libraries is the amount of space provided in library facilities – typically quantified as library square footage per capita. Florida has three LOS tiers for essential, enhanced, and exemplary provisions of library space: 0.60, 0.80, and 1.00 square feet (SF) per capita, respectively. Louisiana adopted 1.00 SF per capita as its minimum standard in 2010, with Delaware doing the same in 2017. Texas Public Library Standards do not prescribe a specific space standard, though TSLAC reports the 2022 statewide average of library square footage per capita was 1.08 SF.

Industry Trends

Per Section 2, the U.S. institution of the Public Library has undergone a metamorphosis since the advent of the personal computer. To wit:

- In addition to the traditional role of supporting the consumption of information content, the modern public library now supports the creation of content, providing an array of services to meet community needs beyond loaning print books, with the ability to connect library customers with local social services.
- Adaptability of bricks and mortar facilities to meet future needs, based on evolving customer demand and technological developments.
- Flexibility in the multi-use of library spaces through deployment of moveable furniture, shelving on wheels, and abundant use of wireless technologies that support customers in using their own devices.
- Alternative service delivery models that include self-service and digital technologies – both in traditional bricks and mortar libraries and in smaller footprint outlets.
- Outreach into service areas to meet customers in their neighborhoods rather than requiring them to visit a facility, be it using mobile vehicles, pop-up libraries, tables/booths at community events, etc.

Table 4A2 Distribution of Public Library Collections by Format



From 2003 to 2019 nationally, both physical & digital audio materials accounted for more than a fifth of all public library collections (21%) while videos have consistently remained in the 4% to 6% range.

On a per-capita basis, the total collection size has increased 48.10% from 2014 to 2019. During this time period, books experienced a decline, while all other formats increased.

Source: State of US Public Libraries – More Popular & Digital Than Ever, February 17, 2022, by Nicholas Rizzo, <https://wordrated.com/state-of-us-public-libraries/>
See Appendix 3C1 for the complete article.

Return On Investment

Public libraries in the State of Texas provide significant economic benefits for their communities. Collectively, in FY2015, Texas public libraries were found to provide \$2.628 billion in benefits while costing \$566 million, a return on investment of \$4.64 for each dollar spent.

Data-intensive research was conducted by the University of Texas Graduate School of Business to quantify and document these economic benefits. Extensive databases from TSLAC were used in conjunction with the input-out economic modeling software, IMPLAN. Based on the IMPLAN model, which analyzed public libraries purely as business and organizational entities, libraries produced \$976 million in economic activity. And in 2015, more than 11,000 jobs in Texas were dependent on public library expenditures.

Another major component of this quantitative analysis examined services offered by most public libraries in Texas. Economic estimates were derived for those services as well as for these:

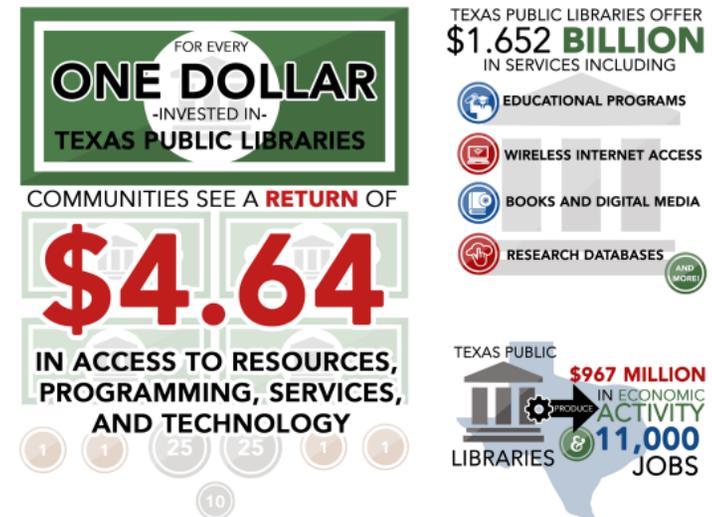
- Research/reference services.
- Educational programs.
- Volunteer hours.
- In-library use of books and periodicals.
- Computer terminals and internet access.
- Wireless internet access.
- Electronic databases.
- Circulation of books and digital media.

A conservative approach was utilized to provide certainty that estimated services values are minimums. The total value of these public library services was estimated conservatively at \$1.652 billion. The Texas ROI compares favorably to results in prior studies of other states.

This report updated portions of an analysis performed for FY2011. Comparatively, the value of the same services increased by 7.8%, and the value of all public library services increased by 21.2%, primarily due to two new services being included. The ROI increased from \$4.42 to \$4.64, or an increase of approximately 5 percent.

Texas Public Libraries

Economic Benefits and Return on Investment



Texas State Library and Archives Commission

This report was prepared by the
Bureau of Business Research IC² Institute
The University of Texas at Austin
January 2017

Source:

[Texas Public Libraries: Economic Benefits and Return on Investment | TSLAC](#)
See Appendix 4A3 for the Executive Summary of the ROI Report.

4B. Peer Communities' Performance

The Consultants compared Mesquite Public Library with two sets of public libraries:

- City of Mesquite's list of Comparable Cities they routinely measure themselves against – referred to as Peer List 1.
- A regional set of municipal public library systems similar to Mesquite – or Peer List 2.

Peer List 1: City of Mesquite Comparable Cities includes eight libraries with legal service area (LSA) populations tabulated at right in Table 4B1. Note: **bolded** cities/libraries indicate past and/or present clients of the Consultants.

Peer List 2: Mesquite's Peer Public Library Systems is comprised of 14 libraries plus four repeats from List 1, for a total of 18 public library systems. This list primarily analyzes Texas libraries, but also includes a handful of regional systems from New Mexico and Oklahoma. Selection criteria for this List included similar legal service area populations and a similar number of facilities as Mesquite has – ranging from one to three.

The Consultants used data reported to the respective State Libraries for fiscal year 2022, as the most recent data available for all peers in the two lists. The inclusion of library systems with populations greater than Mesquite's current size was intended to show examples of what Mesquite might encounter as it grows into the future.

As previously stated, the Consultants paid particular attention to the per capita metrics, as they normalize the ability to analyze entities of varying resources to the resident level – the individual library customer – or potential customer, as the case may be.

For the complete sets of statistics for each of the two Lists, see Appendix 4B. Part 1 of Appendix 4B compares summaries of key findings from the Peer Analyses of both Lists. Part 2 contains detailed findings of each Peer Analysis – for List 1 and List 2.

Table 4B1 Peer List 1

Metroplex Library Systems <i>library</i>	2022 LSA <i>population</i>
Arlington	394,602
Plano	289,547
Irving	254,715
Garland	246,018
Grand Prairie	196,100
Carrollton	165,614
Mesquite	150,108
Richardson	119,469

Table 4B2 Peer List 2

Regional Library Systems <i>library</i>	2022 LSA <i>population</i>
Grand Prairie	196,100
McKinney	195,308
Carrollton	165,614
Lewisville	155,499
Killeen	153,095
Pasadena	151,950
Mesquite	150,108
Denton	139,869
League City	128,326
Abilene	125,182
Richardson	119,469
Round Rock	119,468
Schertz	118,239
Las Cruces , New Mexico	113,888
Rio Rancho, New Mexico	108,082
Allen	104,627
Lawton, Oklahoma	93,025
Santa Fe , New Mexico	89,008

The Consultants' big picture view looked at a specific set of performance metrics, based on their impact on all of the primary areas of library operations, presented in Table 4B1. These metrics are commonly held as level of service (LOS) standards for the industry, and could potentially establish LOS standards for the Mesquite Public Library System:

- Square feet per capita.
- Total and MLS staff FTE per capita (reported per 1,000 population).
- Staff expenditures per capita.
- Collection expenditures per capita.
- Total operating expenditures per capita.
- Collection items and usage per capita.
- Collection turnover (number items ÷ number of check-outs).
- Library visits per capita.
- Public computers per capita (reported per 2,000 population).
- Total program attendance per capita.

Consultant findings of interest in these key benchmarking statistics are:

- **Collections.** MPL's size of collection per capita ranks high on both lists, yet collection use and turnover both rank at the bottom. Collection expenditures per capita also rank near the bottom.
- **Staffing.** As shown in the 2023 Community Survey, Library staff are highly regarded by the public. The Consultants have corroborated public opinion through multiple meetings with, and observations of, MPL staff. The number of librarians with accredited Masters degrees is only slightly below the peer averages (by about 10%), but the total number of Library staff is well below peer averages (by about 25 to 30%).
- **Budget.** Across the board, MPL expenditures are low compared to its peers. A deeper investigation shows Mesquite funds its Library at the lowest level of the List 1 peers, as a percentage of its overall municipal budget. See Table 4C3 on page 48 of 65 for details.
- **Facilities.** Again near the bottom of both Peer Lists for square feet of library space, MPL suffers a fate similar to other systems that reside in older, smaller buildings. Lack of space appears to inhibit provision of modern library programs and services, at least statistically.

Table 4B1
Key Benchmarking Metrics for Mesquite Public Library

<i>List 1: Metroplex Cities</i> <i>List 2: Regional Libraries</i>	<i>Mesquite Public Library</i>	<i>List 1 average</i>	<i>Mesquite's List 1 rank</i>	<i>List 2 average</i>	<i>Mesquite's List 2 rank</i>
<i>Square feet per capita</i>	0.24	0.45	8 out of 8	0.42	16 out of 18
<i>MLS staff per 1,000 population</i>	0.09	0.10	4 out of 8	0.10	9 out of 18
<i>Total staff per 1,000 population</i>	0.22	0.29	5 out of 8	0.27	11 out of 18
<i>Staff expenditures per capita</i>	\$11.33	\$19.13	7 out of 8	\$16.73	13 out of 18
<i>Collection expenditures per capita</i>	\$1.59	\$3.56	8 out of 8	\$2.96	15 out of 18
<i>Operating expenditures per capita</i>	\$16.92	\$25.53	7 out of 8	\$24.35	13 out of 18
<i>Collection items per capita</i>	3.14	2.01	1 out of 8	3.36	3 out of 18
<i>Collection usage per capita</i>	1.65	5.82	8 out of 8	5.41	17 out of 18
<i>Collection turnover</i>	0.53	2.87	8 out of 8	3.08	16 out of 18
<i>Library visits per capita</i>	0.92	1.55	7 out of 8	1.66	15 out of 18
<i>Public computers per 2,000 population</i>	0.49	1.04	8 out of 8	0.71	13 out of 18
<i>Program attendance per capita</i>	0.06	0.16	7 out of 8	0.16	16 out of 18

Innovative Services Offered at DFW Metroplex Public Libraries

The Consultants compiled a list of services that go beyond traditional books by reviewing the websites of Mesquite's list of DFW-area Comparable Cities peer libraries. The information was gathered from each library's website during February and March of 2024. The information for the Mesquite Public Library was further updated using input from MPL staff, as summarized in Table 4B2.

This process was not meant to be a "scorecard," but rather, a snapshot showing the innovative ideas and the wide variety of services that nearby public libraries have successfully implemented in their communities. As part of the Peer Analysis process, this matrix can be used as another benchmark to assess MPL's range of services in comparison to the Comparable Cities peers. Examining the list sheds light on areas of opportunity for MPL to introduce new services or shift the focus of existing services, always guided by the Library's mission statement, strategic goals, and community needs.

For the sake of brevity, the services are described in generic terms, and in some cases an arbitrary decision had to be made whether a library's involvement in an area was substantial enough to warrant a check in the box. The comprehensiveness of Table 4B2 was necessarily limited by the information that was available on the libraries' websites at the time the research was conducted.

Services that existed but were not apparent from a website review highlighted a potential need to revise the given website so that customers could more easily discover the full offerings of the given library.

See Appendix 4B2 for a full-size Library Services Checklist.

Table Key:

- x indicates a substantial service offering – judging only by information available on the library's website during February & March 2024.
- * indicates a service offering reported by Mesquite Public Library staff but not discoverable through the MPL webpage.

Table 4B2 Innovative Services Offered at Comparable Libraries*

Library Services Checklist	Arlington	Carrollton	Garland	Grand Prairie	Irving	Mesquite	Plano	Richardson
Programming/Education								
(any age) programs on multicultural topics	x		x	x	x	*	x	
(children/teen) programs on S.T.E.A.M. topics	x		x	x	x	x	x	
(teen) volunteer program/leadership program/teen advisory board	x	x	x		x	x	x	x
(adult) programs on healthcare/mental health topics				x		*	x	
(adult) classes/support for jobseekers	x			x	x	x	x	
(adult) financial planning classes		x					x	
(adult) basic/intermediate computer skills	x	x	x	x	x	*	x	x
Services (including programs) available in Spanish	x	x	x	x		*		
Spanish or bilingual Storytime	x	x	x					
Programs featuring authors	x				x	*		
Programs featuring poetry	x				x	*	x	x
Programs featuring music				x		*		x
Programs keyed to specific holidays or celebrations	x	x		x	x	*	x	
programs targeting homeschoolers	x		x	x		X		
in-person GED classes	x				x			
in-person ESL classes	x		x		x		x	x
in-person citizenship classes	x				x		x	
ASL (American Sign Language) class				x				
Technology/Specialized Equipment/Library Of Things								
wireless/remote printing	x		x	x	x	X	x	x
wireless hotspots for check-out	x	x	x	x	x	X		
laptops/Chromebooks (either for check-out or for in-library use)	x		x		x			x
adaptive technology for blind/low-vision users	x		x				x	x
3d printer and other maker tools (laser cutter, cicut, heat press, etc.)	x		x	x	x	*	x	x
equipment & software for producing/editing audio, photos & video				x	x	*	x	
equipment for handling old film, VHS, and other outdated media	x			x	x			
specialized equipment for sewing and other crafts	x			x	x	*		
specialized cooking utensils, pans, appliances available for checkout				x				
seed library		x						
digital photo collection of local history	x					*		
Customer Service								
Payment options other than in-person cash/check	x	x		x	x		x	x
Outreach services (bookmobile, tech van, pop-up at events, etc.)	x					*	x	
"book a librarian"	x	x			x	X	x	x
delivery in-person or by mail to residential facilities or to homebound	x							x
Vending-machine-style kiosk for check-out of selected items	x		x	x	x			x
curbside pick-up/drive-through pick-up/pick-up at locker	x	x		x	x		x	
parents can set restricted access for children/teens	x					*		
digital library card can be issued through email	x			x	x	X		
Social Services/Specialized Services/Community Involvement								
on-site tax help	x			x		X	x	
participant in "Family Place Libraries" network	x	x	x			*	x	
U.S. passport acceptance facility	x							
social worker on staff available for one-on-one assistance				x				
small business mentor available		x		x			x	
local police featured at event or program				x			x	
materials available for writing letters to elected officials				x				
local ISD textbooks available for in-house use			x					
Medicaid representative available for one-on-one assistance				x				
representative from aging & disability resource center available				x				
notary available						*		x

4C. Consultant Conclusions: Areas of Focus

While on the surface, MPL's performance in contrast to its peers may appear to be discouraging, there are a number of strengths to build upon:

- A well-regarded, motivated, and enthusiastic staff.
- Strong demand and delivery of Children's services and collections.
- A large general collection, in print and electronic formats.
- Two sturdy facilities to work from.

The Consultants believe MPL can work from that base of success to expand its capabilities through thoughtful prioritization of its time and budget, building toward becoming an even better public library system by improving the **levels of education & employment** for all ages in Mesquite. Public Libraries are a component of the **public education system**, only not compulsory like the public school system.

MPL's primary deficiencies highlighted in the various analyses completed by the Consultants can be succinctly stated as:

- Lack of space.
- Lack of money.
- Lack of customers.

As with the chicken and egg conundrum, there is no certain sequence of events that explains how MPL got to this point. Still, all deficiencies must be addressed simultaneously, to the best degree possible. The Consultants analyzed a set of inter-related areas for MPL to focus upon in no particular order:

- Customers.
- Programs and Services.
- Collections.
- Facilities.
- Staffing.
- Budget.

For each of these Focus Areas, Godfrey's summarizes conclusions reached from our findings to-date on the following pages. Technology applications overlay all six Focus Areas and are addressed accordingly.

Table 4C1
Earnings and unemployment rates by educational attainment, 2022

Educational attainment	Median usual weekly earnings	Unemployment rate
Doctoral degree	\$2,083	1.0%
Professional degree	2,080	1.4
Master's degree	1,661	1.9
Bachelor's degree	1,432	2.2
Associate's degree	1,005	2.7
Some college, no degree	935	3.5
High school diploma	853	4.0
Less than a high school diploma	682	5.5

Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.
Source: U.S. Bureau of Labor Statistics, Current Population Survey.

For decades, study upon study such as the one above prove that better educated people typically earn more money than the lesser educated. Public libraries are there at the earliest stages of a child's learning journey, through to when the oldest members of our society learn a new technology, need investment knowledge or just a need place to socialize.

Customers

The portion of MPL's service area population holding a library card is very low compared to its peers, and library visits per capita are relatively low. Consultant research indicates MPL needs to attract both current and future residents to the Library, initially addressing the larger segments of Mesquite's demographic make-up, as well as those most in need:

- Early childhood through teen ages.
- Spanish-speaking residents.
- The influx of the Millennial and Gen Z generations to DFW.
- Home schoolers and Charter school students.
- All existing customer segments.

Success in doing so will rely on research, marketing, and offering appropriate programs and services for these target markets. Increasing public awareness of the full range of Library programs and services should be helpful in attracting more customers. Targeted research, marketing, and offerings will require a staff that "looks like" the target audiences – culturally, age-wise, in language fluency, etc.

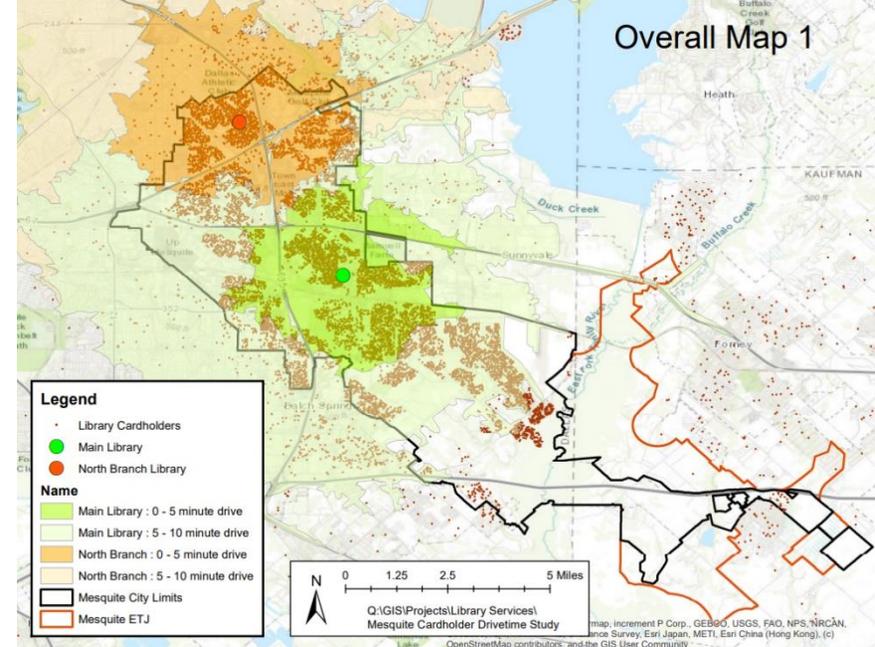
Outreach. The lack of bricks and mortar library space suggests an opportunity for MPL to reach out into the various Mesquite communities to attract and serve many target markets.

Research shows a need to keep more resident workers closer to home by growing Mesquite-based employers. Comparing Mesquite to national averages show over 1.5 million extra hours are spent by Mesquite workers annually to commute to their jobs. The City's 2023 Community Survey found over 80% of residents work outside the city limits.

The City's aggressive Economic Development strategies are bringing more jobs to Mesquite. Still, MPL can employ techniques perfected by other public libraries in growing small businesses to educate and train prospective employees for both migrating and locally-grown employers.

Convenience. MPL's advantage over other institutions in attracting customers is it is open nights and weekends, if not more hours. The time it takes to get to a library location indicates an important convenience factor.

Figure 4C1 Map of Current Library Cardholders Household Locations



Map of Mesquite showing household locations of current library cardholders and how the vast majority live within a five-minute drive of an MPL facility, prepared by the City of Mesquite Geographic Information Systems Division.

Demographics comparing Mesquite workers to the national average shows over 1.5 million extra hours are spent annually commuting to their jobs.

Programs & Services

In addition to their renowned staff and their collections, Mesquite Public Library ranked respectfully in these Peer Analyses metrics:

- Service hours open to the public rank 7 of 18 (and 6 of 8).
- Number of facilities per 100,000 population (rank 5 of 8 and 8 of 18).
- Reference transactions Librarians answering customer questions in-person, via telephone or computer (9 of 18).
- Use of the Library's wireless network (2 of 8 and 2 of 18).
- Use of the Library's public computers (5 of 18).
- Number and attendance at Children's programs as a percentage of all MPL programs (rank 1 of 8 and 1 of 18).

Reference transactions and wireless network usage are MPL strengths as illuminated through the Peer Analyses, but several other rankings indicate areas for improvement. To wit: the number of MPL computers available to the public ranked 8 of 8 and 13 of 18. The total number of Children's programs ranked 8 of 8 and 14 of 18. The total attendance at Children's programs ranked 7 of 8 and 13 of 18.

MPL seems to be lacking customer experiences that other public libraries have – and that many customers want.

Service to Children. The Modern Public Library has long been teaching pre-school children to read. While most of MPL's current programs are focused on children, if school-age children are being well-served by the Mesquite Independent School District, the Library might find opportunities to offer programs and services to other age groups or to children who do not attend public schools. For example:

- Children younger than school age, e.g. infant/toddler/preschool.
- Charter school and homeschooled students.
- College-age, older teens, and young single adults, e.g. Gen Z.
- Millennial families.
- Adults seeking to change jobs or careers.
- Senior citizens seeking technological and investment literacy.

“The Mesquite Public Library offers not only a banquet of services but does so with unflinching cheerfulness & engagement. What more could you want?”

Online Survey Response 11, 2/15/2024



Providing a variety of seating options for all ages is expected in a modern public library.

Main Library, Nashville Public Library, Nashville, Tennessee.

Findings from the Library Services Checklist. The Consultants' process of developing a Library Services Checklist as a portion of the Peer Analyses revealed that some services MPL provides are not mentioned on the webpage – or can only be seen by clicking on the description of an event on the MPL calendar – and then, only before the event occurs, not afterward.

Small Business Support. The Mesquite Public Library may have been ahead of its time in offering database access to small businesses. The offering was too costly for the limited use MPL experienced, so it was discontinued. Currently, three of Mesquite's seven Metroplex peer libraries regularly make small business mentors available to their customers.

According to pre-Covid U.S. Census data, the number of employer firms in Mesquite was 1,865. By comparison, Mesquite's number of firms per 1,000 population equated to 12.4 – or only 64.1% of the number of firms per capita in Dallas County. Comparing the percentages to the total number of firms in Mesquite, Women-owned employers also lag behind Dallas County (roughly 40% fewer), Texas (54% less), and the U.S. (43% less) – but the number of Minority-owned firms are higher than County, State, and U.S. figures by 6%, 4%, and 54% respectively.

Genealogy. For decades, public libraries housed unique local genealogical research resources, giving themselves destination status. Private sector platforms with remote access to digitized records and genetic testing have increased interest in, and demand for, genealogy resources, but making some public library collections obsolete.

During community engagement forums, the Consultants learned that in years past, there was an MPL Librarian who focused on the Library's genealogy collection and programming. However, that individual is no longer employed at MPL. Not only did the Covid pandemic adversely affect the use of genealogical materials, but the trend in the field has also been to move programming to online venues – in support of regional interaction and education. MPL meeting room facilities are lacking in technological support for distance learning and meetings that locals need.



Small Business Success Starts Here

SCORE can help you start, grow or successfully exit a business. Small business owners who receive three or more hours of mentoring report higher revenues and increased growth. Enter your ZIP code to find a free SCORE business mentor today.



31,167

Small Businesses
Launched in 2023



152,115

Total Jobs
Created in 2023



285,014

Total Mentoring
Sessions in 2023

The Service Corp of Retired Executives (SCORE) has helped more than 17 million entrepreneurs successfully start and/or grow a business. SCORE's 10,000 volunteers provide free, expert mentoring, resources, and education in all 50 U.S. states and territories. Public Libraries across the U.S. have partnered with SCORE to incubate small businesses in their communities by providing space and resources to budding business owner/employers.

Collections

National trends show a public library's bread and butter is still books, be they electronic or in print. Importantly, **just in time** delivery of items has replaced the traditional **just in case** collecting of books. In Mesquite, online survey respondents selected borrowing physical items as favorite existing service, with borrowing digital items as fourth, per Table 4C2.

Technology. An important and major MPL accomplishment in recent years has been attaching radio frequency identification (RFID) tags to the physical collection. RFID technology greatly improves inventory control, security, and management while enhancing automated processing of check-in, check-out, and customer self-service functions. While difficult to quantify, the results are fewer lost items and getting items back onto shelves more quickly for customers to find and reborrow. Several other collection-related findings raised questions for which the Consultants believe warrant comprehensive solutions:

- The size and usage of the Adult, Teen, and Children's collections.
- How the age of the print (book) collection and configuration of existing shelving affect circulation.
- The balance between physical and electronic collections.
- The best location for the Genealogy collection.
- MPL's current Collection Development Policy is comprehensive but lacks a Collection Development Plan.

Collection Size & Distribution. MPL's collection encompasses three main areas of service for both physical and electronic materials – Children's, Teen, and Adult collections. As of the fiscal year 2022-23, the physical collection comprised 233,163 items. Among these, 137,376 items belonged to the Adult collection (58.9%), 82,828 were part of the Children's collection (35.5%), and 12,959 were dedicated to Teen materials (5.6%).

Analyzing MPL's overall circulation figures revealed that 36% stemmed from Adult materials, 58% from Children's materials, and the remaining 7% from Teen material. Interestingly, use of Adult and Children's items were inversely proportionate to their respective collection size.

Table 4C2

Mesquite Public Library Survey: Top Service Choices

<i>top ten service choices</i>	<i>responses</i>	
1 Borrow books, audiobooks, DVDs	418	68.3%
2 Search the Library's catalog	355	58.0%
3 Consult a librarian	305	49.8%
4 Borrow eBooks, audiobooks, newspapers, magazines	266	43.5%
5 Use Library printer, copier, scanner, or fax machine	172	28.1%
6 Use Library to read or study	159	26.0%
7 Use Library Wi-Fi to access internet with own device	153	25.0%
8 Attend Library programs	131	21.4%
9 Meet with friends/study group/tutor/others	66	10.8%
10 Access subscription database services	59	9.6%

A preliminary review of detailed Peer Library stats correlated to Texas Public Library Standards indicate MPL's collection items per capita is very high for both peer groups (peer rank 1 of 8 and 3 of 18), but collection turnover and collection usage per capita are low compared to MPL's peers. MPL's large collection per capita does not circulate proportionately to its size. Indeed, five of the nine quantifiable Texas Public Library Standards (TPLS) address collections and MPL meets or exceeds the minimum level for only one of those five.

Age of the Physical Collection. The fifth TPLS collection-related metric requires 20% of a library's collection to be less than five years old. The Consultants have not analyzed MPL data about collection age. MPL still circulates older media such as DVDs, even as the format is becoming obsolete. Studies have shown that lack of turnover can be caused by too many out-of-date titles and too many books that are difficult to reach on low and/or high shelves.

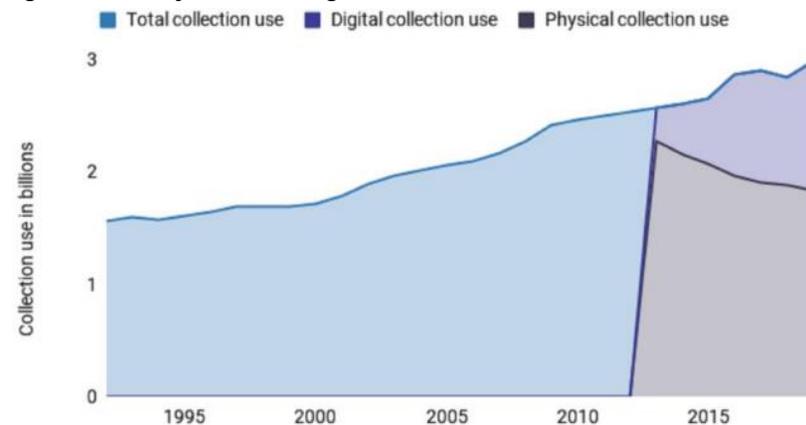
Electronic Collection. Peer Analyses indicate that circulation of downloadable audio and eBooks at MPL is low (peer ranks 8 of 8 and 17 of 18), especially compared to the portion of the total collection that electronic items represent (56.4%). Covid introduced borrowing electronically to a larger audience than before and that trend is maintaining somewhat, despite studies that show reading from a page leads to greater comprehension than reading from a screen.

The price of electronic items had been increasing nationally before the increased demand. MPL has mitigated some of that cost through memberships in collective buying consortiums.

Genealogy. Local history collections are often located with genealogy items, but just the current genealogy shelving and aisles occupy approximately 752 square feet of space in the Main Library. Replacement cost for that amount of space is estimated at \$488,800 in 2024 dollars.

MPL offers the *Ancestry Library Edition* platform. However, as identified in the Services sub-section, MPL has not been able to serve the genealogical community as effectively as they would prefer, due to facility and staff deficiencies.

Figure 4C2 Physical vs. Digital Collection Use



Nationally, total collection use is reaching record highs.

Despite the decrease in physical collection use, total public library collection use reached a record high of 2.98 billion in 2019, growing 15.96% since 2013.

This is due to the 153.16% growth in digital collection use from 302 million in 2013 to 1.15 billion in 2019. The Covid pandemic fueled an even larger increase in electronic collection demands since 2019.

Shelving for Physical Collections. Analyzing MPL shelving, the adult collection is housed on 90-inch high units with seven shelves per 36-inch wide unit per face, so books are distributed across both the top and bottom shelves of most ranges designated for adults. However, industry best practices avoid placing materials on these extreme shelves for several valid reasons:

- **Accessibility:** Placing materials too high or too low can hinder their use, particularly for customers with mobility challenges or disabilities, affecting inclusivity and equitable access to resources.
- **Safety:** High shelves pose risks of strains or falls, especially with heavier items, while low shelves can create tripping hazards.
- **Visibility:** Extreme shelf heights can reduce visibility, leading to decreased circulation by hindering customer exploration of the collections.
- **Preservation:** Lower shelves may expose materials to damage from spills or pests, while higher shelves might be harder to monitor for environmental factors affecting the collection's longevity.
- **User Experience:** Placing materials at convenient heights enhances the user experience, encouraging customers to engage comfortably with a library's offerings.

Best practice aims for shelves to be between 75 to 80% full to facilitate ease of reshelving borrowed items, optimizing collection access, and improving the user experience. This practice facilitates easier browsing, prevents damage, maintains aesthetic appeal, ensures proper air circulation, and allows for future expansion.

Collection Development. MPL's Collection Development Policy clearly states its purpose, which meets industry best practice. In a portion of the Policy, MPL has developed goals for removing old and damaged items from their collections – a process referred to as “weeding the collection.” After documenting progress over the past several months, the removal of materials may need to be expedited for MPL to meet the stated goals.



Current shelving of physical collections at the North Branch Library showing limited space at the right side of some shelving units (100% full). Similar conditions exist at places in the Main Library.

Note: Over 750 million books were sold in the U.S. in 2023 alone.

Staffing

The best collections and most beautiful library buildings are useless without well-trained and motivated staff. MPL's staff has a well-earned reputation to protect. Nonetheless, through various analyses, the Consultants recognize these deficiencies.

- A number of key Administrative positions are missing from the organization. As a result, the Library Director and other MPL employees have come to wear many hats – to the detriment of a fully functioning suburban public library system.
- MPL's existing contingent of professional Librarians is only slightly (10%) below the peer averages.
- The para-professional staff levels are 19 or 24% below the Metroplex and regional peer averages, respectively.
- Multi-lingual personnel are not common in the MPL staff ranks.
- MPL appears to have no formally established career paths for individual staff positions.

Organization. Like any public library, MPL is a service business, even if it operates for the public good and not for profit. Still, it needs a typical corporate structure with all roles filled to operate effectively and fulfill its mission, goals, and objectives.

Currently, the Library Director serves as Chief Executive Officer (CEO), Chief Operations Officer (COO), Chief Financial Officer (CFO), and Chief Marketing Officer (CMO). The Technical Services Department head fills the roles of Chief Information Officer (CIO) and Chief Technology Officer (CTO). The Office Coordinator also fills the roles of assistant to the CFO and Corporate Secretary. The Public Services Supervisor often serves as Main Library Manager. If MPL is to grow and serve Mesquite residents to its fullest potential, dual role-filling must be replaced with individuals trained and/or experienced in their respective roles and responsibilities.

Reflecting the Community. MPL employs Hispanic and African-American personnel, but not in proportion to the community at-large. Some staff members are fluent in Spanish, but most personnel have to rely on MPL's promotional material and limited signage that is in Spanish.



The Mesquite Public Library's personnel are a major reason for the success the Library enjoys, as corroborated by numerous Community Surveys and recent online surveys of Library customers.

MPL staff have impressed the Consultants with their eagerness to serve – the number one most important trait of public library employees.

I believe that the librarians at the Public library are a vital part of my two kids' lives as they grow up.

Response 90, 1/30/2024

Technology to Improve Staff Efficiency. The RFID tags MPL has placed in physical collection items form an excellent foundation for additional technological applications that have the potential to increase staff efficiency through automated and customer self-service tasks. However, according to FY2023-2024 MPL statistics, self-check-out transactions only comprise approximately 20% of total physical item borrowing. Some public libraries set self-check-out goals as high as 80% of the total.

Other proven customer service technologies that make staff time more efficient are available but not currently utilized by MPL, such as:

- Acceptance of multiple payment options other than cash or checks – credit and debit cards, online banking transfers, etc.
- Loaning devices for in-library use – laptop computers, tablets, charging packs, etc.
- An automated meeting room reservation system that allows online reservations, payments, and remote unlocking of doors.
- Lending lockers and kiosks providing access to library resources 24/7/365.

Staff Development. MPL holds an annual Staff Development Day – typically on Presidents Day in February – in order to be open to the public as many non-Federal holiday days as possible. Best practice would support one day each quarter, or an annual Staff Development Week.

Continuing Education (CE): Texas Public Library Standards (TPLS) define CE as any formal training that library personnel utilize to improve job-related knowledge. TPLS requires libraries to allocate funds to cover direct costs for staff continuing education but does not quantify an amount.

TPLS considers the most meaningful measure of staff levels as being the number of hours open per full-time equivalent (FTE) staff – a ratio of total hours open for an individual library divided by total FTE required to operate those hours. Such a metric incorporates both population served and total service hours open, but TPLS does not quantify a goal for this standard either.



Example of a self-service laptop/tablet loaning kiosk within a public library, operated by swiping one's library card to gain access. This "innovation" has been in use for over a decade, with minimal loss or damage of inventory reported.

Budget

As shown in the Metroplex Peer Analysis (List 1) and reinforced in Table 4C3, the City of Mesquite is funding the Mesquite Public Library at a rate below the peer average, potentially affecting library service for residents. Some pertinent statistical notes include:

- In the two recent annual budget increases, MPL's allocation has increased at rates higher than the overall City of Mesquite budget increases, suggesting the City recognizes the need to up MPL's revenue.
- Peer Analyses show the City provides a higher percentage of MPL's overall funding (99.4%) than the peer averages (98.5% Metroplex, 96.8% regional), i.e. MPL relies more on revenue from local government than do its peer libraries. Industry best practice suggests public library revenue streams be diverse, with funds coming from local, State, and Federal governments, as well as the private sector.
- The Friends of the Mesquite Public Library is an established 501(c)(3) organization that typically provides MPL with about \$10,000 annually.
- Peer Analyses show MPL's Total Operating Expenditures per capita (\$16.92) lag behind their peer averages (\$25.53 Metroplex, \$24.35 regional). Comparable State of Texas and national public library expenditure averages in 2022 were \$35.45 and \$54.13, respectively.
- MPL currently charges non-residents an annual fee is \$25.00 to use library services. Mesquite does not charge fees to residents of other cities that do not charge Mesquite residents non-resident fees.

The stated mission of the Mesquite Public Library System is to enrich the lives of residents by providing access to a variety of intellectual, educational, informational, recreational, and cultural resources. A better educated populous can earn more income and pay more in taxes, thereby increasing the City's ROI by funding the Library. MPL has entered into partnerships with other City Departments and like-minded organizations, in an effort extend it service reach in a fiscally sound manner.

Table 4C3
Library Funding by Comparable Cities' Budgeting

city	2020 population	library as percent of city budget FY2022	library as percent of city budget FY2023	library as percent of city budget FY2024
Plano	289,547	1.74%	1.87%	1.84%
Carrollton	165,614	1.47%	1.62%	1.67%
Arlington	394,602	1.43%	1.49%	1.47%
Richardson	119,469	1.00%	1.02%	0.99%
Mesquite⁵	150,108	0.820%	0.866%	0.873%
Irving	254,715	0.91%	0.86%	0.77%
Grand Prairie	196,100	0.50%	0.67%	0.74%
Garland	246,018	0.68%	0.71%	0.71%
averages	227,022	1.07%	1.14%	1.13%

In general, Texas has limited public library service because it funds its libraries poorly. Adequately-funded public libraries receive the equivalent of 3% to 5% of municipal budgets. As the Table shows, Mesquite & many of its peers struggle to fund to a 1% level.

See Appendix 4C2: Library Funding by Comparable Cities' Budgeting for the complete Table 4C3, including data sources for all 8 cities.

Note: *Library budget data in Table 4C3 and Appendix 4C2 differ slightly from data in the Peer Analyses, which distinguishes between revenue and expenditures.*

⁵ <https://www.cityofmesquite.com/ArchiveCenter/ViewFile/Item/4097>

Facilities

Looking at library facilities in both Peer Analyses, Mesquite ranked below average in all metrics: total square feet (8 out of 8 and 15 of 18); square feet per capita (8 out of 8 and 16 of 18); and number of facilities per 100,000 population (5 out of 8 and 8 of 18). With only one-third of the lowest recognized minimum standard of 0.6 square feet of library space per capita, the Mesquite Public Library is restricted from reaching its full potential, and falling further behind over time without adding space, per Table 4C4. In comparison with its Metroplex peers, per Table 4C5, the Consultants recognize these conditions:

- For the peer average number of facilities per 100,000 population (1.41), Mesquite ranks slightly lower at 1.35, or fifth out of eight peers.
- Mesquite's population per facility of 73,846 placed fourth most of the eight but just below the group average.
- Mesquite's population density (3,096.1) ranks 7 of 8 as less dense than all but Grand Prairie.
- In terms of the number of square miles per facility, only Richardson at 28.57 had less dense coverage than Mesquite (24.24).

Mesquite's population density per square mile, at 3,096, compares with 3,841 for the City of Dallas. By extension, Dallas averages 43,000 persons per its 30 library locations, projecting to 3.4 libraries needed for MPL to reach equivalency today. Eventually, Mesquite's single family housing stock will gentrify into larger homes. But any decrease in density will be offset by higher density multi-family rentals for younger, single residents moving to the area.

Existing Library Locations. The existing North Branch Library is so close the City's borders with Garland to the north and Dallas to the west (see the map on the next page) that a substantial portion of the Library's 5-minute drive time coverage is outside of Mesquite's city limits. The Main Library location fits well into the city limits, covering most of Mesquite from border-to-border – and a bit beyond. Best practice would suggest the City consider relocating the North Branch to a place more convenient to Mesquite residents rather than Garland and Dallas homes.

Table 4C4

Library Square Footage Shortfall Projections

year	2025	2030	2035	2045
projected population	156,059	164,020	172,386	190,422
current library square feet	36,363	36,363	36,363	36,363
square feet per capita	0.23	0.22	0.21	0.19
square feet needed by standard	93,635	98,412	103,432	114,253
square feet surplus/shortfall	-57,272	-62,049	-67,069	-77,890
current space as % of need	38.8%	36.9%	35.2%	31.8%

Note: Based on an annual rate of population growth of 1.0% proposed by the Mesquite Comprehensive Plan, October 7, 2019

Table 4C5

Library Facilities – Comparable Metroplex Cities

city/ (no. of libraries)	population/ sq. mile	land area (sq. miles)	population/ library	sq. mile/ library
Arlington (7)	4,112.7	95.87	56,112	13.70
Garland (4)	4,306.1	57.13	60,509	14.28
Plano (5)	3,982.5	71.69	57,641	14.34
Carrollton (2)	3,640.2	36.66	82,750	18.33
Irving (3)	3,832.3	66.98	84,733	22.33
Grand Prairie (3)	2,702.3	72.57	65,782	24.19
Mesquite (2)	3,096.1	48.48	73,846	24.24
Richardson (1)	4,182.2	28.57	116,382	28.57
<i>averages</i>	3,732.8	59.74	74,719	20.00

Geographic Coverage. In reviewing GIS mapping of Mesquite's public libraries, the Consultants were able to analyze how well MPL's current system of two locations covered Mesquite's city limits within a convenient driving time for users. In several studies similar to this Strategic Plan, the Consultants have asked library customers' opinions on the maximum time they prefer to drive to their library. Responses have routinely topped out at 10 minutes. Based on the existing street network in the greater area, GIS mapped five-minute and 10-minute boundaries around both MPL locations, as depicted in the map in Figure 4C3 at right. The 10-minute boundaries are more lightly shaded than the 5-minutes, as depicted in the Legend. Consultant takeaways from this drive-time analysis include:

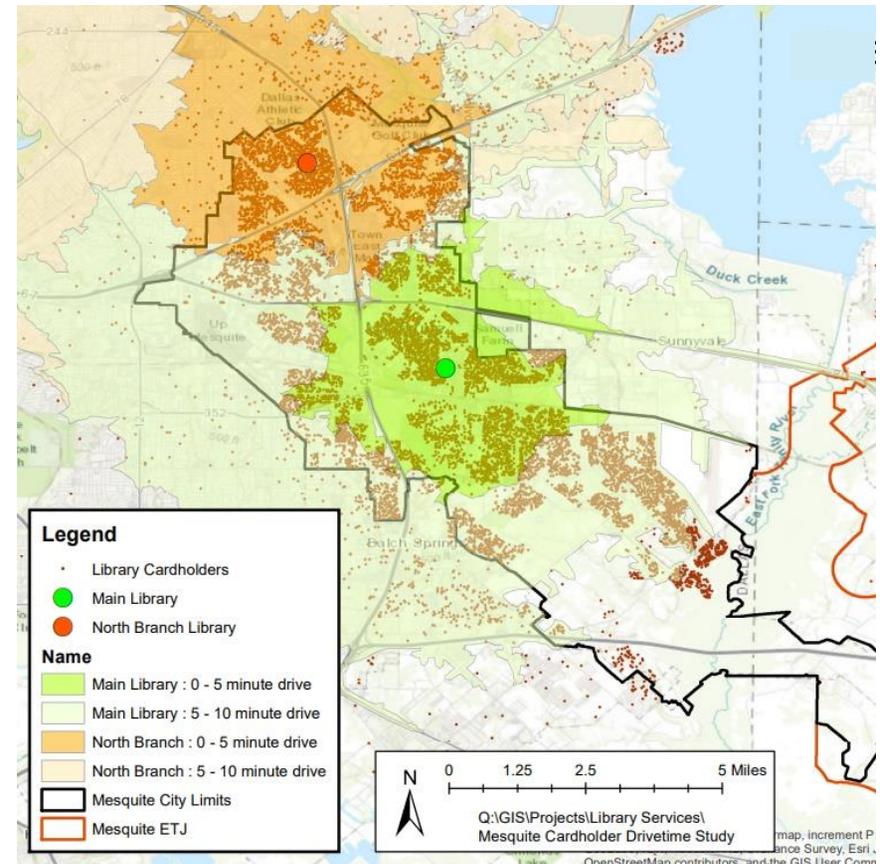
- Coverage within a 10-minute drive time fully covers the Mesquite city limits (black line boundary) in north and central Mesquite. The southern city limits and extra-territorial jurisdiction (ETJ) red line boundary extend far from a 10-minute drive time to the Main Library.
- It will be years before far South Mesquite will need or can support a full-service library.
- The North Branch Library's 5-minute coverage is almost as extensive outside the city limits as it is inside.
- A significant number of Library Cardholder households are located outside the 5-minute drive boundaries for each MPL location.

Correlating driving time to riding a bicycle and walking, here are widely accepted parameters:

Average in-town automobile speed:	24 to 26 miles per hour.
Average biking speed:	12.5 miles per hour.
Average walking speed:	3 miles per hour.

For calculation purposes, biking takes about twice as long as driving and walking takes about four times as long as biking. So, the 5-minute drive time boundary equates to a 10-minute bike trip and a 40-minute walk, maximum. Hence, there are several neighborhoods in Mesquite that are not within convenient walking distance of an existing Library. Add in the number of highways crisscrossing Mesquite that create barriers to walking and biking then it's no wonder most residents drive to their MPL location.

Figure 4C3 Library Drive-Time Analysis



Map of Mesquite showing the two existing MPL libraries (green dot = Main Library, red dot = North Branch Library) in context of the household locations of current library cardholders (small red dots).

The 0-5 minute drive time areas reveal gaps between locations where driving becomes the more likely mode of transportation to a given MPL facility.

See Appendix 4C2 for a discussion on mapping Mesquite Library cardholder households to determine future Library locations and a set of larger maps.

Map prepared by the City of Mesquite Geographic Information Systems Division.

Section 5
Consultant Recommendations: Areas of Focus

The Consultants have been tasked to provide the City and MPL with a five-year Strategic Plan for becoming an even better public library system. By improving the **levels of education** for all ages, Mesquite Public Library fulfills its role in the **public education system**. Succinctly stated, to fulfill its mission, MPL's needs are:

- More space.
- More staff.
- More money.

In order to address these shortfalls, the Consultants were tasked with formulating a five-year Strategic Plan to address MPL operational issues, as well as a 20-year Facilities Plan to address space and service outlet location issues. In order to establish overarching guidelines for both Plans, the Consultants propose the City focus upon a set of inter-related standards for MPL to strive for during and after Plan implementation.

Level of Service (LOS) Standards. The Consultants recommend that the City of Mesquite adopt key levels of library service to be provided by MPL well into the future. These standards (see Table 5 at right) represent both guideposts and goals to be achieved over the next five years, then maintained and/or re-evaluated in the future. The 20-year LOS standard for library space is 0.60 square feet per capita. The table also shows peer averages and Texas Public Library Standards (TPLS) as additional guidelines for these LOS standards.

The ingredients of the 20-year Facilities Plan are outlined in subsection 5F of this Section. Due to the capital investments required to fulfill such a Facilities Plan, the timing of Plan implementation will depend upon the City's current and planned tax-supported debt obligations.

A structure for the five-year Strategic Plan is included in subsection 5G of this Section of the Report. A complete delineation of this Plan is contingent upon MPL staff input needed to prioritize implementation of strategic goals and objectives over the next five years.

Table 5
Proposed LOS Standards for Mesquite Public Library, 2025-2029

<i>metric</i>	Mesquite Public Library 2022	<i>Metro peer average 2022</i>	<i>enhanced 2014 TPLS standard</i>	<i>exemplary 2014 TPLS standard</i>	5-year goal
<i>Square feet per capita</i>	0.24	0.45	n/a	n/a	0.26
<i>MLS staff per 1,000 population</i>	0.09	0.100	0.070	0.096	0.095
<i>Total staff per 1,000 population</i>	0.22	0.290	0.250	0.294	0.290
<i>Staff expenditures per capita</i>	\$11.33	\$19.13	n/a	n/a	\$20.00
<i>Collection expenditures per capita</i>	\$1.59	\$3.56	\$2.36	\$4.07	\$2.50
<i>Operating expenditures per capita</i>	\$16.92	\$25.53	\$17.38	\$21.96	\$27.92
<i>Collection items per capita</i>	3.14	2.01	1.52	2.41	2.00
<i>Collection usage per capita</i>	1.65	5.82	5.05	8.25	2.50
<i>Collection turnover</i>	0.53	2.87	2.92	4.75	2.00
<i>Library visits per capita</i>	0.92	1.55	n/a	n/a	1.50
<i>Hours open</i>	62	64.25	64	68	68

5A. Customers

MPL should up its game in marketing and communications to attract both current and future residents to the Library, including:

- Hispanic/Latino families.
- Spanish-speaking residents.
- Incoming younger Millennial and Gen Z generations.
- Home schoolers and Charter school families;
- While continuing to serve all existing customer segments.

Success in doing so will require research, marketing, and offering appropriate programs and services for these target markets. Targeted research, marketing, and offerings will require staff that “looks like” the target audiences – culturally, age-wise, etc.

The excellent news is that city residents love the Library and the staff per city surveys and testimonials. Community support is outstanding.

Almost half of the population of the city of Mesquite is Hispanic/Latino – about 45% – or over 67,000 residents – so Library leadership should seek ways to attract more Latino residents, and the few Hispanic paraprofessional staff members are eager to assist with programs and recruitment.

The Consultants heard from local Latino residents during a focus group that "Latinos love the Library" even if they don't use it often or find materials and programs of interest. The Library is useful for school assignments, and research, as well as the occasional seasonal program or cultural event. MPL should work with existing Hispanic customers to develop programming that will attract new Hispanic library users.

We also heard that the Library Director had participated in Latino community events and is well regarded. She is approachable, engaging, and partners with community groups such as the Hispanic Forum. The Library has participated in City and community Mexican celebrations and festivals. Additional outreach into Latin communities will likely be the most successful means in attracting more users from those communities.

Hispanics describe their identity in different ways

% of Hispanics saying they describe themselves most often as ... (2019)



Do you prefer the term Hispanic, Latino or Latinx? (2022)



Note: “No preference” is a voluntary response. Other voluntary responses are not shown. Share of respondents who didn’t offer a response is not shown.

Source: National Survey of Latinos conducted in 2019 and 2022.

PEW RESEARCH CENTER

From our experience in states across the U.S., the Consultants have gleaned the same findings as the Pew Research Center – that one’s country of origin is a leading identifier of immigrant families.

Therefore, rather than hosting generic “Hispanic” programs, MPL programming might be more targeted, offering Peruvian, Mexican, or Puerto Rican events – creating an environment for one nationality to share their heritage and customs with others.

5B. Programs & Services

The Library's website and social media are communication channels that can increase public awareness of Library programs and services and attract the attention of potential customers. Library staff should periodically review the website for completeness and accuracy, and new service offerings should be added to the website promptly. Examples of services that should be mentioned are:

- The availability of services in Spanish.
- Training available for computer skills.
- The availability of "Makerspace" tools and software.
- The availability of special kits, such as the "Keep Mesquite Beautiful".
- Programs celebrating holidays, seasonal themes, and cultural themes.
- Services related to the Family Place library.
- Availability of a notary.
- Community partnerships.

Posting photos of recent past events – on the website, social media, or in a newsletter – adds visual interest, demonstrates the range of programs that can be expected from the library, and helps capture the attention of future customers. Particularly events or services that could be memorialized in this way include:

- Celebrating holidays or seasonal themes.
- Celebrating cultural themes.
- Involving community partners.
- Taking place in the community outside the library walls.

A monthly or quarterly digital newsletter would be a good vehicle for promoting upcoming events and posting highlights of recent events, as well as providing readers with a regular reminder of basic information about the Library. Such a newsletter could be posted on the website, and promoted through social media, email, and other communication channels.

Such a newsletter could contain:

- Promotion of upcoming events;
- Highlights of recent past events;
- A summary of available services; and
- Basic information about library locations, hours, and how to get a library card.

Service Delivery Alternatives. Making the full range of library services easily discoverable from the website should help attract potential customers. There are numerous other state-of-the-market technological applications that MPL could invest in to improve the customer or user experience (UX), such as:

- Self-service capabilities in addition to the current self-check-out stations, like mobile printing and pay apps, loaning laptop computers for in-library use, loaning Internet hotspots for take-home use, etc.
- Automated room reservation and access systems.
- 24/7/365 access to library collections via lending lockers and/or kiosks.

Youth Services. Building upon MPL's current strength of Children's Services could include applying similar effort to Teen Services. Doing so would likely require:

- Hiring a full-time staff person who specializes in working with teens.
- Upgrading the Teen areas in each Library to include a "wow" factor in terms of furniture, technology, colors, and signage in the space.
- Creating a Teen Council to help design teen space in each Library.

"My nieces & nephews are now early teens & don't feel engaged by the library any more. Programs directed towards them would keep them learning & interested in knowledge."

Online Survey response 23, 2/13/2024

5C. Collections

Mesquite Public Library's large print collection does not circulate proportionately to its size. Findings outlined in Section 4 of this Report provided several clues, such as overcrowded shelves and the age, subject matter, and poor condition of many books. In response, the Consultants recommend the following collection goals:

- Transition to fully-accessible shelving, where all items are within reach, in compliance with Texas Accessibility Standards (TAS)⁶. Studies show that eliminating high and low shelves will actually make items easier to find, thereby boosting circulation.
- Convert some static shelving in Children's services areas to become moveable, on sturdy casters.
- Relocate responsibility for the Genealogy collection to Historic Mesquite, Inc. so the function gets the support it needs but no longer gets from MPL, thereby freeing up floor space in the Main Library.
- Strive to purchase larger numbers of new materials for the next three fiscal years, making the collection "newer" than it currently is.
- Modify MPL's current Collection Development Policy with a Plan to carry out these priorities while budgeting for the long-term future.

A Current Collection. Like many libraries nationwide, MPL adheres to a systematic approach to manage its collection through a regular, periodic practice of "weeding" out old and/or damaged items. In line with their collection development policy, MPL employs the CREW method⁷ for collection inventory management. Weeding, while tedious, is an indispensable aspect of maintaining a vibrant and pertinent collection that meets the evolving needs of library users. This methodical approach ensures that materials are regularly evaluated based on factors such as relevance, usage trends, condition, and duplication. By adhering to established guidelines and best practices, MPL can curate a dynamic collection that remains responsive and beneficial to its customers.



Shelving housing the Adult collection at both the North Branch & Main Library are typically 90-inch high units with 6 to 7 shelves per side.

⁶ Adopted by the State of Texas in 2012, Texas Accessibility Standards contain requirements for accessibility to sites, facilities, buildings, and elements by individuals with disabilities, similar to the Americans with Disabilities Act (ADA).

⁷ Developed by TSLAC in 1976, CREW stands for Continuous Review, Evaluation, and Weeding and is a widely recognized methodology for collection management adopted by numerous libraries across the country.

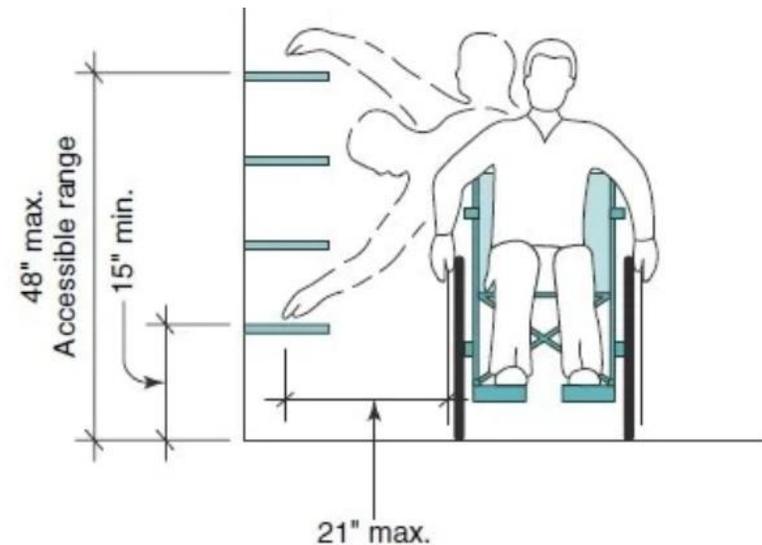
The Consultants recommend MPL reduce the current collection size by approximately 10,000 to 20,000 items, primarily from the Adult collection, to enhance access and utilization. Weeding practices are crucial for curating a dynamic collection aligned with community needs. This process can be phased over multiple years to assess its impact and make adjustments as necessary. Additionally, reducing a library's collection size has proven to improve the turnover rate by focusing resources on items that are more likely to be actively used and circulated.

An Accessible Collection. Adjustments to the existing shelving arrangement are necessary to comply with TAS, possibly necessitating further reductions in the collection size. These efforts collectively contribute to creating a vibrant, accessible, and user-friendly library environment.

Bolster Children's Collections. Another recommendation for enhancing the library's collection is to pursue additional funding for the children's collection. This recommendation stems from the observation that the children's materials constitute the most actively circulated collection within the MPL system – comprising 82,828 items, recording 102,917 circulations. Children's materials typically exhibit a slightly higher turnover rate compared to other categories due to frequent visits by parents accompanying their children to the library. There is a significant opportunity to leverage the strong usage of the children's collection and further increase its circulation as well as signing up parents to use the library services as well. By allocating resources to expand and diversify the children's collection, MPL can enhance the overall library experience for families and promote a lifelong love of reading and learning among young customers.

Highlight Electronic Collections. MPL is a member of the Northeast Texas Digital Consortium which provides cardholder access to a broad collection of titles in downloadable format through the online platforms of *Libby* by Overdrive and *cloudLibrary*. Usage of those electronic collections would be increased by improving public awareness of that collection and how to access it.

Figure 5C
Shelving Limits for an Accessible Collection



Four shelves within reach require 66-inch high shelving units, compared with current 90-inch shelving at the Main & North Branch Libraries with up to seven shelves per unit.

5D. Staffing

The best collections and most beautiful library buildings are useless without well-trained and motivated staff. MPL's staff has a well-earned reputation to protect, so the Consultants recommend the following priorities:

- Support MPL's existing contingent of professional Librarians by adding multi-lingual para-professionals to the ranks.
- Leverage the City's tuition assistance program to establish a career path for multi-lingual MPL staff to seek a Master's of Library Science (MLS) degree.
- Add select and sorely needed Administrative positions of Assistant Director, Marketing/Communications liaison, and Facilities Manager.

The Library Director is the only top management position. It would be useful to provide an Assistant or Deputy Director position, as warrants most departments, someone to manage the day-to-day operations of the Library. An Assistant or Deputy Director position would allow the Director to focus on community and City opportunities.

Additional staff will allow MPL to strengthen existing programs and services, establishing a base from which to build connections with new segments of library customers: Latinx, African, Millennials, Gen Z, etc.

Personnel Reflecting the Community. The Mesquite Public Library is not unique in the fact that staff at all levels do not fully reflect the city's persons of color. Consequently, neither do the programs or services. It is obvious entering the Library that there is little recognition of Hispanic residents – and there is sparse Spanish language signage, no displays, some Spanish and bilingual books, and few Spanish-speaking staff.

There are City initiatives that could change this lack of representation among library employees. There are two graduate Library Schools in Denton (Texas Women's University and the University of North Texas), just 50 miles north of Mesquite with in-person and online courses.

The fact that people gravitate to people who are familiar, who look like them, speak their language, and have some similar interests – cannot be stressed enough. It's natural and happens for all of us. People feel comfortable when they see a familiar face or see items in a library that connect with their history and interests. Opportunities for recruitment and hiring of Spanish-speakers and librarians of color exist. Here are a few:

1. Utilize the City initiative to provide tuition reimbursement to employees and send Spanish-speaking paraprofessionals to Library School to get their MLS. Contact the school for scholarships and financial aid available. The School may match ALA Spectrum Scholarships, as do others. Paraprofessionals will feel valued by the Library and the City.
2. Hire MLS graduates from the Denton graduate library schools. Visit and let students know the joys of Mesquite as a good place to work. Ask MPL staff to share stories about Mesquite communities and library employees. Initiate a strong partnership so that graduates know they are welcome, even if hiring is limited. Stay in contact with graduate students.
3. Determine if there is interest in hiring persons with equivalent degrees. Some libraries hire graduates with a degree in history, or education or science, and have them attend an online course on librarianship. The different academic specialties can add to the variety of programs the library can offer.
4. Offer Spanish-speaking paraprofessional staff opportunities to develop programs or participate in the library booth at community events. They are a direct contact with residents, churches, schools, families, and Latino businesses.
5. Approach the Friends of the Library about sponsoring a para-professional with a scholarship or financial support to become a librarian. Many Friends groups around the country sponsor scholarships for their library employees to get an MLS degree.

These are just a few ways to expand the staff at the Library, lending visibility to all communities through them.

5E. Budget

As shown in the Peer Analysis and reinforced in Table 5E, the City of Mesquite is not adequately funding MPL, adversely affecting library service for residents. The Consultants offer these recommendations for diversifying and increasing revenue streams:

- Each fiscal year, increase the percentage of the City's budget allocated to the Library, with a goal of increasing MPL's allocation from approximately \$3 million to \$4.5 million in five years. The result would divert an additional 0.4% of the annual City budget to MPL.
- Consider forming a Library Foundation to increase private-sector funding.
- Investigate non-traditional fundraising methods to augment municipal funding with private sector sources.

A better educated populous can earn more and pay more in taxes, thereby increasing the City's ROI for funding the Library.

Library Allocations. The City Manager's Office (CMO) makes decisions on budgets to submit for City Council approval. No annual budget is automatic year over year unless some baseline has been established. So, no department knows that there is an adjustment to support a specific department unless the Council or the CMO announces it.

The amount of funds redirected to the Library System can be small enough that most departments would not notice the reduction. The Library Director can present the Strategic Plan to the CMO and City Council to get buy-in so that all are aware that a budgetary "ask" is coming. The Library Director would then submit budget requests with increases to show how the additional budget will be used. These requests would tie into the Strategic Plan's measures and outcomes.

Hopefully, a track record of demonstrated performance shows the Library is a good investment – an indication that Library staff are capable of achieving the goals set and that what is being asked for is in line with neighboring communities, best practices, and community needs. The peer comparison and survey data establish that MPL is behind its peers

and needs more resources to compete. The question for the CMO is how much of a commitment the City is willing to make towards library services?

Table 5E
Tax Rates of the Six Comparable Cities in Dallas County

ENTITY RANK County+City+ISD Tax Rate	M&O	I&S	Total Tax Rate
Mesquite	1.695408	0.639038	2.334446
Grand Prairie	1.693267	0.607029	2.300296
Garland	1.490344	0.797848	2.288192
Richardson	1.643258	0.606038	2.249296
Irving	1.664298	0.498148	2.162446
Carrollton	1.699123	0.383473	2.082596

Of the Metroplex Peers/Comparable Cities in Dallas County, Mesquite has the highest total tax rate as of 2023.

See Appendix 4C2 for a brief study of library funding by Comparable Cities' budgeting.

5F. Facilities

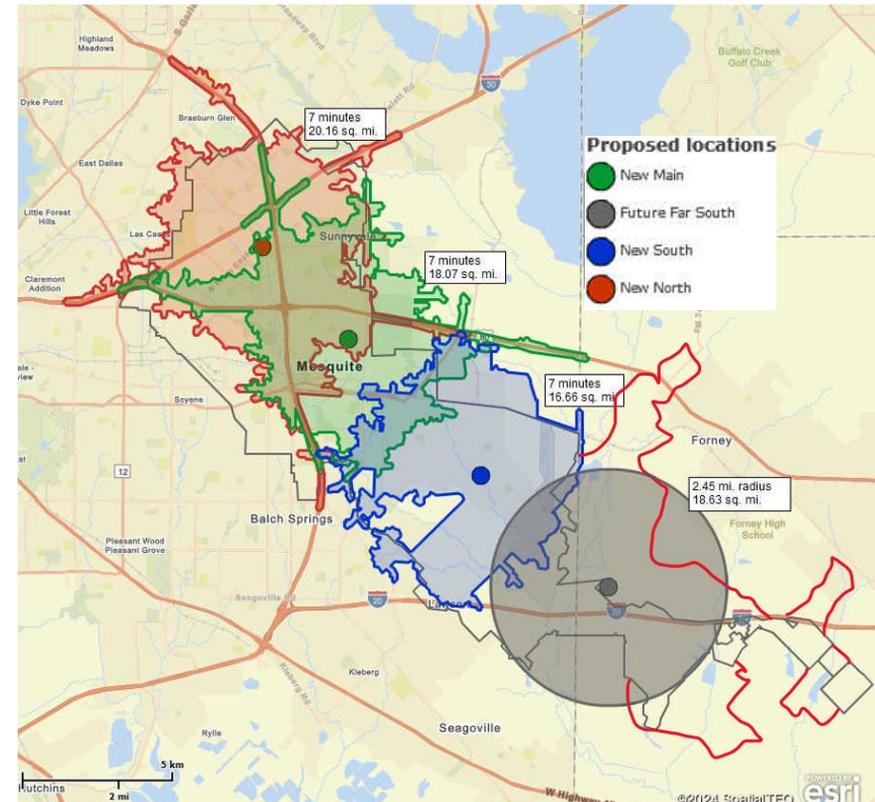
With current library square footage at only one-third of the lowest recognized minimum standard, Mesquite Public Library needs more space to reach its full potential. But that space should be strategically located for the convenience of the greatest number of city residents. Therefore, the Consultants recommend these facility-related priorities:

- Establish a level of service goal of 0.60 square feet per capita as the minimum aggregated amount of space for the MPL system.
- Plan a network of library service outlets that conveniently and equitably cover the bulk of the city limits, with access for most residents via their personal vehicle, bicycle, walking, or using mass transit – all helping to limit MPL users' carbon footprint.
- Plan for a maximum 7-minute drive time centered on the two existing library locations can cover the 16 to 20 square miles of the city, as shown on the Figure 5F map at right.
- Use new library locations as another City government tool to revitalize areas targeted by Mesquite's 2024-2025 Strategic Goals, such as Downtown, Gus Thomasson, or Town East Mall.
- Co-locate interim library service outlets with other planned City services to accommodate service in south Mesquite until demand matures.
- Consider locating a library in Kaufman County to serve residents of far south Mesquite and Forney in the future.

Determining Facility Locations

The proposed new South Branch Library (blue dot on the Figure 5F map) is located to be immediately convenient for residents clustered along the Sunnyvale border, near Mesquite Metro Airport, and outside of the Main Library's 7-minute drive time. This blue dot location appears to be a long-term solution, in close proximity to the large cluster of library cardholders around Terry Middle School and Thompson Park. See Appendix 4C1 for a set of larger maps discussing how mapping Mesquite Public Library cardholder households can help determine future Library locations.

Figure 5F
Proposed Mesquite Public Library System Locations



Library locations based on the LOS standard for library space of 0.60 square feet per capita, showing typical coverage of a 7-minute drive time:

- (Red) North Branch relocated to the Gus Thomasson Corridor/Town East area.
- (Green) The Main Library relocated to the old City Hall site.
- (Blue) A new South Branch Library co-located with either Brandy Station Park or Clay Mathis Park.
- (Gray) An approximated future far South Branch in Kaufman County, pending development of a local street network.

Map prepared by Godfrey's Associates, Inc.

Recommended Capital Projects

The Consultants recommend the City of Mesquite pursue sweat equity projects to improve the two 40+ year-old libraries current comprising the Mesquite Public Library System while capital projects are developed to replace the two existing buildings and to add additional Branch Libraries.

Library Shelving Reconfigurations. In both existing Libraries, reconfigure tall shelving to meet accessibility requirements of TAS and ADA, as discussed above in Subsection 5C and depicted in Figure 5C.

Library Kiosk. A library service outlet co-located with other planned City services in South Mesquite. Total project cost: \$362,000.

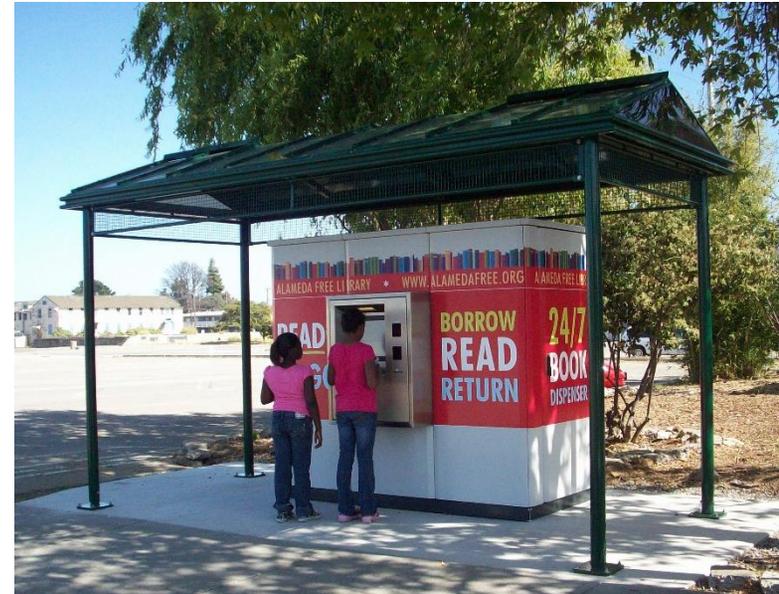
Main Library Renovation. In order to extend its life until a larger, modern version could be built, key portions of the existing building should be renovated. Specifically, the internal courtyard should be roofed over and made into interior space and the lobby skylights should be covered with metal roofing to eliminate chronic roof leaks. The result would add 1,011 square feet while making the space much more open and efficient. Total project cost: \$2.29 million.

North Branch Relocation. The current 9,965 square foot building is too small to provide a full contingent of modern public library services. Move to a larger space toward the center of town – more convenient to residents – possibly leasing space in a vacant big box store or at Town East Mall. Total project cost: \$3.14 million.

Construct a new South Branch – an obvious option likely to be approved by voters if a proper education campaign precedes the vote. Optimum size: 35,000 square feet. Total project cost: \$21.54 million.

Construct a new Main Library of 45,000 square feet, possibly on the old City Hall site, potentially connected to the Arts Center – or as part of the Downtown/Military Parkway Revitalization effort. Total project cost: \$29.36 million.

Construct a Future Far South Branch. A long-term project, also a minimum size of 35,000 square feet, to support the eventual build-out of South Mesquite across the City's ETJ in Kaufman County.



Exterior-rated library kiosk, available for use 24/7/365, Wi-Fi capable, Alameda Free Library, Alameda, California

A 20-Year Facilities Plan

MPL capital improvements recommended by the Consultants are designed to reach City and Library Strategic Goals, particularly to achieve 0.60 square feet of library space per capita by 2045. Projects to be undertaken in 2025 begin with sweat equity efforts requiring minimal capital outlay while showing progress to library users. Larger expenditures are scheduled for 2030 and beyond.

Near-Term: Years 1 through 5 (completed by 2030).

- Reconfigure computers at the Main and North Branch Libraries.
- Reconfigure shelving at the Main and North Branch Libraries.
- Refurbish the North Branch Library interior with new paint and flooring.
- Establish a library service outlet in South Mesquite like a library kiosk, co-located with City facilities planned at the new South Fire Station.
- Select and/or acquire a site for a new South Branch Library. Consider Clay Mathis Park or Brandy Station Park as ideal locations.
- Renovate the Main Library.
- Design the new South Branch Library.

Mid-Term: Years 6 through 10 (completed by 2035).

- Move the North Branch Library to a bigger space located closer to more residents within Mesquite city limits.
- Construct the South Branch Library.
- Select and/or acquire a site for a new Main Library, potentially on the old City Hall site with a physical connection to the Arts Center.

Long-Term: Years 11 through 20 (completed by 2045).

- Construct a new Main Library.
- Expand the North Branch Library to 35,000 square feet to match the size of the South Branch.

Beyond 20 Years:

- Construct a Far South Branch Library to address Mesquite's population growth beyond 2045, potentially located within Kaufman County, or even within Forney, depending on growth patterns.

Table 5F Adding Library Space to Meet Standards

Near Term-by 2030		square feet (SF)	
facility	existing	new	total
Main Library	26,398	1,011	27,409
North Branch Library	9,965	0	9,965
South Branch Library	0	0	0
South Fire Station	0	600	600
<i>totals:</i>	36,363	1,611	37,974
		LOS target shortfall	-60,438
		SF per capita	0.23
		population per facility	54,673

Mid Term-by 2035		square feet (SF)	
facility	existing	new	total
Main Library	27,409	0	27,409
North Branch Library	0	15,000	15,000
South Branch Library	0	35,000	35,000
South Fire Station	0	0	0
<i>totals:</i>	27,409	50,000	77,409
		LOS target shortfall	-26,023
		SF per capita	0.45
		population per facility	57,462

Long Term-by 2045		square feet (SF)	
facility	existing	new	total
New Main Library	0	45,000	45,000
North Branch Library	15,000	20,000	35,000
South Branch Library	35,000	0	35,000
Forney Branch Library	0	0	0
<i>totals:</i>	50,000	65,000	115,000
		LOS target surplus	747
		SF per capita	0.60
		population per facility	63,474

5G. Strategic Library Goals & Objectives

As a crucial step in the Strategic Plan process, MPL staff have assessed the recommendations in this report and have prioritized five Goals they are primed for undertaking as the foundation of a five-year Strategic Plan.

Based on extensive research through customer surveys and focus groups held at the Mesquite Public Library, a set of goals and objectives have been designed to address the needs of various segments of the greater Mesquite community, such as homeschooling families and Hispanic residents. The Goals, as determined by MPL staff in priority order, are:

1. Match library programs, services, and products to meet community needs.
2. Plan and market offerings that attract new users while retaining existing customers.
3. Engage with residents in the libraries and at locations throughout the community.
4. Increase efficiency and enhance the user experience by updating processes and investing in technology.
5. Modernize and improve the physical environment at all libraries.

With the backdrop of the Consultants' experience with public library systems across the U.S., we clearly see how MPL can address the six color-coded City of Mesquite Strategic Goal categories.

In the column at right, the Consultants indicate how MPL's five Strategic Plan Goals & Objectives can potentially support and reinforce the City of Mesquite's Strategic Goals & Objectives 2024-2025, as adopted by the Mesquite City Council.

On the following page, the Consultants allocate the six specific City Goals to the five Library Goals. Some of the Library Goals address multiple City Goals, just as some of the City Goals can be met by multiple Library Goals. We begin with the top Goal of Mesquite Public Library system.

City of Mesquite Strategic Goal categories for 2024-2025:

- **Safe Community:** All people are welcome in public libraries, without discrimination, and can feel safe being there. And public library buildings are increasingly designed and constructed as emergency response facilities, supporting community resiliency.
- **Attractive Neighborhoods:** Public libraries often anchor residential subdivisions, be they newly built or long established, as a frequented local destination.
- **Improved Transportation And Mobility:** Public libraries serve their communities best when they are located within a convenient travel distance from users, regardless of the modes of transportation available to those customers.
- **Vibrant Economy:** As community destinations, public libraries drive traffic to their locations. Once inside, public libraries strengthen their local economies by honing individuals' job skills and supporting small business development. Most importantly, public libraries provide a substantial return on investment back to their communities – in actual dollars and in human capital.
- **High Performing/Transparent Government:** The people who work at public libraries are well-trained in providing valuable public service to their communities. As such, they are goodwill ambassador for their funding entities, putting a positive face on local government.
- **Quality Recreation And Culture:** Because public library customers can access the sum total of mankind's knowledge through the worldwide network libraries, almost no subject matter is unavailable, be it educational, recreational, historical, or cultural.

The Mesquite Public Library Goals listed below are designed to provide programs and services that will attract and retain library customers. These four MPL Goals can help reinforce the three sets City Objectives for Goals 4, 5, and 6 shown in colored text (objectives 4.1 through 6.5). Key phrases include: *promote investment in businesses; cultivate skilled workers; identify partnerships; diverse municipal workforce; data-driven analysis & evaluation; engage residents in English & Spanish; implement long range plans; actively engage youth; and improve youth outcomes.*

MPL Goal 1: Match library programs, services, and products to meet community needs.

MPL Goal 2: Plan and market offerings that attract new users while retaining existing customers.

MPL Goal 3: Engage with residents in the libraries and at locations throughout the community.

MPL Goal 4: Increase efficiency and enhance the user experience by updating processes and investing in technology.

- 4.1 Promote investment in new and existing businesses
- 4.5 Cultivate a robust pool of skilled workers and stakeholder partnerships
- 5.1 Actively engage with residents in both English and Spanish on programs, events, and issues within the community
- 5.4 Recruit, retain, and develop a diverse municipal workforce
- 5.5 Enhance service delivery through data driven analysis and program evaluation
- 6.1 Implement long range plans for Libraries and Arts
- 6.3 Improve community involvement in cultural, educational, and recreational programs and activities
- 6.4 Identify partnerships to enhance and improve programming
- 6.5 Actively engage youth in leadership development and develop strategies and partnerships to improve youth outcomes in the community

MPL Goal 5 encompasses Library facilities, existing and proposed. This Goal can help reinforce all six sets City Objectives for Goals as shown in colored text below (objectives 1.5 through 6.4). Key phrases include: *develop emergency preparedness; promote well designed residential neighborhoods with a mixture of housing options and amenities; enhance transit options for social and workforce needs; promote revitalization; identify capital needs; implement long range plans; improve facilities; and develop strategies and partnerships.*

Goal 5: Modernize and improve the physical environment at all libraries.

- 1.5 Develop a culture of emergency preparedness throughout the City and community
- 2.5 Develop policies that promote well designed residential neighborhoods with a mixture of housing options and amenities
- 3.3 Expand and enhance transit options for social and workforce needs including regional access
- 4.1 Promote investment in new and existing businesses
- 4.2 Develop a long term economic and land use plan for Targeted Areas
- 4.3 Promote revitalization of targeted retail and business centers
- 4.4 Continue emphasis on Downtown Revitalization
- 5.6 Evaluate and identify capital needs for city facilities
- 6.1 Implement long range plans for Libraries and Arts
- 6.3 Improve community involvement in cultural, educational, and recreational programs and activities
- 6.4 Identify partnerships to enhance and improve facilities
- 6.5 Actively engage youth in leadership development and develop strategies and partnerships to improve youth outcomes in the community

MPL will address these prioritized Goals and Objectives outlined in detail in a five-year Strategic Plan, to be implemented over the years 2025 to 2029.

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Map of Mesquite Public Library Cardholder Households & Their Proximity to Existing Libraries			

Sources:

Sources of data used in this Report include:

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[Texas Is Growing and Adding Jobs, Winning the US Economy \(businessinsider.com\).](#)

[The Typical American Moving to Texas Is an Unmarried Millennial \(businessinsider.com\).](#)

[2022_03_07_CommissiononCommunityCollegeFinanceWorkingGroup.pdf \(texas.gov\).](#)

<https://news.gallup.com/poll/284009/library-visits-outpaced-trips-movies-2019.aspx>

[How Americans Value Public Libraries In Their Communities, Pew Research Center, December 11, 2013](#)

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Appendices: Library Strategic Plan for the Mesquite Public Library System

revised:
July 22, 2024



prepared by



Godfrey's Associates
an RL Waters Library Consultation Services Co.

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Library Planners & Consultants
Dallas, Texas

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Appendix 1D
History of the Mesquite Public Library

History Of Public Library Services In Mesquite



A Chronology

June 1939

WPA Free Library is opened in a room of the Mesquite City Hall under the sponsorship of the Mesquite Woman's Club.

1940

WPA Free Library is moved to the Mesquite Junior School Library.

1943

Mesquite Library is designated a branch of the Dallas County Public Library.

May 1949

Mesquite Branch of the Dallas County Public Library is moved to the Mesquite High School Library.

October 1961

\$15,000,000 capital improvements program for Mesquite is presented to the City Council by municipal consultants, Robert W. Hollin and Homer A. Hunter. Construction of a public library is included in the program.

December 1961

\$12,000,000 bond election is held. Proposition number six on the ballot, \$165,000 for a library building and books, is approved with 287 votes in favor and 165 votes against.

February 1962

Mesquite Branch of the Dallas County Public Library is closed after Dallas County cuts funding.

August 1962

Ten-member Mesquite Library Planning Advisory Committee is appointed by the City Council: Bess Ann Motley, Chair, Walter Floyd, vice-Chair, Perry Frank, Dr. Clay Henry, Dr. Joey Pirrung, Mrs. B. W. Cruse, Sr., Robert J. Cupito, Jim White, Louise Hunt, and C. B. Green.

September 1962

Location directly behind the Dallas County Sub-Courthouse, is chosen by the Library Planning Advisory Committee as the site for the new library.

October 1962

Recommended library site is approved by the City Council.

November 1962

Preliminary plans for the new library, prepared by George Dahl & Associates Architects, are approved by the Library Planning Advisory Committee and by the City Council.

December 1962

Formation of the Friends of the Mesquite Public Library, under the sponsorship of the Texas Mesquiter, proposed for early 1963.

March 1963

Friends of the Mesquite Public Library is organized. Board of Directors: B. J. Smith, President, John Powers, Vice President, Bess Ann Motley, Secretary, Harold Ensey, Treasurer, W. H. Bradfield, Jr., Charles D. Cabaniss, Robert Cupito, Kathleen Dean, Walter B. Hailey, Jr., Maurice Harrell, Robert Lawson, Loncy Leake, James Rosscup, and Howard Sobel. \$165,000 in bonds for construction of the new library are sold. Final architectural plans are approved, and authorization is given to advertise for bids.

April 1963

Construction contract for the Mesquite Public Library is awarded to the Marvin Connell Construction Company.

September 1963

Library's first budget, \$48,506, is approved by the City Council. Search for library personnel is begun.

November 1963

Construction of the 6,300 square foot library is completed, and furniture is received. Nelleen Womack is appointed Mesquite City Librarian.

February 1964

Open house for the Mesquite Public Library is held on Saturday, February 15th, with J. Frank Dobie, noted Texas folklorist, as a special guest. Library is opened for business on Tuesday, February 18th.

April 1965

Organizational meeting of the Mesquite Historical and Genealogical Society is conducted under the direction of Mrs. J. E. Huddleston. The society is organized in cooperation with the Mesquite Public Library.

August 1966

Mesquite Historical and Genealogical Society is granted a Certificate of Incorporation by the State of Texas. Board of Directors: Mrs. J. D. Huddleston, Jack Braden, Mrs. Shelby E. Riggs, Exa Thomas, and Nelleen Womack.

June 1969

\$10,000,000 bond election is held. Proposition number four on the ballot, \$500,000 in Library Expansion and Construction Bonds, is approved with 215 votes in favor and 121 against.

February 1972

Plans submitted by Harper & Kemp Architects for the addition of 6,500 square feet to the library are approved and authorization is given to advertise for bids.

March 1972

Patt H. Delk construction Company is awarded the construction contract for the addition to the library.

May 1973

Dedication ceremony is held on Saturday, May 5th for the expanded and remodeled Mesquite Public Library.

January 1975

\$5,950 is allocated from surplus funds to renovate a bookmobile purchased at a City of Dallas auction.

April 1975

\$30,655 Library Services and Construction Act grant is awarded to the Mesquite Public Library for the purchase of books, magazines, and newspapers for the bookmobile.

June 1975

Dedication ceremony is held on June 9th for the newly refurbished bookmobile. Bookmobile service begins on June 23rd.

October 1976

\$30,000,000 bond election is held. Proposition number four on the ballot, \$3,500,000 in Library Improvement Bonds, is approved with 965 votes in favor and 941 votes against.

November 1977

Seven-member Mesquite Municipal Library Advisory Board is created by passage of City of Mesquite Ordinance 1394.

December 1977

City Council appoints members to the newly created Mesquite Municipal Library Advisory Board: Barbara Mann, Mary Jane Patterson, Jerry Sharp, Linda Murdock, Kenneth Price, Joe Fry, Harvey McFadden, regular members; Rosa Toldan and Billie Culver, alternate members.

March 1979

Nancy P. Smith is appointed Director of Library Services.

November 1979

Plans for a branch library in north Mesquite, submitted by Fisher and Spillman Architects, are approved by the City Council.

March 1980

Construction contract for the branch library is awarded to U. S. Lend Lease, Inc.

December 1980

Bookmobile services are discontinued.

January 1981

Mesquite North Branch Library is opened for business on Monday, January 26th at 10:00 a.m.

February 1981

Formal dedication ceremony for the 10,000 square foot Mesquite North Branch Library is held on Sunday, February 15th.

October 1985

Plans submitted by Frank L. Meier Architects are approved for the renovation and expansion of the Main Library.

March 1986

Construction contract for the renovation and expansion of the Main Library is awarded to Marcon Construction, Inc.

October 1987

Dedication ceremony is held on Sunday, October 18th for the newly renovated and expanded, 26,000 square foot Main Library.

September 1990

Mesquite Adult Literacy Center is established by the Mesquite Public Library utilizing a grant from the Mesquite Service League.

April 1991

John E. Williams is appointed Director of Library Services.

February 1994

The 30th anniversary of the Mesquite Public Library is celebrated with a week of special events.

July 1997

Library website is created.

November 1998

Public access Internet is added.

2000

Gates Foundation grant awarded.
Sirsi Integrated Automation System purchased.

January 2001

Opened Gates Lab.
SIRSI Online catalog is available from remote location.

September 2002

DVDs added to the collection.

October 2002

TexShare Databases linked to library website.

April 2006

Downloadable audiobooks available to patrons.

March 2007

Wi-Fi access for laptop users became available in both facilities.

September 2008

Mesquite Adult Literacy Center is discontinued.

August 2009

Jeannie Johnson is appointed Director of Library Services.

June 2011

Downloadable eBooks are available to patrons.

September 2013

Downloadable magazines are available to patrons.

February 2014

The 50th anniversary of the Mesquite Public Library System is celebrated.

April 2015

Virginia Mundt is appointed Director of Library Services.

October 2017

Adopted a fine-free policy for overdue items.

September 2021

Name of board changed to Library Advisory Board.

September 2021

Converted to Radio Frequency Identification system.



Appendix 2A
All-Hours Access to Public Libraries Using Technology

All-Hours Access *Automated 24-hour access solutions*

By [Carrie Smith](#) editorial and advertising assistant | *American Libraries*, June 3, 2019

Making physical collections accessible remotely can go a long way toward providing access for people who can't make it to the library. Whether it's securely storing holds for 24-hour access or making portions of a collection available at offsite locations through a vending machine or an automated small branch, improving access outside traditional library hours can help underserved patrons take advantage of their library.



Patrons can check out and return materials at D-Tech's self-service LendIT kiosks at any time of day.

LendIT

D-Tech's self-service library vending machine, LendIT, can be placed anywhere with a power outlet and internet connection with a fixed IP address. That could be right outside the library building or in a mall or community center. Users can browse available books on screen, with images and descriptions provided by the library's discovery layer or generated by an onboard camera when books are loaded. Units with an optional clear front panel allow users to browse by looking directly into the machine, providing a more traditional experience.

D-Tech recently added a new software feature that gives users the ability to register for a library card at the machine. Information is forwarded to the library for approval. Users can check out items as soon as they're approved.

Patrons can choose to pick up holds at a LendIT location just like at a standard branch if the library enables the feature and reserves space in the machine. Returned books are automatically checked back in and made immediately available for checkout, cutting down on circulation staff time. To add items to the machine, libraries can load up to 50 items at a time into the loading column to be placed by the onboard robot or insert them one at a time via the item access door, similar to making a return. Kiosks are available in three capacities: 200, 500, or 1,000 items. LendIT will loan items of all types, up to 9.5 inches by 11.5 inches, provided they are RFID tagged.

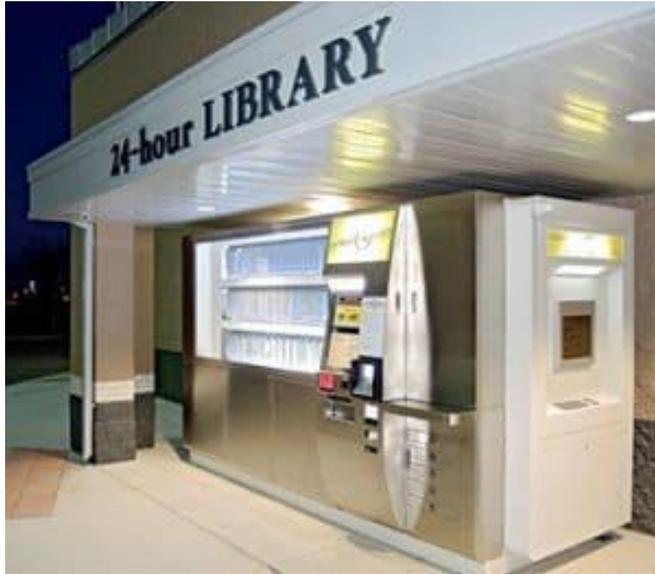
Basic models start at \$65,000, with additional features including custom colors and glass doors for an added cost. If located outdoors, LendIT also requires heating and cooling systems and a canopy for weather protection. For more information, visit bit.ly/SolLendIT.

24-Hour Library

EnvisionWare's 24-Hour Library is designed to act as a standalone, fully automated branch. Users can access Wi-Fi, search the library catalog, place holds, and check out physical and digital materials at any time of day.

Up to three users can browse items at the same time at the large 24-Hour Library, using two touchscreens mounted on the side and the front window and checkout screen. The three carousels inside the machine rotate independently and are usable concurrently.

The large unit holds up to 340 items, with 268 standard 12.5-by-8.25-by-1.6-inch slots; 67 wider 2.4-inch slots; and five hold drawers for larger items. It can accept almost three times its lending capacity in returns, with space for 1,000 items in 14 return bins. The smaller unit holds 235 items in 188 standard and 47 wide slots, with room for 600 returns. Both units allow for hold checkouts. Saving staff time, items on hold are automatically moved to the return bin for reprocessing if they are not picked up in the time allotted by the library.



EnvisionWare's 24-Hour Library functions like a remote branch.

The 24-Hour Library will broadcast a Wi-Fi signal in its proximity when it has a hardwired internet connection. Units without a wired connection can operate using 3G or 4G service to interface with the library's systems but will not provide customer Wi-Fi access.

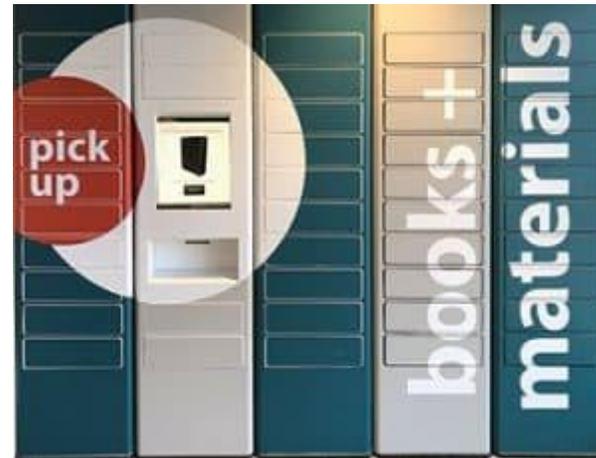
EnvisionWare provides project management, installation, and training for its 24-Hour Library. Typical budgets for installation, including the opening collection, start around \$150,000, and EnvisionWare offers leasing options. For more information, visit bit.ly/Sol24hrLibrary.

remoteLocker

Bibliotheca's remoteLockers allow patrons to access their holds by providing a secure locker they can open using their library card.

How do you use remoteLockers? The lockers are installed at several locations where we have a vestibule that can be left open during off hours. Customers can request hold materials to be placed in one of our lockers spread throughout the county.

How do remoteLockers serve your library's needs? The remoteLockers give us and our customers more flexibility for accessing library books and media at times that work with busy schedules. We assumed that the lockers would be used most heavily in the evening and early morning, but we've learned most people are using the lockers just a few hours before we open, during a lunch break, or a few hours after we close.



Holds can be picked up from remoteLockers even when libraries are closed.

What are the main benefits? One key benefit is the ability to provide a certain level of customer service to the community outside our regular hours. Aside from the added hours of access, the lockers could be used to expand access to library resources at locations other than library branches. We haven't done this yet, but we know other systems have used these lockers at grocery stores and other places that don't typically have a library presence. Additionally, we've heard from customers that the increased privacy of their holds is something they appreciate.

What would you like to see improved or added to the lockers? In our experience, it would be helpful if there was an easier way to add additional items for the same customer to a locker, and it would be helpful if we were alerted to the fact that a specific customer already has items in a locker. We also ran into some challenges combining first-generation lockers with subsequent generations, so considering future interoperability will be important.

Appendix 2B part 1
Public Libraries & Affordable Housing in Mixed-Use Projects

Mixed-Use Developments: Libraries plus Affordable Housing

compiled by Godfrey's Associates Inc.

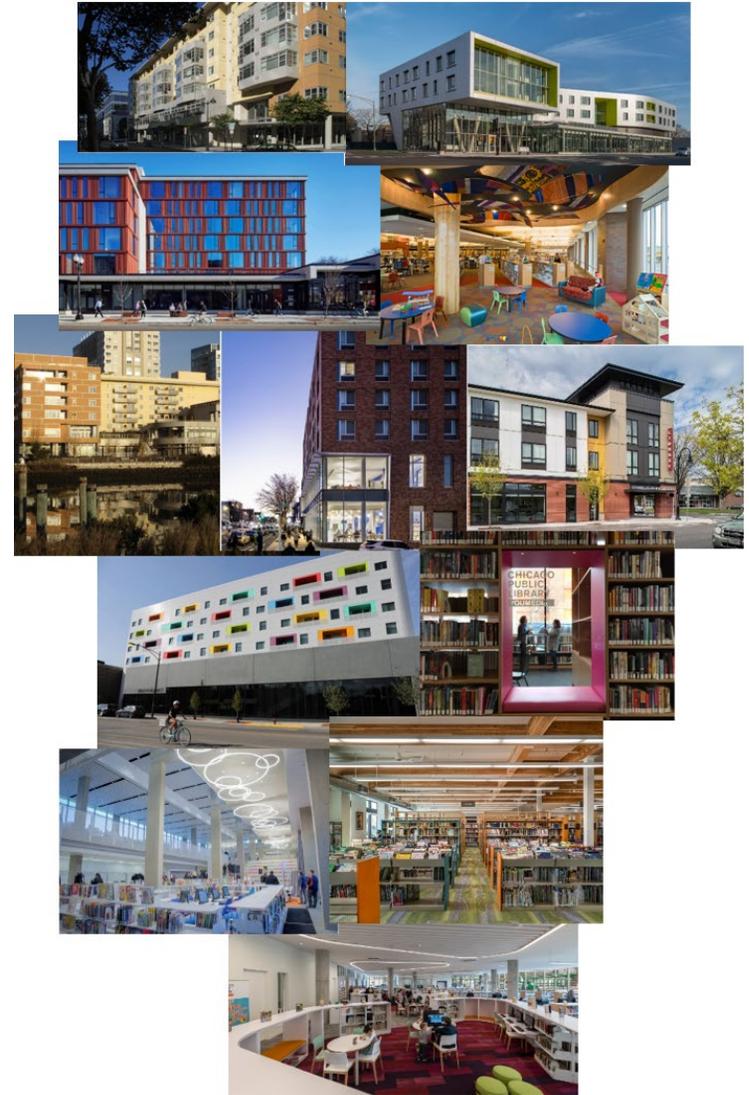
Presented here is a compilation of mixed-use development projects where public library facilities have been colocated with affordable housing.

Contents

- Mission Bay, San Francisco (2006)
- Rondo, St. Paul (2006)
- Cornelius, OR (2019)
- Independence Library, Chicago (2019)
- Northtown Library, Chicago (2019)
- Little Italy Library, Chicago (2019)
- Sunset Park Library, Brooklyn (2023)

For a good overview of this kind of project, including considerations such as zoning, financing, land use priorities, and tax implications, as well as discussion of the projects summarized on the following pages, please see this 2019 article, which originally appeared in Land Lines, a publication of the Lincoln Institute of Land Policy;

[*A New Chapter: Cities Are Tackling the Housing Crunch – by Building Above the Library*](#), by Kathleen McCormick.



Mixed-Use Developments: Libraries plus Affordable Housing

compiled by Godfrey's Associates Inc.

Mission Bay Branch Library & Mission Creek Senior Community

Location: San Francisco, CA
Status: Opened July 8, 2006
Library: 7500 sq. ft. branch of San Francisco Public Library
Housing: 140 apartments for low-income seniors
Designer: Santos Prescott & Associates
Architect: HKIT Architects
Construction Cost: \$3.9 million

Overview

One of the nation's first examples of a library and affordable housing sharing space took shape in San Francisco in 2006. As part of the 50-acre Mission Bay redevelopment, the city partnered with Catellus Development Corporation and Mercy Housing, a nonprofit affordable housing developer, to add a 7,500-square-foot branch library as a civic anchor.

The building that houses the library includes a community meeting hall, an adult day health center, a coffee shop, and Mission Creek Senior Housing, with 140 apartments for low-income seniors. The library is situated on the most prominent corner and is highlighted by a double high glass reading room to emphasize the civic nature of the building. A pedestrian arcade creates an inviting front that also serves to protect and shade the communal areas.

Sources:

[San Francisco Public Library](#) (about the branch library)

[Santos Precott & Associates](#) (about the branch library)

[Santos Prescott & Associates](#) (about the senior housing community)

[HKIT Architects](#) (about the senior housing community)



Mission Bay, San Francisco



Mission Bay, San Francisco

Mixed-Use Developments: Libraries plus Affordable Housing

compiled by Godfrey's Associates Inc.

Rondo Community Outreach Library and University Dale Apartments

Location: St. Paul, MN

Status: opened in 2006

Library: branch of St. Paul Public Library, 31,343 sq. ft.

Housing: 92 apartments and 6 townhouses, serving various income levels

Building Program: Godfrey's Associates, Inc/

Designer: BKV Group

Construction Cost: \$9 million

Overview

This community-focused project was a joint venture of the City of St. Paul, the Public Library, Legacy Management, and the community. The library occupies the ground level of the five-story project and underground parking is provided for the library's use.

The University and Dale Apartments project created 98 units of new urban housing, 80% of which are reserved for lower-income residents. The project is a key element in St. Paul's ongoing efforts to revitalize a formerly blighted and troubled neighborhood. With direct access to public transportation due to its prime location on the corner of two major streets in St. Paul's Midtown Business area, the project fits within the city's new transit oriented development plan.

Significant local financial support came from Family Housing Fund, a local nonprofit, Metropolitan Council, a regional planning agency, and Krause Anderson, the general contractor. Services are provided by the YWCA of St. Paul.

Sources:

[St. Paul Public Library](#)

[BKV Group](#) (about the Library)

[Public Libraries Online article](#)

[Corporation of Supportive Housing](#) (about the apartments)

[AFL-CIO Housing Investment Trust](#) (about the project)



Rondo Community Outreach Library, St. Paul



Rondo Community Outreach Library, St. Paul

Mixed-Use Developments: Libraries plus Affordable Housing

compiled by Godfrey's Associates Inc.

Cornelius Place

Location: Cornelius, OR

Status: Opened in 2019

Library: Cornelius Public Library, 13,650 sq. ft.

Housing: 45 apartments for low-income seniors

Architect: Scott Edwards Architecture

Construction Cost: \$5.7 million

Overview

The Library building encompasses 13,650 sq.ft. on the first floor of a three-story building that boasts 45 affordable senior apartments above.

The library has a large children's area, 18 public computers, a 100-person public meeting room, four quiet study rooms/work spaces, a Teen Zone and cafe.

The project came about through a public-private partnership among the library; Bienestar, a Hillsboro, OR-based affordable housing development group; and BRIDGE Housing, a San Francisco-based investment group that specializes in financing low-income housing.

In addition to the expanded public library, the property features community convening space, a YMCA center, a landscaped courtyard and a resident community room for social gatherings and resident programs.

Sources:

[Bridge Housing](#)

[Scott Edwards Architecture](#)

[City of Cornelius](#)

[Library Journal article](#)



Cornelius Place



Cornelius Place

Mixed-Use Developments: Libraries plus Affordable Housing

compiled by Godfrey's Associates Inc.

Independence Library & Apartments

Location: Chicago, IL

Status: opened in 2019

Library: branch of Chicago Public Library, 16,000 sq. ft.

Housing: 44 units of affordable housing

Architect: John Ronan Architects

Construction Cost: \$23.6 million

Overview

This location is part of an innovative partnership between Chicago Public Library and the Chicago Housing Authority to co-locate housing with library services.

The two-story library element is slid forward on the site to the street to foreground its public nature, while the residential block, which hovers above, is set back from the street. The second floor of the library extends out over the covered parking to form a park-like terrace space serving as an outdoor amenity space for residents as well as occasional library use.

The two-story library supports reading and learning areas for all age groups, as well as a large community multi-purpose room which supports public lectures, gatherings and events.

Sources:

[John Ronan Architects](#)

[Chicago Public Library](#)

[New York Times article](#)

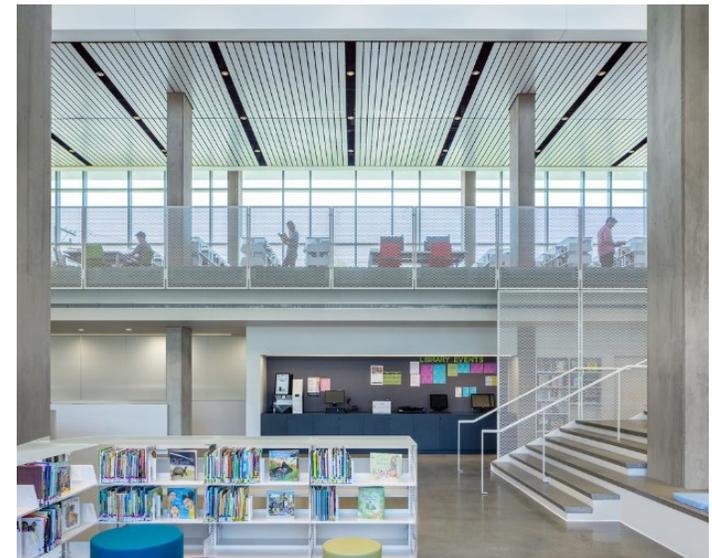
[Chicago Tribune article](#)

[Arch Daily article](#)

[Block Club Chicago article](#)



Independence Library, Chicago



Independence Library, Chicago

Mixed-Use Developments: Libraries plus Affordable Housing

compiled by Godfrey's Associates Inc.

Northtown Apartments and Library

Location: Chicago, IL

Status: Opened in 2019

Library: branch of Chicago Public Library, 16,000 sq. ft.

Housing: 44 apartments for seniors

Designer:

Architect: Perkins & Will

Construction Cost: \$34 million

Overview

This new branch, designed by the architectural firm of Perkins+Will, opened March 5, 2019. It is part of an innovative partnership between CPL and the Chicago Housing Authority to co-locate housing with library services. The innovative collocation project, one of three in Chicago and among the first in the nation, combines the amenities of the local library with 44 affordable apartments for seniors to encourage life-long learning.

The project is a four-story snaking structure, shaped like a twisty garden hose, trimmed in fluorescent green, backing onto a historic bungalow district, along a stretch of avenue that features a Jiffy Lube and Mobil station. It's meant to be, and is, a beacon and an eye-catcher.

The building's upper floors include 44 one-bedroom apartments for seniors. They perch atop a bright, glazed, double-height, 16,000 square foot library, which curves around an interior, teardrop-shaped garden, the library's roof doubling as a terrace for the housing tenants. A community garden in the back helps negotiate the tricky transition between the bungalows and the busy avenue.

Sources:

[Perkins & Will](#)

[Chicago Public Library](#)

[New York Times article](#)

[Chicago Tribune article](#)

[Architectural Digest article](#)

[Block Club Chicago article](#)



Northtown Apartments and Library, Chicago



Northtown Apartments and Library, Chicago



Northtown Library, Chicago

Mixed-Use Developments: Libraries plus Affordable Housing

compiled by Godfrey's Associates Inc.

Taylor Street Apartments and Little Italy Branch Library

Location: Chicago, IL

Status: Opened in 2019

Library: branch of Chicago Public Library, 14,000 sq. ft.

Housing: 73 units of affordable housing

Architect: Skidmore, Owings & Merrill

Construction Cost: \$34 million

Overview

Accomplished through a public-private partnership with the Chicago Housing Authority (CHA), the Chicago Public Library, and Related Midwest, the project includes 73 apartments and a 14,000-square-foot library.

This seven-story complex is clad in terracotta colored, corrugated metal panels, standing out while drawing inspiration from the red brick masonry that defines the existing streetscape. The housing and library — as well as a street-level community room — are subtly set back and staggered across the site in order to accommodate a more welcoming sidewalk presence with new street furniture, and to preserve the Taylor Street Farms community garden.

Positioned prominently at the corner of the site, the library welcomes visitors inside with soaring open spaces designed for kids, teenagers, and adults located adjacent to centralized workspaces for librarians and staff. The south and east sides of the building that face the street use large panes of glass to maximize natural sunlight, while seamlessly integrating the library's interior with the activity of the streetscape outside.

Sources:

[Skidmore, Owings & Merrill](#)

[Chicago Public Library](#)

[New York Times article](#)

[Block Club Chicago article](#)

[Chicago Tribune article](#)



Taylor Street Apartments and Little Italy Branch Library, Chicago



Little Italy Branch Library, Chicago

Sunset Park Branch Library & Apartments

Location: Brooklyn, NY

Status: Opened in November 2023

Library: 20,000+ sq. ft. branch of Brooklyn Public Library

Housing: 49 units of affordable housing

Architect: Magnusson Architecture and Planning

Library interior & façade: Mitchell Giurgola Architects

Construction Cost: \$17 million for the library, \$36.7 million for the residential portion

Overview

Brooklyn Public Library and the Fifth Avenue Committee (FAC), a nonprofit with extensive affordable housing and community development experience, teamed up to redevelop Sunset Park Library. The brand new, just over 20,000-square-foot branch is topped by 49 units of affordable housing—including 9 units reserved for victims of domestic violence.

Occupying the first two and a half levels of the eight-story building, the state-of-the-art Sunset Park Library is bright and comfortable, with an open, flexible design and up-to-date technological infrastructure. Its essential components, including the HVAC system, are all brand-new. The new library features the largest dedicated space for teens of any library in the borough, a recording studio, and a community program room available for scheduled community functions both during and outside of library hours.

The second through eighth floors of the building are occupied by the Sunset Park Apartments, a 100 percent affordable development providing 49 units of permanently affordable housing.

Sources:

[Brooklyn Reporter article](#)

[Fast Company article](#)

[Brooklyn Public Library](#)

[Magnusson Architecture and Planning](#)

[Mitchell Giurgola Architects](#)



Sunset Park Library, Brooklyn



Sunset Park Library, Brooklyn

Appendix 2B part 2
Public Libraries & Market Housing in Mixed-Use Projects

A New Chapter

Cities Are Tackling the Housing Crunch – by Building Above the Library
By Kathleen McCormick, September 27, 2019 Lincoln Institute of Land Policy



In early 2019, the town of Cornelius, Oregon, celebrated the opening of a new mixed-use development called Cornelius Place. Situated on the town's main thoroughfare, the building features a 13,650-square-foot public library that replaces one at City Hall that was only one-quarter that size. It also includes a café, a courtyard that will host concerts and a farmers' market, and a 2,900-square-foot YMCA recreation and fitness center. "Our town didn't have a senior, youth, or community center, so our library is a lot more than a repository for books—it's a multi-purpose community space as well," says Library Director Karen Hill, who shepherded the project.

Cornelius Place offers something else for the community: above the library are 45 apartments intended to be affordable for seniors with household incomes of up to 60 percent of area median income (AMI). Eleven apartments are part of the Section 8 program, making them more deeply affordable by requiring households to pay no more than 30 percent of their income in rent.

Cornelius, a city of 12,400 in metro Portland, anticipates growing by more than one-third in the next five years. Cornelius Place is its first three-story building, first mixed-use building, and an anchor for a new walkable-downtown master plan, says Ryan Wells, community development director. Combining a new public library with affordable senior housing made both projects possible. "There is cost sharing to construction when you mix those uses," says Wells. "We could not have built the library on its own."

Despite predictions that they would die in the digital age, public libraries in many U.S. communities are in fact busier and more loved than ever. Increasingly viewed as community hubs, the nation's 16,568 public libraries are places where visitors peruse the stacks, focus on laptops, upgrade job skills, study English, try out "maker" equipment, connect with social workers on staff, and more. But many libraries are struggling to meet this demand with facilities that are small, outdated, and in need of repair—or in need of major upgrades to offer the collaborative areas, flexible workspaces, and cutting-edge technology that patrons increasingly expect.

As public libraries look to rebuild, however, they often face financial challenges. Land values and construction costs in many cities are on the rise, making such projects increasingly costly and frequently requiring special tax levies or capital campaigns. Meanwhile, cities seeking new solutions to the affordable housing crisis are eyeing some desirable real estate: the air space above those typically low-lying public libraries. Joining forces makes it possible to invest public dollars in—and leverage additional funds for—projects that serve the community in multiple ways.

"The evolution of public libraries in U.S. cities generally has followed the evolution of community needs, and in a growing number of cities, that now means combining new libraries with affordable housing," says Loida Garcia-Febo, a library consultant and 2018–2019 president of the American Library Association. "Most libraries see their value in how they integrate and respond to the community, and it's clear that in tight real estate markets, libraries can leverage their physical assets to increase the value they provide to the community."

Living at the Library

Combining libraries with apartments is “part of a trend away from single-use zoning and back to mixed uses,” says [Robin Hacke](#), executive director of the Center for Community Investment at the Lincoln Institute, which helps disadvantaged communities harness investment to achieve their economic, social, and environmental priorities. Hacke added that the trend also reflects a recognition of the importance of libraries as “third places for civic engagement and social cohesion.”

One of the nation’s first examples of a library and affordable housing sharing space took shape in San Francisco in 2006. As part of the 50-acre Mission Bay redevelopment, the city partnered with Catellus Development Corporation and Mercy Housing, a nonprofit affordable housing developer, to add a 7,500-square-foot branch library as a civic anchor. The building that houses the library includes a community meeting hall, an adult day health center, a coffee shop, and Mission Creek Senior Housing, with 140 apartments for low-income seniors.

Though it has been successful, this project so far has been a one-off for the city. At least one public official has asked the city’s acting librarian to explore whether future library renovations might be combined with affordable housing. “We are in an affordability crisis and we need to maximize our existing public land for 100 percent affordable housing,” wrote Sandra Lee Fewer, a member of the city’s Board of Supervisors, in an email response to *Next City* (Brey 2018). “It would be a missed opportunity to not pursue adding affordable housing above newly renovated public resources like our libraries.”

Although San Francisco has been slow to replicate the Mission Bay model, other cities have taken up the idea, including Chicago. Under Mayor Rahm Emanuel’s leadership from 2011 to 2019, the city made more than \$300 million in new investments to renovate or build 30 public libraries in the city’s network of 80 libraries, which serves 10 million visitors annually. The “Branching Out: Building Libraries, Building Communities” initiative has focused on investing in libraries as community anchors with high-quality civic architecture and programming.

Since 2011, six new libraries have been built, and 14 branches have seen significant updates. By the end of 2019, construction of five additional libraries will be finished, with four existing libraries renovated.

Three of the new libraries are co-located with housing in world-class examples of modern architecture. In 2016, the city announced a partnership between the Chicago Public Library (CPL) and Chicago Housing Authority (CHA) that would cut costs, increase library patrons, and invest in attractive, sustainable buildings that provide the kinds of services the city needs. A city-run competition attracted submissions from 32 architecture firms, and three award-winning, Chicago-based firms were selected to design the projects:

- The six-story, \$33.4 million Independence Branch Library and Apartments in Irving Park on the Northwest Side, designed by John Ronan Architects and developed by Evergreen Real Estate Group, has a two-level library featuring a music studio and makers’ workshop, topped by 44 subsidized apartments for seniors.
- The \$34 million Northtown Public Library and Affordable Apartments in West Ridge, a four-story, curvilinear structure designed by Perkins and Will, also was developed by Evergreen Real Estate Group. The bright, 16,000-square-foot library has a garden and a rooftop terrace shared with tenants. The upper floors include 44 apartments for seniors, with 30 CHA public housing and 14 affordable apartments.
- The seven-story, \$41 million Little Italy Branch Library and Taylor Street Apartments on the Near West Side, designed by Skidmore, Owings & Merrill (SOM) and developed by Related Midwest, includes a single-level, open-floor-plan library and six floors with 73 apartments above, including 37 CHA public housing, 29 affordable, and seven market-rate apartments.

Besides traditional library programs, such as book clubs for seniors and intergenerational educational and cultural programming, each branch offers early-learning play spaces and facilities for teens to explore digital design, music, and recording technology with help from skilled mentors. They also provide high-tech programming such as 3D printing, virtual reality, and

robotics, as well as dedicated workforce development support and technology tutors.

In West Ridge and Irving Park, “these projects enabled CHA to deliver new housing units and expand affordable housing opportunities in two communities where CHA had not previously had much of a presence,” says Molly Sullivan, CHA senior director of communications. “This helped meet a demand for affordable senior housing in those communities.” The library system also had been seeking ways to bring modern facilities and services to these communities, says Sullivan, so combining housing with libraries made sense.

“Co-locating libraries with affordable housing provides housing and learning centers where they are needed—and makes communities more resilient and sustainable,” says Sullivan. “We know that housing is vital to our neighborhoods, but strong, healthy communities also require anchors that provide resources for lifelong learning.”

Critiquing the three projects in *The New York Times*, architecture critic Michael Kimmelman characterized the libraries as “just plain good urban planning.” He praised Emanuel for promoting the idea that “distinguished civic buildings in underserved neighborhoods constituted their own brand of equity” (Kimmelman 2019).

In June, Smart Growth America named the Taylor Street library its Project of the Year. “We knew when we embarked on this unique project and partnership that we were building more than a new building,” said former Chicago Housing Authority CEO Eugene E. Jones, Jr., when the award was announced. “We were creating a community anchor and asset that will have a lasting impact on residents and this neighborhood” (CHA 2019).

A Branch Grows in Brooklyn

Brooklyn is also leveraging opportunities to improve library infrastructure with housing, using aging branches as sites for redevelopment projects that combine new libraries with affordable apartments, or, in one case, sleek new tower architecture with market-rate luxury condominiums.

The Brooklyn Public Library (BPL) is an independent library system that serves the 2.5 million residents of the borough. BPL is the fifth-largest library system in the U.S., with 59 neighborhood libraries and 7.9 million annual

visits. That might sound like a lot of capacity, but many of the system’s buildings are crowded, worn, and inadequate for modern use. In total, New York City libraries have some \$1.1 billion in unfunded capital needs, mostly repairs, with \$271 million needed just in Brooklyn, according to a 2014 report by the Center for an Urban Future, an independent nonprofit research and policy organization (Giles 2014). The report recommends ways to bolster libraries as community centers, including incorporating affordable housing.

“We see libraries performing a much bigger role in New York,” says Eli Dvorkin, editorial and policy director for the Center. “We have never relied on libraries as we do today.” He says libraries “are the single resource of first resort for immigrants, teenagers, seniors. They are the 21st-century settlement house, building the social infrastructure of our cities, but we haven’t invested in their infrastructure.”

That is changing with projects like Brooklyn’s Sunset Park Public Library redevelopment. Built in the 1970s, the popular Sunset Park branch was too small to meet the needs of a community whose population increased 34 percent between 1990 and 2014, double the citywide growth rate. During the same period, housing became more expensive, with median rents increasing 63 percent, far outpacing Brooklyn’s median income growth of 25 percent. In 2017, the city issued a competitive RFP and selected the Fifth Avenue Committee (FAC), a Brooklyn-based nonprofit affordable housing developer and social justice organization, as a partner in revamping the library. FAC proposed a 21,000-square-foot library—double the original size—with 49 units of permanently affordable housing on top.

Located on the first two floors of the eight-story building, the library will be outfitted with collections, technology, and flexible space. Above that, the apartments are slated for low- and middle-income households ranging from formerly homeless residents with no income to those earning between 30 and 80 percent of AMI. Apartments in the building, which is expected to open in 2020, will rent for well below the current market rents in the neighborhood.

“The City of New York isn’t creating more land, but our population is growing, and resources are in demand for both libraries and affordable housing,” says Michelle de la Uz, executive director of FAC and a New York City planning commissioner. The city has a long history of combining civic

uses with other development, she noted, but those projects haven't included 100 percent affordable housing. "We wanted to create the model so it can be replicated, and we can have more of these win-win-win situations for libraries, for people who need affordable housing, and for taxpayers" to achieve the greatest benefit possible from public land.

The Sunset Park branch is one of several library-housing hybrids in New York. The three-story, 26,000-square-foot Inwood Public Library in Upper Manhattan, now under construction, anchors a 14-story mixed-use building called the Eliza, which has 175 deeply affordable apartments, universal pre-K classrooms, a social services delivery center, and amenities including a children's playroom, gym, and roof garden.

The Inwood site was rezoned to allow for a sizeable increase in height and density, notes de la Uz, while "at Sunset Park, we built as-of-right and didn't have to rezone—the height was allowed." She agrees with a recommendation from the Center for an Urban Future that rezoning, where appropriate, would make many more of these projects feasible (see sidebar). "We've done many projects in partnership with government, and giving land at a reduced rate is how you make affordable housing happen," she says. "The project has to be a certain size" to support the cost of construction, she notes, and rezoning and revaluing the land on which libraries sit to allow for higher buildings and greater density "would allow for many more affordable units above libraries and greater public benefit to be realized."

Not Always Affordable

Not all of the city's library-housing projects offer affordable housing, and some have inspired controversy. The 28,000-square-foot 53rd Street Library across from the Museum of Modern Art in Midtown Manhattan, which opened in 2016, provides a three-story base for the 50-story luxury Bacarat hotel and apartment tower. And a rebuild of BPL's Brooklyn Heights branch saw the original 1962 building demolished and the site re-envisioned as One Clinton, a mixed-used, 38-story condominium tower with a new library, STEM learning center, and retail space at its base. Due to be completed in 2020, the tower's 133 market-rate condominiums are listed for between \$1 million and \$6.4 million.

The Brooklyn Heights branch would have required over \$9 million for renovations and upgrades. Instead, Hudson Companies paid \$52 million for the old branch library site. That money is providing funding for BPL's capital needs, including \$12 million to fit out the new One Clinton library—and \$10 million for the Sunset Park branch.

Critics of One Clinton have been outspoken about the dangers of "privatizing" public land and property, the plan to scrap the old library rather than renovating it, and the new project's lack of on-site affordable housing. As part of the deal, Hudson Companies is building 114 units of permanently affordable workforce apartments nearby, at no cost to the city. Off-site development of affordable housing within the same community district is allowed under the city's mandatory inclusionary housing program. The apartments are intended for households earning from 60 to 125 percent of AMI, with half reserved for local residents.

Milwaukee is also combining a mix of market-rate and affordable housing with libraries. Milwaukee Public Library (MPL) has partnered with developers to build four new mixed-use branches that cost the library system a total of \$18 million. They include the Mitchell Street Branch Library and Alexander Lofts, which opened in 2017 in the South Side historic commercial district. With 23,000 square feet on two floors that feature a large community room, recording studio, makerspace with kitchen, and a reading area with a fireplace, Mitchell Street is now the city's largest branch library. The \$21 million project—\$6 million for the library and \$15 million for market-rate housing—involved the restoration of a historic building that once housed a department store. The new development has 52 market-rate apartments and eight adjacent townhouses.

The housing for these four projects varies from affordable to market-rate, a decision left to the developer, says Sam McGovern-Rowen, MPL project manager. "The library board and the city have expressed a preference for mixed-use housing developments, but we do not dictate the affordability aspect," he says. "The developers propose projects through our RFP process, and we have selected projects that cover the full spectrum of affordability."

Co-locating libraries with at least some market-rate housing "means that the library can play a role in community economic development," McGovern-Rowen points out. "We take formerly untaxed property and put it on the tax

rolls, generating hundreds of thousands of dollars in tax base so far.” The libraries have also been “a shot in the arm to the neighborhoods and business districts where we build these projects,” he says, as thousands of library visitors and new residents patronize local businesses.

Unlocking the Value of Land

Co-locating libraries and affordable housing “seems to fit into a broader trend of unlocking the value of land,” says Rick Jacobus, principal of Street Level Advisors in Oakland, California, and author of a Lincoln Institute report, *Inclusionary Housing: Creating and Maintaining Equitable Communities* (Jacobus 2015). “Libraries also are an obvious and synergistic pairing with affordable housing, which needs a ground-floor activation that is not housing.”

“A common challenge in mixed-use buildings, especially with developers of affordable housing, is they run into difficulty locating the right institution or organization to partner with for ground-floor development, and banks then have trouble financing the projects,” confirmed Hacke of the Center for Community Investment. Incorporating a library, Hacke says, “can contribute to financial viability for a building, but also to the well-being of people who live in the building. When you can bake that into the design of the project, it serves the financials as well as the residents.”

Are co-located libraries and affordable housing any more difficult to finance than separate projects? Yes and no. Generally a city’s public library division pays for the library, and the housing developer, whether it’s the local housing authority, a nonprofit, or a private for-profit developer, works separately to secure financing. The affordable housing component, and often the library, typically have to seek multiple funding partners. But co-location can provide a core and shell for the library building, some shared space, and a catalyst for additional funding. “Mixed-use development and shared costs make the building of new libraries affordable,” says ALA’s Garcia-Febo.

The \$20 million Cornelius Place project in Oregon, developed by the national nonprofit BRIDGE Housing with local service provider Bienestar, was 12 years in the planning and required more than a dozen financial partners. After a library levy failed to pass, the library conceived of introducing senior housing as a feasibility step. The library cobbled together

its \$5.8 million share of construction costs from sources such as local businesses, individuals, and county, state, and federal funds, including a \$500,000 grant from the National Endowment for the Humanities. The city owns the land, and the building is owned by BRIDGE Housing, with the library paying a nominal leasing fee for its space.

Mixed-use projects, especially those with an affordable housing component, can also offset construction costs by taking advantage of low-income housing tax credits or state tax credits. In 2009, the Miami-Dade Public Library System joined forces with the county’s Homeless Trust and Carrfour Supportive Housing to build the Hispanic Branch Library and, above it, the Villa Aurora Apartments. The project included 76 units of permanently affordable housing: 39 for formerly homeless families and 37 for low-income families. The new 12,000-square-foot branch library quickly became a community destination. Carrfour, a nonprofit affordable housing provider, built the complex on the site of a former Salvation Army shelter and leases the first-floor space to the library system. Funding sources for the \$29 million project included the Enterprise Social Investment Corporation’s tax credit equity, an incentive loan from the Florida Housing Finance Corporation, deferred developer fees, and city, county, and federal funds. The cost to the library system was \$3 million.

The City of Chicago worked to persuade federal officials that public libraries could be co-located with public housing without putting federal housing subsidies at risk, noted Kimmelman in *The New York Times*. The three Chicago projects had different funding packages. Financing for the Little Italy branch, for example, included U.S. Department of Housing and Urban Development (HUD) funds, federal tax credits, revenue from two tax-increment financing districts, and another housing fund. By adding the housing component to the library, the project qualified for federal tax credits and government housing funds, including from HUD, that provided almost half the needed funds. Thus, the construction of the building was underwritten significantly by co-location.

In Brooklyn, FAC is leveraging eight sources to finance the \$35.8 million Sunset Park library, which breaks down to \$7.8 million for the “core and shell” of the library and \$28 million for the residential portion. Funding sources include over \$10 million in state and federal affordable housing tax credits and

\$8.75 million from the New York City Department of Housing Preservation and Development. The developer is constructing the building at no cost to BPL, which will fit out the new library for \$10 million—half the cost of demolishing the library and building a new one—derived from the sale of air rights to the old Brooklyn Heights library site. The city turned the property over to FAC during development, but when construction is completed, the city will own the library in perpetuity, with both its portion and the housing units treated as condominiums. FAC will own and manage the apartments.

For the Common Good

Smart rezonings could allow dozens more libraries to be upgraded and more co-located library and affordable housing projects to be built. The Center for an Urban Future worked with the architecture firm Marble Fairbanks to identify at least 25 libraries in New York City with surplus development rights that they could leverage for affordable housing or other uses, depending on the community's needs.

"Cities are trying to lean more heavily into the production of affordable housing, and what's relevant here is the land," says Jacobus. "If you have an asset like urban land, you might as well use it to its fullest potential. This could happen in many cities with one- or two-story libraries in places that could be denser. By building a building that is denser, they're able to unlock the value of the land to subsidize affordable housing, and that extra value is a public asset."

Even projects with market-rate rather than affordable housing can provide significant public value, says Jacobus. The One Clinton project in Brooklyn Heights, for example, provides the library, housing to ease a tight market, and a fair amount of capital to underwrite improvements to other new libraries, while the developer also provides affordable housing nearby. "They were able to use the value of an asset to leverage affordable housing," Jacobus says. "It's a smart move and there's a trend there that seems promising."

Pairing libraries and affordable housing helps cities meet other goals such as financial management and neighborhood development, he notes. "The bigger issue is that you get obvious public benefit out of the project, which helps with public acceptance of affordable housing," often a target for

community opposition. While Jacobus doesn't see mixed-use housing and library projects as a widespread trend—in part because libraries still require additional public funding to build and operate—he does see cities becoming more entrepreneurial and using all the resources they can to create more affordable housing.

Garcia-Febo of the ALA is more optimistic. As a wise use of public land that provides value to the community, co-location of libraries with housing "is a great new opportunity to distribute services across neighborhoods, and I think we'll see many more of them," she said. "It's difficult to equate the value of libraries with the land or air space they occupy, but for many library leaders, this is an opportunity to reinforce the value of libraries for access, education, lifelong learning, and the civic commons."

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Appendix 2C1
State of US Public Libraries – More Popular & Digital than Ever

Appendix 2C1

State of US Public Libraries – More Popular & Digital Than Ever

State of US Public Libraries – More popular & digital than ever – WordsRated

This is a comprehensive analysis of the current state of public libraries in the US and the mapping of trends from 1992-2019. This report analyzes more than 12.5 million data points from all 50 states and nearly [17,500 libraries across the country](#). Data source: Institute for Museum & Library Services (IMLS).

With the latest reports, we were able to examine the [impact of Covid-19](#) on public libraries in the US.

Key Findings

People think “libraries are dying”. [Visits to libraries in a 10-year decline](#) (21.20% since 2009) while people borrow fewer books (19.21% less than in 2013).

Libraries are more popular than ever thanks to the strong shift to digital:

- [More registered borrowers](#) than ever (174.23 million, or 53.57% of the population).
- The total library collection size is larger and more digital than ever (58.75% of the collection).
- Library collection use is higher and more digital than ever (37.39% of all collection use)
- More library programs (6 million) and higher program attendance (125 million) than ever:
- [Library program attendance](#) now accounts for 10.01% of all visits to libraries, up 84% from 2009.
- States with the most programs per capita have more visits (88.25%), collection use (51.31%), and registered borrowers (12.21%) than states with least programs per capita.

It’s never been more expensive to operate a library. [Average operating expenses](#) per library is \$765,715 up more than 17.00% since 2014. Libraries costs are more administrative than ever – 89.18% spent on staff and other expenses vs only 10.82% on library collections.

Government funding hasn’t covered library operating expenses since 1992. Libraries would be in a \$4.38 billion deficit if relying on government funding

by Nicholas Rizzo, WordsRated

February 17, 2022

alone. *Other Income* from donations, grants, fines, and fees addressed budget deficits and helped generate a \$17.05 billion budget surplus.

Highest-funded states per capita have more visits (80.99%), collection use (122.49%), programs (73.31%), and program attendance (81.76%) than the lowest-funded states.

There’s never been more libraries (17,468) or librarians (51,190), but [library staff is still paid](#) 35.07% below a livable wage for a family of three on average.

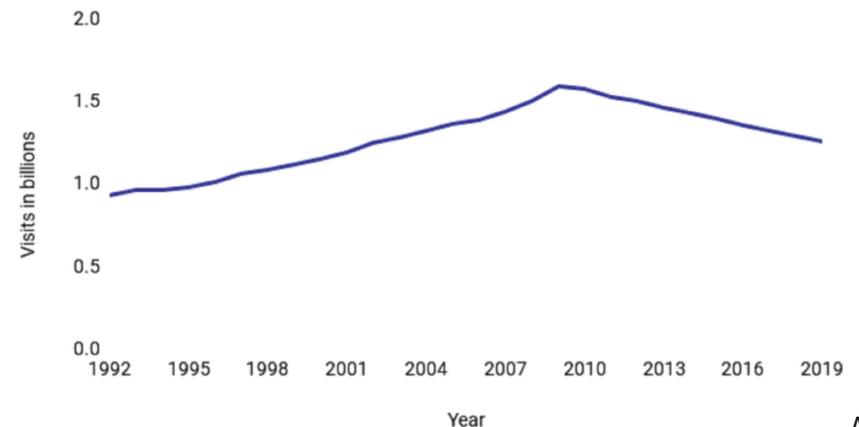
Why people think “libraries are dying”

A common question is whether or not libraries are dying or becoming obsolete. Before highlighting why that is not true, we wanted to highlight where these misconceptions come from:

- A decline in visits to libraries
- A decline in books and other physical collections being borrowed from libraries.

Visits in a 10-year decline

Visits to public libraries per year (in billions)



As a staple in American communities, the number of people visiting their local libraries had reached 1.59 billion in 2009, having grown 34.52% since 1992. Ever since its peak in 2009, the number of visitors has steadily decreased,

Appendix 2C1

State of US Public Libraries – More Popular & Digital Than Ever

dropping by 21.20% to 1.25 billion visits in 2019. Now there are an average of 3.85 visits to libraries per person in the US, a 14.81% decrease from 2014.

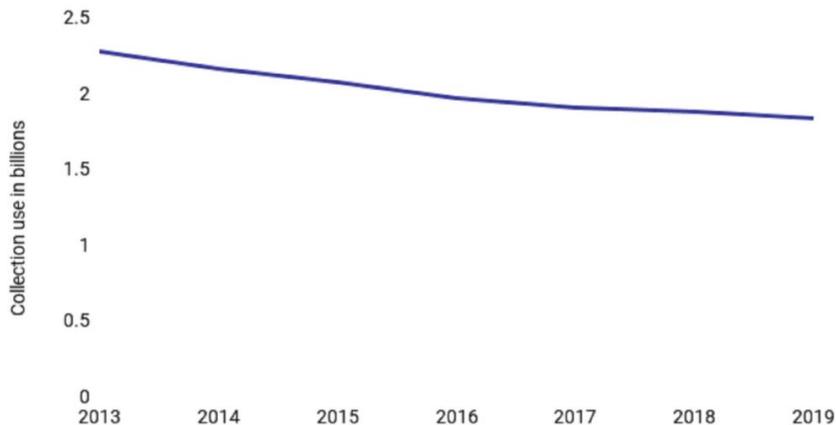
One reason why libraries are so great is that they allow you to read books and expand your vocabulary. They also often have computers that allows you to go online and play games like [Wordle](#), [Scrabble](#) or [Words with Friends](#).

People are borrowing fewer books

In addition to fewer people visiting libraries, fewer and fewer books are being borrowed each year as seen by the 19.21% decrease in physical collection use to 1.83 billion in 2019.

The logic seems simple enough, less people are going to the library and there are fewer books being borrowed, so “libraries must be dying”, when in fact, libraries have never been more popular.

Physical collection use in decline



Libraries are more popular than ever

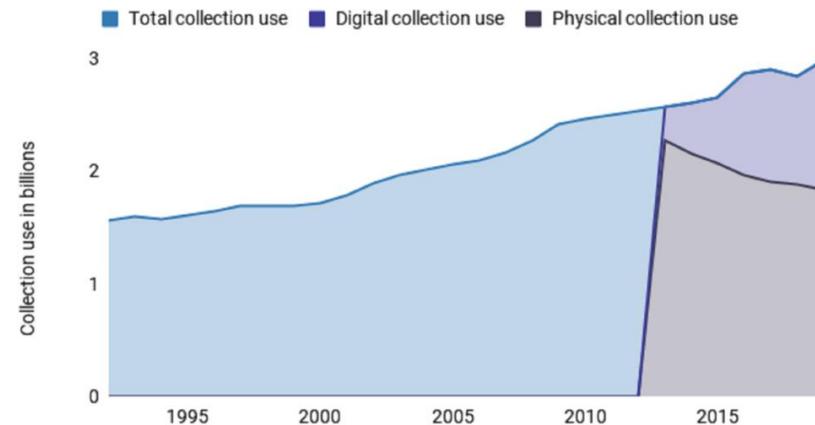
Using just visits and materials borrowed to assess libraries is outdated as the role of libraries and how they serve their communities is evolving. This is because it fails to account for how libraries are evolving to serve their communities digitally, while also evolving how they make use of their physical space.

by Nicholas Rizzo, WordsRated

February 17, 2022

Total collection use reaches record highs

Total library collection use: Physical vs Digital from 2013

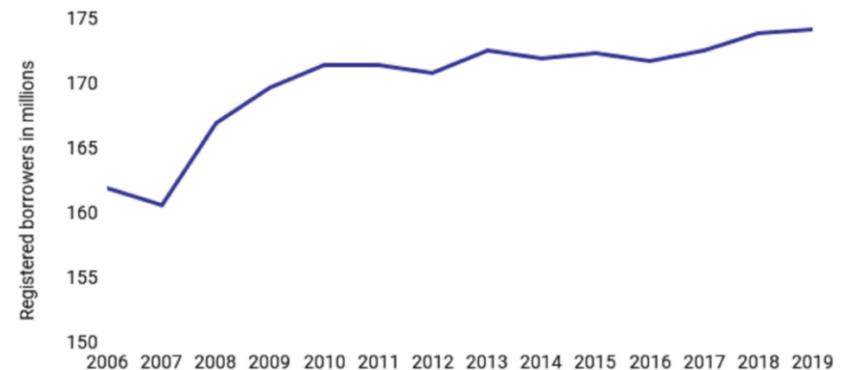


A library collection consists of all digital and physical materials it has to offer to its members. How much of that collection is borrowed or used is known as total library collection use.

Despite the decrease in physical collection use, total library collection use reached a record high of 2.98 billion in 2019, growing 15.96% since 2013. This is due to the 153.16% growth in digital collection use from 302 million in 2013 to 1.15 billion in 2019.

More Americans are registered at public libraries. There were 174.23 million registered borrowers as of 2019, the highest ever.

Number of registered borrowers per year



Appendix 2C1

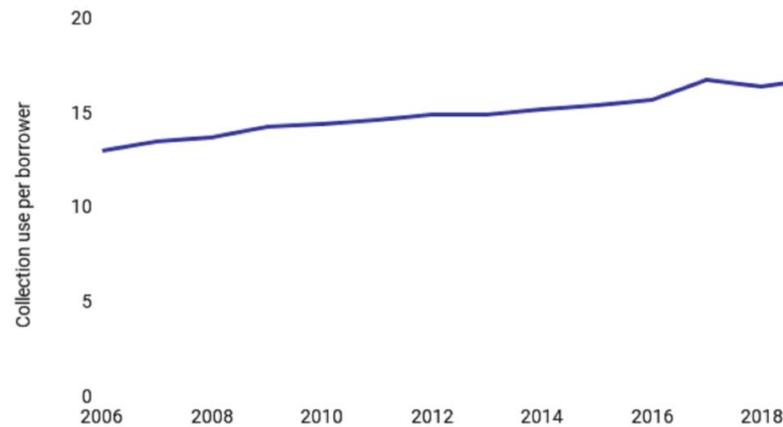
State of US Public Libraries – More Popular & Digital Than Ever

This means 53.52% of all Americans are registered borrowers at a public library. The number of registered borrowers has been consistently growing, increasing 7.60% since they began measuring this metric in 2006.

Registered borrowers are more active than ever

The 174.23 million registered borrowers at public libraries had an average collection use of 16.85 items in 2019, up 10.77% from 2014.

Collection use per registered borrower



Between collection use and the number of registered borrowers being higher than ever, it's clear that libraries are not "dying". Libraries are evolving as they continue a strong shift to digital, providing more content digitally and finding new ways to use the physical space of libraries.

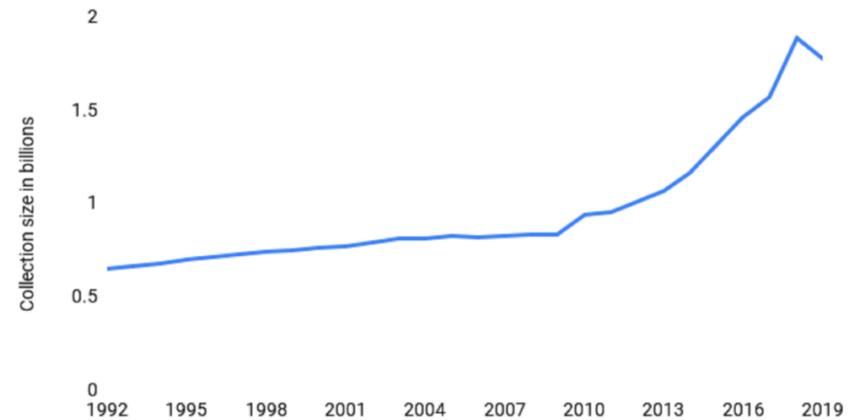
by Nicholas Rizzo, WordsRated

February 17, 2022

Library collections are larger and more digital than ever

The total collection size at public libraries grew 113.34% since 2009, peaking at 1.88 billion in 2018, before stabilizing at 1.77 billion in 2019.

Total library collection size per year



Library collections are now more digital than ever, with digital collections accounting for more than half of all collections in 2018 (56.28%) and 2019 (54.75%).

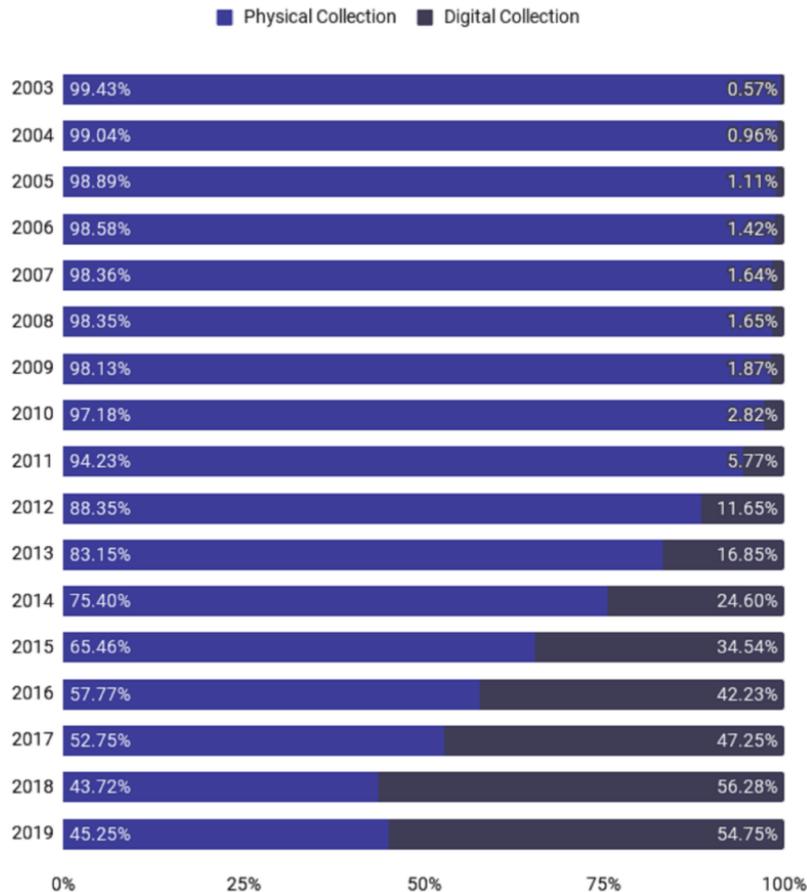
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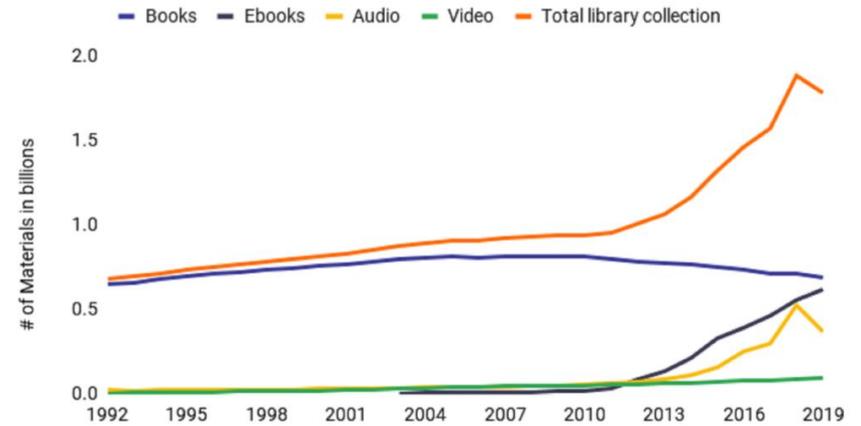
Library collection distribution: physical vs digital



Just 10 years ago in 2009, physical items like books, magazines, newspapers, and physical video and audio materials accounted for 98.13% of library collections, being cut in more than half down to just 45.25% in 2019.

Collection size by format

Collection size by material format



The number of books in library collections reached its peak of 816 million in 2008.

It then began a steady decline, dropping 15.08% to 693 million books in 2019.

When the period of decline for books began in 2008, eBooks began to take off in growth, followed by audiobooks.

For the first time ever, eBooks account for more than a third of all library collections (35%) while books have declined from 91% in 2003 to 39% in 2019.

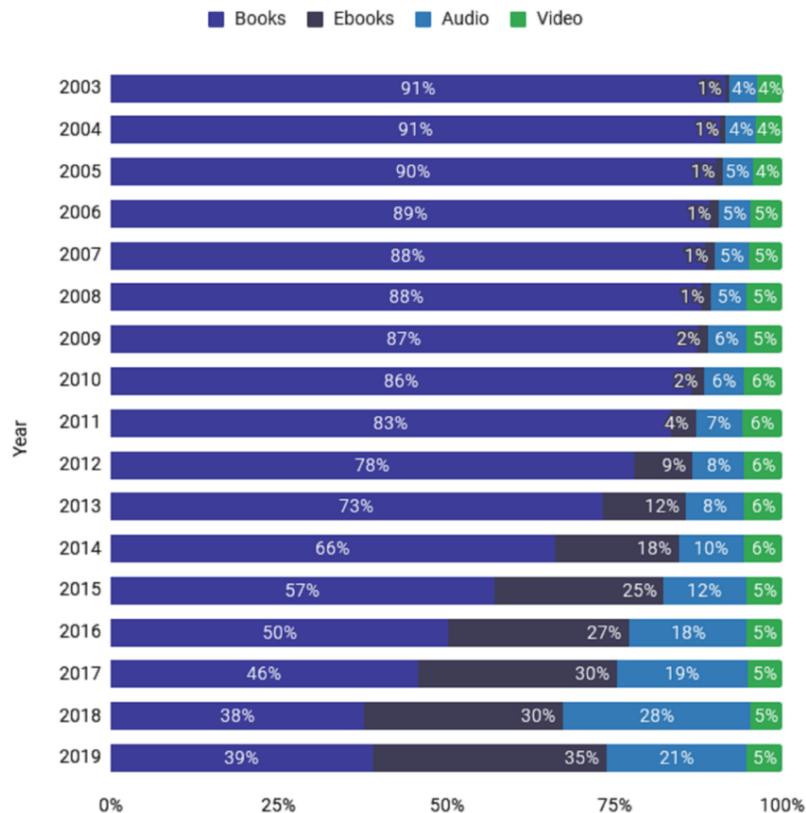
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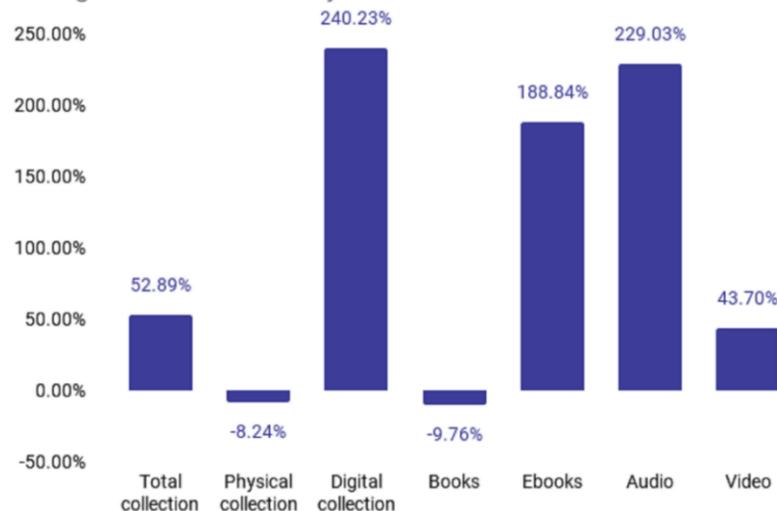
Distribution of library collection by format



Both physical and digital audio materials account for more than a fifth of all collections (21%) while videos have consistently remained in the 4% to 6% range.

On a per-capita basis, the total collection size has increased 48.10% from 2014 to 2019. During this time period, books experienced a decline, while all other formats increased.

Change in collection size by format 2014 - 2019



years	total collection	physical collection	digital collection	books	eBooks	audio	video
change 2009 – 2019	113.3%	-1.6%	6159.9%	15.1%	3978.4%	596.3%	89.4%
change 2014 – 2019	52.9%	-8.2%	240.2%	-9.8%	188.8%	229.0%	43.7%
total size in 2019	1.77 billion	804.30 million	973.15 million	692.97 million	617.86 million	368.21 million	96.37 million

Appendix 2C1

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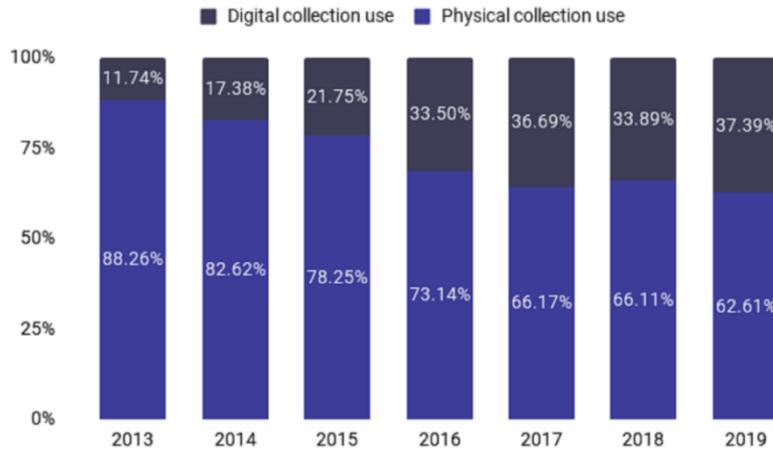
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Collection use is more digital than ever

Digital collection use accounts for more of total collection use than ever (37.39%), having more than tripled since 2013 (11.74%).

Distribution of digital vs physical collection use



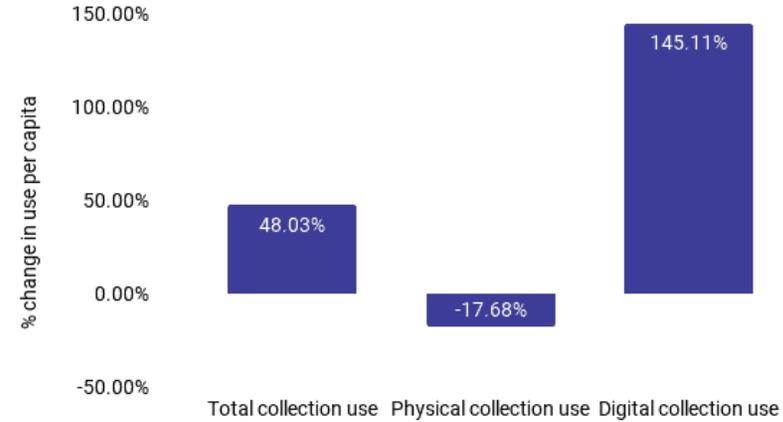
Meanwhile, physical collection use has dropped to accounting for only 62.61% of all collection use, down from 88.26% in 2013.

Digital collection use up 121.64% while physical collection use in decline.

In 2019, the average collection use per person reached 5.45 in 2019, up 48.03% from 3.68 in 2014.

Driving that growth is the 145.11% increase in digital collection use per capita from 1.44 in 2014 to 3.53 in 2019. Which makes up for the 17.68% decrease in physical collection use per capita during that same time period.

Change in collection use per capita 2014 - 2019



Despite these overall trends, physical items like books and magazines are still used the most. The number of physical collection items borrowed per capita (5.63) is 59.65% greater than digital collection use per capita (3.53).

year	total collection use per capita	physical collection use per capita	digital collection use per capita
2013	3.39	7.25	0.96
2014	3.68	6.84	1.44
2015	4.14	6.53	1.82
2016	4.56	6.15	2.82
2017	4.87	5.93	3.12
2018	5.81	5.80	2.97
2019	5.45	5.63	3.53

Appendix 2C1

State of US Public Libraries – More Popular & Digital Than Ever

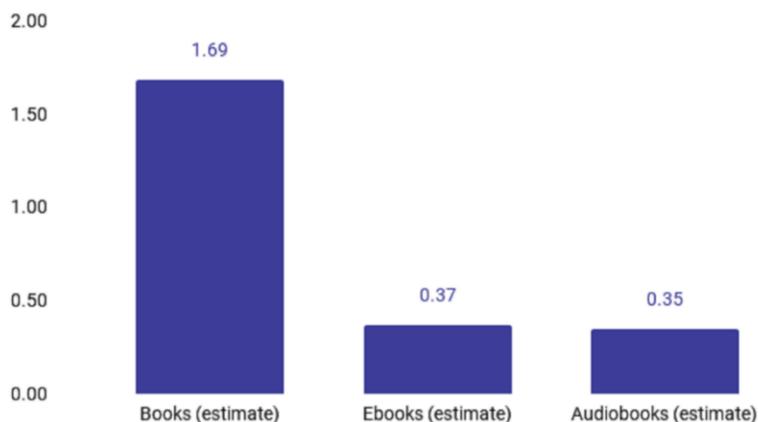
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Average use/borrows per material per year

Each book in a library's collection is borrowed an average of 2.29x per year. That's 518.92% more than eBooks (0.37x per year) and 554.29% more than audiobooks (0.35x per year).

Average use / borrows per material per year



Note: How average borrows of books, eBooks, and audiobooks were estimated.

eBooks & audiobooks

We estimated that 2/3rd of the digital materials borrowed were eBooks and 1/3rd audiobooks given that eBooks make up ~63.49% of all borrowable electronic materials and audiobooks make up 33.62%

Overdrive Rakuten, an industry-leading digital book and media provider for public libraries, stated that 67.65% of digital books borrowed were eBooks and 32.23% were audiobooks in 2018, with audiobooks growing at a faster yearly pace than eBooks.

Books

Books account for 86.15% of the physical material collection at libraries. Therefore, we estimated that books accounted for 86.15% of all physical collection use. We believe this to be a conservative estimate, based on assumptions that physical books are likely to be borrowed more frequently than other physical materials such as newspapers, periodicals, magazines, physical video, and audio materials.

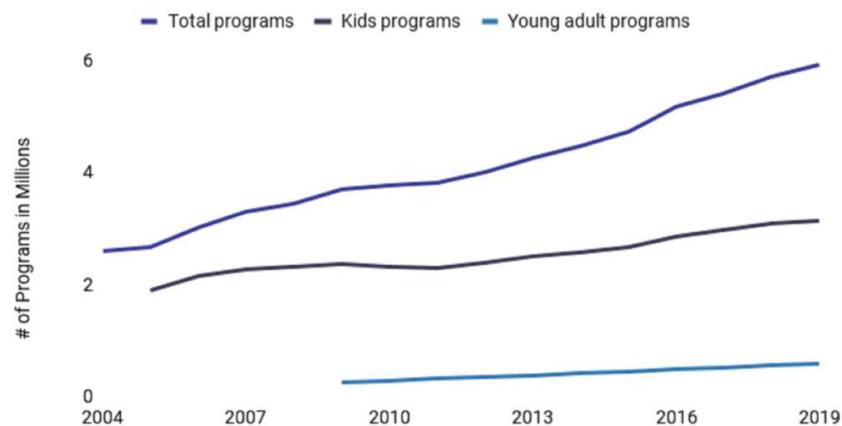
More library programs and higher program attendance than ever

As libraries continue integrating, using, and providing digital solutions, the physical space has the opportunity to evolve and be used for other means. One primary way of doing this has been through offering greater diversity and depth to their programming offerings. Using these as opportunities to serve and engage with more people in their communities.

More library programs than ever

There were a total of 5.925 million programs run at public libraries in 2019. The number of programs has more than doubled since 2004 (128.00% increase) and has increased 32.09% since 2014.

Number of programs at libraries



Kids programs account for 3.136 million programs held at libraries in 2019, up 21.87% from 2.573 million in 2014.

Appendix 2C1

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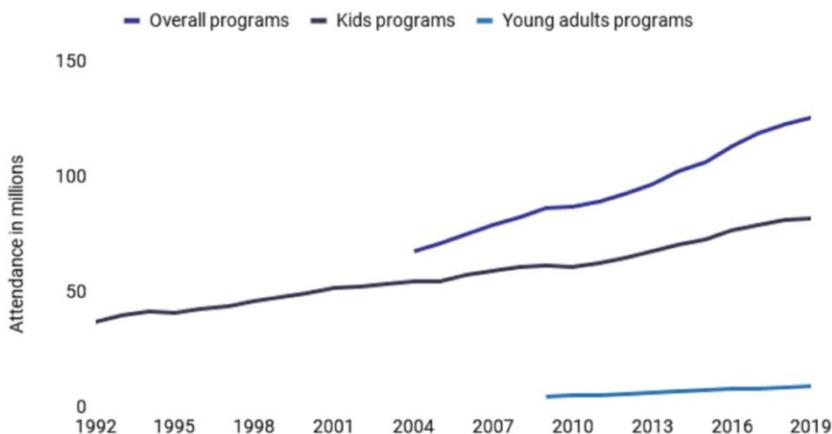
Programs for young adults reached a peak of .596 million programs in 2019. Although there are more than 4x kids programs, young adults programs are growing at a faster rate of 40.65% from 2014.

The US averages 9.63 library programs per 1,000 people. the average library ran 31.44% more programs per year in 2019 (339.24) in comparison to 2014 (258.10).

Library program attendance continues to grow to new highs

More people are attending programs at their public library than ever before. Total program attendance reached 125.55 million in 2019, up 23.06% since 2014 and nearly doubled since 2004.

Total attendance at library programs



On average, 21.19 people attend each library program at US public libraries. Attendance at programs for:

- Kids reached 81.84 million in 2019, up 16.57% from 2014.
- Young adults reached 8.89 million in 2019, up 32.79% from 2014.

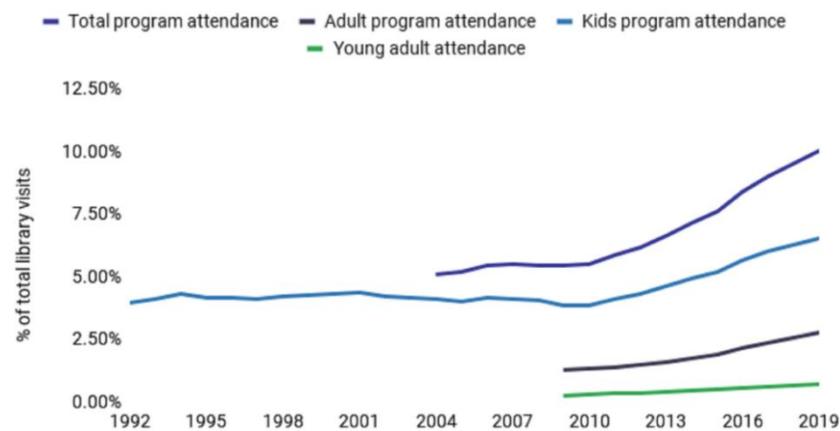
by Nicholas Rizzo, WordsRated

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Library program attendance accounts for more visits than ever

Although overall visits to libraries are in decline, the same is not true for program attendance. Program attendance now accounts for a total of 10.01% of all visits to libraries, up 84% from 2009.

Program attendance as a % of total library visits



The rising of program attendance accounting for more than a tenth of all visits suggests that library programs are playing an increasingly larger role in how libraries plan to operate. Providing a greater depth and diversity of programs that allow libraries to connect with and address the needs of more people in their community.

Library programs drive visits & circulation

We already know that running more programs is strongly associated with greater program attendance. But in addition to that, running more programs may significantly increase a libraries visits per capita and circulation per capita.

In comparison to the bottom 10 states, the top 10 states by the number of programs per capita have:

- 77.81% higher visits per capita.
- 133.91% higher program attendance per capita.
- 52.31% higher collection use per capita.

Appendix 2C1

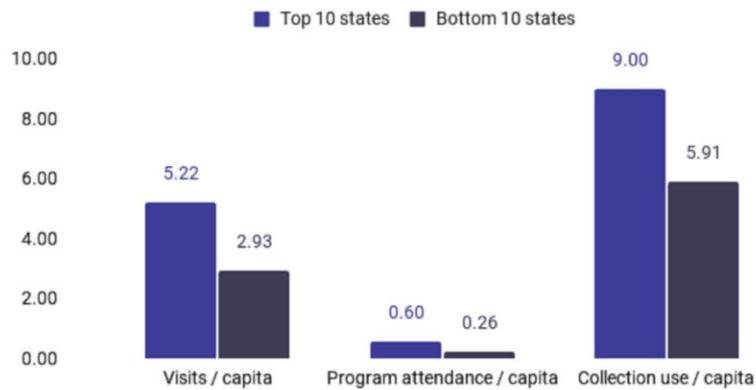
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Benefits of offering more programs per capita

Top 10 vs Bottom 10 states by number of programs per capita



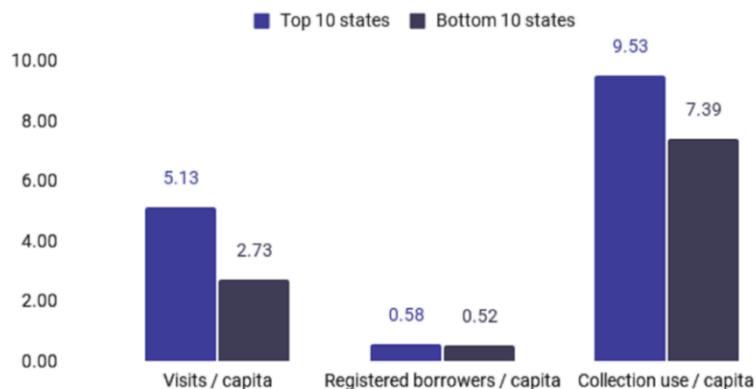
Greater program attendance per capita also has positive benefits for libraries.

In comparison to the bottom 10 states, the top 10 states for program attendance per capita had:

- 88.25% higher visits per capita.
- 12.21% more registered borrowers per capita.
- 28.95% higher collection use per capita.

Benefits of higher program attendance per capita

Top 10 vs Bottom 10 states by average program attendance per capita



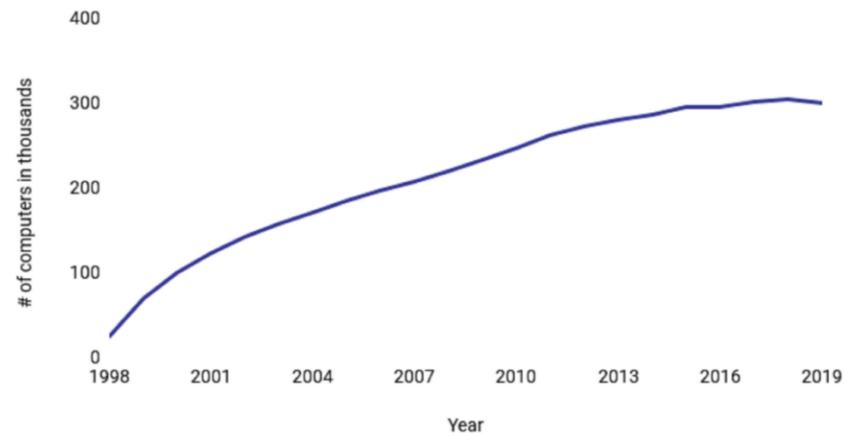
The trend points to benefits to libraries that offer more programs per capita and higher program attendance per capita, specifically in greater visits, collection use, and even registered borrowers.

Libraries address the technology gaps in communities

In addition to the vast collection of materials and programs, libraries also play an important role in meeting the technology needs of their communities. One of the most basic technology needs in this day and age is access to a computer and the internet.

Libraries have been continually stepping up to fill that technology gap in communities through access to 224 million people who logged a session on their 300,338 available computers.

Number of computers available at public libraries



The number of computers at libraries grew 332.6% since 2009, until it stalled out and experienced its first decline from 2018 to 2019. This decline in computers may be due to the 30.40% decline in computer users, lowering the demand for having as many actual computer stations. In that same time period though, the number of Wi-Fi sessions increased 234.54% to nearly 500 million sessions.

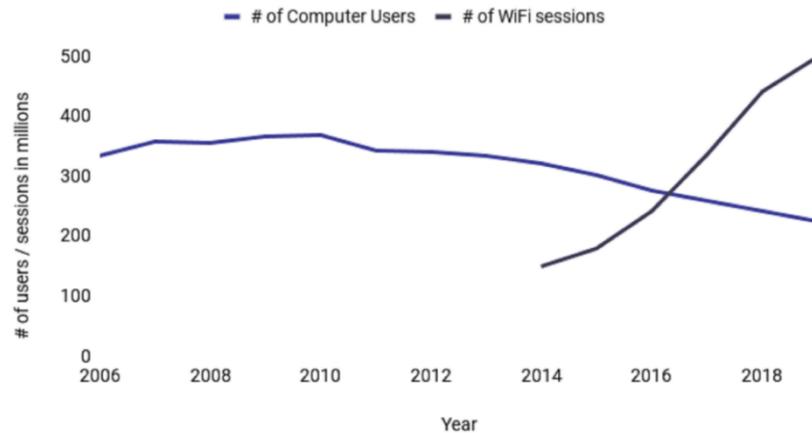
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of Computer Users and # of WiFi sessions



Libraries are ensuring that the basic technological needs of their communities are met through computer and internet access.

Libraries will continue meeting these basic technological needs while also meeting a new, wide range of technology gaps, with libraries offering everything from maker spaces (3D printing), audio and video design studios, web design & development software, or even gaming platforms.

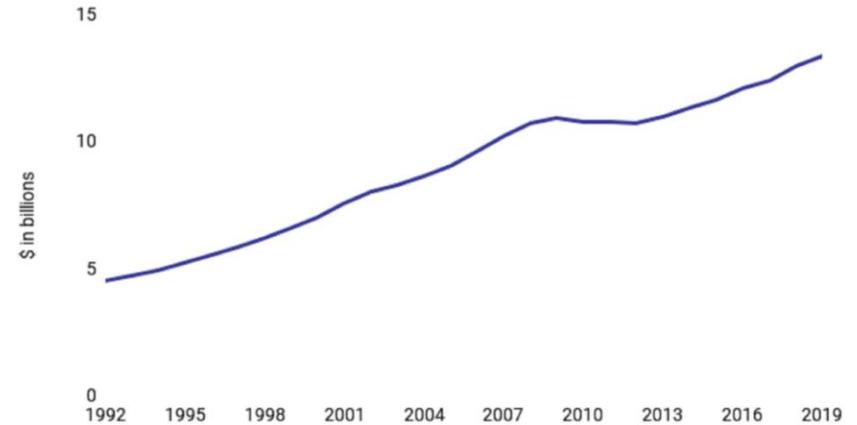
Never been more expensive to operate a library

It has never been more expensive to run a public library in the US. Total operating expenses reached \$13.37 billion in 2019.

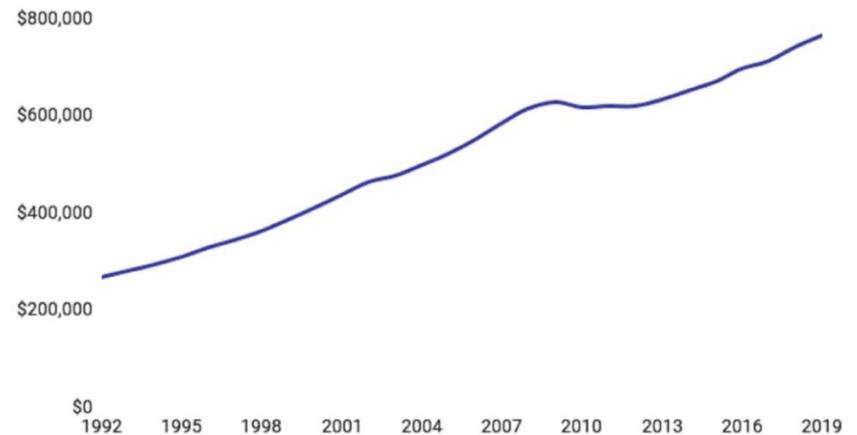
The total operating expenses of an average library is \$765,715.23, which is up 17.35% since 2014.

The price of operating a library has doubled since 2016/2017 (\$326K to \$343K) and has nearly tripled since the \$267,884.55 per library price tag of 1992.

Total library expenses per year



Public library's average annual operating expenses



Libraries' costs are more administrative than before

The costs of running a library is more administrative than ever. 8.92 billion dollars were spent on library staff in 2019, 66.66% of all expenses. In comparison to the 1.45 billion spent on library collections and 3.01 billion on "other expenses".

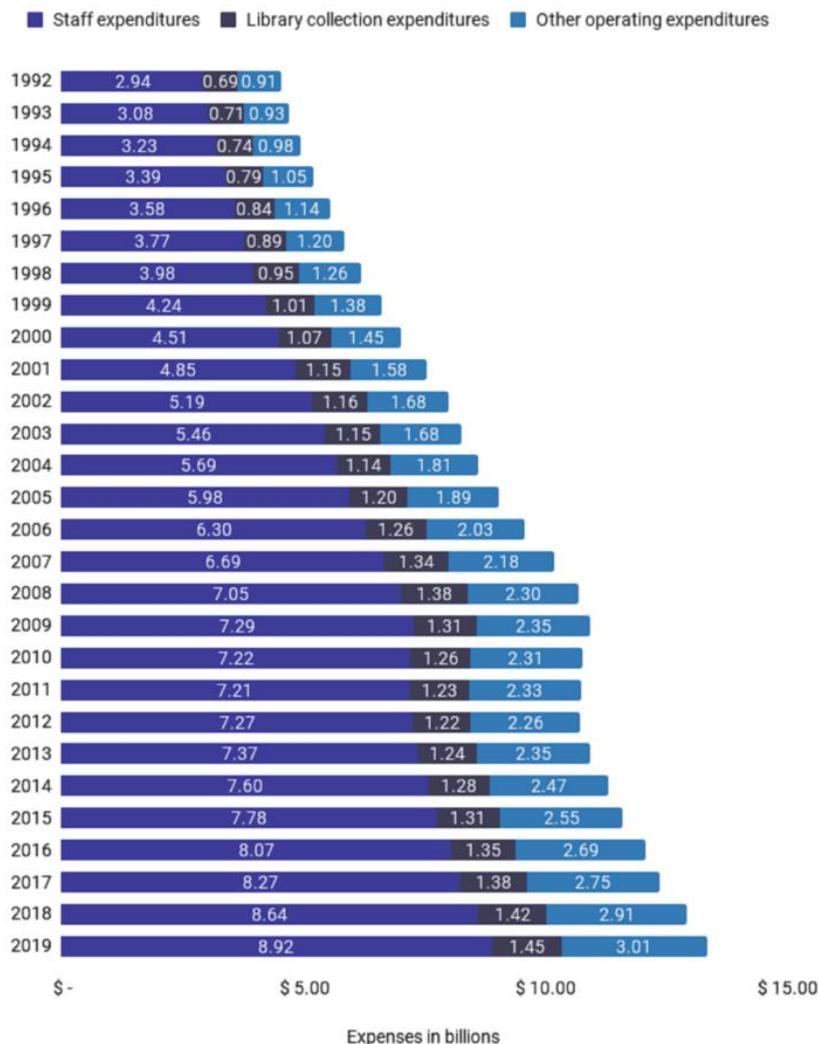
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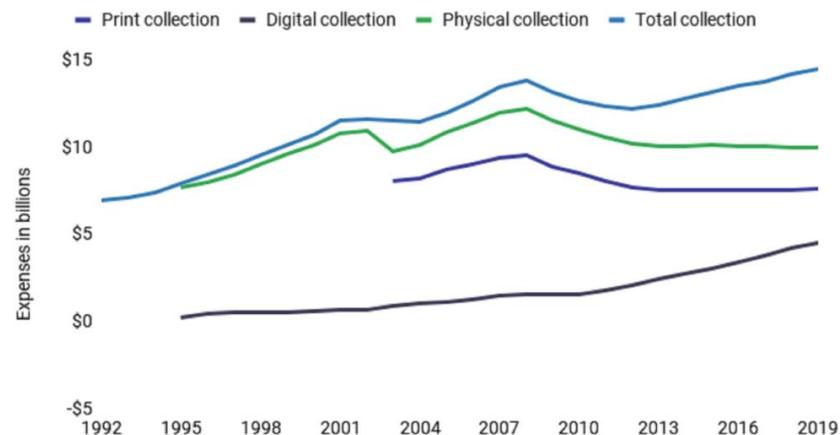
Distribution of public libraries total annual expenses



Libraries are spending less of their budget than ever on library collections, accounting for 10.82% of total expenses.

\$1.45 billion dollars spent on library collections in 2019 highest ever

Expenses on library collection per year



A total of \$1.45 billion dollars were spent on library collections in 2019, the highest ever. Digital collections like eBooks and audiobooks account for nearly a third (31.04%) of all library collection expenses, up from just 12.00% in 2009 and 5.22% in 1999.

In comparison to 2009, in 2019 library's spent:

- 10.40% more on total library collection costs – \$1.45 billion.
- 185.64% more on digital collection costs – \$449 million.
- 13.49% less on physical collection costs – \$997 million.
- 14.32% less on print collections costs – \$761 million.
- 10.73% less on other physical items (audio, video, etc.) – \$236 million.

Library collection cost per material is cheaper than ever

The average price per item in a library collection is \$0.81 in 2019, down 39.55% from its \$1.34 average price in 2010. The drop in price per item is due to library collections becoming increasingly digital. This is because the price per digital item has declined significantly. All while the average cost per book increased 10% since 2003.

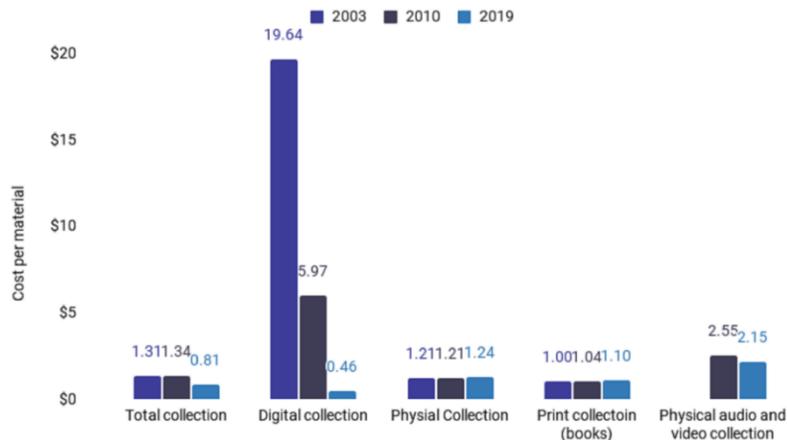
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Library collection average cost per material by format



Digital collection items like eBooks and audiobooks are now the cheapest material in a library’s collection, although that wasn’t always the case. Despite costing an average of \$0.46 now, they were 1132.60% more expensive in 2010 and 4169.56% more expensive in 2003. (\$5.97 and \$19.64)

Print materials are 139.13% more expensive than electronic materials but are still 95.54% cheaper than physical audio and video materials.

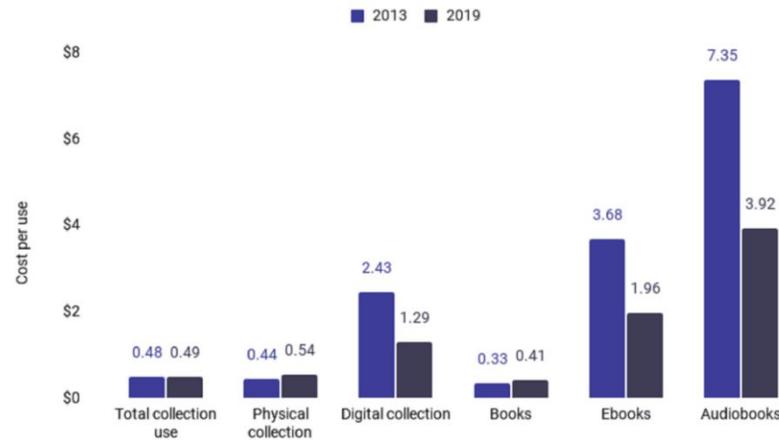
Physical audio and video materials are the most expensive, costing 367.39% more per material than electronic materials.

Library collection cost per use

Due to the average item in a library collection being borrowed or used an average of 1.23x per year, it costs libraries \$0.66 per material borrowed, 39.50% less than the cost per material itself (\$0.81).

Although digital items may be the cheapest for libraries to purchase, they cost a library more than 3x than a book on a per-use basis. Although, it’s possible for these roles to reverse if the trends of price per electronic material continue to decline alongside increased digital collection use.

Library collection cost per material borrowed or used

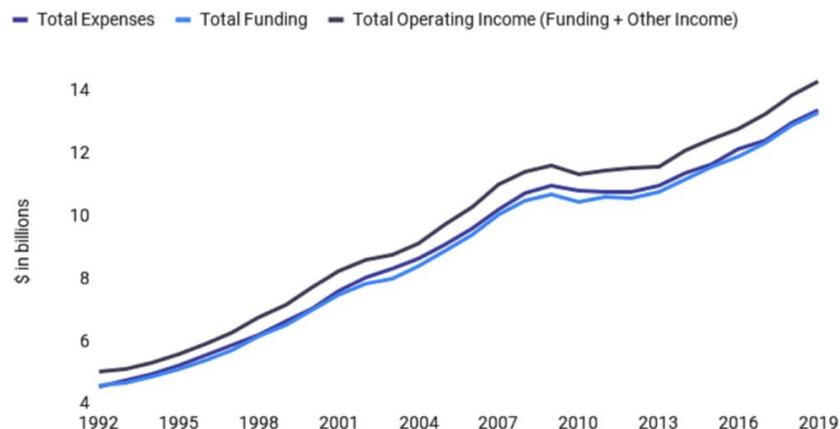


This can already be seen playing out through the 46.91\$ decrease in cost per digital collection use from 2013 to 2019.

Libraries cannot survive on government funding alone

Total operating income reached an all-time high at a total of \$14.31 billion dollars.

Total library funding and expenses



\$13.28 billion of the total operating income comes from government funding and \$1.02 billion from other income in the form of monetary gifts, donations, interest, library fines, fees for library services, or grants.

Appendix 2C1

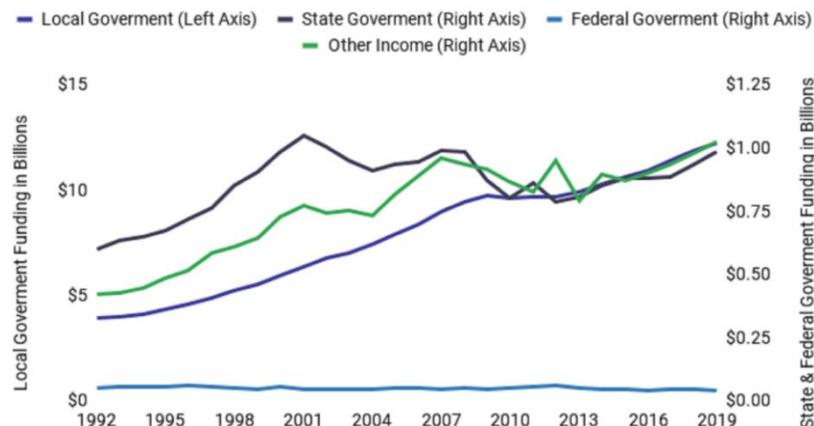
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by Nicholas Rizzo, WordsRated

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Government funding hasn't covered the annual expenses of public libraries for 27 years, 85.69% of which comes from local governments.

Operating income: Government funding vs other income



When breaking down the other funding sources, we see:

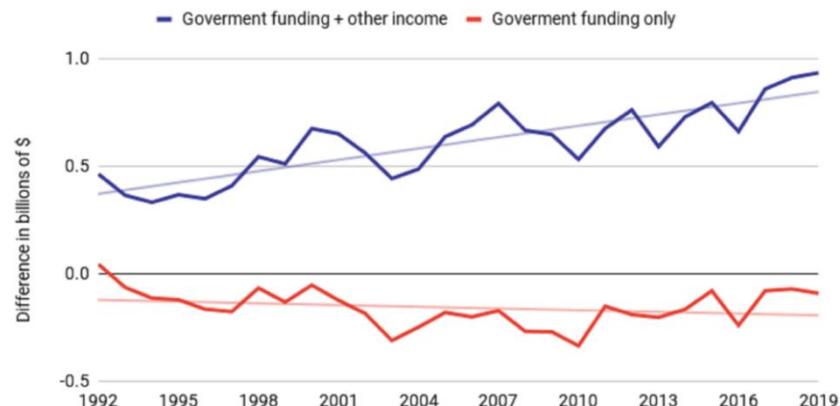
Federal government funding has never been lower – dropping 13.14% since 2014 to \$39.66 million.

State government funding peaked in 2001 at \$1.04 billion – after years of declining since then, it is only just now nearing a return near to record highs with a total of \$0.98 billion in 2019.

Other income from donations, grants, fees, and fines surpassed state funding for the first time in 2009 and still provides more operating income as of 2019.

Difference between expenses and funding

Government funding with vs without other income



If libraries relied purely on government funding, they would be operating at a total deficit of \$4.38 billion.

This has forced libraries to rely on other income sources for the funds to continue serving their communities. Thankfully, this other income has put US Public Libraries in a surplus of \$17.05 billion since 1992.

Other income continues trending upwards as well, increasing libraries' surplus budgets year over year, while government funding is accounting for less and less.

The 25 government funding decreases over the past 27 years haven't improved the situation either.

	<i>local government</i>	<i>state government</i>	<i>federal government</i>
Funding Increases	26	19	11
Funding Decrease	1	8	16

Appendix 2C1

State of US Public Libraries – More Popular & Digital Than Ever

Increasing library funding drives visits, collection use & programs

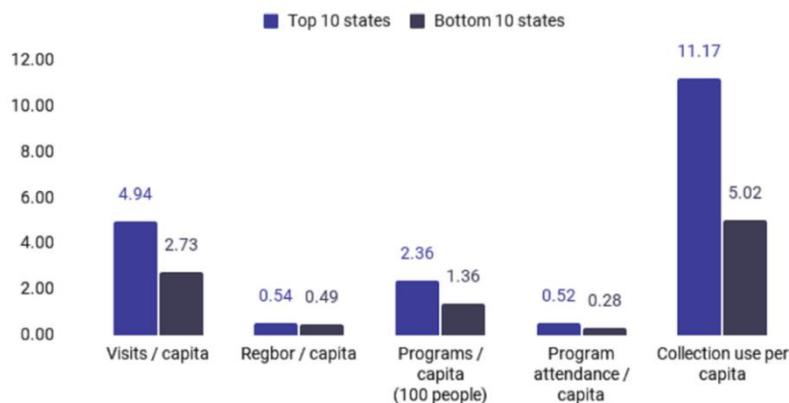
Having been underfunded by the government for quite some time, we wanted to understand just how beneficial increasing funding could be. To do this we compared each state's library funding per capita against performance metrics.

In comparison to the bottom 10 states by funding per capita, the top 10 states had:

- 80.99% more visits per capita.
- 9.93% more registered borrowers per capita.
- 73.31% more programs per capita.
- 81.76% higher program attendance per capita.
- 122.49% higher total collection use per capita.
- 126.70% higher physical collection use per capita.
- 113.52% higher digital collection use per capita.
- 104.31% more kids books borrowed per capita.

Benefits of higher library funding per capita

Top 10 vs Bottom 10 states by funding per capita



States with greater library funding per capita tend to see significantly better results on a wide range of metrics. Showing the potential clear benefit of increasing government funding of libraries, to help drive engagement and continue to evolve.

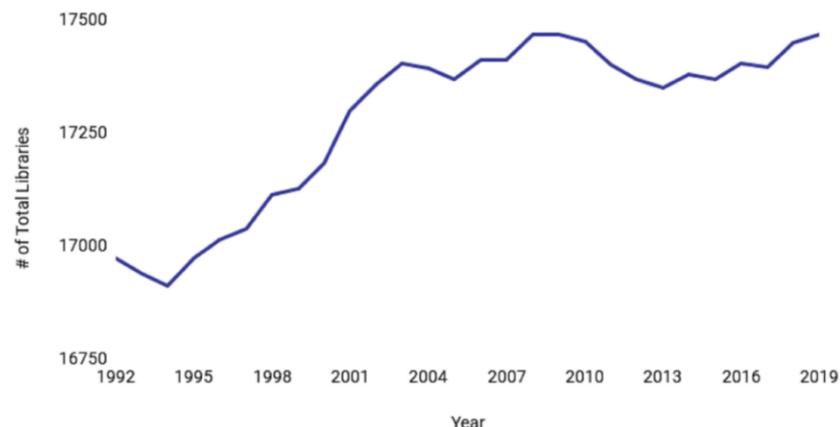
Never been more libraries

by Nicholas Rizzo, WordsRated

February 17, 2022

There are 17,468 public libraries in the US, including central libraries, branch libraries, and bookmobiles.

Number of public libraries in the US



The US has an average of 5.37 libraries per 100,000 people, with an average of 349 libraries per state.

The 5 states with the most libraries had an average of 954.6 libraries, 1359.63% more than the average of the 5 states with the least libraries.

Bookmobiles in decline

Bookmobiles are “mobile libraries” that allow libraries to bring their resources, services, and engagement with their community out of the library.

While the number of central and branch libraries has stayed rather consistent over time, bookmobiles have declined by 39.31% from 1066 in 1992 to 647 in 2015.

Appendix 2C1

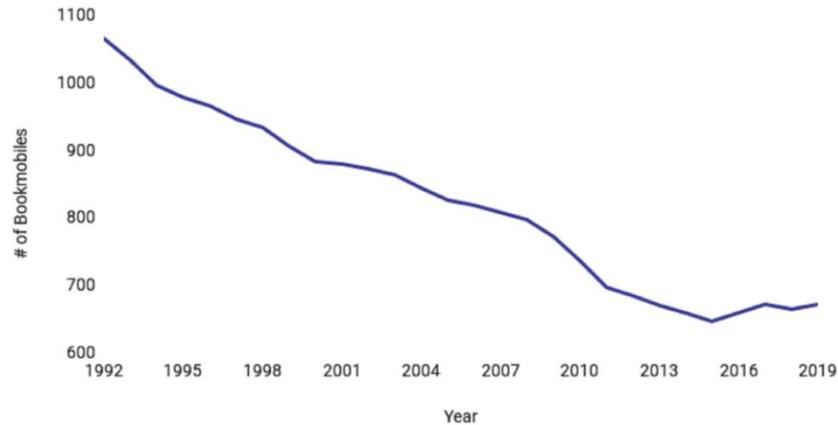
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by Nicholas Rizzo, WordsRated

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That decline then stabilized around 650 mobiles, and with 671 in 2019.

Number of bookmobiles per year

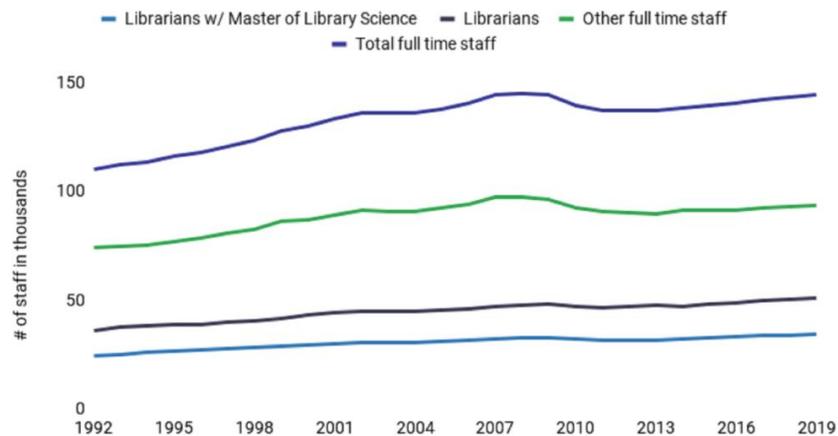


18 states increased their number of bookmobiles by an average of 35.56% while 13 states saw an average decrease of 12.93% from 2014 to 2019.

More librarians than ever – but not a livable wage

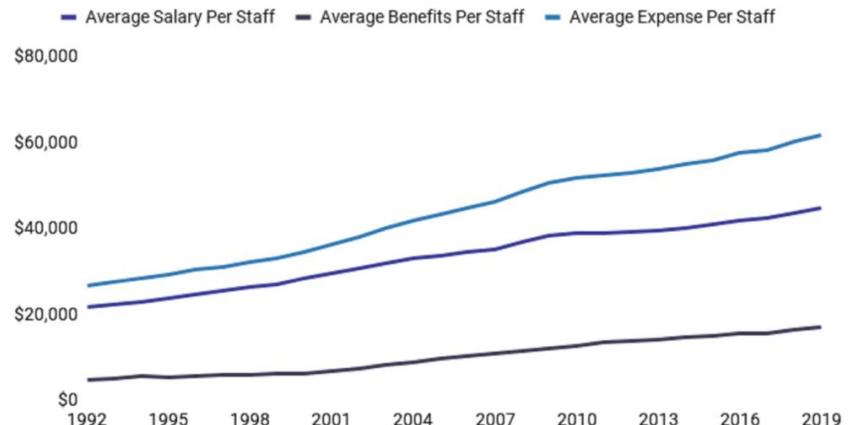
Public libraries employ a total of 144.6 thousand librarians and full-time library staff. Only 35.40% of all library staff are librarians (51,190) – two-thirds of which have a Master of Library Science degree (34,190).

Number of librarians and library staff at public libraries



The average expense for each librarian and library staff is \$61,659.77.

Average expenses per staff



The average full time library staff earned \$44,679 (before taxes) in 2019. Even with the average salary increasing 11.08% since 2014, library staff is still paid 35.07% below a living wage for a family of three with two working adults and one child.

Only three states pay librarians and library staff a living wage on average.

Conclusion

Libraries have made a significant digital shift over the years, and it isn't likely to slow down. Because of this, libraries have been able to provide more access to resources than ever.

As the future becomes increasingly digital, so will libraries. As this happens, how libraries use their physical space and the role they play in the communities may change.

Data Source: For this analysis, we used the [IMLS's Public Libraries Survey \(PLS\) dataset](#). The PLS has been collected annually, across the entire US, from more than 17,000 individual public libraries. The digitally available data ranged from 1992 to 2019. PLS Data is provided annually and had two sets of data to collect, the individual public library dataset and the overall state-by-state dataset. All data was collected and reformatted to match a unified format created based upon the analysis of yearly changes in documentation.

Appendix 2C2

Gallup: In U.S., Library Visits Outpaced Trips to Movies in 2019



JANUARY 24, 2020

In U.S., Library Visits Outpaced Trips to Movies in 2019

BY JUSTIN MCCARTHY



In U.S., Library Visits Outpaced Trips to Movies in 2019

By Justin McCarthy, January 24, 2020. WASHINGTON, D.C. - Visiting the library remains the most common cultural activity Americans engage in, by far. The average 10.5 trips to the library U.S. adults report taking in 2019 exceeds their participation in eight other common leisure activities.

Story Highlights:

- Library most frequented by young adults, women and low-income households
- Average U.S. adult attended five movies and five live sporting events
- Age and income among key factors in frequency of activities

Americans attend live music or theatrical events and visit national or historic parks roughly four times a year on average and visit museums and gambling casinos 2.5 times annually. Trips to amusement or theme parks (1.5) and zoos (0.9) are the least common activities among this list.

Table 1

Americans' Reports of Leisure and Activities

Q: About how many times in the past year, if any, did you do each of the following?

Dec. 2-15, 2019	GALLUP	average
Go to a library	10.5	10.5
Go to a movie at a movie theater	5.3	5.3
Attend a live sporting event	4.7	4.7
Attend a live music or theatrical event	3.8	3.8
Visit a national or historical park	3.7	3.7
Visit a museum	2.5	2.5
Visit a gambling casino	2.5	2.5
Go to an amusement or theme park	1.5	1.5
Visit a zoo	0.9	0.9

These data -- collected in a Dec. 2-15, 2019 Gallup poll -- are an update from a December 2001 survey. Though the overall rankings at the beginning of the millennium remain the same today, a small decrease has occurred in reported trips to the movie theater (down 1.3 average visits). Meanwhile, small increases have taken place in average reports of visiting a museum (up 0.7 average visits), attending a live music or theatrical event (up 1.1 average visits) and visits to a national or historical park (up 1.3 average visits).

Women Visit Libraries Nearly Twice as Frequently as Men. Men and woman report doing most activities at about the same rate, but there are a few key differences:

- Women report visiting the library nearly twice as frequently as men do, 13.4 to 7.5 visits.
- Men are more likely than women to visit casinos, attend sporting events, and visit national or historical parks.

Table 2
Reports of Leisure and Activities, by Gender

Dec. 2-15, 2019	GALLUP	Men average	Women average	Difference (men minus women)
Go to a library		7.5	13.4	-5.9
Go to a movie at a movie theater		5.1	5.6	-0.5
Attend a live music or theatrical event		3.7	3.8	-0.1
Visit a zoo		0.9	0.8	+0.1
Visit a museum		2.7	2.3	+0.4
Go to an amusement or theme park		1.8	1.3	+0.5
Visit a gambling casino		3.4	1.7	+1.7
Attend a live sporting event		5.7	3.7	+2.0
Visit a national or historical park		4.9	2.4	+2.5

The 30-49 Age Group Most Active Across Most Activities. Across nearly all measures, the highest average activity rates are among the 30 to 49 age group, while the lowest are among those 65 and older.

The 30 to 49 age group's higher activity may reflect their relative youth combined with mid-life financial stability. Middle-aged adults' activity is particularly above-par in terms of attending live sporting events. Their average attendance of 7.4 events during the year is more than twice that of younger adults and exceeds older adults by more than three visits.

The two exceptions to the pattern of middle-aged adults being the most active are visits to libraries and casinos. U.S. adults aged 18 to 29 visit the library much more than all older age groups – possibly reflecting college-going adults, who visit the library for studies. This youngest age group also visits casinos the most.

Table 3
Reports of Leisure and Activities, by Age Group

Dec. 2-15, 2019	GALLUP	18-29 average	30-49 average	50-64 average	65+ average
Go to a library		15.5	12.3	6.8	8.2
Go to a movie at a movie theater		6.6	6.8	4.1	3.6
Attend a live sporting event		2.8	7.4	3.9	3.7
Attend a live music or theatrical event		3.1	4.5	3.8	2.7
Visit a national or historical park		4.2	5.9	2.3	1.6
Visit a museum		2.9	2.9	2.0	1.8
Visit a gambling casino		4.4	2.9	1.8	1.4
Go to an amusement or theme park		1.8	2.6	1.0	0.5
Visit a zoo		0.7	1.5	0.6	0.4

High-Income Households Generally Do More Activities. In general, Americans in high-income households report doing activities the most, while Americans in low-income households participate the least.

- The widest gaps between high- and low-income households are in reports of attending a live sporting event, a live music or theatrical event, a museum, and going to the movie theater – all things often associated with significant ticket prices.
- Conversely, the library – which is free and offers a variety of services including WiFi – is visited most by adults in low-income households and least by adults in high-income households.
- Despite having smaller incomes, Americans in low-income households visit gambling casinos with slightly greater frequency.
- Meanwhile, the three income groups are about as likely to attend an amusement or theme park as well as the zoo.

Table 4
Reports of Leisure and Activities, by Income Group

Dec. 2-15, 2019	GALLUP	\$100,000+ average	\$40,000-99,999 average	Less than \$40,000 average
Go to a library		8.5	10.4	12.2
Go to a movie at a movie theater		6.3	5.7	4.4
Attend a live sporting event		7.5	3.8	3.6
Attend a live music or theatrical event		5.9	3.8	2.3
Visit a national or historical park		4.0	3.6	3.5
Visit a museum		3.5	2.8	1.5
Visit a gambling casino		2.5	2.2	3.5
Go to an amusement or theme park		2.1	1.3	1.5
Visit a zoo		0.9	0.8	1.0

[In U.S., Library Visits Outpaced Trips to Movies in 2019 \(gallup.com\)](#)

Certain Activities More Frequent Among Households With Children. For most measures, there are not meaningful differences between adults who report having children under the age of 18 in their households versus adults who do not have children living in their homes. But for a few activities, there are some differences between the two groups:

- Adults with children in their household attend live sporting events and go to the movies about two times or more than adults who do not have children.
- Meanwhile, adults who have no children in their household attend live music or theatrical events slightly more frequently than adults who have children in their homes.

Table 5
Reports of Leisure and Activities, by Children Under 18 in Household

Dec. 2-15, 2019	GALLUP	Children under 18 average	No children under 18 average
Go to a library		10.1	10.8
Go to a movie at a movie theater		6.8	4.7
Attend a live sporting event		6.7	3.7
Attend a live music or theatrical event		3.1	4.2
Visit a national or historical park		3.9	3.5
Visit a museum		2.2	2.7
Visit a gambling casino		3.9	2.0
Go to an amusement or theme park		2.0	1.3
Visit a zoo		1.5	0.6

Bottom Line. Despite the proliferation of digital-based activities over the past two decades – including digital books, podcasts, streaming entertainment services and advanced gaming – libraries have endured as a place Americans visit nearly monthly on average. Whether because they offer services like free Wi-Fi, movie rentals, or activities for children, libraries are most utilized by young adults, women and residents of low-income households.

Activities that typically cost money are visited or attended less frequently. Among this group of activities, outings to movie theaters and sports events remain the trips Americans make the most, while zoos are the least frequented.

Regional Variations in Some Activities. Americans' reports of doing activities vary by the four regions in which they live:

Source: <https://news.gallup.com/poll/284009/library-visits-outpaced-trips-movies-2019.aspx>

- Those who live in the East report having visited a museum with the greatest frequency.
- In the West, adults have the highest reports of visiting historical or national parks and gambling casinos.

Table 6

Reports of Leisure and Activities, by Region

Dec. 2-15, 2019	GALLUP	East <i>average</i>	Midwest <i>average</i>	South <i>average</i>	West <i>average</i>
Go to a library		10.4	12.9	9.3	10.1
Go to a movie at a movie theater		5.3	4.9	5.4	5.6
Attend a live sporting event		4.5	4.6	5.1	4.3
Attend a live music or theatrical event		3.7	3.0	3.8	4.6
Visit a national or historical park		3.0	2.7	3.1	5.9
Visit a museum		4.0	1.7	2.0	2.5
Visit a gambling casino		1.4	3.3	1.0	5.1
Go to an amusement or theme park		1.8	0.8	1.7	1.7
Visit a zoo		0.6	1.1	0.9	0.7

Many factors determine how Americans spend their free time, and financial means is a key factor. Age, too, is a large determinant. While middle-aged Americans may tend to be the most active in these activities due to their relative youth and greater financial stability, the 30 to 49 age cohort's activeness may also reflect its household makeup. The average age of a first-time mother in the U.S. is 26 and 31 for a first-time father, according to 2016 data from the National Center for Health Statistics. So, the need to keep growing children entertained through trips to the movies or to sporting events – which are more popular among households with children – may be more common among this age group.

But one's personal interests also factor into such decisions, which may bear out in activities showing significant gender differences, such as a women's book club at the local library, or activities that are more popular or available in certain parts of the country.

GALLUP NEWS SERVICE

DECEMBER WAVE ONE

-- FINAL TOPLINE --

Timberline: 937008
JT: 335
Princeton Job #: 19-12-021

Jeff Jones, Lydia Saad
December 2-15, 2019

Results are based on telephone interviews conducted December 2-15, 2019 with a random sample of –1,025—adults, ages 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ± 4 percentage points at the 95% confidence level.

For results based on the sample of –489—national adults in Form A, the margins of sampling error is ± 5 percentage points.

For results based on the sample of –536—national adults in Form B, the margins of sampling error is ± 5 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 70% cell phone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Gallup obtained sample for this study from Dynata. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the March 2018 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2018 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls. For questions about how this survey was conducted, please contact galluphelp@gallup.com.

Next,

22. About how many times in the past year, if any, did you do each of the following? How about -- [RANDOM ORDER]?

SUMMARY TABLE OF ACTIVITIES

<i>2019 Dec 2-15</i> <i>(based on "mean, including zero")</i>	Mean	Median
	(including zero) %	%
Go to a library	10.5	2
Go to a movie at a movie theater	5.3	3
Attend a live sporting event	4.7	1
Attend a live music or theatrical event	3.8	2
Visit a national or historical park	3.7	1
Visit a museum	2.5	1
Visit a gambling casino	2.5	0
Go to an amusement or theme park	1.5	0
Visit a zoo	0.9	0

FULL RESULTS AND TRENDS

A. Attend a live sporting event

	<u>None</u>	<u>Once</u>	<u>Twice</u>	<u>3-5</u> <u>times</u>	<u>6-9</u> <u>times</u>	<u>10 or</u> <u>more</u>	<u>No</u> <u>opinion</u>	<u>Mean</u>	<u>Median</u>
2019 Dec 2-15	46	12	11	13	3	15	*	4.7	1
2001 Dec 6-9	44	10	9	15	4	16	*	5.5	1

B. Attend a live music or theatrical event

	<u>None</u>	<u>Once</u>	<u>Twice</u>	<u>3-5</u> <u>times</u>	<u>6-9</u> <u>times</u>	<u>10 or</u> <u>more</u>	<u>No</u> <u>opinion</u>	<u>Mean</u>	<u>Median</u>
2019 Dec 2-15	33	15	15	20	6	9	*	3.8	2
2001 Dec 6-9	39	15	16	19	3	8	*	2.7	1

Q.22 (LEISURE ACTIVITIES) CONTINUED**C. Visit a museum**

	<u>None</u>	<u>Once</u>	<u>Twice</u>	<u>3-5 times</u>	<u>6-9 times</u>	<u>10 or more</u>	<u>No opinion</u>	<u>Mean</u>	<u>Median</u>
2019 Dec 2-15	43	20	11	16	3	6	*	2.5	1
2001 Dec 6-9	48	21	12	13	2	4	*	1.8	1

D. Visit a zoo

	<u>None</u>	<u>Once</u>	<u>Twice</u>	<u>3-5 times</u>	<u>6-9 times</u>	<u>10 or more</u>	<u>No opinion</u>	<u>Mean</u>	<u>Median</u>
2019 Dec 2-15	58	24	10	6	1	1	*	0.9	0
2001 Dec 6-9	66	18	10	4	1	1	*	0.9	0

E. Visit a national or historical park

	<u>None</u>	<u>Once</u>	<u>Twice</u>	<u>3-5 times</u>	<u>6-9 times</u>	<u>10 or more</u>	<u>No opinion</u>	<u>Mean</u>	<u>Median</u>
2019 Dec 2-15	37	18	17	15	5	8	*	3.7	1
2001 Dec 6-9	46	20	13	13	3	4	*	2.4	1

F. Go to a library

	<u>None</u>	<u>Once</u>	<u>Twice</u>	<u>3-5 times</u>	<u>6-9 times</u>	<u>10 or more</u>	<u>No opinion</u>	<u>Mean</u>	<u>Median</u>
2019 Dec 2-15	38	9	10	12	5	26	*	10.5	2
2001 Dec 6-9	34	5	10	12	7	31	1	11.9	3

G. Go to an amusement or theme park

	<u>None</u>	<u>Once</u>	<u>Twice</u>	<u>3-5 times</u>	<u>6-9 times</u>	<u>10 or more</u>	<u>No opinion</u>	<u>Mean</u>	<u>Median</u>
2019 Dec 2-15	54	19	13	10	1	4	*	1.5	0
2001 Dec 6-9	57	19	12	9	1	1	0	1.3	0

Q.22 (LEISURE ACTIVITIES) CONTINUED

H. Go to a movie at a movie theater

	<u>None</u>	<u>Once</u>	<u>Twice</u>	<u>3-5 times</u>	<u>6-9 times</u>	<u>10 or more</u>	<u>No opinion</u>	<u>Mean</u>	<u>Median</u>
2019 Dec 2-15	27	10	12	24	8	19	*	5.3	3
2001 Dec 6-9	26	7	11	21	9	26	*	6.6	3

I. Visit a gambling casino

	<u>None</u>	<u>Once</u>	<u>Twice</u>	<u>3-5 times</u>	<u>6-9 times</u>	<u>10 or more</u>	<u>No opinion</u>	<u>Mean</u>	<u>Median</u>
2019 Dec 2-15	68	11	7	7	1	5	*	2.5	0
2001 Dec 6-9	67	14	6	7	2	4	*	1.8	0

**GALLUP POLL SOCIAL SURVEY
December 2019**

QN22 Summary Table

	Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
	Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Go to a library	10.48	7.52	13.36	10.57	10.37	14.73	11.33	7.07	14.40	11.01	6.62	7.20	9.57	15.00	6.99	12.10	14.28
Go to a movie at a movie theater	5.34	5.09	5.58	4.51	7.17	6.08	7.30	3.51	7.19	5.76	3.38	3.77	5.33	6.98	3.88	5.90	7.28
Attend a live sporting event	4.67	5.72	3.66	5.16	3.79	4.18	7.16	3.48	6.60	4.52	3.08	5.90	4.85	2.88	5.95	4.09	3.15
Attend a live music or theatrical event	3.78	3.71	3.84	4.40	2.57	3.70	4.16	3.24	6.42	3.04	1.99	2.89	3.60	4.79	2.46	3.79	5.87
Visit a national or historical park	3.66	4.95	2.42	3.96	3.06	5.69	4.02	1.95	4.44	3.57	3.07	3.54	3.78	2.60	3.20	3.58	3.51
Visit a gambling casino	2.53	3.35	1.74	2.44	2.79	4.36	2.21	1.52	1.26	2.12	3.97	3.37	2.59	1.10	3.16	1.70	2.21
Visit a museum	2.49	2.67	2.31	2.56	2.34	3.24	2.58	1.76	4.43	2.49	0.79	1.36	2.88	3.06	1.56	2.74	3.90
Go to an amusement or theme park	1.54	1.77	1.32	0.94	2.68	2.48	1.90	0.67	1.75	1.43	1.43	1.46	1.63	1.40	1.57	1.77	1.05
Visit a zoo	0.87	0.94	0.80	0.81	0.97	1.15	1.07	0.53	0.92	1.06	0.66	0.81	1.04	0.66	0.94	0.82	0.81

Appendix 3A1
Demographic Comparison of Mesquite to Dallas County, Texas & the U.S.

Demographic Comparisons of Mesquite to Dallas County, Texas & the U.S.

data source: US Census Bureau

April 4, 2023

<i>fact</i>	<i>Mesquite city</i>	<i>Dallas County</i>	<i>Texas</i>	<i>United States</i>	<i>Mesquite city</i>	<i>Dallas County</i>	<i>Texas</i>	<i>United States</i>
Population Estimates, July 1, 2022, (V2022)	NA	NA	30,029,572	333,287,557				
Population Estimates, July 1, 2021, (V2021)	147,691	2,586,050	29,558,864	332,031,554				
Population estimates base, April 1, 2020, (V2022)	NA	NA	29,145,428	331,449,520				
Population estimates base, April 1, 2020, (V2021)	150,308	2,613,539	29,145,428	331,449,520				
Population, percent change - April 1, 2020 (estimates base) to July 1, 2022	NA	NA	3.0%	0.6%				
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021	-1.7%	-1.1%	1.4%	0.2%				
Population, Census, April 1, 2020	150,108	2,613,539	29,145,505	331,449,281				
Population, Census, April 1, 2010	139,824	2,368,139	25,145,561	308,745,538				
					<i>Mesquite's % difference from others</i>			
Persons under 5 years, percent	7.4%	6.9%	6.5%	5.7%	-	107.2%	113.8%	129.8%
Persons under 18 years, percent	28.5%	25.5%	25.3%	22.2%	-	111.8%	112.6%	128.4%
Persons 65 years and over, percent	11.2%	11.5%	13.1%	16.8%	-	97.4%	85.5%	66.7%
Female persons, percent	52.1%	50.4%	50.1%	50.5%	-	103.4%	104.0%	103.2%
White alone, percent	51.2%	66.0%	77.9%	75.8%	-	77.6%	65.7%	67.5%
Black or African American alone, percent	23.6%	23.8%	13.2%	13.6%	-	99.2%	178.8%	173.5%
American Indian and Alaska Native alone, percent	1.0%	1.1%	1.1%	1.3%	-	90.9%	90.9%	76.9%
Asian alone, percent	2.8%	7.0%	5.5%	6.1%	-	40.0%	50.9%	45.9%
Native Hawaiian and Other Pacific Islander alone, percent	0.0%	0.1%	0.2%	0.3%	-	0.0%	0.0%	0.0%
Two or More Races, percent	12.7%	2.0%	2.2%	2.9%	-	635.0%	577.3%	437.9%
Hispanic or Latino, percent	45.0%	41.4%	40.2%	18.9%	-	108.7%	111.9%	238.1%
White alone, not Hispanic or Latino, percent	25.6%	27.2%	40.3%	59.3%	-	94.1%	63.5%	43.2%
Veterans, 2017-2021	5,128	89,041	1,426,641	17,431,290				
Foreign born persons, percent, 2017-2021	20.8%	24.5%	17.0%	13.6%	-	84.9%	122.4%	152.9%
Housing units, July 1, 2021, (V2021)	X	1,049,372	11,869,072	142,153,010				
Owner-occupied housing unit rate, 2017-2021	61.7%	50.5%	62.4%	64.6%	-	122.2%	98.9%	95.5%
Median value of owner-occupied housing units, 2017-2021	\$170,600	\$213,000	\$202,600	\$244,900	-	80.1%	84.2%	69.7%
Median selected monthly owner costs -with a mortgage, 2017-2021	\$1,533	\$1,746	\$1,747	\$1,697	-	87.8%	87.8%	90.3%
Median selected monthly owner costs -without a mortgage, 2017-2021	\$578	\$658	\$557	\$538	-	87.8%	103.8%	107.4%
Median gross rent, 2017-2021	\$1,211	\$1,233	\$1,146	\$1,163	-	98.2%	105.7%	104.1%
Building permits, 2021	X	18,799	265,955	1,736,982				
Households, 2017-2021	49,622	947,046	10,239,341	124,010,992				
Persons per household, 2017-2021	3.01	2.72	2.76	2.60	-	110.7%	109.1%	115.8%
Living in same house 1 year ago, percent of persons age 1 year+, 2017-2021	86.5%	85.4%	85.1%	86.6%				

Demographic Comparisons of Mesquite to Dallas County, Texas & the U.S.

data source: US Census Bureau

April 4, 2023

<i>fact</i>	<i>Mesquite city</i>	<i>Dallas County</i>	<i>Texas</i>	<i>United States</i>	<i>Mesquite city</i>	<i>Dallas County</i>	<i>Texas</i>	<i>United States</i>
Language other than English spoken at home, percent of persons age 5 years+ 2017-2021	41.2%	43.1%	35.1%	21.7%	<i>Mesquite's % difference from others</i>			
Households with a computer, percent, 2017-2021	94.8%	93.7%	93.9%	93.1%	-	95.6%	117.4%	189.9%
Households with a broadband Internet subscription, percent, 2017-2021	89.5%	86.8%	86.9%	87.0%	-	101.2%	101.0%	101.8%
High school graduate or higher, percent of persons age 25 years+, 2017-2021	89.5%	86.8%	86.9%	87.0%	-	103.1%	103.0%	102.9%
Bachelor's degree or higher, percent of persons age 25 years+, 2017-2021	79.8%	80.7%	84.8%	88.9%	-	98.9%	94.1%	89.8%
With a disability, under age 65 years, percent, 2017-2021	17.2%	33.0%	31.5%	33.7%	-	52.1%	54.6%	51.0%
Persons without health insurance, under age 65 years, percent	9.3%	7.0%	8.0%	8.7%				
In civilian labor force, total, percent of population age 16 years+, 2017-2021	23.4%	22.5%	20.4%	9.8%				
In civilian labor force, female, percent of population age 16 years+, 2017-2021	69.0%	68.9%	64.6%	63.1%	-	100.1%	106.8%	109.4%
Total accommodation and food services sales, 2017 (\$1,000)	62.4%	62.1%	58.4%	58.7%	-	100.5%	106.8%	106.3%
Total health care and social assistance receipts/revenue, 2017 (\$1,000)	347,561	9,588,587	74,369,383	938,237,077				
Total transportation and warehousing receipts/revenue, 2017 (\$1,000)	615,094	24,757,411	186,108,690	2,527,903,275				
Total retail sales, 2017 (\$1,000)	467,922	23,115,370	101,947,033	895,225,411				
Total retail sales per capita, 2017	2,217,200	43,896,083	417,231,877	4,949,601,481				
Mean travel time to work (minutes), workers age 16 years+, 2017-2021	\$15,372	\$16,752	\$14,748	\$15,224	-	91.8%	104.2%	101.0%
Median household income (in 2021 dollars), 2017-2021	31.8	27.6	26.6	26.8	-	115.2%	119.5%	118.7%
Per capita income in past 12 months (in 2021 dollars), 2017-2021	\$63,706	\$65,011	\$67,321	\$69,021	-	98.0%	94.6%	92.3%
Persons in poverty, percent	\$25,054	\$35,459	\$34,255	\$37,638	-	70.7%	73.1%	66.6%
Total employer establishments, 2020	11.5%	14.4%	14.2%	11.6%	-	79.9%	81.0%	99.1%
Total employment, 2020	X	68,180	618,272	8,000,178				
Total annual payroll, 2020 (\$1,000)	X	1,563,934	11,210,906	134,163,349				
Total employment, percent change, 2019-2020	X	102,251,445	613,148,935	7,564,809,878				
Total nonemployer establishments, 2019	X	1.9%	1.0%	0.9%				
All employer firms, Reference year 2017	X	263,060	2,658,054	27,104,006				
Men-owned employer firms, Reference year 2017	1,865	50,643	423,488	5,744,643				
Women-owned employer firms, Reference year 2017	X	29,935	248,029	3,480,438	<i>MBE/WBE employers as % of total</i>			
Minority-owned employer firms, Reference year 2017	211	9,511	85,010	1,134,549	11.3%	18.8%	20.1%	19.7%
Nonminority-owned employer firms, Reference year 2017	510	13,021	111,086	1,014,958	27.3%	25.7%	26.2%	17.7%
Veteran-owned employer firms, Reference year 2017	X	31,889	280,280	4,371,152				
Nonveteran-owned employer firms, Reference year 2017	X	2,830	27,092	351,237				
Population per square mile, 2020	X	41,792	361,218	4,968,606	<i>% change in population density in 10 years</i>			
Population per square mile, 2010	3,096.1	2,993.6	111.6	93.8	101.9%	110.1%	115.9%	107.3%
Land area in square miles, 2020	3,038.3	2,718.0	96.3	87.4	<i>% change in land area in 10 years</i>			
Land area in square miles, 2010	48.48	873.06	261,267.85	3,533,038.28	105.3%	100.2%	100.0%	100.0%
	46.02	871.28	261,231.71	3,531,905.43				

Appendix 3A2
Gen Z & Millennials: How They Use Public Libraries



Kathi Inman Berens, Ph.D. and **Rachel Noorda, Ph.D.**

Portland State University

Gen Z and Millennials

How They Use Public Libraries and Identify Through Media Use

Executive Summary

Gen Z and millennials have some surprising attitudes and behaviors regarding media consumption and library use.

Generational categories like Gen Z and millennials (aged 13–40 in 2022)¹ are an important way to understand book engagement and library use because “an individual’s age is one of the most common predictors of differences in attitudes and behaviors.”²

Mobile computing is a key aspect of daily life for Gen Z and millennials. 92% check social media every day; 25% check social media multiple times per hour. The high instance of reading on mobile devices among these groups, particularly of social media and other “walled garden” apps, is a profound shift

from previous generations. This report will explain some implications of that development. It will aid librarians and other stakeholders in examining how libraries currently serve Gen Z and millennials, and how to continue serving them as they age. At times this report considers Gen Z and millennials together; at others, it drills down into generationally-specific behaviors when those behaviors differ sufficiently to warrant attention or explanation.

Based on a nationally representative survey sample conducted by the authors,³ this report

discusses the following attitudes and behaviors Gen Z and millennials have regarding libraries:

- 54% of Gen Z and millennials visited a physical library within a twelve-month period.
- Libraries attract even Gen Z and millennials who **don't identify as readers**. 23% of Gen Z and millennials had visited a physical library in a twelve-month period AND did not identify as readers.
- Subscription-only and/or mobile-exclusive content provided in apps such as Webtoon (webcomics), Radish (romance e-novels) and Audible (audiobooks) is particularly popular with Gen Z and millennials: 12% of Gen Z & 8% of millennials subscribe to webcomics and 30% of Gen Z & 38% of millennials subscribe to Audible. But subscription content, such Audible-exclusive titles, is mostly unavailable for libraries to license.⁴
- 52% of Gen Z and millennial physical library patrons said they borrowed from library **digital collections**.
- Black (58%) and Latinx (57%) physical library patrons use digital collections more than the general survey population (52%).
- Long wait times for digital books disadvantage Black, Indigenous, and People of Color more than the general population. 47% of Black Gen Z and millennials overall (not just physical library patrons) have used digital collections, compared to 37% of the general population.
- 75% of Gen Z and millennial physical library patrons believe a library wait of one week or less is “long.”



54% of Gen Z and millennials visited a physical library within a twelve-month period.

- Teen lounges in libraries are safe, comfortable spaces that support:
 - relaxation
 - mental and social well-being
 - learning untethered from school and educational mandates
- Given a choice, 59% of Gen Z and millennials would choose the graphic/manga version of a story rather than a text-only book.
 - Preference for a graphic/manga version instead of text-only book is higher in Black (69%) and Latinx (73%) communities.

Overall, social media use, crossmedia identities (readers, gamers, makers, fans and more), and subscription engagement characterize Gen Z and millennials in contrast to other generations.

This report is organized into five parts:

1. Gen Z **library use** and **non-use**.
2. How Gen Z and millennials **use media** and **discover books**.
3. Gen Z and millennials' **identity categories** such as readers, gamers, makers, and fans.
4. **Challenges** libraries face in growing Gen Z and millennials' engagement.
5. **Recommendations** for how libraries can connect with Gen Z and millennials.

Introduction

Millennials (age 26–40) and especially Gen Z (age 13–25) have grown up in an increasingly digital environment, which shapes their reading behavior, reading preferences, and modes of book discovery. The survey results show that 92% of Gen Z and millennials check social media daily. 25% report checking multiple times an hour. According to 2022

92% of Gen Z and millennials check social media daily. 25% report checking multiple times an hour.

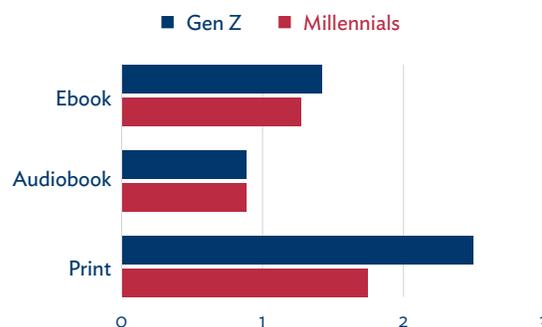
Pew data, “fully 35% of teens say they are using at least one [social media platform] ‘almost constantly.’”⁵

Gen Z is the first generation to have had access to mobile computing since early childhood. If previous

generations had to physically move to access media in a particular location (e.g., the “tv room” in a house; a computer lab at school), most of today’s teenagers and young adults have microcomputers (“phones”) on their person.

The success of artificial intelligence-powered digital marketing helps to explain why 1 in 3 Gen Zers and millennials in the survey buy books based on recommendations from Instagram reviews/ads and 31% buy books because of TikTok reviews/ads. During their lives thus far, these two generations have been surrounded by pervasive media environments that mediate their interactions with friends, other social groups, and information. As a result, some of their behaviors and expectations when it comes to libraries require explanation.

Average Number of Books Bought per Month



More than people in previous generations, Gen Z lives in an augmented reality moving seamlessly between embodied and virtual space through phones. As one Gen Zer commented:

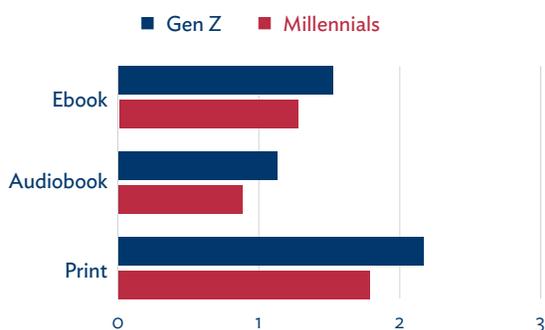
“For me, online and offline are one and the same, basically the same thing, integrated.”⁶

Yet, importantly, this comfort with the blurring of the digital and physical worlds does not translate into a preference for the digital. With more time spent on mobile computing comes increased need for “social media detox” and other efforts to limit or demarcate one’s time in mobile apps.⁷ Print books are Gen Zers’ #1 preferred book format. Young people visit bookstores. Despite all the digital options, browsing library shelves continues to be relevant to their discovery of new books.

Gen Zers buy and read slightly more than millennials in all formats. Print is the preferred format.

Additionally, despite assumptions that young people may read less, both Gen Z and millennials are consuming books: on average they buy 1 ebook, 1 audiobook, and 2 print books per month; and read (including through subscriptions) 1 ebook, 1 audiobook, and 2 print books per month. Gen Zers buy and read more than millennials in all formats. Age negatively correlates with the number of print books bought per month: the younger Gen Zers are, the more print books they buy. The charts illustrate book reading and book buying across formats.

Average Number of Books Read per Month



1 GEN Z AND MILLENNIAL LIBRARY USE

Physical Library Visits

Do Gen Zers and millennials use libraries? How and to what extent? About half of Americans aged 13–40 visit libraries in person, and this usage rate has been consistent over recent years. In the survey 54% of Gen Z and millennials reported having used physical libraries within a twelve-month period. This percentage is very close to what Pew reported for millennial library use in 2017 (53%),⁸ and is higher than Pew’s findings a decade ago.⁹ 27% of Gen Z

Nourishing Gen Zers’ use of the library continues to require physical space and print materials because they like print books.

#5 preferred place for millennials to discover books. Millennials are more likely to use the digital library collections than Gen Z. More (64%) African American or Black Gen Z and millennials visit the physical library, 10 percentage points higher than the general survey population. For both Latinx and Asian/Asian American Gen Z and millennials, browsing shelves in public libraries was the #3 preferred place of book discovery, after “on my phone in social media

and millennials report discovering books by browsing books on shelves at public libraries. Browsing public libraries is Gen Z’s #3 preferred place to discover books. Libraries are the

feeds” and “streaming TV/movies that are adapted to books.”

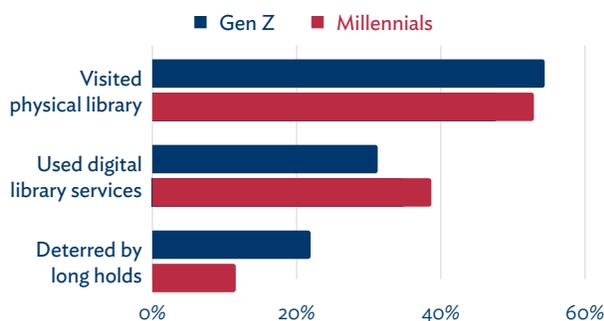
Gen Z slightly outperforms millennials in visits to physical libraries in the last twelve months. It also corresponds with Gen Z’s preference for printed books. Nourishing Gen Zers’ use of the library continues to require physical space and print materials because they like print books. Gen Z and millennials who had not been to the physical library in a twelve-month period read less than the general population across all formats except text messages and emails. Notably, 17% of the group that didn’t physically visit the library did report using library digital services.

Physical library visitors identified these barriers or attitudes to digital borrowing:

- 41% “I didn’t know how to access library services during the pandemic.”
- 20% “I don’t use library services.”
- 14% “There’s no library close to where I live.”
- 12% “I lost my library card.”

Gen Z and millennials are not going to the library only to borrow print books. Across age demographics, there was a 23 percentage point increase in Americans who attended library programs from 2014 to 2019.¹⁰

Library Use
Gen Z versus Millennials



Libraries Are Book Showrooms for Gen Z and Millennials

What role do libraries play in Gen Z and millennial reading habits and book discovery? In the *Immersive Media and Books 2020* research, researchers found that 1 in 3 book engagers bought a book that they first found at the library.¹¹ Generally, book engagers were context agnostic, meaning that they often found a book in one place and bought it or borrowed it in another. Turning attention to Gen Z and millennials specifically in 2022, libraries fit well with the “robust sampling” culture that Gen Zers and millennials are accustomed to. Digital subscription models

through which Gen Z and millennials consume other media (such as Netflix, Kindle Unlimited, Xbox Game Pass, Spotify, Audible, etc.) allow them to try new media products risk-free. In the traditional, print-centered book publishing ecosystem, libraries are the place for robust sampling.

Libraries allow people to try out books risk-free. This, and the role that libraries play in curating and promoting books, mean that libraries bolster publishers' low marketing budgets—for free.

Penguin Random House disclosed during the Department of Justice antitrust trial on the proposed acquisition of Simon & Schuster that they allocate 2% of their budget for marketing. Extrapolating from this, Guy LeCharles Gonzales calculates that they spend an average of \$3,187 per title, for a total of \$47.8 million.¹² Visibility in the crowded marketplace is a formidable challenge facing publishers, and they will pay to get optimal book display placement algorithmically with online vendors and also at retail bookstores. They pay a commission of 3–7% on books sold, or a dollar amount around \$100, for a display at a bookstore. By contrast, libraries display books for free—no marketing dollars demanded. Some even invite local bookstores to sell books at library-sponsored author events. In the digital environment, attentive digital librarians customize their curated collections to the borrowing and holds requests of local patrons. Digital collections managers can adjust licenses in real time to accommodate demand, if the library can afford to fund staff time to monitor digital collection use.

54% of Gen Z and Millennials Who Don't Identify as Readers Visit Libraries—Why?

43% of Gen Z and millennials don't identify as readers. Of that "non-reader" group, 54% have been to their local library in the past twelve months. Why? What is it about libraries that attracts "non-readers"? What is the library's value to non-readers?

The library provides a number of things beyond books: a safe, free place to hang out; important



resources and advice during big life changes such as career transition, parenthood, new language acquisition, or learning to read; Wi-fi enabled work spaces; and creativity resources like maker spaces and media production equipment. Libraries also provide programming relevant to teens (Gen Z) and parents (older Gen Z and millennials), such as coding clubs, storytimes, job application help, and more. This helps to explain why, across age demographics, there was a 23-percentage point increase in Americans who attended library programs from 2014 to 2019.

The youth that researchers met during visits to two public library branches talked about coming to the library just to "vibe" and hang out. One contrasted the public library experience to that of her school library, where she said students had to have "a reason to be there" such as a test or study hall, as activities are tied to the school's curriculum. While her school library required her to be quiet and have a pass to enter, the public library was a place where she and other teens could chat while crafting. Making collaged bookmarks in the teen room, one young person commented, "this is so relaxing," which points towards the role that libraries play in mental/emotional health and socializing. At both library branches we visited, books lined the walls of the teen lounges. Some young people picked up books as they did other things such as crafting, gaming, checking their phones, chatting, and showing their craftwork to the teen librarians and an adult mentor. In these spaces, books were always an option but were not the focus of the experience.

Millennials and Gen Z Also Visit Bookstores

In 2023, independent bookstores are a surprising success story, despite consumers buying more books from online retailers. 2023 has seen a growth of independent bookstores, leading to the highest number of American Bookseller Association members in over two decades.¹³ In keeping with this, bookstores are an important part of reading for many Americans in the 13–40 age group. This research found that 58% of Gen Z and millennials bought a book in a bookstore in the prior twelve months. More than one third (35%) of those bought a book because they were browsing at the store and found something they liked. While bookstores don't allow for the same level of robust sampling that libraries do, they do allow readers to examine different books in person and often offer book recommendations and events.

A secondary appeal: indie bookstores tap into people's ethical values to "shop local" as a means of supporting one's community. 13% of Gen Z and millennials said they bought books to support their local bookstore. Browsing shelves in brick-and-mortar libraries is the #3 preferred place for Gen Z

A majority of library digital collections' non-users say they don't know how to access digital collections.

and millennials to discover books (13%), followed by browsing shelves in brick-and-mortar bookstores as #4 (11%). The #5 preferred way is browsing shelves in public libraries (11% of Gen Z and millennials). These data demonstrate that Gen Z and millennials slightly prefer bookstores to libraries for printed book discovery. However, Gen Z and millennials equally prefer recommendations from booksellers and librarians (15%).

The instant availability of popular titles and the shopping experience would seem to be the most important differentiators between bookstores and libraries; however, the most popular print books at the library are less likely to be on the shelves for patrons

to browse because they are borrowed out and on hold lists. By contrast, bookstores highlight the most popular titles on tables and face them out on shelves, increasing visibility and availability of in-demand products. Indie bookstores often feature cafés and places to sit where customers can make themselves as they browse. The Public Library Association recommended that libraries add coffee and couches back in 2017, but many libraries continue to lack the ability to have food inside the building, making library cafés a challenge to implement.¹⁴

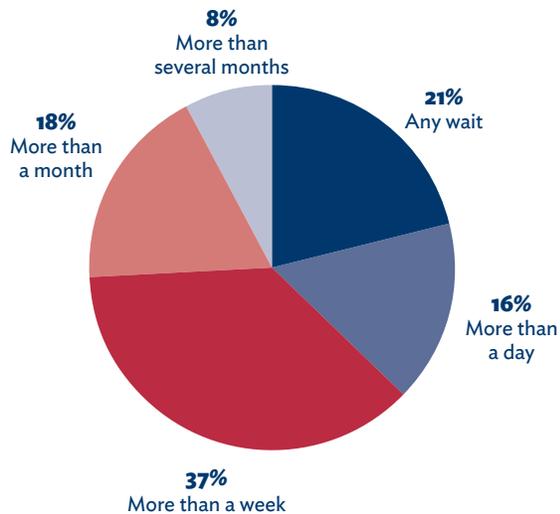


Gen Z and Millennials' Digital Collections Use

It's clear that Gen Z and millennials use libraries for their physical book collections and other resources, but what about their digital books? The survey found that only 37% of Gen Z and millennials borrowed from library digital collections. 80% of those borrow ebooks and audiobooks 2–7+ times per year. A majority of digital collection non-users say they don't understand how to access digital collections, indicating that there is an opportunity to proactively educate younger library users about digital library resources.

Millennials outpace Gen Zers in using the digital library collections, and they also have a higher tolerance for long wait times—something that library

Long Library Wait Time According to Gen Z and Millennials



patrons often encounter with popular digital materials. While 83% of library users ages 13–40 report not being deterred by wait times for digital library resources, Gen Zers are more deterred by long wait lines than millennials (21% compared to 17%). Notably, a combined total of 75% of Gen Zers and millennials say that a wait time of one week or less is “long.”

What are the barriers to digital borrowing for those who haven’t visited a physical library in a 12-month period? 40% said “I don’t use library services.” 28% said “I didn’t know how to access library services during the pandemic.” 20% said “I don’t read audiobooks or ebooks.” 12% said “I lost my library card.”

75% of Gen Zers and millennials say that a wait time of one week or less is “long.”

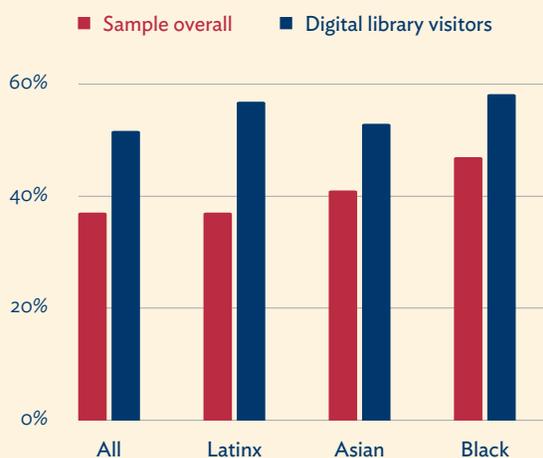
Use of library digital collections breaks down differently by race and ethnicity. Black (58%) and Latinx (57%) physical library patrons use digital collections more than the general survey population (52%). 47% of Black Gen Z and millennials overall (not just physical library patrons) have used

Fair digital access is a racial equity issue, facilitating Black, Indigenous, and People of Color (BIPOC) access to books.

digital collections (compared to 37%). Black and Latinx GenZ/millennials are also more likely to be deterred by long hold lines at the library. Therefore, fair digital

access is a racial equity issue, facilitating Black, Indigenous, and People of Color (BIPOC) access to books.

BIPOC Patrons Use Digital Collections More Than the General Population



Digital library services

BIPOC patrons

Borrow digital library materials like ebooks and audiobooks

African American or Black

Highest physical and digital library use: 63.9% had visited the local library in the last 12 months.

Asian and Asian American

Browsing shelves in public libraries is the #3 preferred method of book discovery

Latino, Latina, Latinx

Browsing shelves in public libraries is the #3 preferred method of book discovery

2 GEN Z AND MILLENNIALS MEDIA USE AND BOOK DISCOVERY

Media Use: Who Is Reading What?

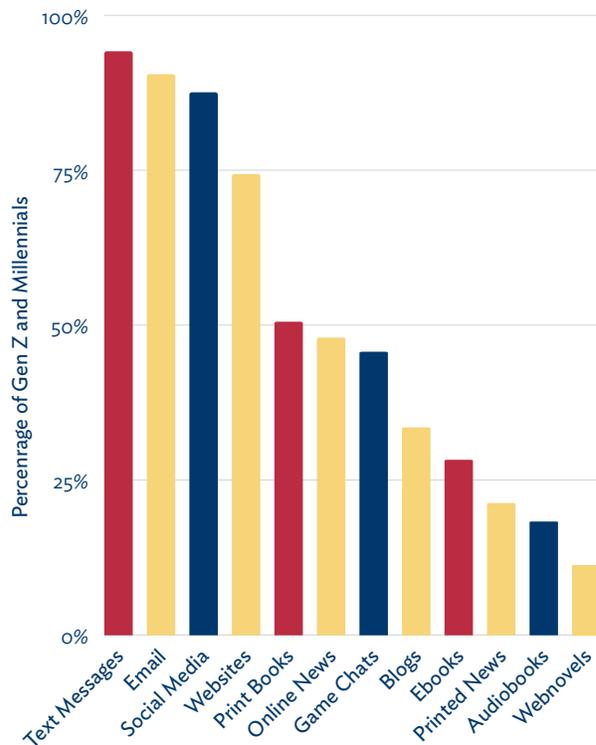
This research expands the definition of reading to include a wide range of formats. We found that among Gen Z and millennials the top four most read modes in the last 12 months were digital (text messages, email, social media, websites). Print books came in fifth, with ebooks and audiobooks even further down the list. Some shifts in reading may be due to the amount of time people spend with their mobile devices and the conveniences of being able to read in short bursts—such as during a break from work or school, or while in transit, or while waiting in line. Webtoon and other serial content subscription apps, for example, compete with books for reading time, and their quick-to-read formats (such as single-pane webcomics), gives them an advantage in meeting readers’ needs for short bursts of reading. Webtoon, at 85.6 million monthly readers globally, is the fastest-growing reading app.¹⁵ Webtoon’s U.S. audience hovers around 20% of its global audience, or 17.1 million monthly readers. Webtoon offers most of its serial content for free; subscribers pay to access content faster than the free release.¹⁶

Some differences exist between Gen Z and millennials in reading practices. Gen Zers are reading chats in games and webnovels in greater proportions. Millennials, meanwhile, read more emails, ebooks & audiobooks, blogs, and newspapers compared to the younger group.

The How and Where of Book Discovery

The hybrid online/offline environment that Gen Z and millennials are embedded in significantly impacts their book discovery and reading habits. The graphic below illustrates this—showing *how* and *where* people discover books alongside the subscription services most popular among Gen Z and millennials.

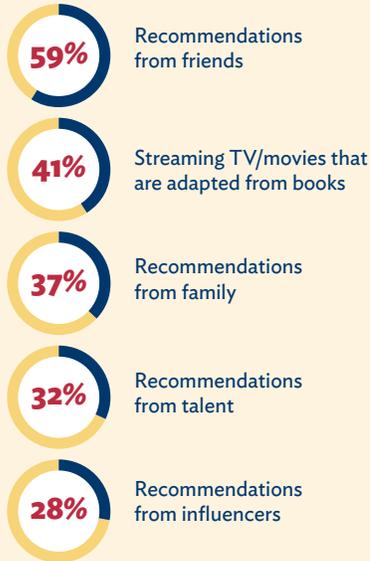
Read in the Last 12 Months



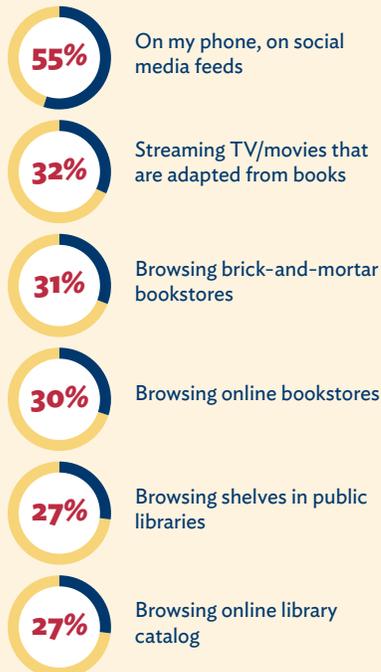
As can be seen in the graphic below, Gen Z and millennials discover books based on recommendations of people they know (friends, family) as well as strangers (talent and influencers). They discover books both in the digital world (social media, streaming/TV movies, online bookstores and library catalogs) and in the physical one (bookstore and library shelves). Many also subscribe to an ecosystem of services that are inaccessible, at least in part, to libraries. Audible, for example, is a mixed bag: some of its audiobooks are available at libraries, and some are not. A portion of “Amazon Originals” and “Amazon Exclusives” are currently only accessible through DPLA’s Palace Marketplace.¹⁷ The following content is currently inaccessible to libraries: CrunchyRoll; fanfiction

Book Discovery

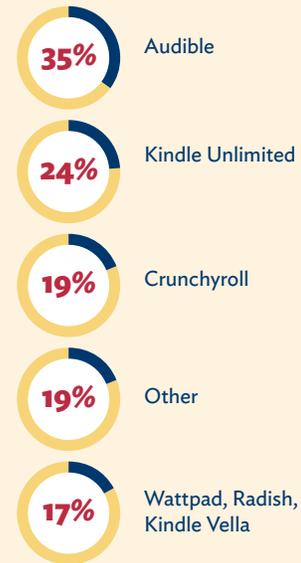
How



Where



Services



and serialized fiction apps like Wattpad, Radish, and Kindle Vella; and subscription services in the “Other” category which includes Webtoon, Substack, Patreon, and others. Of the Gen Zers and millennials who read webnovels, 60% pay for faster access to content; for people who use Substack, 79% pay for faster access to content.¹⁸ “Original” content usually means it can be accessed exclusively on that platform. Readers tender an unseen payment in the “attention economy” as they read on these apps: the pattern of their time on site, how often they check the site, how quickly one opens a new installment, and far more granular information than that.¹⁹

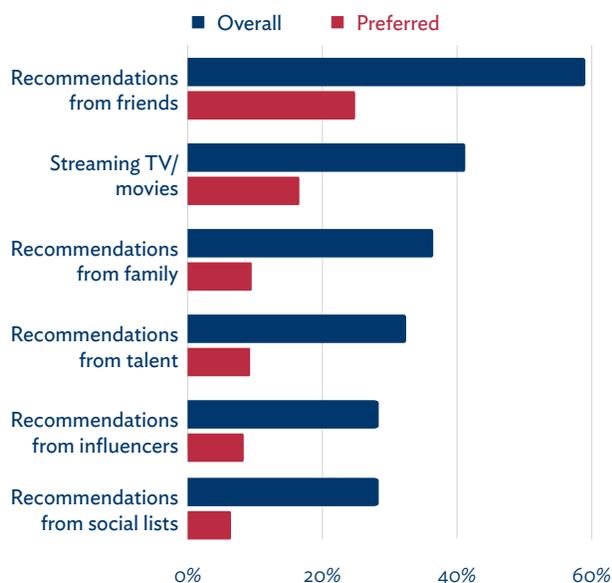
Modes of book discovery differ somewhat between Gen Z and millennials. Gen Z invests more trust in celebrities, influencers, and social lists, though both groups accept them as trusted resources. More than one third (34%) of Gen Z people discover books based on recommendations from influencers (TikTokers, Instagrammers, bloggers, Discord streamers, and so forth.) Millennials are somewhat less influenced than Gen Z by influencers (23% for millennials compared to 34%

of Gen Z). By contrast, millennials read significantly more online news services (57% compared to Gen Z’s 36%) and printed newspapers (27% compared to Gen Z’s 14%). Reviews are more effective in driving millennials’ book discovery. Millennials’ media habits are a middle ground between Gen Z and older generations. Perhaps unsurprisingly, Gen Z is less influenced by legacy media reviews: more (20%) said they were influenced by recommendations from online reviewers (Goodreads, Amazon, Audible, and Barnes and Noble) than by bestseller lists (15%) such as *New York Times*, *USA Today*, *Publishers Weekly*, Amazon.

Preferred Ways to Find Books

Streaming TV and movies is the #2 preferred way Gen Z and millennials discover books. For Black Gen Z and millennials, streaming is the #1 preferred way to discover books, a 10 percentage point increase over the general population. Gen Z and millennials

Top 6 Methods of Book Discovery for Gen Z and Millennials



are media omnivores who discover new content across media, finding a story they like in one format and following that story through its representations in other formats (“crossmedia”). These gener-

For Black Gen Z and millennials, streaming TV/movies is the #1 preferred way to discover books.

ations also move nimbly from virtual to embodied space. Latinx Gen Z and millennials reported strong engagement with fanfiction,

48% (10 percentage points more than the general population) and 27% subscribe to mobile serial fiction apps such as Wattpad, Radish and Kindle Vella (10 percentage points more than the general population). Digging deeper, we asked survey respondents to check *all* of the ways they discover books (the **blue** bars in the chart above) and their *preferred* way of discovering books (the **red** bars in the chart above). Recommendation from friends (25%) is the most-preferred way to find books, closely followed by recommendations from talent²⁰ (8%),

influencers (7%), and social lists (6%).²¹ These two categories together (friends and social media/influencers) far outpace recommendations from family (9%) as the most-preferred way to find books.

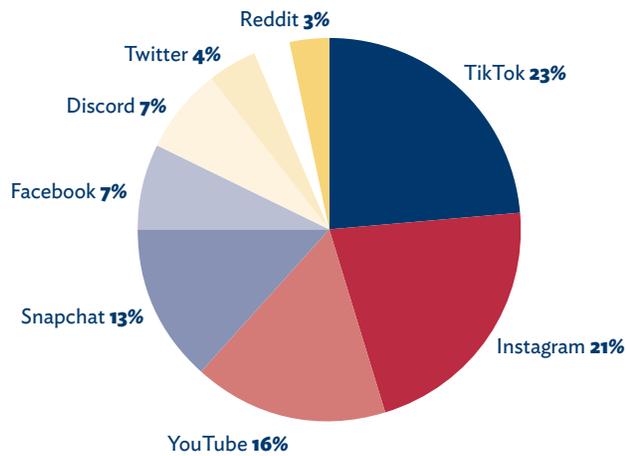
Preferred Social Media Platforms

There are both similarities and differences between the social media platforms that Gen Z and millennials preference. Both groups prefer Instagram (21%) and YouTube (Gen Z—16%; millennials—17%) at similar rates, but beyond that there is a divergence. Gen Z indicates a relative preference for TikTok (23%) and Snapchat (13%), while millennials prefer Facebook (33%) much more than Gen Z (7%). These findings are consistent with Pew’s 2022 research into teen use of social media platforms, which found that “TikTok has established itself as one of the top online platforms for U.S. teens, while the share of teens who use Facebook has fallen sharply.”²²

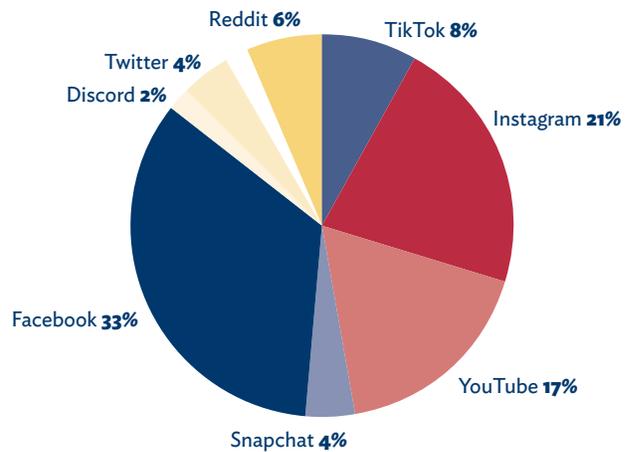
The differences between Gen Z and millennial social media platform preferences become significant when it comes to book discovery and purchase. While 21% of both Gen Z and millennials bought a book recommended or advertised on YouTube, millennials were more likely to buy a book recommended or advertised on Instagram (35% of millennials, 29% of Gen Z) and Gen Zers were more likely than millennials to buy a book recommended or advertised on TikTok (34% of Gen Z, 28% of millennials). Of the 46% of respondents who bought a book from a bookstore, Instagram was their #1 preferred platform. These data raise the question: how can librarians participate in social media marketing if they lack the time to immerse themselves in platform-specific conversations and vernacular? Does content pushed across traditional marketing channels even reach Gen Z and millennials?²³

Social media on mobile phones is effective because it allows marketers to achieve “six touch-points”²⁴ that build product awareness faster than is possible in newspapers, magazines and television. Talent and influencers typically post new content daily, and engage in conversation with fans. Such

Gen Z Preferred Social Media Platform



Millennial Preferred Social Media Platform



interaction builds trust and establishes credibility. That’s why talent and influencers are also sites of conversation among fans. Identification as a “fan” is high with Gen Z and millennials (52%) and fans have many channels, online and offline, to engage with creators and hang out longer in the storyworlds they love.

When fans are also creators, printed books make good props in visual media like TikTok short videos and Instagram Reels. There are no TikTok videos of ebooks! Printed books can be imaginatively used as conversation pieces or expressive objects. An early BookToker, Ayman Chaudhary, famously videoed herself throwing *Song of Achilles* across the room because it broke her heart. Many #booktoks focus on the materiality of the printed book, including closeups of bookmarks and other types of decoration, or stacks of books filmed in stop-motion animation. For celebrities and influencers, books are a quick way to generate ideas for fan engagement. Emma Roberts, an actress who started a book club on Instagram during pandemic lockdowns, said: talking about books “is one of my favorite ways to engage with my followers. ... [It] just adds so much more substance to your online interactions.”²⁵ Finally, the automation and customization of digital technology helps to make social media marketing effective. Artificial intelligence “can create 100

different variations” of a particular author newsletter or collate disparate datasets into a remarkably personal and customized pitch.²⁶

Trends like these are top-of-mind for the most avid readers and media consumers; librarians should keep them in mind when strategizing how to “meet” Gen Z and millennials where they “live.”



3 GEN Z AND MILLENNIAL IDENTITIES

Consumers and Creators

In addition to consuming media, Gen Z and millennials also create it. They hold multiple identities, as readers, gamers, writers, fans, livestreamers, podcasters, and more. More Gen Zers identify as gamers, and fewer identify as readers. Millennials have higher percentages of identification as readers, fans, livestreamers, and podcasters. Identity is a perception of self, and identities are social, multiple, and fluid. In choosing to report self-identification, such as being a fan, the Gen Z and millennials in this study were able to interpret the terms of identity in their own ways. A fan could be an enthusiast of anything, not just book- or media-related things. The survey allowed respondents to define themselves as they saw fit, without required benchmarks to establish who “qualified” as a fan.

So why do these media identities matter, particularly to libraries? Leung et al. found that the more relevant a product is to a person’s identity, the more the physical version of that product will appeal to the consumer.²⁷ Gen Z and millennials tend to buy more books per month if they identify as readers. Identities are social, and the community aspect of media consumption is a motivating factor for Gen Z and millennials. Being part of a fan community and connecting with others like them is the most important element of Gen Z media consumption. Nearly one-third (32%) of Gen Zers who identify as gamers report that they play videogames as a way to talk with friends, compared to 26% of gamers in the general survey population. Two of the top 3 reasons why Gen Z people report identifying as fans are 1) to be part of a fan community (27%) and 2) to meet others



like them (26%). Gaming and fandoms provide the community and connection that Gen Zers value. By contrast, reading reflected more solitary pleasures. Reading for Gen Z was primarily motivated by “me time” and the desire for escapism. Given this orientation, libraries are in a unique position to demon-

strate to Gen Z the social dimension of books by providing them spaces for community to meet and talk, especially inside branch libraries.

One of the most important findings of the *Immersive Media and Books 2020* research was that avid media consumers are avid across categories: it’s not a zero-sum game. People who avidly game and avidly watch TV/ movies are also often avid readers and book buyers. In the 2020 study, we defined “avid”

engagement as 4+ books per month, which was 53% of the survey population.²⁸ For these “avid” engagers,

Media Identities

Gen Z and Millennials





there is an amplifying effect as an individual moves between media modes and platforms.

For Gen Z and millennials, 57% identify as readers, 53% as gamers, and 52% as fans. Those who discover books through 5+ different modes have higher rates

of identification across the identity categories.

They eagerly explore content across different media and identify as both **consumers**: readers (74%), fans (62%) and gamers (56%); and **makers**: writers (33%), lives-treamers (17%), and podcasters (14%). Avid engagers fluidly move between consuming and making media. Perhaps

this is why social media is such a popular way for Gen Z and millennials to discover books: it taps into both the consumption and production aspects of their identity, as they watch talent and influencers, then join the conversation by posting their own content in response.

These complex consumer/producer identities were reflected in our ethnographic research. Gen Zers researchers met at library branch visits were well aware of the creator economy, for example, and talked about ways to participate in it. One entrepreneurial young woman had three different ideas for making and selling products in the creator economy.

Gen Zers we met at our library branch visits were well aware of the creator economy, for example, and talked about ways to participate in it.

For instance, she was interested in building a lip gloss business using vegan products because those products are in-demand with other Gen Zers and because vegan products are more sustainable for the environment. One young man regularly wrote and recorded his own rap music in the recording studio inside his local library.

In another library site visit, researchers observed teens alternating between playing video games together and pausing to go back and join the larger group craft activity. Some of the specific media they identified consuming included rap and country music, *Batman* and *2K* video games, and TV such as anime, *iZombie*, *Umbrella Academy*, *Love/Dance/Robots*, and *Grey's Anatomy*.

They talked about reading manga, the *Geronimo* series, and other books. Occasionally the young people would break away from the craft activity to quietly peruse the shelves of books lining the teen lounge walls. In other words, the teens moved fluidly between creating, consuming, socializing, talking about their media, and browsing shelves, which illustrates their hybrid identities and engagement with both physical and digital media.



4 CHALLENGES

Libraries (and publishers) face three main challenges when it comes to Gen Z and millennial media habits and preferences.

1. Amazon Frames Gen Z and Millennial Book Expectations

Gen Z and millennials' high use of Amazon's audio-book and ebook paid subscription services poses a challenge for libraries particularly because of "Amazon-exclusive" licensing, which prohibits some authors from distributing their work outside the Amazon ecosystem. The same is true for "Amazon Originals," which is exclusively available to Amazon subscribers. In June 2022, DPLA partnered with Lyris and Knight Foundation to launch The Palace Project, a not-for-profit e-reader app, platform, and marketplace that allows libraries to serve e-content from all their vendors to patrons via a single app, available for iOS or Android. DPLA also runs Palace Marketplace, with an emphasis on providing libraries with flexible licensing models. Palace Marketplace includes more than 1.2 million ebook and audiobook titles from all of the Big 5 publishers, Amazon Publishing, Audible, hundreds of mid-size and independent publishers, and independent authors. So far, Palace Marketplace is the only platform that has negotiated access to titles from Amazon Publishing and Audible. If there are Amazon-exclusive books that are not accessible through the public library, this limits the library's ability to serve its patrons and offer them the books that they need and want, in the formats that they need and want. And, of course, libraries and publishers are not the only organizations whose operations have been disrupted by Amazon. Borders closed in 2011 and Barnes and



Noble has retrenched from 726 stores in 2007 to 600 stores in May 2023.²⁹

Additionally, the convenience of direct-to-door delivery of books from retailers like Amazon builds expectation in Gen Z and millennials regarding their access to print books. Amazon's advantage is convenience. Many libraries offer some delivery services to homebound individuals; and several libraries around the country pivoted during the COVID-19 pandemic to offer book delivery services to their patrons when physical library doors were closed to the public. As the world transitions into another stage of COVID-19 where pandemic becomes endemic, print book delivery should remain in the conversation for libraries to increase print circulation and reach print-hungry Gen Zers.

2. Pirating Books versus Library's Legitimate Digital Book Access

One third (32%) of Gen Z and millennials download or read books for free from unlicensed sources. The ease of downloading and sharing ebooks and audiobooks has been staunchly by digital-rights-management

One third (32%) of Gen Z and millennials download or read books for free from unlicensed sources.

software installed in digital books by publishers. But publishers remain wary that ebooks and audiobooks cut into print sales.

John Sargent, the former Macmillan CEO who led an 8-week embargo against granting libraries access to new digital book releases, defended his decision by saying he didn't want "frictionless" ebook access to train customers to get new releases for free.³⁰ More recently, the Association of American Publishers—successfully sued to prevent state legislatures from mandating "reasonable terms" for libraries' digital book licensing.³¹ Publishers prevailed in the first

case decided in a federal district court, winning the right to charge licensing prices without additional regulatory oversight beyond existing laws. This win is welcome news for publishers, but it doesn't affect ebook reading beyond the scope of library licensing. Publishers might benefit in the long run by encouraging Gen Z and millennials to borrow more ebooks from libraries, because doing so might train them to seek out licensed ebooks and audiobooks rather than pirated, often substandard, versions.

The 32% of Gen Z and millennials who pirate books is a large potential audience whose needs are not currently met by long wait times. Would more people borrow from libraries if wait times for ebooks and audiobooks were shorter? Can people who are in the habit of illegally downloading books be retrained to borrow licensed digital books from libraries?

These questions are important because the habits young people develop in accessing digital books may persist into adulthood, when they will have more control over their disposable income as book buyers and will also be able to vote for or against library tax levies.



Libraries give people a legitimate, morally unimpeachable way to access free books. Library borrowing also leads to book buying and discovery. The *Immersive Media and Books 2020* study found that 33% of the people who discovered a book at

the library went on to purchase it.³² Publishers need discovery tools in a very crowded media marketplace. “Pirates” are also some of the most passionate book readers. *Immersive Media and Books 2020* shows that “pirates” are super-consumers, active across all media both as consumers and producers.³³ They are people who sometimes purchase books they’ve already downloaded/read, and they actively participate in online, book-centered communities.

Publishers, librarians, and authors should consider aligning in one mission to keep people reading digital books through legitimate access. Libraries are a time-proven and convenient way to do this.

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3. Lack of Equitable Access to Digital Collections Harms BIPOC

Publishers are for-profit companies and public libraries are freely accessible mission-driven public organizations. This structural difference can lead to tension between libraries and publishers regarding digital lending terms. This report substantiates through data that BIPOC patrons use digital collections more than the general population. In her analysis of public library mission statements, Melissa Fraser-Arnott identified six components of modern public library identity: 1) community building, 2) culture and recreation, 3) equitable access, 4) information, 5) positive impact, and 6) stewardship.³⁴ Crawford Barniskis notes that lifelong learning and knowledge acquisition are core to public library mission statements.³⁵ As libraries, publishers and authors collaborate to make reading legitimately-accessed digital books easier, the guiding principles Fraser-Arnott identifies should be kept in mind.

5 RECOMMENDATIONS

Based on this report about Gen Z and millennials, we researchers have two top-level recommendations supported by several specific ways libraries might increase their relevance with Gen Z and millennials.

1. Get in Gen Z and Millennials' Consideration Set

Many Gen Z and millennials report that shelves at public libraries are some of their favorite places to browse for books. But their attention is corralled multiple times per day (if not per hour!) by ad-supported social media environments. How to get their attention? A simple external link from digital borrowing apps, such as Libby, to the branch library's website could make a big difference in keeping local branch libraries squarely in Gen Z and millennials' consideration set.

2. Communicate Libraries' Unique Qualities

More than previous generations, Gen Z responds to values-based marketing.³⁶ The same people who buy books at their local bookstore are people who might champion libraries, if they knew their advocacy would matter. Here are some of the value propositions libraries offer Gen Z and millennials and why supporting libraries contributes to the greater social good:

Libraries are free to visit and borrow from.

There may be confusion about why one would visit a library, particularly for people whose only prior experience of libraries is shaped by school libraries which might have strict rules around noise and use. Don't assume all people know that public libraries loan a wide range of materials, including ebooks and audiobooks.

Libraries are fun. The library is more than books and borrowing: library programming, innovative resources, and safe spaces to chill out are all great uses of branch libraries. Our observational work at Cuyahoga County Public Library branches showed us that Gen Zers are coming to the library to hang out with people and socialize after school.

Libraries protect privacy. Are patrons aware that libraries protect patron privacy and intentionally do not collect their data? Gen Z and millennials are habituated to exchanging their privacy for access to content and services, such as providing an email address or allowing their online behavior to be tracked. The core library value of not storing readers' borrowing histories may not necessarily resonate as valuable to younger people. It's time to make Gen Z and millennials aware of why privacy is core to libraries' commitment to intellectual freedom.

Libraries are green. Libraries are the ultimate green organizations in the book industry, reusing and sharing books. Socially conscious and activist-driven Gen Z and millennials align with companies and organizations that are eco-friendly and reduce carbon footprints. Want to reduce waste? Use your local library. ■



METHODOLOGY

This report on Gen Z and millennial library behaviors is informed by two primary datasets, one quantitative and the other qualitative.

The quantitative data comes from a survey of 2075 Gen Z and millennials (aged 13–40) in March 2022. The survey was conducted through Qualtrics, an industry-standard survey software that gathers respondents according to parameters set by the survey designers. The survey was designed to be completed in 15 minutes or less; research shows that completion rates drop after 15 minutes.

Quotas were implemented for race, gender, and region to ensure sample representativeness of this age group in the U.S. population. Gen Z represents 44.3% of the overall sample (919 respondents) and millennials 55.7% of the overall survey sample (1156 respondents).

The report also covers a diverse range of income levels. Of the 68.2% who had a job in the twelve months prior to March 2022, 38.1% reported earning less than \$30,000; 28.4% earned \$30,000–\$49,999; 19.8% earned \$50,000–74,999; 13.6% earned \$75,000+.

The qualitative data comes from ethnographic research at two branches of Cuyahoga County (OH) Public Library: Garfield and South Euclid. We did extra training and received certification from Portland State’s Institutional Review Board to include minors in this study.

We conducted listening sessions with staff at Cuyahoga County Public named in the Acknowledgments. We also talked informally with librarians before and after our 2022 ALA panel³⁷, and in correspondence with librarians who reached out after our talk.

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ALA American Library Association

The American Library Association ("ALA") is the foremost national organization providing resources to inspire library and information professionals to transform their communities through essential programs and services. For more than 140 years, the ALA has been the trusted voice for academic, public, school, government and special libraries, advocating for the profession and the library's role in enhancing learning and ensuring access to information for all. For more information, visit [ala.org](https://www.ala.org).

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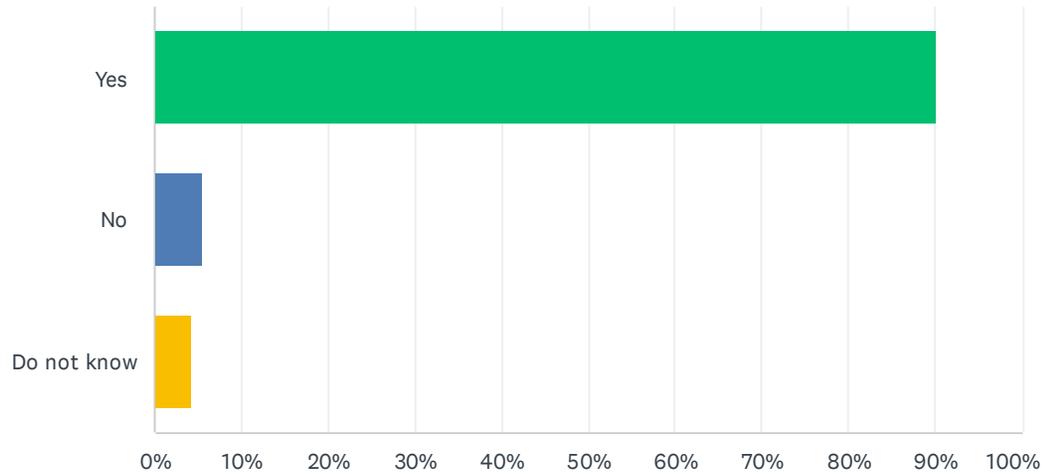
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Appendix 3B2 part 1
Online Survey Results: Mesquite Public Library

Q1 Do you have an active Library Card from the Mesquite Public Library? (Note: Library cards for Mesquite residents expire every 3 years.)

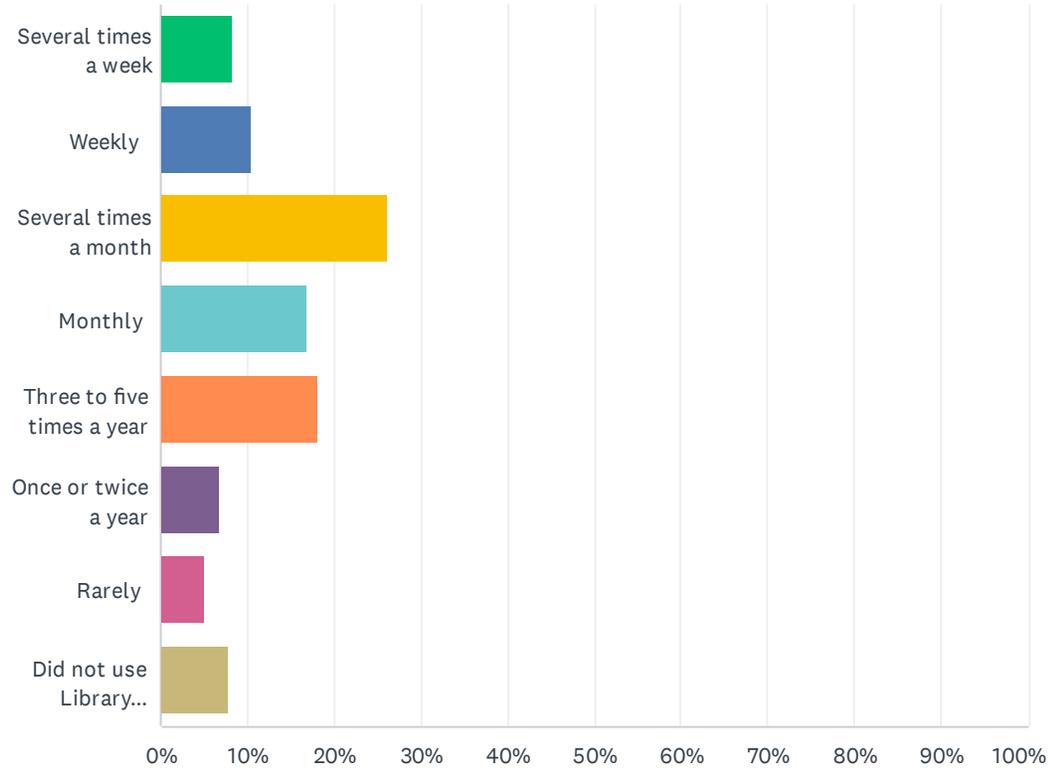
Answered: 894 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	90.16%	806
No	5.48%	49
Do not know	4.36%	39
TOTAL		894

Q2 Please indicate how many times you used the Mesquite Main Library and / or the North Branch Library resources in the past year, including online digital products and services. (Select one.)

Answered: 893 Skipped: 2

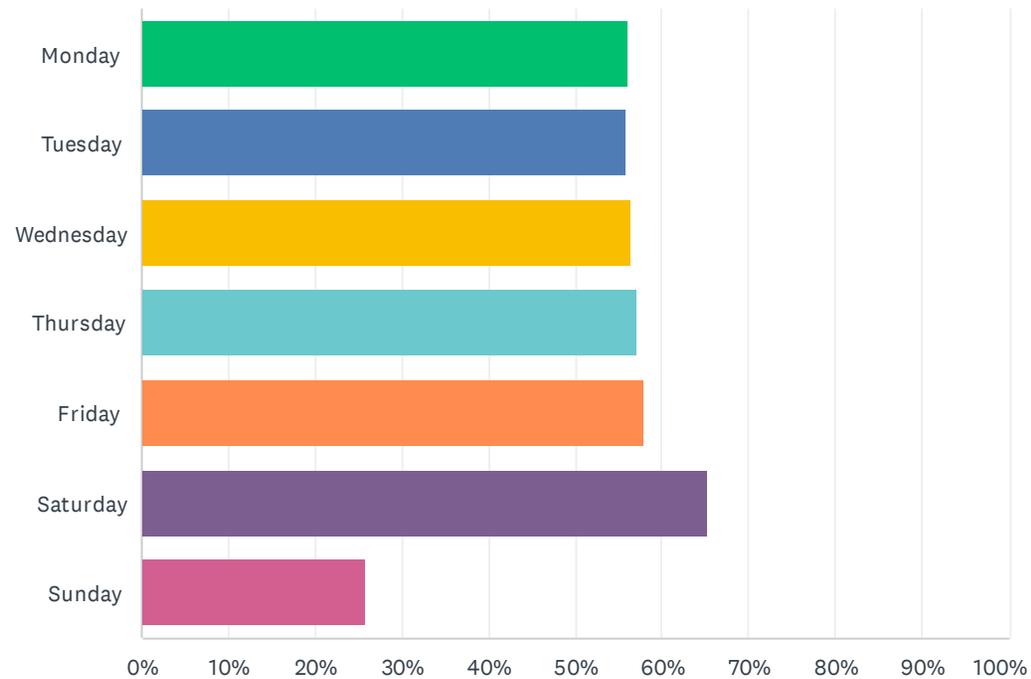


Mesquite Public Library Needs Assessment Survey

ANSWER CHOICES	RESPONSES	
Several times a week	8.40%	75
Weekly	10.41%	93
Several times a month	26.32%	235
Monthly	16.91%	151
Three to five times a year	18.14%	162
Once or twice a year	6.83%	61
Rarely	5.15%	46
Did not use Library resources in the past year	7.84%	70
TOTAL		893

Q3 Please indicate what day(s) of the week you would prefer to visit the Library. (Select all that apply)

Answered: 599 Skipped: 296

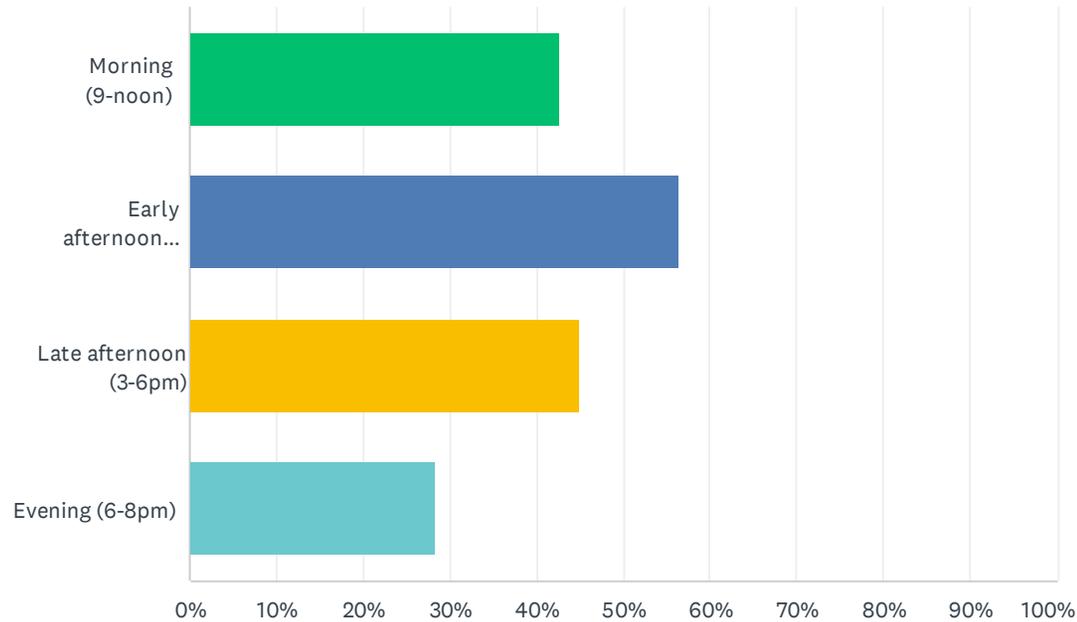


Mesquite Public Library Needs Assessment Survey

ANSWER CHOICES	RESPONSES	
Monday	56.09%	336
Tuesday	55.76%	334
Wednesday	56.59%	339
Thursday	57.10%	342
Friday	58.10%	348
Saturday	65.28%	391
Sunday	25.88%	155
Total Respondents: 599		

Q4 Please indicate what time of day you typically visit the Library. (Select all that apply)

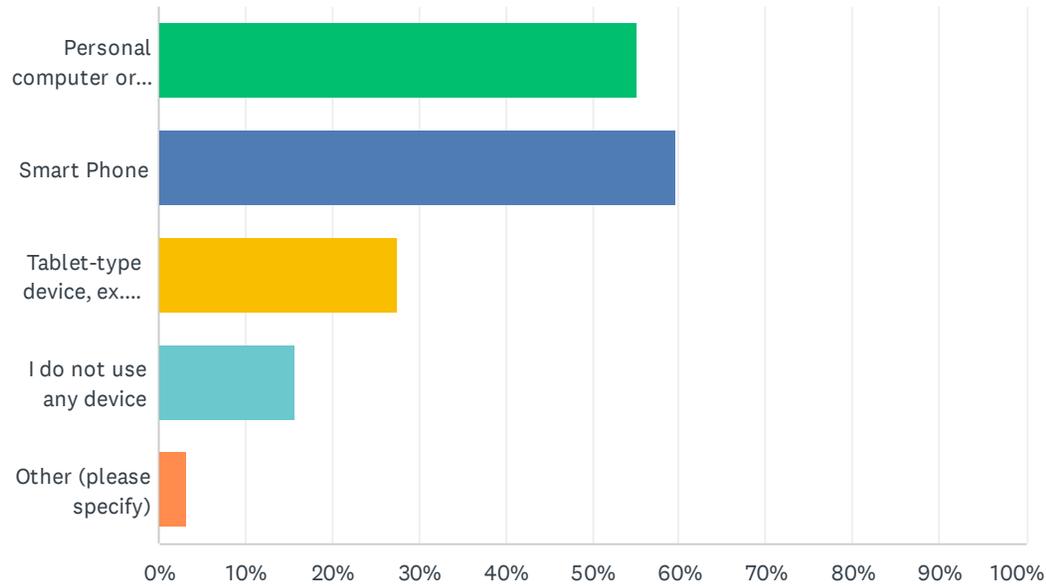
Answered: 601 Skipped: 294



ANSWER CHOICES	RESPONSES
Morning (9-noon)	42.60% 256
Early afternoon (Noon-3pm)	56.41% 339
Late afternoon (3-6pm)	44.93% 270
Evening (6-8pm)	28.45% 171
Total Respondents: 601	

Q5 Please indicate what device(s) you use to access the library’s website, databases, or digital books, audiobooks, newspapers and magazines. (Select all that apply)

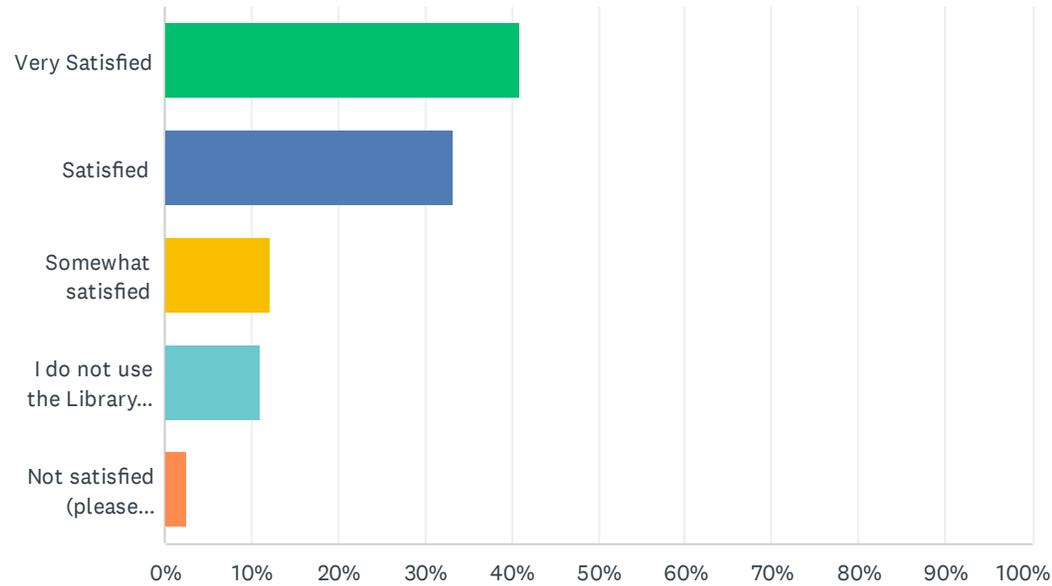
Answered: 613 Skipped: 282



ANSWER CHOICES	RESPONSES
Personal computer or laptop	55.30% 339
Smart Phone	59.71% 366
Tablet-type device, ex. Kindle, iPad, etc.	27.57% 169
I do not use any device	15.82% 97
Other (please specify)	3.26% 20
Total Respondents: 613	

Q6 Please indicate how satisfied you are with the Library website, databases, and digital content (books, audiobooks, newspapers or magazines) available through the Library. (Select one)

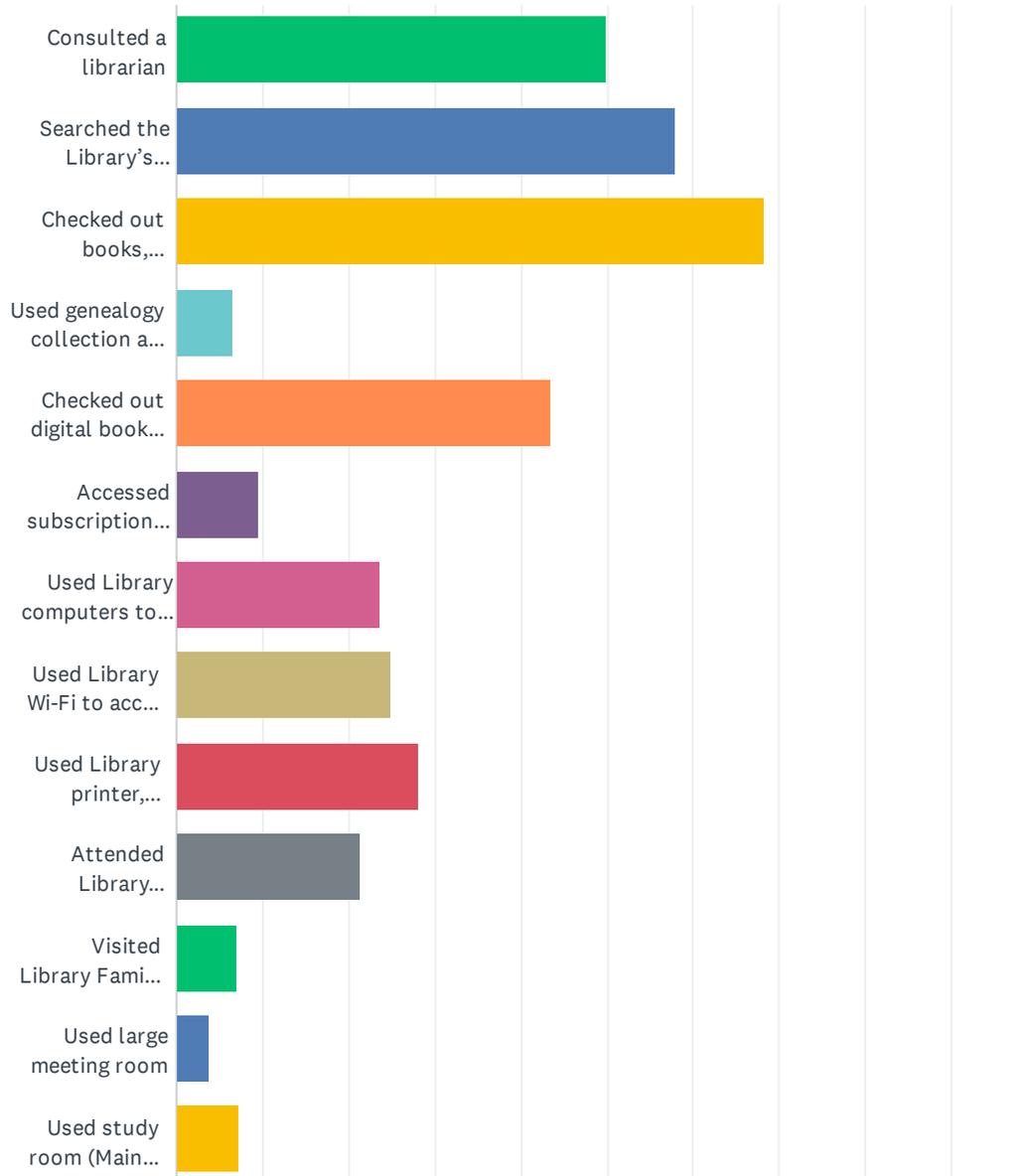
Answered: 614 Skipped: 281



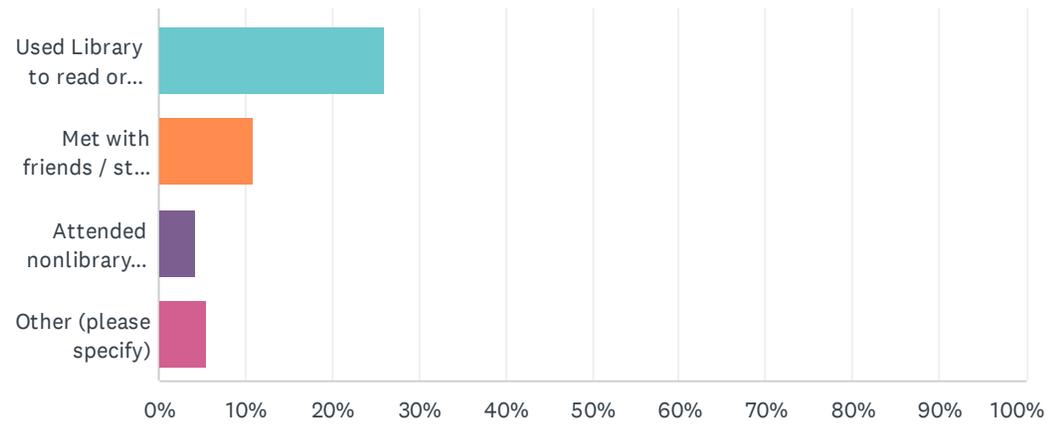
ANSWER CHOICES	RESPONSES	
Very Satisfied	41.04%	252
Satisfied	33.22%	204
Somewhat satisfied	12.05%	74
I do not use the Library website or digital content	11.07%	68
Not satisfied (please specify)	2.61%	16
TOTAL		614

Q7 During the past year, which of the following library services did you use? (Select all that apply)

Answered: 612 Skipped: 283



Mesquite Public Library Needs Assessment Survey

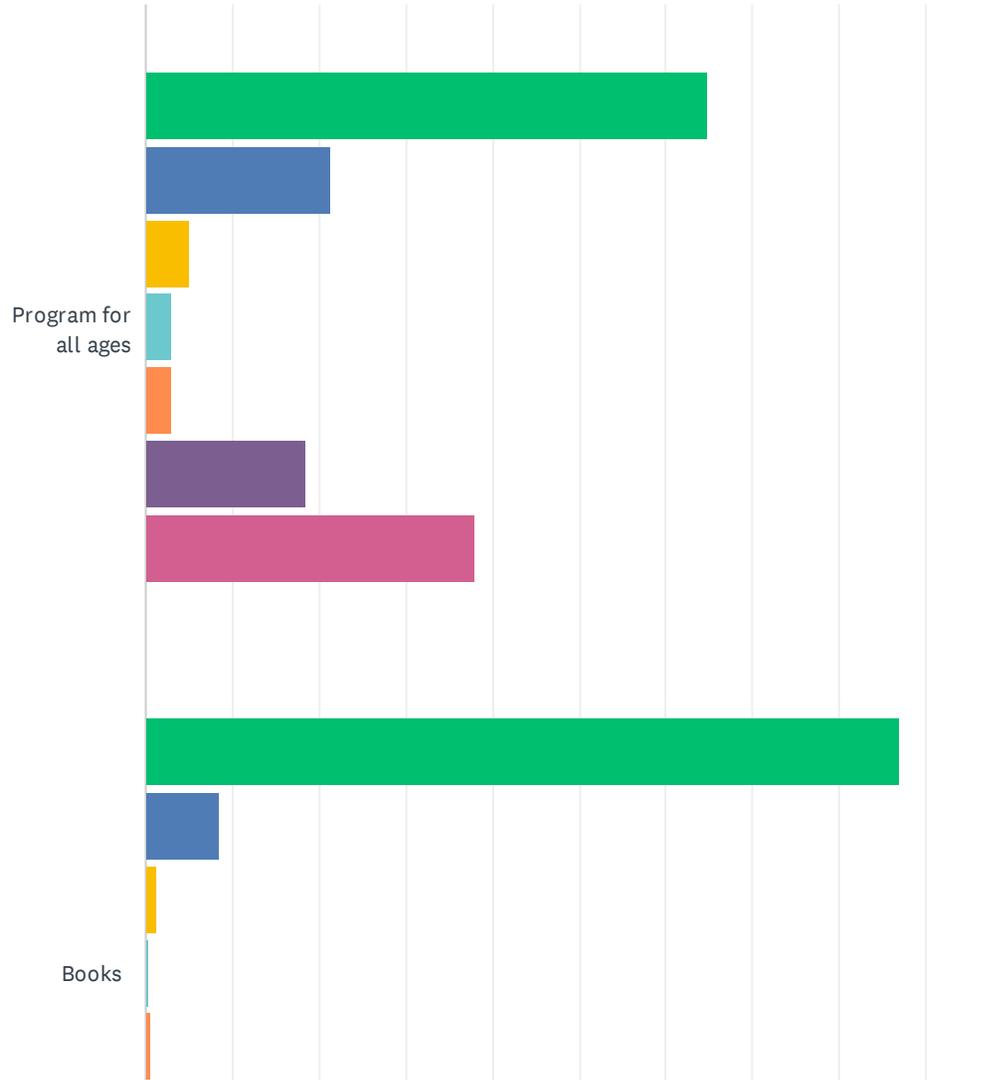


Mesquite Public Library Needs Assessment Survey

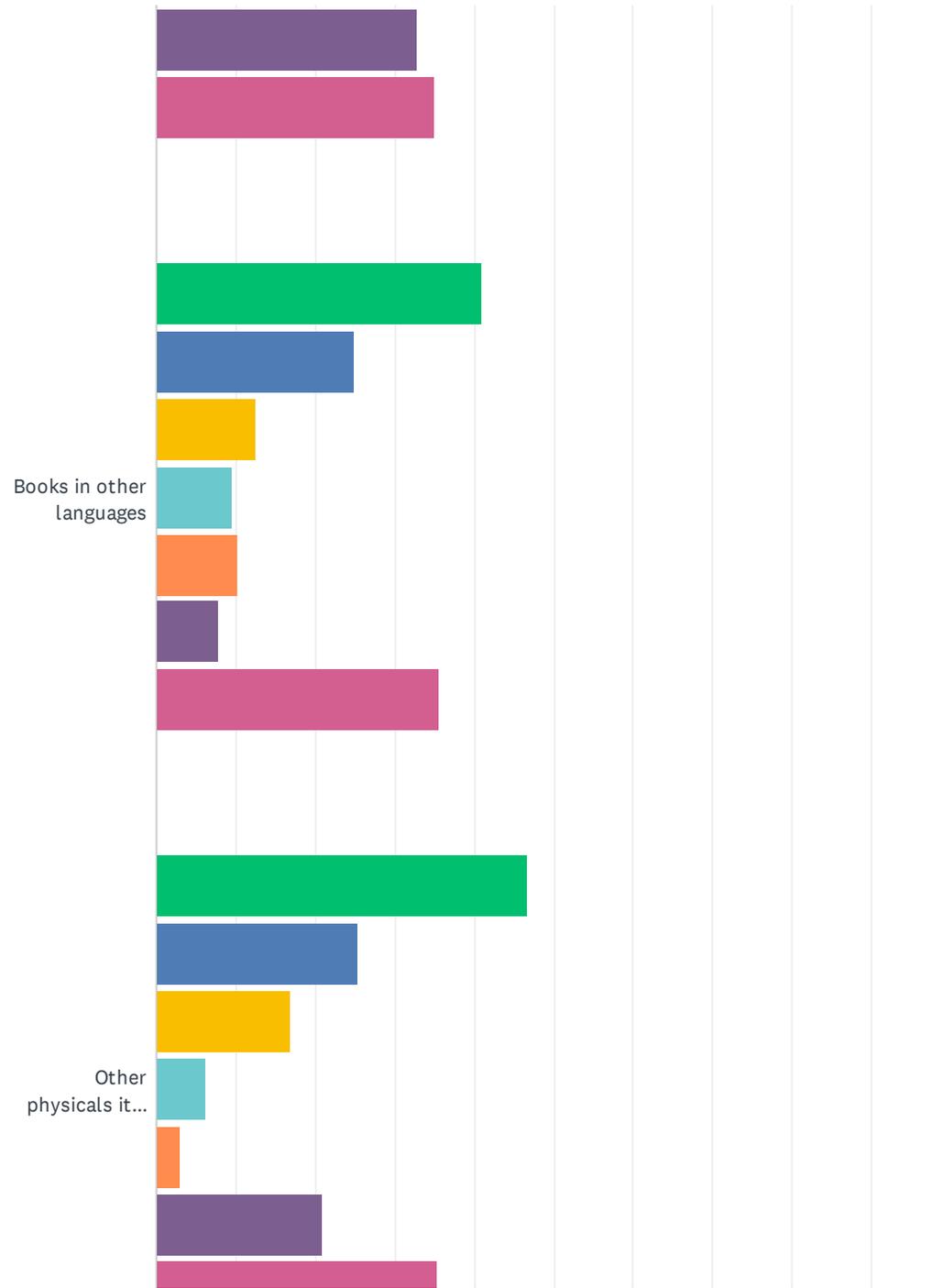
ANSWER CHOICES	RESPONSES	
Consulted a librarian	49.84%	305
Searched the Library's catalog	58.01%	355
Checked out books, audiobooks or DVDs	68.30%	418
Used genealogy collection and resources (Main Library)	6.70%	41
Checked out digital books, audiobooks, newspapers or magazines	43.46%	266
Accessed subscription database services	9.64%	59
Used Library computers to access internet, check email, etc.	23.69%	145
Used Library Wi-Fi to access internet with personal device	25.00%	153
Used Library printer, copier, scanner, or fax machine	28.10%	172
Attended Library program(s)	21.41%	131
Visited Library Family Place (North Branch Library)	7.03%	43
Used large meeting room	3.76%	23
Used study room (Main Library)	7.35%	45
Used Library to read or study	25.98%	159
Met with friends / study group / tutor / others	10.78%	66
Attended nonlibrary event or meeting	4.25%	26
Other (please specify)	5.56%	34
Total Respondents: 612		

Q8 Listed below are resources and services frequently offered by public libraries. Please indicate the importance of each and who it would benefit: your household, the community, or both.(Select all that apply)

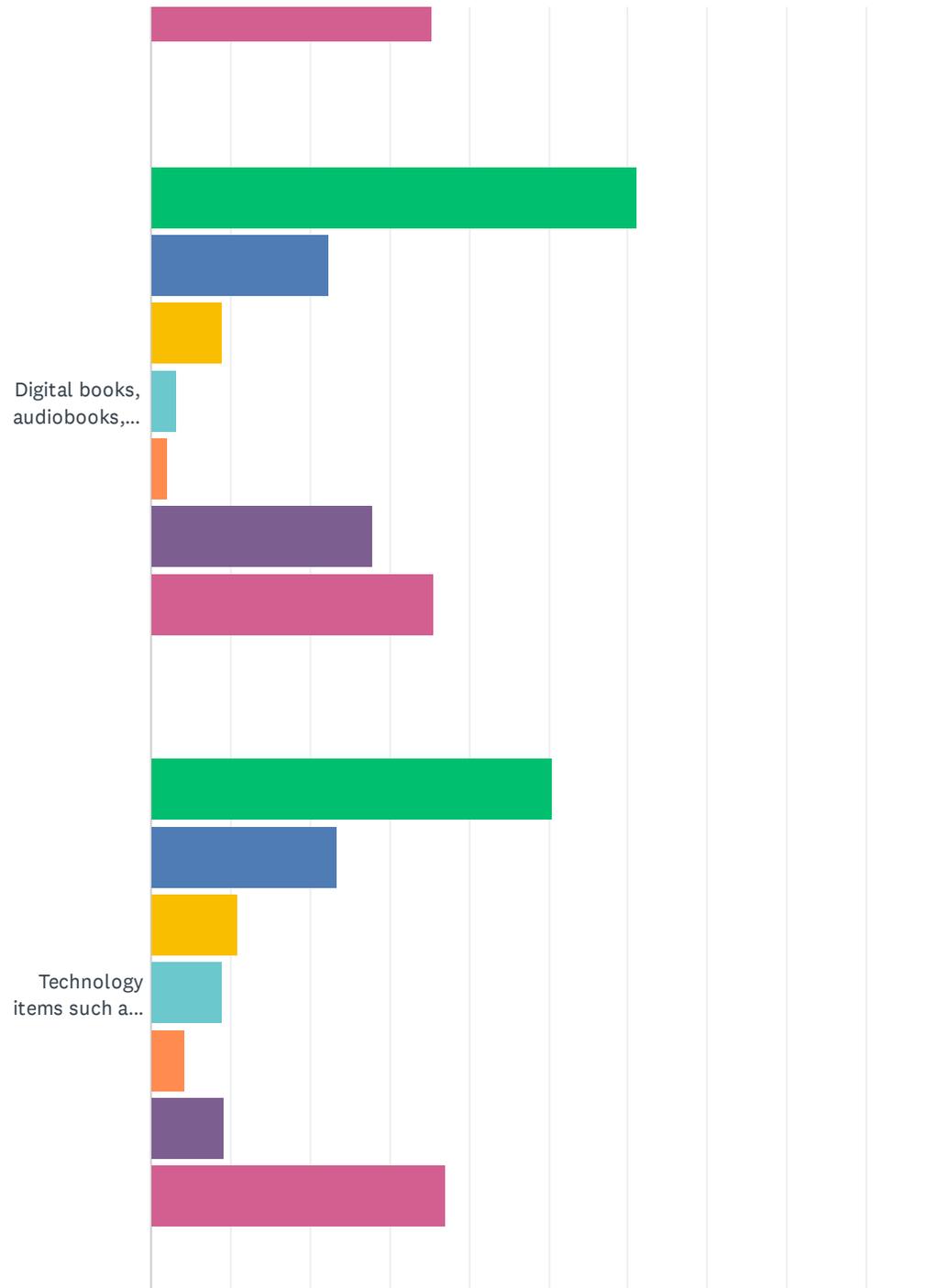
Answered: 603 Skipped: 292



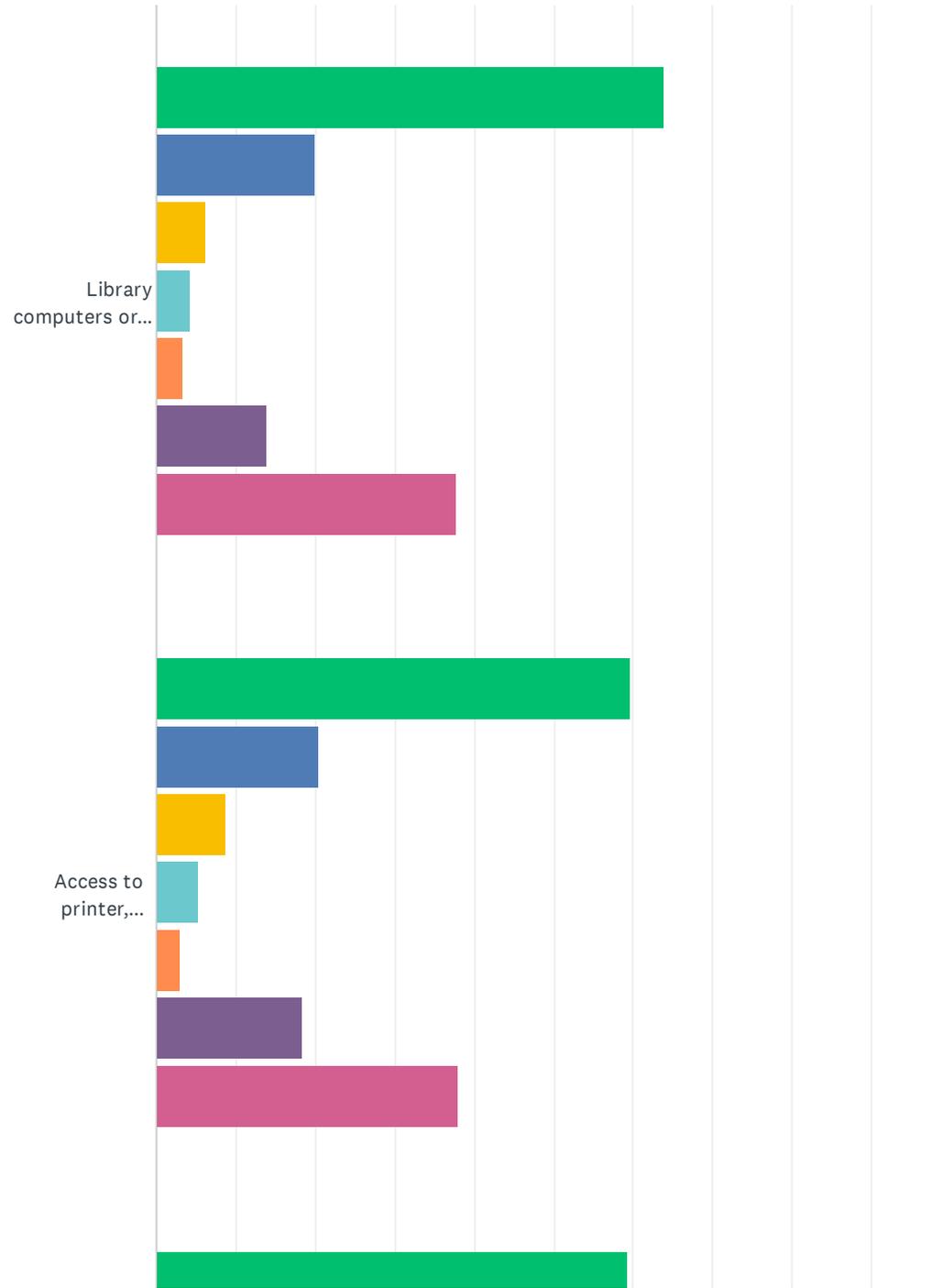
Mesquite Public Library Needs Assessment Survey



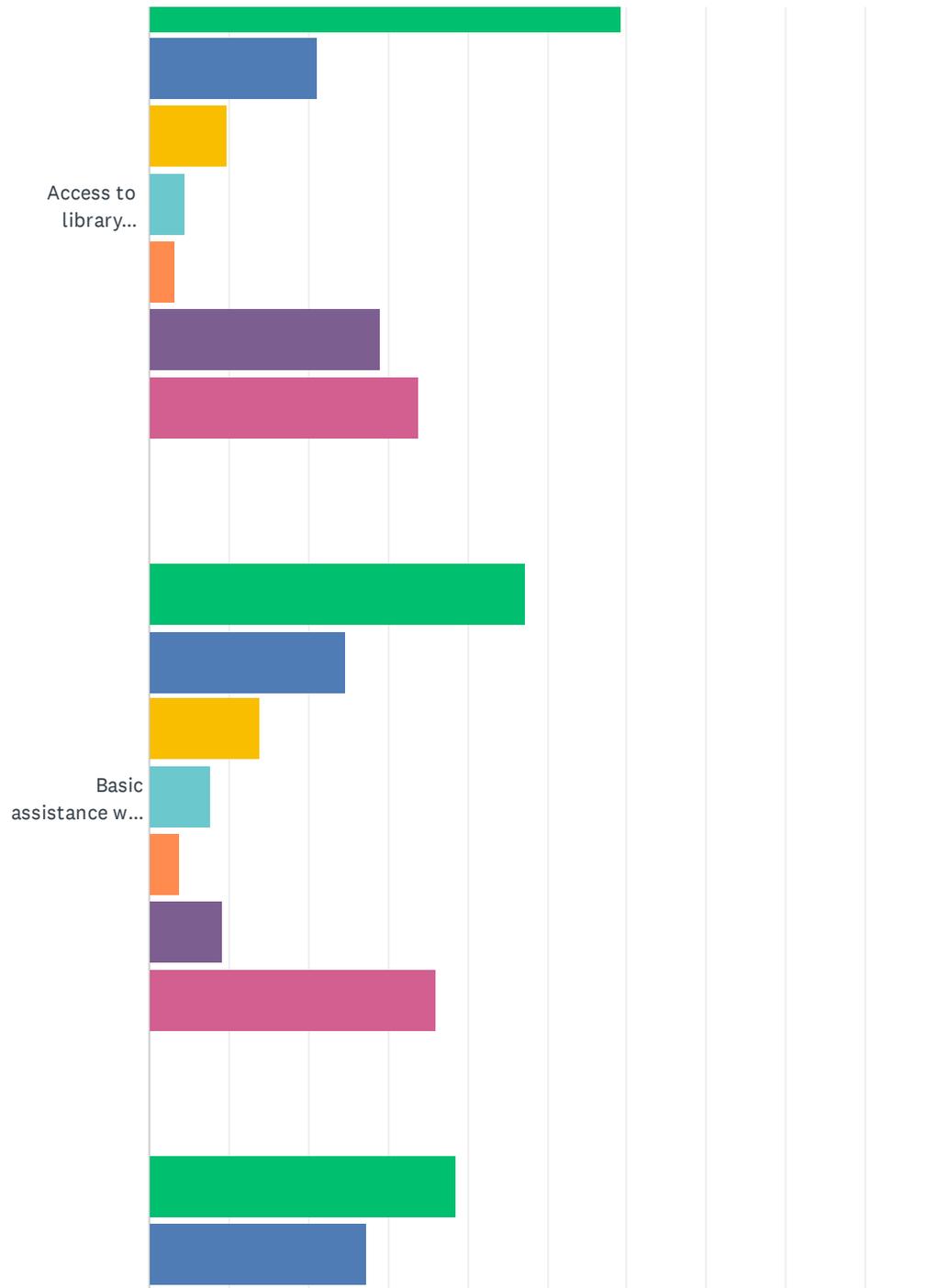
Mesquite Public Library Needs Assessment Survey



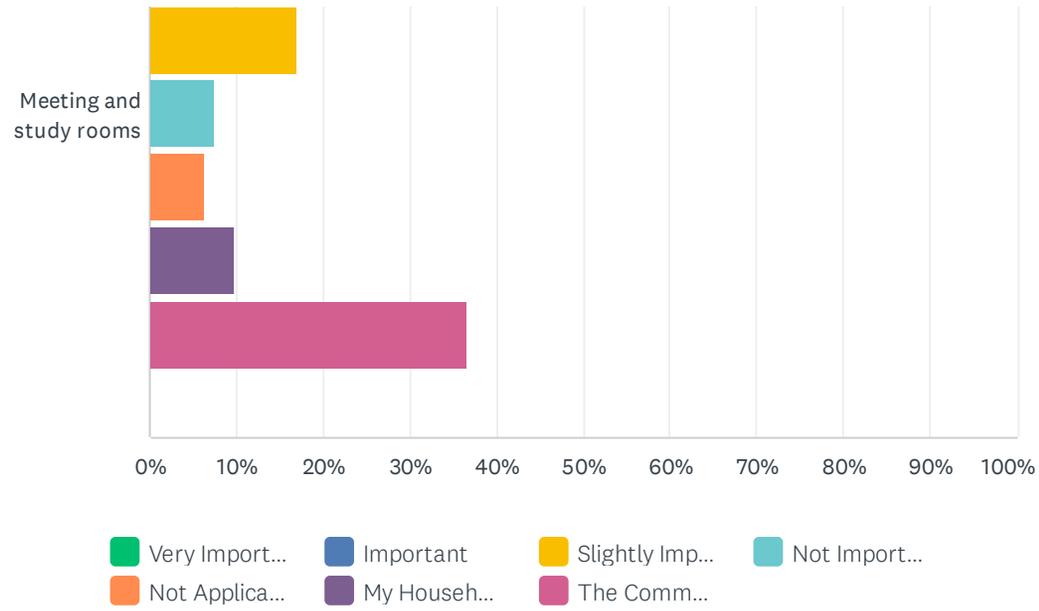
Mesquite Public Library Needs Assessment Survey



Mesquite Public Library Needs Assessment Survey



Mesquite Public Library Needs Assessment Survey

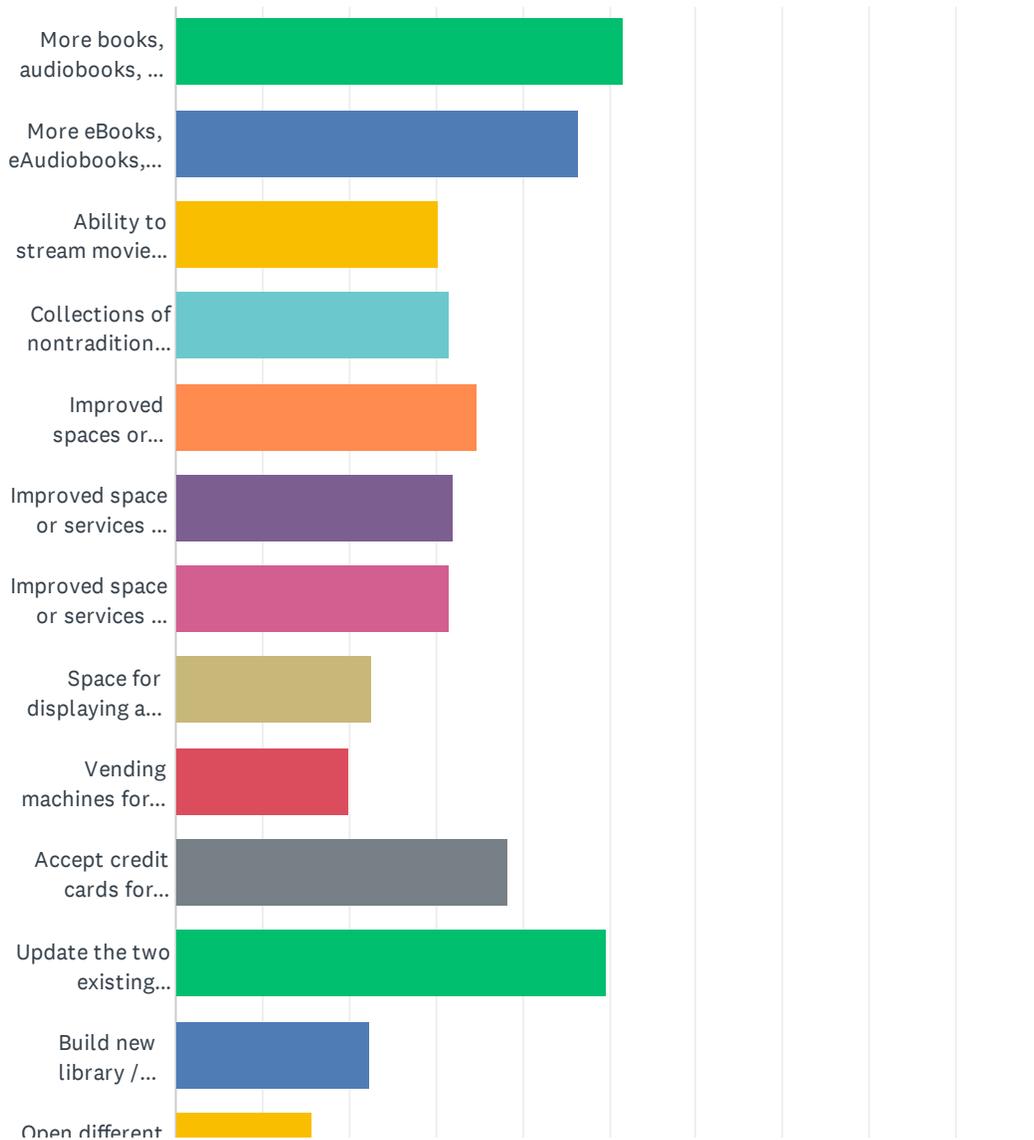


Mesquite Public Library Needs Assessment Survey

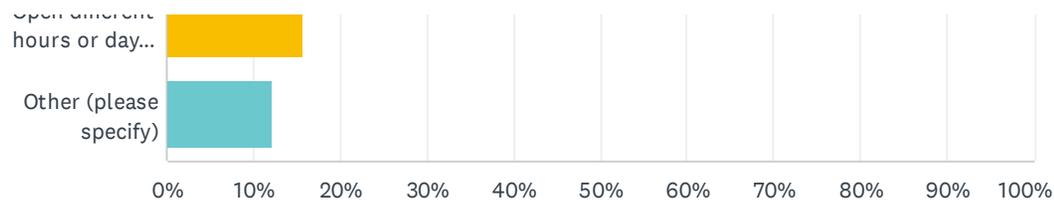
	VERY IMPORTANT	IMPORTANT	SLIGHTLY IMPORTANT	NOT IMPORTANT	NOT APPLICABLE	MY HOUSEHOLD	THE COMMUNITY	TOTAL RESPONDENTS
Program for all ages	64.80% 381	21.43% 126	5.10% 30	2.89% 17	2.89% 17	18.54% 109	37.93% 223	588
Books	87.06% 518	8.57% 51	1.18% 7	0.50% 3	0.67% 4	32.94% 196	34.96% 208	595
Books in other languages	40.97% 236	25.00% 144	12.67% 73	9.55% 55	10.24% 59	7.99% 46	35.59% 205	576
Other physicals items such as DVDs & audiobooks	46.69% 275	25.30% 149	16.81% 99	6.28% 37	3.06% 18	20.88% 123	35.48% 209	589
Digital books, audiobooks, newspaper, & magazines, or databases	61.12% 360	22.41% 132	9.00% 53	3.23% 19	2.04% 12	27.84% 164	35.65% 210	589
Technology items such as laptops, tablets, or hotspots	50.60% 294	23.41% 136	10.84% 63	8.95% 52	4.30% 25	9.12% 53	37.01% 215	581
Library computers or Wi-Fi	63.90% 377	20.00% 118	6.27% 37	4.24% 25	3.39% 20	13.90% 82	37.80% 223	590
Access to printer, copier, scanner, or fax machines	59.76% 352	20.37% 120	8.83% 52	5.43% 32	2.89% 17	18.34% 108	37.86% 223	589
Access to library services via mobile app	59.24% 343	21.07% 122	9.84% 57	4.49% 26	3.28% 19	29.02% 168	33.85% 196	579
Basic assistance with computers, cell phones, tablets, or other devices	47.26% 276	24.83% 145	13.87% 81	7.71% 45	3.94% 23	9.08% 53	36.13% 211	584
Meeting and study rooms	38.65% 223	27.21% 157	17.16% 99	7.45% 43	6.41% 37	9.71% 56	36.57% 211	577

Q9 Please indicate any improvements you would suggest for the Mesquite Public Library. (Select all that apply)

Answered: 588 Skipped: 307



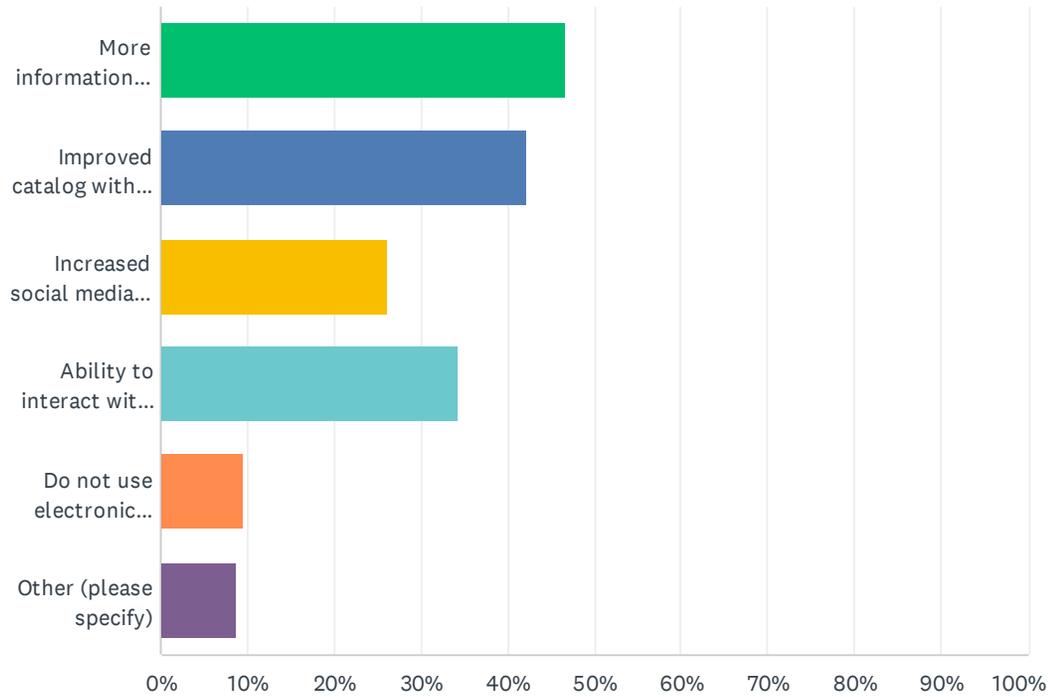
Mesquite Public Library Needs Assessment Survey



ANSWER CHOICES	RESPONSES	
More books, audiobooks, and DVDs	51.70%	304
More eBooks, eAudiobooks, or other digital content	46.43%	273
Ability to stream movies and music	30.27%	178
Collections of nontraditional items such as games, toys, tools, sewing machines	31.46%	185
Improved spaces or services for children	34.69%	204
Improved space or services for teens and tweens	31.97%	188
Improved space or services for adults	31.46%	185
Space for displaying art and other items	22.62%	133
Vending machines for beverages and snacks	20.07%	118
Accept credit cards for payments, office equipment fees, etc.	38.44%	226
Update the two existing library facilities	49.66%	292
Build new library / libraries	22.45%	132
Open different hours or days of the week	15.82%	93
Other (please specify)	12.24%	72
Total Respondents: 588		

Q10 Please indicate what improvements you would suggest for the Library website, online catalog, and / or internet presence. (Select all that apply)

Answered: 558 Skipped: 337

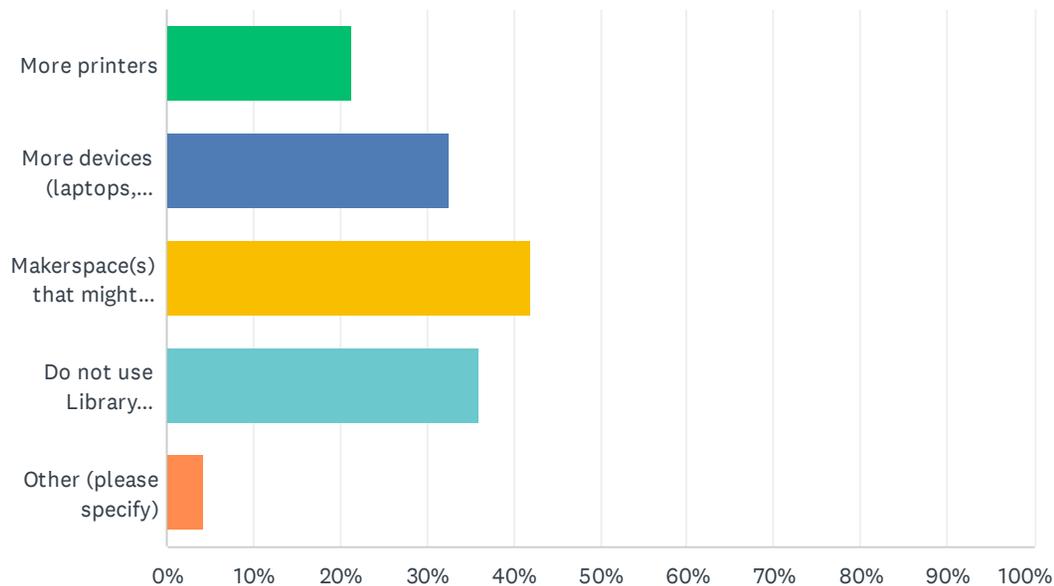


Mesquite Public Library Needs Assessment Survey

ANSWER CHOICES	RESPONSES	
More information available online	46.77%	261
Improved catalog with video / music clips, access to other library catalogs, etc.	42.11%	235
Increased social media presence	26.16%	146
Ability to interact with Library staff online	34.41%	192
Do not use electronic access	9.50%	53
Other (please specify)	8.78%	49
Total Respondents: 558		

Q11 Please indicate what technology improvements you would like to see at the libraries. (Select all that apply)

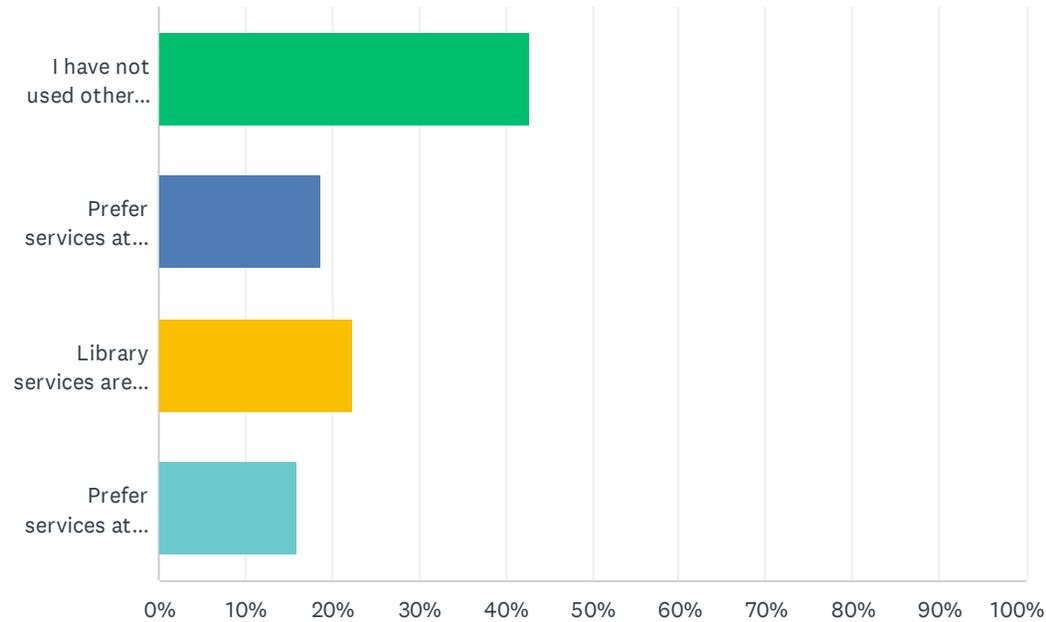
Answered: 570 Skipped: 325



ANSWER CHOICES	RESPONSES	
More printers	21.23%	121
More devices (laptops, tablets), software, printers, scanners, or other technology	32.63%	186
Makerspace(s) that might offer 3D printing, creative labs, tools, or other equipment	41.93%	239
Do not use Library technology	35.96%	205
Other (please specify)	4.21%	24
Total Respondents: 570		

Q12 If you have recently used other public libraries, please indicate how those library services compare to library services at the Mesquite Public Library. (Select one.)

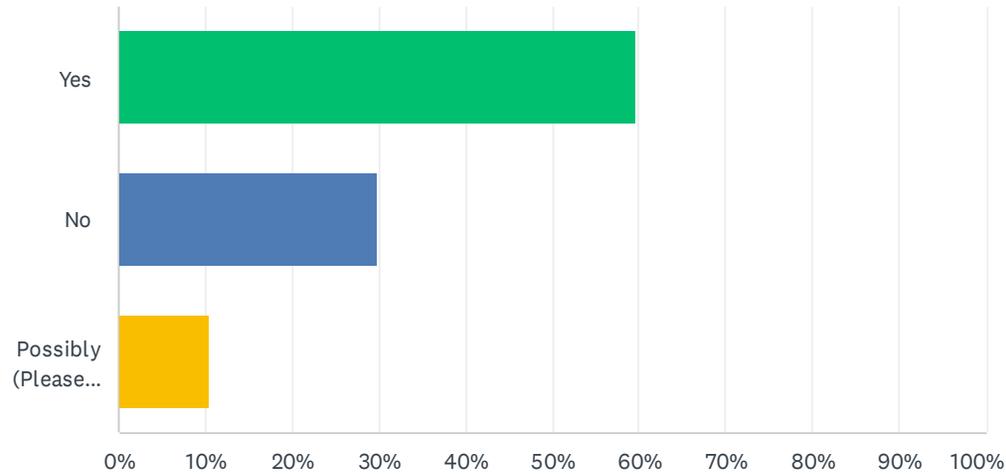
Answered: 598 Skipped: 297



ANSWER CHOICES	RESPONSES	
I have not used other public libraries	42.81%	256
Prefer services at Mesquite Public Library	18.73%	112
Library services are about the same	22.41%	134
Prefer services at other libraries (please specify)	16.05%	96
TOTAL		598

Q13 Would you be in favor of a slight increase in taxes to improve public library services including new or renovated library facilities? (Select one)

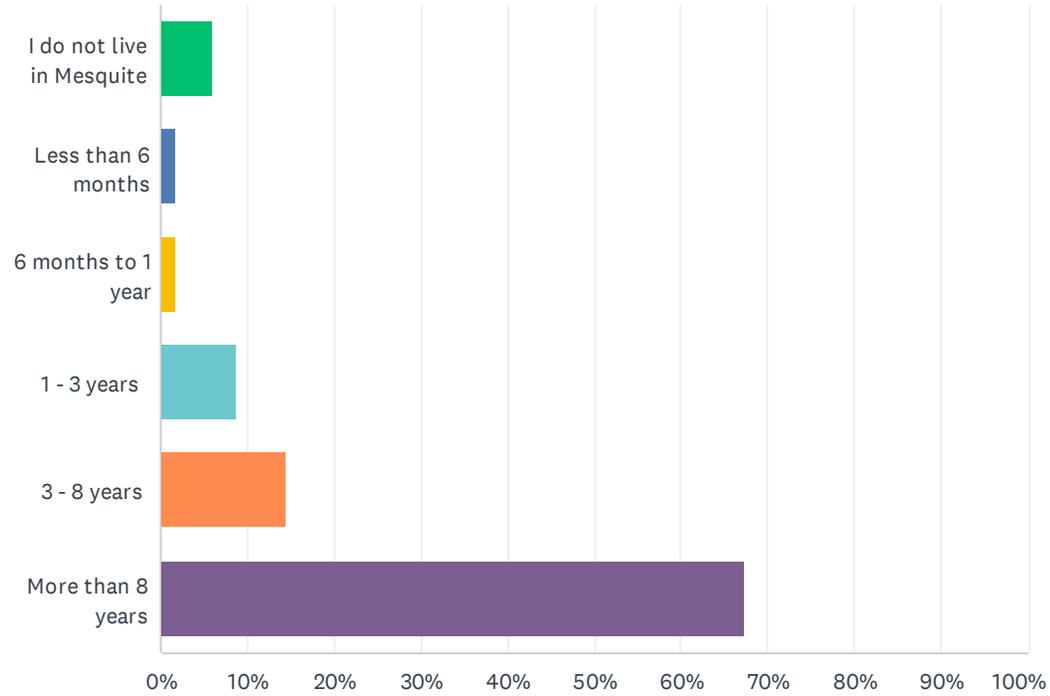
Answered: 599 Skipped: 296



ANSWER CHOICES	RESPONSES	
Yes	59.77%	358
No	29.88%	179
Possibly (Please explain)	10.35%	62
TOTAL		599

Q14 How many years have you lived in Mesquite? (Select one)

Answered: 611 Skipped: 284

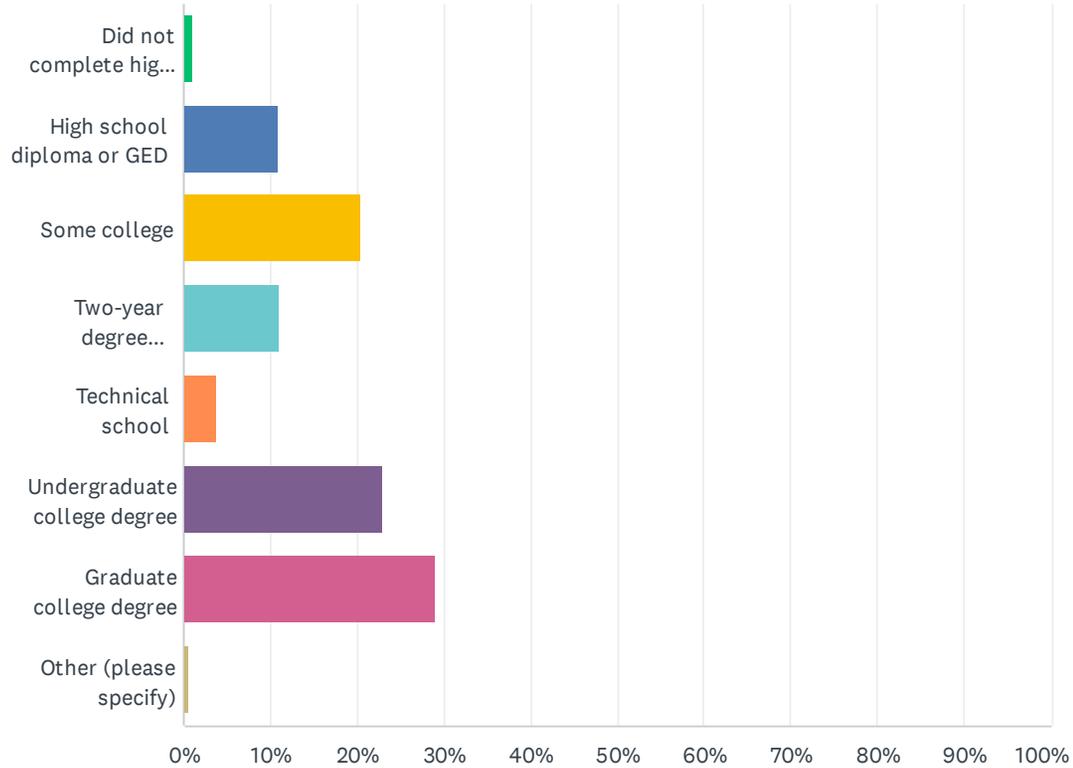


Mesquite Public Library Needs Assessment Survey

ANSWER CHOICES	RESPONSES	
I do not live in Mesquite	5.89%	36
Less than 6 months	1.64%	10
6 months to 1 year	1.80%	11
1 - 3 years	8.67%	53
3 - 8 years	14.57%	89
More than 8 years	67.43%	412
TOTAL		611

Q15 Please indicate the highest level of education you have attained. (Select one)

Answered: 612 Skipped: 283

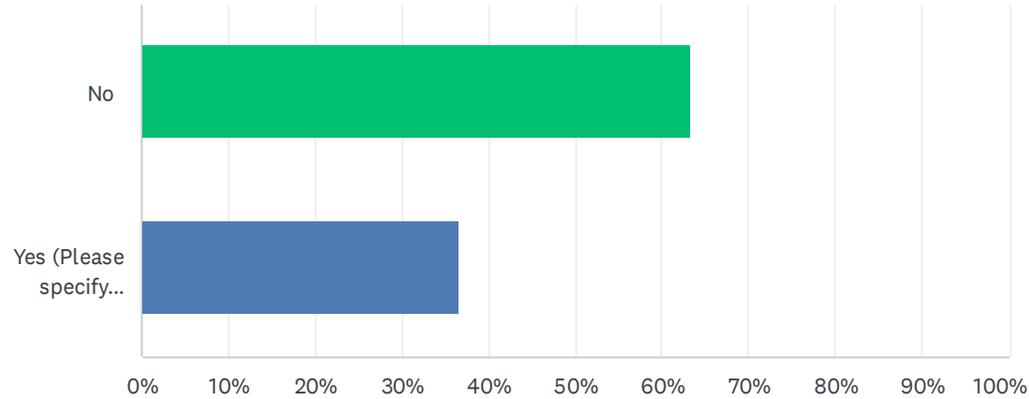


Mesquite Public Library Needs Assessment Survey

ANSWER CHOICES	RESPONSES	
Did not complete high school	1.14%	7
High school diploma or GED	10.95%	67
Some college	20.42%	125
Two-year degree (community college/associate degree)	11.11%	68
Technical school	3.76%	23
Undergraduate college degree	23.04%	141
Graduate college degree	28.92%	177
Other (please specify)	0.65%	4
TOTAL		612

Q16 Are you interested in the libraries offering books or programs in different languages?

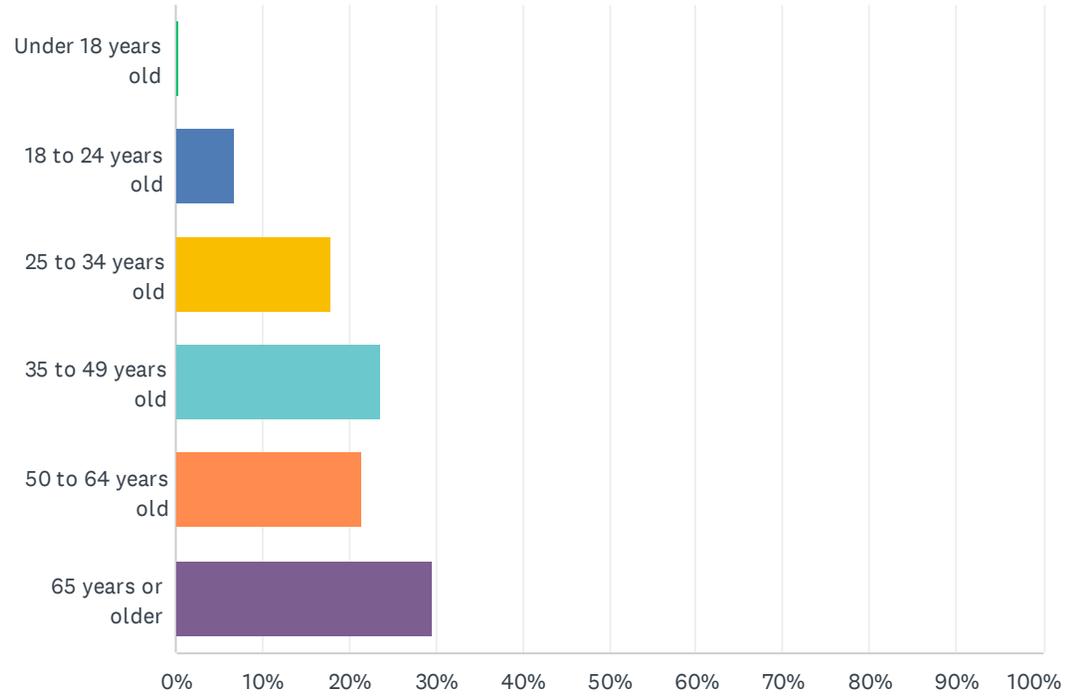
Answered: 602 Skipped: 293



ANSWER CHOICES	RESPONSES	
No	63.29%	381
Yes (Please specify language(s).)	36.71%	221
TOTAL		602

Q17 Please indicate your age range. (Select one.)

Answered: 611 Skipped: 284

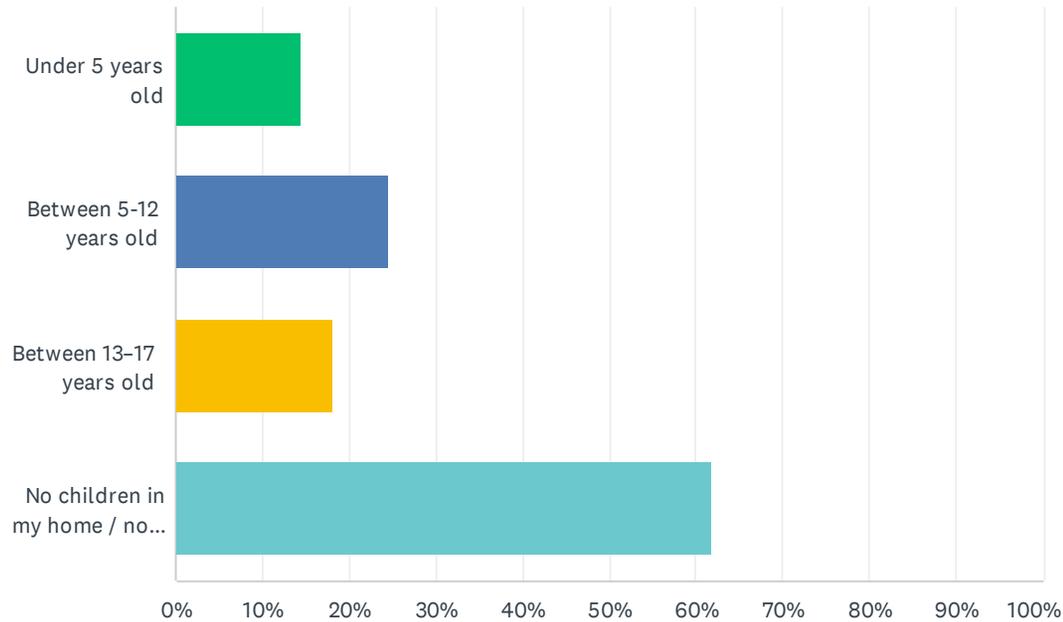


Mesquite Public Library Needs Assessment Survey

ANSWER CHOICES	RESPONSES	
Under 18 years old	0.33%	2
18 to 24 years old	6.87%	42
25 to 34 years old	18.00%	110
35 to 49 years old	23.73%	145
50 to 64 years old	21.44%	131
65 years or older	29.62%	181
TOTAL		611

Q18 Please indicate the ages of any children living in your household. (Select all that apply)

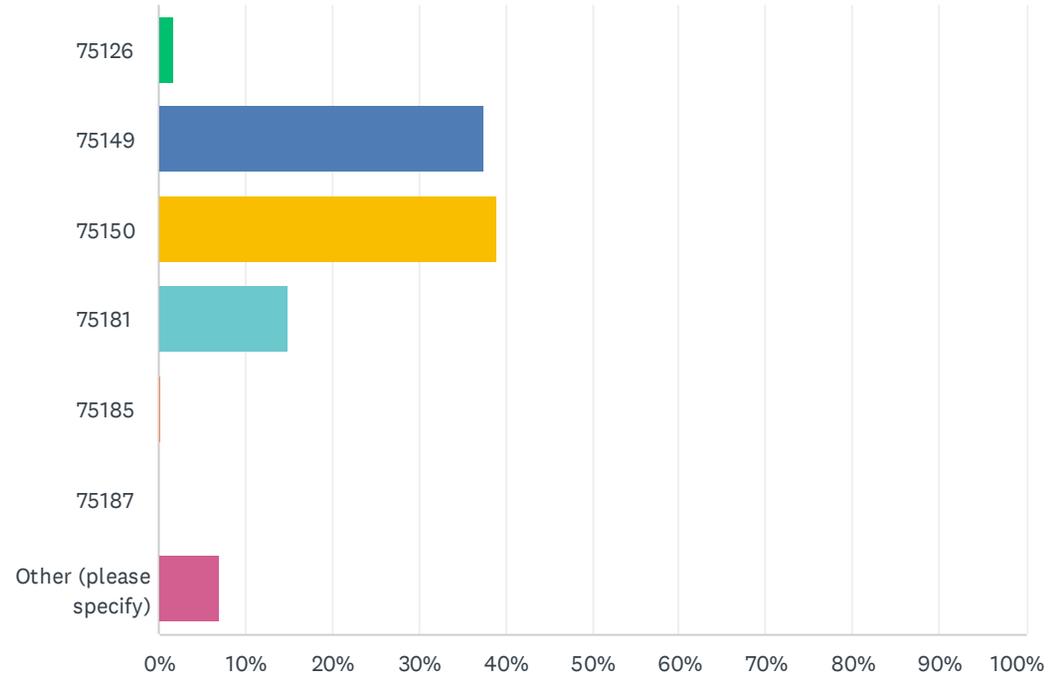
Answered: 610 Skipped: 285



ANSWER CHOICES	RESPONSES	
Under 5 years old	14.59%	89
Between 5-12 years old	24.59%	150
Between 13-17 years old	18.20%	111
No children in my home / not applicable	61.80%	377
Total Respondents: 610		

Q19 What is your zip code?

Answered: 614 Skipped: 281



Mesquite Public Library Needs Assessment Survey

ANSWER CHOICES	RESPONSES	
75126	1.63%	10
75149	37.46%	230
75150	38.93%	239
75181	14.82%	91
75185	0.16%	1
75187	0.00%	0
Other (please specify)	7.00%	43
TOTAL	614	

Q20 Please indicate how the Mesquite Public Library could benefit you, others in your household, or the community.

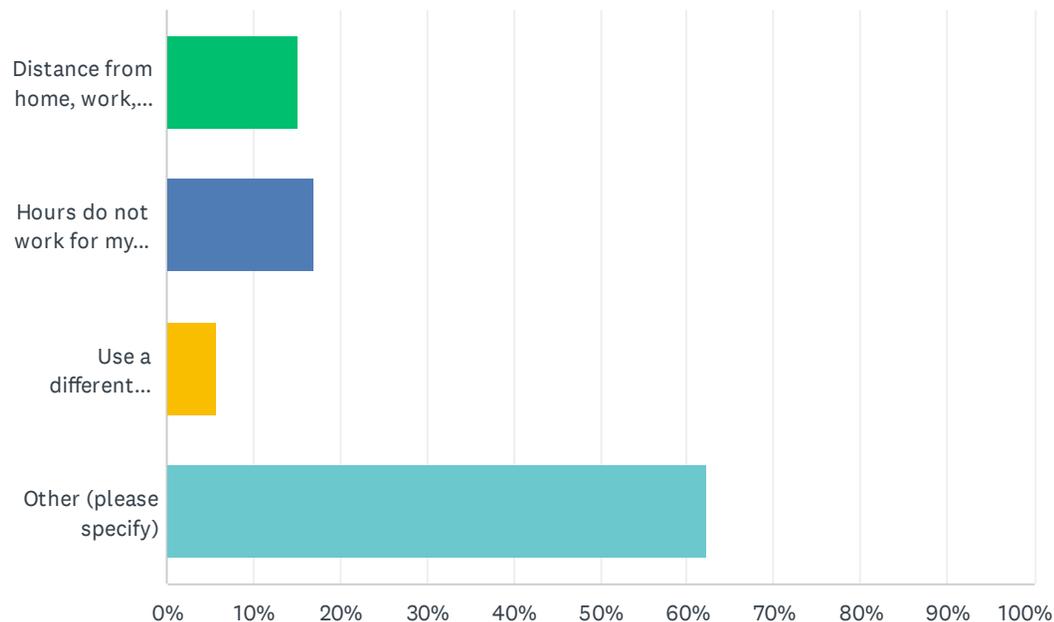
Answered: 430 Skipped: 465

Q21 Do you have suggestions or recommendations for the Mesquite Public Library? (If so, please specify)

Answered: 343 Skipped: 552

Q22 If you didn't use the Library, why not? (Select all that apply)

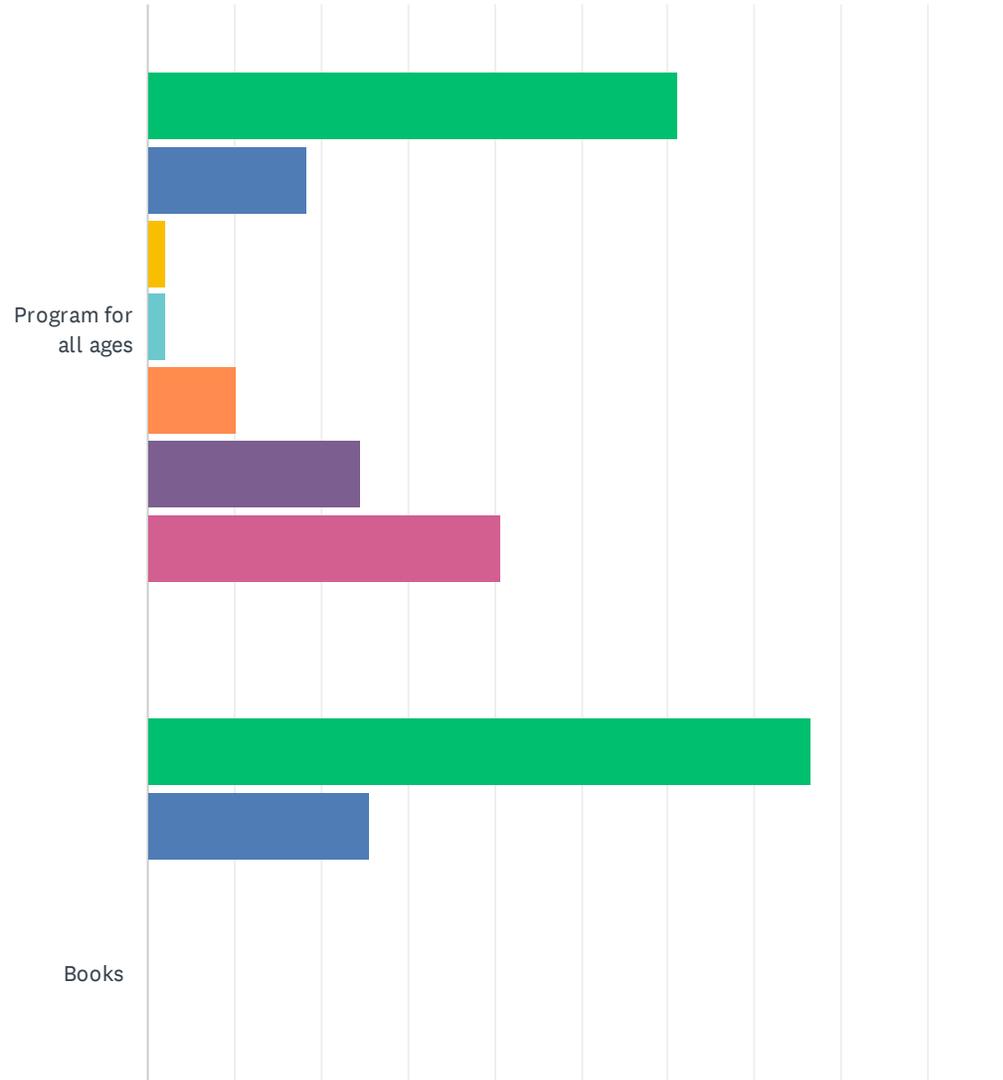
Answered: 53 Skipped: 842



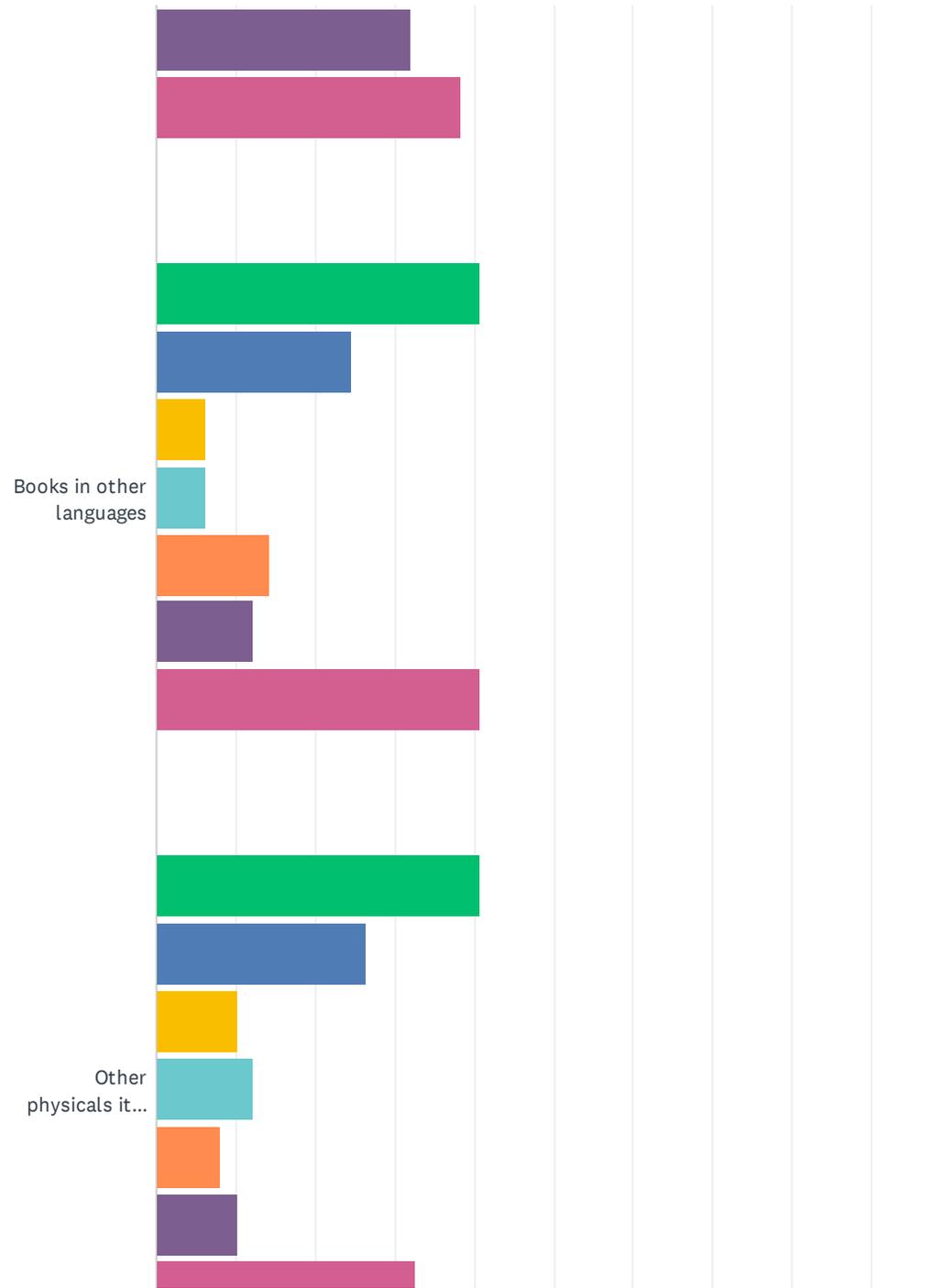
ANSWER CHOICES	RESPONSES	
Distance from home, work, school, etc.	15.09%	8
Hours do not work for my schedule	16.98%	9
Use a different library	5.66%	3
Other (please specify)	62.26%	33
TOTAL		53

Q23 Listed below are resources and services frequently offered by public libraries. Please indicate the importance of each and who it would benefit: your household, the community, or both. (Select all that apply)

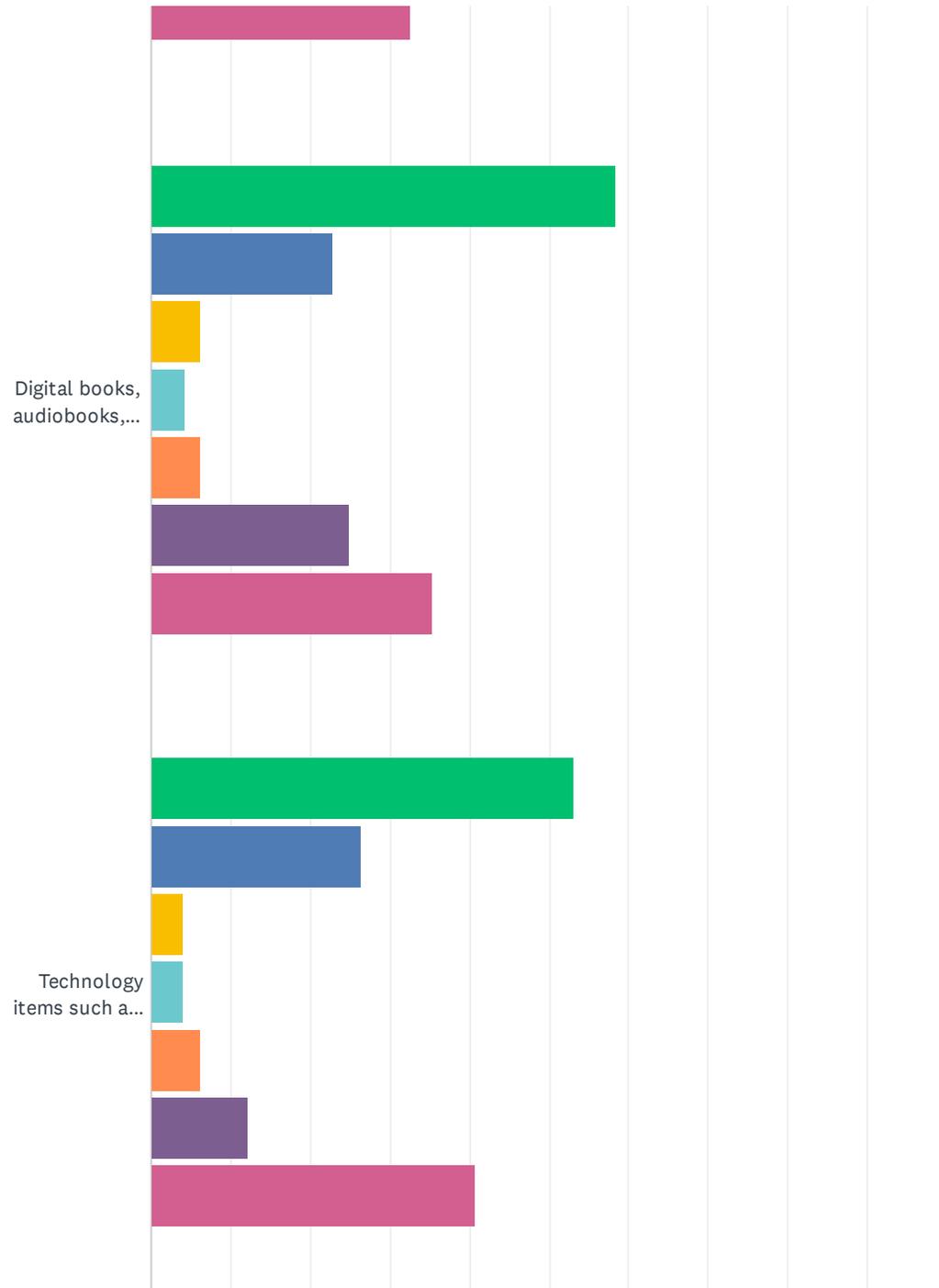
Answered: 49 Skipped: 846



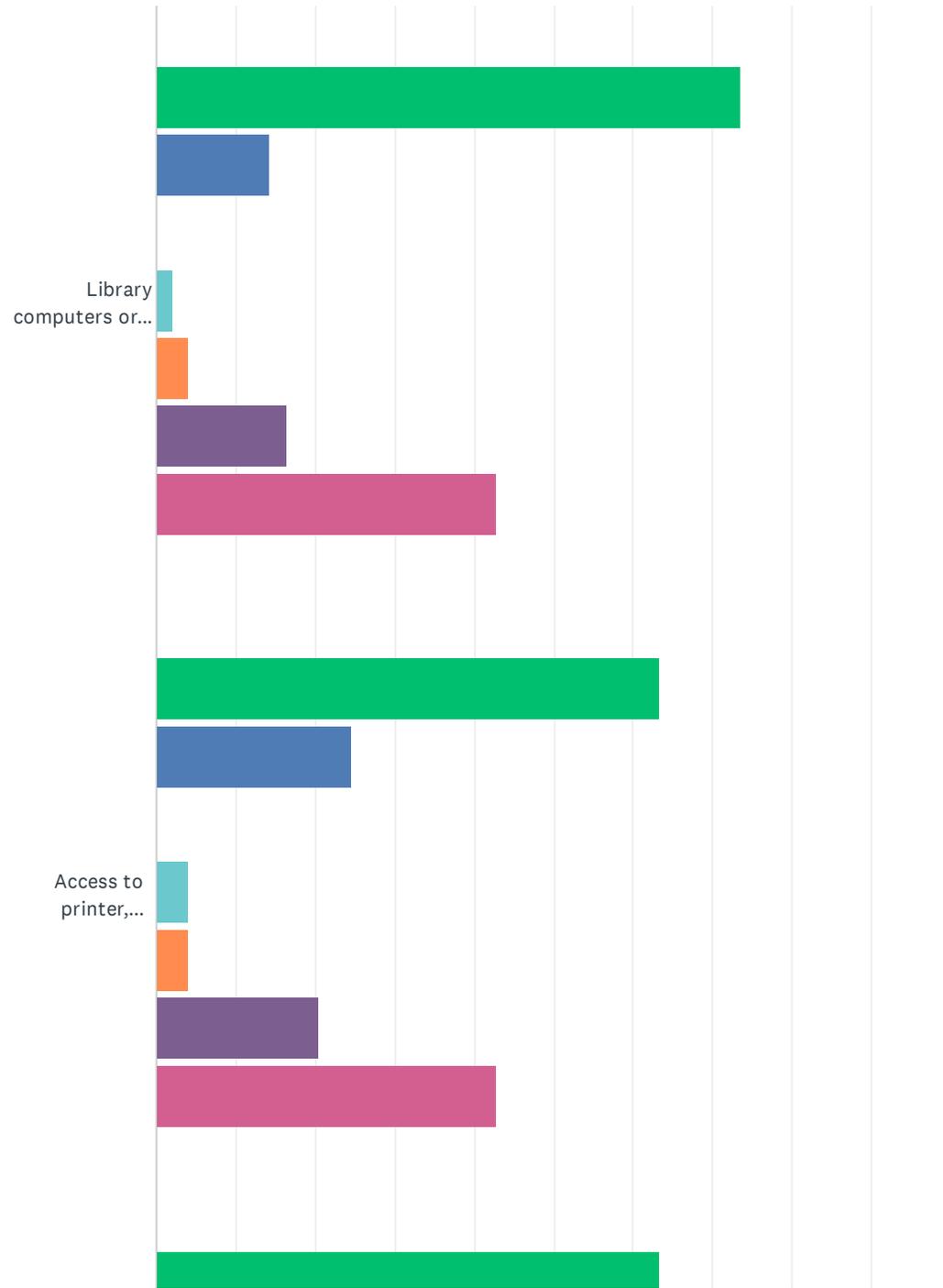
Mesquite Public Library Needs Assessment Survey



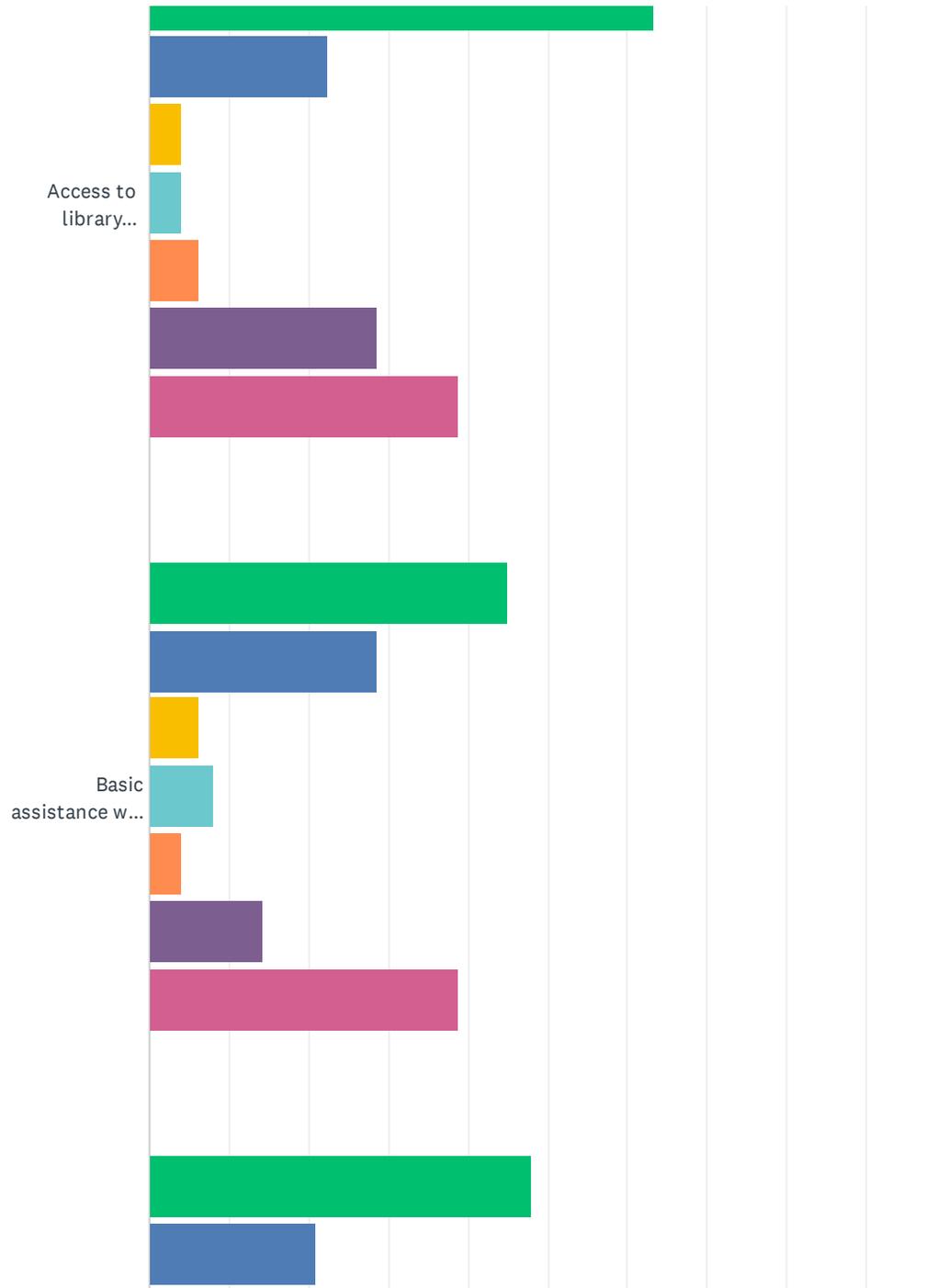
Mesquite Public Library Needs Assessment Survey



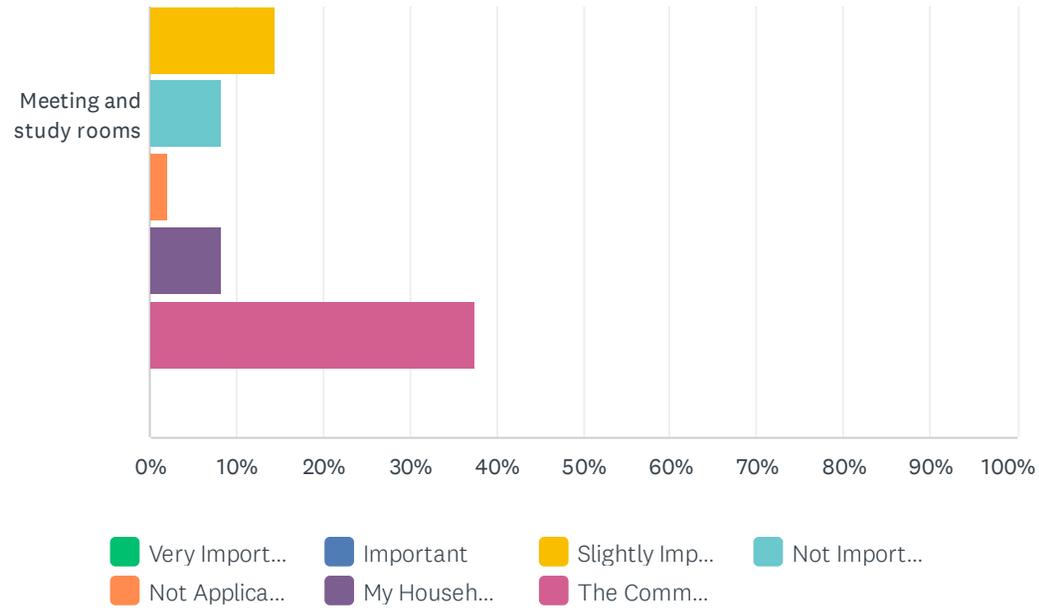
Mesquite Public Library Needs Assessment Survey



Mesquite Public Library Needs Assessment Survey



Mesquite Public Library Needs Assessment Survey

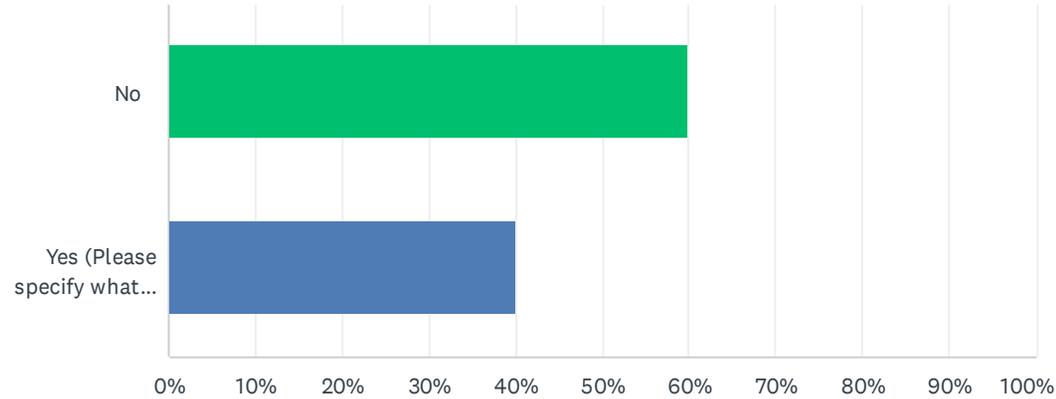


Mesquite Public Library Needs Assessment Survey

	VERY IMPORTANT	IMPORTANT	SLIGHTLY IMPORTANT	NOT IMPORTANT	NOT APPLICABLE	MY HOUSEHOLD	THE COMMUNITY	TOTAL RESPONDENTS
Program for all ages	61.22% 30	18.37% 9	2.04% 1	2.04% 1	10.20% 5	24.49% 12	40.82% 20	49
Books	76.60% 36	25.53% 12	0.00% 0	0.00% 0	0.00% 0	31.91% 15	38.30% 18	47
Books in other languages	40.82% 20	24.49% 12	6.12% 3	6.12% 3	14.29% 7	12.24% 6	40.82% 20	49
Other physicals items such as DVDs & audiobooks	40.82% 20	26.53% 13	10.20% 5	12.24% 6	8.16% 4	10.20% 5	32.65% 16	49
Digital books, audiobooks, newspaper, & magazines, or databases	58.33% 28	22.92% 11	6.25% 3	4.17% 2	6.25% 3	25.00% 12	35.42% 17	48
Technology items such as laptops, tablets, or hotspots	53.06% 26	26.53% 13	4.08% 2	4.08% 2	6.12% 3	12.24% 6	40.82% 20	49
Library computers or Wi-Fi	73.47% 36	14.29% 7	0.00% 0	2.04% 1	4.08% 2	16.33% 8	42.86% 21	49
Access to printer, copier, scanner, or fax machines	63.27% 31	24.49% 12	0.00% 0	4.08% 2	4.08% 2	20.41% 10	42.86% 21	49
Access to library services via mobile app	63.27% 31	22.45% 11	4.08% 2	4.08% 2	6.12% 3	28.57% 14	38.78% 19	49
Basic assistance with computers, cell phones, tablets, or other devices	44.90% 22	28.57% 14	6.12% 3	8.16% 4	4.08% 2	14.29% 7	38.78% 19	49
Meeting and study rooms	47.92% 23	20.83% 10	14.58% 7	8.33% 4	2.08% 1	8.33% 4	37.50% 18	48

Q24 Are you interested in the libraries offering books or programs in different languages?

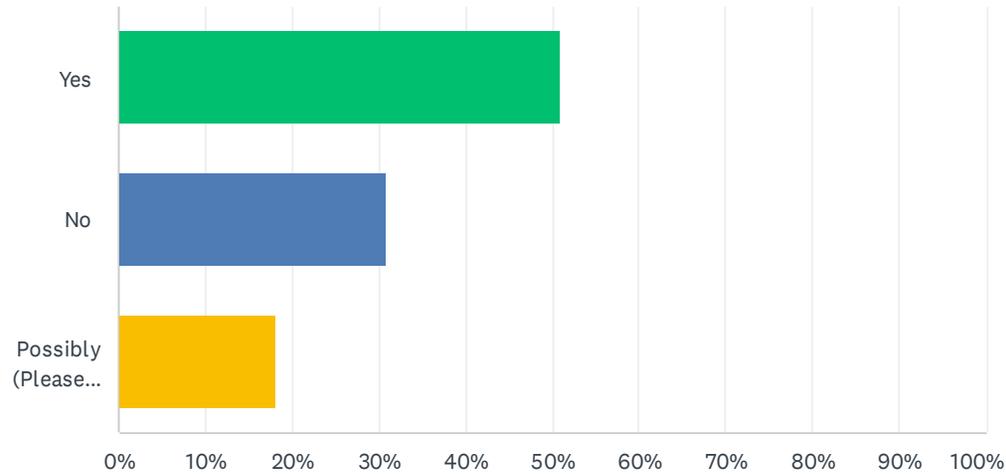
Answered: 55 Skipped: 840



ANSWER CHOICES	RESPONSES	
No	60.00%	33
Yes (Please specify what languages)	40.00%	22
TOTAL		55

Q25 Would you be in favor of a slight increase in taxes to improve public library services including new or renovated library facilities? (Select one)

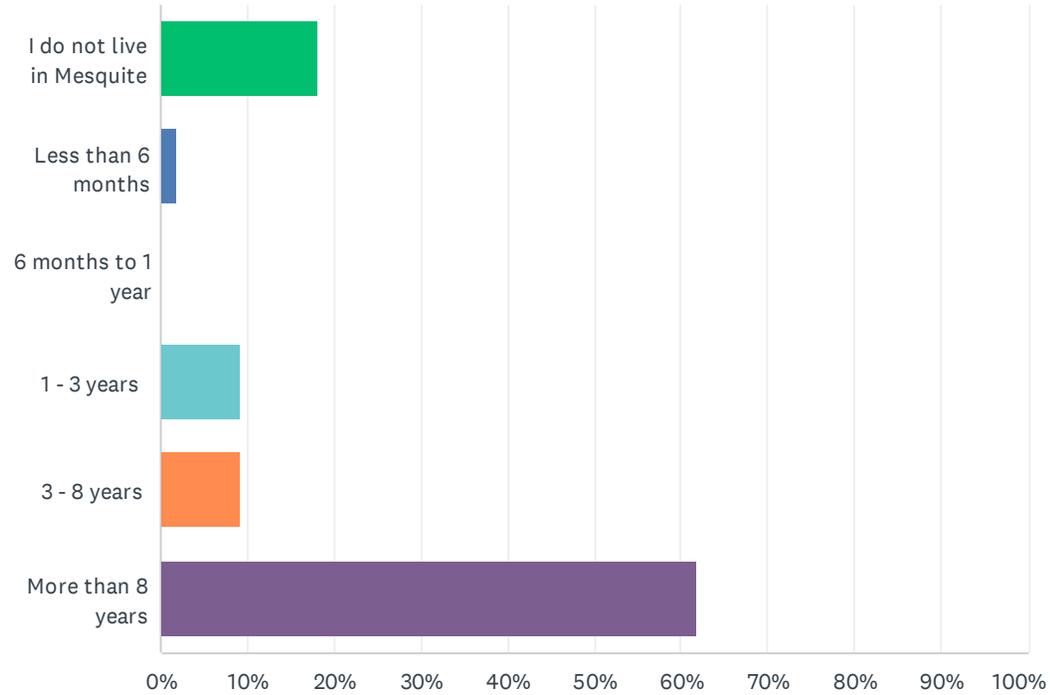
Answered: 55 Skipped: 840



ANSWER CHOICES	RESPONSES	
Yes	50.91%	28
No	30.91%	17
Possibly (Please explain)	18.18%	10
TOTAL		55

Q26 How many years have you lived in Mesquite? (Select one)

Answered: 55 Skipped: 840

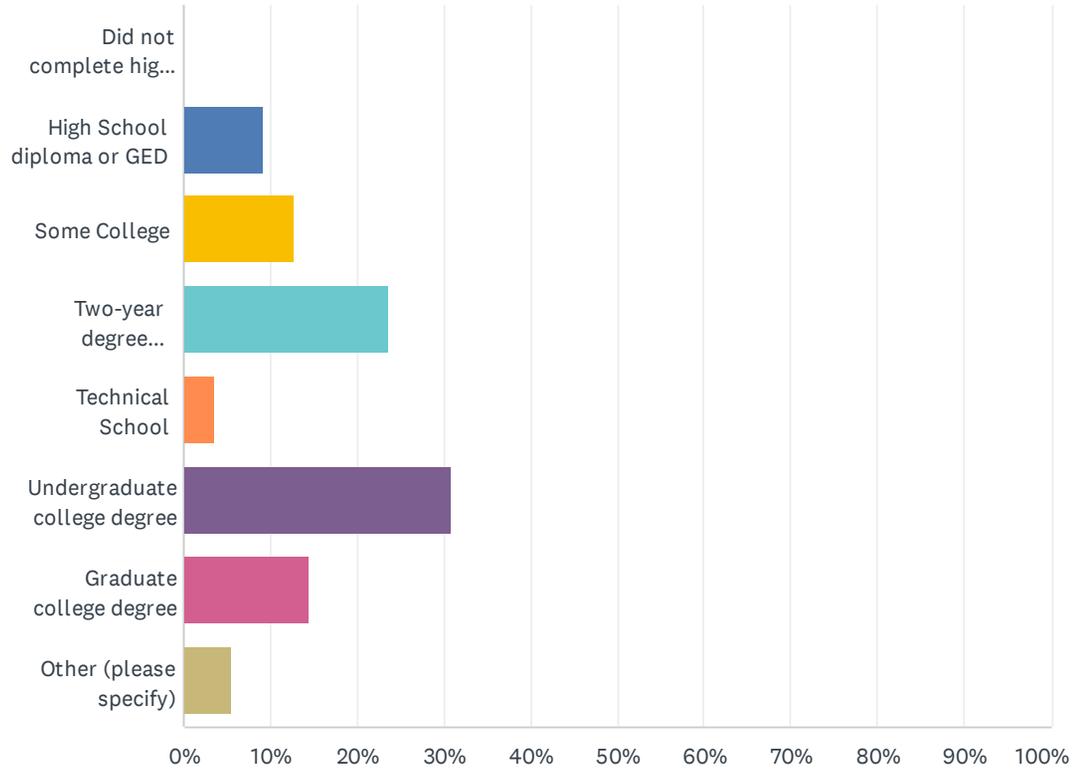


Mesquite Public Library Needs Assessment Survey

ANSWER CHOICES	RESPONSES	
I do not live in Mesquite	18.18%	10
Less than 6 months	1.82%	1
6 months to 1 year	0.00%	0
1 - 3 years	9.09%	5
3 - 8 years	9.09%	5
More than 8 years	61.82%	34
TOTAL		55

Q27 Please indicate the highest level of education you have attained. (Select one)

Answered: 55 Skipped: 840

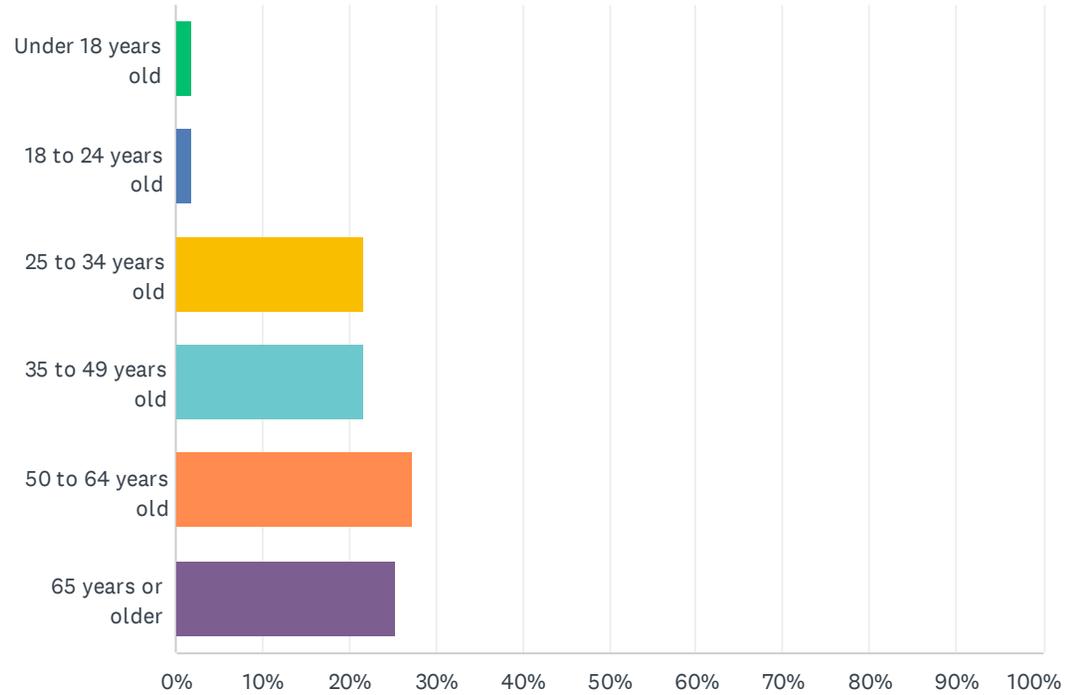


Mesquite Public Library Needs Assessment Survey

ANSWER CHOICES	RESPONSES	
Did not complete high school	0.00%	0
High School diploma or GED	9.09%	5
Some College	12.73%	7
Two-year degree (community college/associate degree)	23.64%	13
Technical School	3.64%	2
Undergraduate college degree	30.91%	17
Graduate college degree	14.55%	8
Other (please specify)	5.45%	3
TOTAL		55

Q28 Please indicate your age range. (Select one)

Answered: 55 Skipped: 840

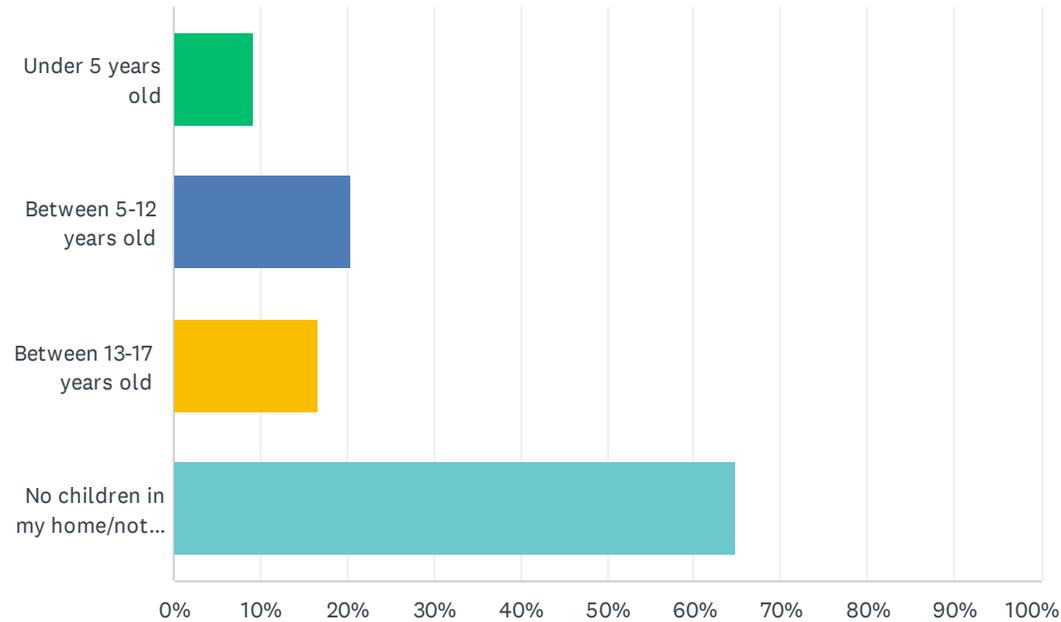


Mesquite Public Library Needs Assessment Survey

ANSWER CHOICES	RESPONSES	
Under 18 years old	1.82%	1
18 to 24 years old	1.82%	1
25 to 34 years old	21.82%	12
35 to 49 years old	21.82%	12
50 to 64 years old	27.27%	15
65 years or older	25.45%	14
TOTAL		55

Q29 Please indicate the ages of any children living in your household. (Select all that apply)

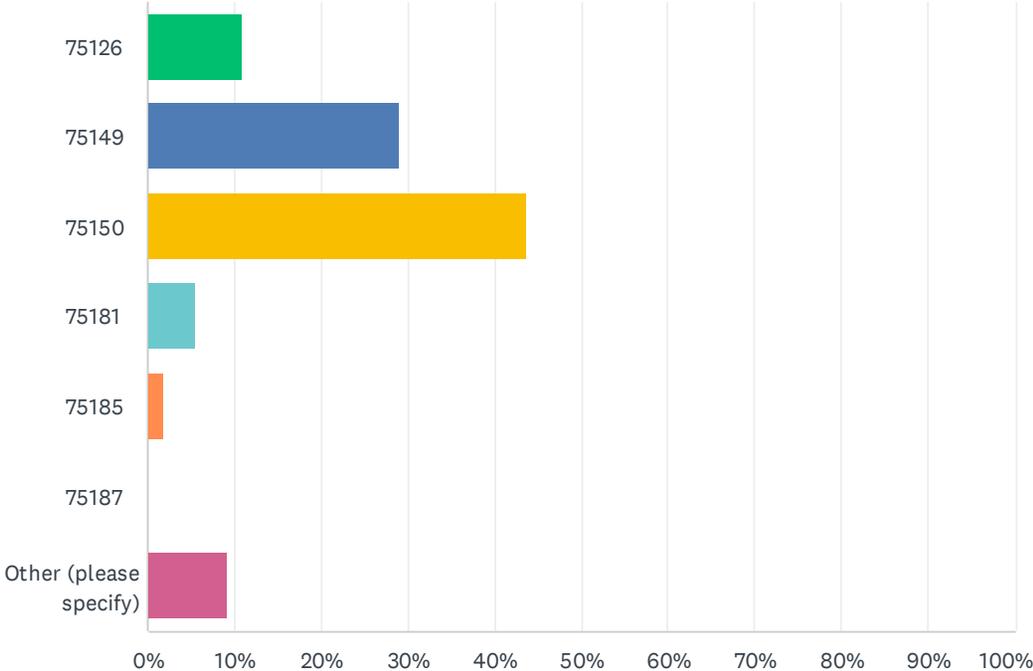
Answered: 54 Skipped: 841



ANSWER CHOICES	RESPONSES	
Under 5 years old	9.26%	5
Between 5-12 years old	20.37%	11
Between 13-17 years old	16.67%	9
No children in my home/not applicable	64.81%	35
Total Respondents: 54		

Q30 What is your zip code?

Answered: 55 Skipped: 840



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ANSWER CHOICES	RESPONSES	
75126	10.91%	6
75149	29.09%	16
75150	43.64%	24
75181	5.45%	3
75185	1.82%	1
75187	0.00%	0
Other (please specify)	9.09%	5
TOTAL	55	

Q31 Please indicate how the Mesquite Public Library could benefit you, others in your household, or the community.

Answered: 40 Skipped: 855

Q32 Please provide any suggestions or recommendations you have for the Mesquite Public Library.

Answered: 22 Skipped: 873

Appendix 3B2 part 2
Online Survey Respondent Comments

Q20 Please indicate how the Mesquite Public Library could benefit you, others in your household, or the community.

Answered: 430 Skipped: 465

#	RESPONSES	DATE
1	more black author, and children's books	2/18/2024 2:50 PM
2	Well it's already a benefit I use on a regular basis. I want my daughter to enjoy the library like I did as a child.	2/18/2024 10:59 AM
3	Just keep being around. More technology non-fiction books	2/18/2024 8:50 AM
4	As resource for learning (self -study)	2/17/2024 4:45 PM
5	The public library is my go-to for reading for fun or for learning. I am very happy that the library carries a wide selection of media (especially graphic novels) and I don't have to buy books to read. For me, it is a community hub, and I love taking my toddler to the library every week to interact with other residents of Mesquite.	2/17/2024 4:30 PM
6	.	2/16/2024 8:35 PM
7	I want current/new editions in the mystery and fiction series that I read. There is rarely a new book among my numerous favorite series.	2/16/2024 5:19 PM
8	Already enjoying books and audiobooks	2/16/2024 4:30 PM
9	More community programs offered	2/16/2024 3:35 PM
10	History, Government, Different laws rules regulation , How to's	2/15/2024 10:07 PM
11	The Mesquite Public Library offers not only a banquet of services, but does so with unfailing cheerfulness and engagement. What more could you want?	2/15/2024 8:56 PM
12	Free TV/movie streaming services, giving teens some books that educational & relevant to their generation to read in place of their vaping and crime involvement.	2/15/2024 8:29 PM
13	ASL or Spanish lessons, More books in other languages,	2/15/2024 5:25 PM
14	Book or magazine sale.	2/15/2024 2:13 PM
15	Safe place to gather data and study. Reading promotion is important for our society.	2/15/2024 12:10 PM
16	While I may not use regularly. I want it to be available for those who do need it.	2/15/2024 6:14 AM
17	Having access to digital e-books and audiobooks for easy check out.	2/14/2024 5:33 PM
18	More access to programs for all ages. Really love the idea for a makerspace. Also a cool option would be offering some sort of bookmobile for people who can not get to the library	2/14/2024 9:20 AM
19	No Comments	2/13/2024 2:48 PM
20	Better online access. Tried to set up where we could rent audiobooks/ebooks but the app/website is very slow and hard to use. I wish my kids could use it. Instead they like the epic app but it cost a lot per year to use.	2/13/2024 1:08 PM
21	I grew up using the Mesquite Library and still utilize it as an adult that lives slightly outside Mesquite. The main things I would like to see are to stop churning so many books and to expand hours. I often try to check out books I've checked out previously only to find that it's no longer owned by the library. And I would use the library even more if hours were expanded maybe to 9pm on most nights.	2/13/2024 1:01 PM
22	Make children better readers	2/13/2024 12:11 PM
23	Access to information for free is always beneficial to the community. My nieces and nephews are now early teens and don't feel engaged by the library any more. Programs directed towards	2/13/2024 12:05 PM

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them would keep them learning and interested in knowledge.

24	I work for a college. I always suggest the Mesquite public library when students need a quiet place to do their work & have resources available. I also love going there to check out books i can't purchase. I do have to wait a long time for the new ones, but it's worth it.	2/13/2024 9:58 AM
25	By keeping the library on going	2/12/2024 11:24 AM
26	Being able to check books out and learn a wide variety of topics as well as offering a wide range of services that will benefit the community	2/11/2024 10:50 PM
27	Na	2/10/2024 7:19 PM
28	The Library is doing Excellent Job. Great Customer Service also. Thanks 😊	2/10/2024 11:17 AM
29	Would love to see Library offer things such as 3 D printers, sewing machines, more classes like Dallas Public Library offers its patrons	2/9/2024 11:31 AM
30	More books/downloadable books	2/9/2024 10:50 AM
31	-more ebooks	2/9/2024 10:45 AM
32	Have more reading tables.reading spot	2/9/2024 10:40 AM
33	Books, computers, DVDs, tax and job services	2/8/2024 7:45 PM
34	It benefits my household when I have to print something and I don't have access to a printer. I can go use the library to print for a low cost.	2/8/2024 1:40 PM
35	For school for knowledge pleasure	2/8/2024 10:01 AM
36	When my computer is not working properly, this library will help me.	2/7/2024 4:35 PM
37	By providing access to books and electronic resources and programs for various age groups, the library offers something valuable to everyone.	2/7/2024 3:23 PM
38	I benefit from the knowledgeable and friendly staff who help me. I benefit from the programs of interest to seniors. I benefit from books available in house and online.	2/7/2024 1:20 PM
39	Classes in Spanish for adults like...tax preparation, how use sewing machines, etc	2/7/2024 9:57 AM
40	I use the library on a weekly basis for checking out books. I pay a small fee annually, because I do not reside in Mesquite but it is well worth it.	2/7/2024 9:41 AM
41	By adding more options to Libby, being open on Sunday	2/6/2024 4:48 PM
42	Digital books are good to have access to	2/6/2024 1:14 PM
43	Having access to these resources could save someone's life.	2/5/2024 7:04 PM
44	Having access to books period is a benefit	2/5/2024 5:21 PM
45	I would love more social opportunities for teens - maker spaces	2/5/2024 3:04 PM
46	By enriching our minds with knowledge and continued curiosity of culture and languages.	2/5/2024 2:31 PM
47	Access to information.	2/5/2024 2:29 PM
48	More copies of popular audiobooks and a wider range of audiobooks.	2/4/2024 9:22 PM
49	By continuing to dynamically empower self-education and self-improvement, including leg-up connections and collaboration with public/social services.	2/4/2024 3:23 PM
50	I would like to be able to easily book a study space and/or the occasional use of a workspace for WFH	2/4/2024 8:26 AM
51	Allows me to read new books that I otherwise wouldn't have the money to buy. Improves my nieces ability to read in Spanish via the available children's Spanish books. Gives me an my friends a free space to come in and work on our laptops. Udemy has helped bolster my resume.	2/4/2024 3:00 AM
52	By allowing access to materials we could not gather on our own.	2/3/2024 10:46 PM
53	We read a lot of books from your library and enjoy the opportunity to do so.	2/3/2024 10:00 PM

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54	I use computers, printers and copiers on a regular basis. I checkout books on a regular basis. When my grandchildren visit during spring and summer months, we spend time at the library.	2/3/2024 8:05 PM
55	5	2/3/2024 2:12 PM
56	Clean up the collection. I've had to screen children's books to avoid sexual deviancy.	2/3/2024 9:45 AM
57	I am autistic and the library helps keep my mind going and is my only source of accessing books from the comfort of my home.	2/3/2024 7:48 AM
58	We use the services alot, be it scanning, printing checking out new books magazines even the morning paper.	2/3/2024 12:12 AM
59	Book club is important to me	2/2/2024 11:00 AM
60	Love the selection of new books, also that Mesquite Public keeps classics on hand.	2/2/2024 10:25 AM
61	I plan to take advantage of children's programs for my granddaughter	2/2/2024 8:30 AM
62	Offer second language classes and high school preparation for SAT test.	2/2/2024 7:02 AM
63	1	2/1/2024 6:08 PM
64	Benefits me now as is.	2/1/2024 6:05 PM
65	They could benefit someone in my household by adding more manga volumes because he prefers physical copies to reading online, but the ones he wants aren't there. They could also benefit me by adding more indie or smaller published books because sometimes I find one and want to read it but I can't find it at my library so I'm unable to read it at all	2/1/2024 4:33 PM
66	n/a	2/1/2024 1:53 PM
67	Keep receiving input and doing surveys like this	2/1/2024 12:24 PM
68	Resources	2/1/2024 10:51 AM
69	The library could assist people trying to improve their own lives with different programs like ESL and GED.	2/1/2024 8:55 AM
70	It could improve the children section by adding a interactive are for children with educational toys.	1/31/2024 10:14 PM
71	protest baning books	1/31/2024 9:04 PM
72	Would love to see the addition of online streaming services such as Hoopla or Kanopy	1/31/2024 8:43 PM
73	Newer, updated facilities would increase my using the physical services of the library	1/31/2024 5:57 PM
74	No thoughts at this time.	1/31/2024 11:41 AM
75	I truly enjoy my Mesquite Public Library and would like to see more lighting for reading and continuing of offering new books despite opposition from groups who would not approve of the content. MPL is a great resource for children books and a teen books.	1/31/2024 11:03 AM
76	The ability to have access to books one could possibly not afford, having groups/classes where one could meet others and make connections.	1/31/2024 7:05 AM
77	After school, quite space, inspired to people read more books and children too	1/31/2024 6:07 AM
78	Offering introductory classes for foreign and nonverbal languages for all ages. More reading/story telling time in the evenings for younger kids (ages 2-6).	1/30/2024 9:47 PM
79	Need a publicly accessed resource.	1/30/2024 9:12 PM
80	Very enjoyable free entertainment. Always available. Endless choices.	1/30/2024 8:49 PM
81	increase digital content. I almost never use hard copy publications any more.	1/30/2024 8:35 PM
82	I know people that do not have access to home internet often use it at the Library, Library also is used as a meeting place for educational purposes when you would like a safe place to do it without having to have people in your home.	1/30/2024 5:20 PM
83	Allows me to find material to listen to on my commute	1/30/2024 5:18 PM

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84	It does benefit me. I love play aways. I believe the community could benefit from book reviews.(In person gatherings).	1/30/2024 4:56 PM
85	Helping us to use the computers. They have been doing a great job, but at my age we are not experts.	1/30/2024 4:51 PM
86	Genuinely happy with the library	1/30/2024 4:03 PM
87	By offering a larger selection of books	1/30/2024 3:14 PM
88	We read a lot (fiction, YA, children's) and there have been a number of times a book was not available at either library or digitally.	1/30/2024 12:42 PM
89	Have no suggestions.	1/30/2024 12:22 PM
90	I believe that the librarians at the Public library are a vital part of my 2 kids lives as they grow up. As well as the rooms that they provide aide my wives homeschooling group with events that would be too cold to hold outdoors. And my kids loved story time back then when they still had it.	1/30/2024 12:02 PM
91	Services for the whole community are needed	1/30/2024 11:34 AM
92	We used the library weekly when our kids were young.	1/30/2024 11:07 AM
93	Continuing to offer programs for toddlers	1/30/2024 9:44 AM
94	Better selection of movies keep retired like myself busy	1/30/2024 8:54 AM
95	We love the kids programming, especially in the summer!	1/30/2024 8:19 AM
96	It's a safe place to take kids to encourage them to read and hangout	1/30/2024 8:18 AM
97	I use the library for many things, books, ebooks, audiobooks, job help services, online resources. Many people need access to computers with wi-fi, which the Mesquite libraries already offer. Social events for children, teens, and adults are also highly valued and allow people from the community to meet. I have found my local library to be helpful in so many ways and am very appreciative. It is often that I inform my friends of services that the library offers that they aren't aware of yet.	1/30/2024 12:14 AM
98	By offering private study rooms, updated equipment, open on weekends.	1/29/2024 9:53 PM
99	Better quiet space to read and have more and up-to-dated books available.	1/29/2024 8:49 PM
100	N/A Recently retired and am choosing to borrow more books rather than to buy. A good DVD selection is appreciated.	1/29/2024 8:37 PM
101	Cultural events for adults and families	1/29/2024 7:50 PM
102	Having programs for preteens and local fairs around Mesquite	1/29/2024 7:26 PM
103	It would be nice to have more ebooks available. I don't have a car at the moment so I get my books through Libby.	1/29/2024 6:37 PM
104	Helps my family be smarter more creative well socialized There's no expectation of spending money, we can stay for as long as we want,we have access To bathrooms	1/29/2024 6:33 PM
105	Open on sundays	1/29/2024 4:07 PM
106	Expanded selection of e-books	1/29/2024 3:46 PM
107	I think libraries are so important to communities. Growing up I practically lived in the library and taught my child the love of books there as well. We could never have afforded to buy all the books we have read as a family. I also think it's so important for libraries to be community safe spaces, and both creative and educational spaces. Having technology available is so necessary for a community, especially one where not everyone has the opportunities to purchase that technology.	1/29/2024 3:45 PM
108	I love the Mesquite Public Library for its books and digital books!	1/29/2024 2:37 PM
109	It does benefit me. I love the study rooms. I am a nursing student t with 5 children, my life depends on the quiet study rooms and resources available for me as a student. The only	1/29/2024 1:24 PM

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change I would make is for there to be Library hours on Sunday, so we could get more done and also be able to come as a family.

110	More digital content and other items to check out such as small tools craft supplies or cords and power banks for electronics	1/29/2024 11:14 AM
111	Na	1/29/2024 11:10 AM
112	N/A	1/29/2024 10:42 AM
113	I believe libraries are a key factor in education and further knowledge and access to knowledge in every community.	1/29/2024 10:16 AM
114	the computers for me and my child also the movies and some books mostly its the internet	1/29/2024 9:54 AM
115	Diffreent Time frames that the Library would be open to include Sundays.	1/29/2024 9:12 AM
116	The library has resources and staff that help people navigate through books and the internet. I also like the tax help.	1/29/2024 8:48 AM
117	I prefer audio books, and having space to engage with my community. More books with large print would be nice so I could check them out for my gramma.	1/29/2024 8:37 AM
118	books are so expensive to buy so it is so nice to be able to check out books at the library	1/29/2024 6:28 AM
119	Open longer hours.	1/29/2024 4:43 AM
120	Availability of books, audiobooks, and reference materials.	1/29/2024 1:00 AM
121	Check out books,	1/29/2024 12:39 AM
122	More space - printers - more educational books for young and old to learn	1/29/2024 12:31 AM
123	8	1/28/2024 10:30 PM
124	Opportunity to use color printers and update computer systems	1/28/2024 9:49 PM
125	I am a part of a large homeschool community and there are more than 100 kids in our co-op. The library helps with us to create meet ups and help with resources. The children librarians have been great! If there were more advertised programs that covered core school subjects during the day, more children and their mothers would visit the library.	1/28/2024 8:51 PM
126	Regular additions to the children's books collection and the ability to easily request specific books	1/28/2024 8:42 PM
127	Would like more audible books	1/28/2024 8:39 PM
128	Use of computers and printers that already exist.	1/28/2024 8:39 PM
129	Easy to find Online calendar that has all library activities and times.	1/28/2024 8:18 PM
130	The library is a pillar in any community! It's a hub for educational services & experiences! It's also a helpful resource for lower income families.	1/28/2024 7:57 PM
131	N/A	1/28/2024 7:50 PM
132	offering of books, enjoy some of their programs (would like to see some speakers for adults), use their electronic resources	1/28/2024 4:07 PM
133	Books, books and more books! Perhaps access to Dallas Morning News, Wall Street Journal, NY Times, etc. That would be cool.	1/28/2024 4:05 PM
134	Study area for genealogy that is acoustically quiet- soundproof room	1/28/2024 3:37 PM
135	It already benefits me, it provides access to additional resources other than the ones we have at home to enrich my kid's knowledge. Allow us to interact with other people from our community ina safe space, and provides access to tools not everyone has at home	1/28/2024 3:28 PM
136	More books; have authors come to the Library; local artists show their work.	1/28/2024 3:10 PM
137	Book study or book club	1/28/2024 3:05 PM
138	It's fine	1/28/2024 2:24 PM

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139	N/a	1/28/2024 1:41 PM
140	I read more books than usual	1/28/2024 12:15 PM
141	It's close to home, for when we need it.	1/28/2024 12:13 PM
142	No changes. Great the way it is.	1/28/2024 11:38 AM
143	Keep providing access to books to allows us to continue to read, learn, and keep our minds sharp.	1/28/2024 11:01 AM
144	Keep providing content with a wide range of viewpoints.	1/28/2024 10:59 AM
145	Not sure.	1/28/2024 10:57 AM
146	Be open more weekend and evening hours. Stay open until 9 pm and open Sunday noon - 6pm.	1/28/2024 10:38 AM
147	I would like to see a massive scanner for scanning photo albums please. Then I could share family photos with others. I love the staff. They are so helpful. I enjoy browsing the shelves.	1/28/2024 10:26 AM
148	N/a	1/28/2024 9:51 AM
149	i love reading it benfits everybody to have access to reading material of any kind.	1/28/2024 9:21 AM
150	-	1/28/2024 9:04 AM
151	Everything is good	1/28/2024 8:15 AM
152	More digital book access would be appreciated.	1/28/2024 8:04 AM
153	NA	1/28/2024 7:52 AM
154	Library has always been a source of entertainment for me	1/28/2024 12:52 AM
155	I love reading	1/27/2024 10:47 PM
156	Ebooks are most convenient	1/27/2024 9:44 PM
157	Research	1/27/2024 9:43 PM
158	Computers and lap tops that can be checked out and makers spaces. I am a disabled craftsman doing what I can to get by and more resources like lap tops and access to tools and workshops would be life changing for me and many others in the community	1/27/2024 9:36 PM
159	By offering services that help children to research and learn. Rather than instantly giving the answers or solutions.	1/27/2024 9:11 PM
160	I, like most folks my age don't own a printer. When I have to mail printed forms, I always use the library. I often use Libby so that I can get audio reading in on my commute. Because of my lifestyle, I often use digital services but I know people with children who prioritize going to programs in person.	1/27/2024 9:03 PM
161	Reading books on ancient civilizations	1/27/2024 8:06 PM
162	The library provides cost saving measures for fixed income elderly members of the community	1/27/2024 8:01 PM
163	More resources	1/27/2024 7:35 PM
164	It provides a safe space and comfort	1/27/2024 7:34 PM
165	Adult learning programs	1/27/2024 7:34 PM
166	None it's great the way it is	1/27/2024 7:13 PM
167	Just stay open later hours	1/27/2024 7:02 PM
168	Repurposing the library to focus being a place for activities and non-reading engagement, with minimal (or designated areas) for quiet / study spaces.	1/27/2024 5:57 PM
169	It already does so much, I'm not sure how it really could do better other than more social media presence.	1/27/2024 5:38 PM
170	*	1/27/2024 5:34 PM

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171	Reading actual books	1/27/2024 5:08 PM
172	Provide current leisure reading books, easier access to the Dallas Public Library to obtain books.	1/27/2024 4:53 PM
173	Always does, awesome staff & easy access to books when needed	1/27/2024 4:33 PM
174	More ebooks and audibles	1/27/2024 4:27 PM
175	Good place for doing homework and work	1/27/2024 4:05 PM
176	No comment	1/27/2024 3:48 PM
177	I would like to hear more via emails about what is going on in Mesquite. Add more Black related books to the catalogue.	1/27/2024 3:40 PM
178	We can benefit in an educational way, socail way, and children can develop social skills while interacting and learning each in a different way. Then there are activities all ages can participate.	1/27/2024 3:38 PM
179	I don't even know if this is possible and I'm sure it is, but offer a way to reserve a book in advance so if it's out of stock but shown as possible to checkout you could reserve a spot online.	1/27/2024 3:25 PM
180	I can benefit me since I like reading and listening to audiobooks. I like to see the collection and would like that to be improve. Others in my household could benefit by the inclusion of a more large variety of spanish books. The community can also benefit with more books in more languages like spanish. The community can benefit from library services in general as it provides many valuable resources that can help people educationally. This is more valuable to students and children who need access to these resources.	1/27/2024 2:45 PM
181	Books for kids, online audiobooks, books for sale at the library	1/27/2024 2:11 PM
182	The library is a great resource and already benefits the community with all their programs and services	1/27/2024 1:50 PM
183	No comment	1/27/2024 1:36 PM
184	The library gives me a space to relax and enjoy myself without the pressure of having to pay for something. It is also a great place to get outside of my house and get work done. This also applies to my family and my community.	1/27/2024 1:28 PM
185	The library is a great community resource that allows community gathering as well as programs that build an educate young parents, and additionally, provide opportunities for teams to serve and is a great community building place. It is a key piece of our infrastructure in the United States, and should be treated as such.	1/27/2024 1:24 PM
186	The Mesquite Public Library system is a safe space for several members of our community, it's a place of learning and study for members of our community, engagement and enrichment for children in our community, it is vital to our community.	1/27/2024 1:12 PM
187	I believe that Mesquite Public Library will benefit from all of us all as a whole. Because we as the peoples, coming to the library is a great way to keep it open and useful. It's a win-win for all of us.	1/27/2024 1:08 PM
188	Me: more/better academic sources online & on shelf Community: sources that help Americans understand those from other countries and things that help those from other countries to understand America. International cooking book reviews in person.	1/27/2024 1:01 PM
189	Knowledge is power	1/27/2024 1:00 PM
190	Do not close - stay available	1/27/2024 12:58 PM
191	N/A	1/27/2024 12:57 PM
192	They help me to help my son read better	1/27/2024 12:26 PM
193	I think they already provide many benefits by having books, internet connection, computers, faxing/printing that isn't available at home.	1/27/2024 12:26 PM
194	More books.	1/27/2024 12:02 PM

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195	Have help from the staff with different things I need	1/27/2024 11:44 AM
196	Full catalogs of the different authors online	1/27/2024 11:38 AM
197	More media ie dvd, audiobooks, e books, online books and audiobooks	1/27/2024 11:28 AM
198	Hosting space for my bookclub	1/27/2024 11:18 AM
199	It would	1/27/2024 11:04 AM
200	More community craft programs to teach new skills. Help with jobs building and improving skills for young adults.	1/27/2024 11:03 AM
201	I believe libraries are important. Having access to books and other information is an invaluable resource	1/27/2024 10:42 AM
202	Audiobooks	1/27/2024 10:38 AM
203	Programs in summer for children.	1/27/2024 10:33 AM
204	The library is a safe space full of educational opportunities and support, adventure, curiosities, love stories, help to understand grief and loss. The library is a treasure I look forward to sharing with my granddaughter. I would enjoy seeing more activities for older adults in the evenings	1/27/2024 10:26 AM
205	The staff and library facilities in Mesquite are valuable assets to our community. Please make sure they are maintained, fully staffed and completely accessible to the citizens of Mesquite.	1/27/2024 10:25 AM
206	Hotspot	1/27/2024 10:22 AM
207	Have larger community rooms for meetings. Have IT staff available to help with hybrid meetings so the people having the meeting can utilize both in person and zoom meetings at the same time.	1/27/2024 10:21 AM
208	Tutoring areas, tutoring days	1/27/2024 10:18 AM
209	Increase study space ambience. Deep focus area needed	1/27/2024 10:16 AM
210	It's a third space that isn't lost yet, and is also important for those who do not have access to the computers or printers at home. Reading opens opportunities for people, so the books play an important part as well.	1/27/2024 10:15 AM
211	Reading programs such as have a person on staff to do reading programs at daycares and other places for young children. Go mobile to create afterschool programs at the recreational centers in Mesquite with volunteers for reading, math and coding for elementary and junior high students. Work with MesquiteISD to improve students at all levels test scores.	1/27/2024 10:12 AM
212	To continue to function as is.	1/27/2024 10:11 AM
213	It's important for everyone	1/27/2024 10:03 AM
214	Groups for older folks	1/27/2024 9:51 AM
215	a safe environment for all children	1/27/2024 9:33 AM
216	We need printed copies of books now more than ever.	1/27/2024 9:25 AM
217	Have a section where community artisans work could be displayed for a month. Exhibits opened to all cultures.	1/27/2024 9:22 AM
218	Libraries are important because they create a space that allows everyone to be able to utilize their resources whether that be books to read or movies to watch. It also provides a quiet place to study and do research online.	1/27/2024 9:17 AM
219	Community building	1/27/2024 9:15 AM
220	It's a place where children and women can feel safe.	1/27/2024 9:06 AM
221	More papers & magazines	1/27/2024 8:57 AM
222	It's a great place to take my grandkids to in the summer. They love the summer reading program and the different activities offered. I love reading and enjoy checking out books for me and my grandkids to read.	1/27/2024 8:54 AM

Mesquite Public Library Needs Assessment Survey

223	I love the online audiobooks	1/27/2024 8:43 AM
224	Continue providing quality service for Mesquite citizens.	1/27/2024 8:42 AM
225	Wide range of books on many different topics.	1/27/2024 8:34 AM
226	I listen to a lot of audiobooks. Is there a way to share with other library systems? I've listened to most I want to listen to in your system or you have one copy and it may be a 6 month wait. More involvement in elementary schools to get families to come into the Mesquite library.	1/27/2024 8:31 AM
227	Work with other libraries to make books more available that are not at their location. Offer her curbside pick up.	1/27/2024 8:09 AM
228	Quit safe space, books, computers , wifi helps with work and school	1/27/2024 7:58 AM
229	By providing more evening hours and holding events/activities in the afternoons/evening. Both my spouse and myself work day jobs and would love to not be in a hurry to take our children on some afternoons. And since we work day jobs we have not been able to take our children to any kids/tots activities usually held in the mornings.	1/27/2024 7:45 AM
230	I love the library	1/27/2024 7:36 AM
231	NA	1/27/2024 7:26 AM
232	Compared to Dallas Public Library, there are fewer branches and books	1/27/2024 7:22 AM
233	It's a great place for anyone who needs help	1/27/2024 7:14 AM
234	My grandkids loved the children's program that was offered this summer. Please continue to offer these types of programs. I also appreciate the quality and selection of you books. I belong to a book club and am always able to find our monthly reads at the Main Branch when I go.	1/27/2024 6:54 AM
235	More things designed for younger kids. Allowing mom and older siblings to be able to take the time to enjoy the library.	1/27/2024 6:42 AM
236	The library is one of the only 3rd spaces available in the city. Every other public meeting place is either outdoors, which is not always accessible, or expects us to spend money, which is also not always accessible. Mesquite's libraries and personnel are offering space and resources that are very needed by my family and others. I especially love when the libraries partner with the schools or Read Play Talk to do events for the kids. The libraries are invaluable.	1/27/2024 6:40 AM
237	Help with computer	1/27/2024 6:29 AM
238	Not sure	1/27/2024 6:28 AM
239	By having a variety of educational resources to facilitate everyone learning process.	1/27/2024 6:12 AM
240	Access to both physical and digital materials, access to printer, copier and scanners.	1/27/2024 3:43 AM
241	A wider selection of ebooks and audiobooks, especially classics, science fiction, women authors.	1/27/2024 3:12 AM
242	Entertain value as well as me having the ability to take my grandchildren to the library when they visit.	1/27/2024 2:03 AM
243	More Services & Reading Material...	1/27/2024 1:16 AM
244	It raises readership, reduces ignorance via education, facilitates free speech, and enhances the intellectual atmosphere of Mesquite.	1/27/2024 1:00 AM
245	Not sue at this time	1/27/2024 12:59 AM
246	Nice place to study and discover new media	1/27/2024 12:57 AM
247	I am only concerned about the Library benefitting the youth of the community in a way that reflects wholesome family values	1/27/2024 12:40 AM
248	Data source for learning and reading up on points of interest.	1/27/2024 12:14 AM
249	Access to internet, a quite place to study, and borrowing books	1/27/2024 12:03 AM

Mesquite Public Library Needs Assessment Survey

250	I really like the location of the library, and it would be even more beneficial if I could actually see or talk to a live person when ordering via the catalog.	1/27/2024 12:01 AM
251	Whenever Mesquite library does not have the specific ebooks or books I am search of, I go to Garland library and am always able to get book/ebook from Garland. Would prefer to use Mesquite library only	1/26/2024 11:53 PM
252	Longer hours of operations	1/26/2024 11:48 PM
253	Ni	1/26/2024 11:41 PM
254	need more manga and comic section, also would like to see full collection, such as hunger games book 1	1/26/2024 11:29 PM
255	Being a third space. Table top games	1/26/2024 11:29 PM
256	I would like to use a meeting room for our non profit to hold a fundraiser for people in need in Mesquite.	1/26/2024 11:20 PM
257	More explanations on digital library resources	1/26/2024 11:17 PM
258	N/A	1/26/2024 11:05 PM
259	I am satisfied	1/26/2024 11:05 PM
260	I'm not really sure. Perhaps access to more obscure mythological or classical works? I have not searched through all of them, however, so I do not know how obscure some of the stories get. I am a particular enjoyed of Arthurian lore and french classics (translated to English) like Hunchback of Notre Dame.	1/26/2024 11:00 PM
261	Print and ebooks	1/26/2024 10:58 PM
262	More large print books.	1/26/2024 10:52 PM
263	N/a	1/26/2024 10:50 PM
264	Expanding children's programs and space would benefit my grandchildren.	1/26/2024 10:50 PM
265	Usually it is a quiet place to spreadout and focuse on my work.	1/26/2024 10:48 PM
266	Personally I'd like to see more money spent on current best selling books for adults & children. I'd also enjoy more library programing for adults. The library website needs a major overhaul. Plus the city needs to do a much better job of marketing our libraries. The TexShare databases & our access to online & audio material needs to be promoted more.	1/26/2024 10:42 PM
267	More help with job searches	1/26/2024 10:37 PM
268	I use the library about once a month for checking out books; I usually go to the book sales sponsored by Friends of the Library; I use computer when I have a problem with my own computer; I use the printer at the library when needed. I think our libraries do a good job and all employees I have dealt with have been very helpful.	1/26/2024 10:34 PM
269	Offer more services and resources	1/26/2024 10:29 PM
270	N/A	1/26/2024 10:29 PM
271	I enjoy checking out books as a way to escape and self care	1/26/2024 10:27 PM
272	Mesquite public library would be highly beneficial to my household and the entire community if it were a bit updated. We need more access to audiobooks online since that is the way of the world these days.	1/26/2024 10:23 PM
273	Helps my children learn new subjects thru reading and research	1/26/2024 10:22 PM
274	I wish there were more Agatha Christie books. I've fling it difficult to get more if the Hercule Poirot and Miss Marple series via the library	1/26/2024 10:15 PM
275	We frequently use the library for school projects/research, hobbies/interests, and pleasure reading	1/26/2024 10:14 PM
276	More ebooks & e audiobooks	1/26/2024 10:01 PM
277	More activities to involve our community and our youth. More accessibility to internet and	1/26/2024 9:57 PM

Mesquite Public Library Needs Assessment Survey

	printers.	
278	We use libraries very frequently as a homeschooling family. We rely on library books .	1/26/2024 9:49 PM
279	Keep having a current selection of recent titles	1/26/2024 9:49 PM
280	N/A	1/26/2024 9:46 PM
281	Book fairs. Y'all doing a great job. Just letting you know.	1/26/2024 9:42 PM
282	No comment	1/26/2024 9:41 PM
283	Keep up the good work	1/26/2024 9:39 PM
284	As a Mesquite ISD public educator, I enjoy having the Mesquite public library close to where I work. I use their books for my students and also my own children at home as well. The location of the Mesquite public library is more convenient.	1/26/2024 9:38 PM
285	Access to accessible education materials without finances being a barrier. Exploring a multitude of points-of-view and understanding the world and the people in it better.	1/26/2024 9:38 PM
286	MORE ROBUST MOVIE COLLECTION (DVD) AND MAKING IT EASIER TO FINDCURREBR AVAILABILITY	1/26/2024 9:37 PM
287	By continuing to provide free access to resources necessary to educate impoverished communities.	1/26/2024 9:34 PM
288	offering to borrowing laptops	1/26/2024 9:26 PM
289	Keep adding audio books love them	1/26/2024 9:25 PM
290	Reading and increasing literacy in the community is really important. It is very important that people have access to these services in their community.	1/26/2024 9:24 PM
291	I love going there and teach my kids the love for books and respect for the library. It helps me get different titles without having to purchase them and help my kids grow their vocabulary	1/26/2024 9:22 PM
292	N	1/26/2024 9:20 PM
293	Can go and check out books, dvds, have Spanish language books for family members, tax prep help, kids programs, it's a valuable resource.	1/26/2024 9:17 PM
294	Libraries offer access to knowledge	1/26/2024 9:13 PM
295	For my household, the ability to read. For the community, technology access, books, movies, a safe place to work/hangout, the ability to rent rooms.	1/26/2024 9:06 PM
296	More diversified large print books.	1/26/2024 9:05 PM
297	N/A	1/26/2024 9:05 PM
298	We love checking out books!	1/26/2024 9:04 PM
299	Having a wide variety of books and ebooks available	1/26/2024 9:03 PM
300	More children's books. More tween books that do not contain adult themes.	1/26/2024 8:54 PM
301	Provide resources for toddlers. More activities for toddlers	1/26/2024 8:52 PM
302	Will help my son with future projects for school, help with both of my kids reading and grow their brain	1/26/2024 8:52 PM
303	Have no idea	1/26/2024 8:51 PM
304	More kid programs	1/26/2024 8:48 PM
305	It allows me to read books for free ever since I was a child. It was my 3rd space growing up outside of school or home.	1/26/2024 8:48 PM
306	Libby, Community Outreach (booklcubs), access to wi-fi and printers	1/26/2024 8:47 PM
307	All ok	1/26/2024 8:44 PM
308	Access to information, materials, educational opportunities for my kids, meeting space, study	1/26/2024 8:42 PM

Mesquite Public Library Needs Assessment Survey

	space, all for free	
309	Continue to have access to good books.	1/26/2024 8:34 PM
310	The kids like manga books. More educational activities for all ages	1/26/2024 8:30 PM
311	Na	1/26/2024 8:29 PM
312	I enjoy using the digital library.	1/26/2024 8:27 PM
313	Public libraries offer a place for members of the community to use resources ms technology they may not otherwise have access to such as printers or online databases.	1/26/2024 8:26 PM
314	Senior access and activities	1/26/2024 8:24 PM
315	In occasional I use the printer and copier from the library when mines are not functioning well.	1/26/2024 8:24 PM
316	Longer hours	1/26/2024 8:24 PM
317	Offer digital library on libby	1/26/2024 8:22 PM
318	More audiobook, ebooks as well as things in different age ranges for older age groups. Things that bring us into the library	1/26/2024 8:21 PM
319	Would like to see more e-books.	1/26/2024 8:20 PM
320	Libraries are the one place where information is accessible for all, it's a great place to provide help for the community and is a safe place for learning and community building libraries are literally the backbone of society I care about them so much	1/26/2024 8:20 PM
321	It has already benefited my family by allowing us access to so many different books, ebooks and audiobooks. My children love to go to the library because it is a kid friendly environment	1/26/2024 8:17 PM
322	I'm not sure what it is that makes the Mesquite library system so unappealing I just know that Dallas library branches are better	1/26/2024 8:17 PM
323	Resources for everyone. Access to internet, resources, and a safe space are essential	1/26/2024 8:17 PM
324	I use the library to check out books and sometimes I go to print things or fax. I use the computers too when I don't feel like taking my laptop.	1/26/2024 8:14 PM
325	Easier to read	1/26/2024 8:08 PM
326	Computer usage	1/26/2024 8:04 PM
327	Mainly used for my child. Would love a few more resources for him to play with while there.	1/26/2024 8:03 PM
328	Continue to grow and provide the knowledge ability and opportunity to the community when it comes to literature of the past present and future of all subjects and interests.	1/26/2024 8:01 PM
329	Events	1/26/2024 7:57 PM
330	More selection of books!! Love the library and the people	1/26/2024 7:55 PM
331	I would love more quilting books or a quilting group/class.	1/26/2024 7:53 PM
332	They do a good job as they are now.	1/26/2024 7:53 PM
333	Mesquite Public Library has benefitted me greatly throughout my life. A place I learned to love to read. Now I meet there for book club, can use printers, internet, etc. LOVE it! Introduces kids to a life long love of reading.	1/26/2024 7:52 PM
334	By being a safe space that cultivates learning and literacy	1/26/2024 7:50 PM
335	Space for babies/crawlers to be	1/26/2024 7:49 PM
336	N/a	1/26/2024 7:48 PM
337	Easily access books for reading enjoyment, school activities, and education. Programs for my kids to attend on the weekend.	1/26/2024 7:48 PM
338	By having more hotspots	1/26/2024 7:48 PM
339	Really helpful when wanting to find books or use their computer	1/26/2024 7:47 PM

Mesquite Public Library Needs Assessment Survey

340	More programs for all ages	1/26/2024 7:46 PM
341	The Library offers programs and services to the community for free that they may not otherwise be able to afford.	1/26/2024 7:46 PM
342	Federal Income Tax Forms	1/26/2024 7:44 PM
343	It's very helpful for everyone	1/26/2024 7:44 PM
344	In my opinion, libraries have been for access to knowledge and learning beyond the school. I think a dynamic library system should be more than just a collection of awesome books. Perhaps combining our rec centers, schools and libraries to create spaces to promote learning, entertainment, physical health and creativity. While the North Branch sits on the same property as a school and rec center, I believe they could work together to provide many positive opportunities to our community. I realize we are dealing with three different organizational silos but perhaps we could take a look at combining parks and rec, the school district and libraries into a single entity.	1/26/2024 7:44 PM
345	Help access catalogs from other libraries	1/26/2024 7:42 PM
346	the books help increase our knowledge while keeping us entertained	1/26/2024 7:40 PM
347	It allows a greater wealth of information to travel across various barriers, whether they're social or economic.	1/26/2024 7:40 PM
348	Keep offering books. I love to read.	1/26/2024 7:38 PM
349	By providing interactive and free programs for toddlers and children. Parent support groups or development groups	1/26/2024 7:38 PM
350	offering hotspots	1/26/2024 7:38 PM
351	I read and listen to a lot of books and I really appreciate a library close by. Buying all those books would be very expensive.	1/26/2024 7:38 PM
352	information on how to access and use on line books, movies and other available items.	1/26/2024 7:37 PM
353	Love online access	1/26/2024 7:35 PM
354	It benefits me because it's my peace of mind. I LOVE to read and this is my quiet place. Surrounded by what I love - multiple genres of books.	1/26/2024 7:35 PM
355	Better selection of DVD's and more varied selection of books	1/26/2024 7:35 PM
356	See below.	1/26/2024 7:35 PM
357	Just love books. I've heard about activities but haven't attended yet.	1/26/2024 7:33 PM
358	offer help with learning conversational Spanish. There are a lot of people I meet that speak only Spanish.	1/26/2024 7:32 PM
359	Access to books, technology is vital to any successful community	1/26/2024 7:31 PM
360	I use the library to read or checkout books. I'd like to attend some of the gatherings that they offer for women.	1/26/2024 7:31 PM
361	Providing a space for the community to meet with each other . Having a facility that is a refuge from the weather with quiet space to read and reflect I believe is good for mental health.	1/26/2024 7:31 PM
362	Continuing to provide quality literature and programs for the community. More homeschooling options and options for teens	1/26/2024 7:28 PM
363	A library opens up a world of knowledge to everyone, so you can expand your mind and see the world. You don't have to be rich or poor to enjoy the library all are welcome. ALL books should be offered none should be banned.	1/26/2024 7:28 PM
364	It is a third place! I am able to read books for free! I'm able to educate myself and get to know others! The library also offers so many programs that's help others whether it is helping kids have a space or teaching them.	1/26/2024 7:27 PM
365	We are very grateful for what the library already offers. We would appreciate more book variety. Especially in children's book section and in religious books. We are Catholic and there are	1/26/2024 7:27 PM

Mesquite Public Library Needs Assessment Survey

almost no Children's Catholic books and a very limited selection of Catholic non-fiction/fiction authors. I would also love to see more classic movies.

366	Printing and access to computers	1/26/2024 7:26 PM
367	Don't close the public library.	1/26/2024 7:26 PM
368	As a homeschooling family, I rely on the library for educational books. A wider selection of books would be extremely helpful	1/26/2024 7:24 PM
369	.	1/26/2024 7:24 PM
370	More access	1/26/2024 7:23 PM
371	Reading skills, socialize, and learning experience	1/26/2024 7:22 PM
372	More space for kids to make it fun	1/26/2024 7:20 PM
373	Access to books and quiet atmosphere	1/26/2024 7:19 PM
374	It's a great resource	1/26/2024 7:18 PM
375	Always a great resource as well as supporti g my life long love of readinf.	1/26/2024 7:17 PM
376	Continuing to stay open	1/26/2024 7:17 PM
377	Access to books is always a huge benefit to my family as well as the community. A wider selection of Manga would be wonderful for my daughter, even electronically.	1/26/2024 7:16 PM
378	Increasing the partnership with MISD will definitely help the teenagers in our community.	1/26/2024 7:15 PM
379	No ideas	1/26/2024 7:14 PM
380	Open on Sunday	1/26/2024 7:13 PM
381	More family focused programs and book sales	1/26/2024 7:13 PM
382	Have all books from a specific popular author, i.e., Mary Higgins Clark. Preferably in actual book form vs audio.	1/26/2024 7:12 PM
383	The library remains one of the only places in American society that is dedicated to free knowledge and literary freedom. It is of the utmost importance that public libraries remain funded and operational as they provide necessary community services to a variety of age groups. The public library is also the only place in Mesquite where you are not expected to pay for anything.	1/26/2024 7:11 PM
384	Helps individuals grow within their profession , mental and emotions. Can be a great way for ind. to interact and learn .	1/26/2024 7:07 PM
385	One low cost family price for cards, not \$25 per person.	1/26/2024 7:07 PM
386	They are amazing and provide so many services and access to knowledge	1/26/2024 7:06 PM
387	Use of printers, copy machines, and the tranquility of studying at the library.	1/26/2024 7:05 PM
388	Bring back the north branch book club	1/26/2024 7:03 PM
389	Continue offering current books and ebooks.	1/26/2024 7:00 PM
390	More online presence to ask questions, see events posted, times open, etc. for example, on Facebook. Many people check that before trying to find the website or call the location directly.	1/26/2024 7:00 PM
391	We could become more educated or just have more interaction with the outside world instead of being stuck on our phones/devices inside our own homes.	1/26/2024 6:53 PM
392	A greater selection of digital content accessible from home, or anywhere, would be the most beneficial in my opinion. On site library programs that emphasize technology education would be the most beneficial to the community. The idea of a makerspace role for the library with a STEM emphasis could be an innovation versus traditional library programs.	1/26/2024 6:44 PM
393	Reading materials and Children's activities.	1/26/2024 6:43 PM
394	I don't use the library a lot but when I do, I found the library equipped and helpful about their	1/26/2024 6:40 PM

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	services.	
395	I mainly use online media via the Libby app. The community benefits from programs, books and media, computers, study rooms, etc. I would love to see a borrowing library for non-literary items too (tools and other items that are necessary, but not everyone owns.)	1/26/2024 6:39 PM
396	Have more copies of digital books available as to cut down on long wait times.	1/26/2024 6:37 PM
397	I just use online Libby, so increasing those resources.	1/26/2024 6:36 PM
398	Continue	1/26/2024 6:31 PM
399	I love bringing my kids to the activities they do at the library . It helps my kids want to learn and read more.	1/26/2024 5:04 PM
400	A space for my kids to feel comfortable and explore different reading material and activities. Family friendly environment.	1/26/2024 4:30 PM
401	A Makerspace would be a great educational area for people of all ages to learn things not traditionally taught like 3D printing.	1/26/2024 2:22 PM
402	Online librarian access. More new release e books, books that can be downloaded to the kindle app	1/26/2024 1:13 PM
403	i love the idea of non-traditional items to check out. we use the library a lot because it's free entertainment, and the idea of being able to borrow a tool temporarily rather than spend money on it is pleasing!	1/26/2024 12:31 PM
404	We homeschool so using the library throughout the week is a must on several levels.	1/26/2024 11:41 AM
405	I am more interested in how it helps my kids love to read!!	1/25/2024 2:26 PM
406	Free and fun space to take children	1/25/2024 1:43 PM
407	It is already an amazing program for my kiddos	1/25/2024 11:44 AM
408	Not sure, we are satisfied with the libraries as - is.	1/25/2024 10:09 AM
409	Offer more programs for homeschoolers during the week. A lot of Mesquite homeschoolers (over 100) go to co-op on Mondays and that's the only day there is a homeschool meetup at the library.	1/25/2024 8:05 AM
410	I go there to study for my LSAT and have access to stable wifi	1/24/2024 10:35 PM
411	Having more family events. Such as movie night or a scavenger hunt.	1/24/2024 9:10 PM
412	MPL is our entertainment with the current economy. Affordable reading, DVDs	1/24/2024 11:32 AM
413	Main library could use activities that younger/toddler children can play with while the older children are checking out books. An app is nice to use the catalog while in the library walking around with the kids.	1/24/2024 9:52 AM
414	Primarily books (physical and digital). Printing services.	1/24/2024 9:37 AM
415	Not raising taxes "again" would be a good start.	1/24/2024 1:08 AM
416	I would love to see a children's librarian that is deeply passionate about children's books AND the children asking about them. We have often felt like an annoyance asking certain librarians for help. Certainly not every one but more than one and definitely more than once.	1/24/2024 1:00 AM
417	be a place for discussion about how the city can improve infrastructure as well as promote academic growth and exploration.	1/23/2024 10:31 PM
418	creekcrossingstatesmesquitetx	1/23/2024 10:23 PM
419	At our age we do not utilize the library	1/23/2024 8:32 PM
420	Skop	1/23/2024 7:42 PM
421	Have programs for older crowd. My neighbor lady down the street is 88 years old. She knows how to knit. I'd love to learn.	1/23/2024 6:59 PM
422	WE LOVE TO CHECKOUT BOOKS AND GO TO PROGRAMS	1/23/2024 3:30 PM

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423	We totally love the Mesquite homeschool services. We also visit libraries all over the country, and we would love to see improved and expanded facilities. Alief (near Houston) has a neat model, combined with various services like a rec center, playground and other family oriented programs administered through the government like WIC, etc.	1/23/2024 3:17 PM
424	More up to date books Libraries are life line for many.	1/23/2024 1:38 PM
425	The Mesquite Library is great compared to the surrounding area libraries I have been to. One of the few things I love about living in Mesquite.	1/23/2024 12:37 PM
426	I love taking my kids to the library. We always have a great time	1/23/2024 12:22 PM
427	For legal purposes, education and social	1/23/2024 11:31 AM
428	I enjoy using the library for books, audiobooks and for a quiet space. The north branch is in need of a serious update and I would like to see more updated book and audiobooks available at both branches	1/22/2024 10:09 PM
429	NA	1/22/2024 6:23 PM
430	By updating its books and overall look and quality of the experience	1/22/2024 4:59 PM

Q21 Do you have suggestions or recommendations for the Mesquite Public Library? (If so, please specify)

Answered: 343 Skipped: 552

#	RESPONSES	DATE
1	more black children's books	2/18/2024 2:50 PM
2	Please carry all books even the ones that are starting to be banned in schools.	2/18/2024 10:59 AM
3	Have them fix the road in front of the Main Library. It is pretty terrible.	2/18/2024 8:50 AM
4	I love that the library carries a good selection of recent graphic novels and manga, and I would like to see even more new releases!	2/17/2024 4:30 PM
5	Having a way to use your credit/debit card would be nice	2/17/2024 12:32 PM
6	.	2/16/2024 8:35 PM
7	Order more current/new books in Fiction and Mystery. I haven't seen a new one in my favorite series in a long time!	2/16/2024 5:19 PM
8	Nothing specific	2/16/2024 4:30 PM
9	Maybe a monthly reading club	2/16/2024 3:35 PM
10	The new Hot Spots are a very helpful commodity. I believe that more activities involving adults, families, home-schooling, might be helpful.	2/15/2024 8:56 PM
11	Make it really nice and fancy, like the library in university park for the rich people.	2/15/2024 8:29 PM
12	The MPL needs a credit card machine for processing my purchases. The original library has had very few enhancements. It needs more open spaces, more casual seating, a more inviting environment. And there is old, decaying carpet on the walls of a public event room that needs to be removed. https://www.hdrinc.com/insights/five-elements-modern-library-design	2/15/2024 5:36 PM
13	Social Media and update the buildings. Make it a place ppl want to come and hang out.	2/15/2024 5:25 PM
14	Book and Magazine Sale.	2/15/2024 2:13 PM
15	Seems to be a sleepy resource of Mesquite. That takes energy and resource to be recognize, and energize.	2/15/2024 6:14 AM
16	The children's section in the Main Branch Library could be decorated a bit more to make it more friendly and welcoming for young children.	2/14/2024 5:33 PM
17	no suggesti	2/13/2024 2:48 PM
18	See above.	2/13/2024 1:01 PM
19	Finds ways for children to get involved and to be better readers. If possible some days can have tutors to help struggling readers	2/13/2024 12:11 PM
20	Expand audiobook catalog on Libby access. I love it, but often feel the options are limited	2/13/2024 12:05 PM
21	More booktok books.	2/13/2024 9:58 AM
22	Na	2/10/2024 7:19 PM
23	No	2/10/2024 5:29 PM
24	I would like to use the meeting room for cumbias, bachata, salsa and merengue dance Classes	2/10/2024 4:28 PM
25	Love, love the staff at both branches, can't say enough good things about the staff. Would love to see some Genealogy classes, etc. Would love to see Sunday hours as well.	2/9/2024 11:31 AM

Mesquite Public Library Needs Assessment Survey

26	none	2/9/2024 10:50 AM
27	Thank you that there is no late fee.	2/9/2024 10:45 AM
28	More reading areas	2/9/2024 10:40 AM
29	Increase north branch size, lots of land around it to do so	2/8/2024 7:45 PM
30	Thank you to seize today. I'm getting knowledge of your opportunities in this community.	2/8/2024 10:01 AM
31	N/A	2/7/2024 4:35 PM
32	Please expand the books available in the digital library. It would be great to have access to interlibrary loans, too. The ability to access or stream movies or documentaries would be great, too.	2/7/2024 3:23 PM
33	Increase partnerships with schools and recreation centers. Possibly have location near recreation center.	2/7/2024 1:20 PM
34	I have been well satisfied with the Mesquite Library	2/7/2024 9:41 AM
35	Add more to Libby	2/6/2024 4:48 PM
36	Possibly link to other digital libraries to have a larger catalog.	2/6/2024 1:14 PM
37	Update existing libraries please	2/5/2024 5:21 PM
38	I think they are doing beautifully with the resources they have and can flourish with additional funding	2/5/2024 2:31 PM
39	Yes! Redecorate! The place feels so heavy and dated and unwelcoming! Get rid of all the brown. And get rid of old and outdated books. I feel less confident in the books curated collection when I see old fashioned binding or technical books terribly outdated. Spruce up w more interaction. Look at Midland County Public libraries. They have passive interactive experiences for children through displays and adults plus large touchscreen catalog searches everywhere.	2/5/2024 2:29 PM
40	Video games	2/4/2024 3:23 PM
41	Thank you for all that you do! I'm constantly learning about all the resources the library has to offer and I don't have any suggestions at this time	2/4/2024 8:26 AM
42	Make it simpler to borrow library books from other libraries. Add more outlets and sitting areas with larger tables.	2/4/2024 3:00 AM
43	Access to more diverse material. No banning of books.	2/3/2024 10:46 PM
44	No suggestions beyond the survey.	2/3/2024 10:00 PM
45	Have more than 1 or 2 copies of new books by popular authors to avoid extremely long wait times to checkout books.	2/3/2024 8:05 PM
46	It will be more helpful to decrease the printing and faxing cost for us the unfortunate who cant afford a personal computer and depend on public .and it will help us that depends on it thank you and I hope you will take it into consideration	2/3/2024 2:12 PM
47	Please add this library to more online app/databases for people to access digital content. Ex: More things like Libby and CloudLibrary	2/3/2024 7:48 AM
48	We do love outsourcing to other libraries to check out their equipment or space.	2/3/2024 12:12 AM
49	Mesquite does a great job. New facilities would be nice - would probably get more users. Garland is getting new libraries. Mesquite needs a "if you build it they will come" philosophy.	2/2/2024 10:25 AM
50	It would be great to have a branch near my zip code 75181!	2/2/2024 8:30 AM
51	Both libraries are very outdated and they need to remodeled.	2/2/2024 7:02 AM
52	None	2/1/2024 6:05 PM
53	just keep being awesome <3	2/1/2024 4:33 PM
54	n/a	2/1/2024 1:53 PM

Mesquite Public Library Needs Assessment Survey

55	I think the library has made a lot of great improvements over the years, my favorite feature being the new study rooms. I think this area of study tables would be improved and more useful if more had outlets, and if these tables were not right next to the information desk and printers/copy machine, where people constantly need assistance and are talking loudly. It would also be nice to have little nooks and crannies of study tables, chairs to read between the shelves and the walls.	2/1/2024 12:24 PM
56	No	2/1/2024 10:51 AM
57	Programs could also be made for entrepreneurs.	2/1/2024 8:55 AM
58	It could improve more programs for children's under 3 years of age.	1/31/2024 10:14 PM
59	When I was in Bloomington, Indiana, this summer, I saw their library offered residents the ability to check out things they may not have access to at home, including cookware, sewing machines and camping gear. I think something similar could greatly benefit the community.	1/31/2024 8:43 PM
60	Newer, updated, larger facilities.	1/31/2024 5:57 PM
61	Already listed	1/31/2024 11:41 AM
62	Please update lighting with LED for brightness for older customer	1/31/2024 11:03 AM
63	N/A	1/31/2024 7:05 AM
64	Make the staff care more about the rules and implement them more to public .	1/31/2024 6:07 AM
65	Library should not look like a book store - decorate parts of it; one part should look like a Harry Potter environment and you will get lots of kids in there.	1/30/2024 9:12 PM
66	I think the children's section (early education 4-6) is a bit small. Would like to see more books for that age group.	1/30/2024 5:20 PM
67	Maybe hold events or offer for events to be held like card games	1/30/2024 5:18 PM
68	More play aways please	1/30/2024 4:56 PM
69	No	1/30/2024 4:03 PM
70	Connected, at least digitally, to other libraries in the Dallas East area for more resources.	1/30/2024 12:42 PM
71	I would like to recommend a wild flower patch be added to the main library or even a community vegetable garden to aide in showing kids of Mesquite about growing and learning new skills. I would love if there was also a seed library like Mansfield public library has. And i love the idea of 3d printers. Kinda like a maker space of sorts.	1/30/2024 12:02 PM
72	N/A	1/30/2024 11:34 AM
73	.	1/30/2024 11:07 AM
74	No	1/30/2024 9:44 AM
75	Better selection of movies	1/30/2024 8:54 AM
76	The buildings could use some updating	1/30/2024 8:19 AM
77	I would like to have a variety of Spanish books for both kids and adults.	1/30/2024 8:18 AM
78	I know a lot of people having trouble finding jobs, while I understand the library offers job seeker help, would it ever be possible for the Mesquite Public Library to partner with local businesses looking for employees and to host a job fair of some sort? Just a thought.	1/30/2024 12:14 AM
79	Same as above.	1/29/2024 9:53 PM
80	N/A	1/29/2024 8:37 PM
81	For you not to take out books because it bothers a few close minded people. Please have all kind books that help public awareness of our history of silencing the facts.	1/29/2024 7:26 PM
82	More programs for all ages adults, teens and children or whole family events, night outs maybe library Field trips, or city coupon perks for attendants.	1/29/2024 6:33 PM
83	Sundays open	1/29/2024 4:07 PM

Mesquite Public Library Needs Assessment Survey

84	none	1/29/2024 3:46 PM
85	The only change I would make is for there to be Library hours on Sunday, so we could get more done and also be able to come as a family.	1/29/2024 1:24 PM
86	Mesquite Public Library is very user friendly.	1/29/2024 12:47 PM
87	update and more books both print and electronic	1/29/2024 11:14 AM
88	Na	1/29/2024 11:10 AM
89	No	1/29/2024 10:42 AM
90	maybe bringing some laptops for use in the study rooms.	1/29/2024 9:54 AM
91	no	1/29/2024 8:48 AM
92	Please ensure the staff earns a livable wage. Library staff are notoriously undervalued.	1/29/2024 8:37 AM
93	No	1/29/2024 12:39 AM
94	More space and books and audiobooks for learning different languages and cultures for young and old to learn and understand	1/29/2024 12:31 AM
95	Very cool idea to make it into the game with	1/28/2024 10:30 PM
96	furniture and restroom upgrades at the main branch.	1/28/2024 9:49 PM
97	Maybe create/provide core subject classes, or programs for homeschooling. Possibly provide math, reading, writing, and typing tutors during school hours. Also provide more art and science programs. Possibly a science project day, a still life drawing class, or anime drawing lessons, then have artwork hanging/displayed as a small art show. Many homeschool kids never have the opportunity to display their art. Or maybe an art contest, and just come up with a monthly theme and kids can submit artwork that can be showed. The homeschool community has grown so much in Mesquite and I would love for there to be more opportunities for my son and I think the library can really help.	1/28/2024 8:51 PM
98	Highlighting various children's book authors through the year. Monthly children book clubs to encourage kids to read diverse books	1/28/2024 8:42 PM
99	More audible books	1/28/2024 8:39 PM
100	N/A	1/28/2024 8:18 PM
101	I'd love it if there was a way that the online catalog system where we place items on hold, where it would send a notification to the person who currently has the item. If I knew someone was waiting on a book I have checked out, I know I'd be more intentional about returning it quicker.	1/28/2024 7:57 PM
102	I would loved if they held a Spanish class for us wh9 would love to speak Spanish	1/28/2024 7:50 PM
103	would be nice to see Main Library in a more visible location	1/28/2024 4:07 PM
104	Would love for you to showcase your wonderful employees on your website or on a welcome board upon entering....like "Employee or Volunteer of the Month"! It would make for a friendlier atmosphere if we got to know them a bit better.	1/28/2024 4:05 PM
105	keep the good work! Maybe offer a late story time for the working parents' kids (after 5)	1/28/2024 3:28 PM
106	Ignore politics and don't pull books	1/28/2024 3:05 PM
107	No	1/28/2024 2:24 PM
108	No	1/28/2024 1:41 PM
109	No	1/28/2024 12:15 PM
110	No.	1/28/2024 11:38 AM
111	If you have more video games. I can bring my kids too.	1/28/2024 11:31 AM
112	a massive scanner for scanning photo albums please	1/28/2024 10:26 AM

Mesquite Public Library Needs Assessment Survey

113	N/a	1/28/2024 9:51 AM
114	-	1/28/2024 9:04 AM
115	No	1/28/2024 8:15 AM
116	I love the work you do, thank you for serving our community!	1/28/2024 8:04 AM
117	No	1/28/2024 7:52 AM
118	That the library's fault government has too much control over books. Wish it was back like it used to be.	1/28/2024 12:52 AM
119	No	1/27/2024 10:47 PM
120	No. I think the library does a great job.	1/27/2024 9:44 PM
121	More digital material	1/27/2024 9:43 PM
122	Lap tops and computers that can be checked out, makers spaces with workshop space and tools, 3d printing, cameras and microphones that can be checked out	1/27/2024 9:36 PM
123	Love the school connections. However, I feel the library should reachout to the school district and have a field trip to the library set up. Students could then learn about all the services and apply for a library card with parent approval.	1/27/2024 9:11 PM
124	Some of the Dallas libraries have seeing machines. I have libraries in other cities with tool libraries. I would be very interested in these items.	1/27/2024 9:03 PM
125	More books on Ancient history, the Medes, Persians, Babylon, Assyria, Ancient Rome.	1/27/2024 8:06 PM
126	None	1/27/2024 8:01 PM
127	No	1/27/2024 7:35 PM
128	No it is a good one	1/27/2024 7:34 PM
129	Adult learning programs	1/27/2024 7:34 PM
130	None	1/27/2024 7:13 PM
131	Increased social media presence.	1/27/2024 5:38 PM
132	No	1/27/2024 5:34 PM
133	Purchase books to complete series already in your collections. I get very frustrated starting a series and its sequel is not available in the Mesquite system. I sometimes purchase it.	1/27/2024 4:53 PM
134	not at this time	1/27/2024 3:48 PM
135	Continue getting information from the community. Thank you	1/27/2024 3:40 PM
136	More activities for children during evening hours. Arts and crafts, or other fun, sometimes educational activities.	1/27/2024 3:38 PM
137	This probably exists but an online book club forum where you can discuss popular books with online library members. If it's in person you would have to allow multiple people to check out the digital version and I don't know if that's possible.	1/27/2024 3:25 PM
138	I suggest y'all update the website, it is an older user interface and could function more efficiently. I would recommend y'all make sections instead of making people search, ei: health and habits, teen romance, adult romance, children 4-6, 7-9, 10-12,. I would recommend to look at Barnes and noble website interface, and other book websites that can help y'all make recommendations and categorizations.	1/27/2024 2:45 PM
139	Have automatic renewal on books. Wylie Library has this feature. It helps if I can't get to the library on time or can't access renewal online.	1/27/2024 2:11 PM
140	No	1/27/2024 1:50 PM
141	No ideas	1/27/2024 1:36 PM
142	I would love to see more programs aimed at adults, especially those who are looking to make	1/27/2024 1:28 PM

Mesquite Public Library Needs Assessment Survey

	friends or learn something new.	
143	I would love to see a seed Library, a more generalized maker, space/tool library and additional programs and opportunities for programs to be run via the library such as keep Mesquite beautiful, Further collaboration with the schools	1/27/2024 1:24 PM
144	N/A	1/27/2024 1:12 PM
145	Add more audiobooks as well as more comic books and graphic novels and light novels	1/27/2024 1:01 PM
146	Don't allow religious groups to camp out in the lobby.	1/27/2024 1:01 PM
147	Why do you not have a traveling book mobile for people who don't drive much?	1/27/2024 1:00 PM
148	The library is great	1/27/2024 12:58 PM
149	No	1/27/2024 12:57 PM
150	Just really need to be able to pay by debit/credit card instead of cash. No one carries cash hardly anymore. This is very outdated. If I have overdue books, I can't pay because I don't have cash on hand.	1/27/2024 12:32 PM
151	No	1/27/2024 12:26 PM
152	I would like more toddler activities in the evening to accommodate working parents.	1/27/2024 12:26 PM
153	More biographies, more sci fi, less cooking and recipes. I see something that is almost worthless as far as I'm concerned. A lot of writers are doing series books. It's easy for them, their publishers like it. When I pick up a book and see it is a continuation of a series I put it back. Who wants to start in the middle of a series? Often times there isn't a complete series available for the ones I have followed. The books that are rented are mashed together in no order except alphabetically. I have given up looking through them trying to pick out sci fi or non fiction. I read more non fiction now than I used to. I realize this is a small library but the main thrust should be books and there's not a lot of choice in Mesquite. Sometimes I donate really good hardback books and they aren't introduced into the system but used for book sales.	1/27/2024 12:02 PM
154	No	1/27/2024 11:38 AM
155	Children should be able to check out dvds and adults should be able to check out more than 5	1/27/2024 11:28 AM
156	N/a the staff has been great	1/27/2024 11:18 AM
157	No	1/27/2024 11:04 AM
158	Access to newer books online	1/27/2024 10:48 AM
159	No	1/27/2024 10:42 AM
160	No	1/27/2024 10:38 AM
161	More evening opportunities for adults	1/27/2024 10:26 AM
162	Expanding the library system in Mesquite would benefit the significant growth in population in southeast Mesquite that is expected in the near future.	1/27/2024 10:25 AM
163	B upto date	1/27/2024 10:22 AM
164	Get library set up so can have both in person and hybrid meetings in meeting room. Don't make it so difficult to have a meeting in the library.	1/27/2024 10:21 AM
165	Outdoor reading area with WiFi coverage	1/27/2024 10:18 AM
166	Continue to improve the aesthetics of the library.	1/27/2024 10:16 AM
167	same as above	1/27/2024 10:12 AM
168	0	1/27/2024 10:03 AM
169	Build more libraries. The community is growing. Fort Worth has at least 5 libraries	1/27/2024 9:41 AM
170	none	1/27/2024 9:33 AM
171	Update collection with more black authors.	1/27/2024 9:22 AM

Mesquite Public Library Needs Assessment Survey

172	More tv series available on dvd. Also more variety in their manga collection.	1/27/2024 9:17 AM
173	No	1/27/2024 9:15 AM
174	The library here is great	1/27/2024 9:06 AM
175	Na	1/27/2024 8:57 AM
176	Makers space	1/27/2024 8:43 AM
177	Would like to see history of my book check-outs in my online account.	1/27/2024 8:42 AM
178	More programs for children to get involved in reading and story time. My nephews had a fantastic program they went to in Arkansas with weekly children's activities.	1/27/2024 8:31 AM
179	no	1/27/2024 8:25 AM
180	Work with other libraries too get books if they are not in they are location. Order them and make them available at your closest library.	1/27/2024 8:09 AM
181	Would prefer extended checkout times on books. I love to read but don't get much time to do so. I rarely am able to get through a book before I'm forced to return it. Other libraries grant more time before forcing a return.	1/27/2024 8:02 AM
182	No	1/27/2024 7:58 AM
183	Updated facilities with space to accommodate contemporary needs of the community would be helpful. Spaces that allow for group or solo time either reading as a family or by one's self. Updated access to Mesquite's activities by either a billboard or digitally. Perhaps an email and physical newsletter. Common areas.	1/27/2024 7:45 AM
184	No	1/27/2024 7:36 AM
185	No	1/27/2024 7:26 AM
186	Keep up the great work you do!!!	1/27/2024 6:54 AM
187	Dallas libraries have done a pretty good job at implementing great child friendly areas. I would suggest looking at what some of their libraries do and incorporating that.	1/27/2024 6:42 AM
188	They need a much bigger online presence to promote their events and happenings. Unfortunately, we have missed events that we would very much like to attend because we didn't know about them until after they occurred.	1/27/2024 6:40 AM
189	pretty good already	1/27/2024 6:29 AM
190	No	1/27/2024 6:28 AM
191	No	1/27/2024 6:12 AM
192	Reward the Staff every Month for Motivation and Keep a Positive Attitude in their Workplace... Also, Be Happy...	1/27/2024 1:16 AM
193	Begin stocking Blu-ray discs, theological books (all religions, including Christianity), and reduce the bias & censorship that's present against shelving & promoting majority political, theological, artistic, moral, and ethical voices. I believe stocking works by contributors from minority communities are great, but in the Mesquite Public Libraries there is a significant and very noticeable under-representation of works by important (i.e., intellectually significant) contributors from the majority community.	1/27/2024 1:00 AM
194	No	1/27/2024 12:59 AM
195	N/A	1/27/2024 12:57 AM
196	More programs to instruct teens about the latest technological advances	1/27/2024 12:40 AM
197	More study rooms would be helpful. I was very glad to see that the main branch got study rooms, but since there is a limited amount, the duration to book the rooms are only 2 hours if there is a waitlist to use a study room. Luckily I have been able to stay longer undisturbed since other rooms were available but more would be nice!	1/27/2024 12:38 AM
198	A bigger range of books in Spanish and more devices to access internet	1/27/2024 12:03 AM

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199	I would recommendation more hands on communication maybe via camcorder or someone visible to talk, and I also would like to suggest that maybe there should be more books available verses waiting for book to arrive from another library. I think the camcorder would be great method when children are requesting books and other material for them to be able to at least be within the catalog loop. I certainly hope you understand what I am attempting to say.	1/27/2024 12:01 AM
200	Would like to have access to more ebooks. Whenever I search for ebook and catalog says it is available, that is not always the case. Too many times it says 0 of 0 ebooks available	1/26/2024 11:53 PM
201	No	1/26/2024 11:48 PM
202	No	1/26/2024 11:41 PM
203	no	1/26/2024 11:29 PM
204	Table top role playing games, perhaps have miniatures to check out.	1/26/2024 11:29 PM
205	Discount on renting rooms for seniors.	1/26/2024 11:20 PM
206	There could be hobby classes hosted that teaches people how to do certain things such as crocheting, knitting, calligraphy, painting, scrapbooking, etc. don't know if it's allowed but there could be a paint n sip night that could bring in new people.	1/26/2024 11:17 PM
207	N/A	1/26/2024 11:05 PM
208	No	1/26/2024 11:05 PM
209	Needs more cowbell. (I am just kidding. Thank you for everything you do for the Mesquite community, I know I am not the only one who appreciates it. Have a great day, and God bless.)	1/26/2024 11:00 PM
210	N/a	1/26/2024 10:58 PM
211	N/a	1/26/2024 10:50 PM
212	I believe more space is needed in the library for the collections, for private study areas, and group activities. The Main Library would benefit from refurbishing/updating the facility and the landscaping.	1/26/2024 10:50 PM
213	It is necessary and when needed it is there for help, minus Sundays. They should not be open on Sundays.	1/26/2024 10:48 PM
214	See answer to Question 21.	1/26/2024 10:42 PM
215	Offer more services and resources And more content	1/26/2024 10:29 PM
216	Happy with the staff and how it is doing	1/26/2024 10:29 PM
217	N/A	1/26/2024 10:27 PM
218	Please have more kid activities such as story time or arts and crafts for children to participate in.	1/26/2024 10:23 PM
219	No	1/26/2024 10:22 PM
220	Expand the ebook section	1/26/2024 10:14 PM
221	Same	1/26/2024 10:01 PM
222	More books and dvd's to attract our youth	1/26/2024 9:57 PM
223	A young child friend space and more modern book selection would be amazing.	1/26/2024 9:49 PM
224	No	1/26/2024 9:46 PM
225	More movies. More things for seniors.	1/26/2024 9:42 PM
226	Just enforce the "QUITE RULE"	1/26/2024 9:41 PM
227	Improvements/updates to books. I would like to see more current releases at the library.	1/26/2024 9:38 PM
228	More audiobooks (they open an accessibility door for me). More authors who are LGBTQIA, BIPOC and/or female or nonbinary.	1/26/2024 9:38 PM

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229	STREAMING FROM SUBSCRIPTION SERVICES VIA HEADPHONES in library or thru smart phone	1/26/2024 9:37 PM
230	Access to curriculums for homeschooling students.	1/26/2024 9:34 PM
231	n/a	1/26/2024 9:26 PM
232	No	1/26/2024 9:25 PM
233	The North Branch Library in Oates is the best. All their staff is friendly and ready to help. I enjoy coming to the library at Oates. They are kind and friendly.	1/26/2024 9:24 PM
234	Maybe better online movement and better the website so it can be a lot easier to find what we are looking for	1/26/2024 9:22 PM
235	N	1/26/2024 9:20 PM
236	More books and dvds, please! ;) Leas magazines online, bring back the paper versions!	1/26/2024 9:17 PM
237	No	1/26/2024 9:13 PM
238	None at this time	1/26/2024 9:06 PM
239	No	1/26/2024 9:05 PM
240	N/A	1/26/2024 9:04 PM
241	No	1/26/2024 9:03 PM
242	Have more resources for teens	1/26/2024 8:52 PM
243	N/a	1/26/2024 8:52 PM
244	No	1/26/2024 8:51 PM
245	No	1/26/2024 8:48 PM
246	Offer sewing machines and free museum passes.	1/26/2024 8:48 PM
247	Libby and more ebooks	1/26/2024 8:47 PM
248	No	1/26/2024 8:44 PM
249	Coffee shop in the library would attract a new and wider audience	1/26/2024 8:42 PM
250	It would be nice to see the library updated.	1/26/2024 8:34 PM
251	No	1/26/2024 8:29 PM
252	No	1/26/2024 8:27 PM
253	The library is a valuable asset to the community.	1/26/2024 8:24 PM
254	No	1/26/2024 8:24 PM
255	More books	1/26/2024 8:24 PM
256	More events that bring people into the library	1/26/2024 8:21 PM
257	More e-books.	1/26/2024 8:20 PM
258	Please advertise more! Hold more events for all ages and let everyone know, libraries are the only free place to hangout nowadays	1/26/2024 8:20 PM
259	Na	1/26/2024 8:17 PM
260	I think you guys are doing a great job. Maybe adding a coffee machine and a vending machine would be good.	1/26/2024 8:14 PM
261	No	1/26/2024 8:08 PM
262	None	1/26/2024 8:04 PM
263	Updated kids area	1/26/2024 8:04 PM

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264	More educational toys, better play area.	1/26/2024 8:03 PM
265	Thanks for asking.	1/26/2024 8:01 PM
266	N/A	1/26/2024 7:57 PM
267	none	1/26/2024 7:55 PM
268	Get hoopla	1/26/2024 7:54 PM
269	Story time for kids in the afternoon/evening. I work during the day and would love to take my toddler to story time, but they are all early.	1/26/2024 7:53 PM
270	Bring back the monthly craft classes!	1/26/2024 7:52 PM
271	More resources for learning Spanish and learning English	1/26/2024 7:50 PM
272	N/a	1/26/2024 7:48 PM
273	Family bathroom - awkward/difficult to take multiple kids into a restroom facility with other people.	1/26/2024 7:48 PM
274	Limited hours on Sundays	1/26/2024 7:46 PM
275	New Louis L'Amour books edited by Beau L'Amour	1/26/2024 7:44 PM
276	N/A	1/26/2024 7:44 PM
277	No	1/26/2024 7:42 PM
278	add more manga	1/26/2024 7:40 PM
279	Hoopla integration would be neat	1/26/2024 7:40 PM
280	No	1/26/2024 7:38 PM
281	You have probably every John Grisham book ever written, but he is not my preference. I love Johanna Lindsey and she wrote 20+ books when she was alive but you only have 5 or 6. I have tried to branch into other authors like her, but to no avail. We have gobs of murder and sci-fi, but not much romance unless it is marked Christian (which I do appreciate) but not looking for inbetween Christian and x-rated. A little spice, but not over the top. just a little more variety.	1/26/2024 7:37 PM
282	Na	1/26/2024 7:35 PM
283	I would love for them to get more urban fiction books.	1/26/2024 7:35 PM
284	Not really	1/26/2024 7:35 PM
285	Help with logging onto sites and creating accounts, i.e. filing taxes online, using adobe, simple accounting software, suggesting sites for creating a web page. Offer training on certain software. The community colleges offer this training, called continuing ed, but it costs money. I didn't know you had a 3D printer, or that you offered audio books and digital streaming. You have to get this info out to the public. No one thinks of the library when needing these services. Try the Mesquite News or list services in the water billing. You could focus on just one service each month and how it has helped a specific person, explain the need and focus on its solution (s). For instance, a student needing help with graphics for a school project, or reference materials for a report...creating a news letter or birthday card. You may already have this, but you could offer (at a discounts) SD cards or thumb drives to save their materials on after they created it at the library. Dropbox offers free accounts. You could show them how to upload files from the library to their Dropbox account to view anywhere they have access to the internet. You should have more focus on marketing that the library is a place to explore more than just books.	1/26/2024 7:35 PM
286	More ebooks and making your online catalog more user friendly.	1/26/2024 7:31 PM
287	Social media campaigns to encourage signups for a library card. Remind the public about all the resources available.	1/26/2024 7:31 PM
288	Make sure you have all books of a series	1/26/2024 7:28 PM
289	Nah	1/26/2024 7:27 PM

Mesquite Public Library Needs Assessment Survey

290	We are thankful for all the librarians there and the programs they offer. It would be wonderful to see more kids programs for babies & toddlers. We go to story time every few weeks, but a baby music time or toddler friendly crafts/activities would be awesome.	1/26/2024 7:27 PM
291	n/a	1/26/2024 7:26 PM
292	More Christian books that are labeled. Especially new books and books that travel from another library. The main library is good at putting a sticker or label on their new books.	1/26/2024 7:26 PM
293	No	1/26/2024 7:24 PM
294	No	1/26/2024 7:23 PM
295	No	1/26/2024 7:22 PM
296	No	1/26/2024 7:20 PM
297	Nope	1/26/2024 7:19 PM
298	Not at this time	1/26/2024 7:18 PM
299	No	1/26/2024 7:17 PM
300	No	1/26/2024 7:17 PM
301	I would love to see 3-D printers, a makerspace, and a crafting or sewing area would be so cool.	1/26/2024 7:16 PM
302	I suggest to invest some resources on giving people access to Linked-in learning courses.	1/26/2024 7:15 PM
303	Not at this time	1/26/2024 7:14 PM
304	No	1/26/2024 7:13 PM
305	Opening earlier and being open on Sundays would benefit me greatly.	1/26/2024 7:11 PM
306	More art , space , programs , more color !	1/26/2024 7:07 PM
307	More books (audio) on Libby!	1/26/2024 7:07 PM
308	No suggestions!	1/26/2024 7:06 PM
309	Update the appliances	1/26/2024 7:05 PM
310	Bring back the north branch book club	1/26/2024 7:03 PM
311	Larger online presence and maybe book clubs held for different ages. Example: young adults/ 20s and 30s	1/26/2024 7:00 PM
312	N-A	1/26/2024 6:53 PM
313	Add more international books as well	1/26/2024 6:43 PM
314	Maybe more audio book selections via Libby.	1/26/2024 6:40 PM
315	See previous	1/26/2024 6:39 PM
316	More book fairs and encourage people to donate books	1/26/2024 6:31 PM
317	A new library near heartland would greatly benefit the community - we currently have no meeting spaces/in person resources	1/26/2024 6:26 PM
318	More books on cd	1/26/2024 4:57 PM
319	A space for kids between the ages of 1-5	1/26/2024 4:30 PM
320	It's a great service and could do so much more!	1/26/2024 2:22 PM
321	Update the interiors	1/26/2024 1:13 PM
322	Na	1/26/2024 11:41 AM
323	Not at the moment	1/25/2024 2:26 PM
324	N/a	1/25/2024 11:44 AM

Mesquite Public Library Needs Assessment Survey

325	The only issues I have noted were questionable people sometimes loitering in the entryway area of the North Branch library but that seems to have been addressed.	1/25/2024 10:09 AM
326	Maybe have more clubs or meetups during the day.	1/25/2024 8:05 AM
327	having a stronger social media presence to reach out to youv adults and partnering up with local nonprofit, and providing a third space for tweens/teens with programs can increase the number of people visiting libraries.	1/24/2024 10:35 PM
328	Have a space at the mall for a library.	1/24/2024 9:10 PM
329	The staff is always friendly and helpful, but the building is so old. Trash cans everywhere to catch water leaks. Wish it was bigger.	1/24/2024 11:32 AM
330	Answered in question 20	1/24/2024 9:52 AM
331	More reading challenges, not just summer reading. Look into the library of things and maker spaces.	1/24/2024 9:37 AM
332	None	1/24/2024 1:08 AM
333	No	1/23/2024 10:23 PM
334	We do not utilize the library	1/23/2024 8:32 PM
335	More bilingual books in children's section	1/23/2024 7:42 PM
336	Have some librarian suggest books to kids. There are some gross library users. Watch and be wary of the creeps. Take care of the patrons. The library should be a safe place for everyone.	1/23/2024 6:59 PM
337	ACCEPT CREDIT CARDS	1/23/2024 3:30 PM
338	We would love to see the level of support for our library facilities that the police station saw several years back. The ability to plan a playdate with coffee, snacks, and a playground or splashpad centered around one parking lot would be fabulous.	1/23/2024 3:17 PM
339	More takeaway electronic books for elementary aged children would benefit my household.	1/23/2024 12:37 PM
340	Everything seems in order and good.	1/23/2024 11:31 AM
341	More updated books and audiobooks. Update the North Branch.	1/22/2024 10:09 PM
342	NA	1/22/2024 6:23 PM
343	Open more hours on weekends, availability of electronic equipment to check out	1/22/2024 4:59 PM

Appendix 3B3
Focus Group & Stakeholder Interview Notes

Overall Community Responses

Over the week of November 13th through the 18th, the Mesquite Public Library scheduled a series of Focus Group discussions and individual Stakeholder Interviews with members of the Mesquite community. Godfrey's Associates, Inc. Library Planners & Consultants moderated each of those forums and routinely asked participants to respond to five questions:

- 1 What are strengths of the Mesquite community?** Describe attributes that make Mesquite a vital place to live, work, and play.
- 2 What are challenges the community of Mesquite faces?** What issues does Mesquite struggle with.
- 3 What are strengths of the Mesquite Public Library?** What specific characteristics should the Library promote and/or build upon.
- 4 What are barriers & challenges for the Mesquite Public Library?** What issues need attention in order to improve Library services in Mesquite.
- 5 What do other libraries have that Mesquite could have?** A wish list of attributes that the Mesquite Public Library could accommodate with enough space and/or funding.

Responses for all meetings were aggregated, which are summarized on the following pages. The Consultants recognize that these comments are the opinions of the participants and do not necessarily represent factually accurate statements. Nonetheless, perception can be reality for some.

Strengths of Mesquite

Responses to the first question were numerous. Specific attributes mentioned most often, followed by corresponding details were:

- A diverse, yet cohesive population.
- Schools and the public school district.
- Location within the Dallas/Fort Worth metroplex.
- Downtown development.
- Growth of the city.
- Parks and recreation facilities.

Diversity. Now with a visibly growing diversity – Mesquite used to be predominately Caucasian but is now diverse in race and income. People (library customers) are nice, participating in community involvement. The City Council is forward thinking and on the side of the citizens. The recent 2023 election diversified City Council. Mesquite has a small town feel, with strong ties in the community. Residents can depend on their neighbors – needs are met by pulling together. Sharing Life provides gap services, MPL opened on a Sunday to register people for FEMA relief during the big freeze.

Schools. Mesquite has good public schools. Mesquite Independent School District (MISD) implements early childhood programs before school enrollment, such as the Day You Were Born books and Read Play Talk for early learners. School kids of all ages volunteer, and high schools graduate a large majority of their students. Mesquite loves their kids – little league, peewee football. Vanguard High School is a trade school where students have jobs awaiting them after graduation. Eastfield College is considered a valuable resource.

Location. Mesquite enjoys its close proximity to Dallas without the big city problems. The location is convenient to the larger DFW Metroplex, at the crossroads of Interstate Highways 635, 20, and 30, plus US Highway 80 and the future-expanded 190 toll road. Town East Mall brings people into Mesquite from out of town.

Downtown. Mesquite has a homey feel downtown, with a local Farmers Market operating from April to November? Downtown is being redeveloped with new businesses in area with Chamber of Commerce, new Executive level Housing and senior housing + approved affordable family housing, Front Street Development downtown.

Growth. Mesquite's population is growing due to lower home prices. "The city is expanding like a pregnant woman giving birth." More businesses are moving here. The city is growing upwards because almost out of land in the north end. New development and future growth opportunities with extended Highway 190. The new Rodeo development makes in multi-use – adding a minor league soccer franchise and Iron Horse Village behind the Arena, with the Rodeo as focal point and Polo Ridge nearby – including walkable restaurants and the existing Convention Center but lacking adequate parking for dual events. Undeveloped land is more abundant in south Mesquite than most places. Residents support local business.

Parks & Recreation. Mesquite has decent Parks. Recreation/Senior Centers answer my questions as a resource. The Arts Center is a resource. Mesquite has lots of amenities for a small place – with easy access to City services – and historic houses maintained by the Historic Society. Christmas in the Park, where the Library reads stories, and an Easter event both have good attendance. The Parks and Recreation Department holds camps that provide a form of child care, in essence.

Challenges

Specific issues mentioned most often were:

- Vehicular traffic and road conditions, specifically road repairs and construction.
- Low-wage jobs and employment limitations.
- Lack of mass transit.
- Limits on access to services.
- Language barriers and a lack of representation of the Latino population, particularly Spanish-dependent residents.

Mentioned less often were crime, homelessness, and empty parking lots at out-of-business stores. Details of the more common responses follow.

Traffic & Roads. Traffic, old roads, and repairing road construction projects are constant. The City of Mesquite's budget is low and cannot keep up with infrastructure needs. To make up time lost to traffic and road construction, drivers speed down residential streets and run stop signs. Sidewalks are too narrow, no place for kids to ride a bike or play in the yard without worrying about traffic. There is a lot of street parking in residential neighborhoods with multi-car families – which hampers emergency vehicles and causes conflict among neighbors. The City needs to invest in walkability and less cars.

Low-Wage Jobs. Traffic is compounded by population growth that is partially due to new 3-story apartment complexes, with the low cost of housing attracting lower-income workers. So, there are not enough living-wage jobs in the city – only service and retail. With Mesquite not being home to enough jobs, it leads to 45- to 60-minute commutes sometimes. Low wages for City employees means Mesquite cannot afford to recruit best and brightest to City government. City leadership has been too old-school in their thinking – allowing no tiny home developments or other higher density housing per zoning, so, there is not enough affordable housing.

Transit. Because Mesquite voted out of DART, no public transport is a challenge. And there is no extensive mass transit or transfer point to DART. There is a need for better public transportation to get lower income residents to support services. The only current solution is the Star Transit system, which provides rides by appointment. The Star makes a library stop but it is infrequent.

Limited Access to Services. Mesquite is basically a bedroom community, so long-trip commuters do not have time to get to the Library, which often closes before they get home – and which is also true of most city services. City Code Enforcement and Water Meter Teams are busy reacting to citizen code ambassadors – coupled with old city housing and roads.

Public transportation is an issue because there is no way for people to get out of Mesquite and not enough to do easily when they stay. There is a need to attract younger families with more entertainment venues. There are no grocery stores in South Mesquite, and limited other services. There is no city-wide Wi-Fi. No public telephones at the Library results in lack of communication. There are no homeless services in Mesquite.

Language Barriers. The Spanish-speaking population is not represented on City Advisory Boards. The language barriers are not limited solely to Spanish – an include sign language for the deaf and to a lesser degree, the languages of India, the Middle East, and Africa.

Miscellaneous Challenges. Mesquite is suffering from growing pains. Homelessness – in community and at Library – is mostly due to mental health issues. Library staff need to accommodate library visitors with homeless and mental health issues due to the Main Library's proximity to the Hospital and Police Stations. There is more crime (vandalism, graffiti, vehicle break-ins) than in the past, possibly amplified by social media.

Strengths of the Library

The third and fourth questions focused on the Mesquite Public Library System. Specific attributes mentioned most often:

- Free or low-cost services.
- A good array of services.
- Friendly, helpful staff.

Free/Low Cost Library Services. The Library is free to the public. There are no late fees – customers are good about returning items borrowed from the collection. Scanning is free, and there are no Interlibrary loan fees. Study rooms in the Main Library are free and very popular (but not sound-proof) and require manual sign-in at the Reference Desk.

The Library provides free Internet and computer access. LibraryShare gives library cards to all MISD students regardless of their city of residence. Free programs should attract lower income people – more would attend if better advertising. The cost of faxing and printing is low.

Good Array of Services. The Library hosts good kids programs – lots of Lego Clubs. Storytime attracts young families – first-time kids get so excited and engaged with their parents, grandparents, and other kids. I always bring my granddaughter to the Library. They turn the meeting room into a Playroom for Library playdates. There is a nice summer program for kids, with puppets, a juggler, and zoo animals – always packed – might need to offer a more year-around schedule. The Library has a partnership with MISD's Read Play Talk.

A bulletin board shows upcoming events. Good adult programming at the Library – adult and kid book clubs are growing – and my book club is well attended. I like to see people return to the Library and stay.

The book selection is good and some items are available fast, but there can be a long waiting list for other items. In the New Stuff section – I love to read – it is easy to find new books, geared to seasonal changes such as Black History Month, etc. The Main Library has a great Genealogy center – clean and well maintained, with lots of items in the collection. The reading area is nice. The book sale is nice, with low prices. The Library is clean, including the bathrooms.

The variety of offerings is really good – computers, helping get homework done, filling out job applications. Book-a-librarian is a popular and effective service – especially in computer literacy – one-on-one learning without pressure. The Mesquite Library plays to its strengths, such as computer support for novices. The Help Desk (not Circ Desk) is exceptionally helpful. There are amazing online offerings – online ordering and curbside service. Disseminating information is the main thing the Library does.

Helpful Staff. Library staff are compassionate to customers – they go beyond the minimum to provide good service – with customers returning. There are Spanish-speaking staff, but not enough. Staff does everything they can to provide the services needed – sometimes paying fees for customers– helping to find books or solutions. The staff meets customers' needs in creative ways. Flexible in adapting to various library activities, staff are encouraged to bring kids into the Library. Staff are friendly, personable, hardworking, and are inventive – everybody pulls together to pitch in and get things done.

The Children's staff are attuned to autistic kids – sensitive to their individual needs, creative and efficient in use of funds – pencils and low tech works well with kids versus high tech. The Library staff does a good job – they are welcoming, which comes from the top. Library management fights for the Library – to make it an accessible place for customers, especially the less congenial. MPL staff swept State Fair Big Tex awards within the City (a sequel video will be out next year).

Library Barriers & Challenges

Specific attributes mentioned most often:

- Marketing to get people to attend.
- Limits on existing space and/or facilities.
- Lack of current technology, such as alternative payment options.
- Lack of Spanish-speaking staff and/or services.

Marketing the Library. There is a widespread lack of knowledge about MPL. People do not know about the Library – city residents do not know where the Library is or what the Library does. Many people, including educators, don't realize that Mesquite has two libraries or library hours. The Branch location of is close to Dallas – drawing out-of-towners. Some think the North Branch is in Dallas or Garland, and because it is in Dallas County it should provide reciprocal use. There are big signs at Rec Centers but only street signs for the two Libraries. A lot of people don't think the library is necessary. Some people do not feel they need the Library once they learn about the Internet.

There is a need to market what is offered at the Library – a need for a social media presence – not City- but Library-originated. Communications are hit and miss in posting notices and/or running a dedicated Library Facebook page (good Facebook management includes programs, author birthdays, other intriguing items). The Library needs a marketing department/person – there is internal marketing, but not external. City staff do not know what Libraries do.

“The City's website is an affront to websites.” Marketing content management is critical – the Library needs a person dedicated to content creation. The Mesquite ISD radio station is not City-owned but has been used to broadcast Library public service announcements (PSAs) in the past. There is a big gap in ages of usership – need to capture customers from successive generations – need a facilitator to entice people to the Library. We need to try new things, advertise through MISD communication network.

The Library needs to build community relationships/connections – outreach – but the schools can be problematic to work with. “If I were the Library Director, I'd change the definition of the role of the Librarian – putting themselves out of the building to make the Library relevant to the community, businesses, and elected officials. Go where the people are – go out to meet the community. Reaching out to the community is critical. To be allowed to get out of the building, MPL needs enough staff to get out of the building, which is both a political and finance issue. Discussion on how to create time and space to get outside revolve around staffing policy – especially if it goes beyond the open hours.

Lack of Funding. City funds are limited, customers are sent to Library for help. City services are stretched thin – non-resident users pay \$25.00 fee, inundated by Forney residents and \$1.00 computer use fee. There is no 4B funding for the Library, nor partnership with Parks and Rec. The Library's entertainment budget provides most of the funding for Summer Reading Program.

MPL needs funding for an Assistant Director and more staff and resources but cannot get them without evidence of usage.

Lack of Current Technology. Lack of modern technology, library staff must be creative – thinking out of the box. The City is not up-to-date with technology – we are always two steps behind. The Library is required to support other Departments. There is no social media, so, library customers are uneducated about how to use the library or technology. Some customers think they can do everything on their own device.

The Library cannot offer computer classes. There are not enough computers for staff, no color printing, color copiers at Main Library only? scanning has limits when attaching to email – extra steps are needed. Scan/fax/print/copy is done by multiple machines – not one multi-function machine.

MPL does not take credit/debit cards – cash and checks only, etc. The City does take cards, but for a fee. Some customers do not carry cash or checks – the Library does not carry lots of cash to make change – need ATMs in libraries – people do not want to leave to get cash and come back. Old computers need an upgrade in equipment and/or IT help staff. There are no web cams in MPL facilities, so they cannot provide Zoom meetings. There is a need for more access to eBooks. City IT creates MPL's Technology Plan. Where are there redundancies? What can be automated?

Limits on Space & Facilities. Lack of space inhibits provision of service. Libraries buildings need to be inviting, MPL needs to be creative with use of existing space because they cannot meet the needs of people with only two library buildings. Multiple uses for all library spaces – think about how spaces are allocated. There is a need for Makerspaces with citizen teachers. The Library should loan DIY tools, have classes in nursing, etc.

The Libraries have limited table seating. North Branch is loud with reverberation – needs study rooms like Main (or better). Unsafe entrances and exits, inconsistent hours (Main versus North Branch) – staff have to wait for full-time staff to open doors to enter. Open carry guns are allowed. There is no paging system library-wide. More staff development time is desired.

Need a new building or renovation/expansion – MPL are the oldest library facilities in the Metroplex, need to modernize MPL's Code of Conduct – no coffee allowed, etc., need a quiet study room, need more space. Need bigger staff.

Need a real Teen area. Teen Night at Rec Centers. The Library needs a separate Teen Room behind glass. The noise is not a problem for Librarians, but for the community. Important to create quiet spaces throughout the library.

The lobby in the Main Library inhibits awareness of what the library – something that is apparent when you walk in – missing an opportunity to let people know what the library has. need items arranged for easy access.

Discussion revolved around using meeting rooms – policy, limits of furnishings, sound, etc. The Library is a 3rd place but where do we put people? There is a need for more open space in the Library – with the ability to move shelves out of the way temporarily for large gatherings. What is the feeling of the Mesquite Public Library as community center? What are the connections and who are the facilitators in the community? Who is responsible for making those connections?

HVAC controls are centralized and do not always operate properly for user comfort in the Main Library. Pot smoking customers exacerbate asthma of staff members. The backdoor at the North Branch leaks when it rains, and buckets are used to catch roof leaks at the Main Library. Security cameras in parking lots are needed. A number of facility improvements are needed now. The Library needs a full-time Custodian.

Language Barriers. There is a need for translation services or bilingual staff – based on an awareness of the many languages spoken in Mesquite. Language can be a barrier. For example, Library terminology does not translate into Spanish well. There are not enough Spanish speaking staff to serve Spanish speakers at the Library. Part-time bilingual library staff are not enough to meet current needs. Spanish language customers and others thought there were fees or ID required to access Library services. And Spanish computer help is needed.

What does the State Library offer in Interlibrary Loan (ILL) of foreign language materials? Can MPL go to the cultural groups to ask them to do a program, a class, or help with language materials? What role should MPL have with the variety of cultures? Does the library become a cultural center? What are the barriers to being a cultural center?

MPL competes with Walmart and Home Depot for programming – as well as kids sports. MPL could hold a Job Fair but cannot compete with WorkForce of Greater Dallas. Staff development is not by department, fostering poor communications.

What Other Libraries Have That Mesquite Could Have

Specific attributes mentioned most often:

- **Broad Array of Services**, such as a dedicated Teen room for hanging out – with adults not allowed after 2:00 PM, stuff for younger families, after-hours programs, small business support, comfortable reading areas, zoo and museum passes, programs for ages 28 to 45, shelving with backstops, and a Library booth at the Mall.
- **Access to Technology**, including but not limited to laptops and tablets for check-out, computers with cameras, and makerspaces for robotics with 3-D printing.
- **Safety & Security**, including better exterior lighting, security cameras or parabolic mirrors, an emergency operations plan and manual, CPR training, a rack for coats donated to the homeless (scarf and gloves too), working automatic doors that allow people to enter before the doors close on them, and sharing a Custodian with other facilities – mornings at each Library – afternoons at other buildings.

Spanish Speaking Community

Godfrey's Associates met with a group of bilingual individuals to discuss how Mesquite Public Library (MPL or the Library) might appeal to segments of the Hispanic community that are not currently using the Library. The conversation included the following:

Sixty percent of the children in Mesquite public schools are Latino. There is "nobody to help kids culturally" in schools or in the Library. MPL is not inviting – there is nothing visibly cultural inside. Library staff could instill more of a family/community feeling by positioning Spanish-speaking greeters at the front door and Library staff wearing "Habla Espanol" buttons. Bilingual signage is needed, but too much signage can be counterproductive.

What kind of cultural events do they see being hosted at the Library? It would be nice to see the Library hold lectures, film screenings, classes on Medicare and Medicaid – any program to get people in the door. Draw in families with children's programs – even bilingual – and technology for youth and younger generations. The Mesquite Art Center attracts lots of customers, possibly because the Director live-streams event announcements. TikTok book reviews in English and Spanish could be very effective.

Library Outreach. Hispanic organizations reach the community by calling, email, and text – all three methods are necessary. They suggest the Library explore outreach services – being proactive by going out and meeting the community where they are comfortable. There was no known outreach by the Library or Spanish-speaking Friends of the Library, but the Friends have been seen with a presence at the Farmers Market. The Library should participate in activities such as Cinco de Mayo, Christmas in the Park, and the Martin Luther King Parade – where kids dressed as their favorite book. Noche de Fiesta has booths or tables. Eastfield has Fairs where the Garland Public Library had a table.

The Library needs to be at Job fairs, all community events, parades, and El Rio Grande Latin Market. Hispanics will take items handed out at events because they are interested in what they can get out of investing their time, e.g. give certificates for attending programs. Holding a regular Library Open House on Saturday afternoons would be a good time to attract Hispanics – with some events offered in Spanish only. More hours open are needed for families on Sundays. Food attracts people. Mesquite Police host a monthly Coffee Hour with residents, which was said to be very popular.

Library Marketing Media. Suggested outlets for advertising MPL in Spanish included Facebook, local television Channel 23 Univision and Channel 39 Telemundo, and Spanish radio stations 94.1 FM and 107.9 FM.

Attendees included the President of the Texas Chapter of LULAC, the President of the Hispanic Forum in Mesquite and one member of the Hispanic Forum. LULAC started in Texas and is a national organization. To have the President of Texas LULAC at the meeting was important and she seemed very friendly with the Library Director.

All attendees went to libraries as children, were read to by their parents, and love libraries to this day. Each attendee supports MPL and wants to help the Library reach their communities so residents can benefit from library services. They preferred the meeting was in English.

Local Educators

Godfrey's Associates met with a group of local educators to discuss how they might work together with Mesquite Public Library (MPL, or the Library). The group included representatives from:

- Mesquite Independent School District (MISD), with 52 campuses.
- Trinity Basin Charter School. the newest member to Mesquite (circa 2020).
- Dallas College, seven independent campuses became one entity.

The conversation included the following:

Strengths of Mesquite. The sense of community is strong. Families are hardworking. Children qualify as low-income, but most families do not look for free services – they work hard to allow children to be successful. Parent engagement is good. Student clubs partner to help with childcare or provide service hours. The partnership between the MISD and City works well together in how they get along. MISD and City are working to have city-wide Wi-Fi.

Mesquite Public School Strengths. MISD offers health care screenings and literacy classes for parents three times a week, serving approximately 120 families. They offer childcare during programs for ESL parents, with a waiting list for parenting and health classes. MISD also offers free Wi-Fi and shares other resources. They partner with the Library, but a lot of what libraries do traditionally, MISD offers – they see a need and we have a captive audience in their student body – and their parents, to some degree. MISD has newer buildings.

Charter School Strengths. Trinity Basin partners with organizations such as Consilio for literacy classes. Communication with parents is face-to-face, handing out fliers while parents wait to pick up their kids.

Dallas Community College Strengths. Learning Commons: a Library HUB partnered with college IT department help – now called the Knowledge Bar – creating spaces for tutors in library and for parents to bring children if needed. Dallas College has built partnerships with the City of Mesquite and Mesquite Chamber of Commerce, opening a pool for the community. Dallas College has books available in Spanish and a popular collection. Programs: College uses the same book for a 2-year intense experience.

Challenges in Mesquite. Many organizations are offering programs and classes but lack effective marketing – families don't know what is available. Apathy from the community has gotten worse since COVID. People are now used to staying home.

Advertising: MISD uses social media and pushes to parents' phones – to ensure that parents get the necessary information. MISD has started paying to post on social media. Dallas College uses all the traditional methods too – all communications and advertising are bilingual.

There are many Hispanic families here who have a hard time finding resources (uniforms, food pantry, classes for ESL families, tutoring, parenting classes – all need childcare to allow attendance). Childcare is a challenge – anything that parents need to attend also need to have childcare available, which is costly.

MISD Challenges. Keeping English language high schoolers in school, as the dropout rate is high. One solution is to offer career jobs for students to see future careers. Marketing to reach out to families:

- In district.
- ESL – Facebook.
- Radio Spanish/English.

Charter School Challenges. Getting uniforms for families, food for students, and child care for parents. ESL classes are needed, and the Spanish book selection is limited. Charter schools have a bias from the public schools.

Dallas College Challenges. Some disconnection with their libraries. Childcare support for students with children is a need.

What can the Mesquite Public Library do? The Public Library is needed for lifelong learning along with public schools, charter schools, and the community college. The Library needs to get those people involved in lifelong learning voluntarily so they will continue to attend. Summer programming is great but struggles from August to May. Adult programming is also needed. There are also food pantry and hygiene needs.

MPL might be the go-to spot for homeschooled students. Homeschoolers need access to special ed, band, sports, but not registered with the school district. Bilingual books are needed. First-year kids who come to American high schools often need to see careers in their community – which could become a high school program through service clubs. MPL can offer loaning hotspots and laptops to take the onus off of the College.

What is the mechanism to avoid duplication? How do we ensure that everyone benefits from the variety of services? To be successful the whole educational environment needs to be regarded as a “learning commons” – a *Mesquite Learning Commons: a cooperative group that embraces education in partnership to avoid duplication, communicate with families, and help each other to meet the needs of an educated community.*

Friends of the Library (FOL, of the Friends)

The Friends hold April and October book sales at the Main Library in the meeting room, along with everyday sales in the Lobby. Inventory is stored at Main. FOL provides funding for library extras – summer reading materials, technology, shelving, support for Outreach events. FOL membership is approximately 250-300 – some lifetime and some annual. Membership dues are \$2.50 to \$10 annually or \$50 to \$100 lifetime. Members get early access to book sales. There are 20 active members, with an advisory board of nine. Amazon community rewards and non-profit donations chosen by random folks. The Friends might consider other activities to raise funds. Advocacy at City Council involves emailing Council members who forward events to their constituents and attending staff recognition events at Council meetings.

Historical Association & Genealogy

The Genealogy group, formed in the 1960's and only known in Mesquite, is a small group, struggling to come back after COVID. They eventually went online, as the greater genealogy community has gotten used to everything online. Now, the Mesquite group is going hybrid and wants to continue to do so, as they really need to meet in person. They need to get help with technology and perhaps find larger meeting rooms. Their mission is all about education: how to preserve history and how to do genealogy.

The Library provides hardware, but Genealogy group needs a knowledge base to hook up the correct technology required to have a quality meeting with speakers in other states, presentations, and the right kind of sound. They have discussed this with the Library Director.

The Genealogy group does not want to “burden” Library staff or the Director with research needs. They question if the Library has staffing at the level needed – there is not tech staff in the Library – City IT staff can support Library staff but not with the public.

The Genealogy group has Board vacancies, asking for volunteers but with no responses from their email lists. There have been no person-to-person appeals for the open positions. They hope to get some younger members. Historic Mesquite is planning mixers in 2024, which will be opportunities to meet others and cross-pollinate with the Genealogy group and others.

Ideas: They are currently working on their website. Ancestry.com and Family Search are helping form local groups. Community Photo events are intended to copy photos, put them in the Library, do displays, and get members. They will consider using graduate students for special collections and library students to help digitize and maintain clipping files, photos, etc. Genealogy programs for teens or children – looking at your parents/grandparents might attract young people. They will consider partnering with schools to create such a program. There is no shortage of ideas – the issue is capacity of people.

Collection: There used to be a Genealogy Librarian who sat at the collection. Now a part-time Librarian is not dedicated to genealogy but is a generalist. The current setup does not focus on genealogy, it's geared toward general reference. The Genealogy area is removed from significance by its location – no space for programs, so not drawing people to the Library. Historical photos are online, but there is no one to manage those collections. Newspapers are not digitized for the portal anymore.

Q: how often do you use the collection in the library? The Library doesn't have enough materials on-site for their research, they go beyond this collection. There are local history books available in the Library collection.

The Genealogy teaching/presentation that the Library used to do cannot be done by outside volunteers. They were told the program must be done by a City employee. A volunteer was told that the PowerPoint was copyrighted, and they could not use it.

The Genealogy group would like to support the library in its genealogy effort, but don't currently have the resources. They hope a volunteer can help with shifts at the Library.

Is there interest in repurposing County Buildings? Do we need to expand into a separate, dedicated space and create a separate collection? If the City would also invest resources and people, that would be great. There are some good Texas examples of genealogy libraries, such as the Clayton Branch Library of the Houston Public Library system.

The Library has only so much money, only so much staff for operations. The City has let us down: long-standing discussion about a new building and the amount of a budget. It was noted that the Teton County Library in Jackson, Wyoming was exceptional. Other small cities have their own, stand-alone genealogy organizations.

What does Genealogy ask?: To have a dedicated library staff person to highlight something new in the monthly newsletter. To have a technology person to help with their hybrid monthly meetings – Zoom and in-person. To help get advertising out through the water bill, social media, or Library a newsletter. Current issues include:

- No technology assistance.
- Good collection but no programs or staff.
- The Genealogy Librarian was helpful until she left, now no one is knowledgeable.
- A need to reach out to younger generations with programs.
- Other ideas floated: investigate State Library genealogy resources? Video histories?

City Government

Over the week of November 13th through the 18th, Godfrey's Associates met with several individuals employed by the City of Mesquite to discuss the community and the Library. Common themes that emerged from those conversations included:

- **Growth** of the city.
- **Future Goals** to foster smart growth in all areas.
- **Demographics** of the city.
- **Community Engagement** strategies.
- **City Governance** and its strengths and challenges.
- **Education** in Mesquite, dominated by public schools.
- **Library** needs and trends.

Growth. Mesquite's location close to downtown Dallas is a strength, with an undeveloped land mass for residential and mixed use. Over 10,000 new homes are projected in southern Mesquite developments like Soltara in nine years. Southern growth results in lots of driving – 30 to 45 minutes' drive time – the South needs a Branch, but a Highway 190 extension is coming. As of 2023, the south side is barren of City of Mesquite government resources, and in need a large, interactive library. Grocers won't come to Mesquite, though City is trying to attract them. Town East Mall is a partnership.

Ashley Furniture is biggest private employer in town – a leader in manufacturing. General Dynamics and Canadian Solar are new employers. A well-trained labor force is big need, with a goal of \$55,000 entry level jobs being brought in to Mesquite. Attracting business is cyclical, with some projects are awaiting financed before being announced. Mesquite can be selective.

Future Goals. Currently, only 20% of residents work in Mesquite, so, there is a need for people to be able to live, work, and play in the City. The plan is that in 10 years, Mesquite will have more live/work/play opportunities with better paying jobs. The City seeks to study the four geographic areas of Mesquite – North, Central, South, and Kaufman County, with 4,000 to 5,000 homes in future. A housing study will be made public on December 4, analyzing mixed-use affordable housing and new housing models – tax credit requests are gaining interest. Affordable housing for mixed incomes works well in Arlington. Lack of Spanish-speaking staff and/or services. A major City goal is to hire bilingual employees – with coordinator now in place to facilitate hiring.

Demographics. Mesquite's typical demographic profiles do not use libraries – particularly Hispanic and African Americans. Mesquite Hispanics say they are not heard but there is mistrust with government. The City needs the trust of the Latino community and must engage the community, so they feel involved. The Mesquite Police Department (MPD) has a Spanish-speaking outreach group – which could be held in the Library. Cinco de Mayo and the Day of Dead are big programming opportunities. There is a need to penetrate the African American community as well. The City is still adapting, with no large success yet. The Library excels at building trust in information sources and should speak to everyone in the community, across all age groups.

Community Engagement. The same people attend every Town Hall meeting. Engaging Hispanics is key to the future of Mesquite, so marketing strategies will be key. Misinformation regarding a recent homestead tax reduction highlights the need to educate the electorate – by taking issues to the community by neighborhood, with limited driving required, and a need for trust in the information sources – such as in churches. The City hosts a Spanish language Facebook page Mesquite Police host an Explorer program for six weeks each summer and an afterschool LETS program for grade school kids.

The City's Communications Department is good with great ideas – understanding the difference between events and news – but is not yet getting word to the right people. All departmental staff are new to Mesquite and to City government. In addition to Facebook, the City hosts other social media platforms, co-managed by various City departments. Parks and Recreation has a media coordinator for their Facebook page and are likely to break off and manage it on their own. The Library has a need for a marketing coordinator to manage their own presence – appealing to their specific audience – which is currently staffed by a MPL member without a Marketing degree, so a revamp may be needed.

People don't know about the Library despite social media, which is selective in community engagement. City Management acknowledges that City surveys haven't been successful, so the Library Consultants have recommended a survey of Library users and non-users – why are non-user not using the library? A Library survey would be limited to 10 questions, maximum, broadcast in weekly e-mailings and posted on Facebook, anticipating a better response if it's digital. Advertising the survey could be on the MISD Radio Station via public service announcements (PSA). Partnering with Unidos PD, the City Facebook page, and maybe Instagram or water bills are also potential advertising conduits.

The Library. The Library's job is to disseminate information, yet there is limited library advocacy at City Council meetings. The Library needs a younger Friends group. Funding is a big struggle. The Library can make money. The Summer Reading program has good attendance. Book giveaways can get folks into the Library, QR code on bookmarks, loaning to lower income customers is good. MPL has a good electronic catalog but not well marketed.

How does the Library position itself as a player in raising quality of life? A peer city/library analysis will compare Mesquite with similar populations/resources/buildings etc. We are behind in facilities, our buildings are not modern, need inviting atmospheres, and more group study rooms. A new Main Library would be good next to Cultural Arts Center – better visibility. Mesquite's system has two good libraries, but the City needs to know how many are required to get the best bang for the buck, considering virtual access plus physical resources. There has been talk of closing North Branch, computer use in rec centers, and other alternatives. There is no public library in Forney – they use Mesquite. A Forney ISD multi-use facility is open to public after school hours for library use. Mesquite could provide library service to Forney. Drive-time mapping will show geographic overlaps and gaps in service– just like fire station analysis – providing library service close to home – to facilitate walking/biking to libraries in addition to driving. City staff expressed appreciation this study is being done.

City Governance. Strengths of City government are the City Manager and the sharing of information internally. The outgoing City Council did not bicker and found solutions. The Department Directors are great and love the City, as well as the employees – pay levels were raised recently (five percent increase) – needed to retain staff. Public safety is important to residents. The City performed a mini-rebrand of color scheme and website which has not been adapted by MPL yet. The City's Economic Development Department has a small business incubator. See <https://mesquiteecodev.com/>

Challenges are mostly aging city issues – streets, buildings, infrastructure in general. The most recent citizen survey available shows a decrease in customer satisfaction – customer service changes have been abrupt recently, especially in water and sewer. Parks and Recreation was hurt by the great recession due to a 3 year lapse in revenue. The City looks to monitor performance with achievable metric goals.

Funding is low and the Library suffers more at bottom of the list. Sales tax revenue is good. The City collects road/water/sewer/emergency services impact fees, but no park or library impact fees. A tax increase was voted in at the November 2023 election, but a Library District might not pass even though the City might not care, as only eight percent of voters vote. Voter education is problematic. Roads need funding but the City lowered taxes last year but not this year, using PD officer salary budget to raise salaries rather than for new hires, and the City cannot bank revenue. Mesquite is looking to rearrange City funding – to provide more for transportation, reduce garbage pick-up to once a week (to be privatized in January 2024). Other outsourcing has been reduced recently.

Education. Mesquite residents care about education. The Mesquite Independent School District (MISD) is strong, but taxes are high, accounting for approximately 50% of the property tax base in Mesquite. The School District works within their model comfortably but not outside. MISD's relationship with the City is professional but reserved – City Recreation partners with school athletics. Other MISD programs include Read Play Talk and LENA Start, which is a facility resource and receives grant money which covers English and Spanish to engage parents with their young children. The Library has a yin/yang relationship with MISD – getting folks into the Library.

Library Staff

On November 15th and 16th, Godfrey's Associates met with staff members employed by the Mesquite Public Library to discuss the community and the Library. Meetings were held in three groups:

- **Support Staff** from the North Branch Library.
- **Support Staff** from the Main Library.
- **Professional Staff** from both locations.

Support Staff at North Branch

What are Mesquite's strengths? Diversity. Community involvement: volunteering, people are willing to be involved. Love their children: little league, sports, participation. Expanding: swelling almost to its limit; building upward now because it cannot expand outward. See new businesses, local businesses, supportive of local businesses: see this on NextDoor and Ring apps. Helping others out, i.e. during COVID, going shopping. Sharing Life helps the community – paying utility bills, serving food and kindness. They worked with FEMA during the big freeze to be open on Sundays and help with filling out forms online.

What are the challenges facing Mesquite? Traffic; potholes, construction, hard to get to work, cannot plan ahead. Growing population, multi-housing 3-story complexes. Only 2 libraries cannot adequately meet the need. Bilingual language needs: we have to tell people to come back on another day. Not enough staff computers for the desk staff. A need to invest in transportation, walkability (need sidewalks). The STAR transit system is limited. There are too many cars for kids to ride bicycles. Kids don't play in the front yards because cars drive too fast in residential areas. Closures of local and big businesses in Mesquite leaves parking lots open for driving reckless, making donuts. Walking in Main Library area can be dangerous – I've almost been hit in crosswalk. Smell of pot smoking to the point where it's disruptive to staff and library users.

What are the library's strengths? Internet and free Wi-Fi, access to computers – regulars who come in just to use Wi-Fi or computers. Staff will do whatever is needed to get people what they need to access the services, computers, etc. We always try to find a way to be helpful. Mobile printing - make sure they get what they need by sending documents to email. Staff has a good attitude, friendly, welcoming, and smiling. Good customer service. Staff are adaptable to different tasks they are asked to be a part of, representing the Library in whatever task is needed, flexible with how the help is delivered. Book a Librarian service: one-on-one teaching, helping with community, we don't turn away if not scheduled. There are no overdue fines. Library Share: student cards for MISD students, City employees, property owners, and business owners.

What are the barriers to accessing library services? Some people may not have the resources to access services: information to get a card or use the Library or know what's needed. We should charge for library cards for non-residents. Traffic, public transportation. Language barrier, Spanish users have asked for PT staff schedule to be sure that they have someone who can understand them. We only offer black and white printing, we need color. We do have a color copier. Create black and white outline to allow child to color in. Limited on budget to get

needed equipment. We need an upgrade and an on-staff IT person. We do not accept credit cards, so we have to refer customers to an ATM to pay for a guest card or damaged books. We cannot use webcams or Bluetooth compatible equipment with our computers.

What must the library consider doing to remain a vital part of the community? Continue to improve technology. Larger tables in the adult section are needed, as are study rooms at North Branch. Scanning to email is not something what we currently have. We need more bilingual staff. The gate counter at Main, doesn't register everyone. Part-time staff must wait for full time staff to open the door (key or pin pad?). Hours are confusing for patrons. Providing a Notary service would be nice.

Safety issues should be addressed for patrons and staff. Better lighting and security cameras outside would provide a safer path. The automatic doors are not timed to allow patrons who are slow or with disabilities to get through. We need a parabolic mirror to see the entrance from circulation desk so we can see who is approaching. Reference desks have no panic button or place to hide. We need to understand the protocol of what to do in an emergency. Safety training is needed for all staff with a policy review about guns or knives allowed. In addition to staff development day, we should have a day for training and policy review, like CPR, safety, etc.

What have you seen at other libraries that would be good here? Give out museum passes. Check out laptops. Have a library of things. (More) study rooms. Shelves with back sops so items slip in behind. We should have a regular phone without pay in the lobby for homeless to use, as we see at Garland Public Library.

Support Staff at Main Library

What are the strengths of Mesquite? Growing diversity (ethnicity and income), with a need for Spanish speakers on staff. People are nice. People from other areas come to Town East Mall, which provides sales tax revenue. The growing population has the potential for increased revenue. Our City Council is forward-thinking and on the side of growth and citizens. Vanguard High School provides education in the trades – kids get hired before they graduate.

What are the challenges facing Mesquite? The roads are terrible – in poor condition, constantly under construction. There are language barriers – we are getting more Spanish-speaking, Indian, Middle Eastern, and Nigerian – all have cultural differences. Staff proficient in American Sign Language would be good, as North Mesquite has a large deaf population so communication may be needed at times. The City makes an effort but needs to do more work.

The cost of rent and housing is pricing out a lot of people. Crime: graffiti, trucks are broken into, catalytic converters are stolen. Homeless: aggressive panhandling, sleeping in the library – they walk to the Main Library from the hospital because they cannot get to the services or shelters, etc. They come to the Library to use the phones. There are no homeless services in Mesquite – it is estimated that mental health issues affect 90% of the homeless.

Public transportation has limits for all – you need to call and schedule to get to it, with limited hours. There are no busses or trains. The City is stretched thin for services. City-wide Wi-Fi is needed. People from outside use the library Wi-Fi. The Library checks out hot spots. There is a

\$25 per year to use the Library if you not a resident – which is a growing need, as we are closer to people in Dallas and other towns that don't have a library.

What are the library's strengths? It is free. The staff are friendly, as are the patrons. The Children's Programs are great. Adult events such as book club is growing. The Book a Librarian service helps people with using computers, smart phones, and job searches. Computers are needed and are positive. Our costs are very low for printing and faxing. We have a helpful information desk – the front counter refers people to the info (reference) desk. We have a Spanish speaker in each department. Book selection is good, and we get new books sooner than other libraries. Management fights for the Library, is strong in dealing with problem patrons, and takes care to make it a good place for those who come here. We have no late fees. Interlibrary loan is popular, works well with no fees. The study rooms are free, and you can use them without using a library card, but they are not soundproof.

What are the barriers to accessing library services? People don't know about us. They are not paying attention. We need to use social media. The City does Facebook but it does not highlight the Library by itself. We should think about the younger population and use Instagram. We take cash or checks only for printing and lost or damaged books. We need to take credit, debit, and/or phone payments. They do translate handouts or flyers into Spanish.

What must the library consider doing to remain a vital part of the community? Marketing, through social media and ads on the High School radio station (88.5 FM). ESL classes are needed, as is Book a Librarian in Spanish. bigger FL section; Spanish and other languages. We need to adapt faster to technology, including payment options, charging stations with various cords. A Notary service is requested. Program hours may need to change for working people to attend. Programs are needed for older adults to combat loneliness and continue interpersonal activity.

Update buildings more often with new paint, new furniture, and no leaking roof. A new building is needed, with more windows, natural light near attractive, comfortable seats – like Irving, with a variety of seating in a reading/work area. We need flexible, versatile space. We need coffee and water bottles – people cannot bring food in, so a cafeteria might be a good idea or vending machines. Shady outside seating would be nice.

The community appreciates interaction with staff, so keep the Library personal. The community likes the plants and the greenery. We need younger, more diverse members on the Library Advisory Board, maybe even a teen council or Junior Board.

What have you seen at other libraries that would be good here? 3-D printers, robotics classes; and coding classes. Additional meeting spaces to offer classes – we currently offer only programs and events. Small business support/resource center. A coat rack with free coats for the homeless and those in need – like a Christmas tree with scarfs and gloves for people to take. A teen library giving out a box of necessities (deodorant, toothbrush, feminine hygiene). Laptops to checkout for library use. No one has asked for video, podcast, or tech services. We don't have a Library of Things – what types of things would get people to come in? Backpacks for kids to grow things; baking supplies. We don't advertise on Spanish stations for radio and TV as most are in Dallas or Irving. The Richardson Library has art shows and a photography

contest. Frisco has a T-Rex skeleton. Garland holds a school art show to get parents in. Monthly concerts to draw people in. Our current staff break room needs a fake window so you see a beautiful "view".

Professional Staff

What's the 1 issue you think the library needs to address? People don't know we are here (North Branch, especially). Our marquee signage is not great. We are close to Dallas and Garland and people are confused. People don't understand that the library is not a Dallas County service. There is no social media for the library: what would you do if you had it? Promote events, and post photos after events; with city's account info is off the feed quickly.

We need the capability to accept credit/debit cards. It feels like the library is behind the rest of the City. We need a designated area for teens to hangout, so we don't have to use the meeting room every day after school for teens to engage. We need a separate Teen Room.

We need a new building (ours is the oldest building in the area by 40 years), or at least expansion/renovation, with more electrical plugs. Instead of a Super Walmart, offer a Super Library. We prefer carpeting for noise control. One member prefers multistory buildings, but others have concerns about elevators breaking down. The back door at North Branch is wet, gets moldy. Better security needed around branches, in parking lots, with cameras and lighting. We need a fulltime Custodian at each branch or be creative and share with a rec center. The Library needs an Assistant Director.

Are there libraries in the area that you like? Frisco, (another person liked the older library) and South Garland Branch Library.

What do you do well? We are pretty compassionate: many customers don't know how to use computers, so we do a lot of one-on-one assistance to type, explain PDF's and how to save computer files. We need staff – the schools "steal" them.

Our programming has good offerings and is well-attended, but we don't have resources to do big programs, with lots of competition – Walmart has a Trolls party, community sports are huge, Home Depot gives a building course, etc. We would build predictability with events (same day/time each month) at North Branch before COVID. We miss the "middle age" of users – ages 30's to 50's don't come to the Library. They come when they are young children and come back as older adults. We haven't been trying new things or to be creative with what we have. The ShareCard is for school children to check out materials.

What excites you? Storytime: it's fun to see new children go from shy to more engaged as they come back, learning social skills. I like seeing customers coming back and getting to know them more. The Library is a Family Place and Library Playdates, where the meeting room is turned into playroom for kids – these have been nice additions.

What frustrates you? We are not set up for Zoom. We need soundproofing for study rooms. Younger generations don't understand the rules or library etiquette – how to use the library appropriately. We don't have the space or the staff to maintain the facility. Other departments taking "credit" for the events that departments like the Library support.

How do you get resources? Have an entertainment budget for summer program. Elected officials do not understand what we do and why we ask for resources. Our budget has held the line for 5 years. The 'Ask a Lawyer' person no longer offers service. Job Fairs: have a person who offers it each week from Workforce Services of Greater Dallas at the library. We partner with other organizations to be strategic to get teens into the library. Read, Play, Talk is a partner for young children.

What does the library offer that others don't? Faxing, printing, copying, computer assistance.

Who are your customers? Young parents with very small children, the elderly, and some students who are not working – not destitute, but poor. One staff member feels that the demographic in the middle is too busy working or raising kids – or believes that they don't live in Mesquite. One member believes that they might be using the digital resources. One expects that the new southern housing subdivisions may be purchased by corporations and turned into rentals.

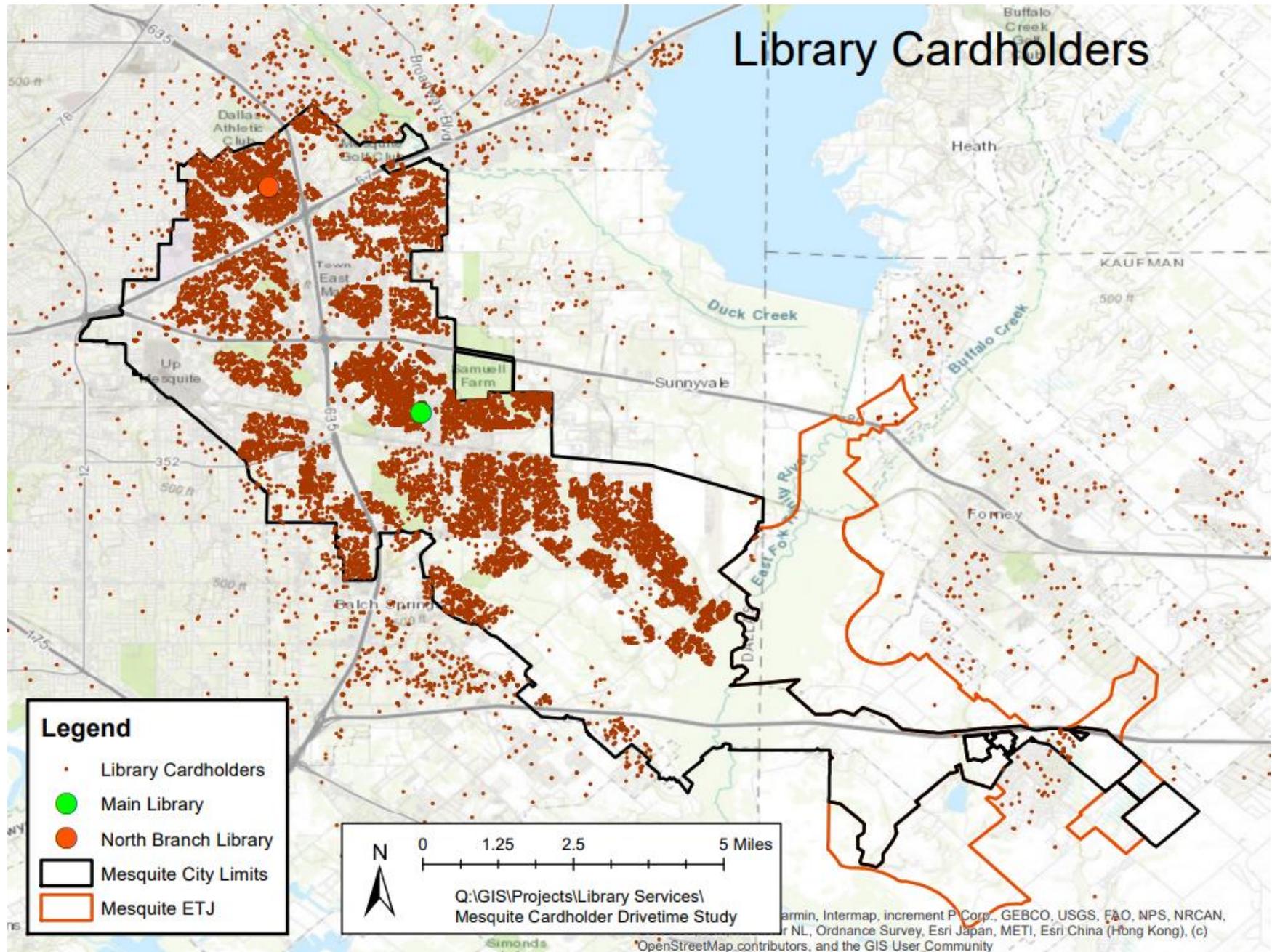
What should we know about this library? We need a plan. Staff asks patrons 'tell us what you want' so staff feels that they have been trying things out to see what sticks. We would like to do a citywide survey. Start with an inviting environment that is welcoming (without trash cans for the roof leaks in the lobby). HVAC is problematic and uneven. Doors at both libraries need adjustment. There is no storage space. The median age of the group that isn't using the library is 33.1 years old. What does this mean for the library? City IT creates the Library's Technology Plan.

The Library was not included in sharing 4B grant money in Mesquite. The Parks and Recreation Department uses the money for events, like the teen evening event (6 to 8 pm). Churches offer many programs: bible camps, job assistance, food, clubs, school supplies, fundraising activities, events, dances, etc. Sunday hours are not seen as needed because people have church obligations on Sundays and Wednesday nights.

There is only one staff meeting/developmental day per year (President's Day 2024). Meetings by department or branch need to happen more frequently – at least quarterly meetings by division. Communication is one of the Library's weaknesses. The Library Director is seen as doing everything without proper support. Staff meetings are seen as really hard to make happen under the current organization structure (no Assistant Director, no Main Library Manager, no Facilities Manager). Other issues include:

- Few young professionals use the library.
- Old building, few plugs for computers, no lounge spaces
- Credit cards issue; only cash or check
- Little social media
- Storytime successful program
- No YA programming.
- Spanish language books not easily found.
- Signage poor throughout library
- CDs everywhere (*still used? Director says yes*).
- No Spanish speaking professionals; some clerks.

Appendix 3D
Map of Mesquite Public Library Cardholders



Appendix 4A3
Study of Return On Investments in Texas Public Libraries

Texas Public Libraries

Economic Benefits and Return on Investment

FOR EVERY
ONE DOLLAR
-INVESTED IN-
TEXAS PUBLIC LIBRARIES

COMMUNITIES SEE A **RETURN** OF

\$4.64

IN ACCESS TO RESOURCES,
PROGRAMMING, SERVICES,
AND TECHNOLOGY



TEXAS PUBLIC LIBRARIES OFFER
\$1.652 BILLION
IN SERVICES INCLUDING



EDUCATIONAL PROGRAMS



WIRELESS INTERNET ACCESS



BOOKS AND DIGITAL MEDIA



RESEARCH DATABASES

AND
MORE!

TEXAS PUBLIC



LIBRARIES

\$967 MILLION

IN ECONOMIC
ACTIVITY



11,000
JOBS

Texas State Library and Archives Commission

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Executive Summary

Public libraries in the State of Texas provide significant economic benefits for their communities. Collectively, in FY2015, Texas public libraries were found to provide \$2.628 billion in benefits while costing \$566 million, a return on investment of \$4.64 for each dollar.

A data-intensive research design was developed to document and to quantify these economic benefits. Extensive databases from the Texas State Library and Archives Commission (TSLAC) were used in conjunction with the input-out economic modeling software, IMPLAN. Based on the IMPLAN model, which analyzed public libraries purely as business and organizational entities, libraries produced \$976 million in economic activity. Further, in FY2015, more than 11,000 jobs in Texas were dependent on public library expenditures.

Another major component of the quantitative analysis examined services offered by most public libraries in Texas. Economic estimates were derived for those services as well as for wireless internet usage and volunteers at public libraries:

- Reference services;
- Educational programs;
- Volunteers
- In-library use of books, serials, and periodicals;
- Computer terminals and internet access;
- Wireless internet access;
- Electronic databases; and
- Circulation of books and digital media.

A conservative approach was utilized that provides much greater certainty that the estimated services values are minimums. The total value of these public library services was estimated conservatively at \$1.652 billion. The Texas ROI of 4.64 compares favorably to results in prior studies of other states and cities, given the conservative approaches used in this analysis.

This report updates portions of an analysis performed in late 2012 for FY2011. Compared to that analysis, the value of the same services has increased by 7.8%, and the value of all public library services increased by 21.2%, primarily due to two new services being included. The ROI increased from 4.42 to 4.64, or approximately 5 percent.

Chapter I. Introduction: Scope, Methodology, Limitations

Project Goals

Libraries are collections of books and periodicals, sources of access to digital repositories, entry points to municipal, state, and federal government programs, and destination points for children and adults. They can assist in rejuvenating neighborhoods and preventing population loss in rural communities. Public libraries also have economic impacts, both short- and long-term. This study examined the economic benefits, economic impacts, and contributions to economic growth by public libraries in the State of Texas in FY2015. Both quantitative and qualitative, difficult-to-measure economic benefits were included.

Methodology

To determine the economic impacts of public libraries in Texas, a data-intensive research design was developed. Databases from the Texas State Library and Archives Commission served as the primary basis for the quantitative estimates of economic benefits.¹ TSLAC data was used in conjunction with the input-output economic modeling software, IMPLAN. IMPLAN is commonly used by economists and is widely accepted as one of three software modeling programs for impact analyses (the others are REMI and RIMS II). The IMPLAN software, as well as the accompanying multipliers, social accounting matrices, and trade flows, allow for economic analysis of public libraries as well as other related service industries. The software used in this report is unique to the economic activity in the State of Texas.² Identified expenditures and jobs from public libraries, obtained from the TSLAC databases, served as the primary inputs to IMPLAN.

Another major component of the quantitative analysis examined major services offered by most public libraries in Texas: circulation of books and other media; computers and internet; educational programs; electronic databases; and reference services. This analysis required combining statewide totals for each of the services from the TSLAC database, with values for each service, e.g. each educational program, a reference inquiry, or a book checked out. Prior studies of libraries in other

1 The annual survey of public libraries by the Texas State Library and Archives Commission is conducted and checked by experienced staff. Other data sources, and any cautions, are noted in the respective service function.

2 IMPLAN utilizes a 500+ industry matrix, allowing for detailed industry analysis. For this report, such detail was unnecessary and results were described in terms of direct, indirect, and induced impacts on output, employment, and wages. More details, including a table of definitions, are provided in Chapter II of this report.

jurisdictions were reviewed as part of the valuation process. Economic estimates also were generated for the benefits from volunteers working at public libraries, in-library use of books, serials, and periodicals, and wireless internet access.

As part of the overall methodology, the research team conducted a review of recent return-on-investment studies of public libraries. This review documented the range of methodologies used previously, showed variation in library services' values, and provided a context for the quantitative results from the IMPLAN modeling and the overall ROI figure in Texas. Summaries of each recent study appear in Appendix A.

Throughout this report, a conservative approach has been utilized in valuing library services. For some services, we have adapted approaches previously used in other studies, although not necessarily the valuations of the services. Often there is room for judgment about valuation, and when that has occurred, we have chosen the lower figures because of the uncertainty within the estimation process. By using the lower, more conservative values, this analysis is able to report with certainty that public libraries in Texas provide a minimum aggregate value to their patrons and communities. Any errors in the estimates are much more likely to be understatements, rather than overstatements.

Report Overview and Organization

Chapter II provides key financial characteristics of Texas public libraries and then documents the direct and indirect economic and employment impacts statewide of public library expenditures.

Chapter III details major library services, offers alternative approaches to valuation of these services, and estimates statewide values for each.

Chapter IV summarizes the economic impacts from library expenditures and services and then compares the return-on-investment to those in recent impact studies and then to earlier reports.

Three appendices appear after the main report:

- Summaries of Four Recent Library Impact Studies
- References and Citations
- Performing Organization and Project Staff

Chapter II. Key Financial Data of Texas Public Libraries

This chapter describes key characteristics of Texas' approximately 550 public libraries. In a later section of this chapter, data and information are presented that assesses the economic contributions of library spending on the State of Texas based on expenditures and employment in fiscal year 2015.

Library Data

The Texas State Library and Archives Commission provided operating and capital expenditure data for public libraries across Texas in their Annual Reports for Local Fiscal Year 2015. Economic impacts were estimated by examining operating expenditures, capital expenditures, employee salaries and benefits, and construction expenditures.

The TSLAC database for FY2015 included more than 100 variables. These data and information are collected through an annual survey.³ The variables used to evaluate economic impacts included:

- Wages and benefits
- Size of collection
- Other operating expenses including replacement furniture and equipment
- Expenditures on wages and benefits, collection, and miscellaneous
- Indirect costs
- Total operating expenses
- Capital outlay
- Total full-time equivalents of paid library staff
- Local fiscal year beginning date

Data was provided for each library's fiscal year, which began October 1 for 71% of Texas public libraries, January 1 for 20% of libraries, with the other 9% having different start months. The monthly timing difference for the fiscal years was inconsequential for the economic impact study.

Capital Outlay

Of the 548 public libraries, 127 reported capital outlays totaling \$62 million in FY2015. These outlays may include building sites, new buildings, additions, or renovations. These outlays may also include purchases of furniture, equipment,

³ The report form and variable descriptions may be found in either word or pdf formats under the heading *2015 Annual Report Blank Worksheet* at: <https://www.tsl.texas.gov/ld/pubs/arsma/index.html#LibPAs>.

books, vehicles, computer systems, and other one-time extraordinary purchases noted in the reporting form.⁴

Operating Expenditures

Operating expenditures in FY2015 totalled \$501.4 million. These expenditures are comprised of labor costs, library collections (e.g., books, periodicals, etc.), and other supplies and services purchased for library operations. Wages and benefits comprised 67.8% of operating expenditures, demonstrating the largely labor-intensive nature of library operations. Operating expenditures are less volatile than capital expenditures.

Employment, Wages, and Benefits

Library full-time equivalent (FTE) employment totaled 6,861 in FY2015. This number was converted to a headcount based on micro-data for the input-output model, yielding 8,232 full- and part-time employees. These workers earned \$340.1 million in FY2015, of which 27.4% was paid for employee benefits. Wages totaled \$247 million.

Collection

Library collections are reported in three formats: print, electronic, and other (e.g., microforms and audiovisuals). Libraries make ongoing purchases of collection items, and these ongoing purchases amounted to \$63.0 million in operating expenditures in FY2015, with \$36.2 million directed towards print materials, \$16.6 million for electronic materials and \$10.1 million for other collection items.

Other Operating Expenditures

Other operating expenditures reference the non-labor, non-collection library operations. These include supplies, software licenses, networks, Internets, and contracted personnel (i.e., facilities maintenance, consultants, auditors, etc.). Other operating expenditures totaled \$92.9 million in FY2015.

Library Revenue

Revenue for a private enterprise derives from the sale of goods and services, in which value was added to raw materials or intermediate inputs and resold with a margin. Public enterprises, like libraries, receive “income” through taxes, fees, and grants. Given the nonprofit status of libraries, revenues largely match expenses. For the public libraries in Texas, operating revenues totalled nearly \$508.3 million, and capital revenues totalled \$56.1 million, for a total of \$564.4 million in FY2015. Libraries have various revenue conduits, ranging from federal, state, and local sources, foundation and corporate grants, and fines and donations. While funding sources are varied, more than \$0.95 of every \$1.00 in library revenue (operating and capital) is from a local source, (i.e., from cities, counties, school districts, local donations etc.).

⁴ A variety of available data and longitudinal comparisons are available at: <https://www.tsl.texas.gov/ld/pubs/pls/index.html>

Statewide Economic Impacts from Library Expenditures

Library expenditures represent the employment of individuals in local communities and purchases of goods and services, primarily from private industry vendors. The locale of these purchases varies by library, with the composition of the local economy often dictating what may or may not be sourced locally. Companies supplying products to libraries, in turn, employ and purchase from other companies, thus creating a multiplier effect. To calculate the multiplier effects and overall economic impacts, the research team used the input-output economic modeling tool IMPLAN. The IMPLAN software incorporates data (expenditures, jobs, etc.) and publically available secondary data on labor, wages, and output. The main input data were (1) The \$563.4 million in direct library operating and capital expenditures in FY2015 (\$501.4 million in operating expenditures and \$62.0 million in capital expenditures as described earlier in this chapter); and (2) A total of 8,232 full- and part-time employees (6,861 full-time equivalent (FTE)).⁵ This direct spending in the State of Texas multiplies through other industries in the supply chain, ranging from real estate and wholesale trade, to food services and health care. IMPLAN captures this economic activity by using economic multipliers, social accounting matrices, and trade flow data unique to the State of Texas. In other words, statewide impacts were estimated using the Texas model of IMPLAN. The model then produced results expressed in terms of direct, indirect, and induced impacts on output, employment, and wages.⁶

As shown in table 2.1 library expenditures in FY2015 led to approximately \$976 million in total economic activity in the State of Texas. Total employment, full- and part-time, due to public library expenditures was 11,192.

These economic benefits were derived from the upstream economic linkages for library operations and construction, as well as from household spending on goods and services in the community. In other words, based on libraries' operating and capital expenditures, spending by vendors and households generated an additional \$453 million in economic impact and 2,960 jobs in Texas.

Overall, based on the \$566 million in direct expenditures, economic benefits as calculated by IMPLAN were \$976 million, for an ROI of 1.72—for every dollar expended, there is \$1.72 in statewide economic activity.

5 An additional \$2.63 million was added for the TSLAC share of electronic databases, as described further in chapter III.

6 Operating expenditures for leakage estimates were calculated by the IMPLAN model. Operating expenditures were categorized as Other Information Services in the model. Estimated construction expenditures were assigned as Nonresidential Building in the IMPLAN model.

Definitions

Gross Domestic Product (GDP): A measure of economic activity, GDP is the total value added by resident producers of final goods and services.

Gross Output (Output): The total value of production is gross output. Unlike GDP, gross output includes intermediate goods and services.

Value Added: The contribution of an industry or region to total GDP, value added equals gross output, net of intermediate input costs.

Leakage: Refers to spending that occurs outside the region of study.

Direct Impact: The measured economic activity (expenditures, employment, wages) recorded by the organization, in this case, public libraries.

Indirect Impact: Captures the additional activity related to libraries' business supply chains.

Induced Impact: Captures the impact of household spending driven off salaries earned by library employees, as well as indirect employees.

Multiplier Effect: Includes the direct, indirect, and induced impacts related to libraries spending to demonstrate the rippling effect of economic activity related to expenditures, employment, and wages.

TABLE 2.1. STATEWIDE ECONOMIC IMPACT OF LIBRARY EXPENDITURES, FY2015

Impact	Employment	Labor Income (In Millions)	Value Added (In Millions)	Output (In Millions)
Direct Effect	8,232	\$371	\$402	\$566
Indirect Effect	580	\$32	\$52	\$92
Induced Effect	2,380	\$113	\$199	\$351
Total Effect	11,192	\$516	\$653	\$976

Chapter III. Market Values of Library Services

Introduction

The economic impact of a library is comprised of two distinct types of impacts. The first type is the same as any other organization or business, regardless of its service, goal, or intent. An organization or business that hires individuals and purchases supplies will have a beneficial economic impact on its local community. As described at the end of Chapter II, total statewide economic activity from library salaries, operating expenditures, capital expenditures, and associated purchases by supplier companies and household spending in Texas surpassed \$976 million in FY2015.

The second major category of economic impacts/economic benefits is the value of services provided by the public libraries. This chapter enumerates eight types of services, adopts methodologies for capturing benefits, and derives an aggregate monetary value for each. Note that there are a variety of services that some public libraries perform that are not included. For example, some libraries serve as a locale for services provided by outside organizations, for instance private tutors who conduct sessions at a library and business organizations who counsel clients in rooms within a library. Some libraries rent meeting room and auditorium space. These are missing from the calculations.

Reference Services

One of the traditional services provided by libraries is a reference service in which patrons can ask librarians specific questions, and obtain reliable answers in a relatively short period of time. Unlike some other library services, there is no market equivalent for public libraries' reference services.⁷ Another problem in valuing reference services is determining the value of an accurate or inaccurate answer. How is it possible to calculate the economic effect of accurate answers for community residents or the costs to a community of having inaccurate answers? And how does one compare the value of accurate answers to different questions—are all questions of the same importance?

⁷ While there are many alternatives to library reference services that are free to use, these online mechanisms have a limited history and provide answers of undependable accuracy. See for example: www.google.com, www.yahoo.com, www.ipl.org, answers.yahoo.com, www.ask.com, www.wolframalpha.com, www.answers.com, and www.wikipedia.org. There have been bidding schemes operating at such sites as www.justanswer.com and www.mturk.com.

Without a reasonable market-based option, one method to value a library's reference service is by determining the amount of time librarians spend on patrons' questions and then factoring in compensation for librarians. This method has its own difficulties.⁸ In this approach the first step is to characterize reference questions. One major study found that 70.9% of reference questions take between 1-5 minutes to answer, 19.1% take between 6-10 minutes to answer, 7.9% of reference questions take more than 11 minutes to answer, and 2.1% of reference questions take an unknown time to answer.⁹

As with valuing other services in this report, we adopt conservative assumptions whenever such steps are needed. For the large proportion of reference questions, those that take between 1 and 5 minutes to answer, we will use an average of three minutes. For reference questions requiring 6-10 minutes to answer, we will use an average of 8 minutes. For those questions taking *more* than 11 minutes to answer, we will use 11 minutes. And for the small percentage of reference questions requiring an unknown amount of time, we will use the weighted average of the prior three categories (11, 8, 3), rounded down to 7 minutes.¹⁰

In 2015, Texas public libraries reported that they answered 14,628,965 reference questions.¹¹

If we use the percentages from the detailed 1998 study of Spencer and Dorsey, 70.9% would be questions that take between 1 and 5 minutes, or 10,371,936 reference questions. Multiplying that number of reference questions by three minutes and then dividing by sixty minutes per hour, equates to 518,597 hours.

Similar computations were made for the other categories of reference questions, which yielded the following:

19.1% were reference questions that require between 6 and 10 minutes, or 2,794,132 reference questions; multiplying by eight minutes and then dividing by sixty minutes per hour, gives 372,551 hours.

8 The problem with an equation based on this premise is that a more experienced librarian capable of answering fifteen questions in an hour will be valued less than a less experienced librarian only capable of answering five questions in an hour. In all cases, simple "directional" questions and "how to" questions about fines, library cards and so forth, are specifically excluded from being counted as reference questions.

9 Spencer, John S. & Dorsey, Luene (1998) Assessing time spent on reference questions at an urban university library. *The Journal of Academic Librarianship*, 24(4), pp. 290-294.

10 Presumably these times include that time in which library patrons must communicate their inquiry and reference librarians must understand the inquiry/question before being able to research and answer the inquiry.

11 This is an adjusted number that reflects additional (632,479) reference questions from the Pecos and Dallas Public Libraries. Nearly all of those questions were for the Dallas Public Library. The basic procedure was to use the per capita ratio of reference questions to population served for Dallas in 2011 (0.4887) and then use that same ratio for the 2015 population served.

7.9% were reference questions that require 11 minutes or more, or 1,155,688 reference questions; multiplying that number of reference questions by eleven minutes and then dividing by sixty minutes per hour, gives 211,876 hours.

2.1% or 307,208 were of unknown duration and assumed to require an average of 7 minutes to answer; multiplying by seven minutes and then dividing by sixty minutes per hour, yields 35,841 hours.

These different categories of reference questions combine to 1,138,865 hours in 2015. A gross estimate from the 2015 survey is that a library employee on average has an hourly cost (salary and benefits) of \$23.83, based on 2080 hours per year. Multiplying the 1,138,865 hours by the hourly rate of \$23.83 yields a total value of \$27.1 million (\$27,141,069) for reference services.

By this method, the average value of a reference question statewide would be approximately \$1.86 (\$27,141,069 divided by 14,628,965 reference questions).

This value is extremely low compared to other libraries and online library calculators. The current ALA online value calculator estimates the value to be \$7.00 per question,¹² while the state of Maine estimates the value at \$15.00.¹³ In the recent reports, the value from Salt Lake County was \$7.24, Santa Clara County was \$16.72, and Toronto was the equivalent of \$14.11. Because of the extremely low figure derived by the hourly approach (\$1.86), in this instance we believe there is ample justification for using a different value. However, rather than choosing one of the three alternative values, the hourly value will be increased by 50% to \$2.79. Using that value per reference question yields a total value of \$40,814,812.

Every other possible per unit value would have generated totals in excess of \$105 million, and nearly \$245 million if the Santa Clara County value had been used. Even those numbers may be low estimates as the per unit values from Salt Lake County, Santa Clara County, and Toronto were from several years ago.

12 See http://www.ala.org/advocacy/advleg/advocacyuniversity/toolkit/makingthecase/library_calculator

13 <http://www.maine.gov/msl/services/calculator.htm>

Programs

Programs provided at Texas public libraries are conservatively valued at slightly below \$49 million (\$48,795,845). Of the 548 public libraries responding to the FY2015 TSLAC annual report, only 11 did not conduct training programs or workshops to their patrons. In 2014-15, public libraries provided 251,258 workshops, training, or other educational programs to more than 6 million library patrons. A majority of these programs, 54%, were provided for children. The programs for children were also more widely attended--71% percent of those who attended any program were children and parents at children's programs.

Programs for young children are focused on instilling a love of books, promoting reading, and frequently involve story-telling or craft projects. Programs for young adults and adults are more varied. While there are book discussion clubs and hobby-oriented programs, many adult programs are devoted to improving an individual's literacy, computer literacy, job skills, or job prospects. And many are oriented to businesses. In the 2012 Bureau of Business Research survey of public libraries, more than 40% of the library directors who responded to a specific question said their libraries provided programs and workshops specifically focused on business-related skills such as:

- preparing/updating a resume and searching for a job;
- developing marketing literature;
- researching issues related to their business; and
- business counseling.

Ideally, we would be able to derive an estimate by reviewing similar types of programs offered by other organizations. Unfortunately, similar types of programs are relatively uncommon. Perhaps the most similar are provided by YMCA and YWCA-type organizations. However, these services are generally provided to members who pay both membership fees and program fees for multiple events, making it difficult to estimate the value of a single-session workshop. Another potential comparison involves museums, as museums often have traveling exhibits and events with a supplemental fee for the exhibit. These fees can be quite expensive but such exhibits rarely are oriented to children per se. The best available estimates for the values of Texas public library programs, however, are probably those provided by libraries elsewhere. After reviewing such estimates and the online library calculators, a conservative estimate for each type of library program is shown in the third column of Table 3.1. below.

TABLE 3.1. STATEWIDE VALUE OF LIBRARY PROGRAMS IN FY2015

	Number of Patrons	Fee/Value Per Patron	Total Value
Children's Programs	4,315,355	\$6.50	\$28,049,807
Young Adult Programs	427,754	\$9.50*	\$ 4,063,663
Adult Programs	1,334,590	\$12.50	\$16,682,375
Total	6,077,699		\$48,795,845

* This value was determined by being halfway between that of an adult fee and a child fee.

The most recent library studies and calculators have estimated program values ranging from \$7 to \$42 per patron, per event.¹⁴ Using this methodology the average fee per patron would be \$8.03, which is similar to the lower amounts in that range of \$7 to \$42 in other library reports.

A final note on the value of programs—More than 1,881,000 individuals were trained in the use of electronic resources in 2015. No value has been calculated for this training for two reasons. First, there is likely to be some overlap between this number and the attendance at programs. To include a separate value would effectively be valuing the training twice. Second, it is unknown to what extent there is overlap. Simple correlation values of the training numbers with program attendance by young adults, adults, and total are low, suggesting the overlap may not be substantial. Yet, it is unclear how much overlap there is, and in such an instance, we provide no estimate of a value in keeping with the overall conservative approach used throughout this analysis.

¹⁴ The Salt Lake County library study of July 2013 estimated values of \$9 for adults and \$7 for young adults and children. Santa Clara County (California) estimated adult and young adult programs at \$16 and children's programs at \$14. In Toronto's late 2013 report, adult and senior program values were estimated at the US equivalent of \$14.11, while the program values for children and teens at the US equivalent of \$42.34.

Volunteers

Volunteers in libraries provided their communities with \$20 million worth of services (\$20,159,826) in FY2015. The vast majority of public libraries in Texas supplement their full- and part-time staffs with volunteers to provide services. In FY2015, more than 1.1 million hours (1,128,138 hours) were donated to Texas' public libraries, providing the volunteers with professional experience and the community with additional services.¹⁵

Information from the 2015 statewide survey illustrates the importance of volunteer staff for Texas' libraries. All but a handful (15) of libraries utilize volunteers: 20 libraries had the equivalent of 5 or more full-time employees, three libraries had the equivalent of more than 20 full-time employees, and a fourth library had more than 68,000 volunteer hours, the equivalent of 32 full-time employees donated in a year. Ten public libraries are run exclusively by volunteers.

The Financial Accounting Standards Board (FASB) specifies that the value of volunteer services be included in financial statements, grant proposals and annual reports based on the fair market value of those services.¹⁶ To comply with that standard, Independent Sector, a nonprofit support organization, creates an annual report on the average value of volunteer hours by state.¹⁷ In 2015, Independent Sector identified the average value of volunteers for the State of Texas to be \$25.11 per hour.¹⁸ (Please see Table 3.2.)

A gross estimate from the 2015 TSLAC survey is that a public library employee on average has an hourly cost (salary and benefits) of \$23.83, based on 2080 hours per year. This is a composite of all employees: those who have master's degrees or otherwise hold the title of "Librarian;" administrators, coordinators, conservators, instructors, information technology specialists, clerical staff, and shelving assistants.

Based on the TSLAC Annual Report information, approximately 32% of employees at Texas' public libraries have master's degrees from ALA accredited programs or otherwise hold the title of "Librarian." Other employees include administrators, coordinators, conservators, instructors, information technology specialists, clerical staff, shelving assistants, and many other specialists in larger libraries.¹⁹

15 This total was based on the TSLAC survey results and supplemented with 1476 hours, which was the number from 2011 for 15 libraries in 2015 that had missing data for volunteers. This adjustment comprised about 0.13 percent, or slightly more than one-tenth of one percent.

16 FASB Standard No. 116 & 117

17 http://www.independentsector.org/volunteer_time

18 In the past, a unit of Points of Light, HandsOn Network, provided estimates for volunteers specified by job title rather than by state. In 2011 there were three job titles for volunteers in libraries, with hourly compensation ranging from \$12.43 per hour to \$28.86 per hour. Such information no longer appears to be available.

19 <http://www.ala.org/educationcareers/careers/paths/listsupportstaff>

TABLE 3.2. POTENTIAL VALUES OF VOLUNTEER HOURS IN FY2015

Independent Sector (2015)	
National average for volunteers	\$23.56
Texas average for volunteers	\$25.11
Average Salaries/Benefits for FY2015 TSLAC Survey—Average Hourly Rate	\$23.83

Note: All amounts are salaries and fringe benefits.

Because detailed information about the types of services provided and donated by volunteers in Texas' public libraries are unavailable, one must make assumptions. Volunteers provide a range of services from unskilled labor to specialized assistance, and volunteers have all types of skills and experiences. However, we do not know what proportions of volunteers possess and contribute different skills. If one makes the assumption that volunteers mirror the paid employees, then an hourly rate of \$23.83 for volunteers is appropriate. It seems doubtful, however, that the volunteers' duties and responsibilities match those of full-time employees; therefore, a discount of 25% is being applied to the average hourly rate of \$23.83, yielding a volunteer hourly rate of \$17.87. That is certainly higher than what many library volunteers could command but also lower than what volunteers would receive for operating an entire library and substantially lower than the Texas average hourly compensation for volunteers.

With 1.12 million hours of volunteer services provided to public libraries, with each hour valued at slightly less than \$18, volunteers contributed services to their communities valued at approximately \$20.16 million.

In-Library Use of Materials

Library patrons not only use computers, electronic databases, wi-fi, and check out books and electronic media in different formats, they read periodicals and other materials inside a library. Identifying the extent of this activity and placing a value on it statewide is challenging. Yet an attempt must be made as value is being provided to users.

Data have been collected regularly about in-library use of materials on the annual, nationwide Public Library Data Surveys (PLDS), even though fewer libraries report data for that metric than for any other library metric. For instance, in the 2013 PLDS (2012 results) there were 473 reporting libraries for in-library use of materials, whereas 1,579 libraries reported data for programs, 1,590 libraries reported interlibrary loans, 1,647 libraries reported annual circulation, and 1,262 libraries reported print circulation.

The normal procedure for compiling in-library usage data is “observational counts.” Instructions to public libraries by the Ontario Ministry responsible for libraries are as follows:

In your typical week survey,...Report the number of materials used inside the library and not checked out. Count any items removed from their usual location by staff or library users. Include reference materials, circulating materials, magazines, newspapers and all other materials used in the library.

- *Count a vertical file, pamphlet file, multi-media kit or language learning kit as a single item - do not count each as a separate element;*
- *Do not count audio-visual items unless they were used at viewing/listening stations available in the branch;*
- *Do not include items returned from an outside circulation²⁰*

A number of academic articles have identified limitations of the observational counts.²¹ Yet if the alternative is to omit any value for an activity that is known to occur regularly, then it seems preferable to provide at least some estimate of value.

Because the annual TSLAC surveys do not request data on in-library usage, a circuitous method was devised to provide a gross estimate. The first approach reviewed the annual PLDS survey reports and compared the mean and medians for

²⁰ Ontario Ministry of Culture, Tourism, and Sport, based on personal correspondence with Kimberly Silk, September 2016.

²¹ See Richard E. Rubin, “Measuring the In-house Use of Materials in Public Libraries,” *Public Libraries* 25 (1986) and Rebecca D. Richardson, “The State of In-Library Materials Use at the Cresson Public Library: A Case Study,” *Current Studies in Librarianship*; Fall 2011, Vol. 31 Issue 1.

In-Library Usage and Print Circulation. For 2013 the numbers were:

	Mean	Median
In Library	271,500	25,891
Print Circulation	706,751	157,581
Percentage	38.4%	16.4%

For 2011, only the means were calculated in the PLDS data:

	Mean
In Library	309,926
Print Circulation	822,005
Percentage	37.7%

The Toronto Library Report also provided In Library data and Print Circulation data:

In Library	7,141,558
Print Circulation	19,714,304
Percentage	36.2%

The three percentages (mean for the 2013 PLDS, mean for the 2011 PLDS, and mean for Toronto) are quite similar: 38.4%, 37.7%, and 36.2%. Because of the conservative approach, the lowest of the three will be selected: 36.2%. From the latest TSLAC annual survey, print circulation for public libraries was 103,553,860. In-library usage therefore would be a maximum of 37,279,390 ($103,553,860 \times .362$).

Researchers performing the analysis of the Toronto Library utilized a range of unit values: a value without any discount (a high value in their view); a value that was discounted 80% from the high value, and a midpoint value. For In-Library Use, the high value was the same as that for adult circulation (the equivalent of \$19.75) and the discounted value was the equivalent of \$3.95.

Again, in this report the most conservative choice will be made. Consequently, the 2015 print book circulation value for Texas will first be discounted by 80%. Based on the 2015 print book circulation value of \$8.78, the after discount value would be: \$1.76 ($\$8.78 \times .20$). Then because of potential data issues with determining in-library usage, this value will be further discounted by half. Multiplying the discounted value of \$0.88 with the in-library use figure of 37,279,390 generates an estimated value for this activity of \$32,805,863.

Computer Terminals and Internet Access

Computer terminals with internet access are a significant economic resource provided by Texas public libraries. Library directors in a statewide survey said patrons used the internet for a wide variety of purposes that ranged from education to employment to basic needs.²² Some of the online activities specifically mentioned were to:

- perform homework and research for classes from grade school to college;
- take continuing education courses, online training, and webinars;
- train and test for job certifications and licenses;
- search, and apply, for jobs;
- apply for unemployment benefits and social assistance;
- apply for disaster aid as well as find family and friends during and after natural disasters;
- work short-term, paid, online jobs, such as on Mechanical Turk™;
- develop and operate online businesses by placing and receiving orders;
- research price comparisons;
- market new products;
- use online banking; and
- file taxes.

Multiple libraries stressed the value to their patrons of being able to secure, maintain, and update their certifications and licenses by using library internet access. Without internet access, directors said these patrons would lose their jobs. Other library directors reported that without internet access, some patrons would lose their businesses--numerous library directors mentioned that patrons were running small businesses entirely via internet at their library. These businesses ranged from an independent real estate inspector, to a trader in used car parts, to various direct selling members, and other types of businesses.

Directors pointed out that even those patrons who have home internet access often use the library internet access because of its greater bandwidth and faster service. And as one library director commented, not all patrons have the option of having personalized internet access at their residence. Ranchers and others in rural areas in particular have difficulty obtaining reliable and reasonably priced internet at their residences. The same can be said for many disadvantaged individuals in urban areas—while broadband is theoretically available to them in their neighborhood, in practical terms they often lack the resources for an up-to-date computer or broadband access in their residence.

²² More than 62% of the library directors who responded to the 2012 survey by the Bureau of Business Research said that internet access was “extremely beneficial,” while a further 20% said it was “quite beneficial” for their patrons. Furthermore, 56% of library directors statewide reported that internet access was the single most important resource provided by their libraries.

Economic Benefits

Long-term economic benefits to library patrons and the community at large from internet access are difficult to estimate precisely. One approach would be to solicit information from patrons about the value of internet access to them. Because that would entail a large user survey, this report used a different method: examining the cost of obtaining internet access from an alternate source.²³

While public libraries provide internet access free of charge to their patrons, there are a few companies from which the resource can be purchased.²⁴ The standard rate set by these for-profit companies is \$18-\$21 per hour, using a rented computer. (Commercial options do not exist in many smaller communities, or even in some areas of larger metropolitan areas.) Nonetheless, for the purpose of deriving an estimate of the monetary value of internet access via a public library, the commercial rate is the best option.

An elaborate procedure was used in the 2012 report and will not be repeated here. (Please refer to that report for a complete description of the procedure.) Basically, from that procedure we calculated that the average session length was 1.16 hours. Because some libraries did not report a maximum length, we believe the figure of 1.16 hours is very conservative.

Second, we applied the hourly rate of \$15 per hour and then computed the average internet session at \$17.40 (1.16 hours multiplied by the same hourly rate that was used four years ago, \$15.00.²⁵

Third, we calculated the statewide estimate, utilizing the total number of internet access sessions, information that was obtained from the 2015 Public Library Annual Report. In calendar year 2014, there were 16,876,575 sessions on internet-accessible computer terminals in public libraries in Texas.²⁶ At an average value of \$17.40 per session, public library computer terminals saved users an estimated \$293,652,405 in 2015.

This figure is conservative. As noted earlier, some libraries do not report a maximum length so the average session length in reality is likely to be greater than 1.16

23 Salt Lake County's report asked about willingness to pay for computer access, and the value was estimated at approximately \$80 annually per user. Slightly over one-fourth of patrons in Salt Lake County reported that they used computer terminals at one of the public libraries.

24 The largest business to provide this resource is FedEx Office, which only provides it in a small portion of their store fronts. Many other studies have used this commercial comparison.

25 There is mixed information about the values of computer terminals in other studies. The current ALA calculator is \$12/hour. The Toronto and Santa Clara County reports use values less than \$10/hour. Salt Lake County uses \$18/hour. Because the majority of values are less than the commercial rate of \$21/hour, using the prior hourly rate in the 2012 report seems appropriate. A lower rate does not seem reasonable given distance and access issues in Texas compared to library systems in more urban areas.

26 This number was derived after including an estimate in 2014 for the Dallas Public Library, based on their reported usage in prior TSLAC reports and a review of computer usage in seven other large Texas public library systems.

hours. This report also cannot reasonably estimate the values of internet access at public libraries in areas of Texas (largely in the Panhandle, West Texas, and parts of South Texas) without commercial alternatives within a ninety-mile radius. In these situations, users would have a significant commute when they wanted to access the internet, and the value to patrons of having internet access locally would be much higher than \$15/hour. Thus the value of internet access statewide is almost certainly underestimated, rather than overestimated.

Wireless Internet Access

Wireless internet is offered by nearly all public libraries in Texas and is a service widely used and considered extremely important by librarians. While somewhat dated, in the 2012 statewide survey of public library directors conducted by the Bureau of Business Research, wireless internet access was listed as the single most important resource provided to their patrons by 13% of the directors.²⁷

Library patrons use wireless internet connections for the same purposes as they use the computer terminals within a public library, but wireless provides several advantages. First, it allows patrons to use their own portable computers and digital devices. This enables users to save documents on their own computers as well as keep materials without having to print a hardcopy version. Second, users generally have unrestricted access via wireless, as there is no competition with other users for a computer terminal or limits on the time they have access. Third, users can access a library's wireless service after normal library hours, if they are willing to work within a small distance beyond the walls of their library building. Many examples were cited by library directors of users parking near the library after hours to access wireless (wi-fi) signals.

Although nearly all public libraries offer wi-fi, not all libraries methodically track the number of digital devices accessing their wireless networks. In the 2015 TSLAC annual survey the number of wi-fi sessions was documented at 15,853,077. However, this was the number from only about 73% of public libraries. In other words, more than 140 public libraries did not report data on wi-fi sessions. To provide a more accurate estimate, two different methods were employed. First, a simple proportional approach assumed that if 15.8 million sessions occurred from 73% of the libraries, then if the additional 27% of public libraries had reported, a total of 21.6 million sessions would have occurred. A second approach assumed that the number of wi-fi sessions would be directly proportional to the number of available computers in libraries.²⁸ In this approach we eliminated those libraries that did not collect wi-fi data and then examined what percentage of the total number of available computers existed, compared to the total number before excluding any of the libraries. That percentage was 76.1%. Because the two methods provided reasonably close percentages (73% and 76.1%) and because the correlation was relatively strong, it is reasonable to assume that actual wi-fi usage is considerably higher than the number provided by librarians in the TSLAC survey. The more conservative percentage of 76.1% would indicate that the actual number of wi-fi sessions in 2015 was 20,831,901 ($15,853,077 / 0.761$).

27 An additional 52% of library directors said that internet access in general was the most important resource they provided.

28 A correlation of .75 exists between number of computer terminals and number of wi-fi sessions, a relatively strong relationship. This provides justification for the assumption and also indicates that libraries which do not collect wi-fi data are quite similar to those that do.

Economic Benefits of Wireless Internet Access

As with the earlier section which examined the value of computer terminals and internet access within libraries, we could estimate the monetary value of wireless access by looking at alternative providers. Costs of wireless internet, however, vary from provider to provider and generally involve long-term contracts or are subject to indirect costs, or both. Because of the variety and complexity for alternative providers, in this instance, a more direct approach is appropriate. The Santa Clara County unit value for wi-fi in 2012 was \$6 and in Toronto it was the equivalent of \$4.70. In the 2012 report we used a unit value of \$5, and that seems reasonable for 2015 as well. The unit value is for each use, regardless of the length of that use.

Therefore, the aggregate value of wireless internet access provided by Texas public libraries in 2015 is more than \$104 million annually (\$104,159,505). This estimate is a straightforward multiplication of \$5.00 per use applied to 20,831,901 uses.

Electronic Databases

Increasingly, electronic databases are being used by patrons of Texas public libraries. In FY2015, more than 500 public libraries offered a minimum of TexShare’s 62 databases, a co-operative program of TSLAC and local public libraries. Under the TexShare program, patrons have access to databases in the following categories:

- Books and Literature—12
- Science and Technology—12
- Homework—11
- General Information—9
- Business—7
- Genealogy and History—6
- Health and Medicine—6
- Spanish Language—3
- Career Development, Language Learning, Newspapers—1 each

A more detailed description of the databases available for the time period is available at: <https://www.tsl.texas.gov/texshare/databasecontractlistfy2015.html>

The scope and size of the databases is more apparent in the number of full-text titles available through the TexShare resources:

Newspapers and Newswires	11,080,696
Full text Journals	5,087,966
Primary Source Documents	310,082
EBSCO eBooks	28,281
Reference Books	5,718
Genealogy Documents	2.7 billion

Accessing this wealth of information has become increasingly common. In the FY2015 period, patrons at public libraries performed more than 75 million searches, up dramatically from 9.7 million searches four years earlier.²⁹ As another perspective, there are more than 200,000 TexShare searches conducted every day by public library patrons, based on vendor data provided to TSLAC.

Because of this large number, it is reasonable to ask if there may be overlap between the number of database searches and other public library services: reference questions, computer usage, and wi-fi sessions. Undoubtedly there is some overlap; the issue is whether it is significant or minimal.

On reference questions, there appears not to be overlap to a great extent. According to a researcher at the TSLAC, “...Reference transactions are generally face-to-face interactions between library staff and patrons, and the libraries track those numbers and then report them to us.” In many cases, electronic databases are used by patrons

²⁹ There were approximately 10% fewer sessions, roughly 68 million, in contrast to the number of searches, 75 million. The number of searches will be the unit of analysis in this description.

in lieu of asking reference librarians specific queries, as well as for conducting searches and research that patrons know cannot be performed by librarians.

Yet, there is certainly some overlap with computer usage and wi-fi usage by patrons. At present there is no good method for determining the extent of this overlap. And for this reason, again, we will adopt a conservative approach and conservative assumptions to valuing this service.

In the other recent reports about library impacts, a fairly consistent value has been used for database searches:

ALA Calculator:	\$19.95
Toronto (US equivalent):	\$23.52
Salt Lake County:	\$20.00
Santa Clara County (CA):	\$37.40 ³⁰

There are multiple reasons, however, for adopting a lower value than those used in other studies. First, there is some overlap of this service with computer usage and wi-fi. How much is unknown, and there is no current way of identifying the extent. Second, TSLAC acknowledges that there is some uncertainty about the data, given the available tracking technologies of the vendors. Also there are some known cases of particular library systems showing dramatically large increases in monthly search numbers. Finally, per capita search metrics for Texas appear much higher than other jurisdictions. While the content of the database packages may be quite different, this is another possible reason to err on the conservative side.

For these reasons, a very conservative value per search of \$2 was selected. Based on this per search unit value, the total value of database searches in public libraries was \$150,167,176 in FY2015.³¹

30 Different classes of database searches were valued differently, ranging from \$5 each for foreign language and indexes/directories, to \$25 each for most categories, and at \$200 each for company/business information. Dividing the total value of all searches by the total number of searches yielded \$37.40 for the mean.

31 According to TSLAC, if each public library would have purchased the same package of 62 databases, the total cost would have been at least 10 times more than that in the absence of the group discount.

Circulation of Materials

To derive the value of circulation materials provided by Texas public libraries requires several different data sources, information about circulation materials (books, DVDs, e-books etc.) and a few reasonable assumptions. First, books will be considered, then other materials, and finally total values will be computed for circulation transactions by public library patrons.

For books, in the prior study, a complicated, multi-step process was performed. The first step was to determine the proportion of new book purchases, by category. Then one category, Higher-Education, Professional, and Scholarly, of books was deleted as that category is rarely purchased by public libraries. The re-computed proportions for several categories were then compared against actual circulation proportions for public libraries in Texas. The comparisons showed some differences, but within reasonable approximations. Then we determined the average cost of a new hardcover book in each category. We then multiplied that average cost by the proportion of new book purchases by proportion of new book purchases by category to determine the average new book cost. Then that price was severely discounted (80%) for a variety of reasons, to arrive at a per book circulation value of \$8.63.

In retrospect, that complicated process seems unnecessary, and for FY2015, a less complicated approach will be used. As can be seen in Table 3.3 below, a variety of values have been identified in recent analyses. (Blanks indicate no value was assigned to that category.)

TABLE 3.3. POTENTIAL VALUES OF BOOKS, BASED ON OTHER SOURCES

	ALA Calculator	State of Maine	State of Minnesota	Santa Clara County*	Salt Lake County	City of Toronto**
	2015	2014	2010	FY 2012	2013	2013
Adult Books	17	18	7.48	9.5	8.61	7.04
Young Adult Books	12		6.48			6.10
Children's Books	17	10	6.48	8.75	4.81	6.10

*Average of Low/High

**Discounted 50%

Because of the variation, one approach is to exclude the highest and lowest values for adult books and children's books, and then take the mean or average. That would provide the resulting values in Table 3.4.

TABLE 3.4. DERIVED VALUES OF BOOKS, BASED ON OTHER SOURCES

	ALA Calculator	State of ME	State of MN	Santa Clara Co.*	Salt Lake County	City of Toronto**	Average
	2015	2014	2010	FY 2012	2013	2013	
Adult Books	17		7.48	9.5	8.61		\$10.65
Young Adult Books	12		6.48			6.10	\$8.19
Children's Books		10	6.48	8.75		6.10	\$7.83

*Average of Low/High

**Discounted 50%

Because the 2015 TSLAC survey does not differentiate between young adult books and adult books, a blended rate of \$9.42 will be used.

There were a total of slightly more than 103 million book items in physical format circulated in FY2015. Of that number, approximately 40% were items marked as children's and 60% as adult or young adult. Therefore, the value of book circulation transactions:

Children	41,486,566 X \$7.83 = \$324,839,812
Adult/Young Adult	62,067,294 X \$9.42 = \$584,673,909
Total Book Circulation Value:	\$909,513,721

Non-book, that is digital format, circulation values follow a somewhat different approach. Non-book items can be divided into two main categories:

Video and audio items: 51.6%,
E-books: 48.4%.³²

DVDs are available as a single purchase item from one company (RedBox) at many locations in Texas and could be rented for \$1.50 per day in FY2015. Alternative sources for multiple rentals are Netflix, Amazon, and several smaller services. A per unit value of \$1.50 will be used for both DVDs and CDs.

32 Because circulation data does not distinguish between audio and video items, these percentages were based on the classification of items in the collections. In terms of actual circulation, it is reasonable to assume that e-books comprise a higher proportion than video and audio formats.

E-books are a different matter. Other library valuation research present values that vary considerably both in absolute terms and in relation to the value of a book in physical format. And there are choices available online from free e-books up to and including e-books of new releases at \$14.99. While many cost below \$10, there is also data that a higher per-unit value should be used for e-books: the average per volume price for more than 232,000 e-books in 2013 was \$27.83.³³ Without choosing a large sample of genres, authors, etc. and deriving a blended per unit value, any choice of value will be somewhat subjective. For this report, we see no reason to value e-books differently than a hardcopy format.

Based on circulation data from the 2015 public library survey, the statewide calculations for digital formats are:

Video and audio items: 5,424,113 X \$1.50 = \$8,136,170

E-books: 5,091,087 X \$8.78 = \$44,699,744

And the value for all circulation transactions are:

Total Value of Book Circulation Transactions: \$909,513,721

Total Value of Digital Circulation Transactions: \$52,835,914

Total Value of Circulation Transactions in FY2015: \$962,349,635

33 See Catherine Barr and Constance Harbison, "Book Title Output and Average Prices: 2009-2013," in *Library and Book Trade Almanac* (formerly *The Bowker Annual*), 2014, 59th Edition, Information Today, Inc.: Medford, NJ., page 473.

Chapter IV. Summary of Quantifiable Economic Impacts

Public libraries in the State of Texas generate significant economic impacts. In FY2015, more than 11,000 jobs in Texas were dependent on public library expenditures. When analyzed as business and organizational entities, public libraries produced \$976 million in local economic activity. In addition, the total value of eight public library services was conservatively estimated at \$1.652 billion.

TABLE 4.1. STATEWIDE VALUES OF PUBLIC LIBRARY SERVICES, FY2015

Service	Value
Reference Services	\$40,814,812
Programs	\$48,795,845
Volunteers	\$20,159,826
In-Library Use	\$32,805,863
Computer Terminals	\$293,652,405
Wireless Internet Access	\$104,159,505
Electronic Databases	\$150,167,176
Circulation (All Formats)	\$962,349,635
Total All Services	\$1,652,905,067

Total economic benefits from Texas' public libraries in FY2015, therefore, were approximately \$2.629 billion.

Spending by public libraries in FY2015 totaled \$566.0 million: \$504.0 million in operating expenditures and \$62.0 million in capital expenditures.³⁴

Overall, with economic benefits of \$2.629 billion and expenditures of \$566 million, there was an ROI of 4.64—for every dollar, there was \$4.64 in statewide economic activity.

Table 4.2 shows the financial benefit ratio (return on investment) for recent prior studies of library impacts. Comparisons of these ratios across different jurisdictions must be conducted with caution and, in some instances, may be inappropriate due to different types of services and other localized conditions. Nonetheless, the Texas ratio appears in line with the ratios evident elsewhere.

³⁴ The operating expenditure total includes \$2.65 million from TSLAC for its share of the TexShare electronic databases.

TABLE 4.2. RETURN ON INVESTMENT IN RECENT REPORTS

Jurisdiction	Year	Return on the Dollar
STATES		
Minnesota	FY2010	\$4.62
COUNTIES		
Salt Lake County, UT	2012	\$5.47-\$6.07
Santa Clara County, CA	2012	\$2.50-\$5.17
Toledo Lucas County, OH	2015	\$3.87
CITIES		
Toronto	2012	\$4.63
Texas	FY2015	\$4.64

Table 4.3 on the next page shows the respective ROI figures as reported in the earlier 2012 report. Again, Texas appears in line with many other jurisdictions.

TABLE 4.3. RETURN ON INVESTMENT IN SELECTED EARLY REPORTS

Jurisdiction	Return on the Dollar
STATES	
Colorado	\$4.99
Florida	\$8.32
Indiana	\$4.76
South Carolina	\$4.48
Texas – Statewide 2011	\$4.42
Wisconsin	\$4.06
CITIES	
Charlotte	\$4.61
Southwestern Ohio	\$3.81

Note: Summary statistics were unavailable for Philadelphia and Seattle.

Compared to the earlier analysis performed in late 2012 for FY2011, the ROI increased by 5%, with most of that due to inclusion of new service values. The ROI

would have increased by a greater percentage but total economic impact is quite dependent on the mixture of spending. Compared to FY2011, overall spending increased in FY2015, although there were fewer capital expenditures and more operating expenditures.³⁵

The impact of Texas public libraries is still underestimated. Public libraries serve their communities by making information and learning readily accessible to any individuals who choose to enter a library's doors or, in recent years, use a library's online portal. The individuals who use the libraries directly benefit by gaining knowledge and ideas. Even those who choose not to use their local public library benefit by being part of a more educated community. Substantial research has concluded that economic growth and leadership is highly correlated with highly educated communities. Public libraries offer every person an opportunity to improve his or her education and every business an opportunity to improve their productivity. Public libraries are an overlooked factor in economic leadership among states.

³⁵ Capital expenditures, for instance, construction outlays, have high multipliers and greater "ripples" in terms of economic impacts.

Appendices

Appendix A: Summaries of Recent Impact Studies

Appendix B: Bibliography and References

Appendix C: Performing Organization and Project Staff

Appendix A: Summaries of Recent Impact Studies

States

Minnesota

Counties

Santa Clara County, California

Salt Lake County, Utah

Toledo Lucas County, Ohio

Cities

Toronto, Ontario

State of Minnesota

Title

**Minnesota Public Libraries' Return On Investment, University of Minnesota
Duluth, Labovitz School of Business and Economics, December 2011**

Goals

This research was designed to answer several questions: (a) what are the levels of support among the state's residents for public library services; (b) how do state residents want public library services to be financed if changes were required to maintain or expand services; (3) what economic impacts are due to public libraries in the state; and (4) what is the cost-benefit ratio/ROI of public libraries.

Methodologies

Two surveys were conducted: a statewide, general population survey of 804 households and a more detailed survey of 557 public library users throughout the state. The user survey was the main method used in determining the value of public library services. Rather than estimating benefits for specific library services, researchers relied on contingent valuation, asking patrons directly how much they would pay or exchange for all library services, that is a bundle of library services rather than individual library services. Contingent valuation is essentially a "willingness-to-pay" approach or the "willingness-to-accept" approach, which generates estimates for how much a patron say they would pay to obtain a service, or how much they would accept to give up the service.

Another component of the research was determining the economic benefits of public libraries with the economic model IMPLAN. Indirect/induced employment, indirect/induced labor income, and indirect/induced economic impacts were computed based on public library employment, labor income, and spending/expenditures as well as the economic profile of the State of Minnesota.

Results

Based on the user survey, researchers estimated that the average household would be willing and able to donate between \$31.7 and \$38.3 dollars annually, resulting in a total donation of \$65.4 to \$79.0 million annually, based on the number of Minnesota households. The researchers stated the estimated amounts should be considered "snapshots," as demand conditions could change frequently.

The combined totals for capital expenditures and operational expenditures in 2010 dollars were computed to be:

Employment	4,202
Payroll	\$296,329,531
Output	\$431,793,024

ROI Ratio(s)

Based on the willingness to pay estimates, the economic model amounts, and Minnesota's population, the economic contribution per capita totalled \$169.32. With local and county tax support per capita at \$36.67, the annual return per dollar of public tax support equalled \$4.62. That is the generally used ratio throughout the report, although in several sections, a lower ratio of \$2.50 was cited.

Other Findings:

The general population survey indicated that Minnesotans felt that public libraries are a very important part of a community, and that public library funding should remain the same or be increased. If additional resources were needed for public libraries to continue, there were divergent views about user fees, taxes and/or reducing services. The most frequently favored option was to raise taxes, not user fees and/or reduce services. However, the next most favored option was to increase user fees and/or reduce services and not alter taxes. Findings varied by the pattern of respondent and household use of public libraries, and background items such as household income, respondent gender, age, and geographic location.

Other pertinent details from the general population survey:

There was a higher level of household usage of public libraries among those in the Twin Cities area (83%) than elsewhere in Minnesota (72%).

There was no statistically significant difference in reported household usage of public libraries by men or women, although gender differences showed up in other patterns of usage.

There was no statistically significant difference between men and women on the question of whether public library support should be increased, remain the same, or be reduced.

In all income categories, to increase support, the highest percentage of respondents favored using taxes and oppose user fees or reduced service.

Those individuals with more education were more likely to report household use of a public library in the past year: 62% among those with some college or less education, 83% among those who have graduated from a technical or other college, and 92% among those with post-graduate work. There was no statistically significant difference between these education groups in their feeling of the importance of having a public library in every community as all groups felt this was important.

There was no statistically significant difference among age groups in the importance they expressed for there being a public library in every community, or on the question about whether public library support should be increased, remain

the same, or be reduced.

Researchers also identified the social return on investment (SROI) from Minnesota public libraries without attempting to measure the educational programs, literacy benefits, the expertise of the library staff, the library facility as a community gathering place, the “halo” spending by library users at establishments close to the library, and the value of a library’s enhancement to neighborhood real estate and community partnerships.

Santa Clara County, California

Title

Santa Clara County Library District, 2013 Return on Investment Report, Berk Consulting, Seattle Washington.

Goals

The Santa Clara County Library District (SCCLD), which has 8 libraries and a bookmobile, serves more than 400,000 residents in the unincorporated portions of Santa Clara County and the cities of:

- Campbell
- Cupertino
- Gilroy
- Los Altos
- Los Altos Hills
- Milpitas
- Monte Sereno
- Morgan Hill
- Saratoga

Besides quantifying the SCCLD's benefits to the extent possible, the report sought to describe SCCLD's unquantified benefits. An extensive portion of this report is devoted to the library district's activities in:

- Enhancing early literacy and youth education;
- Promoting lifelong learning and personal growth;
- Building and bridging diverse communities;
- Providing access to information and technology for all; and
- Supporting personal recreation and quality of life.

Examples are provided of the district's impacts on health and wellness, adult education, job and employment services, literacy, and being anchors of community life for county residents. Santa Clara County has an extensive variety of economic, social, linguistic, and ethnic backgrounds, with over 100 languages and dialects are spoken by county residents according to the report. The

Library District has tailored its collections and programming to reflect the highest used languages and actively collects in 19 languages.

Methodologies

Five major categories of activities and services were examined in fiscal year 2011-2012:

- Circulation
- Programs
- Reference Services

- Space Usage
- Technology Usage (in-library terminals, wireless, and databases)

The quantitative methodology was standard: (a) identify the quantity of a service; (b) assign a value, usually both a high and a low value, based on the going rate to acquire a comparable good on the open market; and (c) for all circulation categories, apply a discount rate to the low value only. Unquantified benefits were identified primarily through interviews.

Results

Circulation values dominated the total benefits. The low and high calculations for each major category were as follows:

	Low Estimate	High Estimate
Circulation	\$50,995,113	\$105,631,651
Programs	\$1,621,340	\$4,161,784
Reference Services	\$2,945,808	\$8,849,375
Space Usage	\$77,350	\$324,050
Computers	\$1,936,901	\$4,439,814
Databases	\$24,848,725	\$47,706,559

ROI Ratio(s)

Total estimated benefits were computed at approximately \$83 million for a low estimate and \$171 million for the high estimate. Total expenditures were slightly over \$33 million for cost-benefit ratios of \$2.50 and \$5.17.

City of Toronto, Ontario

Title

So Much More: The Economic Impact of the Toronto Public Library on the City of Toronto, University of Toronto, Martin Prosperity Institute, December 2013

Goals

Determine the ROI and total economic impact of the Toronto Public Library based on calculations for tangible benefits and spending. According to the report, direct tangible benefits are those that have an identifiable beneficiary while indirect tangible benefits are those from the re-spending of dollars within the community.

At the time of the study, Toronto's population was nearly 2.8 million. The library had 98 branches located across the City of Toronto, and most Toronto residents lived within a two-kilometer radius of a branch.

Based on a 2012 survey cited in the report, the Toronto Public Library is heavily utilized:

- Over 2 million residents are members;
- 72% of respondents used the library in the past year;
- 44% of the adult population uses the library once a month or more; and
- Nearly half of the adults taking a child to a library branch do so two or three times each month.

Methodologies

The study analysed the five main categories of Toronto Public Library programs and services:

- Collection Use – books, eTitles, CDs, DVDs, magazines, newspapers, and a museum and arts pass providing discounts;
- Programs – for children, teens, adults, and seniors to support literacy, culture, workforce development, and lifelong learning;
- Reference & Database Services – to support study and business development;
- Technology – access to computer technology and the Internet to support career development, personal research, and lifelong learning; and
- Space – used for reading, personal study, meeting, and collaboration.

Values for each service were based on the local comparative market price for a similar service, according to researchers. And in the case of circulation materials and materials used in the library, the actual cost of the item was discounted by 80% to account for the differences between borrowing and owning a book or other media item. (That left a residual value of 20% per item.) Whenever possible and appropriate, local Toronto prices were used to determine the value.

Two approaches were used that were different than those in other jurisdictions. First, all spending data were from a single year (2012), except for capital expenditures. For renovations, the average annual spending from 2007–2012 was used. Second, to calculate the indirect benefit, researchers applied a multiplier range of 1.4 to 2.0 instead of performing calculations with a specific economic model. To justify this approach, researchers provided information about multipliers in other recent economic impact studies evaluating comparable services. They also state that the 1.4 to 2.0 multiplier range is consistent with national and provincial multipliers used by Statistics Canada.

This report also introduced new measures to estimate the value of library space and materials delivery.

Results

Three estimates were computed for the values of services: low, mid-point, and high. Those amounts were: CAD \$352.5m, CAD \$680.8m, and CAD \$1,009.1m.³⁶

Three amounts also were generated for total economic impacts: Low – CAD \$612.1m, mid-point – CAD \$1,000.6m, and high – CAD \$1,389.1m

In general, the mid-point numbers were cited most frequently.

ROI Ratio(s)

Low, mid-point, and high ROIs were 244%, 463%, and 681%.

Other Findings

Values for individual services were:

	Low	Mid-Point	High
Collection Use	\$183.7	\$512.1	\$840.4
Programs		26.4	
Reference & Database Services		78.8	
Technology Access		25.9	
Meeting & Study Space		37.7	

Total economic impact for each household within the City of Toronto: \$955 CAD;

Total economic impact for each of Toronto’s residents: \$358 CAD.

Based on the \$1 billion in direct tangible benefits (the High estimate) provided by the Toronto Public Library, each of the two million library members received as much as \$502 in total direct benefits.

³⁶ In millions of Canadian dollars (CAD\$). The exchange rate as of 12/31/2013 was 1 USD=1.0628 Canadian or CAD\$= 0.94095 USD.

Materials delivery was valued as a service at approximately \$15 million. Library members may place a circulating item on hold and have that item delivered to a branch chosen by the resident for pick-up. The value per “hold” was deemed equivalent to the cost of single fare for the Toronto Transit Commission at that time.

The meeting and study space amount of \$37.7 million was based on a series of assumptions and calculations. To calculate the economic benefit of meeting space, bookings of meeting rooms at branches were multiplied by the Library’s commercial rental rate, which was deemed comparable to the Toronto District School Board space rates of \$12.20 to \$50 per hour. That value was relatively small at \$1.4 million. The bulk of meeting space value (\$36.2 million) was derived by multiplying the 9 million annual visitors by a conservative value for work space in the Toronto.

Salt Lake County, Utah

Title

A Return on Investment Study of Salt Lake County Library Services, Javaid Lal, University of Utah, July 2013

Goals

Due to the financial contraction of 2008, all Salt Lake County departments were asked to justify their expenditures in conjunction with a countywide tax increase. This led library officials to support a study to quantify the monetary value of the library services and inform the public and other stakeholders about their return on investment (ROI). In addition to providing measurable results, the study obtained information from library users about their priorities.

At the time of the report, the Salt Lake County Library (SLCoLibrary) operated 18 community libraries and three reading rooms in 17 cities serving a population in excess of 825,000. During 2012, more than 4.5 million people visited SLCoLibrary branches and over 10.1 million connected virtually via the library website. More than 16 million items were checked out, which made SLCoLibrary the 12th largest circulating library in North America with 22.2 books per capita circulation. Salt Lake City and Murray City, with a combined population of more than 235,000, have their own libraries.

Methodologies

To calculate ROI for Salt Lake County Library Services (SLCoLibrary), a mixed-methods, multi-phase approach was employed. In the first phase of the study, an online survey was fielded to collect data from library patrons. The survey used the contingent valuation method by asking specific questions about patrons' library use and their willingness to pay for similar services in the absence of a library. Questions were asked about discrete services and not a bundle of services.

In the second phase of the study, 2012 library use statistics from SLCoLibrary were utilized in calculating monetary equivalents of the services provided by the library.

Actual usage and willingness to pay were determined for:

- Help from Library Staff
- Magazine borrowing
- Newspaper borrowing
- Book borrowing (hardcover, softcover, children's, E-book, audiobook)
- Computers
- Electronic resources
 - Electronic News & Magazines Subscription

Professional Journals Subscriptions
Business & Investment Resources Subscription
Consumer Reports Subscription
Genealogy And Family History Search

DVDs, CDs

Children's and adult's programs

In the third phase, indirect economic impact analysis was performed with the Rims II Regional Input-Output Modeling System. This analysis generated the economic ripple impacts on the local economy from library expenditures for employee wages, book, supplies, and construction activities.

The final phase aggregated the benefits from services and the direct and indirect economic impacts, and compared them to taxpayer costs. Unusually, capital/construction expenditures were considered one-time benefits and separated from other benefits, although not excluded from the ROI.

Results

ROI Ratio(s)

Salt Lake County taxpayers' combined return on investment was calculated at between \$5.47 and \$6.07 for every \$1.00 invested in library services. This was comprised of between \$3.09 and \$3.69 in direct benefits, \$1.57 in indirect benefits, and \$0.81 in one-time benefits for every \$1.00 invested by the Salt Lake County taxpayers.

Overall, SLCoLibrary provided goods and services worth \$121 million in measurable direct benefits to the County residents.

Other Findings:

An average SLCoLibrary cardholder saved \$4,581 annually by not having to purchase similar material in the marketplace.

When asked how much they would be willing to pay, the average cardholder specified \$487.96.

There were 608 responses to the user/patron survey. More than 100 questions were asked. The first section addressed inclusion criteria, in person and online visitation purposes, and visitation frequency. The second section contained approximately 60 questions pertaining to current usage and willingness to pay for alternative services as well as questions about satisfaction with library services. The third section collected demographic information for statistical purposes.

The majority of survey respondents were satisfied (24.36%) or very satisfied (71.88%) with library services—a combined satisfaction rate of 96.24%.

Toledo Lucas County, Ohio

Title

Return on Investment Analysis of Toledo Lucas County Public Library, Fleeter & Associates, Columbus, Ohio, April 2016

Goals

The Toledo Lucas County Public Library has a collection of nearly 2.2 million print, video, audio, and digital materials, ranking it as the fifth largest in the State of Ohio. There are nearly 300,000 cardholders from the Lucas County population of approximately 442,000. There is a downtown main library and 18 branch libraries.

Methodologies

Library services were broken into the following categories:

- A. Circulation of Physical Materials--books, periodicals, dvds, and cds
- B. Circulation of Digital Materials--eBooks, downloadable audio books, digital magazines, & streamed movies
- C. Computer & Technology Services--loaning of laptops and tablet devices, patron use of library computers, wireless provision, and computer training
- D. Reference Services--non-circulating books and periodicals, provision of answers to reference questions, and electronic database usage
- E. Other Library Services, Programming and Outreach--meeting room use, children's, young adult, and adult & family programs, bookmobiles, genealogy, job & employment and personal finance workshops,

Values for each service were based on comparative market prices for similar services. For instance, based on information about the cost of computer training in northwest Ohio, a value of \$25 per hour per patron was assigned to the computer training offered by the library. The number of patron hours of training was then multiplied by \$25.

For physical books, this study assigned an average discount of the purchase price of 50%. In other words, the assignment of the net value when a patron borrowed a book assumed that the net value of the use of the book equaled its acquisition cost less a resale value of 50%. The formula for computing the value of books borrowed equaled:

Number of Books Borrowed X (Acquisition Cost– 50% Discount) = Total Economic Benefit of Book Circulation

To calculate the indirect benefit, researchers applied a multiplier of 1.41 instead of performing calculations with a specific economic model. This specific multiplier was selected because it was the "Household Consumption" economic multiplier for Ohio,

as computed by the Bureau of Economic Analysis, U.S. Department of Commerce. Unlike all other prior ROI library impact reports, this multiplier was applied quite differently: to multiply to the value of library services and not to multiply library expenditures.

Results

ROI Ratio(s):

When compared to the library's expenditures of \$37.1 million in 2015, the total Return on Investment was determined to be 3.87.

Other Findings:

Values and proportions of values for categories of services were:

Library Service	Estimated Value	Share of Value
Physical Circulation	\$40,949,070	40.30%
Electronic Circulation	\$9,125,812	9.00%
Computer & Technology Services	\$19,770,644	19.40%
Reference Services	\$27,894,521	27.40%
Library Programs & Other Services	\$3,937,933	3.90%

Appendix B: Bibliography and References

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Appendix C: Performing Organization and Project Staff

The Bureau of Business Research, IC² Institute, The University of Texas at Austin

The Bureau of Business Research (BBR) was established in 1926 to provide small business owners and policymakers with applied economic research and data to strengthen the state's business environment. Throughout its history, the Bureau and its work has been characterized by objectivity and independence. The IC² Institute was established in 1977 with the vision that science and technology are resources for economic development and enterprise growth. In addition to the BBR, the Institute oversees several programs that include the Austin Technology Incubator and the Global Commercialization Group. The Bureau's prolific publications history includes numerous economic assessments and program evaluations.

Project Staff

Dr. James Jarrett, Senior Research Scientist, Bureau of Business Research, IC² Institute, The University of Texas at Austin, served as the principal investigator. Brian Lewandowski, Associate Director, Business Research Division, Leeds School of Business, University of Colorado Boulder, performed the economic modelling. The research was conducted in calendar year 2016.

Appendix 4B part 1
Summary of Key Findings, Mesquite Public Library System Peer Analysis

Mesquite Public Library Peer Analyses
 Mesquite's value compared to Metroplex (Comparable Cities) + Regional (3-state) Peer Groups

<i>statistical category</i>	<i>metric</i>	<i>Mesquite</i>	<i>Metroplex Peer Average</i>	<i>Regional Peer Average</i>
Population	* Population Served	147,691	225,518	136,166
	7/1/2022 Census Population	147,899	222,760	129,159
	FY 2022 LSA Population	147,691	225,518	132,949
	Registered Borrowers	18,092	95,094	53,283
Facilities & Hours	Percent of Population with Library Cards	12.25%	39.53%	40.08%
	Number of Facilities (excluding mobile)	2	3	2
	Number of Book-mobiles	0	0	0
	Annual Public Service Hours (all outlets)	5,125	9,547	4,813
	Average Service Hours Per Week	98.56	183.59	92.56
	Average Service Hours Per Week Per facility	49.28	54.37	50.56
	Square Feet of Central Library	26,000	53,334	40,210
	Square Feet of All Branches	10,000	60,858	21,581
	Total Square Feet of All Facilities	36,000	99,917	54,598
	Square Feet per capita	0.24	0.45	0.42
	Number of Facilities per 100,000 population	1.35	1.41	1.50
	Total Annual Operating Cost per Square Foot of Facilities	\$69.42	\$57.73	\$57.43
	Total Annual Operating Cost per Service Hour	\$487.62	\$662.18	\$697.41
	Collections & Usage	Number of Print Books in Collection	171,315	262,647
Number of Electronic Books in Collection		197,311	80,502	125,070
Number of Physical Audio in Collection		4,372	11,346	6,726
Number of Downloadable Audio in Collection		78,029	36,961	80,530
Number of Physical Video in Collection		13,384	26,757	15,179
Number of Downloadable Video in Collection		48	9,800	6,776
Other Circulating Physical Items in Collection		48	2,007	818
Local or Other Electronic Collections (Databases)		9	13	10
State Electronic Collections (Databases)		77	77	68
Total Electronic Collections (Databases)		86	90	78
Total Collection Size		464,468	428,026	377,425
Print Materials as a percent of total collection		36.88%	60.52%	54.92%
Total Collection per capita		3.14	2.01	3.36
Print Materials per capita		1.16	1.17	1.12
Total Annual Circulation Transactions		228,379	1,111,843	624,724
Total Annual Circulation of Children's Materials		109,276	555,117	318,378
Total Annual Circulation of Electronic Materials		40,356	228,520	111,890
Total Annual Circulation of Physical Items		188,200	888,755	514,701
Number of Successful Retrievals of Electronic Information		15,482	183,039	83,639
Total Annual Collection Usage (Physical + Electronic + Retrievals)		244,038	1,300,314	710,230
Total Collection Usage per capita		1.65	5.82	5.41
Children's Circulation per capita		0.74	2.51	2.37
Collection Turnover (Collection Usage/Size)		0.53	2.87	3.08
Children's Circulation as percent of total		47.85%	50.16%	46.26%
Interlibrary Loan - Total Provided to Other Libraries	467	3,520	803	
Interlibrary Loan - Total Received from Other Libraries	98	3,522	1,280	

Mesquite Public Library Peer Analyses
 Mesquite's value compared to Metroplex (Comparable Cities) + Regional (3-state) Peer Groups

<i>statistical category</i>	<i>metric</i>	<i>Mesquite</i>	<i>Metroplex Peer Average</i>	<i>Regional Peer Average</i>
Library Usage	Total Annual Library Visits	135,788	359,920	217,740
	Library Visits per capita	0.92	1.55	1.66
	Total Annual Reference Transactions	29,817	40,530	35,744
	Reference Transactions per capita	0.20	0.20	0.27
Computer Usage	Number of Internet Computers Used by General Public	36	139	48
	Public Computers per 2,000 Population	0.49	1.04	0.71
	Uses of Public Internet Computers per year	29,461	44,016	24,713
	Wireless Sessions Using the Library's Wireless Service	289,484	139,924	98,904
Library Programs	Number of Visits to Library Website	35,540	525,983	700,643
	Total Number of Synchronous Library Programs	221	1,220	730
	Number of Synchronous Library Programs Targeting Children	175	647	346
	Number of Synchronous Library Programs Targeting Young Adults (Teens)	3	81	84
	Total Attendance at Synchronous Library Programs	8,779	33,516	21,618
	Attendance at Synchronous Programs Targeting Children	7,077	17,223	11,255
	Attendance at Synchronous Programs Targeting Young Adults (Teens)	9	1,571	1,148
	Total Program Attendance per capita	0.06	0.16	0.16
	Number of Children's Programs as percent of total	79.19%	55.24%	50.51%
	Attendance at Children's Programs as percent of total	80.61%	55.47%	55.56%
	Number of Young Adult (Teen) Programs as percent of total	1.36%	6.35%	10.39%
	Attendance at Young Adult (Teen) Programs as percent of total	0.10%	5.63%	5.02%
	Total Number of Asynchronous Library Programs	0	9	18
	Views of Asynchronous Library Programs	0	897	10,172
Operating Revenue	Operating Revenue from Local Government	\$2,484,643	\$5,851,479	\$3,028,688
	Operating Revenue from State Government	\$0	\$780	\$42,347
	Operating Revenue from Federal Government	\$4,178	\$83,149	\$7,849
	Other Operating Revenue	\$10,235	\$28,538	\$25,956
	Total Operating Revenue	\$2,499,056	\$5,963,946	\$3,104,840
	Total Revenue per capita	\$16.92	\$25.65	\$23.73
	Local Revenue per capita	\$16.82	\$25.28	\$23.00
	State Revenue per capita	\$0.00	\$0.00	\$0.41
	Local Revenue as percent of total	99.42%	98.50%	96.84%
	State Revenue as percent of total	0.00%	0.01%	1.53%
Capital Revenue	Federal Revenue as percent of total	0.17%	1.01%	0.24%
	Other Revenue as percent of total	0.41%	0.48%	1.39%
	Local Government Capital Revenue	\$0	\$218,285	\$6,303
	State Government Capital Revenue	\$0	\$0	\$2,799
	Federal Government Capital Revenue	\$0	\$0	\$0
	Other Capital Revenue	\$0	\$0	\$1,295
	Total Capital Revenue	\$0	\$247,138	\$10,516
	Total Capital Expenditures	\$0	\$950,943	\$15,644

Mesquite Public Library Peer Analyses
 Mesquite's value compared to Metroplex (Comparable Cities) + Regional (3-state) Peer Groups

<i>statistical category</i>	<i>metric</i>	<i>Mesquite</i>	<i>Metroplex Peer Average</i>	<i>Regional Peer Average</i>
Staff & Expenditures	FTE Number of ALA-MLS Librarians	14.0	21.1	12.2
	FTE Number of Employees with Job Title "Librarian"	17.0	24.8	14.1
	FTE Number of Other Paid Employees	15.7	38.8	20.3
	FTE Total Paid Employees	32.7	63.6	34.4
	MLS Staff per 1,000 capita	0.09	0.10	0.10
	Total Staff per 1,000 capita	0.22	0.28	0.27
	Salaries & Wages for All Staff	\$1,177,790	\$3,253,821	\$1,570,130
	Employee Benefits for All Staff	\$495,930	\$1,106,342	\$626,175
	Total Staff Expenditures	\$1,673,720	\$4,360,163	\$2,196,305
	Staff Expenditures per capita	\$11.33	\$19.13	\$16.73
	Total Expenditures per Staff FTE	\$81,545	\$68,301	\$63,883
	Staff Expenditures as percent of total	66.97%	73.06%	72.52%
	Other Expenditures	Print Material Expenditures	\$134,870	\$379,609
Electronic Material Expenditures		\$77,120	\$410,814	\$167,251
Other Materials Expenditures		\$23,150	\$60,910	\$31,867
Total Collection Expenditures		\$235,140	\$851,333	\$385,599
Collection Expenditures per capita		\$1.59	\$3.56	\$2.96
Other Operating Expenditures		\$590,196	\$705,723	\$446,544
Total Operating Expenditures		\$2,499,056	\$5,917,220	\$3,028,333
Total Operating Expenditures per capita		\$16.92	\$25.53	\$24.35
Collection Expenditures as percent of total		9.41%	14.03%	12.67%
Other Expenditures as percent of total		23.62%	12.91%	14.82%

Appendix 4B part 2
Detailed Findings, Mesquite Public Library System Peer Analysis, Lists 1 & 2

Mesquite Public Library Peer Analysis
Comparable North Texas Cities

FACILITIES & HOURS

City, State	Library Name	* Population Served	7/1/2022 Census Population	FY 2022 LSA Population	Number of Facilities (excluding mobile)	Number of Book-mobiles	Annual Public Service Hours (all outlets)	Average Service Hours Per Week	Average Service Hours Per facility	Square Feet of Central Library	Square Feet of All Branches	Total Square Feet of All Facilities	Square Feet per capita	Number of Facilities per 100,000 population	Total Annual Operating Cost per Square Foot of Facilities	Total Annual Operating Cost per Service Hour
Arlington, TX	Arlington Public Library System	392,786	394,602	392,786	7	0	21,216	408.00	58.29	80,000	63,854	143,854	0.37	1.78	\$ 59.59	\$ 404.05
Plano, TX	Plano Public Library System	288,207	289,547	288,207	5	0	15,005	288.56	57.71	50,000	130,480	180,480	0.63	1.73	\$ 72.04	\$ 866.48
Irving, TX	Irving Public Library	254,198	254,715	254,198	3	0	9,610	184.81	61.60	n/a	103,570	103,570	0.41	1.18	\$ 70.41	\$ 758.84
Garland, TX	Nicholson Memorial Library System	242,035	240,854	242,035	4	0	9,203	176.98	44.25	59,475	61,420	120,895	0.50	1.65	\$ 49.15	\$ 645.64
Grand Prairie, TX	Grand Prairie Public Library System	197,347	201,843	197,347	3	0	7,801	150.02	50.01	40,000	19,679	59,679	0.30	1.52	\$ 50.35	\$ 385.16
Carrollton, TX	Carrollton Public Library	165,500	133,820	165,500	2	0	4,991	95.98	47.99	42,000	37,000	79,000	0.48	1.21	\$ 41.82	\$ 661.91
Mesquite, TX	Mesquite Public Library	147,691	147,899	147,691	2	0	5,125	98.56	49.28	26,000	10,000	36,000	0.24	1.35	\$ 69.42	\$ 487.62
Richardson, TX	Richardson Public Library	116,382	118,802	116,382	1	0	3,422	65.81	65.81	75,861	n/a	75,861	0.65	0.86	\$ 49.07	\$ 1,087.76
	Average	225,518	222,760	225,518	3	0	9,547	183.59	54.37	53,334	60,858	99,917	0.45	1.41	\$ 57.73	\$ 662.18
					0											
	90th Percentile	319,581	321,064	319,581	6	0	16,868	324.39	62.86	77,517	114,334	154,842	0.63	1.75	\$ 70.90	\$ 932.87
	75th Percentile	262,700	263,423	262,700	4	0	10,959	210.75	59.11	67,668	83,712	126,635	0.53	1.67	\$ 69.67	\$ 785.75
	50th Percentile	219,691	221,349	219,691	3	0	8,502	163.50	53.86	50,000	61,420	91,285	0.44	1.44	\$ 54.97	\$ 653.78
			147,899		2		5,125	98.56	49.28					1.35		\$ 487.62
	25th Percentile	161,048	144,379	161,048	2	0	5,092	97.91	48.96	41,000	28,340	71,816	0.35	1.20	\$ 49.13	\$ 466.73
			147,691	147,691												
	5th Percentile	127,340	124,058	127,340	1	0	3,971	76.37	45.56	30,200	12,904	44,288	0.26	0.97	\$ 44.36	\$ 391.77
										26,000	10,000	36,000	0.24			

Mesquite Public Library Peer Analysis
Comparable North Texas Cities

REVENUE

Library Name	* Population Served	Operating Revenue from Local Government	Operating Revenue from State Government	Operating Revenue from Federal Government	Other Operating Revenue	Total Operating Revenue	Total Revenue per capita	Local Revenue per capita	State Revenue per capita	Local Revenue as percent of total	State Revenue as percent of total	Federal Revenue as percent of total	Other Revenue as percent of total
Arlington Public Library System	392,786	\$8,398,537	\$0	\$548,133	\$34,058	\$8,980,728	\$ 22.86	\$ 21.38	\$ -	93.52%	0.00%	6.10%	0.38%
Plano Public Library System	288,207	\$13,001,578	\$0	\$18,304	\$9,465	\$13,029,347	\$ 45.21	\$ 45.11	\$ -	99.79%	0.00%	0.14%	0.07%
Irving Public Library	254,198	\$7,032,515	\$0	\$67,291	\$134,701	\$7,234,507	\$ 28.46	\$ 27.67	\$ -	97.21%	0.00%	0.93%	1.86%
Nicholson Memorial Library System	242,035	\$5,929,752	\$6,000	\$3,758	\$6,403	\$5,945,913	\$ 24.57	\$ 24.50	\$ 0.02	99.73%	0.10%	0.06%	0.11%
Grand Prairie Public Library System	197,347	\$2,997,698	\$0	\$0	\$6,954	\$3,004,652	\$ 15.23	\$ 15.19	\$ -	99.77%	0.00%	0.00%	0.23%
Carrollton Public Library	165,500	\$3,255,406	\$0	\$13,137	\$11,489	\$3,280,032	\$ 19.82	\$ 19.67	\$ -	99.25%	0.00%	0.40%	0.35%
Mesquite Public Library	147,691	\$2,484,643	\$0	\$4,178	\$10,235	\$2,499,056	\$ 16.92	\$ 16.82	\$ -	99.42%	0.00%	0.17%	0.41%
Richardson Public Library	116,382	\$3,711,699	\$237	\$10,394	\$15,002	\$3,737,332	\$ 32.11	\$ 31.89	\$ 0.00	99.31%	0.01%	0.28%	0.40%
Average	225,518	\$5,851,479	\$780	\$83,149	\$28,538	\$5,963,946	\$ 25.65	\$ 25.28	\$ 0.00	98.50%	0.01%	1.01%	0.48%
90th Percentile	319,581	\$9,779,449	\$1,966	\$211,544	\$64,251	\$10,195,314	\$ 36.04	\$ 35.86	\$ 0.01	99.77%	0.03%	2.48%	0.85%
75th Percentile	262,700	\$7,374,021	\$59	\$30,551	\$19,766	\$7,671,062	\$ 29.37	\$ 28.72	\$ 0.00	99.74%	0.00%	0.53%	0.40%
50th Percentile	219,691	\$4,820,726	\$0	\$11,766	\$10,862	\$4,841,623	\$ 23.72	\$ 22.94	\$ -	99.37%	0.00%	0.22%	0.36%
25th Percentile	161,048	\$3,190,979	\$0	\$4,073	\$8,837	\$3,211,187	\$ 19.09	\$ 18.96	\$ -	98.74%	0.00%	0.12%	0.20%
5th Percentile	127,340	\$2,664,212	\$0	\$1,315	\$6,596	\$2,676,015	\$ 15.82	\$ 15.76	\$ -	94.81%	0.00%	0.02%	0.08%
		\$2,484,643				\$2,499,056							

Mesquite Public Library Peer Analysis
Comparable North Texas Cities

CAPITAL REVENUE & EXPENDITURES

Library Name	* Population Served	Local Government Capital Revenue	State Government Capital Revenue	Federal Government Capital Revenue	Other Capital Revenue	Total Capital Revenue	Total Capital Expenditures
Arlington Public Library System	392,786	\$0	\$0	\$0	\$0	\$0	\$0
Plano Public Library System	288,207	\$0	\$0	\$0	\$0	\$0	\$5,500,000
Irving Public Library	254,198	\$0	\$0	\$0	\$0	\$0	\$130,439
Nicholson Memorial Library System	242,035	\$1,645,507	\$0	\$0	\$0	\$1,876,327	\$1,876,327
Grand Prairie Public Library System	197,347	\$100,774	\$0	\$0	\$0	\$100,774	\$100,774
Carrollton Public Library	165,500	\$0	\$0	\$0	\$0	\$0	\$0
Mesquite Public Library	147,691	\$0	\$0	\$0	\$0	\$0	\$0
Richardson Public Library	116,382	\$0	\$0	\$0	\$0	\$0	\$0
Average	225,518	\$218,285	\$0	\$0	\$0	\$247,138	\$950,943
			\$0	\$0	\$0		
90th Percentile	319,581	\$564,194	\$0	\$0	\$0	\$633,440	\$2,963,429
75th Percentile	262,700	\$25,194	\$0	\$0	\$0	\$25,194	\$566,911
		\$0				\$0	
50th Percentile	219,691	\$0	\$0	\$0	\$0	\$0	\$50,387
							\$0
25th Percentile	161,048	\$0	\$0	\$0	\$0	\$0	\$0
	147,691						
5th Percentile	127,340	\$0	\$0	\$0	\$0	\$0	\$0

Mesquite Public Library Peer Analysis
Comparable North Texas Cities

STAFF & STAFF EXPENDITURES

Library Name	* Population Served	FTE Number of ALA-MLS Librarians	FTE Number of "Librarian" employees	FTE Number of Other Paid Employees	FTE Total Paid Employees	MLS Staff per 1,000 capita	Total Staff per 1,000 capita	Salaries & Wages for All Staff	Employee Benefits for All Staff	Total Staff Expenditures	Staff Expenditures per capita	Total Expenditures per Staff FTE
Arlington Public Library System	392,786	21.0	24.0	56.0	80.0	0.05	0.20	\$3,774,292	\$1,130,043	\$4,904,335	\$ 12.49	\$61,343
Plano Public Library System	288,207	50.5	50.5	94.2	144.7	0.18	0.50	\$7,583,976	\$2,931,028	\$10,515,004	\$ 36.48	\$72,668
Irving Public Library	254,198	23.5	23.5	60.5	84.0	0.09	0.33	\$4,665,027	\$1,207,858	\$5,872,885	\$ 23.10	\$69,915
Nicholson Memorial Library System	242,035	23.0	26.8	27.6	54.4	0.09	0.22	\$3,116,654	\$1,182,914	\$4,299,568	\$ 17.76	\$79,109
Grand Prairie Public Library System	197,347	8.0	15.0	23.5	38.5	0.04	0.20	\$1,634,965	\$594,359	\$2,229,324	\$ 11.30	\$57,905
Carrollton Public Library	165,500	14.0	14.0	22.0	36.0	0.08	0.22	\$1,709,537	\$531,402	\$2,240,939	\$ 13.54	\$62,248
Mesquite Public Library	147,691	14.0	17.0	15.7	32.7	0.09	0.22	\$1,177,790	\$495,930	\$1,673,720	\$ 11.33	\$51,184
Richardson Public Library	116,382	19.3	32.5	18.5	51.0	0.17	0.44	\$2,368,328	\$777,204	\$3,145,532	\$ 27.03	\$61,677
Average	225,518	21.6	25.4	39.7	65.2	0.10	0.29	\$3,253,821	\$1,106,342	\$4,360,163	\$ 19.13	\$64,506
90th Percentile	319,581	31.6	37.9	70.6	102.2	0.17	0.46	\$5,540,712	\$1,724,809	\$7,265,521	\$ 29.86	\$74,600
75th Percentile	262,700	23.1	28.2	57.1	81.0	0.11	0.36	\$3,996,976	\$1,189,150	\$5,146,473	\$ 24.08	\$70,603
50th Percentile	219,691	20.1	23.8	25.5	52.7	0.09	0.22	\$2,742,491	\$953,624	\$3,722,550	\$ 15.65	\$61,963
25th Percentile	161,048	14.0	16.5	21.1	37.9	0.08	0.21	\$1,690,894	\$578,620	\$2,238,035	\$ 12.20	\$60,483
5th Percentile	127,340	10.1	14.4	16.7	33.9	0.05	0.20	\$1,337,801	\$508,345	\$1,868,181	\$ 11.31	\$53,536
				15.7	32.7			\$1,177,790	\$495,930	\$1,673,720		\$51,184

Mesquite Public Library Peer Analysis
Comparable North Texas Cities

EXPENDITURES - COLLECTION & OTHER

Library Name	* Population Served	Print Material Expenditures	Electronic Material Expenditures	Other Materials Expenditures	Total Collection Expenditures	Collection Expenditures per capita	Other Operating Expenditures	Total Operating Expenditures	Total Operating Expenditures per capita	Staff Expenditures as percent of total	Collection Expenditures as percent of total	Other Expenditures as percent of total
Arlington Public Library System	392,786	\$782,971	\$685,169	\$48,152	\$1,516,292	\$ 3.86	\$2,151,601	\$8,572,228	\$ 21.82	57.21%	17.69%	25.10%
Plano Public Library System	288,207	\$564,200	\$881,991	\$169,242	\$1,615,433	\$ 5.61	\$871,141	\$13,001,578	\$ 45.11	80.87%	12.42%	6.70%
Irving Public Library	254,198	\$417,401	\$392,324	\$49,912	\$859,637	\$ 3.38	\$559,961	\$7,292,483	\$ 28.69	80.53%	11.79%	7.68%
Nicholson Memorial Library System	242,035	\$505,484	\$642,346	\$108,581	\$1,256,411	\$ 5.19	\$385,846	\$5,941,825	\$ 24.55	72.36%	21.15%	6.49%
Grand Prairie Public Library System	197,347	\$164,766	\$228,998	\$24,707	\$418,471	\$ 2.12	\$356,857	\$3,004,652	\$ 15.23	74.20%	13.93%	11.88%
Carrollton Public Library	165,500	\$206,383	\$181,509	\$37,837	\$425,729	\$ 2.57	\$636,938	\$3,303,606	\$ 19.96	67.83%	12.89%	19.28%
Mesquite Public Library	147,691	\$134,870	\$77,120	\$23,150	\$235,140	\$ 1.59	\$590,196	\$2,499,056	\$ 16.92	66.97%	9.41%	23.62%
Richardson Public Library	116,382	\$260,798	\$197,058	\$25,697	\$483,553	\$ 4.15	\$93,244	\$3,722,329	\$ 31.98	84.50%	12.99%	2.50%
Average	225,518	\$379,609	\$410,814	\$60,910	\$851,333	\$ 3.56	\$705,723	\$5,917,220	\$ 25.53	73.06%	14.03%	12.91%
90th Percentile	319,581	\$629,831	\$744,216	\$126,779	\$1,546,034	\$ 5.32	\$1,255,279	\$9,901,033	\$ 35.92	81.96%	18.73%	24.06%
75th Percentile	262,700	\$520,163	\$653,052	\$64,579	\$1,321,381	\$ 4.41	\$695,489	\$7,612,419	\$ 29.51	80.62%	14.87%	20.36%
50th Percentile	219,691	\$339,100	\$310,661	\$42,995	\$671,595	\$ 3.62	\$575,079	\$4,832,077	\$ 23.19	73.28%	12.94%	9.78%
25th Percentile	161,048	\$195,979	\$193,171	\$25,450	\$423,915	\$ 2.46	\$378,599	\$3,228,868	\$ 19.20	67.62%	12.27%	6.65%
5th Percentile	127,340	\$145,334	\$113,656	\$23,695	\$299,306	\$ 1.78	\$185,509	\$2,676,015	\$ 15.82	60.63%	10.24%	3.90%
		\$134,870	\$77,120	\$23,150	\$235,140	\$ 1.59		\$2,499,056			9.41%	

Mesquite Public Library Peer Analysis
Comparable North Texas Cities

COLLECTIONS

Library Name	* Population Served	Number of Print Books in Collection	Number of Electronic Books in Collection	Number of Physical Audio in Collection	Number of Downloadable Audio in Collection	Number of Physical Video in Collection	Number of Downloadable Video in Collection	Other Circulating Physical Items in Collection	Local or Other Electronic Collections (Databases)	State Electronic Collections (Databases)	Total Electronic Collections (Databases)	Total Collection Size	Print Materials as a percent of total collection	Total Collection per capita	Print Materials per capita
Arlington Public Library System	392,786	421,782	38,451	24,104	20,163	39,060	41	2,265	11	77	88	543,612	77.59%	1.38	1.07
Plano Public Library System	288,207	525,427	59,234	13,708	20,818	53,489	38,526	12,957	15	77	92	711,217	73.88%	2.47	1.82
Irving Public Library	254,198	295,237	74,928	22,679	32,918	34,630	32,844	152	15	77	92	493,251	59.86%	1.94	1.16
Nicholson Memorial Library System	242,035	215,817	69,508	5,978	31,361	36,822	0	62	18	77	95	359,504	60.03%	1.49	0.89
Grand Prairie Public Library System	197,347	127,196	24,683	4,053	26,403	10,633	4,716	0	7	77	84	197,691	64.34%	1.00	0.64
Carrollton Public Library	165,500	131,154	161,531	4,814	71,091	7,847	0	496	14	77	91	376,451	34.84%	2.27	0.79
Mesquite Public Library	147,691	171,315	197,311	4,372	78,029	13,384	48	48	9	77	86	464,468	36.88%	3.14	1.16
Richardson Public Library	116,382	213,249	18,370	11,061	14,902	18,191	2,228	79	11	77	88	278,012	76.70%	2.39	1.83
Average	225,518	262,647	80,502	11,346	36,961	26,757	9,800	2,007	13	77	90	428,026	60.52%	2.01	1.17
			197,311		78,029					77					3.14
90th Percentile	319,581	452,876	172,265	23,107	73,172	43,389	34,549	5,473	16	77	93	593,894	76.97%	2.67	1.83
75th Percentile	262,700	326,873	96,579	15,951	42,461	37,382	11,748	938	15	77	92	505,841	74.58%	2.41	1.33
												464,468			1.16
50th Percentile	219,691	214,533	64,371	8,520	28,882	26,411	1,138	116	13	77	90	420,460	62.19%	2.11	1.12
		171,315				13,384	48								
25th Percentile	161,048	161,275	35,009	4,704	20,654	12,696	31	59	11	77	88	339,131	54.11%	1.46	0.87
		147,691		4,372				48	9		86		36.88%		
5th Percentile	127,340	128,581	20,580	4,165	16,743	8,822	0	17	8	77	85	225,803	35.56%	1.14	0.70

Mesquite Public Library Peer Analysis
Comparable North Texas Cities

VISITS, REFERENCE & BORROWERS

ELECTRONIC ACCESS

Library Name	* Population Served	Total Annual Library Visits	Library Visits per capita	Total Annual Reference Transactions	Reference Transactions per capita	Registered Borrowers	Percent of Population with Library Cards	Number of Internet Computers Used by General Public	Public Computers per 2,000 Population	Uses of Public Internet Computers per year	Wireless Sessions Using the Library's Wireless Service	Number of Visits to Library Website
Arlington Public Library System	392,786	702,756	1.79	11,116	0.03	152,524	38.83%	460	2.34	89,167	0	1,420,956
Plano Public Library System	288,207	698,241	2.42	58,021	0.20	198,264	68.79%	195	1.35	71,444	48,724	1,024,043
Irving Public Library	254,198	395,895	1.56	92,328	0.36	71,947	28.30%	134	1.05	45,022	83,323	252,763
Nicholson Memorial Library System	242,035	275,560	1.14	45,064	0.19	146,067	60.35%	103	0.85	48,596	685,761	86,844
Grand Prairie Public Library System	197,347	239,847	1.22	5,313	0.03	78,393	39.72%	52	0.53	36,585	0	640,930
Carrollton Public Library	165,500	139,230	0.84	32,961	0.20	54,993	33.23%	90	1.09	21,689	0	315,414
Mesquite Public Library	147,691	135,788	0.92	29,817	0.20	18,092	12.25%	36	0.49	29,461	289,484	35,540
Richardson Public Library	116,382	292,043	2.51	49,619	0.43	40,469	34.77%	38	0.65	10,163	12,100	431,370
Average	225,518	359,920	1.55	40,530	0.20	95,094	39.53%	139	1.04	44,016	139,924	525,983
90th Percentile	319,581	699,596	2.45	68,313	0.38	166,246	62.88%	275	1.65	76,761	408,367	1,143,117
75th Percentile	262,700	471,482	1.95	51,720	0.24	147,681	44.88%	149	1.15	54,308	134,863	736,708
50th Percentile	219,691	283,802	1.39	39,013	0.20	75,170	36.80%	97	0.95	40,804	30,412	373,392
25th Percentile	161,048	214,693	1.08	25,142	0.15	51,362	32.00%	49	0.62	27,518	0	211,283
5th Percentile	127,340	136,993	0.87	7,344	0.03	25,924	17.87%	37	0.50	14,197	0	53,496
		135,788				18,092	12.25%	36	0.49			35,540

Mesquite Public Library Peer Analysis
Comparable North Texas Cities

CIRCULATION & INTERLIBRARY LOAN

Library Name	* Population Served	Total Annual Circulation Transactions	Total Annual Circulation of Children's Materials	Total Annual Circulation of Electronic Materials	Total Annual Circulation of Physical Items	Number of Successful Retrievals of Electronic Information	Total Annual Collection Usage (Physical + Electronic + Retrievals)	Total Collection Usage per capita	Children's Circulation per capita	Collection Turnover (Collection Usage/Size)	Children's Circulation as percent of total	Interlibrary Loan - Total Provided to Other Libraries	Interlibrary Loan - Total Received from Other Libraries
Arlington Public Library System	392,786	1,581,210	685,243	297,095	1,284,115	14,133	1,595,343	4.06	1.74	2.93	43.34%	18,130	22,055
Plano Public Library System	288,207	3,191,017	1,506,262	775,442	2,449,475	767,338	3,992,255	13.85	5.23	5.61	47.20%	2,943	671
Irving Public Library	254,198	1,224,194	782,041	129,763	1,098,670	27,065	1,255,498	4.94	3.08	2.55	63.88%	3,285	2,178
Nicholson Memorial Library System	242,035	788,623	266,284	300,718	488,847	30,173	819,738	3.39	1.10	2.28	33.77%	562	1,545
Grand Prairie Public Library System	197,347	327,213	169,387	103,633	223,580	66,427	393,640	1.99	0.86	1.99	51.77%	166	303
Carrollton Public Library	165,500	447,349	226,052	84,994	365,603	97,578	548,175	3.31	1.37	1.46	50.53%	380	74
Mesquite Public Library	147,691	228,379	109,276	40,356	188,200	15,482	244,038	1.65	0.74	0.53	47.85%	467	98
Richardson Public Library	116,382	1,106,758	696,389	96,158	1,011,553	446,114	1,553,825	13.35	5.98	5.59	62.92%	2,225	1,251
Average	225,518	1,111,843	555,117	228,520	888,755	183,039	1,300,314	5.82	2.51	2.87	50.16%	3,520	3,522
90th Percentile	319,581	2,064,152	999,307	443,135	1,633,723	542,481	2,314,417	13.50	5.45	5.60	63.21%	7,739	8,141
75th Percentile	262,700	1,313,448	717,802	298,001	1,145,031	184,712	1,564,205	7.04	3.61	3.60	54.56%	3,029	1,703
50th Percentile	219,691	947,691	475,764	116,698	750,200	48,300	1,037,618	3.72	1.56	2.41	49.19%	1,394	961
25th Percentile	161,048	417,315	211,886	93,367	330,097	24,169	509,541	2.98	1.04	1.86	46.24%	445	252
5th Percentile	127,340	262,971	130,315	55,979	200,583	14,605	296,399	1.77	0.78	0.85	37.12%	241	82
		228,379	109,276	40,356	188,200		244,038	1.65	0.74	0.53			

Mesquite Public Library Peer Analysis
Comparable North Texas Cities

LIBRARY PROGRAMS AND ATTENDANCE

Library Name	* Population Served	Total Number of Synchronous Library Programs	Number of Synchronous Library Programs Targeting Children	Number of Synchronous Library Programs Targeting Young Adults	Total Attendance at Synchronous Library Programs	Attendance at Synchronous Programs Targeting Children	Attendance at Synchronous Programs Targeting Young Adults	Total Program Attendance per capita	Number of Children's Programs as percent of total	Number of Young Adult Programs as percent of total	Attendance at Children's Programs as percent of total	Attendance at Young Adult Programs as percent of total	Total Number of Asynchronous Library Programs	Views of Asynchronous Library Programs
Arlington Public Library System	392,786	2,105	846	241	41,148	18,706	738	0.10	40.19%	11.45%	45.46%	1.79%	0	0
Plano Public Library System	288,207	3,165	2,114	77	87,098	57,167	981	0.30	66.79%	2.43%	65.64%	1.13%	69	3,411
Irving Public Library	254,198	874	479	87	26,308	14,804	7,778	0.10	54.81%	9.95%	56.27%	29.57%	1	3,762
Nicholson Memorial Library System	242,035	648	427	30	10,747	6,268	287	0.04	65.90%	4.63%	58.32%	2.67%	0	0
Grand Prairie Public Library System	197,347	1,480	556	148	38,551	13,247	1,686	0.20	37.57%	10.00%	34.36%	4.37%	0	0
Carrollton Public Library	165,500	433	255	29	12,184	9,447	494	0.07	58.89%	6.70%	77.54%	4.05%	0	0
Mesquite Public Library	147,691	221	175	3	8,779	7,077	9	0.06	79.19%	1.36%	80.61%	0.10%	0	0
Richardson Public Library	116,382	835	322	36	43,311	11,068	594	0.37	38.56%	4.31%	25.55%	1.37%	0	0
Average	225,518	1,220	647	81	33,516	17,223	1,571	0.16	55.24%	6.35%	55.47%	5.63%	9	897
									79.19%		80.61%			
90th Percentile	319,581	2,423	1,226	176	56,447	30,244	3,514	0.32	70.51%	10.43%	78.46%	11.93%	21	3,516
75th Percentile	262,700	1,636	629	102	41,689	15,780	1,157	0.22	66.12%	9.97%	68.61%	4.13%	0	853
													0	0
50th Percentile	219,691	855	453	57	32,430	12,158	666	0.10	56.85%	5.66%	57.30%	2.23%	0	0
25th Percentile	161,048	594	305	30	11,825	8,855	442	0.07	39.78%	3.84%	42.69%	1.31%	0	0
	147,691					7,077		0.06						
5th Percentile	127,340	295	203	12	9,468	6,551	106	0.05	37.92%	1.73%	28.64%	0.46%	0	0
		221	175	3	8,779		9			1.36%		0.10%		

Mesquite Public Library Peer Analysis
Comparable North Texas Cities

NOTES

*** Population Served**

The population figures used here for per-capita calculations are the Legal Service Area (LSA) population for FY2022, as determined by each state's state library.

Zero / Missing Values

Where a cell contains a value of zero, that cell is included in calculations of averages, percentiles and ranking. Where a cell contains n/a (not available or not applicable) that cell is excluded from those calculations.

Data Sources

FTE Staff numbers for Mesquite Public Library were supplied by the Library Director and show current (2024) values, since the TSLAC data was suspected to be inaccurate.

Data for Texas libraries comes from TSLAC for FY2022.

<https://www.tsl.texas.gov/sites/default/files/public/tslac/ld/ldn/accreditation/statistics/2022AllStats.xlsx>

2022 Census population figures come from the U.S. Census.

<https://www.census.gov/data/tables/time-series/demo/popest/2020s-total-cities-and-towns.html>

Mesquite Public Library Peer Analysis
Comparable Cities in 3-State Region

FACILITIES & HOURS

City, State	Library Name	* Population Served	7/1/2022 Census Population	FY 2022 LSA Population	Number of Facilities (excluding mobile)	Number of Book-mobiles	Annual Public Service Hours (all outlets)	Average Service Hours Per Week	Average Service Hours Per Week Per facility	Square Feet of Central Library	Square Feet of All Branches	Total Square Feet of All Facilities	Square Feet per capita	Number of Facilities per 100,000 population	Total Annual Operating Cost per Square Foot of Facilities	Total Annual Operating Cost per Service Hour
McKinney, TX	McKinney Public Library System	202,690	207,507	202,690	2	0	6,362	122.35	61.17	33,000	34,000	67,000	0.33	0.99	\$ 56.15	\$ 591.35
Grand Prairie, TX	Grand Prairie Public Library System	197,347	201,843	197,347	3	0	7,801	150.02	50.01	40,000	19,679	59,679	0.30	1.52	\$ 50.35	\$ 385.16
Carrollton, TX	Carrollton Public Library	165,500	133,820	165,500	2	0	4,991	95.98	47.99	42,000	37,000	79,000	0.48	1.21	\$ 41.82	\$ 661.91
Lewisville, TX	Lewisville Public Library	157,409	131,215	157,409	1	0	2,976	57.23	57.23	77,800	n/a	77,800	0.49	0.64	\$ 34.17	\$ 893.37
Killeen, TX	Killeen City Library System	156,261	159,172	156,261	2	0	5,276	101.46	50.73	14,200	9,800	24,000	0.15	1.28	\$ 69.39	\$ 315.66
Pasadena, TX	Pasadena Public Library	148,626	147,662	148,626	2	0	5,473	105.25	52.63	44,300	10,300	54,600	0.37	1.35	\$ 62.15	\$ 620.07
Denton, TX	Denton Public Library	148,146	150,353	148,146	3	0	9,419	181.13	60.38	22,876	54,954	77,830	0.53	2.03	\$ 80.45	\$ 664.76
Mesquite, TX	Mesquite Public Library	147,691	147,899	147,691	2	0	5,125	98.56	49.28	26,000	10,000	36,000	0.24	1.35	\$ 69.42	\$ 487.62
League City, TX	Helen Hall Library	131,379	115,418	131,379	1	0	3,152	60.62	60.62	29,285	n/a	29,285	0.22	0.76	\$ 85.89	\$ 798.02
Abilene, TX	Abilene Public Library	125,070	127,385	125,070	3	0	9,518	183.04	61.01	42,000	32,312	74,312	0.59	2.40	\$ 40.31	\$ 314.72
Round Rock, TX	Round Rock Public Library System	123,876	126,697	123,876	1	0	3,285	63.17	63.17	43,000	n/a	43,000	0.35	0.81	\$ 83.46	\$ 1,092.42
Schertz, TX	Schertz Public Library	121,698	43,010	121,698	1	0	3,064	58.92	58.92	30,300	n/a	30,300	0.25	0.82	\$ 40.99	\$ 405.35
Richardson, TX	Richardson Public Library	116,382	118,802	116,382	1	0	3,422	65.81	65.81	75,861	n/a	75,861	0.65	0.86	\$ 49.07	\$ 1,087.76
Las Cruces, NM	Thomas Branigan Memorial Library	113,888	113,888	97,618	3	0	3,503	67.37	22.46	44,500	800	45,300	0.40	2.63	\$ 55.75	\$ 720.90
Rio Rancho, NM	Rio Rancho Public Library	108,082	108,082	87,521	2	0	4,111	79.06	39.53	32,000	12,250	44,250	0.41	1.85	\$ 64.15	\$ 690.50
Allen, TX	Allen Public Library	106,874	111,551	106,874	1	0	3,158	60.73	60.73	53,030	n/a	53,030	0.50	0.94	\$ 65.06	\$ 1,092.44
Lawton, OK	Lawton Public Library	91,055	91,542	91,055	2	0	3,120	60.00	30.00	37,706	1,287	38,993	0.43	2.20	\$ 32.48	\$ 405.94
Santa Fe, NM	Santa Fe Public Library	89,008	89,008	67,947	3	0	2,880	55.38	18.46	35,929	36,593	72,522	0.81	3.37	\$ 52.64	\$ 1,325.44
	Average	136,166	129,159	132,949	2	0	4,813	92.56	50.56	40,210	21,581	54,598	0.42	1.50	\$ 57.43	\$ 697.41
						0										
	90th Percentile	175,054	171,973	175,054	3	0	8,286	159.35	61.77	59,879	36,959	77,809	0.61	2.47	\$ 81.35	\$ 1,092.43
			147,899												\$ 69.42	
	75th Percentile	154,352	147,840	154,352	3	0	5,424	104.30	60.70	43,975	34,648	73,865	0.50	1.98	\$ 68.31	\$ 869.53
			147,691	147,691	2		5,125	98.56						1.35		
	50th Percentile	128,225	127,041	128,225	2	0	3,807	73.21	54.93	38,853	15,965	53,815	0.40	1.31	\$ 55.95	\$ 663.33
									49.28		10,000					\$ 487.62
	25th Percentile	114,512	112,135	109,251	1	0	3,154	60.64	48.31	30,725	9,950	39,995	0.31	0.88	\$ 43.63	\$ 426.36
										26,000		36,000	0.24			
	5th Percentile	90,748	82,108	84,585	1	0	2,962	56.95	21.86	21,575	1,068	28,492	0.21	0.74	\$ 33.92	\$ 315.52

Mesquite Public Library Peer Analysis
Comparable Cities in 3-State Region

REVENUE

Library Name	* Population Served	Operating Revenue from Local Government	Operating Revenue from State Government	Operating Revenue from Federal Government	Other Operating Revenue	Total Operating Revenue	Total Revenue per capita	Local Revenue per capita	State Revenue per capita	Local Revenue as percent of total	State Revenue as percent of total	Federal Revenue as percent of total	Other Revenue as percent of total
McKinney Public Library System	202,690	\$3,762,159	\$0	\$0	\$0	\$3,762,159	\$ 18.56	\$ 18.56	\$ -	100.00%	0.00%	0.00%	0.00%
Grand Prairie Public Library System	197,347	\$2,997,698	\$0	\$0	\$6,954	\$3,004,652	\$ 15.23	\$ 15.19	\$ -	99.77%	0.00%	0.00%	0.23%
Carrollton Public Library	165,500	\$3,255,406	\$0	\$13,137	\$11,489	\$3,280,032	\$ 19.82	\$ 19.67	\$ -	99.25%	0.00%	0.40%	0.35%
Lewisville Public Library	157,409	\$2,909,297	\$0	\$2,982	\$5,698	\$2,917,977	\$ 18.54	\$ 18.48	\$ -	99.70%	0.00%	0.10%	0.20%
Killeen City Library System	156,261	\$1,659,111	\$0	\$0	\$6,317	\$1,665,428	\$ 10.66	\$ 10.62	\$ -	99.62%	0.00%	0.00%	0.38%
Pasadena Public Library	148,626	\$3,481,095	\$0	\$2,726	\$0	\$3,483,821	\$ 23.44	\$ 23.42	\$ -	99.92%	0.00%	0.08%	0.00%
Denton Public Library	148,146	\$6,656,369	\$0	\$42,341	\$10,809	\$6,709,519	\$ 45.29	\$ 44.93	\$ -	99.21%	0.00%	0.63%	0.16%
Mesquite Public Library	147,691	\$2,484,643	\$0	\$4,178	\$10,235	\$2,499,056	\$ 16.92	\$ 16.82	\$ -	99.42%	0.00%	0.17%	0.41%
Helen Hall Library	131,379	\$2,515,590	\$5,961	\$0	\$9,709	\$2,531,260	\$ 19.27	\$ 19.15	\$ 0.05	99.38%	0.24%	0.00%	0.38%
Abilene Public Library	125,070	\$2,995,486	\$0	\$10,387	\$21,354	\$3,027,227	\$ 24.20	\$ 23.95	\$ -	98.95%	0.00%	0.34%	0.71%
Round Rock Public Library System	123,876	\$3,556,339	\$0	\$0	\$0	\$3,556,339	\$ 28.71	\$ 28.71	\$ -	100.00%	0.00%	0.00%	0.00%
Schertz Public Library	121,698	\$1,179,773	\$0	\$8,094	\$24,463	\$1,212,330	\$ 9.96	\$ 9.69	\$ -	97.31%	0.00%	0.67%	2.02%
Richardson Public Library	116,382	\$3,711,699	\$237	\$10,394	\$15,002	\$3,737,332	\$ 32.11	\$ 31.89	\$ 0.00	99.31%	0.01%	0.28%	0.40%
Thomas Branigan Memorial Library	113,888	\$2,126,623	\$342,198	\$17,000	\$0	\$2,485,821	\$ 21.83	\$ 18.67	\$ 3.00	85.55%	13.77%	0.68%	0.00%
Rio Rancho Public Library	108,082	\$2,616,959	\$163,397	\$2,000	\$56,292	\$2,838,648	\$ 26.26	\$ 24.21	\$ 1.51	92.19%	5.76%	0.07%	1.98%
Allen Public Library	106,874	\$3,402,489	\$0	\$28,039	\$19,400	\$3,449,928	\$ 32.28	\$ 31.84	\$ -	98.62%	0.00%	0.81%	0.56%
Lawton Public Library	91,055	\$1,028,313	\$38,770	\$0	\$199,438	\$1,266,521	\$ 13.91	\$ 11.29	\$ 0.43	81.19%	3.06%	0.00%	15.75%
Santa Fe Public Library	89,008	\$4,177,334	\$211,680	\$0	\$70,054	\$4,459,068	\$ 50.10	\$ 46.93	\$ 2.38	93.68%	4.75%	0.00%	1.57%
Average	136,166	\$3,028,688	\$42,347	\$7,849	\$25,956	\$3,104,840	\$ 23.73	\$ 23.00	\$ 0.41	96.84%	1.53%	0.24%	1.39%
90th Percentile	175,054	\$3,886,712	\$177,882	\$20,312	\$60,421	\$3,971,232	\$ 36.18	\$ 35.80	\$ 1.77	99.95%	5.05%	0.67%	1.99%
75th Percentile	154,352	\$3,537,528	\$4,530	\$10,392	\$20,866	\$3,538,210	\$ 28.10	\$ 27.58	\$ 0.03	99.68%	0.18%	0.39%	0.67%
50th Percentile	147,691	\$2,996,592	\$0	\$2,854	\$10,522	\$3,015,940	\$ 20.82	\$ 19.41	\$ -	99.28%	0.00%	0.09%	0.38%
25th Percentile	114,512	\$2,492,380	\$0	\$0	\$5,853	\$2,507,107	\$ 17.33	\$ 17.24	\$ -	97.64%	0.00%	0.00%	0.17%
5th Percentile	90,748	\$1,157,054	\$0	\$0	\$0	\$1,258,392	\$ 10.55	\$ 10.48	\$ -	84.90%	0.00%	0.00%	0.00%

Mesquite Public Library Peer Analysis
Comparable Cities in 3-State Region

CAPITAL REVENUE & EXPENDITURES

Library Name	* Population Served	Local Government Capital Revenue	State Government Capital Revenue	Federal Government Capital Revenue	Other Capital Revenue	Total Capital Revenue	Total Capital Expenditures
McKinney Public Library System	202,690	\$0	\$0	\$0	\$0	\$0	\$0
Grand Prairie Public Library System	197,347	\$100,774	\$0	\$0	\$0	\$100,774	\$100,774
Carrollton Public Library	165,500	\$0	\$0	\$0	\$0	\$0	\$0
Lewisville Public Library	157,409	\$0	\$0	\$0	\$0	\$0	\$13,162
Killeen City Library System	156,261	\$12,675	\$0	\$0	\$0	\$14,804	\$14,804
Pasadena Public Library	148,626	\$0	\$0	\$0	\$0	\$0	\$79,142
Denton Public Library	148,146	\$0	\$0	\$0	\$0	\$0	\$0
Mesquite Public Library	147,691	\$0	\$0	\$0	\$0	\$0	\$0
Helen Hall Library	131,379	\$0	\$0	\$0	\$0	\$0	\$0
Abilene Public Library	125,070	\$0	\$0	\$0	\$0	\$0	\$0
Round Rock Public Library System	123,876	\$0	\$0	\$0	\$0	\$0	\$0
Schertz Public Library	121,698	\$0	\$0	\$0	\$0	\$0	\$0
Richardson Public Library	116,382	\$0	\$0	\$0	\$0	\$0	\$0
Thomas Branigan Memorial Library	113,888	\$0	\$13,335	\$0	\$23,315	\$36,650	\$36,650
Rio Rancho Public Library	108,082	\$0	\$37,054	\$0	\$0	\$37,054	\$37,054
Allen Public Library	106,874	\$0	\$0	\$0	\$0	\$0	\$0
Lawton Public Library	91,055	\$0	\$0	\$0	\$0	\$0	\$0
Santa Fe Public Library	89,008	\$0	\$0	\$0	\$0	\$0	\$0
Average	136,166	\$6,303	\$2,799	\$0	\$1,295	\$10,516	\$15,644
				\$0	\$0		
90th Percentile	175,054	\$3,803	\$4,001	\$0	\$0	\$36,771	\$49,680
		\$0	\$0			\$0	
75th Percentile	154,352	\$0	\$0	\$0	\$0	\$0	\$14,394
							\$0
50th Percentile	128,225	\$0	\$0	\$0	\$0	\$0	\$0
25th Percentile	114,512	\$0	\$0	\$0	\$0	\$0	\$0
5th Percentile	90,748	\$0	\$0	\$0	\$0	\$0	\$0

Mesquite Public Library Peer Analysis
Comparable Cities in 3-State Region

STAFF & STAFF EXPENDITURES

Library Name	* Population Served	FTE Number of ALA-MLS Librarians	FTE Number of "Librarian" employees	FTE Number of Other Paid Employees	FTE Total Paid Employees	MLS Staff per 1,000 capita	Total Staff per 1,000 capita	Salaries & Wages for All Staff	Employee Benefits for All Staff	Total Staff Expenditures	Staff Expenditures per capita	Total Expenditures per Staff FTE
McKinney Public Library System	202,690	11.8	13.8	23.8	37.5	0.06	0.19	\$2,036,553	\$972,732	\$3,009,285	\$ 14.85	\$80,248
Grand Prairie Public Library System	197,347	8.0	15.0	23.5	38.5	0.04	0.20	\$1,634,965	\$594,359	\$2,229,324	\$ 11.30	\$57,905
Carrollton Public Library	165,500	14.0	14.0	22.0	36.0	0.08	0.22	\$1,709,537	\$531,402	\$2,240,939	\$ 13.54	\$62,248
Lewisville Public Library	157,409	11.0	11.0	19.0	30.0	0.07	0.19	\$1,300,342	\$452,404	\$1,752,746	\$ 11.13	\$58,376
Killeen City Library System	156,261	5.0	5.0	18.2	23.2	0.03	0.15	\$946,650	\$331,854	\$1,278,504	\$ 8.18	\$55,108
Pasadena Public Library	148,626	11.0	11.5	25.5	37.0	0.07	0.25	\$1,748,047	\$855,351	\$2,603,398	\$ 17.52	\$70,315
Denton Public Library	148,146	20.0	20.0	29.0	49.0	0.14	0.33	\$2,723,068	\$1,344,313	\$4,067,381	\$ 27.46	\$83,008
Mesquite Public Library	147,691	14.0	17.0	15.7	32.7	0.09	0.22	\$1,177,790	\$495,930	\$1,673,720	\$ 11.33	\$51,184
Helen Hall Library	131,379	11.0	13.0	18.7	31.6	0.08	0.24	\$1,383,722	\$528,188	\$1,911,910	\$ 14.55	\$60,503
Abilene Public Library	125,070	16.0	16.0	20.0	36.0	0.13	0.29	\$1,410,857	\$430,048	\$1,840,905	\$ 14.72	\$51,136
Round Rock Public Library System	123,876	14.5	14.5	18.6	33.1	0.12	0.27	\$2,079,282	\$799,842	\$2,879,124	\$ 23.24	\$86,917
Schertz Public Library	121,698	4.0	4.0	10.0	14.0	0.03	0.12	\$662,793	\$249,195	\$911,988	\$ 7.49	\$65,142
Richardson Public Library	116,382	19.3	32.5	18.5	51.0	0.17	0.44	\$2,368,328	\$777,204	\$3,145,532	\$ 27.03	\$61,677
Thomas Branigan Memorial Library	113,888	12.0	12.0	29.0	41.0	0.11	0.36	\$1,332,696	\$443,274	\$1,775,970	\$ 15.59	\$43,316
Rio Rancho Public Library	108,082	14.0	16.0	26.9	42.9	0.13	0.40	\$1,349,647	\$494,279	\$1,843,926	\$ 17.06	\$43,002
Allen Public Library	106,874	16.5	16.5	21.3	37.8	0.15	0.35	\$2,061,790	\$671,255	\$2,733,045	\$ 25.57	\$72,322
Lawton Public Library	91,055	7.0	7.0	9.0	16.0	0.08	0.18	\$703,714	\$181,439	\$885,153	\$ 9.72	\$55,322
Santa Fe Public Library	89,008	15.0	20.5	24.0	44.5	0.17	0.50	\$1,632,556	\$1,118,085	\$2,750,641	\$ 30.90	\$61,812
Average	136,166	12.4	14.4	20.7	35.1	0.10	0.27	\$1,570,130	\$626,175	\$2,196,305	\$ 16.73	\$62,197
90th Percentile	175,054	17.3	20.2	27.5	45.9	0.16	0.41	\$2,165,996	\$1,016,338	\$3,050,159	\$ 27.16	\$81,076
75th Percentile	154,352	14.9	16.4	23.9	40.4	0.13	0.35	\$1,964,427	\$794,183	\$2,746,242	\$ 21.81	\$69,021
50th Percentile	128,225	13.0	14.3	20.6	36.5	0.09	0.24	\$1,521,707	\$529,795	\$2,070,617	\$ 14.78	\$61,090
25th Percentile	114,512	11.0	11.6	18.5	31.9	0.07	0.19	\$1,308,431	\$445,557	\$1,758,552	\$ 11.31	\$55,161
5th Percentile	90,748	4.9	4.9	9.9	15.7	0.03	0.14	\$697,576	\$239,032	\$907,963	\$ 8.08	\$43,269

Mesquite Public Library Peer Analysis
Comparable Cities in 3-State Region

EXPENDITURES - COLLECTION & OTHER

Library Name	* Population Served	Print Material Expenditures	Electronic Material Expenditures	Other Materials Expenditures	Total Collection Expenditures	Collection Expenditures per capita	Other Operating Expenditures	Total Operating Expenditures	Total Operating Expenditures per capita	Staff Expenditures as percent of total	Collection Expenditures as percent of total	Other Expenditures as percent of total
McKinney Public Library System	202,690	\$314,731	\$100,667	\$21,765	\$437,163	\$ 2.16	\$315,711	\$3,762,159	\$ 18.56	79.99%	11.62%	8.39%
Grand Prairie Public Library System	197,347	\$164,766	\$228,998	\$24,707	\$418,471	\$ 2.12	\$356,857	\$3,004,652	\$ 15.23	74.20%	13.93%	11.88%
Carrollton Public Library	165,500	\$206,383	\$181,509	\$37,837	\$425,729	\$ 2.57	\$636,938	\$3,303,606	\$ 19.96	67.83%	12.89%	19.28%
Lewisville Public Library	157,409	\$241,062	\$149,307	\$38,991	\$429,360	\$ 2.73	\$476,569	\$2,658,675	\$ 16.89	65.93%	16.15%	17.93%
Killeen City Library System	156,261	\$78,891	\$76,797	\$5,100	\$160,788	\$ 1.03	\$226,136	\$1,665,428	\$ 10.66	76.77%	9.65%	13.58%
Pasadena Public Library	148,626	\$128,222	\$145,005	\$20,739	\$293,966	\$ 1.98	\$496,263	\$3,393,627	\$ 22.83	76.71%	8.66%	14.62%
Denton Public Library	148,146	\$298,369	\$297,268	\$95,472	\$691,109	\$ 4.67	\$1,502,844	\$6,261,334	\$ 42.26	64.96%	11.04%	24.00%
Mesquite Public Library	147,691	\$134,870	\$77,120	\$23,150	\$235,140	\$ 1.59	\$590,196	\$2,499,056	\$ 16.92	66.97%	9.41%	23.62%
Helen Hall Library	131,379	\$168,065	\$138,988	\$40,330	\$347,383	\$ 2.64	\$256,064	\$2,515,357	\$ 19.15	76.01%	13.81%	10.18%
Abilene Public Library	125,070	\$218,042	\$242,701	\$72,665	\$533,408	\$ 4.26	\$621,173	\$2,995,486	\$ 23.95	61.46%	17.81%	20.74%
Round Rock Public Library System	123,876	\$186,485	\$241,353	\$46,140	\$473,978	\$ 3.83	\$235,508	\$3,588,610	\$ 28.97	80.23%	13.21%	6.56%
Schertz Public Library	121,698	\$82,218	\$42,307	\$2,018	\$126,543	\$ 1.04	\$203,472	\$1,242,003	\$ 10.21	73.43%	10.19%	16.38%
Richardson Public Library	116,382	\$260,798	\$197,058	\$25,697	\$483,553	\$ 4.15	\$93,244	\$3,722,329	\$ 31.98	84.50%	12.99%	2.50%
Thomas Branigan Memorial Library	113,888	\$221,298	\$222,663	\$19,362	\$463,323	\$ 4.07	\$286,012	\$2,525,305	\$ 25.87	70.33%	18.35%	11.33%
Rio Rancho Public Library	108,082	\$207,190	\$182,318	\$49,434	\$438,942	\$ 4.06	\$555,780	\$2,838,648	\$ 32.43	64.96%	15.46%	19.58%
Allen Public Library	106,874	\$186,682	\$115,165	\$38,210	\$340,057	\$ 3.18	\$376,825	\$3,449,927	\$ 32.28	79.22%	9.86%	10.92%
Lawton Public Library	91,055	\$57,460	\$54,894	\$2,055	\$116,464	\$ 1.28	\$266,959	\$1,266,521	\$ 13.91	69.89%	9.20%	21.08%
Santa Fe Public Library	89,008	\$199,066	\$316,396	\$9,934	\$525,396	\$ 5.90	\$541,241	\$3,817,278	\$ 56.18	72.06%	13.76%	14.18%
Average	136,166	\$186,367	\$167,251	\$31,867	\$385,599	\$ 2.96	\$446,544	\$3,028,333	\$ 24.35	72.52%	12.67%	14.82%
												23.62%
90th Percentile	175,054	\$272,069	\$259,071	\$56,403	\$527,800	\$ 4.38	\$625,903	\$3,778,695	\$ 35.38	80.06%	16.65%	21.84%
							\$590,196					
75th Percentile	154,352	\$220,484	\$227,414	\$39,995	\$471,314	\$ 4.07	\$552,145	\$3,553,939	\$ 31.23	76.75%	13.90%	19.50%
	147,691											
50th Percentile	128,225	\$192,874	\$165,408	\$25,202	\$427,545	\$ 2.69	\$366,841	\$3,000,069	\$ 21.40	72.74%	12.94%	14.40%
				\$23,150					\$ 16.92			
25th Percentile	114,512	\$142,344	\$104,292	\$19,706	\$305,489	\$ 2.01	\$258,788	\$2,517,844	\$ 16.90	67.19%	9.94%	11.02%
		\$134,870	\$77,120		\$235,140	\$ 1.59		\$2,499,056		66.97%	9.41%	
5th Percentile	90,748	\$75,676	\$53,006	\$2,049	\$125,031	\$ 1.04	\$186,938	\$1,262,843	\$ 10.59	64.43%	9.12%	5.95%

Mesquite Public Library Peer Analysis
Comparable Cities in 3-State Region

COLLECTIONS

Library Name	* Population Served	Number of Print Books in Collection	Number of Electronic Books in Collection	Number of Physical Audio in Collection	Number of Downloadable Audio in Collection	Number of Physical Video in Collection	Number of Downloadable Video in Collection	Other Circulating Physical Items in Collection	Local or Other Electronic Collections (Databases)	State Electronic Collections (Databases)	Total Electronic Collections (Databases)	Total Collection Size	Print Materials as a percent of total collection	Total Collection per capita	Print Materials per capita
McKinney Public Library System	202,690	165,313	8,447	7,233	5,760	18,920	0	52	5	77	82	205,678	80.37%	1.01	0.82
Grand Prairie Public Library System	197,347	127,196	24,683	4,053	26,403	10,633	4,716	0	7	77	84	197,691	64.34%	1.00	0.64
Carrollton Public Library	165,500	131,154	161,531	4,814	71,091	7,847	0	496	14	77	91	376,451	34.84%	2.27	0.79
Lewisville Public Library	157,409	148,109	43,907	9,582	33,170	19,634	0	50	14	77	91	254,416	58.22%	1.62	0.94
Killeen City Library System	156,261	133,497	6,289	1,216	6,255	9,590	0	0	18	77	95	156,865	85.10%	1.00	0.85
Pasadena Public Library	148,626	88,692	96,105	175	32,262	12,317	0	0	6	77	83	229,557	38.64%	1.54	0.60
Denton Public Library	148,146	190,142	17,497	15,569	21,721	32,408	1,670	196	9	77	86	279,016	68.15%	1.88	1.28
Mesquite Public Library	147,691	171,315	197,311	4,372	78,029	13,384	48	48	9	77	86	464,468	36.88%	3.14	1.16
Helen Hall Library	131,379	80,364	55,977	10,537	25,458	14,439	0	885	8	77	85	186,783	43.03%	1.42	0.61
Abilene Public Library	125,070	144,879	31,523	7,300	44,155	22,698	3,715	11,001	13	77	90	254,283	56.98%	2.03	1.16
Round Rock Public Library System	123,876	147,858	11,093	7,332	5,362	10,910	191	163	19	77	96	182,765	80.90%	1.48	1.19
Schertz Public Library	121,698	88,473	99,730	3,542	33,412	9,171	3,851	128	7	77	84	238,186	37.14%	1.96	0.73
Richardson Public Library	116,382	213,249	18,370	11,061	14,902	18,191	2,228	79	11	77	88	278,012	76.70%	2.39	1.83
Thomas Branigan Memorial Library	113,888	142,048	8,020	6,158	14,883	18,924	11,967	193	15	49	64	202,321	70.21%	1.78	1.25
Rio Rancho Public Library	108,082	111,641	31,906	8,798	36,216	14,019	14,593	158	6	49	55	217,441	51.34%	2.01	1.03
Allen Public Library	106,874	124,106	6,971	5,771	2,936	13,700	0	182	4	77	81	153,488	80.86%	1.44	1.16
Lawton Public Library	91,055	128,136	741,110	1,281	503,116	3,569	25,287	n/a	0	0	0	1,402,499	9.14%	15.40	1.41
Santa Fe Public Library	89,008	239,259	690,798	12,282	494,413	22,874	53,710	276	6	49	55	1,513,722	15.81%	17.01	2.69
Average	136,166	143,080	125,070	6,726	80,530	15,179	6,776	818	10	68	78	377,425	54.92%	3.36	1.12
										77					
90th Percentile	175,054	197,074	345,357	11,427	202,944	22,751	17,801	652	16	77	92	745,877	80.87%	6.82	1.53
		171,315	197,311		78,029							464,468		3.14	
75th Percentile	154,352	161,012	98,824	9,386	42,170	18,923	4,500	196	14	77	90	278,765	75.08%	2.21	1.23
		147,691							9		86				1.16
50th Percentile	128,225	137,773	31,715	6,696	29,333	13,860	931	158	9	77	85	233,872	57.60%	1.83	1.10
				4,372		13,384	48								
25th Percentile	114,512	124,879	12,694	4,133	14,888	10,702	0	50	6	77	81	198,849	37.52%	1.45	0.80
								48							36.88%
5th Percentile	90,748	87,257	6,869	1,060	4,998	7,205	0	0	3	42	47	156,358	14.81%	1.00	0.61

Mesquite Public Library Peer Analysis
Comparable Cities in 3-State Region

VISITS, REFERENCE & BORROWERS

ELECTRONIC ACCESS

Library Name	* Population Served	Total Annual Library Visits	Library Visits per capita	Total Annual Reference Transactions	Reference Transactions per capita	Registered Borrowers	Percent of Population with Library Cards	Number of Internet Computers Used by General Public	Public Computers per 2,000 Population	Uses of Public Internet Computers per year	Wireless Sessions Using the Library's Wireless Service	Number of Visits to Library Website
McKinney Public Library System	202,690	347,195	1.71	106,298	0.52	79,498	39.22%	35	0.35	41,091	0	195,888
Grand Prairie Public Library System	197,347	239,847	1.22	5,313	0.03	78,393	39.72%	52	0.53	36,585	0	640,930
Carrollton Public Library	165,500	139,230	0.84	32,961	0.20	54,993	33.23%	90	1.09	21,689	0	315,414
Lewisville Public Library	157,409	248,769	1.58	26,480	0.17	60,275	38.29%	71	0.90	20,466	38,642	165,427
Killeen City Library System	156,261	142,013	0.91	17,331	0.11	41,664	26.66%	28	0.36	18,025	0	0
Pasadena Public Library	148,626	143,786	0.97	20,483	0.14	45,365	30.52%	121	1.63	28,758	9,525	145,208
Denton Public Library	148,146	368,360	2.49	26,020	0.18	117,153	79.08%	78	1.05	41,291	29,784	298,608
Mesquite Public Library	147,691	135,788	0.92	29,817	0.20	18,092	12.25%	36	0.49	29,461	289,484	35,540
Helen Hall Library	131,379	157,805	1.20	39,020	0.30	35,167	26.77%	46	0.70	23,266	0	68,604
Abilene Public Library	125,070	325,686	2.60	49,684	0.40	45,652	36.50%	70	1.12	28,426	0	145,743
Round Rock Public Library System	123,876	275,851	2.23	20,956	0.17	65,788	53.11%	16	0.26	18,642	0	0
Schertz Public Library	121,698	157,428	1.29	31,486	0.26	29,612	24.33%	51	0.84	11,324	255,121	47,244
Richardson Public Library	116,382	292,043	2.51	49,619	0.43	40,469	34.77%	38	0.65	10,163	12,100	431,370
Thomas Branigan Memorial Library	113,888	211,694	1.86	75,147	0.66	46,376	40.72%	27	0.47	20,338	7,845	8,800,723
Rio Rancho Public Library	108,082	93,764	0.87	14,399	0.13	47,971	44.38%	31	0.57	11,337	16,706	92,753
Allen Public Library	106,874	276,468	2.59	56,272	0.53	45,496	42.57%	18	0.34	11,132	0	165,851
Lawton Public Library	91,055	98,523	1.08	14,000	0.15	42,637	46.83%	33	0.72	21,014	62,400	n/a
Santa Fe Public Library	89,008	265,066	2.98	28,104	0.32	64,500	72.47%	31	0.70	51,834	1,058,657	361,626
Average	136,166	217,740	1.66	35,744	0.27	53,283	40.08%	48	0.71	24,713	98,904	700,643
											289,484	
90th Percentile	175,054	332,139	2.59	61,935	0.53	78,725	58.92%	82	1.10	41,151	265,430	515,194
										29,461		
75th Percentile	154,352	276,314	2.42	46,969	0.38	63,444	43.93%	66	0.89	29,285	36,428	315,414
				29,817	0.20							
50th Percentile	128,225	225,771	1.44	28,961	0.20	46,014	38.76%	37	0.67	21,352	8,685	165,427
								36	0.49			
25th Percentile	114,512	142,456	1.00	20,601	0.16	41,907	31.20%	31	0.48	18,179	0	68,604
		135,788	0.92									35,540
5th Percentile	90,748	97,809	0.86	12,697	0.10	27,884	22.52%	18	0.33	10,987	0	0
						18,092	12.25%					

Mesquite Public Library Peer Analysis
Comparable Cities in 3-State Region

CIRCULATION & INTERLIBRARY LOAN

Library Name	* Population Served	Total Annual Circulation Transactions	Total Annual Circulation of Children's Materials	Total Annual Circulation of Electronic Materials	Total Annual Circulation of Physical Items	Number of Successful Retrievals of Electronic Information	Total Annual Collection Usage (Physical + Electronic + Retrievals)	Total Collection Usage per capita	Children's Circulation per capita	Collection Turnover (Collection Usage/Size)	Children's Circulation as percent of total	Interlibrary Loan - Total Provided to Other Libraries	Interlibrary Loan - Total Received from Other Libraries
McKinney Public Library System	202,690	1,655,625	1,032,682	244,366	1,411,952	92,064	1,748,382	8.63	5.09	8.50	62.37%	600	3,831
Grand Prairie Public Library System	197,347	327,213	169,387	103,633	223,580	66,427	393,640	1.99	0.86	1.99	51.77%	166	303
Carrollton Public Library	165,500	447,349	226,052	84,994	365,603	97,578	548,175	3.31	1.37	1.46	50.53%	380	74
Lewisville Public Library	157,409	596,196	336,563	71,868	524,724	6,231	602,823	3.83	2.14	2.37	56.45%	581	811
Killeen City Library System	156,261	171,918	56,931	92,789	79,129	1,203	173,121	1.11	0.36	1.10	33.12%	321	37
Pasadena Public Library	148,626	314,301	157,823	42,014	272,287	17,344	331,645	2.23	1.06	1.44	50.21%	430	274
Denton Public Library	148,146	991,683	459,855	182,629	811,704	66,369	1,060,702	7.16	3.10	3.80	46.37%	1,959	2,831
Mesquite Public Library	147,691	228,379	109,276	40,356	188,200	15,482	244,038	1.65	0.74	0.53	47.85%	467	98
Helen Hall Library	131,379	461,685	194,295	139,695	321,990	592,185	1,053,870	8.02	1.48	5.64	42.08%	468	1,188
Abilene Public Library	125,070	500,004	198,095	160,256	354,402	12,423	527,081	4.21	1.58	2.07	39.62%	1,581	3,659
Round Rock Public Library System	123,876	1,210,817	583,034	147,981	1,067,696	27,322	1,242,999	10.03	4.71	6.80	48.15%	1,557	467
Schertz Public Library	121,698	318,836	181,304	36,438	283,218	16,475	336,131	2.76	1.49	1.41	56.86%	1,110	792
Richardson Public Library	116,382	1,106,758	696,389	96,158	1,011,553	446,114	1,553,825	13.35	5.98	5.59	62.92%	2,225	1,251
Thomas Branigan Memorial Library	113,888	295,355	73,434	64,239	231,116	17,223	312,578	2.74	0.64	1.54	24.86%	563	1,369
Rio Rancho Public Library	108,082	443,225	157,904	135,262	307,963	10,701	453,926	4.20	1.46	2.09	35.63%	494	663
Allen Public Library	106,874	1,292,223	885,569	100,955	1,196,434	13,474	1,310,863	12.27	8.29	8.54	68.53%	481	1,134
Lawton Public Library	91,055	219,954	76,588	56,032	163,920	0	219,952	2.42	0.84	0.16	34.82%	147	618
Santa Fe Public Library	89,008	663,508	135,622	214,363	449,145	6,880	670,388	7.53	1.52	0.44	20.44%	927	3,638
Average	136,166	624,724	318,378	111,890	514,701	83,639	710,230	5.41	2.37	3.08	46.26%	803	1,280
90th Percentile	175,054	1,235,239	753,143	192,149	1,106,317	202,139	1,383,752	10.70	5.36	7.31	62.54%	1,694	3,644
75th Percentile	154,352	909,639	429,032	145,910	739,959	66,413	1,058,994	7.90	2.86	5.14	55.28%	1,064	1,340
50th Percentile	128,225	454,517	187,800	98,557	338,196	16,849	537,628	4.01	1.48	2.03	48.00%	529	802
25th Percentile	114,512	315,435	141,172	66,146	241,409	11,132	332,767	2.50	0.91	1.42	36.62%	439	344
5th Percentile	90,748	212,748	70,959	39,768	151,201	1,023	212,927	1.57	0.60	0.40	24.20%	163	68

Mesquite Public Library Peer Analysis
Comparable Cities in 3-State Region

LIBRARY PROGRAMS AND ATTENDANCE

Library Name	* Population Served	Total Number of Synchronous Library Programs	Number of Synchronous Library Programs Targeting Children	Number of Synchronous Library Programs Targeting Young Adults	Total Attendance at Synchronous Library Programs	Attendance at Synchronous Programs Targeting Children	Attendance at Synchronous Programs Targeting Young Adults	Total Program Attendance per capita	Number of Children's Programs as percent of total	Number of Young Adult Programs as percent of total	Attendance at Children's Programs as percent of total	Attendance at Young Adult Programs as percent of total	Total Number of Asynchronous Library Programs	Views of Asynchronous Library Programs
McKinney Public Library System	202,690	1,362	585	249	35,366	16,002	3,710	0.17	42.95%	18.28%	45.25%	10.49%	0	0
Grand Prairie Public Library System	197,347	1,480	556	148	38,551	13,247	1,686	0.20	37.57%	10.00%	34.36%	4.37%	0	0
Carrollton Public Library	165,500	433	255	29	12,184	9,447	494	0.07	58.89%	6.70%	77.54%	4.05%	0	0
Lewisville Public Library	157,409	930	513	62	28,746	23,057	437	0.18	55.16%	6.67%	80.21%	1.52%	0	0
Killeen City Library System	156,261	503	326	21	6,726	3,548	254	0.04	64.81%	4.17%	52.75%	3.78%	0	0
Pasadena Public Library	148,626	630	261	157	22,646	13,556	3,513	0.15	41.43%	24.92%	59.86%	15.51%	19	412
Denton Public Library	148,146	976	464	88	17,411	12,296	696	0.12	47.54%	9.02%	70.62%	4.00%	0	0
Mesquite Public Library	147,691	221	175	3	8,779	7,077	9	0.06	79.19%	1.36%	80.61%	0.10%	0	0
Helen Hall Library	131,379	949	400	177	26,148	15,625	3,489	0.20	42.15%	18.65%	59.76%	13.34%	70	8,812
Abilene Public Library	125,070	1,372	667	149	36,012	17,108	1,269	0.29	48.62%	10.86%	47.51%	3.52%	34	1,133
Round Rock Public Library System	123,876	699	430	41	20,069	11,917	494	0.16	61.52%	5.87%	59.38%	2.46%	72	23,956
Schertz Public Library	121,698	319	164	17	11,256	5,862	82	0.09	51.41%	5.33%	52.08%	0.73%	13	113
Richardson Public Library	116,382	835	322	36	43,311	11,068	594	0.37	38.56%	4.31%	25.55%	1.37%	0	0
Thomas Branigan Memorial Library	113,888	719	161	192	17,057	5,678	1,394	0.15	22.39%	26.70%	33.29%	8.17%	0	0
Rio Rancho Public Library	108,082	204	135	18	5,523	3,331	134	0.05	66.18%	8.82%	60.31%	2.43%	2	92
Allen Public Library	106,874	657	384	53	38,685	23,546	1,314	0.36	58.45%	8.07%	60.87%	3.40%	81	144,046
Lawton Public Library	91,055	308	107	41	5,757	2,967	353	0.06	34.74%	13.31%	51.54%	6.13%	2	304
Santa Fe Public Library	89,008	544	314	22	14,894	7,249	738	0.17	57.72%	4.04%	48.67%	4.96%	35	4,222
Average	136,166	730	346	84	21,618	11,255	1,148	0.16	50.51%	10.39%	55.56%	5.02%	18	10,172
									79.19%		80.61%			
90th Percentile	175,054	1,365	565	182	38,591	18,893	3,496	0.31	65.22%	20.53%	78.34%	11.35%	71	13,355
75th Percentile	154,352	944	456	149	33,711	15,108	1,374	0.19	58.78%	12.70%	60.73%	5.84%	30	953
	147,691													
50th Percentile	128,225	678	324	47	18,740	11,493	645	0.16	50.01%	8.45%	56.07%	3.89%	1	46
						7,077							0	0
25th Percentile	114,512	451	195	24	11,488	6,166	374	0.08	41.61%	5.46%	47.80%	2.44%	0	0
		221	175		8,779			0.06						
5th Percentile	90,748	218	131	15	5,722	3,276	71	0.05	32.89%	3.64%	32.13%	0.63%	0	0
				3										
							9			1.36%		0.10%		

Mesquite Public Library Peer Analysis
Comparable Cities in 3-State Region

NOTES

*** Population Served**

Because the New Mexico State Library determines service population differently from other states, the population figures used here for per-capita calculations are as follows

- for New Mexico libraries, the estimated city population as of July 2022, according to the U.S. Census
- for libraries from all other states, the Legal Service Area (LSA) population for FY2022, as determined by each state's state library.

Zero / Missing Values

Where a cell contains a value of zero, that cell is included in calculations of averages, percentiles and ranking. Where a cell contains n/a (not available or not applicable) that cell is excluded from those calculations.

Data Sources

FTE Staff numbers for Mesquite Public Library were supplied by the Library Director and show current (2024) values, since the TSLAC data was suspected to be inaccurate.

Data for Texas libraries comes from TSLAC for FY2022.

<https://www.tsl.texas.gov/sites/default/files/public/tslac/ld/ldn/accreditation/statistics/2022AllStats.xlsx>

Data for New Mexico libraries comes from New Mexico State Library for FY2022

<https://nmstatelibrary.org/services-for-new-mexico-libraries/statistical-reports/>

Outlet-level data for Oklahoma libraries (including square footage) comes from IMLS for FY2021.

<https://imls.gov/research-evaluation/data-collection/public-libraries-survey>

All other data for Oklahoma libraries comes from Oklahoma Department of Libraries for FY2022

<https://oklahoma.gov/libraries/librarians/reporting-statistics.html>

2022 Census population figures come from the U.S. Census.

Appendix 4B2
Library Services Checklist

Innovative Services Offered at Comparable Cities in DFW Metroplex Public Libraries*

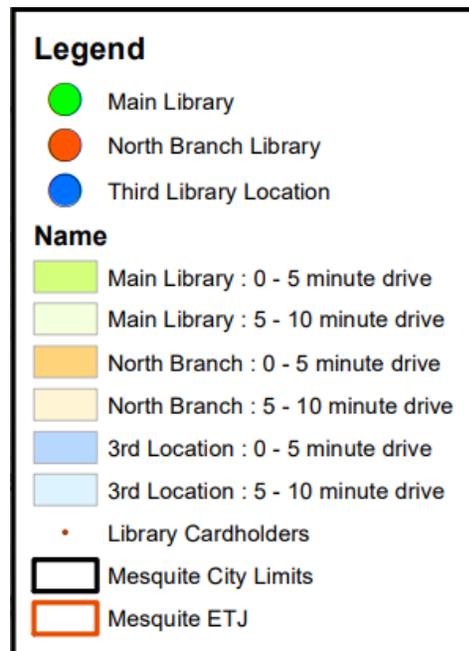
Library Services Checklist	Arlington	Carrollton	Garland	Grand Prairie	Irving	Mesquite	Plano	Richardson
Programming/Education								
(any age) programs on multicultural topics	x		x	x	x	*	x	
(children/teen) programs on S.T.E.A.M. topics	x		x	x	x	x	x	
(teen) teen volunteer program/leadership program/teen advisory board	x	x	x		x	x	x	x
(adult) programs on healthcare/mental health topics				x		*	x	
(adult) classes/support for jobseekers	x			x	x	x	x	
(adult) financial planning classes		x					x	
(adult) basic/intermediate computer skills	x	x	x	x	x	*	x	x
services (including programs) available in Spanish	x	x	x	x		*		
Spanish or bilingual story time	x	x	x					
programs featuring authors	x				x	*		
programs featuring poetry	x				x	*	x	x
programs featuring music				x		*		x
programs keyed to specific holidays or celebrations	x	x		x	x	*	x	
programs targeting homeschoolers	x		x	x		x		
in-person GED classes	x				x			
in-person ESL classes	x		x		x		x	x
in-person citizenship classes	x				x		x	
ASL (American Sign Language) class				x				
Technology/Specialized Equipment/Library Of Things								
wireless/remote printing	x		x	x	x	x	x	x
wireless hotspots for check-out	x	x	x	x	x	x		
laptops/Chromebooks (either for check-out or for in-library use)	x		x		x			x
adaptive technology for blind/low-vision users	x		x				x	x
3d printer and other "maker" tools (laser cutter, cricut, heat press, etc.)	x		x	x	x	*	x	x
equipment & software for producing/editing audio, photography & video				x	x		x	
equipment for handling film, VHS, audiocassettes, outdated media	x			x	x	*		
specialized equipment for sewing and other crafts	x			x	x			
special-purpose equipment or kits available for checkout				x		*		
seed library		x						
digital photo collection of local history	x					*		
Customer Service								
payment options other than in-person cash/check	x	x		x	x		x	x
services outside library walls (bookmobile, tech van, pop-up at events)	x					*	x	
"book a librarian"	x	x			x	x	x	x
delivery (in-person or by mail) to residential facilities or to homebound	x							x
vending-machine-style kiosk for check-out of selected items	x		x	x	x			x
curbside pick-up/drive-through pick-up/pick-up at locker	x	x		x	x		x	
parents can set restricted access for children/teens	x					*		
digital library card can be issued through email	x			x	x	x		
Social Services/Specialized Services/Community Involvement								
on-site tax help	x			x		x	x	
participant in "Family Place Libraries" network	x	x	x			*	x	
U.S. passport acceptance facility	x							
social worker on staff available for one-on-one assistance				x				
small business mentor available		x		x			x	
local police featured at event or program				x			x	
materials available for writing letters to elected officials				x				
local ISD textbooks available for in-house use			x					
Medicaid representative available for one-on-one assistance				x				
representative from county aging & disability resource center available				x				
notary available						*		x

x indicates a substantial service offering, judging only by information available on the library's website during February & March 2024.
 * indicates a service offering reported by Mesquite Public Library staff but not discoverable through the Library's website

Appendix 4C1
Mapping Mesquite Public Library Cardholder Households & Future Library Locations

The Consultants enlisted the assistance of the City of Mesquite's Geographic Information Systems (GIS) Division to better understand the distribution of Mesquite Public Library (MPL) users in and around the city – and to plan for future public libraries within the city – based upon where residents live relative to Library facilities.

From previous experience, library customers consistently express the desire to drive to their library in 10 minutes or less, indicating a factor of convenience that determines their preferred library's service area. The maps on the following pages depict the locations of the current MPL cardholders and current and future MPL Service Areas.



A Legend similar to the one at left is located in the lower left corner of each map and reflects pertinent information depicted on the given map.

On select maps, small red Library Cardholder dots indicate the household locations of persons and/or families who are registered borrowers at MPL with a current borrower's card.

The 5- and 10-minute drive times for the Main Library are rendered in transparent green, and for the North Branch Library in transparent orange.

Of particular interest to the Consultants are the overlaps of drive-time polygons, and the gaps between them. Gaps indicate potentially underserved areas of the city. Overlaps indicate a potential for redundancy of services.

The contents of this Appendix includes:

Map 1: Library Cardholders shows the household locations using dots for cardholders living within and outside of the city limits/ETJ boundaries and the green and orange-red dots pinpointing the two existing Library locations. Note that although MPL serves cardholders in Rockwall County, the Consultants requested GIS omit those households for clarity.

Map 2: The Main Library Map A shows all of the cardholders locations, the green 5-minute drive time area for the Main Library, and the green dot for the Main Library location.

Map 3: The Main Library Map B Shows only the green 5-minute drive time area for the Main Library and the green dot for the Main Library location without cardholder dots.

Map 4: The North Branch Library Map A shows all of the cardholders dots, the orange 5-minute drive time area for the North Branch Library, and the orange-red dot for the North Branch location.

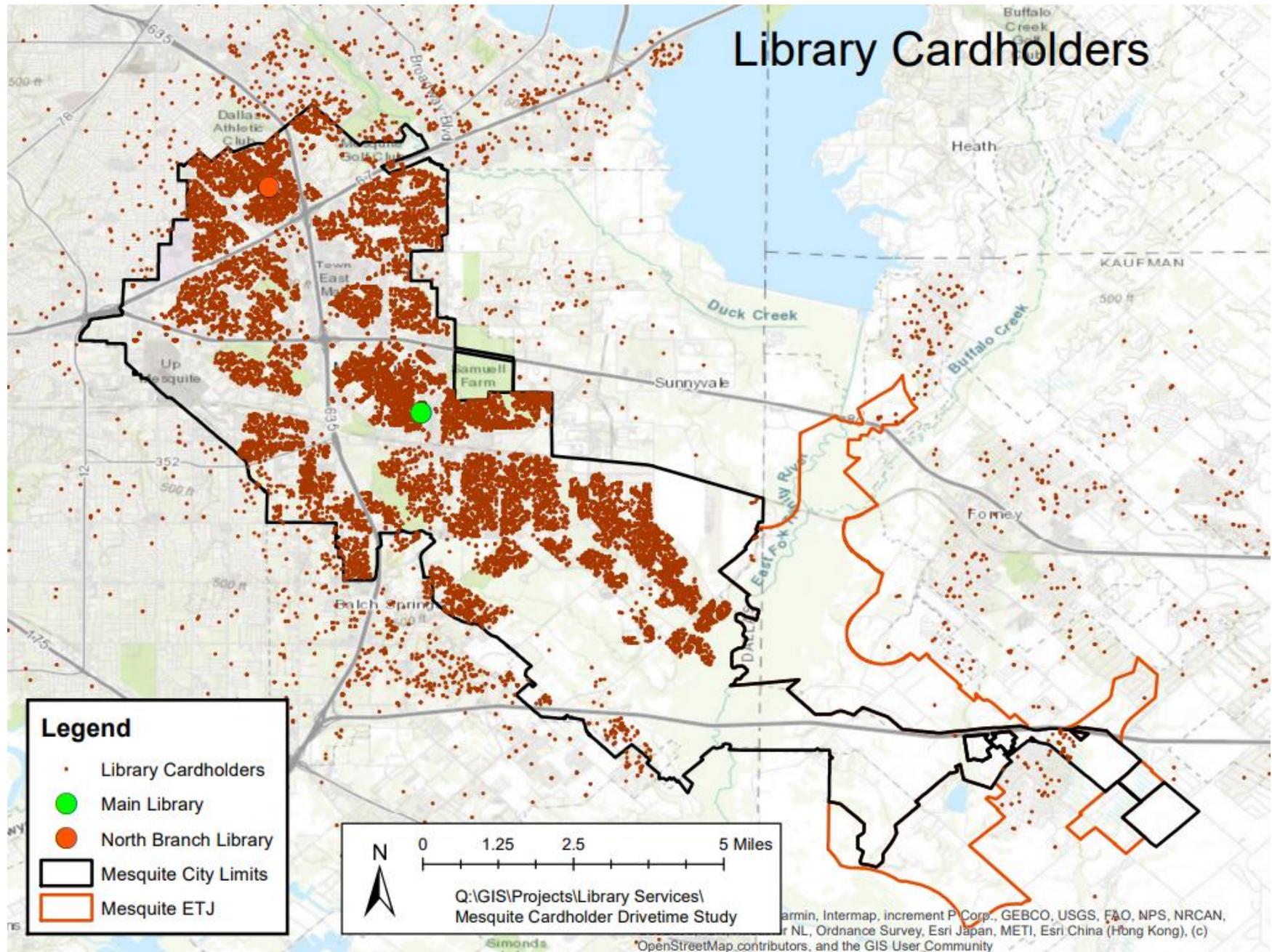
Map 5: The North Branch Library Map B shows only the 5-minute drive time area for the North Branch Library and the orange-red dot for the Branch Library location, without cardholder dots.

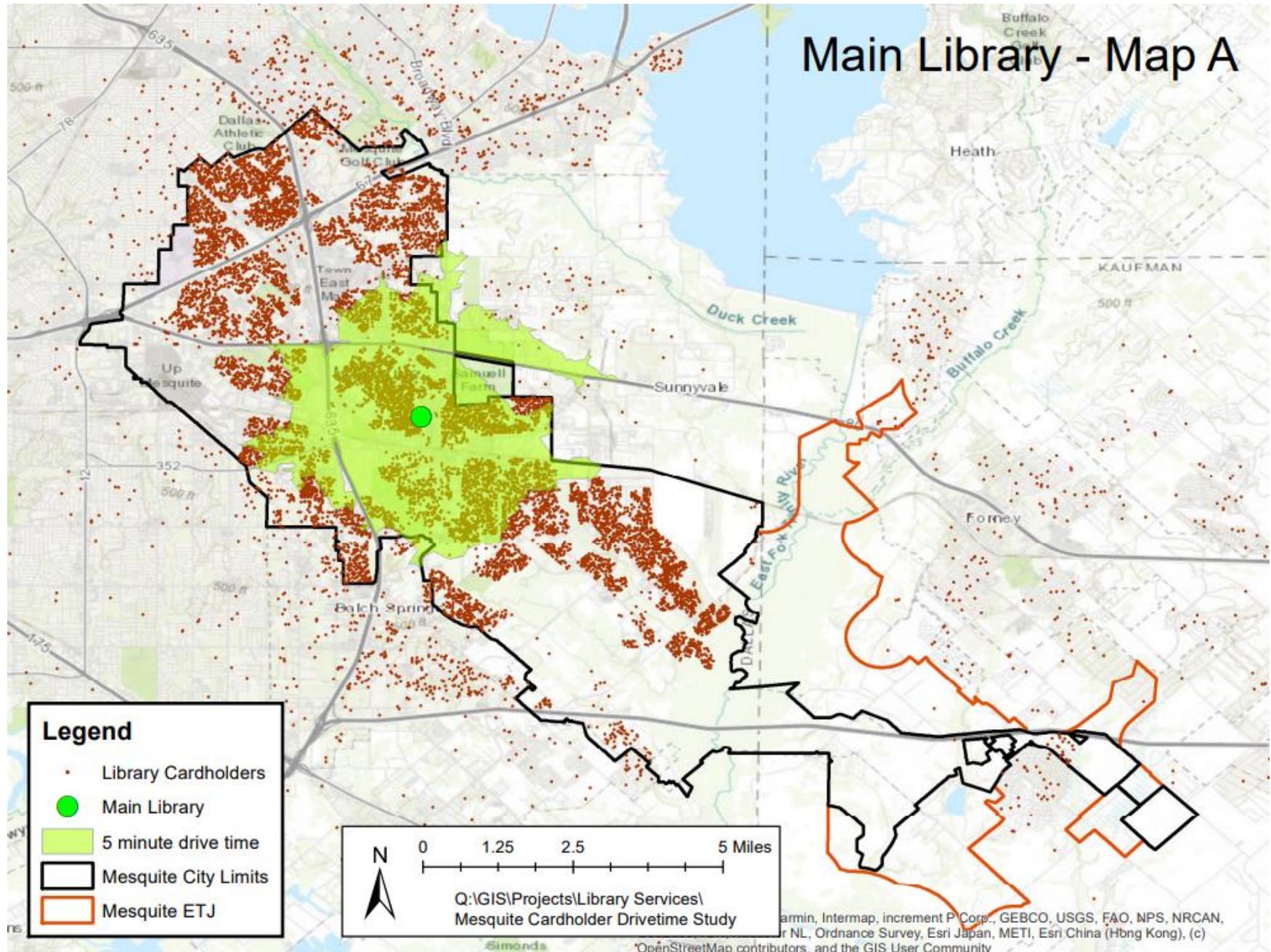
Map 6: Overall Map 1 shows the composite data of both existing Libraries and their respective drive times, revealing gaps and overlaps of coverage.

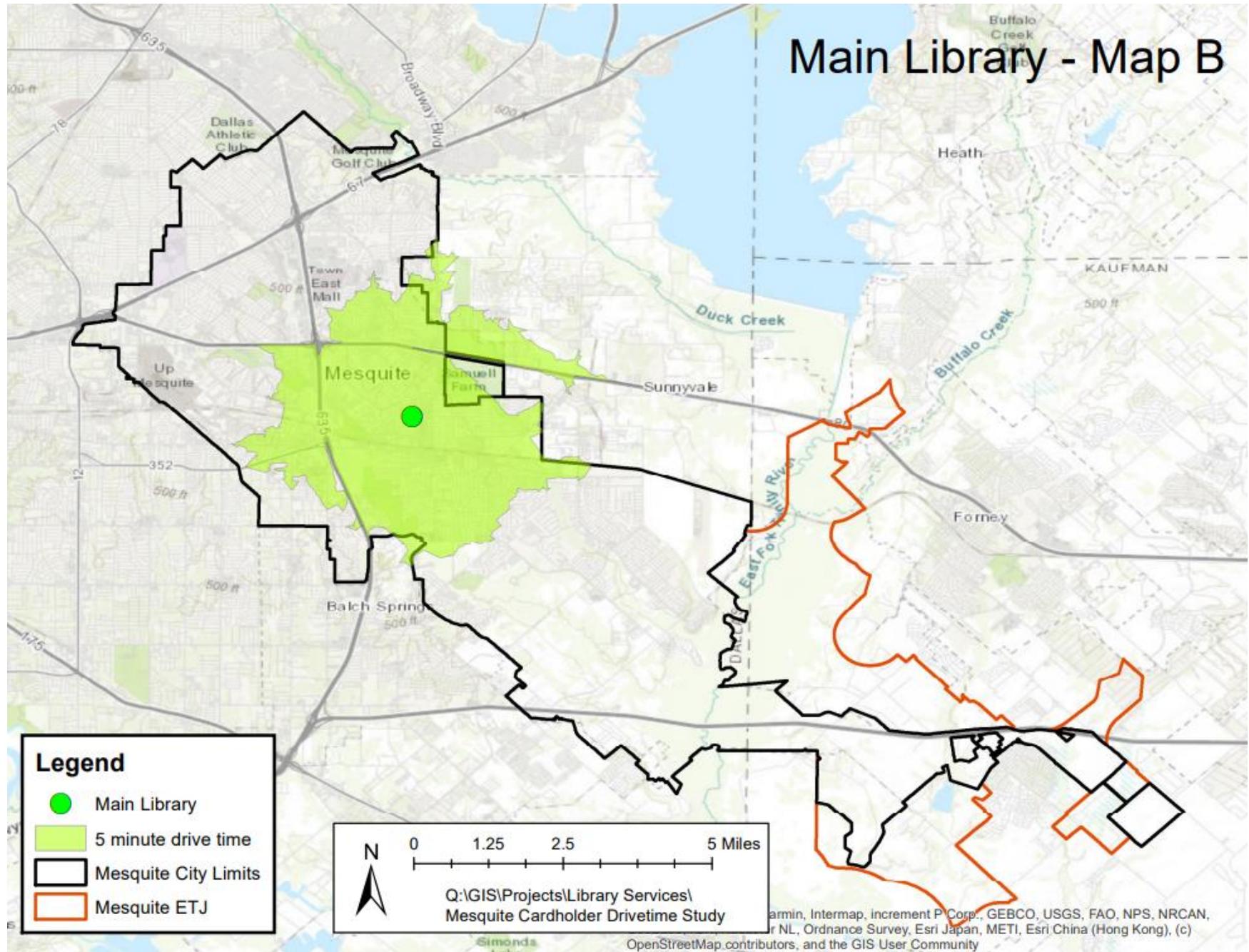
Map 7: Overall Map 2 adds a future third Library service outlet co-located with other planned City services in southern Mesquite, indicated by a blue dot, with both a 5- and 10-minute drive time polygons for that location, similarly color-coded in blue. The 10-minute drive time polygon would be extended from around the new third library location.

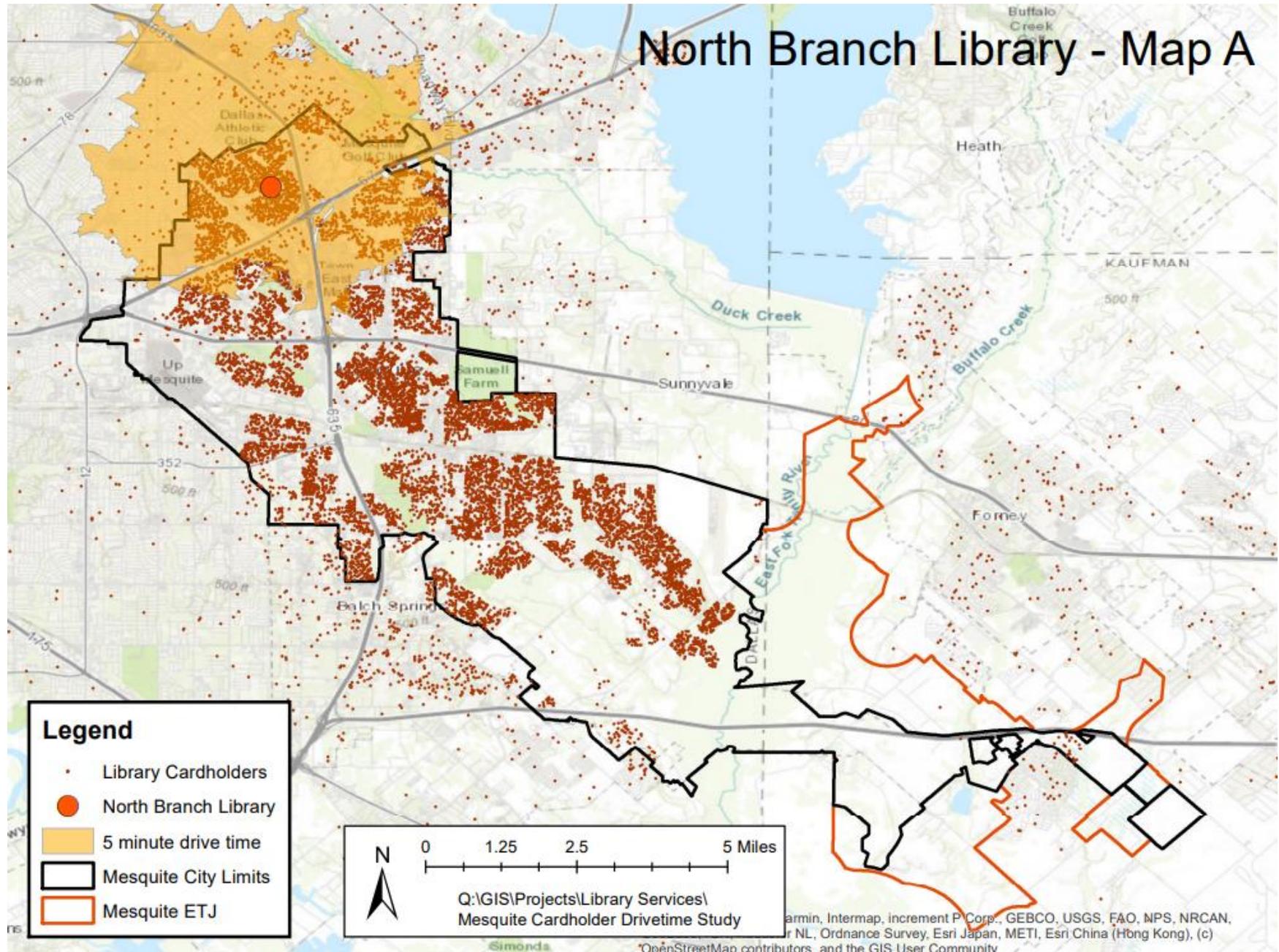
Equivalent Transportation Travel-Time Comparisons

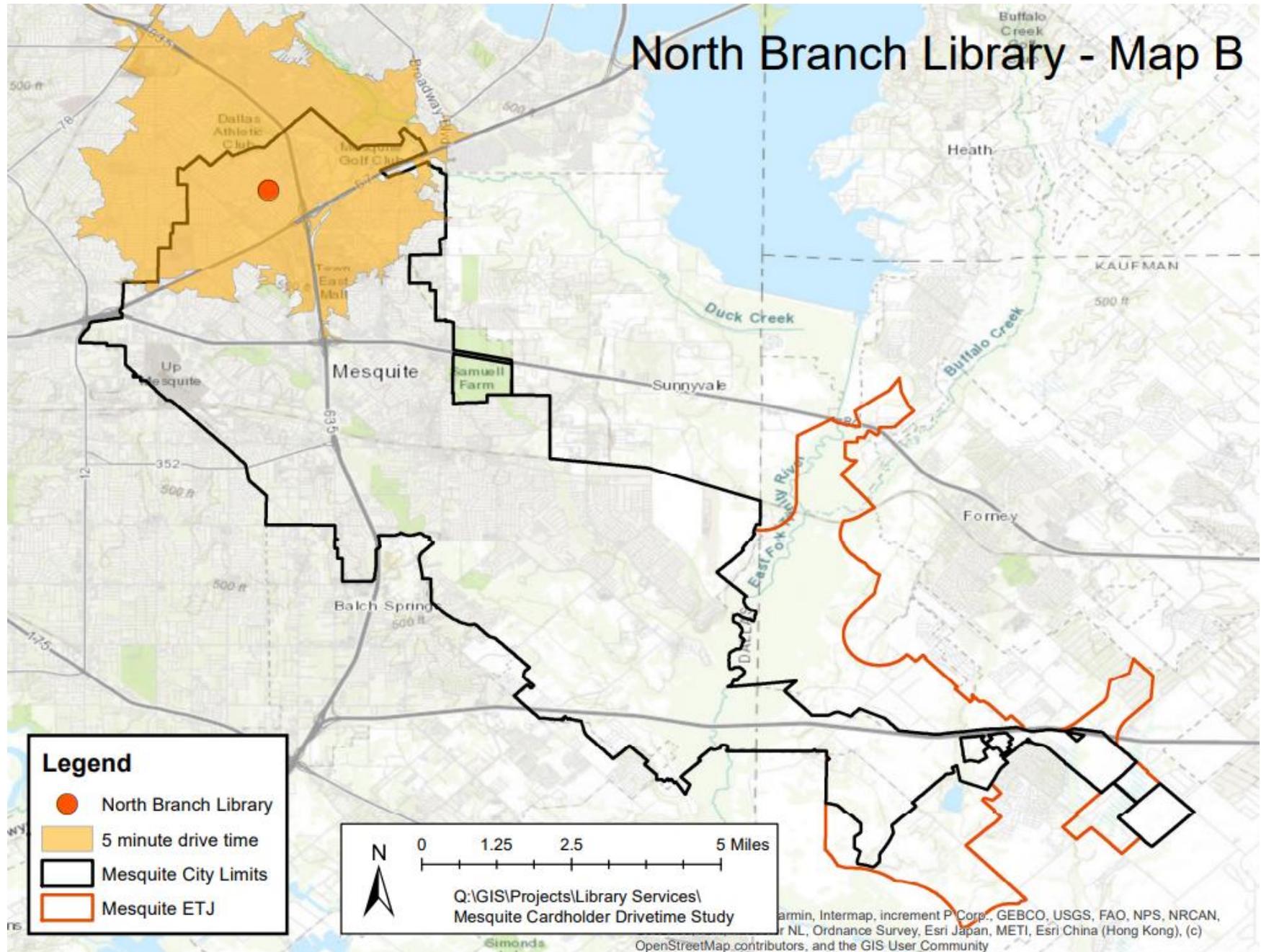
<i>mode</i>	<i>average speed</i>	<i>equivalent duration</i>	
Driving	24-26 mph	5 minutes	10 minutes
Biking	12.5 mph	10 minutes	20 minutes
Walking	3 mph	40 minutes	80 minutes

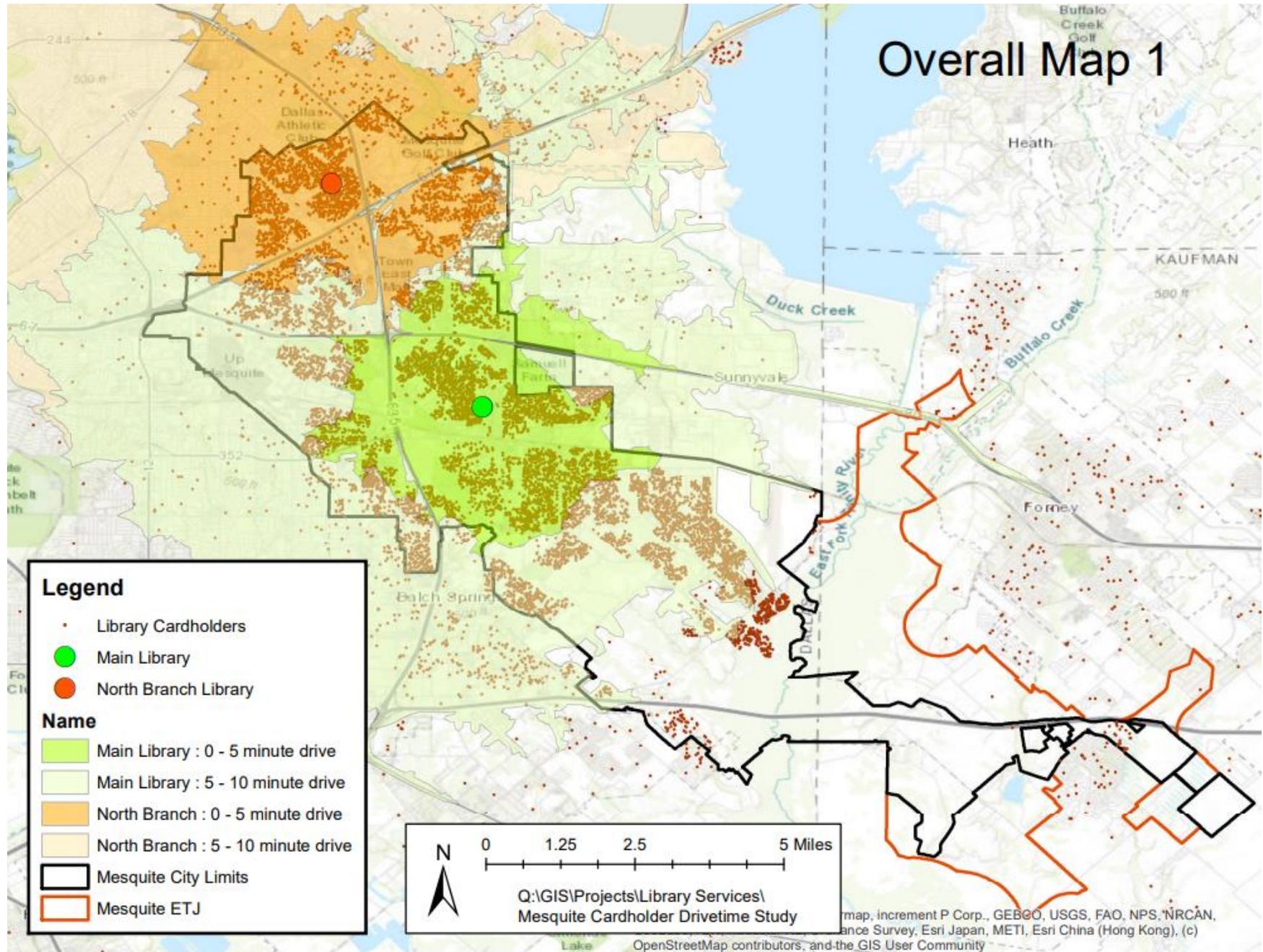


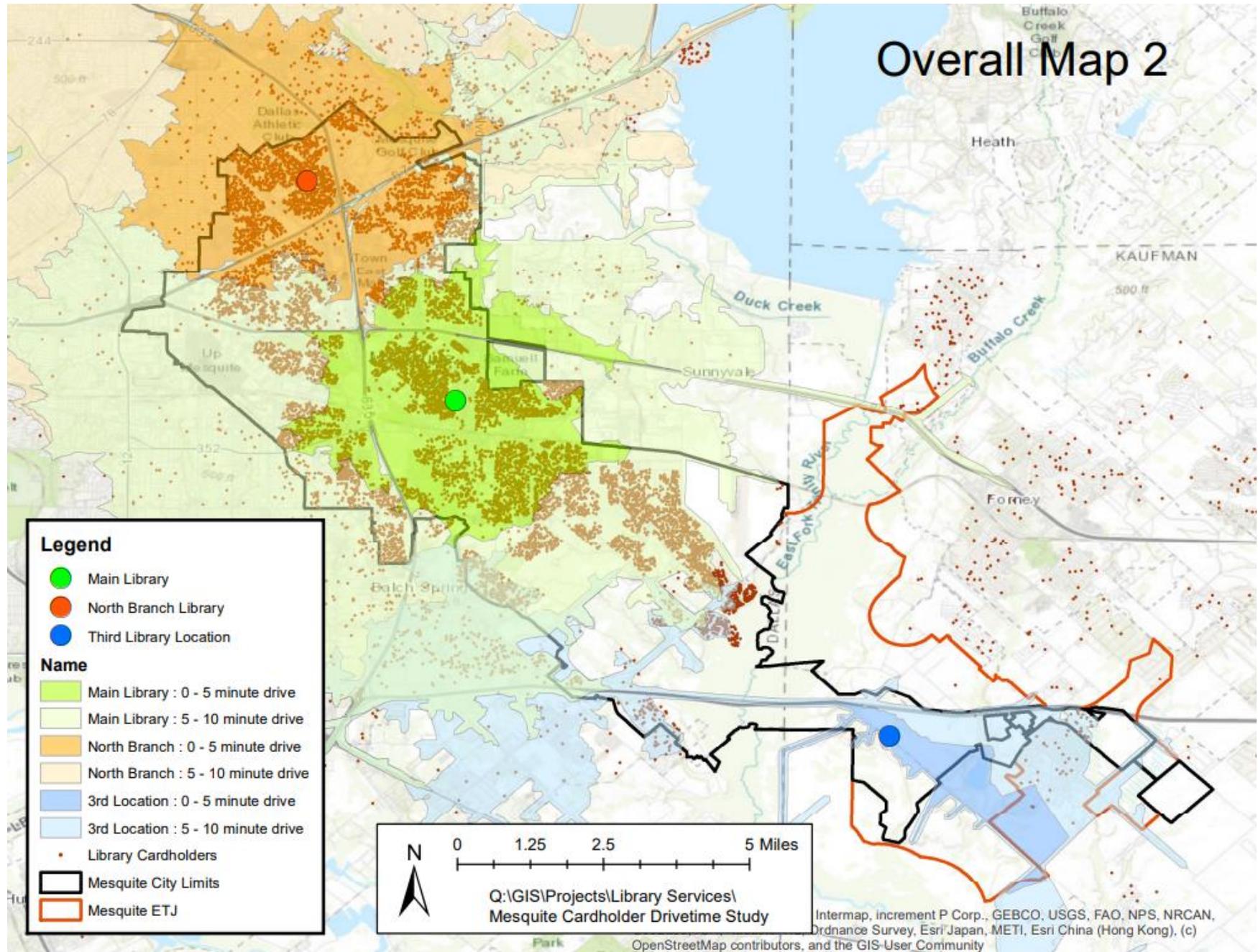












General Consultant Observations

The Consultants recognize that rivers, creeks, and topography can create natural barriers to vehicular travel. Similarly, man-made barriers created by vehicular highways (Interstates 20, 30 & 635, U.S. 80) must be accounted for, in how they affect drive time travel across Mesquite. These highways create seven geographic sectors within the city limits – with neighborhoods in the north of Mesquite particularly segmented.

The long, linear nature of Mesquite's City limits – running diagonally from northwest to southeast – is a benefit in that cross-town traffic can typically be achieved within 5 minutes (e.g. one can drive from Balch Springs across Mesquite to Sunnyvale in about five minutes). From end-to-end north to south however, there is no established thruway that facilitates ease of travel via automobile. The lack of any established, widespread mass transit in Mesquite coupled with the fact that some 80 percent of residents commute to jobs outside the city limits only serves to make traffic more congested and roads wear out more quickly.

Clearly, southern Mesquite is ripe for residential subdivision development. The Consultants heard from numerous residents that as many as 10,000 new homes may be built in southern Mesquite in the next 10 years.

Conversely, the older housing stock and some of the lowest appraised land values in Dallas County will eventually make the more developed neighborhoods in Mesquite targets for gentrification. The Mesquite of 2040 may look nothing like the Mesquite we know today.

Adequate Land for New Libraries. The City of Mesquite should look to set aside adequate land in strategic locations for accommodate future public library facilities. The Consultants recommendations along these lines is that all new library construction should be single-story. It then follows that in order to accommodate adequate parking, landscaping, firetruck access, and zoning setbacks, any new full-service library site needs four square feet of land for every one square foot of building.

Library Location-Related Observations

- The combined 10-minute drive times for the two existing Libraries cover most of the city limits, but still leave significant coverage gaps in the south end of the city.
- The existing 5-minute drive times fail to cover significant portions of the city limits, with coverage gaps in west Mesquite – both north and south of U.S. Highway 80 – and along the Balch Springs border to the southwest.
- There is no significant cannibalization between the two existing Libraries within the 5-minute drive time. Indeed, there are minor gaps along Mesquite's eastern border.
- The lack of developed surface street network in southern Mesquite severely limits vehicular circulation, access, and in some cases results in increased drive times.
- The existing North Branch Library is so close the City's borders with Garland to the north and Dallas to the west that a substantial portion of the Library's 5-minute drive time coverage is outside of Mesquite's city limits. The Consultants will likely recommend a relocation of the North Branch to a place more convenient to Mesquite residents rather than Garland and Dallas homes.
- The proposed blue dot Library service outlet co-located with City services on Map 7 would appear to be a longer-term solution because it is not immediately convenient for residents clustered along the Sunnyvale border, near Mesquite Metro Airport and outside of the Main Library's 5-minute drive time – and in limited numbers, outside the Main Library's 10-minute boundary. The Consultants will likely recommend a location in proximity to the large cluster of Library Cardholders around Terry Middle School and Thompson Park/Elementary School.

Appendix 4C2
Library Funding by Comparable Cities' Budgeting

Library Revenue as a Percent of City Budget

For Mesquite & their 7 Comparable Cities

sorted by FY2022 City Budget

compiled by Godfrey's Associates, Inc.

January 25, 2024

City, State	Library as percent of city budget FY2022	Library as percent of city budget FY2023	Library as percent of city budget FY2024	FY2022 City Budget	FY2022 Library Revenue from City	FY2023 City Budget	FY2023 Library Revenue from City	FY2024 City Budget	FY2024 Library Revenue from City
Garland, TX	0.68%	0.71%	0.71%	\$875,386,947	\$5,935,752	\$924,016,840	\$6,538,156	\$947,837,934	\$6,728,657
Irving, TX	0.91%	0.86%	0.77%	\$798,300,000	\$7,271,944	\$867,719,000	\$7,453,333	\$998,800,000	\$7,732,466
Plano, TX	1.74%	1.87%	1.84%	\$747,463,928	\$13,001,578	\$808,503,938	\$15,087,215	\$811,339,102	\$14,955,008
Grand Prairie, TX	0.50%	0.67%	0.74%	\$617,605,415	\$3,107,639	\$474,276,686	\$3,178,799	\$527,021,405	\$3,873,896
Arlington, TX	1.43%	1.49%	1.47%	\$605,413,351	\$8,629,150	\$629,627,421	\$9,377,108	\$672,677,815	\$9,871,022
Richardson, TX	1.00%	1.02%	0.99%	\$333,796,097	\$3,348,539	\$365,023,509	\$3,723,278	\$399,004,296	\$3,951,604
Mesquite, TX	0.820%	0.866%	0.873%	\$304,783,003	\$2,499,057	\$345,600,000	\$2,993,950	\$355,416,568	\$3,102,870
Carrollton, TX	1.47%	1.62%	1.67%	\$257,646,944	\$3,786,574	\$276,236,587	\$4,474,998	\$287,678,502	\$4,805,673
<i>averages</i>	1.07%	1.14%	1.13%	\$567,549,461	\$5,947,529	\$586,375,498	\$6,603,355	\$624,971,953	\$6,877,650

Tax Rate Analysis

Mesquite & the 5 Comparable Cities in Dallas County

compiled by Godfrey's Associates, Inc.

April 27, 2024

ENTITY NAME	M&O	I&S	Total Tax Rate
Dallas County	0.206973	0.008745	0.21571800
Dallas College (DCCCD)	0.090261	0.019767	0.11002800
Parkland Hospital	0.209764	0.009736	0.21950000
City Totals	2.41321000	1.33033600	3.74354600
ISD Totals	4.43050000	1.97175000	6.40225000
City Averages	0.40220167	0.22172267	0.62392433
ISD Averages	0.73841667	0.32862500	1.06704167
Total Averages	1.14061833	0.55034767	1.69096600

Mesquite comparisons 1.69540800 0.63903800 2.33444600

ENTITY RANK	City	M&O	I&S	Total Tax Rate	deviation from average
City of Mesquite		0.489210	0.200790	0.690000	0.06607567
City of Garland		0.314146	0.375600	0.689746	0.06582167
City of Grand Prairie		0.428769	0.231231	0.660000	0.03607567
City of Irving		0.429400	0.159700	0.589100	-0.03482433
City of Richardson		0.343160	0.217790	0.560950	-0.06297433
City of Carrollton		0.408525	0.145225	0.553750	-0.07017433

ENTITY NAME	M&O	I&S	Total Tax Rate
Dallas County	0.206973	0.008745	0.215718
Dallas College (DCCCD)	0.090261	0.019767	0.110028
Parkland Hospital	0.209764	0.009736	0.219500
City of Carrollton	0.408525	0.145225	0.553750
Carrollton-Farmers Branch ISD	0.783600	0.200000	0.983600
TOTALS	1.699123	0.383473	2.082596

ENTITY RANK	ISD	M&O	I&S	Total Tax Rate	deviation from average
Richardson ISD		0.793100	0.350000	1.143100	0.07605833
Mesquite ISD		0.699200	0.400000	1.099200	0.03215833
Grand Prairie ISD		0.757500	0.337550	1.095050	0.02800833
Garland ISD		0.669200	0.384000	1.053200	-0.01384167
Irving ISD		0.727900	0.300200	1.028100	-0.03894167
Carrollton-Farmers Branch ISD		0.783600	0.200000	0.983600	-0.08344167

ENTITY NAME	M&O	I&S	Total Tax Rate
Dallas County	0.206973	0.008745	0.215718
Dallas College (DCCCD)	0.090261	0.019767	0.110028
Parkland Hospital	0.209764	0.009736	0.219500
City of Garland	0.314146	0.375600	0.689746
Garland ISD	0.669200	0.384000	1.053200
TOTALS	1.490344	0.797848	2.288192

ENTITY RANK	City+ISD Tax Rate	M&O	I&S	Total Tax Rate	deviation from average
Mesquite		1.188410	0.600790	1.789200	0.09823400
Grand Prairie		1.186269	0.568781	1.755050	0.06408400
Garland		0.983346	0.759600	1.742946	0.05198000
Richardson		1.136260	0.567790	1.704050	0.01308400
Irving		1.157300	0.459900	1.617200	-0.07376600
Carrollton		1.192125	0.345225	1.537350	-0.15361600

ENTITY NAME	M&O	I&S	Total Tax Rate
Dallas County	0.206973	0.008745	0.215718
Dallas College (DCCCD)	0.090261	0.019767	0.110028
Parkland Hospital	0.209764	0.009736	0.219500
City of Grand Prairie	0.428769	0.231231	0.660000
Grand Prairie ISD	0.757500	0.337550	1.095050
TOTALS	1.693267	0.607029	2.300296

ENTITY RANK	County+City+ISD Tax Rate	M&O	I&S	Total Tax Rate
Mesquite		1.695408	0.639038	2.334446
Grand Prairie		1.693267	0.607029	2.300296
Garland		1.490344	0.797848	2.288192
Richardson		1.643258	0.606038	2.249296
Irving		1.664298	0.498148	2.162446
Carrollton		1.699123	0.383473	2.082596

Tax Rate Analysis

Mesquite & the 5 Comparable Cities in Dallas County

compiled by Godfrey's Associates, Inc.

April 27, 2024

ENTITY NAME	M&O	I&S	Total Tax Rate
Dallas County	0.206973	0.008745	0.215718
Dallas College (DCCCD)	0.090261	0.019767	0.110028
Parkland Hospital	0.209764	0.009736	0.219500
Irving Flood District #1	0.292200	0.136100	0.428300
City of Irving	0.429400	0.159700	0.589100
Irving ISD	0.727900	0.300200	1.028100
TOTALS	1.956498	0.634248	2.590746

ENTITY NAME	M&O	I&S	Total Tax Rate
Dallas County	0.206973	0.008745	0.215718
Dallas College (DCCCD)	0.090261	0.019767	0.110028
Parkland Hospital	0.209764	0.009736	0.219500
City of Mesquite	0.489210	0.200790	0.690000
Mesquite ISD	0.699200	0.400000	1.099200
TOTALS	1.695408	0.639038	2.334446

ENTITY NAME	M&O	I&S	Total Tax Rate
Dallas County	0.206973	0.008745	0.215718
Dallas College (DCCCD)	0.090261	0.019767	0.110028
Parkland Hospital	0.209764	0.009736	0.219500
City of Richardson	0.343160	0.217790	0.560950
Richardson ISD	0.793100	0.350000	1.143100
TOTALS	1.643258	0.606038	2.249296

Appendix 5F
Library Capital Projects & Cost Estimates

MPL Capital Projects: Summary of costs stated in FY2024/2025 dollars

Main Library Renovation: 27,266 square feet, \$2.29 million total project cost, \$58.91 per square foot.

North Branch Library Lease: 15,000 square feet, \$3.14 million total project cost, \$209.15 per square foot.

New South Branch Library: 35,000 square feet, \$21.54 million total project cost, \$615.36 per square foot.

New Main Library: 45,000 square feet, \$29.36 million total project cost, \$652.48 per square foot.

All City-owned building projects assume a net-zero design approach, with associated capital costs that will reduce energy and water consumption over current norms, e.g. additional insulation in walls and roofs, energy-efficient lighting and HVAC systems, etc. The quality of construction for all new construction is based on 29 attributes that sustainable libraries deploy, as listed in the Final Report, Section 2, on pages 11 and 12 of 65.

Other parameters include:

1. See the attached detailed cost models (3-pages each) for the four projects listed above.
2. Tables 1, 2, and 3 in each cost model provide construction trade detail for different types of space:
1) building exterior shell and core; 2) interior finishes for open areas for shelving, seating, etc.; and
3) interior finishes for walled-off areas such as meeting rooms, staff workrooms and offices, etc.
3. Table 4 in each cost model quantifies the three types of square footage to be constructed, as well as sitework (if applicable), furnishings and equipment, moving costs, owner's project costs, contingencies, and a 6-year escalation cost schedule.
4. The escalation schedules accentuate the concept of "time is money" in the construction industry, in an attempt to assist in budgeting by showing how time extensions might increase project costs. Each escalation cost schedule suggests the earliest mid-point of construction, when allowing for planning and design time, property acquisition, lease agreements, etc.
5. Red numbers on the attachments represent placeholders for data that is still being researched.
6. All cost models assume one-story construction as a means to optimize operational costs associated with personnel salaries and benefits.
7. No site acquisition costs have been included, assuming construction projects are built on City-owned or leased property.

Proposed Project Cost Model

Mesquite Public Library

15,000 SF Branch Library Lease

PROVIDENCE Architecture, Inc.

current as of: July 16, 2024

Table W.1

Base Building Shell & Core Unit Cost Model

Base building only

<i>item</i>		<i>probable cost/ square foot</i>	<i>comments</i>
Site work		\$8.58	grading/utilities only-see parking/hard/landscape lines, Table W.4
Structural		\$39.25	includes 1.2 factor of safety for resilient design
Exterior envelope		\$48.60	
Architectural finishes		\$40.66	
Building transportation		\$0.00	no elevator is required
Plumbing		\$6.08	
Fire protection		\$3.88	
HVAC		\$19.33	assumes stand-alone building, no central plant
Data infrastructure		\$3.95	fiber optic backbone to closet
Low voltage systems		\$4.99	PA, intrusion alarm, card access, electric clock
Electrical		\$10.34	includes code-required low voltage systems
SUBTOTAL		\$185.65	
General Conditions	15.00%	\$27.85	
Contractor Fee	20.00%	\$42.70	
TOTAL		\$256.19	

Table W.2

Open Interior Finishes Unit Cost Model

Tenant finish-out of open areas

<i>item</i>		<i>probable cost/ square foot</i>	<i>comments</i>
Site work		not applicable	included in base building
Structural		not applicable	included in base building
Exterior envelope		not applicable	included in base building
Architectural finishes		\$29.96	
Building transportation		not applicable	not required
Plumbing		\$6.37	
Fire protection		\$3.64	
HVAC		\$12.96	
Data infrastructure		\$3.02	AV, VoIP, IT cabling
Low voltage systems		\$5.88	PA, duress alarm, card access, electric clock
Electrical		\$16.19	includes code-required low voltage systems
SUBTOTAL		\$78.02	
General Conditions	15.00%	\$11.70	
Contractor Fee	20.00%	\$17.95	
TOTAL		\$107.67	

Proposed Project Cost Model

Mesquite Public Library

15,000 SF Branch Library Lease

PROVIDENCE Architecture, Inc.

current as of: July 16, 2024

Table W.3

Partitioned/Office Interior Finishes Unit Cost Model

Tenant finish-out of partitioned areas

<i>item</i>	<i>probable cost/</i>	<i>square foot</i>	<i>comments</i>
Site work	not applicable		included in base building
Structural	not applicable		included in base building
Exterior envelope	not applicable		included in base building
Architectural finishes	\$37.94		
Building Transportation	not applicable		not required
Plumbing	\$9.93		
Fire Protection	\$5.13		
HVAC	\$20.86		
Data infrastructure	\$3.50		AV, VoIP, IT cabling
Low voltage systems	\$6.70		PA, duress alarm, card access, electric clock
Electrical	\$20.09		includes code-required low voltage systems
SUBTOTAL		\$104.15	
General Conditions	15.00%	\$15.62	
Contractor Fee	20.00%	\$23.95	
TOTAL		\$143.72	

Table W.4

15,000 SF Branch Library Lease

based on existing space of 15,000 gross square feet
one-story finish-out

<i>Site Work</i>	<i>unit</i>	<i>square</i>	<i>total</i>	<i>total cost</i>	
<i>item</i>	<i>cost</i>	<i>footage</i>	<i>cost</i>	<i>per sq. ft.</i>	<i>notes</i>
Site Acquisition	\$0.00	0 sf	\$0		assumes no land purchase
Tree Protection Allowance	\$20,000	0 lump sum	\$0		for mature trees
Pavement Demolition	\$5.33	0 bgsf	\$0		
Exterior Demolition	\$12.66	0 lf	\$0		
Interior Demolition	\$13.90	0 nasf	\$0		
Excavation/Fill	\$5.43	0 cu ft	\$0		
New Surface Pavement	\$8.86	0 sf	\$0		100 vehicle parking lot/sidewalks
New Hardscape	\$22.04	0 sf	\$0		
New Landscaping	\$4.45	0 sf	\$0		xeriscape & groundcover
TOTAL SITE COSTS			\$0	\$0.00	

<i>Construction Costs</i>	<i>unit</i>	<i>square</i>	<i>total</i>	<i>total cost</i>	
<i>item</i>	<i>cost</i>	<i>footage</i>	<i>cost</i>	<i>per sq. ft.</i>	<i>notes</i>
Base Building Construction	\$256.19	0 bgsf	\$0		assumes existing space lease
Open Area Finishes	\$107.67	9,690 nasf	\$1,043,346		based on unit costs in Table W.2
Partitioned Area Finishes	\$143.72	3,060 nasf	\$439,790		based on unit costs in Table W.3
TOTAL CONSTRUCTION COSTS			\$1,483,136	\$98.88	includes sitework
12,750 nasf within 15,000 gross sf =			85.0%		efficiency

Proposed Project Cost Model

PROVIDENCE Architecture, Inc.

Mesquite Public Library

15,000 SF Branch Library Lease

current as of: July 16, 2024

Table W.4

(continued)

Move-Out/Move-In Costs	<i>unit cost</i>	<i>sq. ft./ quantity</i>	<i>unit</i>	<i>total cost</i>	<i>total cost per sq. ft.</i>	<i>notes</i>
Furniture & Equipment	\$37.00	12,750	nasf	\$471,750		library furniture & equipment
Audio-Visual Equipment	\$22.25	12,750	nasf	\$283,688		projectors, screens, electronic
Library Technology	\$18.00	12,750	nasf	\$229,500		computers, peripherals
Automated Handling System	\$60,000	0	lump sum	\$0		
Signage Allowance	\$5,000	1	lump sum	\$5,000		
Rainwater Collection System	\$65,000	0	lump sum	\$0		
Renewable Energy System	\$125,000	0	lump sum	\$0		
Temporary Lease Space	\$10.50	0	nasf	\$0		
Temporary Utilities	\$7.26	0	nasf	\$0		
Moving	\$0.95	40,000	items	\$38,000		move from old to new
New Library Materials	\$25.00	2,000	items	\$50,000		opening day collection

TOTAL MOVE-IN COSTS \$1,077,938 \$71.86

SUBTOTAL COSTS \$2,561,073 \$170.74

Owner Project Costs

<i>item</i>	<i>quantity</i>	<i>total cost</i>	<i>total cost per sq. ft.</i>	<i>notes</i>
Owner Project Administration	1.5% of subtotal above	\$38,416	\$2.56	new construction
Planning & Design Fees	10.0% of subtotal above	\$256,107	\$17.07	new construction
Permit Fees, Testing, etc.	1.0% of subtotal above	\$25,611	\$1.71	new construction
Contingency	10.0% of subtotal above	\$256,107	\$17.07	

TOTAL PROJECT COSTS \$576,241 \$38.42

GRAND TOTAL \$3,137,315 \$209.15

Escalation Costs

<i>item</i>	<i>escalation</i>	<i>total cost</i>	<i>total cost per sq. ft.</i>	<i>notes</i>
Less property acquisition allowance:		\$0		
Project cost to escalate, FY 2024/2025:		\$3,137,315	\$209.15	
Plus FY 2025/26 escalation at 4.5%:		\$3,278,494	\$218.57	construction mid-point
Plus FY 2026/27 escalation at 3.5%:		\$3,393,241	\$226.22	
Plus FY 2027/28 escalation at 3.5%:		\$3,512,005	\$234.13	
Plus FY 2028/29 escalation at 3.5%:		\$3,634,925	\$242.33	
Plus FY 2029/30 escalation at 3.5%:		\$3,762,147	\$250.81	
Plus FY 2030/31 escalation at 3.5%:		\$3,893,822	\$259.59	
6-year increase:		\$756,508	24.1%	
average annual increase:		\$126,085	3.24%	

Table X.1

Base Building Shell & Core Unit Cost Model

Base building only

<i>item</i>		<i>probable cost/ square foot</i>	<i>comments</i>
Site work		\$8.58	grading/utilities only-see parking/hard/landscape lines, Table X.4
Structural		\$33.84	
Exterior envelope		\$48.60	
Architectural finishes		\$40.66	
Building transportation		\$15.44	
Plumbing		\$6.08	
Fire protection		\$3.88	
HVAC		\$19.33	assumes stand-alone building, no central plant
Data infrastructure		\$3.95	fiber optic backbone to closet
Low voltage systems		\$5.95	PA, intrusion alarm, card access, electric clock, low volt power
Electrical		\$10.34	includes all code-required low voltage systems rough-in
SUBTOTAL		\$196.63	
General Conditions	15.00%	\$29.49	
Contractor Fee	20.00%	\$45.23	
TOTAL		\$271.35	

Table X.2

Open Interior Finishes Unit Cost Model

Tenant finish-out of open areas

<i>item</i>		<i>probable cost/ square foot</i>	<i>comments</i>
Site work		not applicable	included in base building, see Table X.1
Structural		not applicable	included in base building, see Table X.1
Exterior envelope		not applicable	included in base building, see Table X.1
Architectural finishes		\$29.96	
Building transportation		not applicable	
Plumbing		\$6.37	
Fire protection		\$3.64	
HVAC		\$12.96	
Data infrastructure		\$3.02	Audio-Visual, VoIP, IT cabling
Low voltage systems		\$6.86	PA, intrusion alarm, card access, electric clock, low volt power
Electrical		\$16.19	includes all code-required low voltage systems/devices
SUBTOTAL		\$79.00	
General Conditions	15.00%	\$11.85	
Contractor Fee	20.00%	\$18.17	
TOTAL		\$109.02	

Table X.3

Partitioned/Office Interior Finishes Unit Cost Model

Tenant finish-out of partitioned areas

<i>item</i>	<i>probable cost/ square foot</i>	<i>comments</i>
Site work	not applicable	included in base building, see Table X.1
Structural	not applicable	included in base building, see Table X.1
Exterior envelope	not applicable	included in base building, see Table X.1
Architectural finishes	\$37.94	includes millwork
Building Transportation	\$15.44	
Plumbing	\$9.93	
Fire Protection	\$5.13	
HVAC	\$20.86	
Data infrastructure	\$3.50	Audio-Visual, VoIP, IT cabling
Low voltage systems	\$6.70	PA, intrusion alarm, card access, electric clock, low volt power
Electrical	\$20.09	includes all code-required low voltage systems/devices
SUBTOTAL		\$119.59
General Conditions	15.00%	\$17.94
Contractor Fee	20.00%	\$27.50
TOTAL		\$165.03

Table X.4

Library Renovation Costs

based on an existing building of 26,398 gross square feet
one-story building partial renovation

<i>Site Work item</i>	<i>unit cost</i>	<i>square footage</i>	<i>total cost</i>	<i>total cost per sq. ft.</i>	<i>notes</i>
Site Acquisition	\$9.50	0 sf	\$0		assumes no land purchase
Tree Protection Allowance	\$10,000	0 lump sum	\$0		mature trees
Pavement Demolition	\$5.33	0 bgsf	\$0		remove 60% of existing ramp
Exterior Demolition	\$12.66	0 bgsf	\$0		remove existing entrance & roof
Interior Demolition	\$13.90	5,310 nasf	\$73,809		
Excavation Fill	\$5.43	1,350 cu ft	\$7,331		
Concrete Pump Truck	\$2,000	1 lump sum	\$2,000		modular computer floor system
New Hardscape	\$22.04	0 sf	\$0		new paving at public entrance
New Landscaping	\$4.45	0 sf	\$0		xeriscape & groundcover
TOTAL SITE COSTS			\$83,140	\$2.14	

<i>Construction Costs item</i>	<i>unit cost</i>	<i>square footage</i>	<i>total cost</i>	<i>total cost per sq. ft.</i>	<i>notes</i>
Base Building Addition	\$128.46	868 bgsf	\$111,506		new roof over floor infill
Open Area Finishes	\$109.02	774 nasf	\$84,385		based on unit costs in Table X.2
Partitioned Area Finishes	\$165.03	4,536 nasf	\$748,573		based on unit costs in Table X.3
TOTAL CONSTRUCTION COSTS			\$1,027,604	\$26.42	includes sitework
25,024 nasf within 27,266 gross sf =		91.8%	efficiency		

Proposed Project Cost Model

Mesquite Public Library

Main Library Renovation

PROVIDENCE Architecture, Inc.

current as of: July 16, 2024

Table X.4

(continued)

Move-Out/Move-In Costs	<i>unit</i>	<i>sq. ft./</i>	<i>total</i>	<i>total cost</i>	
<i>item</i>	<i>cost</i>	<i>quantity</i>	<i>unit</i>	<i>cost</i>	<i>per sq. ft. notes</i>
Furniture & Equipment	\$37.00	5,310	nasf	\$196,470	library furniture & equipment
Audio-Visual Equipment	\$22.25	0	nasf	\$0	projectors, screens, electronic signage, smart TVs, computers, peripherals
Library Technology	\$30.50	0	nasf	\$0	
Automated Handling System	\$130,000	0	lump sum	\$0	
Cover Kalwall Skylights	\$410,000	1	lump sum	\$410,000	standing seam metal roof cover
Signage Allowance	\$5,000	1	lump sum	\$5,000	
Rainwater Collection System	\$60,000	0	lump sum	\$0	
Renewable Energy System	\$385,000	0	lump sum	\$0	
New Clerestory Windows	\$110,000	1	lump sum	\$110,000	at new roof
Temporary Lease Space	\$10.50	0	nasf	\$0	
Temporary Utilities	\$7.26	0	nasf	\$0	
Moving	\$0.95	0	items	\$0	
New Library Materials	\$25.00	0	items	\$0	
TOTAL MOVE-IN COSTS				\$721,470	\$18.55
SUBTOTAL COSTS				\$1,749,074	\$44.97

Owner Project Costs

<i>item</i>	<i>quantity</i>	<i>total</i>	<i>total cost</i>	
		<i>cost</i>	<i>per sq. ft.</i>	<i>notes</i>
Owner Project Administration	2.5% of subtotal above	\$43,727	\$1.12	
Planning & Design Fees	11.5% of subtotal above	\$201,144	\$5.17	renovation
Permit Fees, Testing, etc.	2.0% of subtotal above	\$34,981	\$0.90	
Contingency	15.0% of subtotal above	\$262,361	\$6.75	
TOTAL PROJECT COSTS		\$542,213	\$13.94	
GRAND TOTAL		\$2,291,287	\$58.91	

Escalation Costs

<i>item</i>	<i>escalation</i>	<i>total</i>	<i>total cost</i>	
		<i>cost</i>	<i>per sq. ft.</i>	<i>notes</i>
Less property acquisition allowance:		\$0		
Project cost to escalate, FY 2024/2025:		\$2,291,287	\$58.91	
Plus FY 2025/26 escalation at 4.5%:		\$2,394,395	\$61.56	
Plus FY 2026/27 escalation at 3.5%:		\$2,478,199	\$63.71	construction mid-point
Plus FY 2027/28 escalation at 3.5%:		\$2,564,936	\$65.94	
Plus FY 2028/29 escalation at 3.5%:		\$2,654,709	\$68.25	
Plus FY 2029/30 escalation at 3.5%:		\$2,747,623	\$70.64	
Plus FY 2030/31 escalation at 3.5%:		\$2,843,790	\$73.11	
6-year increase:		\$552,503	24.1%	
average annual increase:		\$92,084	3.24%	

Proposed Project Cost Model

Mesquite Public Library

New 35,000 SF Branch Library

PROVIDENCE Architecture, Inc.

current as of:

July 16, 2024

Table Y.1

Base Building Shell & Core Unit Cost Model

Base building only

<i>item</i>		<i>probable cost/ square foot</i>	<i>comments</i>
Site work		\$8.58	grading/utilities only-see parking/hard/landscape lines, Table Y.4
Structural		\$39.25	includes 1.2 factor of safety for resilient design
Exterior envelope		\$48.60	
Architectural finishes		\$40.66	
Building transportation		\$0.00	no elevator is required
Plumbing		\$6.08	
Fire protection		\$3.88	
HVAC		\$19.33	assumes stand-alone building, no central plant
Data infrastructure		\$3.95	fiber optic backbone to closet
Low voltage systems		\$4.99	PA, intrusion alarm, card access, electric clock
Electrical		\$10.34	includes code-required low voltage systems
SUBTOTAL		\$185.65	
General Conditions	15.00%	\$27.85	
Contractor Fee	20.00%	\$42.70	
TOTAL		\$256.19	

Table Y.2

Open Interior Finishes Unit Cost Model

Tenant finish-out of open areas

<i>item</i>		<i>probable cost/ square foot</i>	<i>comments</i>
Site work		not applicable	included in base building
Structural		not applicable	included in base building
Exterior envelope		not applicable	included in base building
Architectural finishes		\$29.96	
Building transportation		not applicable	not required
Plumbing		\$6.37	
Fire protection		\$3.64	
HVAC		\$12.96	
Data infrastructure		\$3.02	AV, VoIP, IT cabling
Low voltage systems		\$5.88	PA, duress alarm, card access, electric clock
Electrical		\$16.19	includes code-required low voltage systems
SUBTOTAL		\$78.02	
General Conditions	15.00%	\$11.70	
Contractor Fee	20.00%	\$17.95	
TOTAL		\$107.67	

Proposed Project Cost Model

Mesquite Public Library

New 35,000 SF Branch Library

PROVIDENCE Architecture, Inc.

current as of:

July 16, 2024

Table Y.3

Partitioned/Office Interior Finishes Unit Cost Model

Tenant finish-out of partitioned areas

<i>item</i>	<i>probable cost/ square foot</i>	<i>comments</i>
Site work	not applicable	included in base building
Structural	not applicable	included in base building
Exterior envelope	not applicable	included in base building
Architectural finishes	\$37.94	
Building Transportation	not applicable	not required
Plumbing	\$9.93	
Fire Protection	\$5.13	
HVAC	\$20.86	
Data infrastructure	\$3.50	AV, VoIP, IT cabling
Low voltage systems	\$6.70	PA, duress alarm, card access, electric clock
Electrical	\$20.09	includes code-required low voltage systems
SUBTOTAL		\$104.15
General Conditions	15.00%	\$15.62
Contractor Fee	20.00%	\$23.95
TOTAL		\$143.72

Table Y.4

New 35,000 SF Branch Library

*based on a new building of 35,000 gross square feet
one-story new construction*

Site Work <i>item</i>	<i>unit cost</i>	<i>square footage</i>	<i>total cost</i>	<i>total cost per sq. ft.</i>	<i>notes</i>
Site Acquisition	\$0.00	140,000 sf	\$0		assumes no land purchase
Tree Protection Allowance	\$20,000	1 lump sum	\$20,000		for mature trees
Pavement Demolition	\$5.33	0 bgsf	\$0		
Retaining Wall Demolition	\$12.66	0 lf	\$0		
Interior Demolition	\$13.90	0 nasf	\$0		
Excavation/Fill	\$5.43	0 cu ft	\$0		
New Surface Pavement	\$8.86	37,000 sf	\$327,894		100 vehicle parking lot/sidewalks
New Hardscape	\$22.04	3,000 sf	\$66,120		
New Landscaping	\$4.45	10,000 sf	\$44,500		xeriscape & groundcover
TOTAL SITE COSTS			\$458,514	\$13.10	

Construction Costs

<i>item</i>	<i>unit cost</i>	<i>square footage</i>	<i>total cost</i>	<i>total cost per sq. ft.</i>	<i>notes</i>
Base Building Construction	\$256.19	35,000 bgsf	\$8,966,678		based on unit costs in Table Y.1
Open Area Finishes	\$107.67	19,324 nasf	\$2,080,662		based on unit costs in Table Y.2
Partitioned Area Finishes	\$143.72	10,426 nasf	\$1,498,447		based on unit costs in Table Y.3
TOTAL CONSTRUCTION COSTS			\$13,004,301	\$371.55	includes sitework
29,750 nasf within 35,000 gross sf = 85.0% efficiency					

Proposed Project Cost Model

PROVIDENCE Architecture, Inc.

Mesquite Public Library

New 35,000 SF Branch Library

current as of:

July 16, 2024

Table Y.4

(continued)

Move-Out/Move-In Costs

<i>item</i>	<i>unit cost</i>	<i>sq. ft./ quantity</i>	<i>total cost</i>	<i>total cost per sq. ft.</i>	<i>notes</i>
Furniture & Equipment	\$37.00	29,750 nasf	\$1,100,750		library furniture & equipment
Audio-Visual Equipment	\$22.25	29,750 nasf	\$661,938		projectors, screens, electronic signage, smart TVs,
Library Technology	\$30.50	29,750 nasf	\$907,375		computers, peripherals
Automated Handling System	\$60,000	1 lump sum	\$60,000		3-bin sorter
Signage Allowance	\$25,000	1 lump sum	\$25,000		
Rainwater Collection System	\$65,000	1 lump sum	\$65,000		landscape irrigation
Renewable Energy System	\$125,000	1 lump sum	\$125,000		solar roof panels
Temporary Lease Space	\$10.50	0 nasf	\$0		
Temporary Utilities	\$7.26	0 nasf	\$0		
Moving	\$0.95	60,000 items	\$57,000		move from old to new
New Library Materials	\$25.00	25,000 items	\$625,000		opening day collection

TOTAL MOVE-IN COSTS \$3,627,063 \$103.63

SUBTOTAL COSTS \$16,631,364 \$475.18

Owner Project Costs

<i>item</i>	<i>quantity</i>	<i>total cost</i>	<i>total cost per sq. ft.</i>	<i>notes</i>
Owner Project Administration	2.5% of subtotal above	\$415,784	\$11.88	new construction
Planning & Design Fees	10.0% of subtotal above	\$1,663,136	\$47.52	new construction
Permit Fees, Testing, etc.	2.0% of subtotal above	\$332,627	\$9.50	new construction
Contingency	15.0% of subtotal above	\$2,494,705	\$71.28	

TOTAL PROJECT COSTS \$4,906,252 \$140.18

GRAND TOTAL \$21,537,616 \$615.36

Escalation Costs

<i>item</i>	<i>escalation</i>	<i>total cost</i>	<i>total cost per sq. ft.</i>	<i>notes</i>
Less property acquisition allowance:		\$0		
Project cost to escalate, FY 2024/2025:		\$21,537,616	\$615.36	
Plus FY 2025/26 escalation at 4.5%:		\$22,506,808	\$643.05	
Plus FY 2026/27 escalation at 3.5%:		\$23,294,547	\$665.56	construction mid-point
Plus FY 2027/28 escalation at 3.5%:		\$24,109,856	\$688.85	
Plus FY 2028/29 escalation at 3.5%:		\$24,953,701	\$712.96	
Plus FY 2029/30 escalation at 3.5%:		\$25,827,080	\$737.92	
Plus FY 2030/31 escalation at 3.5%:		\$26,731,028	\$763.74	
6-year increase:		\$5,193,412	24.1%	
average annual increase:		\$865,569	3.24%	

Proposed Project Cost Model

Mesquite Public Library

New 45,000 SF Main Library

PROVIDENCE Architecture, Inc.

current as of: July 16, 2024

Table Z.1

Base Building Shell & Core Unit Cost Model

Base building only

<i>item</i>		<i>probable cost/ square foot</i>	<i>comments</i>
Site work		\$8.58	grading/utilities only-see parking/hard/landscape lines, Table Z.4
Structural		\$39.25	includes 1.2 factor of safety for resilient design
Exterior envelope		\$48.60	
Architectural finishes		\$40.66	
Building transportation		\$0.00	no elevator is required
Plumbing		\$6.08	
Fire protection		\$3.88	
HVAC		\$19.33	assumes stand-alone building, no central plant
Data infrastructure		\$3.95	fiber optic backbone to closet
Low voltage systems		\$4.99	PA, intrusion alarm, card access, electric clock
Electrical		\$10.34	includes code-required low voltage systems
SUBTOTAL		\$185.65	
General Conditions	15.00%	\$27.85	
Contractor Fee	20.00%	\$42.70	
TOTAL		\$256.19	

Table Z.2

Open Interior Finishes Unit Cost Model

Tenant finish-out of open areas

<i>item</i>		<i>probable cost/ square foot</i>	<i>comments</i>
Site work		not applicable	included in base building
Structural		not applicable	included in base building
Exterior envelope		not applicable	included in base building
Architectural finishes		\$29.96	
Building transportation		not applicable	not required
Plumbing		\$6.37	
Fire protection		\$3.64	
HVAC		\$12.96	
Data infrastructure		\$3.02	AV, VoIP, IT cabling
Low voltage systems		\$5.88	PA, duress alarm, card access, electric clock
Electrical		\$16.19	includes code-required low voltage systems
SUBTOTAL		\$78.02	
General Conditions	15.00%	\$11.70	
Contractor Fee	20.00%	\$17.95	
TOTAL		\$107.67	

Proposed Project Cost Model

Mesquite Public Library

New 45,000 SF Main Library

PROVIDENCE Architecture, Inc.

current as of: July 16, 2024

Table Z.3

Partitioned/Office Interior Finishes Unit Cost Model

Tenant finish-out of partitioned areas

<i>item</i>	<i>probable cost/ square foot</i>	<i>comments</i>
Site work	not applicable	included in base building
Structural	not applicable	included in base building
Exterior envelope	not applicable	included in base building
Architectural finishes	\$37.94	
Building Transportation	not applicable	not required
Plumbing	\$9.93	
Fire Protection	\$5.13	
HVAC	\$20.86	
Data infrastructure	\$3.50	AV, VoIP, IT cabling
Low voltage systems	\$6.70	PA, duress alarm, card access, electric clock
Electrical	\$20.09	includes code-required low voltage systems
SUBTOTAL		\$104.15
General Conditions	15.00%	\$15.62
Contractor Fee	20.00%	\$23.95
TOTAL		\$143.72

Table Z.4

New Main Library on Old City Hall Site

based on a new building of 45,000 gross square feet
one-story new construction

<i>Site Work item</i>	<i>unit cost</i>	<i>square footage</i>	<i>total cost</i>	<i>total cost per sq. ft.</i>	<i>notes</i>
Site Acquisition	\$0.00	143,395 sf	\$0		assumes no land purchase
Tree Protection Allowance	\$35,000	1 lump sum	\$35,000		include mature trees only
Pavement Demolition	\$5.33	15,580 bgsf	\$83,041		
Exterior Demolition	\$12.66	58,840 sf	\$744,914		remove all existing buildings
Interior Demolition	\$98.83	1,536 sf	\$151,798		bridge to Arts Center over street
Excavation/Fill	\$5.43	120,000 cu ft	\$651,600		
New Surface Pavement	\$8.86	0 sf	\$0		use existing parking lots/sidewalks
New Hardscape	\$22.04	3,000 sf	\$66,120		
New Landscaping	\$4.45	10,000 sf	\$44,500		xeriscape & groundcover
TOTAL SITE COSTS			\$1,776,973	\$39.49	

<i>Construction Costs item</i>	<i>unit cost</i>	<i>square footage</i>	<i>total cost</i>	<i>total cost per sq. ft.</i>	<i>notes</i>
Base Building Construction	\$256.19	45,000 bgsf	\$11,528,586		based on unit costs in Table Z.1
Open Area Finishes	\$107.67	20,822 nasf	\$2,241,955		based on unit costs in Table Z.2
Partitioned Area Finishes	\$143.72	17,448 nasf	\$2,507,664		based on unit costs in Table Z.3
TOTAL CONSTRUCTION COSTS			\$18,055,179	\$401.23	includes sitework
38,270 nasf within 45,000 gross sf = 85.0% efficiency					

Proposed Project Cost Model

PROVIDENCE Architecture, Inc.

Mesquite Public Library

New 45,000 SF Main Library

current as of: July 16, 2024

Table Z.4

(continued)

Move-Out/Move-In Costs	<i>unit</i>	<i>sq. ft./</i>	<i>total</i>	<i>total cost</i>	
<i>item</i>	<i>cost</i>	<i>quantity</i>	<i>unit</i>	<i>cost</i>	<i>per sq. ft. notes</i>
Furniture & Equipment	\$37.00	38,270	nasf	\$1,415,990	library furniture & equipment
Audio-Visual Equipment	\$22.25	38,270	nasf	\$851,508	projectors, screens, electronic
Library Technology	\$30.50	38,270	nasf	\$1,167,235	computers, peripherals
Automated Handling System	\$130,000	1	lump sum	\$130,000	7-bin sorter
Signage Allowance	\$44,000	1	lump sum	\$44,000	
Rainwater Collection System	\$65,000	1	lump sum	\$65,000	landscape irrigation only
Renewable Energy System	\$205,000	1	lump sum	\$205,000	roof-mounted solar panels
Temporary Lease Space	\$10.50	0	nasf	\$0	
Temporary Utilities	\$7.26	0	nasf	\$0	
Moving	\$0.95	120,000	items	\$114,000	move from old to new
New Library Materials	\$25.00	25,000	items	\$625,000	opening day collection

TOTAL MOVE-IN COSTS \$4,617,733 \$102.62

SUBTOTAL COSTS \$22,672,911 \$503.84

Owner Project Costs

<i>item</i>	<i>quantity</i>	<i>total</i>	<i>total cost</i>	
		<i>cost</i>	<i>per sq. ft.</i>	<i>notes</i>
Owner Project Administration	2.5% of subtotal above	\$566,823	\$12.60	new construction
Planning & Design Fees	10.0% of subtotal above	\$2,267,291	\$50.38	new construction
Permit Fees, Testing, etc.	2.0% of subtotal above	\$453,458	\$10.08	new construction
Contingency	15.0% of subtotal above	\$3,400,937	\$75.58	

TOTAL PROJECT COSTS \$6,688,509 \$148.63

GRAND TOTAL \$29,361,420 \$652.48

Escalation Costs

<i>item</i>	<i>escalation</i>	<i>total</i>	<i>total cost</i>	
		<i>cost</i>	<i>per sq. ft.</i>	<i>notes</i>
Less property acquisition allowance:		\$0		
Project cost to escalate, FY 2024/2025:		\$29,361,420	\$652.48	
Plus FY 2025/26 escalation at 4.5%:		\$30,682,684	\$681.84	
Plus FY 2026/27 escalation at 3.5%:		\$31,756,578	\$705.70	construction mid-point
Plus FY 2027/28 escalation at 3.5%:		\$32,868,058	\$730.40	
Plus FY 2028/29 escalation at 3.5%:		\$34,018,440	\$755.97	
Plus FY 2029/30 escalation at 3.5%:		\$35,209,085	\$782.42	
Plus FY 2030/31 escalation at 3.5%:		\$36,441,403	\$809.81	
6-year increase:		\$7,079,983	24.1%	
average annual increase:		\$1,179,997	3.24%	