

**COLLEYVILLE PUBLIC LIBRARY**



**LONG-RANGE PLAN 2016 - 2021**

**Final Report**

4.19.2016

Prepared by  
Hidell and Associates Architects, Inc.

# **COLLEYVILLE PUBLIC LIBRARY**

## **LONG-RANGE PLAN 2016 - 2021**

**Prepared for**

**City of Colleyville, Texas  
Colleyville Public Library**

**by**

**Hidell and Associates Architects, Inc.**

For more information, please contact:

110 Main Street  
Colleyville, TX 76034  
817.503.1000



**TABLE OF CONTENTS**

**ACKNOWLEDGEMENTS ..... iv**

**LIBRARY PERFORMANCE ASSESSMENT ..... 1**

    INTRODUCTION ..... 1

    COMMUNITY FACTORS IMPACTING THE LIBRARY ..... 2

        COMMUNITY DEMOGRAPHICS ..... 2

        CONSUMER TRENDS ..... 3

    COMMUNITY OPINION REGARDING THE COLLEYVILLE PUBLIC LIBRARY ..... 5

    PEER LIBRARY COMPARISON ..... 6

**LIBRARY SERVICES ASSESSMENT ..... 7**

    OVERVIEW OF CURRENT LIBRARY SERVICES ..... 7

    ASSESSMENT OF THE LIBRARY’S COLLECTION ..... 7

        COLLECTION UTILIZATION ..... 8

    ASSESSMENT OF THE LIBRARY’S TECHNOLOGY ..... 9

    ASSESSMENT OF THE LIBRARY’S PROGRAMMING ..... 10

    ASSESSMENT OF THE LIBRARY’S FACILITY ..... 11

**CONCLUSIONS ..... 13**

    What the Library does well... ..... 13

    What the Library can do to improve... ..... 13

**LIBRARY SERVICE RECOMMENDATIONS ..... 14**

    Reallocate collection development to meet patron use patterns ..... 14

    Transition to a single service point on the first floor ..... 14

    Revise public access to technology ..... 15

    Update and increase the number of reader seats ..... 15

    Improve access to popular materials ..... 16

    Revise access to children’s programs ..... 17

    Engage the aging population ..... 17

    First Floor Organizational Layout – Scheme One ..... 18

    First Floor Organizational Layout – Scheme Two ..... 18

    Implementation Plan One ..... 19

**APPENDIX - LIBRARY UTILIZATION RESULTS ..... 20**



# COLLEYVILLE PUBLIC LIBRARY LONG-RANGE PLAN

GENERAL USE STATS.....	20
Computer and Study Room Use – Lower Floor.....	20
Transactions – Lower Floor.....	21
Total Adult Circulation – Lower Floor .....	22
Total Children’s Circulation – Upper Floor.....	23
Use per Hour – Lower Floor .....	24
Use per Hour – Upper Floor.....	25
Average Use per Item (Adult Collection) – Lower Floor .....	26
Average Use per Item (Children’s Collection) – Upper Floor.....	27
Collection Utilization (Adult Collection) – Lower Floor.....	28
Collection Utilization (Children’s Collection) – Upper Floor .....	29
CURRENT LAYOUT .....	30
Lower Floor .....	30
Upper Floor .....	31
WHAT THE USE NUMBERS INDICATE .....	32
Proposed Layout Analysis - Lower Floor .....	32
Proposed Layout Analysis – Upper Floor .....	33
<b>APPENDIX - SURVEY RESULTS .....</b>	<b>34</b>
Q1: Do you have a library card?.....	34
Q2: When was the last time you used the Colleyville Public Library services?....	35
Q3: Please rate us on the following: .....	36
Q4: What do you typically do when you visit the Colleyville Public Library? (Select all that apply) .....	37
Q5: How do you feel the Colleyville Public Library compares to other area libraries?.....	38
Q6: Over the next five years, do you expect your use of the Colleyville Public Library to increase, decrease or remain the same? .....	39
Q7: If you have not used the Colleyville Public Library in the past year, please tell us why: (Select all that apply) .....	40
Q8: When you are looking for books, movies, music, where do you go? (Select all that apply) .....	41
Q9: What is the most convenient time for you to visit the library?.....	42



# COLLEYVILLE PUBLIC LIBRARY LONG-RANGE PLAN

Q10: What is the role of the Colleyville Public Library? (Select all that apply) .... 43

Q11: What additional services would enhance your experience in the future?  
(Please select importance of each) ..... 43

Q11: What additional services would enhance your experience in the future?  
**(Please select importance of each) (Con't)** ..... 44

Q12: What library improvements will enhance your experience in the future?  
(Please select importance of each) ..... 46

Q13: Do you use technology in your everyday life? (such as a smartphone, tablet,  
e-reader, or computer) ..... 47

Q14: Please select the following statement that applies to your use of technology:  
..... 47

Q15: Please select the following statement that applies regarding your digital  
download use: ..... 49

Q16: How do you typically find out about Colleyville Public Library programs?  
(Select all that apply) ..... 50

Q17: Do you have children under the age of 18 in your household ..... 50

Q18: Are you a Colleyville resident? ..... 51

**APPENDIX – PEER LIBRARY ANALYSIS ..... 53**

Total Circulation Per Capita, FY2014 ..... 53

Library Visits Per Capita, FY2014 ..... 54

Adult Physical Circulation Per Capita, FY2014 ..... 55

Adult Digital Circulation Per Capita, FY2014 ..... 56

**Children’s Physical Circulation Per Capita, FY2014 ..... 57**

Program Attendance Per Capita, FY2014 ..... 58



**ACKNOWLEDGEMENTS**

*The planning team would like to recognize and thank the Community members and Staff members for their knowledge, assistance, and insight throughout the process of developing this plan. The contributions of the following people are appreciated and help make this document possible:*

**Library Board**

Vernon Noronha, Chair  
Kay Newton  
Victoria Kennedy- Ziegler  
Nancy Andrews  
Molly Skinner  
Billie Tuttle  
Seanna Billinger  
Joan Roberts  
Nancy Tuuling – Ex Officio, Friends  
Cecilia Monacelli – Ex Officio, Foundation  
Thad Bolline (former)  
Jerome Davis (former)  
Charna Logan-Gray (former)  
Sue Anne Martinez (former)

**Library Staff**

Mary Rodne, Library Director  
Kara Teeter, Adult Services Librarian  
Jack Pawlowski, Circulation / Technical Services Librarian  
Lani Hahn, Youth Services Librarian  
Cindy Appleby (former Circulation / Technical Services Librarian)  
Erica Gill (former Adult Services Librarian)

**Mayor and City Council**

Mayor David Kelly  
Mike Taylor, Mayor Pro Tem  
Carol Wollin, Place 1  
Chuck Mogged, Place 2  
Chris Putnam, Place 3  
Jody Short, Place 4  
Nancy Coplen, Place 5  
Tom Hart, Place 5 (former)

**City Staff**

Jennifer Fadden, City Manager  
Chris Fuller, Deputy City Manager  
Terry Leake, Former Assistant City Manager / CFO



# LIBRARY PERFORMANCE ASSESSMENT

**LIBRARY PERFORMANCE ASSESSMENT**

**INTRODUCTION**

The Colleyville Public Library Long-Range Plan provides a framework for the delivery of library services and programs to meet the dynamic needs of the community for the next five years. The report makes recommendations to assist the Library in meeting these needs to best serve the residents of Colleyville.

During the planning stage, focus groups were conducted, an online survey was circulated, and usage of the existing collection and services were analyzed. The final plan provides recommendations to address space requirements in relation to technology, programming space due to changing service trends and collection development based upon usage. Today, public needs and usage are driving libraries to change, and the internal configuration of the facility will determine the types of services it can offer.

The Library serves the cultural, educational, and intellectual needs of Colleyville residents of all ages. First and foremost, the Library works to ensure that residents will have anytime/anywhere access to materials in a variety of formats. Secondly, the Library offers an array of early literacy programs and services. Third, the Library is a resource that provides materials and programs for lifelong learning, giving Colleyville residents the opportunity to explore topics of interest for self-directed personal growth and development opportunities throughout their lives. In fiscal year 2014, the Library had 134,314 visitors and 50 percent of Colleyville residents were library card holders.

**The mission of the Library is:**

*Colleyville residents of all ages will have state-of-the-art library services, accessible "Anytime, Anywhere."*

The Library is responsible for the following core services:



*Provide reading, viewing, and listening materials*



*Provide early literacy programs and services to create young readers*



*Provide resources for lifelong learning*

### COMMUNITY FACTORS IMPACTING THE LIBRARY

#### COMMUNITY DEMOGRAPHICS

The Colleyville Public Library serves Colleyville residents with an estimated service population of 23,740. In FY2014 the Colleyville Public Library had 12,131 resident cardholders and 1,607 non-resident cardholders from surrounding cities that offer reciprocating services. The community is one of the most affluent and highly educated communities of the Dallas-Fort Worth Metroplex, with a median household income of \$153,021 and nearly two-thirds of the city's population over 18 having an associates college degree or higher.

The Colleyville community has a median age of 45.6, which is significantly higher than the 33.6 median age of Texas residents. The median age has increased from 40.0 in 2000 to 45.5 in 2010 and 45.6 in 2013. The largest changes in population since 2000 include a decline in those aged between 35-44 and an increase in those aged 60 and 64.

**Aging Population.** A 2013 "Internet & American Life Library Services" survey found that Americans with children are the most likely users of the public library and as Americans age (50+) library use declines. In this same study older adults cited a decline in use do to a lack of programs and services tailored to their needs. The expectation of library service is different for the boomer generation (those born between 1946-1964) than previous generations. As they retire and shift life focus, the Library must address their needs and engage them. The Library will need to implement programs and services to engage this segment of the population, as 31.5% of Library card holders are boomers. Partnering with organizations that currently provide services to age 50+ citizens will allow the Library direct access to identify need and expand services. The Colleyville Public Library currently partners with the Colleyville Senior Center to provide programming and outreach. Moving forward this strategic partner will be valuable to keep the aging population engaged.

**Affluence and Education.** National statistics indicate wealthy and highly educated people are more likely to use libraries, with 50% of those with household incomes over \$75,000 and 56% of those with a college degree having used a public library. With a median household income of \$153,021, and nearly two-thirds of adults with a college degree, Colleyville citizens most likely have access to a computer at home or work. These same citizens are more likely to have access to mobile devices with internet access. The need to provide wireless access, appropriate seating and power for those patrons that bring laptops, tablets, smartphones, and e-readers will increase. The Colleyville Public Library's current furniture configuration limits this type of use. Additionally, the proliferation of mobile devices (tablets, smartphone, e-readers) is impacting the Library collection, as approximately one-third of all Library visits were on Overdrive (the digital collection portal).

### CONSUMER TRENDS

Consumers are increasingly utilizing technology for the delivery of information and entertainment, which is having an effect on the public library. Access to information is just a click away and with the proliferation of mobile devices (laptop, smartphones, tablets, and e-readers) and that access has extended to an “**Anywhere, Anytime**” expectation by consumers. This is impacting library services as consumers expect easy access to a digital collection and are continually searching for comfortable spaces with free Wi-Fi.

A recent 2013 Pew research study among American adults 16 and older who read at least one book in the past year found that:

- **Book Sales** – Twenty-eight percent were e-books, which is up from seventeen percent three years ago, however the vast majority of e-book readers also enjoy printed books.
- **Ownership** - Ownership of tablet and/or e-book readers increases in adults with higher education and income levels. Forty-six percent of adults with a household income above \$75,000 and a college degree have read an e-book in the past twelve months.
- **Transformation** - Growing public support for libraries to move books out of the library to create space for community and tech spaces is up to seventy percent (Americans ages 16+).

These trends are having an impact on library collections and services as consumers’ habits are changing.

**Digital Collection.** The future adoption rate and use of e-books for public library patrons is difficult to predict, but these consumer trends indicate the digital collection will grow, potentially replacing a portion of the physical collection. This shift to include access to more digital content will require the library to maintain a strong online presence and continually evaluate the physical amenities and services offered.

**Technology.** The public library has a long history of providing communities with access to technology. Since the Library opened in 2003, the Colleyville Public Library has offered access to public computers. Over the years, the Library has expanded the technology it offers patrons, such as wireless access, self-check-out and self-check-in machines. These types of technology allow the public to quickly return and get new items, and have the added benefit of making staff more efficient.

**Transformation.** As information has become easier to access, libraries are modifying their physical spaces to stay relevant. The library as a warehouse of information is an outdated concept. The library of the 21<sup>st</sup> century is a social place, a community workshop, a hub filled with the tools of knowledge. The overall mission of the public library remains a cornerstone of our free society: providing free and fair access to information anytime, anywhere. Libraries must evaluate and modify their existing collections and services to meet these shifting community needs. By identifying materials, services, and spaces that are inefficient or underutilized, the Library can find space and shift funds to help meet these changing needs.

**Time Compression.** The spectrum of human need is continually expanding. **The paradigm of “need” is changing, evolving, and most importantly, speeding up.** Time compression is affecting nearly every aspect of our lives, but as we compress our time, we are also compressing our needs. Today people sleep, on average, two hours less per night than 80 years ago. People are eating lunch and dinner on the run and younger generations are multitasking experts, surfing the web and watching TV at the same time. A recent **Internet & American Life Library Services Survey** found 43 percent of the people in our society are having trouble making decisions because of sheer data overload. This shift in human behavior is having an impact on the Library, as people expect streamlined access to materials and services.

## COMMUNITY OPINION REGARDING THE COLLEYVILLE PUBLIC LIBRARY

As part of the overall needs assessment process, the planning team engaged the community to assess overall satisfaction, as well as current and future needs. A survey was distributed which resulted in **1,386 total participants** of which 71 were not current Library cardholders and 118 were nonresidents. Questions included assessment of the Colleyville Public Library's current conditions, challenges (current and future), strengths, barriers and expectations, and what services the Library might provide to address those outcomes / findings. The results indicated an overall satisfaction with Library services and staff.

### Who Participated



#### Participant Snapshot

**1,386 total participants**

**95% are Colleyville Public Library card holders**

**87% have used the Library in the past year**

**44% have children at home**

**58% have used the Library in the last month**

### How the Participants Use the Library

- Respondents find weekday afternoons the most convenient time to visit the Library.
- 41 percent of respondents find out about Library programs and services via the Library website.
- 94 percent of respondents believe the role of the Library includes providing books, movies, and music for people to borrow, which the Library does currently.
- 43 percent of respondents pick-up holds when visiting the Library.

### What the Participants Thought

- Respondents overwhelmingly find the staff helpful and pleasant.
- Most check out books, movies and music when visiting the Library.
- Respondents noted the limited digital collection as a barrier for use.
- 80 percent of respondents expect their use of digital downloaded content to increase over the next five years.



**What the Participants Want**

- 85 percent want an increased selection of downloadable books.
- 94 percent want an increased selection of bestselling books.
- Respondents want additional access to **children’s programs**.

**Additional needs identified include**

- Access to more comfortable seating for reading, studying, or meeting with friends.
- Ability to return digital materials early.
- **A “clearer and simpler way to download e-books and videos.”**
- Increased access to bestselling books.
- Increased access to books that are part of a popular series.

**PEER LIBRARY COMPARISON**

The Colleyville Public Library performs very well within the State of Texas. Utilizing the Texas Public Library Statistics for 2014, the planning team compared the Colleyville Public Library vs. communities with a population of (15,000-24,999) and the state average for all libraries.

The Colleyville Public Library excels in key performance criteria such as library visits per capita (18 percent above state average), circulation per capita (88 percent above state average), and circulation per hour (three times the state average). The high circulation per capita and circulation per hour statistics are a good indication the collection is being used by the Colleyville community.

The digital collection for Colleyville is circulating at a rate 2.3 times the state average. As more patrons shift to accessing the collection digitally, the statistic of library visits per capita indicates the facility and programs remain relevant to community needs.

<b>Peer Library Analysis</b>			
	<i>Colleyville FY 2014</i>	<i>Average 15,000 – 24,999 population FY2014</i>	<i>Average Statewide FY2014</i>
<i>Total Circulation</i>	9.60 items/capita	4.74 items/capita	5.10 items/capita
<i>Library Visits</i>	5.48 visits/capita	3.27 visits/capita	4.63 visits/capita
<i>Adult Digital Circulation</i>	0.61 items/capita	0.33 times	0.26 times
<i>Adult Physical Circulation</i>	4.42 items/capita	2.80 items/capita	3.03 items/capita
<i>Children’s Physical Circulation</i>	4.54 items/capita	1.58 items/capita	1.76 items/capita
<i>Adult and Children’s Program Attendance</i>	0.78 /capita	0.38 /capita	0.63 /capita
<i>Reference Appendix for Peer Library Analysis</i>			



# LIBRARY SERVICES ASSESSMENT

**LIBRARY SERVICES ASSESSMENT**

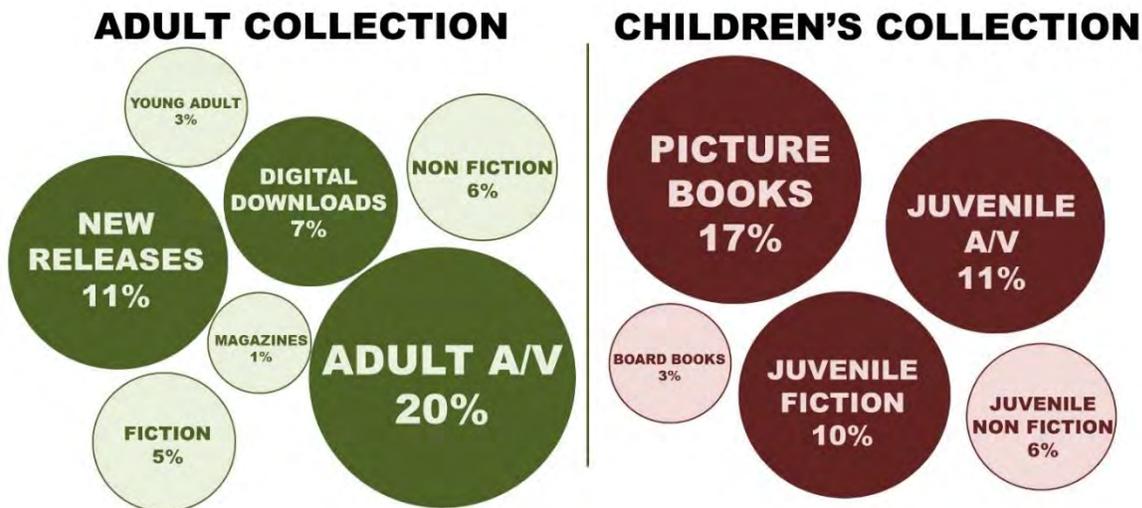
**OVERVIEW OF CURRENT LIBRARY SERVICES**

Overall, the planning team found the Colleyville Public Library to be a well-organized, active public library. The Library is separated on two floors with the adult, teen, and staff areas located on the first floor and the children’s area and program rooms located on the second floor. The facility is in good shape and well maintained. The Library includes adult and children’s collection areas, ten adult and twelve children public access computers, three study rooms, a dedicated teen room, a dedicated storytime room, a dedicated craft room and support staff spaces. The Library provides access to adult, teen and children’s collections, and table and lounge seating. The facility has maximized its capacity in providing adequate space for collections, programs and services to the community.

**ASSESSMENT OF THE LIBRARY’S COLLECTION**

The collection is well-managed and well-organized. The Library’s overall circulation of 9.60/items per capita is well above the state average, and is an indication of use by Colleyville citizens. The circulation by collection breakdown indicates Adult Audio/Video and Children’s Picture Books as significant leaders in the number of checkout by patrons. These are very typical results for suburban public libraries, as the most popular collections are typically children’s books, DVD’s (both children’s and adult) and new releases. In 2014, approximately sixty percent of all items checked out at the Library fit into these four collections. Where this result is typical, it fails to give a true indication of the actual use of each collection, as the A/V collections have a lending time different than that of new releases. To get a true indication of use, a collection utilization formula was applied.

**Circulation by the Numbers (FY2013-2014)**

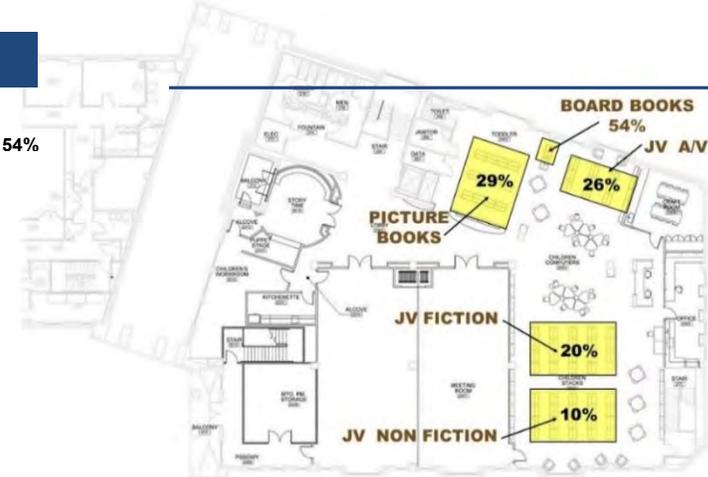


# COLLEYVILLE PUBLIC LIBRARY LONG-RANGE PLAN

## COLLECTION UTILIZATION

The planning team evaluated the utilization of each collection by taking the collection turnover and dividing by the circulation period. The collection turnover is a data point that represents how frequently a given collection is checked-out. The circulation period for the Library is 21 days for books and seven days for Magazines, Adult DVDs, Children’s DVDs, and Music CDs. The resulting utilization percentage is the amount of collection in circulation at any given time revealing the intensity of use. Applying this formula to each collection, gives a resulting map of use. The top three most utilized collections were the Board Books (54 percent), New Releases (52 percent), and Digital downloads (35 percent). Library planners use a 20 percent utilization for any given collection to determine the number of shelves required. Having 20 percent of the collection in circulation at any given time allows access to high demand items, without high wait times. The Colleyville Public Library’s utilization results indicate a need to expand these collections to meet demand. Conversely, the Adult Fiction and Non Fiction collections have a low utilization, which can be attributed to a shift in access to content online, and how the Library displays the collections. The Library displays many popular Fiction and Non Fiction items in the new book collections, providing patrons easy access. These results indicate a need to evaluate and transition collections.

### Adult Collection Utilization



Additionally as a rule of thumb, the shelf life of a book is measured by the number of times it circulates with an average shelf life of forty check outs. Given the high volume of circulation for these collections (8.22 for New Releases and 9.08 for Board Books) one would expect to replace approximately 20 percent of this collection annually to maintain a current and visually appealing collection.

The Library can evaluate each collection to determine high circulation items and shift collection allocation toward these high use items. Conversely, the Library currently has several collections which are underutilized that need evaluation as well. Growth of the collections is currently constrained by the limits of the Library facility; therefore, to add additional items to the heavily used collections will require a reduction of items that are circulating less frequently.

### **ASSESSMENT OF THE LIBRARY'S TECHNOLOGY**

The Colleyville Public Library provides a basic level of technology access to the community with 22 public computers, a digital projector in each community meeting room and a large format monitor in the teen room. Checking materials in and out has been streamlined for both patrons and staff with the addition of six self-check machines and two automated book returns (exterior and interior). A digital sign in the lobby provides marketing opportunities and access to online catalogs assisting the public searching for materials.

**Library users' expectations change as new and more advanced technology** becomes available to the general public. These changing expectations require the Library to assess and implement new **technologies as people's needs change**. Currently, the adult public computers are underutilized, with patrons using them approximately 20 percent of available hours. This can be attributed to public adoption of mobile devices and access to computers at home or work. Patrons have access to mobile phones, tablets and computers they carry with them, which has shifted the demand of the Library from providing public computer access to providing a robust Wi-Fi system and access to power for these mobile devices.

The planning team recommends transitioning the adult public computers to a flexible furniture system. The existing large stations in which the computers are located were originally designed as a study area. These oversized units take up a lot of room and do not provide any flexibility. Transitioning to an open table style furniture system will provide space for the adult public computers, as well as, space for people who bring their own devices.

The **children's area includes two types of fixed** computer systems which provide access to toddler and juvenile age ranges. Due to a proprietary software system, the Library is not able to track computer use for the toddler computers. The computers that allow tracking indicate consistent usage during available hours. The Library can implement a visual tracking method for the toddler computers to evaluate use and make adjustments accordingly.

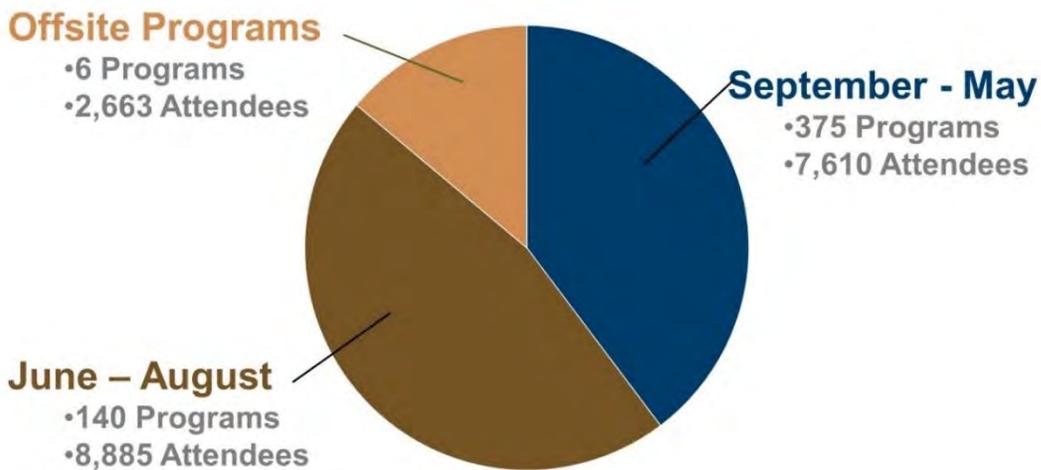
**ASSESSMENT OF THE LIBRARY’S PROGRAMMING**

The Colleyville Public Library is a vibrant amenity in the Colleyville community. The **children’s programming offered at the Library** is comprehensive and well-attended. The second floor programming rooms were utilized 76 percent of available hours.

**Many of the most popular children’s programs** require registration and quickly reach capacity. The community expressed a need for increased access to these popular **children’s programs** that quickly reach capacity. In particular, patrons noted in the online survey the spots in the programming for 2 to 4 year old children are sometimes at maximum capacity. The planning team recommends evaluation of these popular programs, moving the location to a larger capacity room, or adding a second time to increase availability.

As stated earlier in the report the demographics of Colleyville will have an effect on use, as national statistics indicate that as a population ages, they often become disconnected with the public library. The Colleyville Public Library does a great job marketing to children and providing quality programming. Working with the Recreation staff at the Colleyville Senior Center, the Library does engage the aging population through joint programming. The Library can expand on this outreach with an active marketing plan for adult programming. Using outreach efforts as well as surveying the community and the patrons on what program topics would interest them could improve the outcome of participation for adult programming.

**All Programming (Adult, Children, & Teen) FY2014**



### ASSESSMENT OF THE LIBRARY'S FACILITY

The existing building is 23,280 square feet located at 110 Main Street. The building was originally constructed in 2003, and the second floor was renovated in 2011. The existing location is centrally located within the Colleyville service area, and is attached to the City Hall as part of a municipal complex.

The existing building is heavily used by Colleyville community and others with over **134,314 visitors** in FY2014. The facility is in excellent condition and well-maintained. Overall, the layout is manageable for patrons and staff, however inefficiencies were found in the first floor layout. The community expressed easier access to popular materials as the most significant change to improve the facility. Many of the popular materials are located in close proximity to the entry on the first floor, however, the experience of finding these items is not as intuitive as it could be. The planning team recommends implementing an enhanced marketing and signage strategy for popular items, both physical and electronic.

The first floor layout (furniture, collection, and seating) has not changed much since opening of the facility in 2003. During the renovation of the second floor in 2011, **the first floor meeting room and children's areas were relocated, enabling the** Library to create a teen room and provide additional space for seating and mobile shelving. The result is a more open layout, however the remaining desk, seating, technology, and collection layout has remained static. As access to information and technology have changed, the requirements of library spaces has changed. The following items are contributing to the inefficiency of the first floor layout:

- **Multiple Service Desks** - The existing service desk configuration is inefficient and confusing to patrons. The close proximity of two desks (less than 20 feet apart) requires patrons to navigate between them for any needs/questions.
- **Public Computers** - The existing adult public computer furniture is oversized and does not allow flexibility.
- **Seating Flexibility** - The facility lacks flexibility in seating choices for patrons within the adult area. Often a four person table is utilized by only one person.
- **Access to Power** - The existing furniture does not have access to power for personal devices.
- **Layout** - The organization/layout of the facility does not maximize marketing of collections, services and programs.
- **Lounge Seating** - The existing adult lounge furniture is showing wear.

The second floor layout contains a combination of programming rooms, storytime, **and children's collection area. The layout is working for the Library's needs.** The online survey results indicated a need to locate a few popular adult materials on the second floor for parents of small children to browse while their children are utilizing the second floor services.

The **Colleyville Public Library's** core mission for many years has been access to the collection, which remains one of the most important services they provide. Nevertheless, a modern public library is far more than just a warehouse for its

## COLLEYVILLE PUBLIC LIBRARY LONG-RANGE PLAN

---

physical collection. Reader seating is an important measure of a **library's ability** to accommodate visitors who come to read, socialize, and use the collection.

Libraries try to provide a range of seating types to meet the needs of a variety of users, including those who wish to sit comfortably while they read or browse current materials, students who need space at a table or groups that need space to spread out and collaborate on projects.

There is a lack of lounge and task seating throughout the first floor of the Library. The existing four seat tables are large and most often accommodate one person. A variety of table sizes, both two seat and four seat, as well as, lounge furniture with access to power could greatly improve the flexibility for patron use.



## CONCLUSIONS

### CONCLUSIONS

What the Library does well...

#### Circulation is Strong



**102% ABOVE**

THE STATE AVERAGE FOR FY2014  
234,667 items or 9.6 items per resident

#### It's a Destination

**134,314 VISITS  
FY2014**

**|OR|**

**67% ABOVE THE STATE  
AVERAGE FOR PEER  
COMMUNITIES**

#### Programming is Excellent



**19,158**

**LIBRARY PROGRAM ATTENDEES  
FOR FY2014**

120% above the state average and  
second among peer cities

What the Library can do to  
improve...

#### Priority 1

**IMPROVE ACCESS TO POPULAR  
MATERIALS**



- Reallocate collection development to meet patron use patterns, expanding the collection of high use items.

#### Priority 2

**SIMPLIFY USER ENGAGEMENT**



- Increase flexibility of space by transitioning the adult public computers furniture to an open table system.
- Transition to one staff service desk on the first floor.
- Improve access to popular items.
- Increase the variety and type of seating.



# LIBRARY SERVICE RECOMMENDATIONS

**LIBRARY SERVICE RECOMMENDATIONS**

**Recommendation**    **Reallocate collection development to meet patron use patterns**

*The Colleyville Public Library’s collection management plan is well crafted and gives appropriate weight to the educational, informational, cultural and recreational needs and wants of citizens. Although the collection is well-selected and carefully maintained, the circulation data indicates an imbalance of use by patrons. The high and low use of specific collections indicates a need for a performance based collection management system.*

**Goal**    The Colleyville Public Library should strive to achieve a balanced collection utilization over the next five years.

**Action Plan**    **Step 1:** Beginning in FY17, evaluate and transition collection funding to provide a balanced collection utilization.  
**Step 2:** Beginning in FY17, evaluate a performance based collection management software solution to monitor the collection utilization over the next five years.

**Recommendation**    **Transition to a single service point on the first floor**

*The current first floor service desk configuration is inefficient and confusing to patrons. The close proximity of two desks (less than 20 feet apart) requires patrons to navigate between them for services. Additionally, these two desks take up a lot of floor space that could be used for display of high use collection items, or additional seating.*

**Goal**    The Colleyville Public Library should plan to reconfigure the existing service desk configuration to a centrally located single service point.

**Action Plan**    The following are two options to create a single service point on the first floor:

- Option 1:** Remove the existing reference desk and transition staff and equipment to the existing circulation desk.
- Option 2:** Purchase a new single service point desk and remove the existing circulation and reference desks.

*(The report includes two conceptual reconfiguration plans. Reference page 18 for options.)*

## Recommendation **Revise public access to technology**

*The Colleyville Public Library's adult public computers are underutilized, as the computers are used 20% of all available hours. This can be attributed to the public's access to personal computers and high speed internet at home or on mobile devices. The Library has seen an increase in patrons utilizing their own devices, which has increased the need for flexible seating.*

**Goal** The planning team recommends the Library transition the adult public computers to a flexible furniture system that will allow access to power for patrons that bring their own devices.

**Action Plan** Replace the existing adult computer furniture with a series of tables that include power for laptops and mobile devices.

---

## Recommendation **Update and increase the number of reader seats**

*There is a lack of lounge and task seating throughout the first floor of the Library. The existing four seat tables are large and most often accommodate one person. A variety of table sizes, both two seat and four seat, as well as, lounge furniture with access to power could greatly improve the flexibility for patron use.*

**Goal** As furniture items meet their lifespan, the Library should replace tables and seats that allow for mobility and power connectivity.

**Action Plan Step 1:** Replace the existing adult lounge seating, as it is worn and needs to be replaced.

**Step 2:** Increase public access to reader seating, as existing furniture items get removed or reallocated.

*(The report includes two conceptual reconfiguration plans. Reference page 18 for options.)*

**Recommendation** **Improve access to popular materials**

*The existing facility is in excellent condition and well-maintained. Overall, the layout is manageable for patrons and staff, however the community expressed easier access to popular materials as the most significant change to improve the facility. Many of the most popular adult materials are located in close proximity to the entry, however, navigation of these items is difficult without a cohesive marketing plan. As the Library begins to balance the collection utilization, a transition of required collection capacity is anticipated. This will require the Library to reallocate shelving and revise the layout to provide easy access to those popular items.*

**Goal** The Colleyville Public Library should evaluate and revise the location and access to popular materials as the amount of collections change. Additionally, the Colleyville Public Library should implement a marketing plan to keep patrons informed of the services available.

- Action Plan**
- Step 1:** Provide signage for current shelving units that display popular items.
  - Step 2:** As the popular collections grow and less popular collections decrease, the Library should implement a plan to revise shelving accordingly.
  - Step 3:** Provide a minimum of one mobile shelving unit on the second floor with access to popular adult collection items. The Library should track the utilization of these shelves and adjust the location / collection as required.

*(The report includes two conceptual reconfiguration plans. Reference page 18 for options.)*

**Recommendation****Revise access to children's programs**

*Many of the most popular children's programs require registration and quickly reach capacity. The community expressed a need for increased access to these popular children's programs that quickly reach capacity. In particular, patrons noted in the online survey the spots in the programming for 2 to 4 year old children are sometimes at maximum capacity.*

**Goal** Expand access to popular children's programs

**Action Plan** The planning team recommends evaluation of these popular programs, moving the location to an existing larger capacity room, or adding a second time to increase availability.

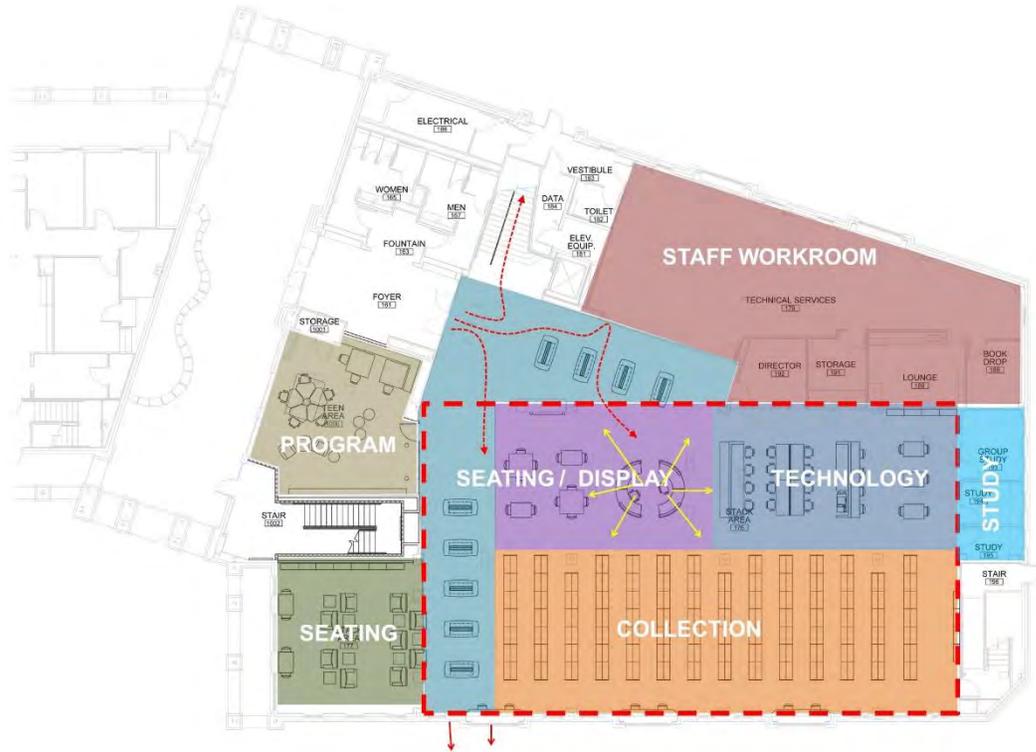
**Recommendation****Engage the aging population**

*The Colleyville community has a median age of 45.6, which is significantly higher than the 33.6 median age of Texas residents. The median age has increased from 40.0 in 2000 to 45.5 in 2010 and 45.6 in 2013. The Library should initiate programs and services to engage this segment of the population, as 31.5% of Library card holders are boomers.*

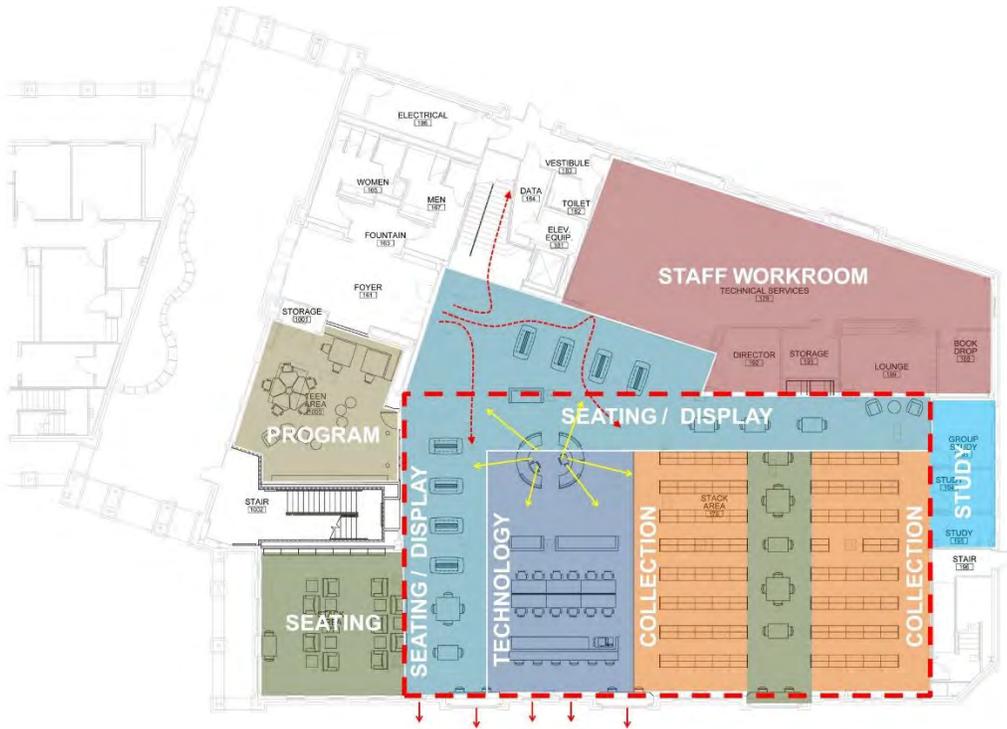
**Goal** To stay relevant with the adult community by offering programming and services specific to their needs.

**Action Plan** The planning team recommends expanding upon the existing partnership with the Senior Center to provide outreach to the aging population. Additionally, the Library should implement an active marketing plan for adult programming and survey community members to determine programs, services, and collections that are relevant to older Library card holders.

**First Floor Organizational Layout – Scheme One**



**First Floor Organizational Layout – Scheme Two**

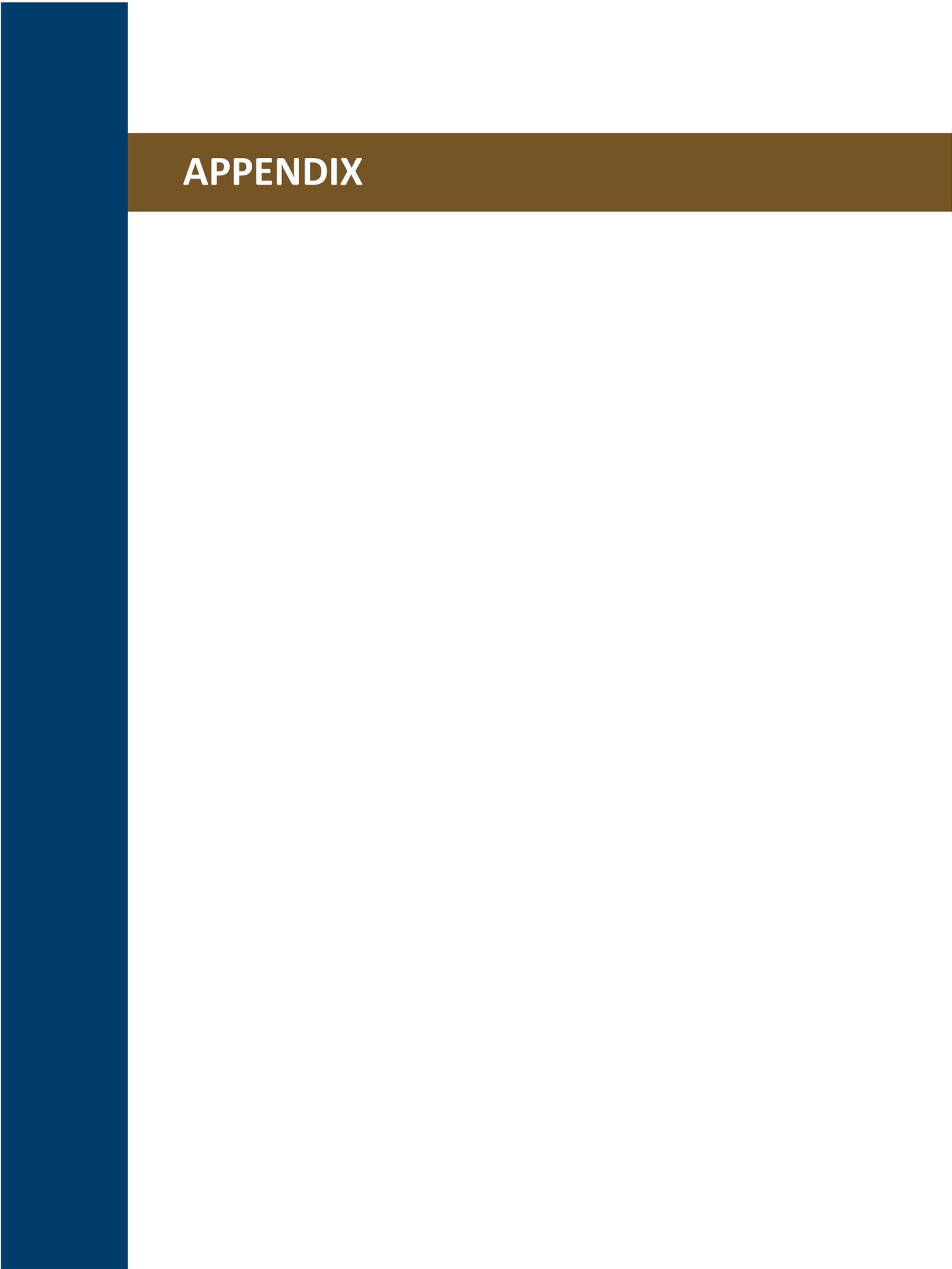


## Implementation Plan

A logical progression of next steps should include a strategic approach to the implementation of recommendations. The recommendations with little to no cost impact on the library budget can be implemented upon the approval of the long-range plan. The recommendations with cost implications can be implemented as funding becomes available. Currently the Library Friends, Library Foundation, and individual donations are additional funding sources.

### Implementation of Recommendations

1. Reallocate collection development to meet patron use patterns
  - The Library has already begun the process of analyzing the various collections to determine items with high and low use. Based on this information the library has started the process of shifting collection allocation to increase access to the high use items.
2. Transition to a single service point on the first floor
  - Upon approval of the long-range plan a further planning process to develop the specific modification such as desk design, and furniture selection will be required to establish the layout, phasing, and cost impacts. The revised furniture layout, type of furniture, and phasing strategies will all impact the total project cost.
3. **Revise access to children's programs**
  - Upon approval of the long-range plan the Library should begin evaluation of popular programs to determine the program expansion needs (moving to a larger room or providing a second time).
4. Improve access to popular materials
  - Upon approval of the long-range plan and based upon the analysis of the collection the Library should begin to provide signage for popular items and shift collections accordingly.
5. Revise public access to technology
  - Upon approval of the long-range plan a further planning process to develop the specific furniture selection will be required to establish the layout, phasing, and cost impacts.
6. Update and increase the number of reader seats
  - Upon approval of the long-range plan a further planning process to develop the specific furniture selection will be required to establish the layout, phasing, and cost impacts. The Library previously developed a plan to increase the number of reader seats within the magazine area. Based upon available funding the Library should proceed with the established plan for additional seating in this area.
7. Engage the aging population
  - Upon approval of the long-range plan the Library should expand upon the existing partnership with the Senior Center and implement an active marketing plan for adults.



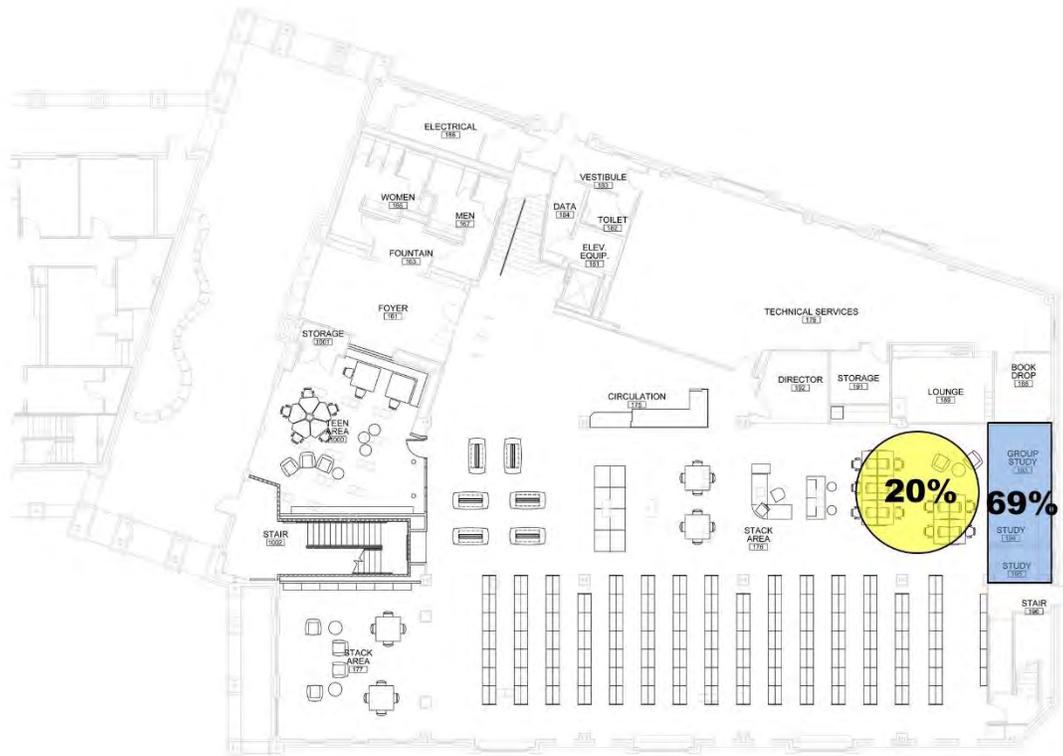
# APPENDIX



# LIBRARY UTILIZATION RESULTS

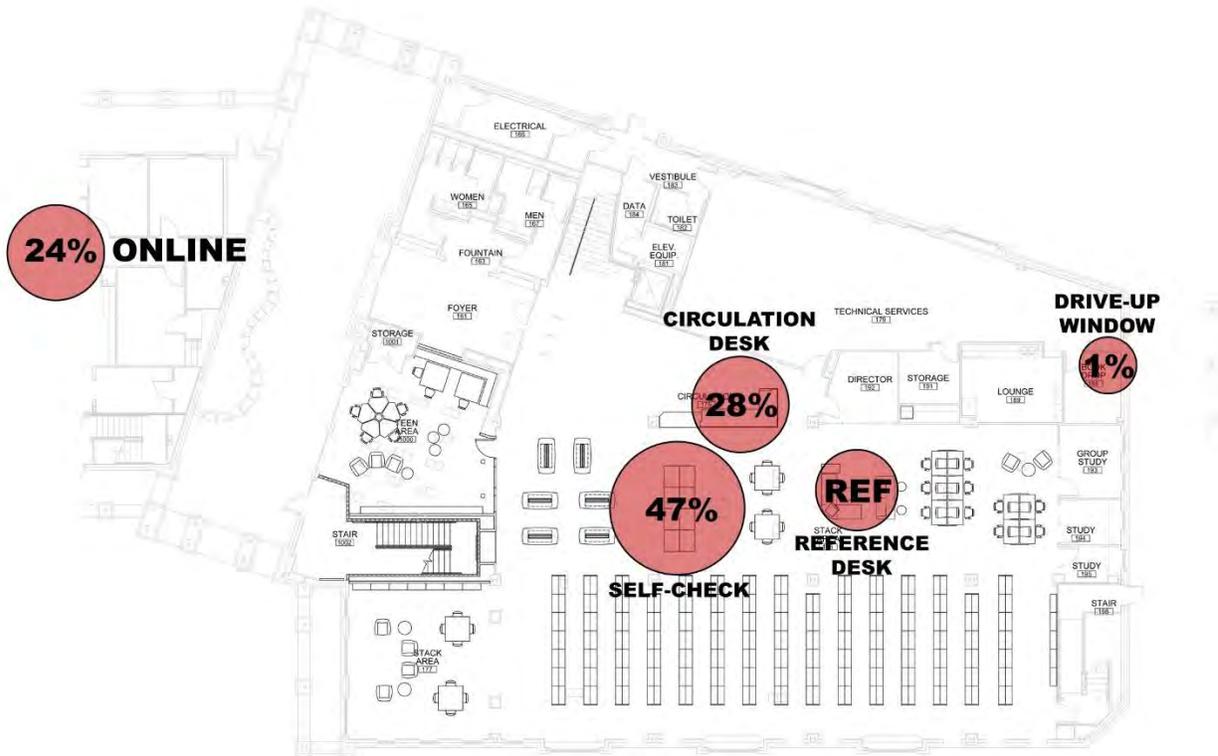
**APPENDIX - LIBRARY UTILIZATION RESULTS**  
**GENERAL USE STATS**

Computer and Study Room Use – Lower Floor



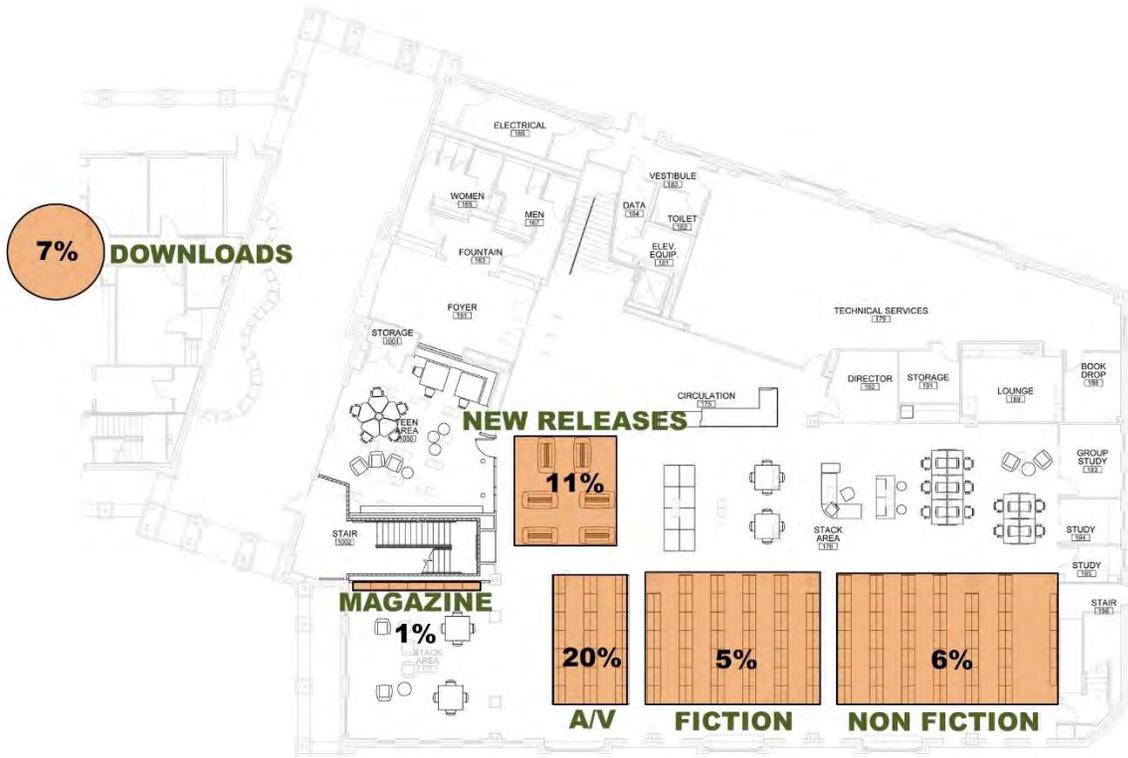
GENERAL USE STATS

Transactions – Lower Floor



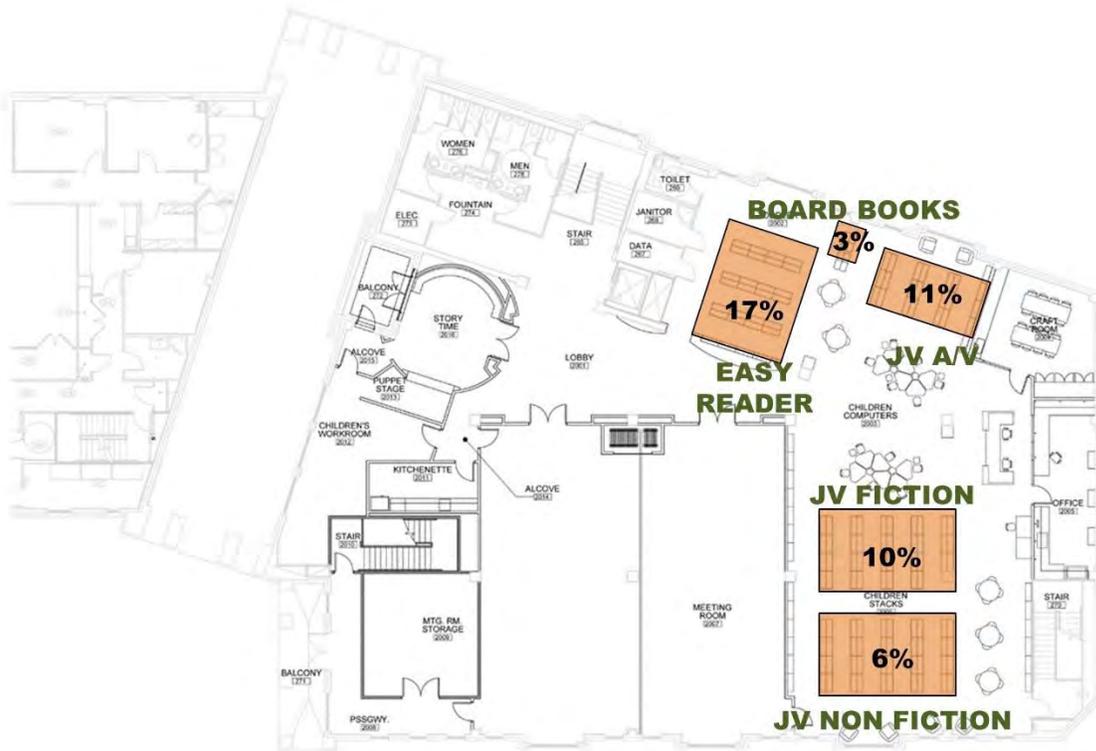
GENERAL USE STATS

Total Adult Circulation – Lower Floor



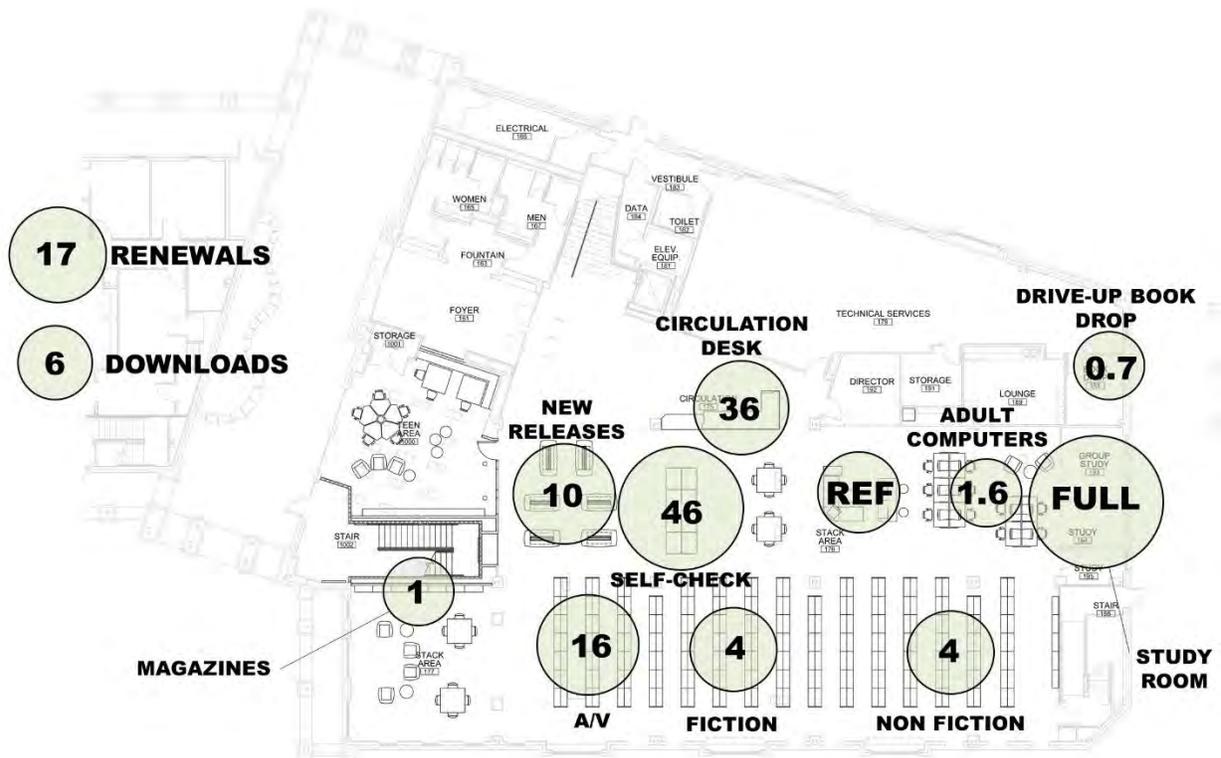
GENERAL USE STATS

Total Children's Circulation – Upper Floor



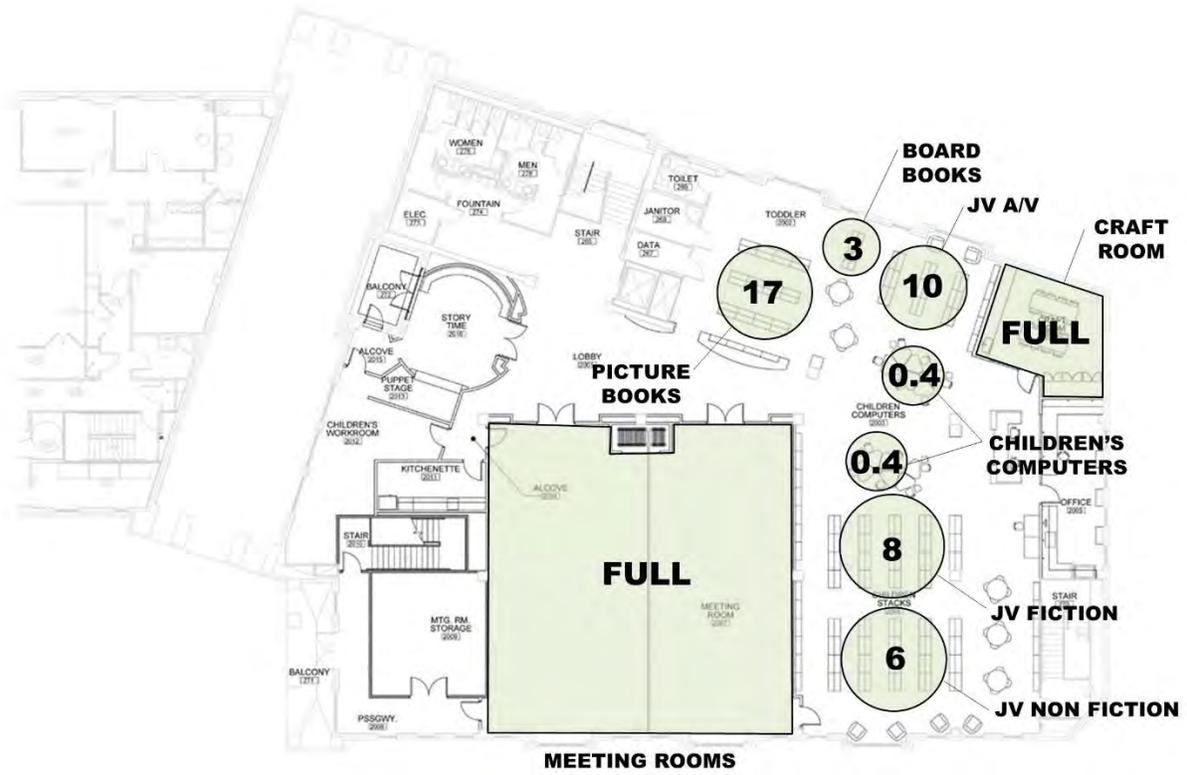
GENERAL USE STATS

Use per Hour – Lower Floor



GENERAL USE STATS

Use per Hour – Upper Floor



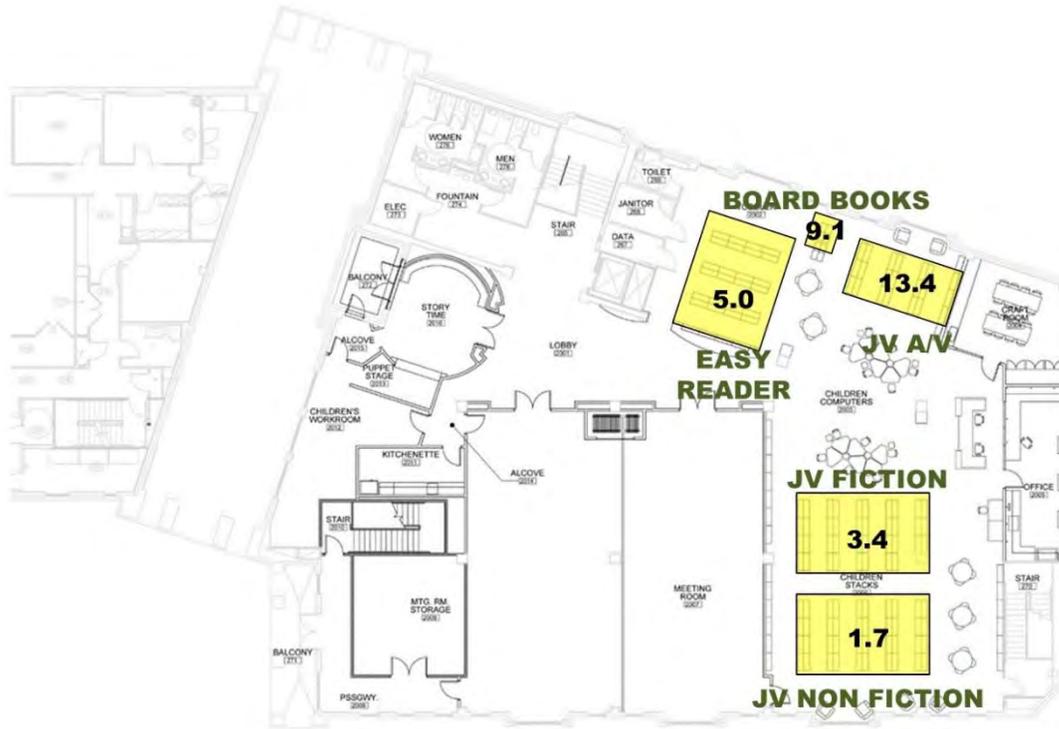
GENERAL USE STATS

Average Use per Item (Adult Collection) – Lower Floor



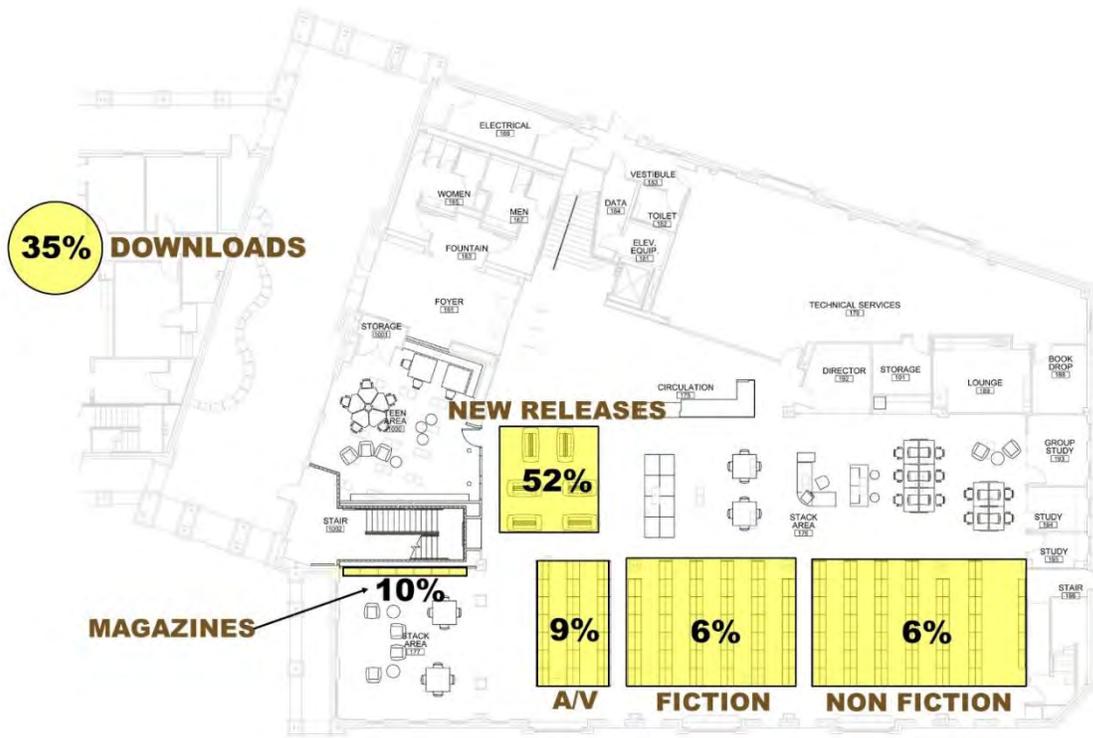
**GENERAL USE STATS**

Average Use per Item (Children's Collection) – Upper Floor



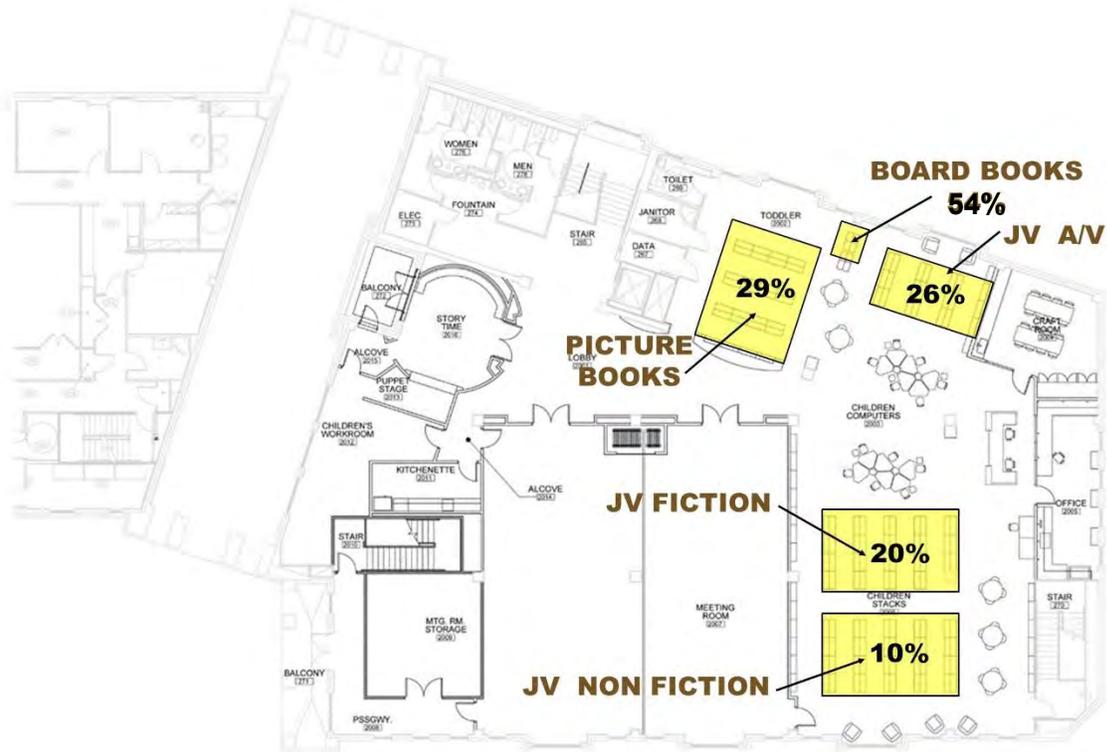
GENERAL USE STATS

Collection Utilization (Adult Collection) – Lower Floor



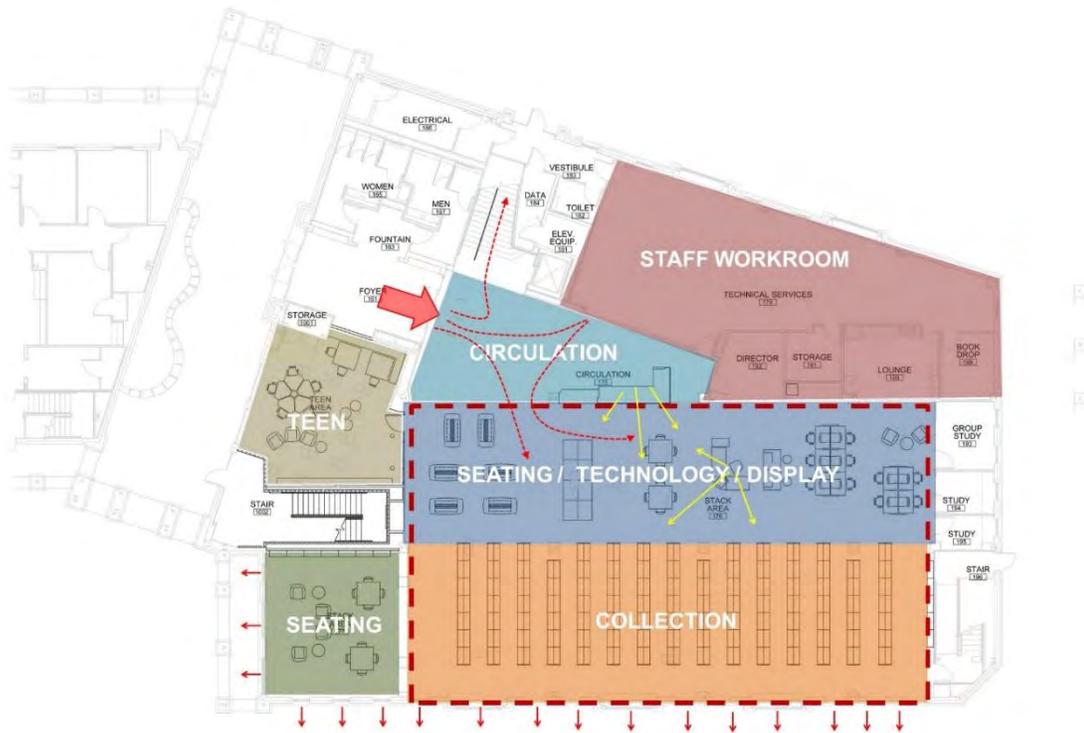
GENERAL USE STATS

Collection Utilization (Children's Collection) – Upper Floor



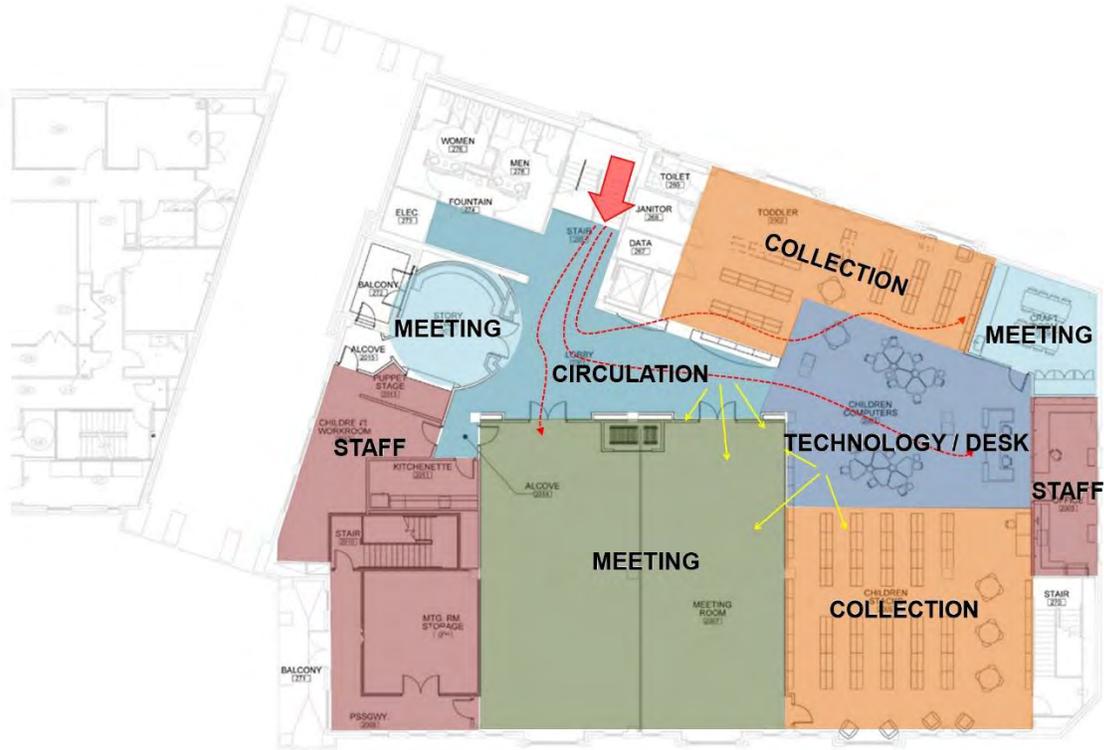
CURRENT LAYOUT

Lower Floor



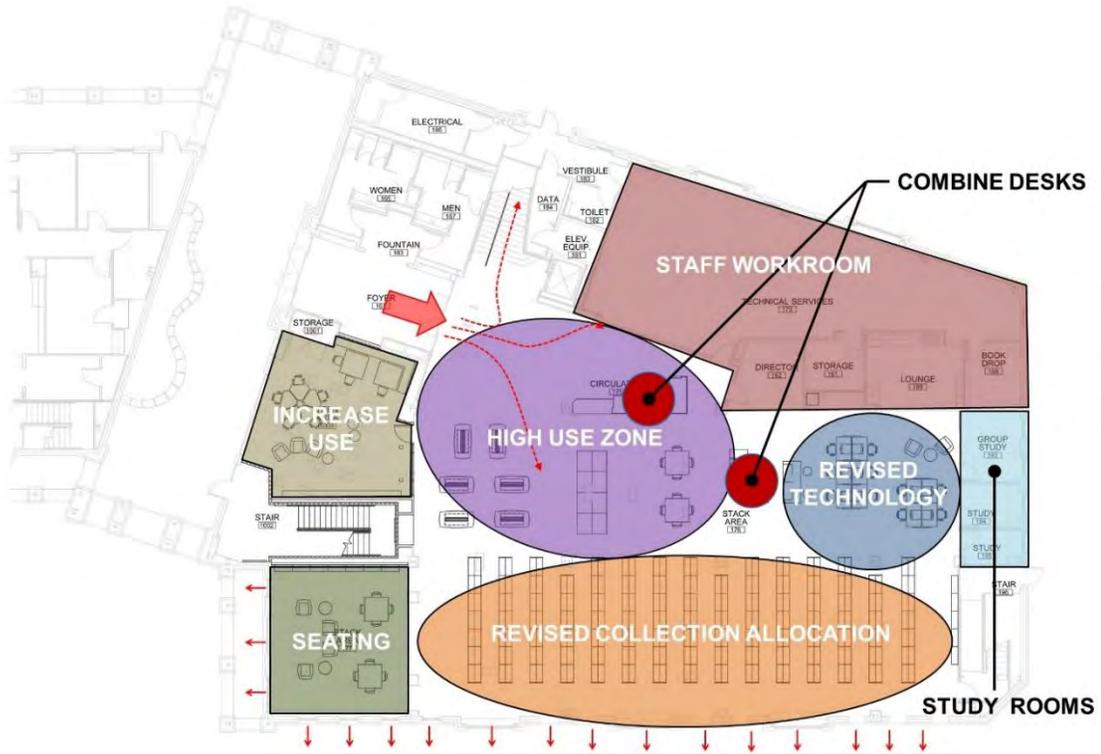
CURRENT LAYOUT

Upper Floor



WHAT THE USE NUMBERS INDICATE

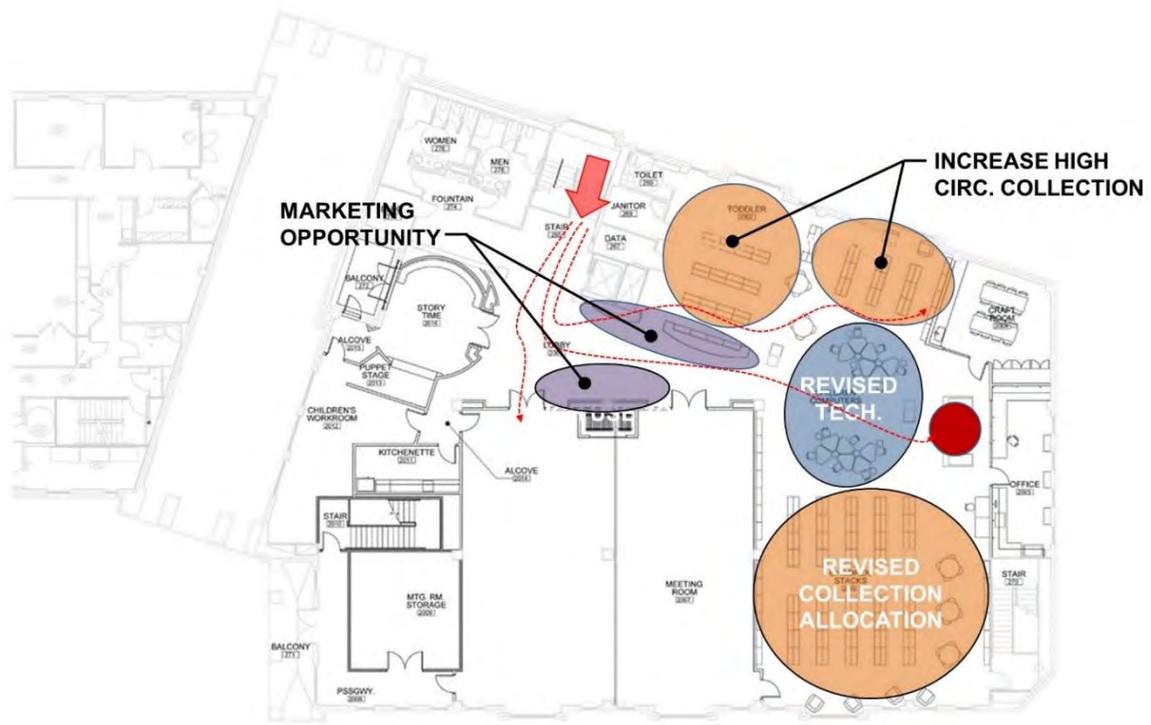
Proposed Layout Analysis - Lower Floor



# COLLEYVILLE PUBLIC LIBRARY LONG-RANGE PLAN

## WHAT THE USE NUMBERS INDICATE

### Proposed Layout Analysis – Upper Floor





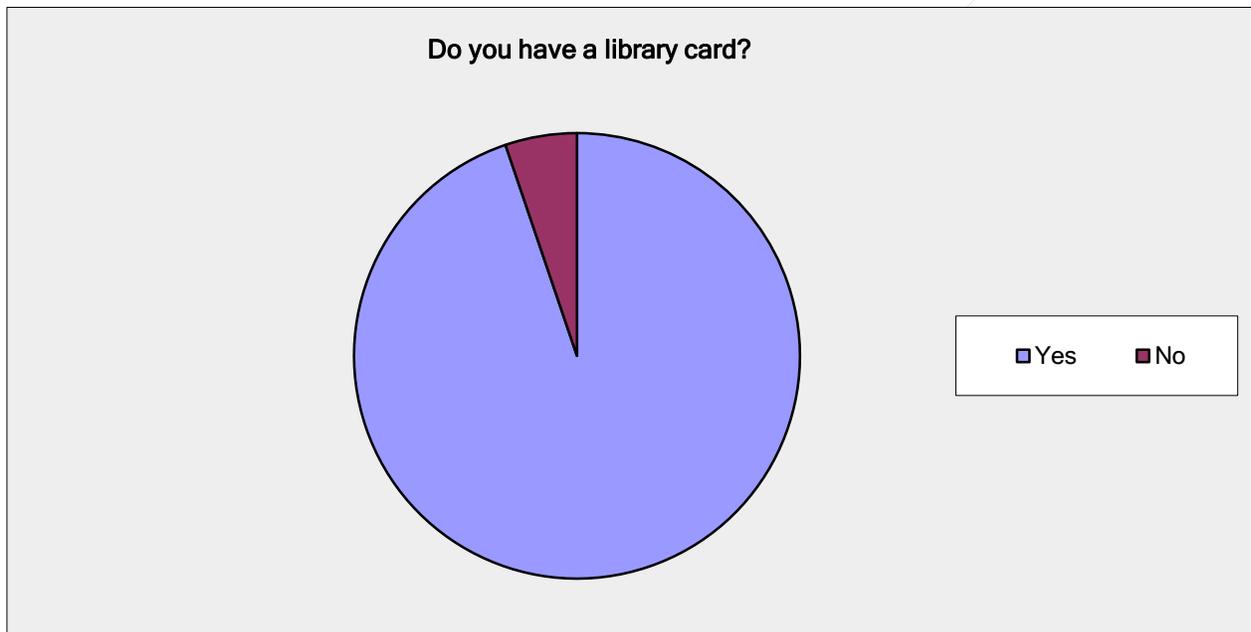
# **SURVEY RESULTS**

**APPENDIX - SURVEY RESULTS**

**Q1: Do you have a library card?**

Answered: 1,372 Skipped: 14

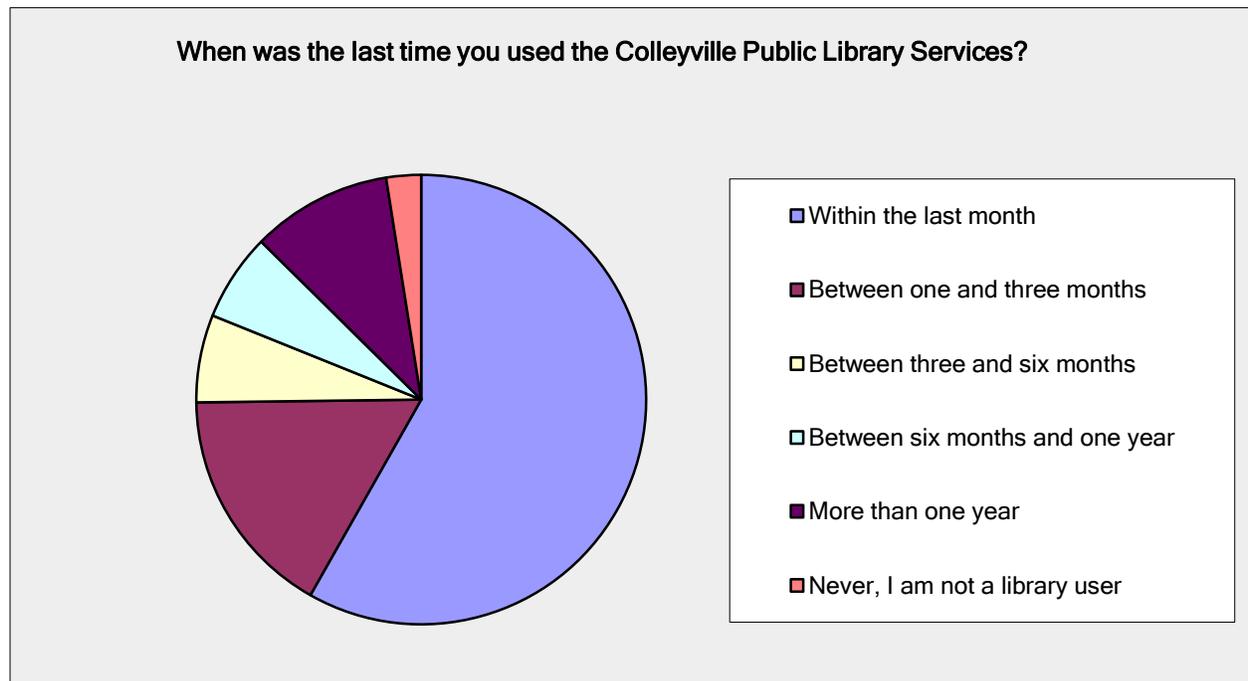
Do you have a library card?		
Answer Options	Response Percent	Response Count
Yes	94.8%	1301
No	5.2%	71
<i>answered question</i>		<b>1372</b>
<i>skipped question</i>		<b>14</b>



**Q2: When was the last time you used the Colleyville Public Library services?**

Answered: 1,386 Skipped: 0

When was the last time you used the Colleyville Public Library Services?		
Answer Options	Response Percent	Response Count
Within the last month	58.2%	807
Between one and three months	16.6%	230
Between three and six months	6.3%	87
Between six months and one year	6.3%	87
More than one year	10.1%	140
Never, I am not a library user	2.5%	35
<i>answered question</i>		<b>1386</b>
<i>skipped question</i>		<b>0</b>

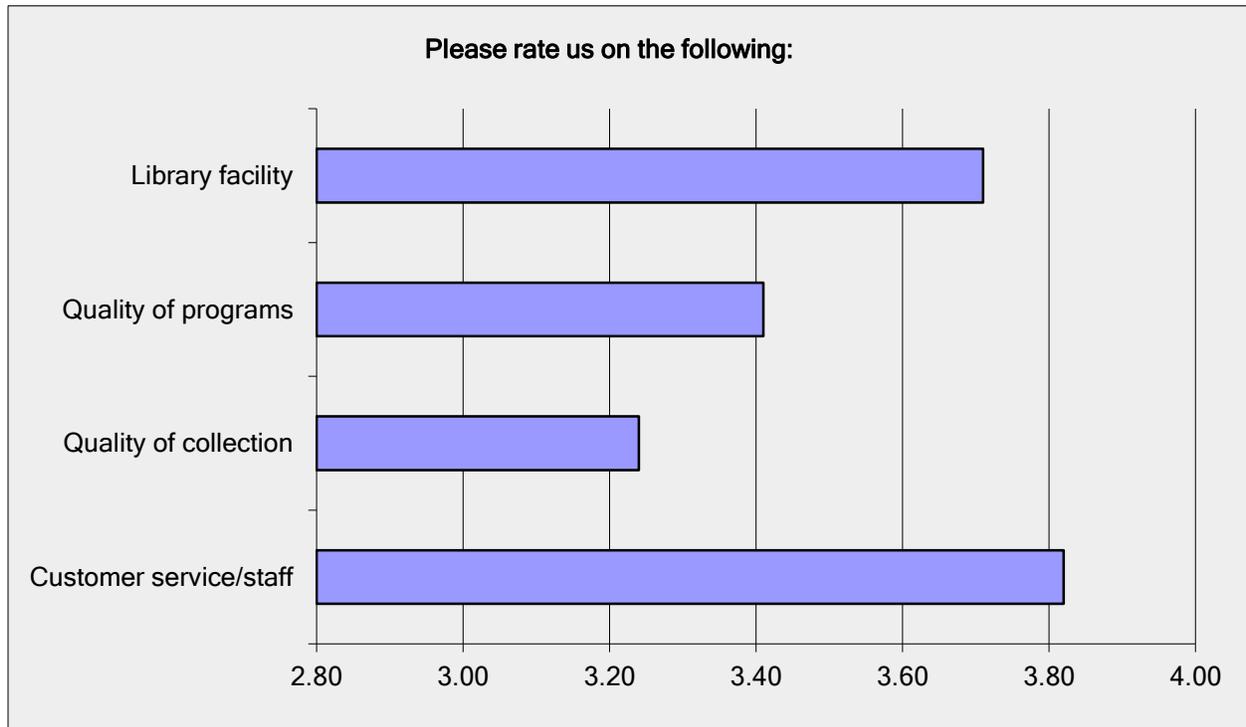




**Q3: Please rate us on the following:**

Answered: 1,259 Skipped: 127

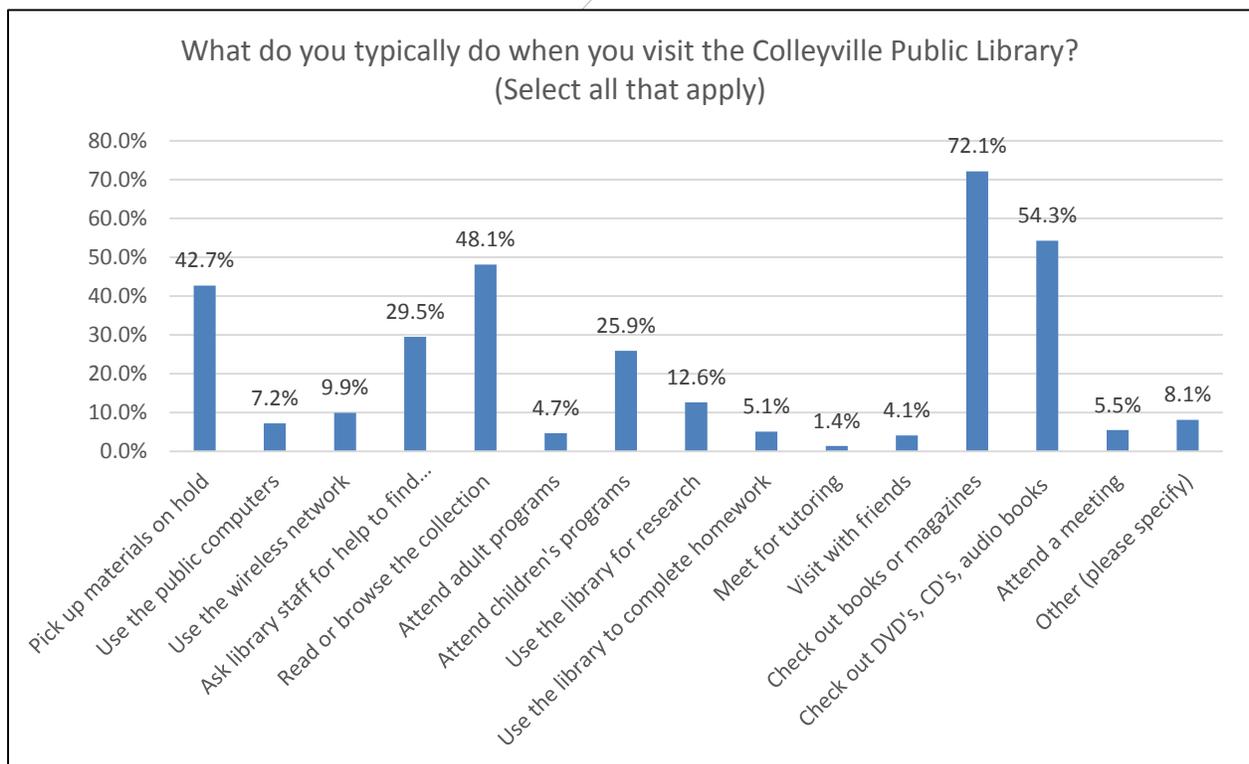
Please rate us on the following:						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Customer service/staff	1053	180	17	4	3.82	1254
Quality of collection	480	593	159	12	3.24	1244
Quality of programs	548	515	73	2	3.41	1138
Library facility	904	315	19	3	3.71	1241
Other (Please specify):						111
<i>answered question</i>						<b>1259</b>
<i>skipped question</i>						<b>127</b>



**Q4: What do you typically do when you visit the Colleyville Public Library? (Select all that apply)**

Answered: 1,265 Skipped: 121

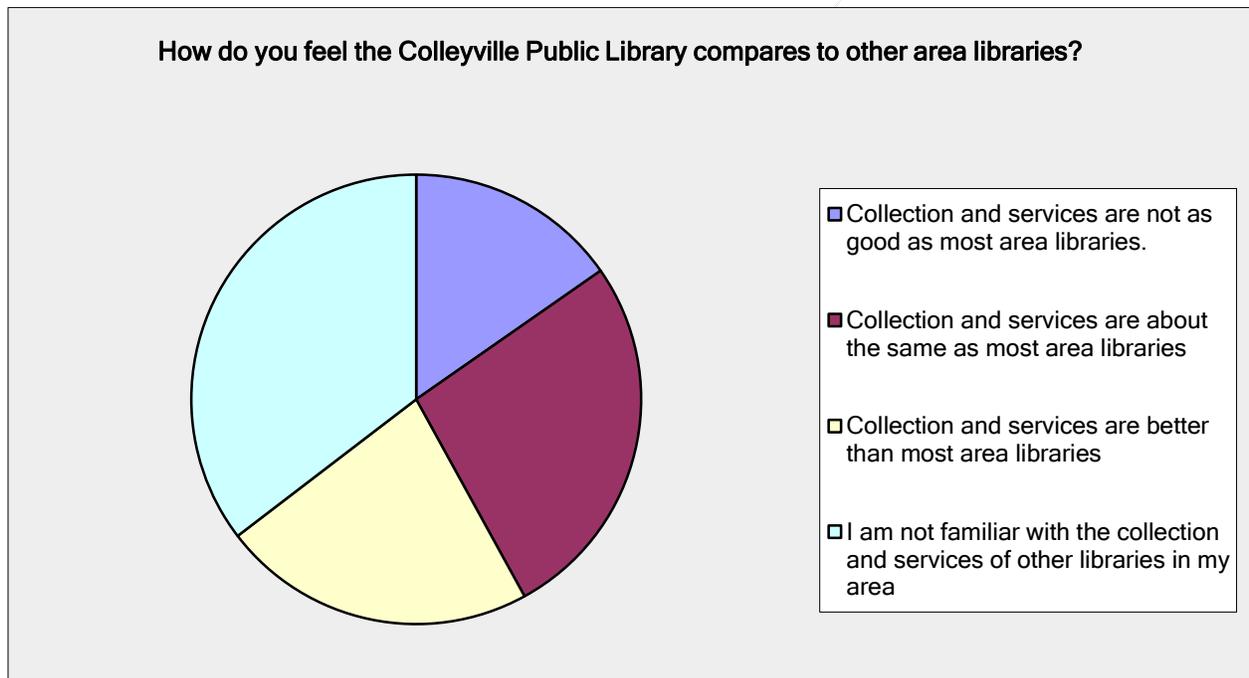
What do you typically do when you visit the Colleyville Public Library? (Select all that apply)		
Answer Options	Response Percent	Response Count
Pick up materials on hold	42.7%	540
Use the public computers	7.2%	91
Use the wireless network	9.9%	125
Ask library staff for help to find materials	29.5%	373
Read or browse the collection	48.1%	608
Attend adult programs	4.7%	59
Attend children's programs	25.9%	328
Use the library for research	12.6%	159
Use the library to complete homework	5.1%	64
Meet for tutoring	1.4%	18
Visit with friends	4.1%	52
Check out books or magazines	72.1%	912
Check out DVD's, CD's, audio books	54.3%	687
Attend a meeting	5.5%	70
Other (please specify)	8.1%	102
<i>answered question</i>		<b>1265</b>
<i>skipped question</i>		<b>121</b>



**Q5: How do you feel the Colleyville Public Library compares to other area libraries?**

Answered: 1,259 Skipped: 127

How do you feel the Colleyville Public Library compares to other area libraries?		
Answer Options	Response Percent	Response Count
Collection and services are not as good as most area libraries.	15.3%	193
Collection and services are about the same as most area libraries	26.7%	336
Collection and services are better than most area libraries	22.6%	284
I am not familiar with the collection and services of other libraries in my area	35.4%	446
	<i>answered question</i>	<b>1259</b>
	<i>skipped question</i>	<b>127</b>

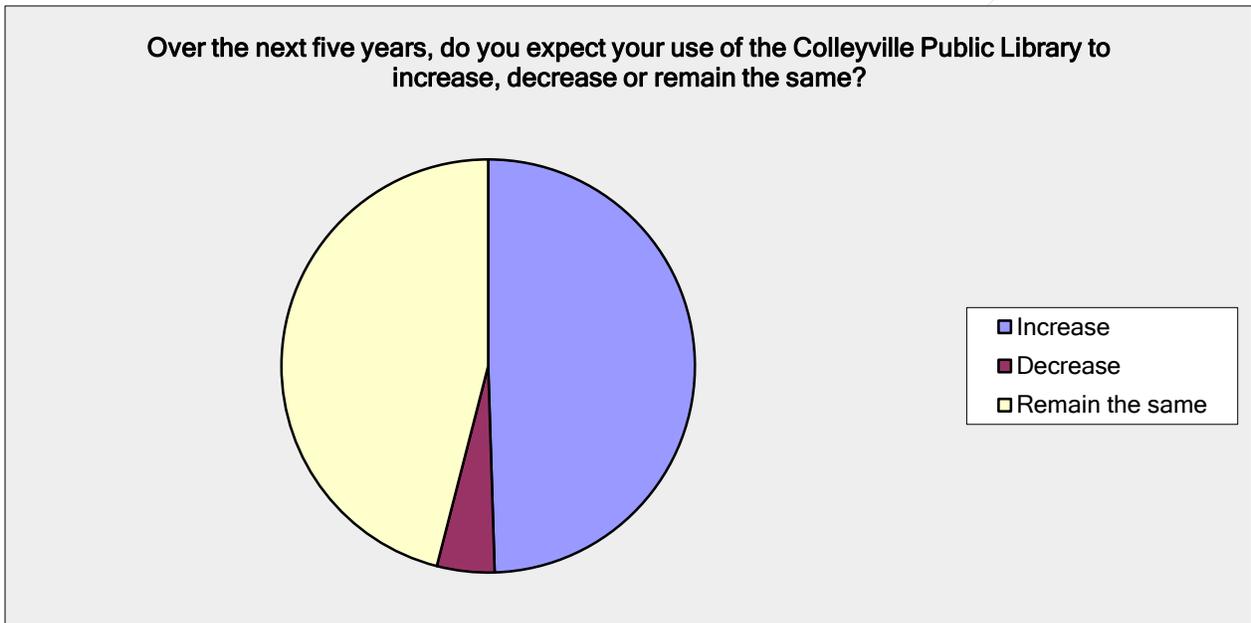


**Q6: Over the next five years, do you expect your use of the Colleyville Public Library to increase, decrease or remain the same?**

Answered: 1,268 Skipped: 118

Over the next five years, do you expect your use of the Colleyville Public Library to increase, decrease or remain the same?

Answer Options	Response Percent	Response Count
Increase	49.5%	628
Decrease	4.5%	57
Remain the same	46.0%	583
<i>answered question</i>		<b>1268</b>
<i>skipped question</i>		<b>118</b>



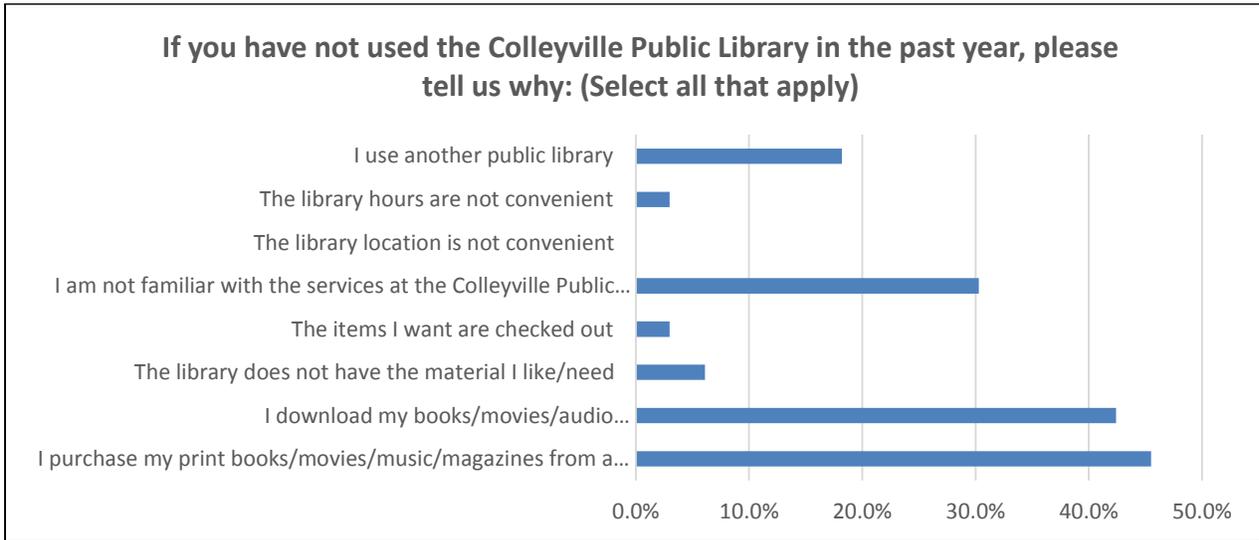


**Q7: If you have not used the Colleyville Public Library in the past year, please tell us why: (Select all that apply)**

Answered: 33 Skipped: 1,353

**If you have not used the Colleyville Public Library in the past year, please tell us why: (Select all that apply)**

Answer Options	Response Percent	Response Count
I purchase my print books/movies/music/magazines from a local store or online retailer	45.5%	15
I download my books/movies/audio books/music/magazines from another source	42.4%	14
The library does not have the material I like/need	6.1%	2
The items I want are checked out	3.0%	1
I am not familiar with the services at the Colleyville Public Library	30.3%	10
The library location is not convenient	0.0%	0
The library hours are not convenient	3.0%	1
I use another public library	18.2%	6
<i>answered question</i>		<b>33</b>
<i>skipped question</i>		<b>1353</b>

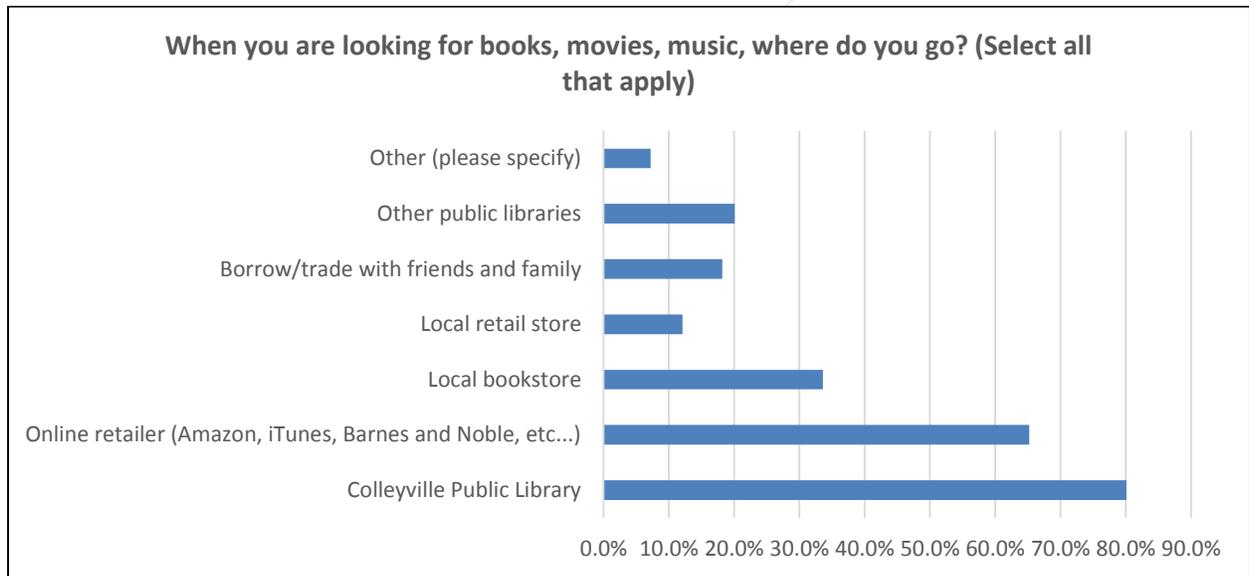




**Q8: When you are looking for books, movies, music, where do you go? (Select all that apply)**

Answered: 33 Skipped: 1,353

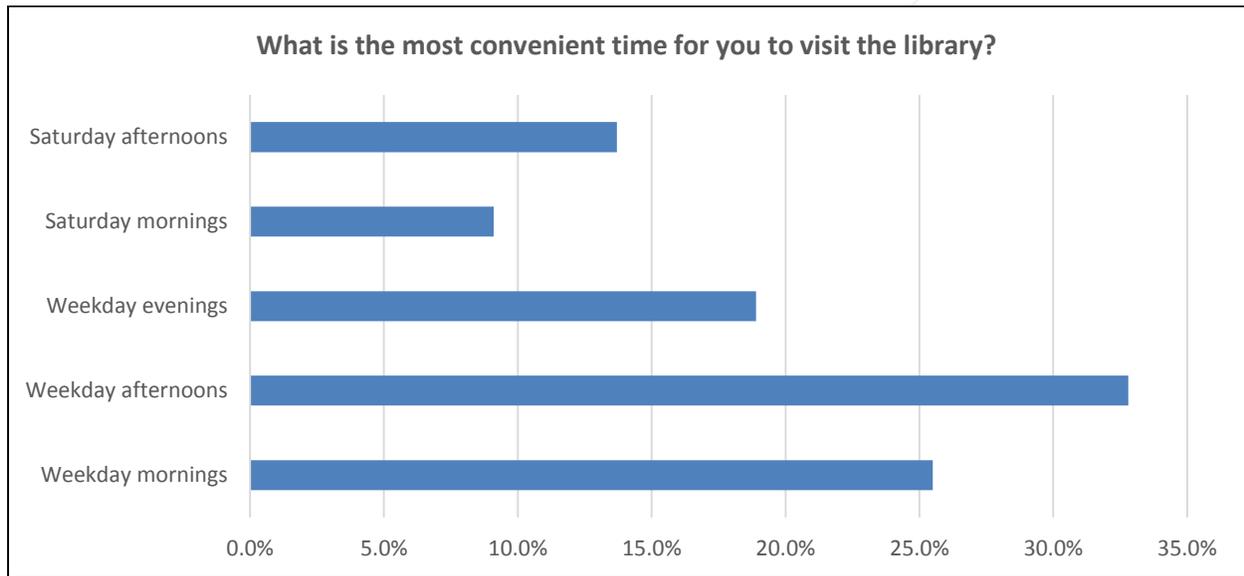
When you are looking for books, movies, music, where do you go? (Select all that apply)		
Answer Options	Response Percent	Response Count
Colleyville Public Library	80.1%	1033
Online retailer (Amazon, iTunes, Barnes and Noble, etc...)	65.2%	840
Local bookstore	33.6%	433
Local retail store	12.1%	156
Borrow/trade with friends and family	18.2%	235
Other public libraries	20.1%	259
Other (please specify)	7.2%	93
<i>answered question</i>		<b>1289</b>
<i>skipped question</i>		<b>97</b>



**Q9: What is the most convenient time for you to visit the library?**

Answered: 1,266 Skipped: 120

What is the most convenient time for you to visit the library?		
Answer Options	Response Percent	Response Count
Weekday mornings	25.5%	323
Weekday afternoons	32.8%	415
Weekday evenings	18.9%	239
Saturday mornings	9.1%	115
Saturday afternoons	13.7%	174
<i>answered question</i>		<b>1266</b>
<i>skipped question</i>		<b>120</b>

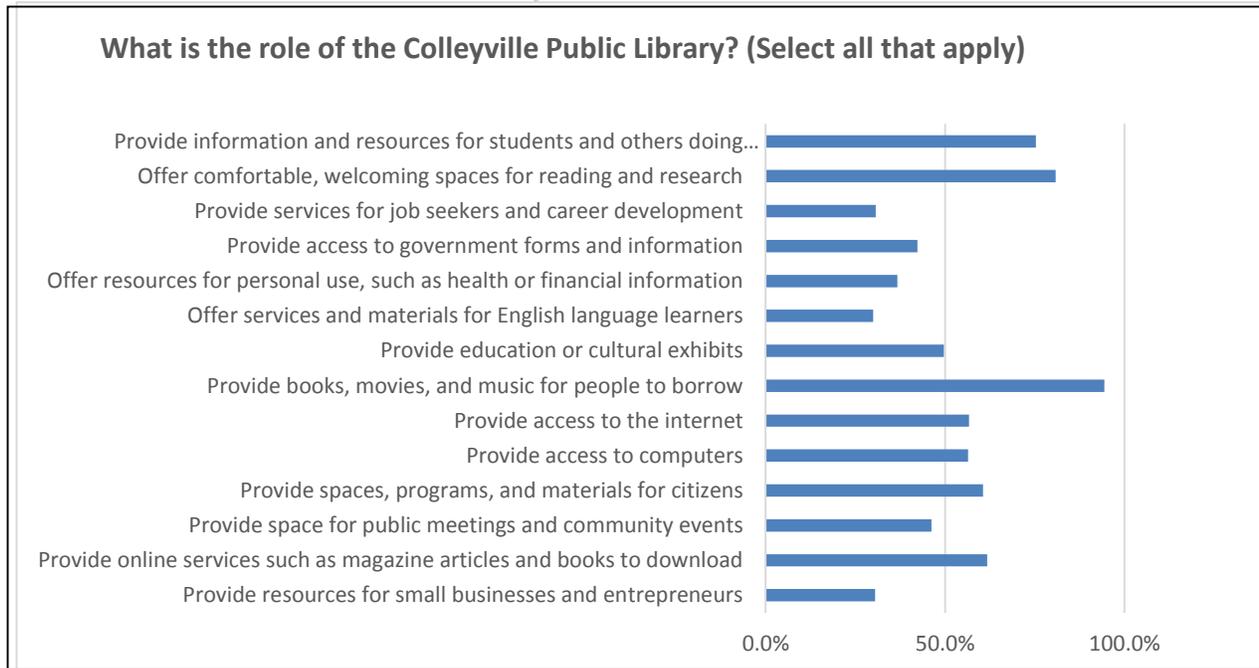




**Q10: What is the role of the Colleyville Public Library? (Select all that apply)**

Answered: 1,252 Skipped: 134

What is the role of the Colleyville Public Library? (Select all that apply)		
Answer Options	Response Percent	Response Count
Provide resources for small businesses and entrepreneurs	30.5%	382
Provide online services such as magazine articles and books to download	61.7%	773
Provide space for public meetings and community events	46.2%	579
Provide spaces, programs, and materials for citizens	60.6%	759
Provide access to computers	56.4%	706
Provide access to the internet	56.7%	710
Provide books, movies, and music for people to borrow	94.4%	1182
Provide education or cultural exhibits	49.7%	622
Offer services and materials for English language learners	30.0%	375
Offer resources for personal use, such as health or financial information	36.7%	460
Provide access to government forms and information	42.3%	530
Provide services for job seekers and career development	30.7%	384
Offer comfortable, welcoming spaces for reading and research	80.8%	1012
Provide information and resources for students and others doing research	75.3%	943
<i>answered question</i>		<b>1252</b>
<i>skipped question</i>		<b>134</b>

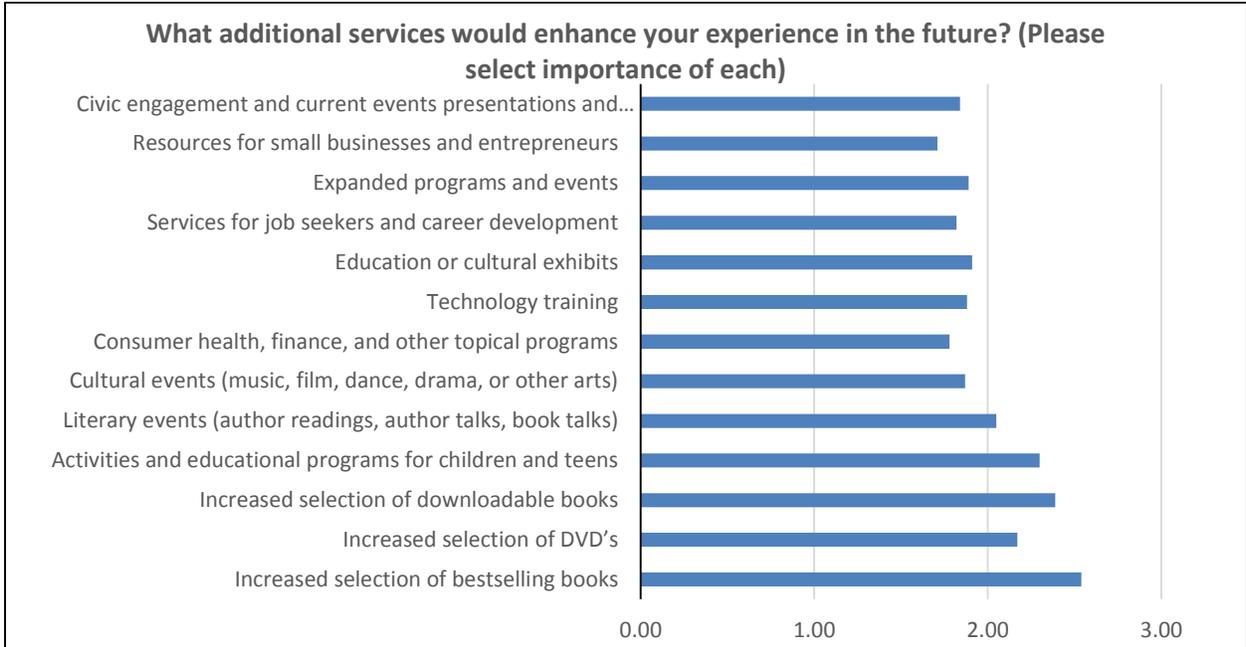


Answered: 1,252 Skipped: 134



What additional services would enhance your experience in the future? (Please select importance of each)					
Answer Options	Not important at all	Somewhat important	Very important	Rating Average	Response Count
Increased selection of bestselling books	64	414	706	2.54	1184
Increased selection of DVD's	213	512	401	2.17	1126
Increased selection of downloadable books	165	371	610	2.39	1146
Activities and educational programs for children and teens	190	391	526	2.30	1107
Literary events (author readings, author talks, book talks)	255	546	305	2.05	1106
Cultural events (music, film, dance, drama, or other arts)	358	507	218	1.87	1083
Consumer health, finance, and other topical programs	391	515	156	1.78	1062
Technology training	359	483	235	1.88	1077
Education or cultural exhibits	330	502	231	1.91	1063
Services for job seekers and career development	380	499	190	1.82	1069
Expanded programs and events	300	554	185	1.89	1039
Resources for small businesses and entrepreneurs	430	491	130	1.71	1051
Civic engagement and current events presentations and discussions	337	554	166	1.84	1057
Other (please list any services you would like to see that are not listed above):					91
				<i>answered question</i>	1223
				<i>skipped question</i>	163

**Q11: What additional services would enhance your experience in the future? (Please select importance of each) (Con't)**

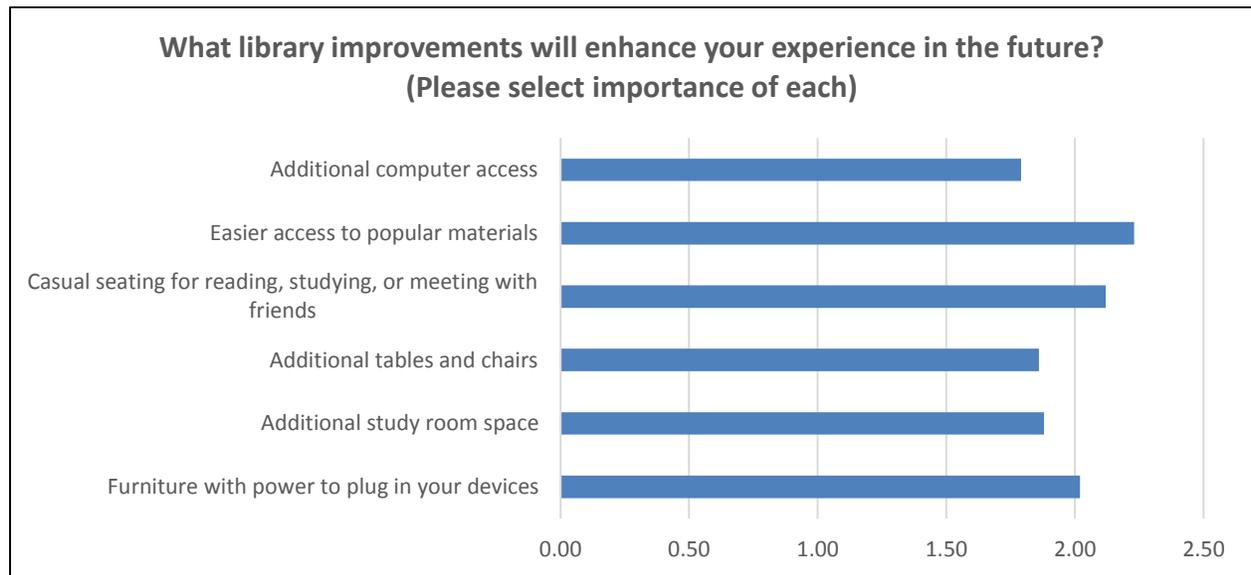




**Q12: What library improvements will enhance your experience in the future? (Please select importance of each)**

Answered: 1,188 Skipped: 198

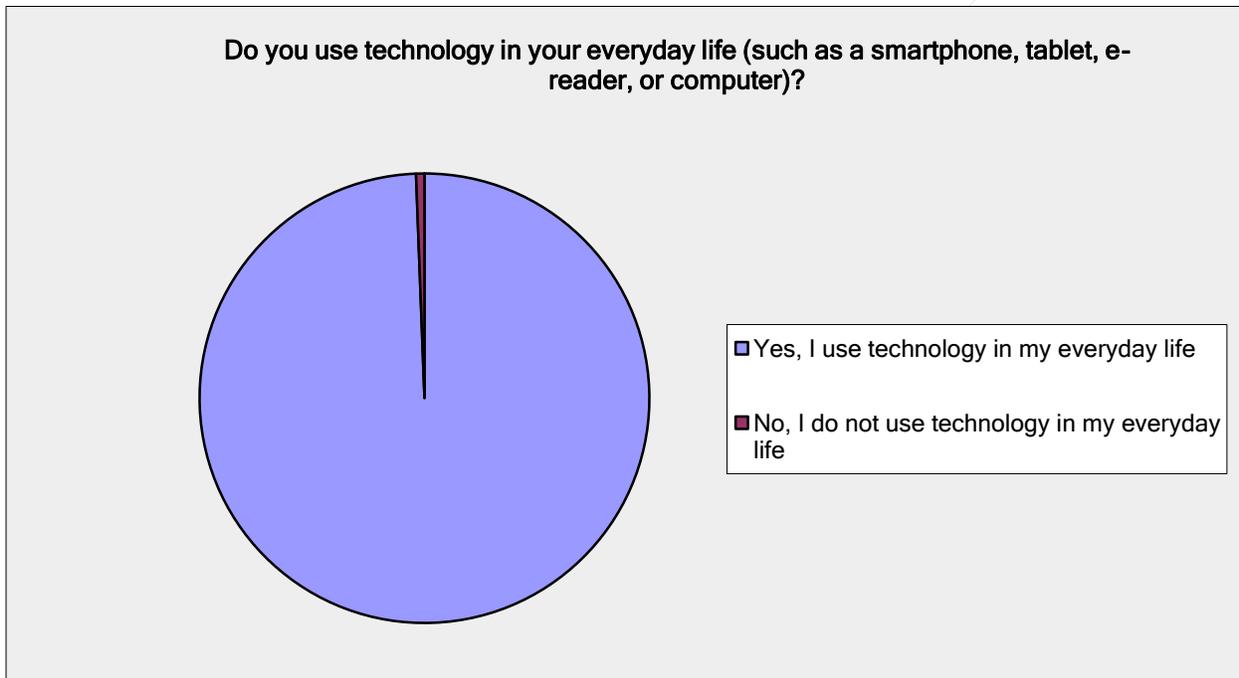
What library improvements will enhance your experience in the future? (Please select importance of each)					
Answer Options	Not important	Somewhat important	Very important	Rating Average	Response Count
Furniture with power to plug in your devices	306	514	329	2.02	1149
Additional study room space	379	481	242	1.88	1102
Additional tables and chairs	357	515	209	1.86	1081
Casual seating for reading, studying, or meeting with friends	225	537	362	2.12	1124
Easier access to popular materials	192	471	453	2.23	1116
Additional computer access	405	465	181	1.79	1051
Other (please list any services you would like to see that are not listed above):					92
<i>answered question</i>					<b>1188</b>
<i>skipped question</i>					<b>198</b>



**Q13: Do you use technology in your everyday life? (such as a smartphone, tablet, e-reader, or computer)**

Answered: 1,235 Skipped: 151

Do you use technology in your everyday life (such as a smartphone, tablet, e-reader, or computer)?		
Answer Options	Response Percent	Response Count
Yes, I use technology in my everyday life	99.4%	1227
No, I do not use technology in my everyday life	0.6%	8
<i>answered question</i>		<b>1235</b>
<i>skipped question</i>		<b>151</b>



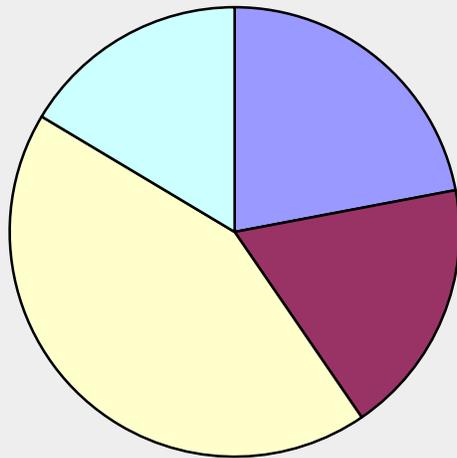
**Q14: Please select the following statement that applies to your use of technology:**

Answered: 1,211 Skipped: 175

Please select the following statement that applies to your use of technology:

Answer Options	Response Percent	Response Count
I typically download free books and/or magazines from the Colleyville Public Library to my device	22.0%	267
I was not aware that the Colleyville Public Library offers free downloadable books and magazines	18.4%	223
I prefer to read print books/magazines	43.1%	522
I typically download books and/or magazines from an online vendor(Amazon, Barnes and Noble, iTunes, nextissue, Zinio)	16.4%	199
<i>answered question</i>		<b>1211</b>
<i>skipped question</i>		<b>175</b>

Please select the following statement that applies to your use of technology:



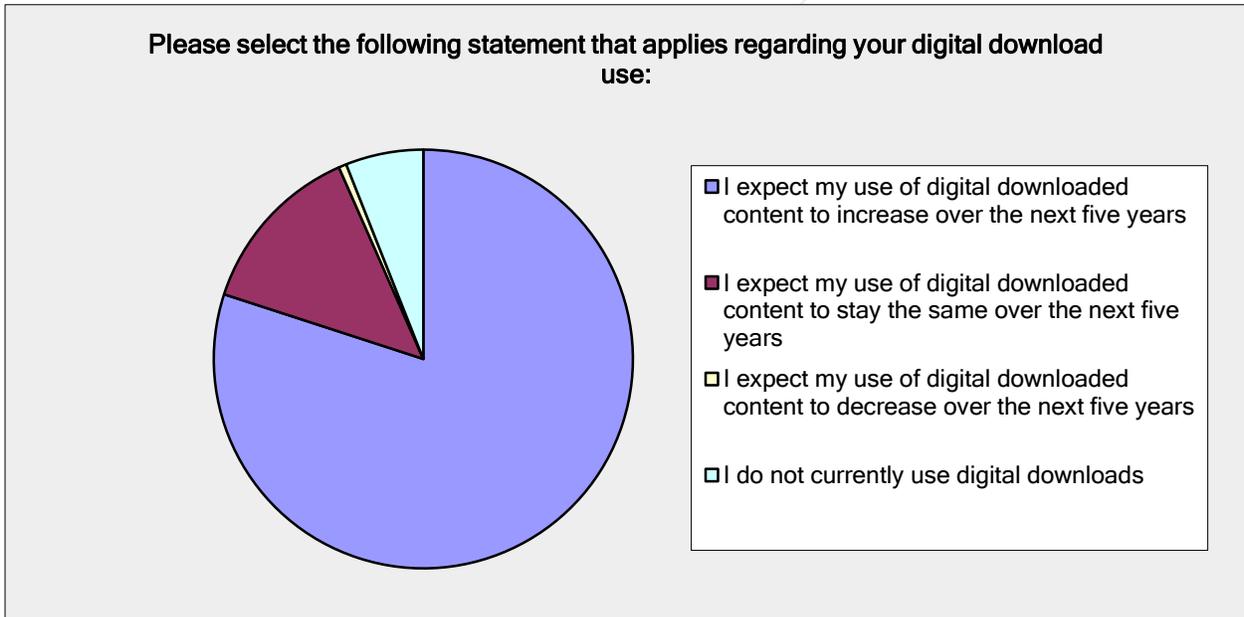
- I typically download free books and/or magazines from the Colleyville Public Library to my device
- I was not aware that the Colleyville Public Library offers free downloadable books and magazines
- I prefer to read print books/magazines
- I typically download books and/or magazines from an online vendor(Amazon, Barnes and Noble, iTunes, nextissue, Zinio)

**Q15: Please select the following statement that applies regarding your digital download use:**

Answered: 696 Skipped: 690

Please select the following statement that applies regarding your digital download use:

Answer Options	Response Percent	Response Count
I expect my use of digital downloaded content to increase over the next five years	80.0%	557
I expect my use of digital downloaded content to stay the same over the next five years	13.4%	93
I expect my use of digital downloaded content to decrease over the next five years	0.6%	4
I do not currently use digital downloads	6.0%	42
Other (please specify)		24
	<b>answered question</b>	<b>696</b>
	<b>skipped question</b>	<b>690</b>



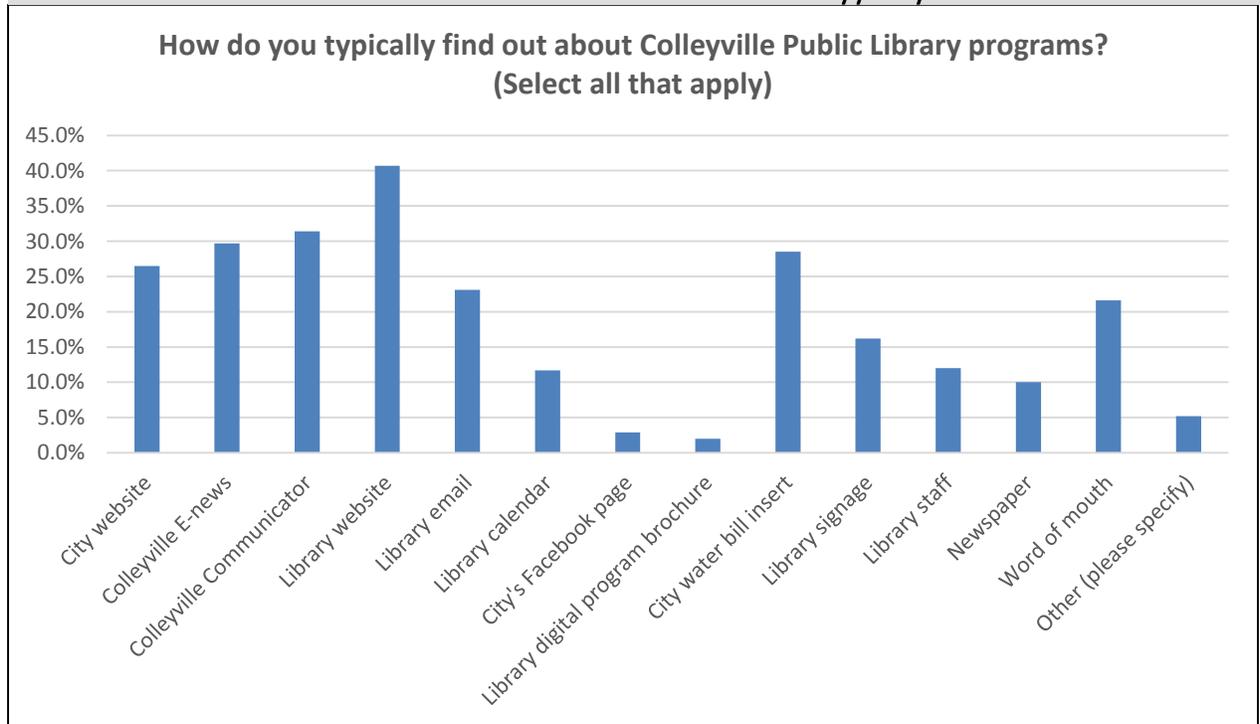


**Q16: How do you typically find out about Colleyville Public Library programs? (Select all that apply)**

Answered: 1,188 Skipped: 198

**How do you typically find out about Colleyville Public Library programs? (Select all that apply)**

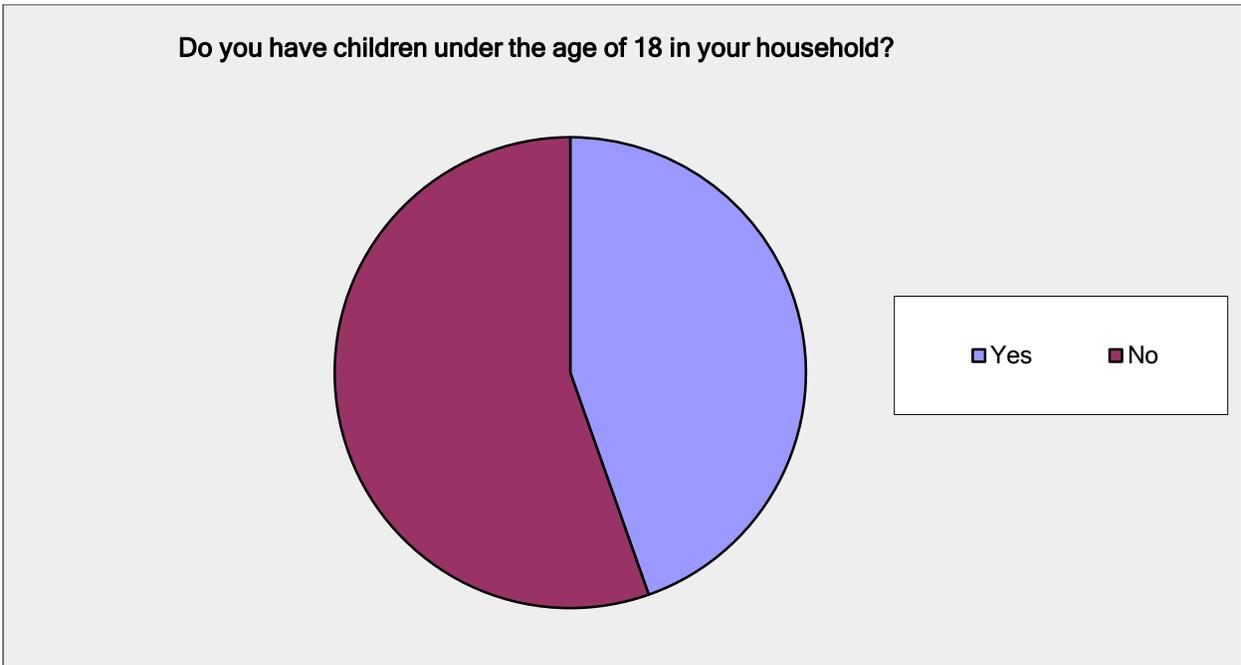
Answer Options	Response Percent	Response Count
City website	26.5%	315
Colleyville E-news	29.7%	353
Colleyville Communicator	31.4%	373
Library website	40.7%	484
Library email	23.1%	274
Library calendar	11.7%	139
City's Facebook page	2.9%	34
Library digital program brochure	2.0%	24
City water bill insert	28.5%	339
Library signage	16.2%	192
Library staff	12.0%	143
Newspaper	10.0%	119
Word of mouth	21.6%	257
Other (please specify)	5.2%	62
<i>answered question</i>		<b>1188</b>
<i>skipped question</i>		<b>198</b>



**Q17: Do you have children under the age of 18 in your household?**

Answered: 1,222 Skipped: 164

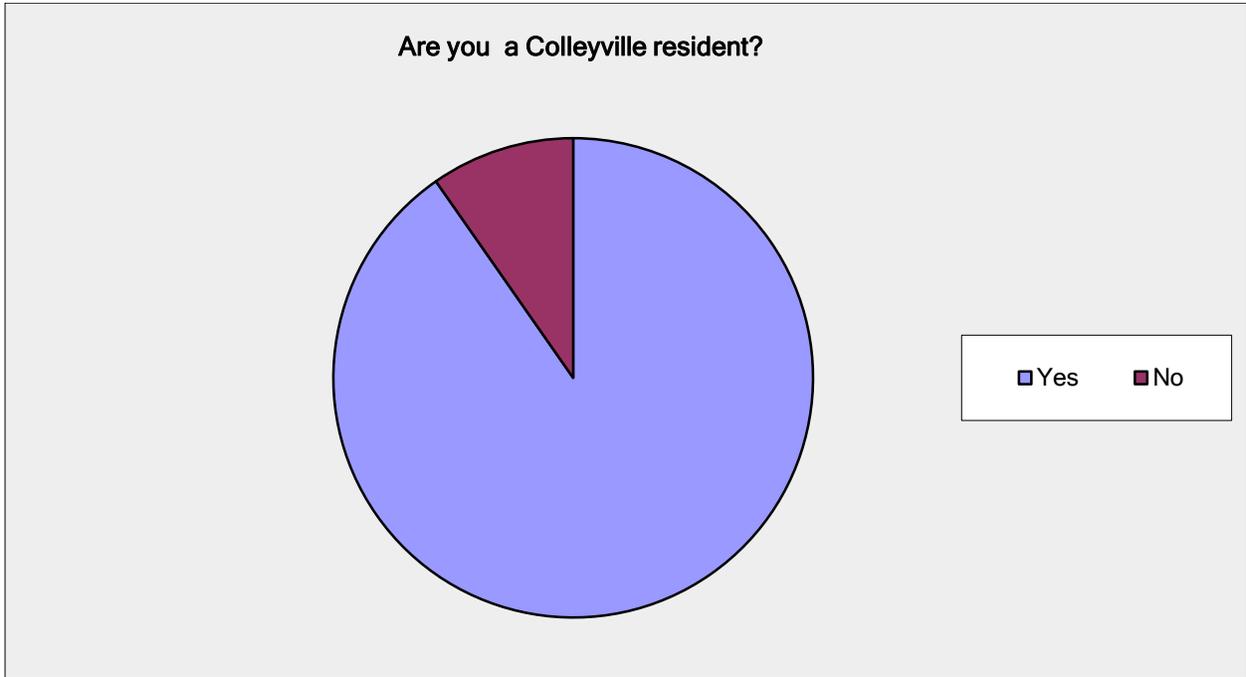
Do you have children under the age of 18 in your household?		
Answer Options	Response Percent	Response Count
Yes	44.6%	545
No	55.4%	677
<i>answered question</i>		<b>1222</b>
<i>skipped question</i>		<b>164</b>

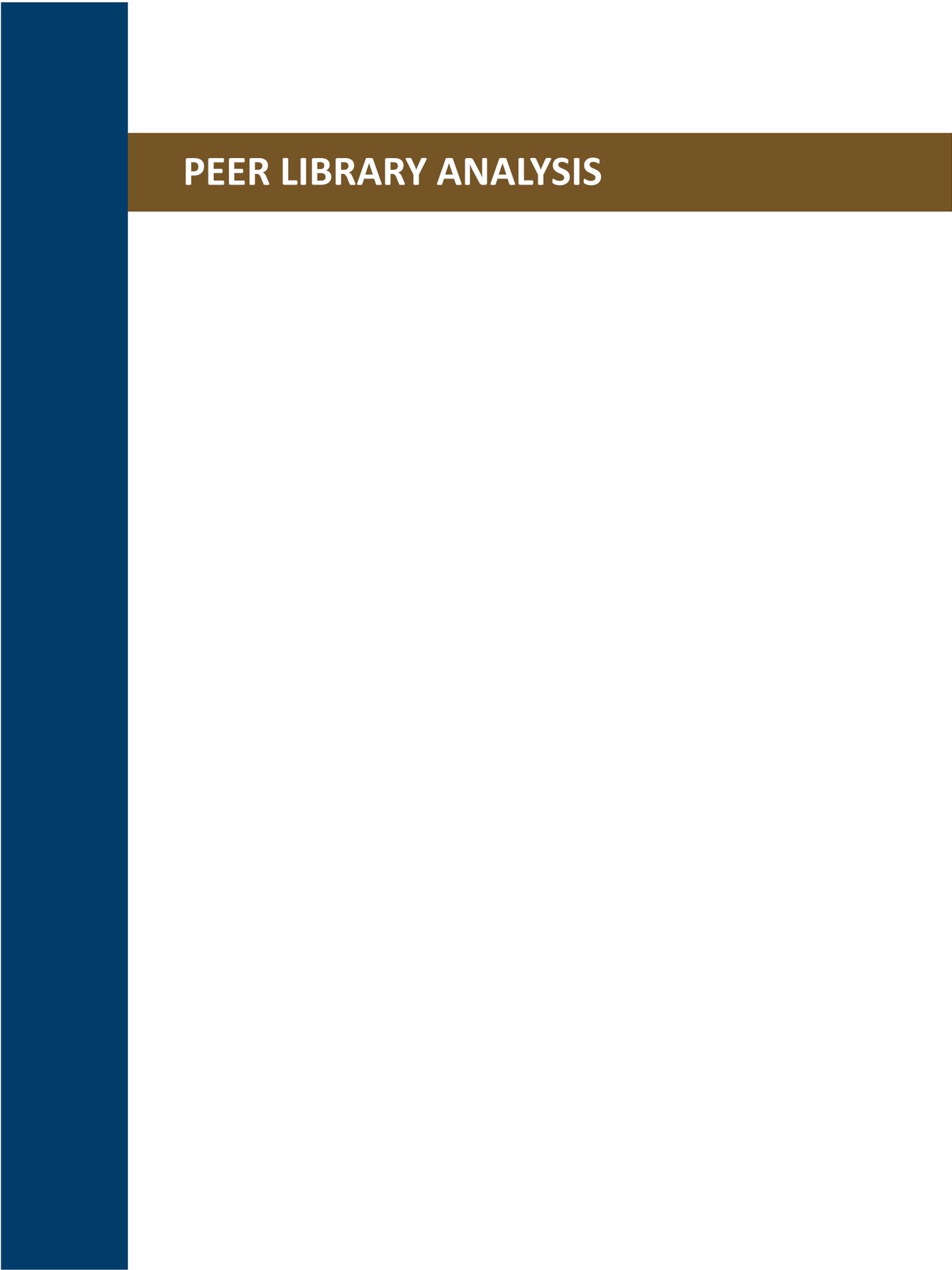


**Q18: Are you a Colleyville resident?**

Answered: 1,220 Skipped: 166

Are you a Colleyville resident?		
Answer Options	Response Percent	Response Count
Yes	90.3%	1102
No	9.7%	118
<i>answered question</i>		<b>1220</b>
<i>skipped question</i>		<b>166</b>



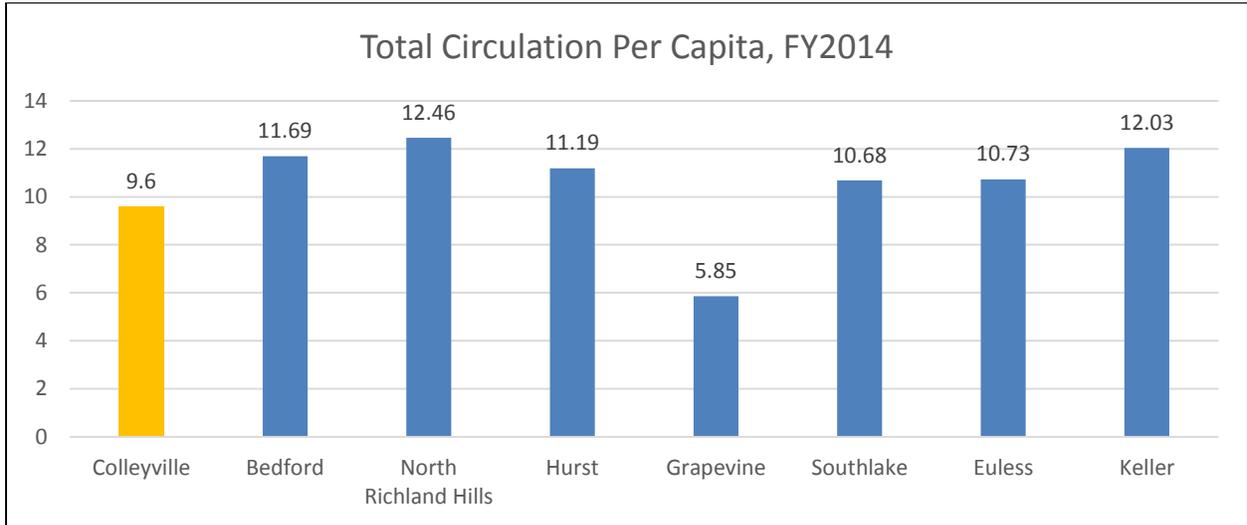


# PEER LIBRARY ANALYSIS



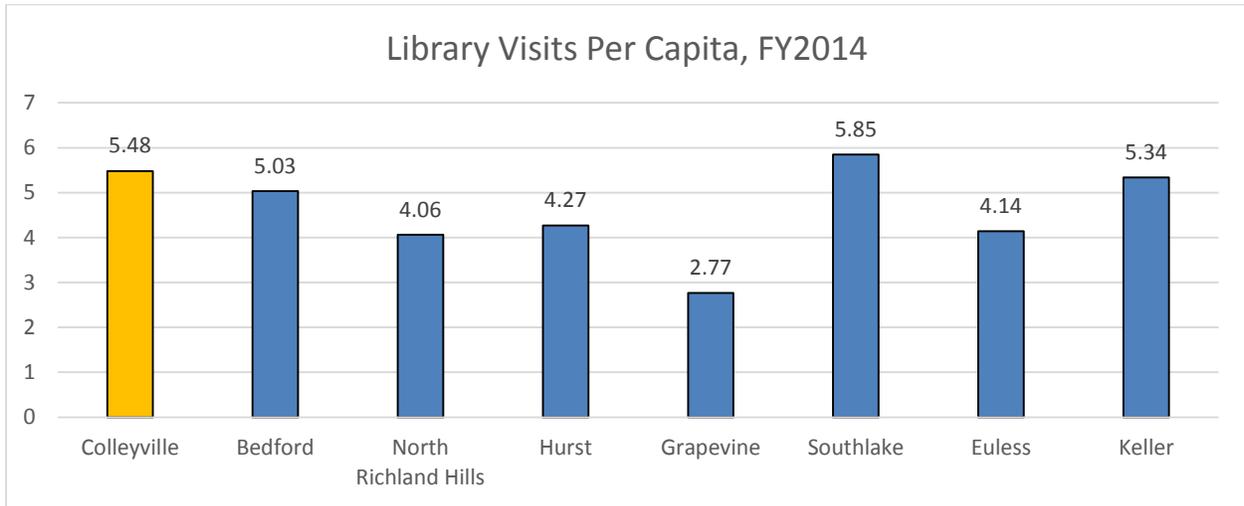
**APPENDIX – PEER LIBRARY ANALYSIS**

**Total Circulation Per Capita, FY2014**



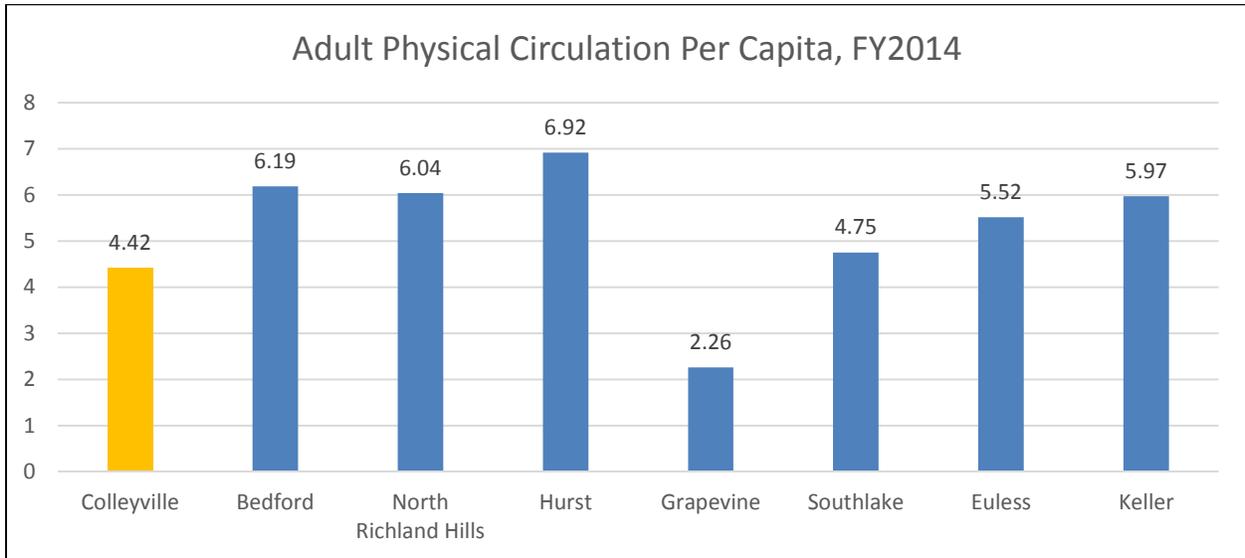


Library Visits Per Capita, FY2014



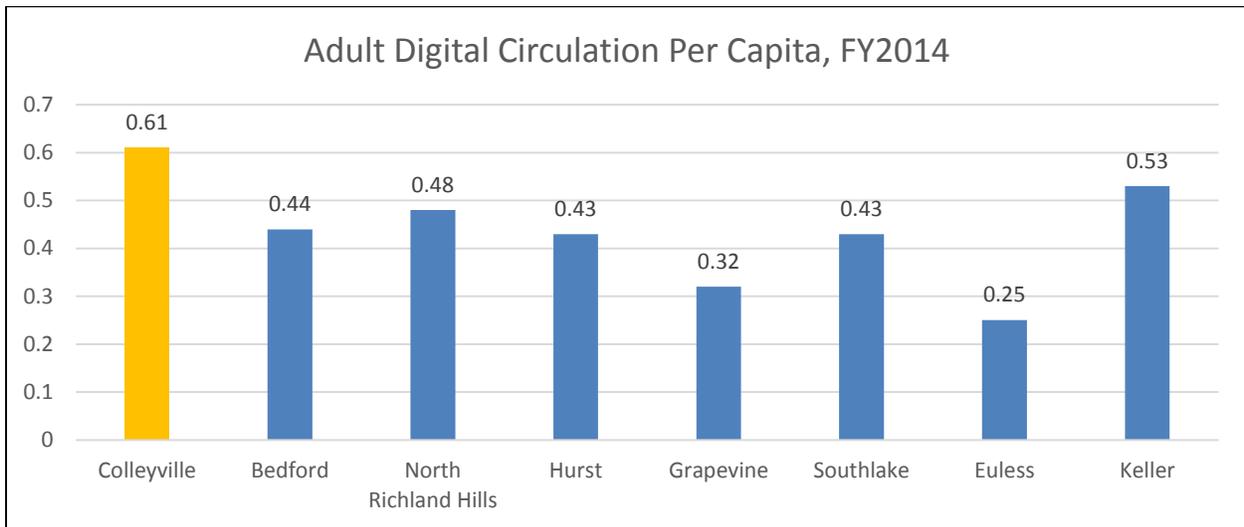


Adult Physical Circulation Per Capita, FY2014



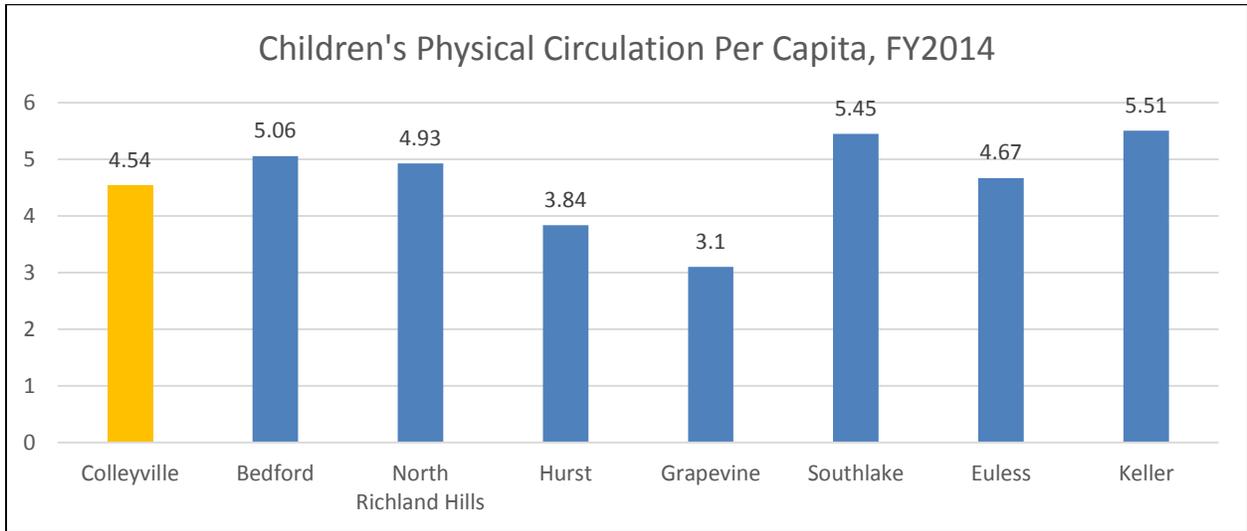


Adult Digital Circulation Per Capita, FY2014





Children's Physical Circulation Per Capita, FY2014





Program Attendance Per Capita, FY2014

