

## **BRANCH PROFILE**

### **NORTH BEACH BRANCH**

North Beach Branch was established in 1959, the 26th branch in the system. Adult and children's services are on the same floor. The total building size is 4,915 square feet, of which 3,000 square feet is public space. The branch is open 34 hours per week, Mon-Fri (although special Children's Amendment funding will allow the branch to be open 1-5 on Saturdays for 12 months beginning 1/8/94). North Beach Branch is located at 2000 Mason Street, at the corner of Mason and Columbus.

The (Mon-Fri) staff consists of a Librarian II Branch Manager (3632), a part-time Children's Librarian I (3630), a Library Technical Assistant I (3616) and three part-time Pages (3602).

Programs for children include film showings, morning lapsits and pre-school story times. Special programs are also offered featuring storytellers and other performers. 6,080 children participated and/or attended programs. Adult poetry and literary readings are held at least quarterly, and on occasion neighborhood groups, such as S.A.F.E. (neighborhood watch) meet on Wednesday evenings.

With a total circulation of 91,313, North Beach is 10th in branch circulation --an increase of 22% from fiscal year 91/92. Children's materials account for 27% of all circulation. Circulation per capita is 3.17. 135,878 patrons visited the library, an average of 81.36 visits each open hour. A total of 44,263 questions were answered by staff, of which 18,045 were reference. The collection consists of approximately 31,346 items. Collection turnover rate is 2.9.

**THE CHILDREN'S COLLECTION** runs the gamut from board books to Young Adult level fiction. We have a mid-sized Chinese language collection, smaller Spanish and Italian collections and smattering of books in other languages. In all classes of materials, Asian, particularly Chinese and Chinese-American interest titles are emphasized, and, to a lesser degree, Italian interest materials.

Our jF collection includes a "Younger Reading" section aimed primarily at third graders but also contains many titles of interest to older readers. Many of our jF titles for older readers are purchased in paperback format.

We still have our aging but irreplaceable record collection. Our cassette collection is especially strong on stories.

**THE ADULT COLLECTION** includes a wide range of non-fiction books with emphasis on high-interest areas such as travel, computers, do-it-yourself law, and resumes. The result is that most patrons find a book or books to take home.

Patrons are seldom disappointed when they search the regular fiction stacks. The McNaughton/New Book section is heavily used. YA's can find materials in both the adult and children's areas to help with school assignments. Books-On-Tape are popular as is the Chinese language paperback browsing collection. Our small Italian collection is not in high demand although it is well appreciated by the few patrons who regularly use it. Paperback mysteries are ever popular. Our vertical file is a source of unique-to-the-neighborhood topics as well as those needed for school assignments. The North Beach file was recently indexed and provides a quick reference for those patrons doing research about a North Beach specific topic. Our special "Beat Poets and Writers" reference collection consists primarily of those materials about those poets and writers of the Beat Generation who, at some time in their lives, lived in North Beach.

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