

Malibu City Council
Library Subcommittee
Special Meeting Agenda

Thursday, November 3, 2016

2:00 P.M.

City Hall – Zuma Room
23825 Stuart Ranch Road

Councilmember Joan House
Councilmember Laura Rosenthal

Call to Order

Approval of Agenda

Report on Posting of the Agenda – November 1, 2016

Public Comment *This is the time for the public to comment on any items not appearing on this agenda. Each public speaker shall be allowed up to three (3) minutes for comments. The Subcommittee may not discuss or act on any matter not specifically identified on this agenda, pursuant to the Ralph M. Brown Act.*

Discussion Items

1. Approval of Minutes – October 24, 2016

Recommended action: Approve the minutes of the Library Subcommittee Special meeting of October 24, 2016.

Staff contact: City Manager Feldman, 456-2489, ext. 226

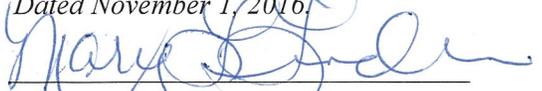
2. Malibu Library Set Aside Funds 2017

Recommended action: Provide a recommendation to the City Council concerning the use of the Malibu Library Set Aside Funds for Calendar Year 2017.

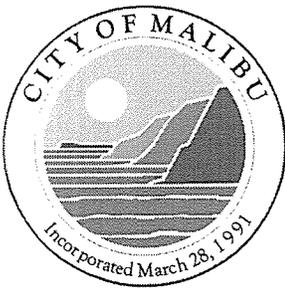
Staff contact: Assistant City Manager Soghor, 456-2489, ext. 228

Adjournment

I hereby certify under penalty of perjury, under the laws of the State of California, that the foregoing agenda was posted in accordance with the applicable legal requirements. Dated November 1, 2016.



Mary Linden, Executive Assistant



Library Subcommittee Agenda Report

Library Subcommittee
Special Meeting
11-03-16

Item 1

To: Councilmembers House and Rosenthal

Prepared by: Mary Linden, Executive Assistant 

Approved by: Reva Feldman, City Manager 

Date prepared: November 1, 2016 Meeting date: November 3, 2016

Subject: Approval of Minutes – October 24, 2016

RECOMMENDED ACTION: Approve the minutes of the Library Subcommittee Special meeting of October 24, 2016.

DISCUSSION: Staff has prepared draft minutes for the Library Subcommittee Special meeting of October 24, 2016, and hereby submits the minutes to the Subcommittee for approval.

ATTACHMENTS: Draft Minutes of the October 24, 2016 Library Subcommittee Special meeting

MINUTES
MALIBU LIBRARY SUBCOMMITTEE
SPECIAL MEETING
OCTOBER 24, 2016
ZUMA ROOM
2:00 P.M.

CALL TO ORDER

Councilmember Rosenthal called the meeting to order at 2:06 p.m.

ROLL CALL

The following persons were recorded in attendance:

PRESENT: Councilmember Laura Rosenthal and Councilmember Joan House

ALSO PRESENT: Reva Feldman, City Manager; and Lisa Soghor, Assistant City Manager

APPROVAL OF AGENDA

MOTION Councilmember Rosenthal moved and Councilmember House seconded a motion to approve the agenda. The motion carried unanimously.

REPORT ON POSTING OF AGENDA

City Manager Feldman reported that the agenda for the meeting was properly posted on October 19, 2016.

PUBLIC COMMENT

None.

DISCUSSION ITEMS

1. Approval of Minutes – September 12, 2016
Recommended action: Approve the minutes of the Library Subcommittee Special meeting of September 12, 2016.

MOTION Councilmember Rosenthal moved and Councilmember House seconded a motion to approve the minutes of the Library Subcommittee Special meeting of September 12, 2016. The motion carried unanimously.

2. 2017 Malibu Library Speaker Series

Recommended action: 1) Discuss the 2017 Malibu Library Speaker Series; and 2) Provide direction to staff.

Joan Lavine provided suggestions of prominent local Malibu residents as speakers. She questioned why the speakers have to be paid.

Councilmember Rosenthal stated she definitely wants to see another panel of environmentalists, possibly presented jointly with Pepperdine. She agreed with Ms. Lavine's suggestion to consider Gloria Allred.

The Subcommittee reviewed the list of potential speakers recommended by the Harry Barovsky Memorial Youth Commission and the Cultural Arts Commission, and made the following recommendations under each speaker category:

Sports: Councilmember Rosenthal and Councilmember House agreed with the recommendations of Vin Scully and Diana Nyad, and suggested adding Dave Roberts, Manager of the Los Angeles Dodgers.

Medicine/Health: Councilmember Rosenthal stated she had heard very positive reviews of Dr. Abraham Varghese as a speaker.

Environment: Councilmember Rosenthal expressed concern about potential Malibu controversy with Lance Simmens, suggested speaker.

Entertainment: Councilmember Rosenthal suggested Lou Adler be added to the list of potential entertainment speakers. She agreed with Ms. Lavine that Mel Brooks would be a good speaker but would probably be too expensive.

Documentary Movies: Councilmember Rosenthal expressed concern that the suggested movies and many documentary movies in general were depressing. She recommended and Councilmember House agreed to suggest "Damnation" be considered. Councilmember Rosenthal also suggested Rory Kennedy's yet-to-be completed climate change documentary be added to the list for consideration.

Councilmember House suggested finding experts on fair trade and globalization impacts for a pro and con discussion, an astronaut to discuss where the space program is going, and the author of "The Nightingale," if she is deemed to be a good public speaker.

Councilmember Rosenthal suggested adding a Politics category to deconstruct the November 2016 election with speakers invited to represent both sides of the issues. She suggested considering speakers like Samantha Bee or Rachel Maddow. Councilmember House suggested that perhaps a more neutral person, such as a politics professor, might be better.

Melissa Stallings, Malibu Library Manager, stated Jonathan White and Julie Platner, recommended by attendees at past Speaker Series events, had both expressed interest in participating.

Councilmember Rosenthal mentioned seeking authors of some of the newer popular fiction and non-fiction books. In response to Councilmember Rosenthal, Ms. Stallings stated it was difficult to get writers when their books have just come out because their touring schedules are set so far in advance. She stated it is equally difficult to get these writers in the year or so after the book has come out because they are busy working on their next projects and not traveling.

The Subcommittee discussed the budget for the 2017 Malibu Library Speaker Series. Ms. Stallings stated the largest amount previously paid for one speaker event was \$20,000. Councilmember Rosenthal stated she would be willing to recommend spending a higher amount for someone like Vin Scully.

MOTION Councilmember Rosenthal moved and Councilmember House seconded a motion to direct staff to move forward with the amended list of prospective speakers for the 2017 Malibu Library Speaker Series with a budget of \$100,000 for the Series. The motion carried unanimously.

ADJOURNMENT

MOTION At 2:45 p.m., Councilmember Rosenthal moved and Councilmember House seconded a motion to adjourn the meeting. The motion carried unanimously.

Approved and adopted by the Library Subcommittee of the City of Malibu on _____.

LAURA ROSENTHAL, Councilmember

ATTEST:

MARY LINDEN, Executive Assistant



Library Subcommittee Agenda Report

To: Councilmember Rosenthal and Councilmember House

Prepared by: Lisa Soghor, Assistant City Manager

Approved by: Reva Feldman, City Manager

Date prepared: November 1, 2016

Meeting date: November 3, 2016

Subject: Malibu Library Set Aside Funds 2017

RECOMMENDED ACTION: Provide a recommendation to the City Council concerning the use of the Malibu Library Set Aside Funds for Calendar Year 2017.

FISCAL IMPACT: There is no fiscal impact to the City with this action. Services for the Malibu Public Library are paid for from a portion of property tax. Every year the County of Los Angeles sets aside the difference between the City's library portion of the property tax revenue and the Malibu Library expenses into a designated fund. As of June 30, 2016, the Set Aside fund totals approximately \$5 million. It is expected that approximately \$1 million will be added to this fund annually through June 30, 2019.

DISCUSSION: The Malibu Library was established in 1970 by the County of Los Angeles and is located on the County-owned Civic Center property.

In September 2008, the City and County executed a Memorandum of Understanding (MOU) that identified the use of the Set Aside Funds. The MOU established a structure in which the expenditure of the excess funds generated from the taxes that Malibu residents pay could be spent on the Malibu Library. The MOU expires in 2019, but can be extended by mutual agreement for an additional five-year period through 2024.

The City and the County cooperatively used the Set Aside Funds to renovate the Malibu Library, and the newly renovated Malibu Library opened in April 2012. Set Aside Funds have been used for the Library Speaker Series, to enhance service hours, establish a deferred maintenance fund, hire additional library staff and enhance library collections and materials.

For 2016, \$1,245,000 of Set Aside Funds was appropriated for the following:

- \$100,000 to continue the increased service hours of 50 hours a week
- \$100,000 for the previously established deferred maintenance reserve
- \$100,000 for a full-time Teen Librarian
- \$100,000 for a full-time Teen Librarian at the Malibu Boys and Girls Club
- \$100,000 for the Malibu Library Speaker Series program
- \$75,000 for the Family Place programs at the Malibu Library and other libraries as needed (as determined by the County Librarian)
- \$100,000 for 100 E-Book readers and software (50 for the Malibu Library and 50 to be used throughout the County Library system)
- \$20,000 for 20 iPads and software for the children's area
- \$25,000 for a Teen Student Exchange program
- \$50,000 for a roving special children's collection to be used throughout the County Library system
- \$50,000 for a discretionary fund to be used as needed by the County Librarian throughout the County Library system
- \$25,000 for drought-resistant landscaping in front of the Malibu Library
- \$400,000 for the Civic Center Wastewater Treatment Facility Assessment District

The City has not yet received final year-end numbers from the County, but staff anticipates that most of the budget items will be fully expended. The \$25,000 for drought-resistant landscaping was not spent as the bids received for the work were much higher than the allocated amount.

For 2017, the following are items for discussion that can be funded with the Set Aside Funds:

- \$100,000 to continue the increased service hours of 50 hours a week
- \$100,000 for the previously established deferred maintenance reserve
- \$100,000 for a full-time Teen Librarian
- \$100,000 for a full-time Teen Librarian at the Malibu Boys and Girls Club
- \$100,000 for the Malibu Library Speaker Series program
- \$35,000 for replacement and/or reupholstering of heavily worn furniture
- \$150,000 for programs throughout the County library system
- \$100,000 for the plumbing and physical connection required to connect the library to the new Civic Center Wastewater Treatment Facility

Alternative uses for the Set Aside Funds include:

- Save funds for a satellite library location
- Save funds to expand the existing library
- Decrease services and programs in order to save funds for future years after the termination of the MOU

Assuming all of the previously appropriated annual expenses and revenue continue, the estimated Set Aside Fund balance in 2019 will be approximately \$9 million. This estimate is based on an approximate amount of \$1 million being added to the Set Aside Fund each year and an estimate cost of living increase of 3%. It does not take into account change in the cost of the services being provided or a significant increase or decrease in revenue.

The 2012 Library remodel was based on the 2005 Library Needs Assessment. The 2005 report recommended that the exterior of the building be remodeled as a second phase of work. City staff met with the County at the end of August and discussed the remodel of the exterior of the library, including the creation of a new main entrance facing Civic Center Way and improvements to the back patio. The project would also upgrade the landscaping surrounding the building.

Recommendations from the Library Subcommittee on Library services or enhancements will be presented to the Council for final approval.

ATTACHMENTS: 2005 Library Needs Assessment



Malibu Community Library
County of Los Angeles Public Library



Community Library Needs Assessment 2005

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1. Executive Summary

Library service is provided to the residents of Malibu by the County of Los Angeles Public Library (CoLAPL), one of the six largest libraries in the United States. Residents have access to over 8 million volumes, 84 community libraries, and shared technological resources. At the local level, the collections exceed per capita benchmarks, but are dated and the facility size exceeds County library per capita benchmarks, but suffers from deferred maintenance and is outdated. Library use has been low based on a number of factors, including the condition of the facility and collections, but also local transportation issues, remoteness of the area, and lack of public relations. The Malibu Library is supported by property taxes.

The Malibu Community Library has been plagued with staff turnover; the facility is in sore need of renovation; and collections have aged as funding for acquisition has decreased. Collection acquisition has suffered since the mid-1990s when the ERAF shift took away property tax dollars dedicated to libraries and reallocated those funds to address the State's severe budget problems. At the same time, State Public Library Fund (PLF) which had been used to purchase collections was drastically reduced. Collections have aged as the Library has been forced to make choices and limit the number of purchases.

In May of 2004, City Council concurred with the request of Councilmember Conley Ulich to engage the County in discussions about the financing of the Library as well as operational challenges. In the summer of 2004, Malibu City Councilmembers Barovsky and Conley Ulich conducted discussions about the level of library service being provided to the residents of Malibu and the perceived inequity in the dollars contributed versus the service received. City representatives were appreciative of the benefits of county provided library service, which includes access to CoLAPL's vast collections, professional expertise, technology resources, and the network of community libraries, but there was concern with the level of service being provided at the local level as well as the antiquated physical plant.

The County Librarian agreed to address the financial issues and recommended that CoLAPL and the City undertake a Needs Assessment which would determine the library service goals and enable CoLAPL to provide service more closely tailored to the community's needs. The goals were to identify community characteristics and assess community strengths, weaknesses and needs as well as library strengths, weaknesses and needs. The study would identify community-specific service goals for the Malibu Library including as it relates to the physical plant of the Malibu Community Library and the service goals. Service goals become the basis for resource allocation – staff, the

facility, acquisition budgets, and technology. The study was undertaken with the full support of County Supervisor Yaroslavsky and his staff. Library consultant, Linda Demmers, was engaged to work with the community, an Advisory Committee was appointed, and work began in earnest in February 2005.

The Needs Assessment process, which was designed for broad community involvement, included regular meetings of the Advisory Committee, a community survey, town hall meetings, stakeholder interviews, focus groups, site visits, facility and services analyses, and a comparative analysis of library service to similar jurisdictions. The goals of the original scope of work were exceeded and the survey response was overwhelming due to the hard work of Advisory Committee members.

The study includes an overview of demographics and trends, library services, schools and school libraries, and the results of extensive community input. The Advisory Committee met regularly with the library planning consultant providing valuable insight to the process. The service goals are the result of their vision for the Malibu Library.

Stakeholders represented a broad cross section of residents including City staff and elected officials, library staff, school personnel, parents, business people and loyal supporters of the library. Each of them brought with them a unique perspective on the strengths of Malibu; many of them echoing the General Plan's comment that Malibu is a "quiet small coastal town. A 'haven' for people who prefer a quiet small coastal town." One stakeholder noted it to be the closest most livable place near Los Angeles. Community strengths were noted to be the high level of volunteerism, generosity, natural beauty and open space, low crime, ability to overcome adversity and respect for diversity.

Community weaknesses were noted to be traffic, lack of public transportation, lack of activities for teens, movie theatre, lack of meeting facilities, isolation, and lack of available workforce. One interviewee commented that "there is nothing for young people to do...the library should be really important."

The many social and community service agencies in Malibu provide evidence of the generous spirit of the residents. The Friends of the Library provides generously to the library book budget each year. PTA organizations support the schools and school libraries. Dozens of other organizations support environmental causes, support art and cultural endeavors and provide service to the youth of Malibu.

All of the key demographic indicators for heavy library use are present – a highly educated population, a high percentage of residents over the age of 65, self-employed individuals, white collar workers with a long commute, and affluent residents with a high level of expectation of government services. The population of the area is growing more rapidly than most of the rest of L.A. County and the unincorporated areas are growing faster than the City. The household sizes are larger in the west end of the City, where the population is denser.

The demographic profile of the residents of Malibu, the geography, the social and civic services available to residents, the retail and commercial operations that also provide

service, and the information gathered from the Needs Assessment all indicate that Malibu fits the profile for a community that needs a great library.

At its final two meetings, the Advisory Committee tackled the job of refining the library's service goals and developing an implementation strategy. The committee processed a vast amount of data and reached consensus on a series of goals, objectives and activities. These goals have been developed into a series of immediate, short term and long term action items. Many of these are supported by CoLAPL's recently completed Strategic Plan which includes improved collection development procedures and development of "model" locations in various library sites.

In developing priorities and a schedule for improving library services, the Advisory Committee recognized that the timeline for planning a new library or a new library venture with Santa Monica Community College District, the Malibu Arts Foundation, or other organizations, could be many years long. They also recognized that the current library facility is a tremendous asset. With 12,000 square feet of available space and accompanying parking, the value of this space in equivalent new library construction dollars is well over 6 million dollars. A preliminary space plan indicates that with new shelving and interior reorganization, the current facility can comfortably accommodate the desired Homework Center, Children's Story Time Area, separate technology area for Children, and a Teen Area.

With the knowledge of the complications involved in developing a new project and a building "with good bones" readily available for renovation, the Advisory Committee envisioned a scenario with a much shorter timeline. While the immediate and short term activities recommend a renovation of the current facility, the Advisory Committee is clear that these must not preclude further investigation of service to the west end of town or investigation of the "dream library" which might be years away. While the community has additional needs for meeting spaces, technology centers, classrooms, art galleries and museums, the Advisory Committee did not want to delay the process and without a refurbishment, the current library cannot serve the program the community desires. The long range dreams are to remain on the front burner, but in the meantime, the committee has turned its immediate attention to the renovation of the current facility. Children grow up, teens move away, and for many accepting only the long term solution is not acceptable. A generation of children without a good library experience can be a generation of readers lost. The refurbishment of the current facility or "extreme makeover" as it has been called, is not an end in and of itself, but a means to provide library services.

The plan endorsed by the Advisory Committee hinges on a major renovation of the existing library, making the necessary modifications to the interior and the purchase of furniture and equipment to serve the library program as envisioned by the committee and CoLAPL as they begin to implement their strategic plan. There is tremendous momentum in the community to address these issues.

2. Introduction

In May 2004, the CoLAPL notified the City of Malibu that there was a continuing surplus of funds generated within the City of Malibu via property tax collections for operation of Malibu Community Library compared to the operating costs. In response to this news, the City Council concurred with the request of Council Member Conley Ulich to engage the County (including the staff from Supervisor Yaroslavsky office, the County Librarian and representatives from the office of the Chief Administrative Officer) in discussion about the historical financing of the Library as well as operational challenges.

In the summer of 2004, Malibu City Councilmembers, Pamela Conley Ulich and Sharon Barovsky, and City Manager, Katie Lichtig, began discussions with the County of Los Angeles Public Library (CoLAPL) regarding the level of library service being provided to the residents of Malibu and the perceived inequity in the dollars contributed versus the service received. City representatives were supportive of the benefits of county provided library service, which includes access to CoLAPL's vast collections, technical and professional expertise, technology resources, and the network of community libraries, but were concerned with the level of service being provided at the local level as well as the antiquated physical plant.

The Malibu Community Library has been plagued with staff turnover; the facility is in sore need of renovation; and collections have aged as funding for acquisition has decreased. Library collection acquisition has suffered since the mid-1990s when the ERAF shift took away Library Property tax dollars to fund State budget problems, and State PLF funds, which were used to purchase collections were drastically reduced. Collections have aged and annual acquisitions have declined as the Library has been forced to make choices and limit the number of purchases.

Margaret Donnellan Todd, the County Librarian, agreed to address the financial issues and recommended that the County Library and the City undertake a Library Needs Assessment. The study was undertaken with the full support of County Supervisor Yaroslavsky and the Third District. Library consultant, Linda Demmers, was engaged to work with the community, an Advisory Committee was appointed, and work began in earnest in February 2005.

The Needs Assessment would determine what the library service goals should be and enable the County Library to provide service more closely tailored to the community's needs. The goals of this study were to identify specific community characteristics and assess community strengths, weaknesses and needs as well as library strengths, weaknesses and needs. The study would then identify community-specific roles for the library and these would become the service goals for the Malibu Community Library. The service goals then become the basis for resource allocation – staff, the facility, acquisition budgets, and technology. Community characteristics ranging from age to lack of public transportation all provide valuable information in the planning of library services.

The results of this study include an overview of the community demographics and trends, library services, schools and school libraries, and the results of extensive community input. An Advisory Committee met regularly with the library planning consultant providing valuable insight to the process. The service goals are the result of their vision for the Malibu Library.

The final section of the Needs Assessment provides a preliminary action plan. The fine-tuning of this action plan, attaching cost figures and a timeline to activities, is the next step in moving the project forward. As evidenced during the past year, the will and the resources are present to provide the residents of Malibu with the library that they so fully deserve.

Planning Process

Methodology

The Malibu Library Needs Assessment process was planned for broad community involvement. In January of 2005, a steering committee of two City Councilmembers, the Los Angeles County Public Library (CoLAPL) County Librarian, the Malibu City Manager, and the library planning consultant devised a scope of work to involve the greatest number of community members possible. The work of the consultant would be guided by this steering committee. An Advisory Committee would meet on a regular basis to receive progress reports, assist in the community participation, and develop the library's service goals.

The process included regular meetings of the Advisory Committee, implementation of a community survey, town hall meetings, individual stakeholder interviews, focus groups, site visits, facility and services analyses, and a comparative analysis of library service to similar jurisdictions. In all cases, the goals in the original scope of work were exceeded – more individuals were interviewed, more focus groups were held, and the survey response was overwhelming due to the hard work of Advisory Committee members.

Members of the Advisory Committee are to be commended for their thoughtful and valuable participation in the Needs Assessment. Appendix I provides a list of committee members as well as other individuals who provided valuable assistance in the process. Following is a brief overview of the activities of the Needs Assessment.

Advisory Committee Meetings

January 24, 2005

March 7, 2005

May 23, 2005

June 6, 2005

June 27, 2005

Town Hall Meeting

February 1, 2005

City Council Presentations

January 24, 2005

June 27, 2005

August 8, 2005

Site Visits & Informal Meetings

Agoura Library

Business Roundtable (July 1, 2005)

County of Los Angeles Bookmobile (March 1, 2005)

Diesel Books (April 22, 2005)

Malibu Community Library PreSchool & Toddler Story time (March 1, 2005)

Malibu High School Library(April 22, 2005)

Malibu Senior Citizen Center (April 6, 2005)

Malibu Township Council (April 28, 2005)

One Book One City event (April 9, 2005)

Our Lady of Malibu (April 28, 2005)

Pt. Dume Marine Science Elementary School Library (April 15, 2005)

Pt. Dume Homeowners' Association Meeting (April 20, 2005)

Webster Elementary School Library (April 28, 2005)

Library Staff and Volunteers Focus Group

March 9, 2005

Library Staff Focus Group

March 16, 2005

College Emeritus Focus Group

April 7, 2005

Friends of the Library Focus Group

April 12, 2005

Malibu High School Students Focus Group

April 22, 2005

Malibu Township Council

April 28, 2005

Parents of Preschool and Elementary School Students Focus Group

May 5, 2005

Stakeholder Interviews (See Appendix I)

March 1, 2005 – April 28, 2005

3. Community Analysis

Community Background

Malibu is located in the northwest corner of Los Angeles County, occupying a 21-mile stretch of coastline. The City is 27 miles long and 16.9 square miles bordered by the Pacific Ocean and the Santa Monica Mountains. Neighboring communities include Topanga, Santa Monica, Calabasas, Pacific Palisades and Agoura Hills. An excellent history of the area from the time of its first residents, the Chumash Indians, through the founding of the Malibu Movie Colony and the Surfriders to the current day has been published by the Malibu Lagoon Museum and is available on the City website.

The City, which was incorporated on March 28, 1991, is a general law city and operates under the Council-Manager form of government. It is governed by a five member City Council comprised of residents elected at large for four-year terms. The City Councilmembers select one of their members to serve as Mayor and this office rotates among the members of Council at their yearly reorganization in April.

The duties of the City Council include appointing the City Manager, City Attorney, and members of City Boards and Commissions; adopting the annual budget; enacting legislation; and establishing policy for the city.

Malibu City Council 2004 - 2005	
Andy Stern	Mayor
Ken Kearsley	Mayor Pro Tempore
Pamela Conley Ulich	Councilmember
Sharon Barovsky	Councilmember
Jeff Jennings	Councilmember

The City's General Plan addresses the issue of open space and vacant land, seeking to protect the characteristics of a "beach and rural community." The guiding principles of the City include conservation, energy management, environmental protection, honoring and protecting cultural resources, and preserving and protecting Malibu's unique environment.

The City contracts with the Los Angeles County for services including fire and police protection and the County of Los Angeles Public Library provides library service to the residents. The public schools are operated by the Santa Monica Malibu Unified School District. Advanced and continuing education opportunities are available through the Santa Monica Community College District and Pepperdine University is located nearby.

The long narrow city is composed of neighborhoods including Point Dume, Zuma Canyon, Las Flores Canyon, Las Flores Mesa, Malibu West, Paradise Cove, Winding Way, Ramirez Canyon, Serra Retreat and Sycamore Park. These are separated by a great distance in many cases and residents at the west end are a great distance from city services including City Hall, Council Chambers, the Senior Center, and the Malibu Community Library.

Access into and out of the City is limited to the Pacific Coast Highway and several canyon roads including Kanan Dume Road, Topanga Canyon Road, and Malibu Canyon Road. Inclement weather frequently causes hazardous road conditions forcing the closure of one, several, or all of these access routes. The remote location is frequently noted as both a strength and a weakness. While protecting the area, it provides obstacles to easy access to other libraries, museums, movie theatres, and limits young people to the use of local resources. The community recently celebrated the opening of a bookstore after ten years without one, but unfortunately a fire destroyed the area's only movie theatre.

In 2000, the Los Angeles County Assessor reported that Malibu was the 7th fastest growing city in Los Angeles County with 9.4% growth over the previous year. Community growth is measured by new construction and sales or transfers in ownership of residential or commercial properties. The report noted that "the community of Malibu is one of the most desirable beach locations in all of Southern California. This is due in part to the area's unique ambience and blend of ocean-front and rural properties. Coupled with the resurgence in the economy, the market for upscale, high end single family homes has been strong this year."

The individuals interviewed as stakeholders were selected to represent a cross section of residents, City staff and elected officials, County library staff, school personnel, parents, business people and loyal supporters of the library. Each of them brought with them a unique perspective on the strengths of Malibu; many of them echoing the General Plan's comment that Malibu is a "quiet small coastal town. A 'haven' for people who prefer a quiet small coastal town." One stakeholder noted it to be the closest most livable place near Los Angeles. Community strengths were noted to be the high level of volunteerism, generosity, natural beauty and open space, low crime, ability to overcome adversity and respect for diversity.

Community weaknesses were noted to be traffic, lack of public transportation, lack of activities for teens, movie theatre, lack of meeting facilities, isolation, and lack of available workforce. One interviewee commented that "there is nothing for young people to do...the library should be really important."

Following sections provide more detailed information on the demographics of the City, growth and development trends, schools, libraries, and the services provided by the County of Los Angeles.

Community Service and Social Service Organizations

Malibu boasts many social service agencies including organizations such as the Lions Club, Rotary, Optimists, Kiwanis, Foundation for Family and Youth, and Meals on Wheels. Environmental organizations include Save Our Coast, Mountains Restoration Trust, Malibu Trails Association, Adopt-A-Beach, California Wildlife Center, Heal the Bay, and Malibu Coastal Vision. Cultural and historical organizations include the Malibu Art Association, Malibu Film Festival, Allied Artists, Surfrider Foundation, the Historical Society, Malibu Ballet and Performing Arts society, Women in Film, and Friends of the Malibu Library. Organizations sponsoring youth activities include the Boys and Girls Club, Boy Scouts, Girl Scouts, Malibu Little League, and the Palisades-Malibu YMCA.

The City's Parks and Recreation Department operates excellent recreational facilities including parks, pools, an equestrian center, and the Malibu Senior Center. The mission of the Parks and Recreation Department is "Creating community through people, parks & programs." Its goals include fostering cultural unity, protecting environmental resources, supporting economic development, and providing recreational experiences. Programs include after school basketball, tennis, surfing clinics, skate lessons and competitions, water aerobics, swimming lessons, adult classes, tiny tot activities, and a wide variety of classes and activities for senior citizens.

Active and generous PTA organizations support the schools and their mission. Parents of children in the public schools give generously of their time and money providing support for school libraries and other school activities. Families not only provide support to the school organizations, but children learn the value of community service through activities such as the recent fundraising activity "Team Tsunami" at Pt. Dume Marine Science Elementary School which "adopted" a village in North Thailand.

The Friends of the Library provide funding for children's collections, reference books, popular collections, and monthly programs. The "New Books" section of the Library is full with books labeled "Donated by the Friends of the Library." The Friends do not have a bookstore, but generate income through memberships and contributions, a small ongoing sale area in the lobby of the library, and their main event, the Annual Book Fair. In 2003, they contributed \$17,000 for library materials. The Friends of the Library is noted to be one of the major strengths of the current library.

Demographics

General characteristics

Census 2000 provides a wealth of information about the residents of Malibu. A summary is available on the City's website and in the Malibu Chamber of Commerce [2005 Business Directory and Community Guide](#). The following section provides a detailed look at specific demographic characteristics and compares them to Los Angeles County, California and the United States. Bold number indicates areas where Malibu characteristics significantly deviate from the other groups.

Demographic Profile: Age

	Malibu	L.A. County	California	United States
Under 5	4.5%	7.7%	7.3%	6.8%
5 to 9	5.9%	8.4%	8.0%	7.2%
10 to 14	6.1%	7.6%	7.6%	7.2%
15 to 19	4.9%	7.2%	7.2%	7.2%
20 to 24	6.2%	7.4%	7%	6.7%
25 to 34	9.6%	16.6%	15.4%	14.2%
35 to 44	16.8%	15.9%	16.2%	16%
45 to 54	19.5%	12.1%	12.8%	13.4%
55 to 59	7.2%	4.1%	4.3%	4.8%
60 to 64	5.4%	3.2%	3.4%	3.8%
65 to 74	7.9%	5.2%	5.6%	6.5%
75 to 84	5.1%	3.4%	3.8%	4.4%
85 +	1.0%	1.1%	1.3%	1.6%
Median Age	42.9	32	33.3	35.3

Source: Census 2000

Demographic Profile: Race

	Malibu	L.A. County	California	United States
White	94.4%	52.8%	63.4%	77.1%
African American	1.2%	10.5%	7.4%	12.9%
American Indian	.2%	1.5%	1.9%	1.5%
Asian	2.5%	13.1%	11.2%	4.2%
Hawaiian/ P.I	.1%	.5%	.7%	.3%
Other	2.6%	26.9%	19.4%	6.6%
Hispanic	5.5%	44.6%	32.4%	12.5%
Native born	85.6%	63.8%	73.8%	88.9%
Foreign born	14.4%	36.2%	26.2%	11.1%
Languages Spoken				
English Only	85.1%	45.9%	60.5%	82.1%
Other	14.9%	54.1%	39.5%	17.9%

Source: Census 2000

Educational Achievement

Education	Malibu	L.A. County	California	United States
Less than 9 th	.6%	16%	11%	8%
9 th to 12 th (No diploma)	3.5%	14%	12%	12%
High School Graduate (Or GED)	9.5%	19%	20%	29%
Some College (No Degree)	22.6%	20%	23%	21%
College Degree	37.1%	22%	24%	22%
Graduate or Professional Degree	26.7%	9%	10%	9%

Source: Census 2000

Population in Occupied Housing

	Malibu	L.A. County	California	United States
Owner Occupied	72.8%	50%	58%	69%
Renter Occupied	27.2%	50%	42%	31%

Source: Census 2000

Household Characteristics

	Malibu	L.A. County	California	United States
# of Households	5,137	3,133,774	11,502,870	105,480,101
Family Households	61.6%	68.2%	68.9%	68.1%
With Children under 18	27.1%	36.8%	35.8%	32.8%

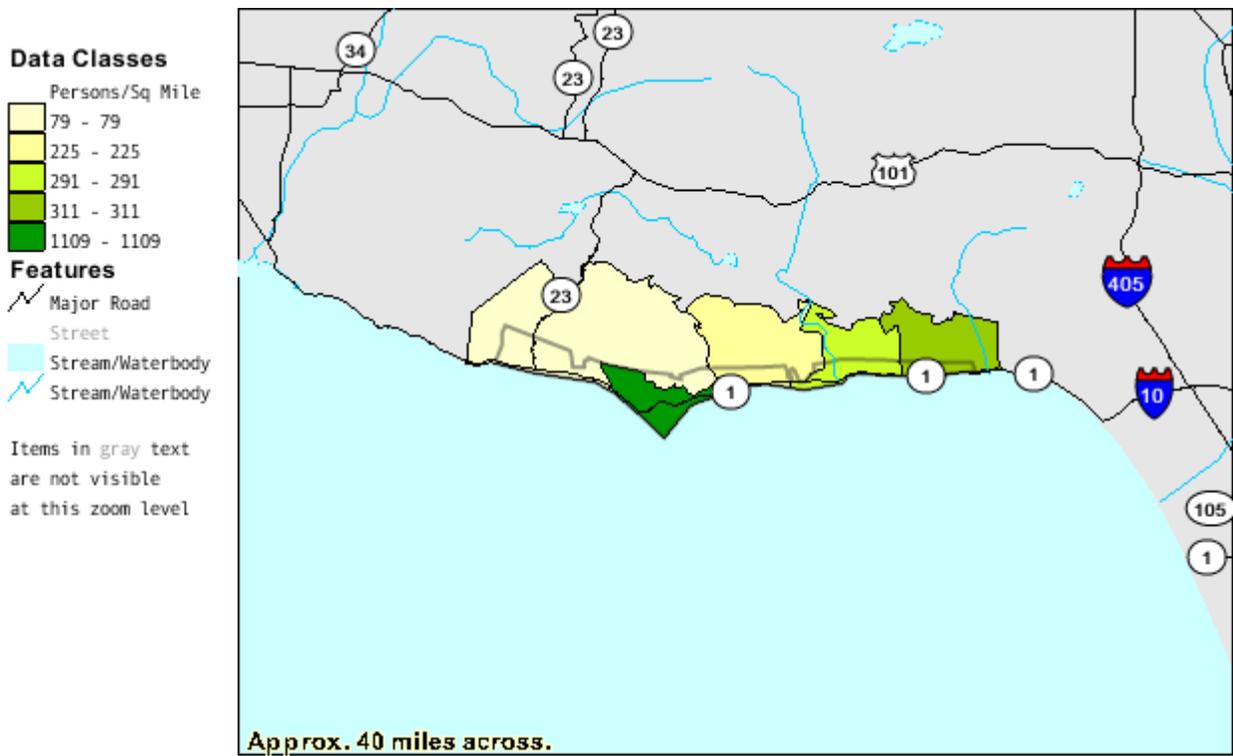
Source: Census 2000

Average Household Size

	Malibu	L.A. County	California	United States
Average	2.39	2.98	2.87	2.59

Source: Census 2000

The average household size varies from Census Tracts 8004.01, 8004.03, 8004.04 to 8005.01 and 8005.02. The 8004 tracts located at the Kanan Dume end of Malibu have 2.55 and 2.67 residents per household and the tracts located at the Las Flores end of Malibu at 2.17 and 2.18 residents per household. The population density illustrated below largely mirrors the household size and the location of newer residences and younger families with children.



Source: Census 2000.

Economic Indicators

Per Capita Income

Malibu	L.A. County	California	United States
\$74,336	\$20,683	\$22,711	\$21,587

Source: Census 2000

Population Below the Poverty Level

Area	Individuals
Malibu	7.6%
L.A. County	18%
California	14%
United States	12%

Source: Census 2000

Population by Occupation

	Malibu	L.A. County	California	United States
Management & Professional	57.6%	34%	36%	34%
Service Occupations	12.6%	15%	15%	15%
Sales and Office	22.3%	28%	27%	27%
Farming, Fishing, Forestry	0%	0%	1%	1%
Construction & Maintenance	3.8%	8%	8%	9%
Production, Transportation	3.7%	16%	13%	15%
Self-Employed	21.4%	8.6%	8.5%	6.6%

Source: Census 2000

Unemployment Rate

	Malibu	L.A. County	California	United States
June 2002	2.4%	7.0%	6.7%	5.8%
June 2003	2.6%	6.8%	6.7%	6.4%
June 2004	2.4%	6.9%	6.5%	

Source: California Employment Development Department

Median Property Value

	Malibu	L.A. County	California	United States
2004	\$1,697,000	\$395,000		
2003		\$315,000	\$352,780	\$163,000
Census 2000	\$1,000,000	\$209,300	\$211,500	\$21,587

Source: Los Angeles Times (DataQuick)¹

Growth and Trends

According to the California Department of Finance Malibu’s population in 2004 was 13,555² an increase of 7.7%³ from the Census 2000 reporting of 12,575 residents and an increase of 27% from the U.S. Census reporting of 10,479 in 1990. The Malibu Chamber of Commerce cites an annual population growth rate for the City of Malibu of 1.4%.⁴ The Southern California Association of Governments projects steady growth in the City with an estimated population of 17,000 by the year 2030⁵.

¹ www.dqnews.com/zipLAT2004

² Reported by the California State Department of Finance. Demographic Unit for January 2004.

³ Annual growth rate of 1.9%.

⁴ Malibu Chamber of Commerce. *2005 Business Directory and Community Guide*.

⁵ Population projections are estimates. Using the Chamber of Commerce annual figure of 1.4%, the population in 2020 will be 16,500; using the SCAG figure, the population will be 15,370.

SCAG City Projections

	Population	Households
2000	12,656	5,149
2005	13,471	5,311
2010	13,721	5,458
2015	14,546	5,798
2020	15,370	6,138
2025	16,196	6,478
2030	17,000	6,800

Source: SCAG. *City Projections*. 2004⁶

For both the periods 2000 to 2020 and 2000 to 2030, the percentage increase in the population exceeds the percentage increase in the number of households, indicating slightly larger households in the coming decades. The growth in population from 2000 to 2030 is estimated at 34% (32% in households) and the growth from 2000 to 2020 is estimated at 21% (19.2% in number of households.)

The population of the SCAG subregion, Las Virgenes Malibu Council of Governments Subregion (LVMCOG), is currently 83,000. SCAG projects that the (LVMCOG) will grow at 53% over the coming 30-year period, a rate significantly faster than Los Angeles County and most subregions of SCAG. The projected population increase is 43,000 people.⁷ The growth rate for the entire subregion, which includes a large unincorporated area, exceeds the annual growth rate projected for the incorporated areas.

GIS

CoLAPL worked with CIVIC Technologies, a geographic information systems (GIS) mapping and urban planning firm, to gather accurate current and projected population information for 2000 and 2020. They estimate the population of the Malibu Library Service Area (LSA)⁸ will grow by 50% to 25,439 in the year 2020 (currently at 16,947.)

Using the SCAG *City Projections* (See above) for Malibu residents at 15,370 in the year 2020, this would put more than 10,000 residents of the LSA or 40% of the library's service population outside of the incorporated City limits. Currently 3,500 members of the LSA population (or 20%) reside in the unincorporated areas served by the Malibu Community Library. In effect, while the population of the City is projected to grow by 18% in the coming 15 years from 13,471 residents to 15,370 (or 1.2% annually), the

⁶ www.scag.gov/forecast/downloads/2004GF.xls

⁷ Southern California Association of Governments. Community Development Division. 2004 Regional Transportation Plan/Growth Vision: Socio-Economic Forecast Report. June 2004.

⁸ CoLAPL divides Los Angeles County into Library Service Areas. The Malibu area includes both the City and adjacent unincorporated areas. See Map of Library Service Area in Appendix IV.

population of the remainder of the LSA is projected to grow from 3,500 to 10,000 residents or by 185% (12% annual growth rate.)

The Community Needs Assessment for the Topanga Library reported similar findings with SCAG projecting 117% growth in the same 20-year period. Anecdotal reportage by community representatives indicated that the growth will be primarily among families with children who are relocating from more urban areas.⁹

Demographic Summary

Residents of Malibu are older, better educated, more affluent and more likely to be native born than residents of the rest of Los Angeles County and California. The City has a higher percentage of residents in the over-65 year old age group, who are typically heavier library users than other age groups. The per capita income is high, as are property values, with a higher percentage of homeowners than in the rest of Los Angeles County, California, and the United States. Residents have a high level of expectation of government services. Nearly three times as many residents are self-employed as in the rest of the county, state, or country. Residents who are employed outside of the home typically have a long commute. The population of the area is growing more rapidly than most of the rest of Los Angeles County and the unincorporated areas are growing faster than the City. By 2020, estimates place 40% of the LSA in the unincorporated areas. The household sizes are larger in the west end of the City, where the population is denser.

All of the key demographic indicators for heavy library use are present – a highly educated population, a high percentage of residents over the age of 65, self-employed individuals, white collar workers with a long commute, and affluent residents with a high level of expectation of government services.

⁹ Kathryn Page Associates. Topanga Library Project: Community Needs Assessment. January 2004.

4. School Agencies

The children who reside in Malibu attend a variety of public and independent schools. The Santa Monica Malibu Unified School District operates three elementary schools and one middle/high school in Malibu. These are Juan Cabrillo, Webster Elementary School, Point Dume Marine Science Elementary School and Malibu High School. The independent schools that students attend include The Odyssey Program, Our Lady of Malibu (K – 8), Viewpoint School, Calmont School, Crossroads School for the Arts and Sciences, A+ Educational Center, Archer School, Colin McEwan High School, and Loyola High School. Preschools include Malibu United Methodist, Malibu Jewish Center School, Children’s Creative Workshop Preschool, Chabad of Malibu, Malibu Presbyterian, St. Aidan’s, UCLA Preschool, Waldorf and Wonder Years Family Preschool.

In 2000 there were 2,225 Malibu children enrolled in educational programs from preschool to high school. The school enrollment has increased steadily during the past ten years with Webster Elementary School increasing from 348 in 1991 to 436 in 2003. The total enrollment at the Santa Monica Malibu Unified Schools located in Malibu in 2003 was 2,346. The Pt. Dume Marine Science Elementary School was reopened after many years and Malibu High School now incorporates the middle school grades.

Profiles and Test Scores

Three of the four Santa Monica Malibu Unified schools ranked a 10 on the most recent Academic Performance Index¹⁰ (API Base.) The fourth, Juan Cabrillo, scored a high “9.” None of these schools has a numerically significant number of socio-economically disadvantaged students qualifying for free lunch or English Language learners. Malibu High has only 3 English Language Learners of the 1,104 student included in the 2002 API results. Pt. Dume Marine Science Elementary has 0. The Parent Education Level at all of these schools as reported on the API website shows a majority of parents with advanced degrees.

Schools and Libraries

The Santa Monica Malibu Unified School District schools, which serve the children of Malibu all have school libraries. At 46 volumes per student at Pt. Dume Marine Science Elementary and 34 volumes per student at Webster Elementary, the collections exceed the highest category in Information Power¹¹ and Los Angeles Unified School District

¹⁰ The API is the cornerstone of the California Department of Education’s School Accountability Act of 1999. www.api.cde.ca.gov.

¹¹ American Association of School Librarians. Information Power: Guidelines for School Library Media Programs. ALA, c1988, Information Power: Building Partnerships for Learning. 1998.

guidelines of 18 volumes per student. At 16 volumes per student, the Malibu High School Library is approximately 8 to 10,000 volumes short of being a “great” collection. The collections in support of Middle School are noted to be “weak.”¹²

Story time area at Webster Elementary



The elementary school libraries are cheerful, recently renovated, and include storytelling spaces. The high school library is well used, frequently filled to capacity, but in need of renovation. The high school library includes a large computer lab with 24 student workstations. The elementary schools all have excellent technology. Pt. Dume has a mobile technology lab and the librarian teaches computer classes to 3rd and 4th grade students. Webster Elementary has a 23 station computer lab adjacent to the library. The District’s school library catalogs are networked (smile.net.) None of the libraries have a certificated librarian.

Our Lady of Malibu does not have a school library, but each classroom has a well stocked resource center. There are two mini computer labs for 4th and 7th grade, and a 20 station computer lab. Because of its close proximity to the public library, this school has a well organized schedule of library class visits and orientations.

The school library technicians all report the tremendous generosity of families, both in volunteering their time and in providing funds for a robust book acquisition budget. The PTA provides the high school library with \$20,000 annually for books and databases.

Interviewees noted the need for partnership with the public library and the need for after school programs. The school day at Our Lady of Malibu ends at 2:45 p.m. and a Homework Club is available until 4:00 p.m. Webster Elementary operates a Homework Club from 3:00 p.m. to 4:00 p.m. with daily attendance ranging from 2 up to 15 children. The Boys and Girls Club also offers after school activities.

¹² An editorial in the Los Angeles Times on July 26, 2005 noted that recent national test scores showed a marked drop between the higher scores achieved in the 4th grade and those achieved by high school students focusing the issue on failed Middle Schools and pointing to this as a group that needs more “attention and more help.”

5. Current Library Services

County of Los Angeles Public Library

Residents of the City of Malibu are provided library service by the County of Los Angeles Public Library (CoLAPL). CoLAPL provides service to over 3,500,000 residents of 51 of the 88 incorporated cities in Los Angeles County and unincorporated areas. CoLAPL operates 84 Regional and Community libraries and 4 bookmobiles covering an area of 3,000 square miles. Library customers have access to over 8 million volumes, 953,000 square feet of public library space, 2,600 meeting room seats, 31 homework centers, 13,720 periodical subscriptions, and 1,005 public use technology stations. Of the six largest public libraries in the United States, CoLAPL is sixth in revenue and sixth in total expenditures, but first in number of branches and second in hours of operation.

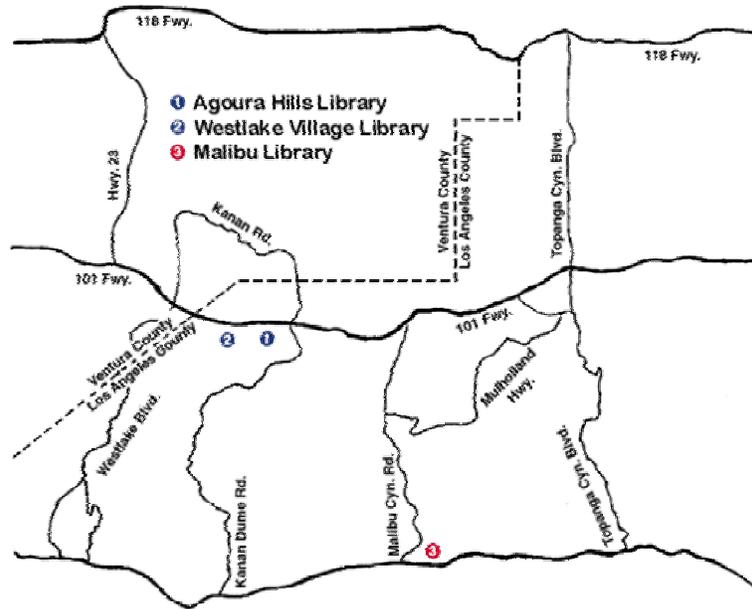
CoLAPL, which employs 1,182 library staff members, circulates 15 million items annually to over 2.2 million registered borrowers, and the staff answers over 10 million reference questions annually. Malibu library patrons have access to the vast County Library resources, technical and professional expertise, program specialists, electronic databases, and borrowing privileges at all CoLAPL community libraries.

Revenue for the County Library is generated through property tax collected at the local level. The CoLAPL budget has increased from \$63,454,995 in 1998-1999 to \$78,019,593 in 2002 – 2003 and to \$92,400,000 in 2003 – 2004. In spite of this increase, expenditures for books has decreased by 16.2% in the same time period and the number of titles and volumes added has decreased by 30.9% and 10.7% respectively. Library collection acquisition has suffered since the mid-1990s when the ERAF shift took away Library Property tax dollars to fund State budget problems, and State PLF funds, which were used to purchase collections were drastically reduced.

With a high percentage of the CoLAPL's annual budget assigned to personnel costs, salaries and benefits, recent increases in Workers' Compensations costs, pension contributions, and health care costs have continued to erode the funding available for materials acquisition.¹³ Existing dollars are stretched to cover collections, rising personnel costs, increased technology costs, and maintenance of aging facilities. CoLAPL's Strategic Plan addresses this issue and has set as a goal to increase the percentage of the annual budget allocated for collections from 5% to 8%.

¹³ This percentage is "typical" or low when compared to other county libraries. CoLAPL spends approximately 63% of its annual budget compared to 82% for Los Angeles City, 61% San Diego City, 60% San Diego County, 81% San Francisco Public, 80% San Jose Public, 71% Kern County, and 62.5% Contra Costa County Library.

Based on increased property values and taxes, the City of Malibu’s annual contribution from local property tax has increased steadily from \$829,599 in 1996 to \$1,411,400 in 2004. The annual contribution exceeds the net cost of service by approximately \$520,000 making the City of Malibu one of the few “net donors” to CoLAPL. Included in the annual cost of service are the building lease charges which have been determined by a proration of debt service costs arising from bonded debt to build the facility. The final payment on this debt service in 2005 will release an additional \$100,000 in annual contribution to further enhance library services.



The County Library operates three libraries in the Agoura/Westlake/Malibu area. In addition to these, the Las Virgenes Bookmobile provides service to residents of the area and Topanga is in the preliminary planning stages for construction of a public library facility.

The service areas for the jurisdictions have been clearly defined for the years 2000 and 2020, with the geography of the Malibu area unchanged in the future. (See Appendix IV.) CoLAPL projects that the population of the Malibu LSA will grow from 16,947 to over 25,000 by the year 2020. (See GIS above.)

CoLAPL has just completed a major planning effort resulting in the March 2004 Strategic Plan. Focus groups and stakeholders identified facilities and collections as the largest performance gaps. The top three ranked improvements required in the coming three years are more computers, improved book collections, and bigger and better facilities. Trends identified and goals defined for future include:

“The need for consistent quality standard of service and facilities, regardless of the size or the character of communities.”

“Provide seamless facilities, collections, and access across the network of libraries without imposing a formula of ‘one size fits all’ for every community served.”

“Core collections at every library will be based on community specific need.”

“Model library program – a state of the art facility (or portion of a facility) that will be used to test new ideas and programs prior to implementing them across the Department.”

“optimum use of available technologies including self-serve....”

As part of the strategic planning process, focus groups identified strengths of the current library that should be preserved in the future. Among these is the bond between library and customers – personal attention, safe place for seniors and children, volunteers, and centralized purchasing that accommodates local need.”

One of the characteristics which the Strategic Plan includes as a vision is:

“The Library will be a cultural hub in the community providing access to information resources of all kinds through various media and information technology, as well as a place for meetings, collaborative activities, and specialized education projects.”

Comparative Analysis

In the 1980s the Public Library Association, a branch of the American Library Association, abandoned its quantitative guidelines for measuring public library service. These were replaced with a process for in depth planning, which is reflected in the content of this Needs Assessment document. One currently available substitute for quantitatively measuring a library’s performance is the use of service benchmarks to compare a library to other libraries serving similar jurisdictions. These benchmarks are divided into Input Measures (what the library has and spends) and Output Measures (use data.)

As part of the Needs Assessment, the library consultant prepared an analysis comparing the Malibu Community Library to two benchmark groups – independent municipal libraries and County of Los Angeles Public Library branches. The jurisdictions selected for the benchmark study were chosen based on population size and demographic profile, including factors such as per capita income, education level of the population, and median age. The results of this study proved useful in assessing where library services need improvement.

For the purposes of per capita calculations, the population of the City of Malibu was used for comparison with independent municipal libraries, which use this figure for reporting to the California State Library (although many of these libraries additionally provide service to residents of neighboring cities and unincorporated areas.) The population of the LSA as defined by CoLAPL was used for comparison against other CoLAPL community libraries, since this is the figure used by CoLAPL for assessing service delivery. The population of the City of Malibu used for this study is 13,015; the population of the library service area is 16,947.

The cities used to create the benchmark profile for independent municipal libraries were Belvedere Tiburon, Mill Valley, and San Marino. The LSAs used to create the benchmark profile for CoLAPL community libraries were Agoura Hills, Claremont, Hermosa Beach, La Canada Flintridge, Manhattan Beach, West Hollywood, and Westlake Village.

Benchmark Study: Independent Municipal Libraries 2003

	Malibu	Benchmark
Borrowers per capita	.85	1.11
Square Feet per capita	.92	1.40
Square Miles per Outlet	19.6	4.0
Volumes per capita	7.92	6.64
Periodical subscriptions	43	300
F.T.E. Librarians	3	6.57
Annual Hours	2,500	2,867
Circulation per capita	8.8	16.58
Circulation per borrower	10.3	15.62
Children's programs (annual)	106	252
Attendance per capita	8	15
Circulation per hour	46	82
Turnover rate (Total circulation/# volumes held)	1.1	2.53
Annual expenditure per capita	\$74.40	\$76.82
Materials expenditure per capita	\$3.49	\$11.79
Local income per capita	\$108.44	\$69.35
Local income	\$1,411,400	\$873,959

Source: California State Library Annual Data Report 2002 - 2003

Benchmark Study: CoLAPL Community Libraries

	Malibu	Benchmark
Borrowers per capita	.66	.91
Square Feet per capita	.71	.59
Volumes per capita	6.08	4.88
Periodical subscriptions	43	113
F.T.E. Librarians	3	3
Annual Hours	2,345	2,500
Circulation per capita	7.32	6.76
Circulation per borrower	10.3	8.88
Children's programs (annual)	106	158
Attendance per capita	6.3	6.2
Circulation per hour	46	84
Turnover rate (Total circulation/# volumes held)	1.1	1.7
Annual expenditure per capita	\$57.13	\$40.60
Materials expenditure per capita	\$2.68	\$2.36
Local income per capita Based on Malibu population	\$108.44	\$39.00
Local income	\$1,411,400	\$913,077

Source: County of Los Angeles Public Library

Comparative Analysis Summary

With one exception, the Malibu Community Library ranked lower than the independent municipal libraries in all input and output measures. With a smaller facility and fewer staff, fewer programs offered, and a significantly lower annual book budget allocation, the output measures of circulation, attendance, and the number of borrowers were also all substantially lower. The single input measure which exceeded the benchmark group was number of volumes held, and this figure belies the quality of the holdings as noted in the following section on *Library Collections*. The low turnover rate of 1.1 uses per item vs. 2.53 for the benchmark group indicates a collection which is either dated or poorly matched for the needs of the community.¹⁴ Worth noting in this study is that the benchmark facility serves an area of four square miles (typical for most of California), while the Malibu Community Library serves a 16.9 square mile area.

¹⁴ Turnover rate is the number of total annual circulations divided by the library's total holdings. This output measure is used to evaluate the appropriateness of a collection to serve a community's needs.

Malibu Community Library

Facility

The Malibu Library was designed in 1963 to and opened its doors in 1970. It is located in the Malibu Civic Center complex and shares a large parking area with a Los Angeles County courthouse and a jobs center. Tucked away off of the main thoroughfare, there is no sign noting the library's location readily visible from the Pacific Coast Highway.

The total area dedicated to public library space includes approximately 8,000 square feet of open plan stack and reader space, 840 square feet of community room space, 2,060 square feet of "back of house" support space, and approximately 1,100 square feet of non-assignable circulation space,¹⁵ for a total of roughly 12,000 square feet of space in support of the library program. The facility also includes a small bookmobile staging area (200 square feet) and the bookmobile garage (1,100 square feet) which was designed to hold three vehicles. Currently one-third of the garage is used as a donation sorting area by the Friends of the Malibu Library.

The library's largely open floor plan is essentially unchanged in the past 40 years. The Malibu Community Library houses circulating and reference collections, the Arkel Erb Mountaineering Collection, the highly rated Sean Matthews Story time Collection, the Peter A. Horn Senior Citizen Collection, a small Friends of the Library book sale collection, and a modest selection of current periodical subscriptions. The stacks are full beyond capacity, with 78,000 book volumes¹⁶ occupying shelving designed for approximately 60,000 volumes. The juvenile and adult video sections are at least 30% full beyond capacity. There is no room to add books on cassette or books on CD, large print titles, young adult, easy books, paperbacks or juvenile non-fiction.



Shelving full beyond capacity

¹⁵ Non-assignable space includes lobbies, corridors, rest rooms, unassigned storage, shafts and ducts, and the thickness of walls.

¹⁶ On shelf volumes as differentiated from owned volumes; i.e., those not in circulation, but occupying shelf space.

In some cases collections are shelved inappropriately high; e.g., picture books and easy readers should be shelved three shelves high, but they are currently shelved four shelves high. In other cases, there is inefficiency in the use of available floor space. Most of the circulating collections occupy bookstacks that are six shelves high, where the current standard of seven shelves per unit would increase the capacity by 15%. In other collections such as reference, low units at two shelves high reduce the capacity by 2/3.

The library houses eight public use technology stations and 88 reader seats in various configurations including lounge seats, index tables, carrels, and tables for four. The furniture does little to enhance the user's experience – there are no locations to plug in a laptop or comfy chairs for parents and children to enjoy a good read together.

A community meeting room, with a capacity of approximately 50, hosts groups such as yoga classes, Santa Monica Emeritus College, Malibu Art Association, Woman's History Speaker Series, Malibu 2020 and Friends of the Library. The room does not provide audio-visual support and is in dire need of renovation.



Community Room during Story Time

The staff back of house areas are crowded and filled with mismatched furniture.

The library facility is marginally disabled accessible. The circulation desk is not wheel chair accessible, the entrance door is too heavy, and the rest rooms are not accessible. Stack aisle are in compliance, but current periodicals are not.



Circulation Desk and Entrance Area

In general, the facility suffers from dated décor, long deferred maintenance, overcrowded conditions with too much floor space devoted to bookstacks, poor acoustical control, poor lighting, and a mechanical system that is near the end of its useful life.

Collections

The primary measure of a library's ability to serve its community is its collections. Historically, the classic matrix of determining user satisfaction has been the number of volumes available x hours of operation; that is, the size of the holdings multiplied by the hours of availability. With 24 hour access to the Internet, this has become less of a factor in assessing customer satisfaction and with quick access to the County Library's 8,000,000 volumes; one could argue that the possibilities for access are limitless. Regardless of the depth of the County's collections and the information rich Internet, locally held collections are still of primary importance to library patrons who want the book or information they are seeking in the shortest time possible. Spawned partially by the rapid speed with which the Internet delivers information, libraries are facing patrons with "escalating expectations" and the primary cause of user frustration is long waits for a current best seller or the unavailability of a desired title.

The local holdings of the Malibu Community, at 6.08 volumes per capita exceed the benchmark averages for most other CoLAPL community libraries¹⁷ and for many independent municipal libraries. However, the low turnover rate and low circulation rate indicate that the collection is either poorly matched to the local community or outdated, a situation which has been caused by decreased collection dollars¹⁸. A study of the collections reveals both of these assumptions to be correct.

A random shelf check of the non-fiction collections revealed a dated collection in the areas of science, medicine, health related topics, current topics and social issues.¹⁹

Call Numbers	Median Date	% older than 10 years
612-612.63	1988	82%
613.69-613.7	1996	50%
551.22 – 551.55	1986	70%
333.95-336.24	1993	50%
305.231-305.244	1996	41%
152.4 -	1988	81%
031 -	1992	55%

The circulating non-fiction collections, which number approximately 25,000 volumes, circulate less than 16,000 items annually, for a turnover rate of .6. Other collections, such as adult fiction have a higher circulation rate with the most circulated items being videos, audio books, and children's easy books.

¹⁷ The Malibu Library ranks ninth of all community libraries in volumes held per capita.

¹⁸ In the 1990s public library budgets were cut when the ERAF shift moved funds to the State budget and State PLF funds which were used to purchase books were reduced drastically.

¹⁹ Up to 39 titles in each call number range were checked.

An investigation of the library's holdings of bestsellers (*New York Times*) for the past five years²⁰ revealed that while the library owns at least of 80% of fiction titles, the average for non-fiction bestsellers is approximately 55%. The library owns less than 20% of the American Book Award winners for the past two years and 50% of the National Book Award winners for the past two years. The children's collection contains a good representation of the Newbery Award winners (82%) and the Caldecott Award winners (89 %.)

As noted by several stakeholders, the collections contain a high percentage of paperbacks (approximately 15%), multiple copies of several titles with over 20 copies of previous "One Book, One City" titles, and shelf-sitters such as 16 shelves of telephone books which could easily be weeded from the collection. As noted above, the shelves are overcrowded in most areas and the library can ill afford to house these shelf-sitters.

In its Strategic Plan, CoLAPL addresses the issue of collection development. CoLAPL has hired a national expert to examine collection development and is implementing a change in how collections are selected based on performance analysis to ensure better collections. Action steps include the following:

- A.4.14. Annually reassess the circulation and turnover of the collection.
- A.4.16. Define how libraries can customize their collections for their community.
- A.4.17. Identify core collections for centralized purchasing and identify other savings to allow the collections budget to grow from 5% to 8% of the total budget over the course of the next three years.

Programs

The Malibu Library offers story time programs for two age levels, a summer reading program for all children and class visits. The community room is used for other programs, including the well received Women's Speaker Series and One Book One City programs. The main entrance is used as an exhibition gallery, with art for purchase, by the Art Society. There is currently no programming for teens and the adult program is provided by other organizations.

Staffing

The number of staff assigned to and budgeted for the Malibu Community Library is adequate to offer a quality community library program (See *Comparative Analysis*) and they are rated highly by stakeholders and survey respondents. However, located in an area with high property values, high rental costs, and a long drive from more affordable housing, CoLAPL has had a difficult time attracting and keeping employees at this location at every level from the Library Aides to the Community Library Manager. The

²⁰ Holdings were verified for the *New York Times Bestseller List* for the first issue of January and June every year from January 2001 through January 2005.

current annual budget provides funding for three full time Librarians, one full time Library Assistant, seven Library Aides and five Library pages. The number of Librarians and the Library Assistant have remained consistent, but the number of Library Aides has fallen to as low as one recently. The “trickle down” effect of this shortage is that the Library Assistant has to perform the Aides’ responsibilities and the Librarians have to fill in to keep things running. This coupled with higher than average staff turnover has left little time for projects including weeding, community outreach, public relations, or more extensive coordination with the local schools.

Las Virgenes Bookmobile

The Las Virgenes Bookmobile is garaged at the Malibu Community Library and its service is staged from a small area of the library workroom. The bookmobile collection of approximately 5,000 books, 23 periodical subscriptions, and 2,500 audio-visual items is also housed at the Malibu Community Library. Although not officially assigned to the Malibu LSA nor funded with City of Malibu local income, the bookmobile makes a weekly “courtesy” stop at the Point Dume Plaza located at 29211 West Heathercliff Road providing one day of library service to residents of the Point Dume area.

The capacity of the bookmobile is 1,500 volumes and the items are handpicked to stock the bookmobile daily. Residents of Malibu make good use of the bookmobile, praising its valuable service to residents of the West End of Malibu. The bookmobile staff is known for high quality customer service marked by personal relationships and the customized service its staff provides.

The annual circulation of the bookmobile at 70,893 produces a turnover rate of 10 (per item use), which far exceeds the CoLAPL average of 1.5 and the Malibu Community Library annual rate of 1.1. This provides further evidence of the value of a well-selected collection offered with *customized* personal service.

Usage

Current use of the Malibu Community Library is low relative to other community libraries and independent municipal libraries serving similar communities particularly with the demographics pointing toward a community likely to be heavy library users. As noted above and in the community survey, focus group, and stakeholder comments, many residents note that the library’s collections do not meet their needs. Others note that the facility deters their use. Other factors which contribute to this low use include the following:

Remote location. Malibu is a long drive from all of its neighboring communities. Libraries in other jurisdictions enjoy “overflow” use and frequently have more registered borrowers than residents. (See *Borrowers per Capita* in Comparative Analysis.)

Geography. The length of the City, particularly the distance from the high school, two of the elementary schools, and the densest residential areas of the City, make a “quick trip to the library” difficult.

Transportation. Lack of public transportation is a problem particularly for students who might normally use the library after school. (See *Geography* above.)

Visibility. The library building is not well signed or lighted and easily missed.

Public Relations. The library and its services have been poorly publicized in the community. Many residents are confused about what services are available to them. (See *College Emeritus Focus Group*.)

Staff Turnover. Regular library use is frequently associated with staff relationships with the community and with the perception of personalized service. (See *Las Virgenes Bookmobile* above.) In another community library, for example, the librarian “tucks away” new Russian titles or murder mysteries for patrons, clips old newspapers for articles of interest to the community and is a well known face at local area restaurants and shops. The high staff turnover at the Malibu Library coupled with the inability to find personnel who live in the area have made these ongoing relationships difficult to establish.

CoLAPL Facility Planning Standards

As part of its Long Range Planning process, CoLAPL has established minimum guidelines for planning new facilities. These include the following:

- .5 square feet per capita
- 2.5 to 2.75 volumes per capita
- 5 reader seats per 1,000 service population
- 1 terminal per 1,000
- 1 Homework Center
- 1 Story Time Room
- 1 Group Study Room

Using these to assess the current facility, the Malibu Library building is “right sized” by these guidelines, but with a disproportionate amount of space used to house collections. The current facility is short on public use terminals by 50%, lacking a Homework Center, lacking a Story Time Room, and lacking a Group Study Room.

	Current	Current Per capita	2000 by Guidelines (16,947)	2020 by Guidelines (25,439)
Sq. Feet per Cap	12,000	.71	8,599	12,700
Volumes per cap	103,000	6.08	45,000	68,750
Seats per cap	88	5.3	85	125
Terminals per 1,000	8	.5	17	25
Group Study Room	No	No	1	1
Homework Center	No	No	1	1
Story Time Room	No	No	1	1



Snapshots of the Malibu Community Library



6. Analysis of Community Characteristics

The demographic profile of the residents of Malibu, the geography, the social and civic services available to residents, the retail and commercial operations that also provide service, and the information gathered from the Needs Assessment all indicate that Malibu fits the profile for a community that needs a great library:

- Residents perceive the City to be a small town (with a rural atmosphere) and a good library as a family destination is one of the hallmarks of a small town.
- As a long narrow City with no “town center”, the library can provide a community focal point.
- A library can serve as a community cultural center providing a venue for art, cultural and educational events. Malibu has many residents in the creative and performing arts who could participate in these programs.
- The library can sponsor programs and forums on environmental topics, health topics, and social issues, all of which are of concern to residents of Malibu.
- Malibu is an area rich in local history. The library can serve as a location to display and share historical artifacts and information.
- The city is geographically isolated from neighboring cities so residents have few other options for filling their informational and recreational needs.
- The city did not have a bookstore for ten years.
- The population is highly educated and a recent Dun and Bradstreet Household Report indicated that residents of Malibu are in the top four cities in Los Angeles County for dollars spent annually on reading materials.
- The city briefly had a movie theatre, which has been closed after a recent fire.
- Residents have a long commute and many enjoy listening to audio books.
- Malibu has a high percentage of self-employed individuals. Typically this is a group that uses a library as a resource.
- There are few recreational opportunities for young people that do not involve outdoor activities. There is no “mall” which in many communities serves as a gathering place for youth.

- The schools have after school programs, but these end at 4:00 p.m. The schools are excellent and parents have high expectations for their children. The elementary school libraries are excellent; the high school library is good. The school libraries need to be supplemented by the public library, particularly collections in support of middle school curriculum.
- Teenagers' love for reading is at an all time low. Teen programs including book clubs, poetry groups, and other activities, such as reading to children, can help to rejuvenate a love of reading.
- Malibu has a high percentage of Senior Citizens, a group typically known for heavier library use.
- There are many social service agencies in the city which need a place to meet.
- Malibu is a community that pitches in. There are volunteer opportunities in the library available for residents from teens to Senior Citizens to work for the library, help with summer reading programs, read to children, assist the Friends with their book sale, process gift books, help with public relations, organize adult programs, and work with youth in a homework center.

7. Library Service Needs and Implementation

In order to define what the community's specific library needs are, the needs assessment process involved broad community participation. This participation included a community survey, stakeholder interviews, focus groups, town meetings, and several meetings of the Advisory Group. The results of this community participation follow.

Community Participation

Community Survey

The Advisory Committee approved the draft of a written survey at its kick off meeting. While neither random nor scientific in nature, the survey was designed to be a cost effective method of gathering input from the community while also serving as a community awareness tool for the needs assessment study. The survey contained questions about current library use patterns, desired improvements, and an opportunity to rank current library services. A copy of the tabulated results is included in Appendix III.

Copies of the survey were made available at the Malibu Community Library, Malibu City Hall, the Malibu Senior Center, the Las Virgenes bookmobile, and at Malibu City Council meetings. The survey was distributed at focus group meetings, library programs and events, citywide events, via the City of Malibu website and the City of Malibu Parks and Recreation Quarterly newsletter. In addition, members of the Advisory Committee served as ambassadors of the project and distributed copies of the survey to local schools, churches, and service organizations. A partial list of participants and venues follows:

- Children's Creative Workshop
- City of Malibu City Council meetings
- City of Malibu City Hall Lobby Information Area
- City of Malibu Parks and Recreation Quarterly Newsletter
- City of Malibu Senior Center
- City of Malibu website
- City of Malibu Youth Commission
- County of Los Angeles Public Library Bookmobile
- Friends of the Malibu Library Speaker Series
- Juan Cabrillo Elementary School PTA
- Kiwanis Club
- Library Needs Assessment Town Hall Meeting
- Lion's Club
- Malibu Association of Realtors via e-mail
- Malibu Community Library
- Malibu Community Library Story Time
- Malibu Methodist Nursery School

- Malibu Presbyterian
- Malibu Township Council
- Malibu Women's Club
- Optimist's Club of Malibu
- Our Lady of Malibu Elementary School
- Pt. Dume Marine Science Elementary School
- Pt. Dume Homeowners' Association
- Rotary Club
- St. Aidan's Preschool
- Surfrider Foundation
- Webster Elementary School
- Youth in Government Meeting

The survey received 350 valid responses during the ten weeks that it was distributed. In general the respondents reflected the demographics of Malibu residents with a higher percentage of female respondents than the general population, a slightly older median age (45 vs. 42.9), a higher percentage of households with children under the age of 18 (56% vs. 25.3%), and a higher level of educational achievement (82% vs. 59.4% with a Bachelor's degree or higher.) The demographics at the high and low end of the age range, which typically represent higher library use were well represented in the survey with 16% of respondents over the age of 65, compared to 14% of the general population, and 11% of the respondents between the ages of 10 and 18, compared to 11% of the general population.

Summary profile of survey respondents

- Female: 75%
- Male: 25%
- Median age of respondents: 45
- College degree: 40%
- Graduate degree: 42%
- Residents of the City of Malibu: 79%
- Average length of residence in City: 18 years
- With children living at home: 56%
- Number of children represented: 309
- Median age of children: 7
- Children represent 21 schools and preschools
- Speak English only in the home: 76%
- Average length of daily commute: 32 minutes
- Internet access at home: 94%
- Internet Access at work: 92%

Summary of current use data

- Have a current library card: 91%
- Use the library daily: 2%
- Use the library weekly: 36%
- Use the library monthly: 51%
- Never use the library: 11%

Summary of reasons cited for non-use of the library

- (1) Use Internet
- (2) Buy Books
- (3) Library is too crowded
- (4) Use another library
- (5) Doesn't have information needed

The survey results mirrored the comments shared by the advisory committee members, stakeholders and focus group attendees, who also ranked the location and the staff significantly higher than the materials, facility, and programs. The lowest ratings were assigned to the facility at 2.3 (of 4.0) and programs with 2.34 (of 4.0).

	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>	<u>Don't Know</u>	<u>Average</u>	<u>% Good & Excellent</u>
Location	5	31	125	143	5	3.33	87%
Staff	16	65	118	100	9	3.01	71%
Parking	22	71	122	89	4	2.92	69%
Hours	11	91	156	41	12	2.76	63%
Materials	42	126	101	27	7	2.39	42%
Programs	42	123	71	28	33	2.34	33%
Facility	70	107	92	33	6	2.30	41%

Ranking of current services

Ranked as likely to improve user satisfaction significantly by respondents

- (1) Popular materials (57%)
- (2) Ambiance (55%)
- (3) Larger library (54%)
- (4) Art, music or cultural programs (53%)
- (5) Audio-visual collections (52%)

Ranked as likely to improve user satisfaction somewhat or significantly

- (1) Popular materials (85%)
- (2) Wider range of subjects (84%)
- (3) Audio-visual collections (83%)
- (4) Ambiance (83%)
- (5) Larger library (83%)

Ranked as likely to improve user satisfaction somewhat or significantly by respondents with children at home

- (1) Coordination with the schools (87%)
- (2) Children's materials (87%)
- (3) Children's programs (86%)
- (4) Homework center (86%)
- (5) Children's staff (85%)

Ranked as least likely to improve user satisfaction with current library services

- (1) Legal materials
- (2) Business materials
- (3) Parking (tied with #4)
- (4) Coffee (tied with #3)
- (5) Increased staff

In addition to the tabulated data, the survey reaped over 300 written comments on topics including collections, parking, the facility, staff, hours, technology, service to children and the bookmobile. The majority of the comments focused on the facility (75), general topics (61), and collections (49).

Respondents requested specific collections, with particular emphasis on magazines and audio-visual materials. Comments included:

“The periodical section is deplorable. The first thing to fix is the availability + selection of all leading periodicals and magazines”

“Please get audio books on CD – Many cars don't even have cassettes any more.”

”Please improve fiction collection, including classics and modern literature”

“I would like to see more literature and nonfiction for adults.”

“Children's resources and materials are great – but difficult to find books for older children's / teenagers' reports and other research projects”

“I would like to see more current bestsellers and the NY Times Book Review top-rated books”

Comments about the facility noted the need for improvement to lighting, heating, and acoustical issues; deferred maintenance and custodial issues; lack of décor/style and comfortable furniture; disabled access issues; the condition of the community room; and the need for a separate area for children and for technology.

“We want a clean enjoyable updated library. We want to remodel the library w/ new furniture, new design and floor plan. We have a wall of

windows which could be beautifully ensconced with a reading area. We have the space already – we just need to remodel!!”

“It would be great if there were more definable obvious “sections” to the library. It’s just one huge open room – everything looks the same. Also, if anyone talks or whispers you can hear it across the room. It isn’t quiet enough. I don’t like the computers out in the middle/front of the library. Would prefer some privacy. They should be moved to the side or against a wall, angled for privacy. There should be more DVDs. The whole building is horribly outdated. It’s an embarrassment to Malibu. Hope funds/resources can be found to update this important facility which we all cherish and need so desperately.”

“Separate area for children and their tutors, away from adults reading area.”

“No comfy chairs to read to kids”

“I use the library only for my small children who love to come and pick out books. I believe our library has a very good selection of children's books. However, I remember my childhood library as a bright, colorful happy place where I loved to spend hours at a time. I would like to see the décor at Malibu be a little brighter, cleaner, and more updated.”

“The current library facility is so dreary that we prefer not to spend much time there. The "community room" is too small and lacks atmosphere and necessary equipment. If the facility were upgraded and enlarged, we would use it much more.”

General comments included praise of the library and its staff, ideas for motivating use by teens and families, need for updating collections and the facility, value of a good library to a community, criticism of fines and other policies, need for a community center, need for better public relations, transportation issues and the need for a Pt. Dume Library.

“Please see the new Agoura Library and use it as an inspiration! I love going there!”

“The Malibu Library is a 10 as far as your excellent staff and convenient location. My only regret is your lack of current best sellers & the fairly long wait to order them, but I'm not complaining – the library is great.”

“We really appreciate having a public library in Malibu and want you all to keep up the good work.”

“Just visit other libraries and compare to Malibu, the differences are obvious.”

“I love our library but I think it could be updated and reorganized to be wonderful!”

Other comments on staff, hours, and programs included the following:

“More teen (high school) related activities and material. Some "hot" topics with speakers just for their age group... such as birth control issues, sex/drugs/alcohol/cigarette smoking, divorce, etc. OPEN FORUMS.”

“Expand or coordinate services with local high school.”

“An afternoon monthly parent-kid reading club by age groups would be great – having Pepperdine tutors available for homework help after school – Webster has this but it would be great if the library did it too.”

“It would be helpful to offer tours of the library to acquaint us as to all of your services – and locations of special collections, availability of reference materials, etc. (I didn't know until recently that there is a special section for newly acquired books)...”

“Staff is wonderful. Always helpful, knowledgeable”

Advisory Committee

At its kick off meeting, the Advisory Committee identified the following strengths of the Malibu Library:

- Mountaineering Collection
- Picture Book Collection
- Children’s Programs

And the following weaknesses:

- Need separate children’s area
- Public relations
- Adult programs
- Technology
- Facility

Stakeholders

The strengths of the library most commonly identified by interviewees are:

- County library collections
- Children’s programs
- Friends of the Library
- Picture book collection
- Public Service

The most common cited weakness of the library are:

- Public relations
- Adult programs
- Staff longevity
- Responsiveness to the City
- Facility
- Furniture
- Homeless
- Collections
- Technology
- School Collaboration
- Service to Pt. Dume residents

Focus Groups

Each of the focus groups shared a different perspective on library strengths and weakness. Below is a brief listing of recommended improvements from each group.

Senior Citizens

The College Emeritus group described some confusion on current library policies and services, including the ability to request materials by interlibrary loan. They all agreed that the library needed better public relations and staff orientation, feeling that they had been given misinformation in some cases. In addition they recommend expanding the collections, improving the meeting room, more book displays and recommended reading sections, more current materials, new furniture and improved ambiance.

Library Staff

The library staff unanimously supported improved technology including separate computers for the children’s area, improved copy machine, and better printers. They also included expanded shelving capacity and a larger collection budget. They felt the periodical collection should be expanded. Facility related issues including better indoor and outdoor lighting and a general “facelift” for the facility were discussed as well as the need for additional staff.

Friends of the Library

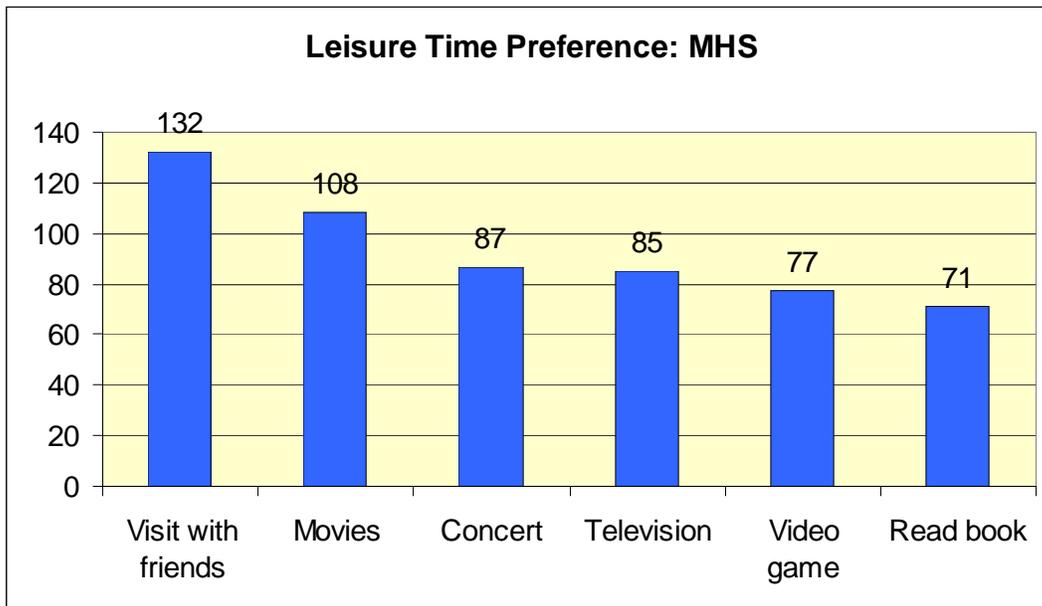
The Friends of the Library felt that the library needed expanded adult and children's reference materials and more funds for current collections. They also noted the staff shortage and felt that a critical position would be a cultural events liaison and someone to focus on public relations. They would prefer the library have a separate children's area and that the entire library be renovated.

Parents

The Parents Focus Group noted the need for additional children's programming, more after school activities, support for school research and coordination with the schools. They would prefer to have separate computers for the children's area, more collections, particularly upper grade level materials, technology instruction workshops for families, and age appropriate reference materials. This group felt that the library needed stronger public relations and that the facility needs a major renovation.

Malibu High School Students

Malibu High School Students participated in an activity to design the ideal homework center and were asked to rank leisure time activities. The group ranked reading as their least favorite leisure activity and provided insight into what would make a great study space.





“A homework center should be comfortable like having couches and the choice of listening to music. It should be a place where help can be given if it is needed.”

The Advisory Committee’s representative from the Youth Commission shared these suggestions from the Youth Commission:

- 1) Homework area for youth and kids
- 2) Music CDs available for check out
- 3) Librarian coordinate/contact local schools to get a list of the required reading, suggested reading, and research books so students can access those at the library.

Another member of the Advisory Committee echoed those comments with the following:

“Please include in the plan a section of the library which is for young students – preteens to teens are often neglected. This age group expressed its wishes for some young people’s collections and a homework section that is NOT for young children only. 5th grade and middle school teachers need to be involved with good selections and a small area which attracts students to the Library when they cannot drive and need to study/relax. Malibu does not have a lot of options for this vulnerable age group.”

Role Setting

Members of the Advisory Committee, Friends of the Library, and the Malibu Community Library staff participated in the Public Library Association role setting activity. The activity, based on the premise that no library can provide all services with excellence, asks participants to rank 12 possible roles for a public library on a scale of one to ten. These results would be used to inform the committee as it sets goals for the Malibu Community Library and sets priorities for allocation of funds, personnel, and other resources.

The 12 roles to select from were:

- Preschoolers' Door to Learning
- Young Adult Center/Homework Center
- Special Collections/Archives
- Reference Library
- Research Center
- Technology Center/Gateway to digital resources
- Business Information Center
- Community Activities Center
- Community Information Center
- Formal Education Support Center
- Independent Learning Center
- Popular Materials Library

The Friends of the Library ranked the roles in the following order of importance:

- (1) Popular Materials
- (2) Reference
- (3) Preschool/Children's Programs
- (4) Community Activities
- (5) Independent Learning Center

The Malibu Community Library staff ranked the roles in the following order of importance:

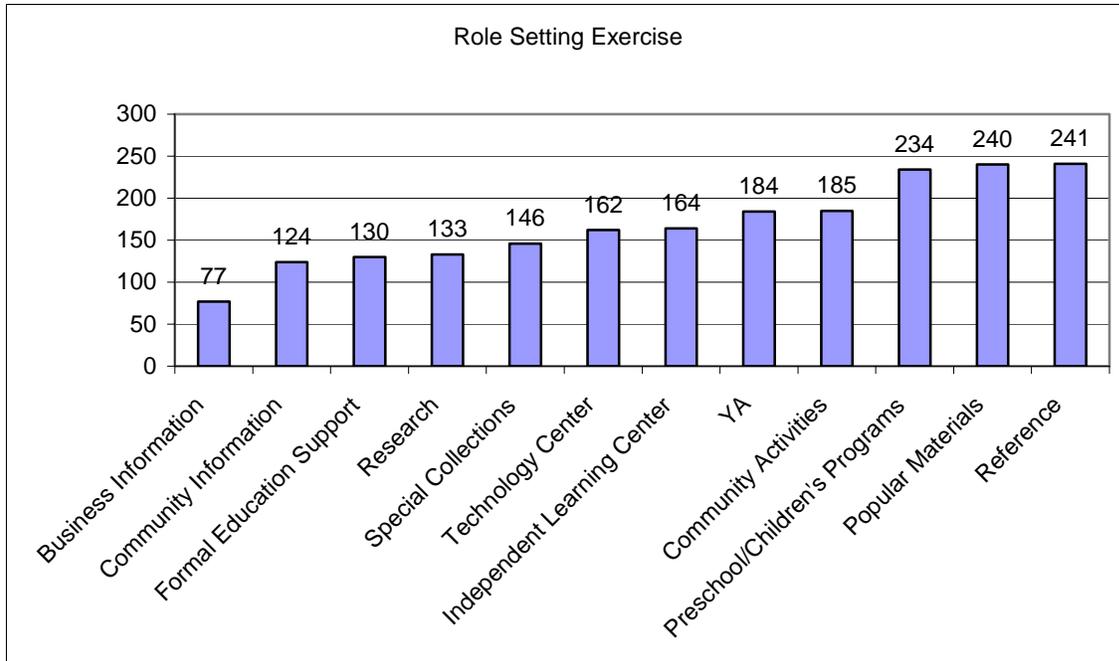
- (1) Preschool/Children's Programs
- (2) Popular Materials
- (3) Reference
- (4) Technology Center
- (5) Independent Learning Center

The Advisory Committee ranked the roles in the following order of importance:

- (1) Reference
- (2) Young Adults
- (3) Preschool/Children's Programs
- (4) Community Activities
- (5) Popular Materials

The combined results of the three groups yielded the following results:

- (1) Reference
- (2) Popular Materials
- (3) Preschool/Children's Programs
- (4) Community Activities
- (5) Young Adults
- (6) Independent Learning Center
- (7) Technology Center



Creating the Vision: Processing the Data

At its final two meetings, the Advisory Committee tackled the job of refining the library's service goals and developing an implementation strategy. The committee processed a vast amount of data and reached consensus on a series of goals, objectives and activities. These goals have been developed into a series of immediate, short term midterm and long term action items.

Goal 1: Improve Collections

Roles: Reference, Popular Materials, Children's Services

Service Population: Toddlers, School Children, Teenagers, Families, Self-employed, readers, Senior Citizens, all residents

Objectives: Improve overall quality of all collections.

Activities: Weed dated and little used materials to free space for improved collections. Coordinate with schools to support curriculum. Develop a popular library browsing area with increased display and browsing areas. Improve adult and children's reference collections. Increase funding for collections.

Goal 2: Increase Technology

Roles: Reference, Children's Services, Young Adult

Service Population: Children, Young Adults, all residents

Objectives: Increase technology available to public, maximize staff efficiency through use of technology and offer technology workshops.

Activities: Utilize technology, particularly self-service technology (self check) to perform routine circulation duties to assist with staff shortages. Increase number of public use terminals and add stations dedicated for children and teenagers. Offer workshops in software programs, such as PowerPoint for families. Ensure that all technology is in good working order, including printers and copiers to decrease patron frustration and save staff time. Add wireless access. Add print release stations for higher quality centralized printing.

Goal 3: Expand Programs

Roles: Children, Young Adult, Community Activities, Popular

Service Population: All residents

Objectives: Offer programming for all age groups.

Activities: Sponsor or host book clubs, young adult programming, additional children's programs, family activities, and cultural and educational events. Improve community room. Improve public relations for existing programs. Develop a library "signature event". Develop a volunteer group to assist with events and public relations development. Work with local bookstore to sponsor speaker series.

Goal 4: Create a Positive Library Experience for All Patrons

Roles: Popular Materials, Reference, Children's Services, Young Adults, Community Activities.

Objectives: Change the library's image.

Activities: Expand staff orientation. Increase acquisitions of current materials. Decrease wait time for bestsellers. Add rental collections for immediate access to bestsellers. Renovate existing library to create "special" spaces for children and teenagers. Decrease waiting time for technology stations by adding additional stations. Increase public relations.

Goal 4: Maximize Staff Efficiency

Objectives: Compensate for existing staff shortage.

Activities: Update all technology to good working order. Utilize self service for self-check and self-service reserve pick up. Increase opportunities for volunteering in the library.

Goal 5: Improve Current Facility

Roles: Popular Library, Children's Services, Reference, Community Activities, Young Adult.

Objectives: Capitalize on existing asset of current facility and maximize use of current space available.

Activities: Maximize use of floor space by using higher shelving units or more shelves per unit. Install compact shelving to back room. Maximize space use through uniformity of furniture and aisle allowances. Create a "market place" browsing area. Create a playful children's area. Update technology in the reference area. Purchase multimedia system for the Community Room. Create a separate Teen Area. Improve ambiance, lighting, paint, graphics, display space and signage. Add wireless technology. Purchase comfortable furniture, lounge chairs, study carrels, "plug and play" locations. Use the library as a model for self-service technology. Use the library as a model for environmental responsibility and sustainable design including furniture and finishes that are green, low mercury fluorescent lighting, continuously dimming ballasts, daylighting principles, fresh air, xeriscape plantings, and more efficient plumbing fixtures.

Goal 6: Increase Output Measures

Roles: All

Service Population: All

Objectives: Increase number of borrowers, program attendance, circulation, reference, use.

Activities: Host community open houses. Produce fact sheet for local realtors. Include public relations information in local publications and welcome packet for new residents. Outreach to schools at back to school or curriculum night, offering on site registration for library cards to all families. Increase volunteer opportunities. Sponsor teen activities including book clubs, poetry groups, study groups, peer tutoring, and community service volunteer opportunities. Increase children's programs. Sponsor book clubs. Improve quality of the facility. Create signature programs.

Goal 7: Attract Young People

Roles: Young Adult

Objectives: Increase use by teens.

Activities: Form a library teen advisory board. Develop teen programs. Create a teen area in the library. House a textbook collection. Create a Homework Center. Collaborate with the high school to develop collections in support of school assignments. Offer bibliographic instruction program for middle school students.

Goal 8: Provide Access to Library Service to the Entire Community

Roles: All

Objectives: Provide access to library service to all residents of Malibu.

Activities: Ensure that the current facility meets disabled access requirements. Provide adequate staff training and adequate public information so that all residents are aware of the availability of County resources. Continue bookmobile service to residents of Pt. Dume area. Explore possibilities of developing a satellite in an expanded high school library. Explore possibilities of developing satellite library with Santa Monica College project as it develops. Explore possibilities of providing shuttle service from Malibu High School or Pt. Dume Marine Science Elementary School to library for after school activities. Work with Chamber of Commerce to fund transportation for youth and Senior Citizens. Explore possibility of book return location or book delivery and return location at west side of Malibu.

Implementation

In developing priorities and a schedule for improving library services, the Advisory Committee recognized that the timeline for planning a new library or a new library venture with Santa Monica Community College District, the Malibu Arts Foundation, or other organizations, could be many years long. They also recognized that the current library facility is a tremendous asset. With 12,000 square feet of available space and accompanying parking, the value of this space in equivalent new library construction dollars is well over 6.6 million dollars.²¹

With the knowledge of the complications involved in developing a new project and a building “with good bones” readily available for renovation, the Advisory Committee envisioned a scenario with a much shorter timeline. While the immediate and short term activities recommend a renovation of the current facility, the Advisory Committee is clear that these must not preclude further investigation of service to the west end of town or investigation of the “dream library” which might be years away. While the community might have additional needs for meeting spaces, technology centers, classrooms, art galleries and museums, the Advisory Committee did not want to delay the process and without a refurbishment the current library cannot serve the program the community desires. The long range dreams are to remain on the front burner, but in the meantime, the committee has turned its immediate attention to the renovation of the current facility. Children grow up, teens move away, and for many accepting only the long term solution is not acceptable. A generation of children without a good library experience can be a generation of readers lost.

The refurbishment of the current facility, “extreme makeover” or “lipstick on the pig” as it has been called, is not an end in and of itself, but a means to provide the service Roles, Objectives, and Activities enumerated above.

With this in mind, the Advisory Committee reviewed two building programs at its final meeting. One of these is for a library service program that is comfortably housed in 12,000 square feet. The other is for a larger library of 20,500 square feet. The challenge was to select from the goals and objectives to fully realize the potential of the existing facility.

²¹ Current construction costs for new public libraries are in the \$550 to \$600 per square foot range including soft costs (furniture, equipment, fees, permits, etc.)

The action items are organized into three categories.

Immediate actions can begin before any renovation of the existing facility, and indeed, many of these have begun already. Some of these are already undertaken on a sporadic basis, and without the handicap of staff shortages, would be accomplished on a more regular basis.

Short term actions focus on the renovation of the existing facility. The main principle behind the renovation is to maximize the use of this asset, i.e., the current facility. A preliminary space plan indicates that with more efficient use of the space and new shelving and furniture, the current footprint can accommodate the desired collections, a story time room, a homework center, a teen area, and a “market place” of popular materials. The cost of this renovation has not yet determined, and cannot be, until a facility analysis addressing code upgrade, infrastructure, and hazardous materials is completed. However, preliminary discussions have begun on staging library services from a “temp”, from the bookmobile, or from a neighboring library during a renovation. One of the goals of the renovation, aside from serving today’s population today is to increase use of and interest in the library and its services and not to lose current library users in the process.

Many of the activities are already underway and consistent with the CoLAPL’s implementation of its Strategic Plan²² and the County Librarian’s philosophy of placing customer service first. CoLAPL is developing plans for customizing collections to meet local needs in its restructuring of the collection development program. CoLAPL has fully embraced self-service at all levels and is moving to the self-service model in all of its new facilities. CoLAPL is one of the first public libraries to fully realize the value of supporting school activities and has made a Homework Center a required feature of every new facility. CoLAPL also has a plan in place for developing “model libraries” for a variety of categories. The Malibu Library could be a model for self-service, for current technology, for community programming, or for sustainable design and environmentally responsible renovation. A hybrid shuttle van running on alternate fuels would further enhance this commitment to environmental responsibility.

Long term goals involve many partnerships, and like all good partnerships, these can take time. When the renovation of the library is complete, the Advisory Committee envisions the surplus revenue being turned toward increased collection development and staff for programming, perhaps a young adult librarian or a program and events specialist. The Advisory Committee envisions that the City will continue to work collaboratively with Santa Monica CCD. This venture will include shared meeting, classroom, and presentation spaces needed by the community or a library to serve both the college and the residents of Malibu.

The additional unknown is the California State Library Construction Bond Act, which is on the ballot for June 2006. This bond would fund new or renovated library construction on a 65% state to 35% local match and could be a potential source of funds for a second Malibu community library, renovation of the existing library, or the dream 20,500 square foot library. With this in mind, this Library Needs Assessment Report has been prepared using the Title 5 Regulations governing the application process for the Bond Act of 2000.

²² See pages 19, 20, 26 above.

The Advisory Committee discussed the viability of supporting both a 20,500 library and a satellite to serve the west end and it seems clear that the annual revenue can support either a single 20,500 library or a 12,000 square foot community library and an annex, but not both.

The Advisory Committee adjourned its June 27 meeting with a great deal of momentum. Asked to rank improvements as: (1) needed immediately, (2) desirable, (3) save for a new library, (4) community need – not necessarily library, or (5) not necessary at all, they attacked this task with vigor and produced a list of immediate actions items. These are included below. At the top of everyone's list was weed collections, community activities, school coordination, story time area, young adult area, new furniture, fix the copy machine²³, more collections, young adult activities, meeting room renovation, self service technology and improve both indoor and outdoor lighting. One committee member recommended aggressively weeding the collection and planning a new collection NOT to exceed 100,000 volumes. Programs ranked for immediate attention included children's programs, publicity, young adult activities, and school coordination.

Every member of the Advisory Committee deserves commendation for their thoughtful input into the Needs Assessment vision. In the front of everyone's mind was the teen group connecting at the library, two young children enjoying the authentic experience of a storyteller, the job seeker, the youth unplugged from instant messaging and video games, seniors working with children, and the potential for this library to be so many things to so many people.

²³ The Malibu library copier has been upgraded to *executive premier* status – fixed immediately and well maintained by the company that holds the County Library Contract.

Implementation

Immediate Action. These are activities which could commence immediately.

- Weed non-fiction*
- Weed reference*
- Weed inappropriate or gift periodical titles*
- Weed juvenile and adult video cassettes*
- Switch to DVD for future acquisitions
- Weed multiple copies*
- Begin coordination with schools for K – 8 assignments
- Add to Children’s Reference Collection
- Fix leaking fountain in lobby
- Purchase bicycle racks
- Upgrade exterior lighting
- Improve copy machine*
- Improve printers
- Add print release stations for high quality centralized printing
- Purchase and install self check machine
- Begin public relations campaign*²⁴
- Develop “signature” adult program (e.g., “First Friday”)
- Assign school liaison
- Staff orientation
- Form Young Adult Advisory committee
- Form 501-3C Corporation for raising funds for library capital improvement

Short Term. These are activities which focus on renovation of the existing facility and can be accomplished in a 24 to 36 month window utilizing the library’s surplus funding.

- Maximize space use by utilizing 90” shelving, 7 shelves high to increase capacity by 15% (Replace existing shelving)
- Maximize space use by utilizing compact shelving in back storage area. Weed out back periodicals, create space for duplicates and topic (e.g., holiday books, California missions, etc.) books, improve area for bookmobile staging
- Maximize space use through uniformity of furniture items (Purchase new tables, carrels, and technology workstations)
- Lower shelving for periodical collections to meet ADA guidelines
- Lower shelving for picture books from 4 shelves high to 3
- Increase capacity for J fiction and J non-fiction to 5 shelves high to save 25% of floor space
- Selectively increase collections, but lighten the load on the shelf for all collections
- Decrease size of public service desk
- Increase number of public use technology stations including machines dedicated for children and young adults

²⁴ * Already underway.

- Improve paint, carpet, and lighting throughout
- Utilize interior partitions, freestanding or demountable, to create separate areas – incorporate silk screens, acoustical materials, glass, other (opportunity for cultural or historical display)
- Art, graphics, signage
- Add Homework Center
- Add Young Adult Story Area
- Develop Popular Library ‘market place’ concept
- Centrally locate reference desk to serve both Adults and Children
- Improve staff workroom and lounge
- Respect environment and sustainable design principles
- Use the library facility as a workshop to illustrate these principles
- Install wireless technology throughout
- Replace or overhaul mechanical system
- Improve landscaping utilizing xeriscape plantings
- Implement additional self service principles including self service reserve pick up
- Increase children’s programming
- Increase patron registration by attending school back to school and curriculum nights

Mid-term. These are activities to be pursued by the City which can be accomplished utilizing surplus funding after the facility is renovated.

- Increase collection acquisition when expanded shelving is available
- Develop a core volunteer group for library public relations and support of programs
- Hold community open houses for schools, real estate agents, commissions, social service agencies, etc.
- Teen activities increased
- Work with CoLAPL to save money on the local level so that the collection budget may be increased to 8% of the total budget
- Support the County Librarian and CoLAPL strategic plan and its vision for improving the Los Angeles County Library.

Long Range. These are long range activities to be pursued by the city which might require additional sources of funding pending further investigation.

- Provide library service to the west end of the city
- Identify opportunities to collaborate with Santa Monica Community College District on its Malibu campus
- Develop additional sources of revenue for library collections and programs
- Track the progress of Bond Act 2006 and the City’s eligibility to submit application for funding of a new or renovated facility.

Physical Limitations of the Existing Facility

The Malibu Library facility suffers from years of deferred maintenance, predates the Americans with Disabilities Act, and does not meet current building codes. The lighting is poor in some areas, the mechanical system is reported to be near the end of its useful life and the roof leaks. A facility analysis will be included in the next phase of the planning process. This study will determine the exact physical condition of the facility, its infrastructure, any possible hazardous materials or structural weaknesses, and identify specific disabled access issues.

Functionally the facility suffers from acoustical issues relating to the large open floor plan. This open floor plan, however, provides many opportunities for flexibility and internal reorganization of spaces without interference from load bearing walls. A preliminary first look suggests that the building has “good bones” and that with careful planning and a much needed renovation, the library can accommodate the library’s service needs for many years.

The plan endorsed by the Advisory Committee hinges on a major renovation of the existing library, making the necessary modifications to the interior and purchase of furniture and equipment to serve the library program as envisioned by the committee and CoLAPL as they begin to implement their strategic plan. There is tremendous momentum in the community to address these issues.

8. Appendix I: Planning Participants

Advisory Committee Members

Adams, Paul	City of Malibu Director of Parks and Recreation
Alexander, Antoinette	Residents
Anthony, Elizabeth	Pt. Dume Marine Science Elementary parent PTA
Ashwell, Debbie	Malibu resident
Barlow, Erin	Youth Commission Malibu High School 7 th Grade
Barovsky, Sharon	City of Malibu Mayor (former) City Councilmember
Blackwood, Mary Lou	Friends of the Malibu Library Malibu resident Library supporter
Buxie, Ann	Malibu resident
Cameron, Barbara	Malibu Grants
Demmers, Linda	Consultant
Fulmer, Marsha	Friends of the Malibu Library Malibu resident
H., Jane	Malibu Historical Society
Hall, Marian	Malibu resident
Kass, Diva	Youth Commission Malibu High School 11 th Grade
Kish, Andrea	County of Los Angeles Public Library Assistant Regional Manager
Korn, June	Friends of the Malibu Library President
Lichtig, Katie	City of Malibu City Manager
Losey, Cameron	Native American Cultural Resources Advisory Committee
Mahr, Nancy	County of Los Angeles Public Library Public Information Officer
Martin, Mona	Santa Monica College Dean of Learning Resources
Nissman, Susan	Deputy to Supervisor Yaroslavsky County of Los Angeles 3rd District
Payne, Anne	Pt. Dume Elementary Former Teacher Volunteer
Phillabaum, Winona	County of Los Angeles Public Library

Posey, Erica	Community Library Manager Youth Commission Malibu High School 7 th Grade
Reyes, Josie	County of Los Angeles Public Library Regional Manager
Romano, Wendy	County of Los Angeles Public Library
Shultz, Margaret	Malibu resident
Sickner, Suzanne	Our Lady of Malibu parent
Stillman, Jason	Malibu City Council intern
Sullivan, Kathy	Friends of the Malibu Library One Book, One City co-coordinator Library volunteer
Todd, Margaret Donnellan	County of Los Angeles Public Library County Librarian
Troop, Cindy	Malibu resident
Ulich, Pamela Conley	City of Malibu City Councilmember
Weitman, Amy	Malibu resident
White, Ruth	Malibu Arts Foundation
Wynne, Marlene	Malibu resident
Yamamoto, Jeannie	Paradise Cove Outrigger

Library Staff and Volunteers

Kathy Sullivan	Volunteer
Donna Serra	Community Library Manager Las Virgenes Bookmobile
Winona Phillabaum	Community Library Manager Malibu Community Library

Library Staff

Laura Cokolat	Children's Librarian
Lindy Schmidt	Page Friends of the Library
Lisa Stang	Page
Cynthia Cruc	Page
Donna Serra	Community Library Manager Las Virgenes Bookmobile
Robert Murphy	Library Assistant
Joe Nonno	Reference Librarian
Winona Phillabaum	Community Library Manager

College Emeritus

Chuck Green	Instructor
Anita Abascal	
Ingrid Kelsey	
Dorothy Blair	
Harold Blair	
Dorothy Green	
Ellen Reich	
Rosy Redcliff	
Meimandi Mei	

Friends of the Library

June Korn	President
Kathy Prado	
Kathy Sullivan	Secretary
Laura Cokolat	Malibu Community Library Children's Librarian
Lindy Schmidt	Malibu Community Library Page
Marsha Fulmer	
Robin Spivak	
Susie Jennings	
Winona Phillabaum	Community Library Manager

Parents of Preschool and Elementary School Students

Anthony, Elizabeth	Pt. Dume
Sickner, Suzanne	Our Lady of Malibu
Ulich, Pamela Conley	Pt. Dume, CCW
McBreen, Jeanne	Pt. Dume, CCW
Dark, Christa	Webster
McNichol, Molly	OLM
Verboon, Teresa	OLM

Malibu Township Council

Decray, Debbie	President
Baker, Tom	
Fader, Efrom	
Guldimann, Suzanne	
Keller, Lucile	
Mazza, John	
Schulze, Dutch	
Sullivan, Kathy	
Wagner, Jefferson	

Malibu High School Students

Sponsored by Joe DiMercurio, Malibu High School Librarian

Stakeholder Interviews

Blackwood, Mary Lou	Friends of the Malibu Library Malibu Resident Library patron and supporter	April 12, 2005
Cooper, Dee Dee	Pt. Dume Elementary School Library Technician	April 15, 2005
DiMercurio, Joe	Malibu High School Library Technician Webmaster	April 22, 2005
Fulmer, Marsha	Friends of the Malibu Library Malibu Resident Library patron and supporter	April 28, 2005
Grisanti, Paul	Malibu Realtors Association President	March 29, 2005
Jennings, Jeff	City of Malibu Councilmember	April 7, 2005
Korn, June	Friends of the Malibu Library President	March 1, 2005
Lichtig, Katie	City of Malibu City Manager	March 29, 2005
Monte, Perry	Webster Elementary School Library Technician	April 28, 2005
Phillabaum, Winona	County of Los Angeles Public Library Malibu Community Library Manager	March 1, 2005
Reyes, Josie	County of Los Angeles Public Library Regional Manager	March 9, 2005
Serra, Donna	CoLAPL Community Library Manager Las Virgenes Bookmobile	March 1, 2005
Stern, Andy	City of Malibu Mayor Pro-tem (Currently Mayor)	April 22, 2005
Todd, Margaret Donnellan	County of Los Angeles Public Library County Librarian	
Ulich, Pamela Conley	City of Malibu Councilmember	April 12, 2005
Weber, Matt	Our Lady of Malibu Principal	April 28, 2005

9. Appendix II: Survey Written Comments

Topic	Comment
Bookmobile	<p>I ... value the same with the Bookmobile I use faithfully when unable to make trip to local library at Civic Center.</p> <p>The Bookmobile is used weekly by my wife and I. It's especially convenient for my mother-in-law 90 yrs of age. We are utterly grateful for your service & your employees</p> <p>... Also I think the Bookmobile service which has been so much better than the Malibu Library, especially for the Malibuites in the West End, <u>MUST BE CONTINUED NO MATTER WHAT!!!</u></p> <p>Get rid of the Tuesday Bookmobile & use the \$ elsewhere</p> <p>...More funding & hours for Bookmobile in Malibu</p>
Children	<p>I am in favor of children's activities but I don't have young children now</p> <p>We should have fun stuff at the library for kids!</p> <p>Make the library more ... for children. My children enjoy going to the library, but get bored fast as the resources are limited.</p> <p>Have required or recommended summer reading books on hand...</p> <p>Coordination of materials needed for local schools...</p> <p>School required reading books available</p> <p>If the Public knew on a regular basis what current items are available – Public Relations program?</p> <p>When schools issue a reading list for students to read the library usually only has a copy or two and is not available.</p> <p>If the Library & school could comment or give advance warning on materials needed in certain curriculums!</p> <p>The lack of an adequate collection of children's material is of concern to me.</p> <p>Children's resources and materials are great – but difficult to find books for older children's / teenagers' reports and other research projects</p> <p>I basically focus on the children's books. I don't know much about the other sections.</p> <p>I think you have an excellent selection of children's books (Thank you Sean's fund)...</p> <p>Notes from Mrs. Didion's very interested 5th Grade Class Pt. Dume Elementary</p> <p>Chapter Books 5-8 Middle School level</p> <p>old books</p> <p>Need new books</p> <p>Current books</p> <p>Support services w/Malibu High – the library in school is too small for student population</p> <p>I use the library only for my small children who love to come and pick out books. I believe our library has a very good selection of children's books. However, I remember my childhood library as a bright, colorful happy place where I loved to spend hours at a time. I would like to see the décor at Malibu be a little brighter, cleaner, and more updated.</p> <p>Need better children's area – dirty</p> <p>We definitely need a better Children's section</p> <p>Clean pillows, plush -- would be great for children</p>

Our 16 year old relies more heavily on the school library & home Internet. However my 2-year-old nephew goes (went) at least twice per week to story time & general kids area fun. Our 16 year old said if food & drinks were available/acceptable she would utilize it more.

We need separate children's area w/better resources. We need a children's librarian & computer area for kids.

...better programs for H.S. kids... kids need positive place to go and feel safe, more programs should be offered

Shuttle to & from High school...

Field Trips for local schools...

We also need more diverse children's and teen programs.

I want to thank the County for providing children's programs. My kids still remember many of the books we were initially introduced to (and later bought) through your children's programs.

Need children's program; need daily children's reading. Better times

Needs to be proactive in teaching & helping kids to love to read & learn through reading. Is too passive...

Children's times should coordinate with vacation. There was no story time when school was still in & started while kids still on break. Activities should be better advertised in the school via fliers, etc.

Would love language programs for children Spanish and Chinese...

I absolutely love the children's story time! It is a wonderful program and the teacher is the best!

Collections

Better Biographies

Value the History of Malibu over time through time – oral history recording...

...with access via Internet at home to be able to request any book + have it sent to Malibu, current holdings are not that much of a concern.

Stop wasting money on multiple copies of Danielle Steele & Barbara Taylor Bradford, etc. Do not buy paperback books.

Stop spending money buying paperbacks which cannot be read with poor eyesight.

Reading a book is a pleasure -- holding a cheap paperback is not. Get serious and build a real library with a little less concern on collecting fines and buying multiple copies of romance novels/

Great job for small library. Wish there were more current mysteries + more unabridged books on tape – fiction + mysteries

I believe the greatest problem with the library is its limited collection – only parts of a series, lack of interest in current and especially emerging writers. Money should be put aside to answer community interests and request.

The large print books have been beneficial due to my sight problem, an added joy...

Staff selection of books the best I have ever seen (Staff and Books). I would like very much if this was improved in ways: 1) more movies) and some more movies in French.

Mainly interested in non-fiction to do with:

History

Contemporary subjects

Anthropology

Current Events

More books, videos, info on the ocean. Marine biology/oceanography

Need more books and materials

I do research on the Santa Monica Mountains: cultural, social, historic, resource, etc. issues. I'd like to see a more comprehensive history available as archival materials.

I would like to see more current bestsellers and the NY Times Book Review top-rated books
More new fiction – otherwise great svc etc
More current books
A lot of books are older
When I used the library 20 and 30 years ago, there was stimulating material that I pulled off shelves (Carl Rogers and Abraham Maslow). The joy of browsing is now gone for an intellectual/artist -- One of a library's greatest joys. The collection is pop culture and mediocre,
When I moved here permanently eight years ago, I disposed of my enormous classic book collection. I have little space for books in my home and assumed, incorrectly, that I could find them at the library. Alas, not so.
Additional materials – newly printed books technical & business resources would be a needed enhancement.
Malibu library needs new remodeling information, LA Code info for homeowners
Many how-to-do-it books are outdated
Increase non-fiction – current political
Poor selection
More materials, please, DVDs videos, books!...
We need a library ...with a wider variety of materials...
Language materials – i.e., books, videos, CDs...would be great – Spanish and Chinese
I would like to see more literature and nonfiction for adults....
Don't have a good variety of books...
A lot of the books are ruined and hard to read...
Enhance and expand & update book collections well as magazines, videos, DVDs
More current DVDs, art books, craft books,. More magazines on specific subjects such as gardening, crafts, archaeology...
Better audio book section NOT named "Senior Citizen Section"! – this prevents others from using this section. Also, more updated tapes.
More current selection of health/fitness/nutrition ref. books
...There should be a greater selection of magazines...the music & CDs in particular should be organized more clearly making it easier to find your choice.
lack of up to date books or good selection...
Need new CDs.
Music CDs should be showcased in Malibu because of Malibu's direct ties to the music business ad home-grown musicians. A Grammy section should contain Grammy award winning CDs because of their influence on culture and potential to become future classics. Children learn from listening to well written and well performed music of all types as part of musical training, which is lacking in schools. My daughter checks out materials from the Boston Library system & I am amazed how quickly new resources are available. For instance, the week "Ray" came out on DVD & music CD, it was available in the system. In the LA system, I wait months and years for some new resources – I can't count on the library to spend \$ on books, CDs, DVDs. As small as the Malibu collection is, I need to count on the larger system, but there doesn't seem to be enough \$ either locally or in LA County.
Please stock more fiction CDs for commuting
Please get audio books on CD – Many cars don't even have cassettes any more.
Please improve fiction collection, inc classics and modern literature
The bookmobile has more audio book CDs than the library. That's a ridiculous imbalance!

I love that you have the Pink Panther Videos
 What happened to all the magazines? Very few subscriptions now as compared to 5 yrs ago
 I'd like to see a subscription to an art magazine.
 The library needs to expand the subscription of magazines. Suggestions: PC Magazine, Economist, Foreign Affairs, Modern Photography, and Stereo Review.
 Increase number of periodicals to include fine gardening & Garden Design
 The periodical section is deplorable. The first thing to fix is the availability + selection of all leading periodicals and magazines
 Periodical titles are limited, some are not up-to-date.
 New periodicals to purchase: Garden Design, Fine Gardening, Popular Photography, PC Magazine, Economist, Forbes
 Expand large print collection
 Recently the library has added several books on watercolor painting, but none on oil painting or other art media books
 The audio-visual collection is extremely limited.
 A section for USED magazines. A drive for magazines and a space to donate (like your book drop for donations). Get lots of variety that way. A person in the community would keep it up (I could volunteer). People can read them there, take them home, or keep (maybe some are rare and will be marked for "library use only".)
 When you discontinue a magazine subscription, why don't you ask if there is a volunteer to keep the subscription going monetarily. Ex. (Consumer Report Annual buying reports, Vanity Fair).
 The facility needs updating badly, more books more media, more study & sitting areas – it should be as nice as Agoura! Thank you for finally renovating this place.
 Get new Carpet
 We want a clean enjoyable updated library. We want to remodel the library w/ new furniture new design and floor plan. We have a wall of windows which could be beautifully ensconced with a reading area. We have the space already – we just need to remodel!!
 We need a community center!
 ...- in general, library could use update in décor, etc.
 I have been recently visiting the Agoura Public Library and it is wonderful. The facility décor is beautifully done in Arts and Crafts motif, they have comfortable sitting areas and also well-lit desks...
 Agoura Library is nicer.
 Separate area for children and their tutors, away from adults reading area...
 Maintenance is slack at the current facility
 It would be great if there were more definable obvious “sections” to the library. It’s just one huge open room – everything looks the same. Also, if anyone talks or whispers you can hear it across the room. It isn’t quiet enough. I don’t like the computers out in the middle/front of the library. Would prefer some privacy. They should be moved to the side or against a wall, angled for privacy. There should be more DVDs. The whole building is horribly outdated. It’s an embarrassment to Malibu. Hope funds/resources can be found to update this important facility which we all cherish and need so desperately.
 I would like to see a espresso bar/other refreshments and drinks service. Maybe some food on the premises
 The Malibu library needs a warmer, more inviting environment, like that at the Agoura library.
 Thanks for doing this. We need a more user-friendly library. How about a fireplace?

Facility

We need a library that encourages visitations and a place that's inviting.
The libraries in Agoura/Westlake are far superior ... re size and ambiance of facilities. They are also much newer.
Malibu has no quiet area to sit and read and very few tables for study.
Perhaps expanding the size or making a second floor would help with the cramped quarters.
When we can how we love to visit the libraries in Agoura/Westlake/T. Oaks – Magnificent facilities!
No areas in Malibu to just sit and read or quiet study areas. So disappointing for an area that is so well respected. We can do better!
It would benefit to have some soft seats in quiet places.
Doesn't need to be larger.
The Thousand Oaks Library has many cozy reading niches and lounge chairs for small groups to visit – it warms up the library making it more a community center
The computer section would work better in a separate room – not as the central focus of the library plant
Would love to have fireplace, garden, water element if not ocean view.
New furniture...
No comfy chairs to read to kids
Want comfy/cozy area for kids/families to read!
Noisy
Notes from Mrs. Didion's very interested 5th Grade Class Pt. Dume Elementary
Model other libraries such as New York Library Barnes and Noble, Borders book and music, old Santa Monica library
Not comfortable Uncomfortable desks larger furniture
Couches
Separate room for kids
Own space separate sections for different age sections
The facility is terribly under funded compared to the rest of the country. It's shameful!
Separate area for children is desperately needed – too much noise after school hours.
Definitely a larger facility is needed
One significant capability that should be added is the ability to view and print microfilms. The library does not have a microfilm viewer. Microfilms are available via interlibrary loan but can't be used at the library. One or two machines with the capability to print (which printing can be charged for) would be needed plus some shelves to hold the film on loan.
It would help Sr. citizens if a) the library door opened automatically and b) the outside book drop were open 24/7
Please improve the meeting room. At least 30 people attend our weekly Yoga classes regularly (I have for many years) even though the meeting room is dirty and we are not allowed to open the door to the outside for air! (which is crazy). The carpet is filthy and everything is shabby and horrendously decorated. It looks like it hasn't been cleaned or updated since the 60s. It is also small, but since we love our class and teacher and they don't charge us too much in rental fees (although more than the space warrants – for sure) we are dependent on it
There are too many books on the first floor – difficult to find what you want.
Closed-in feeling...
The current books (fiction) at least are always pretty second rate when I'm looking.
Either we don't get enough books or the selection is poor....
The community room should be outstanding & inviting.

What I would love to see in our library:
... more parking during court hours (they take most of the spots) & handicap accessible doors and bathrooms!
Clean carpet in yoga room – please
Able to use the nice patio in back instead of saving for the Courts!!
Quiet reading areas with good lighting & a few refreshments would be great.
Is dirty and unappealing
Stagger long aisles for quiet
Never very quiet
I would use it if it was better
...[bad] smell...
The cleanliness...is of concern to me
It needs to look and feel more inviting & comfortable overall. Currently this is the worst library I've ever had to use.
The library desperately needs to be updated
We go to Borders Books because they have a very comfortable & kid friendly area. Snack/Coffee area is great too.
... A study center for all ages....
We need ... an updated facility --
The current library facility is so dreary that we prefer not to spend much time there.
The "community room" is too small and lacks atmosphere and necessary equipment.
If the facility were upgraded and enlarged, we would use it much more.
I cannot believe for such a rich area that you have not built a better library. For the children and people of Malibu. I am from New Jersey our library were beautiful and huge. and I lived in a middle-class neighborhood. Malibu should be ashamed of themselves for not having a better library with money that people have in this area. I went once to the library. And I have never went again and I walk out.
Would love to see more resources and larger space for our Malibu library.
Library is dark and outdated, feels like a dungeon...
Face-lift for the facility (interior)...
Children's/teen study area...
I would like to see more of a cozy atmosphere to make it more the kind of place you'd like to sit and stay a while.
Would love a cozier facility, i.e., fireplace, couches ...Just noticed – carpet color is really ugly – so are the lights. I love the library – we just need a facelift!!!
I personally cannot wait for a better facility more modern, etc. The heavy horrible doors for entering the library are a challenge with children and strollers – More lighting at night –
Smell inside...
Not clean
improved cleanliness...
Is no place to sit down and work...
The library isn't very clean...
Modernize and expand facility including redo of community room with upgraded space for performances & programs...
Addition of film screening capability...
...Patio and outdoor area as part of the library... Use natural light... More shelving & seating
I'd like the library to have more comfortable areas for reading/study. A better ventilation system, more cheerful...
Donate space for meetings (that don't have to be paid for!)

General

Dream: An outdoor reading area??!!

I think there should be more comfortable seats for older people...

Maybe there should be a couple of CD players w/headphones to sample the music. Facility needs to be improved! Children's area s/b separate [from] Jr. High & High School study/homework area!

...With so many new libraries in other parts of the County why is Malibu so shabby and ill equipped?

There should be a 'cultural events' meeting room

Wi-Fi hotspots for laptops

Make the library more up-to-date

Panhandling in the Library seems to occur with increasing frequency. I feel strongly about supporting Public Access to materials, but there should be a balance against a positive patron experience...

Great Library

We need to have a more active support group which does more than hold a book sale – Both the LA City and LA County groups do more fund raising

...expose facilitate [sic] directly links to the world

Check out the new library in Agoura and the one in Westlake Village: I dream of a library like those for Malibu in the near future!

I think the library is poorly patronized compared to SM, Beverly Hills and PV. I don't know why but I can't fault the library or librarians. I have had excellent service from the reference desk to find titles or to receive books from other branches. There are never many people when I go in.

It's shameful to begrudge the County Library system any of our tax dollars when libraries across town don't have half of what we do. We need to partner with a sister library across town and share everything we can. Call me and I'll help...

I am so happy there is a library in Malibu. My wife and I both love it and it is a fantastic resource.

This library has the potential to be the center of action in Malibu. It's too frumpy – in the books, programs, and activities. Coffee houses, poetry slams, readings – all of this should be happening all of the time – especially in the summer. Hire more staff, let them be hipper and extend the hours.

The people we have are great – give them their head and let this place open up – more fun events, then hire more folks to help make it happen. The biggest problem should be that materials are flying out of here...

Beginning my use of our wonderful library has been a blessing since 1950. I enjoyed the “convenience” when it was close to my home on the Point/on Fernhill and value the same with the bookmobile which I use faithfully when unable to make the trip to local library at Civic Center. The large print books have been beneficial due to my sight problems, an added joy. Never close “our” great library, or change one single employee, they are great.

Excellent library in every way.

We are so privileged to have this library and the convenience plus parking ... I could not criticize anything!

My husband and I live in Ventura County but work in Malibu. I'm a retired school teacher from PA and MD, and have had access to many fine libraries. Thank you for your efforts to improve Malibu's Library services.

No improvements needed – great staff perk!

Unlike school, the library is not a place where people are forced to attend. Children lose interest in school, because they do not offer enough subjects where they could have their interests blossom, so it would be nice if children could go to the library for

classes without having to be told.

Maybe you could send surveys to junior high and high schools to get the children's opinions and then offer classes by volunteers to teach them something they are mentally and/or physically more likely to use.

From there you could talk to the schools about using the classes as possible credits to help the children graduate and be proud of themselves for opting to take extra classes without having been told to.

I live with a 17 year old girl and I listen to her and her friends talk about how they'd go to school more if they had their choice of classes. They are not self-motivated as some students are. Hopefully having programs like this could help since they aren't sure about college. I, as well, felt the same about this.

Someday I hope this does work. It would be beneficial to all.

Just visit other libraries and compare to Malibu, the differences are obvious

I love our library but I think it could be updated and reorganized to be wonderful!

We really appreciate having a public library in Malibu and want you all to keep up the good work.

I wish more members of our community used our library & its services.

I would like to see...expanded opportunities & programs for seniors & children the current programs are lame... I would like to see resources used to create a library that is similar or better than Agoura Hills...the facility is appalling and depressing

No pride whatsoever!

Great local library

We so enjoy visiting the library and the services of the lovely staff.

Hate to tell you dirty people in the library

From the rather dated recording (who's got a rotary phone?) To the lack of time for the librarians to help on computers, the rusty sign, the no hot water rest rooms, to absolute prohibition of people in meeting room, prior to readings. A long record of being poorly run from some big County Administration; I need change for the copier, the drawer was open, but rules forbade it!

Our library is great

Need to encourage & provide community for a place to do research & read

Truly a blessing and a miracle. Thank you for the open gift of learning that is always free and available. And thanks you for the generosity of spirit that is shared w/all who come.

Problems:

Yelling, whining, running children.

Parents should have a minimum intelligence to stop it! If not: warning & big signs: "please be quiet!"

The library is NOT a playground!

I love the library!

We have access to 84 libraries – that's the best.

Fines are ridiculously high and unreasonable. Gouging [illegible]

The library is too noisy when tutors work with children after school, so that other children who are trying to complete homework are disturbed. Tutors or others conducting paid business should not be allowed to operate for profit in the library when they distract or disturb other patrons. Cell phones also should be banned or discouraged.

Please don't emphasize a new building. It would be nice to have fireplace, etc., but that pales against having a richer collection to broaden and stimulate our community. Same thoughts regarding books on CD/tape.

...Getting a book on loan from another library is a tedious long drawn out procedure....

Closer relationship with Diesel bookstore, community citizens.

When one dials information 411 for this library, the phrase "Rotary phone" is heard twice by all who wait (and pay cell phone charges)

This 80's era recording script is both silly and superfluous.

Who among us has a rotary phone?

It is usually too cold inside the library even on cool days (Does not feel comfortable to sit and read under an air conditioner blasting on your neck.

I love the library. I feel it is a great institution and does a noble work on many levels. ..., You guys are doing a great job.

Why not more like Agoura library?

The Malibu Library is a 10 as far as your excellent staff and convenient location. My only regret is your lack of current best sellers & the fairly long wait to order them, but I'm not complaining – the library is great.

The library is so important as a study site for students – Evenings & Sat's & Sundays would help

As the population centers more west you should consider the same if within budget.

My parents and I like the library but I just don't have the time to drive down and pick up books.

The library is so important! Let's keep the improvement process going!

...You should talk to the Huntington Beach, CA library or the Greenwich, CT Libraries

Please improve / update library ex. Agoura library

We need our library to offer better resources for the students and for the adult community.

The library needs some proactive P.R. – publicity. I think, in the main, the community is substantially unaware of the library's existence. It's not a matter of adding this or that feature or program – the library needs to be part of our community. Perhaps look at what Beverly Hills does in this regard.

Good luck w/ upgrades to our library

Malibu library should be as good as the one in Agoura Hills.

I may use the library more often once my kids are older

... I go to Agoura library also where there is no comparison with Malibu

Library needs updating

NEED PT DUME BRANCH

...Homeless hanging around...

...Offer coffee for sale

...perhaps add coffee access...

The Library is satisfactory the 2 times I was there this year

(Name withheld) ###-#### is interested in being involved in helping to plan the "new library." He is an avid reader, loves libraries, and has great ideas!

Please see the new Agoura Library and use it as an inspiration! I love going there!

I would be willing to donate some time for any meetings to organize especially the teen forums. I am a doctor of psychology, a writer, artist and excellent with people.

(Name withheld) ###-####

I'm a strong supporter of libraries but I use the library by my other house. [Long Beach]

As my granddaughter (2) grows I may use it more when she is with me

Since Malibu is 21-27 miles long we need to try to accommodate all areas. The Malibu High School has a good library and so does Pepperdine Univ. Is it feasible to collaborate with these resources for the betterment of the whole community? There definitely is a shortage of meeting places for the many service organizations in our city. The library could be a tremendous asset in state of the art meeting rooms. I have direct experience in trying to locate free or inexpensive space for community roundtables & guest lectures.

As I get older I will most likely use the library more. I will have fewer discretionary dollars, more free time, and less bookshelf space. The challenge will be how to transport myself there and back. Maybe it would be a good idea to have the library(s) near the Senior Center. How about Library spaces near Las Flores, Civic Center, and Point Dume/Trancas? Libraries can be the hub where the cultural aspects of the city are encouraged. This is a great opportunity for our citizens to work together and create a well-conceived & well-received service.

Hours ...Extended weekend hours would be the biggest improvement to my use, and value, of the Malibu Library

I appreciate that the library was able to keep up the "Mondays" opened, after having to close them.

Please keep the library open and available

I want the library to open Sundays!

I would like the library to be open on Sunday and every night until 8 p.m.

8 p.m. to 10 p.m. is when I would go on Tuesday, Wednesday, Thursday.

...Keep the library open on Sundays, especially when schools are in session

What I would love to see in our library: book drop open all day, extended hours...

Open Sundays

We need a library that provides more extended hours of operation ...

...Evening hours after one gets off work...

...more hours in evenings...

...Maybe open one more night a week.

Location Annexes to ends of community...

Need facilities at Pt. Dume like we used to have.

Closer to West Malibu inaccessible

Needs to be in a better location because it isn't very easy to get to...

Malibu library too far away...

Too far away. Live on Pt. Dume. Need facilities at Point Dume like we used to have.

Parking Parking lot shared with courthouse. No parking available during daytime weekday hours. Would like a library only section

...Having to share parking w/[illegible] exchange, court, etc. sometimes leaves nowhere to park.

...better parking more spaces...

Parking is definitely a problem.

Parking seems adequate

Programs An afternoon monthly parent-kid reading club by age groups would be great – having Pepperdine tutors available for homework help after school – Webster has this but it would be great if the library did it too.

...Links to activities in LA (buses to exhibits)...

[Commenting on Agoura Library] ...They also have a "book cellar" that sells books on Saturdays and has a huge collection.

It really would be nice to see our community with a library as nice as Agoura's...

Expand or coordinate services with local high school...

...Workshop on current research techniques.
The field trip was very fun & entertaining
Since I work I regret not being able to attend Tuesday's story times. Weekend story times would be great. I'd also love a bean bag corner where I could put my daughter on my lap and we could read aloud together nestled in a bean bag chair.
My 3 year old enjoys the wonderful story time. Thank you!
...I like the books for sale area.
Would love to see more community programs/classes, and children's centers and programs.
The library needs to add active programs to add to community life. It is too passive...
Language programs for adults would be good also...Spanish and Chinese...
Better programs
I have really enjoyed speaker programs that I have attended – especially the One Book One City and MOST of ALL the Steinbeck discussion. Excellent & I believe that word of mouth will make this one of the hottest venues in town in the near future – Everyone enjoys these immensely
...more programs for different age groups not just elementary...
...More adult programs throughout the year. ...
Spanish as a "helpful language" not just "English as a second language"
More teen (high school) related activities and material. Some "hot" topics with speakers just for their age group... such as birth control issues, sex/drugs/alcohol/cigarette smoking, divorce, etc. OPEN FORUMS.
Your inter-library system is wonderful and has provided a selection for me numerous times. Is online book renewal from home a possibility?
It would be helpful to offer tours of the library to acquaint us as to all of your services – and locations of special collections, availability of reference materials, etc. (I didn't know until recently that there is a special section for newly acquired books)...
Additional staff only if they are helpful
Staff has been fabulous for years...
Rebecca + Robert are always friendly + helpful – Others are also, I just didn't know their names.
[Commenting on Agoura Library] The workers do not seem overworked and are very friendly.
Staff cooperative for special needs
Stephanie Nash was superb!!
...Joe is an excellent and well-qualified; and extremely accommodating librarian; and he is such a wonderful representative of the library. We support the library and will always. Many many Malibuites feel the same way as we do.
Staff selection of books the best I have ever seen (Staff and Books).
...wonderful employees...
Librarian generally unhelpful & unwelcoming
Unhelpful librarians; clerks okay. Librarians are generally unhelpful and unwelcoming.
I appreciate their efforts in trying to help as much as possible when they don't have a book they try to order it as soon as possible!
Every librarian are[sic] perfectly professional, kind, helpful!!
Library meets our needs as is
Staff is pleasant & helpful
Rather than spend money on a new library give the library staff an increase in salary

Staff

and benefits

A staff that can talk about the books

Past 2 times [staff] not friendly

...Staff need to be more cheerful and helpful –...

Staff is wonderful. Always helpful, knowledgeable

...better help used to be more helpful so don't go as often as before...

There isn't help when you look for books...

Technology

...I love being able to use the Internet catalog to request books I am interested in, and have them sent to Malibu in less than a week!!!

...Also having e-books to download to PDAs for check out service would be a bonus.

Improve the library database. It's hard to use right now.

Wireless Internet access for people with laptops. Use code to access if necessary.

Few Internet hookups

Has only 2 Internet access for research and a long wait

Your catalog search program is very primitive. What is needed most is a multi-vector search that does not limit a person to defining the scope too narrowly since the exact words of definition used by your cataloger may not be the same as the patron uses. (i.e., Model-T Ford (user); Automobile (cataloger).)

Also envision 1 million items in a pile. A user has searched the pile for what he wants. Next day, you add two more items to the pile. He must now search the whole pile to find out if the new items are useful to him. Please put a date added search capability to your system.

What I would love to see in our library: Material reservations online...

...wireless network capabilities so we can bring our own laptops in....

I think it would be great to have an area where kids and adults could listen to audio materials with headphones.

...There is no Internet access to do projects at...

...There needs to be more computers or lap tops

...They should have at least one computer with power point

10. Appendix III: Survey Tabulations 2005

How frequently do you use the library?

Daily	7	2.1%
Weekly	118	36.0%
Monthly	167	50.9%
Never	<u>36</u>	11.0%
	328	

Do you have a library Card

Yes	299
No	29

L.A. County Card

Yes	189
-----	-----

Other Library

Yes	42
-----	----

If you don't use the library, why?

Crowded	15
Parking	7
Buy Books	16
Not interested	8
No time	19
Inconvenient	8
Use another	12
Use Internet	32
No information	9
Other	25

Other libraries you use

Agoura
Bookmobile
Calabasas
LA City
Long Beach
Oxnard
Palisades
Santa
Monica
Tarzana

What is your age?

Median	45
Average	46.9

Are you Male/Female?

Male	82	25%
Female	244	75%

Do you have school aged children at home?

Yes	166	56%
No	130	44%

Under 5	86
Ages 5 - 12	168
Ages 13 - 19	<u>55</u>

What schools are your children enrolled in?

Archer	Malibu Presbyterian
Canoga High	MJCS
Crespi	Odyssey
Crossroads	Our Lady of Malibu
Garden of Childhood	Palisades
Juan Cabrillo	Pt. Dume
Loyola High School	St. Aidan's
Lupi Hill	UCLA Preschool
Malibu High School	Viewpoint
Malibu Middle School	Waldorf
	Webster

Where do you live?	<u>Number</u>	<u>% of Responses</u>
Malibu City Limits	254	79%
Outside City Limits	57	18%
Other	11	3%
	322	

How long have you lived here?	<u>Average yrs</u>
Malibu City Limits	18
Outside City Limits	12.4

How long is your daily commute?	<u>Average Response</u>
Minutes	32
Miles	18

Do you have access to the Internet?

	<u>Yes</u>	<u>No</u>	<u># Responses</u>	<u>% Yes</u>
At Home	290	20	308	94%
At Work	141	13	154	92%

How many years of education have you completed?

		<u>#</u>	<u>% Total</u>
	Less than 12	2	0.7%
	High School	13	4.3%
	Community College	13	4.3%
	College	121	39.9%
	Graduate School	126	41.6%
	Other	3	1.0%
Malibu High School	Currently enrolled	24	7.9%
Pepperdine	Currently enrolled	<u>1</u>	<u>0.3%</u>
		303	100.0%

Languages Spoken in your home?

English Only	193
Multiple Languages	63

Other

Languages	Spanish	Urdu	Yiddish	Japanese	Hawaiian
	Italian	Chinese	French	German	

How do you rank current library Services?

	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>	<u>Don't Know</u>	<u>Average</u>	<u>% Good & Excellent</u>
Hours	11	91	156	41	12	2.76	63%
Location	5	31	125	143	5	3.33	87%
Parking	22	71	122	89	4	2.92	69%
Materials	42	126	101	27	7	2.39	42%
Facility	70	107	92	33	6	2.30	41%
Staff	16	65	118	100	9	3.01	71%
Programs	42	123	71	28	33	2.34	33%

Which improvements would increase your satisfaction?

	<u>Not at</u>			<u>Total</u>	<u>Avg.</u>		<u>% Somewhat &</u>
	<u>all</u>	<u>Somewhat</u>	<u>Significantly</u>	<u>Responses</u>	<u>Score</u>	<u>% Sign.</u>	<u>Sign.</u>
Audio books	53	96	117	266	2.24	44%	80%
Audio-visual	43	81	134	258	2.35	52%	83%
Professional Materials	90	84	67	241	1.9	28%	63%
Business Materials	95	85	51	231	1.8	22%	59%
Legal Materials	104	73	52	229	1.78	23%	55%
Popular Materials	38	71	142	251	2.4	57%	85%
Wider Range of Subjects	39	78	131	248	2.37	53%	84%
Ambiance	46	72	146	264	2.38	55%	83%
Larger Library	44	73	135	252	2.36	54%	83%
Meeting Rooms	82	76	92	250	2.04	37%	67%
Quiet Space	61	72	117	250	2.22	47%	76%
Work and Study Space	50	80	122	252	2.29	48%	80%
Coffee	101	71	79	251	1.93	31%	60%
Local History	55	97	91	243	2.15	37%	77%
Parking	97	70	80	247	1.93	32%	61%
Art, Music, or Cultural Programs	53	73	140	266	2.33	53%	80%
ESL	126	58	50	234	1.68	21%	46%
Literary Programs	72	94	82	248	2.03	33%	71%
Communications re. Activities	61	85	91	237	2.13	38%	74%
Community Information Area	70	92	82	244	2.05	34%	71%
Continuing Education Opportunities	68	77	100	245	2.13	41%	72%
Hours or Days	55	106	92	253	2.14	36%	78%
Increased Staff	75	102	69	246	1.98	28%	70%
Access to on-line sources	75	75	97	247	2.1	39%	70%
More Personal Computers	82	67	96	245	2.06	39%	67%
Internet training	82	69	101	252	2.08	40%	67%
Coordination with Schools	76	66	95	237	2.09	40%	68%
Homework Center	70	62	109	241	2.18	45%	71%
Children's Materials	73	54	114	241	2.18	47%	70%
Children's Programs	73	55	116	244	2.19	48%	70%
Children's Staff	76	68	99	243	2.10	41%	69%

	<u>Respondents w/children</u>	
	<u>S & S</u>	<u>Significantly</u>
Internet training		
Coordination with Schools	87%	56%
Homework Center	86%	58%
Children's Materials	87%	66%
Children's Programs	86%	66%
Children's Staff	85%	56%