



Community Analysis & Needs Assessment (July 1, 2017 – June 30, 2022)

Library Profile

- **Location**
 - 30 miles east of Albuquerque just north of I-40 in Edgewood, NM located in southern Santa Fe County and occupying approx. 10,000 square feet of rental space in one wing of a newly renovated elementary school (relocated in June 2017)

- **Budget**
 - Funded by Gross Receipts Tax (GRT) under Town of Edgewood (TOE)
 - Budgeted \$136,204.29 in FY16-17 excluding state/county funding
 - If GRT revenue continues to decline, the TOE budget will most likely reflect the same trend in the coming years and will rely more heavily on state/county funding
 - In Spring 2017, TOE passed a mill levy tax for municipal residents to help counteract declining GRT revenues with sustainable income
 - State Grants in Aid and General Obligation funding is mostly used for library programs, library supplies, technology development, collection development, library furnishings, and marketing publications as only 6% of the TOE budget allows for these
 - TOE plans to make significant increases to collection development and library furnishings budget line items by reallocating expected savings from other budget line items for FY18

- **Collection**
 - 14,874 holdings with 84% in print materials, 15% in media, less than 1% in special holdings, and 0% in purchased e-content
 - E-content from Project Gutenberg & LibriVox incorporated into library's online catalog for patrons to download
 - 16,492 average circulations per year

- **Features/Services**

- Open 45 hours a week
 - Mon-Fri 10am-6pm & Sat 10am-3pm
- Printing, copying, online learning/research resources, public computers, WiFi, online library catalog, interlibrary loans, special events, programming
 - Programs and special events include: Weekly Story Time, Family Fun Night, Museum Passes, Learning Backpacks, Summer Reading Program, Read to the Dogs, NM FamilyPass, Star Gazing, Makerstate Tour, public outreach

- **Technology**

- Apollo by Biblionix web-based library automation system
- Contracted tech support through Bohannon-Huston Envision IT Solutions
- Fiber Optics LAN and WiFi broadcast through Plateau @ 20Mbps max
- AWE learning tablet for K-3 learning
- 12 public work stations
 - 2 wireless desktops in children's area equipped with Windows 7 and Office 2013
 - 10 zero client workstations equipped with Windows 8 and Office 2013 under 2 multipoint servers
 - All networked under 1 large server with 24-port hubs, data and power backup

- **Library Patrons**

- 2,793 active cardholders as of June 2017
- 18,724 average visits per year
- 76% of patrons live in Edgewood
 - Moriarty 9%, Tijeras 7%, Stanley 3%, Sandia Park 3%, Estancia .5%, McIntosh .5%, Other 1%

Community Profile

- **Legal Service Area (LSA)**

- LSA population of Edgewood 3,735
 - Although Edgewood is the area most served, the library also extends service to other communities in the East Mountain and Estancia Valley areas
 - Vaughn, Encino, Estancia, McIntosh, Moriarty, Stanley, Cedar Crest, Sandia Park, Tijeras
 - LSA is expected to increase with the next census as Edgewood annexed new neighborhoods into the municipality in May 2017
 - An estimated 1,100 properties were added
- Edgewood is located in 3 counties
 - Bernalillo, Santa Fe, Sandoval

- **Demographics** (factfinder.census.gov/)
 - Median age – 42
 - Median household income - \$56,080
 - 8% of population below poverty level
 - Education level – 94% high school graduate or higher
 - Race/Ethnicity
 - 78% White, 16% Hispanic/Latino, 3% Asian, 3% Other

- **Educational Institutions**
 - Moriarty-Edgewood Public Schools, Estancia Valley Classical Academy Charter School, East Mountain Charter High School, Smarty Pants Preschool, Headstart Preschool, Edgewood Christian School, East Mountain Homeschoolers Group, In Him East Mountain Home Schoolers, The Learning Curve Child Development Center, Read Write Adult Literacy, Moriarty Community Library, East Mountain Library, Estancia Library, Southwest Soaring Museum, Moriarty Historical Society & Museum, Wildlife West Nature Park

- **Community Organizations**
 - Single Action Shooting Society, Edgewood Chamber of Commerce, Moriarty FFA, Moriarty Lions Club, Cub Scouts, Girl Scouts, Edgewood Civitan Club, Youth 4-H, various animal rescue groups, East Mountains Toast Masters Club, Estancia Valley Writer’s Group, Rt 66 Arts Alliance, NM Mounted Search & Rescue, various churches, private book clubs

Survey Details

- **Purpose of Survey**
 - Gain a better understanding of community needs and expectations

- **Target Audience**
 - Library users

- **Distribution Channels**
 - Hard copies at circulation desk and hallway, downloadable pdf on library website

- **Media Channels**
 - Public service announcements to local newspapers, announcement on library website homepage, brightly colored display in hallway & library, word-of-mouth

- **Period of time Conducted**
 - September 28, 2015 – November 30, 2015
- **Survey format**
 - 12 questions on 4 pages, takes approximately 7 minutes to complete
 - 6 sections
 1. Purpose of Survey
 2. Definition of Terms
 3. Survey Questions
 4. Comments/Suggestions
 5. Thank You
 6. Survey Drawing
- **Incentives**
 - Piece of candy or other sweet treat after turning in survey to circulation desk
 - End-of-survey drawing for 8 gift cards to Amazon.com sponsored by Friends

Survey

- See attached pdf file named *ECL CommAssess 2017 - Survey*

Survey Results

- **Patron Residency**
 - There were 102 completed surveys turned in to the library with 75% living in Edgewood
- **Library Features/Services**
 - Patrons seem relatively unaware as to what the library has to offer, especially regarding free digital resources
 - Word of mouth and library staff were most effective modes of communicating info about features/services
 - Few features/services offered were used on a daily basis
 - Most features/services offered were utilized on a weekly/monthly basis or not at all
 - Most patron comments expressed satisfaction with the current library offerings or suggested no changes be made
- **Library Programs**
 - Patrons are a tad bit more informed about library programs, especially the Summer Reading, NM FamilyPass, and Family Fun Night

- Library staff were the most effective mode of communicating info about programs
- Weekly Story Time was used more often in the last 6 months
- Most patron comments expressed satisfaction with the current library programs or suggested no changes be made
- **Customer Service/Satisfaction**
 - Most strongly agreed that the library staff and volunteers are helpful, polite, & knowledgeable
 - Most strongly agreed that the library offers a welcoming atmosphere
 - 87% strongly agreed & 13% agreed that they are satisfied, overall, with the library
- **Library Collection**
 - Over half strongly agreed that they can usually find what they need on the library shelves
 - Over half strongly agreed that library materials are up-to-date and useful
- **Library Computers and Bandwidth**
 - 61% strongly agreed that the public computers were adequate for their needs
 - 49% strongly agreed that the WiFi/Internet speed was adequate for their needs
- **Library Importance**
 - 95% strongly agreed and 5% agreed that the library is important to the community
- **Comments/Suggestions/Changes**
 - Most comments offered praise, gratitude, and positive encouragement
 - Other comments mentioned suggested additions or small changes to library services/collections, more programs or slight changes to current programs, a larger facility, local author/artist promotion, and whispering only in the library

Graphs

- See attached pdf file named *ECL CommAssess 2017 – Graphs*

Conclusions

- Increase communication about library features/services and programs via untried methods and/or place added focus on tried and true methods.
 - **Untried Methods** – Library Facebook profile, email listserv via automation system, PSAs via local radio station, blanket postcard mail-out for 87015, PSAs on utility bills, paid newspaper advertisements

- Continue to place high importance on customer service/satisfaction with increased focus on continual volunteer training/mentorship
- Consider offering less used programs on a different time/day and/or offer newer programs geared towards different audiences and then re-evaluate community interest periodically
- Continue to place high importance on collection development remaining aware of patron suggestions
- Increase shelf space and signage for patrons to find items more easily