

Survey Conducted For
Kremmling Library, Kremmling, Colorado



*...because exceptional libraries embrace
continuing improvement
to the delight of their communities.*



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Group3 Planners LLC	

METHODOLOGY

1-2-3 Go! is a survey tool developed by Group3 Planners for the use of library management and library Boards in evaluating a library's public service areas' alignment with the library's service goals. It is intended as a high-level view of assets and opportunities together with a detailed list of addressable items to increase patron satisfaction and support for library offerings.

Beth Hager and Sharon Rowlen with Group3 Planners surveyed the public areas of the library April 2, 2008. The survey encompassed the collection as well as the layout and presentation of these areas. Beth and Sharon met with various staff members to discuss concerns and expectations in detail.

The Kremmling Library requested additional in-depth collection analysis as well as bubble diagrams of alternate layouts. Both of these efforts were completed following the site visit.



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PERSPECTIVE

Libraries are currently experiencing unprecedented change not only because of technology but also due to changing patron expectations. Technology is prompting drastic changes in the provision and delivery of materials: collection re-allocation, electronic delivery of media, internet access to expanded databases and information sources as well as self-help interactive service opportunities. Patron expectations are diverse, from rapid retrieval and check-out to informal and formal community interaction venues. The library is not just for books anymore; it is a much more dynamic and responsive facility, whether of bricks and mortar or virtual.

Much has been said of the need for changing the library's historical image of a place to store books and of quiet study. The Library 2.0 philosophy of constant and purposeful change, participatory service and reaching out to the "long tail" of non-users is proposed as the viable model of library service for the future. The goal of this survey is to look for opportunities to support a move towards vibrant libraries essential to the communities they serve.



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BACKGROUND

Mission

To create exceptional libraries which provide convenient and universal access to quality information resources while committed to the highest ideals of library service for personal lifelong enrichment and inclusive community involvement.

Vision

To be the Peak of Excellence in Mountain Libraries, spanning the Divide.

Key Directions for the District

1. Develop the GCLD's human resources in such a way as to maximize Professionalism and efficiency of the District.
2. Provide increasingly advanced technology resources to maintain the delivery of quality library services
3. To maintain and increase excellence in library facilities
4. To provide excellent customer service throughout the District

Your library's key goals include:

- Resolve recent parking loss and inaccessibility of entrance.
- Increase comfort and appeal to patrons

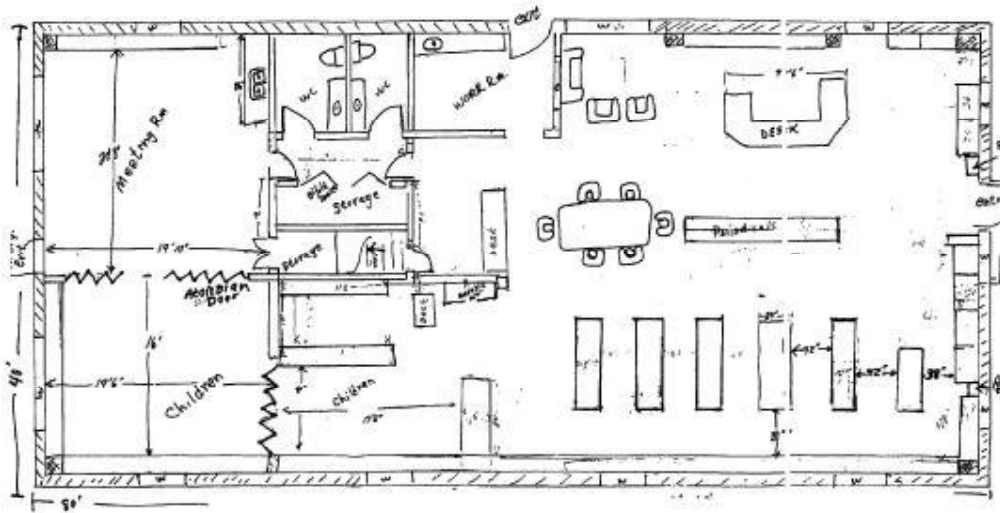
Your concerns are:

- The remaining parking is located away from the entrance and the path to the current entrance is through a chain-link fence and across a basketball court.
- Do people see the building as a library? Does the building and its signage express "library"?
- The current double entrance presents ADA problems and difficulty for patrons to pass through.
- Ergonomics at the circulation desk and in general need to be addressed.
- Energy efficiency throughout.
- Book drop directly into the building.
- Drinking fountain not accessible to public (now contained within the workroom).
- Workroom too small.

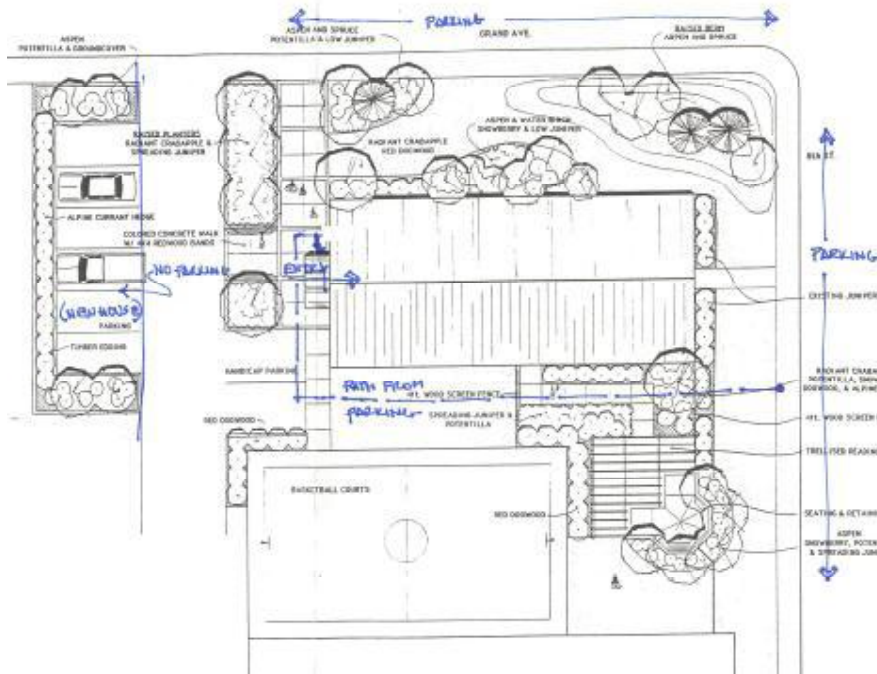


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The building housing your library is owned by the Town of Kremmling and previously housed government offices. The Town leases the building to the library for \$1/year. Your library occupied only the community rooms portion beginning in 1977, with the remainder of the building as a garage for the Town's fleet of trucks. The addition of the former garage space to the library was completed in 1988, bring the library to about 3,000 square feet. No significant remodeling has occurred since then.



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The recent construction of a two story house where parking had been opposite the entry, has changed the approach to the entry of the library. The entrance is now problematic and the library building itself is dwarfed by the house.



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SURVEY RESULTS

1-2-3 GO! focuses on the “bricks and mortar” patron expectations of your library. Following are assets and prioritized opportunities revealed in the survey in three key areas.

1 – Facility and Space Layout

Assets:

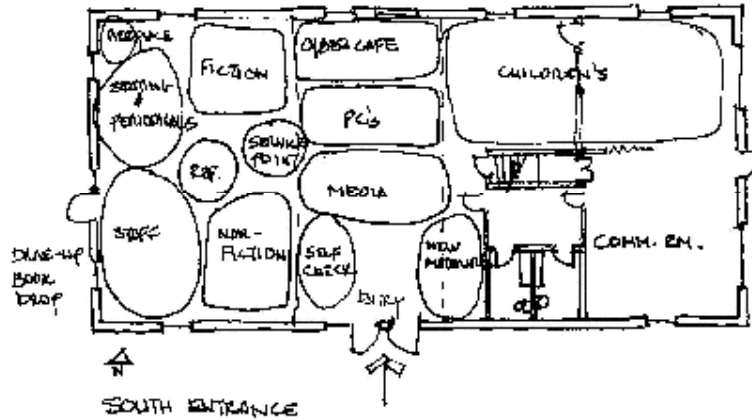
- Light from windows is bright and pleasant. The supplemental overall lighting is good during the day. The perimeter wall-mounted fluorescents are effective and well-used to light the side aisles.
- ADA accessibility in the aisles is good, without dead-end aisles.
- Displays are placed about 10’ inside the entry door; patron has enough space for entry and orientation with displays at that point.

Opportunities (prioritized):

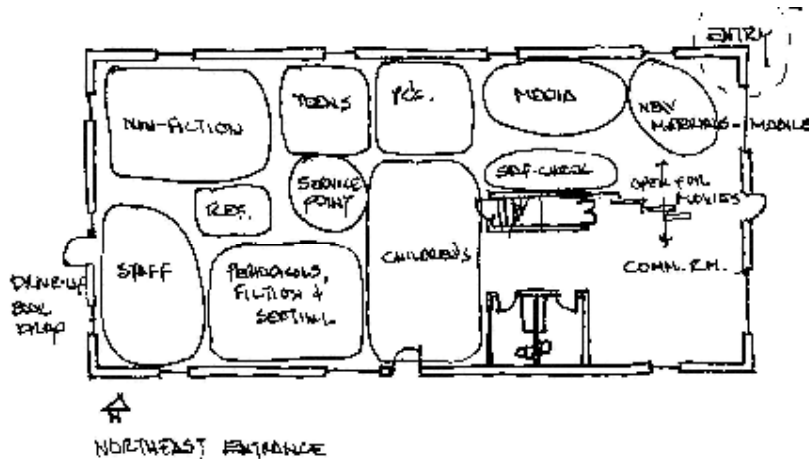
1. Relocation of the entry is essential. Now that the two-story house is nearing completion, the lack of parking and new inaccessibility of the entry must be addressed. The building, already struggling for exterior identity, now is nearly obscure.
 - a. Consider moving the entrance to be more convenient to remaining parking. Three options may be considered:
 - i. Enter on the south, assuming that the basketball court will be converted to parking. A south facing entry will have many winter weather advantages, affording an opportunity to include outdoor space; however, the city may not be willing to relinquish the basketball court to parking.



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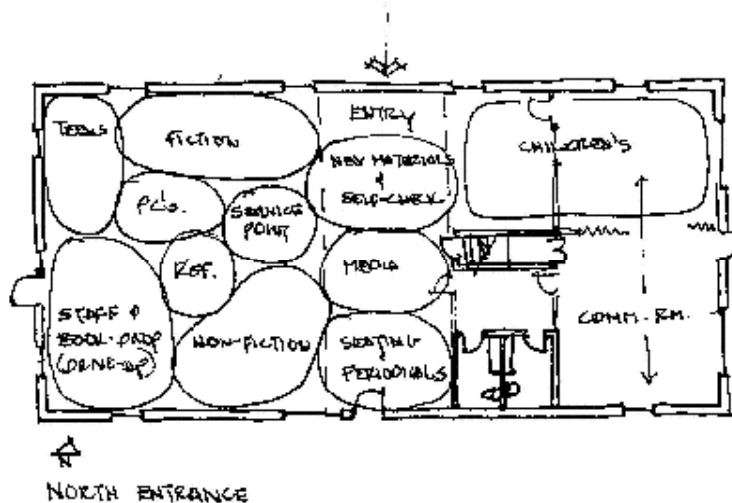


- ii. Enter on the northeast corner, providing optimum access to remaining assured parking on the Grand Avenue and 8th Street sides. This location will likely present interior traffic-flow difficulties given the fixed positions of the restrooms and stair to the attic which restrict entry into the library-proper.



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- iii. Enter on the north side about the middle of the building length. Despite the less desirable north-facing weather effects, this position provides for optimum balance in interior traffic flow and the most opportunity for long-term flexibility.



- b. Consider an iconic entrance or perhaps a north-south elevated intersecting roof line to highlight the new entrance (whether on the north or south side). Architecturally this may also include light shafts, and provide a focal windowed area opposite the entrance.
- c. Consider some outdoor spaces, limited if on the north side but linking to the water feature in the northeast corner, and expansive on the south side regardless of whether the entry is located there or not. Adding exterior space will encourage community gathering and attract those not currently frequenting the library.



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- d. Consider changing the current library signage to larger, more assertive signage. Signage may be incorporated into any exterior modification planned. The use of banners, seasonal or just to add color will add visual clues to the library's location.
2. Quiet and noisy areas are intermingled. Consider:
- Relocating or screening (perhaps with relocated periodicals) the quiet reading area from the circulation desk or relocating the circulation desk
 - Relocating computers away from the entry and the circulation desk to increase quiet and privacy.
 - Relocate the study table "within" the stacks to provide a study area free of visual and audio distraction.
3. The current circulation in the main library space is a loop with aisle space on either side of the periodicals and a study table. The aisle space on either side is barely adequate for passing adults. Consider changing the layout to have only one aisle, wider than current, but with periodicals and the table not acting as an island. Patron access will be easier and more comfortable, and those browsing periodicals and studying at the table will enjoy more privacy and quiet.



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2 – Design and Effectiveness

Assets:

- Signage on the ends of the stacks is quite good, especially in fiction where authors names are suggested for the alpha range for that run.
- Clutter throughout is kept to a minimum and the displays and general appearance are crisp and clean.
- The use of quilts throughout is wonderful. The large scale of the quilts , the strength of the colors and geometric designs complement the interior setting of the library.

Opportunities (prioritized):

1. Signage strategy could be improved. Consider:
 - a. Moving public announcements and fliers away from prime real estate (the first table at about 10' inside the entry) and instead displaying new materials.
 - b. Consistent but different formats for signs to provide function, information and instruction.
2. The entry air lock is used for too many functions. Consider:
 - a. Providing passing space and wheelchair ADA required turning space, which is currently adequate but inaccessible.
 - b. Removing donation books and pamphlets from the area.
 - c. Storing tools elsewhere.



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3. Outside light controls are inconsistent and contributing to glare during the day. Consider replacing slat blinds (which require constant adjustment during the day as the light changes) with a shade similar to those made by Mecco. This type of shade reduces glare while allowing a view through the pulled shade.



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3 - Collection

Collection Facts & Comparisons:

Methodology:

Using the Colorado State Library's Library Research Service 2007 preliminary report data from Colorado libraries' Annual Reports, the Kremmling Library was compared as a *single library with other single, non-branch libraries. Comparisons were made for the number of volumes per capita, the number of audio books and videos per 1,000 people served, and the circulation rate per capita. Data used for the Kremmling Library was taken from Grand County Library District's Integrated Library System data as provided to Group3 Planners.

*Since Kremmling Library's data is combined with the other branches of the Grand County Library District, the Kremmling Library does not appear in the LRS charts as an individual library. Therefore the results indicated in this report must be interpreted with the understanding of the following variables:

- Single municipal or county libraries that are not part of a branch library system do not have the same advantage that some branch libraries experience with shared collections that can rotate between branches. More depth in collections sometimes must therefore be maintained in the non-branch libraries, causing the library collections to be larger than where there are several branches in a district.
- Libraries that are part of a district generally have larger collection budgets than those libraries that are funded solely by a town or a county because of the economy of scale created by sharing large dollar costs on items such as an integrated library system, courier costs, etc.

To get the closest matches in peer libraries for the Kremmling Library, the 2007 Kremmling Library data was compared to the LRS Preliminary 2007 data in two ways. First the data was compared with all libraries in the population range of 1,000 – 2,499. Second, the Kremmling data was compared with a selected group of 11 libraries appearing as a subset of all libraries in the same population range. The 11 libraries are indicated on Exhibit A with their names underlined.

The selected 11 libraries were chosen as follows:

- The Kremmling Library is not a combined school/public library as are four of the libraries listed in the 1,000 – 2,499 population range. For this reason, the four combined libraries were excluded for comparison purposes.
- The population range from 1,000 – 2,499 people is a rather large range considering the budgets provided by the individual municipalities or counties. For this reason, libraries with populations less than 1,381 and those with populations greater than 1,894 were excluded.



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When viewing the comparative data it is important to remember that every library community has its own unique service roles based on the needs of that community. For that reason, some libraries have greatly expanded collections or very limited collections in specific areas. For example, a library in a town without a video store and where residents have limited Internet access to online video collections may have a much larger video collection than libraries where patrons have easy access to other video collections.

Comparison Data:

Population of Kremmling = 1,597 (as of July, 2006)

Print Volumes per Capita (See Exhibit B)

- Kremmling = 6.8
- All peers in the 1,000 – 2,499 population range
 - median volumes/capita = 9.0
 - average volumes/capita = 9.1
- 11 selected peers
 - median = 6.9 volumes per capita
 - average = 7.8 volumes per capita

Audio Books per 1,000 Served (See Exhibit C)

- Kremmling = 384
- All peers in the 1,000 – 2,499 population range
 - Median = 324
 - Average = 428
- 11 selected peers
 - Median = 393
 - Average = 455
- Findings:

Videos per 1,000 Served (See Exhibit D)

- Kremmling = 665
- All peers in the 1,000 – 2,499 population range
 - Median = 476
 - Average = 531
- 11 selected peers
 - Median = 584.5
 - Average = 642



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- Findings:

Circulation per Capita (See Exhibit E)

- Kremmling = 14.09 (includes periodicals) = 13.53 (not including periodicals)
- All peers in the 1,000 – 2,499 population range
 - Median = 7.67
 - Average = 9.874
- 11 selected peers
 - Median = 6.71
 - Average = 9.25

Summary of Compared Data:

- The number of volumes per capita for Kremmling is right at the median level when compared with the 11 selected libraries. When compared with all libraries in the population range it drops to the lower fourth of the range. Assumption is that the 6.8 vol/capita is okay due to the currency and high circulation of the print collection, as well as the GCLD courier system. Also, the combined libraries need and have larger collections.
- The number of audio books/1,000 served in Kremmling ranks at the median level when compared with both sets of comparison libraries.
- The number of videos/1,000 served ranks again at the median level when compared with the 11 selected libraries, but ranks in the upper third of the range when compared with all libraries in the larger population range.
- Kremmling's circulation per capita is quite good. When compared with either set of libraries it is above the median in circulation. When compared with the 11 selected libraries it ranks fourth highest.



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Collection Observations During 4/2/08 Site Visit

Assets:

- Overall the collection appears to be kept current with many newer titles and very few titles older than the mid-1990s. The contents of the collections therefore have a new appearance that invites readers to browse and select titles from the shelves.
- The toddler books are shelved well with the front covers showing. This makes selection for parents and caregivers, as well as toddlers, much easier for browsing. It also teaches very young children how to select books, using the front cover as the key to the contents of the book. This technique was also used somewhat in the teen display area.
- The reference collection is small, but includes the basic resources needed to complement the electronically accessed resources. This library appears to be a popular collection library in fiction and non-fiction, and the size of the reference collection is appropriate in a library where research and heavy reference assistance is not the primary service role.

Opportunities:

1. The library building and therefore space for shelving is now limiting the size of the collection. The size of the individual collections forces continual weeding when adding new materials, so that the collections can no longer grow in size.
 - a. The shelving that holds the easy reader books has been lengthened to such an extent that the space between the end of the shelf and the librarian's desk form a barrier to accessing the juvenile fiction.
 - b. Collections in the children's picture book area take so much space on each shelf that it is hard for small hands to get books on and off the shelves.
 - c. In many sections the collections on each shelf do not leave the recommended one-third to one-fourth empty space at the end of the shelf. Therefore there is no room to merchandize books face out on the shelves or to provide a sense of openness within the stacks.
 - d. If the Hispanic population is continuing to grow, the Spanish materials collection needs to expand. Including seating space or an area for the entire family to browse the collection would be more appropriate for serving this culture.
 - e. Extensive collections of books in a series or all books written by a prolific author, noted in both the children's and adult fiction areas, provide readers a chance to read all the individual titles, but also limit the number of unique authors represented in the fiction collections overall. Due to space limitations, consider keeping the most well-known of the authors' work and some of each series at each of the branches, and allow the books to be routed as needed.



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2. Specialty collections such as the Spanish materials collection and the large print materials will get more use when these collections have more room to grow. Because of the tight space for collections, consider a rotating collection of materials in these two areas so that at least once every three months, patrons will see a new selection of materials and keep them excited about the choices available to them.
3. New materials would show better if they were displayed on taller shelving. Get the new materials or displays of topical materials at eye level whenever possible. The end panels are being used effectively, but there just aren't enough end panels to merchandize a larger quantity of materials.

