

PARKSIDE BRANCH PROFILE

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The dedication ceremonies for Parkside Branch were held on June 21, 1951. It cost \$162,171.47 to open the branch with a collection of 13,805 volumes, a total of 5,770 square feet and a public service area of 4,270 square feet. Lawrence Halprin did the landscape architecture. The population area served was 35,000. The opening month circulation was 13,100, double that of the previous year when library services were located at a storefront a few blocks away. At that time Parkside was open 68 hours and 6 days per week.

In 1988 budget cuts led to a reduction in public service hours and the replacement of the second adult 40 hour librarian position with a 20 hour 3610 library assistant. That position was lost due to further budget cuts in May 1993. Parkside is currently open 27 hours a week and is staffed by a full time 3632 Branch Manager, a full time children's librarian, a full time 3616 library technical assistant and 4 part-time pages who work a total of 42 hours a week.

The branch offers weekly toddler lapsits, pre-school storytimes, monthly film programs, craft programs, family night programs and a summer reading program. In FY 1992/93 3,353 children attended these programs and juvenile circulation was 32%

of the total circulation. In July 1992 the children's section at Parkside moved to what was formerly a reading room. This made it possible for more parents and children to attend children's programs and thereby increased the programming statistics.

During the renovation of Sunset Branch the circulation increased dramatically. November 1992 circulation was 8223, up 22% from the previous year. July's 1992 circulation was 11,136 - almost as much as it was in July 1951 (13,100) when the branch was open 41 more hours per week. Despite a 60% cut in public service hours and major staffing cuts since its 1951 opening, Parkside is dealing with a circulation that has dropped by only 15%.

Parkside's circulation for FY 92-93 was 109,760 ranking it seventh among the branches in circulation. 27,209 reference questions and 23,774 directional questions were answered. 65,174 items were used in house. Collection turnover rate is 3.5 and circulation per capita is 6.85. Parkside ranks sixth in patron use per hour with an average of 80 patrons entering the branch each hour. service area of 4,770 square feet. Lawrence Salprin did the

The book collection comprises over 31,000 volumes. The children's collection has excellent picture story and non-fiction collections both of which are used extensively. The Chinese language materials include several magazines, a daily newspaper, and a collection of popular paperbacks. They are constantly in use. 40% of the population served is Asian and that part of the collection needs to be expanded. Parkside serves a neighborhood of predominately white, middle-income families. 6.43% of the patrons are registered as seniors, ranking third behind Golden Gate Valley

and Merced in use by that age group. Parkside is also wheel-chair accessible. The McN collection is heavily used as are the fiction and mystery sections. There is also an intense amount of reserve activity for best sellers.

A large number of young adults from Lincoln High use the branch after school as do children from Hoover and St. Cecilia's grammar schools. The young adult paperback collection circulates heavily. More copies of classic fiction titles are needed and the 600's, 900's and 330's are frequently used and need to be updated as often as the budget permits. The Parkside collection emphasizes popular reading of a wide variety.

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