

To: Branch Librarians

From: Karen Scannell, Chief Of Branches

Subject: Branch Survey 1971-72

Here is a copy of the information about your branch which was compiled for the city budget office. Please make any corrections on your copy and keep this document for your branch files. Next year we will probably be requested for an updated version.

Thank you for all the hard work that went into the survey.

KS/rk

BRANCH SURVEY 1971-72

1. Name of Unit: **Merced Branch** Address: **155 Winston Drive**
2. Date Established: **1958**
3. Square Feet Floor Space: **5,375**
4. Public Service Hours: **52** Mon. **12-9** Th. **10-9**  
 Tue. **10-9** Fri. **1-6**  
 Wed. **10-9** Sat. **10-6**

5. Staff - Librarians work Mon-Fri and Tue-Sat shifts.  
 Clerical work Mon-Fri.  
 Pages work afternoon and evening hours Mon-Sat with above.

1 - 3634 Librarian III  
 1 - 3632 Librarian II  
 1 - 3630 Librarian I  
 1 - 3616 Library Technical Assistant I  
 1 - 3611 Library Assistant P/T (ERA)  
 70 Page Hours/Wk  
 1 - P/T Janitor

6. Collection: Books **26,790**  
 Estimated Paperbacks **1,000**  
 Estimated Phonorecords **200**  
 Newspapers & Periodicals **130**

7. Circulation: 1967-68 **137,890** 1972-73: July **10,544**  
 1968-69 **133,237** Aug. **11,869**  
 1969-70 **128,130** Sept. **10,032**  
 1970-71 **132,166** Oct. **10,811**  
 1971-72 **132,041** Nov. **12,384**  
 Dec. **9,336**

1972-73

Estimated Juvenile Circulation: **20%**  
 Estimated Phonorecord Circulation: **5%**

8. Estimated Operational Costs	<u>1971-72</u>	<u>1972-73</u>
Adult Books	\$ 8,000	\$ 8,000
Children's Books	4,102	4,450
McNaughton	3,500	3,972
Newspapers & Periodicals	1,724	2,672
Telephone (Msg units not incl)	231	84
Utilities	2,880	3,024
Personnel (Med. Sal.)		
Librarian III	12,336	12,648
Librarian II	11,160	11,484
Librarian I	9,672	9,936
Library Technical Assistant I	7,980	8,160
Library Assistant (P/T) (ERA)	3,114	3,288
Page Hours	8,540	8,788
Janitor (P/T)	3,792	3,888
	<u>\$77,031</u>	<u>\$80,394</u>

## 9. Area Profile:

Population in Service Area: 28,000

Primarily upper middle class and retired apartment dwellers. Utilizing the branch are Blacks from Ingleside and Ocean View districts; shoppers and businessmen, and employees from the Stonestown shopping complex; State and City college students; and Mercy, Lincoln, and Lowell high school students.

## 10. Branch activities, special services, patron contact, etc.

Adult programs: 2	Attendance: 80
Public meetings held in branch:	
Class visits to library: 9	Attendance: 190
Visits to schools: 54	Attendance: 1,471
Children's Story Hours: 37	Attendance: 404
Children's Summer Reading Program Participants: 83	
Reading Aloud: 8	Attendance: 86
Children's Film Program:	Attendance:
Est. avg. patron contact per hour (excl. checking out lib. materials):	11.5

Cluster Head branch. Copy machine. Deposit collection at Senior Citizens Center at Temple Baptist Church. Large print books.

## 11. Physical facilities, equipment and materials needs:

Children's room poor in design with space for less than 12 children. Need additional shelving; shelf dividers; draperies as present are in tatters; reading room chairs as present are heavy, noisy and uncomfortable; desks; book drop; adding machine. Larger book budget. Public toilets. Vertical file and typewriter.

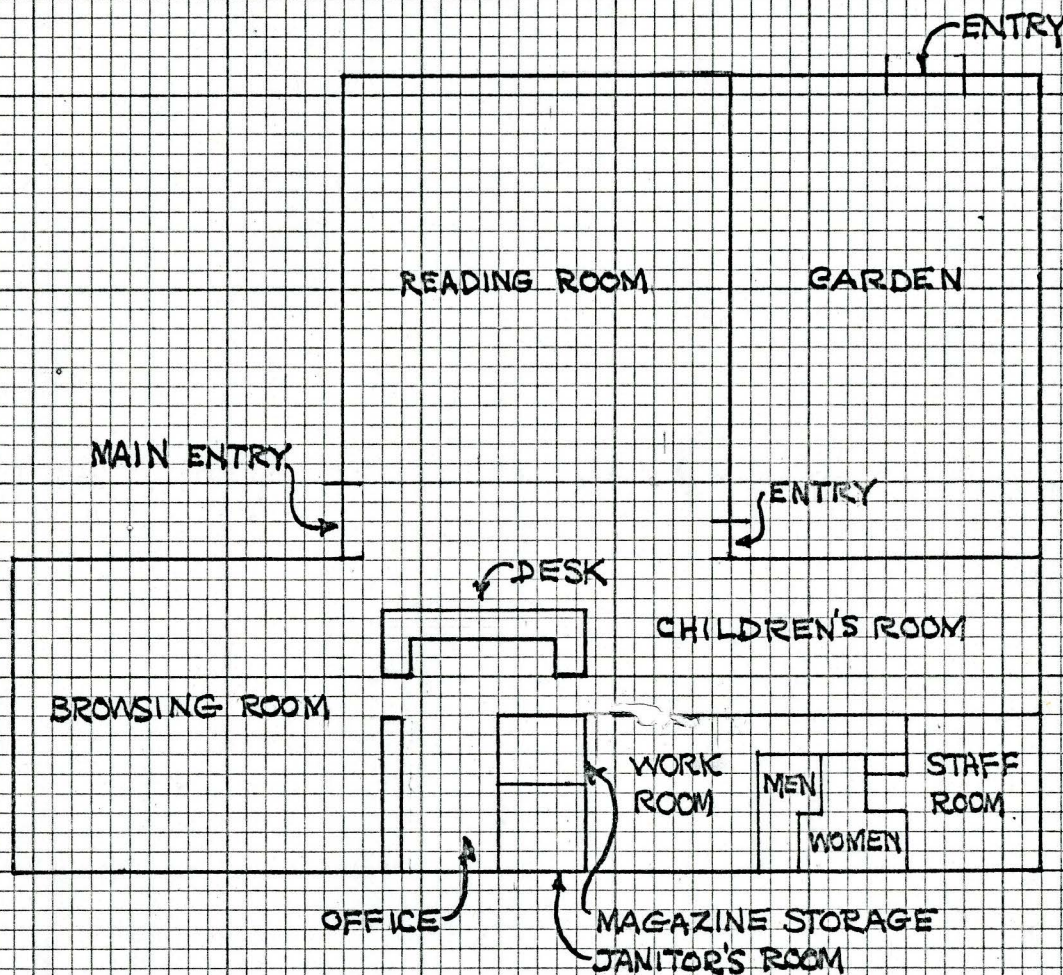
## 12. Staffing Needs:

Librarian I to fill in at Cluster branches and assist in community activities and programming; Librarian I to assist with children's work; Junior Clerk Typist needed for Children's section various duties; more page hours; Library Technical Assistant II who would assume duties of part-time EKA Library Assistant.

## 13. Projected Goals:

Programs with teenage users and with out-of-school adults not being served by other agencies. Regular story hours and film programs for children after school hours. Change in branch hours to earlier evening closing and earlier opening on Monday to better serve public.





## MERCED BRANCH LIBRARY

155 WINSTON DRIVE

OPENED: 1958

TOTAL AREA: 5,375 SQUARE FEET

OPEN SPACE: 3,861 SQUARE FEET

SCALE: 1 INCH = 20 FEET (APPROX)

NOVEMBER 29, 1972