San Mateo County Libraries

Agenda Item V.

To:	JPA Governing Board
From:	Anne-Marie Despain, Director of Library Services
Date:	February 1, 2022
Meeting:	February 7, 2022
Re:	Strategic Plan Subcommittee Summary and Research Reports

Background

In 2014, San Mateo County Libraries worked with EMC Research to complete a research project to identify the demographic characteristics, behaviors and values of users and non-users in order to better understand and tailor library services to community needs. The resulting report was used to effectively allocate resources, strengthen our relevance to the community, and create focus for future planning efforts, including the development of a new Strategic Plan.

In 2020, EMC designed two new surveys for both patrons and residents, which included comparisons to the 2014 survey to show relative changes over time. In September 2020, survey results were shared with the Governing Board and Operations Committee. The research demonstrated that the library system continues to enjoy extremely strong favorability ratings and that the public felt positive about our response to the COVID-19 epidemic.

At the February 8, 2021 Governing Board meeting, members approved an extension of the Strategic Plan to 2025 and established a Strategic Plan Subcommittee to work with staff to gather additional data. Governing Board members requested that an updated survey be conducted to capture the changes in usage patterns that have occurred due to the pandemic and inform planning on how patrons will use libraries in the future.

Subcommittee members consisting of Member Brown, Member Groom, Member Moise Derwin, Member O'Neill and Member Penrose have met several times over the past year and informed a new expanded survey. Preliminary results from this survey were shared with the Subcommittee at their last meeting on January 13, 2022.

Discussion

The new survey focused on collecting a larger sample size particularly in the communities of East Palo Alto, Half Moon Bay, North Fair Oaks, and unincorporated areas. The reporting also includes comparisons to both the 2014 and 2020 surveys to show relative changes over time and provides data by individual community.

In addition, EMC completed the demographic profile of residents in San Mateo County Libraries' service area utilizing Census data and, by request, has included more disaggregated data by race and ethnicity.

The following summarizes key findings, full reports are included as attachments:

Demographic Profile of Library Service Area

- The demographic profile analyzes the demographic changes that have taken place within the San Mateo County Libraries' service area from 2012 and 2019 utilizing estimates from the American Community Survey from the Census Bureau.

- San Mateo County Libraries' service area has a population of 283,977, 37% of the total population of San Mateo County, and has grown by 6% since 2012.

- The race and ethnicity of the service area is estimated at 48% white, 22% Hispanic or Latino, 22% Asian, 4% multiracial, 2% Black or African American, and 1 % Native Hawaiian or Other Pacific Islander.

- Our service area has stark wealth and income inequality that is rooted in historical and present-day institutional racism. Thirty-five percent of Black households and 31% of Latino households make less than $50,000 compared to 17% for white and 13% for Asian households. By contrast, 39% of Asian and 38% of white households make more than $200,000 annually, compared with 12% of Latino and 9% of Black households. Full household income estimate breakdowns by race and ethnicity are provided in the report.

- Sixty-one percent of residents reported speaking English at home, followed by Spanish at 17% and Asian and Pacific Island languages at 14%.

- A quarter (25%) of service area residents aged 3 or older are enrolled in a school or a post-secondary institution. Children who are white or Asian are more likely to be enrolled in a Pre-K or Kindergarten program (79%) than children who are Latino or Black (58% and 47% respectively).

2021 Survey of Library Patrons

- The survey was conducted September–November 10, 2021 and offered in English, Chinese and Spanish. The new sample size was 2,188.

- Survey respondents had the following demographic characteristics: 83% have some college education, 31% speak a language other than English, and 33% have children in the household under 18.

- Race and ethnicity of respondents included 57% white, 8% Hispanic or Latino, 16% Asian/Pacific Islander, 1% Black or African American, and 6% multiracial or other Ethnicity, with 12% preferring not to select a race or ethnicity.

- San Mateo County Libraries continues to receive high marks regarding its job performance and services. All communities, regardless of local library rate the system very high.

- San Mateo County Libraries' response to the pandemic is strongly rated by patrons.

- The job San Mateo County Libraries is doing supporting communities of color received an 80% positive rating. When responses were disaggregated by the race and ethnicity the positive rating was as follows: white 78%, Asian/Pacific Islander 90%, Hispanic/Latino 82%, Other Race/Ethnicity 76%, no race/ethnicity selected 71%.

- Traditional library services, like checking out materials, computer/internet access, and accessing materials online are seen as the most important.

- Educational and training programs for all ages are well received by patrons, with basic computer skills increasing in importance.

- Patrons are using the library less often than they did pre-pandemic, but they anticipate returning to the same usage when COVID-19 is contained. Eight-in-ten patrons say they are comfortable visiting a library in person.

Using the information collected and analyzed in this study, staff will proceed with updating the current Strategic Plan and continuing to focus on important goals including restoration and expansion of library services and hours, engaging and supporting our communities of color, and building upon the good work and success that has resonated so positively with community members.

Fiscal Impact

There is no fiscal impact associated with accepting this report.

Recommendation

Recommend JPA Governing Board accept the 2021 Survey of Library Patrons and Demographic Profile of Library Service Area. Operations Committee members present at the February 1, 2022 meeting concurred with this recommendation.

Attachments

1. Demographic Profile of Library Service Area

2. 2021 Survey of Library Patrons

Demographic Study
San Mateo County Libraries

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Overview

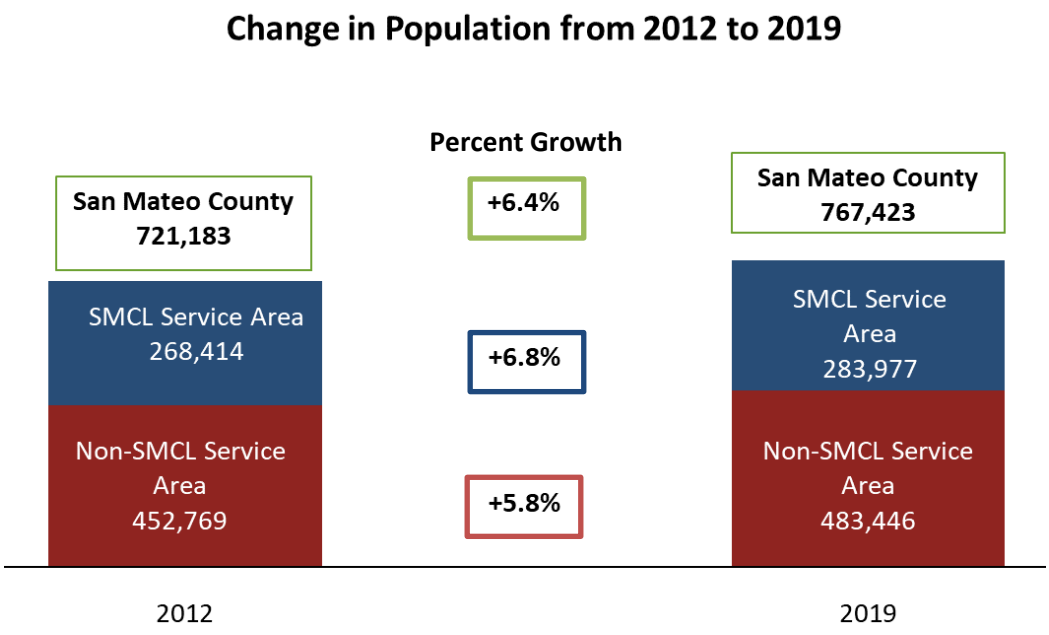
This report analyzes the demographic changes that have taken place within San Mateo County Libraries' (SMCL) service area from 2012 and 2019. This report seeks to contextualize current social and economic environment in the service area to assist SMCL in understanding the residents they serve and to assist with programmatic planning. The SMCL service area is defined as the cities of Atherton, Belmont, Brisbane, Colma, East Palo Alto, Foster City, Half Moon Bay, Millbrae, Pacifica, Portola Valley, San Carlos, Woodside, and the unincorporated areas of San Mateo County. Where applicable, data from other areas – the rest of San Mateo County (the parts not in the SMCL service area) and San Mateo County as a whole – is referenced for comparison purposes. However, please note that, unless otherwise specified, figures show data for the SMCL service area population.

This document's statistics are derived from 5-year population estimates from the 2019 American Community Survey (ACS). The most recent demographic data for the SMCL service area comes from the 2019 5-year ACS results, which were published in December 2020 by the US Census Bureau. This dataset combines responses from the 2014 through 2019 ACS iterations to paint the most accurate picture of demographics within communities the size of the service area. The statistics used below should be interpreted as averages over five years ending in 2019, not just as a snapshot of 2019 specifically. Where applicable, statistics from the 2019 and 2012 ACS datasets are compared for context

Total Population

According to the ACS 2019 five-year estimates (hereby referred to as the "2019 data"), the SMCL service area has a population of 283,977, which is 37% of the total population of San Mateo County. The population of the SMCL service area has grown by 6.8% since 2012, which is about the same level of growth as the county overall. Please see Figure 1 below for more information.

Figure 1



Age and Gender

The SMCL service area has seen some change in the age makeup of its residents. A larger proportion of residents overall fall into the oldest age cohort (65 or older) in 2019 than in 2012, but the youngest age cohort (under 15) also saw some overall growth.

As Figure 2 shows, the service area population now has a larger share of residents in the oldest age cohort, with 14% of the population aged 65 or older in 2012, compared to 16% of the population being in this category in 2019. Older ACS data shows that in 2000, adults aged 65 or older were only 12% of the service area's population, illustrating consistent growth in that segment of the population. The 65 or older age cohort is now the second-largest in the service area, while in 2012 it was the fourth-largest.

In the service area between 2012 and 2019, the 65 or older age cohort increased in size by 27%, compared to a 22% increase in the rest of the county (please see Figure 3). There have been positive growth rates in other service area age cohorts: those aged 25-34 years old (which grew 11% since 2012) and those aged 55-64 years old (which grew 7%).

While trending the same way as San Mateo County as a whole, the growth rates of both the 25-34-year- old cohort and in the 45-54-year-old cohort are smaller in the service area than they are in the rest of the county. However, the service area bucks the countywide trends by seeing some growth in the under 15 cohort (grew by 3% compared to decreasing by 2% in the rest of the county), though the overall share of this population in this cohort in the service area dropped since 2012.

In 2019, 51% of the service area population was female, a proportion similar to that in 2012. In the oldest age cohort (65 or older), the female population has grown a bit faster than the male population (28% increase compared to a 26% increase). Nearly one in ten residents in the service area (9%) are women aged 65 years and older, as seen in Figure 4

Figure 2

Age Cohorts as a Percentage of the Population Over Time

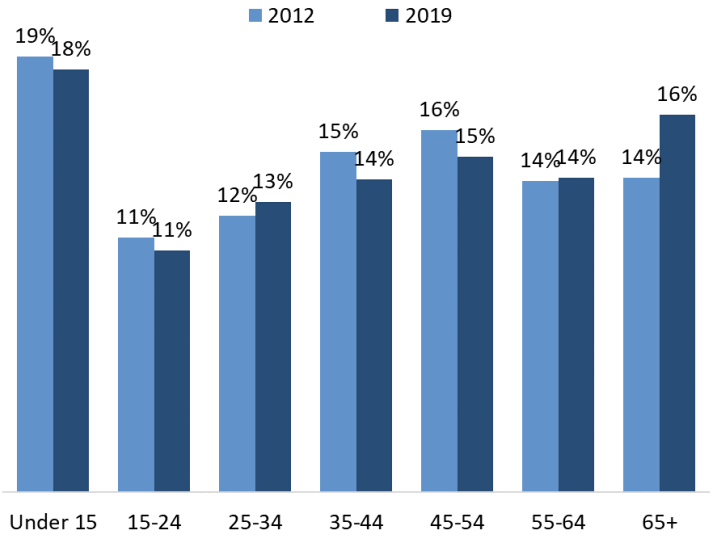


Figure 3

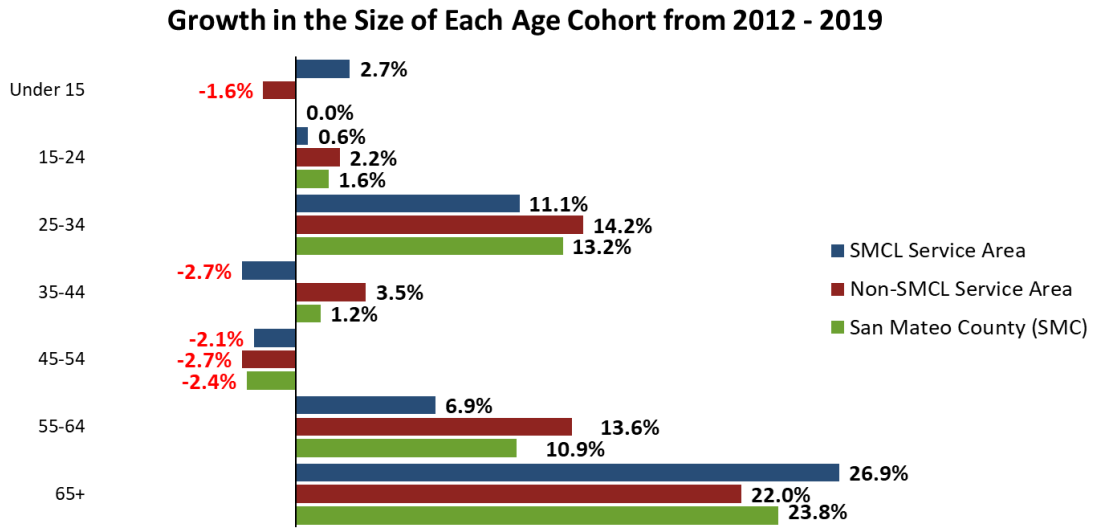
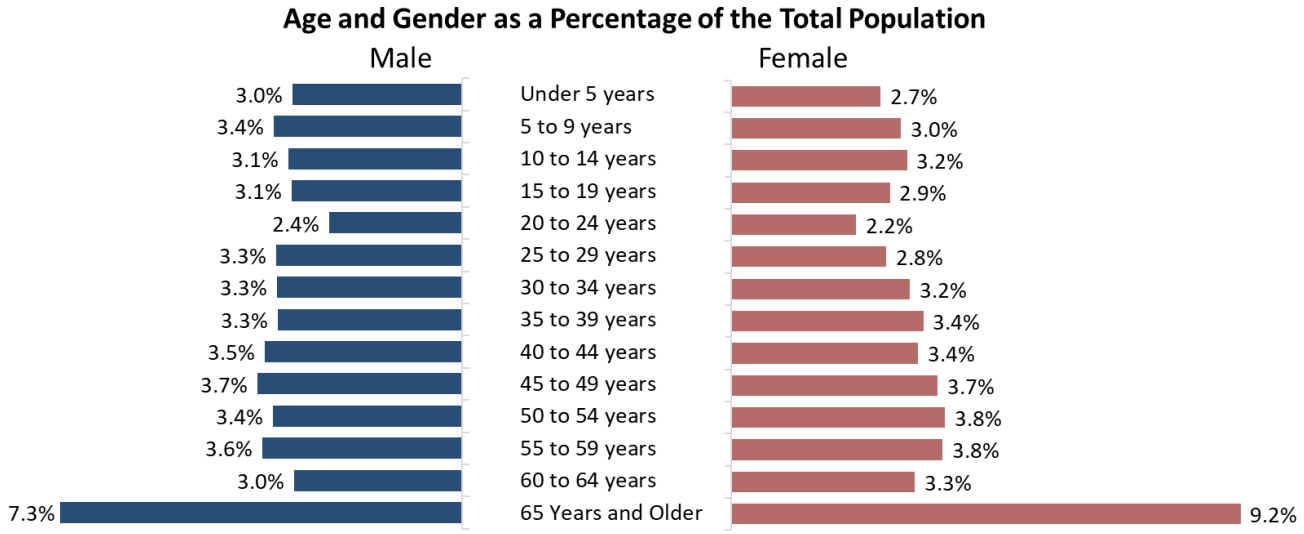


Figure 4



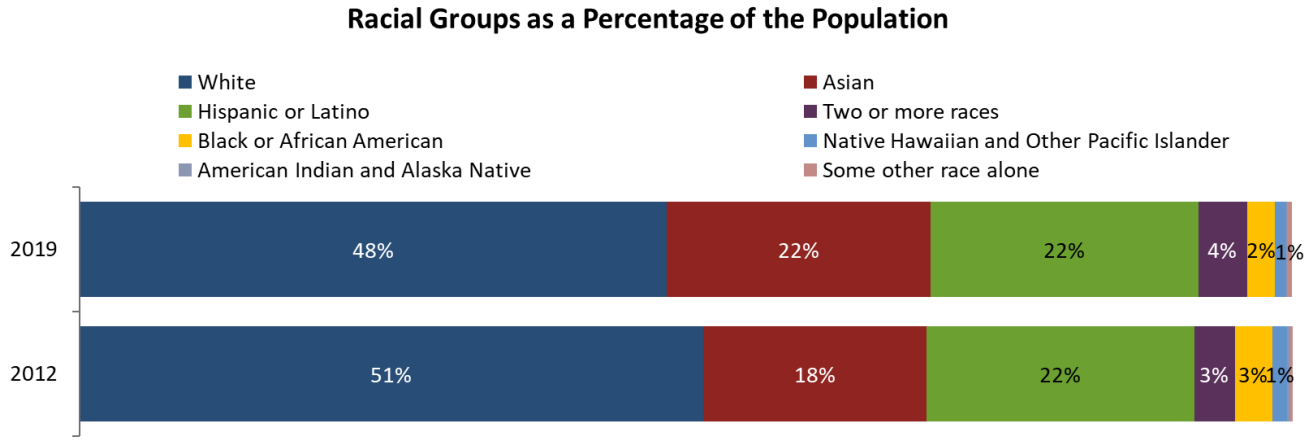
Race and Ethnicity

In the United States Census, the categories of "Hispanic" and "Latino/a" are not considered racial categories. "Hispanic" and "Latino/a" are categorized as an ethnicity versus a race (like white or Asian) and calculated separately. When taking the Census or the American Community Survey, one may select both Black/African American and Hispanic, white and Hispanic, or any other mix of ethnicity and race categories as defined by the Census. A respondent cannot say that they are only Hispanic – they must also select a race – as Hispanic is treated as a separate, binary category.

When looking at racial categories only, not including the Hispanic ethnicity question, a majority of SMCL service area residents (60%) identify their race as white, compared to 51% of residents in San Mateo County overall. Compared to the rest of the county, SMCL service area residents are less likely to identify their race as Asian (22% versus 28% countywide). Those who identify as Hispanic in the service area most likely to identify their race as white (47% of those who identify as Hispanic) or as "some other race" (43%). Additionally, service area residents are less likely to identify as Hispanic than those in the rest of the county (22% versus 24%).

As seen in Figure 5, when Hispanic residents are broken out into their own category[1], the percentage of residents in the service area who identify as white, non-Hispanic is down three points from 2012. White, non-Hispanic residents are the plurality of residents in the service area (48%), with approximately a fifth of residents identifying as Hispanic (22%) or Asian (22%). The percentage of the population that is Hispanic has not changed since 2012, but the proportion of residents who are Asian has increased by four points since then (18% versus 22%). Overall, the number of residents in the SMCL area who identify as Hispanic or Latino is lower compared to the rest of the country (22% in the service area versus 24% in San Mateo County overall).

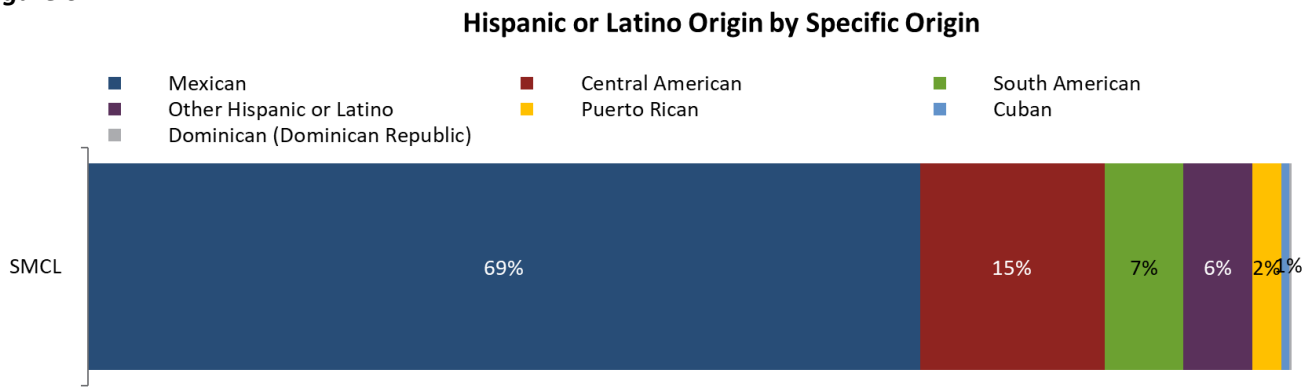
Figure 5



[1] For the purposes of Figure 5, we removed those who identified as Hispanic from the racial category they selected in the race question (white, black or African-American, American Indian or Alaska Native, Asian, Native Hawaiian or other Pacific Islander, some other race, or two or more races) and placed them into a separate ethnicity category to best approximate a simpler way to view ethnic groups in the service area. This is imperfect, as the question of race and ethnicity can be more complex than what can be expressed in the questions posed by the Census Department, but it more consistently aligns with the way we asked respondents about ethnicity in our previous surveys with SMCL.

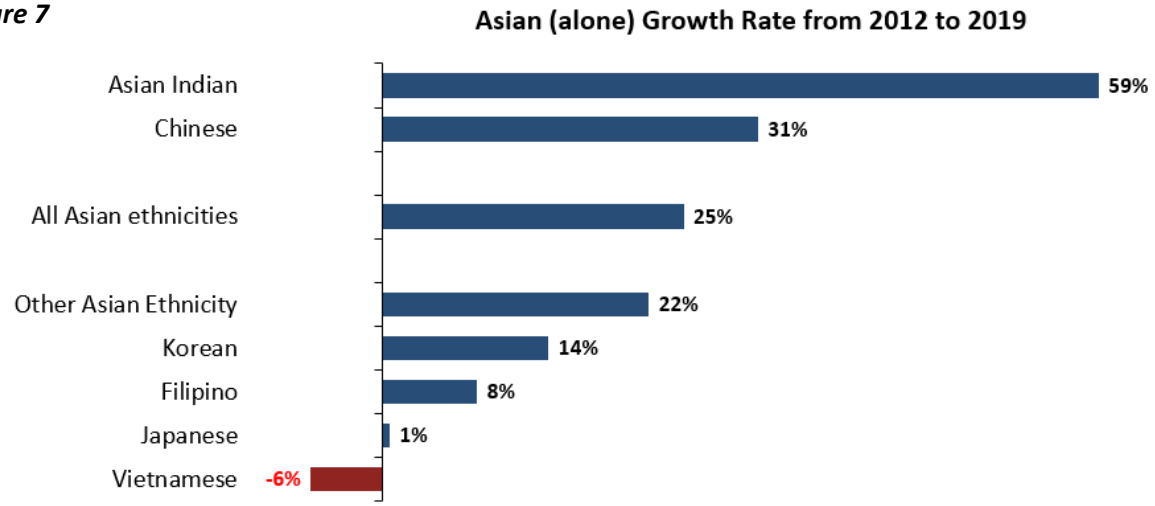
Over two-thirds (69%) of residents who identify as Hispanic say that they are of Mexican origin, with the next-largest group comprised of those who say they are of Central American origin (15%). Please refer to Figure 6 for more information.

Figure 6



Half of Asian residents (11% of the total service population) in the service area identify as Chinese, which is similar to the countywide proportion (12% of San Mateo County residents). The next most prevalent Asian ethnicity that service area residents identify as is Filipino (4% of service area), followed by Asian Indian (3% of service area population). As shown in Figure 7, those who identify as Asian grew 25% as a group since 2012, with the most growth in those who identify as Asian Indian or Chinese.

Figure 7

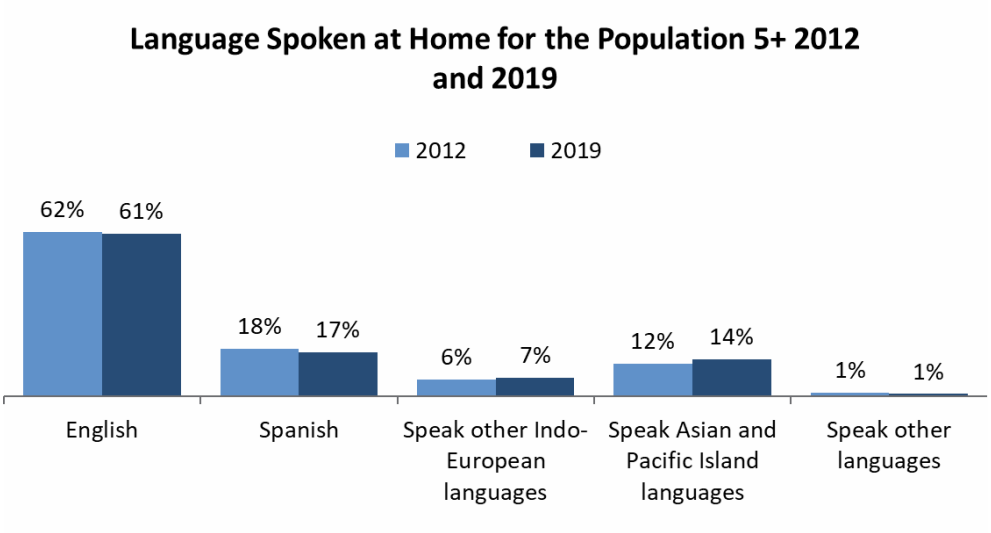


Language Spoken at Home

The language spoken at home statistic is reported for only the population aged five or older. For the SMCL service area, 61% of residents report speaking English at home, compared to 54% of residents in the rest of San Mateo County. As shown in Figure 8, this percentage has held relatively steady since 2012.

The proportion of Spanish speakers among SMCL service area residents has also held steady over the years (17% in 2019 and 18% in 2012). There has been an increase in service area residents who speak Asian and Pacific languages, and specifically among those who speak Chinese at home (who now make up 8% of the service area population) and Tagalog at home (who now make up 3% of the service area population). The proportion of Chinese speakers in the service area is close to that across the whole county (9% of county residents speak Chinese at home), but the service area has a lower proportion of Tagalog speakers (who make up 7% of the county).

Figure 8



US Citizenship and Country of Origin

The majority of SMCL service area residents are US citizens, either by birth or by naturalization - 87% as of 2019, compared to 86% in 2012, as shown by Figure 9. Three-in-ten service area residents (29%) are foreign-born, and of that group, 55% are naturalized citizens, and 45% are non-citizens.

While the plurality of foreign-born residents in the service area are from Asia (49%), this proportion is lower among the subset of the foreign-born population who are not naturalized (34%), as seen in Figure 10 Additionally, the proportion of the foreign-born population from Latin America is nearly 20 percentage points higher among the non-citizen versus the overall foreign-born populations (31% compared to 49% respectively).

As shown by Figure 11, the percentage of the foreign-born population from Asia in the service area increased from 44% in 2012. However, the percentage of the foreign-born population remained lower than that countywide (54%). While still making up one-third (31%) of the foreign-born population, the proportion of this population born in Latin America is down from 2012, when it was 36%.

Figure 9

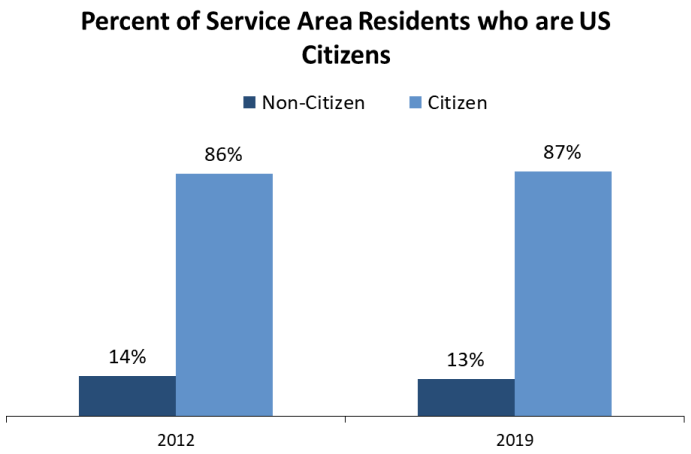


Figure 10

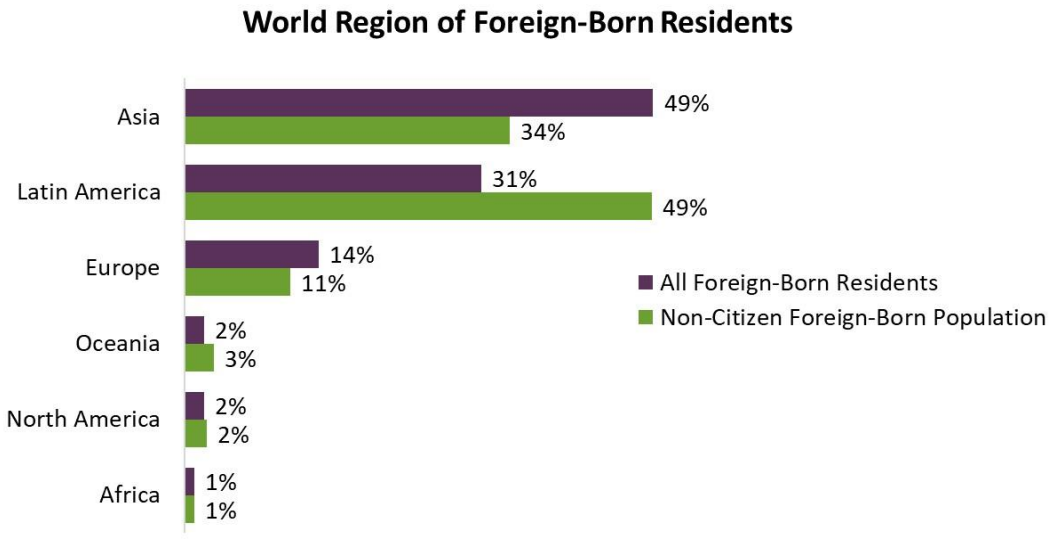
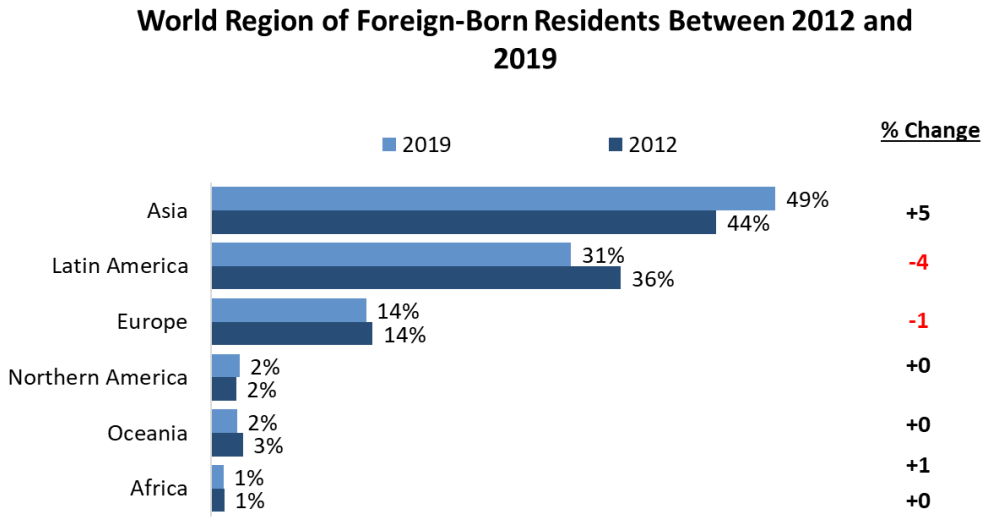


Figure 11



School Enrollment

A quarter (25%) of service area residents aged 3 or older are enrolled in a school or a post-secondary institution. In 2012, 27% of residents aged 3 and older were enrolled in a school or a post-secondary institution. As seen in Figure 12, 14% of those enrolled in school are in a Kindergarten or a pre-K program, 61% are in grade school, and 24% are in higher education. Those who are enrolled in school in 2019 are a little less likely to be in a post-secondary program than they were in 2012.

Figure 12

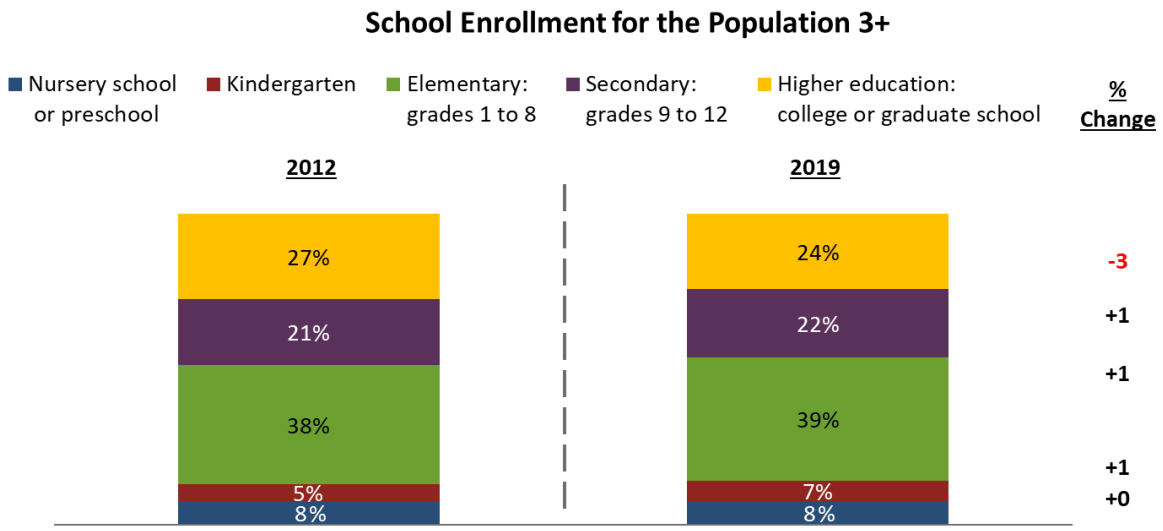
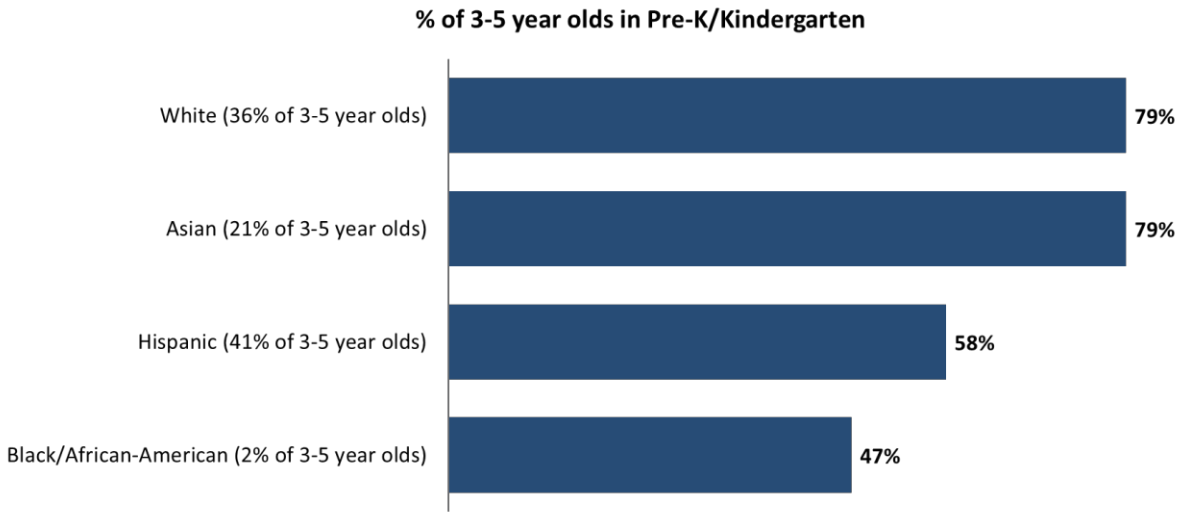


Figure 13 shows Pre-K (defined as preschool or nursery school) and Kindergarten enrollment among children aged 3 to 5 by ethnicity. Children who are white or Asian are more likely to be enrolled in a Pre- K or Kindergarten program than Hispanic or Black/African American children. Please note that due to the small size of the Black/African-American group (only 2% of the 3-5 year-olds in the service area are Black/African-American), the margin of error for this ACS statistic is higher compared to that for the other ethnic groups.

Figure 13



Educational Attainment

As shown in Figure 14, the service area population has seen growth in the percentage of residents with at least a four-year college degree since 2012, a statistic that is reported among the population over the age of 25. In 2019, over half of the residents (55%) in the service area had a four year-degree or a further degree, compared to about half (49%) in the rest of the county. A third (33%) of California residents have a four-year college degree, showing that the service area population is significantly more likely to have a college degree than the general statewide population.

The service area has a high proportion of residents with a graduate or professional degree – 26%, or nearly half of those who have a four-year degree or more. One-in-ten residents (9%) have less than a high school education, with a similar number (13%) graduating high school or having an equivalent certificate. Please see Figure 15 for more information.

Figure 14

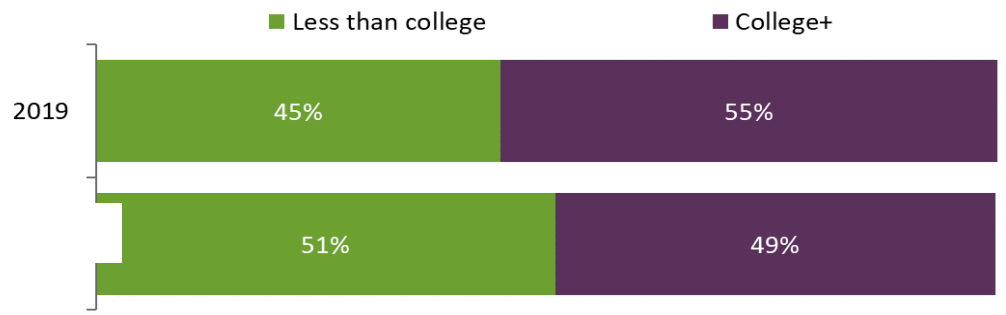
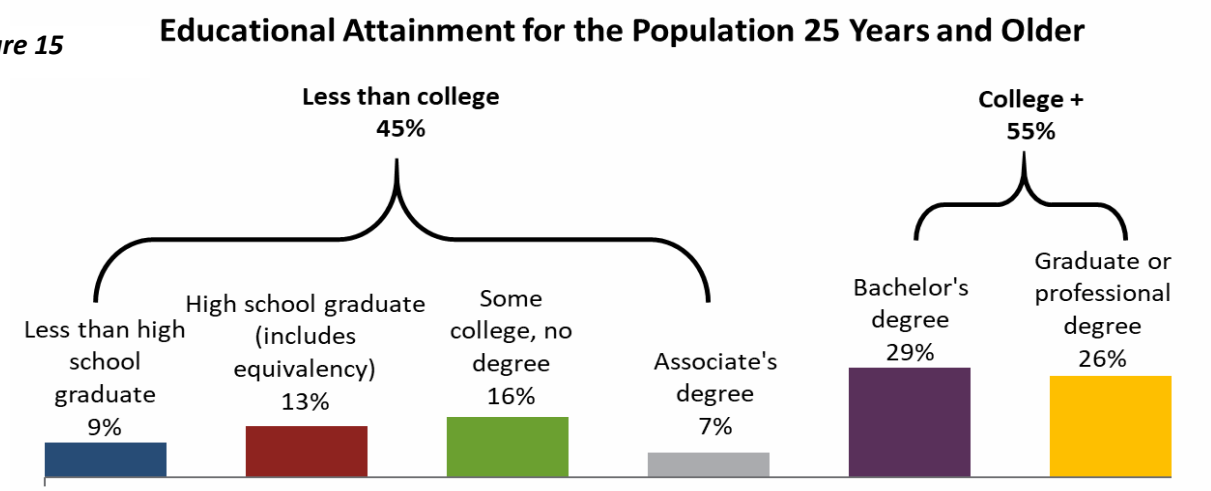


Figure 15

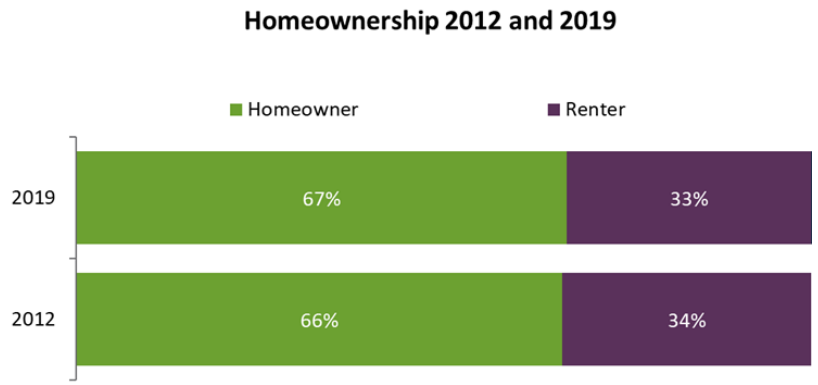


Household Financial Characteristics

Income and other financial statistics are calculated at the household level, rather than the individual level. More than a third (37%) of the total households in San Mateo County are in the service area.

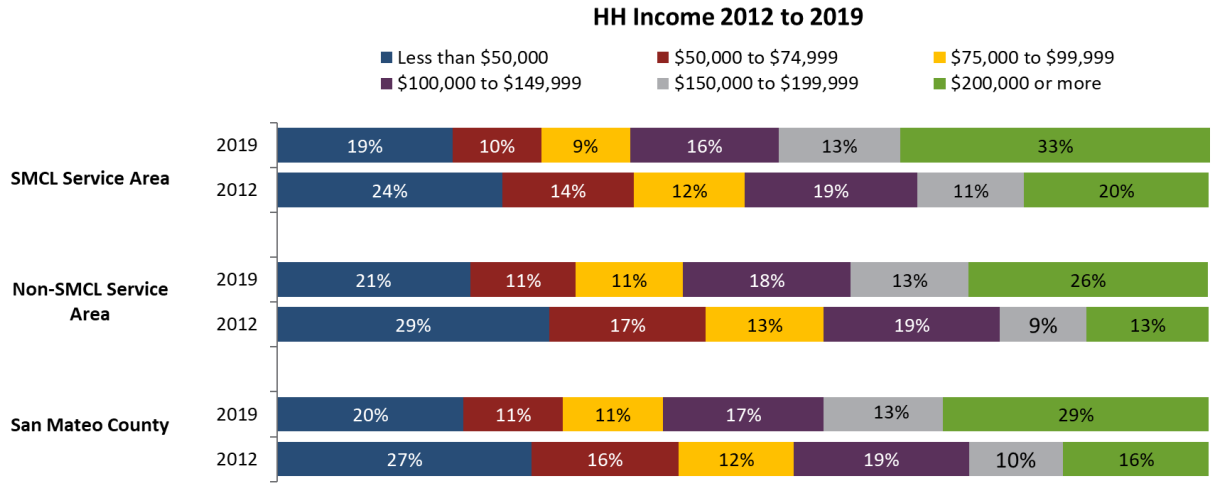
Homeownership, defined by households that owned their dwelling, has stayed relatively similar in the service area between 2012 and 2019, with ownership increasing a percentage point over the years (66% in 2012 to 67% in 2019). Please see Figure 16 for more information.

Figure 16



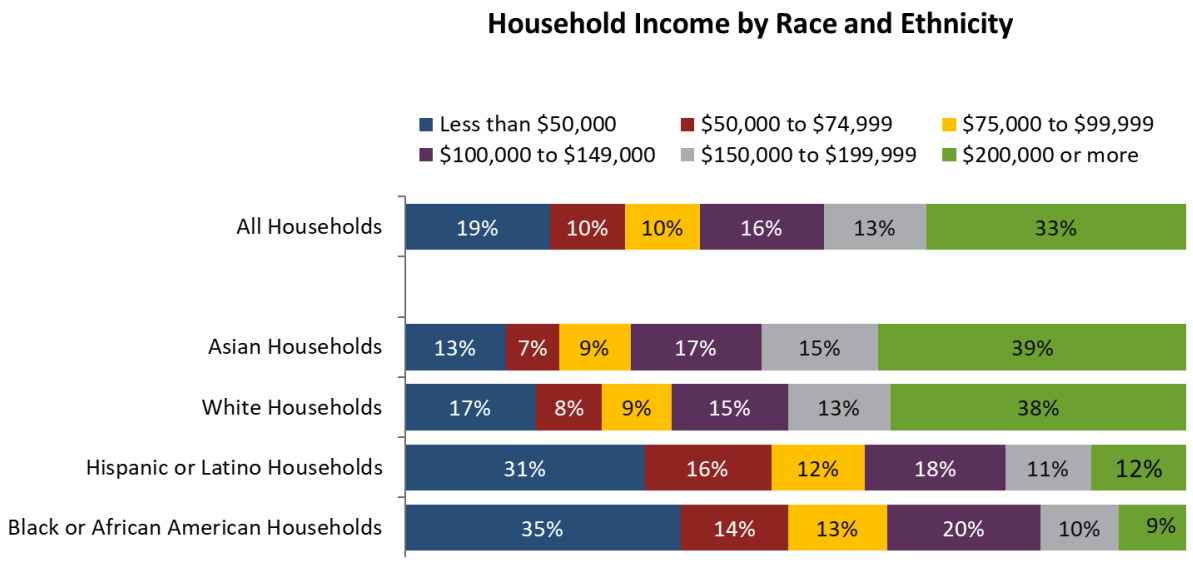
As shown in Figure 17, household incomes across San Mateo County, as well as specifically in the service area, have increased significantly since 2012. The percentage of households making $100,000 or more in the county at large has increased (45% in 2012 to 59% in 2019) with a similar increase in the service area specifically (50% to 62%). The largest increase has happened in households making $200,000, which experienced an increase of 71% in the service area, and 87% across the county. The percentage of households making less than $50,000 has decreased since 2012, when they made up nearly one-quarter (24%) of households, compared to under one-fifth (19%) in 2019. The percentage of households making between $50,000 and $99,999 decreased as well – in 2012 they were a quarter of households (26%), but in 2019 are only 19% of households.

Figure 17



As Figure 18 shows, Hispanic/Latino and Black /African American households are more likely to have lower annual household incomes than non-Hispanic white and Asian households. A third (35%) of Black or African American households and 31% of Hispanic or Latino households made less than $50,000 annually compared to 19% of households across the service area overall. Nearly two-fifths of Asian and non-Hispanic white households reported an annual income of $200,000 or more (39% and 38% respectively), while only one tenth of Hispanic/Latino (12%) and Black/African-American (9%) households reported that same income level.

Figure 18



Nearly a quarter (23%) of households in the service area make at or below 300% of the poverty line, with one-in-ten (10%) at 200% or below the poverty line[2]. Over a third of San Mateo County households were considered to be financially burdened in 2019, down from 44% in 2012[3]. A small percentage (3%) of service area households received food stamps/SNAP in the past 12 months, comparable to San Mateo countywide (3%). Of those households receiving food stamps in the service area, 61% have children under 18 years of age living in the house. Nearly four-in-ten (39%) of the service area's families (households with children) make $200,000 or above, compared to 33% of all households in the service area and 34% of families in San Mateo County overall.

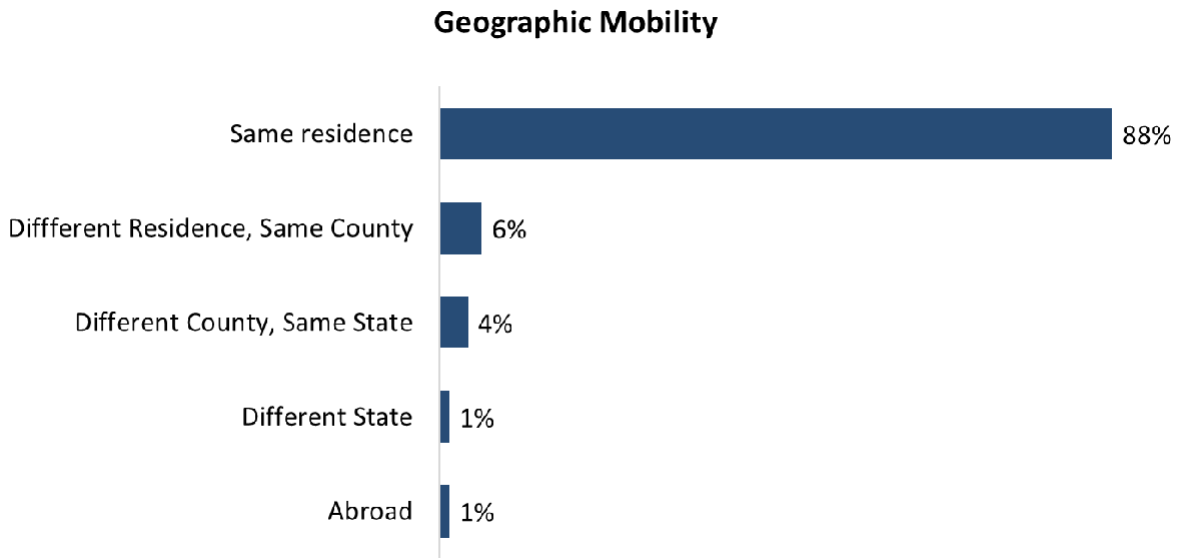
[2] For ACS data, the poverty line varies on household size and number of children in the household.

[3] EMC did not calculate this data, instead accessing it from the Federal Reserve Bank of St. Louis, which used ACS data to calculate these numbers. The definition they used for their calculation follows: the sum of households with a mortgage spending 30.0-34.9% of their income on selected monthly owner costs, households with a mortgage spending 35.0% or more of their income on selected monthly owner costs, households without a mortgage spending 30.0-34.9% of their income on selected monthly owner costs, households without a mortgage spending 35.0% or more of their income on selected monthly owner costs, households that rent spending 30.0-34.9% of their income on gross rent, and households that rent spending 35.0% or more of their income on gross rent divided by the sum of the total number of households with a mortgage, the total number of households without a mortgage, and the total number of households that rent.

Geographic Mobility

Nine in ten (88%) residents in the service area occupy the same residence they lived in in 2012. Meanwhile, 6% of the population moved residences but stayed within the boundaries of San Mateo County, and 4% moved out of the county but stayed within the State of California, 1% have moved out of the state, and 1% have moved abroad. SMCL area geographic mobility is on par with countywide levels as far as residents who have stayed in the same residence, moved to a different county in California, and those who moved states or abroad. Please refer to Figure 19 for more information.

Figure 19



EMC research

San Mateo County Libraries Survey of Patrons September 2021

Methodology

- Online email-to-web survey of San Mateo County Libraries Patrons
- Survey conducted September 21 – November 10, 2021
- 2,188 responses; overall margin of error ± 2.1 percentage points
- Surveys were offered in English, Spanish, and Chinese
- Where applicable, results compared with the following:

Methodology	Dates	Universe	Sample Size	Margin of Error	EMC #
Online	July 22 – August 3, 2020	SMCL Patrons	1,021	±3.07 percentage points	20-7652
Online	May 15-23, 2014	SMCL Cardholders	1,200	±2.83 percentage points	14-5153

Please note that due to rounding, some percentages may not add up to exactly 100%.

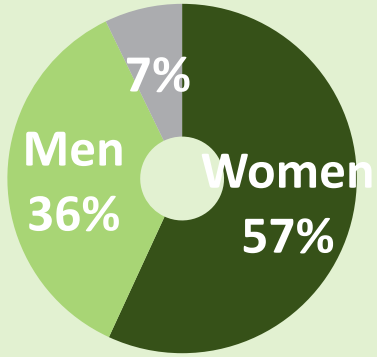
Key Findings

- SMCL continues to enjoy strong positive ratings regarding its job performance and services.
- Patrons are using the system less often than they did pre-pandemic, but they anticipate returning to the same usage when COVID-19 is contained.
- Traditional library services, like checking out materials, computer/internet access, and accessing materials online are seen as the most important.
- Educational and training programs for all ages are well received by patrons.

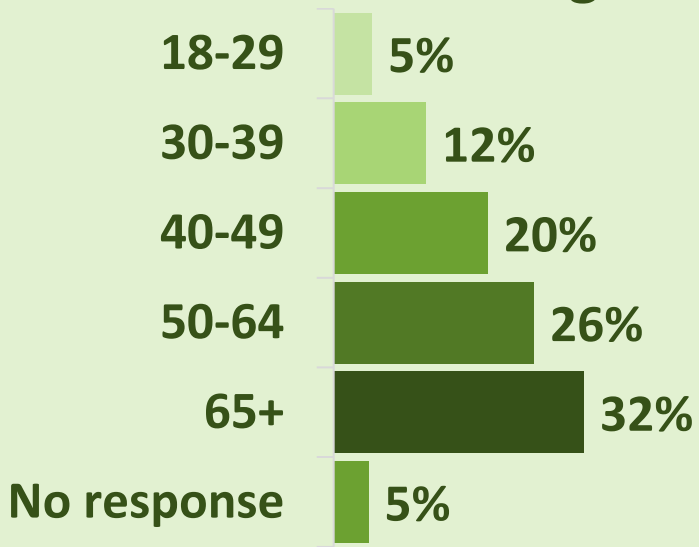
Profile of Respondents

EMC research

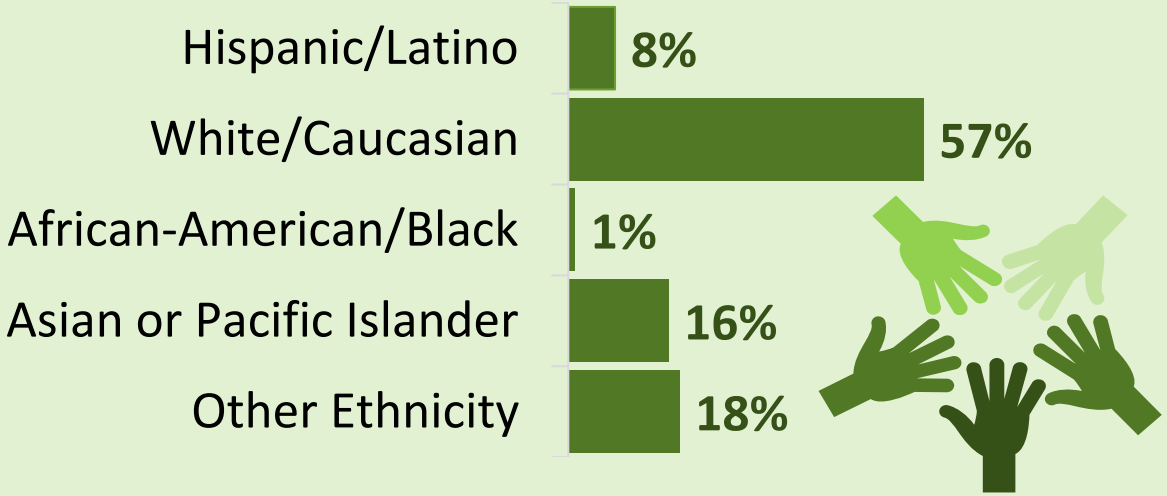
Gender



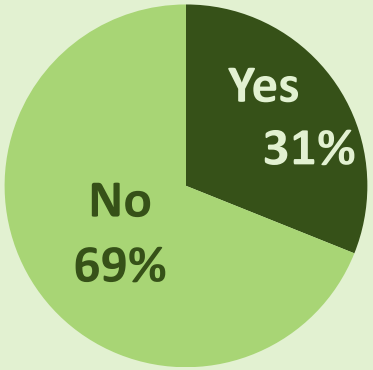
Age



Ethnicity



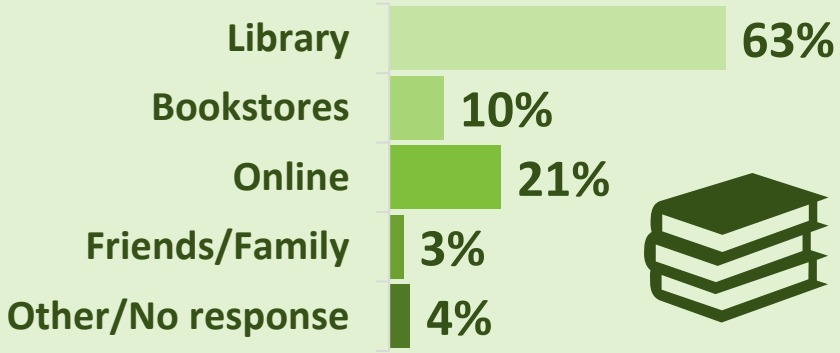
Language Other than English



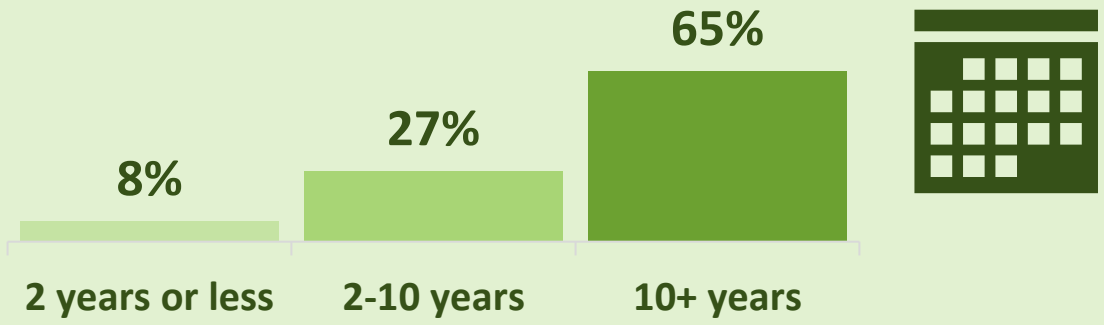
Profile of Respondents

EMC research

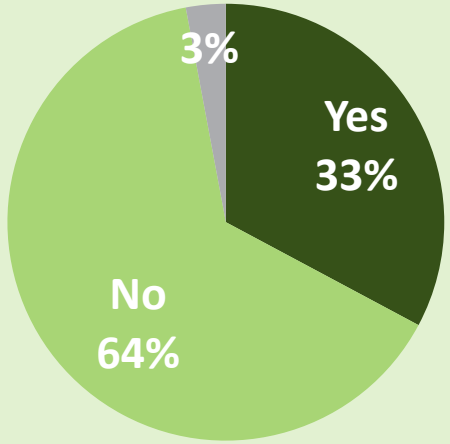
Primary Source of Books



Cardholder Tenure

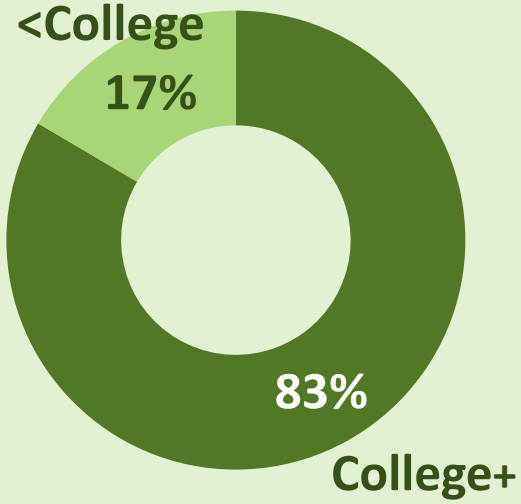


*Children in HH



Kids in household who are <18

Education

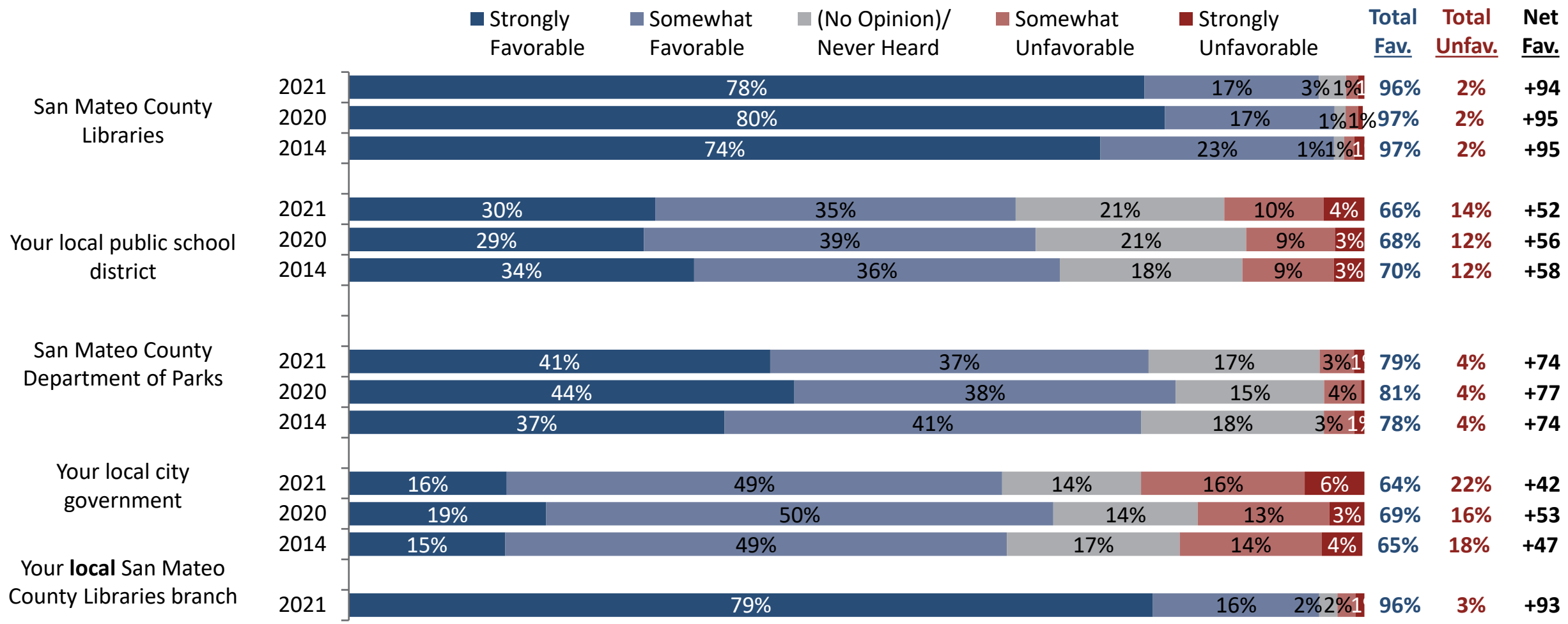


EMC research

Job Ratings

Favorable Ratings Over Time

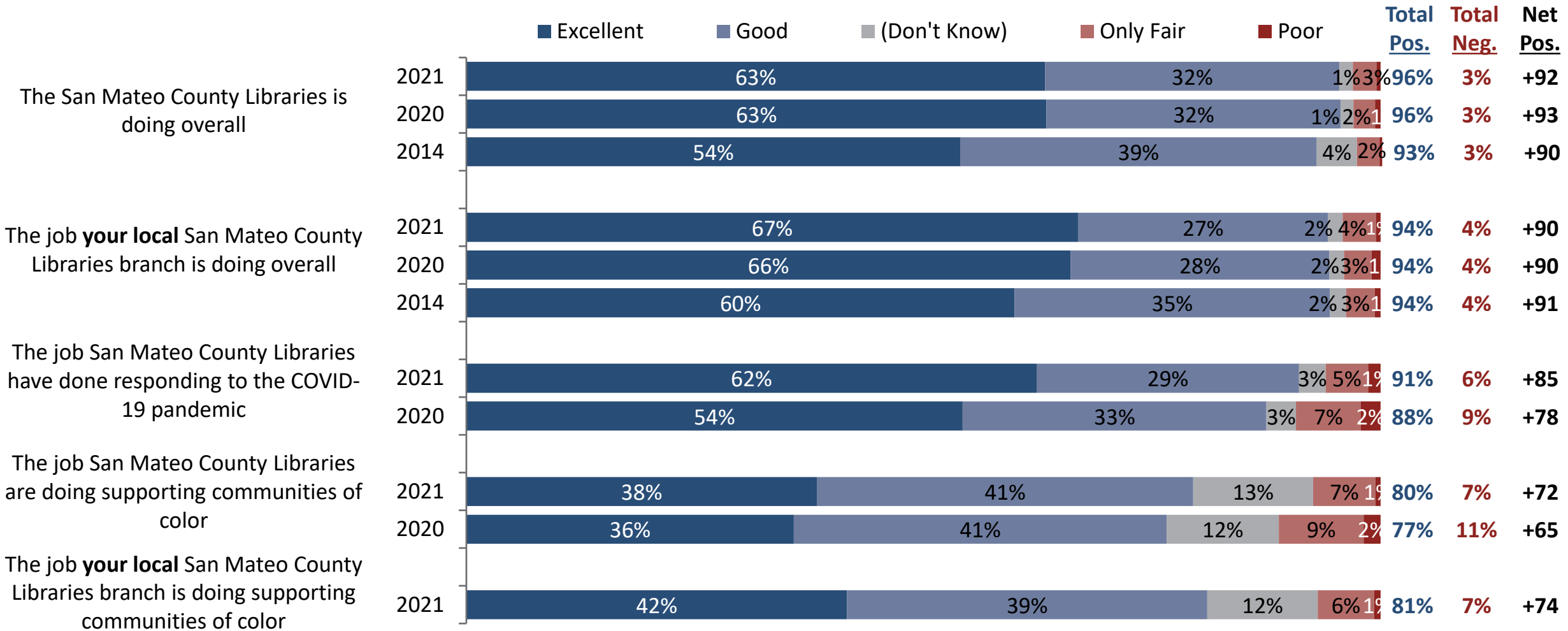
Ratings of San Mateo County Libraries and other organizations remains steady.



Q2-Q6. I'm going to read you a list of several people and organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so.

SMCL Job Ratings Over Time

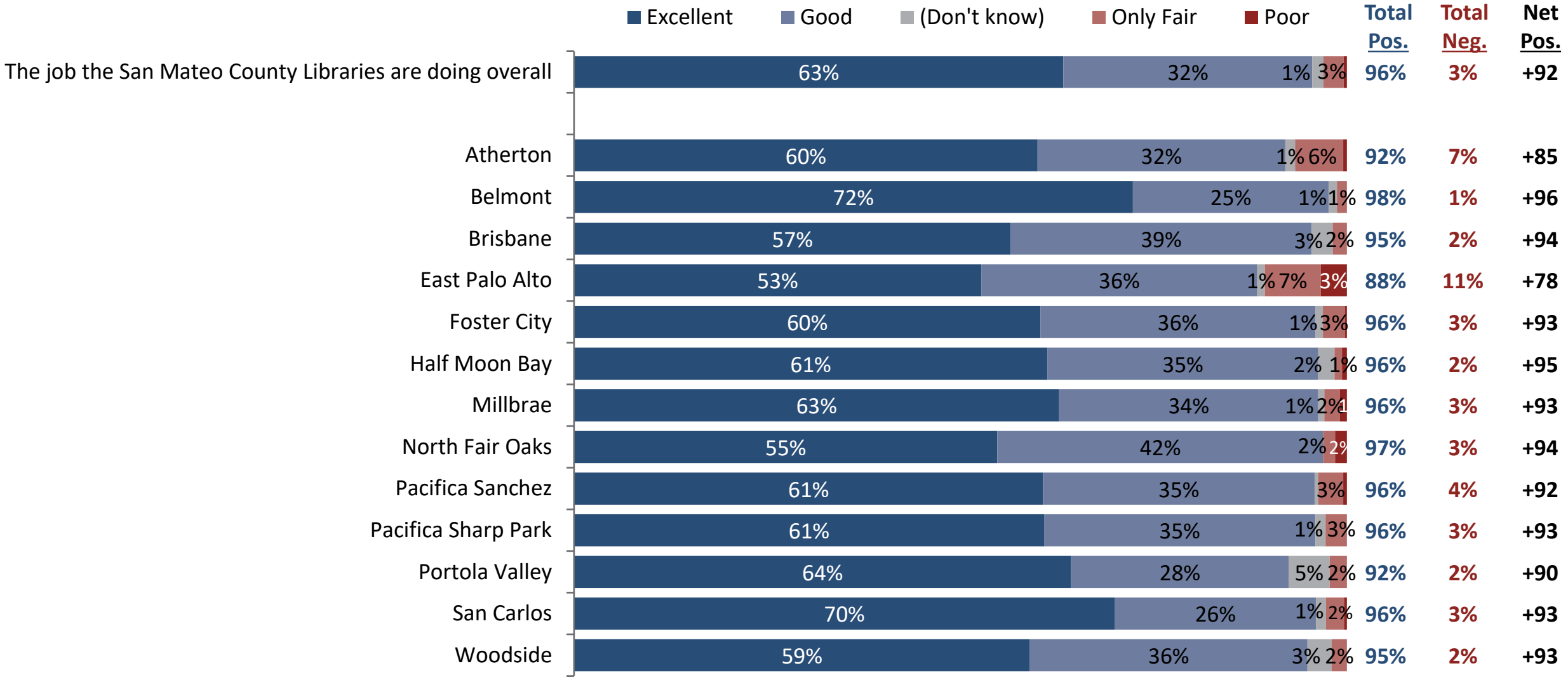
SMCL continues to receive high marks for overall job performance, and SMCL's response to the pandemic is very strongly rated by patrons.



Q7-Q11. Please rate each of the following…

SMCL Job Rating Overall by Local Library

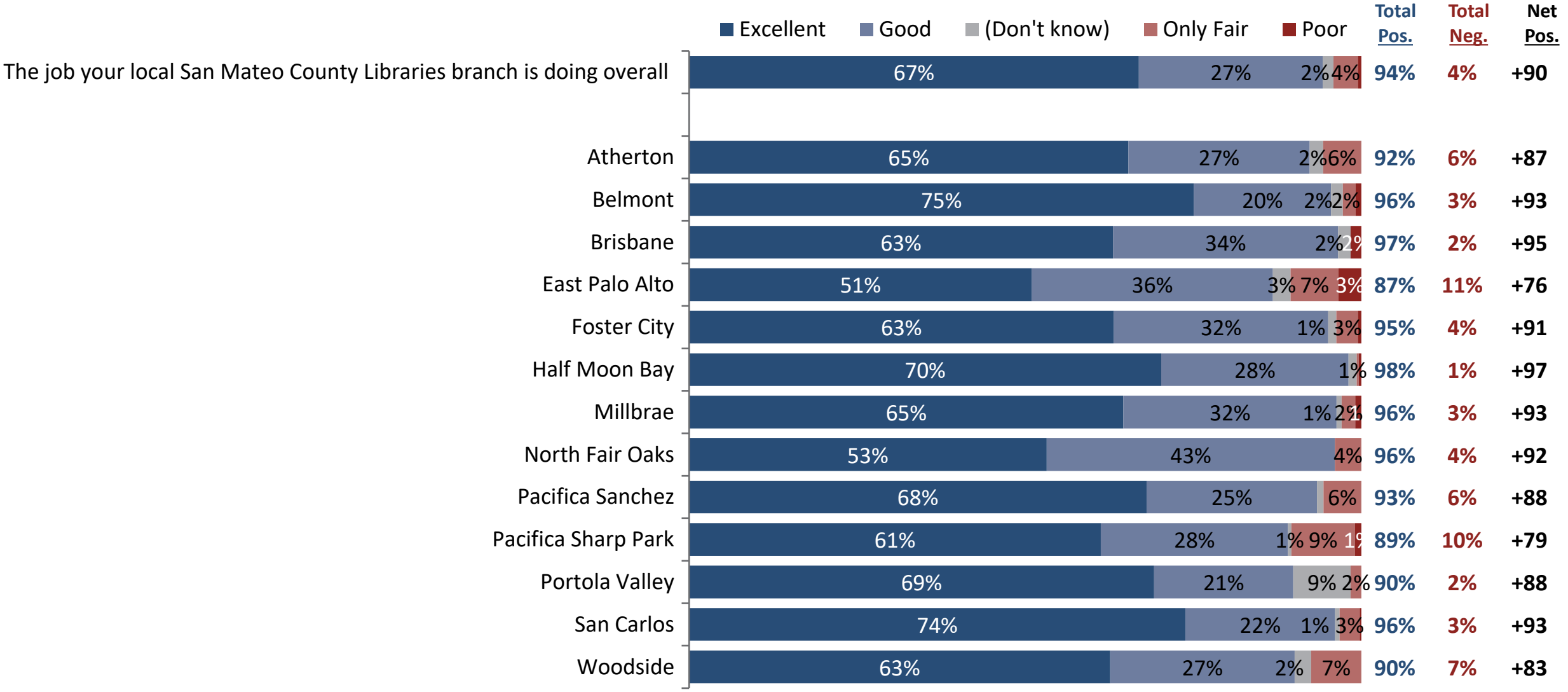
All communities rate the library system very positively.



Q7. Please rate each of the following…The job the San Mateo County Libraries are doing overall

Job Ratings of Local Community Libraries

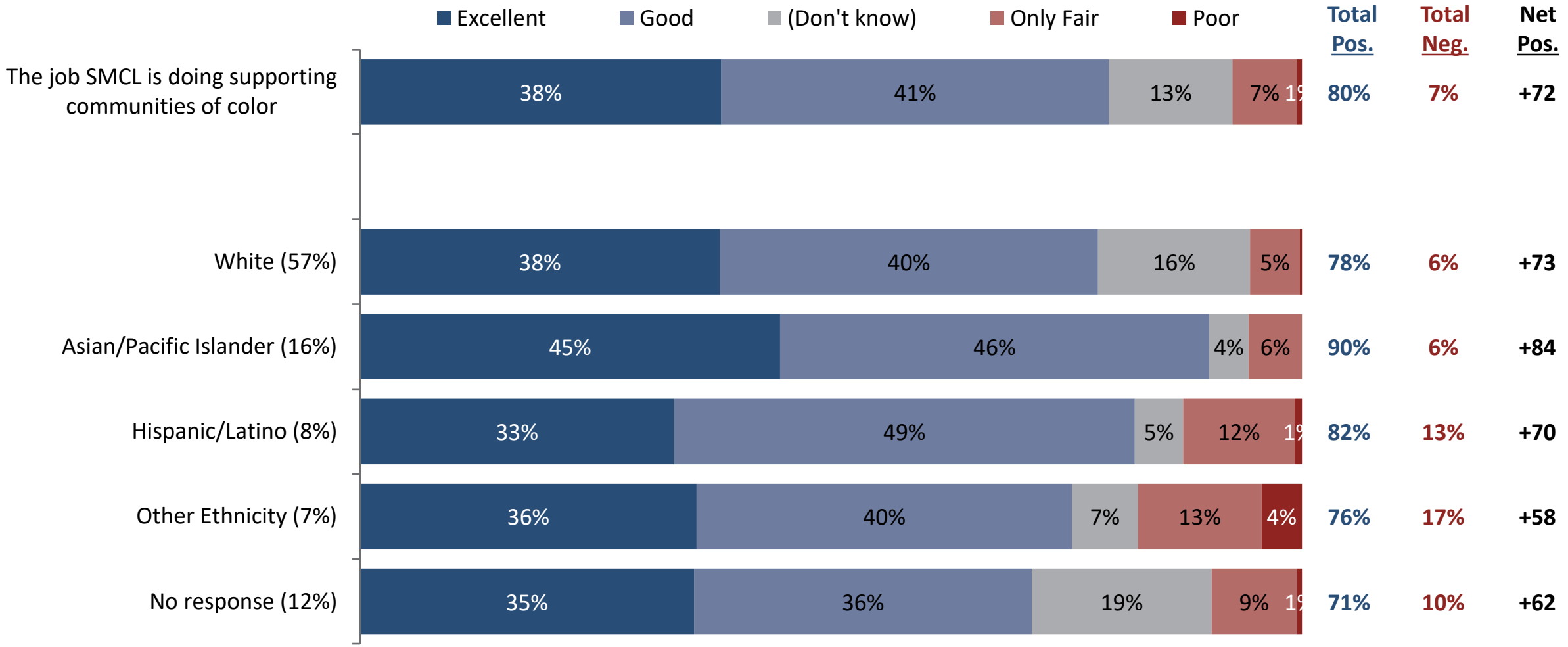
Most patrons rate the job their local library is doing positively.



Q8. Please rate each of the following…The job your local San Mateo County Libraries branch is doing overall

SMCL Rating Supporting Communities of Color by Ethnicity

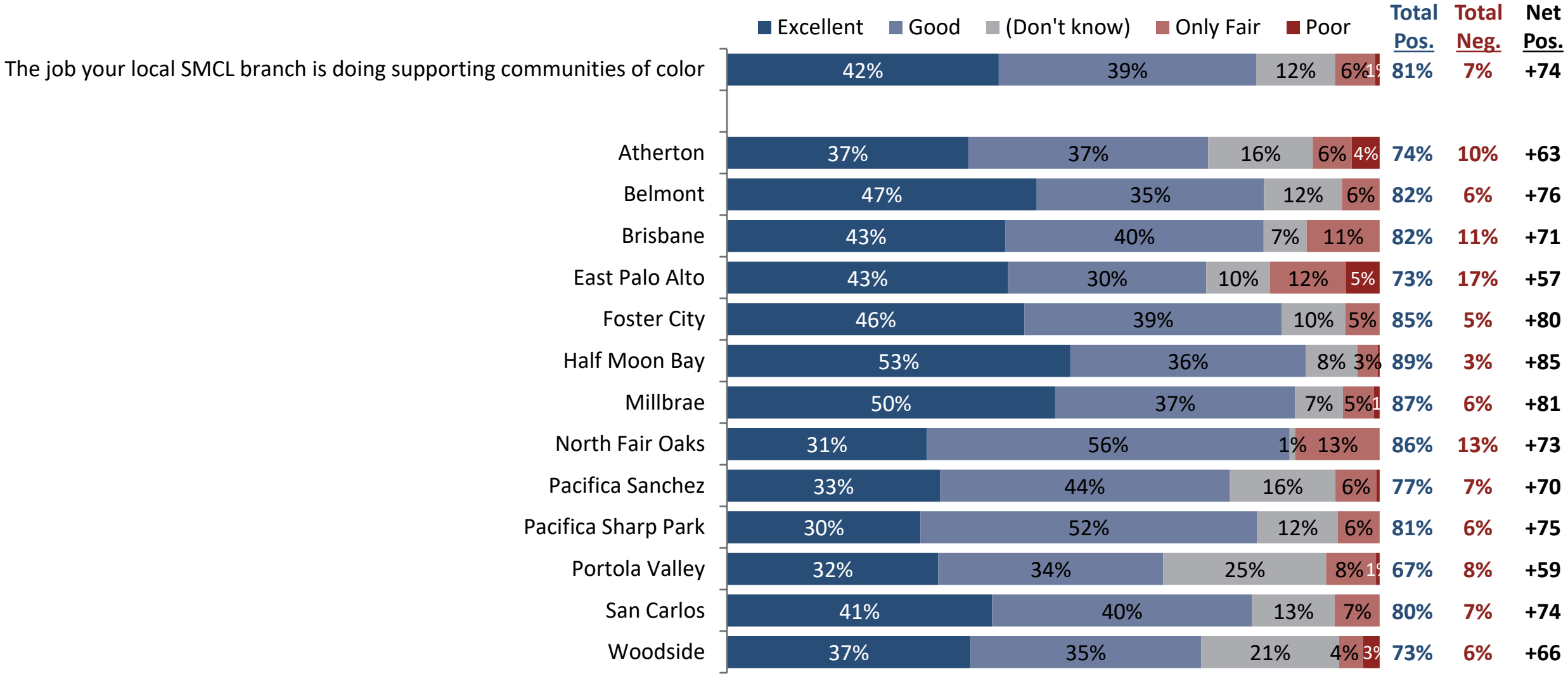
SMCL receives high marks for the job it does supporting communities of color, especially from Asian patrons though some communities of color see room for improvement.



Q10. Please rate each of the following…

SMCL Rating Supporting Communities of Color by Library

Half Moon Bay and Millbrae receive the highest rating on supporting communities of color.



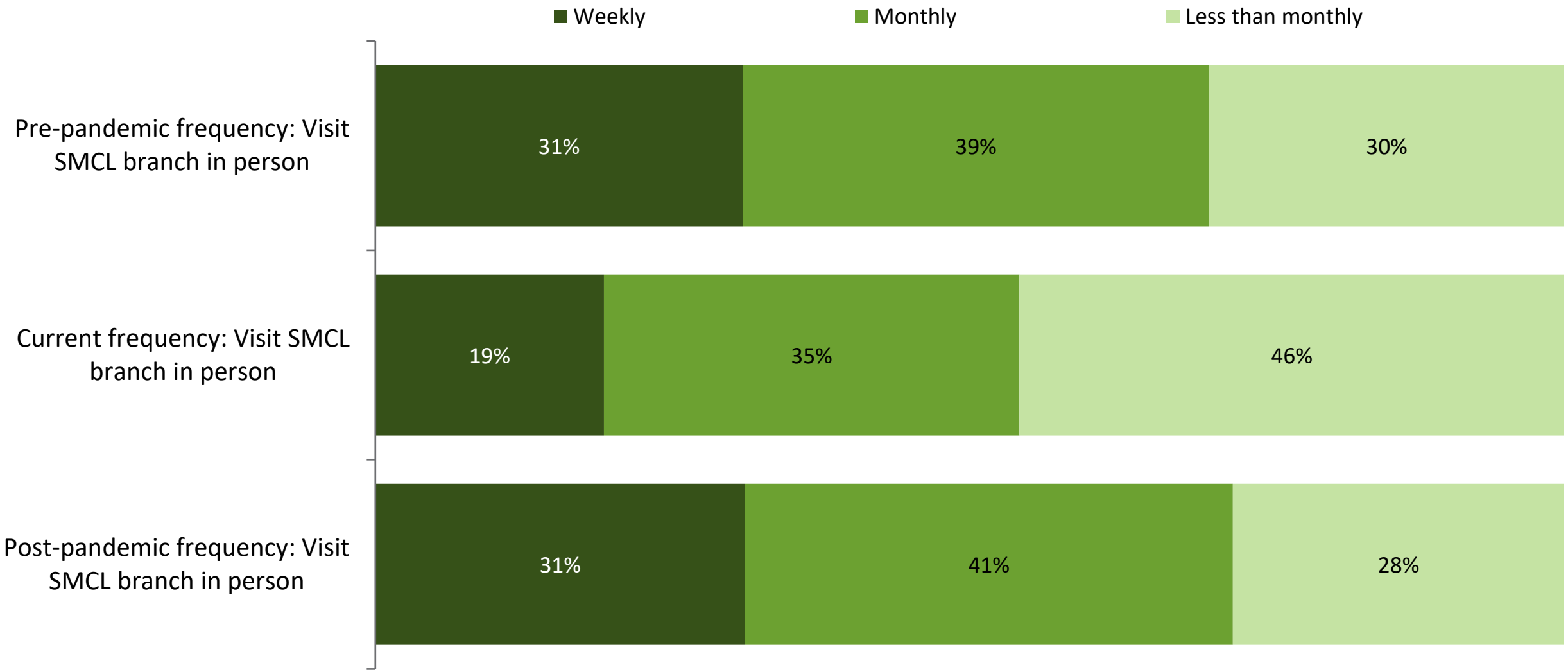
Q11. Please rate each of the following…

EMC research

Library Usage

SMCL In Person Pre-Covid, Current, and Post-Covid

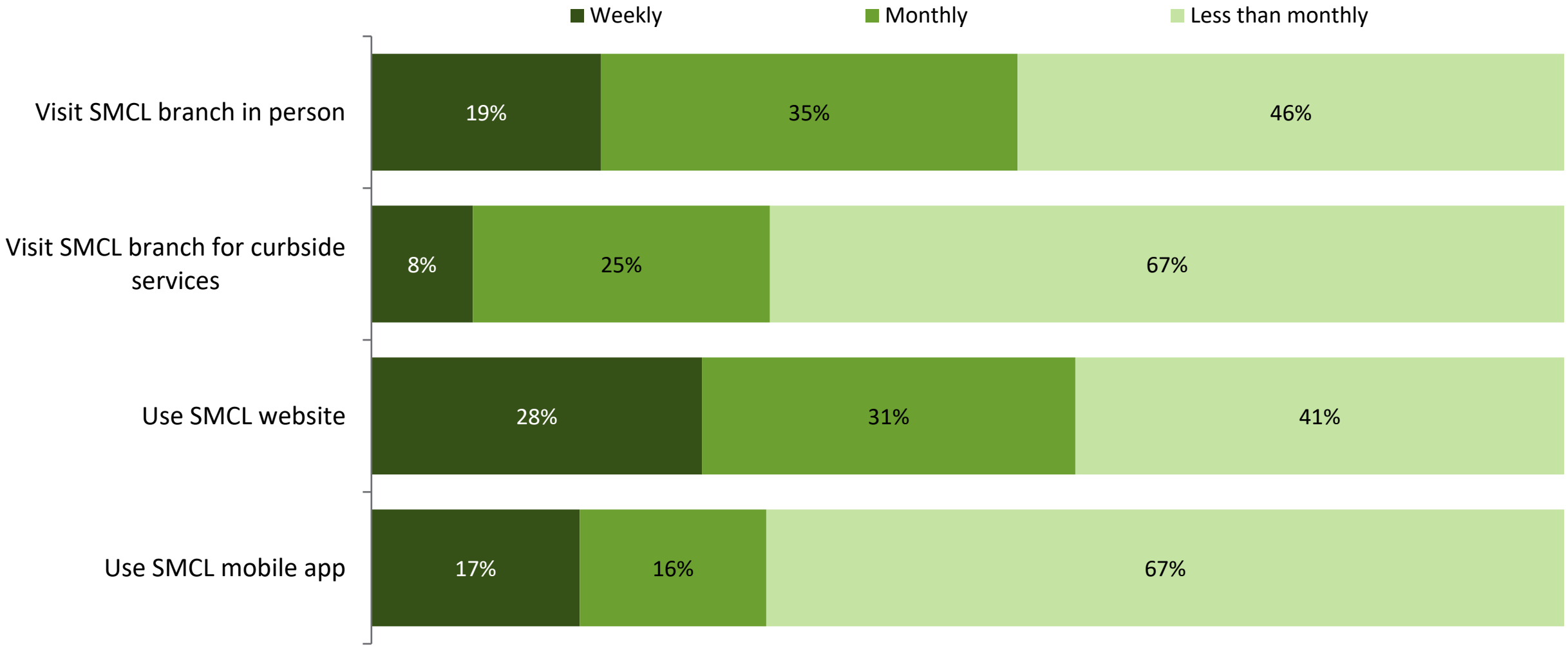
Patrons project that, once COVID-19 has been managed, they will return to the library at a similar rate as pre-pandemic.



Q16, Q20., Q21. Pre-Covid, Currently, Post-Covid in person SMC Libraries use

Current SMCL Visitation

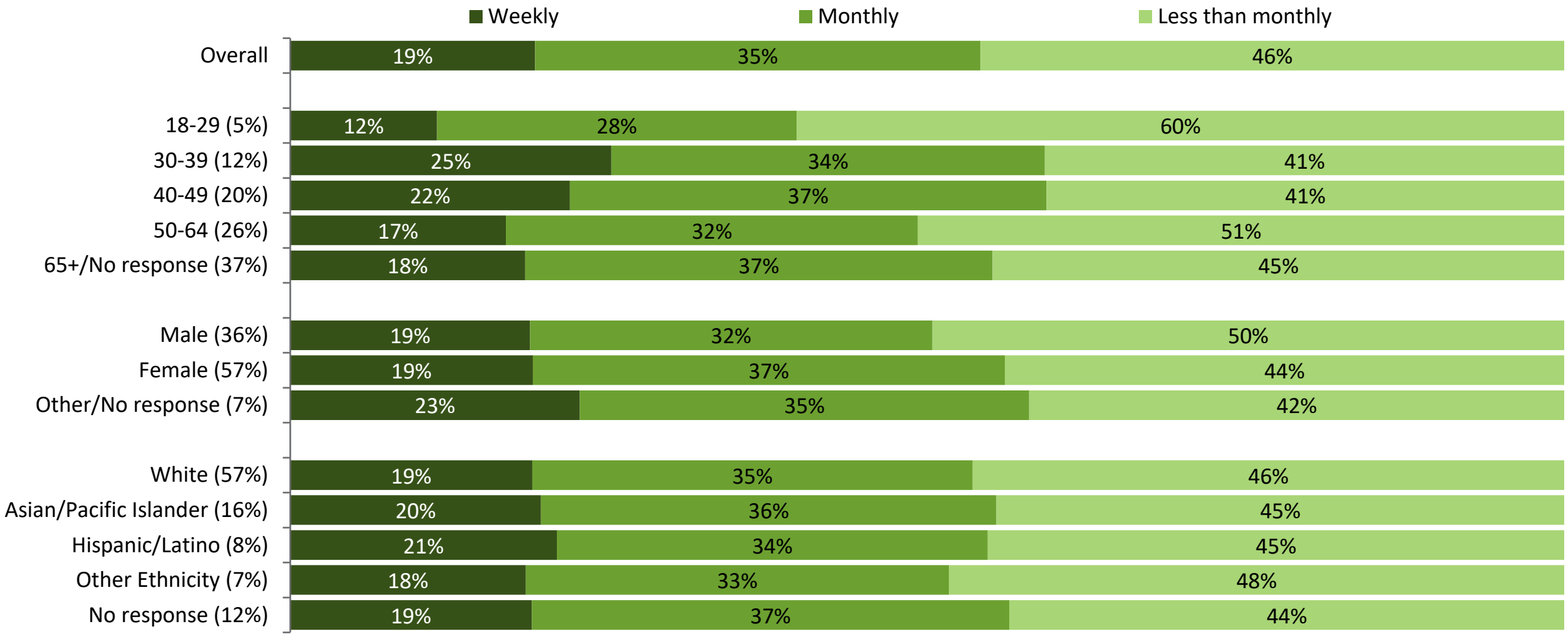
A majority of patrons say they're visiting an SMCL branch in-person at least once a month. Two thirds report using curbside services and the mobile app less than monthly.



Q16-Q19. How often do you currently…

Current SMC Libraries In Person Visitation by Subgroups

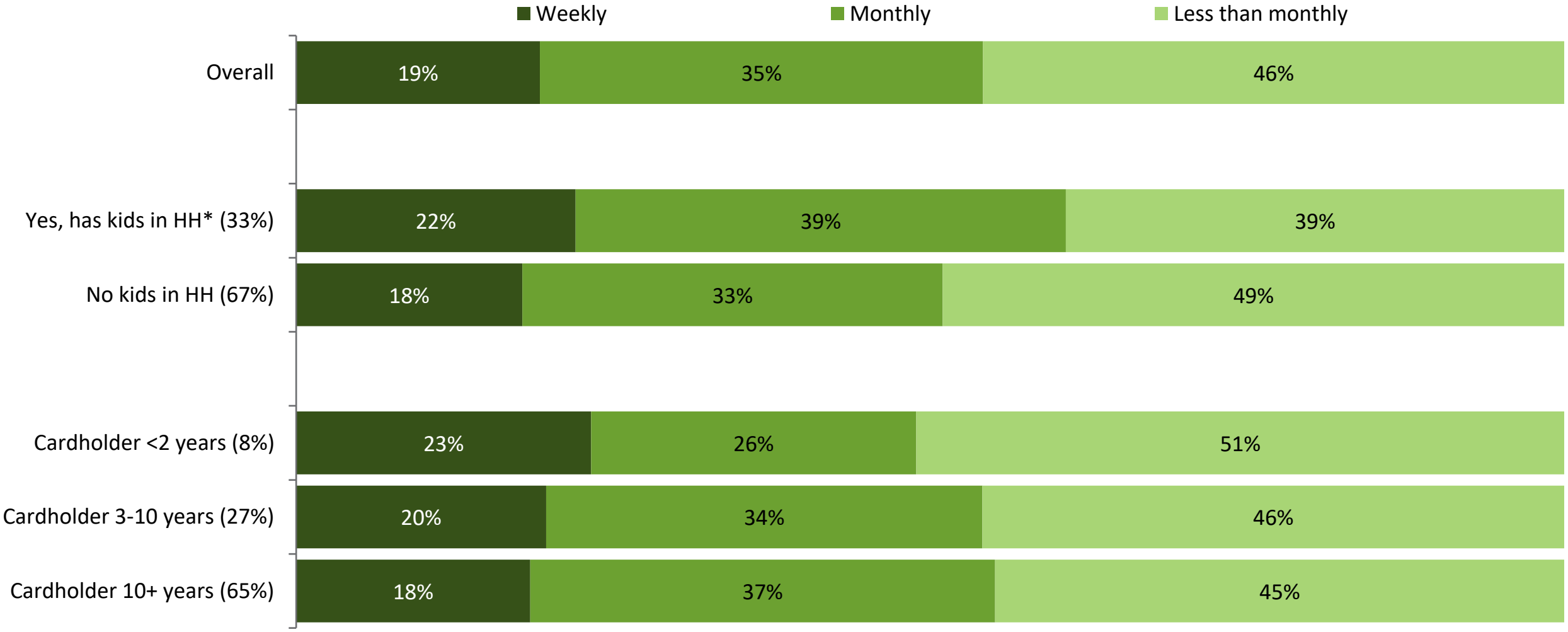
Usage is fairly steady across age, gender, and ethnic lines, though patrons under 30 are less likely to visit on a weekly basis.



Q16. How often do you currently… Visit a physical San Mateo County Library branch in person (not including for curbside services)

Current SMCL In Person Visitation by Subgroups

Currently, those with children in the household are more likely to use the library more frequently.

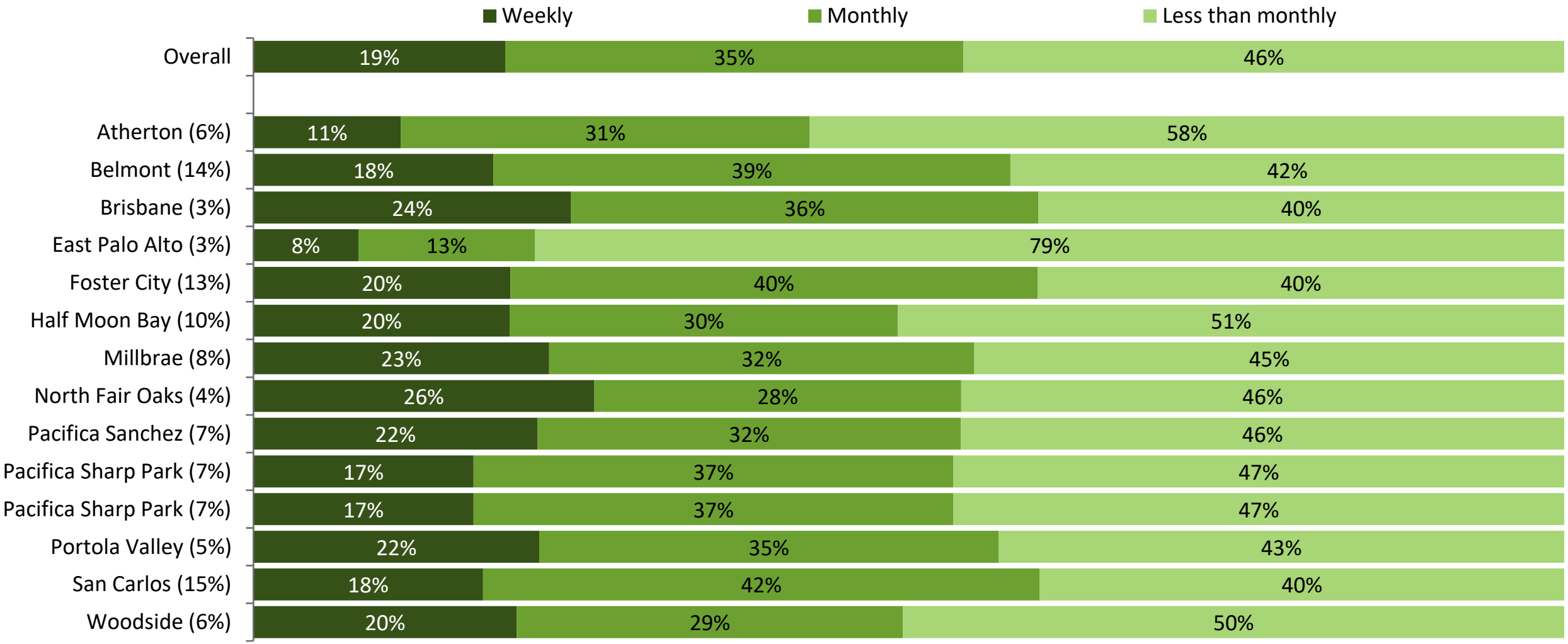


**Kids in household who are <18*

Q16. How often do you currently… Visit a physical San Mateo County Library branch in person (not including for curbside services)

Current In Person Visitation by Local Library

NFO and Brisbane patrons have the highest rates of current weekly visitors. This is likely due to the new library opening in Brisbane and the use of in-person invites at North Fair Oaks.

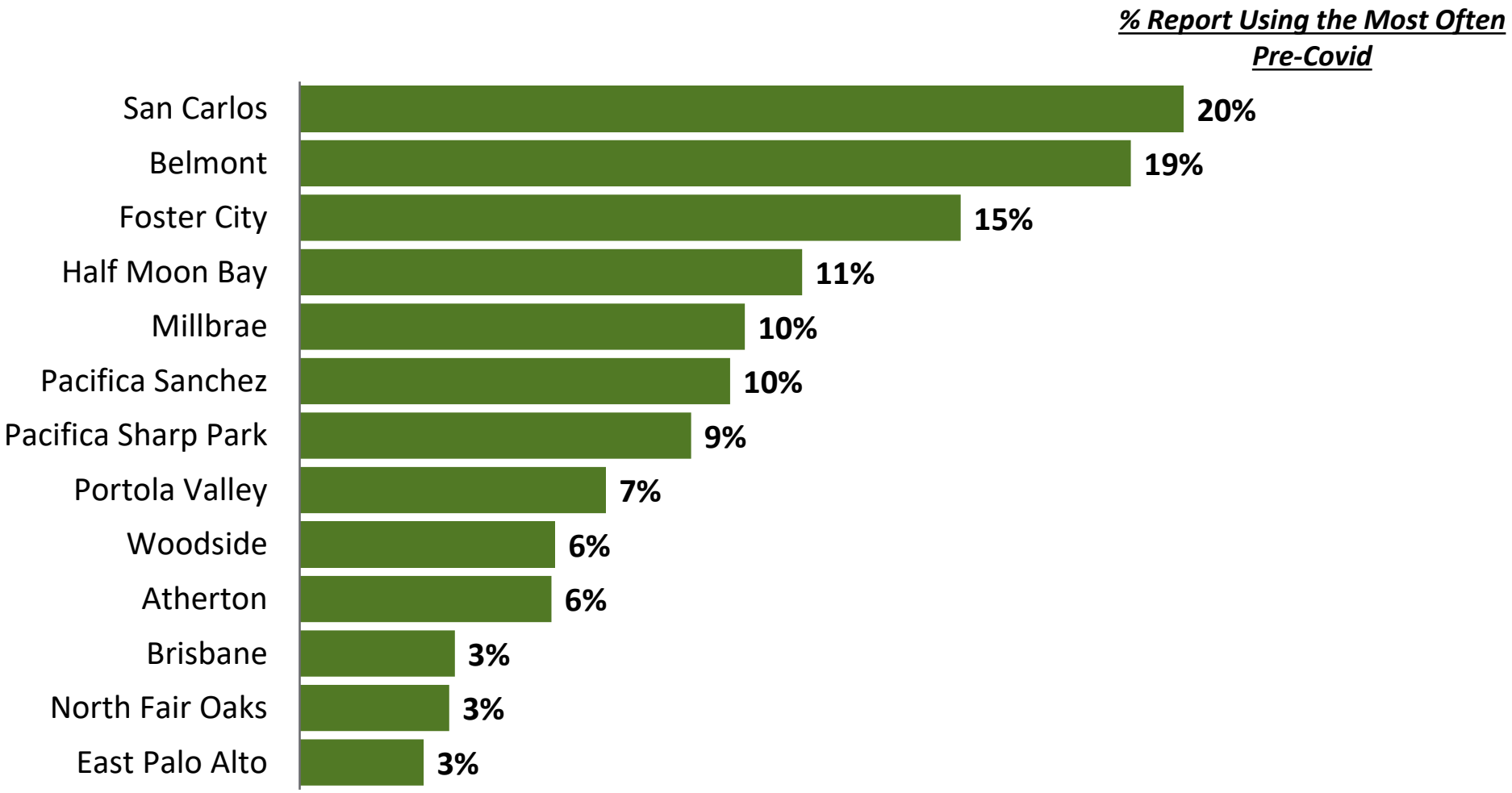


Q16. How often do you currently… Visit a physical San Mateo County Library branch in person (not including for curbside services)

Self-Reported Local Library Usage

The San Carlos, Belmont and Foster City branches are the most frequented.

**Multiple Responses Accepted*

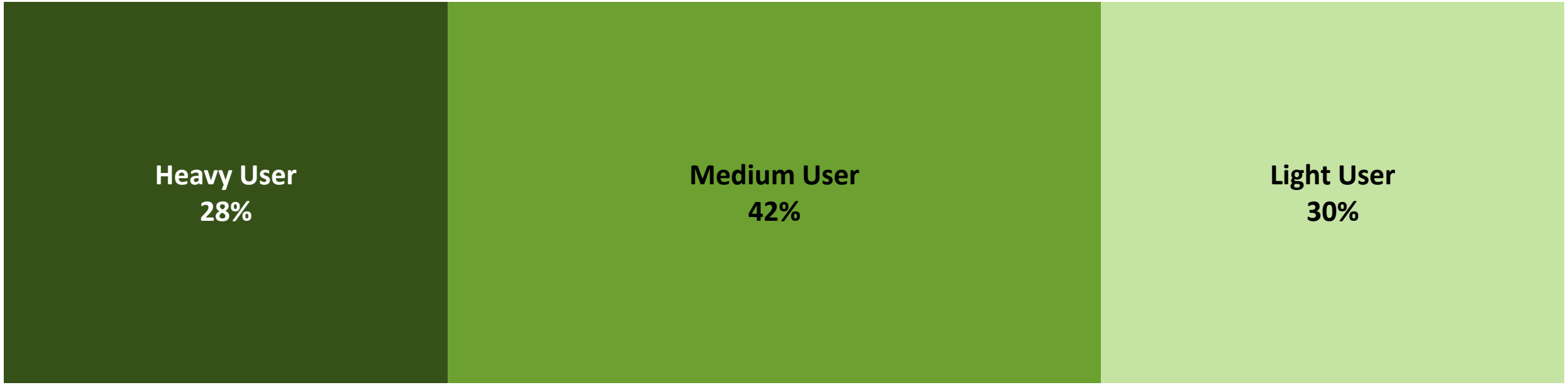


Q30. Thinking about your visiting habits before the pandemic, which San Mateo County Libraries branch did you visit most often?

Library User Segmentation

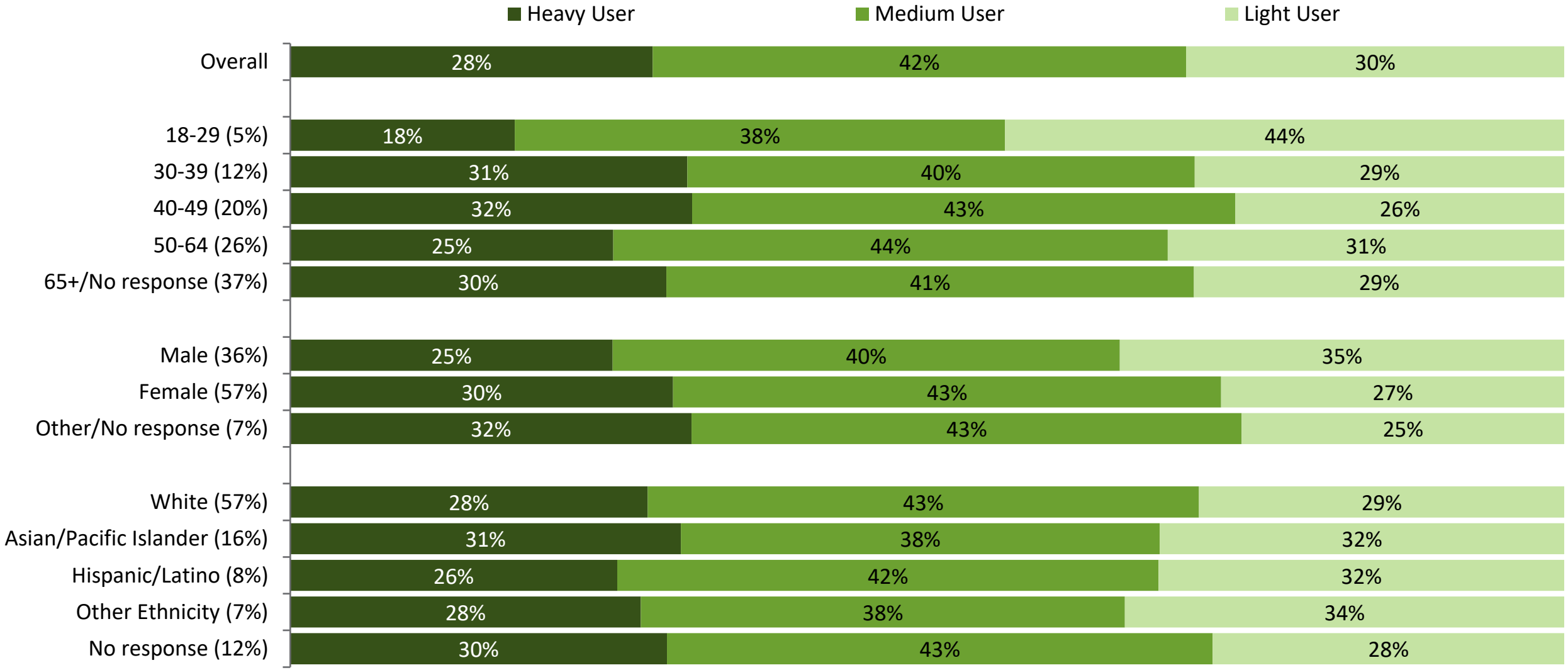
Nearly one-in-three patrons either visit a library branch or use the website weekly.

Heavy User: *Visits a library branch or website once a week and the other at least once a month*
Medium User: *Visits a library branch or website at least monthly*
Light User: *Does not visit a library branch or website at least once a month*



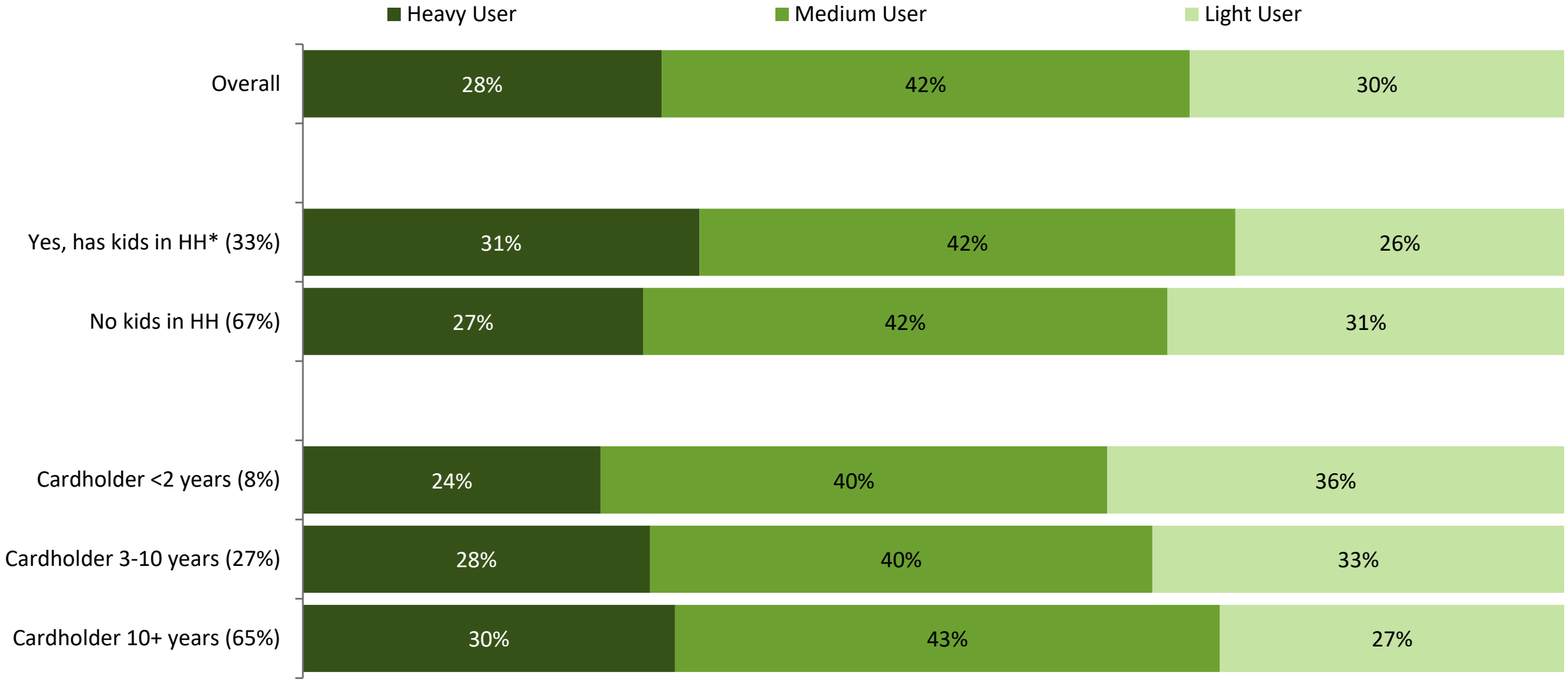
Library User Segmentation by Subgroups

Patrons aged 30-49 are more likely to be heavy SMCL users.



Library User Segmentation by Subgroups

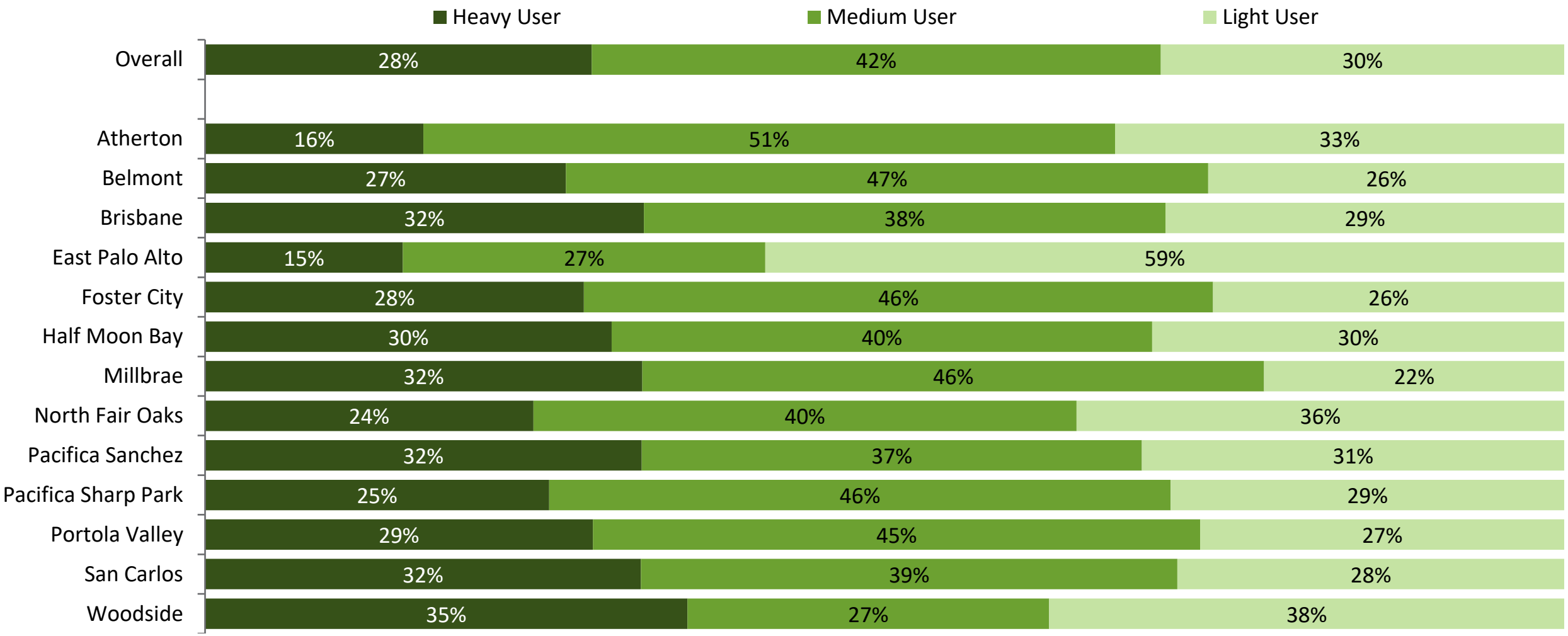
Patrons with children in their household are more likely to be heavy SMCL users.



**Kids in household who are <18*

SMCL Usage by Local Library

Woodside has the highest share of heavy users.



Barriers to Using SMCL

Library hours and public health concerns were the most mentioned barriers, though a majority reported no barriers.

Are there any barriers preventing you from using San Mateo County Libraries and/or library services more often?

Open Ended Response	(%)
Library hours	12
Health/Safety Concerns/COVID	9
Difficult to find books/Limited selection	5
Free time/Personal constraints	4
Parking availability/Ease of commute	3
Other	1
Don't know	3
None/No Answer	63

"No barriers except my free time."

"Hours have been extremely curtailed and changing."

"No barriers except covid."

"I find the book selection to be tricky for my 8th grade son. It's hard to find books that may interest him as the selection isn't enormous. I also find it a bit challenging to find books I want to read that I don't have to have sent to the library."

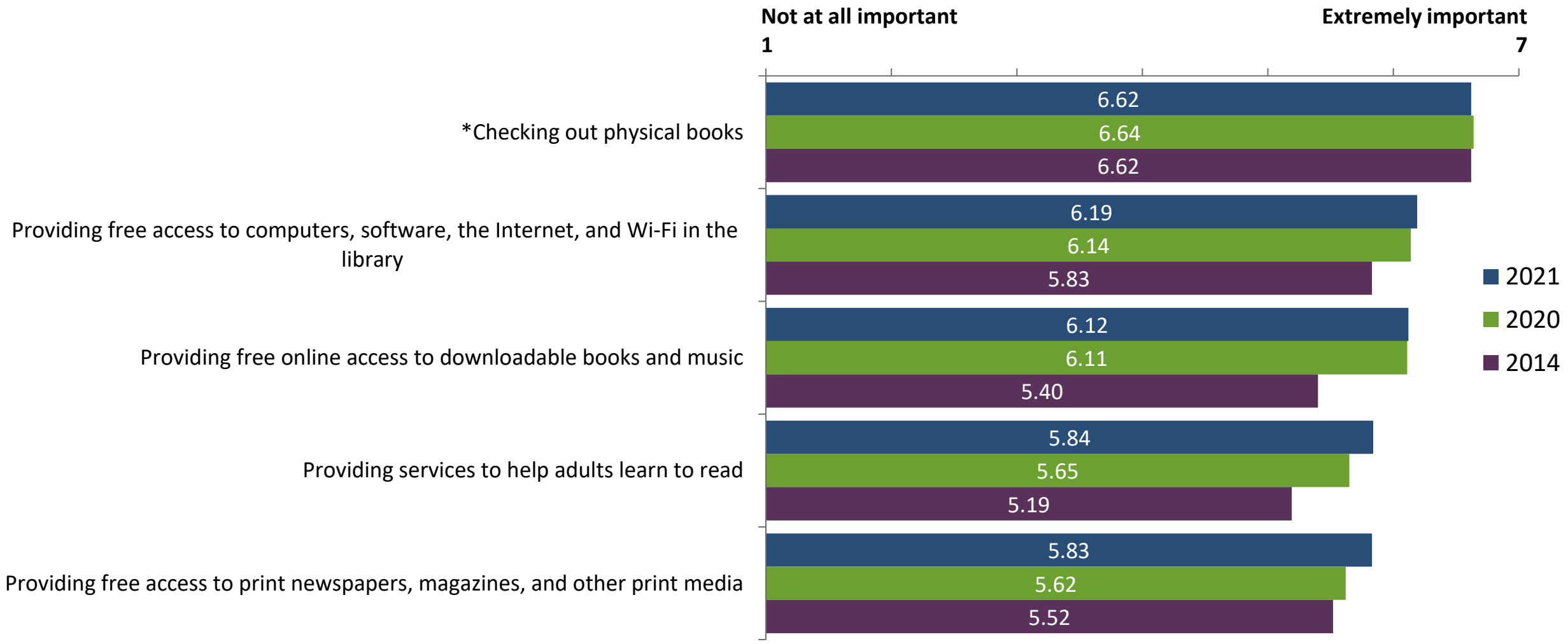
(Verbatim Responses)

Q24. Are there any barriers preventing you from using San Mateo County Libraries and/or library services more often? Please explain.

Service Importance

Service Component Importance Over Time

Importance ratings for computers and wi-fi, as well as downloadable items, saw a large increase from 2014.

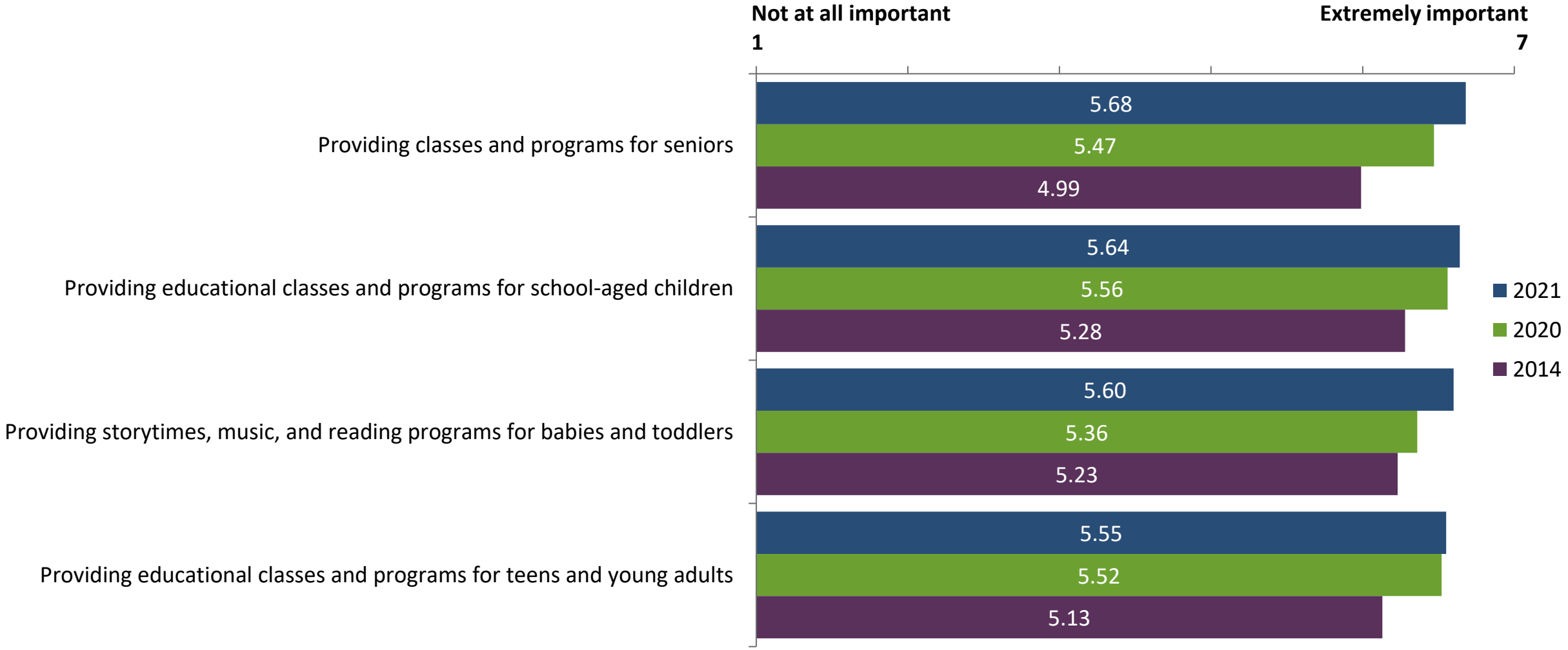


**"Physical" added to question text in 2021 to reflect current services*

Q31-Q53. The following is a list of services that the San Mateo County Libraries offer. For each one, indicate how important you think this service is.

Service Component Importance Over Time

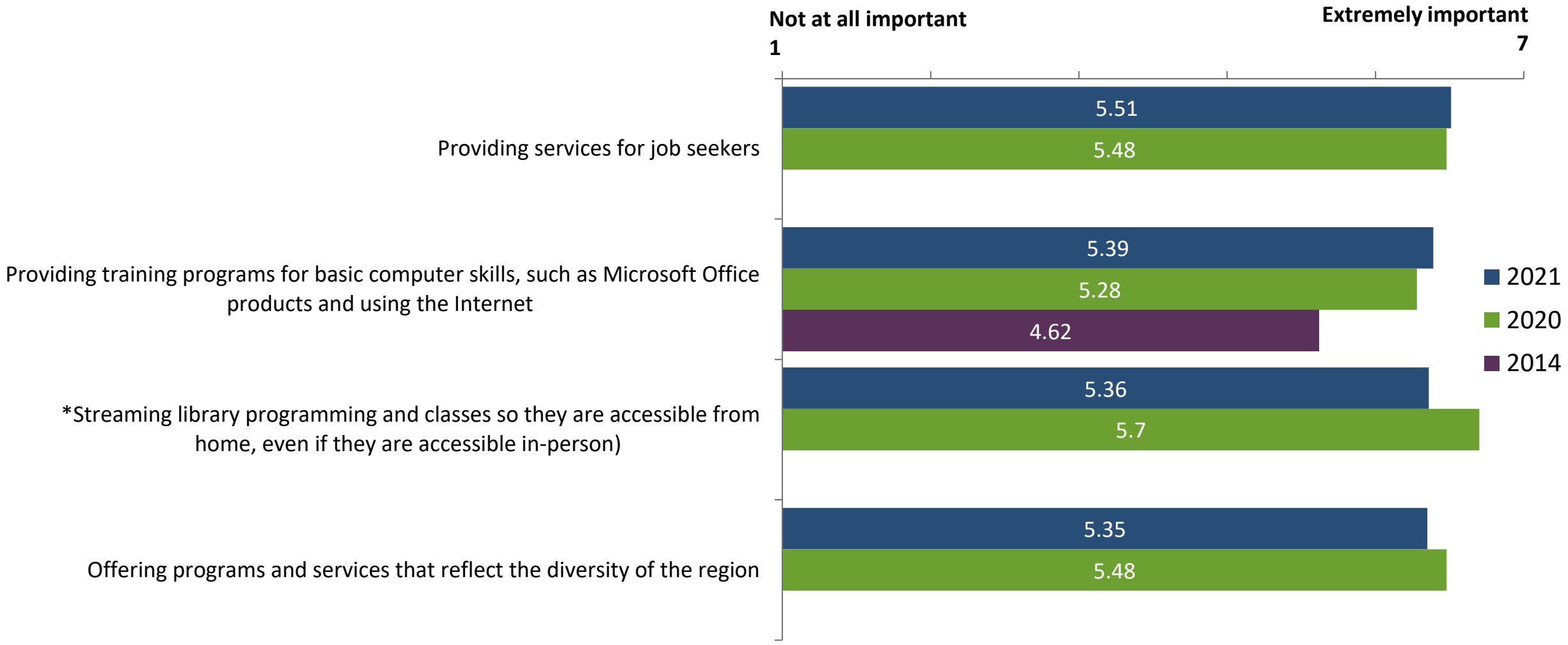
Programs aimed at babies and seniors saw the largest jump in mean.



Q31-Q53. The following is a list of services that the San Mateo County Libraries offer. For each one, indicate how important you think this service is.

Service Component Importance Over Time

Providing training programs for basic computer skills has increased in importance.

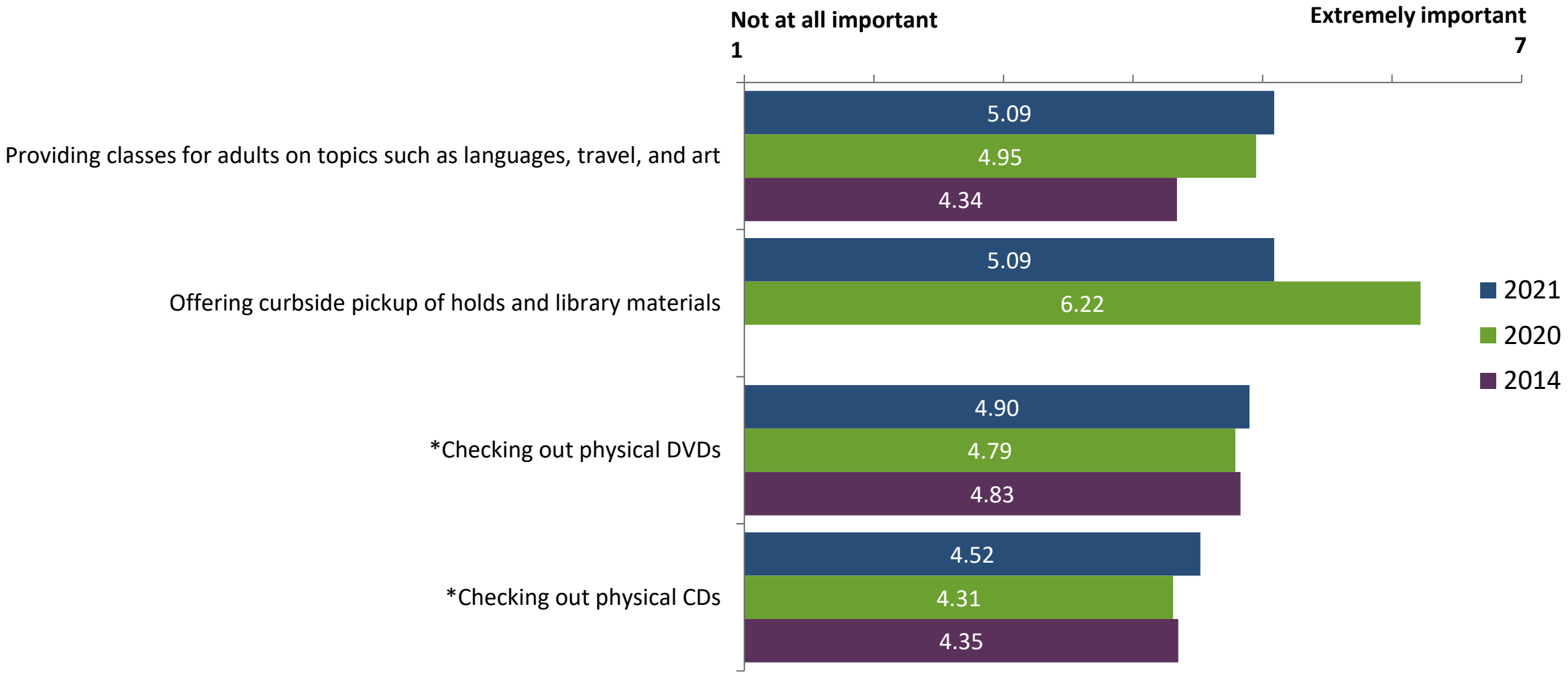


In 2020, question text was, "Streaming library programming and classes so they are accessible from home".

Q31-Q53. The following is a list of services that the San Mateo County Libraries offer. For each one, indicate how important you think this service is.

Service Component Importance Over Time

Offering curbside pickup has fallen in importance.



******"Physical" added to question text in 2021 to reflect current services*

Q31-Q53. The following is a list of services that the San Mateo County Libraries offer. For each one, indicate how important you think this service is.

Service Importance By Home Library Branch

	SMCL Overall	ATH	BEL	BRI	EPA	FOS	HMB	MIL	NFO	PAC SNZ	PAC SHP	PVL	SCL	WDS
Checking out physical books	6.62													
Having library buildings open to the public for in-person services	6.30													
Providing free access to computers, software, Internet, Wi-Fi in the library	6.19													
Providing free online access to downloadable books and music	6.12													
Providing services to help adults learn to read	5.84													
Providing free access to print newspapers, magazines, and other print media	5.83													
Providing classes and programs for seniors	5.68													
Providing educational classes and programs for school-aged children	5.64													
Providing storytimes, music, and reading programs for babies and toddlers	5.60													
Expanding services, resources for school-age children…pandemic-related issues	5.60													
Providing educational classes and programs for teens and young adults	5.55													
Providing services for job seekers	5.51													
Providing training programs for basic computer skills	5.39													
Streaming library programming and classes so they are accessible from home	5.36													
Offering programs and services that reflect the diversity of the region	5.35													
Providing reservable meeting and study rooms	5.19													
Offering curbside pickup of holds and library materials	5.09													
Providing classes for adults on topics such as languages, travel, and art	5.09													
Checking out electronic equipment	5.03													
Providing classes for adults on home and garden topics	4.91													
Checking out physical DVDs	4.90													
Providing access to specialty equipment	4.68													
Checking out physical CDs	4.52													

Highest Importance

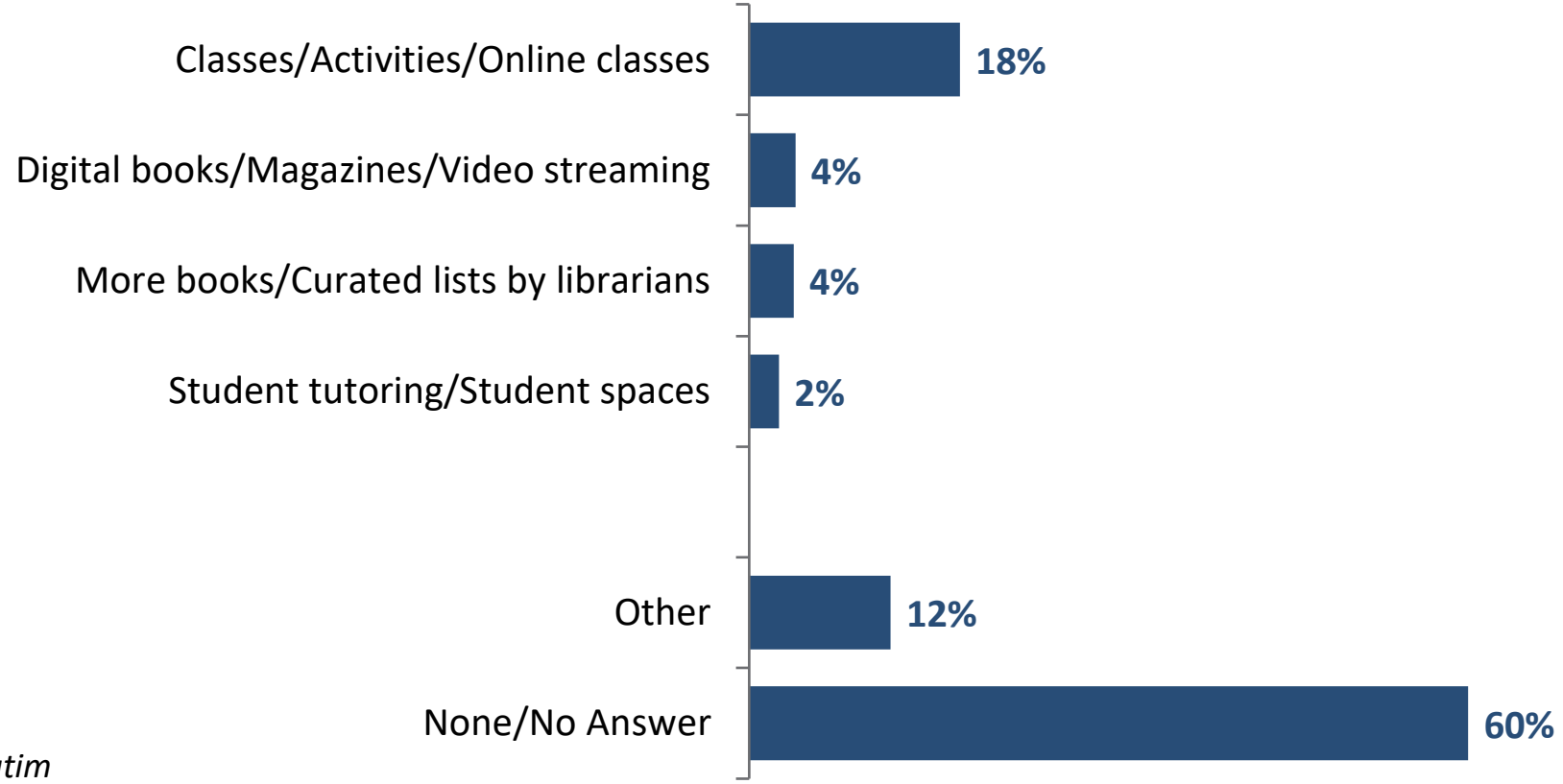
Lowest Importance

Q31-Q53. The following is a list of services that the San Mateo County Libraries offer. For each one, indicate how important you think this service is.
(1-7 scale: Not at all important to very important.)

Additional Services

A majority of respondents offered no suggestions; those that did suggested programs or online classes.

Besides those presented in this survey, what other programs or services could San Mateo County Library offer that would



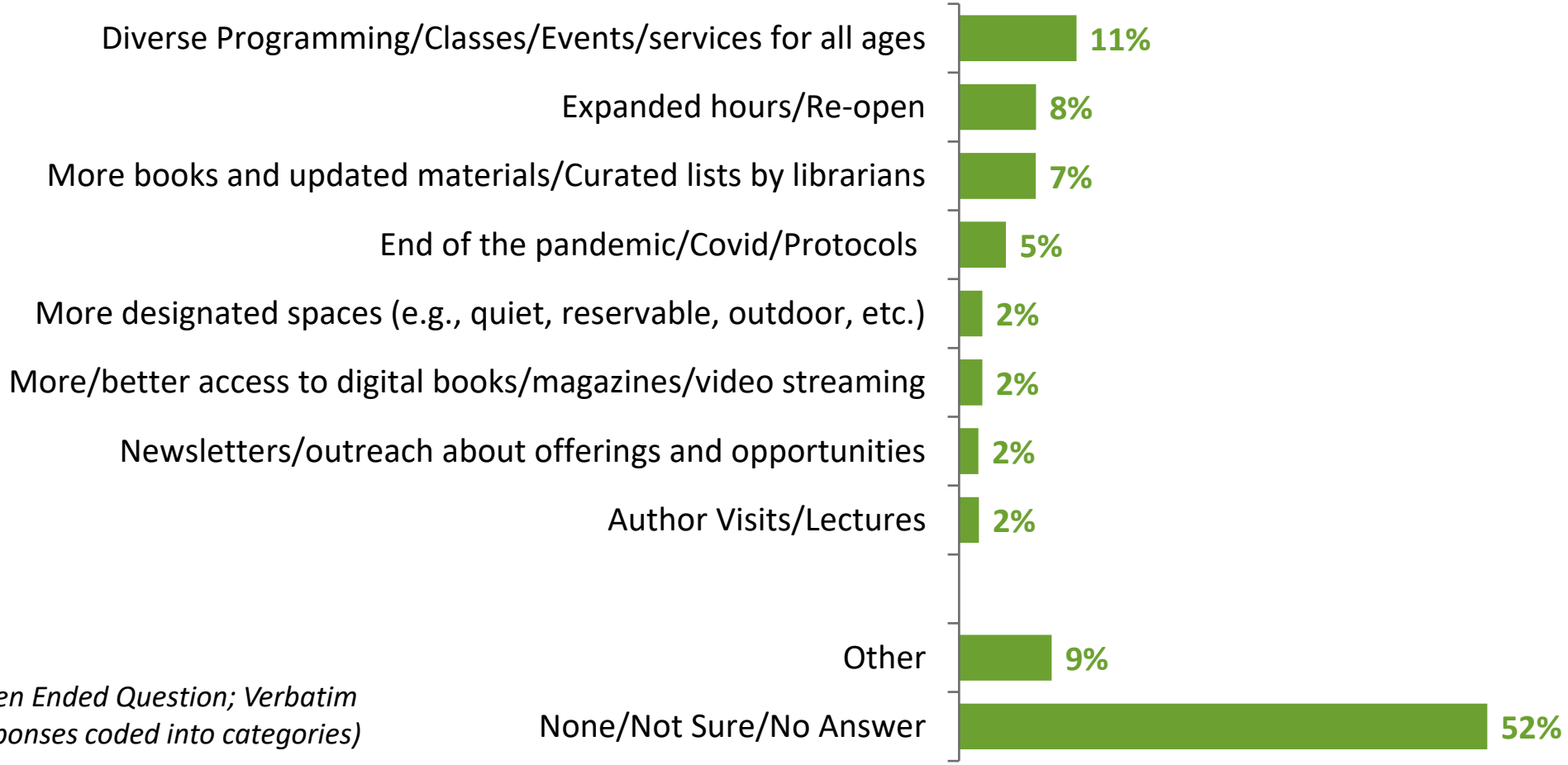
(Open Ended Question; Verbatim Responses coded into categories)

Q54.

Suggestions For Engagement With SMCL

Suggestions for increasing engagement are varied, with diverse programming the top-of-mind suggestion.

What, if anything, would make you feel more engaged with San Mateo County Libraries, or make you visit more often?



(Open Ended Question; Verbatim Responses coded into categories)

Q55.

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