



San Francisco Public Library

North Beach Branch Library - July 30, 2003 Community Meeting

NEEDS ASSESSMENT

Branch Description

The North Beach Branch is located at 2000 Mason Street (at Columbus). Built in 1959, by Appleton & Wolford Architects, the branch is constructed of brick masonry and glass. It is a multi-level Modernist style building 5,500 gross square feet in size.

The Branch collection includes approximately 34,000 books and other materials, 52% of which are adult, 11% teen and 37% children's. In Fiscal Year 2001-2002, the North Beach Branch had an estimated 343,700 visitors, circulated 172,055 items (58% adult, 18% teen and 24% children's), provided 110,000 items for in-library use, answered more than 146,000 questions and hosted 22 adult/teen programs (502 attended) and 148 children's programs (3,664 attended).

Community Survey Results

Though not intended as a statistically representative sample of neighborhood residents, the purpose of the community survey was to reach out to interested members of the community and learn their opinions about the branch. It was distributed in June and July 2003 both in the branch and to community groups, schools and at local businesses. The survey was available in English and Chinese.

A total of 742 surveys were returned. The survey was designed to identify major trends; to understand who uses the library and how often; what services and materials are used; and what about the library is most important to that respondent.

Survey Highlights:

- Over three-fourths (78%) of the respondents visited the branch once or more every month.
- Sixty (60) percent of respondents visited the library every week.
- Overwhelmingly, most respondents reported that they visit the branch to check out books or media (85.3%) or to pick up reserved material (41.7%).
- Almost two-thirds (65%) of the respondents indicated that non-print materials (videos, DVDs & CDs) were either very important or moderately important. This increased to 74.2% for respondents in the 41 and under age group.
- Almost forty percent (39.7%) of respondents indicated that books in languages other than English were either very important or moderately important.
- More than three-fourths (79.6%) of the respondents indicated that new books & current topics were either very important or moderately important.

- Almost half (45.8%) of respondents indicated that children's books & magazines were either very important or moderately important.
- Overall, when asked to rank the importance of different types of facility and service improvements:
 - Comfortable seating came out on top (65.2%)
 - Followed by quiet reading area (64.1%)
 - Adult area (61.7%)
 - Computer access to the Internet (51.3%)
 - Children's area (46.5%)
 - Computers for word processing (38.1%)
 - Teen area (37.8%)
- Within different age groups there were some variations. For the age group of 41 and under computers for Internet access (69.9%) ranked significantly high.
- For respondents under the age of 17 (*there were 145 surveys from this age group, accounting for 19% of the total surveys collected*) using the branch to read or study was more important than it was for any other age group. Teenagers reported visiting the branch to use the computers (40.7%), do research (45.7%), and to read or study (46.9%).

Neighborhood Analysis

The North Beach Branch service area includes North Beach, Russian Hill and Telegraph Hill neighborhoods located in the following census tracts: all of 101, 103, 104 and portions of Tracts 102, 105, 106, 107, 108 and 109. Over the past decade (1990 to 2000) the population has increased by 1,200 (6%), from 19,446 residents in 1990 to 20,642 in 2000. The ABAG (Association of Bay Area Government) has projected a small increase (492 residents) in the population by 2010.

The City's Asian population now accounts for 30.7% of the total population. As is the case in San Francisco as a whole, 31.63% or 6,445 residents of the North Beach Branch service area population are Asian. The Asian population also is very diverse, including Filipinos, Chinese, Japanese, Vietnamese and others. For 62.5% of the service area population, English is the language spoken at home, while 24.36% of the residents reported Chinese as the predominant language spoken at home.

The age breakdown for the service area population is 9% children and teens, those in the age group 0-18, 73% adult, the age group 19-64 and 18% seniors, those over 65 years of age. Because of the North Beach Branch's proximity to the Park many families combine a library visit with their recreation and park activities.

Interviews with Community Leaders, Agencies and Groups

In the next few months, staff will conduct interviews with representatives from community agencies and groups asking who they serve, what unmet needs they have, whether the Library might fill any gaps in any unmet needs and whether they have any suggestions for specific services or materials that the Library might offer.

FINAL RESULTS: NORTH BEACH BRANCH LIBRARY RENOVATION SURVEY

Sample Size=742

NORTH BEACH BRANCH LIBRARY RENOVATION SURVEY

The North Beach Library will be renovated as part of the upgrading of the San Francisco Public Library branches. This project is funded by a Branch Library Improvement Bond which was passed by the voters in November 2000. Please help us to determine what services to provide to best meet the needs of the North Beach community by answering the questions below.

1. How often do you visit the North Beach Library? Choose one:

61% Once a week or more

17% Once a month

19% Occasionally

2% Never

1% No Answer

2. When you visit the North Beach Library, which services do you use? (N=734)

85% Check out books, magazines or Audio
visual materials

19% Use or bring children to the children's
Area

26% Use the computers/Internet

32% Do research or look for information

28% To read or study

13% Attend programs

12% Get help with research or questions

42% Pick up reserved books, videos, etc.

34% Browse

3. North Beach Library will continue to provide a variety of collections. Please tell us which of the following are important to you:

	Very Important	Somewhat Important	Slightly Important	Not Important	No Ans
a. Nonprint materials (videos, DVDs, CDs)	41	24	12	8	15
b. Books in languages other than English (specify language here)	23	17	12	24	24
c. New books and current topics	62	18	4	2	14
d. Large print books	13	15	17	27	28
e. Books on tape/CD	21	19	18	18	24
f. Teen books and magazines	23	12	10	27	28
g. Children's books and magazines	32	13	10	21	24
h. Magazines and newspapers	34	19	15	11	21
i. Adult books and magazines	44	18	9	13	16

Over +

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