SONOMA COUNTY LIBRARY

APPENDIX 1
LIBRARY SYSTEM ASSESSMENT

submitted by
MKTHINK

October 2016

SONOMA COUNTY
LIBRARY
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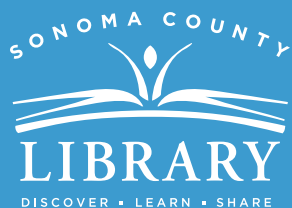
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**Sonoma County Library
Appendix 1:
Library System
Assessment**

2016

Prepared by MKThink
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Project Manager: Evelyn Lee
MKThink Team: Rachel Bramwell, Bryan Hassemer
Sonoma County Library Team: Ken Nieman, Brett Lear, Kiyo Okazaki, Furgus Wilson

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Introduction

CONTEXT

Libraries in Sonoma County date back to the mid-19th century with Petaluma's Odd Fellows Library, but it was not until 1975 that the Sonoma County Library system was formed through a Joint Powers Agreement signed by representatives of the cities of Healdsburg, Petaluma, Santa Rosa, and Sonoma as well as the County of Sonoma. Under this agreement, the Library exists as a "Joint Powers Agency" (JPA).

The Library currently serves approximately 495,000 residents across Sonoma County. The library system consists of the Central Library, ten branches, two rural stations, and one temporary site (Roseland). It encompasses three special collections, the Sonoma County Wine Library, the History and Genealogy Annex, and the Petaluma History Room.

Last year, the Library served almost two million visitors, circulated more than 3.5 million books, audiobooks, DVDs, and electronic resources, and answered more than 250,000 reference questions. In addition to reading and viewing materials, Sonoma County Library offer public access computers, free wireless, story times for all ages, and a wide variety of children's, teen, and adult programs. The Library's newly-launched digital branch provides 24-hour a day access to resources and information and incorporates chat, text, and e-mail reference services.

JURISDICTION AND FUNDING

Funded primarily by property taxes, the Sonoma County Library—a Joint Powers Agreement Special District—serves all residents throughout the County including those from incorporated and unincorporated parts of the County. The Library leases all of its buildings, with the exception of the Central Library Annex, from the JPA members who have retained ownership of the buildings.

The Sonoma County Library is governed by an eleven member, city-appointed Library Commission. The city councils of Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, and Windsor, along with the Sonoma County Board of Supervisors, each appoint a Library Commissioner. The City of Santa Rosa and the Sonoma County Board of Supervisors also jointly appoint one Library Commissioner.

PROJECT OVERVIEW

The Joint Powers Agreement states that the Sonoma County Library Commission will "Adopt a facilities maintenance plan at least once every three years, and revise it as necessary". The Facilities Master Plan fulfills this governance objective.

In addition, a Strategic Plan for the Library was completed in 2015, also driven from a a clause in the Joint Powers Agreement. The Plan included strategic priorities, goals, and objectives for the library for the five year period from 2015-2020. The Strategic Plan describes the library system the community aspires to create. It clarifies the vision, mission, and priorities which will guide the work that the Library does and the services the Library will deliver in coming years.

The Strategic Plan also recommended that the Library develop a "comprehensive Facilities Master Plan" that covers "the conditions of buildings, identifies with JPA members, sets a

schedule for building renovations, and creates design and service standards for any new or redesigned facilities."

The goal of the Facilities Master Plan is to guide facilities planning and improvements for the next 10 years. The Plan addresses the priorities identified in the recently implemented strategic plan for welcoming, flexible spaces that provide opportunities for exploration and discovery. Once completed, the Plan will be a significant asset to the library's long-range planning efforts.

In order to complete the scope of work at hand, four deliverables were produced:

1. Facilities Master Plan

2. Appendix 1: Library System Assessment

3. Appendix 2: Design Guidelines

4. Appendix 3: Architecture Facilities Assessment

SCOPE OF WORK

The following are included either in this document, the Library System Assessment, the Architecture Facilities Assessment, or the Design Guidelines document:

- Develop community involvement process to engage a broad range of stakeholders in assessing facilities and developing the Facilities Master Plan through focus groups, surveys, and interviews.

- Complete an assessment of all Library facilities and identify deficiencies in existing buildings and sites, including service areas, utility systems and infrastructure, telecommunications and health, and safety conditions.

- Identify potential improvements to current level of energy and resources conservation and overall sustainability. Identify potential for additional sustainability improvements in the existing

buildings, remodeled facilities and new facilities.

- Create a facilities design guide to promote the efficient, consistent, and cost effective design and construction of all new and modernized buildings

- Incorporate the Library's strategic plan, current and projected demographic data for Sonoma County, as well as state and national standards, peer comparisons, library trends and best practices.

- Assess and make recommendations as to the appropriate size and location of branches in the current general geographic areas and whether or not any new facilities are needed and in what areas they should be located.

- Define, in coordination with staff from each of the ten JPA members, implementation steps necessary to fulfill the needs identified and creating a 10-year planning schedule for the work to be done countywide.

- Assist and advise library staff in the creation of a standard lease agreement for all of the leased facilities within the library system.

FACILITIES MASTER PLAN
GUIDING PRINCIPLES AND BOUNDARIES

1. Be respectful to the five tenets of the Sonoma County Library strategic plan: the customer experience, education and discovery, innovation, community engagement, and financial sustainability

2. Ensure that the Sonoma County Libraries remain a place where the children of Sonoma County are a priority, helping them prepare for entry into the k-12 school system and a tool in the community that improves the performance of those already in school

3. Ensure that the Sonoma County Libraries are seen as an innovative connector of people, the go to place to find an answer to questions in person

4. Event spaces that offer exciting and enticing opportunities for exploration and discovery by Sonoma County residents

5. Redefine long standing associations of library culture as solely a quiet place for scholarly activity

6. Create a positive atmosphere that enhances the community client experience as well as the staff work experience

7. Understand and respect the needs of the library Friends groups

8. Remain respectful of the role individual library managers play in facilities

9. Create a green workplace and become the go-to community information resource on sustainability and green living

PROCESS

MKThink undertook a multi-pronged process from May 2016 to August 2016 to inform the recommendations presented in the Facilities Master Plan report. This included the following:

- Site visits, including:
  - On-site interviews with branch managers and librarians
  - Staff workflow and library user observations
  - User (patron) interviews
  - Photographic documentation
  - Evaluation of code and ADA accessibility compliance, mechanical systems, and building condition

- Stakeholder engagement
  - Discussions with Library Commissioners
  - Affinity mapping exercises with Friends of the Library and JPA members
  - Review of all stakeholder engagement conducted as part of the Strategic Plan process
- Library item/materials journey mapping
- Extensive data analysis including but not limited to: events hosted, library visits, library card holders, number of staff, and energy usage
- Demographic data assessment

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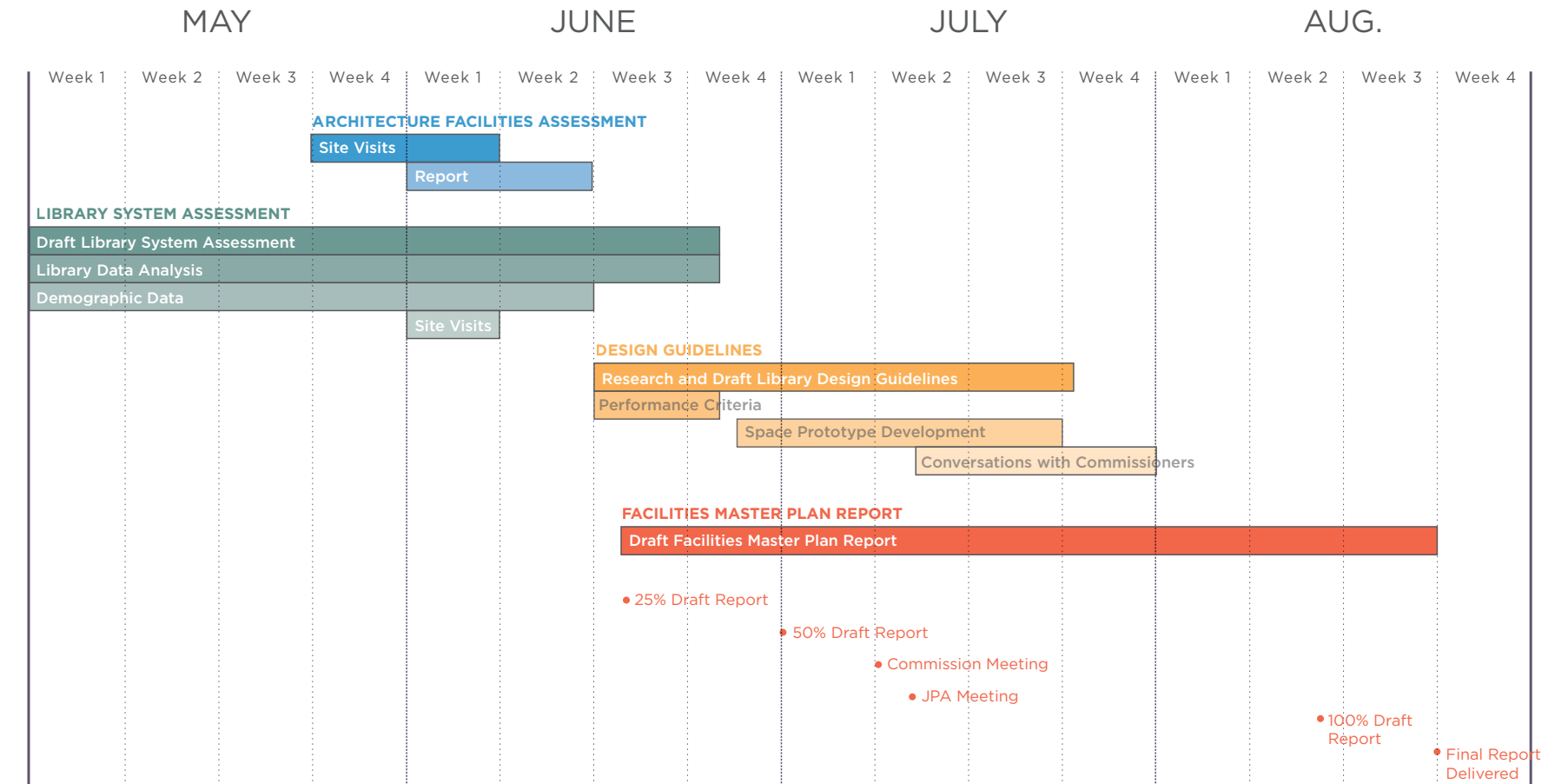
Demographic Context

CHAPTER 2 OVERVIEW

To provide an overview of the County's current demographic profile, how this has changed from past to present, and how it is projected to change going forward. This chapter focuses mainly on age, as this demographic element has the greatest impact on future library facility design.

BACKGROUND

The background provides a brief picture of what Sonoma County currently looks like in terms of age, ethnicity, education, and language.

METHODOLOGY

The first section outlines how we approached looking at the demographic context of Sonoma County and projecting for the future.

ANALYSIS

Using Census data from 2000 and 2010, MKThink calculated population projections. The remainder of the chapter looks at how the demographics of each library area have changed from past to present, and how they are expected to change going forward.

DEMOGRAPHIC
BACKGROUND

BACKGROUND
Sonoma County had a population of 458,614 in 2000, and a population of 483,878 in 2010, a 5.5% growth rate. The population was estimated to be 502,146 in 2015. By 2030, the number of residents is projected to increase to approximately 569,585 people.[1]

DEMOGRAPHICS
Compared to 2010, population density is roughly the same in Sonoma County. Some growth can be seen west of Roseland Library, south of Rohnert Park and in eastern Santa Rosa.

According to the Sonoma County Library Strategic Plan, in 2015 the population is projected to be 501,350 residents. (Source: California Department of Finance (DOF) and the US Census). According to Environmental Systems Research Institute (ESRI) projections, the population is expected to rise about 3.3% to 509,621 by 2019.

ETHNICITY
According to the US Census, in 2015 Sonoma County was 64.3% White not Hispanic or Latino (87.3% White), 26.3% Hispanic or Latino, 4.4% Asian, 3.8% two or more races, 2% Black or African-American, 2.2% American Indian and Alaska Native, and 0.4% Native Hawaiian and Other Pacific Islander.

Further, according to the Sonoma County Economic Development Board (EDB), Sonoma County's Hispanic population grew by 43 percent over the last decade. Among the white and Hispanic populations, the two largest races/ethnicities in Sonoma County, the proportion of these populations at working age (ages 18-64) is similar, with 63% of the Hispanic population at working age compared to 57 percent of whites. Nonetheless, the Hispanic population is younger on average, with 39 percent under the age of 20, compared to just 19% for whites.

16.5% of the population is foreign born, while there are 32,078 veterans in Sonoma County.

EDUCATION
Sonoma County residents are well educated – in 2010 85% of the over-25 population has graduated from high school and 28.5% has earned a Bachelor's degree or higher. Of the over-25 population, 11.1% have a graduate or professional degree.

INCOME
The Strategic Plan cites that between 2000 and 2014, the median household income in Sonoma County grew by 14.6% to $61,960. Looking into 2019, this growth is expected to continue with median income rising to $71,946, an increase of around 18% from 2014.

1   http://www.dot.ca.gov/hq/tpp/offices/eab/socio_economic_files/2011/Sonoma.pdf

KEY
- 0
- 0-10
- 10-500
- 500-2,000
- 2,000-5,000
- 5,000-10,000
- 10,000-20,000
- 20,000+
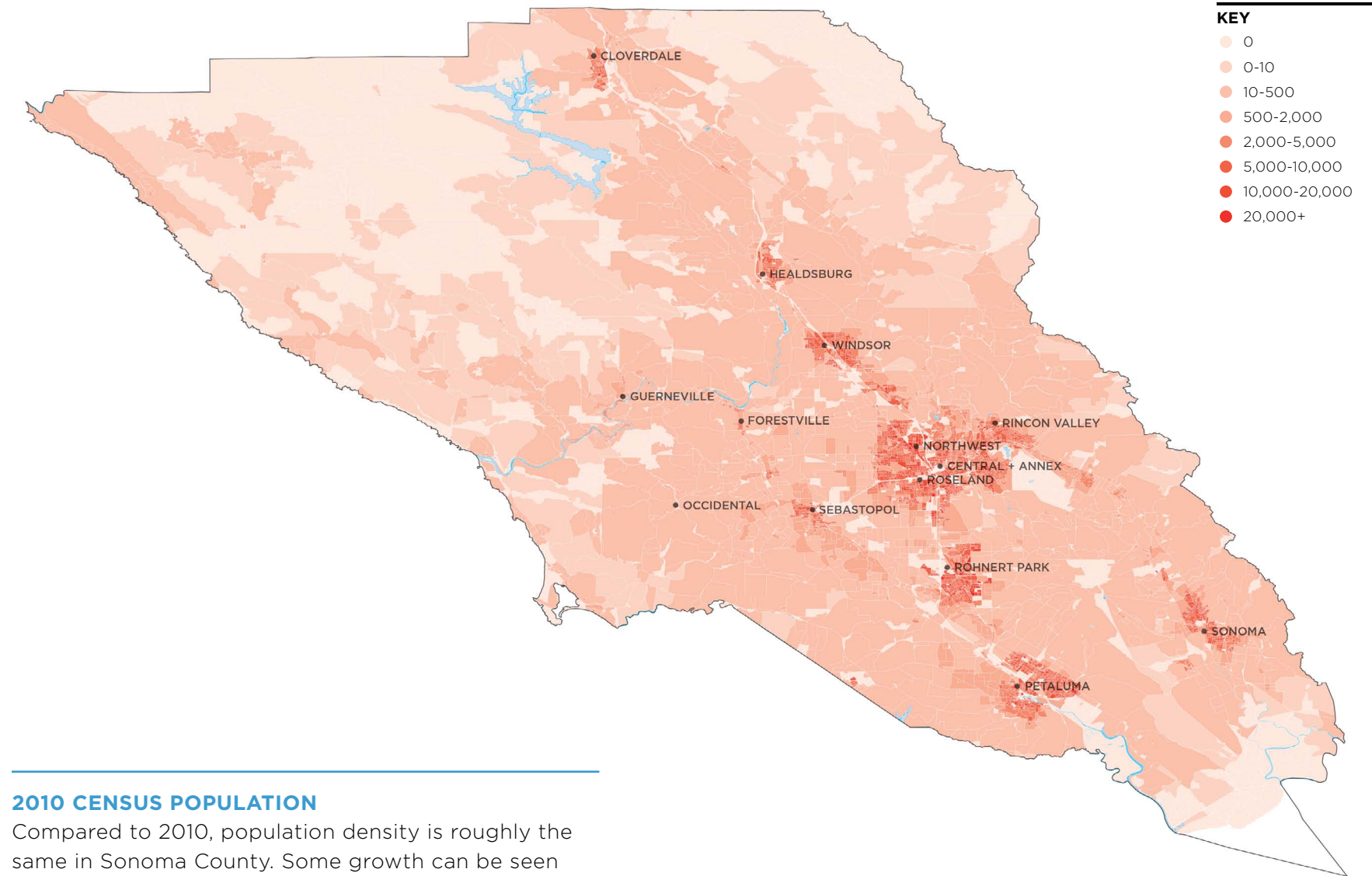
2010 CENSUS POPULATION
Compared to 2010, population density is roughly the same in Sonoma County. Some growth can be seen west of Roseland Library, south of Rohnert Park and in eastern Santa Rosa.

DEMOGRAPHIC
ANALYSIS
METHODOLOGY

METHODOLOGY
To determine the number of residents within the proximity of each library, the center of each census block was calculated (also called the centroid). Then the census block was assigned to the library closest geographically to the centroid. The census blocks nearest to each library make up a 'zone' for that library. Every census block was assigned to a library so that the entire population of the County was accounted for. The centroids of each census block are shown as dots on the facing map. The library zones are outlined in black.

These zones (and the census blocks they contain) are used in the subsequent analysis in this section when analyzing the population (also called the proximate or service population) for each library.
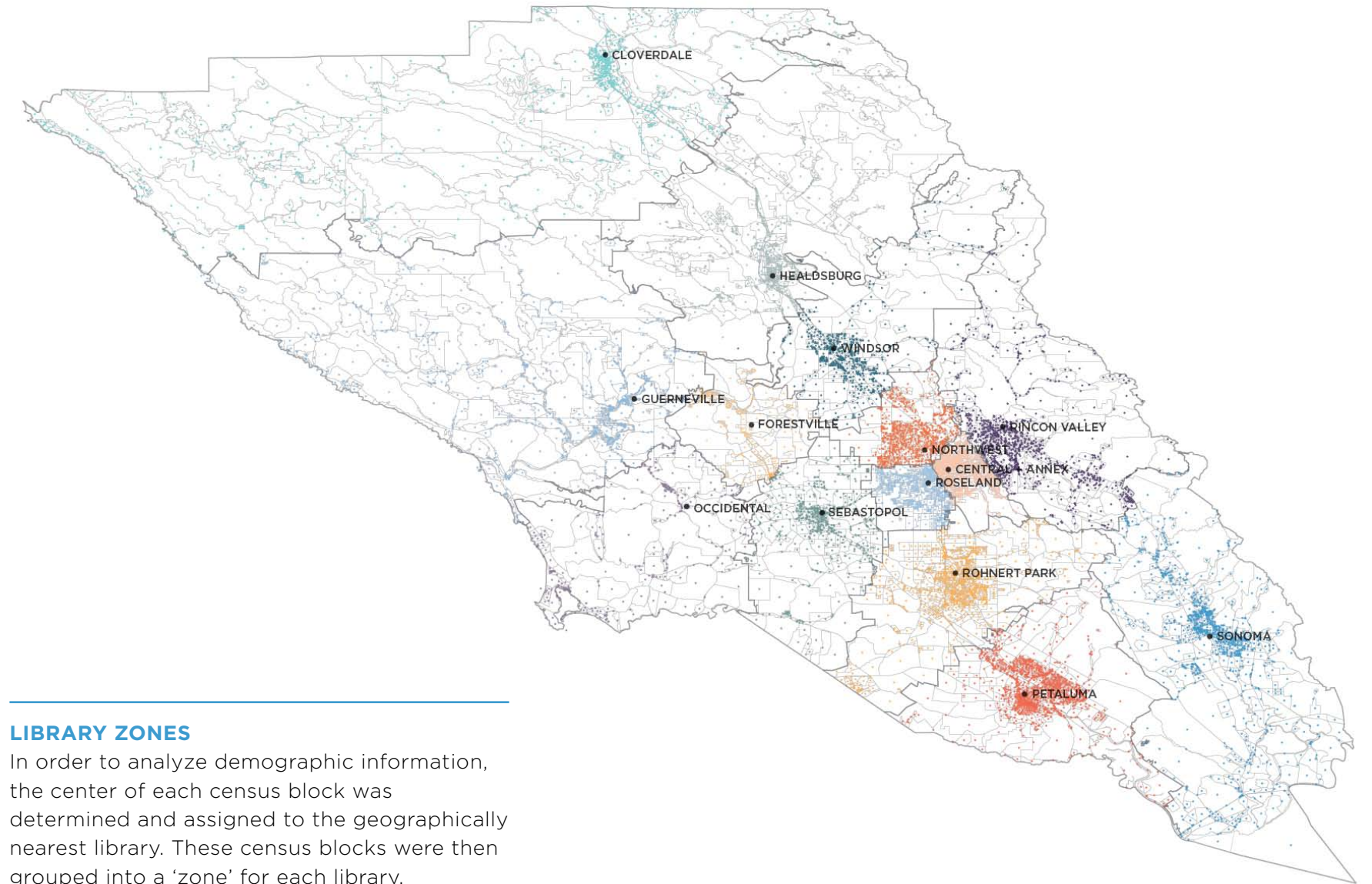
LIBRARY ZONES
In order to analyze demographic information, the center of each census block was determined and assigned to the geographically nearest library. These census blocks were then grouped into a 'zone' for each library.

SONOMA COUNTY ETHNICITY PROFILE (2000-2010)
In both 2000 and 2010, Sonoma County is mainly White, though this group has declined slightly in the past ten years (from 81.6% to 76.8%). The Hispanic/Latino demographic has grown by 7.6% in the past ten years, and the group of people identifying as 'Some other race' has grown by 3.4% in the past ten years. All other groups have stayed roughly the same from 2000 to 2010.
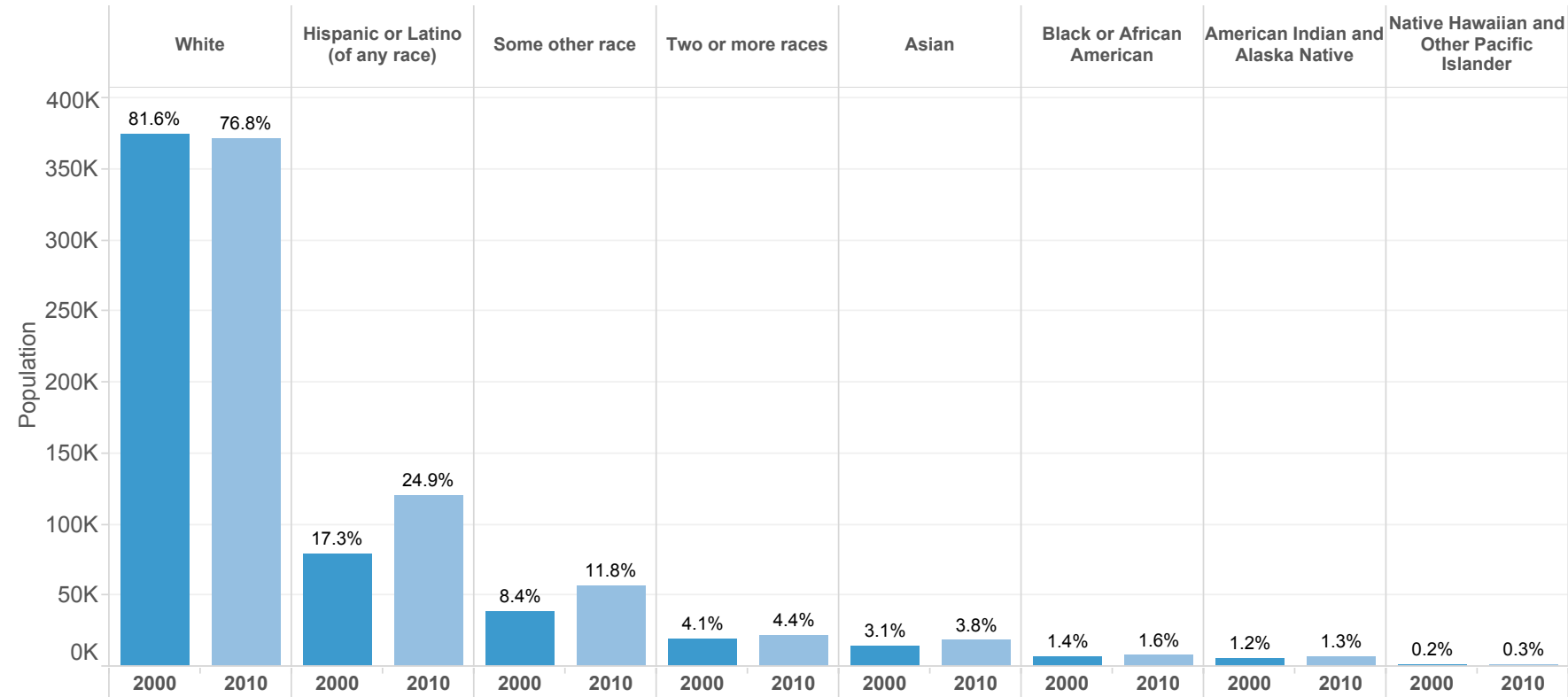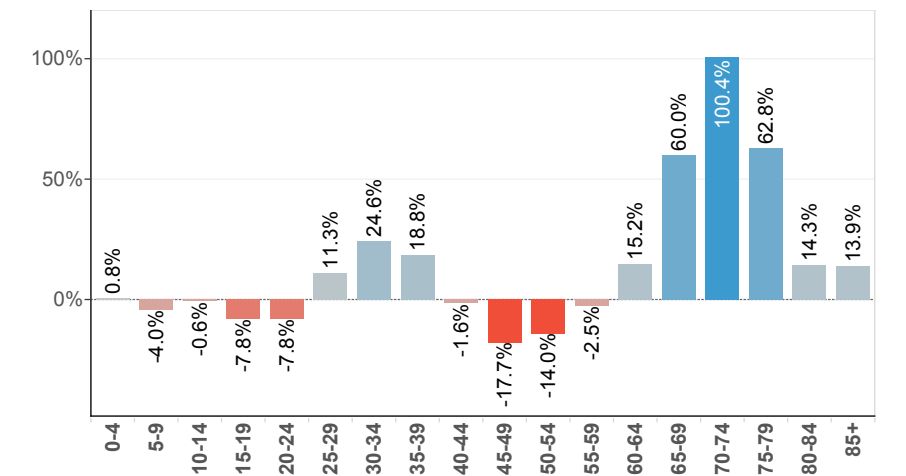

SONOMA COUNTY AGE DISTRIBUTION CHANGE (2000-2010)
This graph show the change in the county's population from 2000 to 2010 by age group.
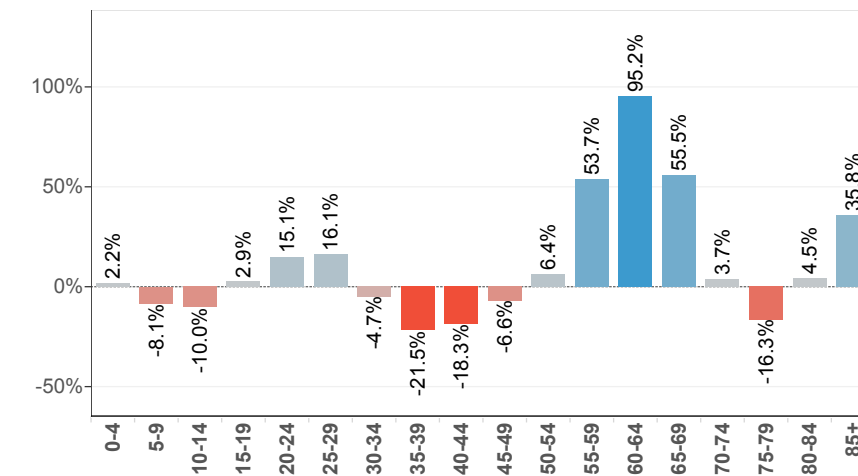

SONOMA COUNTY AGE DISTRIBUTION CHANGE (2010-2021)
This graph show the change in the county's population from 2010 to 2021 by age group. There is a greater change in the older population from 2010 to 2021 than from 2000 to 2010.
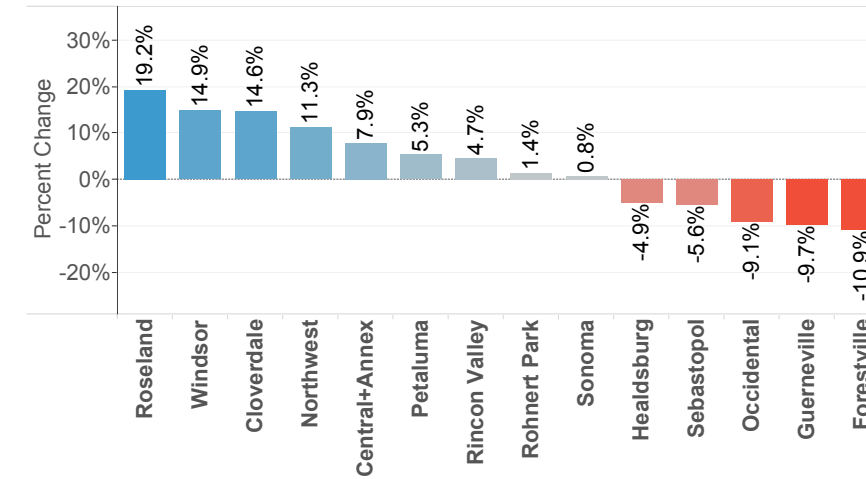
POPULATION 2000, 2010, 2021 BY LIBRARY

Rohnert Park had the largest surrounding population based on the census block zones in 2000 (63,570 people). In 2010, Petaluma Library had the largest surrounding population (66,272 people).
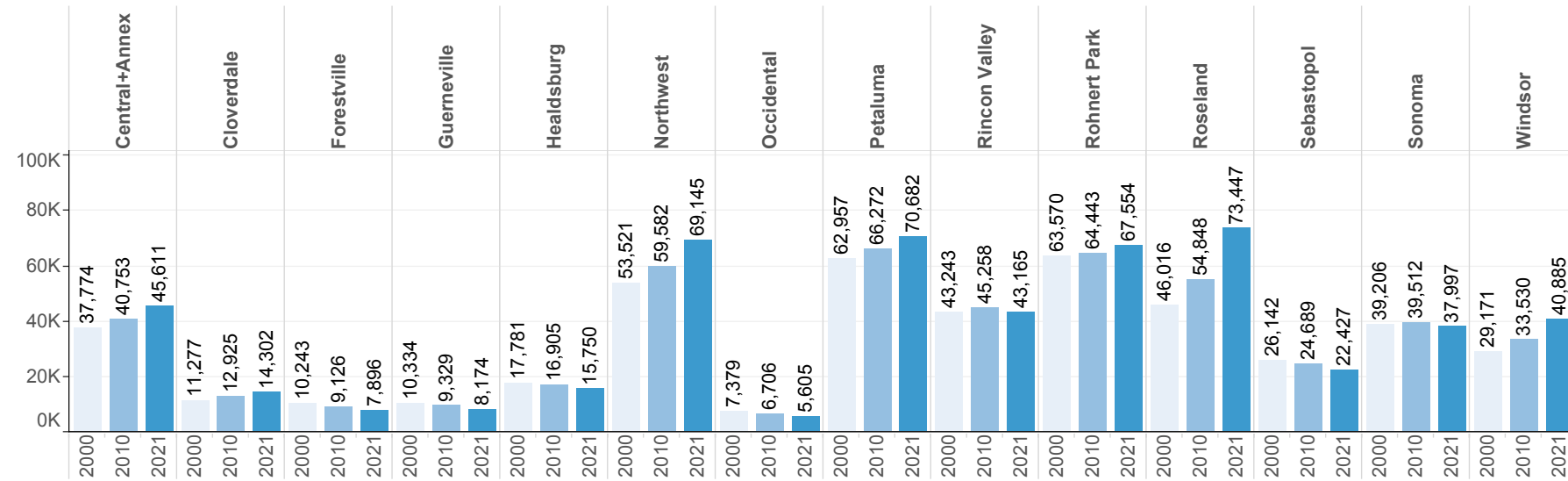

POPULATION CHANGE (2000-2010)

This graph shows the change in population based on the graph of the facing page. Roseland Library had the greatest surrounding population change from 2000 to 2010 (19%). Forestville's population declined the most of all the libraries (11%).

POPULATION CHANGE (2010-2021)

From 2010 to 2021, the Roseland, Windsor and Northwest zones have the greatest population growth. Like from 2000 to 2010, Occidental, Forestville, and Guerneville have the greatest population decline.
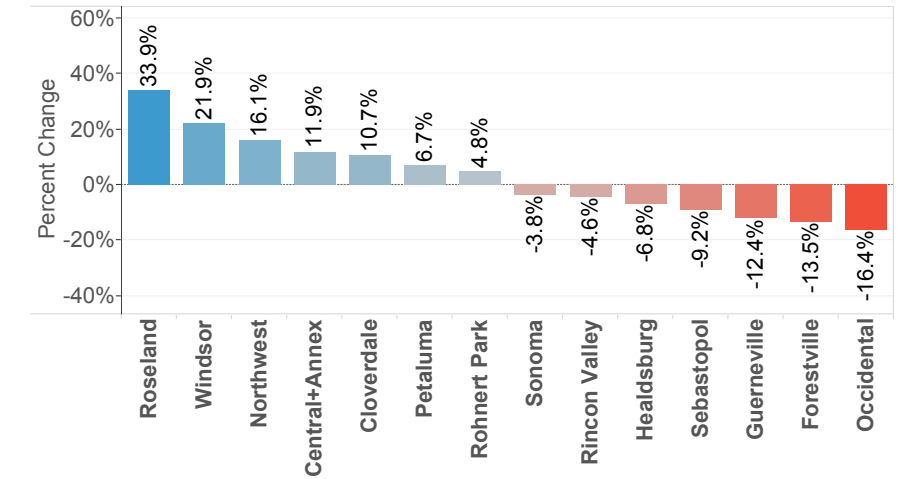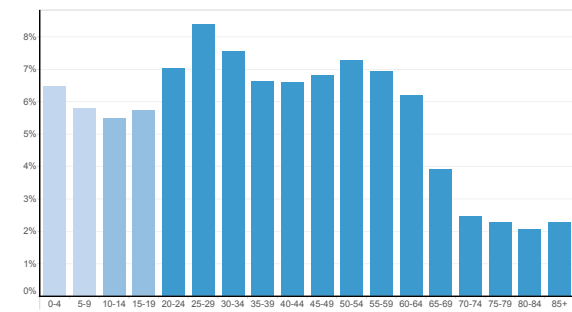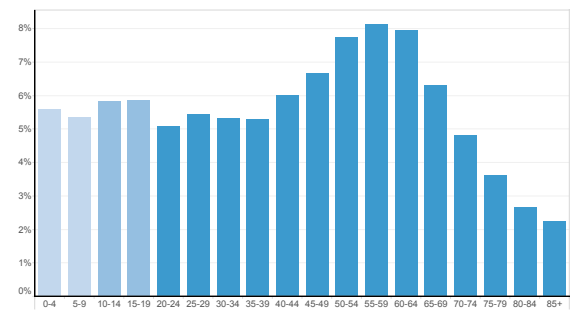
LIBRARY POPULATION DISTRIBUTION BY AGE (2010)

The following charts show comparative age distributions for each library zone. These are presented in each specific library section, and here are meant to provide a visual overview of what the population distribution of each area looks like. Guerneville, Occidental, Forestville has "aging age distributions". The following zones have "family" distributions: Petaluma, Sonoma Valley, Cloverdale, Northwest, Rincon Valley, Windsor, Sebastopol, and Healdsburg. have "family age distributions". Roseland, Central and Annex, Rohnert Park do not fit into a specific category of distribution.
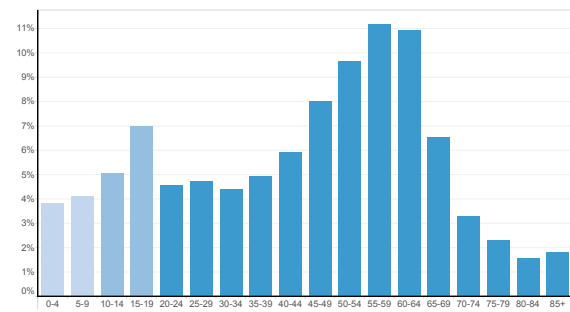
KEY

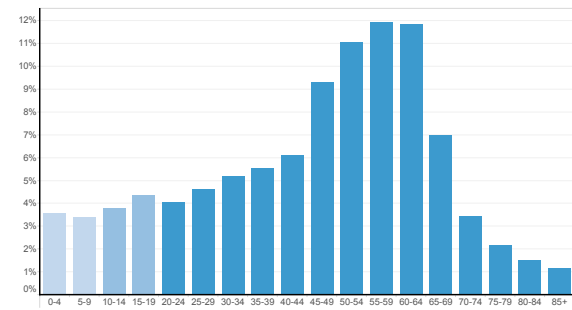- 0-9 years of age
- 10-19 years of age
- 20+ years of age

Central and Annex

Cloverdale

Forestville

Guerneville

Healdsburg

Northwest

Occidental

Petaluma

Rincon Valley

Rohnert Park

Roseland

Sebastopol

Sonoma Valley

Windsor

AGE DISTRIBUTION CHANGE BY LIBRARY (2000-2010)

The following graphs show what age groups grew or shrunk from 2000 to 2010 for each library. These are meant to provide a comparative visual overview of what the population changes have looked like from 2000 to 2010 for each area. Combined with the projections for 2010 to 2021, data analysis, interviews, and stakeholder engagement, these population changes will feed into specific recommendations for individual libraries in the Facilities Master Plan Report.
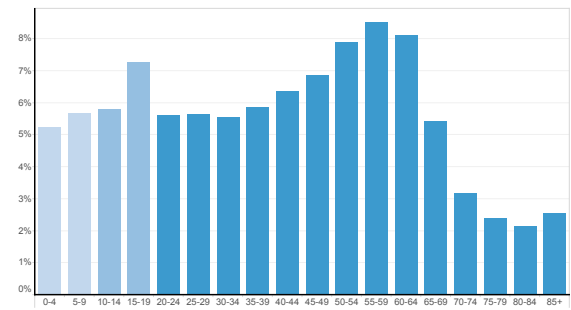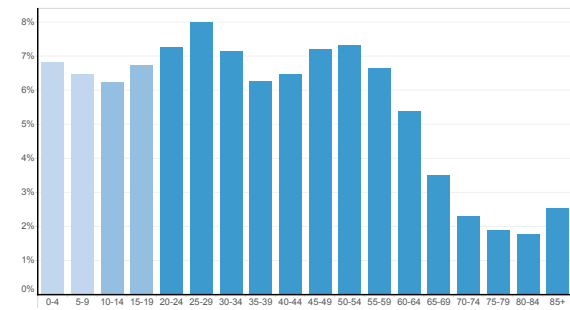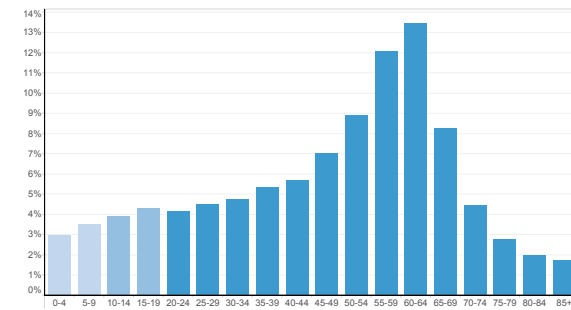
KEY

- Growth
- Decline
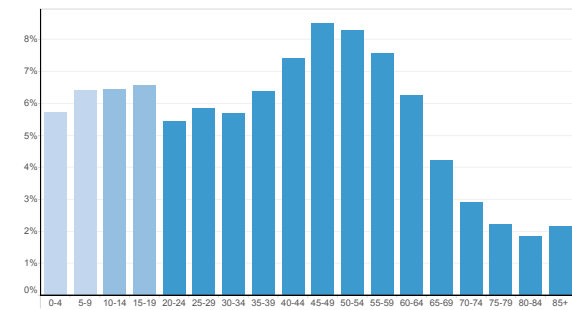

Central and Annex
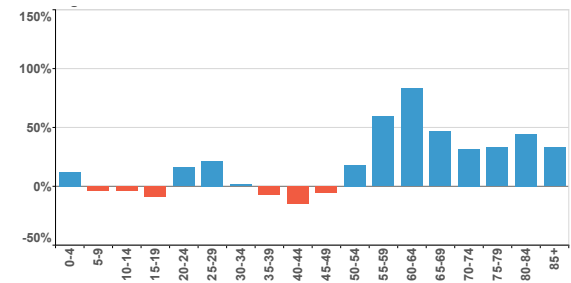
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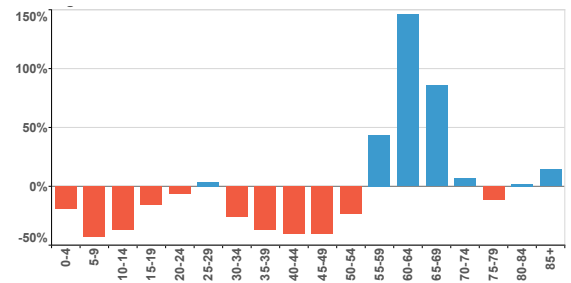
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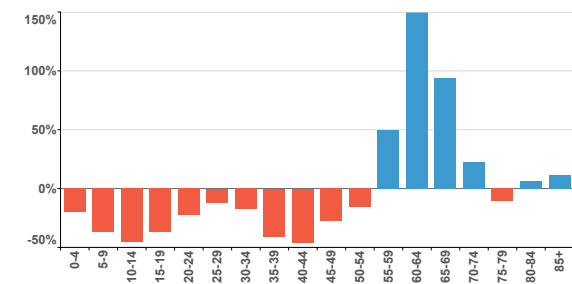
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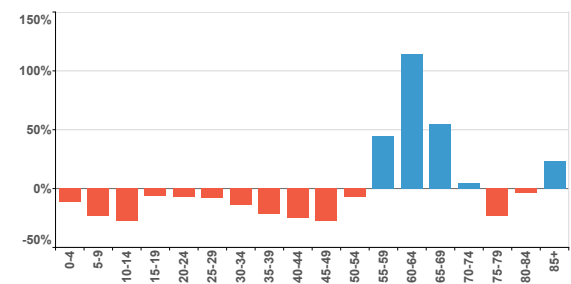
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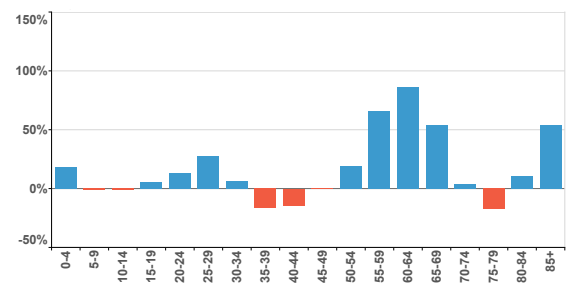
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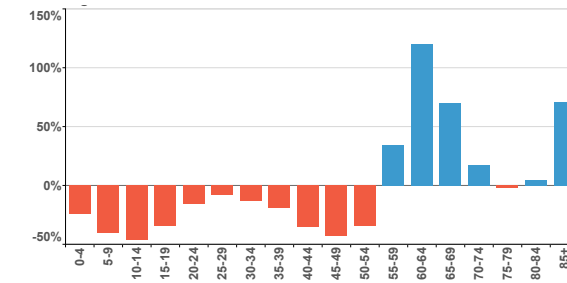
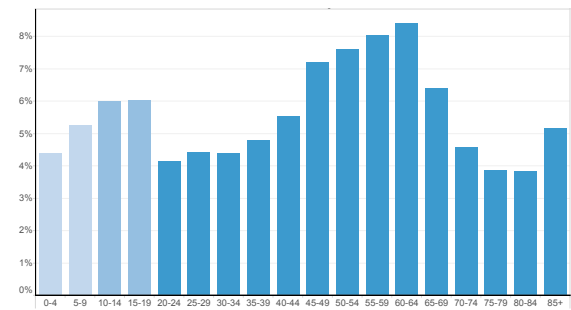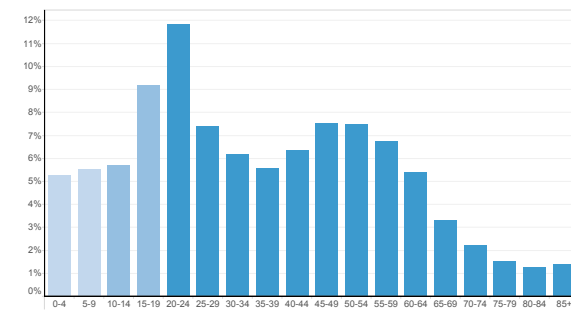Occidental
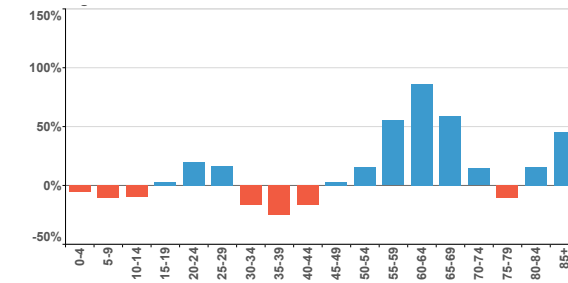
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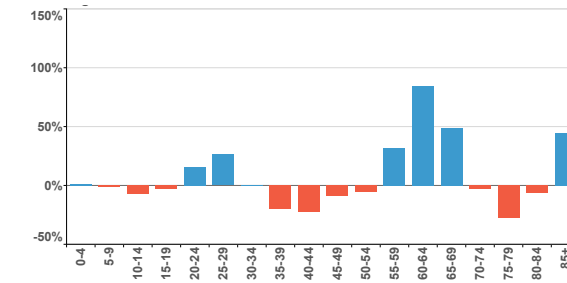
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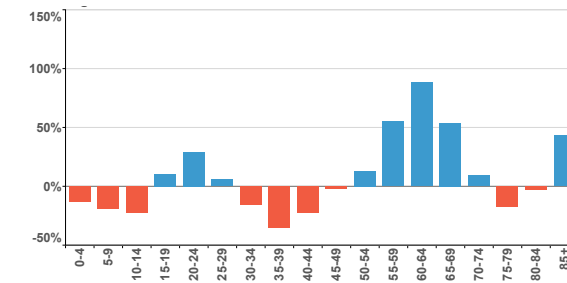
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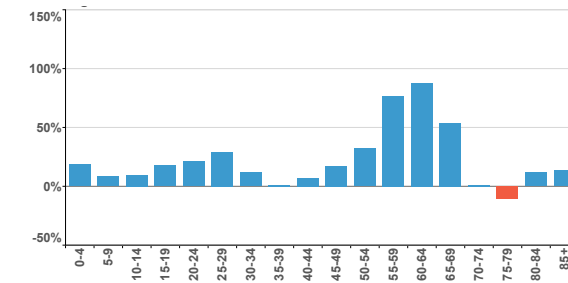
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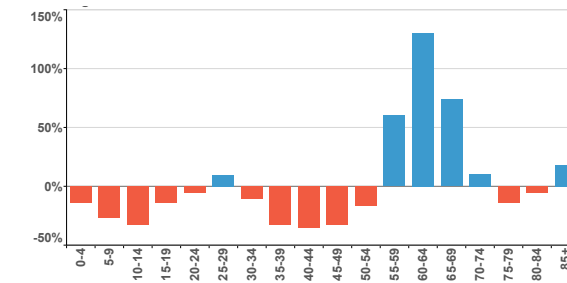
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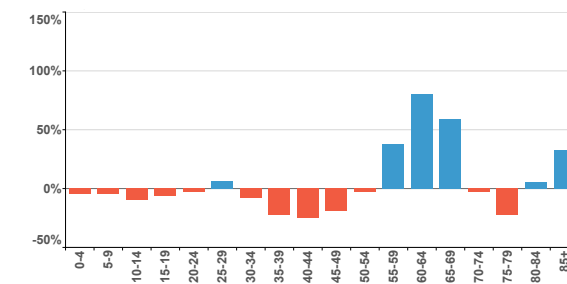
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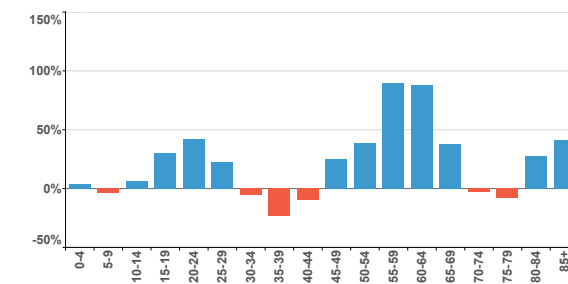
Windsor

PROJECTED AGE DISTRIBUTION CHANGE BY LIBRARY (2010-2021)

The following graphs show what age groups are expected to grow or shrink from 2010 to 2021 for each library. These are meant to provide a comparative visual overview of what the population changes have looked like from 2010 to 2021 for each area. The rates of change shown here are extracted from MKThink's population projection methodology, as outlined at the beginning of this section. Combined with the projections for 2000 to 2010, data analysis, interviews, and stakeholder engagement, these population changes will feed into specific recommendations for individual libraries in the Facilities Master Plan Report.

KEY
- Growth
- Decline
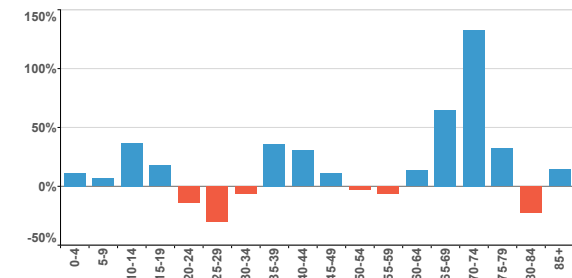
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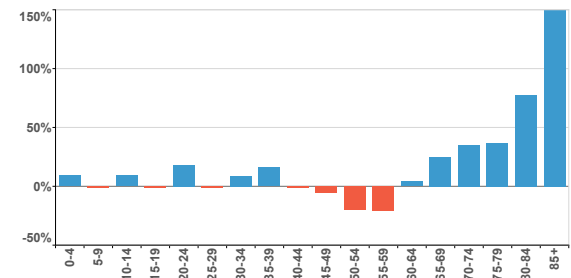
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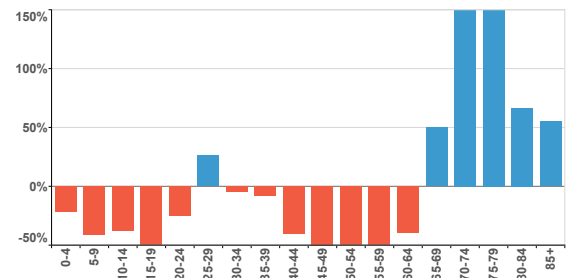
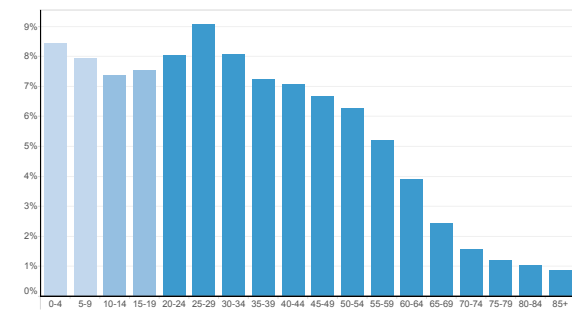Forestville
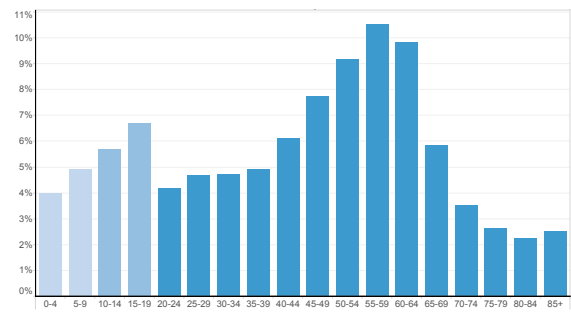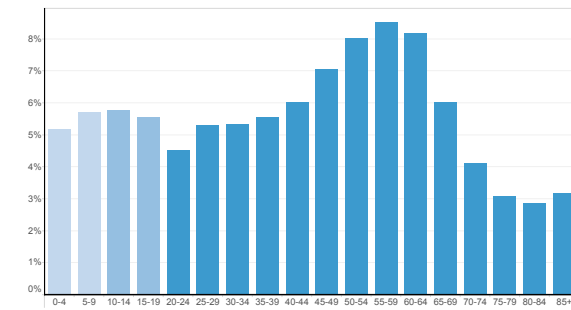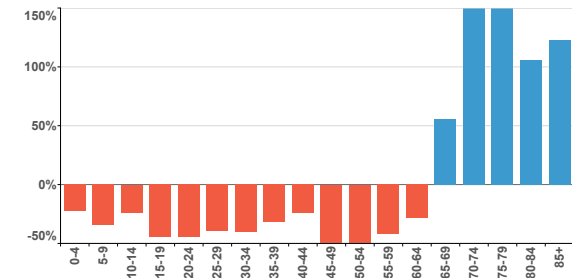
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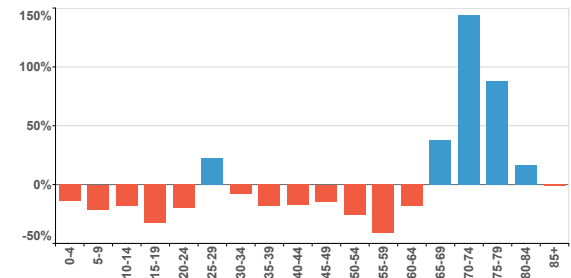
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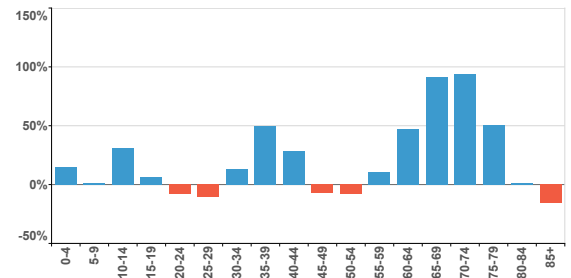
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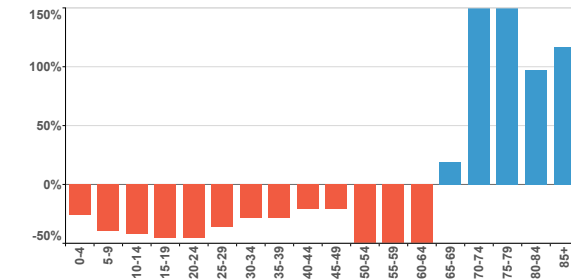
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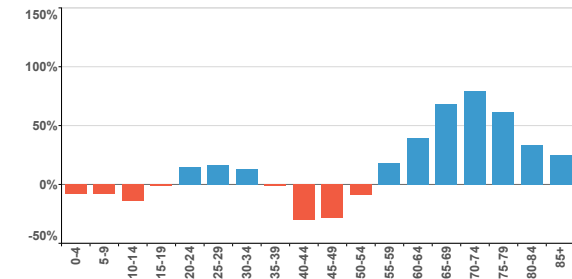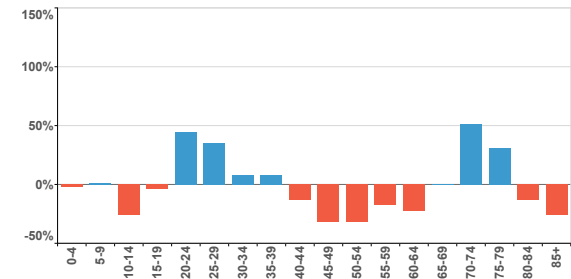
Petaluma

Rincon Valley
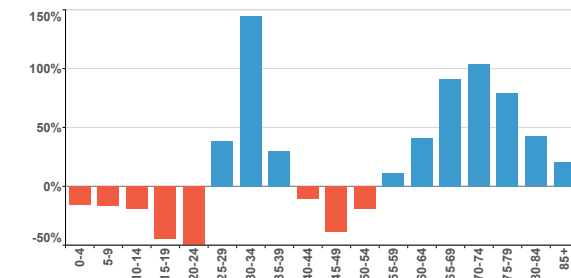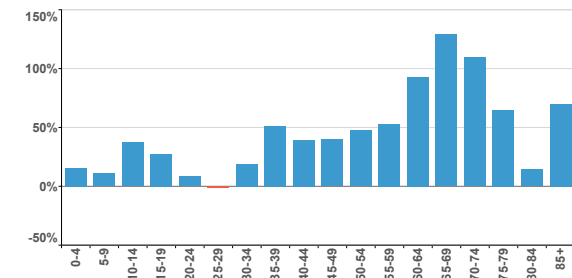
Rohnert Park

Roseland
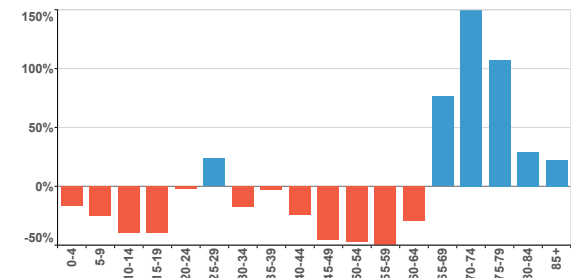
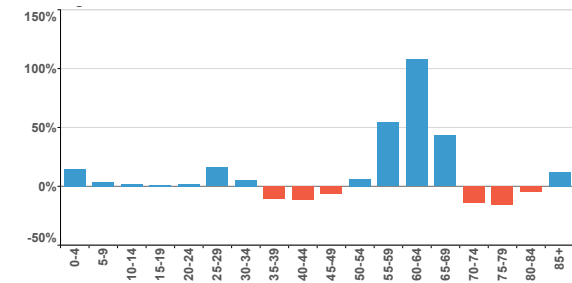Sebastopol
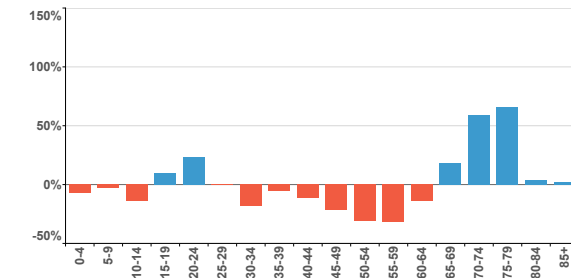
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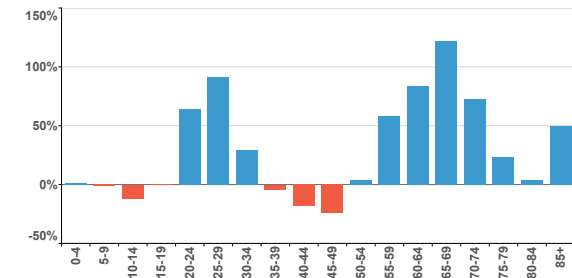
Windsor

DEMOGRAPHICS
FINDINGS

[Finding 1]

Rohnert Park had the largest surrounding population based on the census block zones in 2000 (63,570 people). In 2010, Petaluma Library had the largest surrounding population (66,272 people).

[Finding 2]

Roseland Library had a greatest surrounding population change from 2000 to 2010 (19%). Forestville's population declined the most of all the libraries (11%).

[Finding 3]

The Central Library and Annex combined have a greatest square feet to person ratio in Sonoma County (1.6 square feet per person).* The rest of the libraries have less than 1 square foot per person based on their surrounding populations.

[Finding 4]

Occidental has the oldest median age (52), while Roseland has the youngest median age (30). Petaluma, Rincon Valley, Windsor and Sebastopol are characterized by 'family' distributions. Forestville and Guerneville are characterized by 'retiree' populations.

[Finding 5]

Most people moving into 60-70 and 85+ age groups from 2000 to 2010. This is made up of both people aging into these groups and moving into Sonoma County.

*This combined number is based on the combined Annex and Central Library zones as explained earlier in this chapter.

03
Site
Assessments

CHAPTER 3 OVERVIEW

This section provides a baseline assessment of the state of all of the Sonoma County Library facilities. This data was collected through data from Sonoma County Library, and a number of site visits and interviews with Branch Managers and Librarians in June 2016. Findings are presented for each library at the end of each library section.

WHO IS EACH LIBRARY SERVING?

This section compares the population and demographics of each library to the types of events each library hosts and the types of items it owns in order to see how these metrics align.

HOW IS LIBRARY SPACE PROGRAMMED?

This section looks at how each library's space is currently being used and programmed through a number of metrics.

HOW IS LIBRARY SPACE BEING USED?

Lastly, this section looks at the usage of each library against the amount of space the library has, how much each library is being used, and for what functions.

INTRODUCTION

Sonoma County Library is made up of 15 libraries across the county. The libraries, their size, ownership, and type is presented in the table to the right.

This section first provides an overview of the questions that will be answered and information that will be covered for each site. These questions are broadly as follows:

- Who is each library serving?
- How is library space programmed?
- How is library space being used?

The chapter then provides a detailed assessment of each library site.

LIBRARY	BUILT	SQ FT	OWNERSHIP	TYPE
Annex	1966	5,387	Owned	Specialty
Central	1966	61,800	Leased	Central
Cloverdale	1977	7,200	Leased	Branch
Forestville	1999	486	Leased	Outpost
Guerneville	1979	6,237	Leased	Branch
Healdsburg	1986	11,700	Leased	Branch
Northwest	1967	7,224	Leased	Branch
Occidental	1979	650	Leased	Outpost
Petaluma	1974	26,766	Leased	Branch
Rincon Valley	1994	15,000	Leased	Branch
Rohnert Park	2002	23,807	Leased	Branch
Roseland	N/A	2,500	Leased	Branch
Sebastopol	1975	10,000	Leased	Branch
Sonoma	1977	10,000	Leased	Branch
Windsor	1990	7,600	Leased	Branch
Sonoma County Archives	Moved in: 1995	3,800	Owned	Archives

KEY

- Central
- Branch
- Outpost
- Specialty
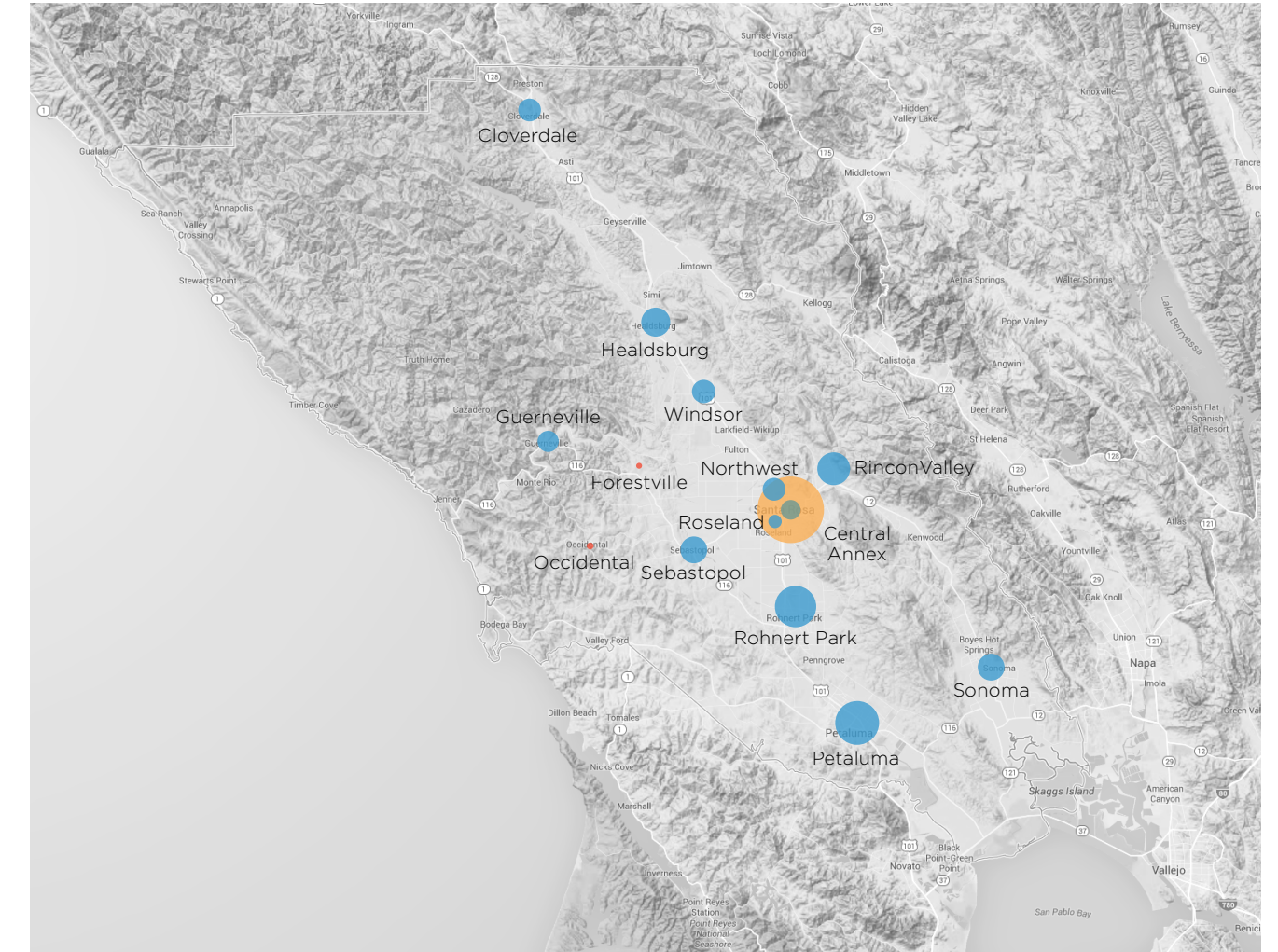
Who is each Library serving?

INTRODUCTION

In order to plan for the future of the Sonoma County Library system, it is first necessary to understand who each library is serving. The following data is presented and analyzed in this section to answer this question:

- Library card holders
- 2010 population and age distribution
- 2021 population and age distribution
- 2010 population versus patrons
- Seating by type (adult or child)
- Types of events hosted (adult, young adult, child, pre-school)
- Types of books owned (adult, young adult, child)

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section. 2010 population figures are from the 2010 Census. The 2021 population projections by "library zone" were calculated by MKThink extrapolated from historic trends (2000-2010 Census Data) and normalized according to ESRI county-wide projections.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY	FTE	AVERAGE MONTHLY VISITS (2014-15)	PUBLIC PC COMPUTERS	AVERAGE MONTHLY EVENT ATTENDEES (2014-16)
Annex	Approx. 3 FTE	140	6 (includes 1 Literacy computer)	Included in Central's number
Central	43.8	27,962	41	268
Cloverdale	2.8	7,306	12	75
Forestville	0.4	454	1	0
Guerneville	4.6	7,792	11	60
Healdsburg	5.0	12,288	15	222
Northwest	6.2	25,400	19	132
Occidental	0.4	404	2	0
Petaluma	11.0	23,026	29	395
Rincon Valley	6.0	16,518	29	282
Rohnert Park	8.9	16,232	36	286
Roseland		Unknown	12	0
Sebastopol	7.6	17,884	22	219
Sonoma	5.6	10,445	23	184
Windsor	6.0	9,549	15	202
Sonoma County Archive	n/a (0)	n/a	n/a (0)	n/a

How is library space programmed?

INTRODUCTION
This section first looks at the size (square footage) of each library, followed by a floorplan detailing how each library's space is currently used (based on observation from site visits that occurred in June 2016). A quantitative breakdown of the space is also presented.

The section then looks at the square footage per person in the proximate population for each library zone in 2010 and 2021, compared to the number of borrowers the library has. This illustrates which libraries have the most strain on space (the higher the ratio, the more space per borrower/person). Following this, the number of events per square foot is presented, illustrating which libraries are hosting a large number of events relative to the space that they have.

METHODOLOGY
MKThink used data provided by Sonoma County Library to produce the analysis presented in this section.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS
Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

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RECOMMENDATIONS
The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

	System Average
○ Other	9.1%
● Community	7.5%
● Support	7.1%
● Circulation/Reference	3%
● Back of House	10.4%
● Teen	0.6%
● Children	13.7%
○ Seating & Stacks	45.9%

Circulation/Reference refers to the public-facing circulation and reference desks/areas.

Support includes bathrooms, storage closets, electrical closets, and janitor closets.

Other includes circulation, load, and other non-programmed spaces.

Back of house includes staff work rooms, break rooms, offices, and sorting/processing areas not in the public space.

Teen spaces were counted only if they were enclosed or semi-enclosed.

How is library space being used?

INTRODUCTION

This section explores how library space is being used by people visiting the library. First we wanted to understand who is using the space in the library: the number of borrowers and patrons presented on the facing page gives an overview of how many people have cards at each library (borrowers) and how many people actually come to each library (patrons).

This is then translated into a ratio: the number of patrons per borrower. This illustrates the relationship between the number of people who have library cards (borrowers) and the number of people who are actually using the library (patrons).

The section then looks at specific uses of the library: internet sessions, events,

and items held by library. These three things are presented against patron count, in order normalize and compare these metrics across the libraries to understand how each library is being used and to what extent.

METHODOLOGY

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY	PATRONS PER SF (FY14-15)	BORROWERS PER SF (FY14-15)	PATRONS PER BORROWER	PATRONS PER POPULATION	INTERNET SESSIONS PER PATRON	EVENT ATTENDANCE (TOTAL) PER 1000 PATRONS
Annex	0.0	0.00	0.0	0.0	0.0	0.0
Central	0.18	1.3	7.3	0.7	6.2	29.0
Cloverdale	0.08	1.1	13.6	0.6	13.2	35.5
Forestville	0.09	0.8	9.2	0.0	0.0	0.0
Guerneville	0.07	1.1	17.1	0.7	10.6	34.5
Healdsburg	0.08	1.0	12.2	0.9	14.4	79.9
Northwest	0.02	0.3	10.8	0.5	12.4	19.3
Occidental	0.14	1.4	9.2	0.1	0.0	0.0
Petaluma	0.10	0.8	7.8	0.4	10.4	54.0
Rincon Valley	0.08	0.7	8.4	0.4	8.3	62.4
Rohnert Park	0.13	0.8	5.8	0.3	5.5	67.8
Roseland	0.00	0.00	0.00	0.00	0.00	0.00
Sebastopol	0.05	0.5	9.8	0.5	7.9	39.7
Sonoma	0.08	0.5	5.9	0.0	6.3	59.4
Windsor	0.07	0.4	6.4	0.2	10.8	70.4

THE ANNEX

LIBRARY DESCRIPTION

The Annex is located next door to the Central Library in Santa Rosa. It houses the Adult Literacy event, and History and Genealogy collections.

Year Built: 1966

Ownership: Owned

LIBRARY TYPE

Specialty

COUNTS

~3	FTE Employees
~140	Average Monthly Visits
6	Public Computers
N/A	Average Monthly Program Attendees

METRICS

n/a	Patrons per SF
n/a	Patrons per Borrower
n/a	Internet Sessions per Patron
n/a	Program Attendance per 1,000 Patrons

SQUARE FOOTAGE

5,387

SPACE BREAKDOWN

Not Applicable.

LIBRARY AREA (SQ FT)

Excluding Central Library (because its square footage figure includes public as well as private and administrative space), the average library is 10,158 square feet. The Annex is about 50% below average, at 5,387 square feet.

SQUARE FEET

5,387

Sq Ft chart:

Library	Sq Ft
Annex	5,387
Central	61,800
Cloverdale	7,200
Forestville	486
Guerneville	6,237
Healdsburg	11,700
Northwest	7,224
Occidental	650
Petaluma	26,766
Rincon Valley	15,000
Rohnert Park	23,807
Sebastopol	10,000
Sonoma	10,000
Windsor	7,600
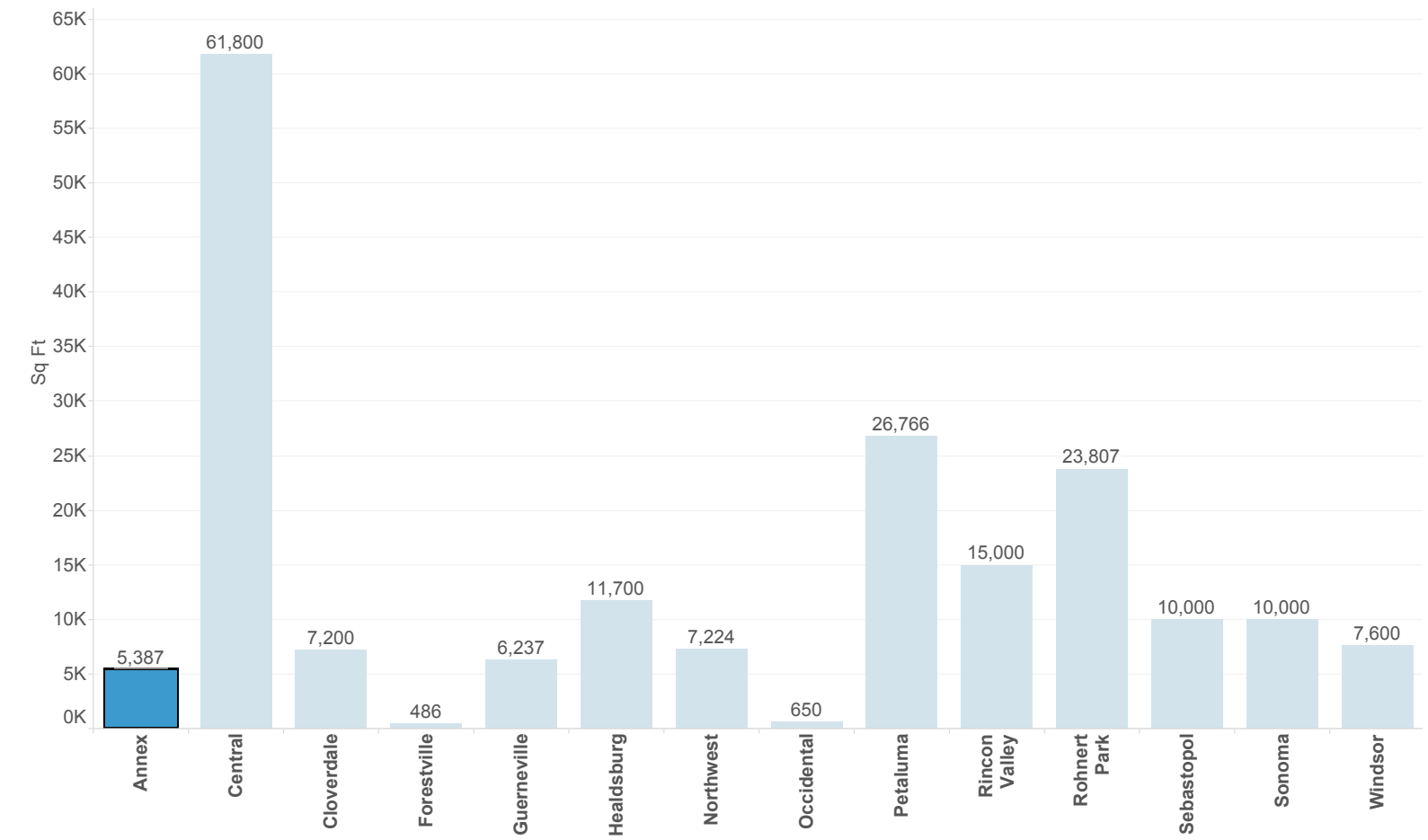
DATA
FINDINGS

[Finding 1]

The Annex is the smallest library in the system, after the outpost libraries (Forestville and and Occidental).

INTERVIEW
FINDINGS

In order to understand the workflow, usage, and programmed space of each library, MKThink undertook site visits and interviews with branch managers and librarians in June 2016. Our observations and information gather from the branch managers is presented below, and suggestions that we heard are presented in the grey bar to the right.

SUGGESTIONS

Branch Managers and librarians suggestions:

TECHNOLOGY

Shared copier in reading room is inconvenient

DESIGN/SPACE

Have to use Forum room in central for events

Training room is under-utilized, uninviting and too dark

Sometimes lit coach and mentee have to use lounge space

Staff lounge is multi-purpose but not designed for it

Conference room is in demand and in use by everyone

Sound carries over partial height moveable panels

WORKFLOW/OPERATIONS

Workflow issue with processing and public/patron questions

Rare bookoom is used as a workroom and does not have climate control. Rare bookroom currently has a worker in it although it should not. Rare bookroom should not have carpet.

Reference desk is located away from the entrance to the building

Don't get deliveries like other branches

SIGNAGE/WAYFINDING

Patrons are confused with Central Library location because of a lack of signage

FURNITURE

Shelving is not seismically stable

Built in cabinets are not the most sufficient option

Picture storage does not have shelve

All tables in the library get used

EVENTS

Would like to expand digital literacy training

CENTRAL
LIBRARY

LIBRARY DESCRIPTION

Sonoma County's Central Library is located in downtown Santa Rosa. It features an outdoor patio space. In addition to the public library space, this library houses Sonoma County Library's operations and administration functions. These functions are located on the basement and mezzanine levels.

Year Built: 1966

Ownership: Leased

LIBRARY TYPE

Central
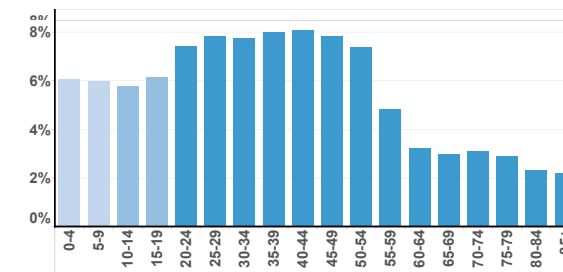
COUNTS

43.8 FTE Employees

27,962 Average Monthly Visits

41 Public Computers

268 Average Monthly Program Attendees

METRICS

0.18 Patrons per SF

7.28 Patrons per Borrower

6.2 Internet Sessions per Patron

29 Program Attendance per 1,000 Patrons
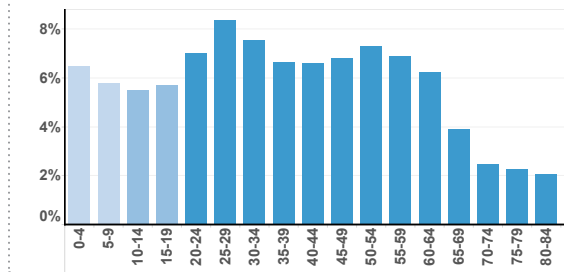
SQUARE FOOTAGE

61,800

SPACE BREAKDOWN

⬤ Seating & Stacks	17,621 SF
⬤ Children	3,390 SF
⬤ Teen	0 SF
⬤ Back of House	25,355 SF
⬤ Circulation/Reference	1,379 SF
⬤ Support	6,016 SF
⬤ Community	1,720 SF
◯ Other	6,318 SF

2000 POPULATION
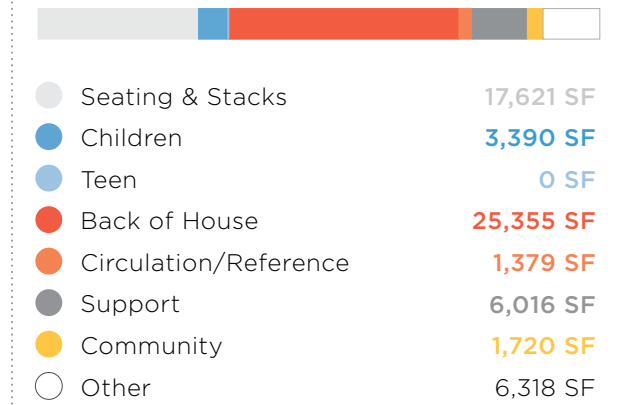
2010 POPULATION

2021 PROJECTED POPULATION
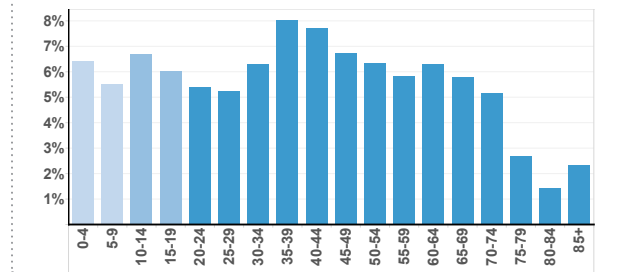
1   MAIN FLOOR

Stacks in the main area of Central Library.
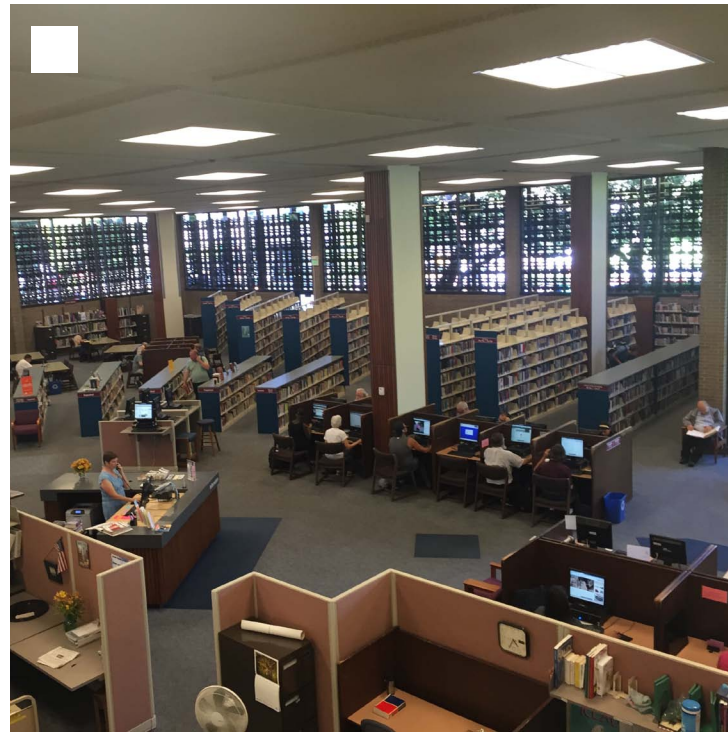
2   MAIN FLOOR

Displays of new books, DVDs, and other media at the center of the library.

3   MAIN FLOOR: CATALOGUE

Computer-based library catalogues are scattered around the library.

4   MAIN FLOOR : MEDIA

A different view of displays of new books, DVDs, and other media at the center of the library.

5   BASEMENT SORTING AREA

Sorting takes place in the basement both for Central Library and for the library system as a whole.

6   MATERIALS AREA (BASEMENT)

Materials management for the whole library system is located in the basement of Central Library. This includes book mending, processing materials, and administrative functions.

7   SORTING CARTS

Close-up of books to be sorted. The colorful tags indicate which library each book belongs to.

8   SORTING CARTS

Sorting carts designated by library in the Central Library basement.

Who is Central Library serving?

INTRODUCTION

In order to plan for the future of the Sonoma County Library system, it is first necessary to understand who each library is serving. The following data is presented and analyzed in this section to answer this question:

- Library card holders
- 2010 population and age distribution
- 2021 population and age distribution
- 2010 population versus patrons
- Seating by type (adult or child)
- Types of programs hosted (adult, young adult, child, pre-school)
- Types of books owned (adult, young adult, child)

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section. 2010 population figures are from the 2010 Census. The 2021 population projections by "library zone" were calculated by MKThink extrapolated from historic trends (2000-2010 Census Data) and normalized according to ESRI county-wide projections.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

DEFINITIONS

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Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY CARD HOLDERS

The map and graph show the number of people with library cards registered at the Central Library as of May 2016. Central Library patrons are clustered around Santa Rosa and spread out from there. Patrons are located as far north as Cloverdale (within Sonoma County), and as far west as the coast.

Bar chart data:

Library	Library card holders
Central	60,466
Petaluma	34,048
Rohnert Park	27,910
Northwest	25,338
Sonoma	19,847
Rincon Valley	17,643
Sebastopol	16,827
Windsor	14,017
Healdsburg	11,035
Cloverdale	6,226
Guerneville	5,939
Forestville	760
Occidental	554
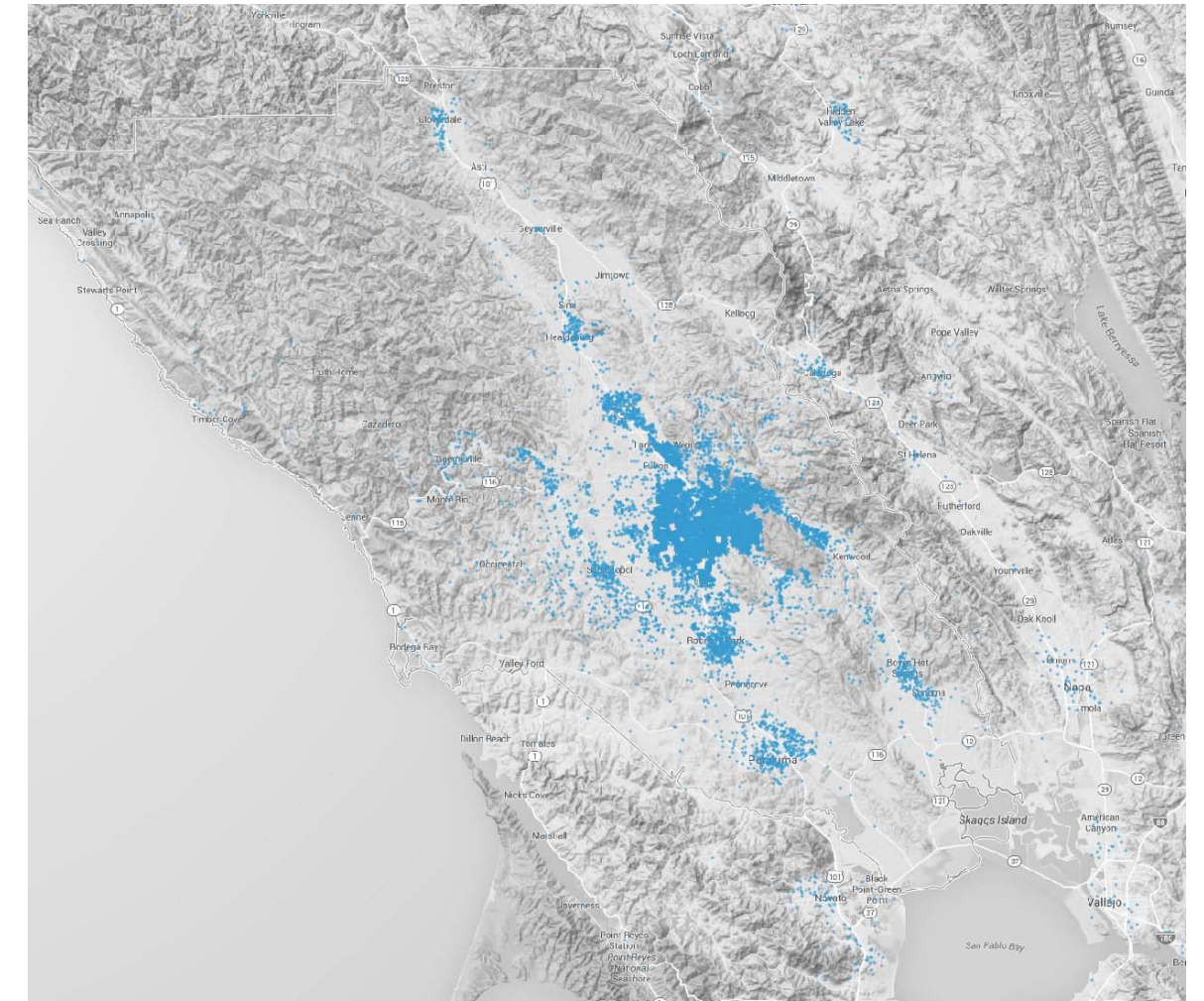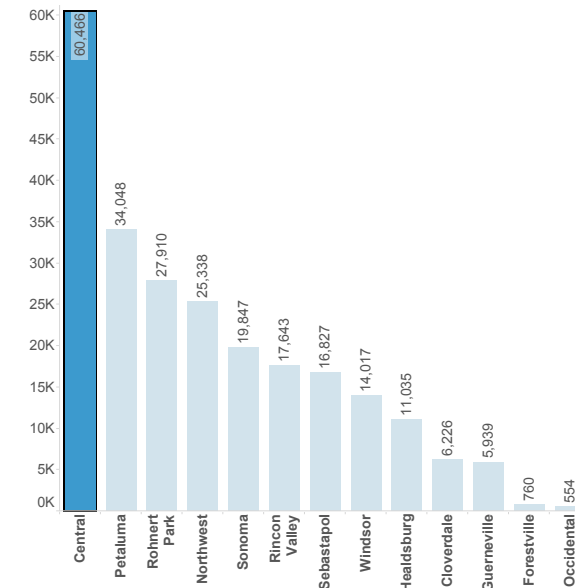
60,466 library card holders

2010 AGE RANGE DISTRIBUTION

Approximately 12.3% of the population is under 10 (children), 11.2% of the population is between the ages of 10-19 (young adults/teenagers), and 76.5% of the population is 20 and older (adults).

2010 TOTAL POPULATION

40,753

Note: includes Annex population
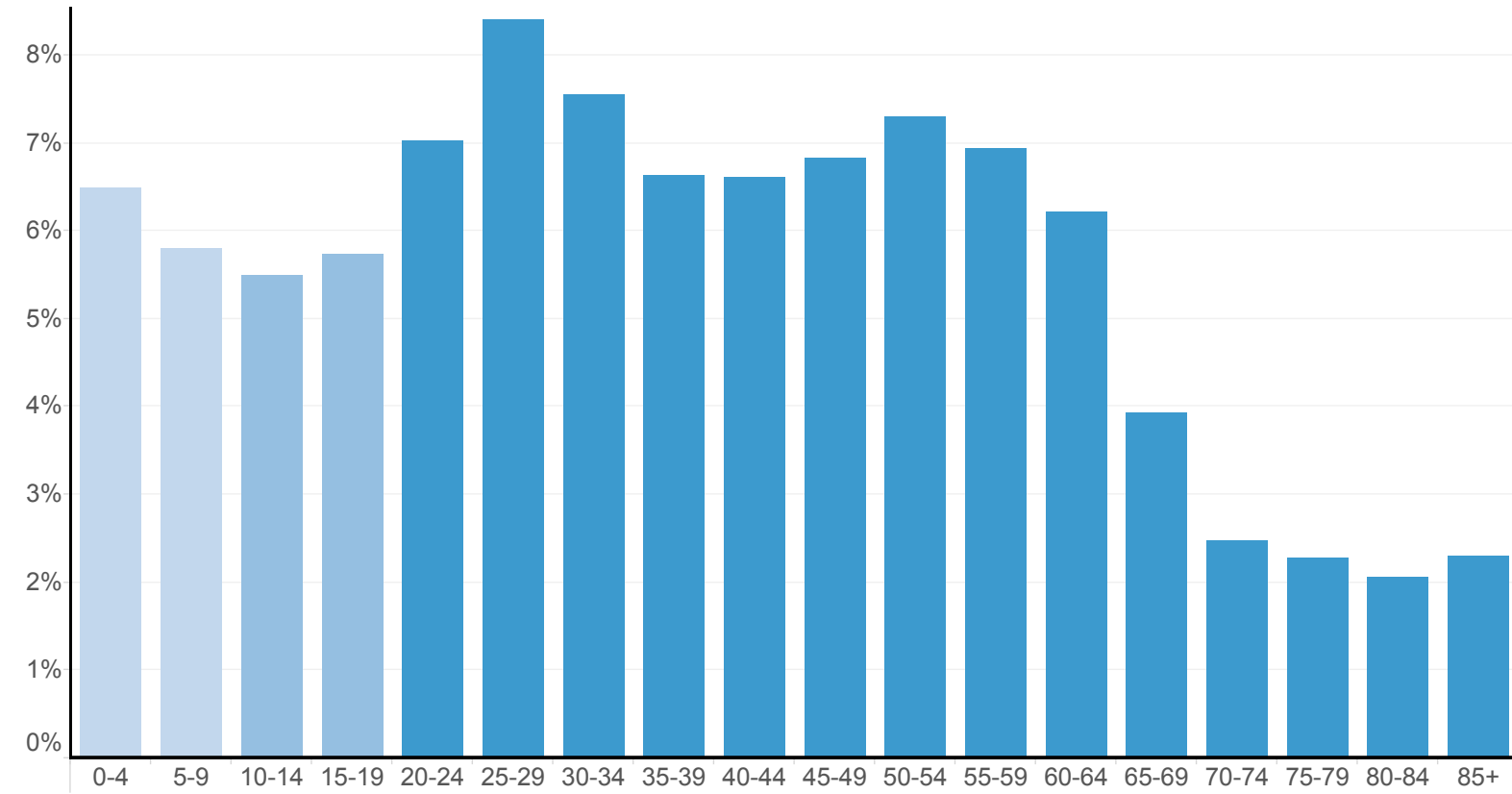
2021 PROJECTED AGE DISTRIBUTION

2021 shows a similar age distribution to 2010, but with a larger younger population and a smaller older population (50+). Approximately 12% of the population is under 10 (children), 12.7% of the population is between the ages of 10-19 (young adults/teenagers), and 75.3% of the population is 20 and older (adults).

2021 TOTAL POPULATION

45,610

11.9% change from 2010

Note: includes Annex population
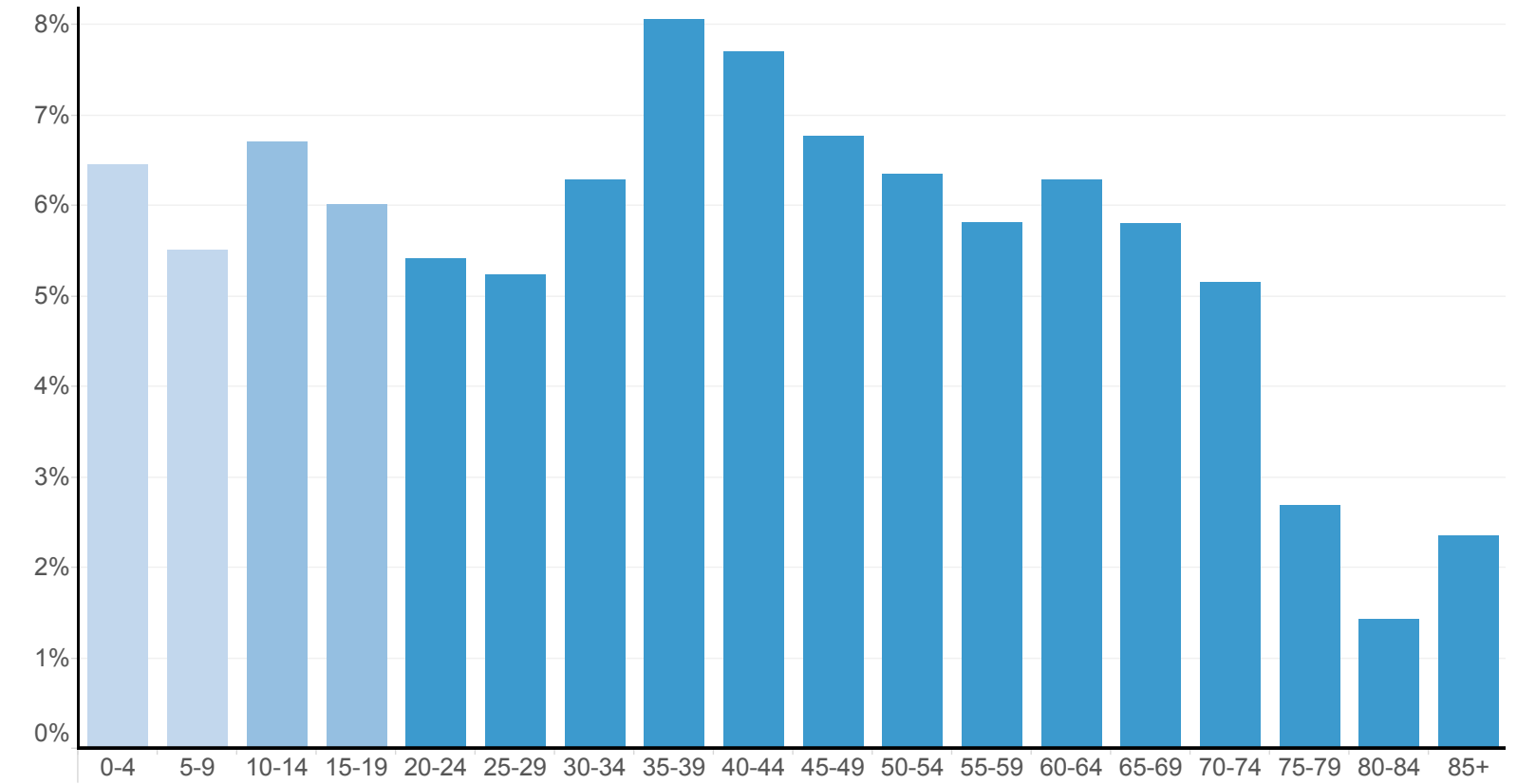
POPULATION (2010) VERSUS PATRONS (FY2011-12)

On average there are 0.41 patrons (library visits) for every person in the population.

Compared to its 2010 population, Central has a very large number of library patrons compared to its population (ratio of 0.73 patrons per resident of the Central zone). In other words, for every 1,000 residents of the Northwest zone, there are 737 counts of library attendance. As can be seen on the chart, this is relatively high compared to the other libraries - only Healdsburg (0.85) and Guerneville (0.74) have higher ratios.

This high ratio may be due to the fact that as the Central library, this location is meant to serve the entire county, as opposed to branch libraries which are primarily serving the immediate community around them. Additionally, the proximate population calculations around Central did not assign a very large number of population to the library, due to the fact that there are three other libraries relatively nearby (Northwest, Roseland, and Rincon Valley).
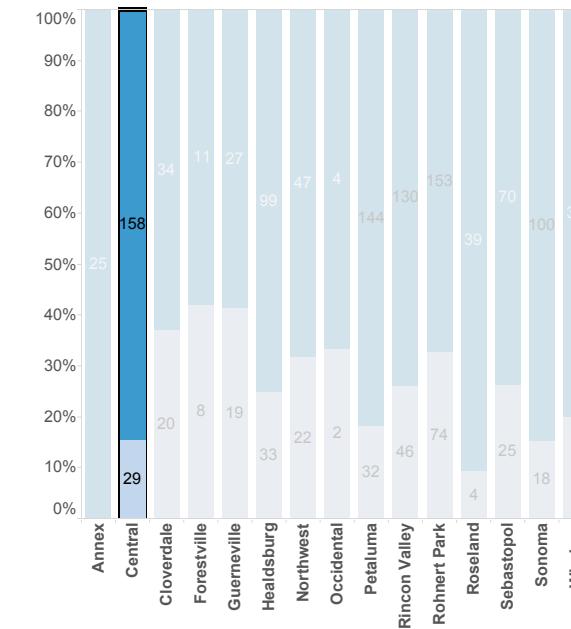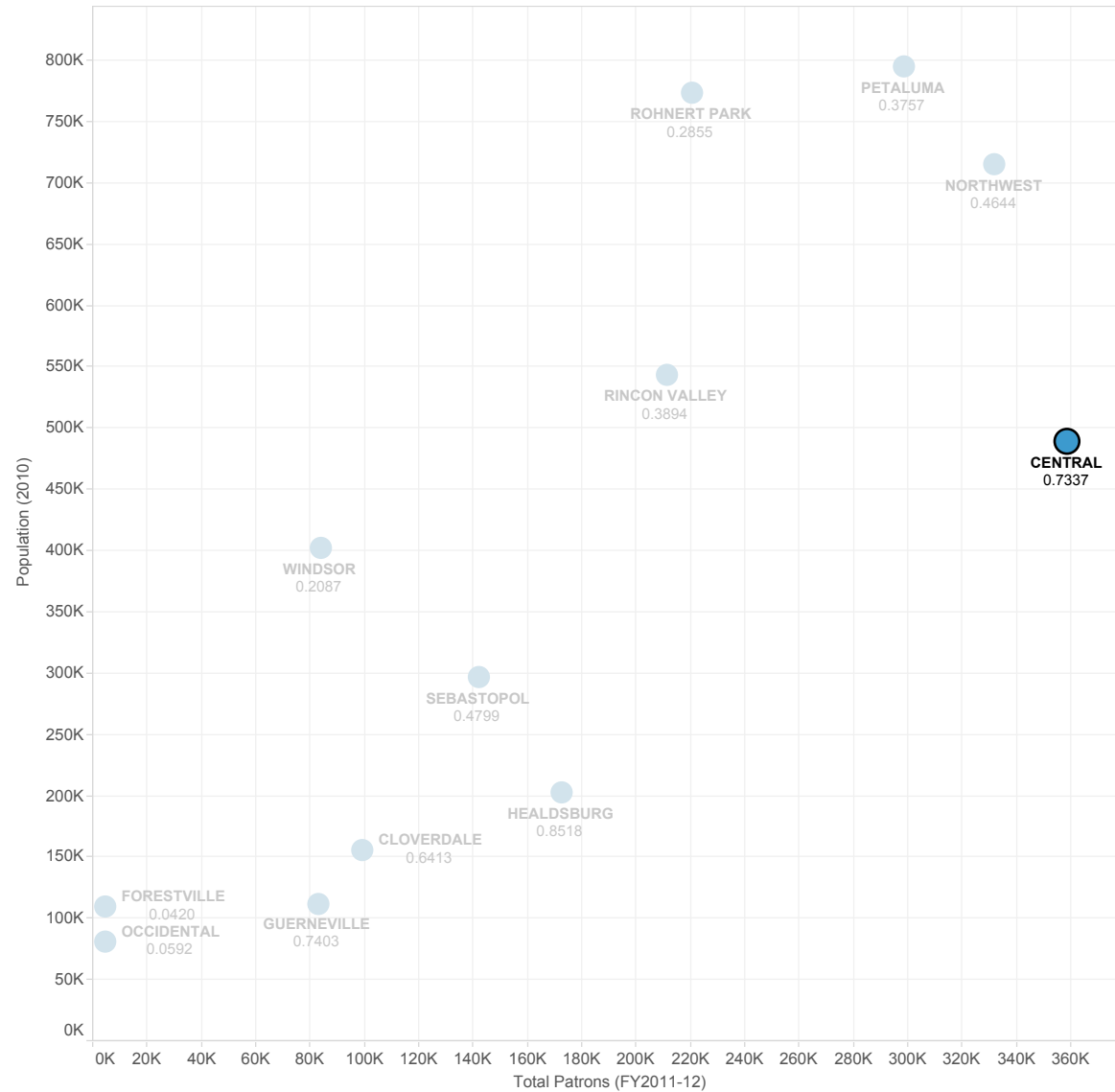
TYPE OF CHAIRS

On average, there are 69 adult and 23 children's chairs per library. Compared to other libraries, Central has a relatively smaller percentage of childrens' seating. Central's children population is planned to increase by 2021, so there may be a need for more childrens' seating in the future.
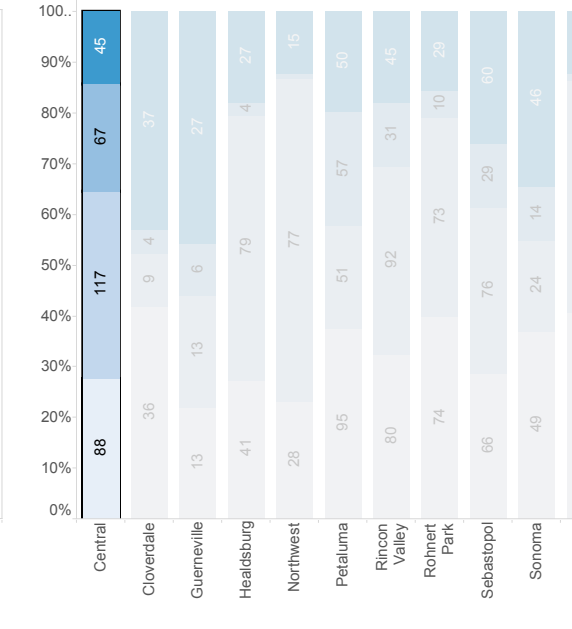
TYPE OF EVENTS HOSTED (FY2015-16)

On average, there are 36 adult, 20 young adult, 62 school age, and 58 pre-school events hosted per library. Central is projected to have an increased teen population by 2021, so there may be a need for increased teen programming in the future.
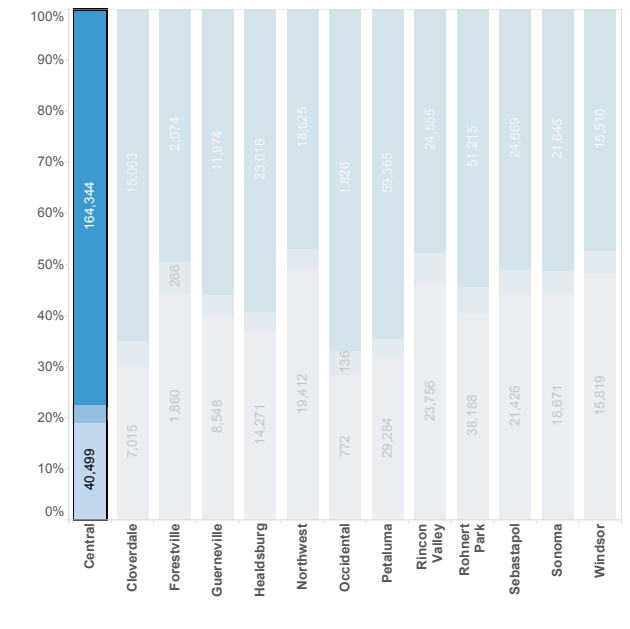
TYPE OF BOOKS OWNED (FY2014-15)

On average there are 33,375 adult books, 2,307 young adult books, and 18,425 children's books owned per library. Comparatively, Central has a greater percentage of adult books than the other libraries. Central may want to increase its childrens' and teen collection as these populations increase in the future.

How is library space programmed?

INTRODUCTION

This section first looks at the size (square footage) of each library, followed by a floorplan detailing how each library's space is currently used (based on observation from site visits that occurred in June 2016). A quantitative breakdown of the space is also presented.

The section then looks at the square footage per person in the proximate population for each library zone in 2010 and 2021, compared to the number of borrowers the library has. This illustrates which libraries have the most strain on space (the higher the ratio, the more space per borrower/person). Following this, the number of programs per square foot is presented, illustrating which libraries are hosting a large number of programs relative to the space that they have.

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

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RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY AREA (SQ FT)

Excluding Central Library (because its square footage figure includes public as well as private and administrative space), the average library is 10,158 square feet. Central is well above average, due to Sonoma County Library's administrative and management space and system-wide sorting and processing being housed in the library.

SQUARE FEET

61,800

Library Area (Sq Ft) bar chart: Annex 5,387; Central 61,800; Cloverdale 7,200; Forestville 486; Guerneville 6,237; Healdsburg 11,700; Northwest 7,224; Occidental 650; Petaluma 26,766; Rincon Valley 15,000; Rohnert Park 23,807; Sebastopol 10,000; Sonoma 10,000; Windsor 7,600.

Basement

F.O.L. STORAGE

MECHANICAL

STAFF ROOM

SHIPPING & RECEIVING

OFFICE

FAN ROOM

BOILER ROOM

IT WORK ROOM

SERVER

CLOSED STACKS

MECHANICAL

STORAGE AREA

SUPPLIES ROOM

MECHANICAL

Main/Ground Floor

CHILDREN'S AREA

WORK ROOM

REFERENCE

CIRCULATION

COMMUNITY ROOM

SPACE BREAKDOWN

On average across the libraries, space is used as follows: 30.5% children, 24.8% back of house (excluding Central due to storage and work space for the overall system), 16.6% community, 16.5% support, 6.5% circulation/reference (front of house), and 1.5% teen.

Central has almost four times the amount of back of house space than the average across the system. This is because Central houses Sonoma County Library's administrative and management space and system-wide sorting and processing.

		System Average	Library
○	Other	9.1%	10.2%
●	Community	7.5%	2.8%
●	Support	7.1%	9.7%
●	Circulation/Reference	3%	2.2%
●	Back of House	10.4%	41%
●	Teen	0.6%	0%
●	Children	13.7%	5.5%
○	Seating & Stacks	45.9%	28.5%

Circulation/Reference refers to the public-facing circulation and reference desks/areas.

Support includes bathrooms, storage closets, electrical closets, and janitor closets.

Other includes circulation, load, and other non-programmed spaces.

Back of house includes staff work rooms, break rooms, offices, and sorting/processing areas not in the public space.

Teen spaces were counted only if they were enclosed or semi-enclosed.

% of Total Sq Ft

Central, Cloverdale, Guerneville, Healdsburg, Northwest, Petaluma, Rincon Valley, Rohnert Park, Sebastopol, Sonoma, Windsor
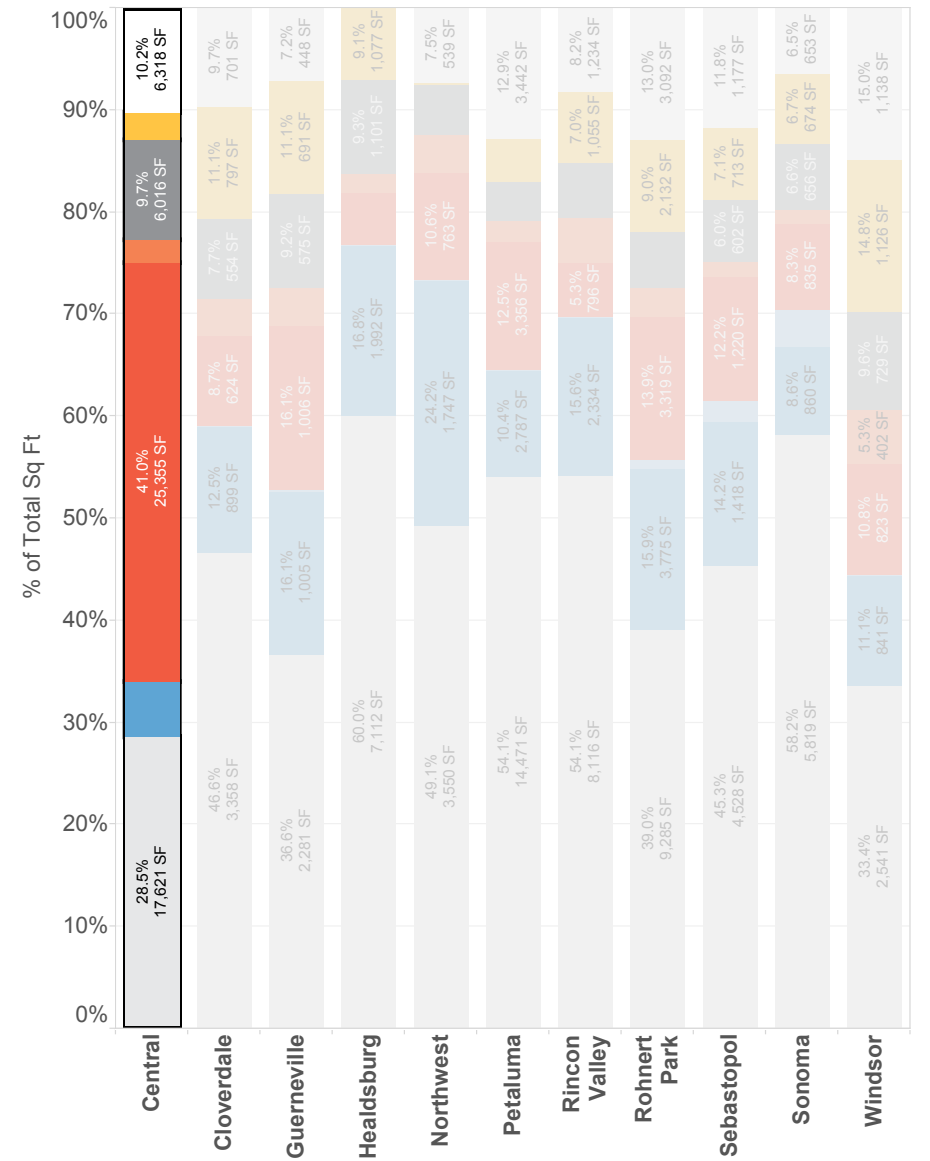
LIBRARY SQ FT PER PROXIMATE POPULATION

Relative to the other libraries, Central has a high ratio of space to borrowers and population. However, this is because Central houses Sonoma County Library's administrative and management space and system-wide sorting and processing functions. Therefore, Central can be considered an outlier for this metric.

SQ FT RATIO

1.3 SF/borrower
1.5 SF/Pop. (2010)
1.3 SF/Pop. (2021)
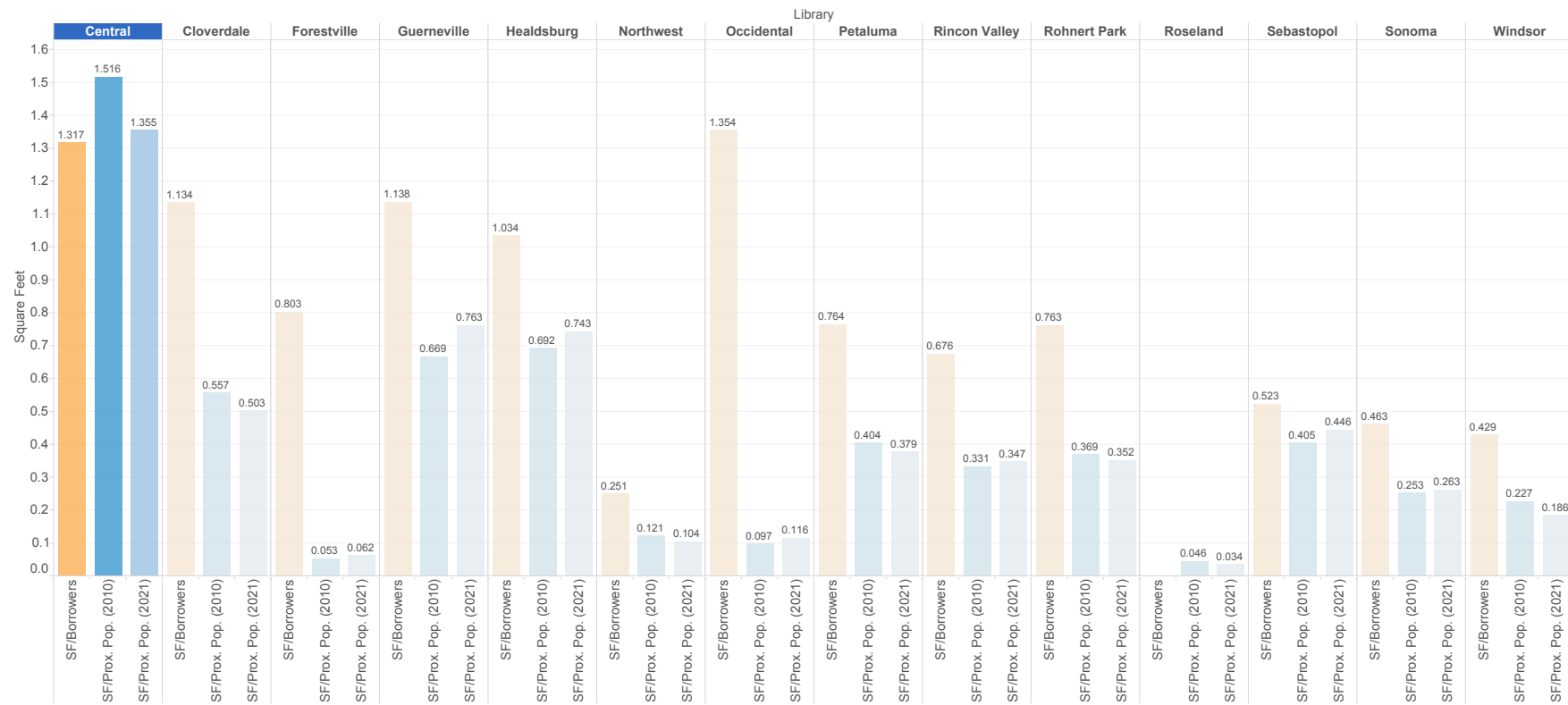
EVENTS HOSTED PER 1,000 SQ FT (FY2014-15)

As on the previous page, Central is an outlier due to its large amount of floor space dedicated to administrative and back of house functions. The number of events it hosts annually is high relative to the other libraries - approximately the same as Rincon Valley. Only Healdsburg hosts more events annually than does Central.

How is library space being used?

INTRODUCTION

This section explores how library space is being used by people visiting the library. First we wanted to understand who is using the space in the library: the number of borrowers and patrons presented on the facing page gives an overview of how many people have cards at each library (borrowers) and how many people actually come to each library (patrons).

This is then translated into a ratio: the number of patrons per borrower. This illustrates the relationship between the number of people who have library cards (borrowers) and the number of people who are actually using the library (patrons).

The section then looks at specific uses of the library: internet sessions, programs, and items held by library. These three things are presented against patron count, in order normalize and compare these metrics across the libraries to understand how each library is being used and to what extent.

METHODOLOGY

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.
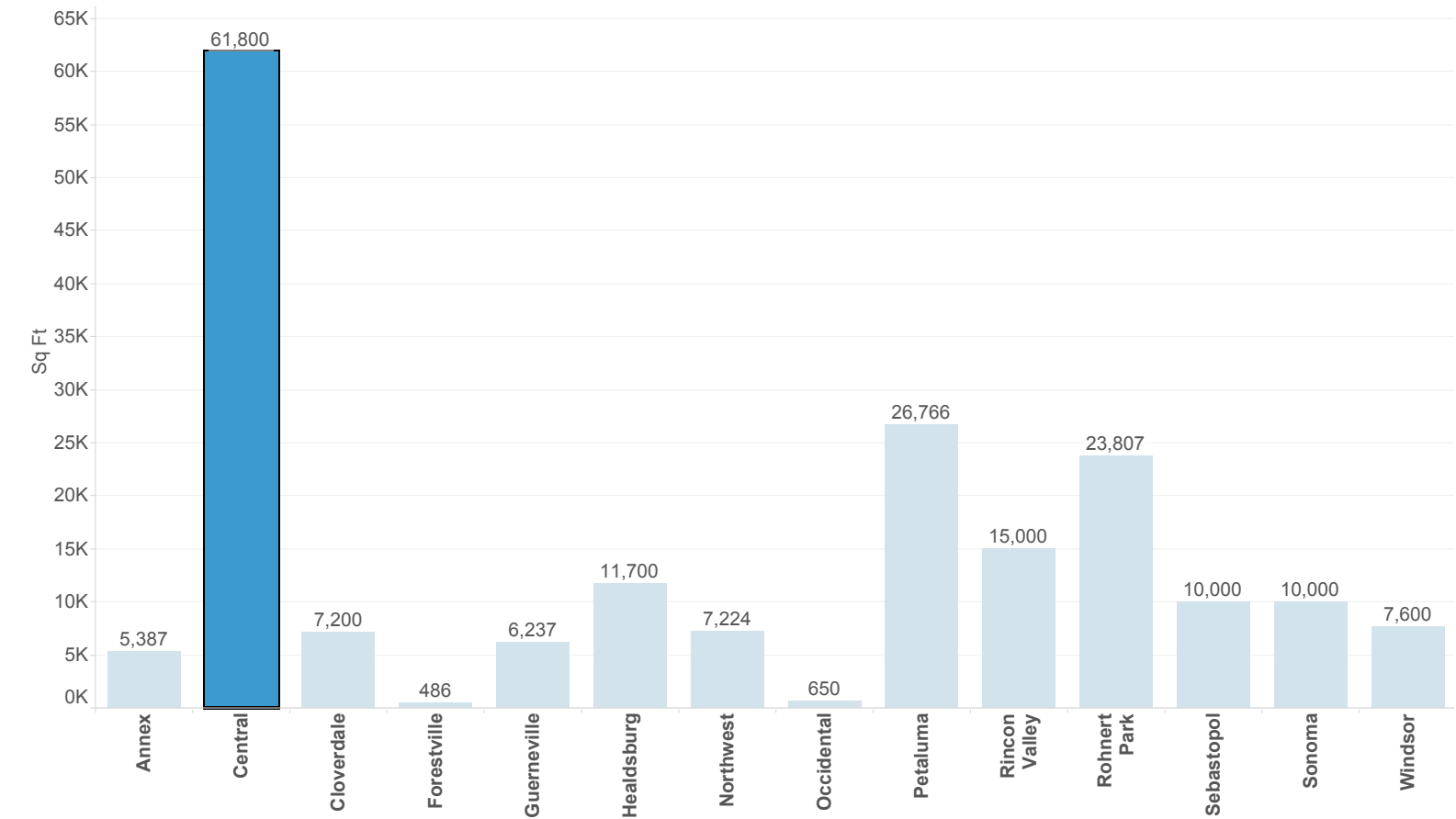
RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.
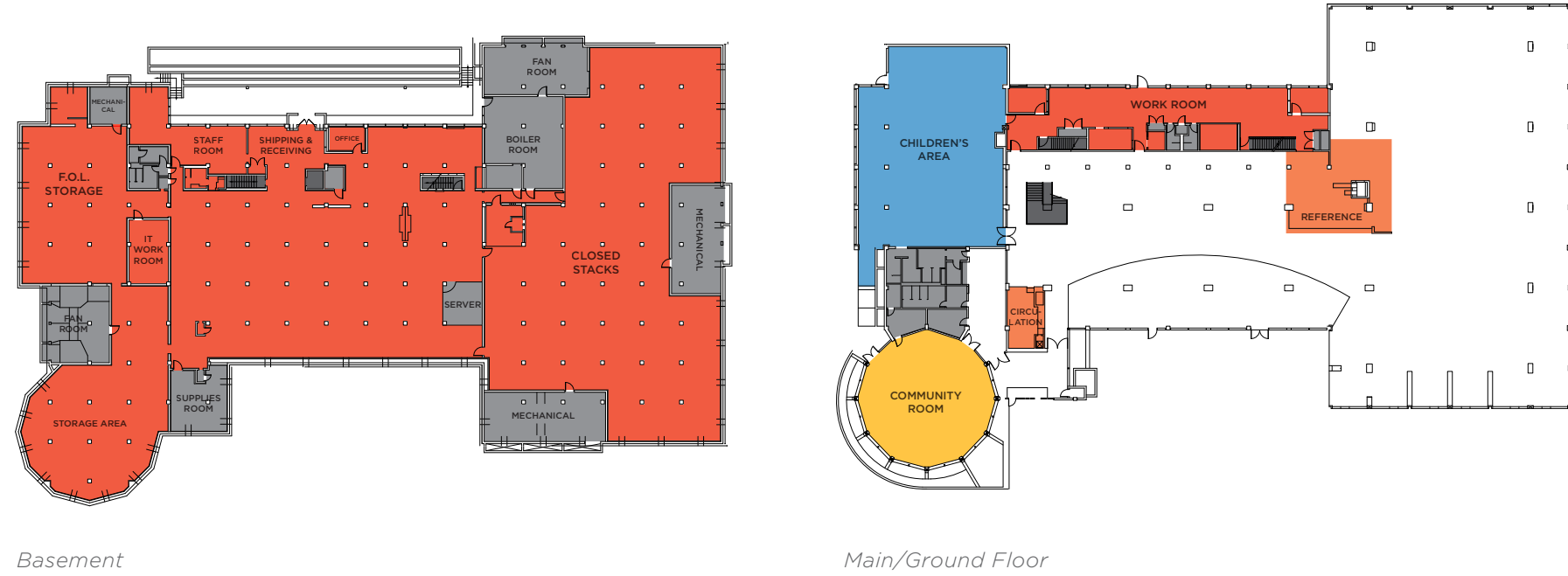
BORROWERS AND PATRONS

On average, there are 157,297 borrowers per library and 18,982 patrons per library. Central is well above the average for both figures, with 341,587 patrons and 46,916 borrowers, making it a very well used library. This is expected, as Central is meant to serve the county as a whole, and not a specific community as are the branch libraries.

46,916 borrowers

341,587 patrons

7.3 patrons per borrower
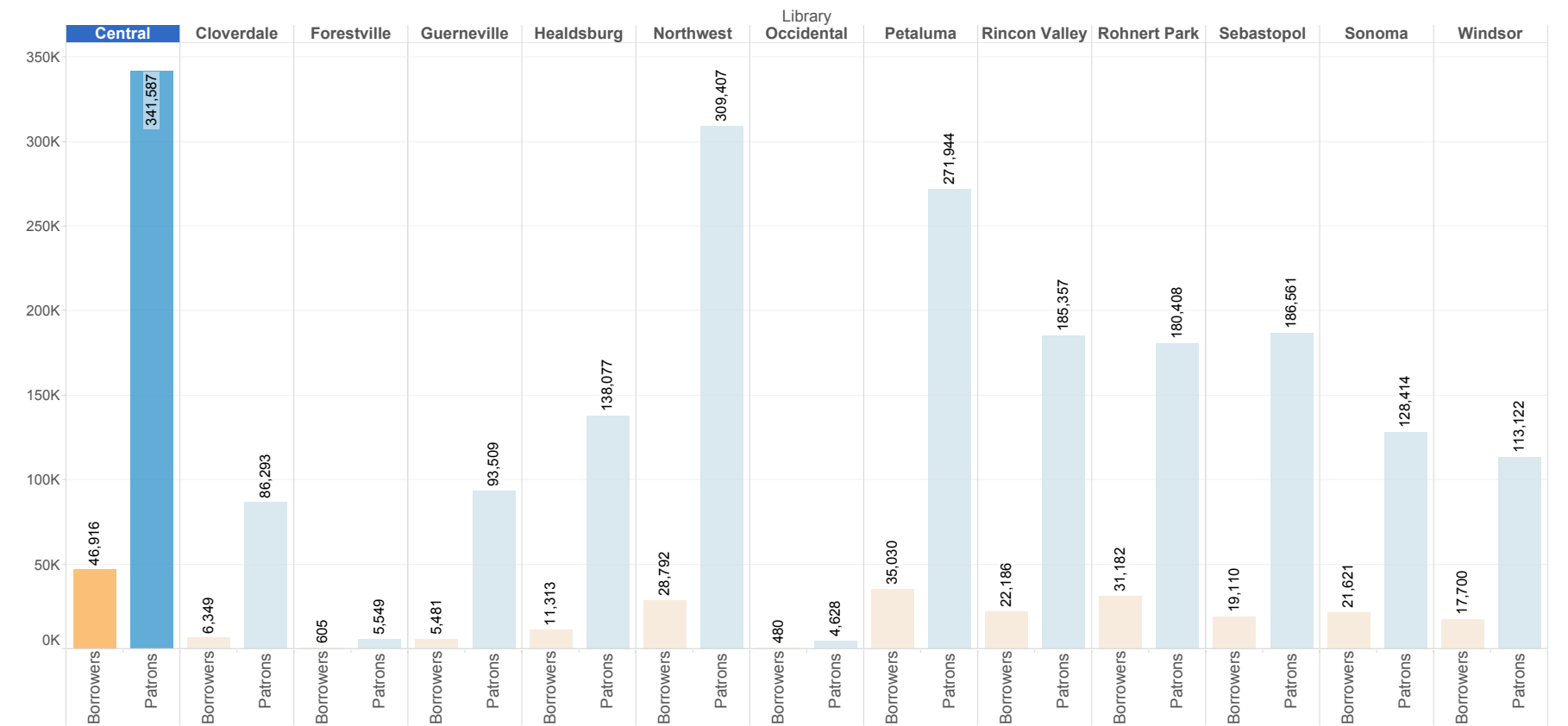
PATRONS AND BORROWERS PER SQ FT (FY14-15)

On average, there is 0.09 square feet per patron and 0.82 square feet per borrower across the library system.

Central is an outlier due to the high square footage of the library. It has an above average amount of space for both patrons and borrowers, again due to its large size.

	System Average	Library
● Patrons	0.09 SF	0.18 SF
● Borrowers	0.82 SF	1.32 SF
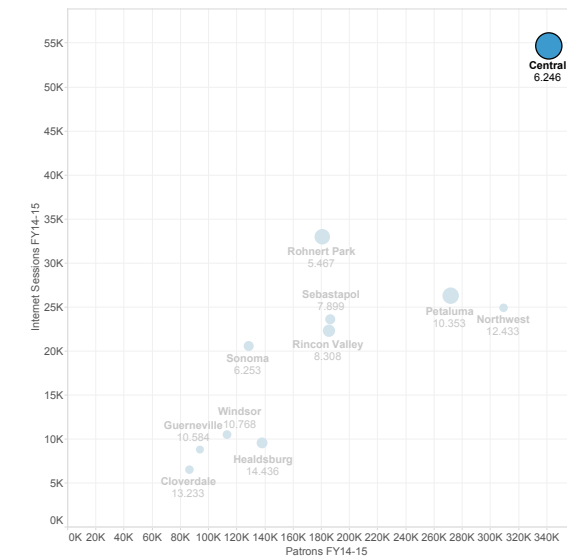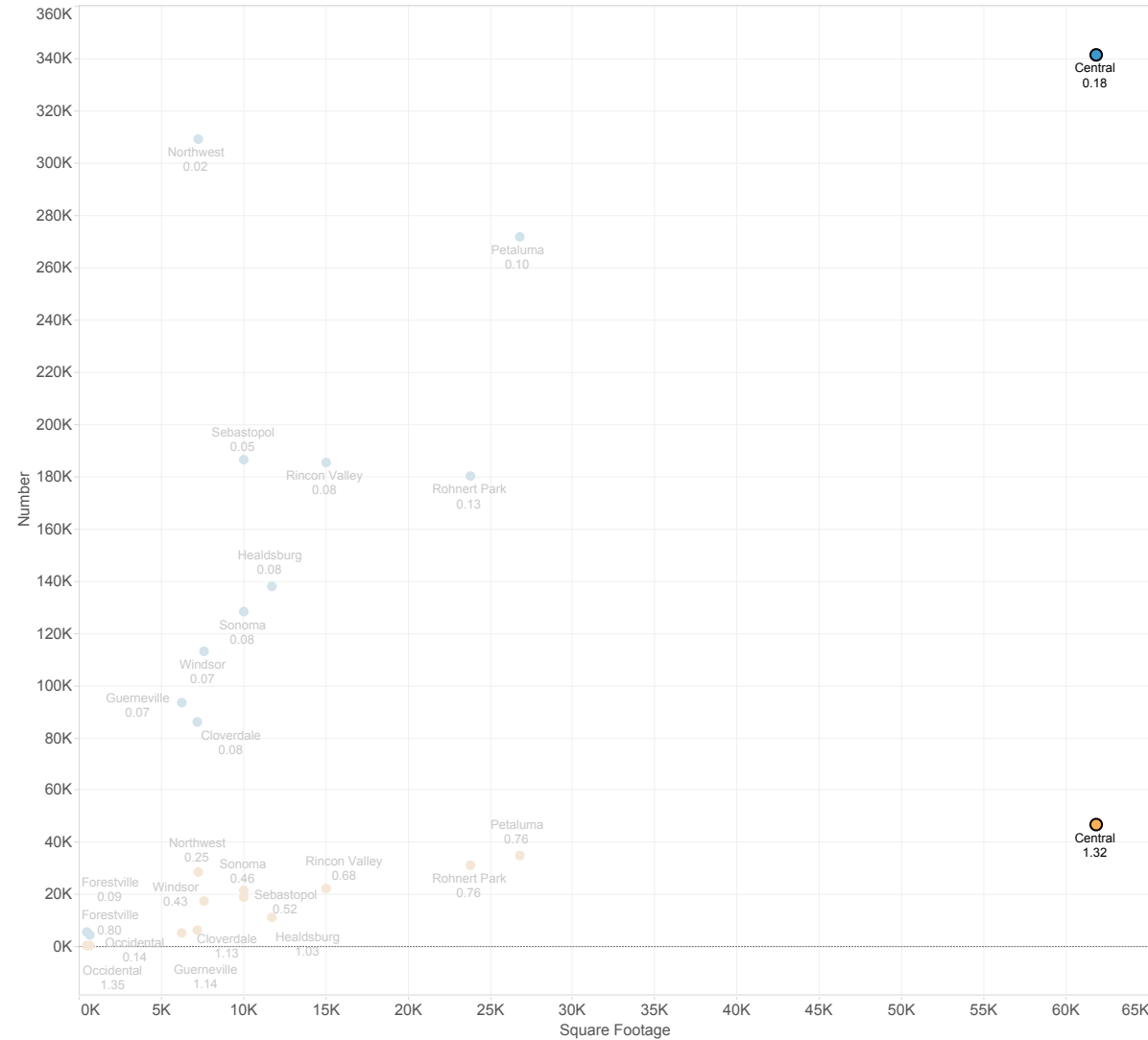
INTERNET SESSIONS PER PATRON (FY2014-15)

On average across the system, there are 9.6 internet sessions per patron. Central has a below average number of internet sessions per patron, at 6.2.
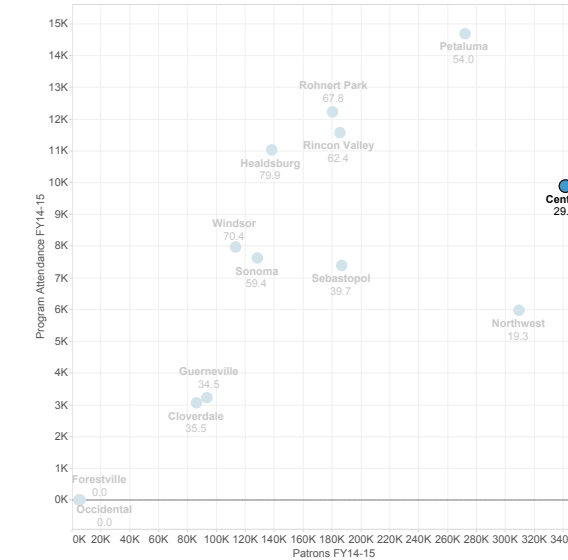
EVENT ATTENDANCE PER 1,000 PATRONS (FY2014-15)

On average across the system, there is an attendance rate of 42.5 per 1,000 patrons. Central is below the average, at 29 people attending each event per 1,000 patrons.
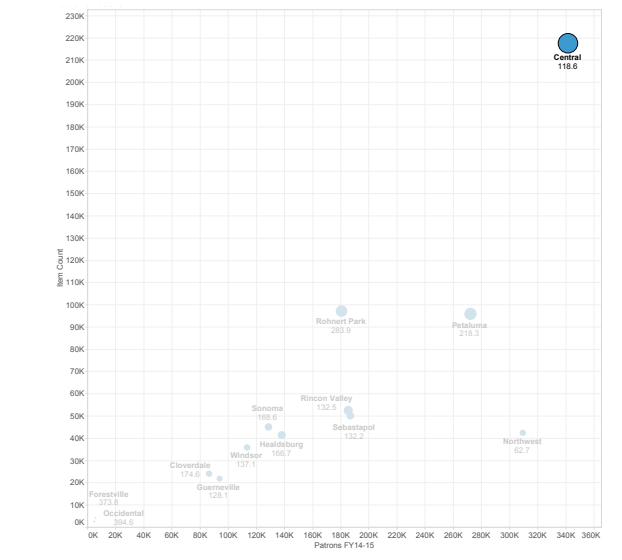
ITEMS PER 1,000 PATRONS (FY2014-15)

On average across the system, there are 192 items owned at each library per 1,000 patrons. For every 1,000 people who visit the library (patrons), Central has approximately 118 items, which is below average.

DATA
FINDINGS

[Finding 1]

Central has a large square footage because it houses administrative functions, system-wide processing and sorting, and materials management, in addition to public library space.

[Finding 2]

Therefore, Central is an outlier in many of the metrics as can be seen in the charts presented in this section.

[Finding 3]

Relative to its patrons, Central has a below average rate of internet use and event attendance.

INTERVIEW
FINDINGS

In order to understand the workflow, usage, and programmed space of each library, MKThink undertook site visits and interviews with branch managers and librarians in June 2016. Our observations and information gather from the branch managers is presented below, and suggestions that we heard are presented in the grey bar to the right.

TECHNOLOGY

There are enough public computers

There is an on-site server; also use Amazon off-site server

Cost associated with wire pull is very high

IT networks to be upgraded in July (~$250,000)

Public computers are limited by power and data

Public requests more outlets for charging laptops, phones

DESIGN/SPACE

Wood screen outside is unattractive

Multi-purpose room in use about 50% of the time

WORKFLOW/OPERATIONS

Reshelving, cataloging, interlibrary loan processing happens in the basement

Librarian office space could be used as sorting space on ground floor

Admin offices/IT do not need to be in Central Library

Would be nice to have Genealogy area from Annex moved into Central

Material Management departments could be in more of a warehouse site

Inefficient to have returns go downstairs and then be brought back upstairs

SIGNAGE/WAYFINDING

No signage for Young Adult area

FURNITURE

Individuals do not have enough tables

Furniture, materials, and finishes need to be upgraded

EVENTS

None.

SUGGESTIONS

Branch Managers and librarians suggestions:

- Cabling upgrade
- Self check-in machine
- Distributed service stations
- Tech lab
- Attractive façade and wood screen
- Art sculpture
- Gallery space
- Reprogrammed workflow
- Reprogrammed multipurpose room
- More individual areas
- Off-tech lab
- 'FOL' space
- Children's storytime room
- Enclosed teen area
- Signage for teen area
- Radial shelving
- New carpet, furniture and finishes

CLOVERDALE LIBRARY

LIBRARY DESCRIPTION

Cloverdale Regional Library is located in downtown Cloverdale. It is the northern most library in the Sonoma County Library system. A "refresh" (renovation) of the branch is planned for September 2016. As part of the refresh, the library will be going to a single-service model, with one desk planned for both circulation and reference functions to be located where the reference desk currently is.

Year Built: 1977
Ownership: Leased

LIBRARY TYPE

Branch
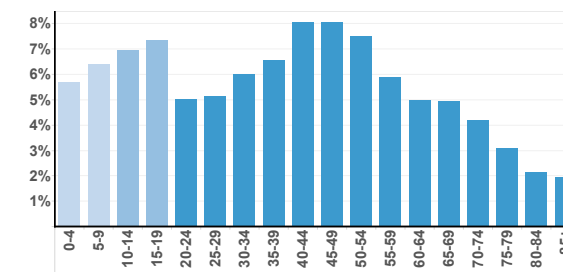
COUNTS

2.8 FTE Employees

7,306 Average Monthly Visits

12 Public Computers

75 Average Monthly Program Attendees

METRICS

0.08 Patrons per SF

13.6 Patrons per Borrower

13.2 Internet Sessions per Patron

35.5 Program Attendance per 1,000 Patrons
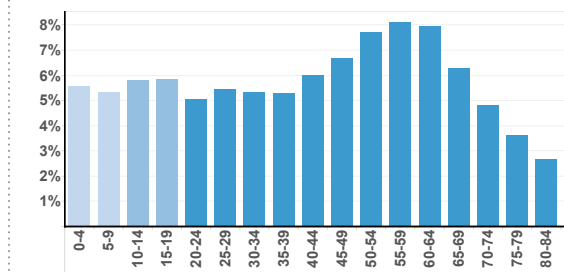
SQUARE FOOTAGE

7,200

SPACE BREAKDOWN

⚪ Seating & Stacks		3,358 SF
🔵 Children		899 SF
🔵 Teen		0 SF
🔴 Back of House		624 SF
🔴 Circulation/Reference		267 SF
⚫ Support		554 SF
🟡 Community		797 SF
⚪ Other		701 SF

2000 POPULATION
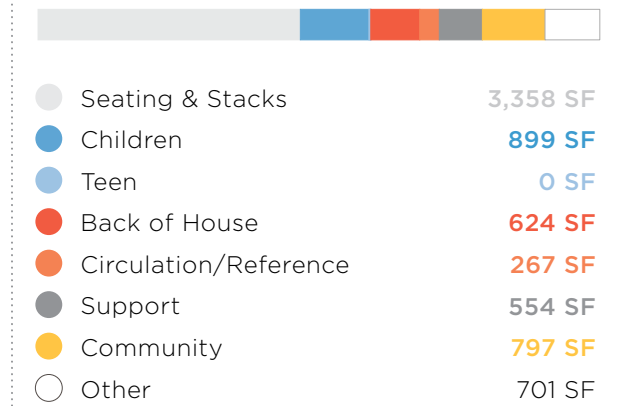
2010 POPULATION

2021 PROJECTED POPULATION
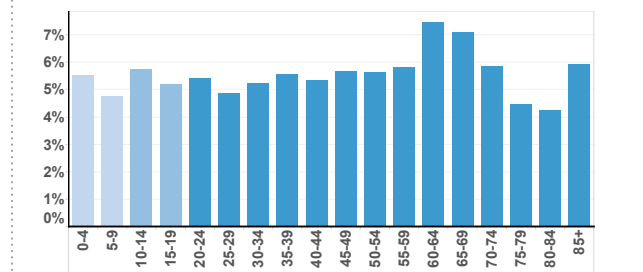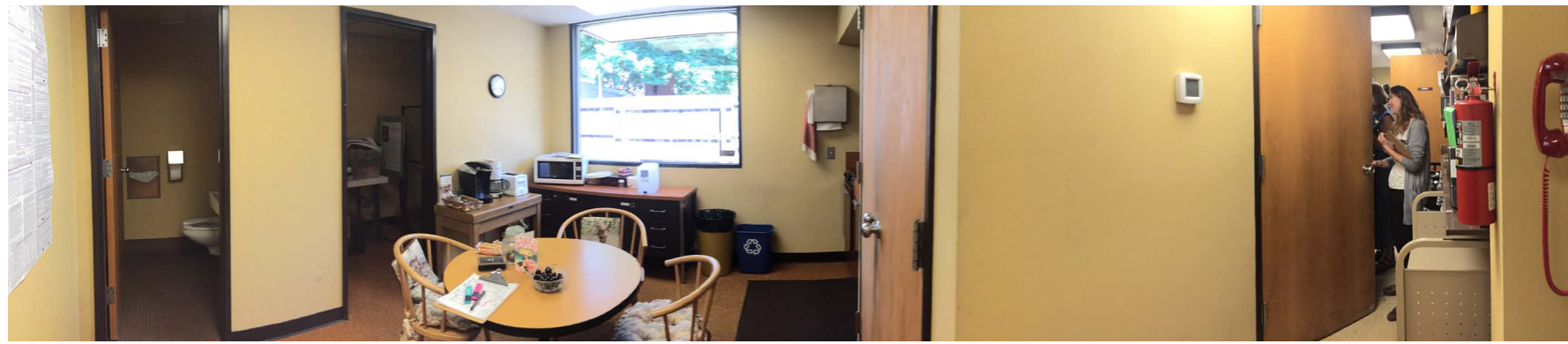
1   REFRESH PLAN (UNBUILT)

Floorplan for the renovation ("refresh") of Cloverdale Library.

2   STAFF BREAK ROOM

A staff break room is included in the back of house area of the library.

3   NEW BOOKS SHELF

A shelf with new books on it and signs advertising events and events at the library is at the entrance to the library.

4   LIBRARY SPACE

Main library space.

Who is Cloverdale Library serving?

INTRODUCTION
In order to plan for the future of the Sonoma County Library system, it is first necessary to understand who each library is serving. The following data is presented and analyzed in this section to answer this question:

- Library card holders
- 2010 population and age distribution
- 2021 population and age distribution
- 2010 population versus patrons
- Seating by type (adult or child)
- Types of programs hosted (adult, young adult, child, pre-school)
- Types of books owned (adult, young adult, child)

METHODOLOGY
MKThink used data provided by Sonoma County Library to produce the analysis presented in this section. 2010 population figures are from the 2010 Census. The 2021 population projections by "library zone" were calculated by MKThink extrapolated from historic trends (2000-2010 Census Data) and normalized according to ESRI county-wide projections.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

DEFINITIONS
Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS
The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY CARD HOLDERS
The map and graph show the number of people with library cards registered at Cloverdale Library as of May 2016. Cloverdale patrons are located primarily around Cloverdale, and spill over into Mendocino County to the north. Other patrons are scattered around the county to the south.

Library card holders bar chart:

Library	Card Holders
Central	60,466
Petaluma	34,048
Rohnert Park	27,910
Northwest	25,338
Sonoma	19,847
Rincon Valley	17,643
Sebastopol	16,827
Windsor	14,017
Healdsburg	11,035
Cloverdale	6,226
Guerneville	5,939
Forestville	760
Occidental	554
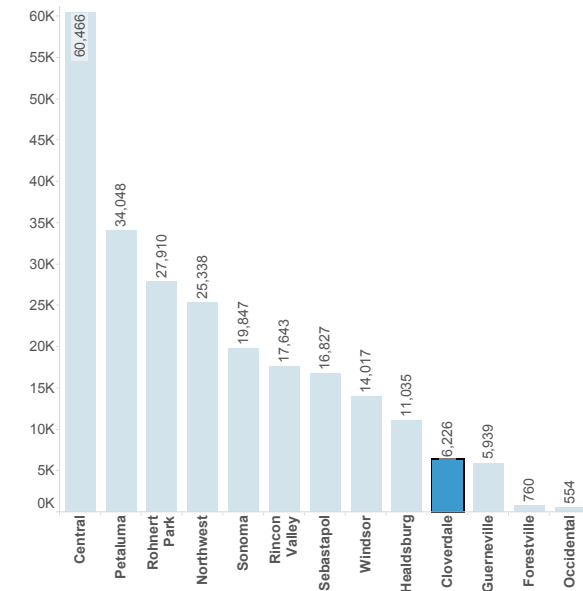
6,226 library card holders

2010 AGE RANGE DISTRIBUTION
Approximately 10.9% of the population is under 10 (children), 11.8% of the population is between the ages of 10-19 (young adults/teenagers), and 77.3% of the population is 20 and older (adults).

2010 TOTAL POPULATION

12,925
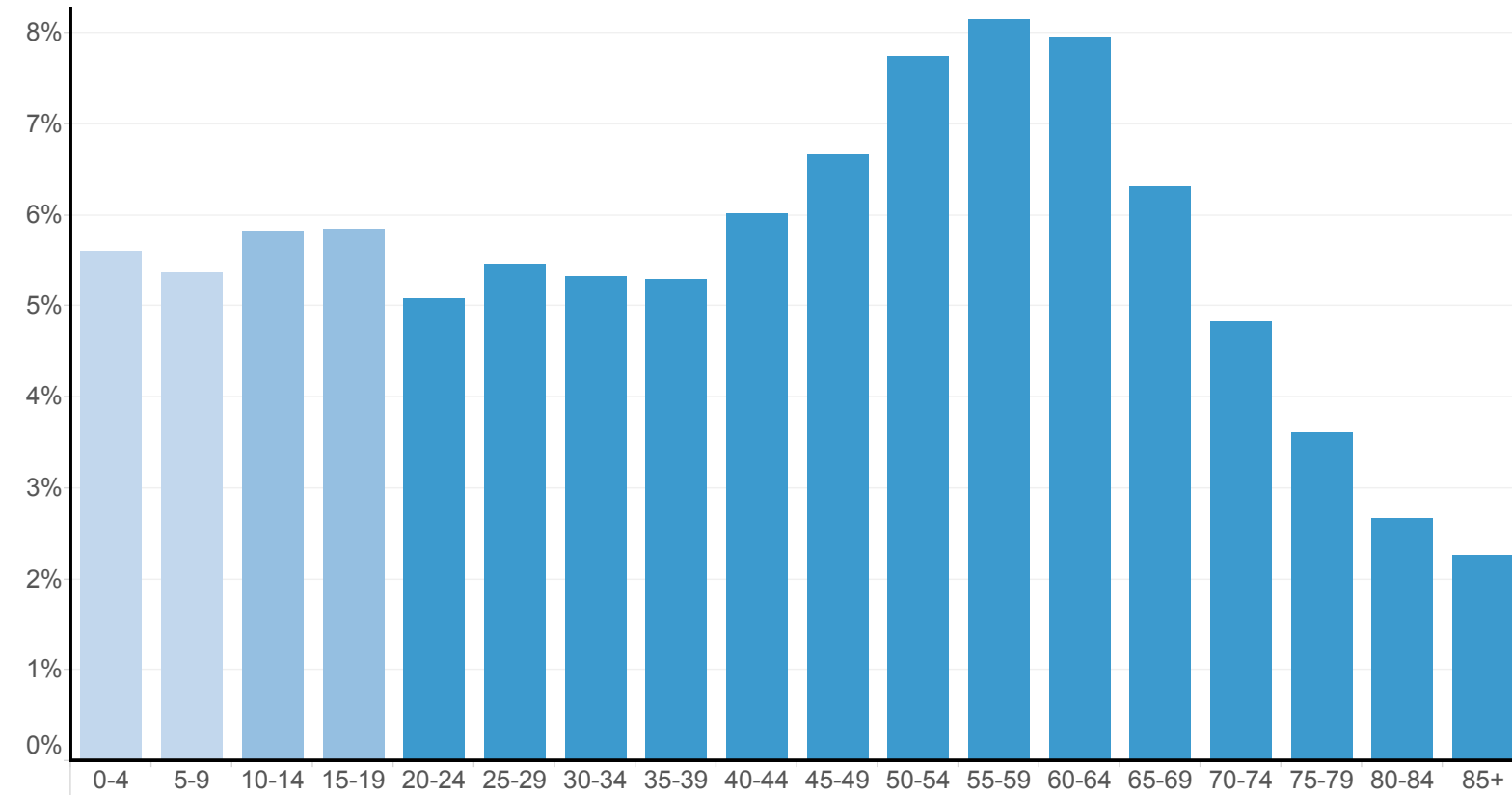
2021 PROJECTED AGE DISTRIBUTION
2021 shows a very different age distribution to 2010, with a more equal distribution and larger older population, especially for ages 70+. Approximately 10.2% of the population is under 10 (children), 10.9% of the population is between the ages of 10-19 (young adults/teenagers), and 78.9% of the population is 20 and older (adults).

2021 TOTAL POPULATION

14,302

10.7% change from 2010
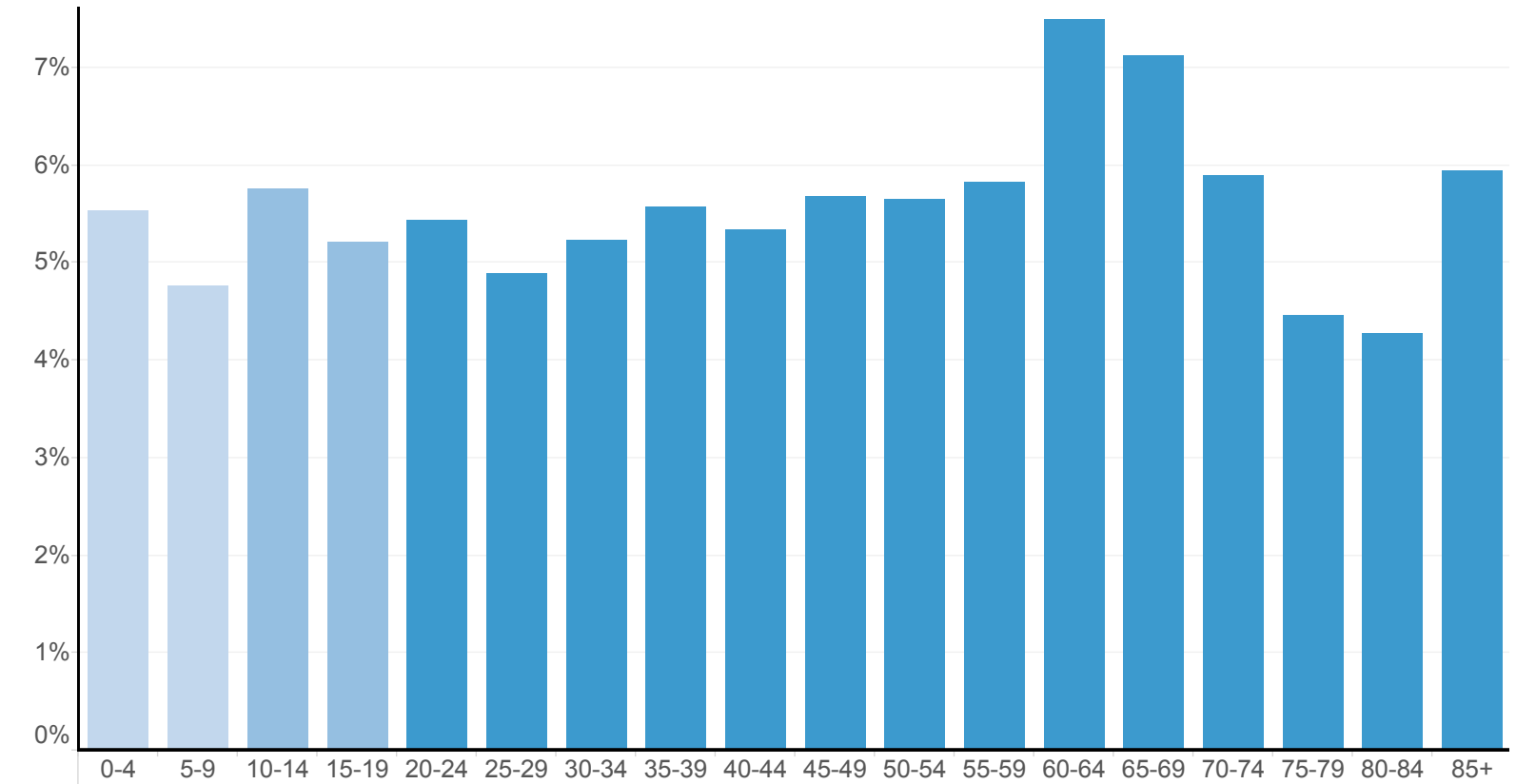
POPULATION (2010) VERSUS PATRONS (FY2011-12)

On average there are 0.41 patrons (library visits) for every person in the population.

Compared to its 2010 population, Cloverdale has a relatively large number of library patrons compared to its population (ratio of 0.64 patrons per resident of the Cloverdale zone). In other words, for every 1,000 residents of the Northwest zone, there are 641 counts of library attendance. As can be seen on the chart, this is relatively high compared to the other libraries - Healdsburg (0.85), Guerneville (0.74), and Central (0.73) have higher ratios.
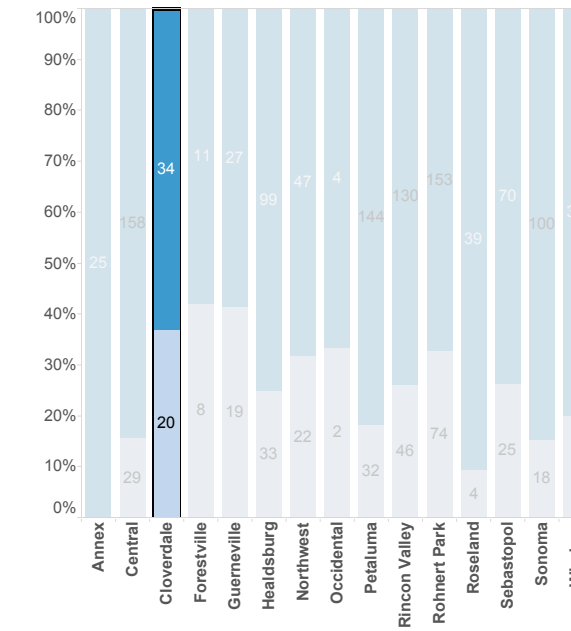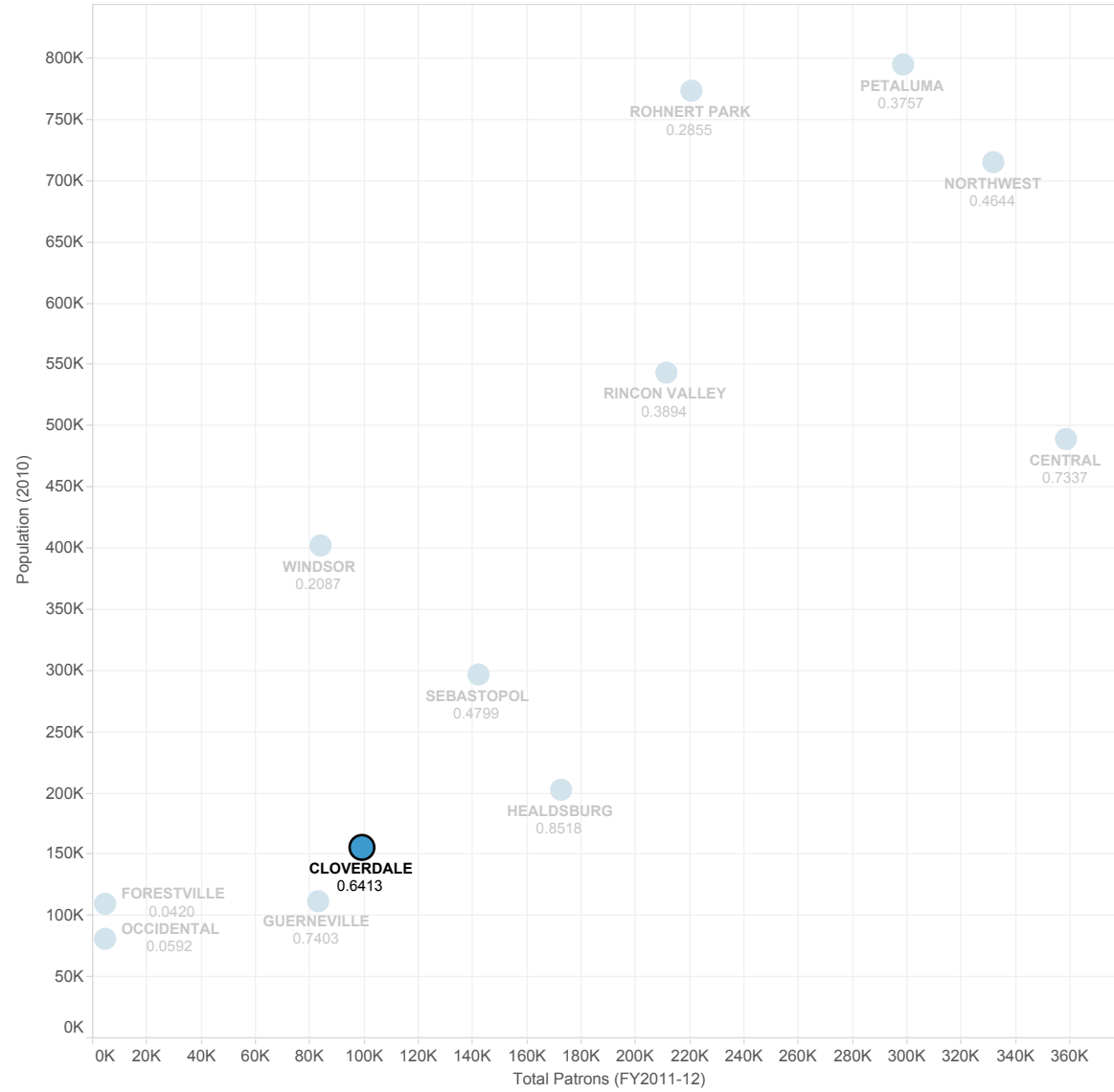
TYPE OF CHAIRS

On average, there are 69 adult and 23 children's chairs per library. Compared to other libraries, Cloverdale has a relatively high percentage of childrens' seating.
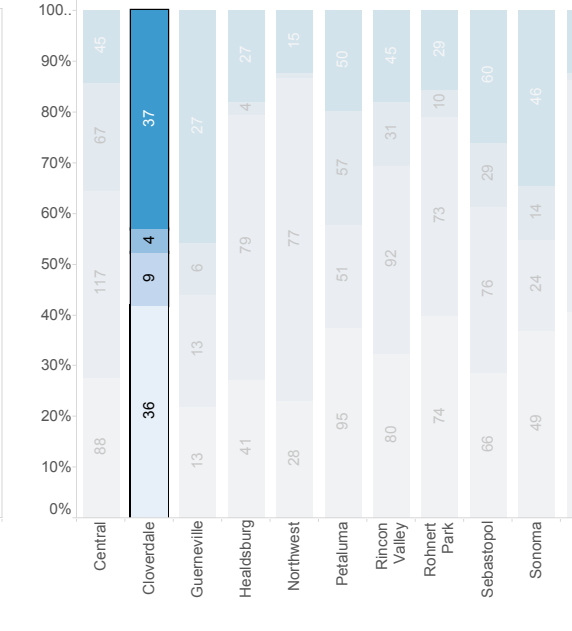
TYPE OF EVENTS HOSTED (FY2015-16)

On average, there are 36 adult, 20 young adult, 62 school age, and 58 pre-school events hosted per library. Cloverdale hosts a greater percentage of adult events than most of the other libraries, which aligns with its population projections of an increasingly older population.
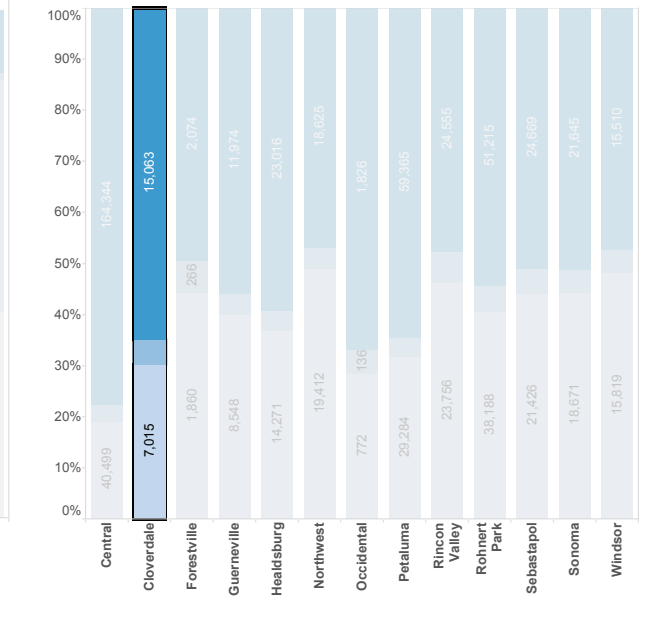
TYPE OF BOOKS OWNED (FY2014-15)

On average there are 33,375 adult books, 2,307 young adult books, and 18,425 children's books owned per library. Comparatively, Cloverdale has a greater percentage of adult books than most of the other libraries. This aligns with with its population projections of an increasingly older population, but should ensure that the needs of the younger population are also being met.

How is library space programmed?

INTRODUCTION
This section first looks at the size (square footage) of each library, followed by a floorplan detailing how each library's space is currently used (based on observation from site visits that occurred in June 2016). A quantitative breakdown of the space is also presented.

The section then looks at the square footage per person in the proximate population for each library zone in 2010 and 2021, compared to the number of borrowers the library has. This illustrates which libraries have the most strain on space (the higher the ratio, the more space per borrower/person). Following this, the number of programs per square foot is presented, illustrating which libraries are hosting a large number of programs relative to the space that they have.

METHODOLOGY
MKThink used data provided by Sonoma County Library to produce the analysis presented in this section.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS
Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS
The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY AREA (SQ FT)
Excluding Central Library (because its square footage figure includes public as well as private and administrative space), the average library is 10,158 square feet. Cloverdale is below average, at 7,200 square feet.

SQUARE FEET

7,200
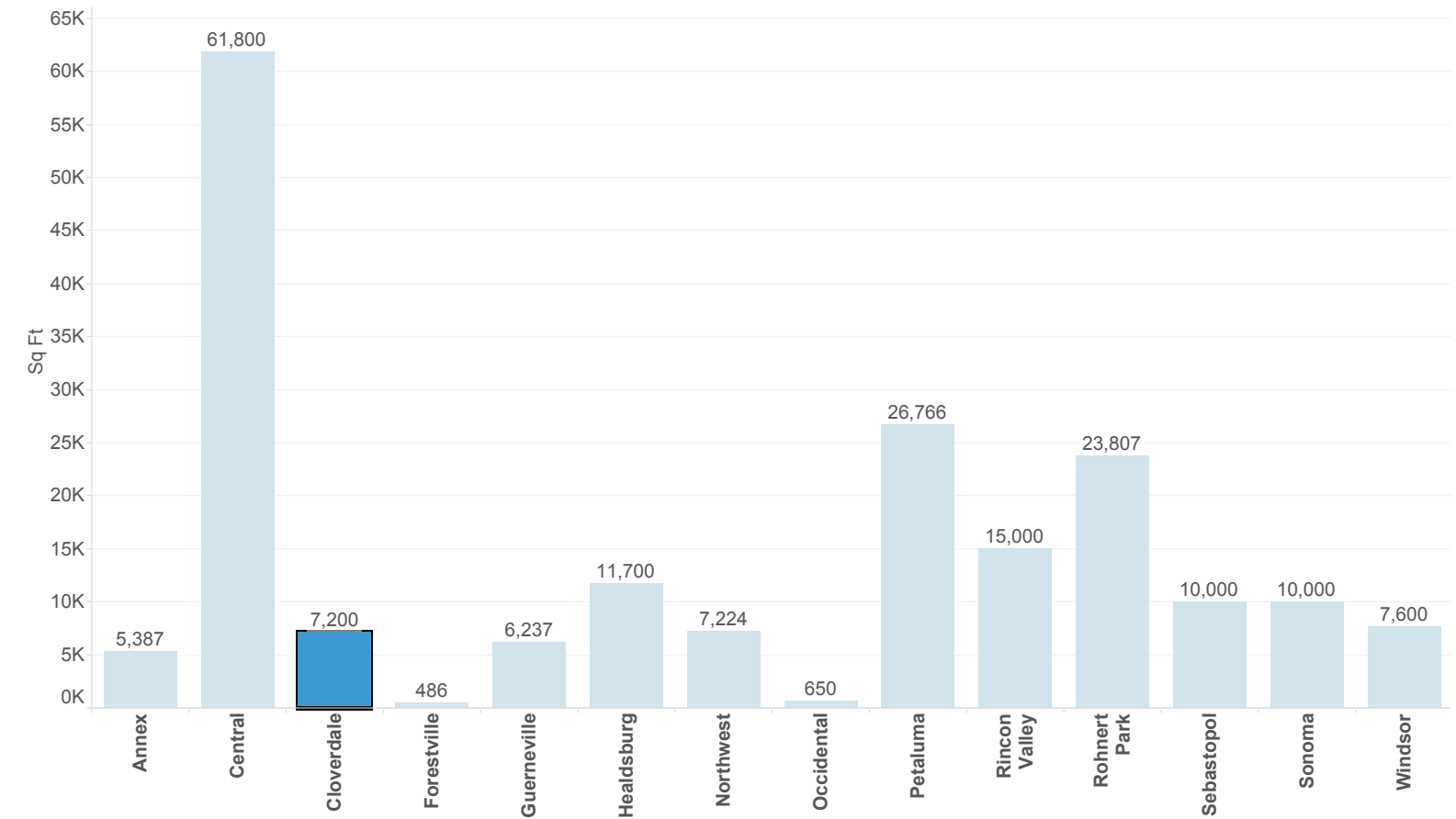
Bar chart of Library Area (Sq Ft):
- Annex: 5,387
- Central: 61,800
- Cloverdale: 7,200
- Forestville: 486
- Guerneville: 6,237
- Healdsburg: 11,700
- Northwest: 7,224
- Occidental: 650
- Petaluma: 26,766
- Rincon Valley: 15,000
- Rohnert Park: 23,807
- Sebastopol: 10,000
- Sonoma: 10,000
- Windsor: 7,600

Floor Plan Labels

STORAGE

STAFF ROOM

REST ROOM

WORK ROOM

OFFICE

ELECTRICAL

REFERENCE

CHILDREN'S AREA

CIRCULATION

COMMUNITY ROOM

REST-ROOM

REST-ROOM

STORAGE

KITCHEN

SPACE BREAKDOWN

On average across the libraries, space is used as follows: 13.7% children, 10.4% back of house (excluding Central due to storage and work space for the overall system), 7.5% community, 7.1% support, 3% circulation/reference, and 0.6% teen.

Cloverdale is roughly the same as the system average for most of the space types. It has a 3.6% more community space and 1.7% less back of house space than average. Cloverdale does not have dedicated teen space.

		System Average	Library
○	Other	9.1%	9.7%
●	Community	7.5%	11.1%
●	Support	7.1%	7.7%
●	Circulation/Reference	3%	3.7%
●	Back of House	10.4%	8.7%
●	Teen	0.6%	0%
●	Children	13.7%	12.5%
○	Seating & Stacks	45.9%	46.6%

Circulation/Reference refers to the public-facing circulation and reference desks/areas.

Support includes bathrooms, storage closets, electrical closets, and janitor closets.

Other includes circulation, load, and other non-programmed spaces.

Back of house includes staff work rooms, break rooms, offices, and sorting/processing areas not in the public space.

Teen spaces were counted only if they were enclosed or semi-enclosed.

% of Total Sq Ft

Central, Cloverdale, Guerneville, Healdsburg, Northwest, Petaluma, Rincon Valley, Rohnert Park, Sebastopol, Sonoma, Windsor

LIBRARY SQ FT PER PROXIMATE POPULATION

On average across the system, there is 0.82 SF per borrower, 0.41 SF per person in the 2010 population, and 0.4 SF per person in the 2021 population. Compared to the other libraries, Cloverdale has a high ratio of square feet per borrower and a slightly above average ratio of square feet per 2010 population, as shown to the right. As its population grows from 2010 to 2021, the square feet per person decreases slightly.

SQ FT RATIO

1.13 SF/borrower
0.56 SF/pop. (2010)
0.50 SF/pop. (2021)
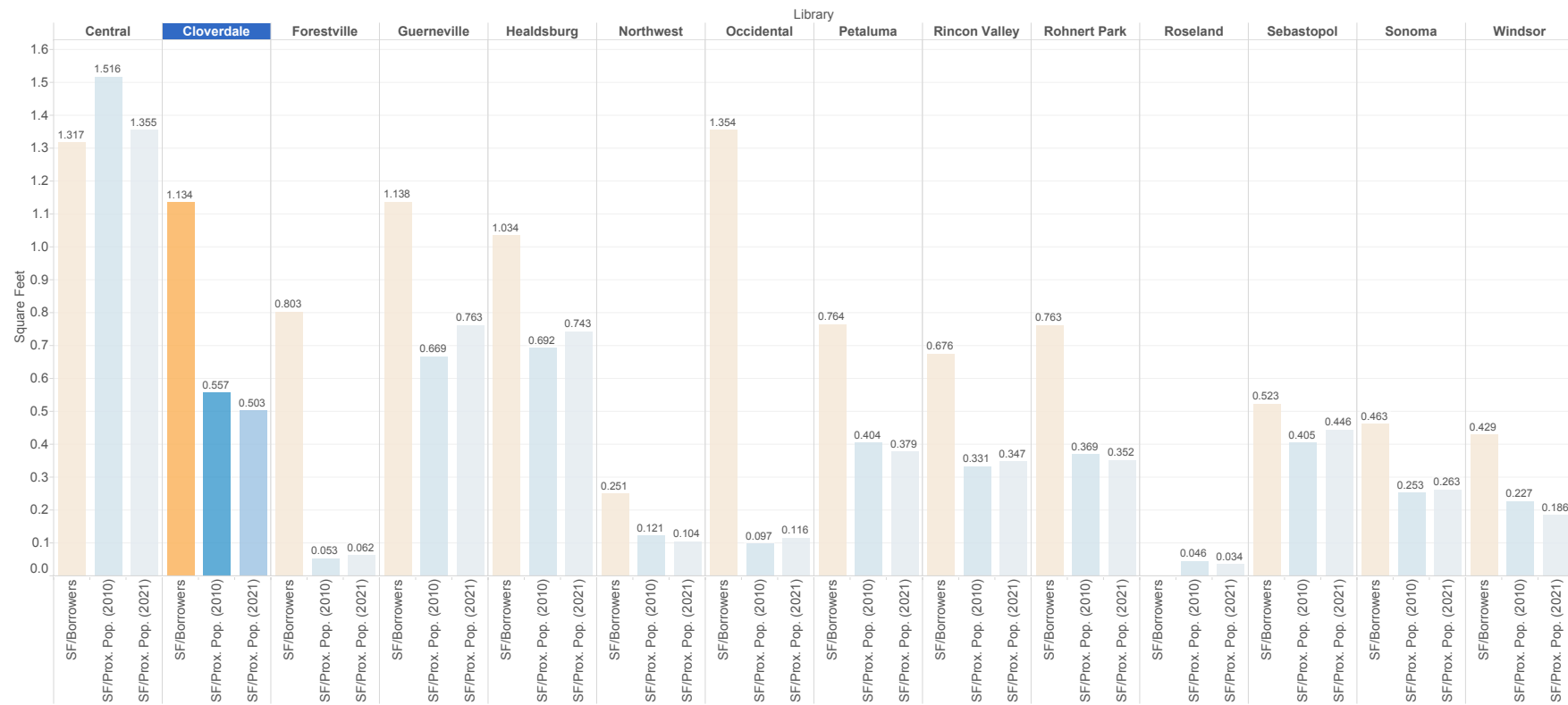
EVENTS HOSTED PER 1,000 SQ FT (FY2014-15)

On average across the system, there are 15.2 events hosted per 1,000 square feet. For its size, Cloverdale hosts an average number of events, at 15.1 events per 1,000 square feet.

How is library space being used?

INTRODUCTION
This section explores how library space is being used by people visiting the library. First we wanted to understand who is using the space in the library: the number of borrowers and patrons presented on the facing page gives an overview of how many people have cards at each library (borrowers) and how many people actually come to each library (patrons).

This is then translated into a ratio: the number of patrons per borrower. This illustrates the relationship between the number of people who have library cards (borrowers) and the number of people who are actually using the library (patrons).

The section then looks at specific uses of the library: internet sessions,

programs, and items held by library. These three things are presented against patron count, in order normalize and compare these metrics across the libraries to understand how each library is being used and to what extent.

METHODOLOGY
In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS
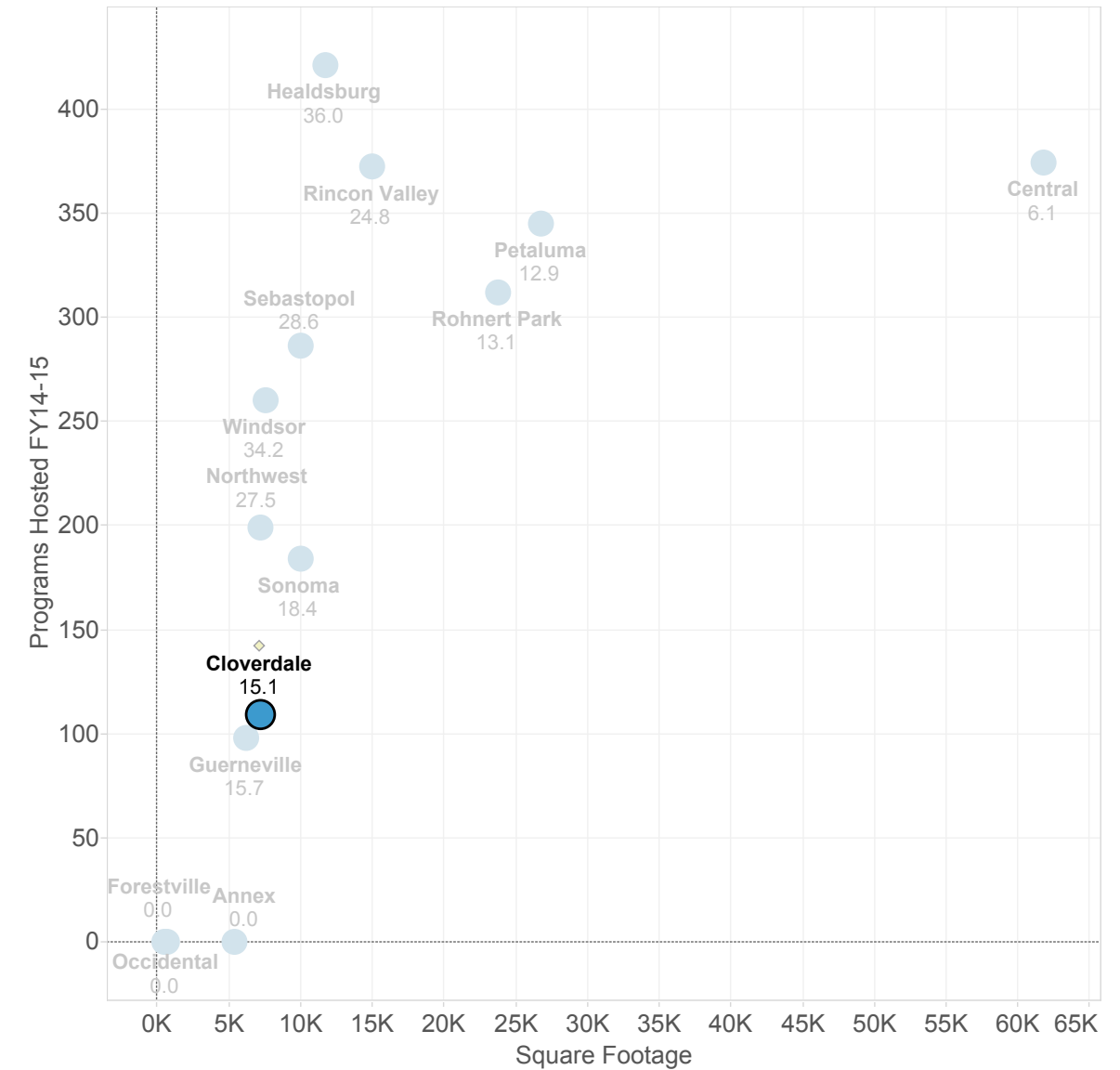Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

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Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS
The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

BORROWERS AND PATRONS
On average, there are 18,982 borrowers per library and 157,297 patrons per library. Cloverdale is below average for both figures as expected, as it is a smaller branch library. Cloverdale has with 86,293 patrons and 6,349 borrowers, on the lower end for a branch library.

6,349 borrowers

86,293 patrons

13.6 patrons per borrower
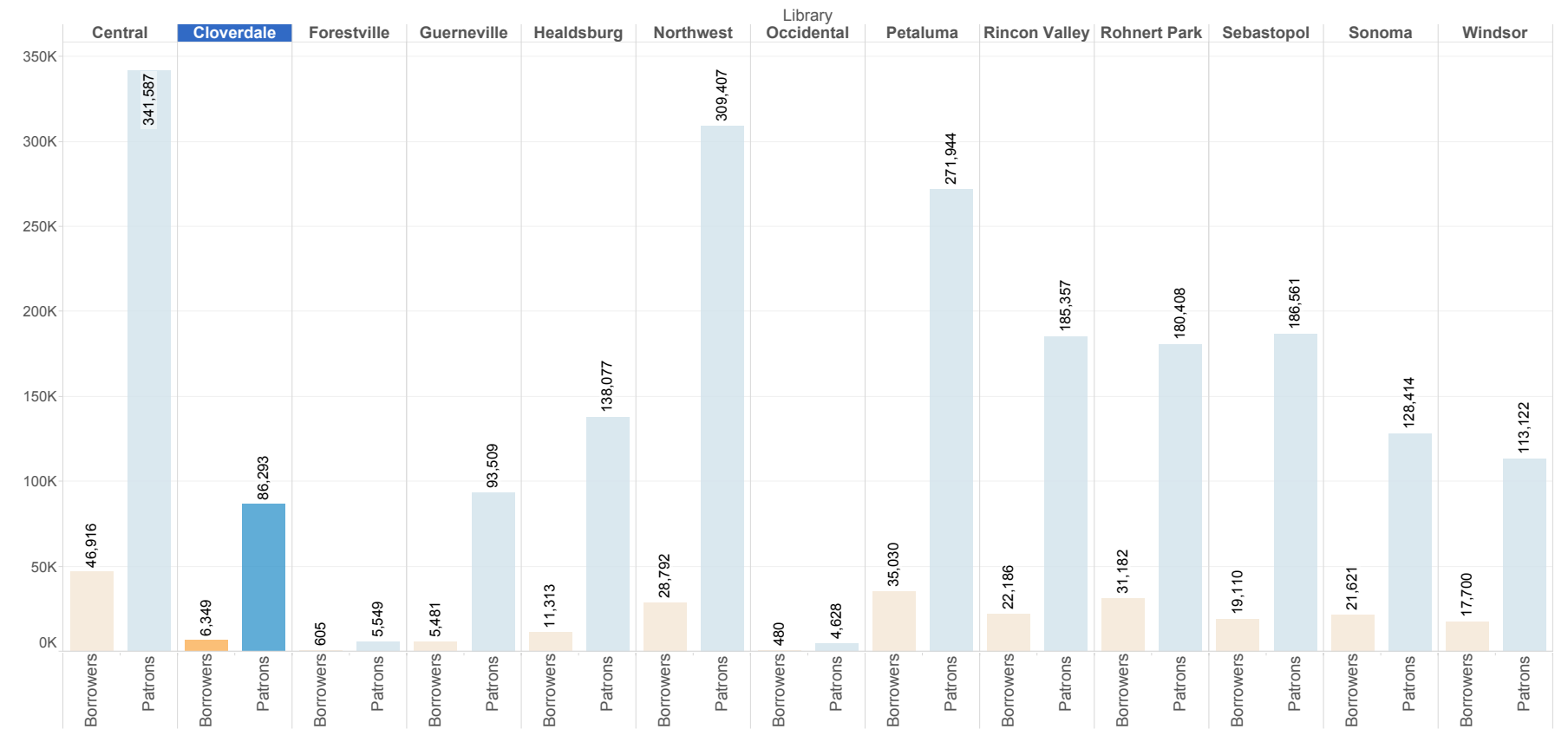
PATRONS AND BORROWERS PER SQ FT (FY14-15)

On average, there is 0.09 square feet per patron and 0.82 square feet per borrower across the library system.

Cloverdale is about rightly sized for both the number of patrons it has (slightly below average amount of space at 0.08 sq ft per patron) and the number of borrowers (above average amount of space at 1.13 sq ft per borrower).

	System Average	Library
● Patrons	0.09 SF	0.08 SF
● Borrowers	0.82 SF	1.13 SF
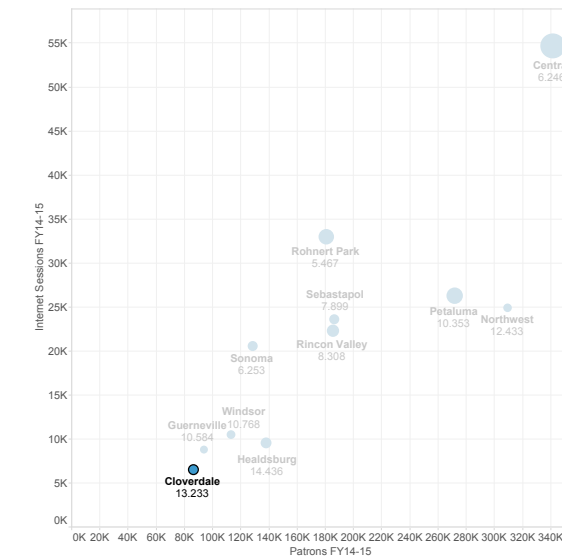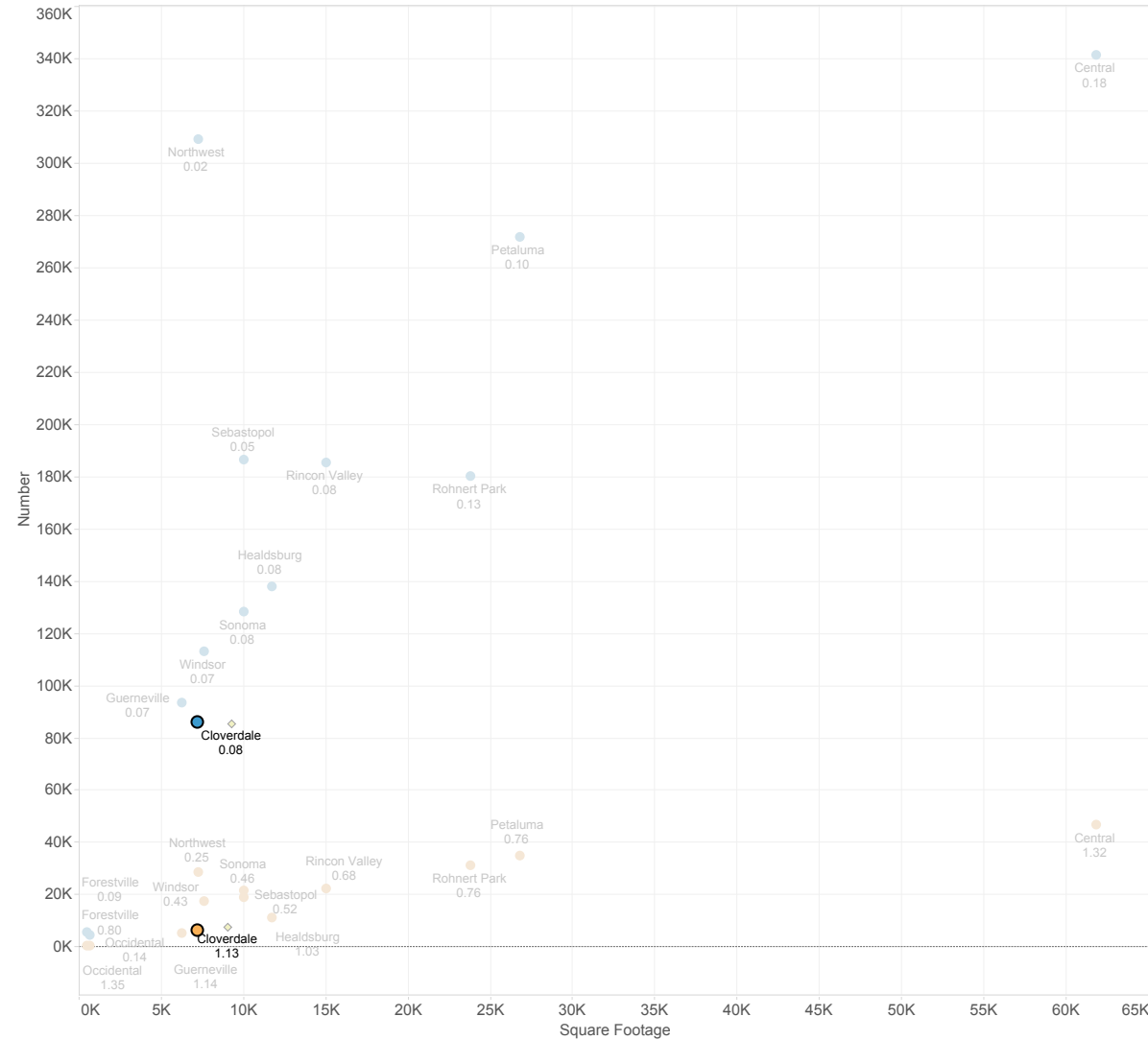
INTERNET SESSIONS PER PATRON (FY2014-15)

On average across the system, there are 9.6 internet sessions per patron. Cloverdale stands out as an outlier across all the libraries for internet usage with a rate of 13.2 internet sessions per patron.
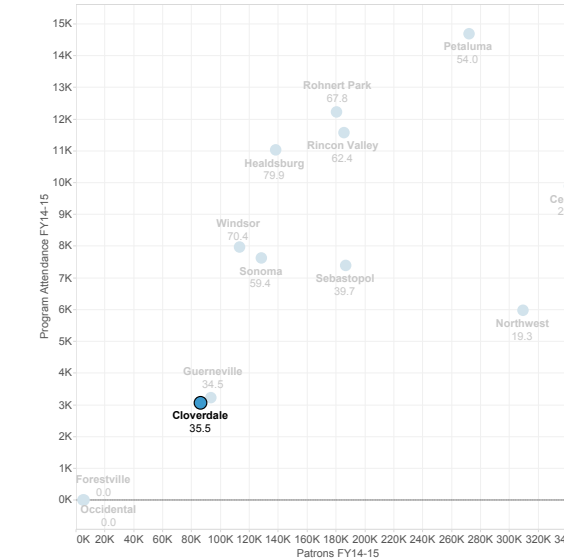
EVENTS HOSTED PER 1,000 PATRONS (FY2014-15)

On average across the system, there is an attendance rate of 42.5 per 1,000 patrons. Cloverdale is slightly below the average, at 35.5 people attending each event per 1,000 patrons.
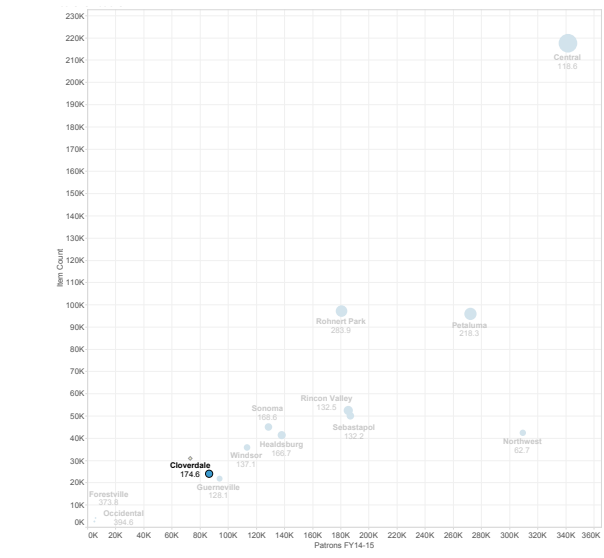
ITEMS PER 1,000 PATRONS (FY2014-15)

On average across the system, there are 192 items held per 1,000 patrons. For every 1,000 people who visit the library (patrons), Cloverdale has approximately 174 items. This is slightly below the average.

DATA
FINDINGS

[Finding 1]

Cloverdale is about average for the number of events it hosts relative to its size, the number of items it owns relative to the number of library visits, and how its space is programmed.

[Finding 2]

While Cloverdale has a relatively low number of borrowers and patrons compared to the other libraries, it is very well used based on internet and patron per borrower metrics.

[Finding 3]

Cloverdale has an average amount of space for the number of borrowers and patrons. Based on this, the library appears to be correctly sized.

INTERVIEW
FINDINGS

In order to understand the workflow, usage, and programmed space of each library, MKThink undertook site visits and interviews with branch managers and librarians in June 2016. Our observations and information gather from the branch managers is presented below, and suggestions that we heard are presented in the grey bar to the right.

TECHNOLOGY

1 HVAC unit has not been operable for years

DESIGN/SPACE

Refresh planned for September 2016

Losing shelving with the refresh plan

Courtyard is loud and inconvenient for events

Would love for people to think of the library as the place they go when they need something, or have a question (one-stop-shop for community needs)

Kitchen used often in summer for free lunch event

WORKFLOW/OPERATIONS

Single service model planned for refresh

Admin functions happen at reference desk but this will change when single service model happens

FOL sorting happens on a daily basis

Patrons like to browse the public sorting shelves

Deliveries and pick ups happen daily to deliver books (hold list/pull list) requested by patrons at other libraries

SIGNAGE/WAYFINDING

None.

FURNITURE

None.

EVENTS

Currently more events in the summer - Weekly for children; Almost weekly for teens

Kitchen often used in summer for free lunch event and by FOL for events

Teen and adult events (musical, lectures, instructional) events held in community room

Book discussion groups happen once a month

Music events take place in the library but difficult to arrange the space

SUGGESTIONS

Branch Managers and librarians suggestions:

- Operable 1 HVAC unit
- The community center become a 'One-stop shop for community needs'
- Multifunctional spaces (e.g. shelving and community open space)
- Designated teen area
- Space for music events
- A noise buffer (from courtyard)
- More shelves

FORESTVILLE
LIBRARY

LIBRARY DESCRIPTION

Forestville Library is located in a building attached to El Molino High School in Forestville. This library is a one-room library and serves a more rural part of Sonoma County. It is only open four days a week (as opposed to most Sonoma County libraries which are open five days a week) and has limited hours.

Year Built: 1999
Ownership: Leased

LIBRARY TYPE

Outpost

COUNTS

0.4	FTE Employees
454	Average Monthly Visits
1	Public Computers
0	Average Monthly Program Attendees

METRICS

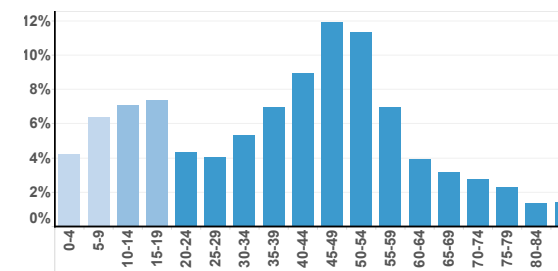|	
0.09	Patrons per SF
9.2	Patrons per Borrower
n/a	Internet Sessions per Patron
n/a	Program Attendance per 1,000 Patrons

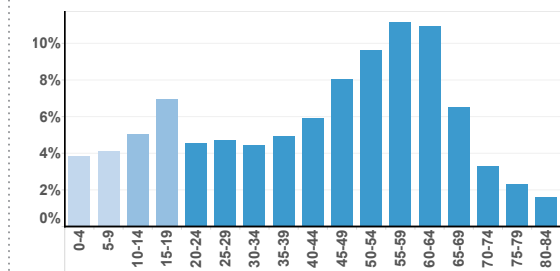## SQUARE FOOTAGE

486

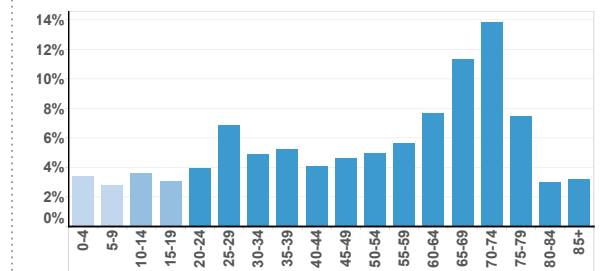## SPACE BREAKDOWN

Not Applicable.

2000 POPULATION

2010 POPULATION

2021 PROJECTED POPULATION

Who is Forestville Library serving?

INTRODUCTION
In order to plan for the future of the Sonoma County Library system, it is first necessary to understand who each library is serving. The following data is presented and analyzed in this section to answer this question:

- Library card holders
- 2010 population and age distribution
- 2021 population and age distribution
- 2010 population versus patrons
- Seating by type (adult or child)
- Types of programs hosted (adult, young adult, child, pre-school)
- Types of books owned (adult, young adult, child)

METHODOLOGY
MKThink used data provided by Sonoma County Library to produce the analysis presented in this section. 2010 population figures are from the 2010 Census. The 2021 population projections by "library zone" were calculated by MKThink extrapolated from historic trends (2000-2010 Census Data) and normalized according to ESRI county-wide projections.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

DEFINITIONS
Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS
The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY CARD HOLDERS
The map and graph show the number of people with library cards registered at Forestville Library as of May 2016. Forestville patrons are concentrated around the library in rural areas. Patrons also live to the north of Forestville, in and around Mirabel Park, Hilton, and Hacienda.

Bar chart of library card holders by branch:

Branch	Card Holders
Central	60,466
Petaluma	34,048
Rohnert Park	27,910
Northwest	25,338
Sonoma	19,847
Rincon Valley	17,643
Sebastopol	16,827
Windsor	14,017
Healdsburg	11,035
Cloverdale	6,226
Guerneville	5,939
Forestville	760
Occidental	554
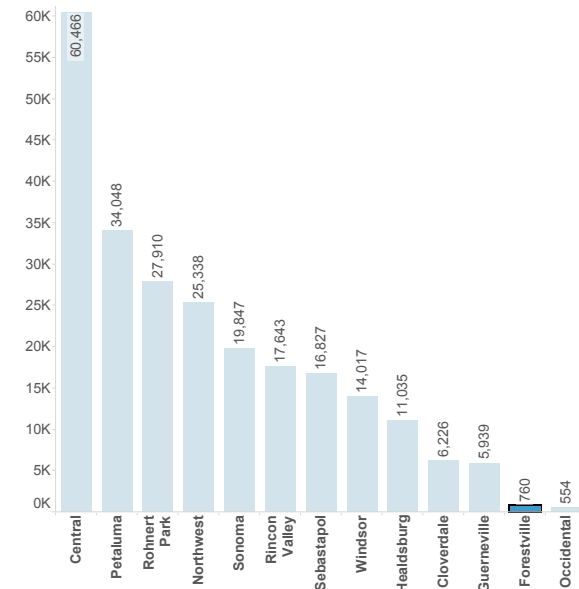
760 library card holders

2010 AGE RANGE DISTRIBUTION

Approximately 7.9% of the population is under 10 (children), 12.1% of the population is between the ages of 10-19 (young adults/teenagers), and 80% of the population is 20 and older (adults).

2010 TOTAL POPULATION

9,126
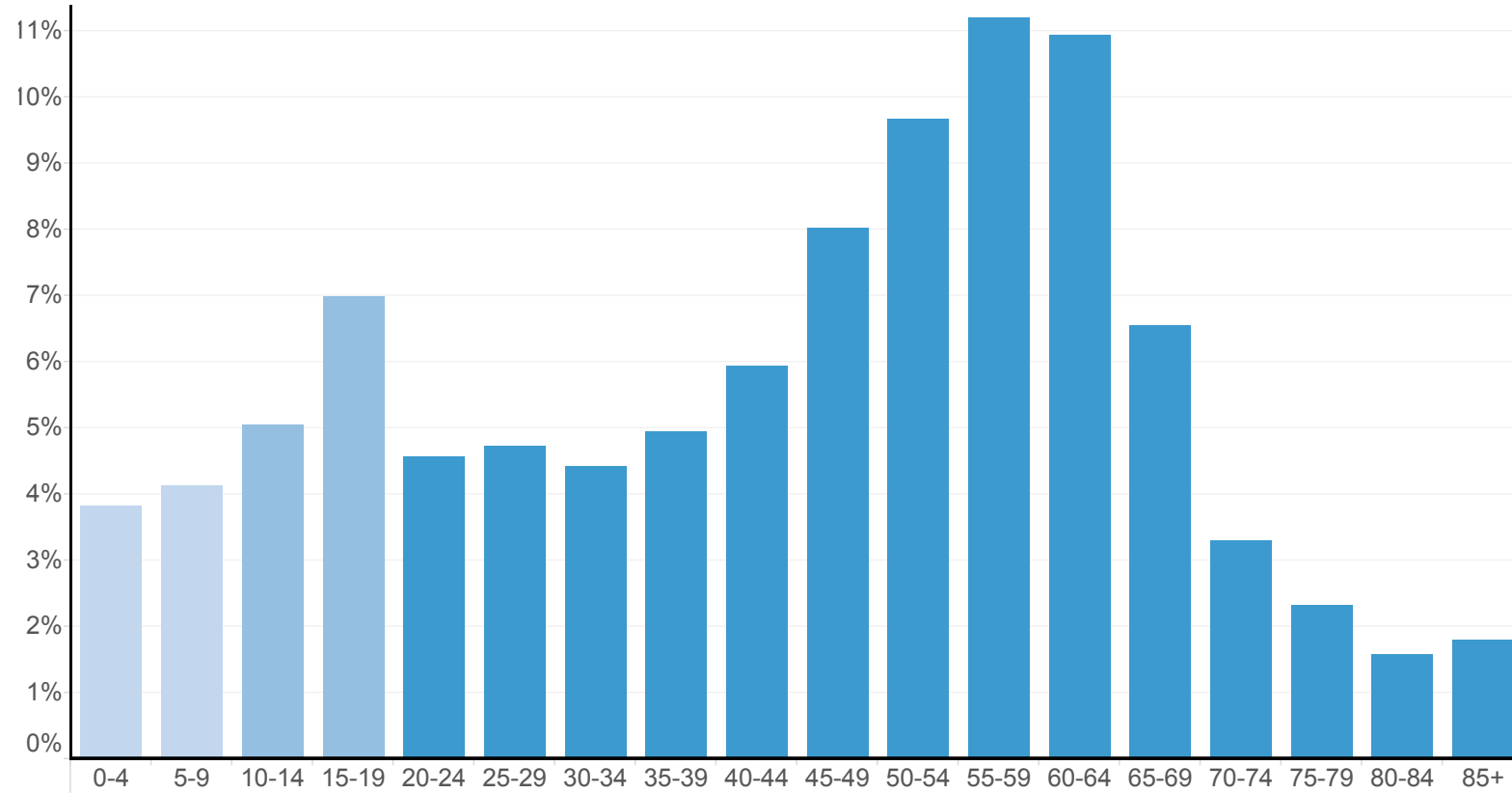
2021 PROJECTED AGE DISTRIBUTION

2021 shows an aging distribution from 2010, with a larger older population and a smaller younger population (below 19). Approximately 6.3% of the population is under 10 (children), 6.7% of the population is between the ages of 10-19 (young adults/teenagers), and 87% of the population is 20 and older (adults).

2021 TOTAL POPULATION

7,895

-13.5% change from 2010
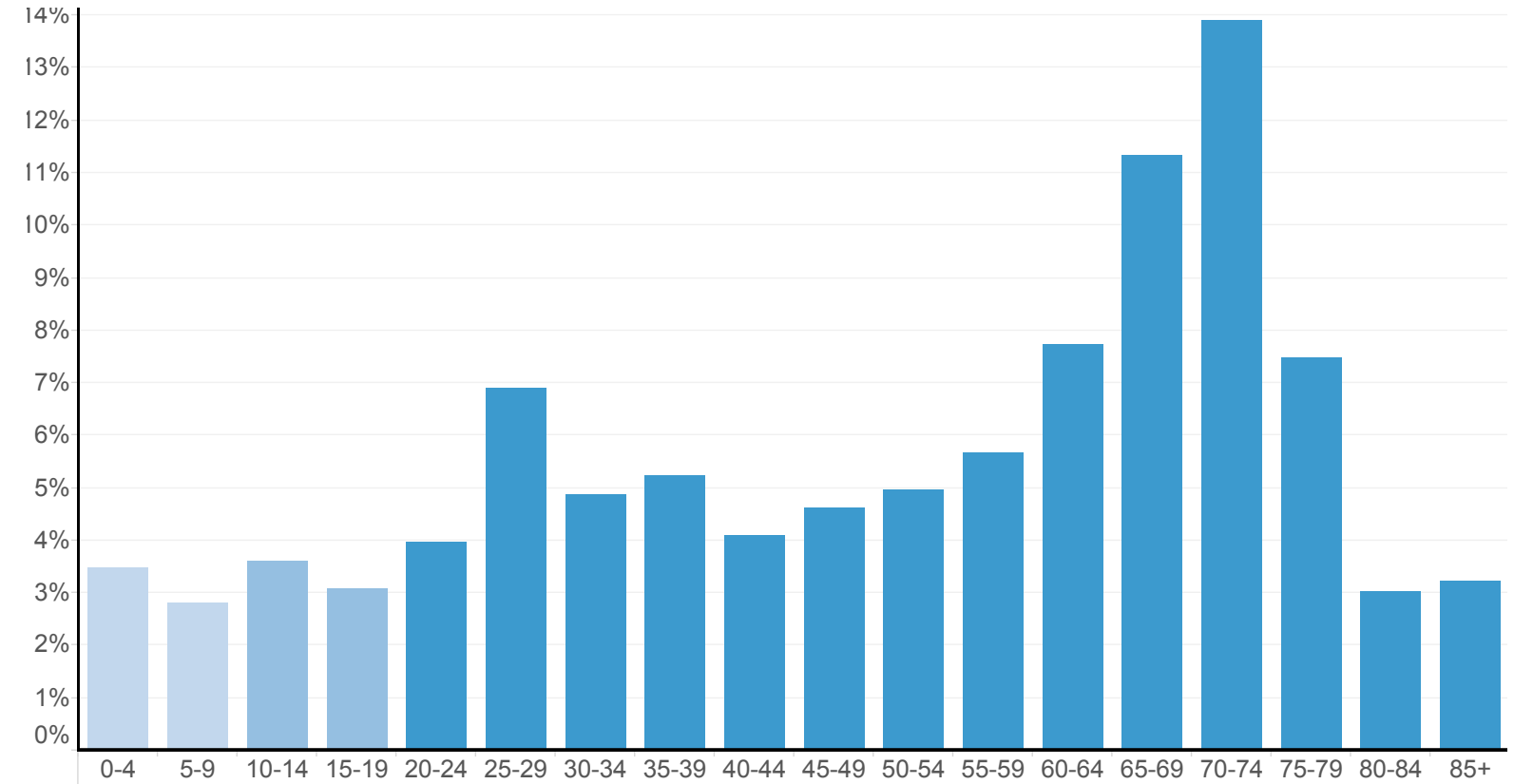
POPULATION (2010) VERSUS PATRONS (FY2011-12)

On average there are 0.41 patrons (library visits) for every person in the population.

Compared to its 2010 population, Forestville has a very large rate of library patronage compared to its population (ratio of 0.04 patrons per resident of the Forestville zone). In other words, for every 1,000 residents of the Forestville zone, there are 42 counts of library attendance. As can be seen on the chart, this is very low compared to the other libraries - the lowest rate across all the libraries.
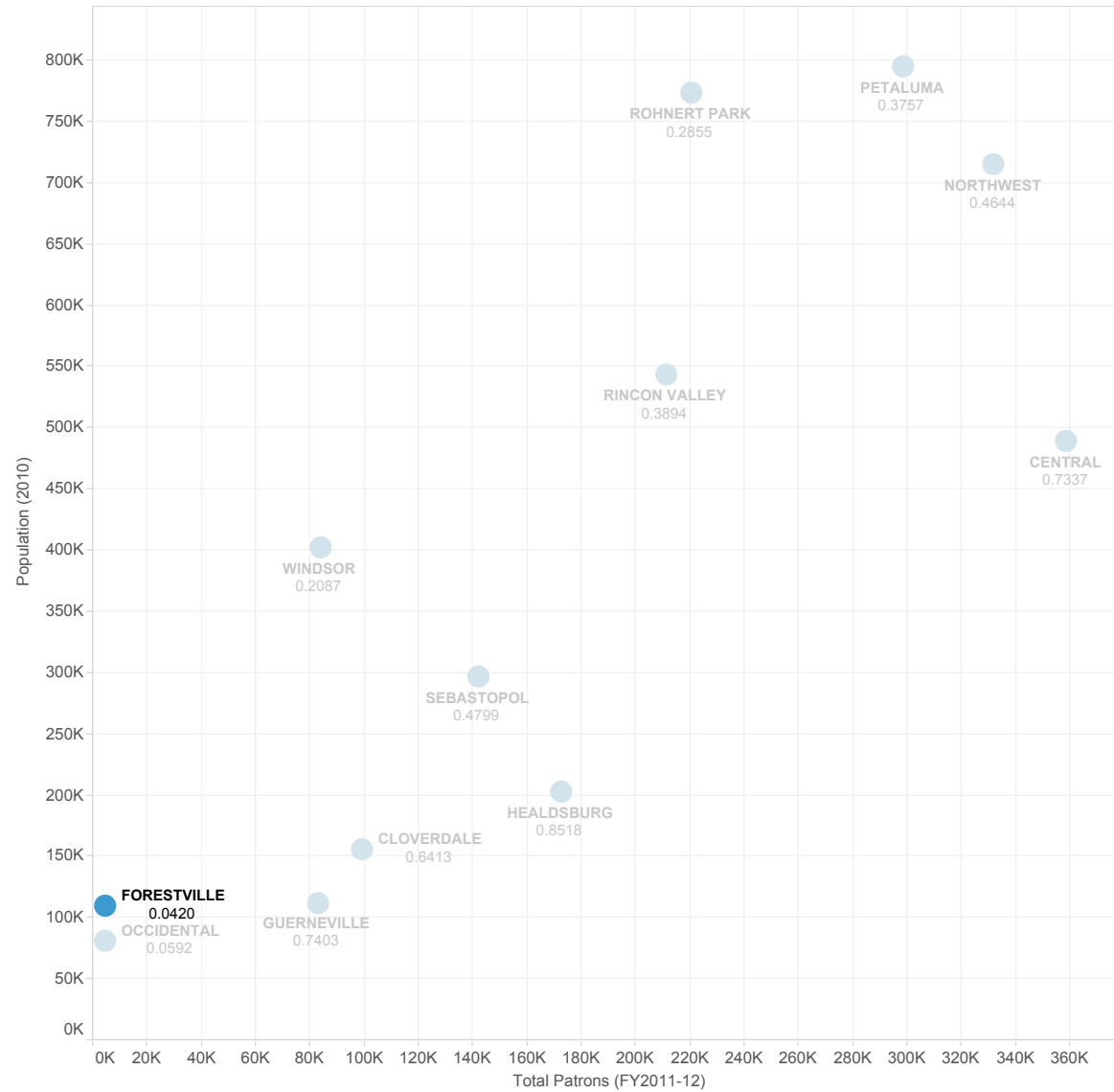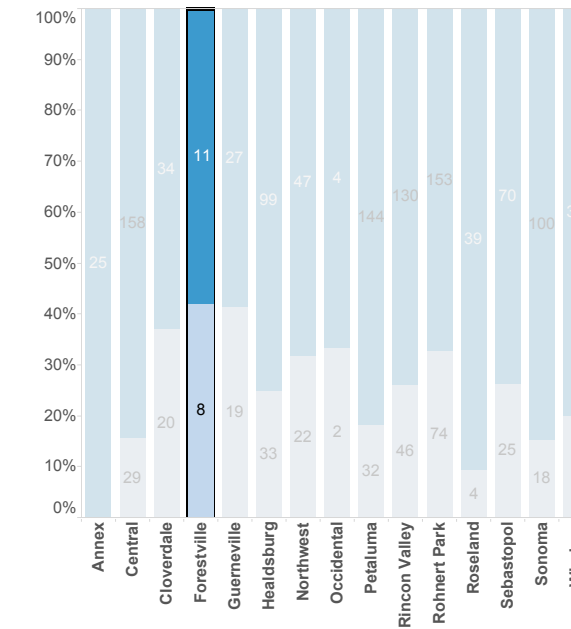
TYPE OF CHAIRS

On average, there are 69 adult and 23 children's chairs per library. Compared to other libraries, Forestville has a higher percentage of childrens' seating.

TYPE OF EVENTS HOSTED (FY2015-16)

No data is available for the events hosted at Forestville, as the library does not host events.
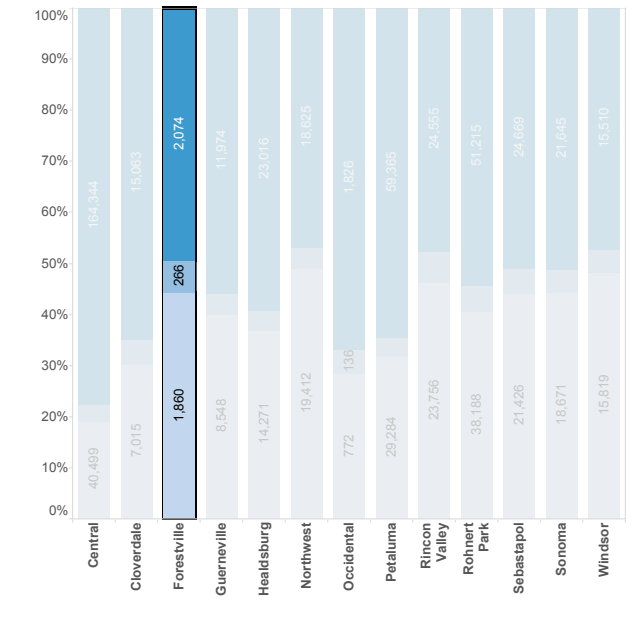
TYPE OF BOOKS OWNED (FY2014-15)

On average there are 33,375 adult books, 2,307 young adult books, and 18,425 children's books owned per library. Comparatively, Forestville has a greater percentage of childrens' books than the other libraries.

How is library space programmed?

INTRODUCTION

This section first looks at the size (square footage) of each library, followed by a floorplan detailing how each library's space is currently used (based on observation from site visits that occurred in June 2016). A quantitative breakdown of the space is also presented.

The section then looks at the square footage per person in the proximate population for each library zone in 2010 and 2021, compared to the number of borrowers the library has. This illustrates which libraries have the most strain on space (the higher the ratio, the more space per borrower/person). Following this, the number of programs per square foot is presented, illustrating which libraries are hosting a large number of programs relative to the space that they have.

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY AREA (SQ FT)

Excluding Central Library (because its square footage figure includes public as well as private and administrative space), the average library is 10,158 square feet. Forestville is the smallest library, at 486 square feet.

SQUARE FEET

486
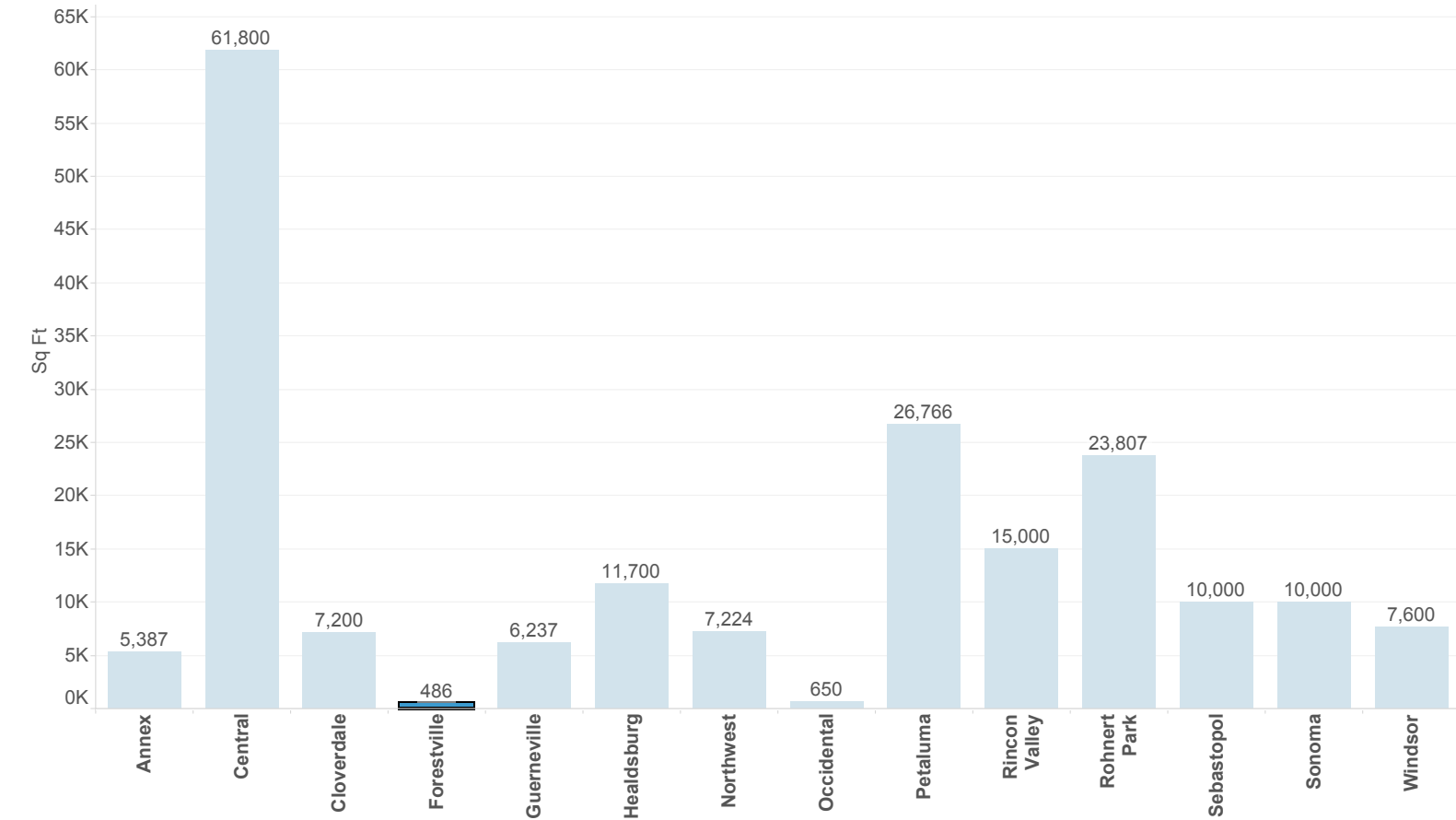
LIBRARY SQ FT PER PROXIMATE POPULATION

On average across the system, there is 0.82 SF per borrower, 0.41 SF per person in the 2010 population, and 0.4 SF per person in the 2021 population. Compared to the other libraries, Forestville has an average low ratio of square feet per borrower, and below average ratio of square feet per its population as the space is very small. As its population decreases from 2010 to 2021, the square feet per person increases slightly.

SQ FT RATIO

0.8 SF/borrower
0.05 SF/pop. (2010)
0.06 SF/pop. (2021)
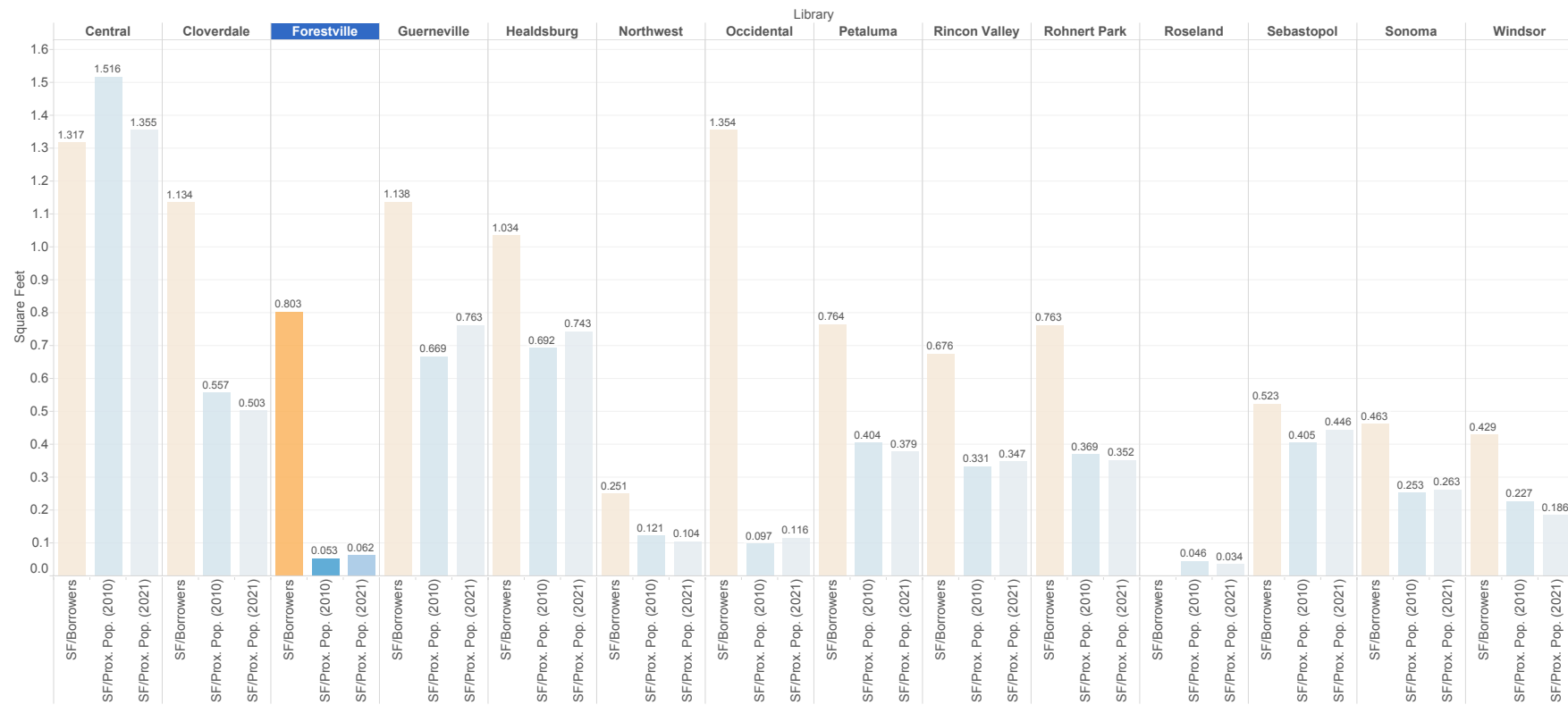
EVENTS HOSTED PER 1,000 SQ FT (FY2014-15)

On average across the system, there are 15.2 events hosted per 1,000 square feet. Forestville does not host any events, so has a rate of zero events hosted per 1,000 square feet.

How is library space being used?

INTRODUCTION

This section explores how library space is being used by people visiting the library. First we wanted to understand who is using the space in the library: the number of borrowers and patrons presented on the facing page gives an overview of how many people have cards at each library (borrowers) and how many people actually come to each library (patrons).

This is then translated into a ratio: the number of patrons per borrower. This illustrates the relationship between the number of people who have library cards (borrowers) and the number of people who are actually using the library (patrons).

The section then looks at specific uses of the library: internet sessions,

programs, and items held by library. These three things are presented against patron count, in order normalize and compare these metrics across the libraries to understand how each library is being used and to what extent.

METHODOLOGY

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

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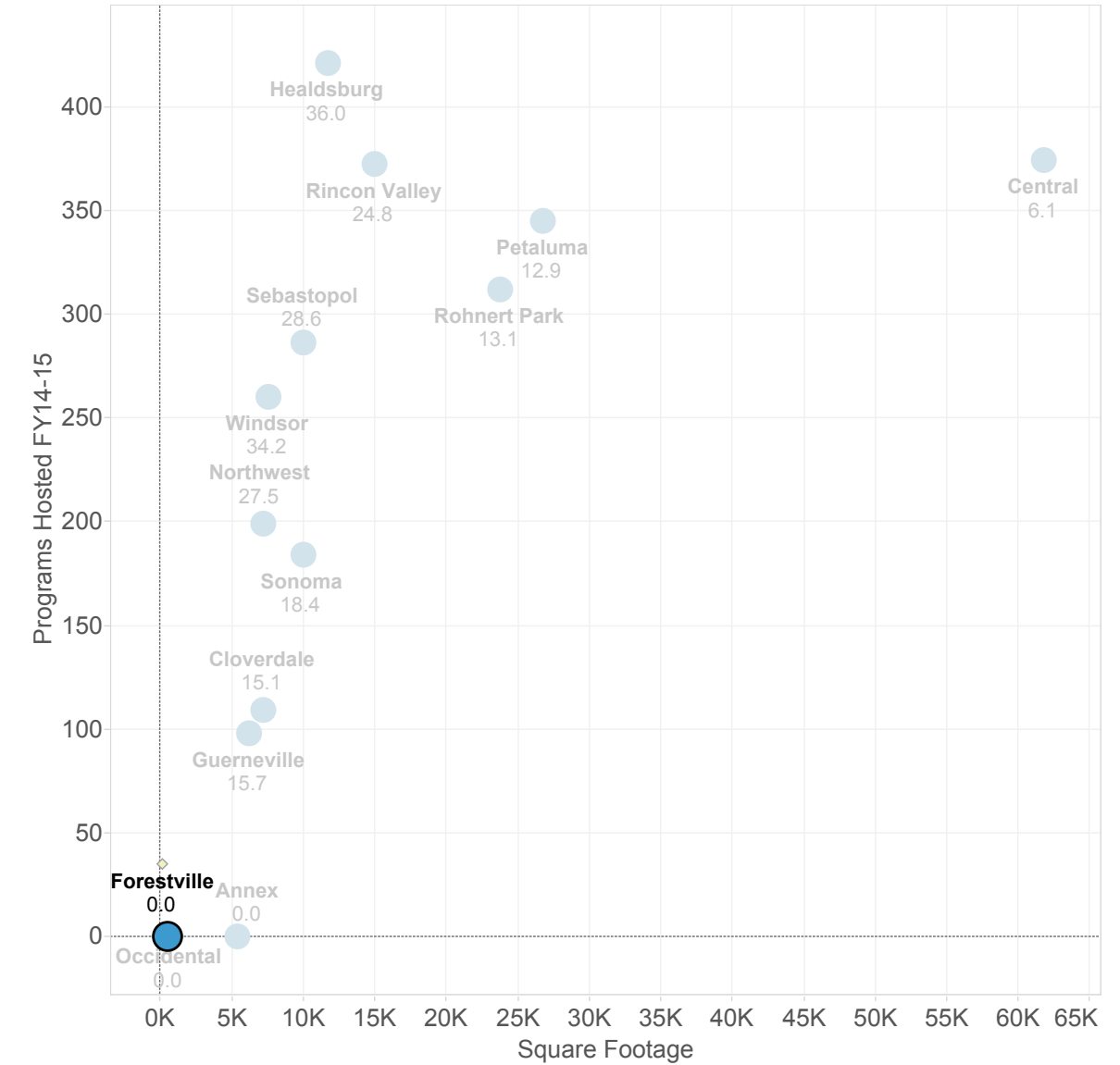
RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

BORROWERS AND PATRONS

On average, there are 18,982 borrowers per library and 157,297 patrons per library. Forestville has a very low number of both patrons and borrowers, as it is an outpost library. It has a greater number than Occidental, the other outpost.

805 borrowers

5,549 patrons

9.2 patrons per borrower
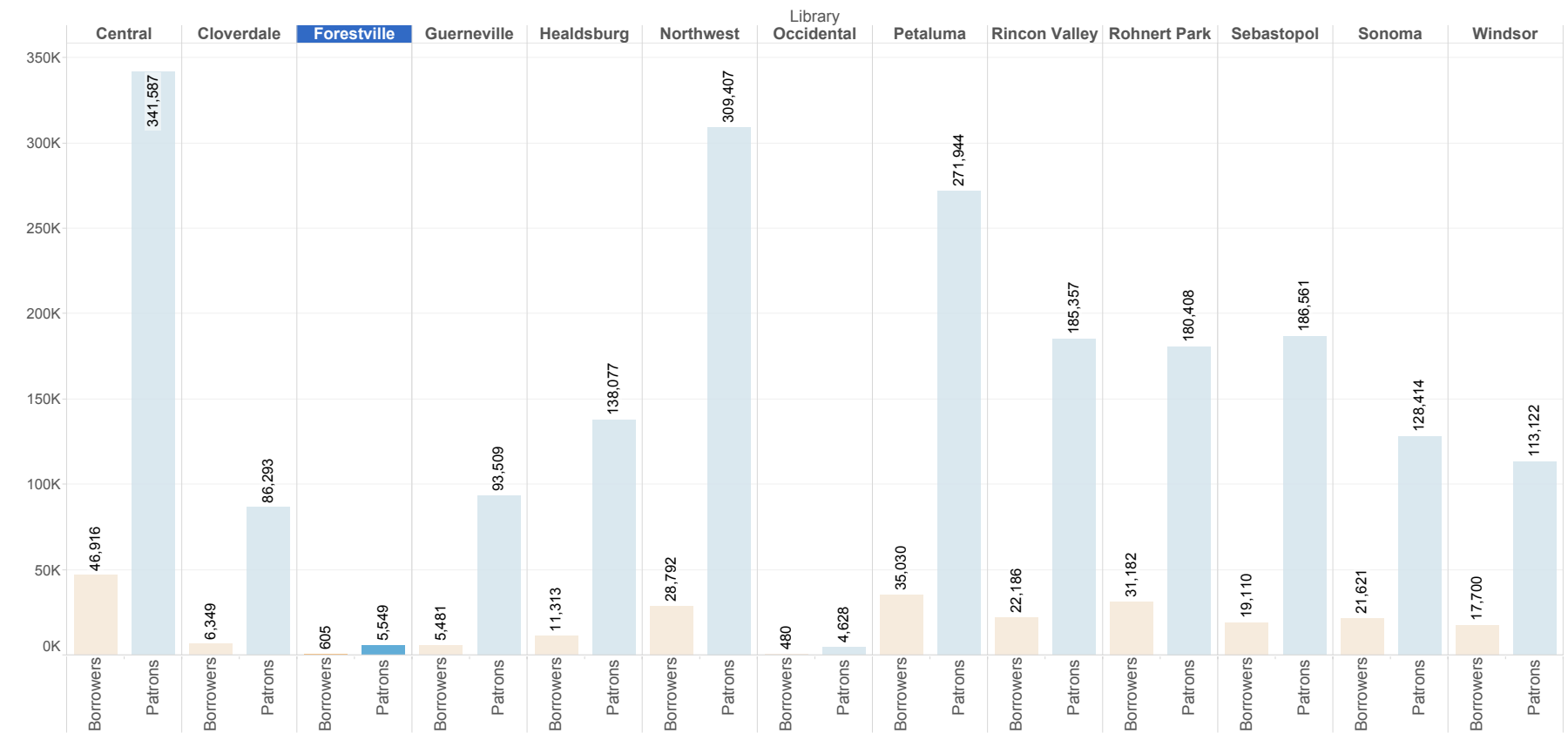
PATRONS AND BORROWERS PER SQ FT (FY14-15)

On average, there is 0.09 square feet per patron and 0.82 square feet per borrower across the library system.

Forestville has an exactly average amount of space for both the number of patrons and borrowers that it has (0.09 square feet per patron and 0.08 square feet per borrower).

	System Average	Library
● Patrons	0.09 SF	0.09 SF
● Borrowers	0.82 SF	0.8 SF
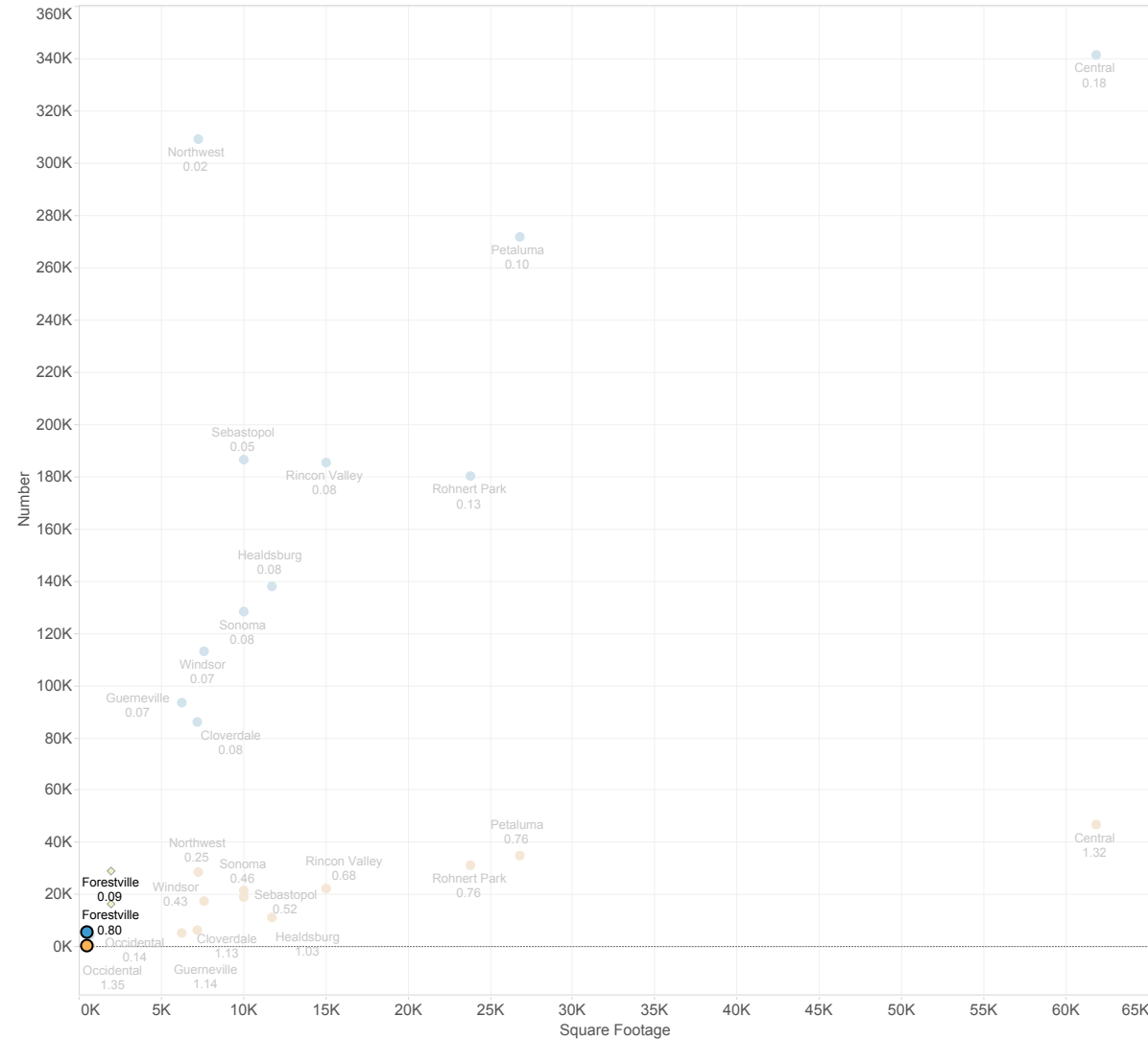
INTERNET SESSIONS PER PATRON (FY2014-15)

There is no internet session data available for Forestville.
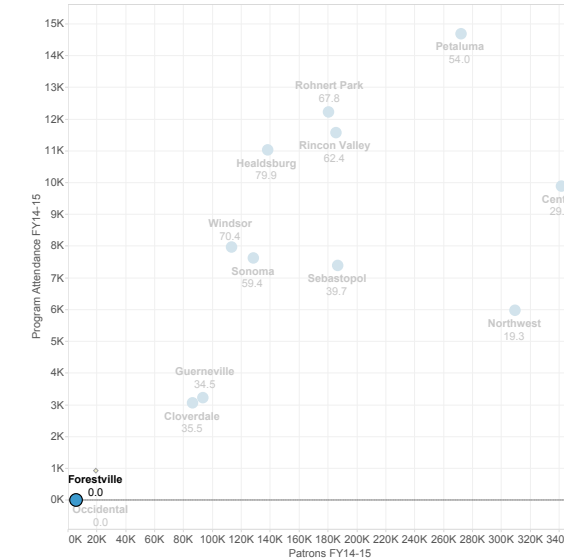
EVENT ATTENDANCE PER 1,000 PATRONS (FY2014-15)

On average across the system, there is an attendance rate of 42.5 per 1,000 patrons. Forestville does not host events (or there was no event data for Forestville), so it appears as 0 on the chart.
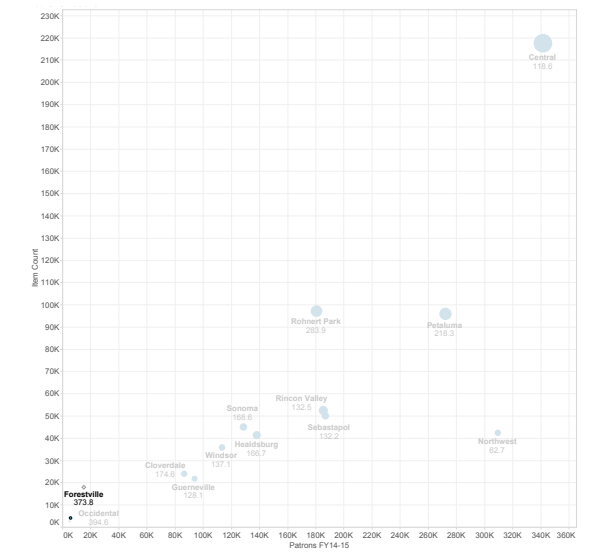
ITEMS PER 1,000 PATRONS (FY2014-15)

On average across the system, there are 192 items owned at each library per 1,000 patrons. For every 1,000 people who visit the library (patrons), Forestville has approximately 373 items per 1,000 patrons. This is high ratio likely due to the low number of patrons that Forestville has.

DATA
FINDINGS

[Finding 1]

Forestville is the smallest of all the libraries, at 486 square feet.

[Finding 2]

Forestville has the lowest rate of library visits relative to its population of all of the libraries.

[Finding 3]

Relative to the number of patrons it has, Forestville has an average amount of space per person.

INTERVIEW
FINDINGS

In order to understand the workflow, usage, and programmed space of each library, MKThink undertook site visits and interviews with branch managers and librarians in June 2016. Our observations and information gather from the branch managers is presented below, and suggestions that we heard are presented in the grey bar to the right.

TECHNOLOGY

No library-provided Wi-Fi

Use the high school's Wi-Fi network but don't have a strong signal

No cell signal

No internet station; only have a catalog computer

DESIGN/SPACE

Limited by the lack of space they currently occupy at the high school

Need more space and resources to serve the growing Latino community

WORKFLOW/OPERATIONS

~300-450 door counts/month

SIGNAGE/WAYFINDING

None.

FURNITURE

Librarian desk is too big for the room/library

Too much random furniture in the space

EVENTS

Two events hosted in the last year but no attendance

Currently serve mainly adult retirees

Teens use high school library instead because it's bigger

SUGGESTIONS

Branch Managers and librarians suggestions:

- Wireless network and phone coverage
- Internet station
- A standalone library in downtown Forestville

GUERNEVILLE
LIBRARY

LIBRARY DESCRIPTION

Guerneville Regional Library is located in downtown Guerneville. The Guerneville Library serves the largest geographical area of all the Sonoma County Libraries: the point of services span from Forestville and Guerneville to Fort Ross on the coast. Guerneville Library is an emergency preparedness site.

Year Built: 1979
Ownership: Leased

LIBRARY TYPE

Branch
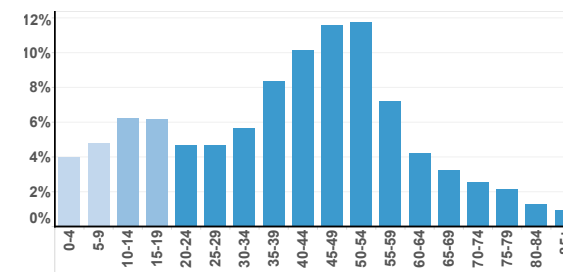
COUNTS

4.6 FTE Employees

7,792 Average Monthly Visits

11 Public Computers

60 Average Monthly Program Attendees

METRICS

0.07 Patrons per SF

17.1 Patrons per Borrower

10.6 Internet Sessions per Patron

34.5 Program Attendance per 1,000 Patrons
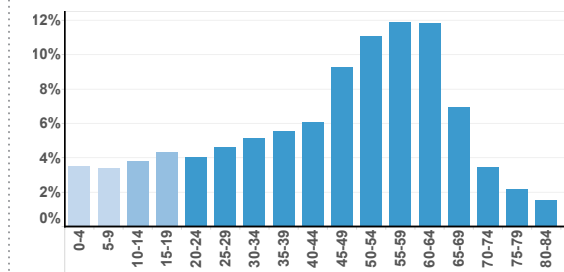
SQUARE FOOTAGE

6,237

SPACE BREAKDOWN

Seating & Stacks	2,281 SF
Children	1,005 SF
Teen	0 SF
Back of House	1,006 SF
Circulation/Reference	231 SF
Support	575 SF
Community	691 SF
Other	448 SF

2000 POPULATION
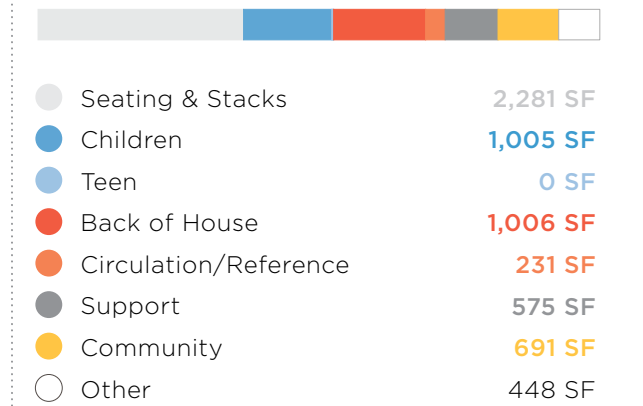
2010 POPULATION

2021 PROJECTED POPULATION
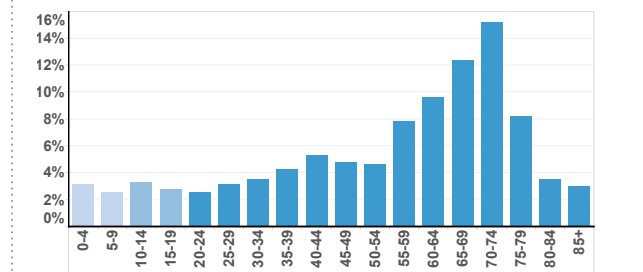
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1 LIBRARY ENTRANCE

Guerneville Library is located a short walk from downtown Guerneville, though serves a population well outside of the town.

2 WORK ROOM ENTRANCE

Looking into the library staff work from the main library space.

3 STAFF BREAK ROOM

In addition to a work room, like at all libraries, there is also a staff break room as part of the back of house area.

4 STREETVIEW

How the library looks from Armstrong Woods Road, where it is located.

Who is Guerneville Library serving?

INTRODUCTION
In order to plan for the future of the Sonoma County Library system, it is first necessary to understand who each library is serving. The following data is presented and analyzed in this section to answer this question:

- Library card holders
- 2010 population and age distribution
- 2021 population and age distribution
- 2010 population versus patrons
- Seating by type (adult or child)
- Types of programs hosted (adult, young adult, child, pre-school)
- Types of books owned (adult, young adult, child)

METHODOLOGY
MKThink used data provided by Sonoma County Library to produce the analysis presented in this section. 2010 population figures are from the 2010 Census. The 2021 population projections by "library zone" were calculated by MKThink extrapolated from historic trends (2000-2010 Census Data) and normalized according to ESRI county-wide projections.

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Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS
The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY CARD HOLDERS
The map and graph show the number of people with library cards registered at Guerneville Library as of May 2016. Guerneville Library patrons are scattered around the county, though concentrated more around Guerneville and the Russian River, west towards Cazadero and Monte Rio and east towards Hilton and Mirabel Park.

Bar chart — number of library card holders by library:

Library	Card holders
Central	60,466
Petaluma	34,048
Rohnert Park	27,910
Northwest	25,338
Sonoma	19,847
Rincon Valley	17,643
Sebastopol	16,827
Windsor	14,017
Healdsburg	11,035
Cloverdale	6,226
Guerneville	5,939
Forestville	760
Occidental	554
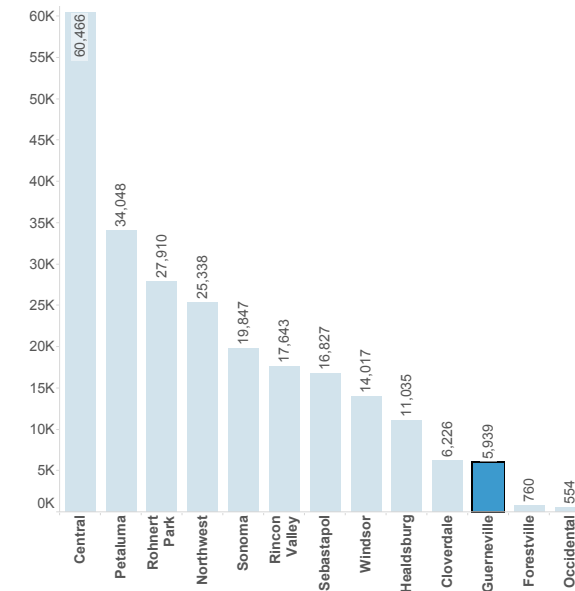
5,939 library card holders

2010 AGE RANGE DISTRIBUTION

Approximately 7% of the population is under 10 (children), 8.1% of the population is between the ages of 10-19 (young adults/teenagers), and 84.9% of the population is 20 and older (adults).

2010 TOTAL POPULATION

9,329
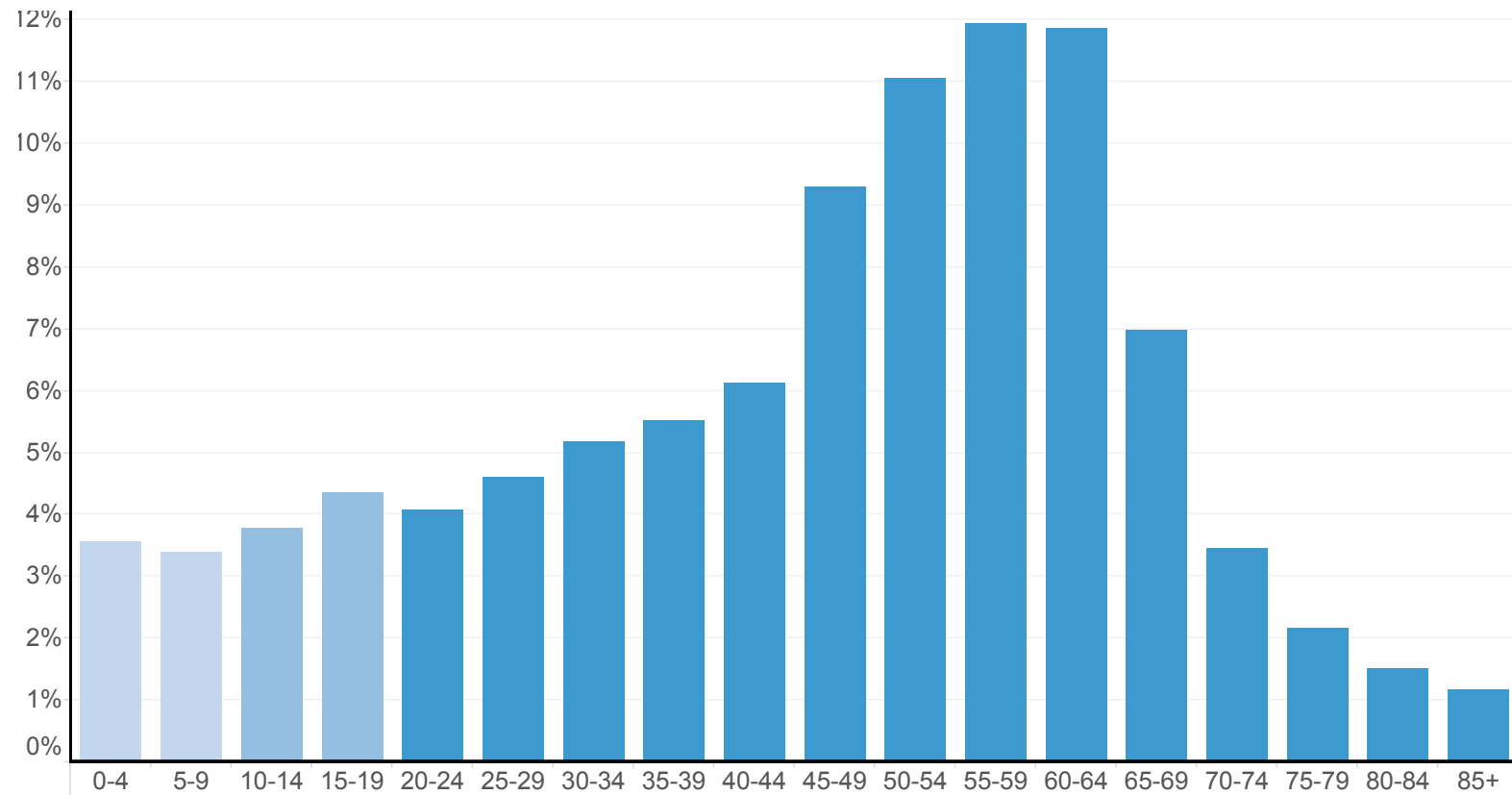
2021 PROJECTED AGE DISTRIBUTION

2021 shows a shrinking population and aging distribution from 2010, with a larger older population and a smaller younger population (below 19). Approximately 5.7% of the population is under 10 (children), 6.1% of the population is between the ages of 10-19 (young adults/teenagers), and 88.2% of the population is 20 and older (adults).

2021 TOTAL POPULATION

8,173

-12.4% change from 2010
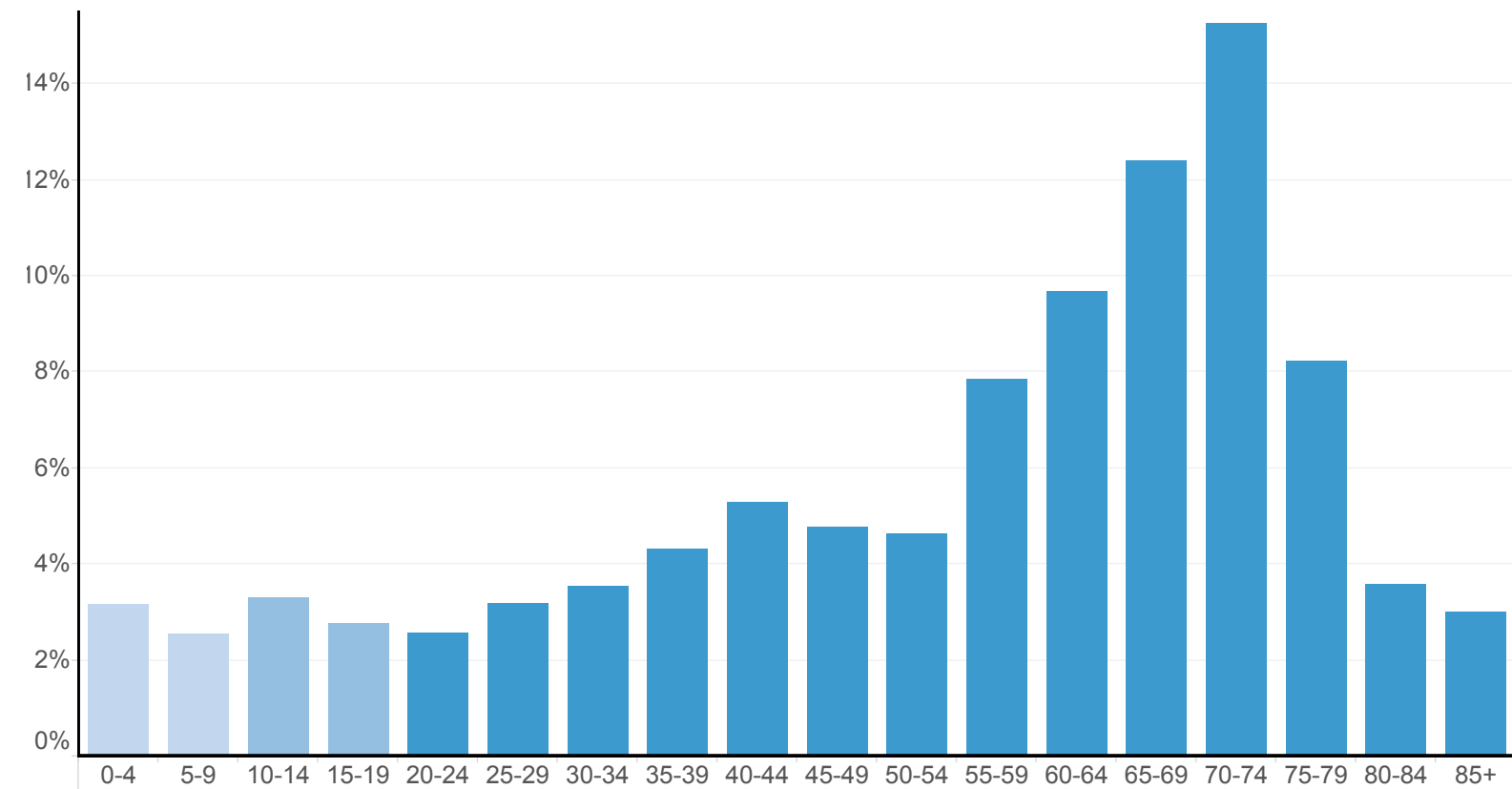
POPULATION (2010) VERSUS PATRONS (FY2011-12)

On average there are 0.41 patrons (library visits) for every person in the population. Compared to its 2010 population, Guerneville has a very large number of library patrons compared to its population (ratio of 0.74 patrons per resident of the Guerneville zone). In other words, for every 1,000 residents of the Guerneville zone, there are 740 counts of library attendance. As can be seen on the chart, this is very high compared to the other libraries - only Healdsburg (0.85) has a higher ratio.
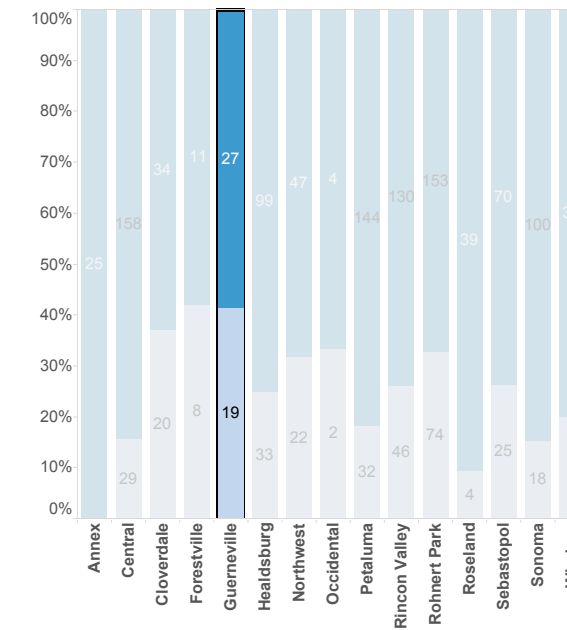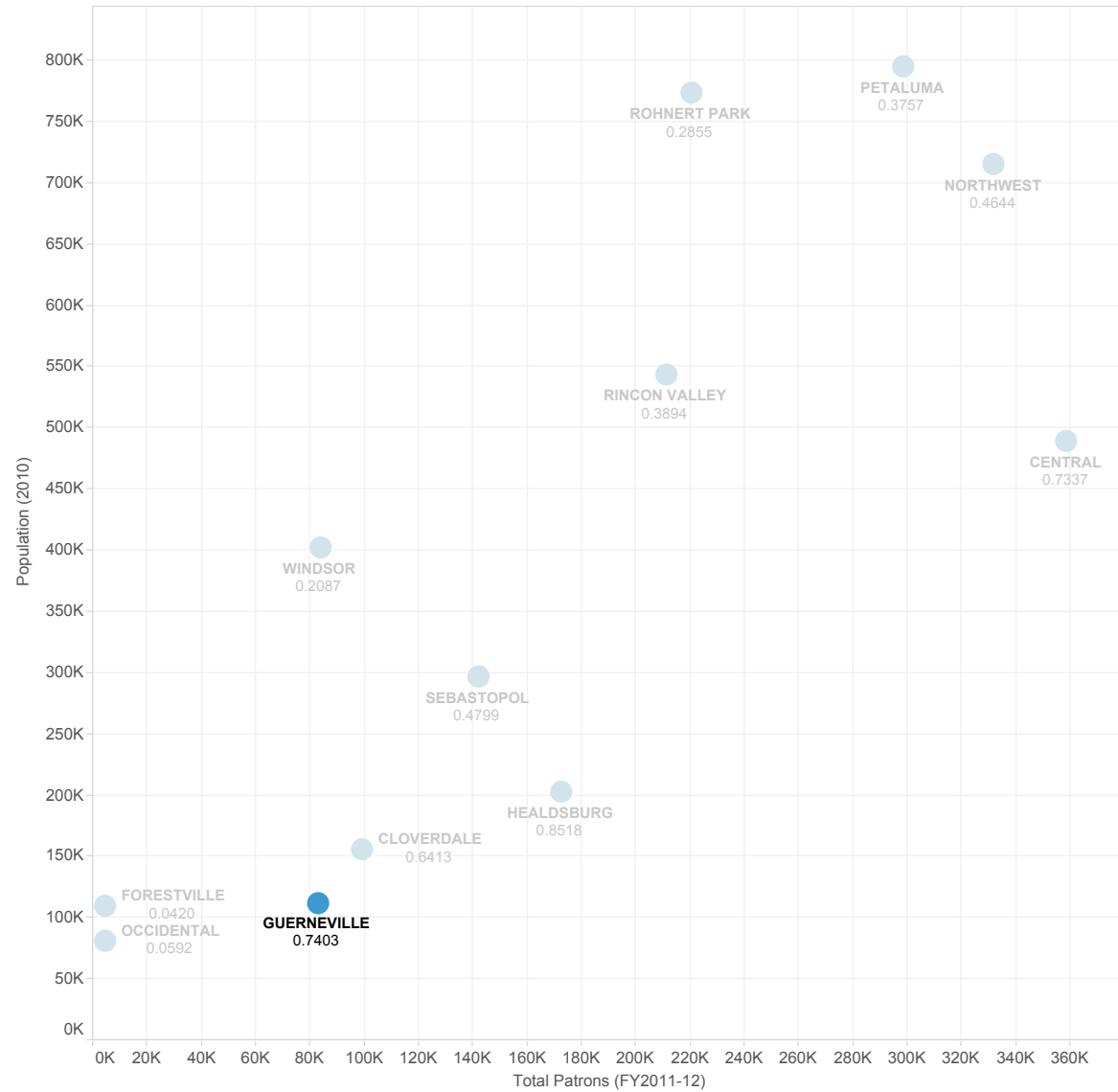
TYPE OF CHAIRS

On average, there are 69 adult and 23 children's chairs per library. Compared to other libraries, Guerneville has a very high percentage of childrens' seating.
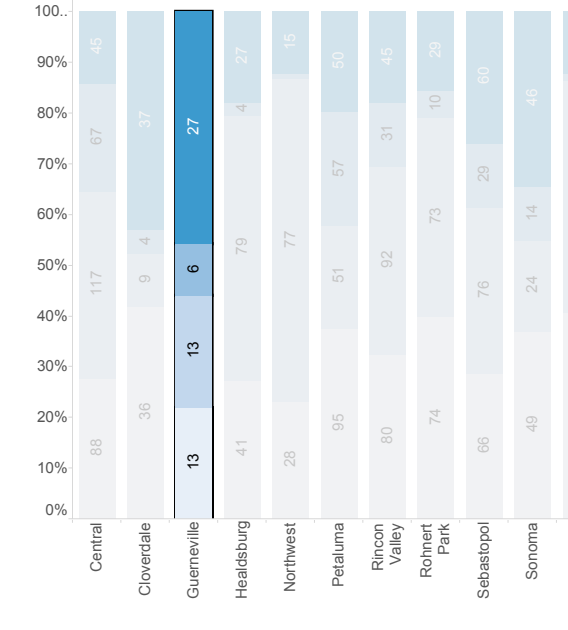
TYPE OF EVENTS HOSTED (FY2015-16)

On average, there are 36 adult, 20 young adult, 62 school age, and 58 pre-school events hosted per library. Guerneville hosts a disproportionate number of adult events compared to other libraries, which aligns with its current and future population.
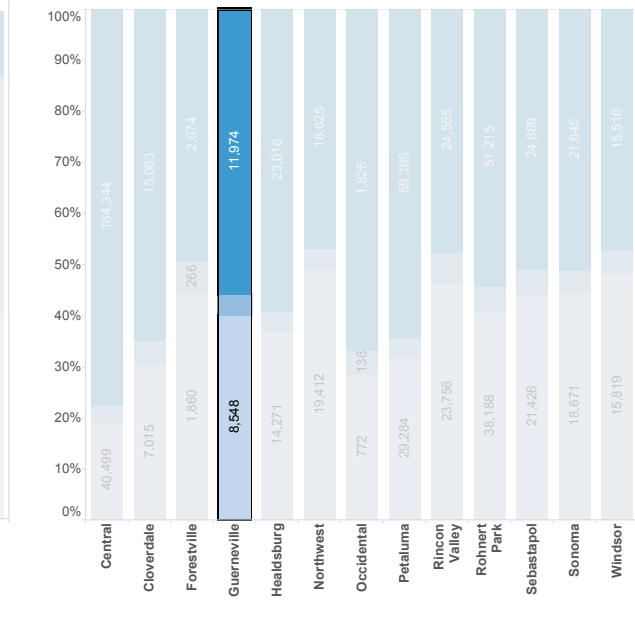
TYPE OF BOOKS OWNED (FY2014-15)

On average there are 33,375 adult books, 2,307 young adult books, and 18,425 children's books owned per library. Comparatively, Guerneville has a relatively large percentage of adult books. Its collection is equally balanced between adult and childrens' books.

How is library space programmed?

INTRODUCTION

This section first looks at the size (square footage) of each library, followed by a floorplan detailing how each library's space is currently used (based on observation from site visits that occurred in June 2016). A quantitative breakdown of the space is also presented.

The section then looks at the square footage per person in the proximate population for each library zone in 2010 and 2021, compared to the number of borrowers the library has. This illustrates which libraries have the most strain on space (the higher the ratio, the more space per borrower/person). Following this, the number of programs per square foot is presented, illustrating which libraries are hosting a large number of programs relative to the space that they have.

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

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RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY AREA (SQ FT)

Excluding Central Library (because its square footage figure includes public as well as private and administrative space), the average library is 10,158 square feet. Guerneville is a smaller library, with 6,237 square feet of space.

SQUARE FEET

6,237
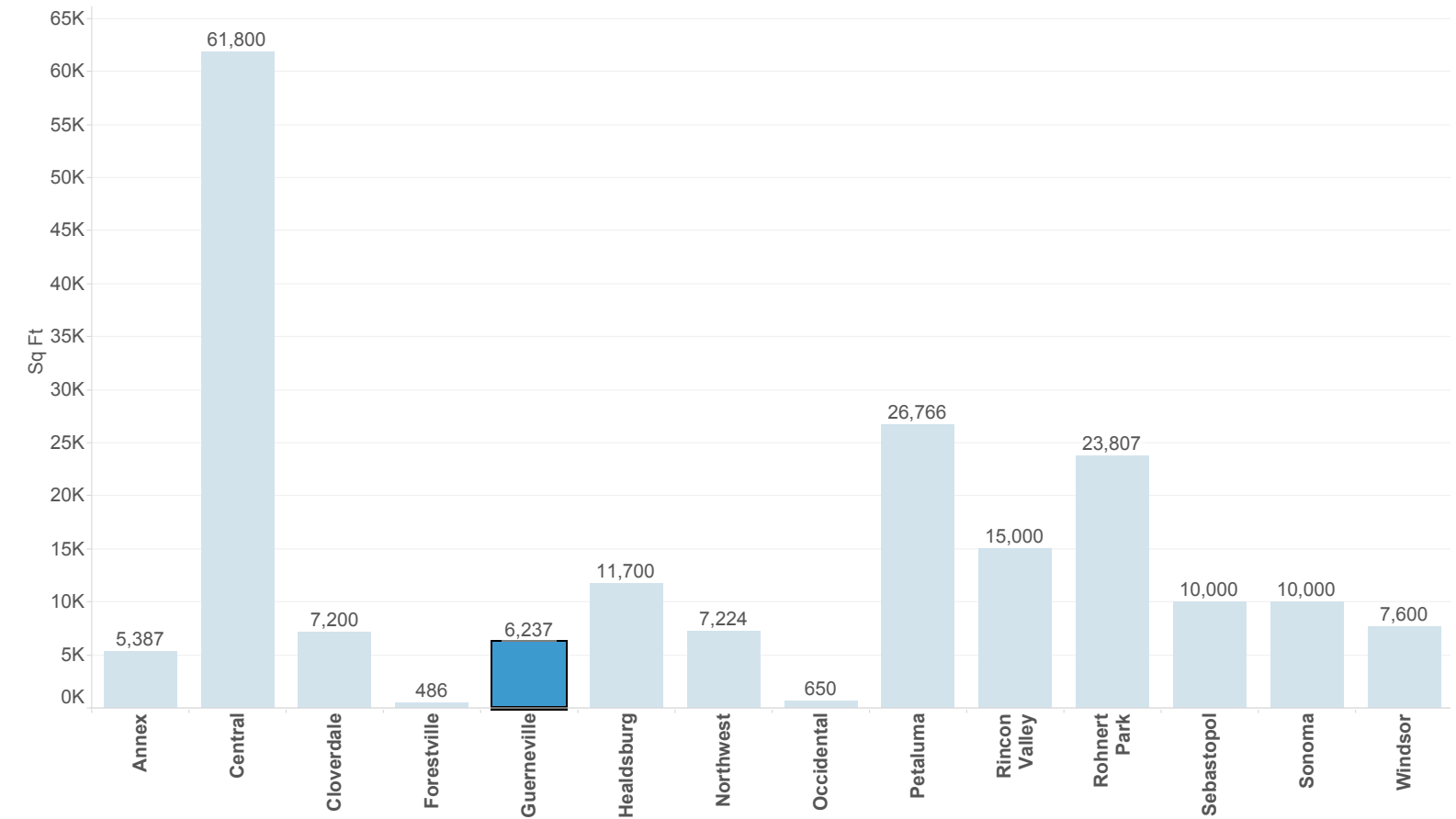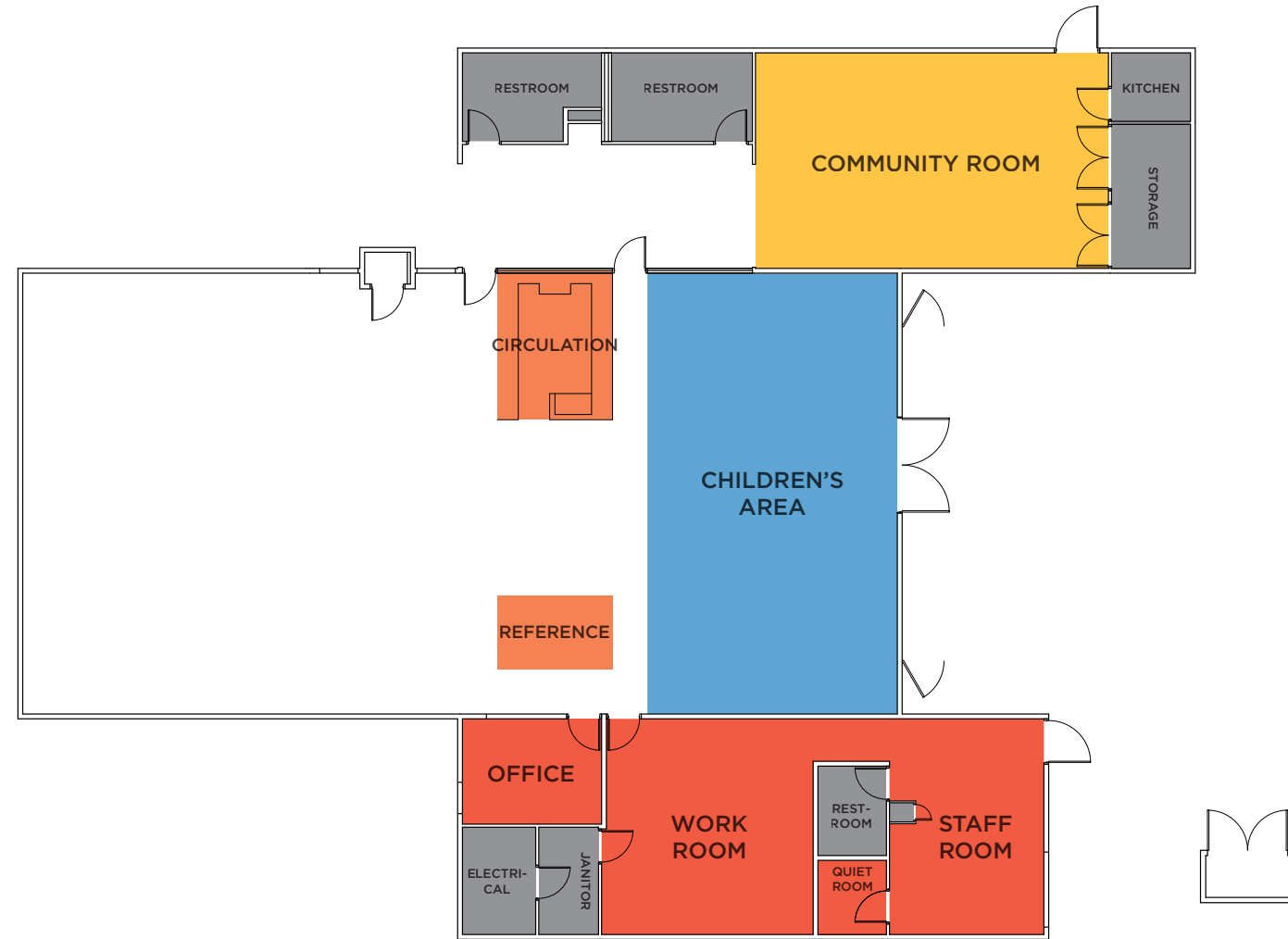
SPACE BREAKDOWN

On average across the libraries, space is used as follows: 13.7% children, 10.4% back of house (excluding Central due to storage and work space for the overall system), 7.5% community, 7.1% support, 3% circulation/reference, and 0.6% teen.

Guerneville has an above average amount of back of house space (about 6% more) than is average for the system as whole. It also has a greater amount of community space and childrens' space than the average library. However, it has less seating and stacks space than average.

	System Average	Library
○ Other	9.1%	7.2%
⬤ Community	7.5%	11.1%
⬤ Support	7.1%	9.2%
⬤ Circulation/Reference	3%	3.7%
⬤ Back of House	10.4%	16.1%
⬤ Teen	0.6%	0%
⬤ Children	13.7%	16.1%
○ Seating & Stacks	45.9%	36.6%

Circulation/Reference refers to the public-facing circulation and reference desks/areas.

Support includes bathrooms, storage closets, electrical closets, and janitor closets.

Other includes circulation, load, and other non-programmed spaces.

Back of house includes staff work rooms, break rooms, offices, and sorting/processing areas not in the public space.

Teen spaces were counted only if they were enclosed or semi-enclosed.

Floor plan with labeled rooms: RESTROOM, RESTROOM, KITCHEN, COMMUNITY ROOM, STORAGE, CIRCULATION, CHILDREN'S AREA, REFERENCE, OFFICE, WORK ROOM, REST-ROOM, STAFF ROOM, ELECTRICAL, JANITOR, QUIET ROOM.

Stacked bar chart: % of Total Sq Ft. Libraries: Central, Cloverdale, Guerneville, Healdsburg, Northwest, Petaluma, Rincon Valley, Rohnert Park, Sebastopol, Sonoma, Windsor.

LIBRARY SQ FT PER PROXIMATE POPULATION

On average across the system, there is 0.82 SF per borrower, 0.41 SF per person in the 2010 population, and 0.4 SF per person in the 2021 population. Compared to the other libraries, Guerneville has a high ratio of square feet per person for borrowers, 2010 population, and 2021 population, as shown to the right. As its population grows from 2010 to 2021, the square feet per person increases slightly.

SQ FT RATIO

1.13 SF/borrower
0.67 SF/pop. (2010)
0.76 SF/pop. (2021)
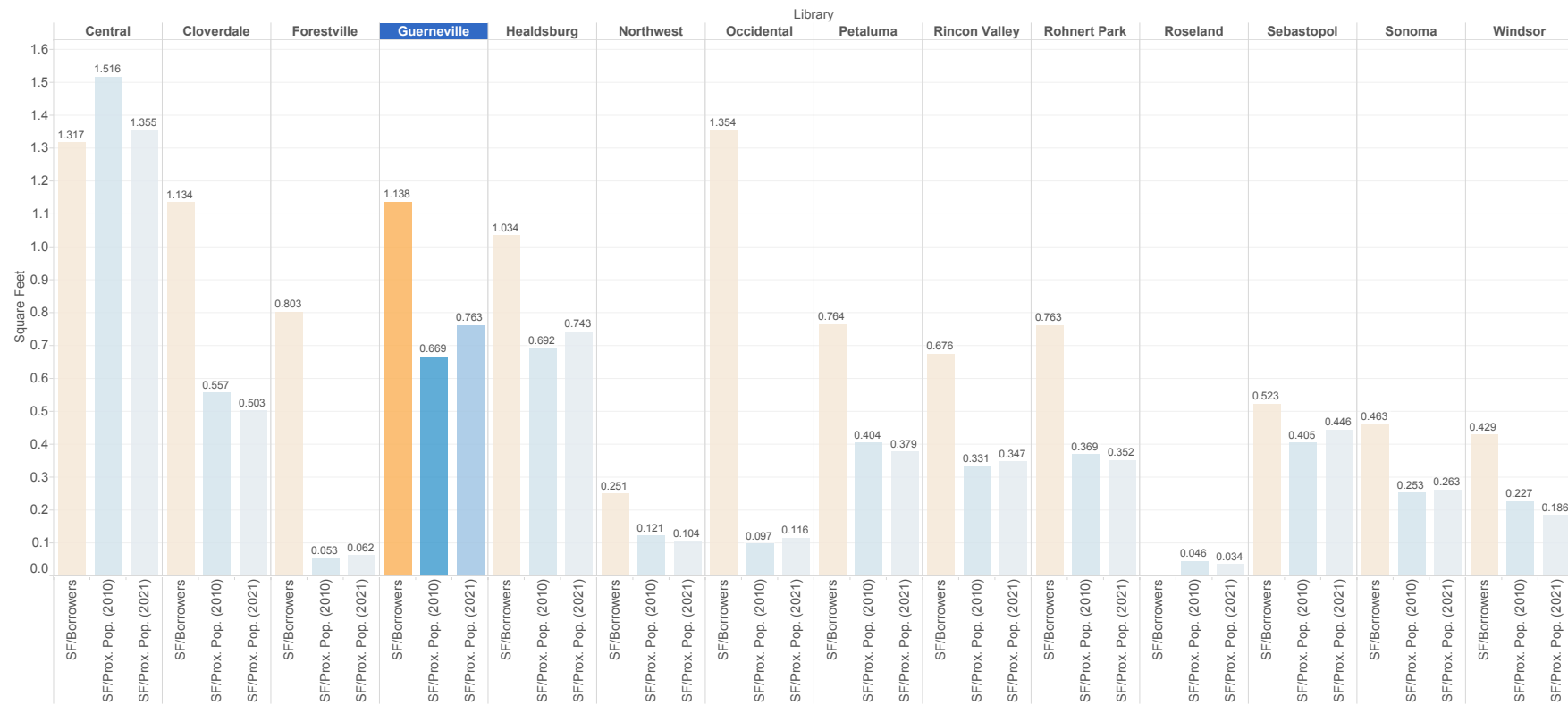
EVENTS HOSTED PER 1,000 SQ FT (FY2014-15)

On average across the system, there are 15.2 events hosted per 1,000 square feet. Guerneville hosts an average number of events, at 15.7 events per 1,000 square feet.

How is library space being used?

INTRODUCTION
This section explores how library space is being used by people visiting the library. First we wanted to understand who is using the space in the library: the number of borrowers and patrons presented on the facing page gives an overview of how many people have cards at each library (borrowers) and how many people actually come to each library (patrons).

This is then translated into a ratio: the number of patrons per borrower. This illustrates the relationship between the number of people who have library cards (borrowers) and the number of people who are actually using the library (patrons).

The section then looks at specific uses of the library: internet sessions, programs, and items held by library. These three things are presented against patron count, in order normalize and compare these metrics across the libraries to understand how each library is being used and to what extent.

METHODOLOGY
In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to squa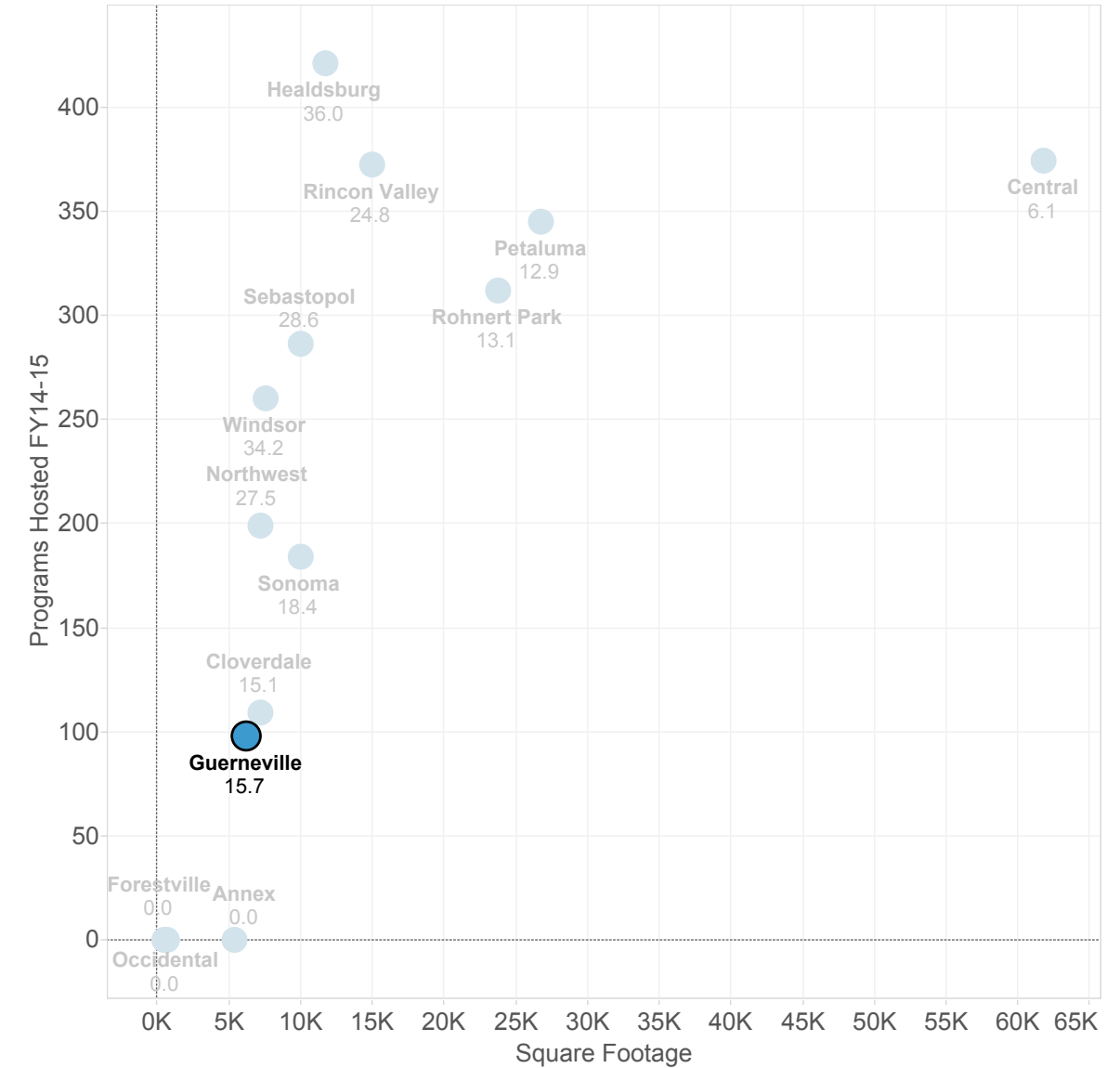re feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS
Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS
The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

BORROWERS AND PATRONS
On average, there are 18,982 borrowers per library and 157,297 patrons per library. Guerneville has a lower number of borrowers (5,481), and 93,509 patrons. A comparison of library size to patrons and borrowers is presented on the following page to understand how used a library is relative to its size.

5,481 borrowers

93,509 patrons

17.1 patrons per borrower
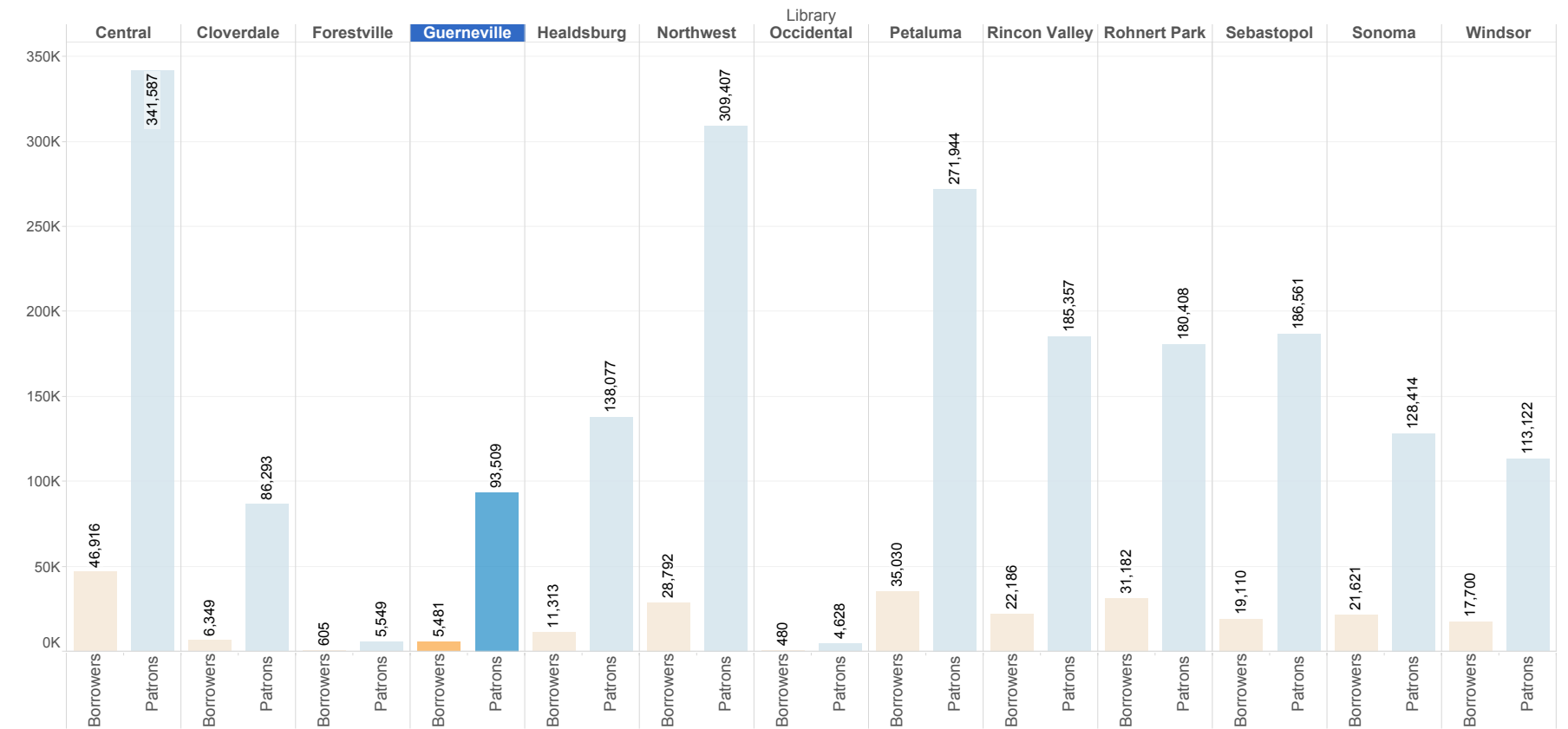
PATRONS AND BORROWERS PER SQ FT (FY14-15)

On average, there is 0.09 sq ft per patron and 0.82 sq ft per borrower across the library system.

Guerneville is about rightly sized for both the number of patrons it has (slightly below average amount of space at 0.07 sq ft per patron) and the number of borrowers (above average amount of space at 1.14 sq ft per borrower).

	System Average	Library
Patrons	0.09 SF	SF
Borrowers	0.82 SF	SF
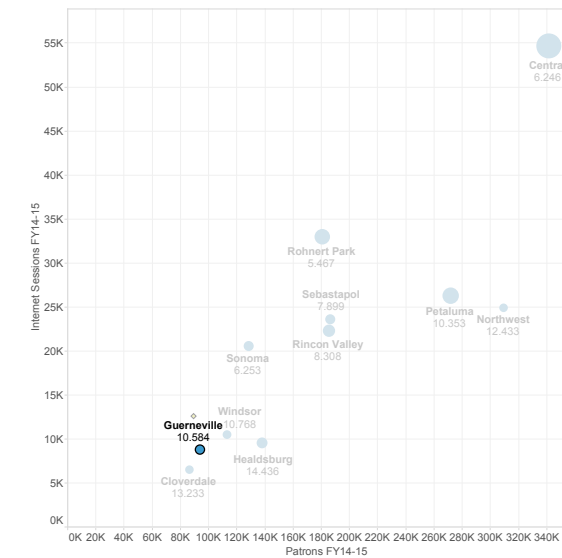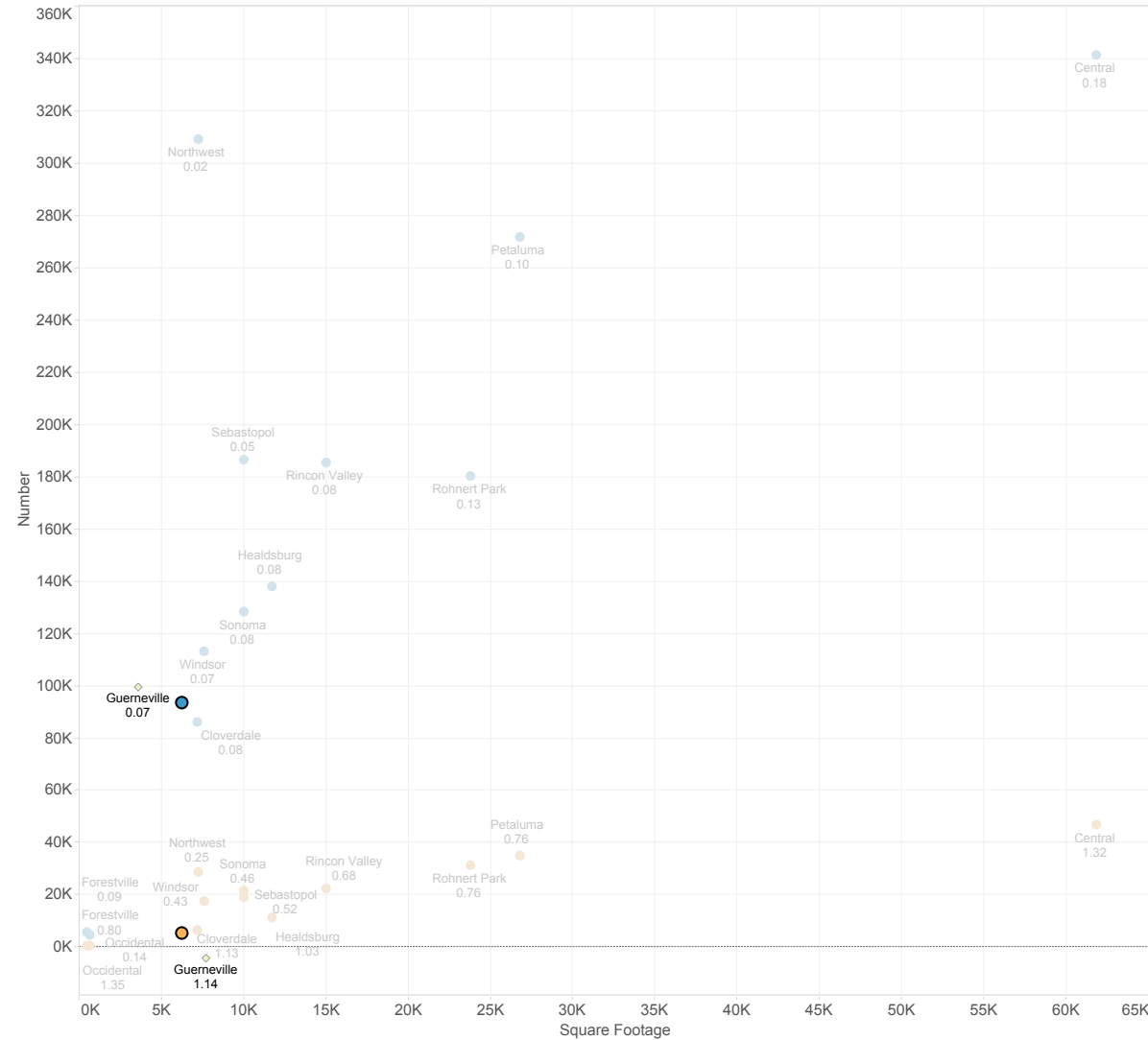
INTERNET SESSIONS PER PATRON (FY2014-15)

On average across the system, there are 9.6 internet sessions per patron. Guerneville has a slightly above average number of internet sessions per patron, at 10.6. Therefore, Guerneville's internet usage is similar to most other libraries.
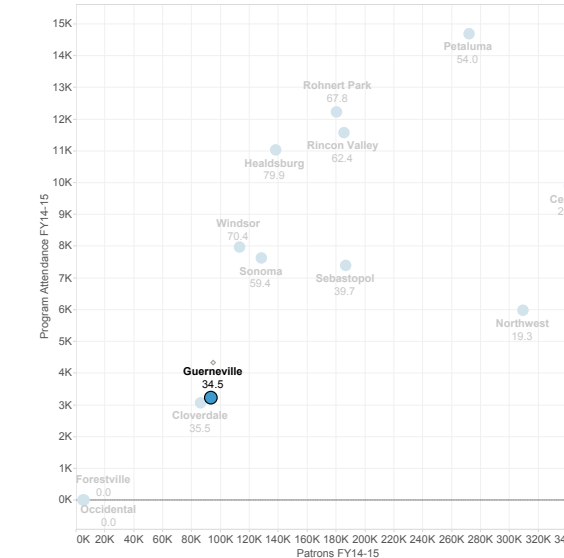
EVENTS HOSTED PER 1,000 PATRONS (FY2014-15)

On average across the system, there is an attendance rate of 42.5 per 1,000 patrons. Guerneville is slightly below the average, at 34.5 people attending each event per 1,000 patrons.
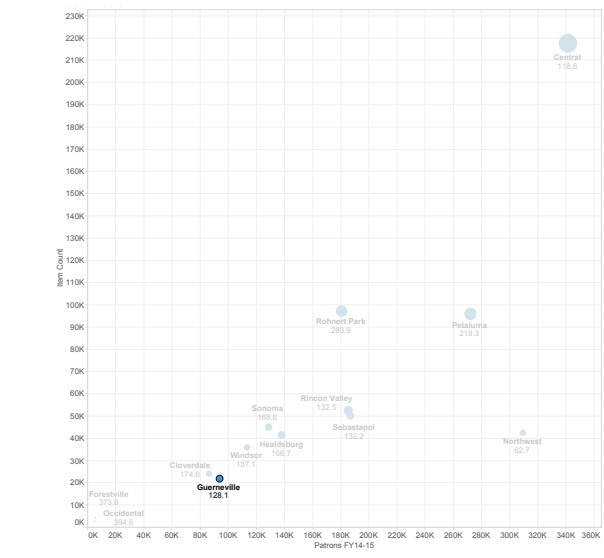
ITEMS PER 1,000 PATRONS (FY2014-15)

On average across the system, there are 192 items owned at each library per 1,000 patrons. For every 1,000 people who visit the library (patrons), Guerneville has approximately 128 items per 1,000 patrons.

DATA
FINDINGS

[Finding 1]

Guerneville appears to be correctly sized for the number of patrons and borrowers.

[Finding 2]

Compared to the to other libraries, Guerneville is about average for items held per patron, event attendance per patron, and internet sessions per patron.

[Finding 3]

Guerneville has a higher proportion of adult programming and items held, aligning with its adult-skewed current and projected population.

INTERVIEW
FINDINGS

In order to understand the workflow, usage, and programmed space of each library, MKThink undertook site visits and interviews with branch managers and librarians in June 2016. Our observations and information gather from the branch managers is presented below, and suggestions that we heard are presented in the grey bar to the right.

TECHNOLOGY

None.

DESIGN/SPACE

Feels dark and heavy

The amount of space for children's area is great

Info/service desk is not ADA compliant

Currently a FEMA emergency preparedness site

County owns the building

WORKFLOW/OPERATIONS

Want a single service model

Staff has to do everything from the reference desk

SIGNAGE/WAYFINDING

None.

FURNITURE

Doors do not have handles

Shelves are not seismically safe

Furniture and space generally all are too brown in color

EVENTS

~2 events/week regularly

More than 4 events/week in summer

SUGGESTIONS

Branch Managers and librarians suggestions:

- Charging stations
- AWE computer for older children
- FOL space
- A bookstore
- Bigger meeting rooms
- Designated teen area
- Space for librarians
- A staff workroom
- More natural light
- Lighting upgrade
- Brighter indoor colors
- Ergonomic furniture
- ADA compliant service desk
- Seismically safe shelving
- Nicer outdoor space
- Line of sight to parking
- Bigger patio
- Solar panels
- Covered area for bicycles

Sonoma County Wine Library Collection
MILLIE HOWIE, FOUNDER

Self Service Station

HEALDSBURG LIBRARY

LIBRARY DESCRIPTION

Healdsburg Regional Library is located in downtown Healdsburg. The Sonoma County Wine Library is located within Healdsburg Regional Library. While Healdsburg has had a library in some form since 1896, the current Healdsburg Library and Wine Library opened in 1988. The library has an enclosed patio space, accessible through the library building.

Year Built: 1986
Ownership: Leased

LIBRARY TYPE

Branch

COUNTS

5	FTE Employees
12,288	Average Monthly Visits
15	Public Computers
222	Average Monthly Program Attendees

METRICS

0.08	Patrons per SF
12.2	Patrons per Borrower
14.4	Internet Sessions per Patron
79.9	Program Attendance per 1,000 Patrons

SQUARE FOOTAGE

11,700

SPACE BREAKDOWN

⬤ Seating & Stacks	7,112 SF
⬤ Children	1,992 SF
⬤ Teen	0 SF
⬤ Back of House	593 SF
⬤ Circulation/Reference	223 SF
⬤ Support	1,101 SF
⬤ Community	1,077 SF
◯ Other	0 SF
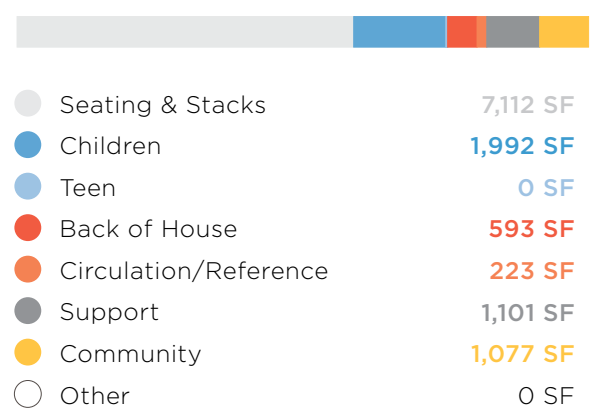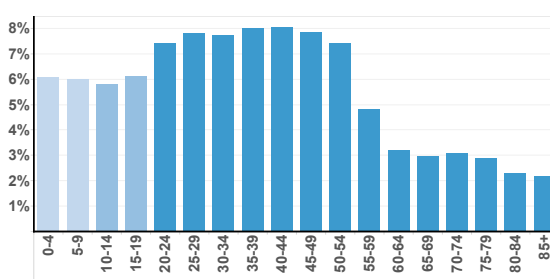
2000 POPULATION
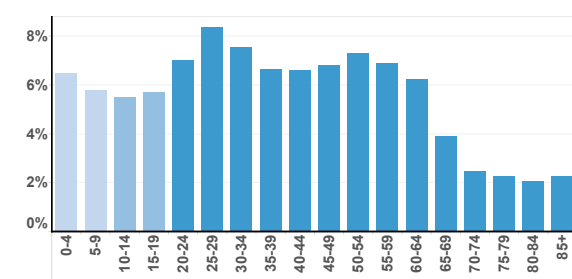
2010 POPULATION

2021 PROJECTED POPULATION
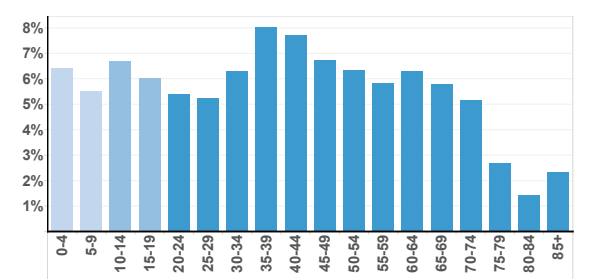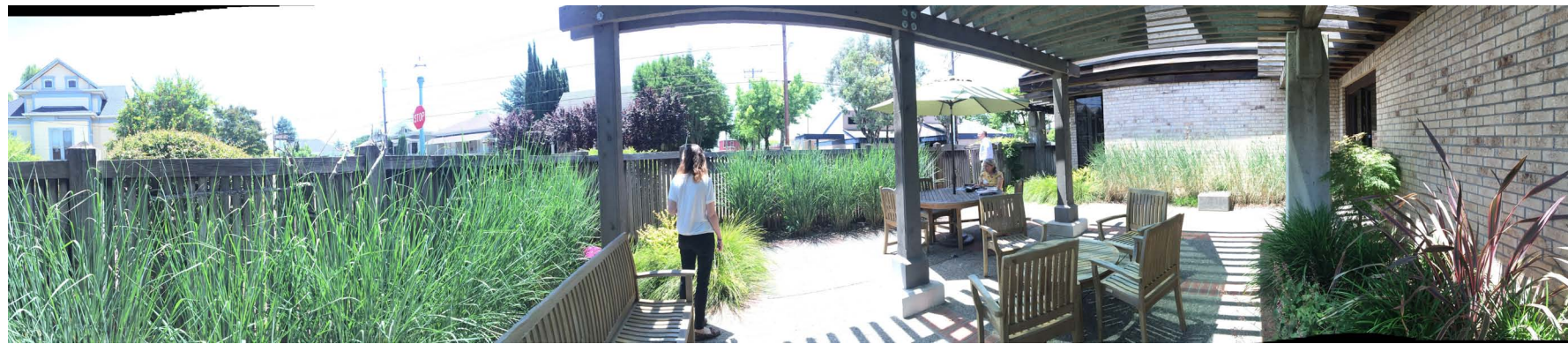
1 **WINE LIBRARY ENTRANCE**

Healdsburg is home to the Sonoma County Wine Library, which hold historic and current books about wine.

2 **SEED LIBRARY SIGN**

The Seed Library acts a seed lending library, where in practice one leaves seeds for other patrons in addition to taking seeds.

3 **SEED LIBRARY**

The Seed Library is housed in an old card catalog holder.

4 **MAIN LIBRARY SPACE**

Panorama image of the main space at Healdsburg Library. The Wine Library is located at the back of the library (not shown in this photo.)

Who is Healdsburg Library serving?

INTRODUCTION

In order to plan for the future of the Sonoma County Library system, it is first necessary to understand who each library is serving. The following data is presented and analyzed in this section to answer this question:

- Library card holders
- 2010 population and age distribution
- 2021 population and age distribution
- 2010 population versus patrons
- Seating by type (adult or child)
- Types of programs hosted (adult, young adult, child, pre-school)
- Types of books owned (adult, young adult, child)

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section. 2010 population figures are from the 2010 Census. The 2021 population projections by "library zone" were calculated by MKThink extrapolated from historic trends (2000-2010 Census Data) and normalized according to ESRI county-wide projections.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY CARD HOLDERS

The map and graph show the number of people with library cards registered at Healdsburg Library as of May 2016.

Bar graph – Library card holders by library:
- Central: 60,466
- Petaluma: 34,048
- Rohnert Park: 27,910
- Northwest: 25,338
- Sonoma: 19,847
- Rincon Valley: 17,643
- Sebastopol: 16,827
- Windsor: 14,017
- Healdsburg: 11,035
- Cloverdale: 6,226
- Guerneville: 5,939
- Forestville: 760
- Occidental: 554
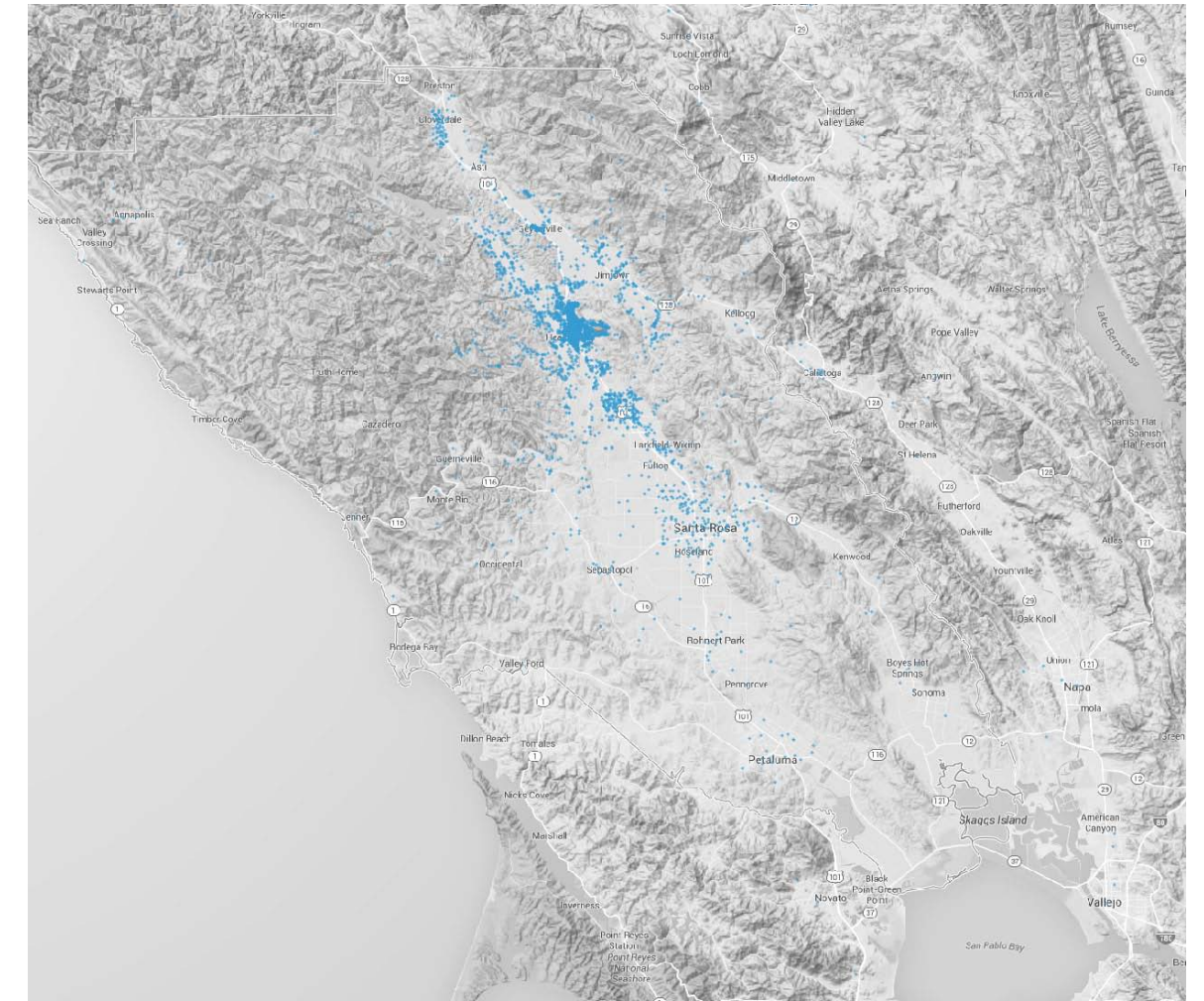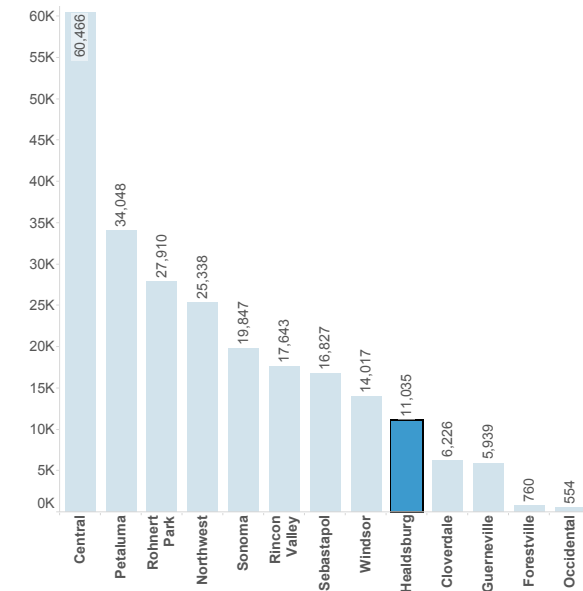
11,035 library card holders

2010 AGE RANGE DISTRIBUTION

Approximately 11% of the population is under 10 (children), 13.1% of the population is between the ages of 10-19 (young adults/teenagers), and 75.9% of the population is 20 and older (adults).

2010 TOTAL POPULATION

16,905
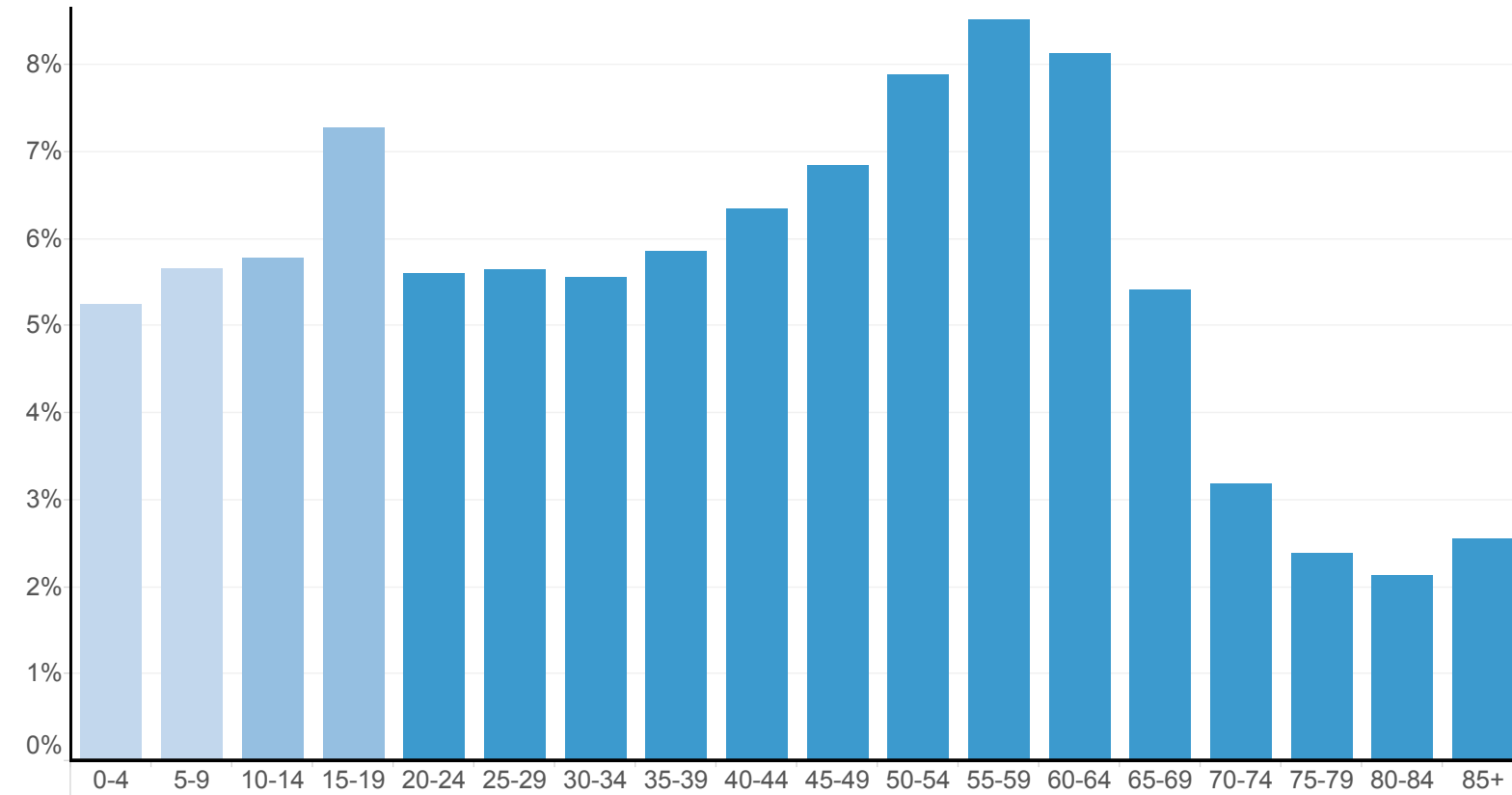
2021 PROJECTED AGE DISTRIBUTION

2021 shows a similar age distribution to 2010, with a larger adult population (ages 20+). Approximately 9.7% of the population is under 10 (children), 10.2% of the population is between the ages of 10-19 (young adults/teenagers), and 80.1% of the population is 20 and older (adults).

2021 TOTAL POPULATION

15,750

-6.8% change from 2010
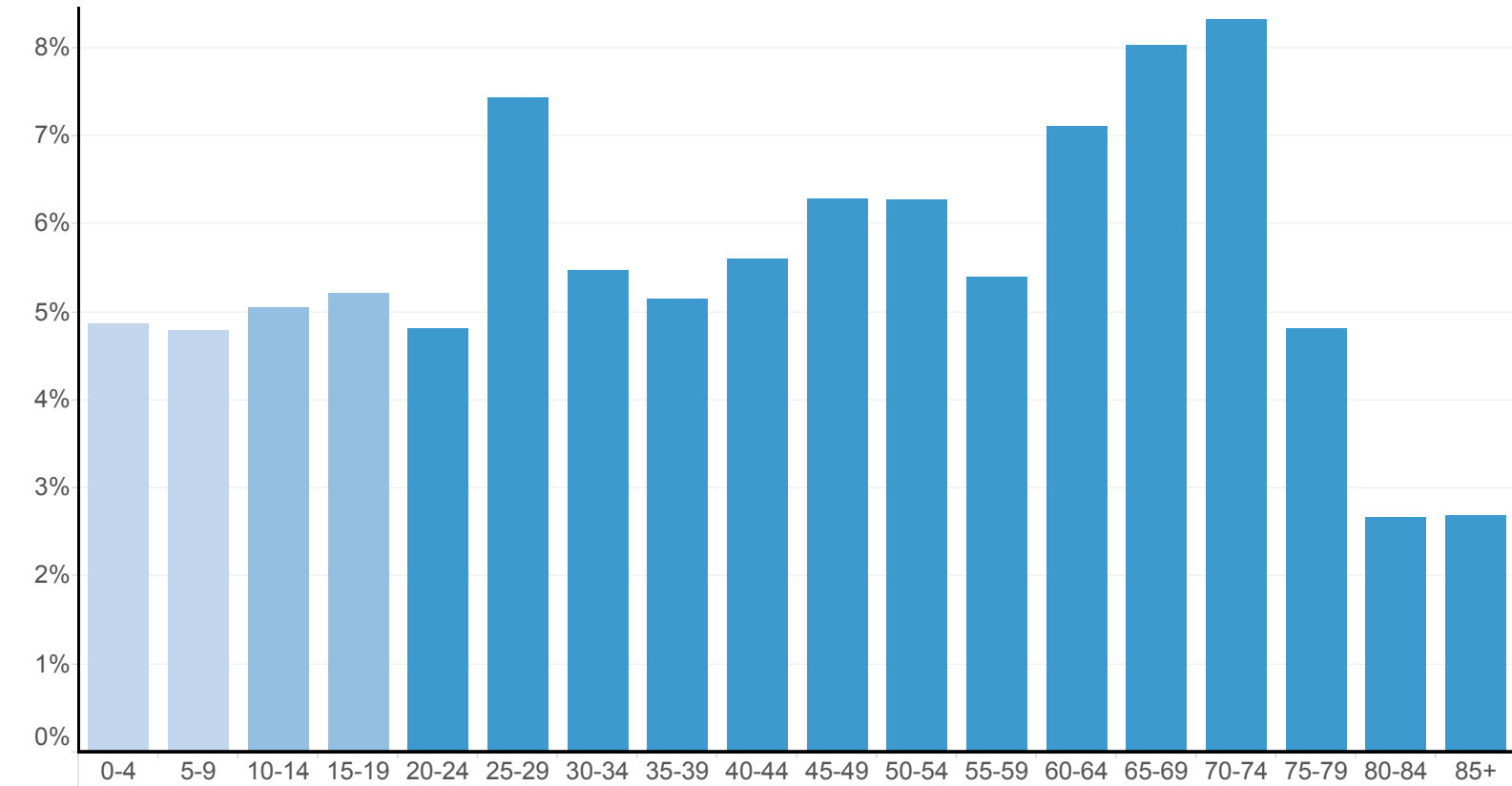
POPULATION (2010) VERSUS PATRONS (FY2011-12)

On average there are 0.41 patrons (library visits) for every person in the population.

Compared to its 2010 population, Healdsburg has a very large number of library patrons compared to its population (ratio of 0.85 patrons per resident of the Healdsburg Library zone). In other words, for every 1,000 residents of the Healdsburg zone, there are 851 counts of library attendance. As can be seen on the chart, this is the highest rate out of all the libraries.
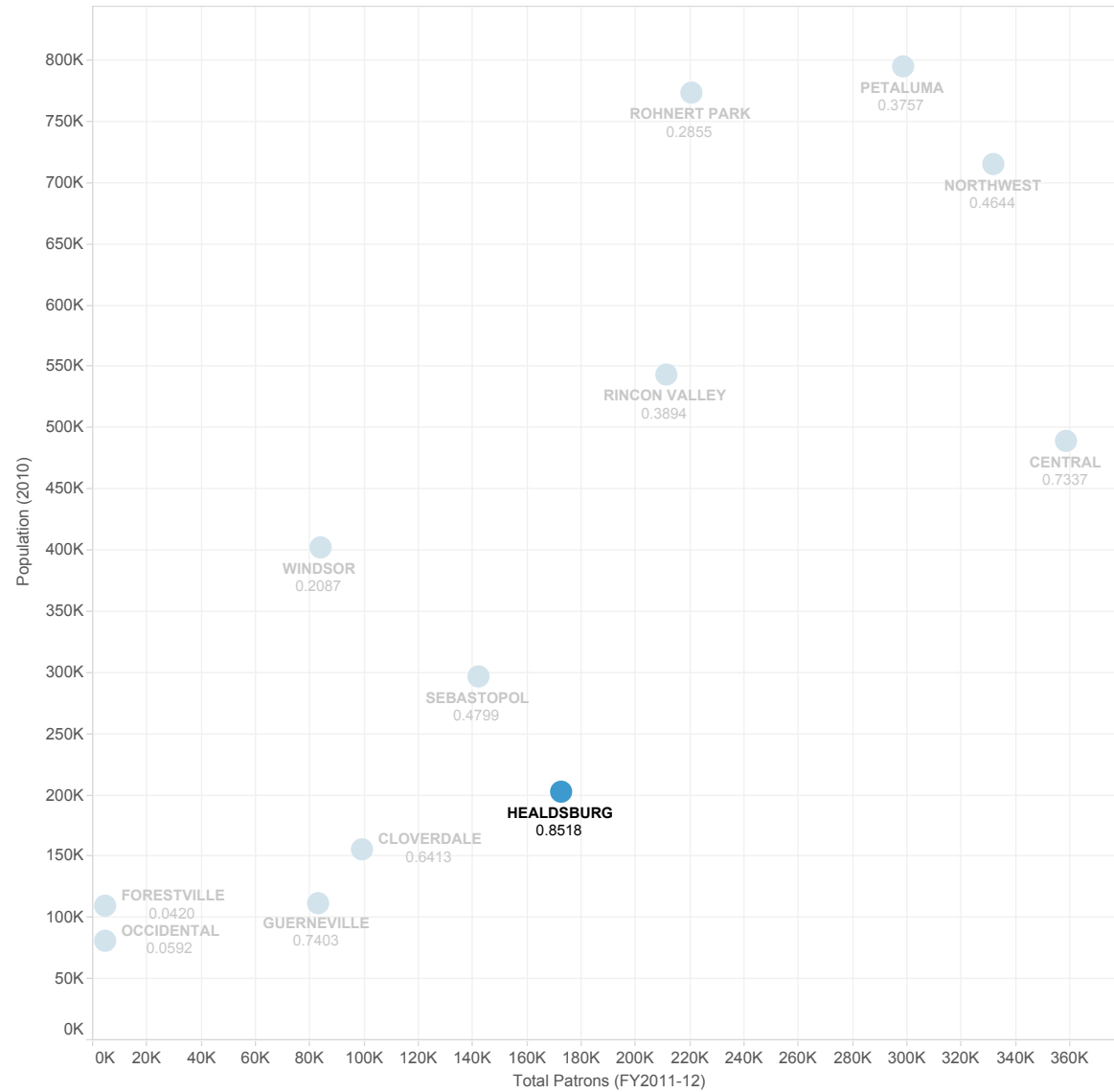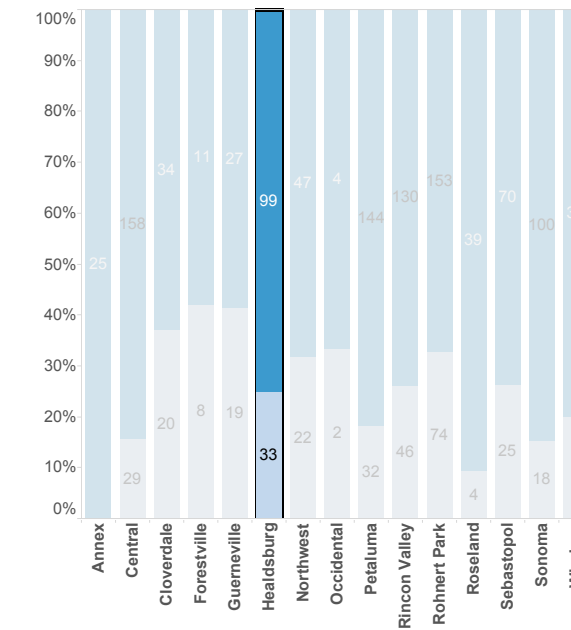
TYPE OF CHAIRS

On average, there are 69 adult and 23 children's chairs per library. Compared to other libraries, Healdsburg has a relatively smaller percentage of childrens' seating.
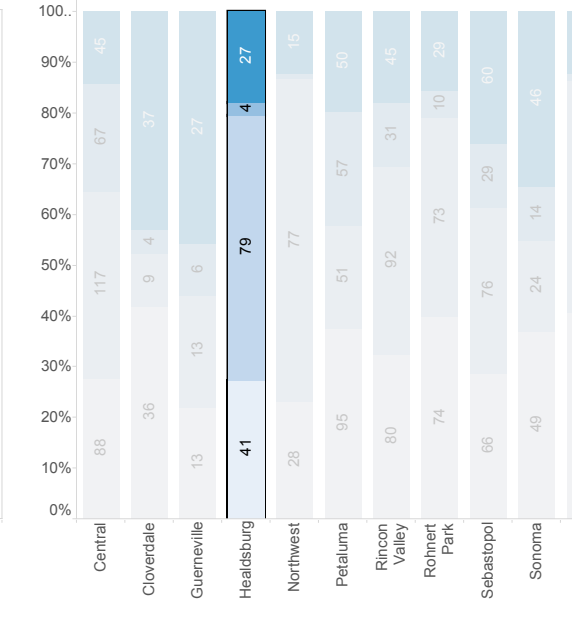
TYPE OF EVENTS HOSTED (FY2015-16)

On average, there are 36 adult, 20 young adult, 62 school age, and 58 pre-school events hosted per library. Healdsburg has a high proportion of childrens' programming which aligns with its population. As the area's elderly population is projected to increase, Healdsburg may want to increase adult programming.
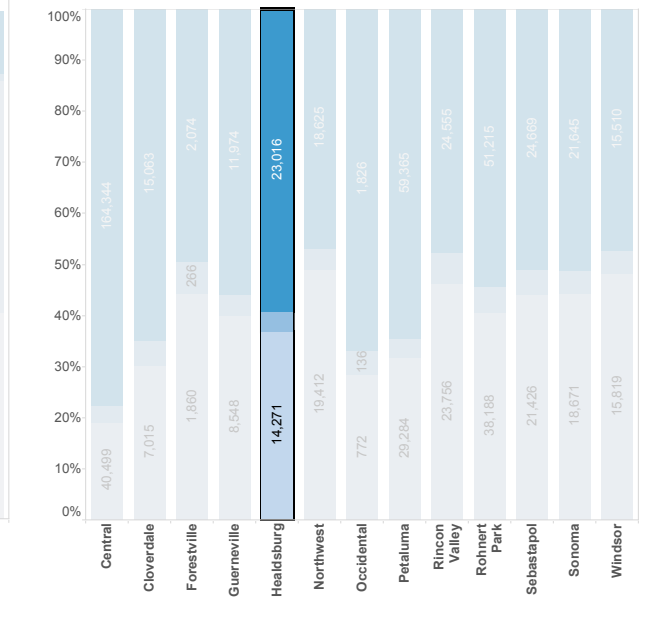
TYPE OF BOOKS OWNED (FY2014-15)

On average there are 33,375 adult books, 2,307 young adult books, and 18,425 children's books owned per library. Comparatively, Healdsburg has a greater percentage of adult books than the other libraries, which aligns with its growing adult/elderly population.

How is library space programmed?

INTRODUCTION

This section first looks at the size (square footage) of each library, followed by a floorplan detailing how each library's space is currently used (based on observation from site visits that occurred in June 2016). A quantitative breakdown of the space is also presented.

The section then looks at the square footage per person in the proximate population for each library zone in 2010 and 2021, compared to the number of borrowers the library has. This illustrates which libraries have the most strain on space (the higher the ratio, the more space per borrower/person). Following this, the number of programs per square foot is presented, illustrating which libraries are hosting a large number of programs relative to the space that they have.

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY AREA (SQ FT)

Excluding Central Library (because its square footage figure includes public as well as private and administrative space), the average library is 10,158 square feet. Healdsburg is slightly above average for square footage.

SQUARE FEET

11,700
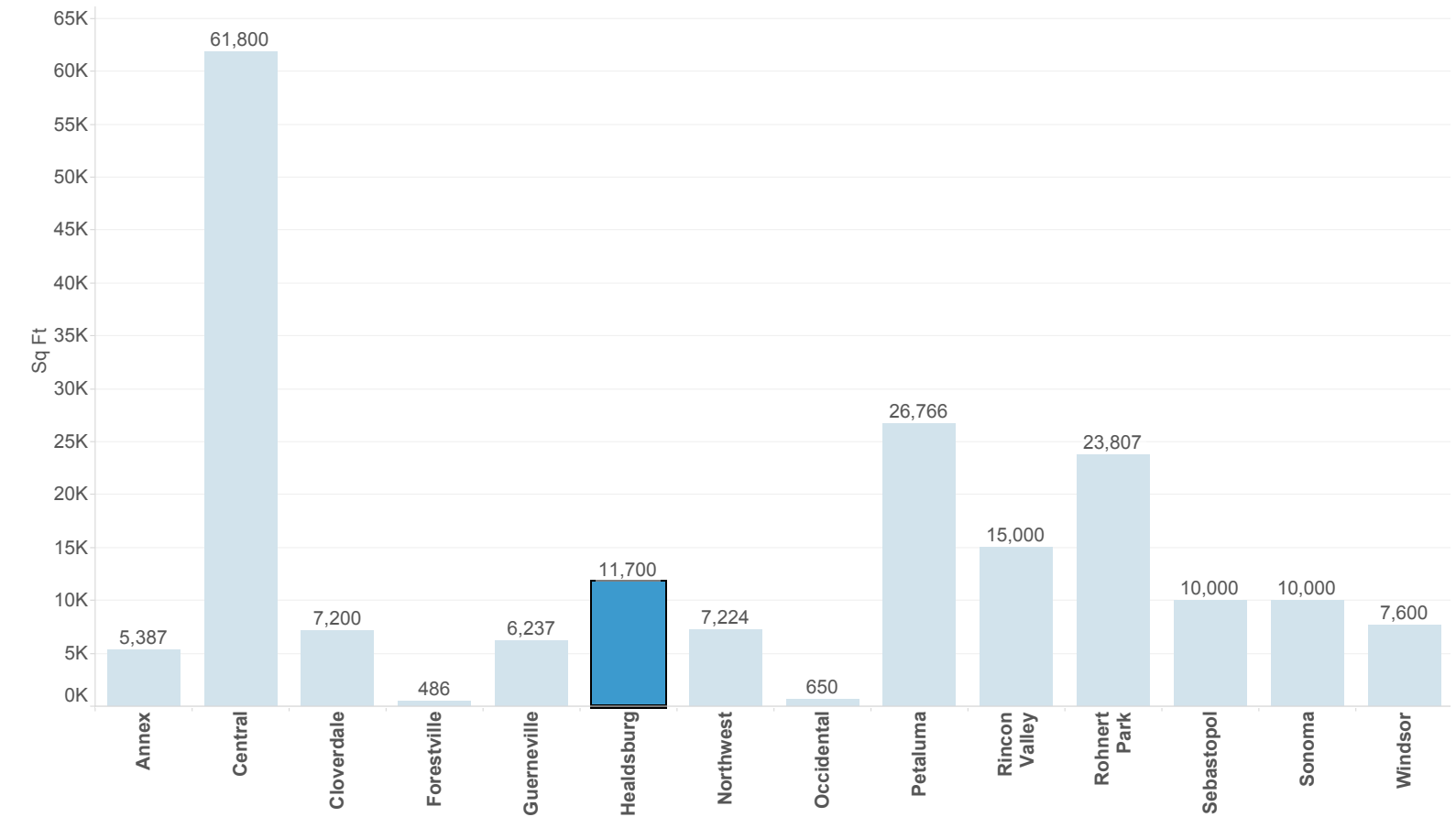
Bar chart of Library Area (Sq Ft):

Library	Sq Ft
Annex	5,387
Central	61,800
Cloverdale	7,200
Forestville	486
Guerneville	6,237
Healdsburg	11,700
Northwest	7,224
Occidental	650
Petaluma	26,766
Rincon Valley	15,000
Rohnert Park	23,807
Sebastopol	10,000
Sonoma	10,000
Windsor	7,600

SPACE BREAKDOWN

On average across the libraries, space is used as follows: 13.7% children, 10.4% back of house (excluding Central due to storage and work space for the overall system), 7.5% community, 7.1% support, 3% circulation/reference, and 0.6% teen.

Healdsburg has an above average amount of childrens' space (by 3.1%), support space (by 2.2%), and community space (by 1.6%).

Note: Healdsburg's total square footage was greater than the number given to MKThink by SCL.

		System Average	Library
○	Other	9.1%	0%
●	Community	7.5%	9.1%
●	Support	7.1%	9.3%
●	Circulation/Reference	3%	1.9%
●	Back of House	10.4%	5%
●	Teen	0.6%	0%
●	Children	13.7%	16.8%
○	Seating & Stacks	45.9%	60%

Circulation/Reference refers to the public-facing circulation and reference desks/areas.

Support includes bathrooms, storage closets, electrical closets, and janitor closets.

Other includes circulation, load, and other non-programmed spaces.

Back of house includes staff work rooms, break rooms, offices, and sorting/processing areas not in the public space.

Teen spaces were counted only if they were enclosed or semi-enclosed.

LIBRARY SQ FT PER PROXIMATE POPULATION

On average across the system, there is 0.82 SF per borrower, 0.41 SF per person in the 2010 population, and 0.4 SF per person in the 2021 population. Compared to the other libraries, Healdsburg has an above average ratio of square feet per person (borrowers and population), as shown to the right. As its population declines from 2010 to 2021, the square feet per person increases slightly.

SQ FT RATIO

1.03 SF/borrower
0.69 SF/pop. (2010)
0.74 SF/pop. (2021)
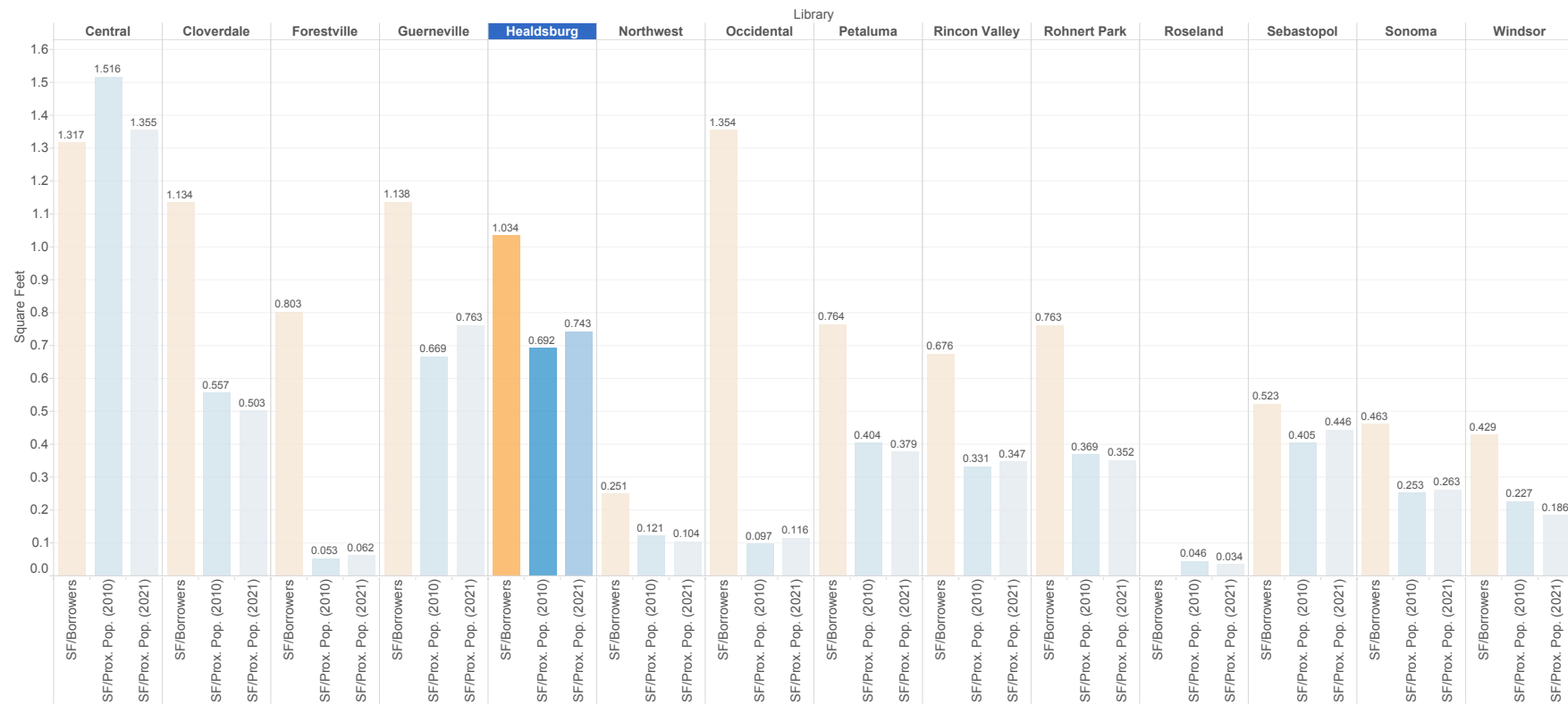
EVENTS HOSTED PER 1,000 SQ FT (FY2014-15)

On average across the system, there are 15.2 events hosted per 1,000 square feet. Relative to its size, Healdsburg hosts a very high number of events, at a rate of 36 events per 1,000 square feet.

How is library space being used?

INTRODUCTION

This section explores how library space is being used by people visiting the library. First we wanted to understand who is using the space in the library: the number of borrowers and patrons presented on the facing page gives an overview of how many people have cards at each library (borrowers) and how many people actually come to each library (patrons).

This is then translated into a ratio: the number of patrons per borrower. This illustrates the relationship between the number of people who have library cards (borrowers) and the number of people who are actually using the library (patrons).

The section then looks at specific uses of the library: internet sessions, programs, and items held by library. These three things are presented against patron count, in order normalize and compare these metrics across the libraries to understand how each library is being used and to what extent.

METHODOLOGY

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.
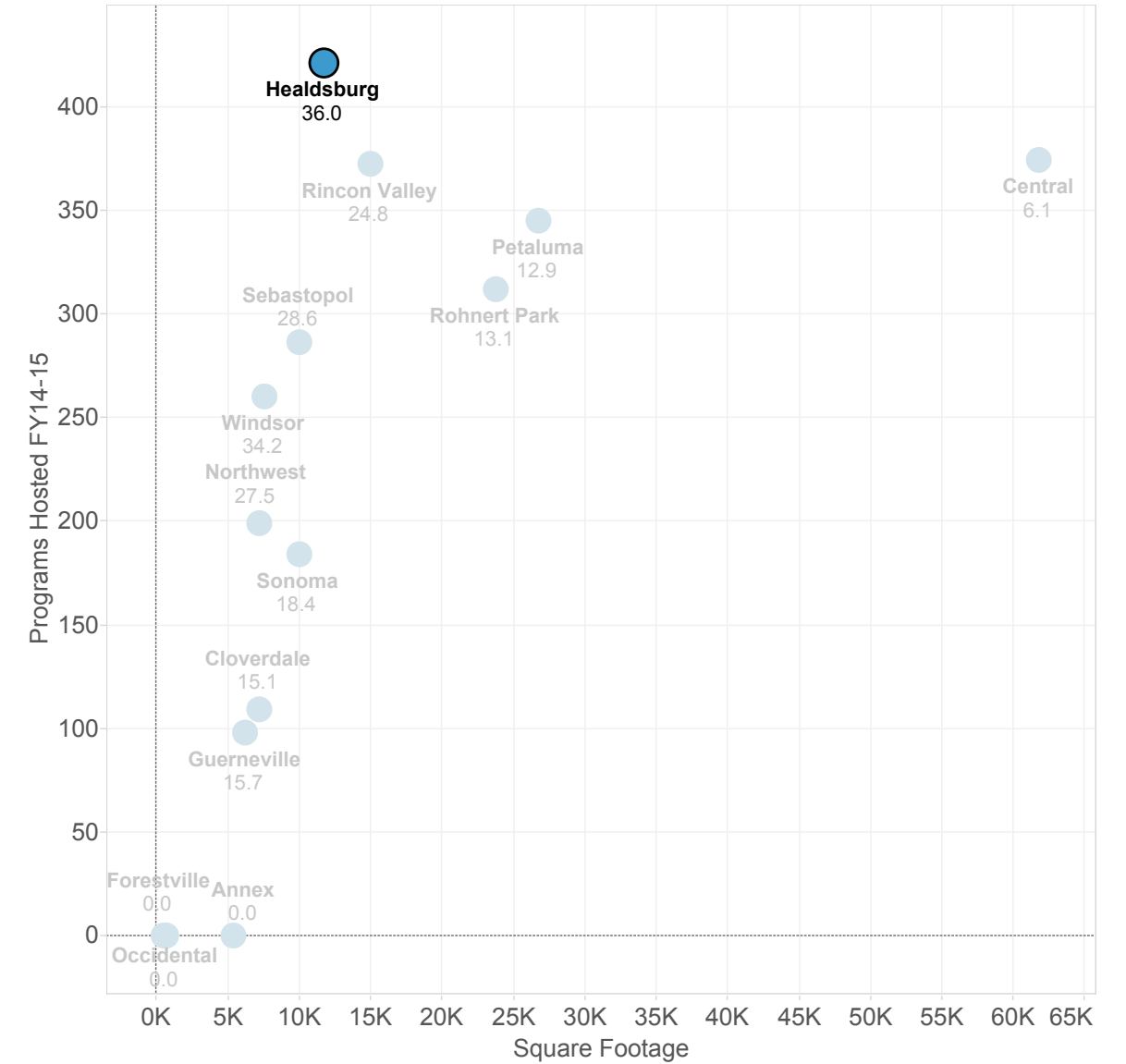
In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS

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Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

BORROWERS AND PATRONS

On average, there are 18,982 borrowers per library and 157,297 patrons per library. Healdsburg is below the average for both figures, with 11,313 borrowers and 138,077 patrons.

11,313 borrowers

138,077 patrons

12.2 patrons per borrower
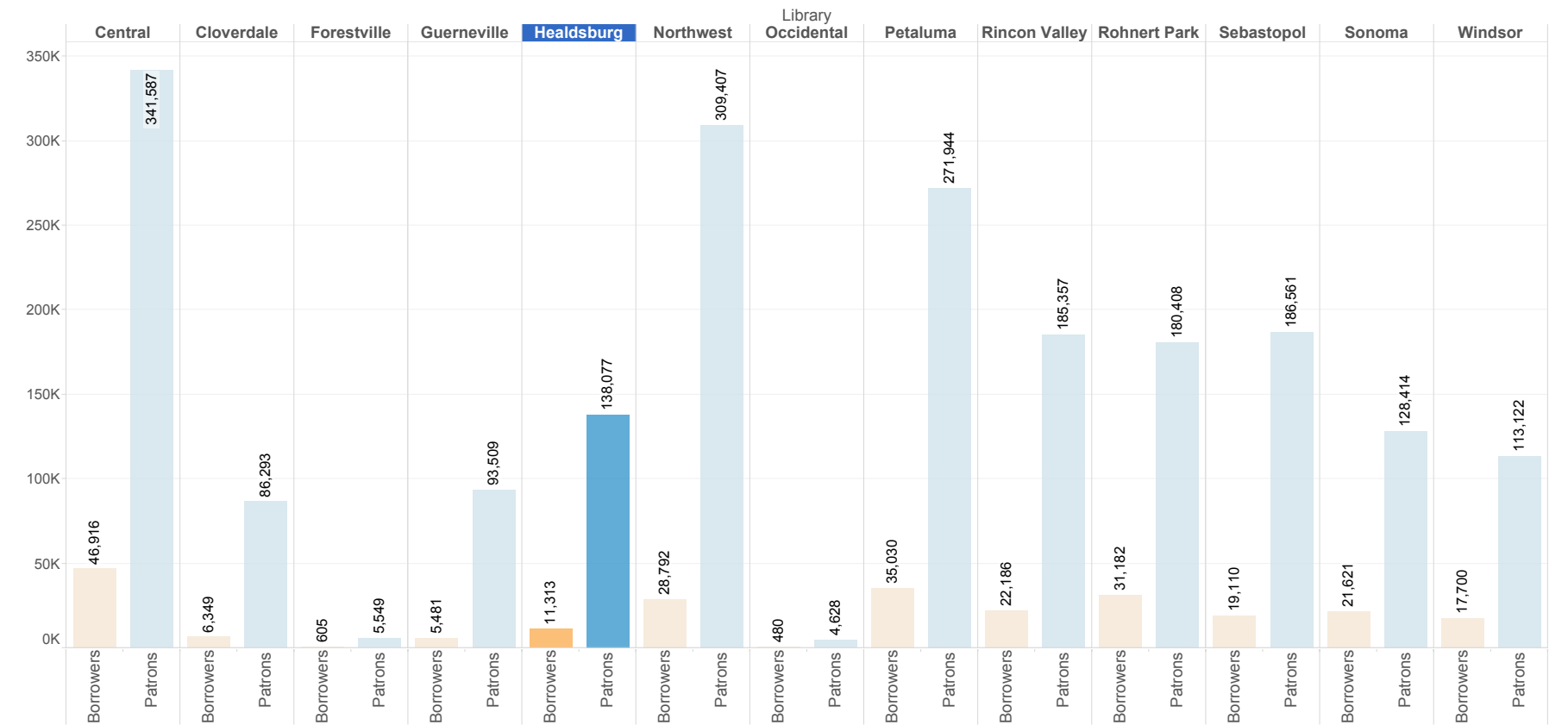
PATRONS AND BORROWERS PER SQ FT (FY14-15)

On average, there is 0.09 square feet per patron and 0.82 square feet per borrower across the library system.

Healdsburg has an average amount of space for the number of patrons it has, but an above average amount of space for the number of borrowers (people with library cards).

	System Average	Library
● Patrons	0.09 SF	0.08 SF
● Borrowers	0.82 SF	1.03 SF
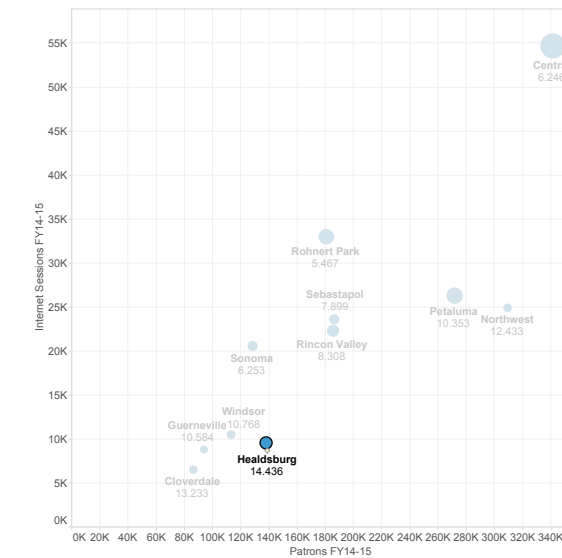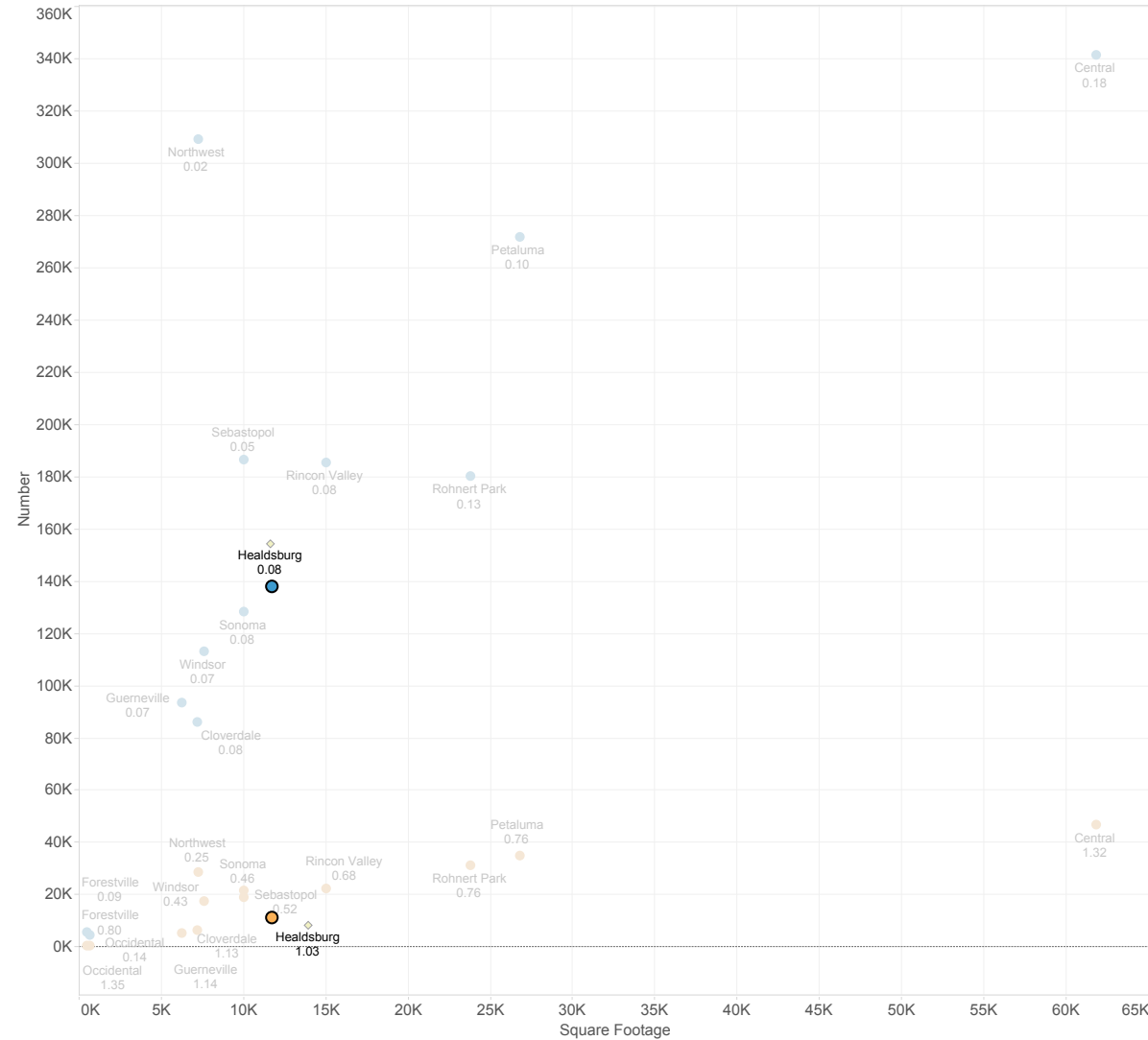
INTERNET SESSIONS PER PATRON (FY2014-15)

On average across the system, there are 9.6 internet sessions per patron. Healdsburg has an above average number of internet sessions per patron, at 14.4. Therefore, Healdsburg's internet usage is greater than most other libraries.
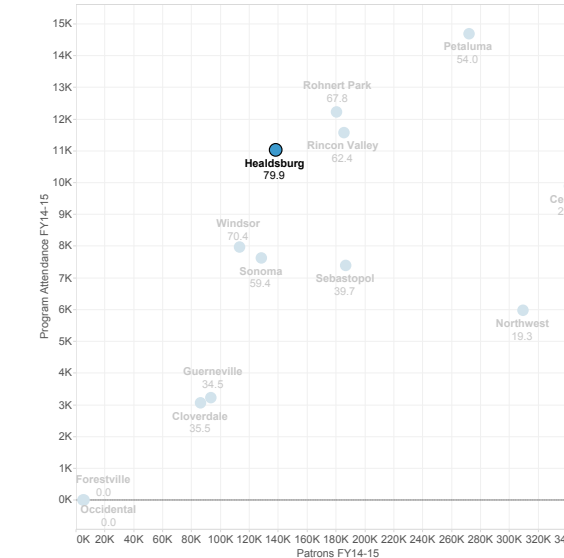
EVENTS HOSTED PER 1,000 PATRONS (FY2014-15)

On average across the system, there is an attendance rate of 42.5 per 1,000 patrons. Healdsburg is almost double the average, at 79.9 people attending each event per 1,000 patrons.
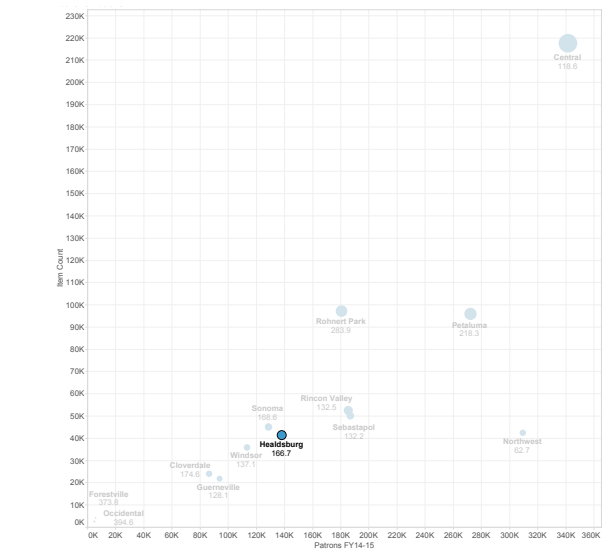
ITEMS PER 1,000 PATRONS (FY2014-15)

On average across the system, there are 192 items owned at each library per 1,000 patrons. On average across the system, there are 192 items owned at each library per 1,000 patrons. For every 1,000 people who visit the library (patrons), Healdsburg has approximately 167 items per 1,000 patrons.

DATA
FINDINGS

[Finding 1]

Healdsburg has very high library usage relative to its population - the highest of all the libraries.

[Finding 2]

Healdsburg has a very high rate of hosting events relative to its size - again the highest rate across all of the libraries.

[Finding 3]

Healdsburg has an average amount of space for the number of patrons it has, but more space than the average library for the number of borrowers.

INTERVIEW
FINDINGS

In order to understand the workflow, usage, and programmed space of each library, MKThink undertook site visits and interviews with branch managers and librarians in June 2016. Our observations and information gather from the branch managers is presented below, and suggestions that we heard are presented in the grey bar to the right.

TECHNOLOGY

None.

DESIGN/SPACE

Currently use the community room as a quiet room

Lighting detracts from skylight

Wallpaper makes walls not conducive to hanging art

Patio is underutilized because it is not supervised or inviting

Wine Library has 1,000 rare books

Wine Library entrance needs an update

Wine events happen in the Wine Library

WORKFLOW/OPERATIONS

Would like single service model but shelving restricts walk aisles and sight lines

3 librarians (1 librarian, 1 kids librarian, 1 wine librarian) share one office

SIGNAGE/WAYFINDING

Wine Library entrance signage could be improved and updated

FURNITURE

None.

EVENTS

Kid events: 2 times a week storytime, 1 time a week read to dog event

SUGGESTIONS

Branch Managers and librarians suggestions:

- Spaces of different sizes (i.e. small, medium, large)
- Space for librarians
- Better utilized community room
- Quiet rooms
- Designated teen area
- Art (e.g. Historical murals)
- Utilized patio space
- Indoor lighting upgrade
- New wall color
- Rearranged shelving
- Open walk isles and lines of sight
- Wine Library - Entrance update, renovated to feel more like a tasting room with books (wood floors, track lighting)

NORTHWEST LIBRARY

LIBRARY DESCRIPTION

The Northwest Santa Rosa Library is located in northwest Santa Rosa, in the Coddingtown Center. It is located adjacent to the Coddingtown Mall. This library has no outdoor space, and serves a predominantly low-income community.

Year Built: 1967
Ownership: Leased

LIBRARY TYPE

Branch
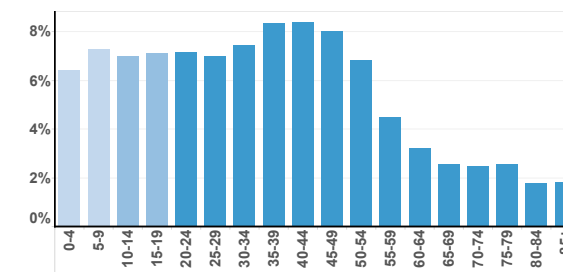
COUNTS

6.2 FTE Employees

25,400 Average Monthly Visits

19 Computers

132 Average Monthly Event Attendees

KEY PERFORMANCE INDICATORS

0.02 Patrons per SF

10.8 Patrons per Borrower

12.4 Internet Sessions per Patron

19.3 Program Attendance per 1,000 Patrons
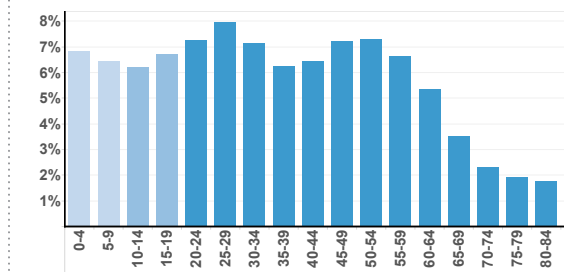
SQUARE FOOTAGE

7,224

SPACE BREAKDOWN

Seating & Stacks	3,550 SF
Children	1,747 SF
Teen	0 SF
Back of House	763 SF
Circulation/Reference	265 SF
Support	360 SF
Community	0 SF
Other	539 SF

2000 POPULATION
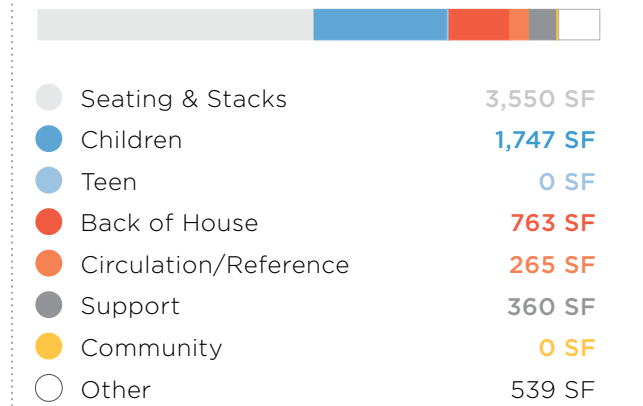
2010 POPULATION

2021 PROJECTED POPULATION
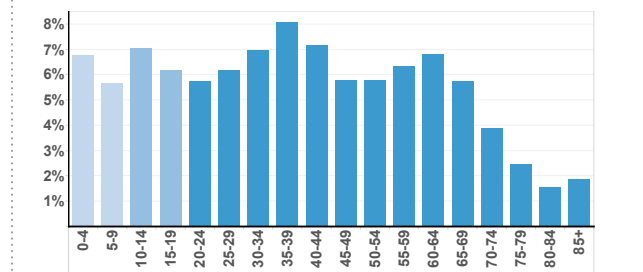
1   BACK OF HOUSE SORTING

A small back of house workroom has sorting shelves, sorting carts, and Friends of the Library storage. The staff break room is visible through the door.

2   MAIN LIBRARY SPACE

The main library space is rectangular in shape, with several banks of computers for public use and tables for working. The shelves are located around the perimeter of the library.

3   FREE LUNCH BANNER

Like many other libraries, in the summertime Northwest offers a free lunch event for kids. A banner hanging above the book drops advertises this.

4   MAIN LIBRARY SPACE

Library patrons can be seen using computers for internet use.

5   LIBRARY BUILDING FRONTAGE

Library entrance and front of the building facing onto the shopping mall parking lot.

6   NEW BOOK SELECTION AND CATALOG

Upon entering the library, there is a new book shelf and a catalog. The Friends of the Library cart of books for sale can be seen to the left of the picture.

7   LIBRARY ENTRANCE DOORS

Main and only entrance to the library from the shopping mall parking lot.
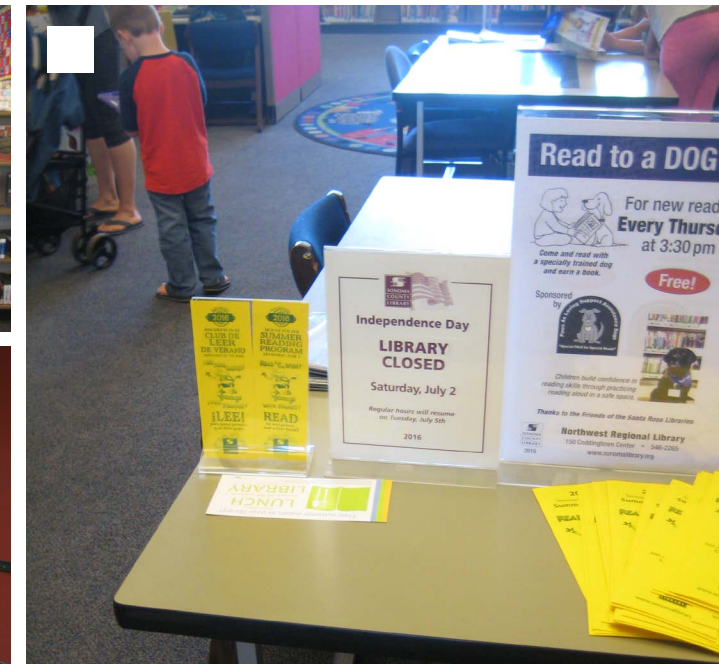
8   INFORMATION DISPLAY TABLE

At the entrance to the childrens' area, there is a table with flyers and general information about Northwest library and their programming.

Who is Northwest Library serving?

INTRODUCTION

In order to plan for the future of the Sonoma County Library system, it is first necessary to understand who each library is serving. The following data is presented and analyzed in this section to answer this question:

- Library card holders
- 2010 population and age distribution
- 2021 population and age distribution
- 2010 population versus patrons
- Seating by type (adult or child)
- Types of programs hosted (adult, young adult, child, pre-school)
- Types of books owned (adult, young adult, child)

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section. 2010 population figures are from the 2010 Census. The 2021 population projections by "library zone" were calculated by MKThink extrapolated from historic trends (2000-2010 Census Data) and normalized according to ESRI county-wide projections.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY CARD HOLDERS

The map and graph show the number of people with library cards registered at Northwest Library as of May 2016.

Library card holders by location:

- Central: 60,466
- Petaluma: 34,048
- Rohnert Park: 27,910
- Northwest: 25,338
- Sonoma: 19,847
- Rincon Valley: 17,643
- Sebastopol: 16,827
- Windsor: 14,017
- Healdsburg: 11,035
- Cloverdale: 6,226
- Guerneville: 5,939
- Forestville: 760
- Occidental: 554
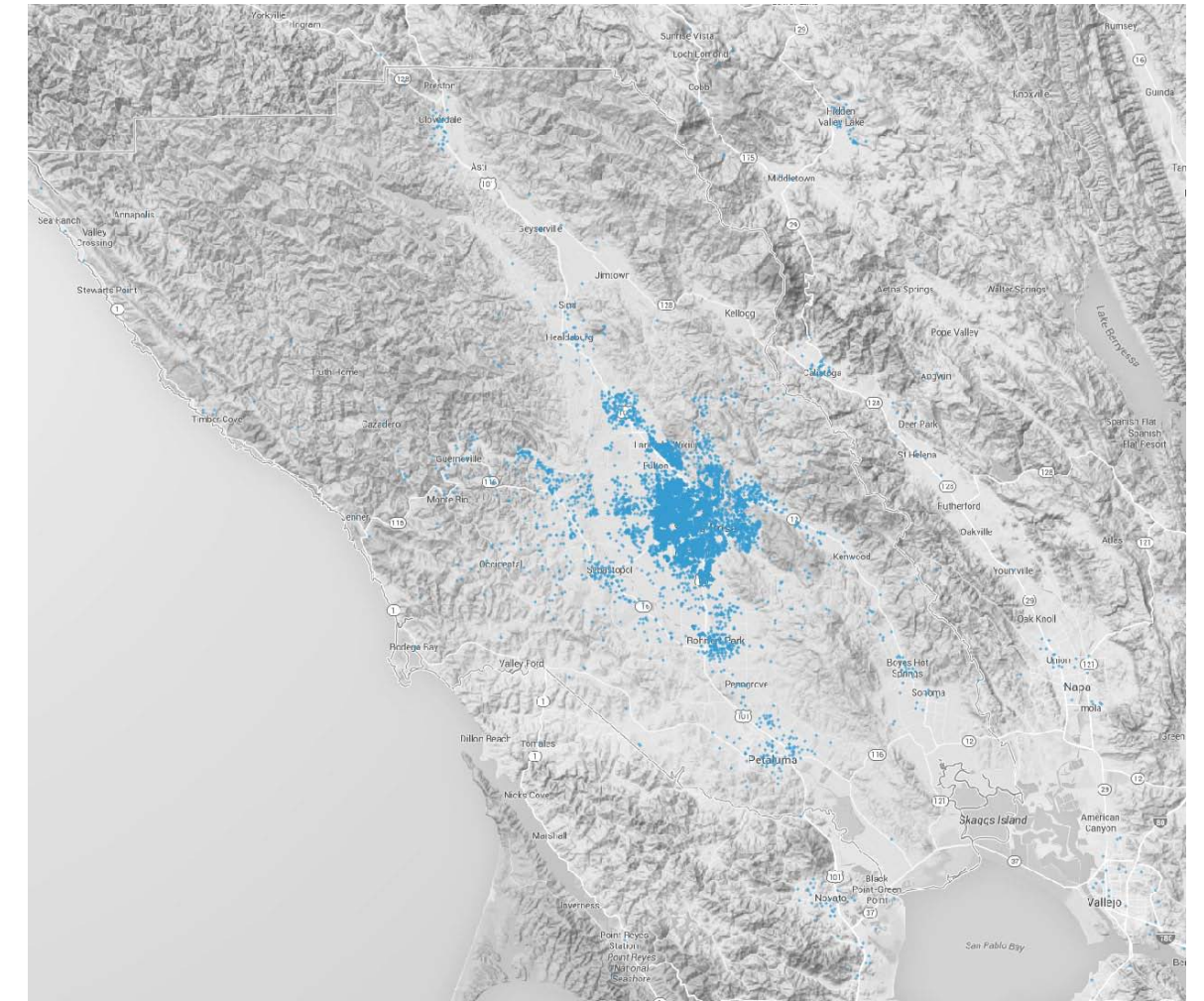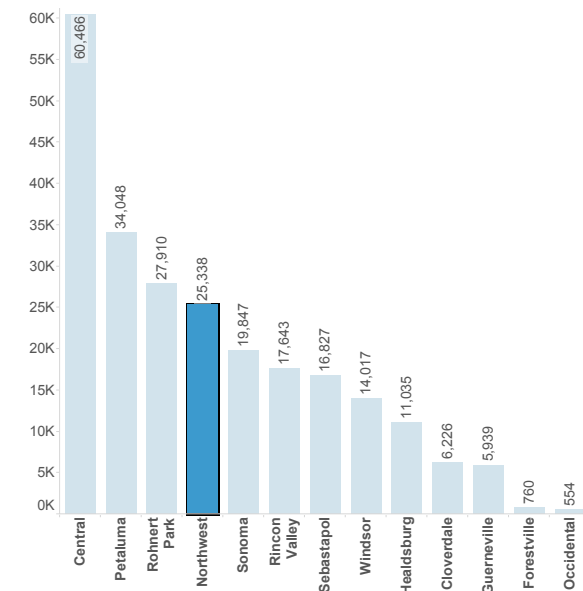
25,338 library card holders

2010 AGE RANGE DISTRIBUTION

Approximately 13.3% of the population is under 10 (children), 12.9% of the population is between the ages of 10-19 (young adults/teenagers), and 73.8% of the population is 20 and older (adults).

2010 TOTAL POPULATION

59,582
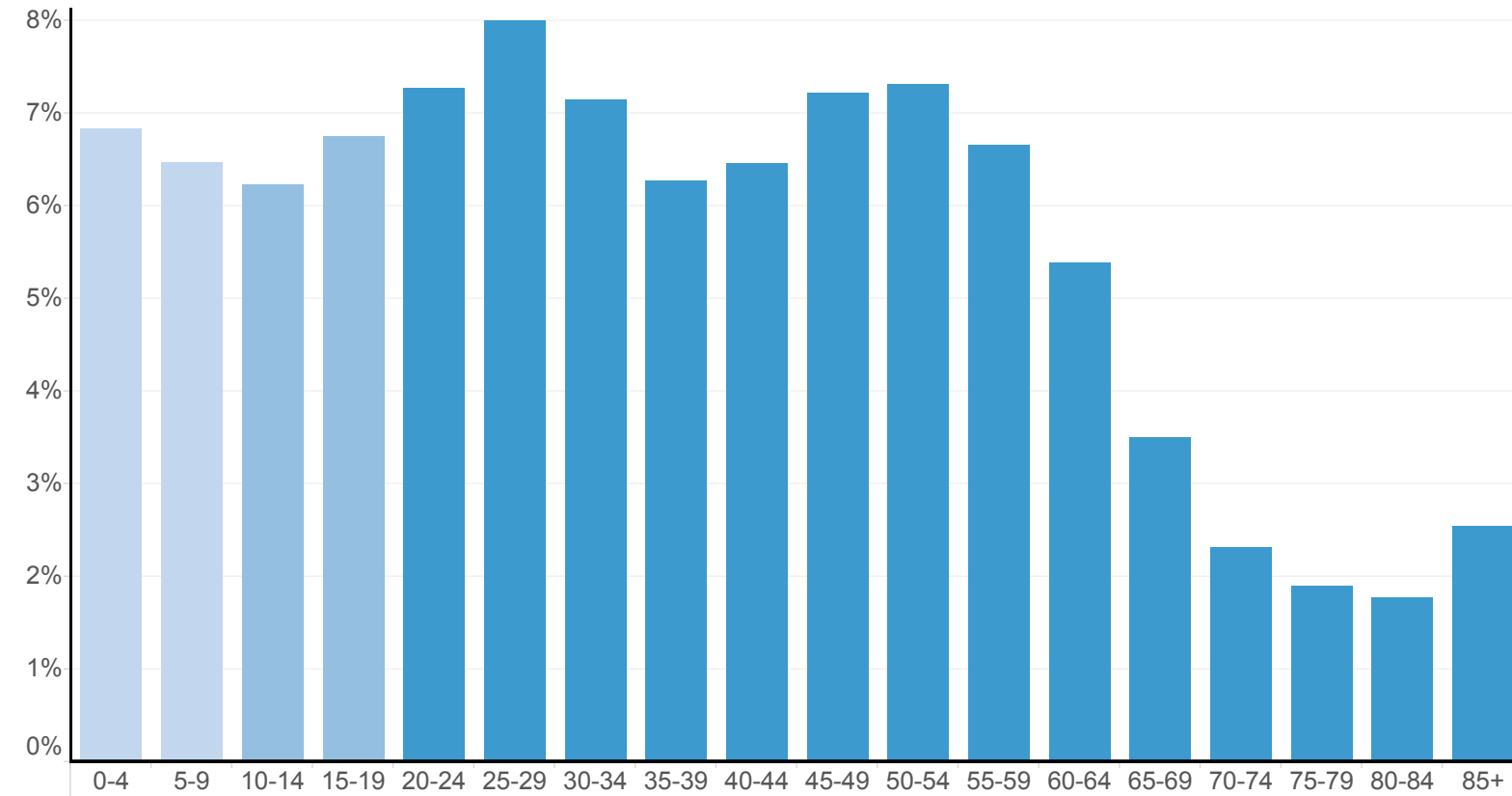
2021 PROJECTED AGE DISTRIBUTION

2021 shows a similar age distribution to 2010, but with a larger younger population and a smaller older population (45+). Approximately 12.5% of the population is under 10 (children), 13.2% of the population is between the ages of 10-19 (young adults/teenagers), and 74.3% of the population is 20 and older (adults).

2021 TOTAL POPULATION

69,145

16.1% change from 2010
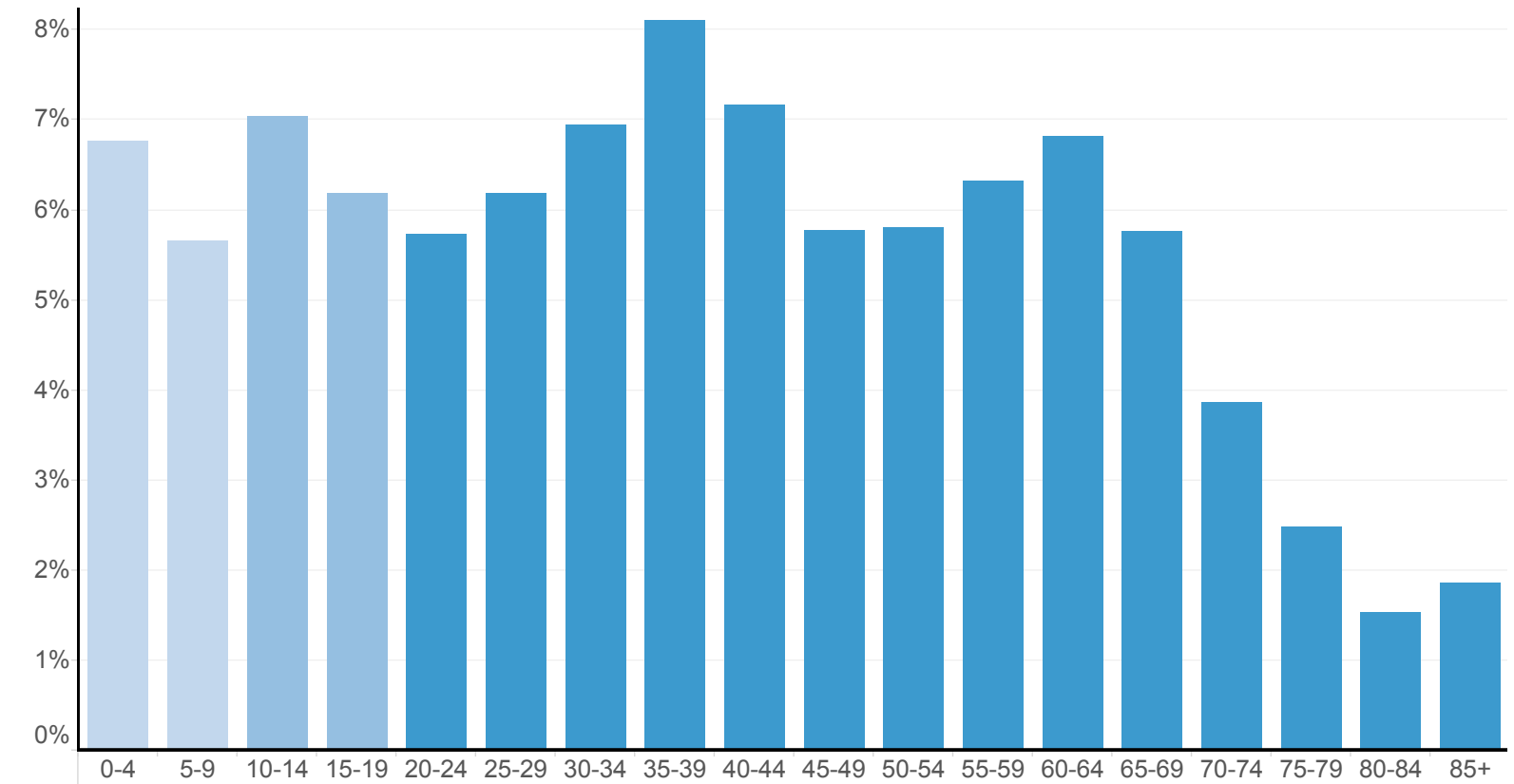
POPULATION (2010) VERSUS PATRONS (FY2011-12)

On average there are 0.41 patrons (library visits) for every person in the population.

Compared to its 2010 population, Northwest has a relatively large number of patrons (ratio of 0.46 of patrons per resident of the Northwest zone). In other words, for every 1,000 residents of the Northwest zone, there are 464 counts of library attendance. As can be seen on the chart, this is relatively high compared to the other libraries. Only Healdsburg (0.85), Central (0.73), and Guerneville (0.74) have a higher ratio than Northwest.
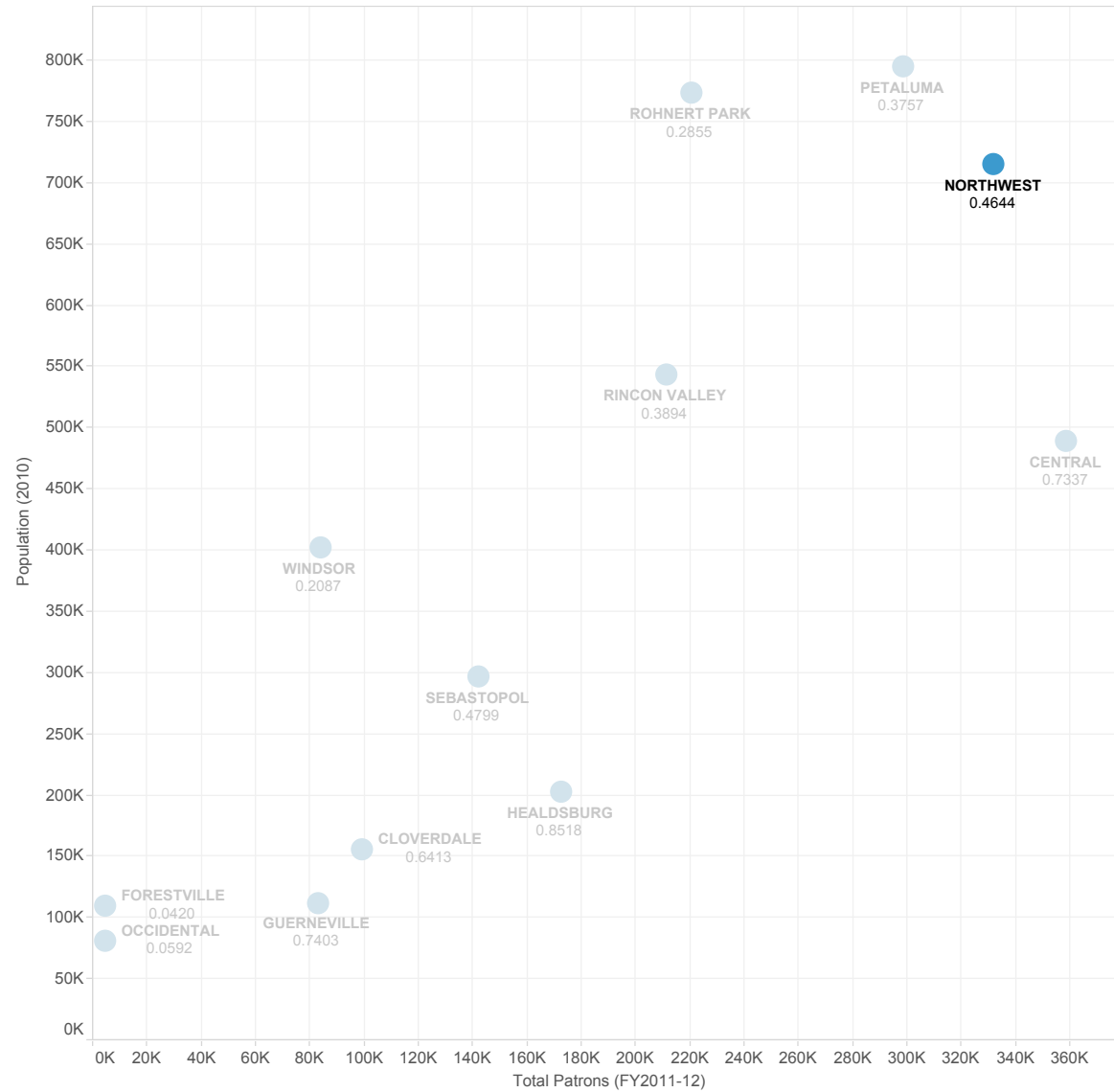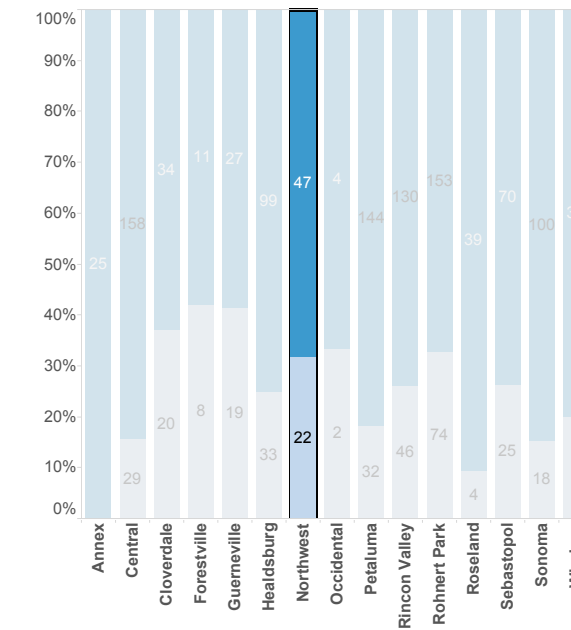
TYPE OF CHAIRS

On average, there are 69 adult and 23 children's chairs per library. Northwest has an average number of children's chairs and below average number of adult chairs. Northwest does not have a dramatically increasing children's population, so its chair stock can remain the same.
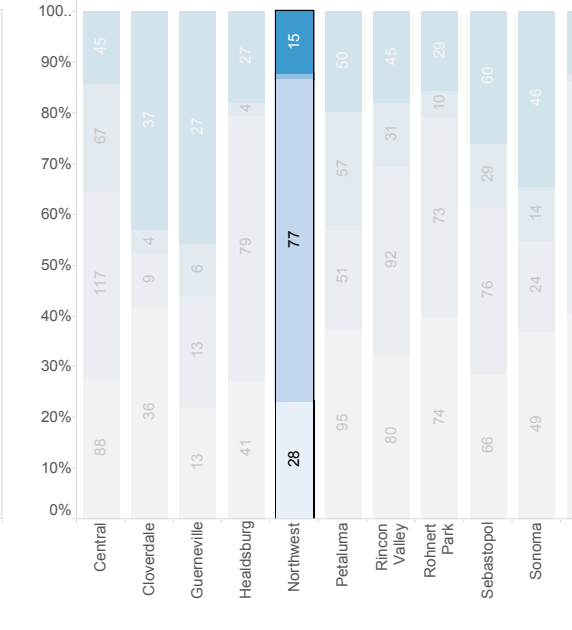
TYPE OF EVENTS HOSTED (FY2015-16)

On average, there are 36 adult, 20 young adult, 62 school age, and 58 pre-school events hosted per library. Compared to other libraries, Northwest has a relatively large population below 10 years old, so its event offering aligns well with its population.
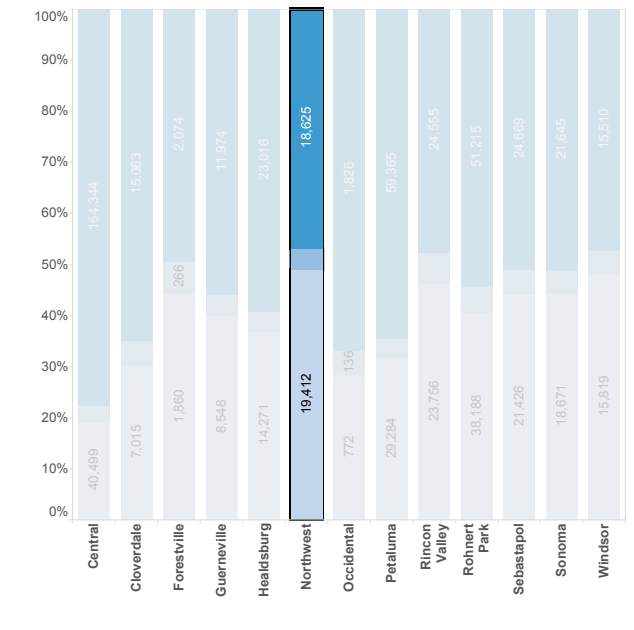
TYPE OF BOOKS OWNED (FY2014-15)

On average there are 33,375 adult books, 2,307 young adult books, and 18,425 children's books owned per library. Northwest has a very high number of childrens books relative to the size of its collection, which aligns with its large younger current and future population.

How is library space programmed?

INTRODUCTION

This section first looks at the size (square footage) of each library, followed by a floorplan detailing how each library's space is currently used (based on observation from site visits that occurred in June 2016). A quantitative breakdown of the space is also presented.

The section then looks at the square footage per person in the proximate population for each library zone in 2010 and 2021, compared to the number of borrowers the library has. This illustrates which libraries have the most strain on space (the higher the ratio, the more space per borrower/person). Following this, the number of programs per square foot is presented, illustrating which libraries are hosting a large number of programs relative to the space that they have.

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY AREA (SQ FT)

Excluding Central Library (because its square footage figure includes public as well as private and administrative space), the average library is 10,158 square feet. Northwest is below average by this measure, at only 7,224 square feet.

SQUARE FEET

7,224
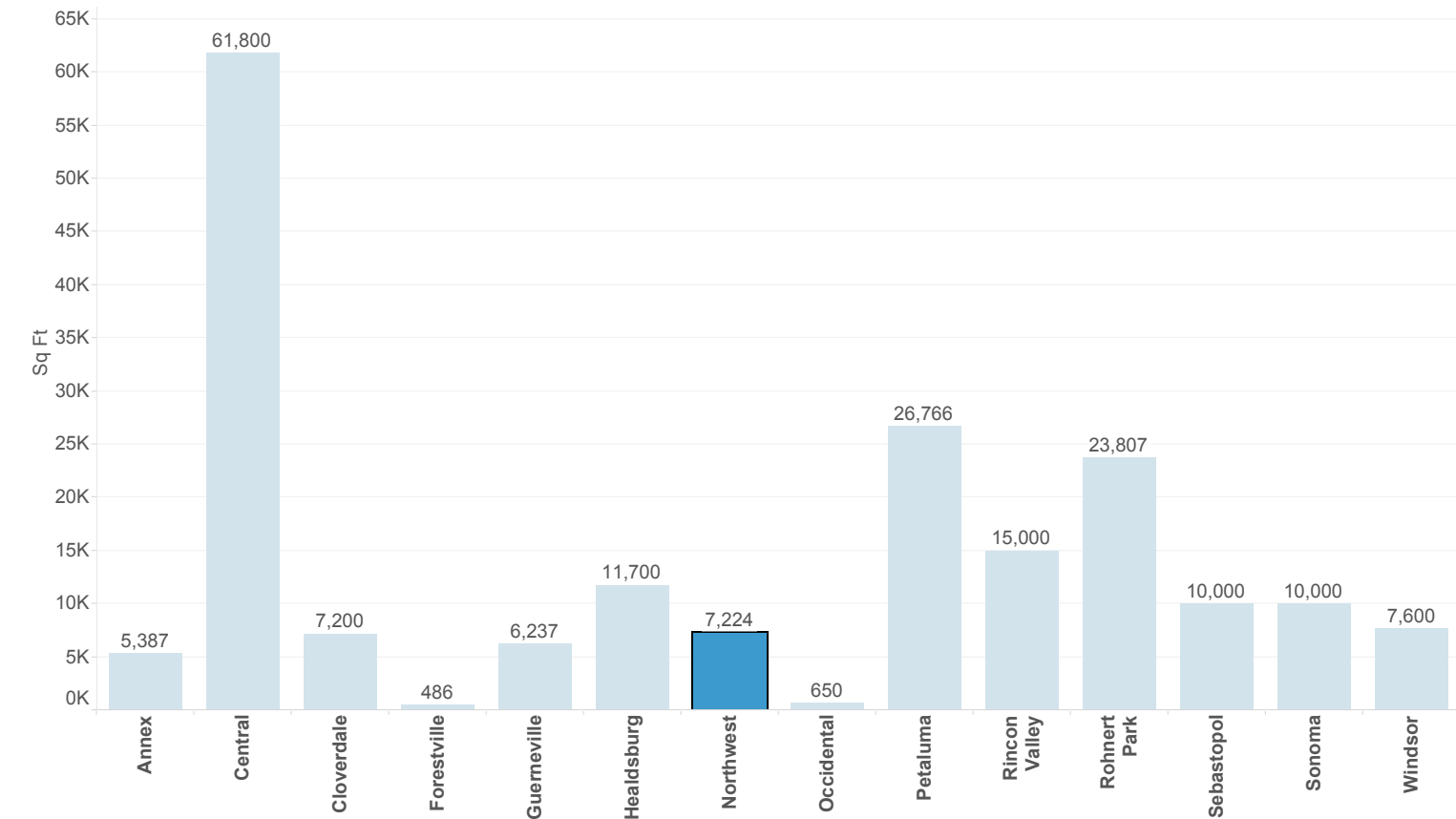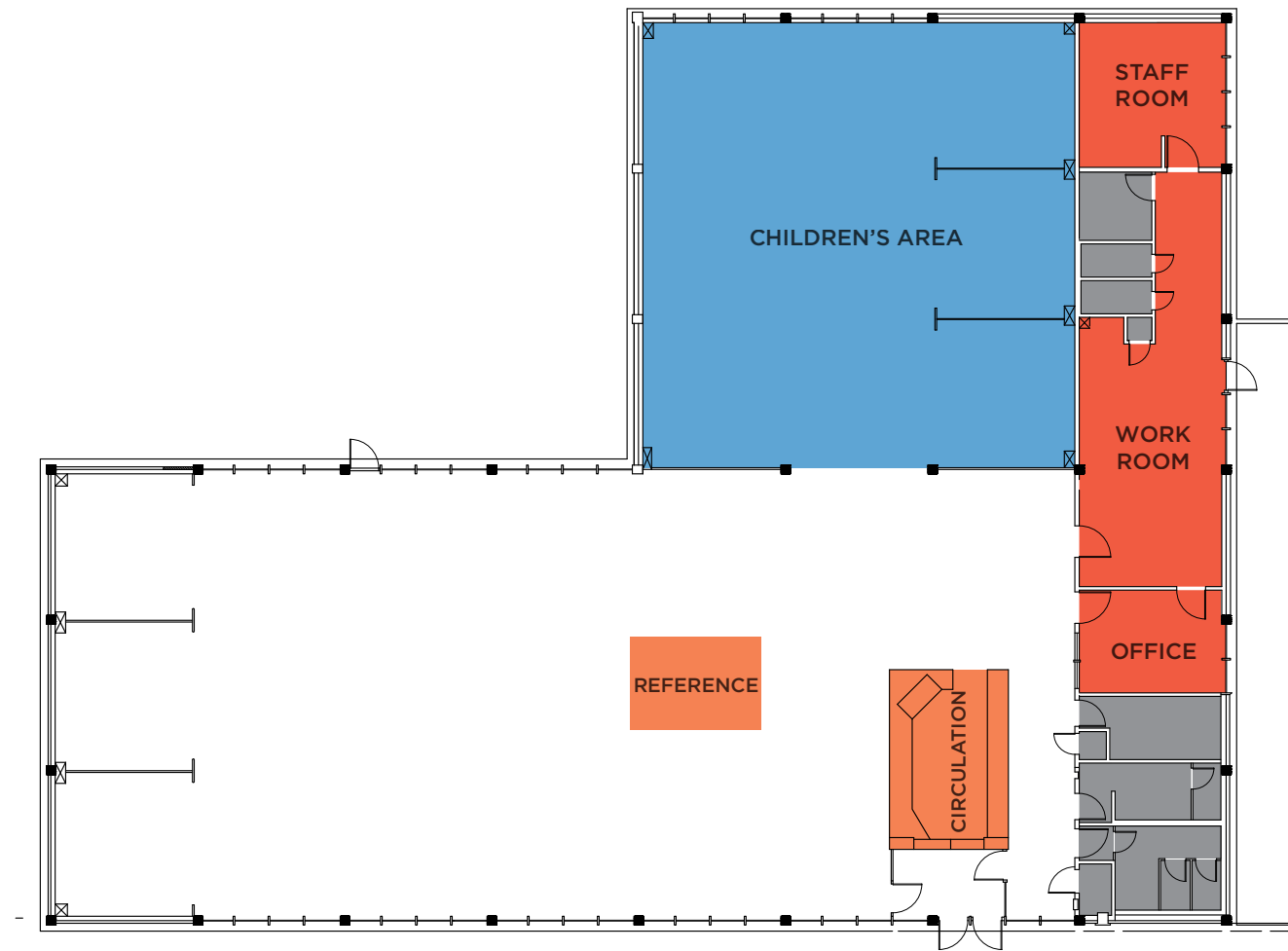
Bar chart of Sq Ft by library: Annex 5,387; Central 61,800; Cloverdale 7,200; Forestville 486; Guerneville 6,237; Healdsburg 11,700; Northwest 7,224; Occidental 650; Petaluma 26,766; Rincon Valley 15,000; Rohnert Park 23,807; Sebastopol 10,000; Sonoma 10,000; Windsor 7,600

SPACE BREAKDOWN

On average across the libraries, space is used as follows: 13.7% children, 10.4% back of house (excluding Central due to storage and work space for the overall system), 7.5% community, 7.1% support, 3% circulation/reference, and 0.6% teen.

Northwest has the largest percentage of children's space of all the libraries at 52.9%, and a slightly above average amount of back of house space (25.5%). Northwest is the only library with no community space.

		System Average	Library
○	Other	9.1%	7.5%
●	Community	7.5%	0%
●	Support	7.1%	5%
●	Circulation/Reference	3%	3.7%
●	Back of House	10.4%	10.6%
●	Teen	0.6%	0%
●	Children	13.7%	24.2%
○	Seating & Stacks	45.9%	49.1%

Circulation/Reference refers to the public-facing circulation and reference desks/areas.

Support includes bathrooms, storage closets, electrical closets, and janitor closets.

Other includes circulation, load, and other non-programmed spaces.

Back of house includes staff work rooms, break rooms, offices, and sorting/processing areas not in the public space.

Teen spaces were counted only if they were enclosed or semi-enclosed.

LIBRARY SQ FT PER PROXIMATE POPULATION

On average across the system, there is 0.82 SF per borrower, 0.41 SF per person in the 2010 population, and 0.4 SF per person in the 2021 population. Compared to the other libraries, Northwest has a very low ratio of square feet per person, as shown to the right. As its population grows from 2010 to 2021, the square feet per person decreases slightly.

SQ FT RATIO

0.25 SF/borrower
0.12 SF/pop. (2010)
0.10 SF/pop. (2021)
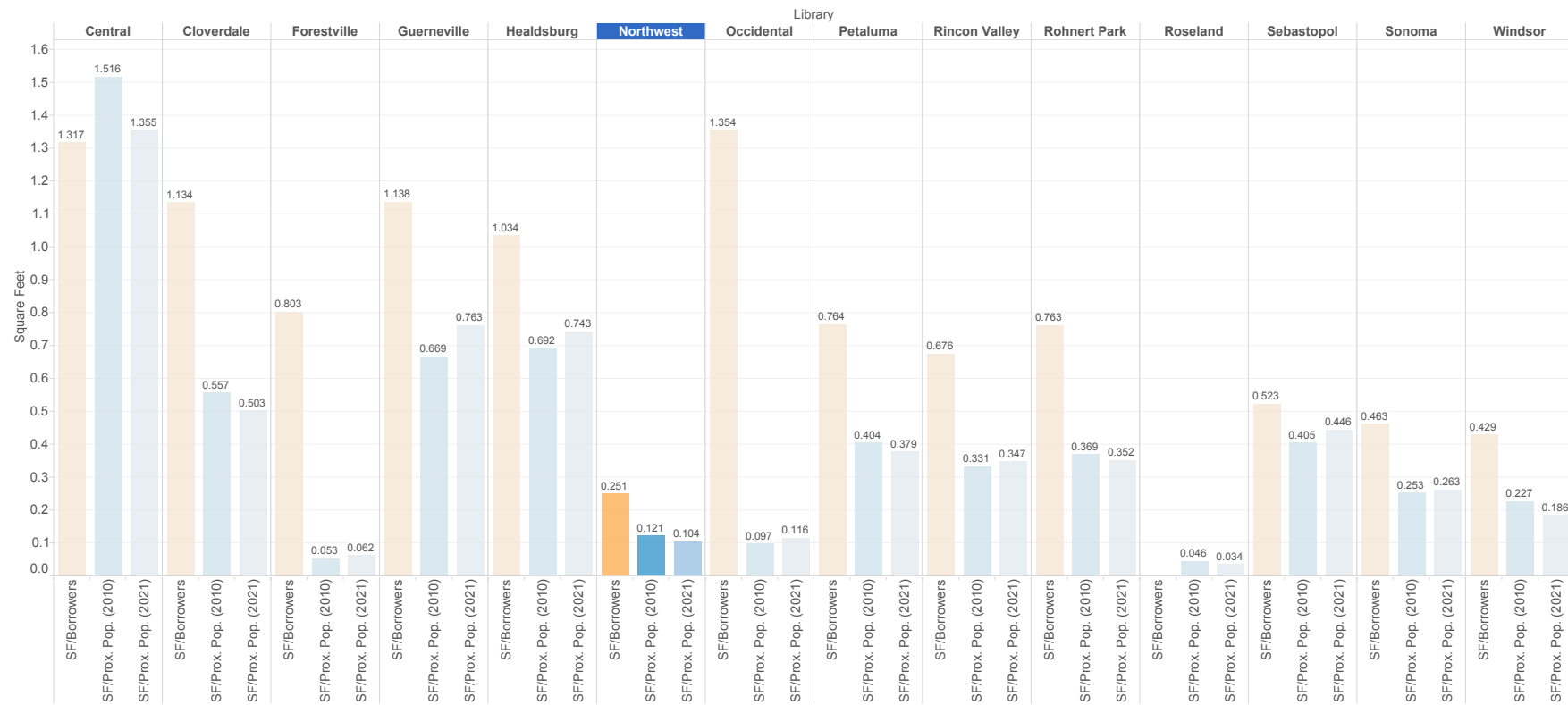
EVENTS HOSTED PER 1,000 SQ FT (FY2014-15)

On average across the system, there are 15.2 events hosted per 1,000 square feet. Relative to its size, Northwest hosts a relatively high number of events, at a rate of 27.5 events per square foot.

How is library space being used?

INTRODUCTION

This section explores how library space is being used by people visiting the library. First we wanted to understand who is using the space in the library: the number of borrowers and patrons presented on the facing page gives an overview of how many people have cards at each library (borrowers) and how many people actually come to each library (patrons).

This is then translated into a ratio: the number of patrons per borrower. This illustrates the relationship between the number of people who have library cards (borrowers) and the number of people who are actually using the library (patrons).

The section then looks at specific uses of the library: internet sessions,

programs, and items held by library. These three things are presented against patron count, in order normalize and compare these metrics across the libraries to understand how each library is being used and to what extent.

METHODOLOGY

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.
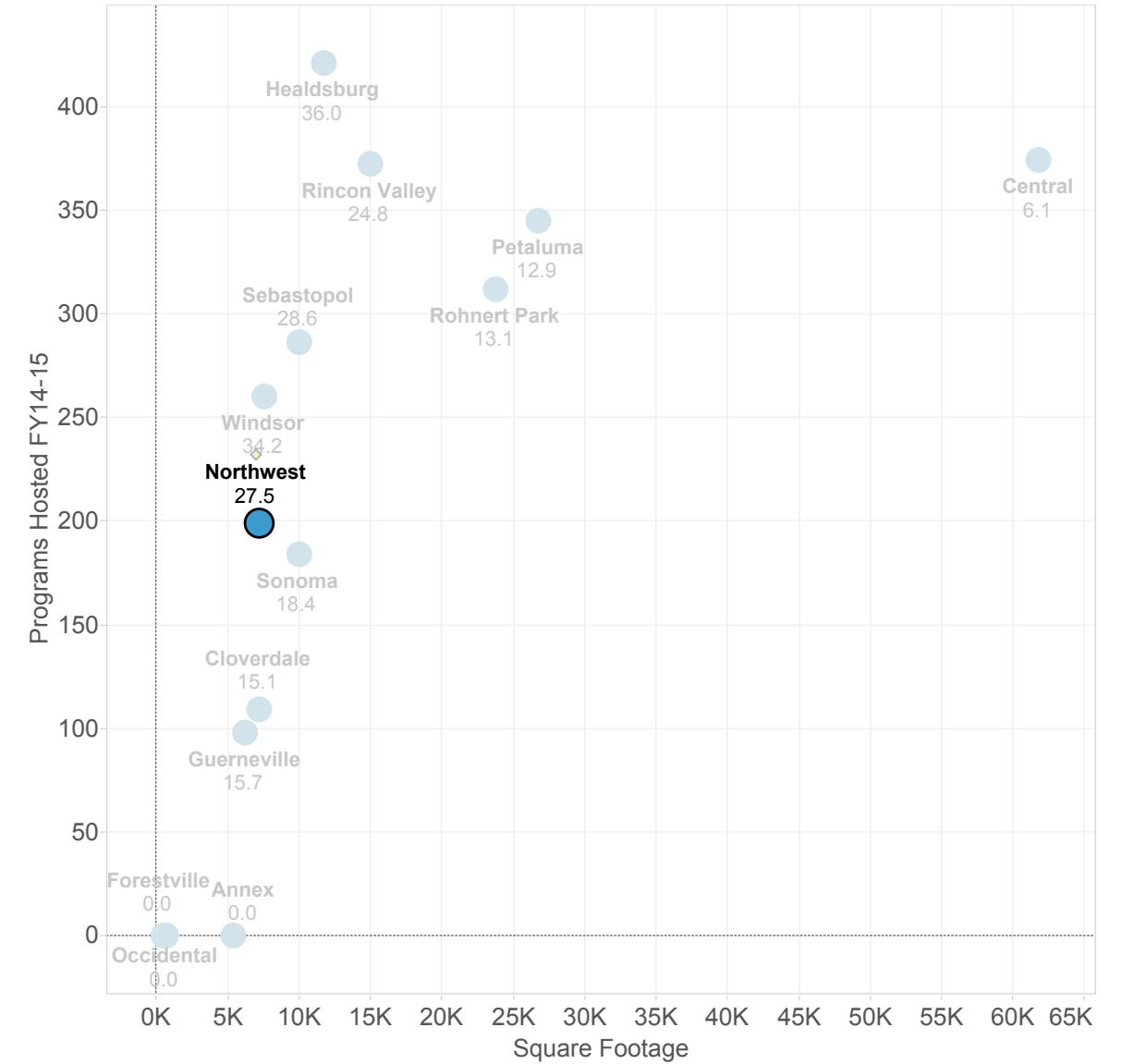
DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

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Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

BORROWERS AND PATRONS

On average, there are 18,982 borrowers and 157,297 patrons per library. Northwest is well above the average for both figures, with 309,407 patrons and 28,792 borrowers, making it a very well used library.

28,792 borrowers

309,407 patrons

10.7 patrons per borrower
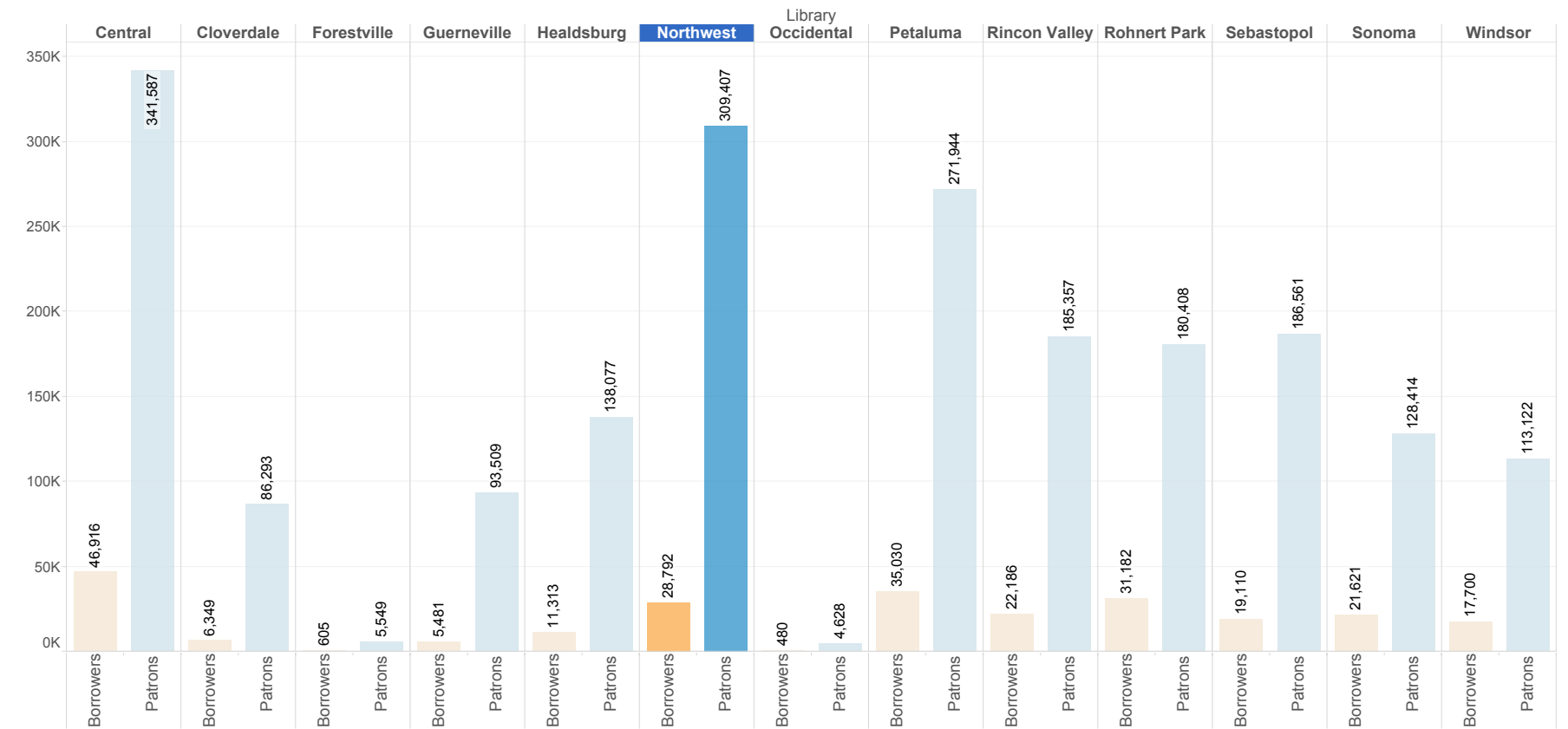
PATRONS AND BORROWERS PER SQ FT (FY14-15)

On average, there is 0.09 square feet per patron and 0.82 square feet per borrower across the library system.

Northwest is very small compared to the number of patrons and borrowers it has. Other than Forestville for patrons, Northwest has the least amount of space of any of the libraries for the number of patrons and borrowers it has.

	System Average	Library
● Patrons	0.09 SF	0.02 SF
● Borrowers	0.82 SF	0.25 SF
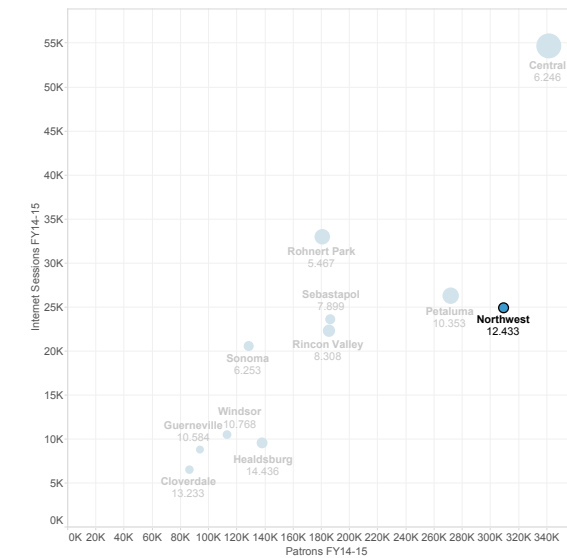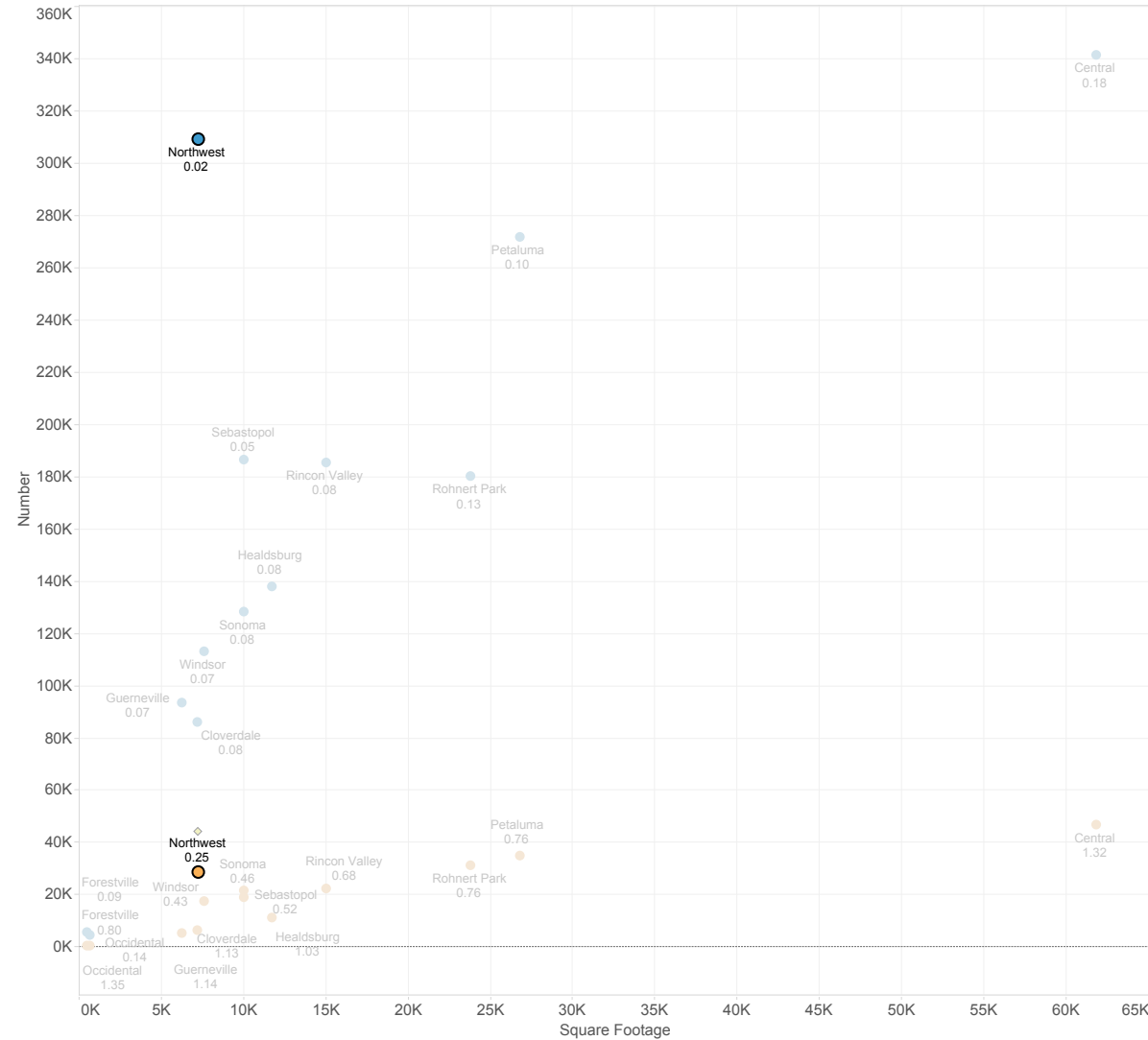
INTERNET SESSIONS PER PATRON (FY2014-15)

Northwest stands out as an outlier across all the libraries for internet usage, events hosted, and items held. Comparing these stats against the patron count of each library allows us to normalize the frequency of internet usage, events hosted, and items held against the use of each library (as patronage differs by library). Northwest has relatively high internet usage compared to its patron count.
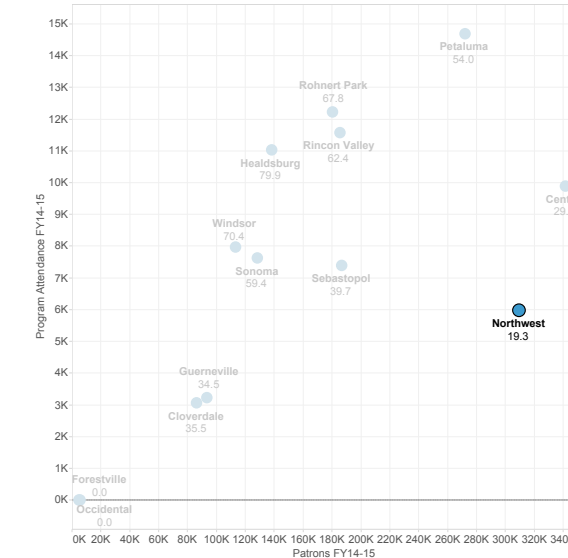
EVENT ATTENDANCE PER 1,000 PATRONS (FY2014-15)

On average across the system, there is an attendance rate of 42.5 per 1,000 patrons. Northwest is below the average, at 19.3 people attending each event per 1,000 patrons.
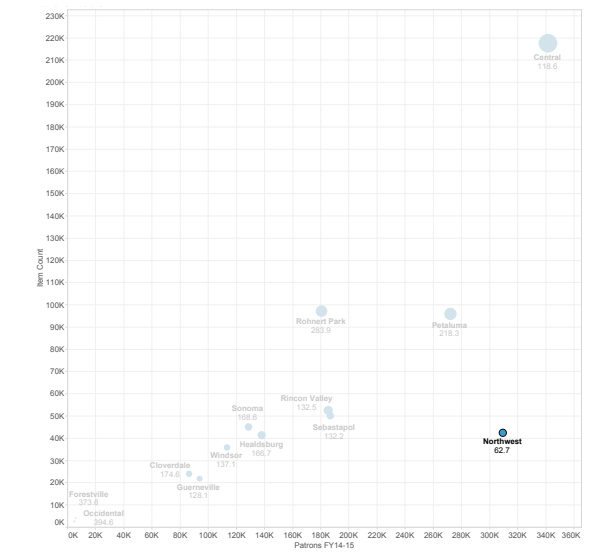
ITEMS PER 1,000 PATRONS (FY2014-15)

On average across the system, there are 192 items owned at each library per 1,000 patrons. For every 1,000 people who visit the library (patrons), Northwest has approximately 63 items per 1,000 patrons.

DATA
FINDINGS

[Finding 1]

Northwest is the only library in the system with no community/forum space.

[Finding 2]

Northwest has a very high number of patrons per borrowers (10.75 patrons per borrower), meaning either that many people are using the library who do not have library cards, or that each borrower is visiting the library many times.

[Finding 3]

Other than Central, Northwest has by far the largest number of patrons (309,407), and the lowest rates of space for the number of patrons and borrowers that it has.

INTERVIEW
FINDINGS

In order to understand the workflow, usage, and programmed space of each library, MKThink undertook site visits and interviews with branch managers and librarians in June 2016. Our observations and information gather from the branch managers is presented below, and suggestions that we heard are presented in the grey bar to the right.

TECHNOLOGY

Computers are very heavily used

Lack of electrical outlets is a problem for charging devices

DESIGN/SPACE

Refresh planned for next year (Budget of approximately $300,000)

No outdoor space at Northwest (one of the only libraries without)

WORKFLOW/OPERATIONS

Friends of the Library have one cart at Northwest (cited as the highest earning cart in the system!)

Boxes of books from Friends of the library come daily

Children's librarian sits in children's section

SIGNAGE/WAYFINDING

None.

FURNITURE

None.

EVENTS

Teen events are hosted during the summer

Adult programming includes music and lectures

Adult and children's programming happens throughout the year and all takes place in yhe children's area

No dedicated space for events (no community/forum room)

OCCIDENTAL
LIBRARY

LIBRARY DESCRIPTION

The Occidental branch of the Sonoma County Library system is a leased facility located at 73 Main Street, Occidental, CA 95465. The wood-framed structure is noted to have been built in 1979 as a multi-story structure that today houses mixed sub-tenants. The library space is approximately 650 square feet.

Year Built: 1979
Ownership: Leased

LIBRARY TYPE

Outpost
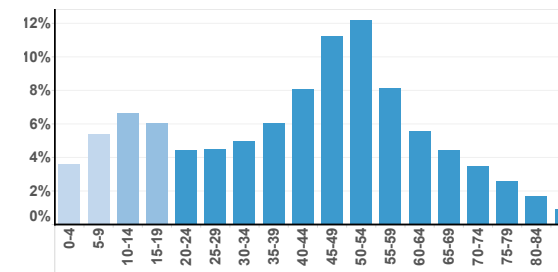
COUNTS

0.4	FTE Employees
404	Average Monthly Visits
2	Public Computers
0	Average Monthly Program Attendees

METRICS

0.14	Patrons per SF
9.2	Patrons per Borrower
n/a	Internet Sessions per Patron
n/a	Program Attendance per 1,000 Patrons
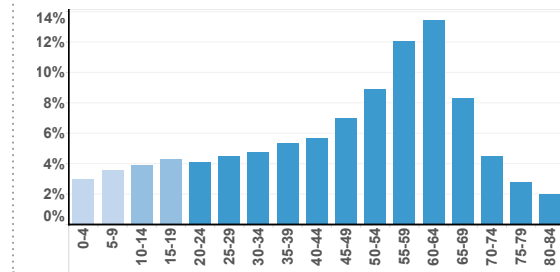
SQUARE FOOTAGE

650

SPACE BREAKDOWN

Not Applicable.

2000 POPULATION

2010 POPULATION

2021 PROJECTED POPULATION
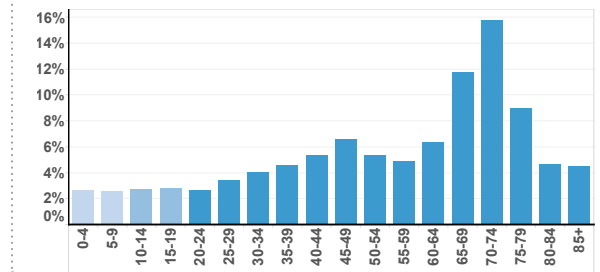
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1 LIBRARY ENTRANCE

Exterior view of Occidental Library from the parking lot.

2 ENTRANCE RAMP

ADA entrance ramp leading to the entrance of the library.

3 ADJACENT PARKING LOT

Parking lot for Occidental Library and neighboring businesses.

4 STREETVIEW

Google Streetview image of Occidental Library and its parking lot from the street.

Who is Occidental Library serving?

INTRODUCTION

In order to plan for the future of the Sonoma County Library system, it is first necessary to understand who each library is serving. The following data is presented and analyzed in this section to answer this question:

- Library card holders
- 2010 population and age distribution
- 2021 population and age distribution
- 2010 population versus patrons
- Seating by type (adult or child)
- Types of programs hosted (adult, young adult, child, pre-school)
- Types of books owned (adult, young adult, child)

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section. 2010 population figures are from the 2010 Census. The 2021 population projections by "library zone" were calculated by MKThink extrapolated from historic trends (2000-2010 Census Data) and normalized according to ESRI county-wide projections.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY CARD HOLDERS

The map and graph show the number of people with library cards registered at Occidental Library as of May 2016.

Bar graph values:
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- Petaluma: 34,048
- Rohnert Park: 27,910
- Northwest: 25,338
- Sonoma: 19,847
- Rincon Valley: 17,643
- Sebastopol: 16,827
- Windsor: 14,017
- Healdsburg: 11,035
- Cloverdale: 6,226
- Guerneville: 5,939
- Forestville: 760
- Occidental: 554
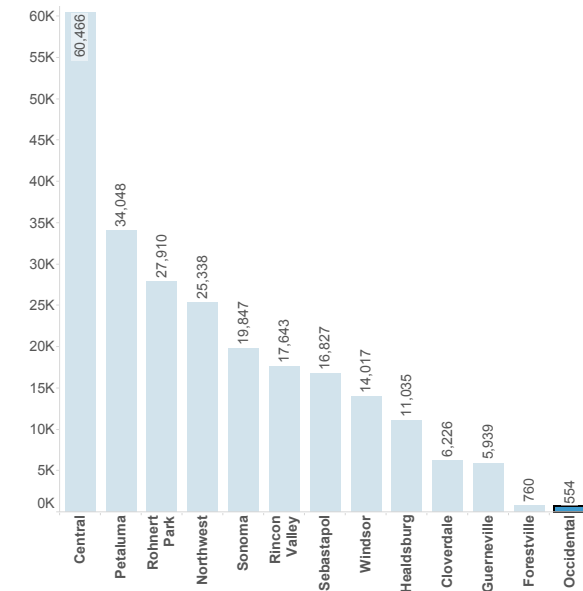
554 library card holders

2010 AGE RANGE DISTRIBUTION
Approximately 6.5% of the population is under 10 (children), 8.3% of the population is between the ages of 10-19 (young adults/teenagers), and 85.2% of the population is 20 and older (adults).

2010 TOTAL POPULATION

6,706
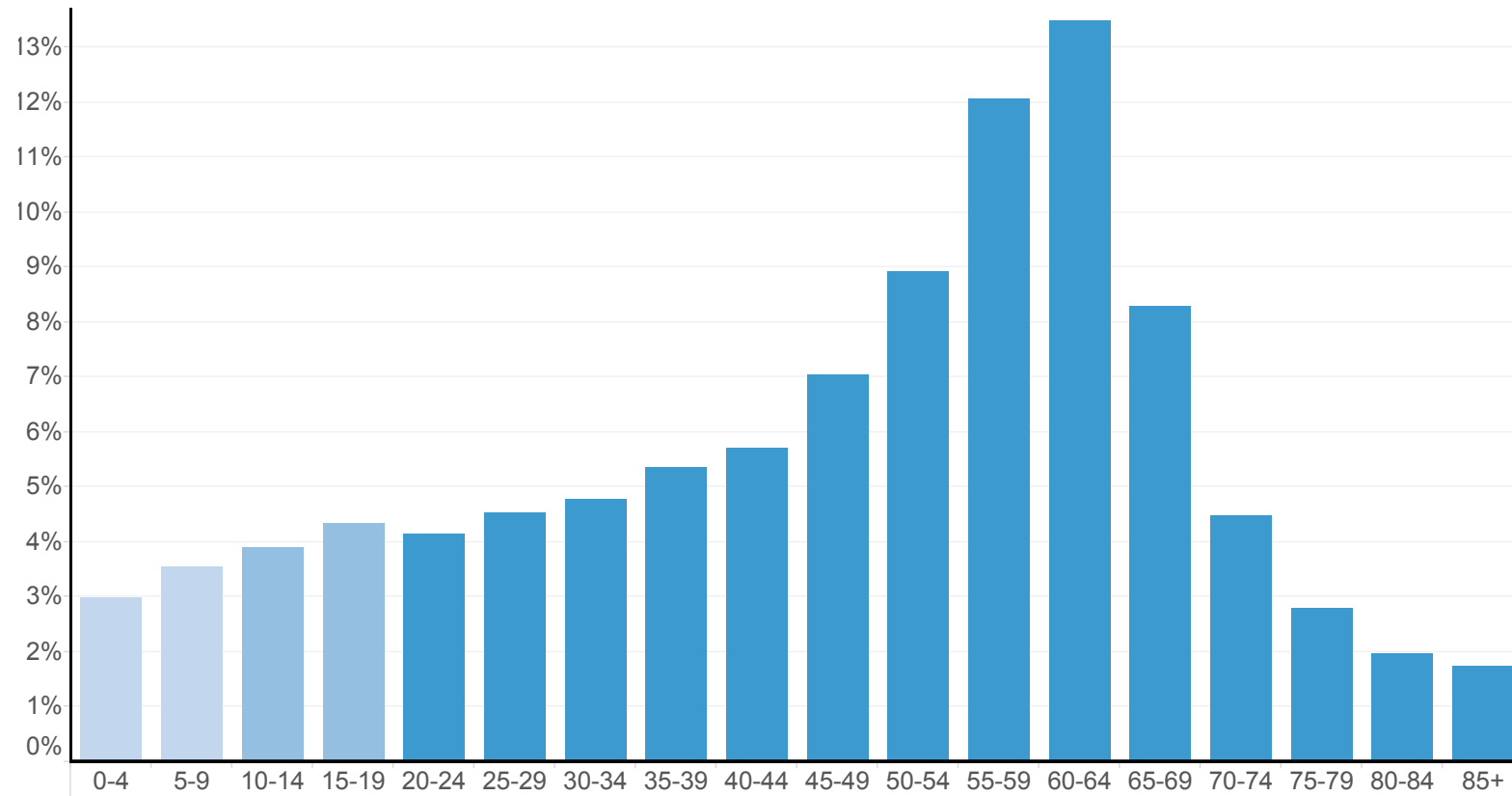
2021 PROJECTED AGE DISTRIBUTION
2021 shows an aging population distribution, with a smaller proportion of under 20s than in 2010. Approximately 4.4% of the population is under 10 (children), 4.5% of the population is between the ages of 10-19 (young adults/teenagers), and 91.1% of the population is 20 and older (adults).

2021 TOTAL POPULATION

5,604

-16.4% change from 2010
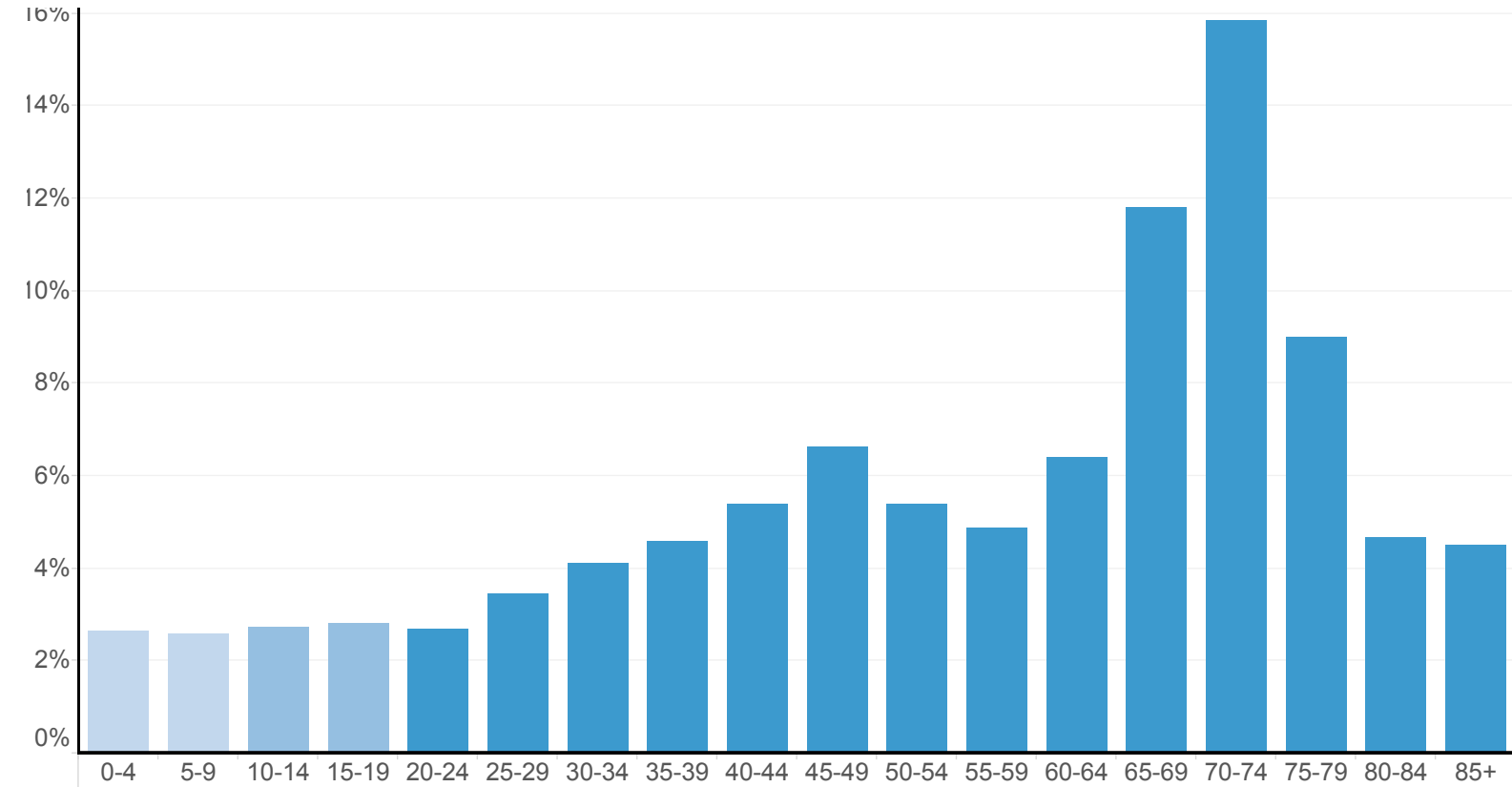
POPULATION (2010) VERSUS PATRONS (FY2011-12)

On average there are 0.41 patrons (library visits) for every person in the population.

Compared to its 2010 population, Occidental has a very low number of library patrons compared to its population (ratio of 0.06 patrons per resident of the Occidental zone). In other words, for every 1,000 residents of the Occidental zone, there are 60 counts of library attendance. As can be seen on the chart, this is very low compared to the other libraries - only Forestville (0.04) has a lower ratio.
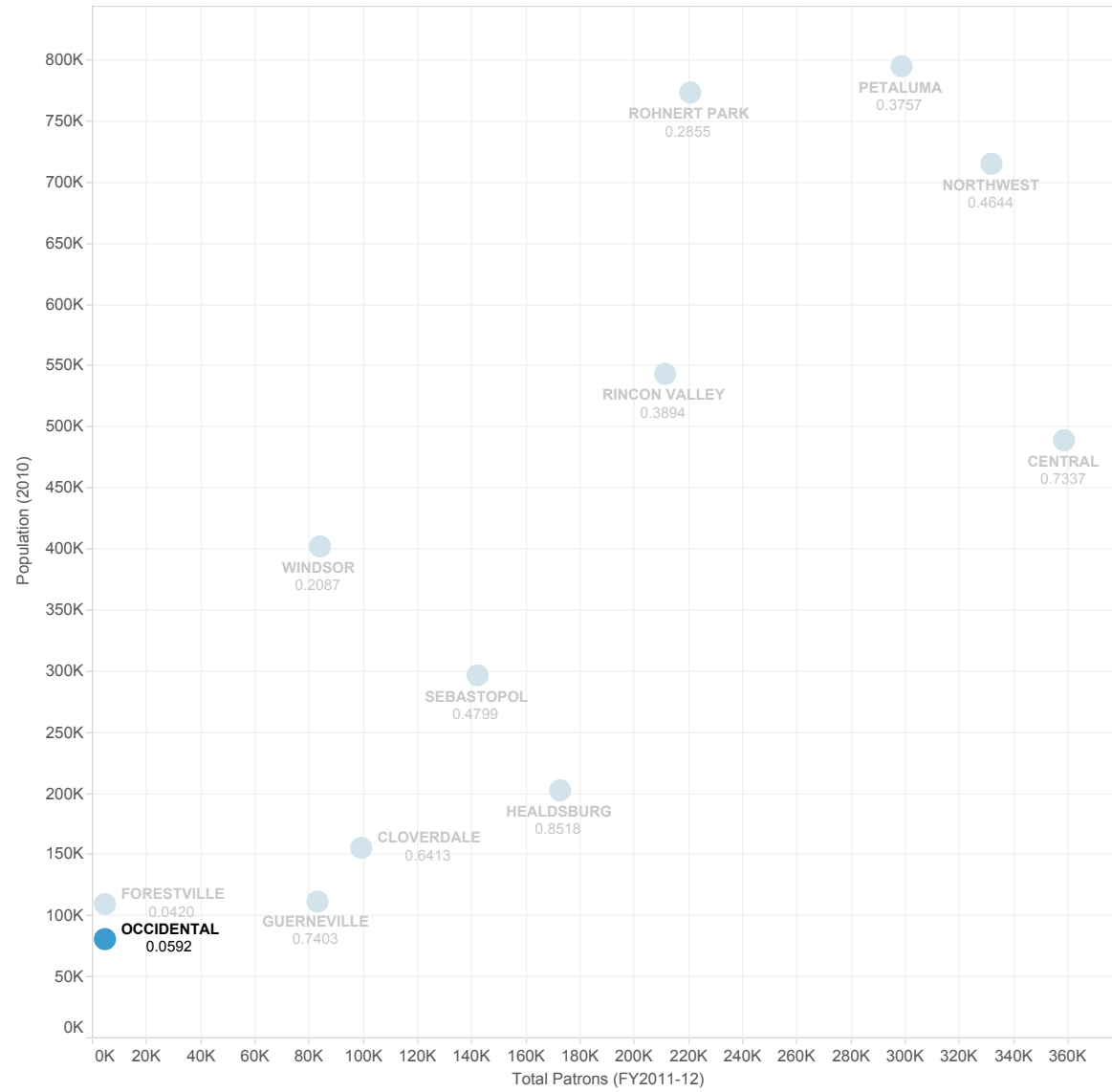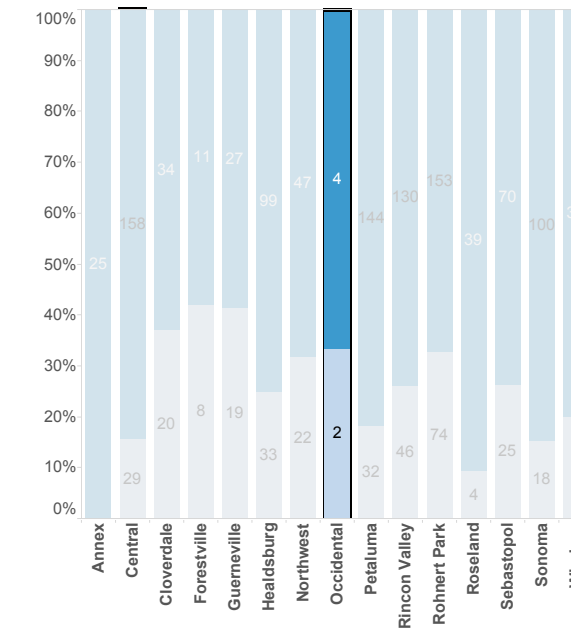
- Adult
- Childrens

- Adult
- Young Adult
- School-Age
- Pre-School

TYPE OF CHAIRS

On average, there are 69 adult and 23 children's chairs per library. Compared to other libraries, Occidental has a relatively larger percentage of childrens' seating.
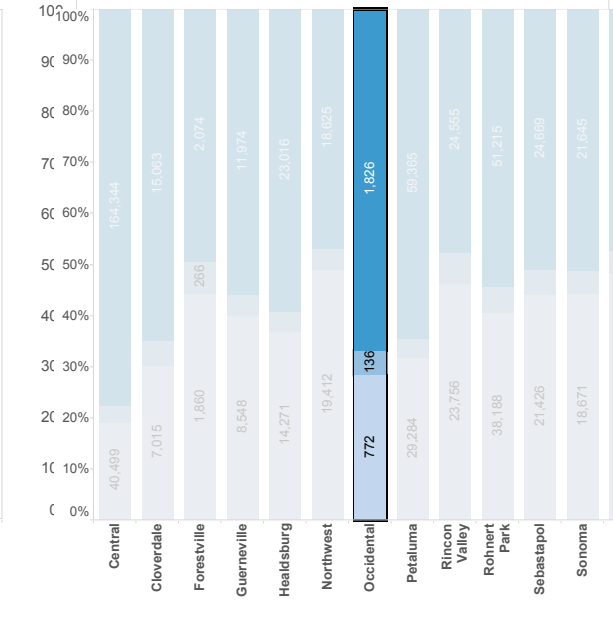
TYPE OF BOOKS OWNED (FY2014-15)

On average there are 33,375 adult books, 2,307 young adult books, and 18,425 children's books owned per library. Comparatively, Occidental has a greater percentage of adult books than the other libraries, which reflects its status as an outpost, where people are likely coming to pick up books, not to use the library as a neighborhood hub.

How is library space programmed?

INTRODUCTION

This section first looks at the size (square footage) of each library, followed by a floorplan detailing how each library's space is currently used (based on observation from site visits that occurred in June 2016). A quantitative breakdown of the space is also presented.

The section then looks at the square footage per person in the proximate population for each library zone in 2010 and 2021, compared to the number of borrowers the library has. This illustrates which libraries have the most strain on space (the higher the ratio, the more space per borrower/person). Following this, the number of programs per square foot is presented, illustrating which libraries are hosting a large number of programs relative to the space that they have.

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY AREA (SQ FT)

Excluding Central Library (because its square footage figure includes public as well as private and administrative space), the average library is 10,158 square feet. Occidental is an outpost, so is well below average at 650 sq ft. It is larger than Forestville, the other outpost library.

SQUARE FEET

650
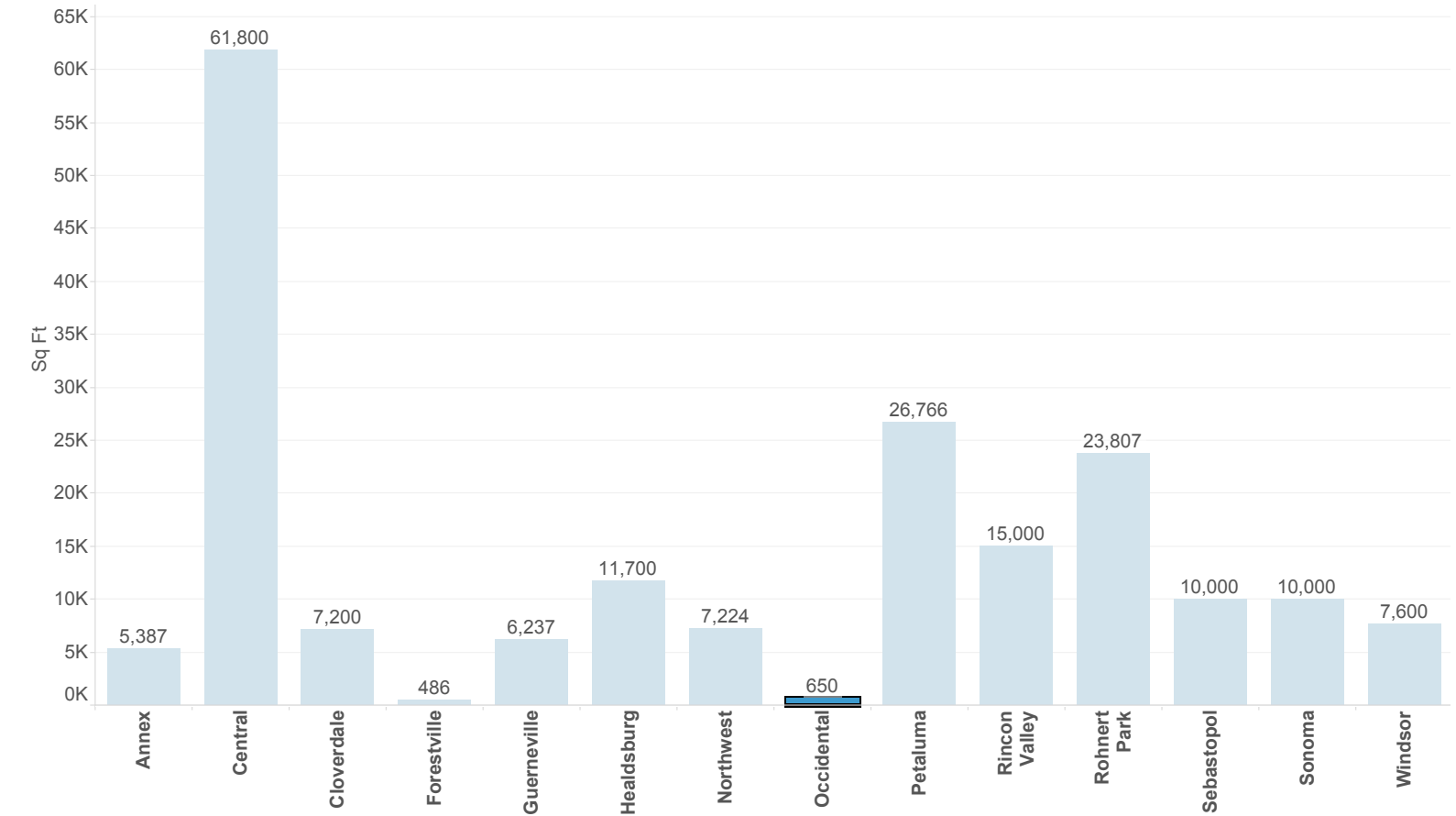
LIBRARY SQ FT PER PROXIMATE POPULATION

On average across the system, there is 0.82 SF per borrower, 0.41 SF per person in the 2010 population, and 0.4 SF per person in the 2021 population. Compared to the other libraries, Occidental has the highest ratio of square feet per borrower, while it has a very low rate of square footage for its population. As its population declines from 2010 to 2021, the square feet per person increases slightly.

SQ FT RATIO

1.35 SF/borrower
0.10 SF/pop. (2010)
0.12 SF/pop. (2021)
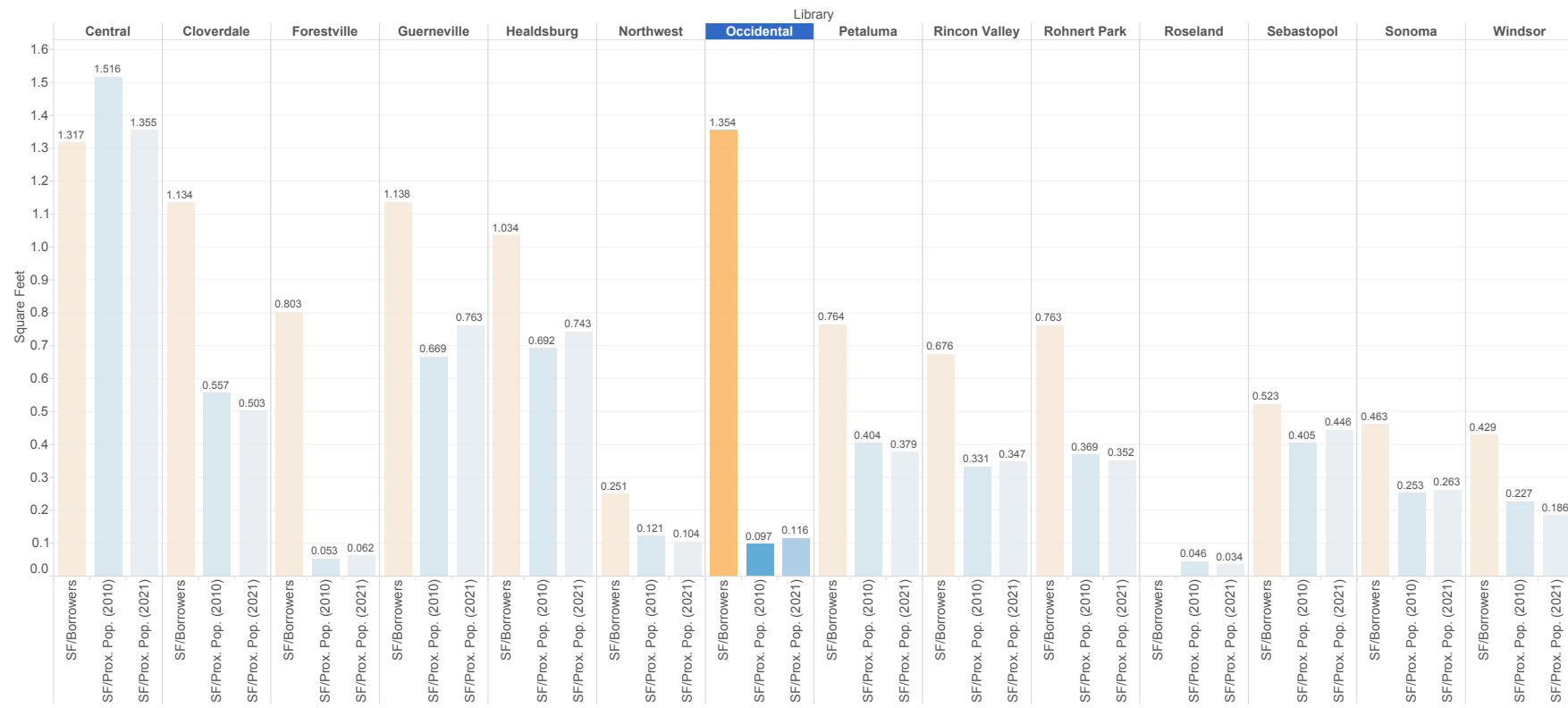
PROGRAMS HOSTED PER 1,000 SQ FT (FY2014-15)

On average across the system, there are 15.2 programs hosted per 1,000 square feet. Occidental Library does not host any programs.

How is library space being used?

BORROWERS AND PATRONS

On average, there are 18,982 borrowers per library and 157,297 patrons per library. Occidental is has the lowest number of both borrowers and patrons as it is a more rural, outpost library.

480 borrowers

46,682 patrons

9.6 patrons per borrower

INTRODUCTION

This section explores how library space is being used by people visiting the library. First we wanted to understand who is using the space in the library: the number of borrowers and patrons presented on the facing page gives an overview of how many people have cards at each library (borrowers) and how many people actually come to each library (patrons).

This is then translated into a ratio: the number of patrons per borrower. This illustrates the relationship between the number of people who have library cards (borrowers) and the number of people who are actually using the library (patrons).

The section then looks at specific uses of the library: internet sessions,

programs, and items held by library. These three things are presented against patron count, in order normalize and compare these metrics across the libraries to understand how each library is being used and to what extent.

METHODOLOGY

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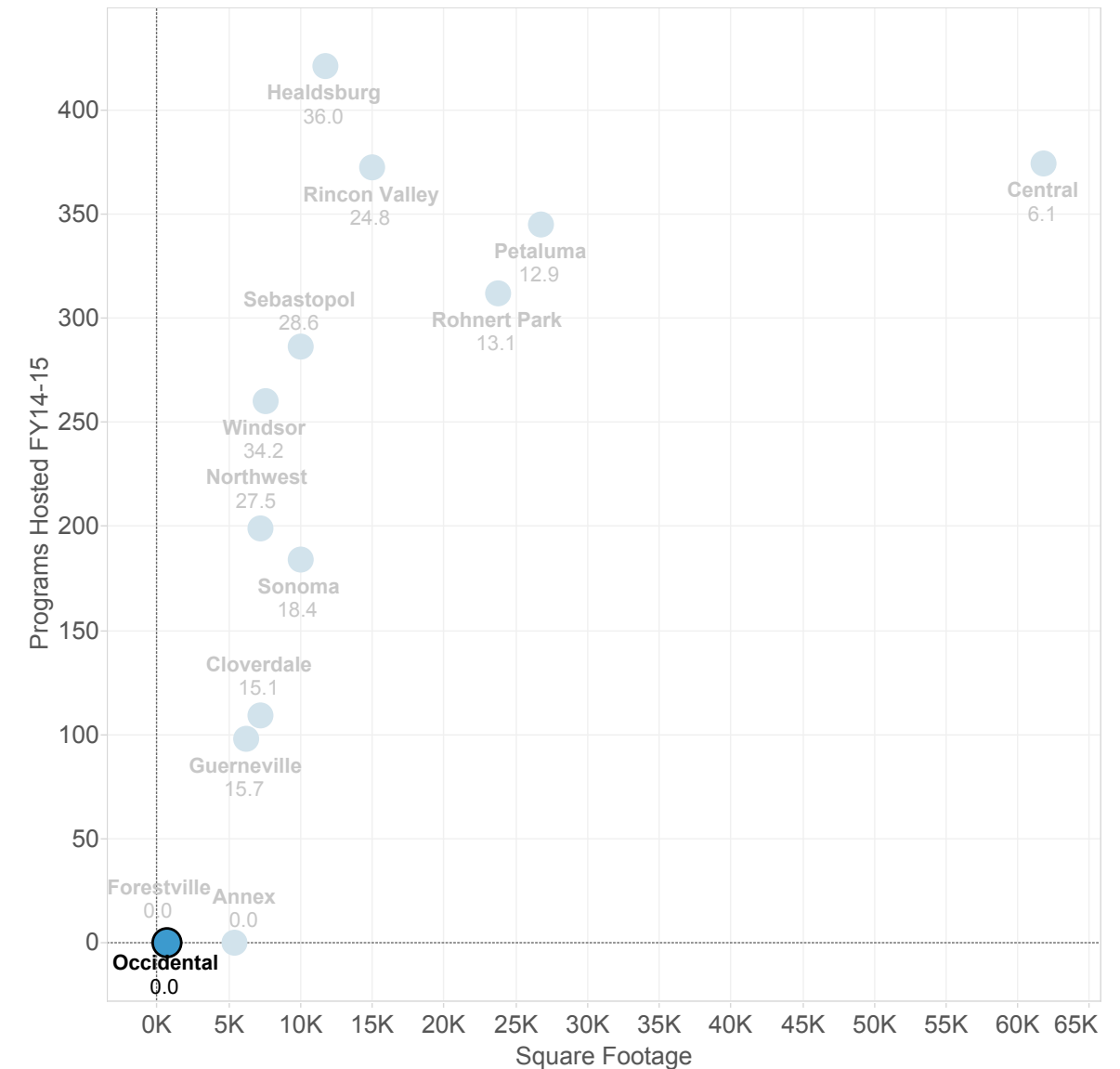
RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

Bar chart of Borrowers and Patrons by library branch:

Library	Borrowers	Patrons
Central	46,916	341,587
Cloverdale	6,349	86,293
Forestville	605	5,549
Guerneville	5,481	93,509
Healdsburg	11,313	138,077
Northwest	28,792	309,407
Occidental	480	4,628
Petaluma	35,030	271,944
Rincon Valley	22,186	185,357
Rohnert Park	31,182	180,408
Sebastopol	19,110	186,561
Sonoma	21,621	128,414
Windsor	17,700	113,122

PATRONS AND BORROWERS PER SQ FT (FY14-15)

On average, there is 0.09 square feet per patron and 0.82 square feet per borrower across the library system.

Occidental has 0.14 square feet per patron and 1.35 square feet per borrower, which are both above average for the system as a whole.

	System Average	Library
● Patrons	0.09 SF	0.14 SF
● Borrowers	0.82 SF	1.35 SF
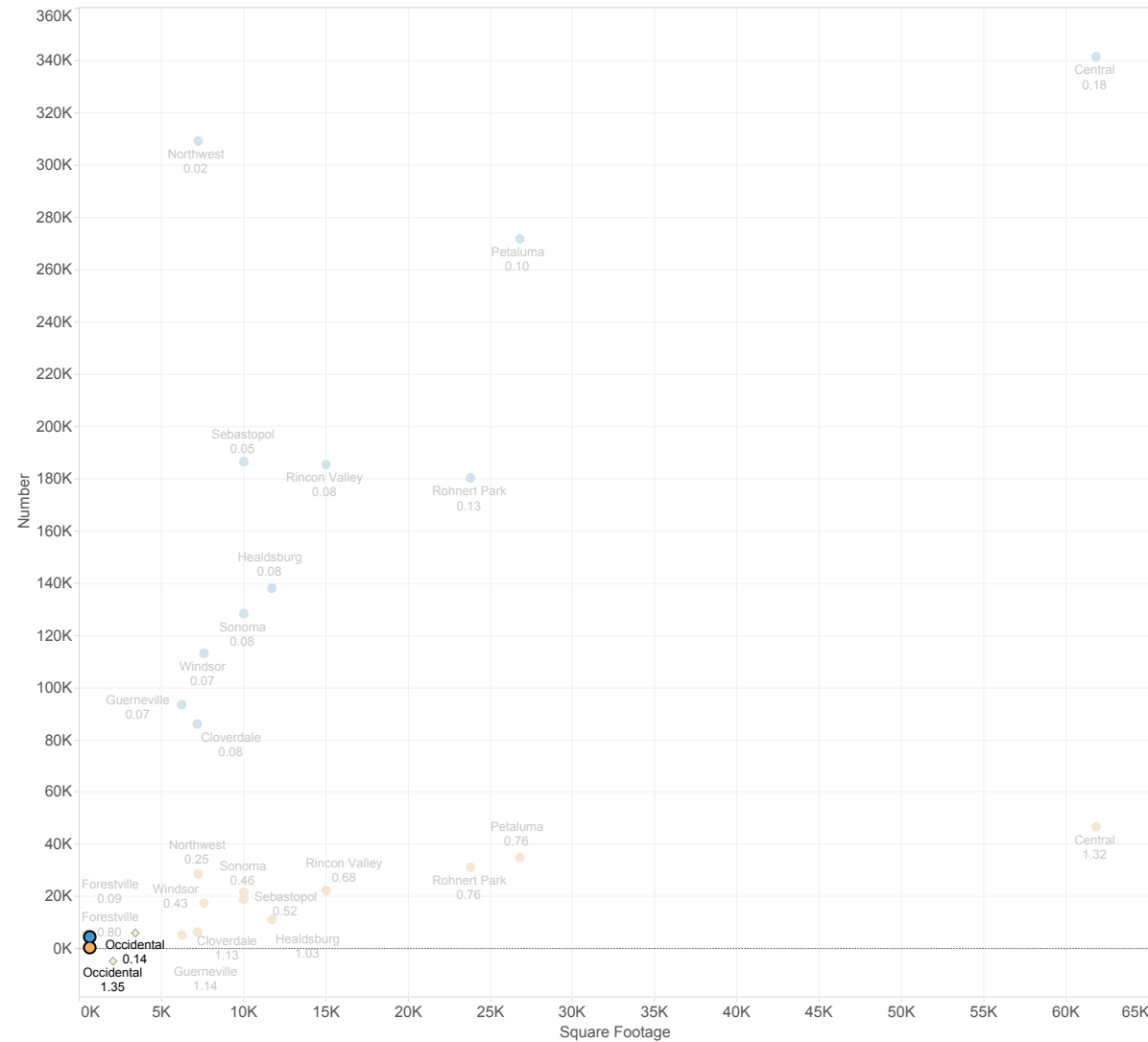
INTERNET SESSIONS PER PATRON (FY2014-15)

On average across the system, there are 9.6 internet sessions per patron. There is no data available for internet use at Occidental Library.
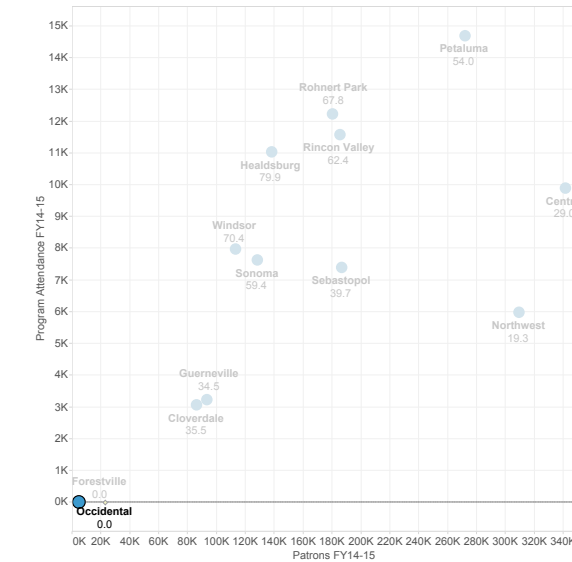
EVENT ATTENDANCE PER 1,000 PATRONS (FY2014-15)

On average across the system, there is an attendance rate of 42.5 per 1,000 patrons. Occidental does not host any events so has a rate of zero events hosted per 1,000 patrons.
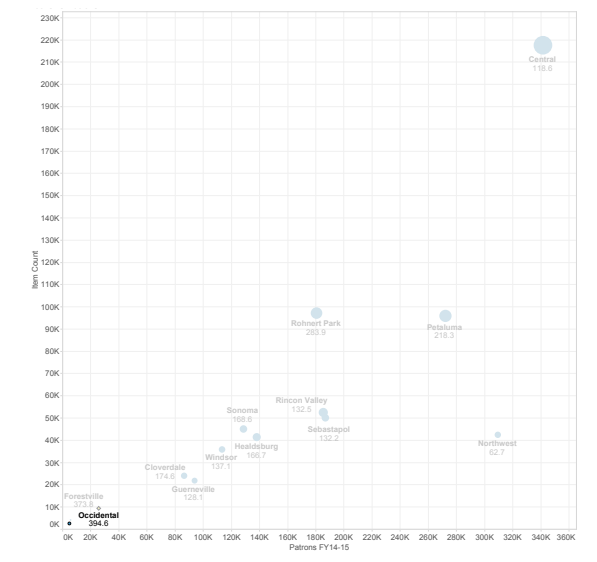
ITEMS PER 1,000 PATRONS (FY2014-15)

On average across the system, there are 192 items owned at each library per 1,000 patrons. For every 1,000 people who visit the library (patrons), Occidental has approximately 394 items per 1,000 patrons. This high rate is likely due to the fact that Occidental has a low number of patrons.

DATA
FINDINGS

[Finding 1]

Occidental has a very low rate of usage compared to its population (60 visits per 1,000 people in the population), which reflects its outpost nature.

[Finding 2]

Relative to the number of patrons and borrowers, Occidental has an above average amount of space.

INTERVIEW
FINDINGS

In order to understand the workflow, usage, and programmed space of each library, MKThink undertook site visits and interviews with branch managers and librarians in June 2016. Our observations and information gather from the branch managers is presented below, and suggestions that we heard are presented in the grey bar to the right.

TECHNOLOGY

Only Wi-Fi access in the area, which very important for the location/area

DESIGN/SPACE

Accessibility is an issue to get in/out of the library

Threshold going out of the library hard to get book delivery carts over (going into library has a ramp)

WORKFLOW/OPERATIONS

Open 3 days a week

Door counts are approximately 300-400/month

SIGNAGE/WAYFINDING

None.

FURNITURE

None.

EVENTS

No events hosted

SUGGESTIONS

Branch Managers and librarians suggestions:

• Better accessibility

PETALUMA
LIBRARY

LIBRARY DESCRIPTION

The Petaluma Regional branch of the Sonoma County Library system is a leased facility located at 100 Fairgrounds Drive, Petaluma, CA 94952. The current structure was built in 1974 as a single-story building of approximately 25,000 square feet. A partial upper level/mezzanine adds less than 2,000 square feet.

Year Built: 1974
Ownership: Leased

LIBRARY TYPE

Branch
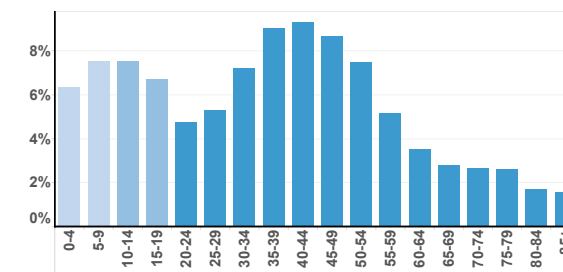
COUNTS

11	FTE Employees
23,026	Average Monthly Visits
29	Public Computers
395	Average Monthly Program Attendees

METRICS

0.10	Patrons per SF
7.8	Patrons per Borrower
10.4	Internet Sessions per Patron
54	Program Attendance per 1,000 Patrons
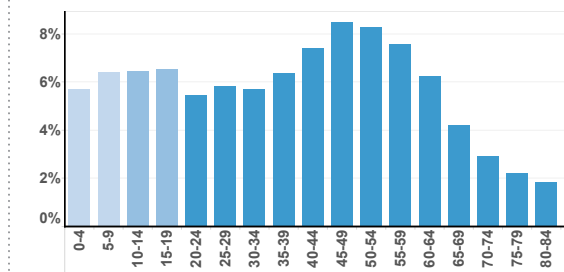
SQUARE FOOTAGE

26,766

SPACE BREAKDOWN

Seating & Stacks	14,471 SF
Children	2,787 SF
Teen	0 SF
Back of House	3,356 SF
Circulation/Reference	574 SF
Support	999 SF
Community	1,139 SF
Other	3,442 SF

2000 POPULATION
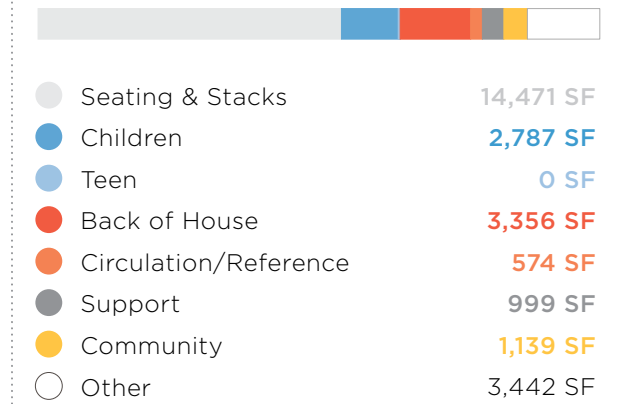
2010 POPULATION

2021 PROJECTED POPULATION
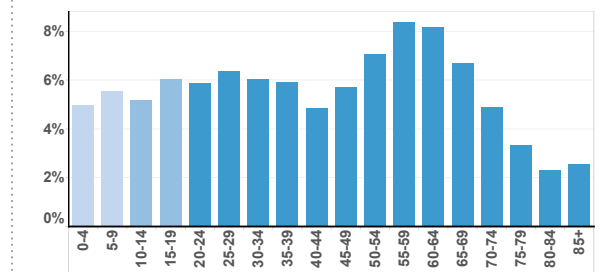
1 **LIBRARY ENTRANCE**

Main entrance to Petaluma Library from the parking lot. Bike racks can be seen in this photo.

2 **ADJACENT OPEN SPACE**

Petaluma has some open space next to the library, which has potential to be used for additional programming.

3 **ENTRANCE DOORS**

Another view of the entrance doors to Petaluma Library.

4 **STREETVIEW**

Google Streetview of the library frontage from the parking lot. A bus stop is located in front of the library.

5 **BIKE RACKS**

Additional bike racks are located next to the garden in the front of the library.

6 **LIBRARY FRONTAGE**

View of the front of the library looking towards the street.

7 **BOOK DROP**

A book drop is located outside the front of the library.

8 **EXIT**

The exit to the foyer from the main space of the library. The circulation desk can be barely seen in the left of the photo.

Who is Petaluma Library serving?

INTRODUCTION

In order to plan for the future of the Sonoma County Library system, it is first necessary to understand who each library is serving. The following data is presented and analyzed in this section to answer this question:

- Library card holders
- 2010 population and age distribution
- 2021 population and age distribution
- 2010 population versus patrons
- Seating by type (adult or child)
- Types of programs hosted (adult, young adult, child, pre-school)
- Types of books owned (adult, young adult, child)

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section. 2010 population figures are from the 2010 Census. The 2021 population projections by "library zone" were calculated by MKThink extrapolated from historic trends (2000-2010 Census Data) and normalized according to ESRI county-wide projections.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

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RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY CARD HOLDERS

The map and graph show the number of people with library cards registered at Petaluma Library as of May 2016.

Library	Card Holders
Central	60,466
Petaluma	34,048
Rohnert Park	27,910
Northwest	25,338
Sonoma	19,847
Rincon Valley	17,643
Sebastopol	16,827
Windsor	14,017
Healdsburg	11,035
Cloverdale	6,226
Guerneville	5,939
Forestville	760
Occidental	554
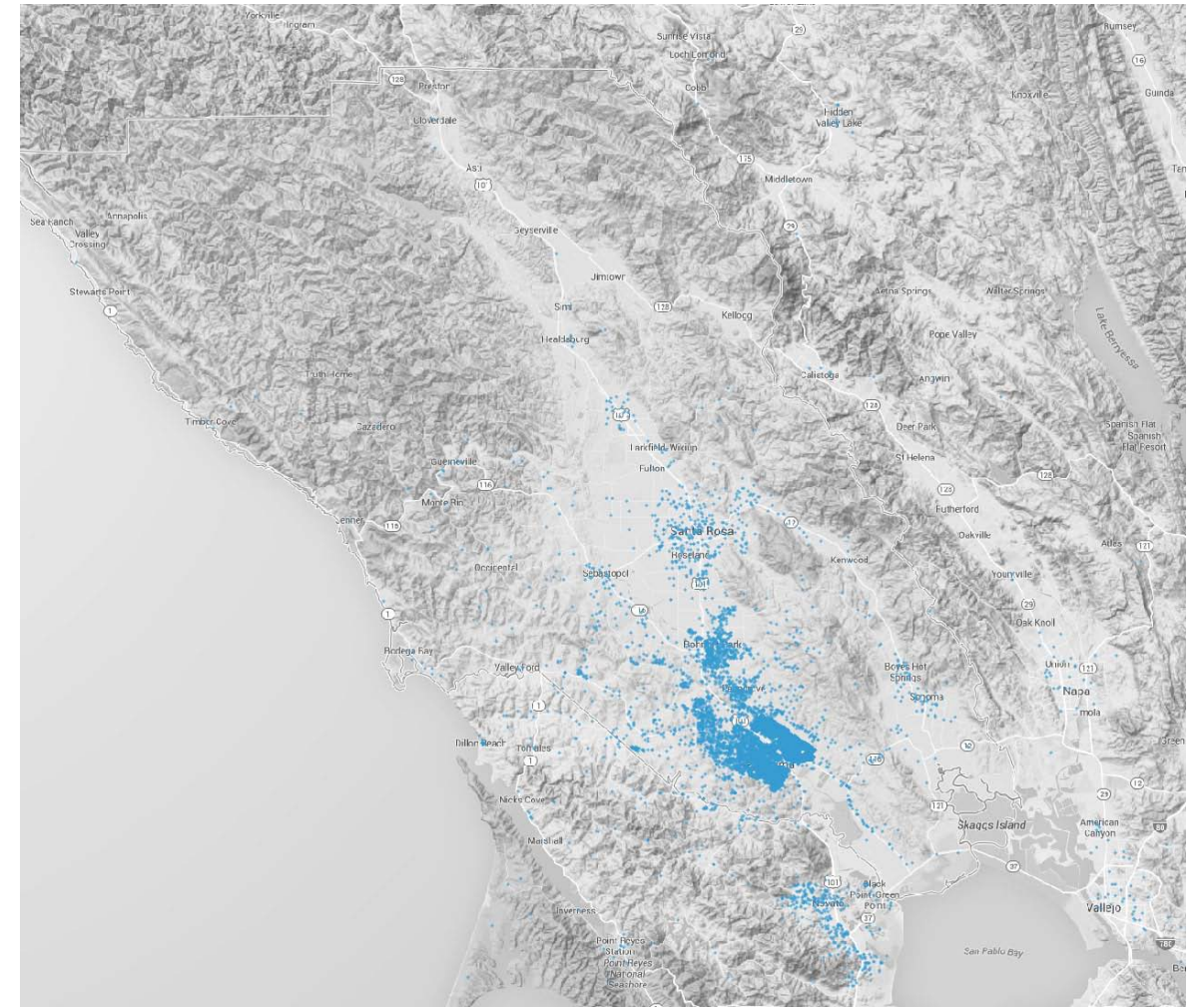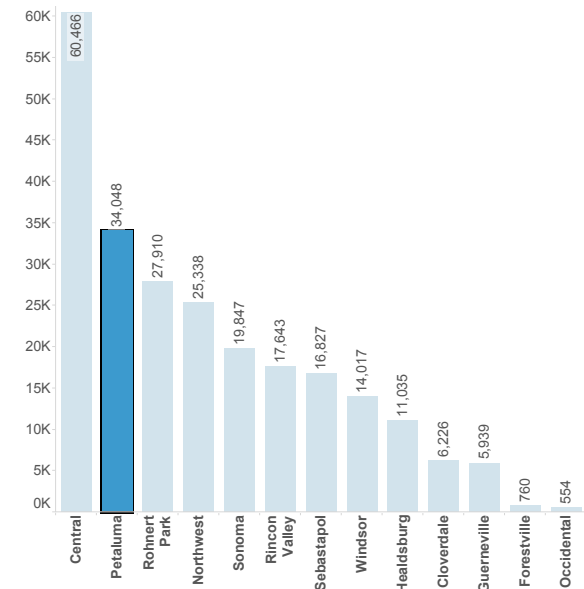
34,048 library card holders

2010 AGE RANGE DISTRIBUTION

Approximately 12.3% of the population is under 10 (children), 13.1% of the population is between the ages of 10-19 (young adults/teenagers), and 74.6% of the population is 20 and older (adults).

2010 TOTAL POPULATION

66,272
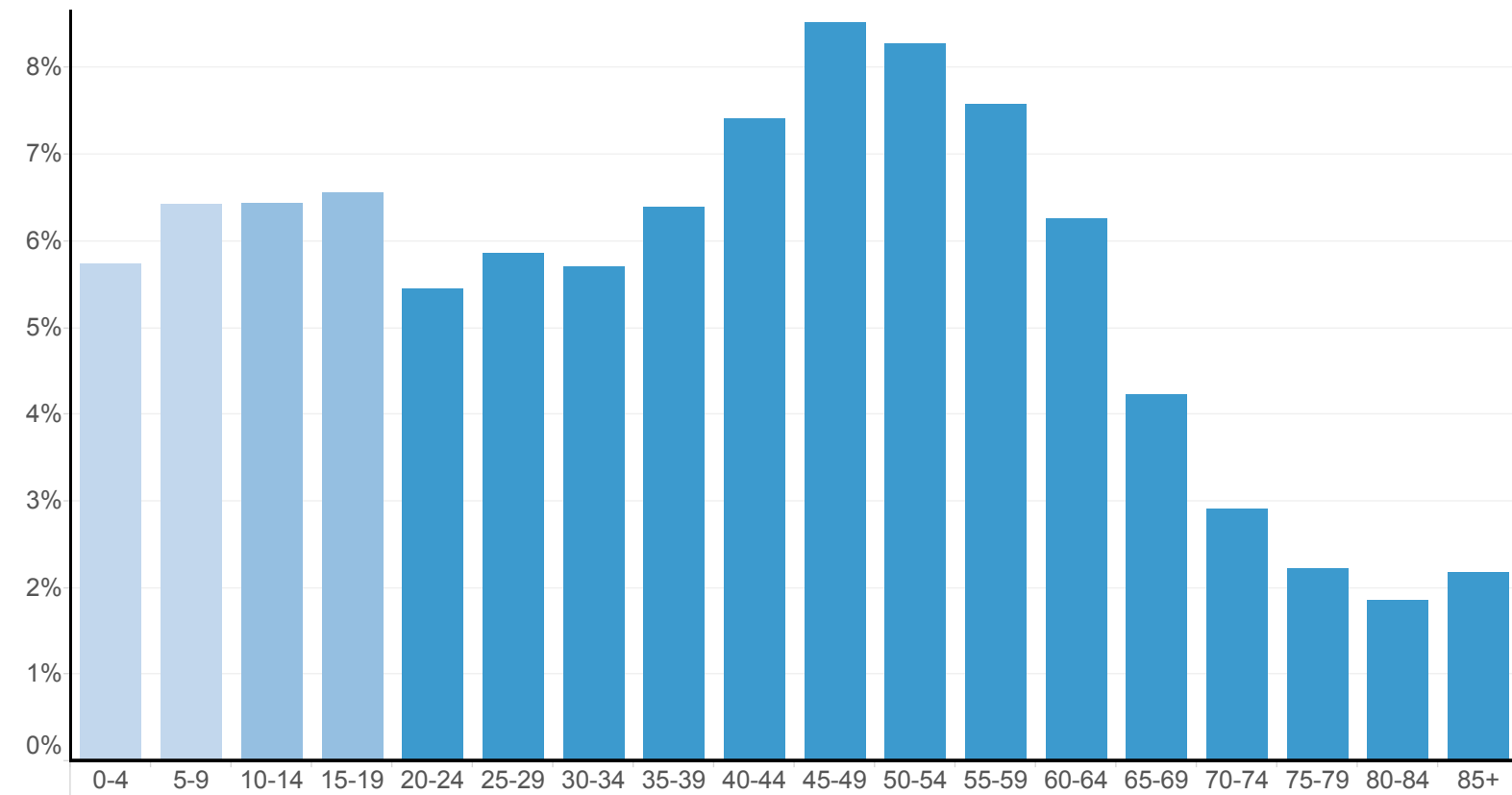
2021 PROJECTED AGE DISTRIBUTION

2021 shows a similar age distribution to 2010. Approximately 10.5% of the population is under 10 (children), 11.1% of the population is between the ages of 10-19 (young adults/teenagers), and 78.4% of the population is 20 and older (adults).

2021 TOTAL POPULATION

70,682

6.6% change from 2010
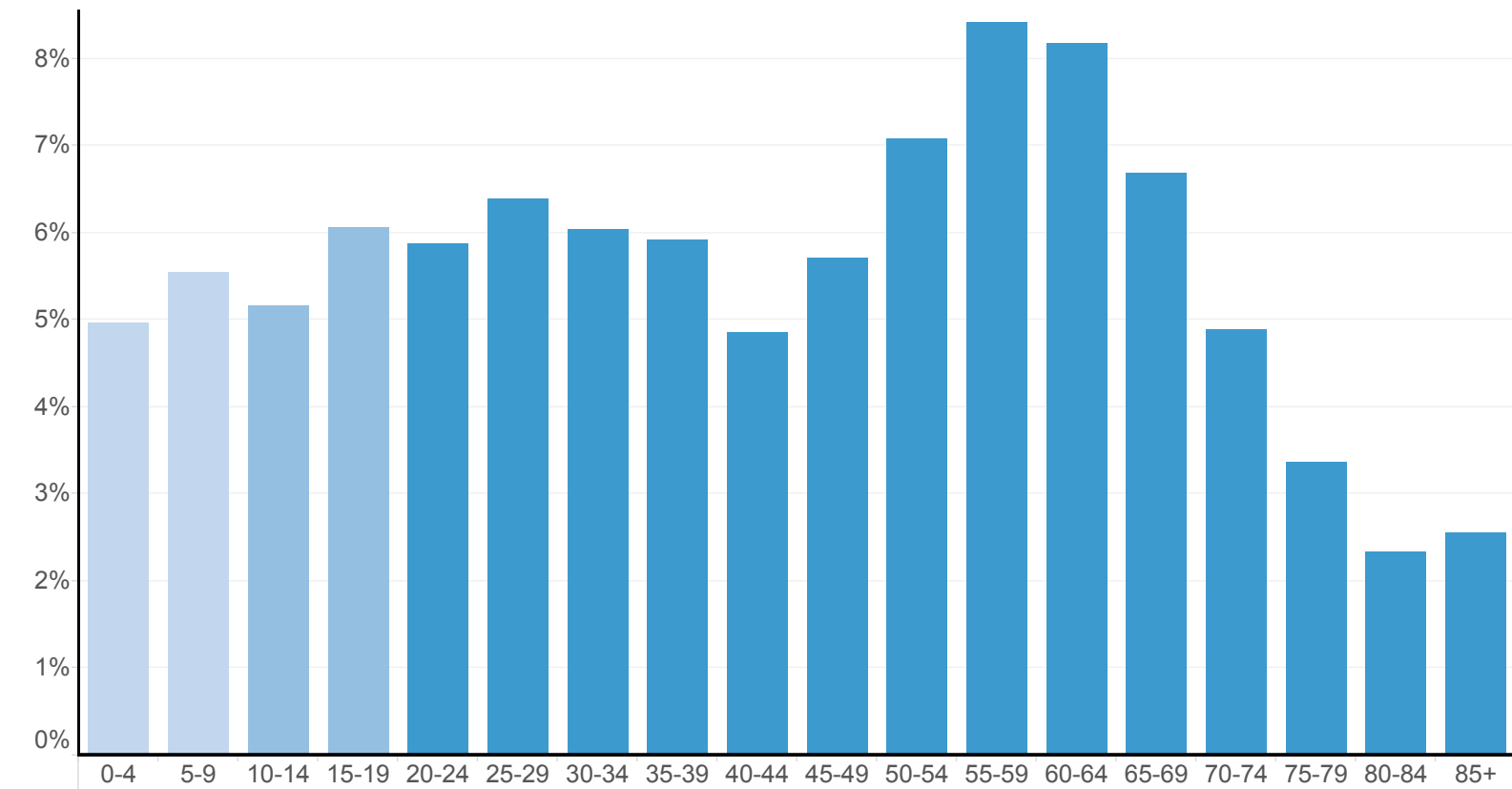
POPULATION (2010) VERSUS PATRONS (FY2011-12)

On average there are 0.41 patrons (library visits) for every person in the population.

Compared to its 2010 population, Petaluma has a slightly below average number of library patrons compared to its population (ratio of 0.37 patrons per resident of the Petaluma zone). In other words, for every 1,000 residents of the Petaluma zone, there are 375 counts of library attendance.
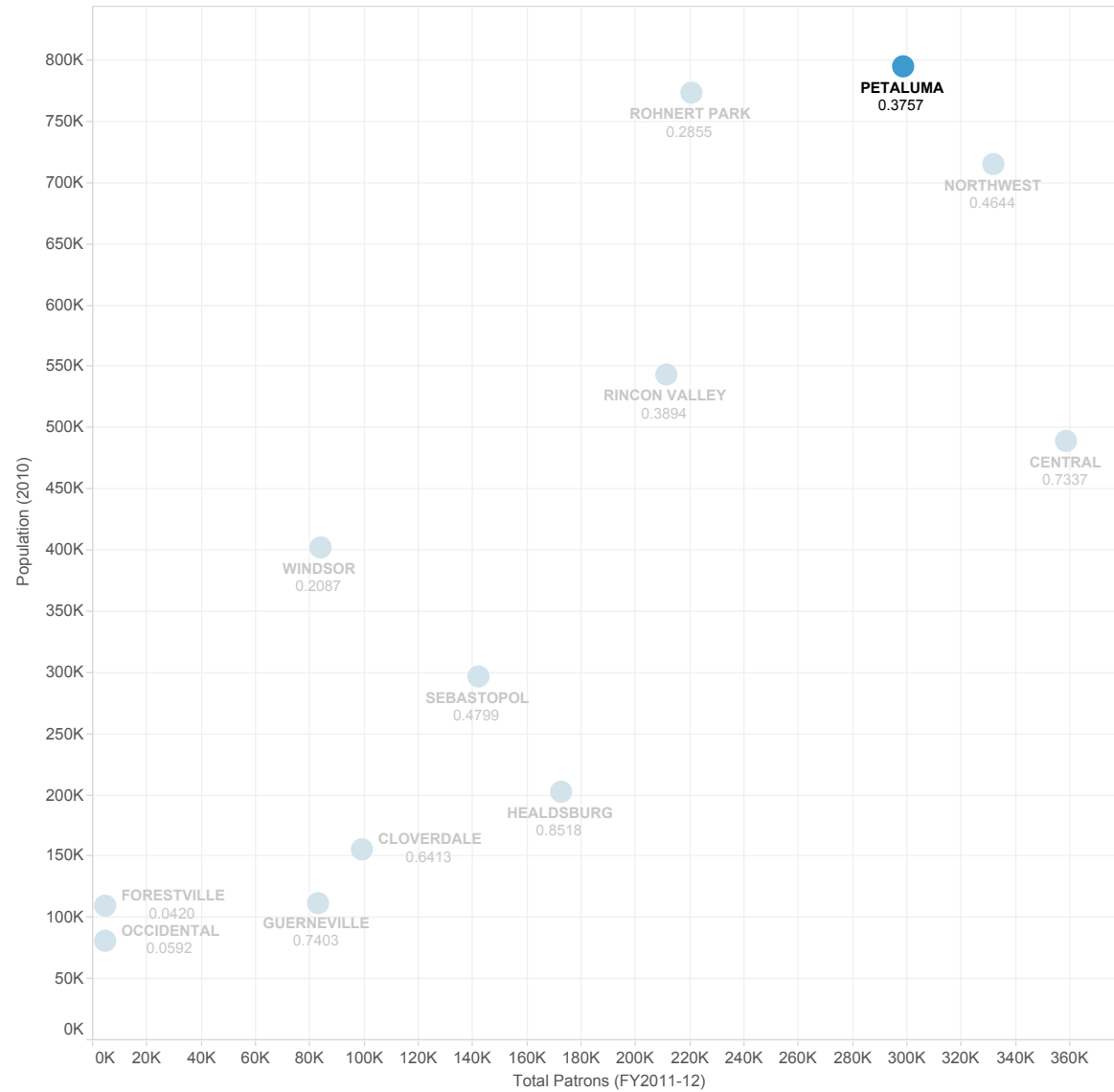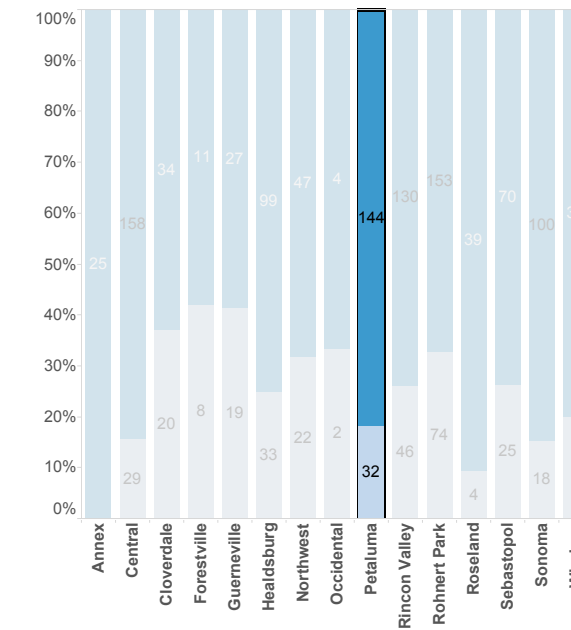
TYPE OF CHAIRS

On average, there are 69 adult and 23 children's chairs per library. Compared to other libraries, Petaluma has a very high percentage of adult seating.
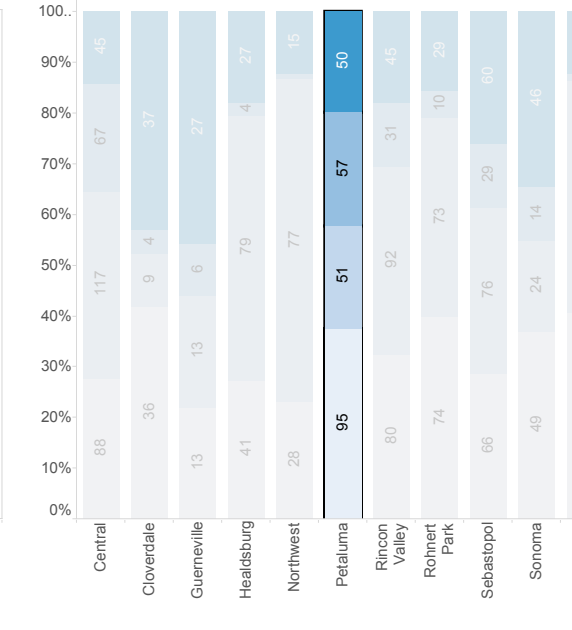
TYPE OF EVENTS HOSTED (FY2015-16)

On average, there are 36 adult, 20 young adult, 62 school age, and 58 pre-school events hosted per library. Petaluma has a more equal breakdown of types of events than do most of the other libraries, providing service to all of its populations.
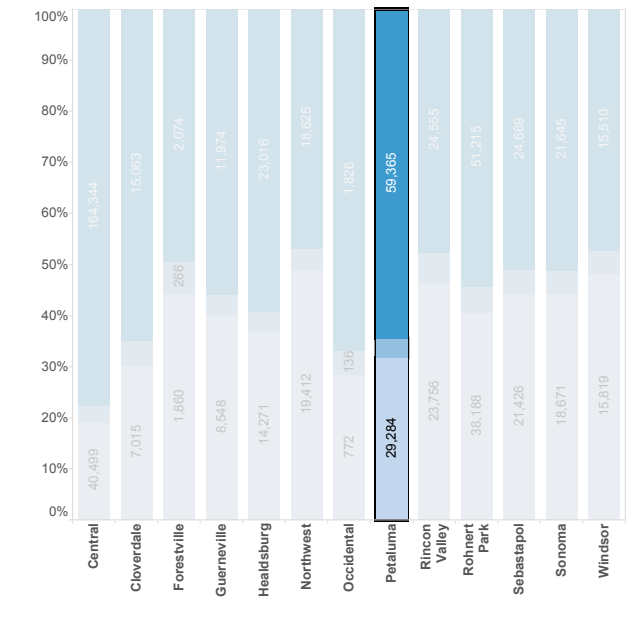
TYPE OF BOOKS OWNED (FY2014-15)

On average there are 33,375 adult books, 2,307 young adult books, and 18,425 children's books owned per library. Compared to the other libraries, Petaluma has a high percentage of adult books, and a lower percentage of childrens' books

How is library space programmed?

INTRODUCTION

This section first looks at the size (square footage) of each library, followed by a floorplan detailing how each library's space is currently used (based on observation from site visits that occurred in June 2016). A quantitative breakdown of the space is also presented.

The section then looks at the square footage per person in the proximate population for each library zone in 2010 and 2021, compared to the number of borrowers the library has. This illustrates which libraries have the most strain on space (the higher the ratio, the more space per borrower/person). Following this, the number of programs per square foot is presented, illustrating which libraries are hosting a large number of programs relative to the space that they have.

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In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

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RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY AREA (SQ FT)

Excluding Central Library (because its square footage figure includes public as well as private and administrative space), the average library is 10,158 square feet. After Central, it is the largest library, at 26,766 sq ft.

SQUARE FEET

26,766
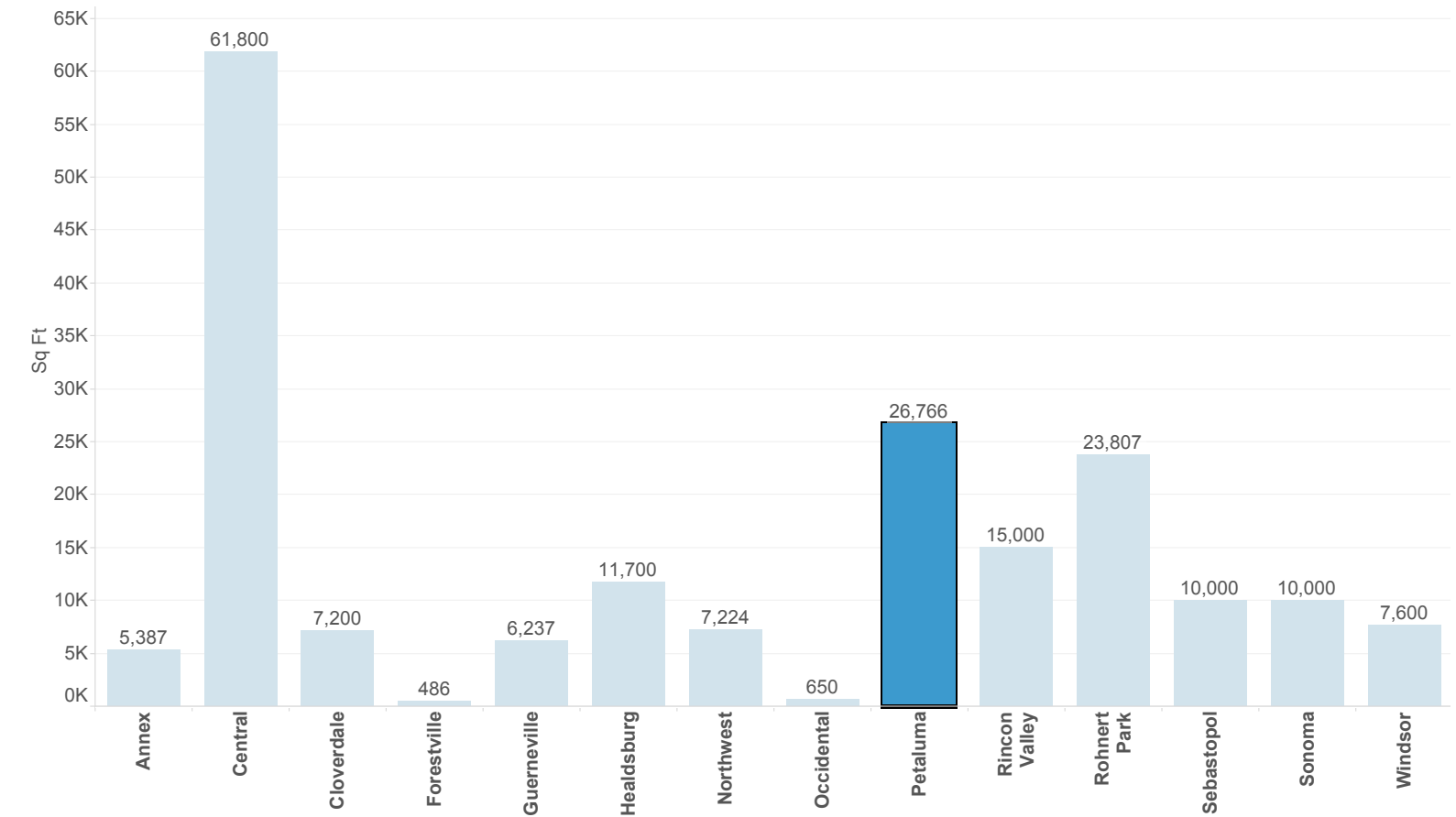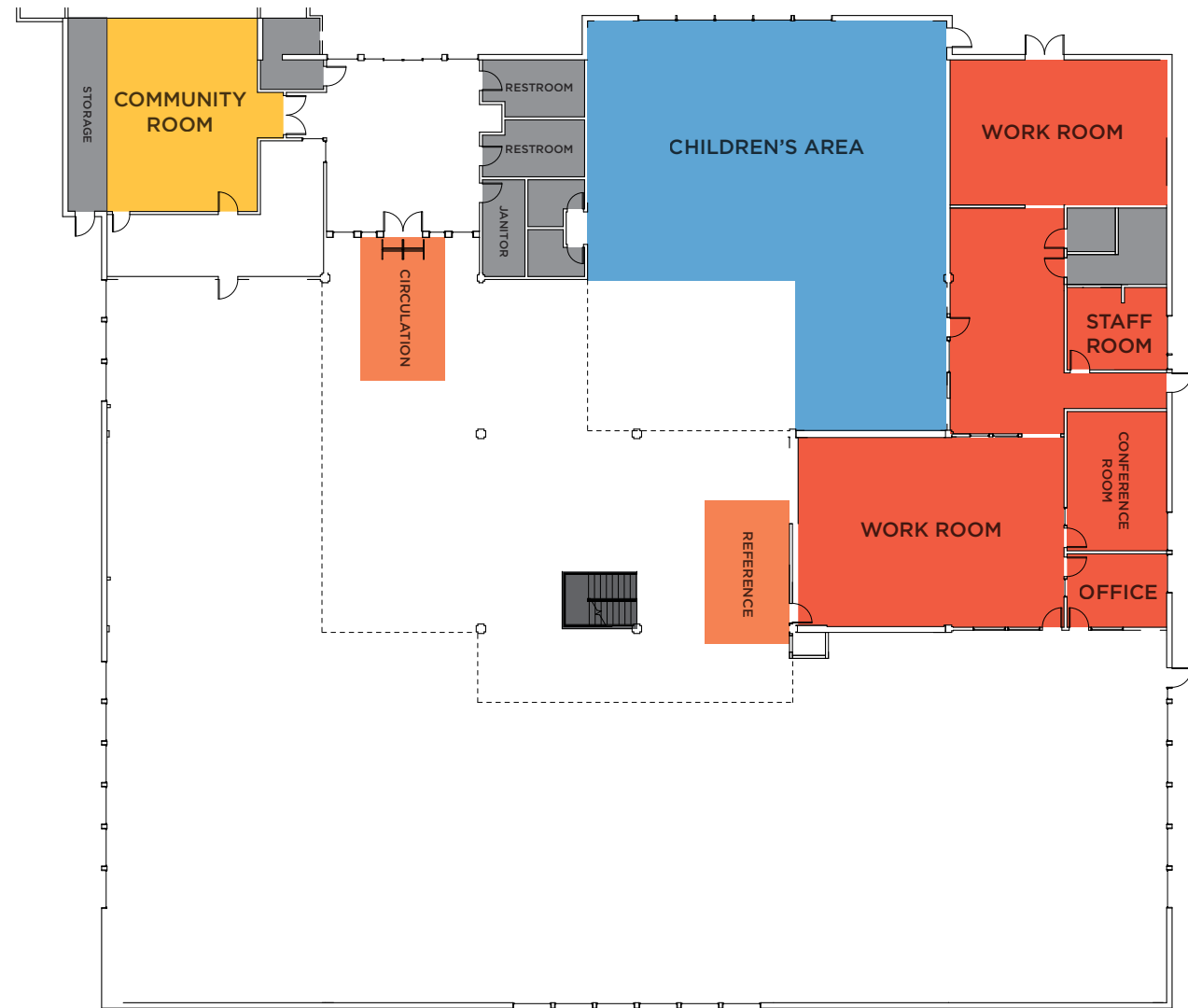
Bar chart of Library Area (Sq Ft) by location. Y-axis labeled "Sq Ft" from 0K to 65K.

Library	Sq Ft
Annex	5,387
Central	61,800
Cloverdale	7,200
Forestville	486
Guerneville	6,237
Healdsburg	11,700
Northwest	7,224
Occidental	650
Petaluma	26,766
Rincon Valley	15,000
Rohnert Park	23,807
Sebastopol	10,000
Sonoma	10,000
Windsor	7,600

SPACE BREAKDOWN

On average across the libraries, space is used as follows: 13.7% children, 10.4% back of house (excluding Central due to storage and work space for the overall system), 7.5% community, 7.1% support, 3% circulation/reference, and 0.6% teen.

Petaluma has more seating and stacks space than the libraries do on average, but less children's space than average. Its community space is also smaller than average, though back of house space is larger than average.

	System Average	Library
○ Other	9.1%	12.9%
Community	7.5%	4.3%
Support	7.1%	3.7%
Circulation/Reference	3%	2.1%
Back of House	10.4%	12.1%
Teen	0.6%	0%
Children	13.7%	10.4%
Seating & Stacks	45.9%	54.1%

Circulation/Reference refers to the public-facing circulation and reference desks/areas.

Support includes bathrooms, storage closets, electrical closets, and janitor closets.

Other includes circulation, load, and other non-programmed spaces.

Back of house includes staff work rooms, break rooms, offices, and sorting/processing areas not in the public space.

Teen spaces were counted only if they were enclosed or semi-enclosed.

LIBRARY SQ FT PER PROXIMATE POPULATION

On average across the system, there is 0.82 SF per borrower, 0.41 SF per person in the 2010 population, and 0.4 SF per person in the 2021 population. Compared to the other libraries, Petaluma has an average ratio of square feet per person, as shown to the right. As its population grows from 2010 to 2021, the square feet per person decreases slightly.

SQ FT RATIO

0.76 SF/borrower

0.40 SF/pop. (2010)

0.38 SF/pop. (2021)
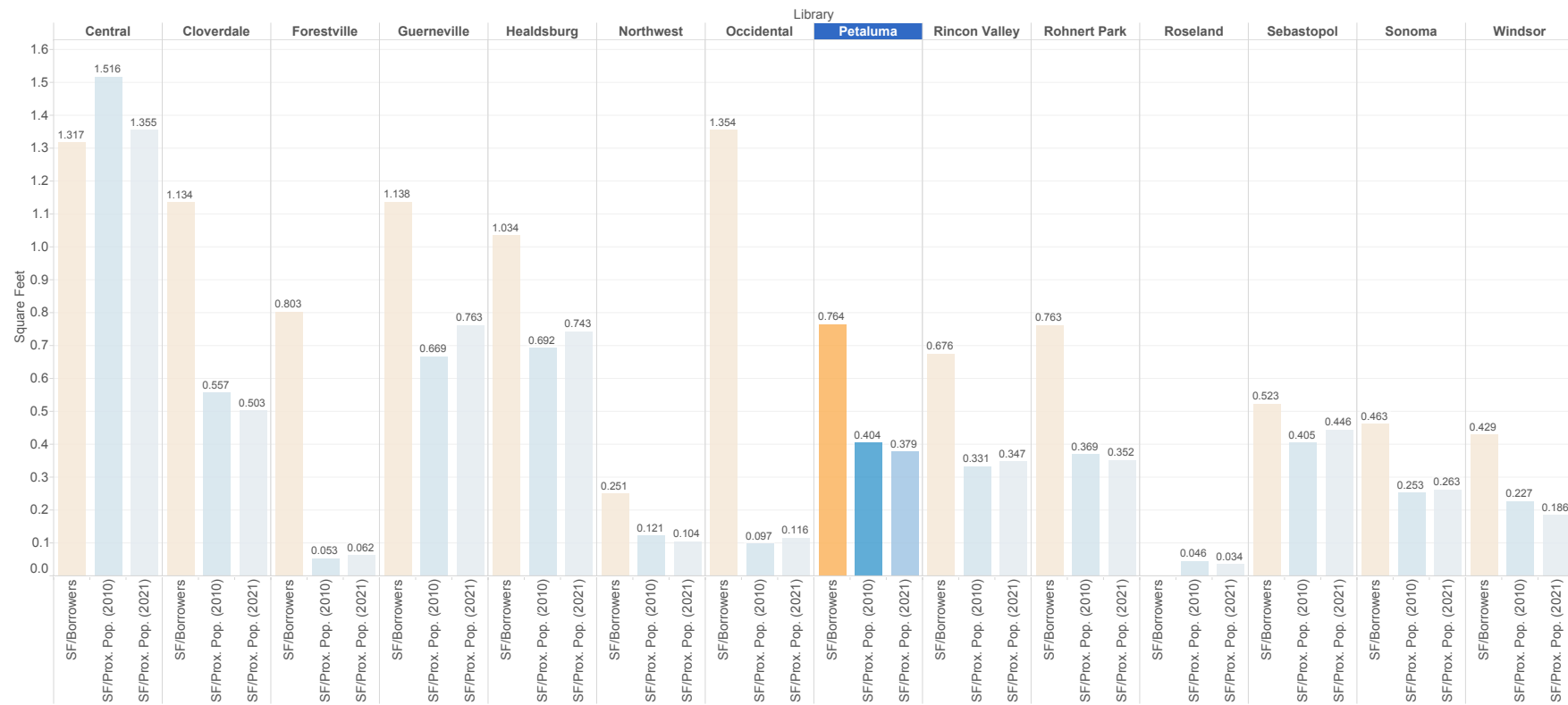
EVENTS HOSTED PER 1,000 SQ FT (FY2014-15)

On average across the system, there are 15.2 events hosted per 1,000 square feet. Relative to its size, Petaluma hosts a relatively low number of events, at a rate of 12.9 events per 1,000 square feet. This rate may be lower because it is a larger library in terms of square footage.

How is library space being used?

INTRODUCTION
This section explores how library space is being used by people visiting the library. First we wanted to understand who is using the space in the library: the number of borrowers and patrons presented on the facing page gives an overview of how many people have cards at each library (borrowers) and how many people actually come to each library (patrons).

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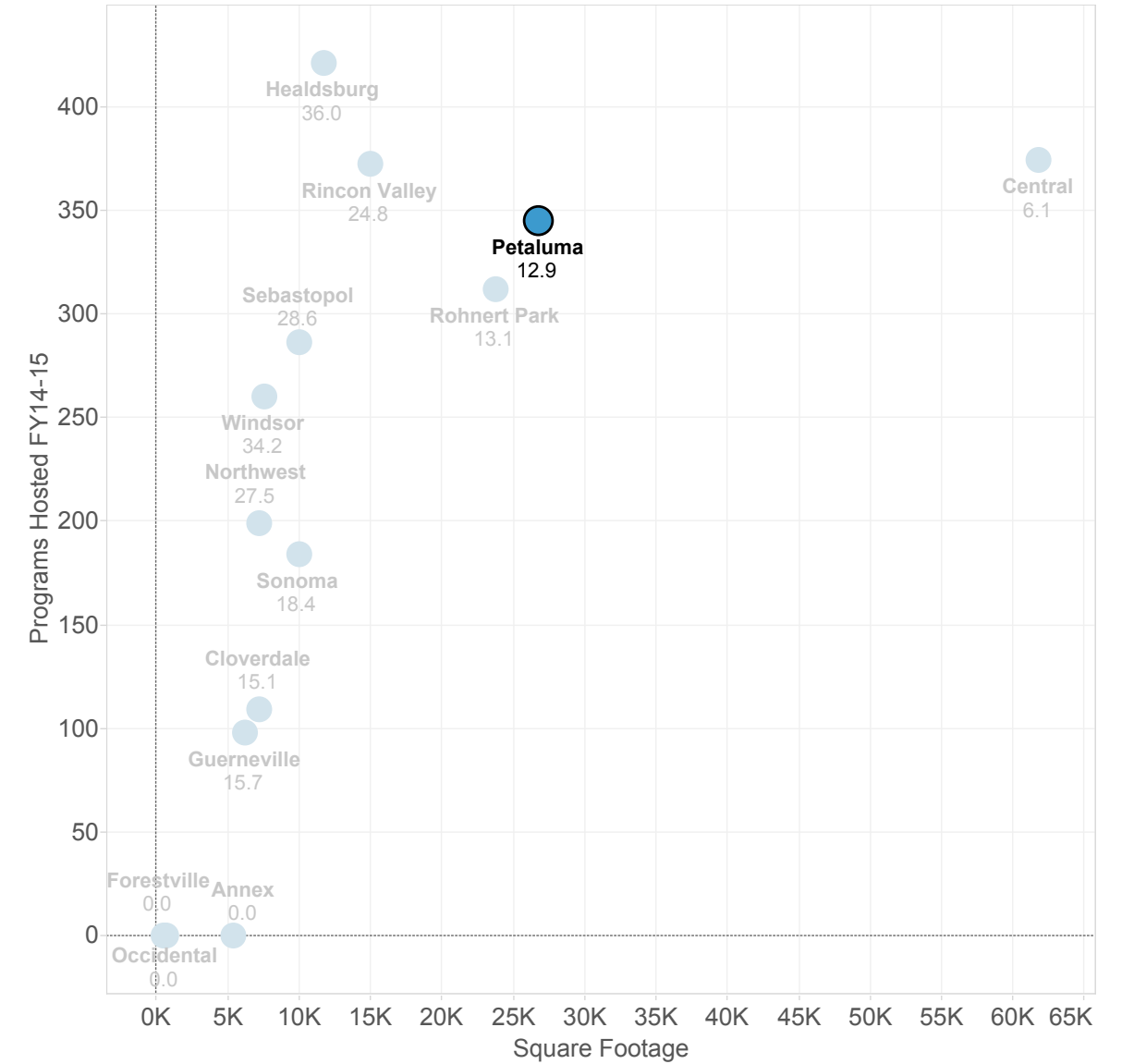**METHODOLOGY**
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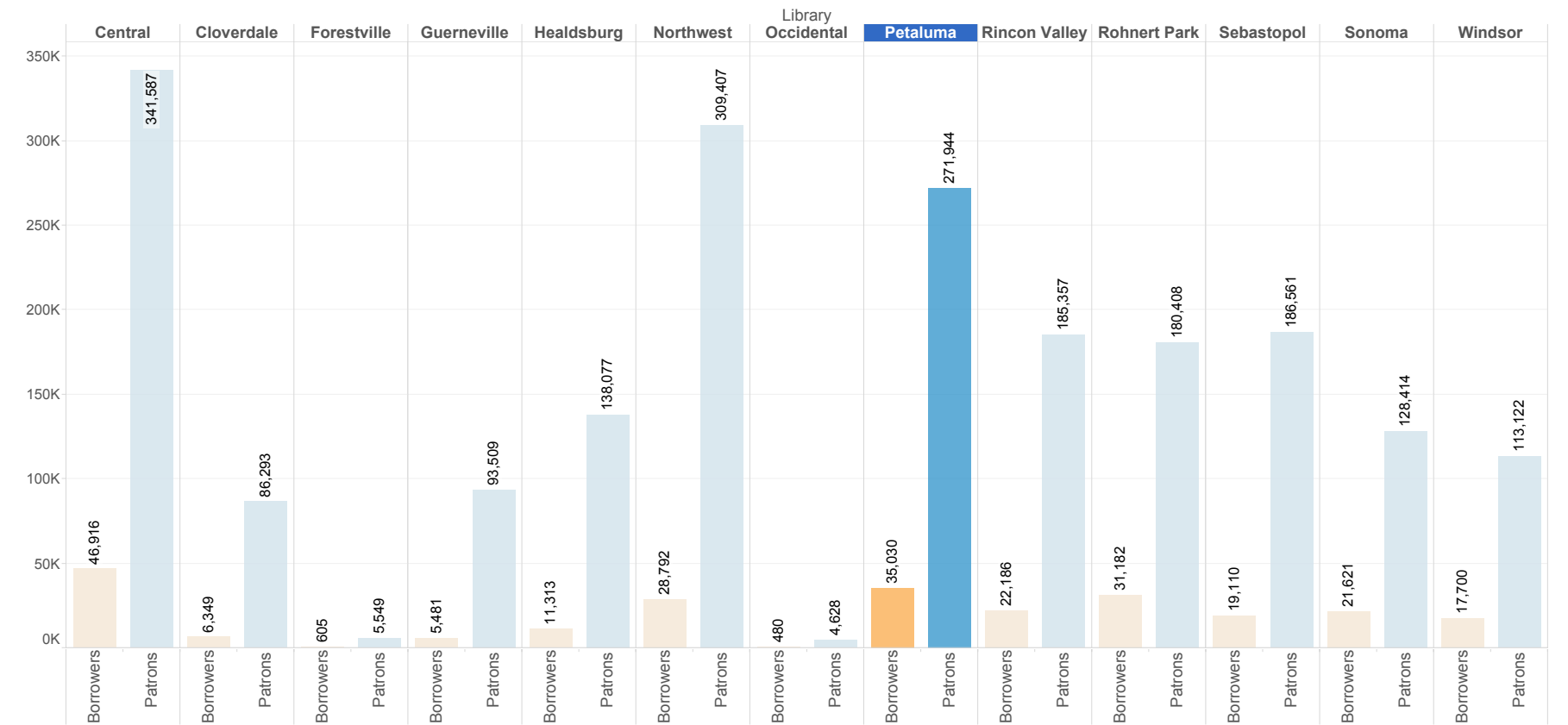
BORROWERS AND PATRONS
On average, there are 18,982 borrowers per library and 157,297 patrons per library. Petaluma is above the average for both figures, with 35,030 borrowers and 271,944 patrons, making it a very well used library.

35,030 borrowers

271,944 patrons

7.8 patrons per borrower

PATRONS AND BORROWERS PER SQ FT (FY14-15)

On average, there is 0.09 square feet per patron and 0.82 square feet per borrower across the library system.

Petaluma is about average for both the number of patrons it has (slightly above average amount of space at 0.10 square feet per patron) and slightly below average for the the number of borrowers (above average amount of space at 0.76 square feet per borrower).

	System Average	Library
● Patrons	0.09 SF	0.10 SF
● Borrowers	0.82 SF	0.76 SF
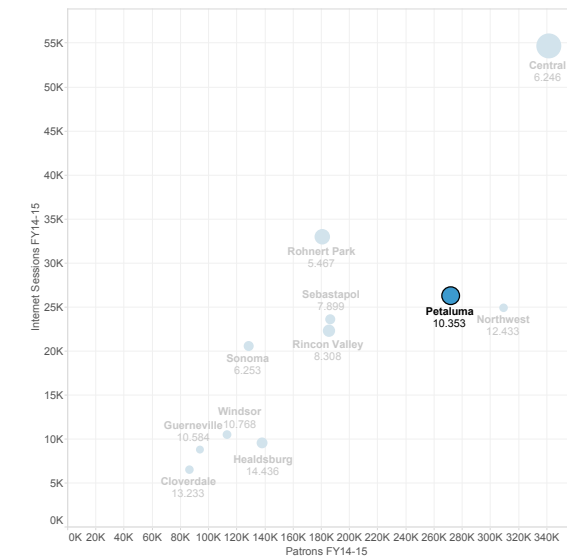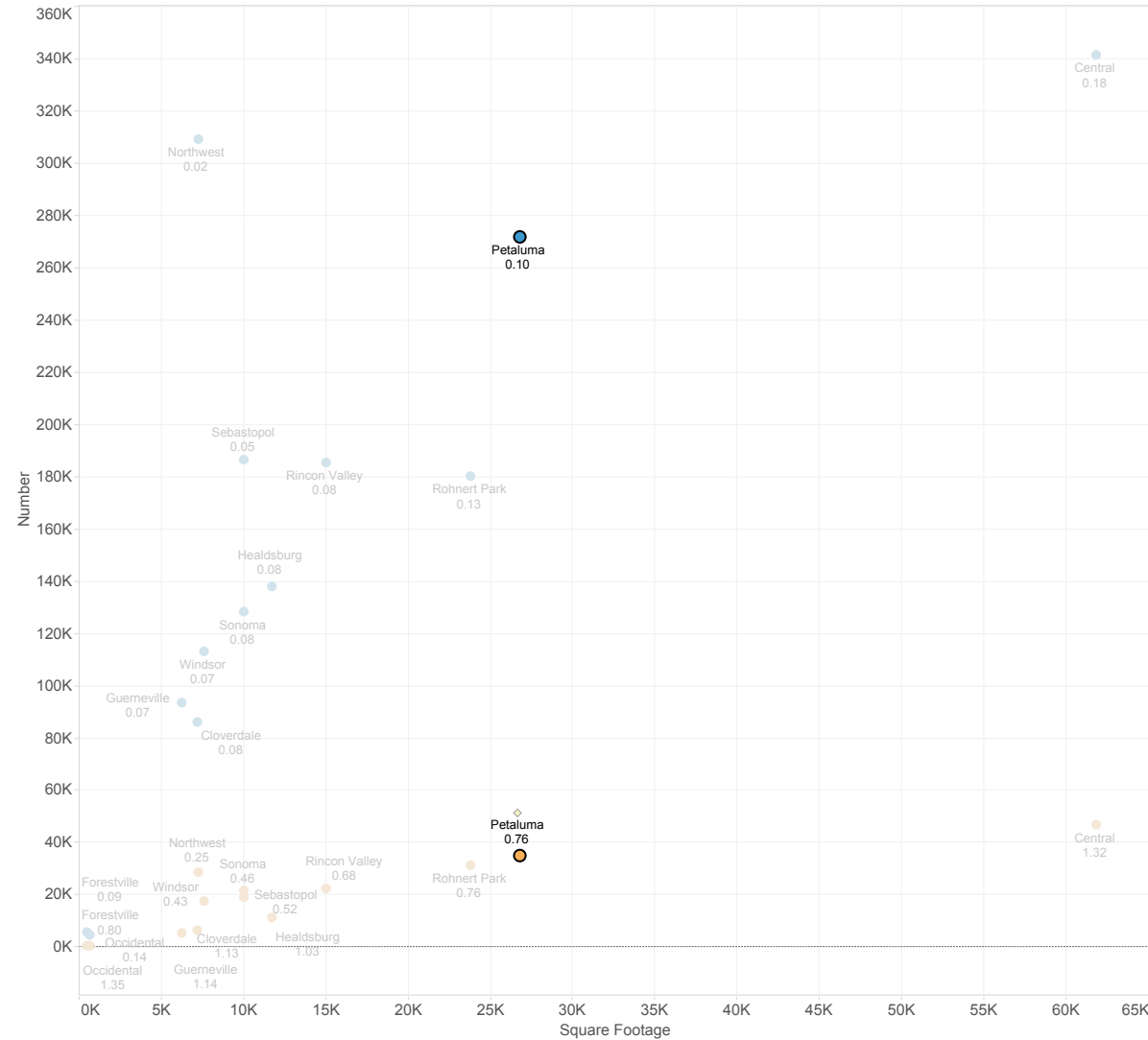
INTERNET SESSIONS PER PATRON (FY2014-15)

On average across the system, there are 9.6 internet sessions per patron. Petaluma has a slightly above average number of internet sessions per patron, at 10.4. Therefore, Petaluma's internet usage is similar to most other libraries.

EVENT ATTENDANCE PER 1,000 PATRONS (FY2014-15)

On average across the system, there is an attendance rate of 42.5 per 1,000 patrons. Petaluma is above the average, at 54 people attending each event per 1,000 patrons. Rohnert Park, Rincon Valley, Healdsburg, and Windsor have higher event attendance relative to the number of patrons they each have.
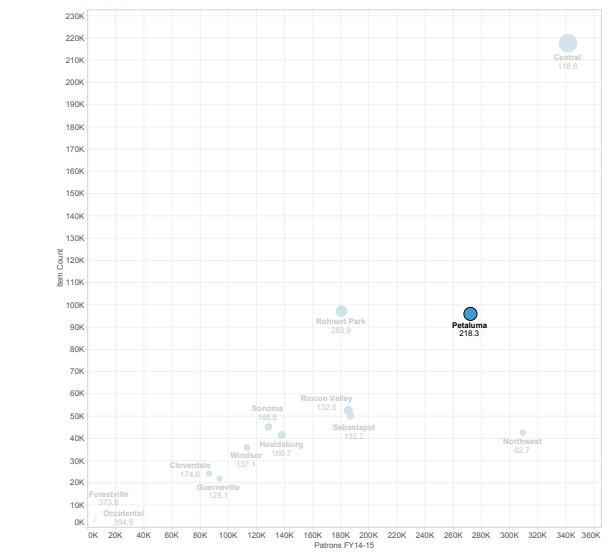
ITEMS PER 1,000 PATRONS (FY2014-15)

On average across the system, there are 192 items owned at each library per 1,000 patrons. For every 1,000 people who visit the library (patrons), Petaluma has approximately 218 items per 1,000 patrons, well above the average. On the chart, Petaluma stands out as an outlier because of this high ratio.

DATA
FINDINGS

[Finding 1]

Petaluma has an average rate of library visits relative to its population.

[Finding 2]

Petaluma's programming is almost evenly distributed for different age groups (adult, young adult, school age, and pre-school), more so than any other library.

INTERVIEW
FINDINGS

In order to understand the workflow, usage, and programmed space of each library, MKThink undertook site visits and interviews with branch managers and librarians in June 2016. Our observations and information gather from the branch managers is presented below, and suggestions that we heard are presented in the grey bar to the right.

TECHNOLOGY

None.

DESIGN/SPACE

Would like a drive-up book drop but there's a no drive up ordinance in Sonoma County

No elevator to the History Room upstairs which can be a problem for elderly people and volunteers

Could move the History Room downstairs and make the upstairs a training room

WORKFLOW/OPERATIONS

None.

SIGNAGE/WAYFINDING

None.

FURNITURE

None.

EVENTS

Events held in the forum room

Coder Dojo classes held in the teen area

A community/event-active branch

Open to hosting meet-up groups and events

SUGGESTIONS

Branch Managers and librarians suggestions:

- Drive-up book drop area
- Grass outdoor event area (e.g. canopy with open air theatre space)
- Moveable bookshelves
- Flexible and moveable furniture
- Enclosed/glassed-in teen space/room
- Small meeting rooms

RINCON VALLEY
LIBRARY

LIBRARY DESCRIPTION

Rincon Valley Library is located in northeastern Santa Rosa. The City of Santa Rosa's 1962 General Plan called for a new Central Library downtown, and branches in the northwest, southwest, and eastern sectors, and this branch was subsequently opened in 1994. It serves the communities of Rincon Valley, Bennett Valley, and Oakmont. It is located adjacent to the Rincon Valley Community Park and across the street from Maria Carillo High School. This library has an outdoor patio space.

Year Built: 1994
Ownership: Leased

LIBRARY TYPE

Branch
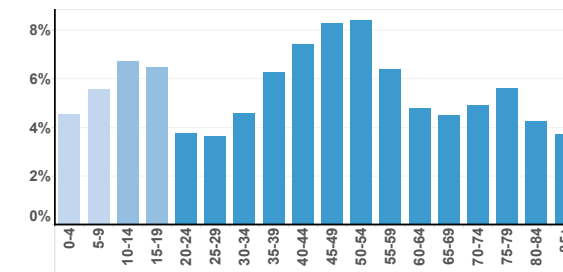
COUNTS

6	FTE Employees
16,518	Average Monthly Visits
29	Public Computers
282	Average Monthly Program Attendees

METRICS

0.08	Patrons per SF
8.4	Patrons per Borrower
8.3	Internet Sessions per Patron
62.4	Program Attendance per 1,000 Patrons
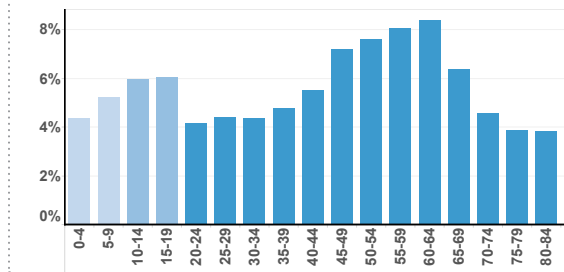
SQUARE FOOTAGE

15,000

SPACE BREAKDOWN

◯ Seating & Stacks	8,116 SF
● Children	2,334 SF
● Teen	0 SF
● Back of House	796 SF
● Circulation/Reference	662 SF
● Support	805 SF
● Community	1,055 SF
◯ Other	1,234 SF

2000 POPULATION
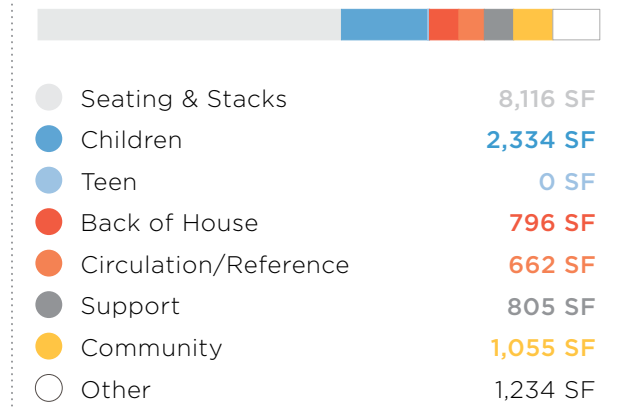
2010 POPULATION

2021 PROJECTED POPULATION
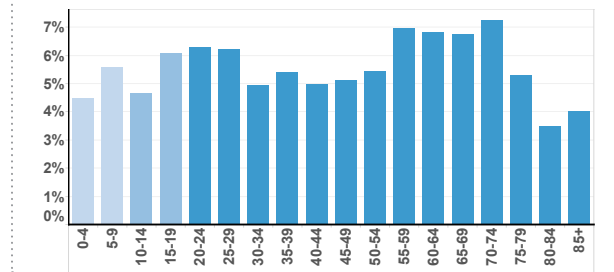
1 **LIBRARY BUILDING**

ADA parking spaces outside of Rincon Valley Library.

2 **LIBRARY ENTRANCE**

Entrance doors to the library.

3 **PATIO**

Outdoor patio space, accessible only from the library (not from the parking lot).

4 **LIBRARY MAIN SPACE**

Panorama photo of the library. Shelves, computers, and the reference desk are visible in this image.

5 **STREETVIEW**

Google Streetview of the front of the library from the parking lot.

6 **COMMUNITY/FORUM ROOM**

The community/forum room looks out onto the patio.

7 **REFERENCE DESK**

A reference desk is located at the center of the library.

8 **READING AREA**

Reading chairs in the library. The patio can be seen through the back doors.

Who is Rincon Valley Library serving?

INTRODUCTION
In order to plan for the future of the Sonoma County Library system, it is first necessary to understand who each library is serving. The following data is presented and analyzed in this section to answer this question:

- Library card holders
- 2010 population and age distribution
- 2021 population and age distribution
- 2010 population versus patrons
- Seating by type (adult or child)
- Types of programs hosted (adult, young adult, child, pre-school)
- Types of books owned (adult, young adult, child)

METHODOLOGY
MKThink used data provided by Sonoma County Library to produce the analysis presented in this section. 2010 population figures are from the 2010 Census. The 2021 population projections by "library zone" were calculated by MKThink extrapolated from historic trends (2000-2010 Census Data) and normalized according to ESRI county-wide projections.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

DEFINITIONS
Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS
The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY CARD HOLDERS
The map and graph show the number of people with library cards registered at Rincon Valley Library as of May 2016.

Bar chart — Library card holders by library:

Library	Card holders
Central	60,466
Petaluma	34,048
Rohnert Park	27,910
Northwest	25,338
Sonoma	19,847
Rincon Valley	17,643
Sebastopol	16,827
Windsor	14,017
Healdsburg	11,035
Cloverdale	6,226
Guerneville	5,939
Forestville	760
Occidental	554
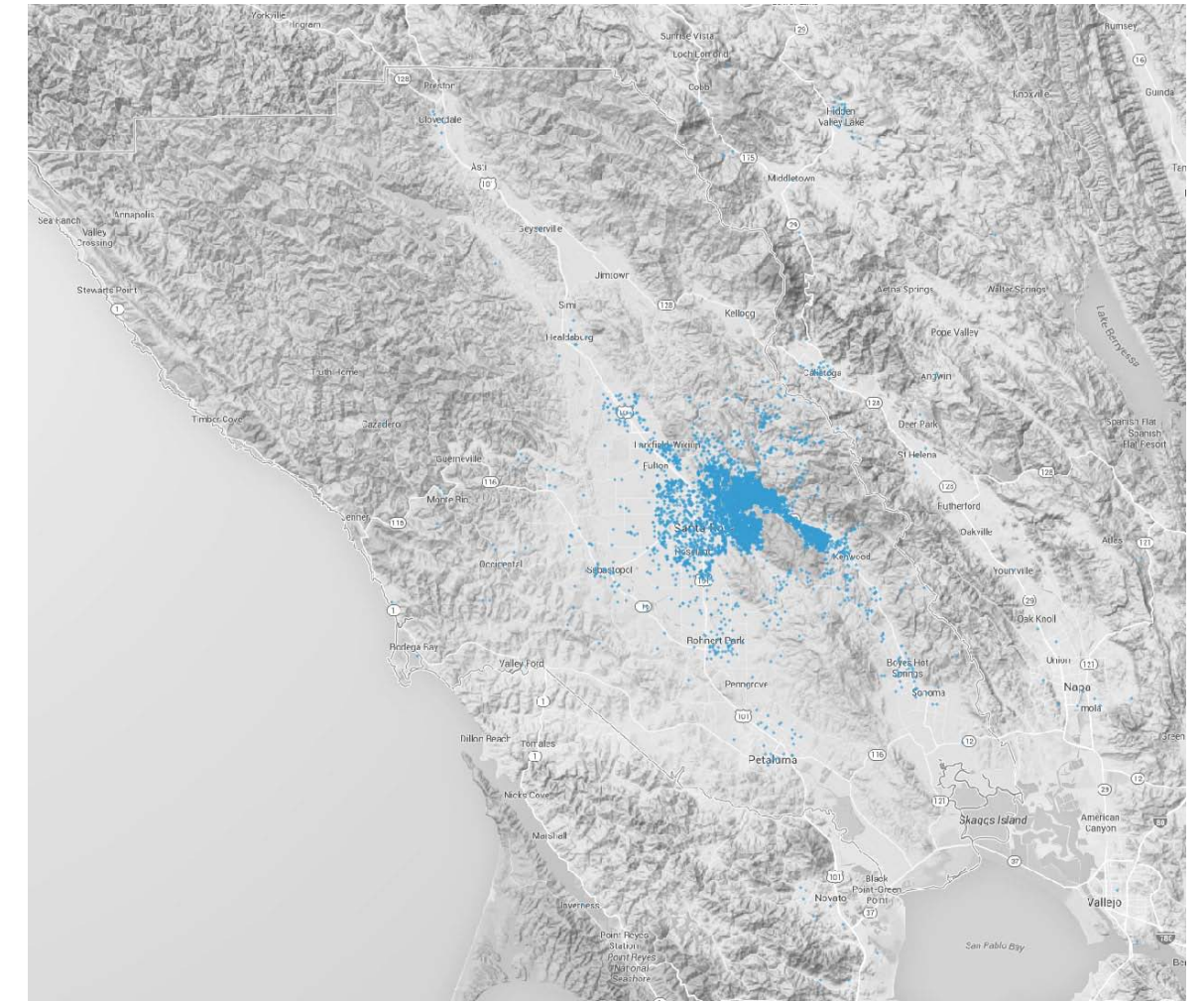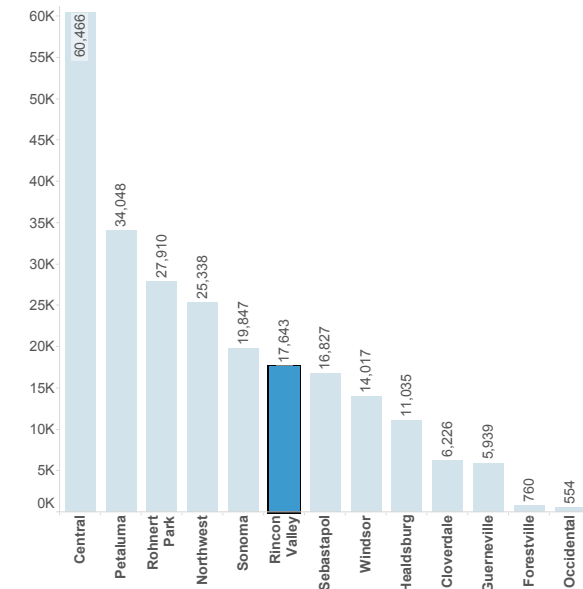
17,643 library card holders

2010 AGE RANGE DISTRIBUTION
Approximately 9.6% of the population is under 10 (children), 12% of the population is between the ages of 10-19 (young adults/teenagers), and 78.4% of the population is 20 and older (adults).

2010 TOTAL POPULATION

45,258
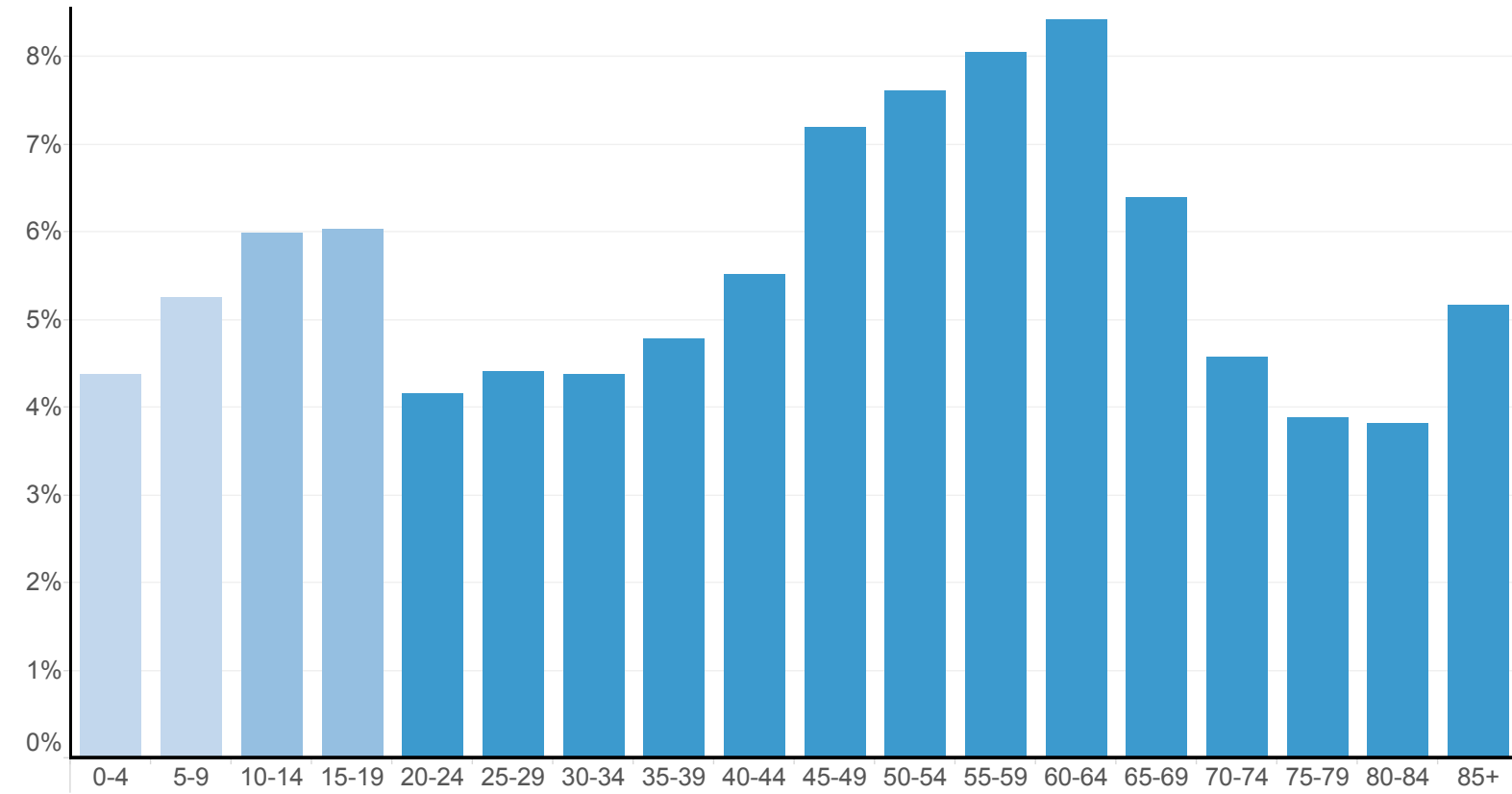
2021 PROJECTED AGE DISTRIBUTION
Approximately 10.1% of the population is under 10 (children), 10.8% of the population is between the ages of 10-19 (young adults/teenagers), and 79.1% of the population is 20 and older (adults).

2021 TOTAL POPULATION

43,165

-4.6% change from 2010

POPULATION (2010) VERSUS PATRONS (FY2011-12)

On average there are 0.41 patrons (library visits) for every person in the population.
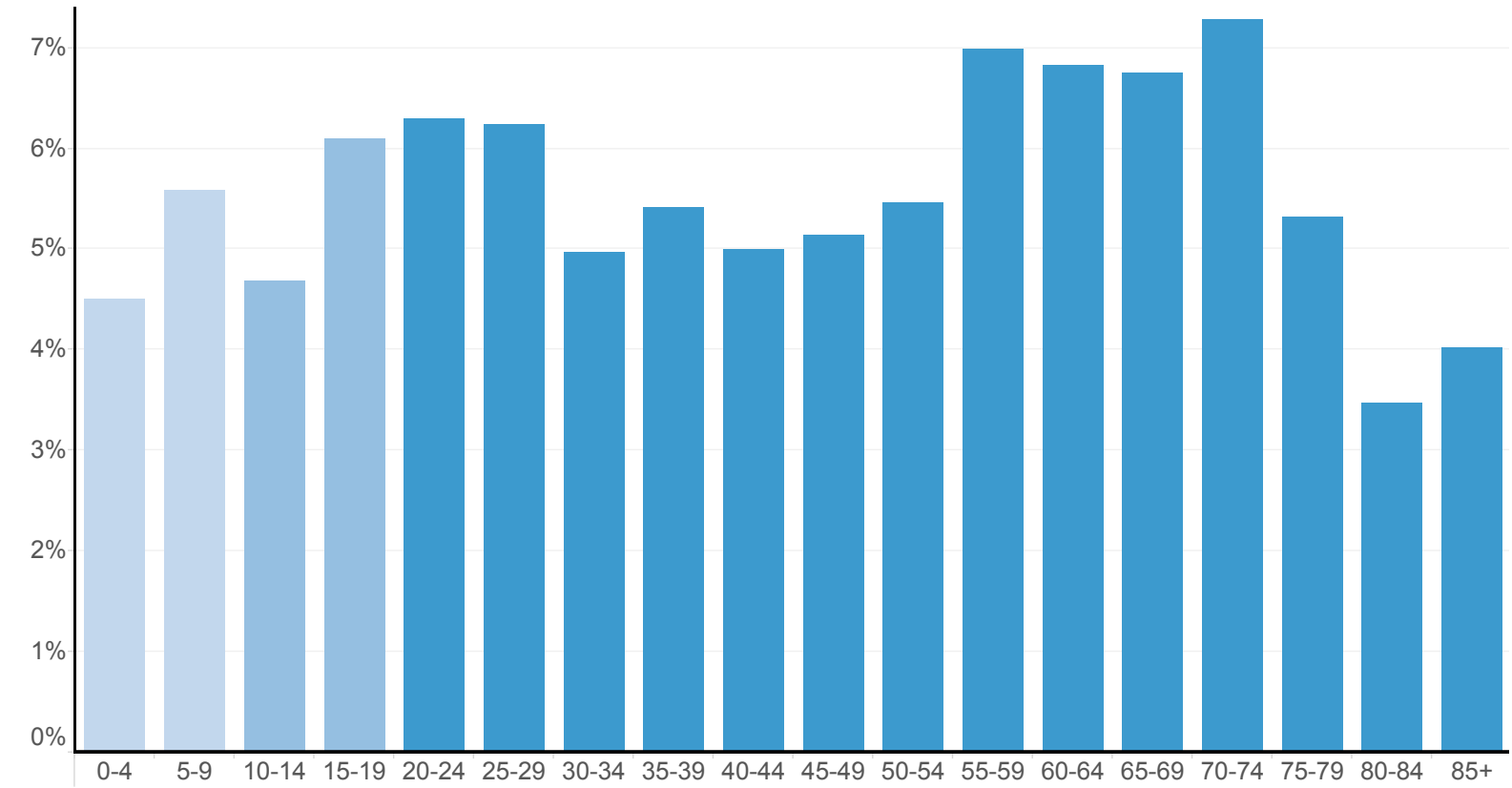
Compared to its 2010 population, Rincon Valley has a slightly below average number of library patrons compared to its population (ratio of 0.39 patrons per resident of the Rincon Valley Library zone). In other words, for every 1,000 residents of the RIncon Valley zone, there are 389 counts of library attendance.
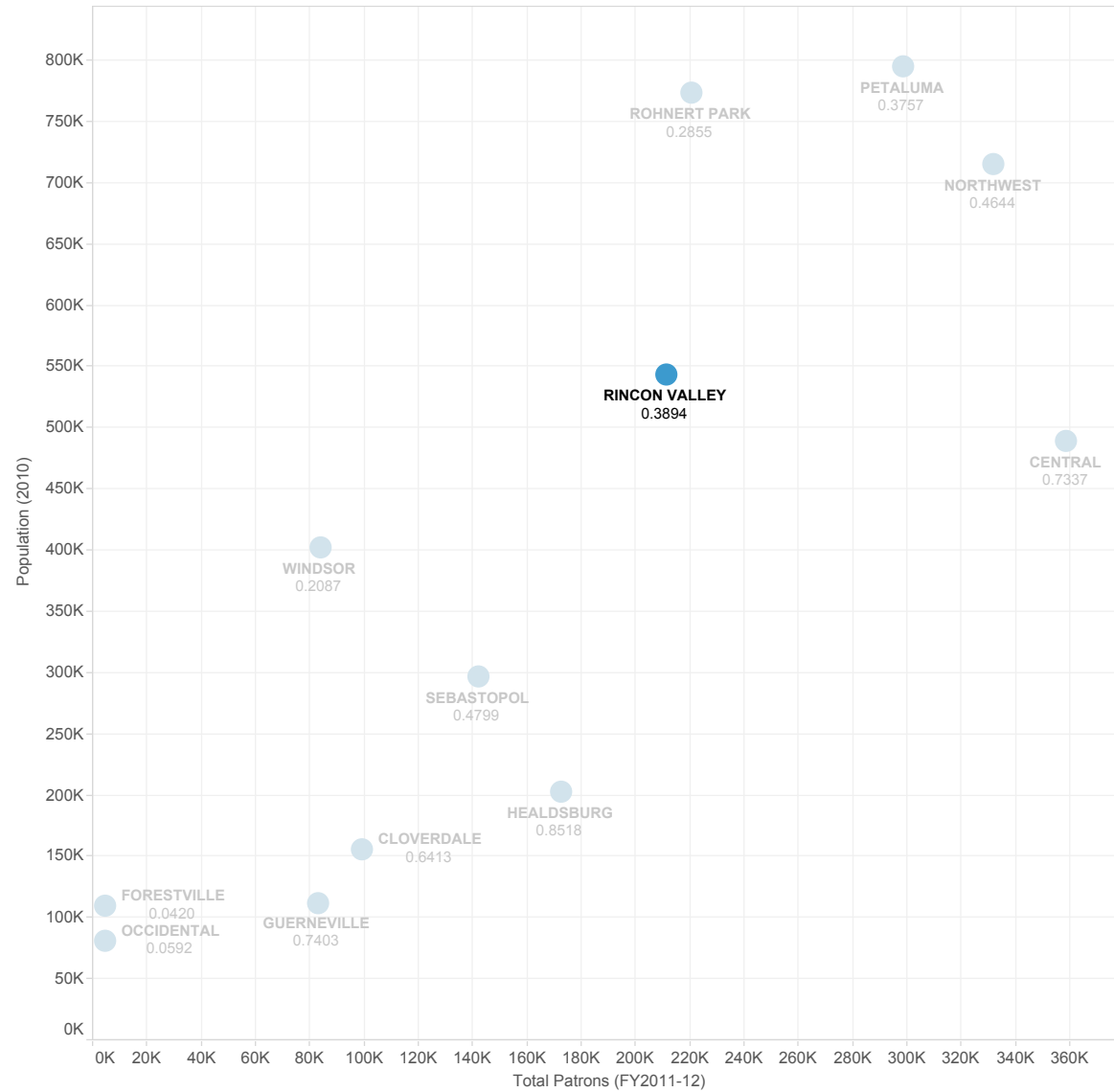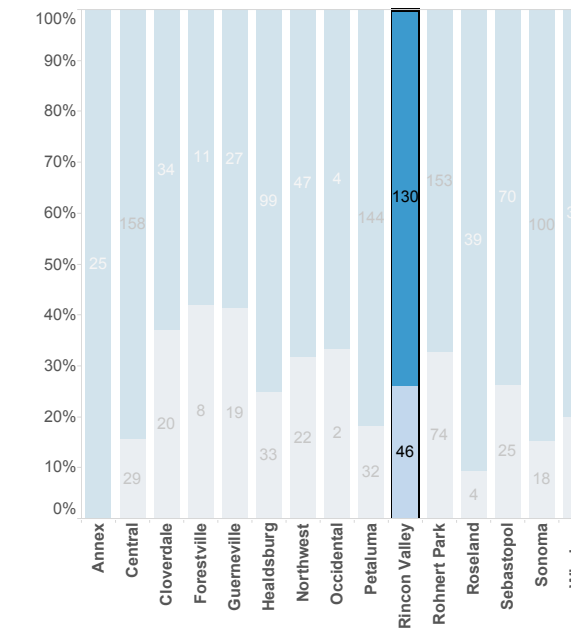
TYPE OF CHAIRS

On average, there are 69 adult and 23 children's chairs per library. Compared to other libraries, Rincon Valley has an above average number of children's chairs.
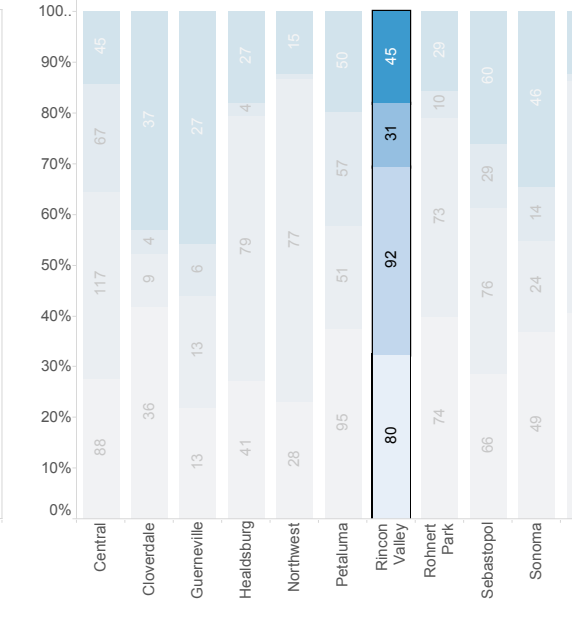
TYPE OF EVENTS HOSTED (FY2015-16)

On average, there are 36 adult, 20 young adult, 62 school age, and 58 pre-school events hosted per library. Rincon Valley has a higher proportion of teen programming than do most of the other libraries, which aligns with its relatively larger teen population.
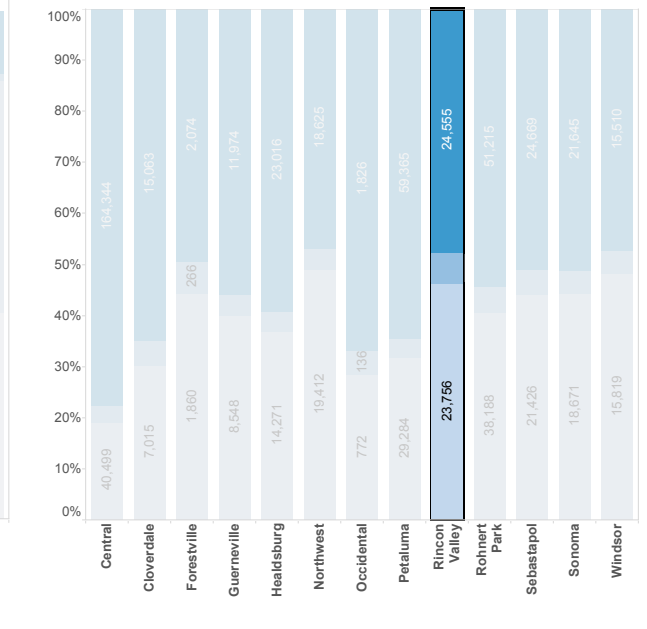
TYPE OF BOOKS OWNED (FY2014-15)

On average there are 33,375 adult books, 2,307 young adult books, and 18,425 children's books owned per library. Compared to other libraries, Rincon Valley has a very high percentage of children's books, and a relatively higher percentage of teen books.

How is library space programmed?

INTRODUCTION

This section first looks at the size (square footage) of each library, followed by a floorplan detailing how each library's space is currently used (based on observation from site visits that occurred in June 2016). A quantitative breakdown of the space is also presented.

The section then looks at the square footage per person in the proximate population for each library zone in 2010 and 2021, compared to the number of borrowers the library has. This illustrates which libraries have the most strain on space (the higher the ratio, the more space per borrower/person). Following this, the number of programs per square foot is presented, illustrating which libraries are hosting a large number of programs relative to the space that they have.

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY AREA (SQ FT)

Excluding Central Library (because its square footage figure includes public as well as private and administrative space), the average library is 10,158 square feet. Rincon Valley is the fourth largest library, at 15,000 sq ft.

SQUARE FEET

15,000
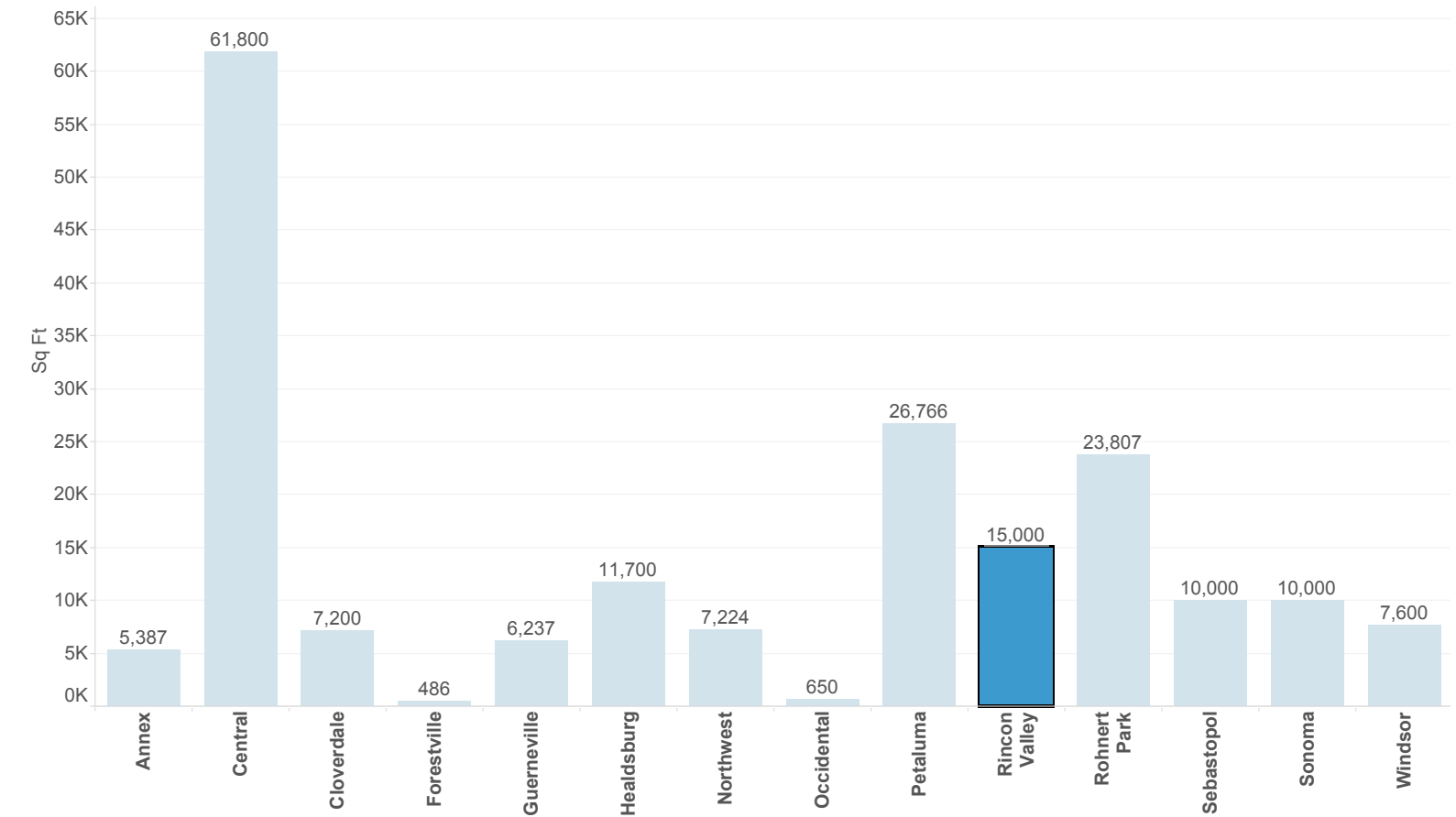
Bar chart: Sq Ft (y-axis) by library (x-axis)
- Annex: 5,387
- Central: 61,800
- Cloverdale: 7,200
- Forestville: 486
- Guerneville: 6,237
- Healdsburg: 11,700
- Northwest: 7,224
- Occidental: 650
- Petaluma: 26,766
- Rincon Valley: 15,000
- Rohnert Park: 23,807
- Sebastopol: 10,000
- Sonoma: 10,000
- Windsor: 7,600

SPACE BREAKDOWN

On average across the libraries, space is used as follows: 13.7% children, 10.4% back of house (excluding Central due to storage and work space for the overall system), 7.5% community, 7.1% support, 3% circulation/reference, and 0.6% teen.

Rincon Valley has 5.1% less back of house space than the average library does. As a trade-off, it has above average childrens' and seating and stacks space.

	System Average	Library
◯ Other	9.1%	8.2%
🟡 Community	7.5%	7%
⚫ Support	7.1%	5.4%
🟠 Circulation/Reference	3%	4.4%
🔴 Back of House	10.4%	5.3%
🔵 Teen	0.6%	0%
🔵 Children	13.7%	15.6%
⚪ Seating & Stacks	45.9%	54.1%

Circulation/Reference refers to the public-facing circulation and reference desks/areas.

Support includes bathrooms, storage closets, electrical closets, and janitor closets.

Other includes circulation, load, and other non-programmed spaces.

Back of house includes staff work rooms, break rooms, offices, and sorting/processing areas not in the public space.

Teen spaces were counted only if they were enclosed or semi-enclosed.

LIBRARY SQ FT PER PROXIMATE POPULATION

On average across the system, there is 0.82 SF per borrower, 0.41 SF per person in the 2010 population, and 0.4 SF per person in the 2021 population. Compared to the other libraries, Rincon Valley has an about average ratio of square feet per person, as shown to the right. As its population decreases from 2010 to 2021, the square feet per person increases slightly.

SQ FT RATIO

0.68 SF/borrower
0.33 SF/pop. (2010)
0.35 SF/pop. (2021)
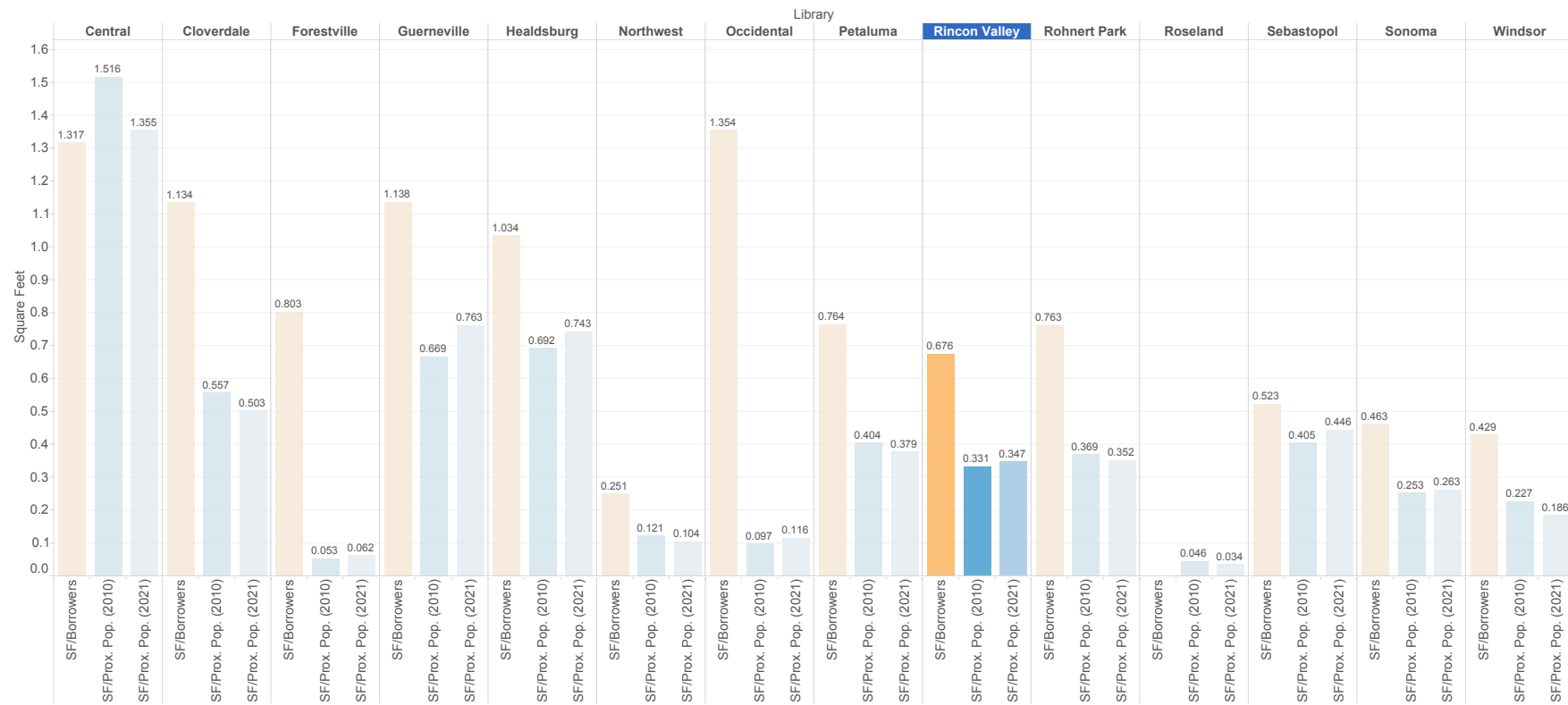
EVENTS HOSTED PER 1,000 SQ FT (FY2014-15)

On average across the system, there are 15.2 events hosted per 1,000 square feet. Relative to its size, Rincon Valley hosts a relatively high number of events, at a rate of 24.8 events per 1,000 square feet. This is one of the higher rates across all the libraries.

How is library space being used?

INTRODUCTION

This section explores how library space is being used by people visiting the library. First we wanted to understand who is using the space in the library: the number of borrowers and patrons presented on the facing page gives an overview of how many people have cards at each library (borrowers) and how many people actually come to each library (patrons).

This is then translated into a ratio: the number of patrons per borrower. This illustrates the relationship between the number of people who have library cards (borrowers) and the number of people who are actually using the library (patrons).
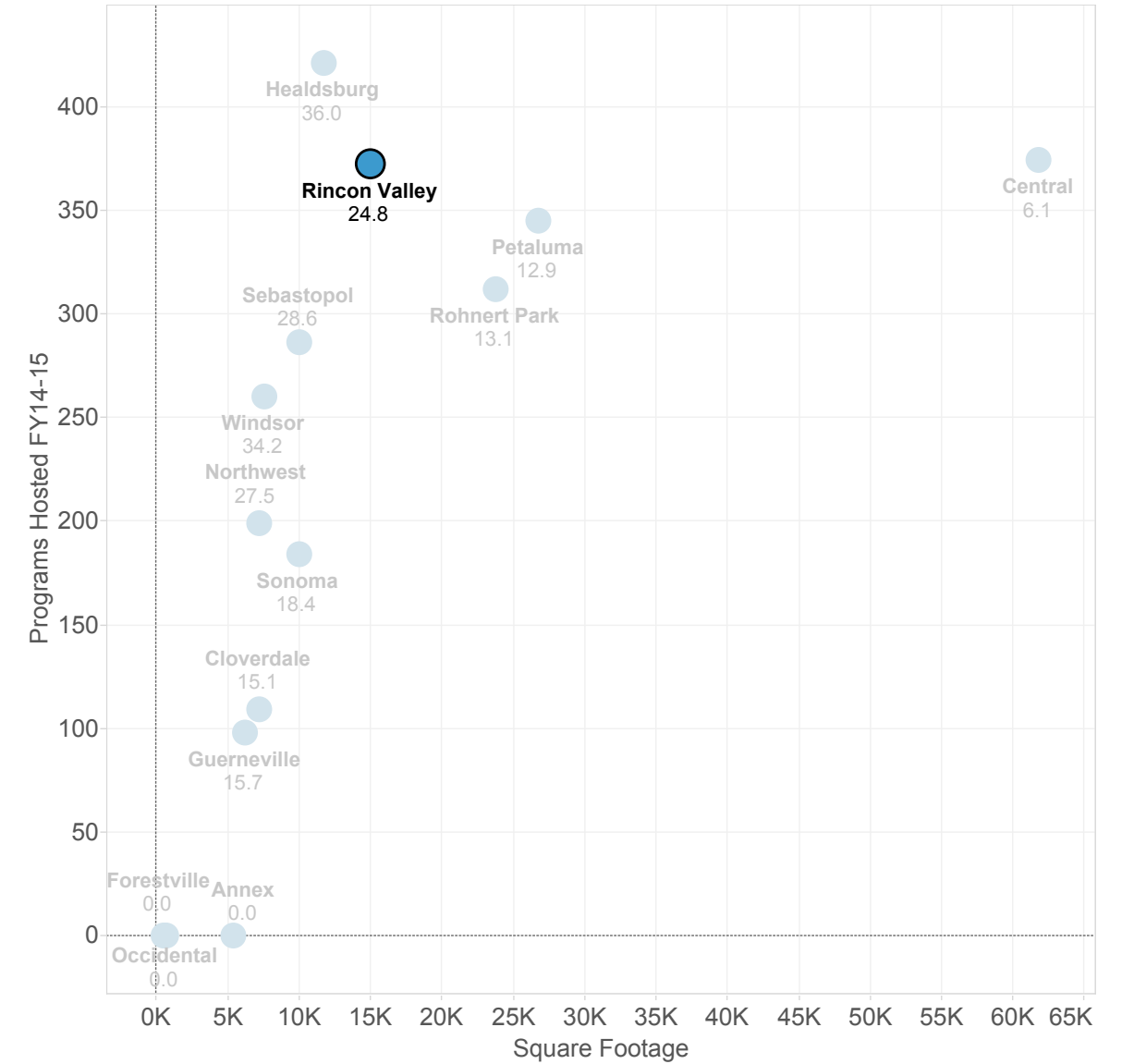
The section then looks at specific uses of the library: internet sessions,

programs, and items held by library. These three things are presented against patron count, in order normalize and compare these metrics across the libraries to understand how each library is being used and to what extent.

METHODOLOGY

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.
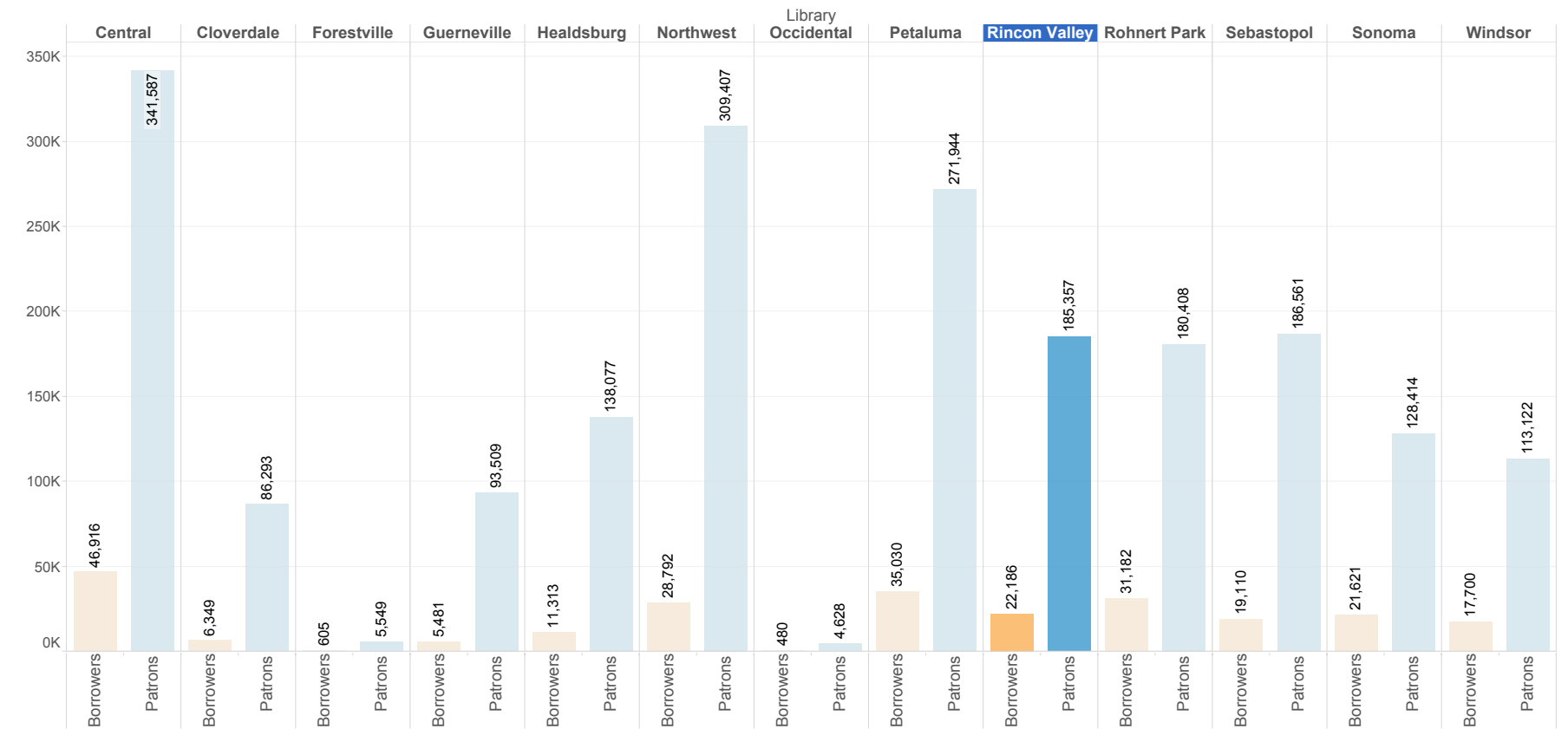
BORROWERS AND PATRONS

On average, there are 18,982 borrowers per library and 157,297 patrons per library. Rincon Valley is slightly above the average for both figures, with 22,186 borrowers and 185,357 patrons.

22,186 borrowers

185,357 patrons

8.4 patrons per borrower

PATRONS AND BORROWERS PER SQ FT (FY14-15)

On average, there is 0.09 square feet per patron and 0.82 square feet per borrower across the library system.

Rincon Valley has a below average amount of space for both the number of patrons (0.08 square feet per patron) and borrowers (0.68 square feet per borrower) it has.

	System Average	Library
● Patrons	0.09 SF	0.08 SF
● Borrowers	0.82 SF	0.68 SF
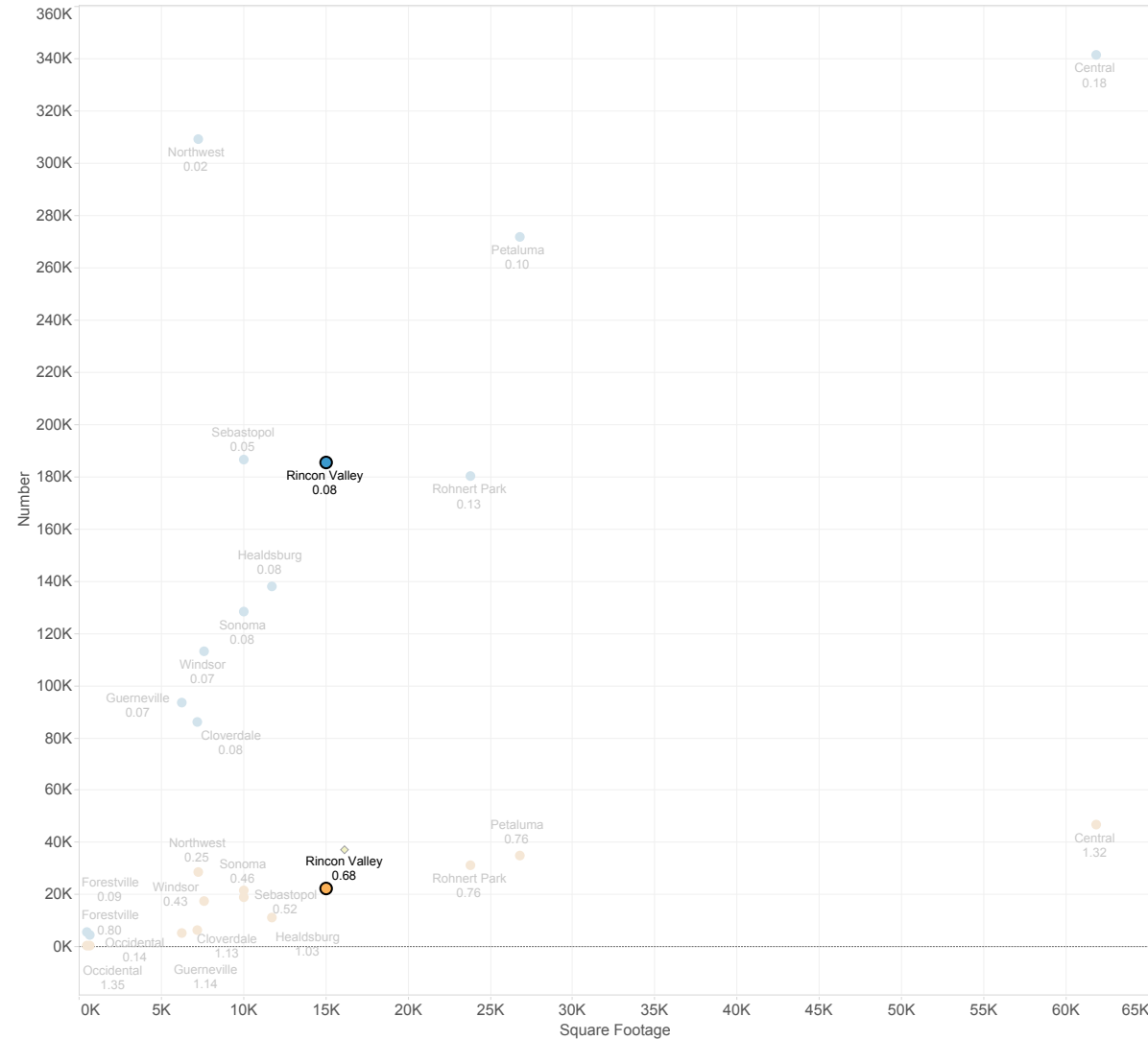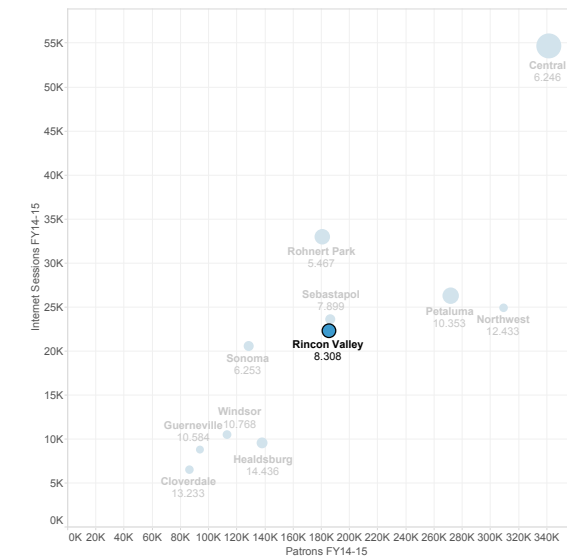
INTERNET SESSIONS PER PATRON (FY2014-15)

On average across the system, there are 9.6 internet sessions per patron. Rincon Valley has a slightly above average number of internet sessions per patron, at 8.3. Therefore, Rincon Valley's internet usage is similar to but slightly less than most other libraries.
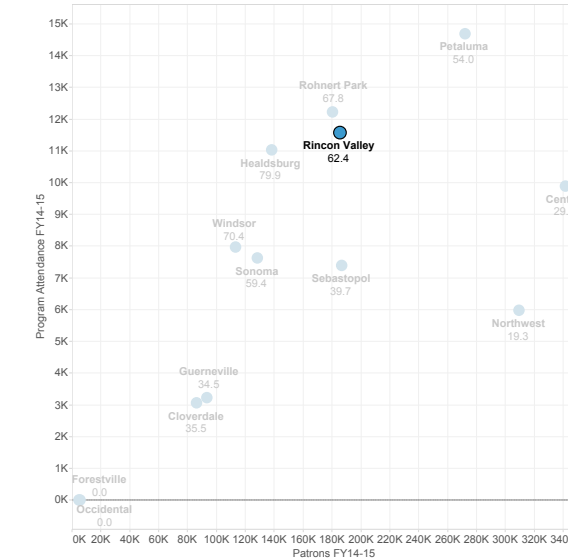
EVENT ATTENDANCE PER 1,000 PATRONS (FY2014-15)

On average across the system, there is an attendance rate of 42.5 per 1,000 patrons. Rincon Valley is above the average, at 62 people attending each event per 1,000 patrons. Rohnert Park, Healdsburg, and Windsor have higher event attendance relative to the number of patrons they each have.
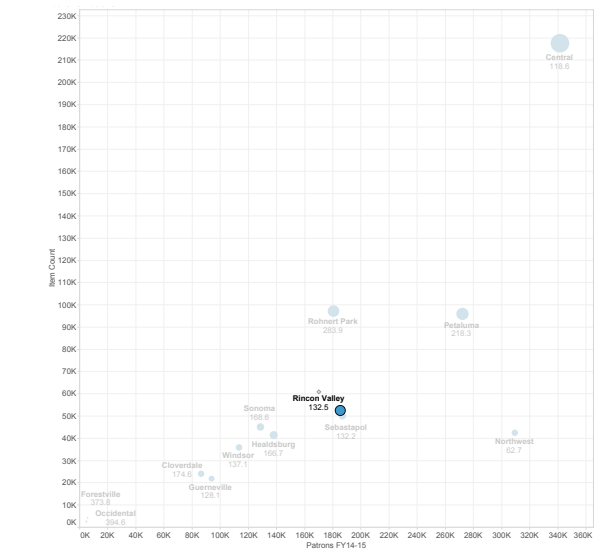
ITEMS PER 1,000 PATRONS (FY2014-15)

On average across the system, there are 192 items owned at each library per 1,000 patrons. For every 1,000 people who visit the library (patrons), Rincon Valley has approximately 132 items, which is below average for the system as a whole.

DATA
FINDINGS

[Finding 1]

Rincon Valley has an average rate of library visits relative to its population.

[Finding 2]

Rincon Valley has an above average rate of event attendance compared to the other libraries across the system.

INTERVIEW
FINDINGS

In order to understand the workflow, usage, and programmed space of each library, MKThink undertook site visits and interviews with branch managers and librarians in June 2016. Our observations and information gather from the branch managers is presented below, and suggestions that we heard are presented in the grey bar to the right.

TECHNOLOGY

Tables don't have power outlets currently

DESIGN/SPACE

Kitchen is dysfunctional – Used for storage and refrigeration only

Bathrooms are too smelly (bad ventilation)

There is too much brown color

Reference materials are decreasing over time; would like to clear / consolidate the central referencing area

WORKFLOW/OPERATIONS

Nobody likes to work in the backroom, it is very confining

Sorting shelves are better in the back of house area

Librarians desks do not face the areas they maintain

Librarian doesn't need an office, but has one currently

SIGNAGE/WAYFINDING

No line of sight from reference desk to patio

FURNITURE

Furniture is chunky; can't reconfigure layout without it being a big project

No tall shelving in the center that would impede lines of sight

EVENTS

Would like to have more leisure activities other than internet use

Meeting room used everyday for events

SUGGESTIONS

Branch Managers and librarians suggestions:

- Tables with electrical outlets
- Room for CDs
- Bathroom ventilation
- Kitchen space
- Staff-designated areas
- Organized reading area
- Small meeting rooms
- Work stations
- Consolidated sorting and referencing area
- Designated teen area
- Children's storytime room
- Librarians' workspace
- Display area
- Open area in the center
- Brighter indoor color
- Lighter furniture
- Sorting shelves
- Views to the outdoors
- Open lines of sight to the patio area

ROHNERT PARK
LIBRARY

LIBRARY DESCRIPTION

The Rohnert Park-Cotati Regional branch of the Sonoma County Library system is a leased facility located at 6250 Lynne Conde Way, Rohnert Park, CA 94928. The current structure was built in 2002 as a single-story building of approximately 23,807 square feet.

Year Built: 2002
Ownership: Leased

LIBRARY TYPE

Branch
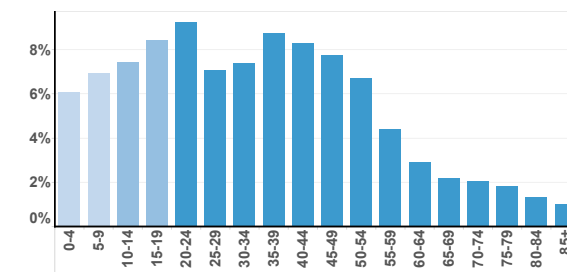
COUNTS

8.9	FTE Employees
16,232	Average Monthly Visits
36	Public Computers
286	Average Monthly Program Attendees

METRICS

0.13	Patrons per SF
5.8	Patrons per Borrower
5.5	Internet Sessions per Patron
67.8	Program Attendance per 1,000 Patrons
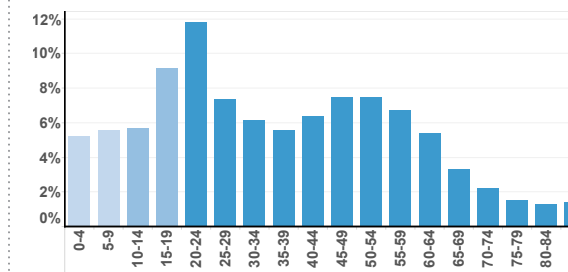
SQUARE FOOTAGE

23,807

SPACE BREAKDOWN

⬤	Seating & Stacks	9,285 SF
⬤	Children	3,775 SF
⬤	Teen	204 SF
⬤	Back of House	3,319 SF
⬤	Circulation/Reference	674 SF
⬤	Support	1,326 SF
⬤	Community	2,132 SF
◯	Other	3,092 SF

2000 POPULATION
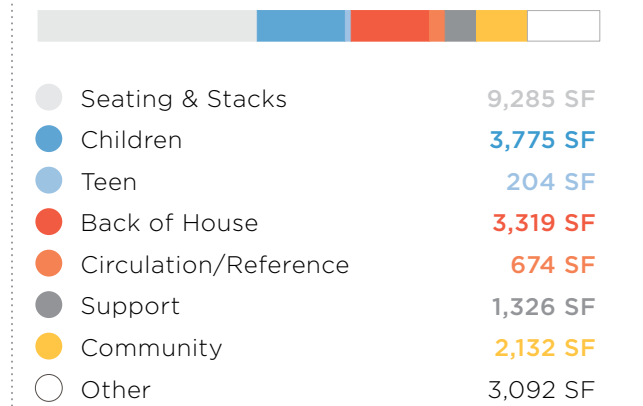
2010 POPULATION

2021 PROJECTED POPULATION
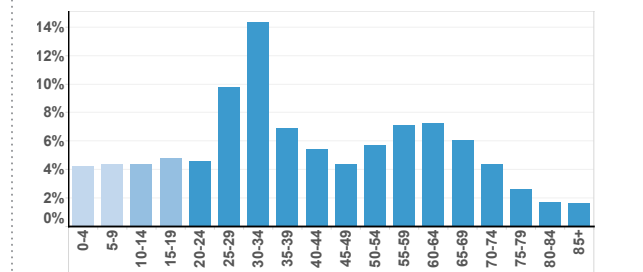
1   LIBRARY ENTRANCE

Main entrance to Rohnert Park Library from the parking lot.

2   BOOK DROP

A book drop is located prominently at the front of the library,

3   LIBRARY CATALOG

Before entering the stacks and reading area, there is a computer library catalog.

4   STREETVIEW

Google Streetview shows Rohnert Park from the street.
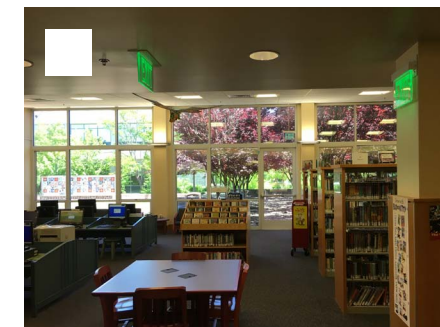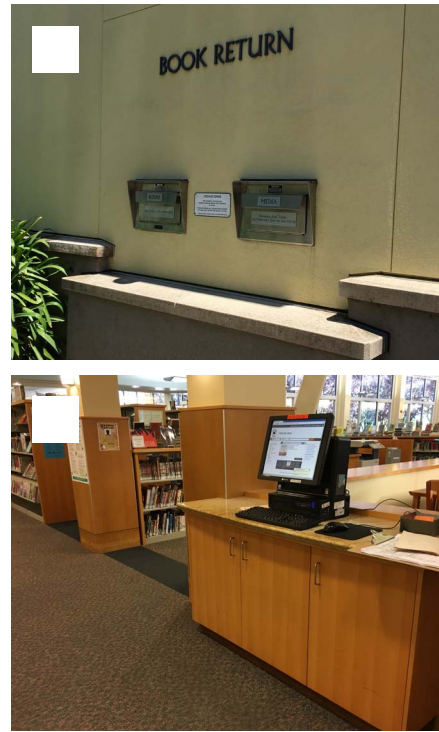
5   CHILDRENS' AREA

The childrens' area has a separate reference desk for the childrens' librarian.

6   CIRCULATION DESK AND LOBBY

A large lobby area past the library foyer includes a Friends of the Library bookstore and the circulation desk.

7   MAIN LIBRARY SPACE

The main library space includes lots of tables and chairs for reading and working.

8   PUBLIC ART

A book sculpture is present outside the library.

Who is Rohnert Park Library serving?

INTRODUCTION
In order to plan for the future of the Sonoma County Library system, it is first necessary to understand who each library is serving. The following data is presented and analyzed in this section to answer this question:

- Library card holders
- 2010 population and age distribution
- 2021 population and age distribution
- 2010 population versus patrons
- Seating by type (adult or child)
- Types of programs hosted (adult, young adult, child, pre-school)
- Types of books owned (adult, young adult, child)

METHODOLOGY
MKThink used data provided by Sonoma County Library to produce the analysis presented in this section. 2010 population figures are from the 2010 Census. The 2021 population projections by "library zone" were calculated by MKThink extrapolated from historic trends (2000-2010 Census Data) and normalized according to ESRI county-wide projections.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

DEFINITIONS
Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS
The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY CARD HOLDERS
The map and graph show the number of people with library cards registered at Rohnert Park Library as of May 2016.
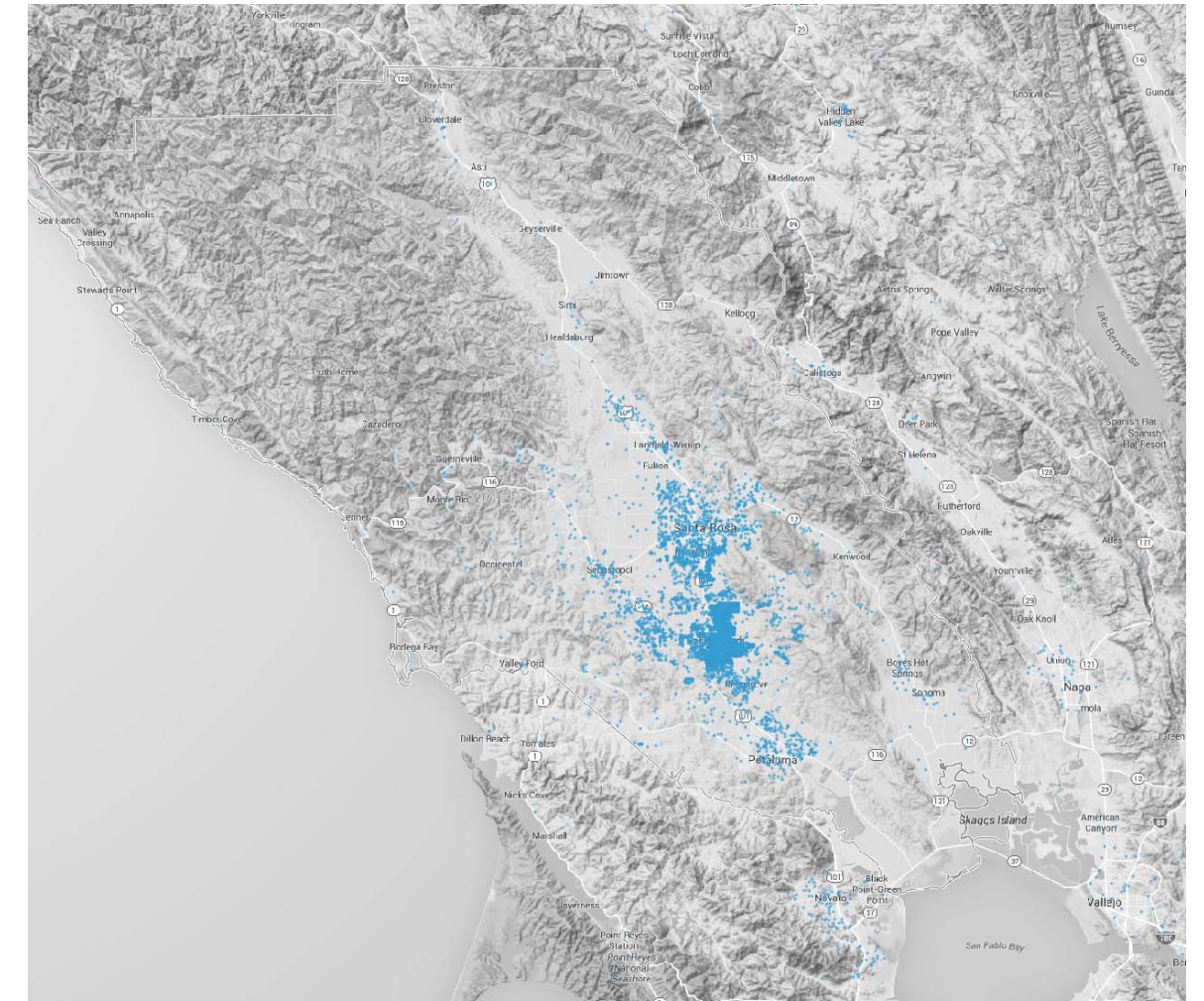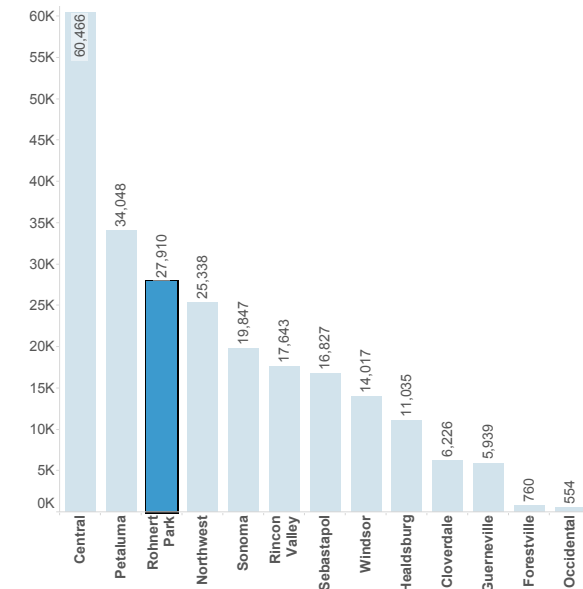
27,910 library card holders

2010 AGE RANGE DISTRIBUTION

Approximately 10.8% of the population is under 10 (children), 14.9% of the population is between the ages of 10-19 (young adults/teenagers), and 74.3% of the population is 20 and older (adults).

2010 TOTAL POPULATION

64,443
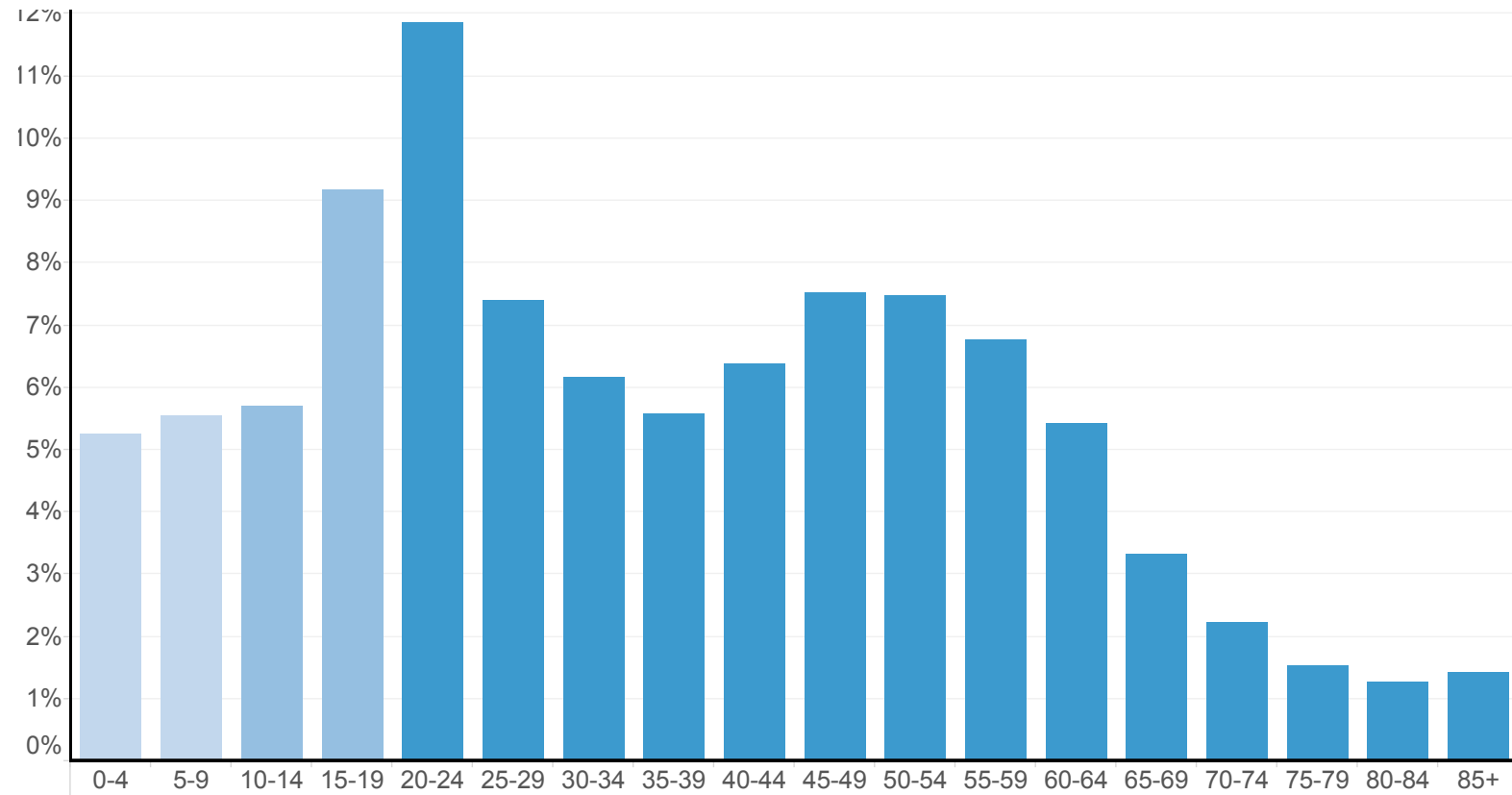
2021 PROJECTED AGE DISTRIBUTION

2021 shows an older adult (20+) population than 2010. Approximately 8.6% of the population is under 10 (children), 9.2% of the population is between the ages of 10-19 (young adults/teenagers), and 82.2% of the population is 20 and older (adults).

2021 TOTAL POPULATION

67,554

4.8% change from 2010
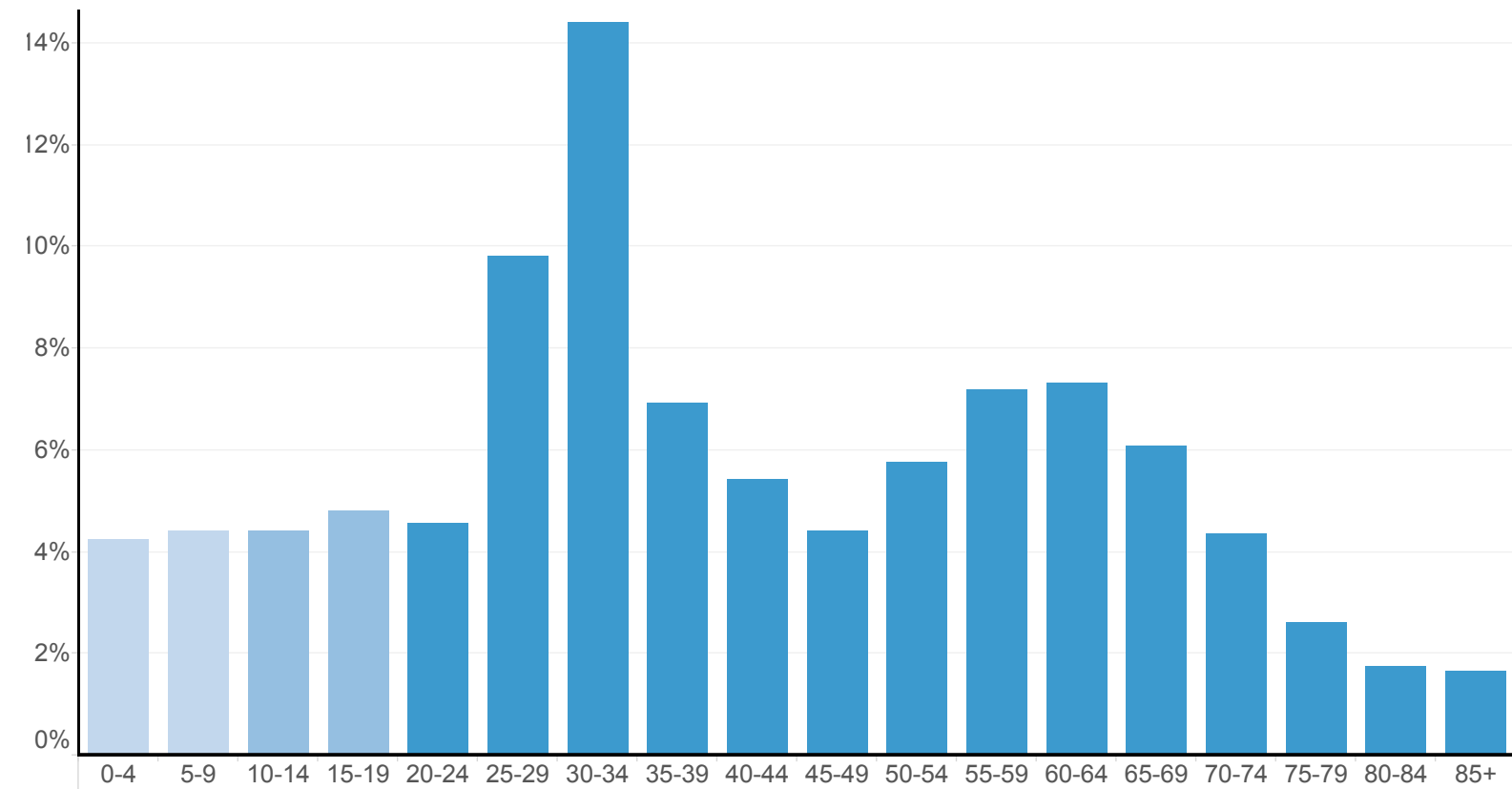
POPULATION (2010) VERSUS PATRONS (FY2011-12)

On average there are 0.41 patrons (library visits) for every person in the population.

Compared to its 2010 population, Rohnert Park has a low rate of library patronage compared to its population (ratio of 0.285 patrons per resident of the Rohnert Park zone). In other words, for every 1,000 residents of the Rohnert Park zone, there are 285 counts of library attendance.
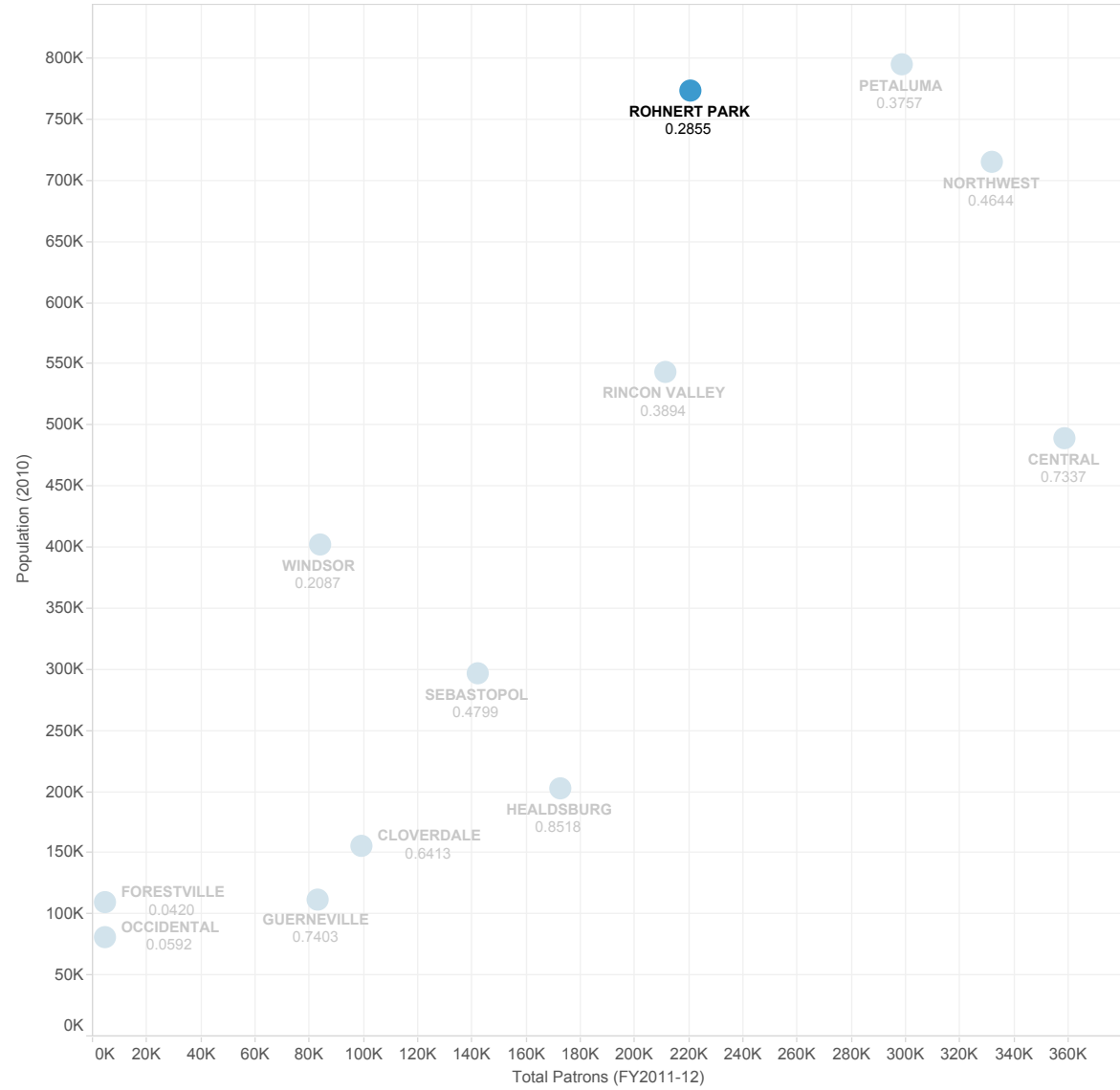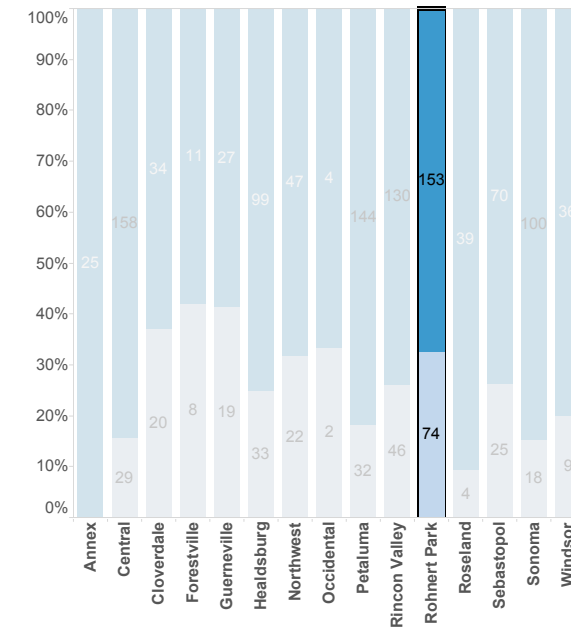
TYPE OF CHAIRS

On average, there are 69 adult and 23 children's chairs per library. Compared to other libraries, Rohnert Park has a high percentage of childrens' furniture, though in the future its younger population (under 20) is expected to decrease.
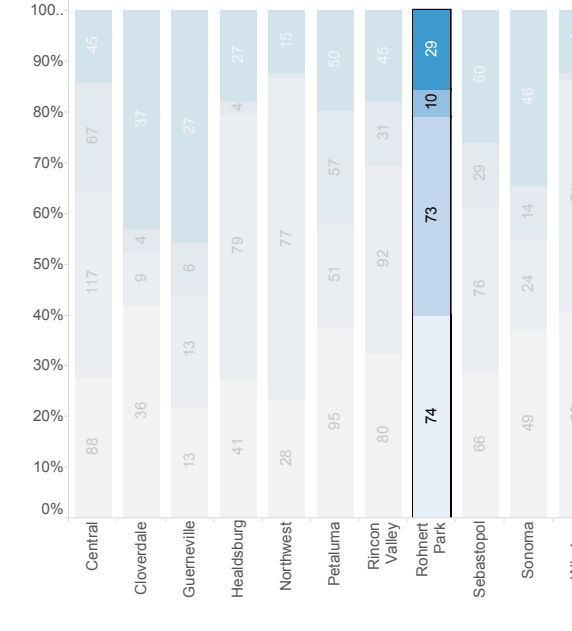
TYPE OF EVENTS HOSTED (FY2015-16)

On average, there are 36 adult, 20 young adult, 62 school age, and 58 pre-school events hosted per library. Rohnert Park has one of the smallest proportions of adult programming across the system.
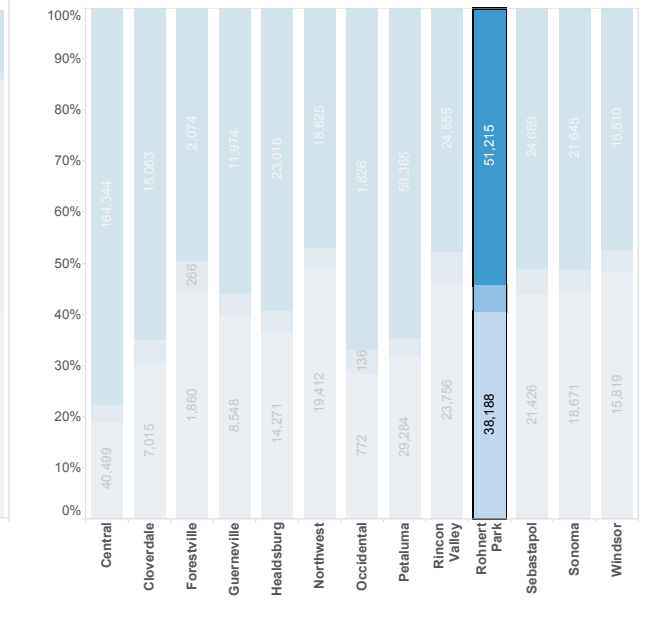
TYPE OF BOOKS OWNED (FY2014-15)

On average there are 33,375 adult books, 2,307 young adult books, and 18,425 children's books owned per library. Compared to other libraries, Rohnert Park has a similar breakdown of books owned to many of the libraries.

How is library space programmed?

INTRODUCTION
This section first looks at the size (square footage) of each library, followed by a floorplan detailing how each library's space is currently used (based on observation from site visits that occurred in June 2016). A quantitative breakdown of the space is also presented.

The section then looks at the square footage per person in the proximate population for each library zone in 2010 and 2021, compared to the number of borrowers the library has. This illustrates which libraries have the most strain on space (the higher the ratio, the more space per borrower/person). Following this, the number of programs per square foot is presented, illustrating which libraries are hosting a large number of programs relative to the space that they have.

METHODOLOGY
MKThink used data provided by Sonoma County Library to produce the analysis presented in this section.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS
Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS
The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY AREA (SQ FT)
Excluding Central Library (because its square footage figure includes public as well as private and administrative space), the average library is 10,158 square feet. Rohnert Park is the third largest library in the system, at 23,807 sq ft.

SQUARE FEET

23,807
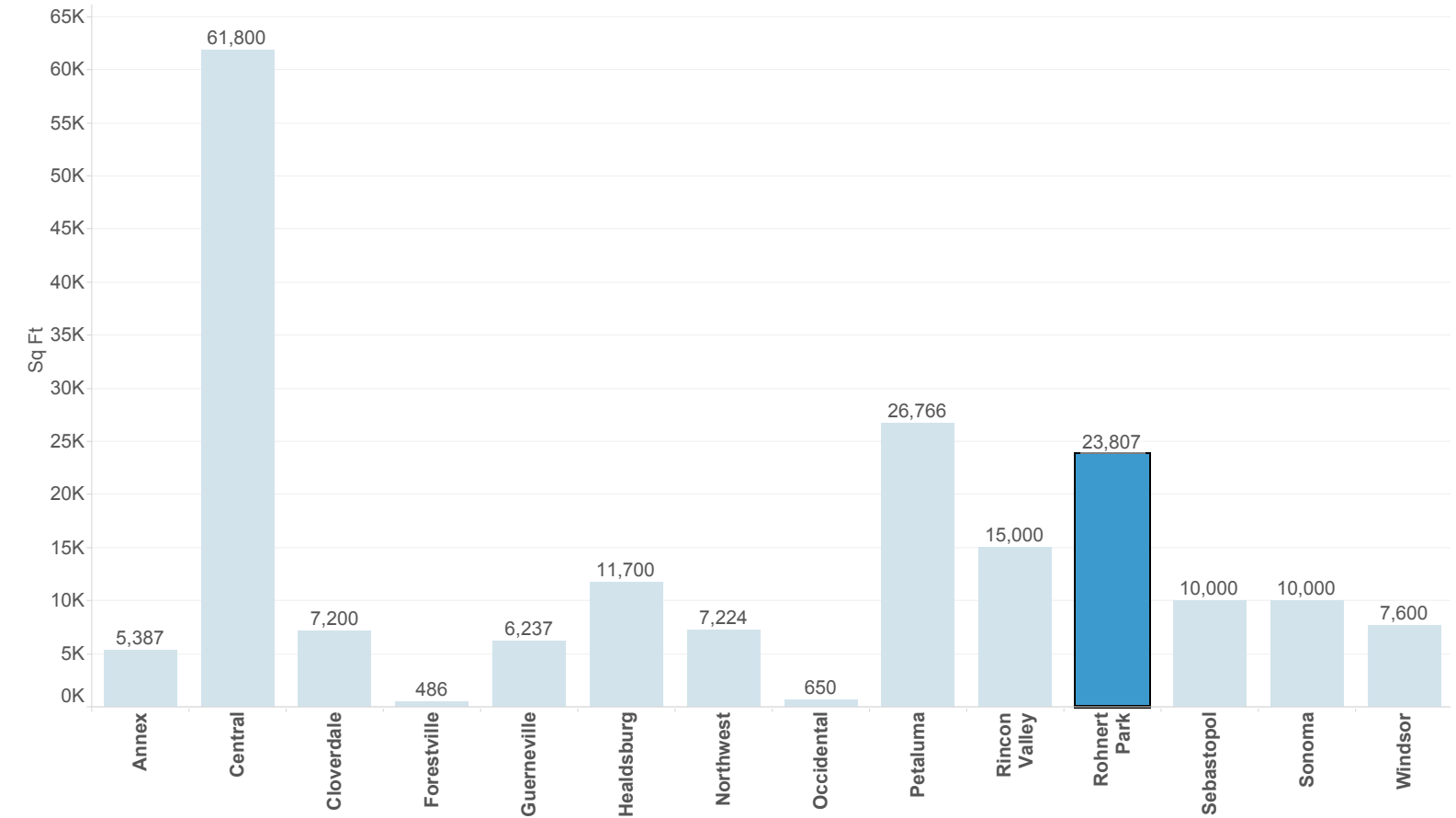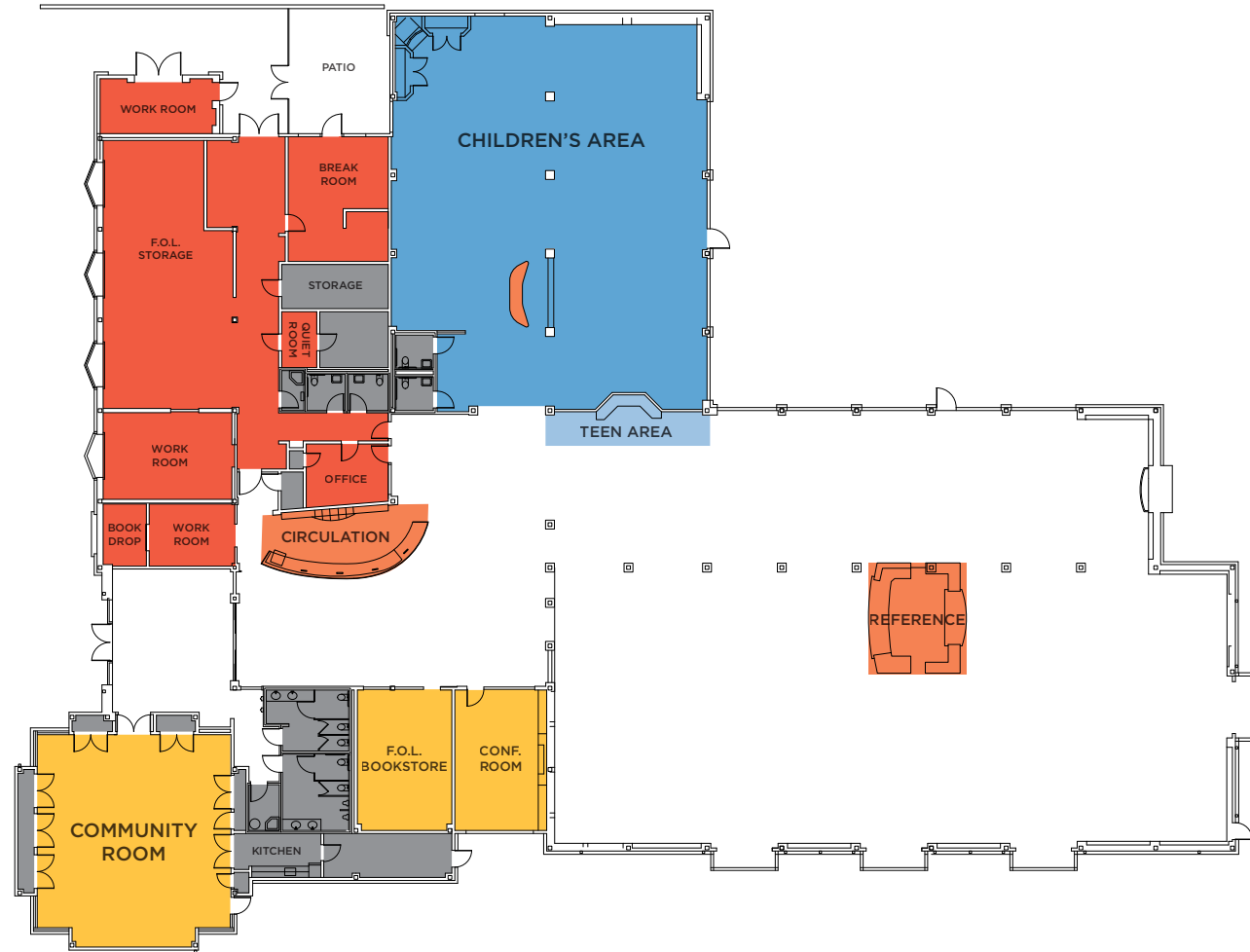
SPACE BREAKDOWN

On average across the libraries, space is used as follows: 13.7% children, 10.4% back of house (excluding Central due to storage and work space for the overall system), 7.5% community, 7.1% support, 3% circulation/reference, and 0.6% teen.

As the newest library in the system, Rohnert Park has an above average amount of community space, back of house space, and childrens' space.

	System Average	Library
○ Other	9.1%	13%
● Community	7.5%	9%
● Support	7.1%	5.6%
● Circulation/Reference	3%	2.8%
● Back of House	10.4%	13.9%
● Teen	0.6%	0.9%
● Children	13.7%	15.9%
○ Seating & Stacks	45.9%	39%

Circulation/Reference refers to the public-facing circulation and reference desks/areas.

Support includes bathrooms, storage closets, electrical closets, and janitor closets.

Other includes circulation, load, and other non-programmed spaces.

Back of house includes staff work rooms, break rooms, offices, and sorting/processing areas not in the public space.

Teen spaces were counted only if they were enclosed or semi-enclosed.

LIBRARY SQ FT PER PROXIMATE POPULATION

On average across the system, there is 0.82 SF per borrower, 0.41 SF per person in the 2010 population, and 0.4 SF per person in the 2021 population. Compared to the other libraries, Rohnert Park has an approximately average ratio of square feet per person, as shown to the right. As its population grows from 2010 to 2021, the square feet per person decreases slightly.

SQ FT RATIO

0.76 SF/borrower
0.37 SF/pop. (2010)
0.35 SF/pop. (2021)
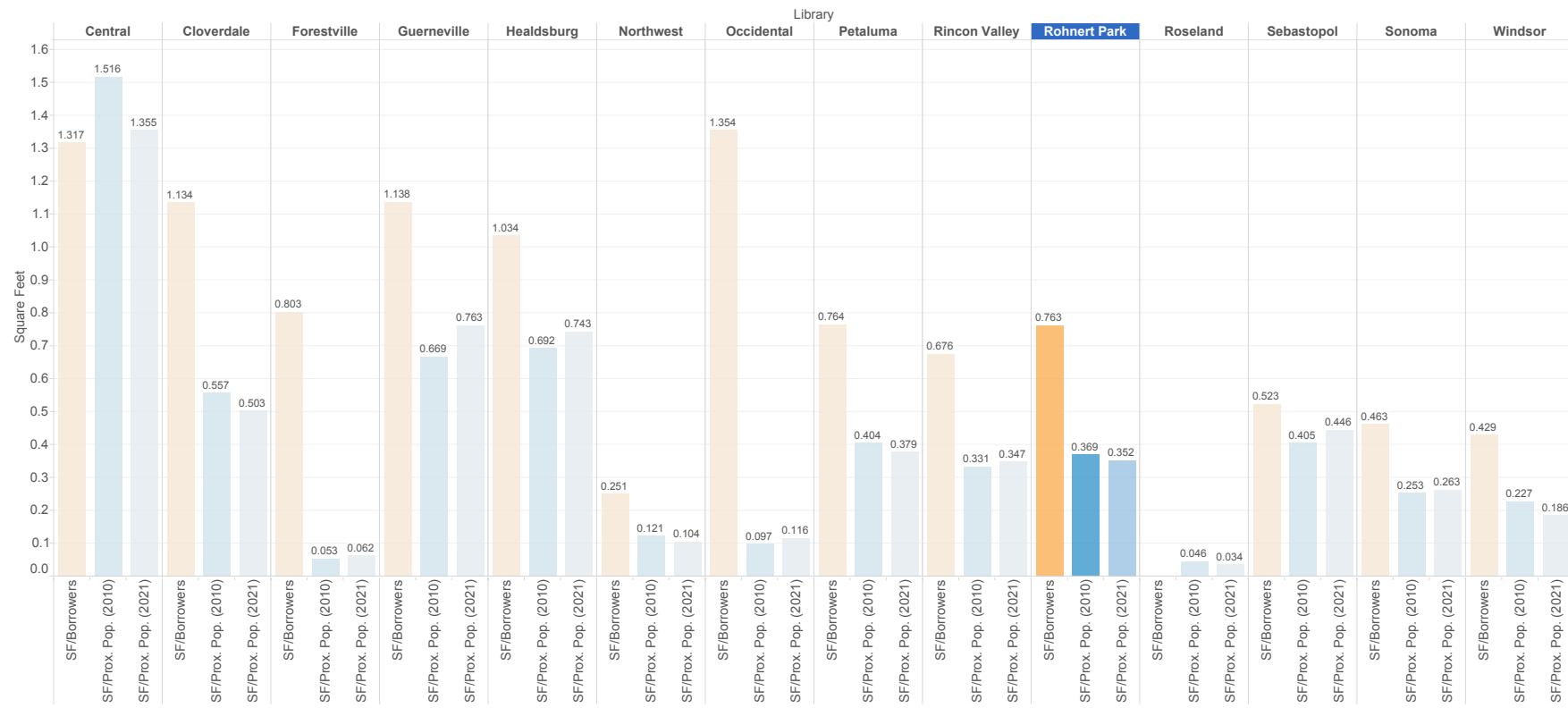
EVENTS HOSTED PER 1,000 SQ FT (FY2014-15)

On average across the system, there are 15.2 events hosted per 1,000 square feet. Relative to its size, Rohnert Park hosts a relatively low number of events, at a rate of 13.1 events per 1,000 square feet. This rate may be lower because it is a larger library in terms of square footage.

How is library space being used?

INTRODUCTION
This section explores how library space is being used by people visiting the library. First we wanted to understand who is using the space in the library: the number of borrowers and patrons presented on the facing page gives an overview of how many people have cards at each library (borrowers) and how many people actually come to each library (patrons).

This is then translated into a ratio: the number of patrons per borrower. This illustrates the relationship between the number of people who have library cards (borrowers) and the number of people who are actually using the library (patrons).

The section then looks at specific uses of the library: internet sessions, programs, and items held by library. These three things are presented against patron count, in order normalize and compare these metrics across the libraries to understand how each library is being used and to what extent.

METHODOLOGY
In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS
Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS
The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.
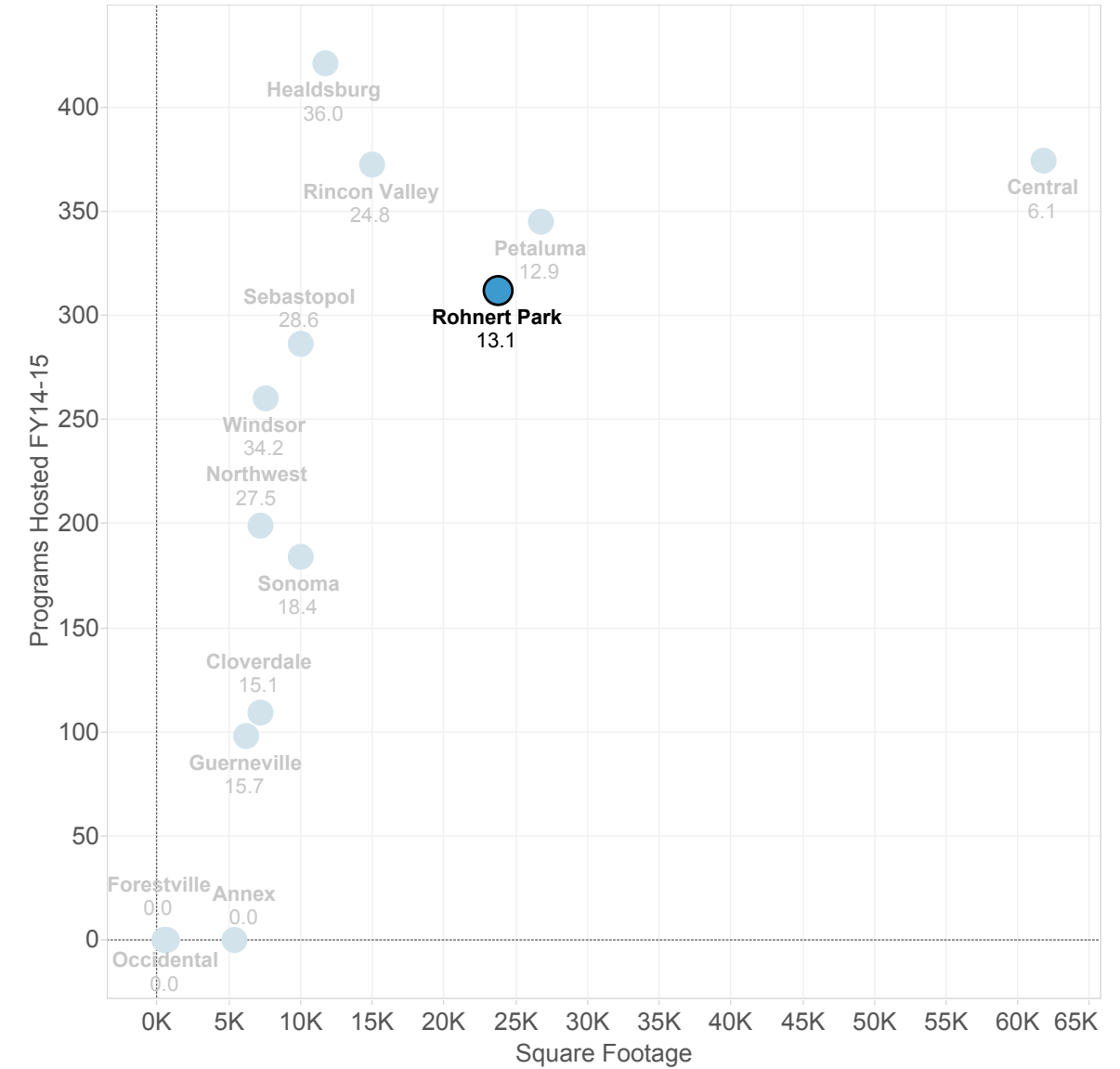
BORROWERS AND PATRONS
On average, there are 18,982 borrowers per library and 157,297 patrons per library. Rohnert Park is above average for both figures, with 31,182 borrowers and 180,408 patrons.

31,182 borrowers

180,408 patrons

5.8 patrons per borrower
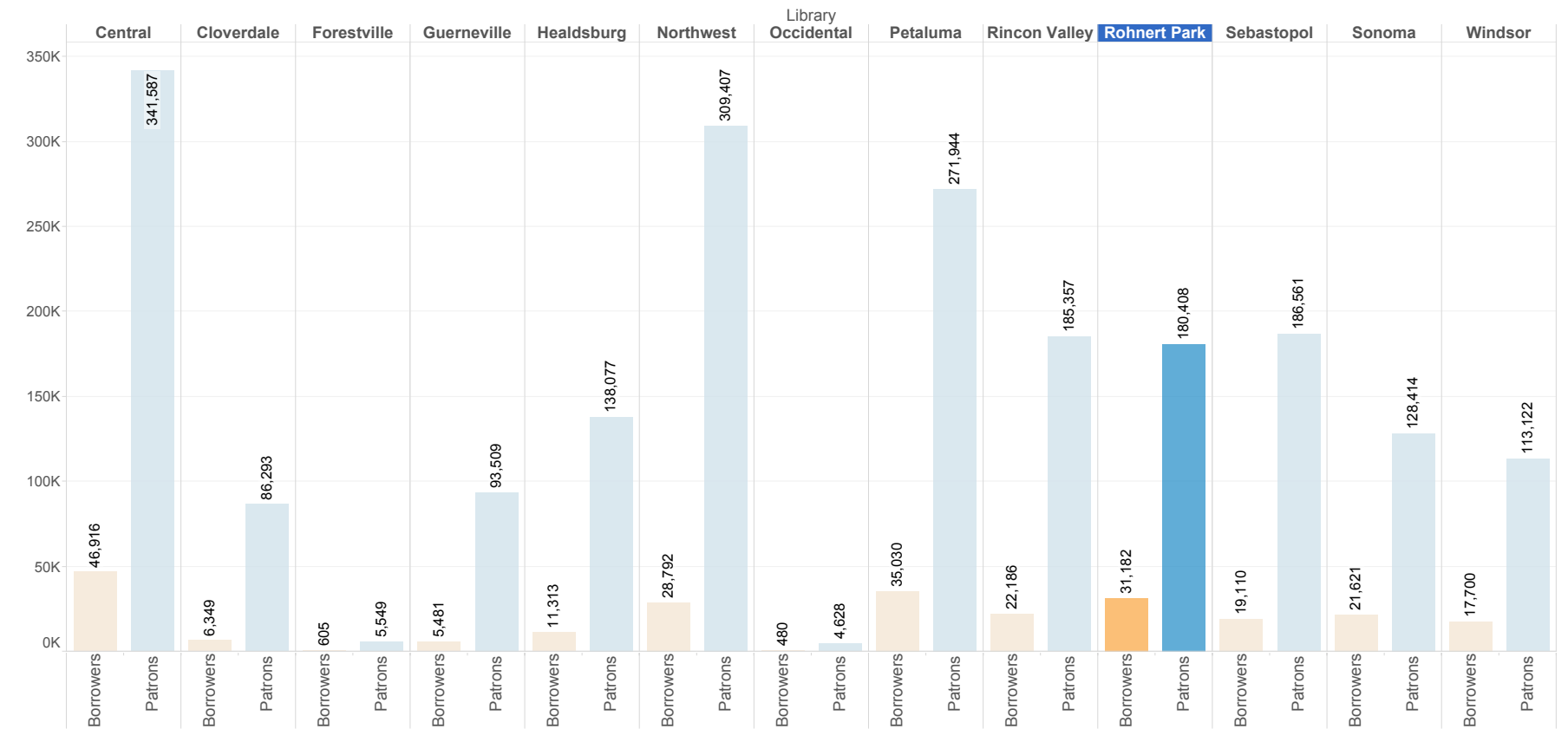
PATRONS AND BORROWERS PER SQ FT (FY14-15)

On average, there is 0.09 square feet per patron and 0.82 square feet per borrower across the library system.

Rohnert Park has an above average amount of space per patron (0.13 square feet per patron), and a below average amount of space per borrower (0.76 square feet per borrower).

	System Average	Library
Patrons	0.09 SF	0.13 SF
Borrowers	0.82 SF	0.76 SF
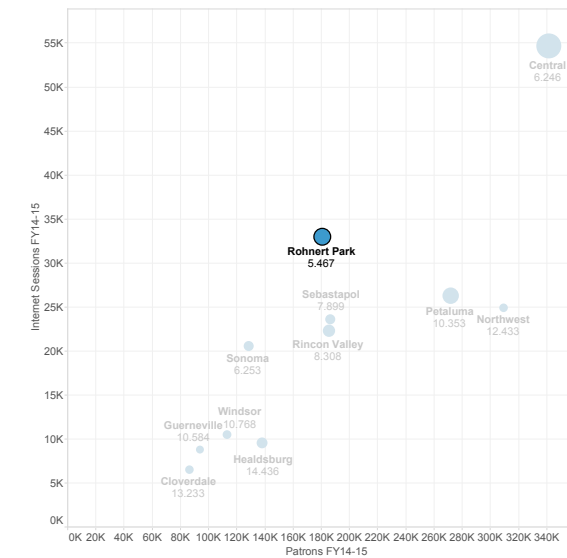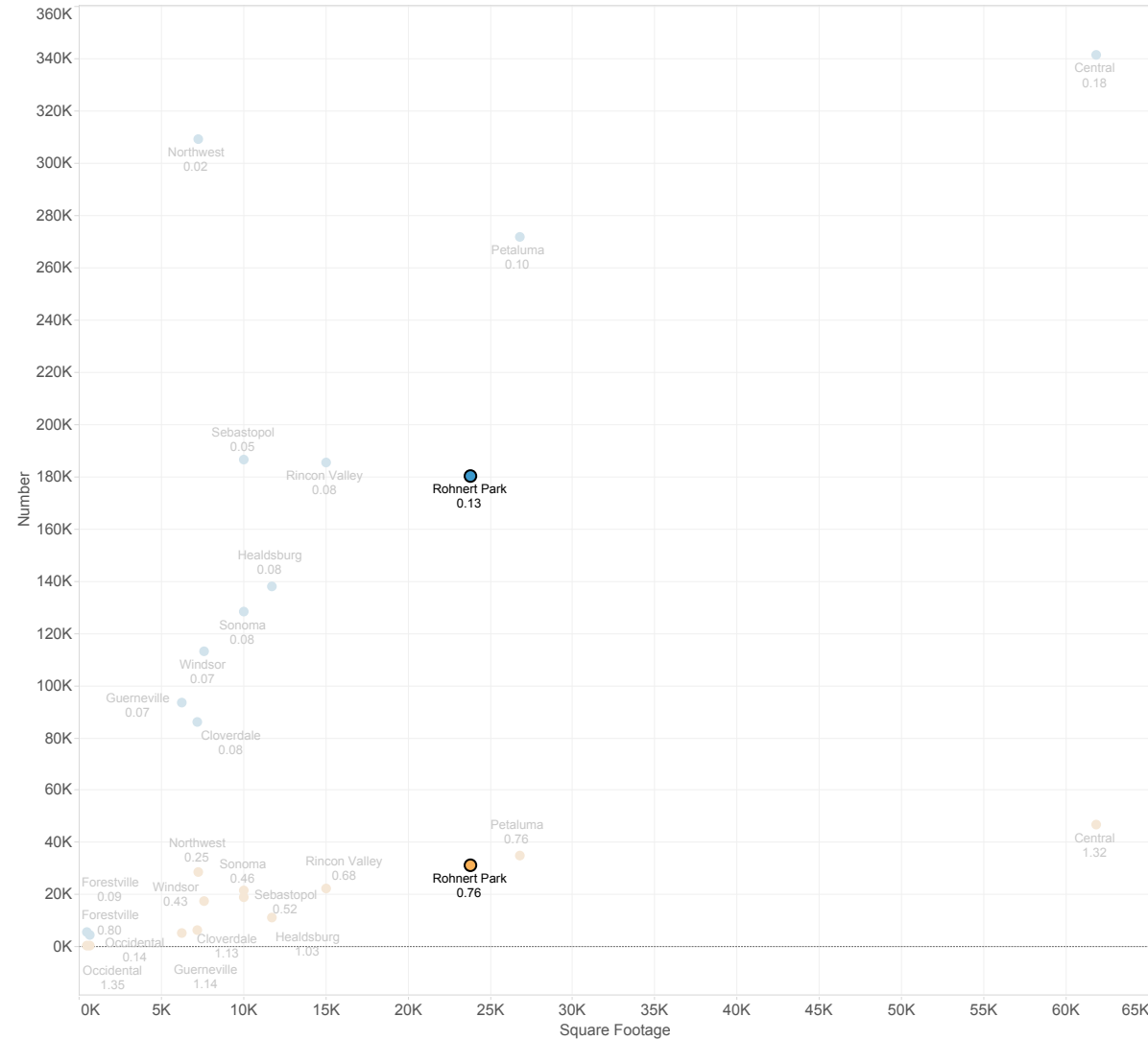
INTERNET SESSIONS PER PATRON (FY2014-15)

On average across the system, there are 9.6 internet sessions per patron. Rohnert Park has a below average number of internet sessions per patron, at 5.5. This is the lowest rate across all of the libraries in the system.
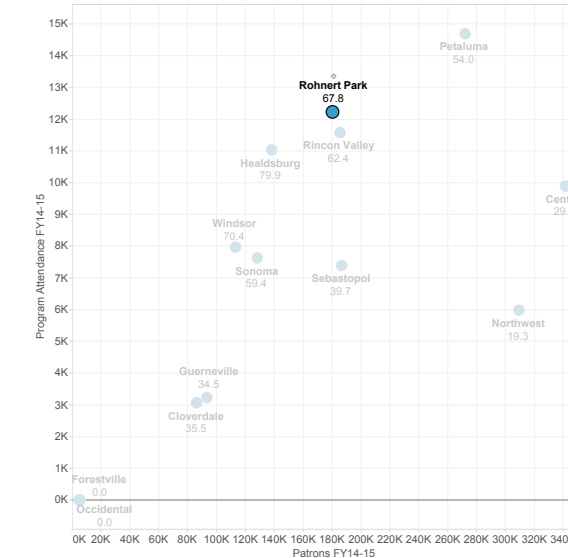
EVENT ATTENDANCE PER 1,000 PATRONS (FY2014-15)

On average across the system, there is an attendance rate of 42.5 per 1,000 patrons. Rohnert Park is well above the average, with 67.8 people attending each event per 1,000 patrons. Only Windsor and Healdsburg has higher rates.
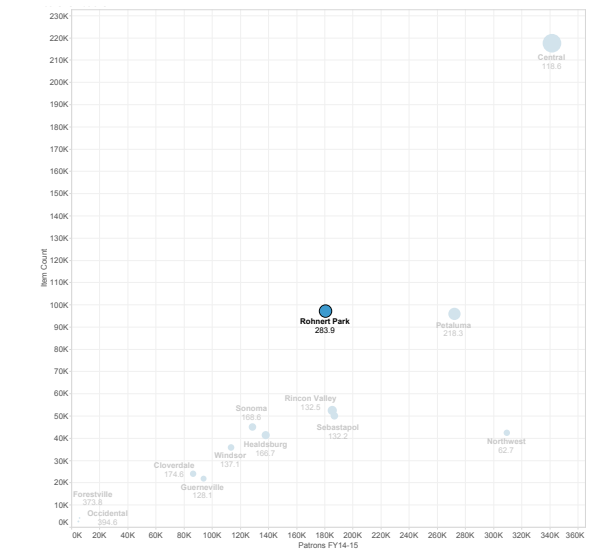
ITEMS PER 1,000 PATRONS (FY2014-15)

On average across the system, there are 192 items owned at each library per 1,000 patrons. For every 1,000 people who visit the library (patrons), Rohnert Park has approximately 284 items. Excluding the outpost libraries, this is the highest rate in the system.

DATA
FINDINGS

[Finding 1]

Compared to its surrounding population, Rohnert Park has a low rate of library visits (patronage) for its population.

[Finding 2]

Rohnert Park has very high event attendance relative to the number of patrons it has, but very low internet use (the lowest in the system) relative to patron numbers.

[Finding 3]

Rohnert Park has the highest rate of items held per patron in the system (excluding the outpost libraries of Forestville and Occidental).

INTERVIEW
FINDINGS

In order to understand the workflow, usage, and programmed space of each library, MKThink undertook site visits and interviews with branch managers and librarians in June 2016. Our observations and information gather from the branch managers is presented below, and suggestions that we heard are presented in the grey bar to the right.

TECHNOLOGY

In general, there are too many computers

DESIGN/SPACE

High ceilings create reverberations and noise in the reading areas

Community space used daily

Circulation desk is noisy – Sound echoes

WORKFLOW/OPERATIONS

Shelving done by volunteers (not FOL)

Getting another librarian

Librarian's back is facing back of room; poor supervision in children's area

Long range – Cart glut appears to be an issue in the sorting area.

Currently sort directly onto carts in hallway – Would like to put shelves in hall instead and have volunteers put books from shelves onto carts to shelve

SIGNAGE/WAYFINDING

None.

FURNITURE

None.

EVENTS

None.

SUGGESTIONS

Branch Managers and librarians suggestions:

- Tablet tables in children's area
- Automatic check-in system
- Smaller group spaces
- Noise buffer around circulation desk
- More librarian desk space
- Librarian desk overlooking children's area
- A resolved sorting area
- Soft seating
- Shelves in the hall
- Soundproof areas

ROSELAND
LIBRARY

LIBRARY DESCRIPTION

The Roseland Community branch of the Sonoma County Library System is located in a leased space within a strip mall at 779 Sebastopol Road, Santa Rosa, CA 95407. It shares the space with the Boys and Girls Club of Central Sonoma County. It occupies approximately 2,5000 square feet.

Year Opened: November 2015
Ownership: Leased

LIBRARY TYPE

Branch

COUNTS

0 FTE Employees

Unknown Average Monthly Visits

12 Public Computers

0 Average Monthly Program Attendees

METRICS

n/a Patrons per SF

n/a Patrons per Borrower

n/a Internet Sessions per Patron

n/a Program Attendance per 1,000 Patrons

SQUARE FOOTAGE

Approx. 2,500

SPACE BREAKDOWN

Not Applicable.
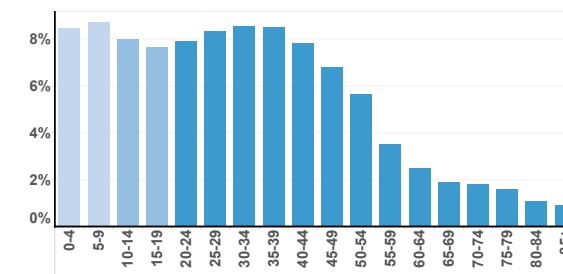
2000 POPULATION
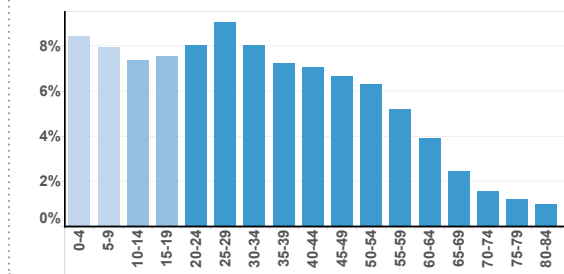
2010 POPULATION

2021 PROJECTED POPULATION
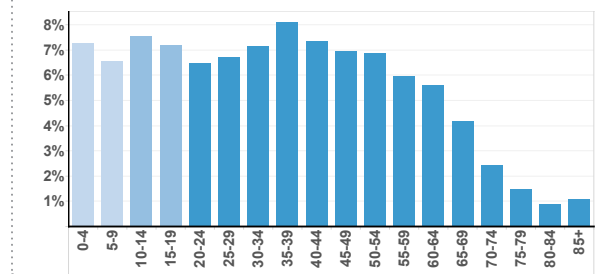
Who is Roseland Library serving?

1   MAIN LIBRARY SPACE

Roseland Library is a temporary library located in a strip mall in southwest Santa Rosa. It shares the space with the Boys and Girls Club of Santa Rosa and serves a mainly Latino population.

INTRODUCTION

In order to plan for the future of the Sonoma County Library system, it is first necessary to understand who each library is serving. The following data is presented and analyzed in this section to answer this question:

- Library card holders
- 2010 population and age distribution
- 2021 population and age distribution
- 2010 population versus patrons
- Seating by type (adult or child)
- Types of programs hosted (adult, young adult, child, pre-school)
- Types of books owned (adult, young adult, child)

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section. 2010 population figures are from the 2010 Census. The 2021 population projections by "library zone" were calculated by MKThink extrapolated from historic trends (2000-2010 Census Data) and normalized according to ESRI county-wide projections.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

2010 AGE RANGE DISTRIBUTION

Approximately 16.5% of the population is under 10 (children), 15% of the population is between the ages of 10-19 (young adults/teenagers), and 68.5% of the population is 20 and older (adults).

2010 TOTAL POPULATION

54,848
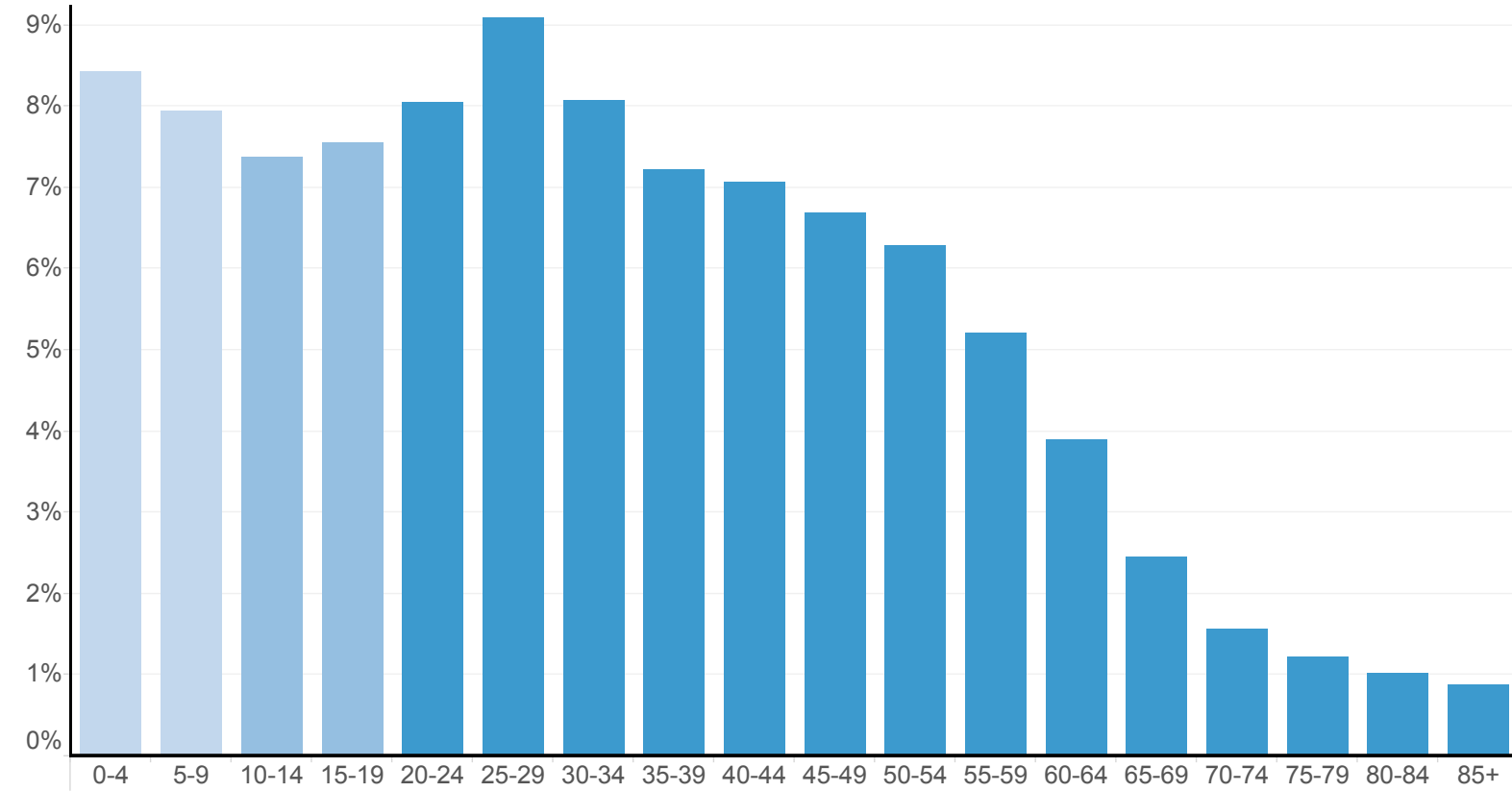
2021 PROJECTED AGE DISTRIBUTION

2021 shows a similar age distribution to 2010. Approximately 13.7% of the population is under 10 (children), 14.7% of the population is between the ages of 10-19 (young adults/teenagers), and 71.6% of the population is 20 and older (adults).

2021 TOTAL POPULATION

73,447

33.9% change from 2010

How is library space programmed?

INTRODUCTION

This section first looks at the size (square footage) of each library, followed by a floorplan detailing how each library's space is currently used (based on observation from site visits that occurred in June 2016). A quantitative breakdown of the space is also presented.

The section then looks at the square footage per person in the proximate population for each library zone in 2010 and 2021, compared to the number of borrowers the library has. This illustrates which libraries have the most strain on space (the higher the ratio, the more space per borrower/person). Following this, the number of programs per square foot is presented, illustrating which libraries are hosting a large number of programs relative to the space that they have.

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY AREA (SQ FT)
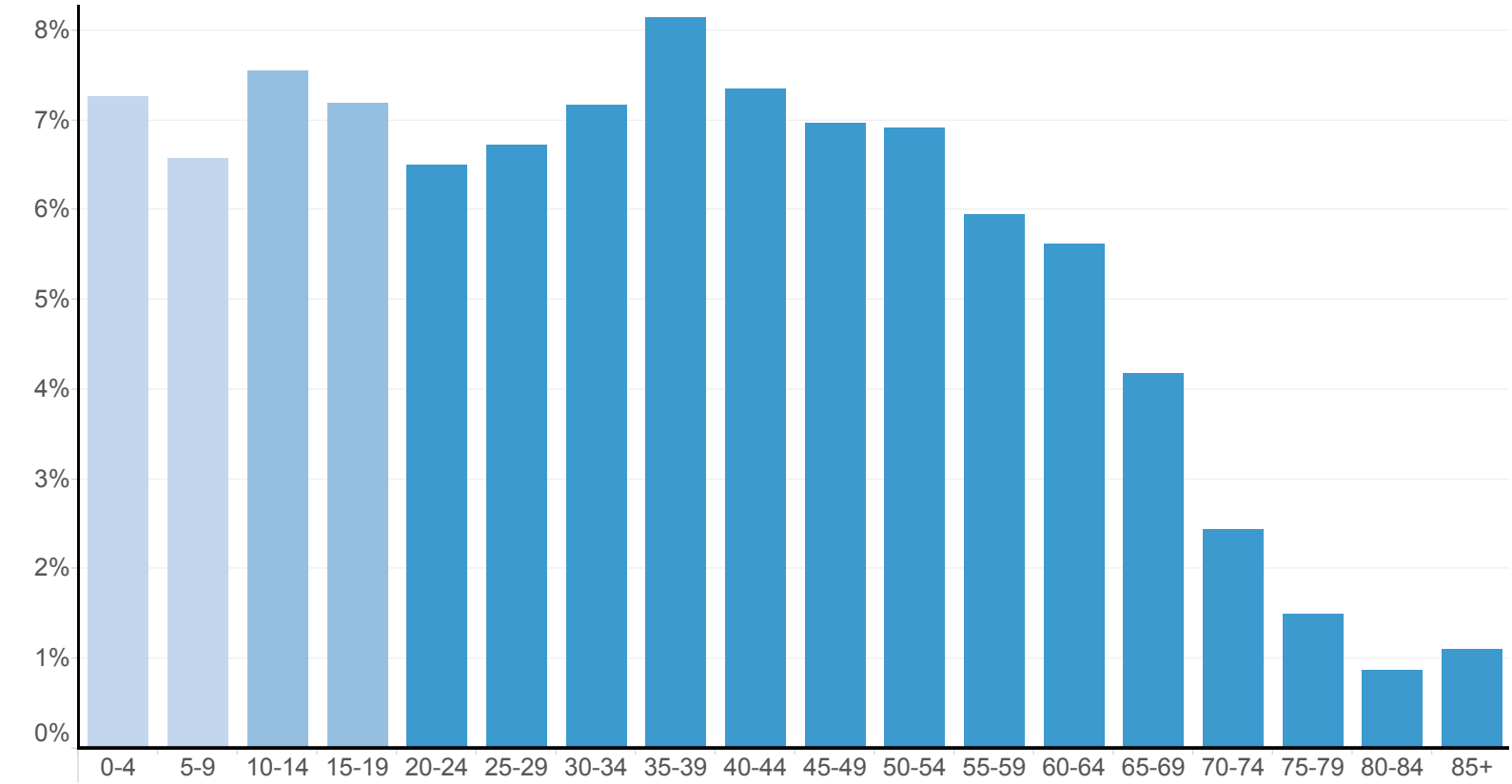
Excluding Central Library (because its square footage figure includes public as well as private and administrative space), the average library is 10,158 square feet. Roseland Library is approximately 2,500 sq ft, and located inside of strip mall. The library shares it space with the Boys and Girls Club of Santa Rosa.

SQUARE FEET

~2,500

LIBRARY SQ FT PER PROXIMATE POPULATION

On average across the system, there is 0.82 SF per borrower, 0.41 SF per person in the 2010 population, and 0.4 SF per person in the 2021 population. Compared to the other libraries, Roseland has the lowest ratio of square feet per person, as it is a very small library with a large surrounding population. As its population grows from 2010 to 2021, the square feet per person decreases by almost 50%.

SQ FT RATIO

N/A SF/borrower

0.05 SF/pop. (2010)

0.03 SF/pop. (2021)

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Library

| | Central | Cloverdale | Forestville | Guerneville | Healdsburg | Northwest | Occidental | Petaluma | Rincon Valley | Rohnert Park | Roseland | Sebastopol | Sonoma | Windsor |

SF/borrowers — SF/Prox. Pop. (2010) — SF/Prox. Pop. (2021):
- Central: 1.317, 1.516, 1.355
- Cloverdale: 1.134, 0.557, 0.503
- Forestville: 0.803, 0.053, 0.062
- Guerneville: 1.138, 0.669, 0.763
- Healdsburg: 1.034, 0.692, 0.743
- Northwest: 0.251, 0.121, 0.104
- Occidental: 1.354, 0.097, 0.116
- Petaluma: 0.764, 0.404, 0.379
- Rincon Valley: 0.676, 0.331, 0.347
- Rohnert Park: 0.763, 0.369, 0.352
- Roseland: 0.046, 0.034
- Sebastopol: 0.523, 0.405, 0.446
- Sonoma: 0.463, 0.253, 0.263
- Windsor: 0.429, 0.227, 0.186

Square Feet (y-axis)

DATA
FINDINGS

[Finding 1]

Roseland has the lowest ratio of square footage for its population, as it is a very small library with a large surrounding population.

INTERVIEW
FINDINGS

In order to understand the workflow, usage, and programmed space of each library, MKThink undertook site visits and interviews with branch managers and librarians in June 2016. Our observations and information gather from the branch managers is presented below, and suggestions that we heard are presented in the grey bar to the right.

TECHNOLOGY

Have laptops that can be checked out from a cart

DESIGN/SPACE

Planning to move the library into the Roseland Village Neighborhood Center redevelopment at 665 Sebastopol Road

WORKFLOW/OPERATIONS

Moveable circulation/ reference desk

SIGNAGE/WAYFINDING

None.

FURNITURE

The current movable, flexible furniture is good

PROGRAMS

No programs hosted at this branch

SUGGESTIONS

Branch Managers and librarians suggestions:

- More materials to serve the mainly Latino population
- Movable, flexible furniture

SEBASTOPOL LIBRARY

LIBRARY DESCRIPTION

Sebastopol Regional Library is located in downtown Sebastopol. It is not clearly visible from the street, and has a small parking lot next to the building. LANTERN, a volunteer group, is currently raising money for a new library building for Sebastopol. This group has prepared a Needs Assessment for a new library.

Year Built: 1975 (Renovated in 2012)
Ownership: Leased

LIBRARY TYPE

Branch
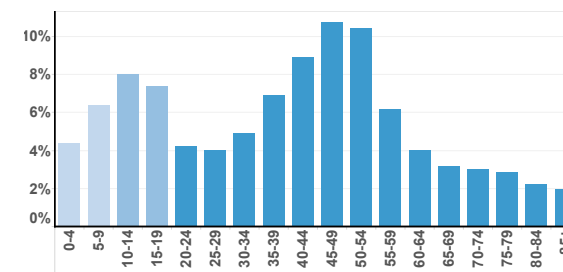
COUNTS

7.6	FTE Employees
17,884	Average Monthly Visits
22	Public Computers
219	Average Monthly Program Attendees

METRICS

0.05	Patrons per SF
9.8	Patrons per Borrower
7.9	Internet Sessions per Patron
39.7	Program Attendance per 1,000 Patrons

SQUARE FOOTAGE

10,000

SPACE BREAKDOWN

Seating & Stacks	4,528 SF
Children	1,418 SF
Teen	195 SF
Back of House	1,220 SF
Circulation/Reference	147 SF
Support	602 SF
Community	713 SF
Other	1,177 SF
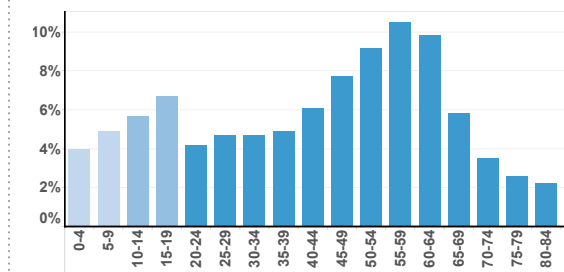
2000 POPULATION
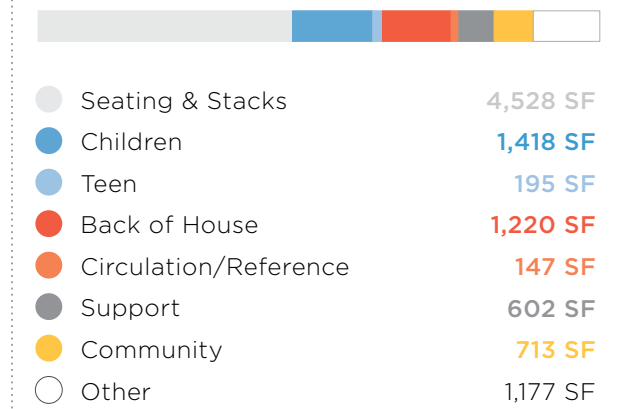
2010 POPULATION

2021 PROJECTED POPULATION
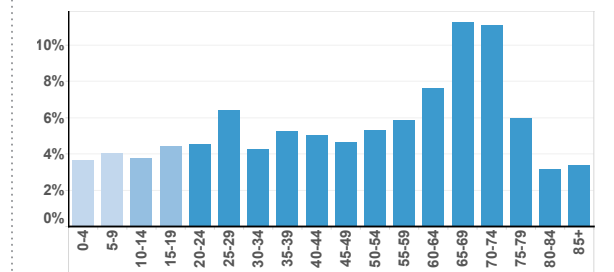
1 CHILDRENS' AREA

The Childrens' area is not enclosed and offers ample seating and types of seating g for both children and adults.

2 TEEN AREA

Sebastopol Library has a semi-enclosed teen area - there is no door enclosing the space.

3 FRIENDS OF THE LIBRARY BOOK CART

A Friends of the Sebastopol Library book cart is placed the entrance/exit to the library into the lobby.

4 STREETVIEW

Google Streetview image, looking at the library from Bodega Avenue.

5 MAIN LIBRARY SPACE

The main stacks and seating area includes many computers and tables and chairs for reading and working.

6 MAIN LIBRARY SPACE

7 MICROSCOPE

A microscope placed by the service desk lets kids explore nature up close.

8 STAFF WORKROOM

A smaller staff workroom contains staff and Friends of the Library workspace and storage.

Who is Sebastopol Library serving?

INTRODUCTION
In order to plan for the future of the Sonoma County Library system, it is first necessary to understand who each library is serving. The following data is presented and analyzed in this section to answer this question:

- Library card holders
- 2010 population and age distribution
- 2021 population and age distribution
- 2010 population versus patrons
- Seating by type (adult or child)
- Types of programs hosted (adult, young adult, child, pre-school)
- Types of books owned (adult, young adult, child)

METHODOLOGY
MKThink used data provided by Sonoma County Library to produce the analysis presented in this section. 2010 population figures are from the 2010 Census. The 2021 population projections by "library zone" were calculated by MKThink extrapolated from historic trends (2000-2010 Census Data) and normalized according to ESRI county-wide projections.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

DEFINITIONS
Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS
The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY CARD HOLDERS
The map and graph show the number of people with library cards registered at Sebastopol Library as of May 2016.

Bar chart — Library card holders by library:

Library	Card holders
Central	60,466
Petaluma	34,048
Rohnert Park	27,910
Northwest	25,338
Sonoma	19,847
Rincon Valley	17,643
Sebastopol	16,827
Windsor	14,017
Healdsburg	11,035
Cloverdale	6,226
Guerneville	5,939
Forestville	760
Occidental	554
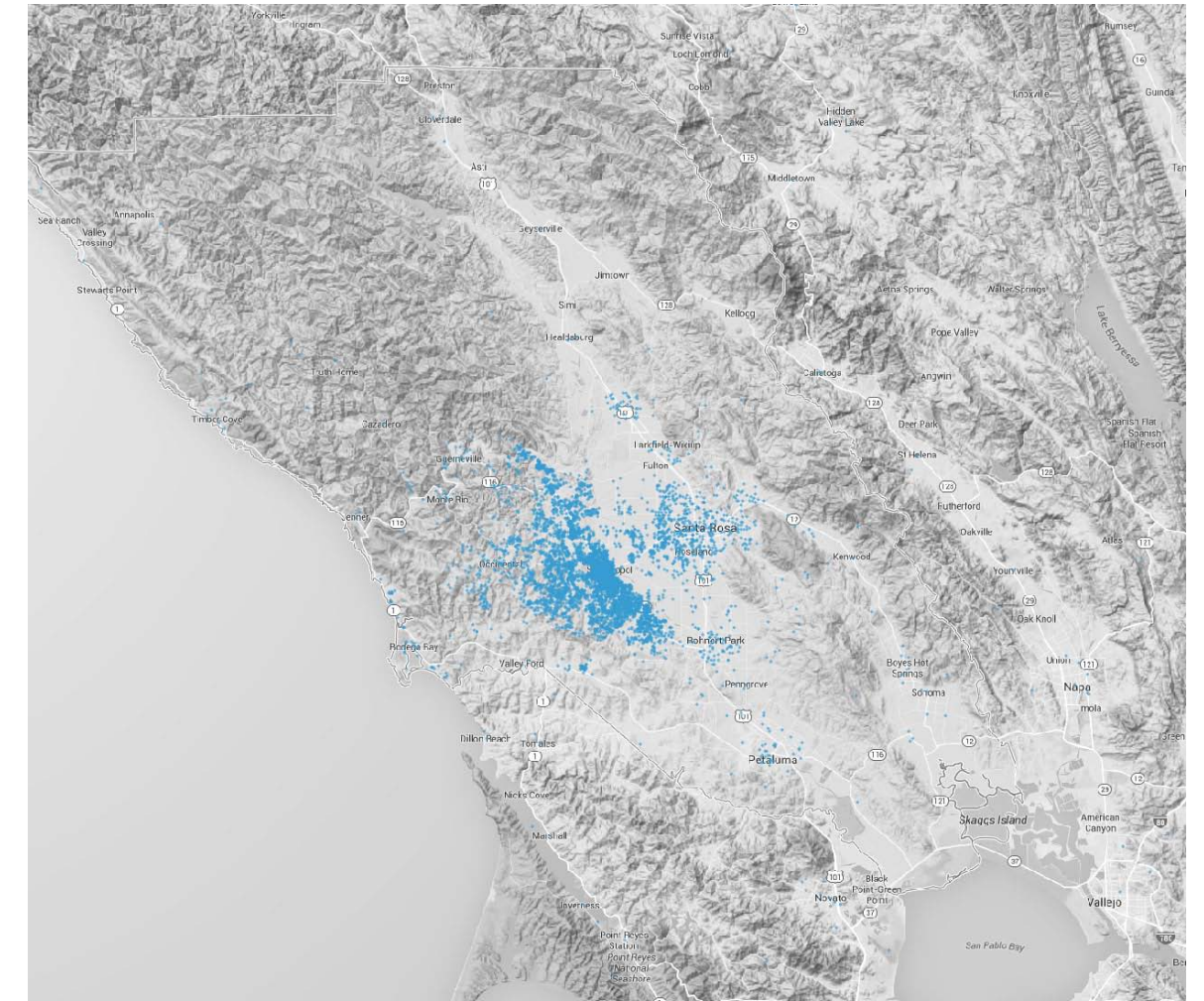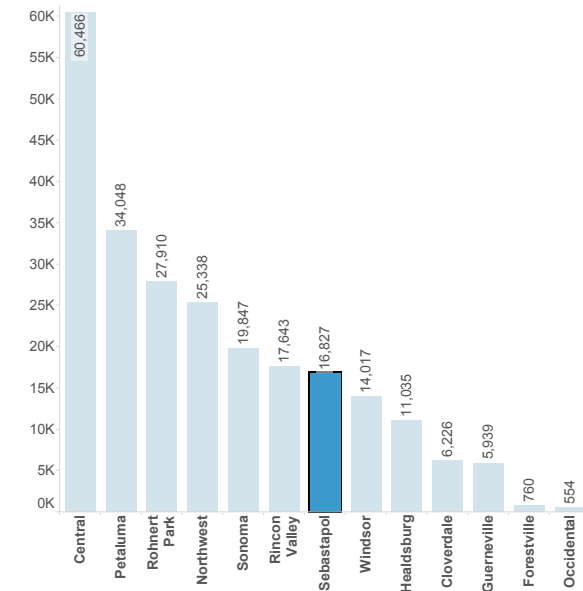
16,827 library card holders

2010 AGE RANGE DISTRIBUTION

Approximately 8.9% of the population is under 10 (children), 12.4% of the population is between the ages of 10-19 (young adults/teenagers), and 78.7% of the population is 20 and older (adults).

2010 TOTAL POPULATION

24,689
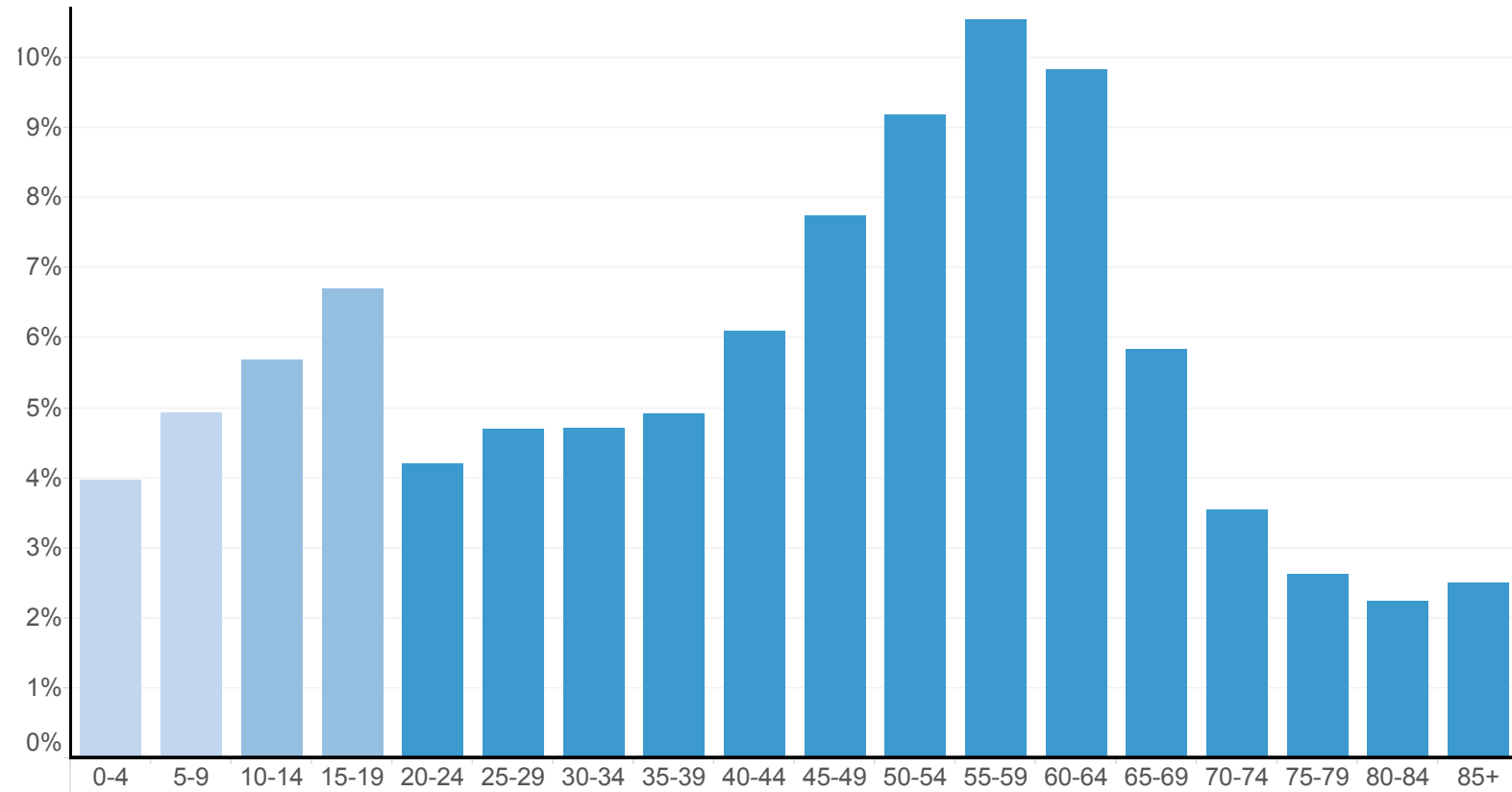
2021 PROJECTED AGE DISTRIBUTION

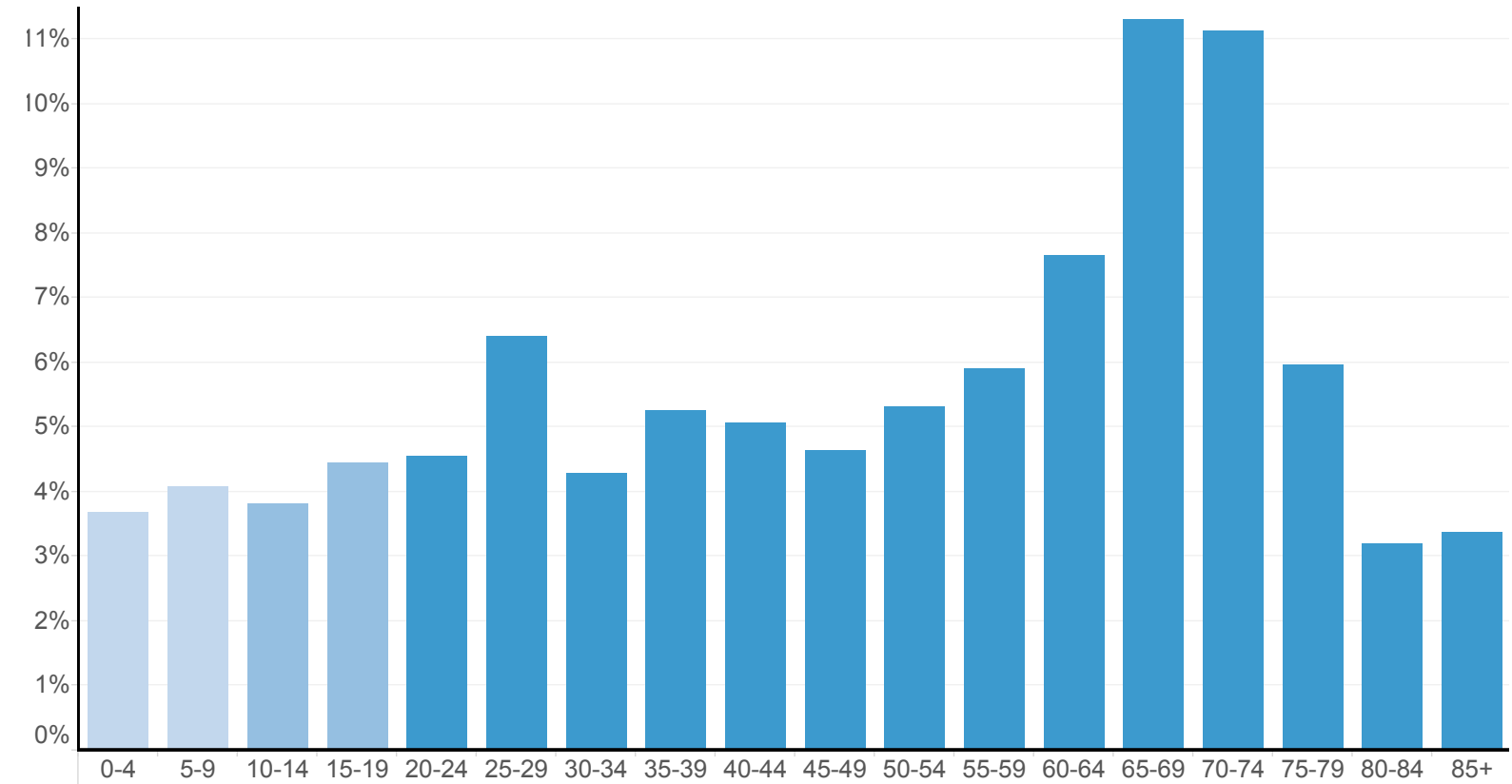2021 shows a decreased younger population and an increased adult population. Approximately 7.8% of the population is under 10 (children), 8.2% of the population is between the ages of 10-19 (young adults/teenagers), and 84% of the population is 20 and older (adults).

2021 TOTAL POPULATION

22,426

-9.2% change from 2010

POPULATION (2010) VERSUS PATRONS (FY2011-12)

On average there are 0.41 patrons (library visits) for every person in the population.

Compared to its 2010 population, Sebastopol has a slightly above average number of library patrons compared to its population (ratio of 0.47 patrons per resident of the Sebastopol Library zone). In other words, for every 1,000 residents of the Sebastopol zone, there are 479 counts of library attendance.
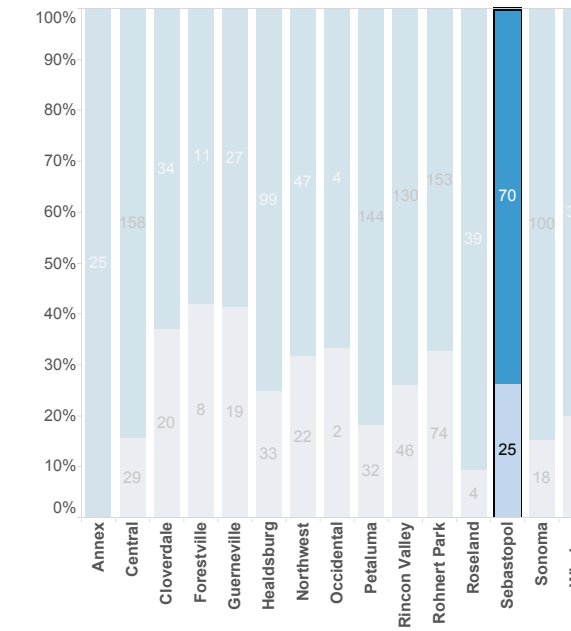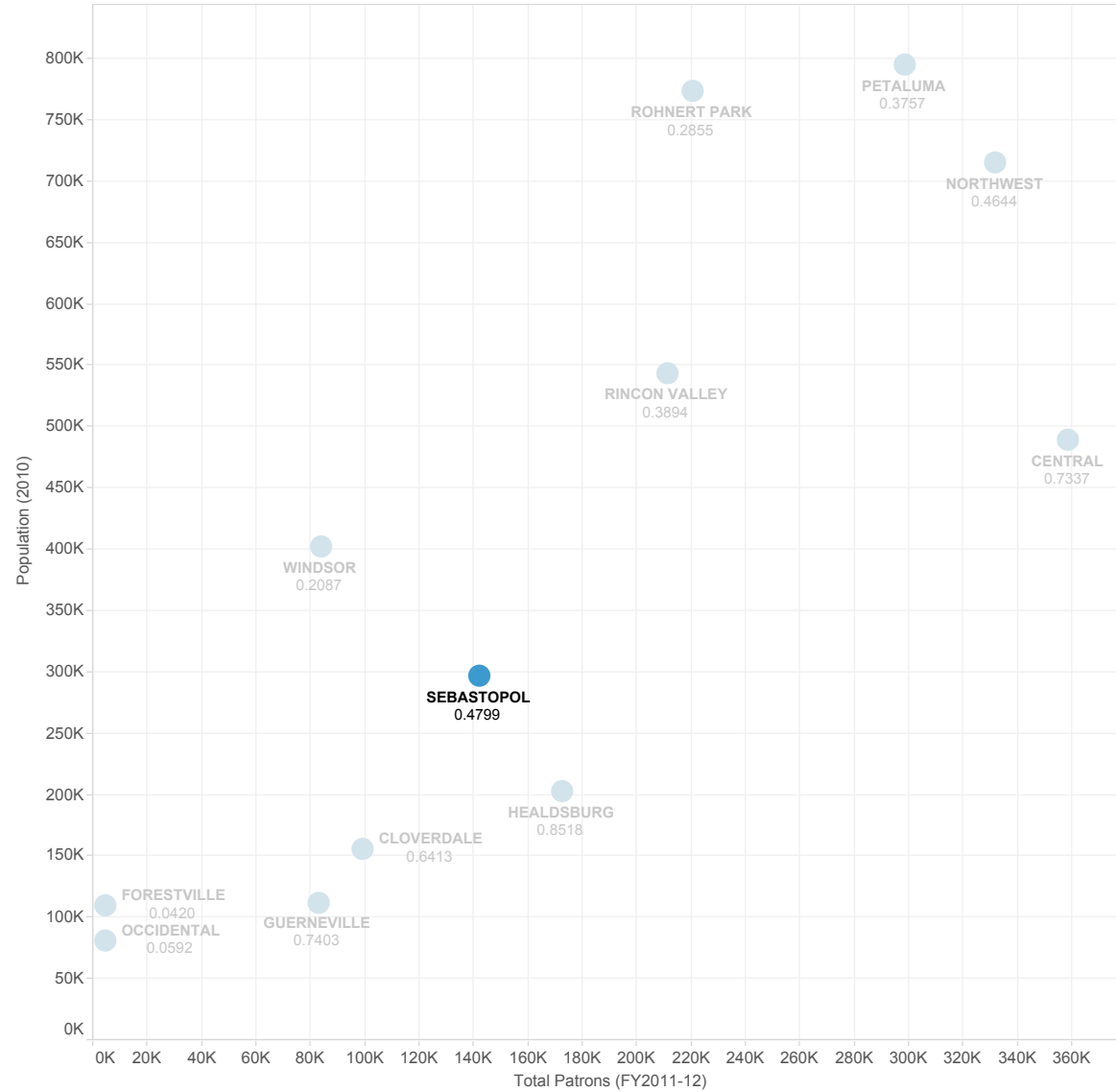
TYPE OF CHAIRS

On average, there are 69 adult and 23 children's chairs per library. Compared to other libraries, Sebastopol has a an average percentage of childrens' seating.
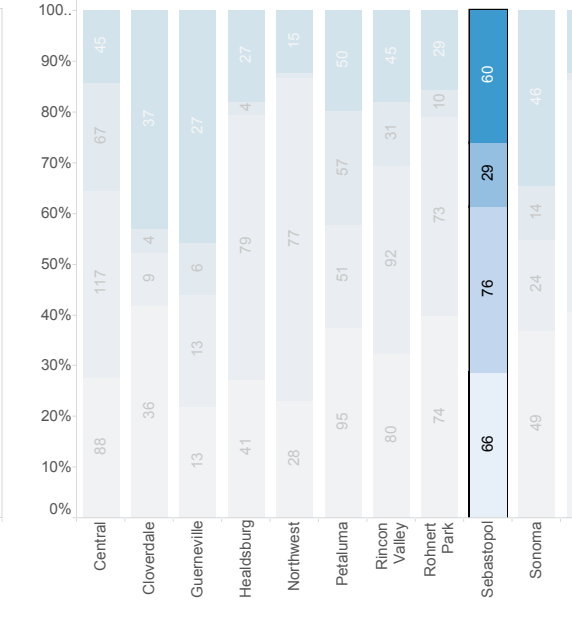
TYPE OF EVENTS HOSTED (FY2015-16)

On average, there are 36 adult, 20 young adult, 62 school age, and 58 pre-school events hosted per library. Sebastopol has proportionately more adult programming than many of the other libraries, which aligns with its increasing adult population.
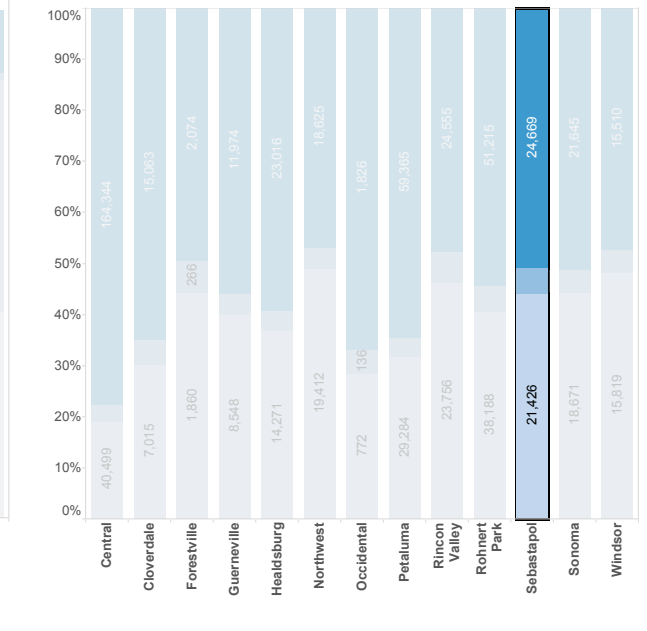
TYPE OF BOOKS OWNED (FY2014-15)

On average there are 33,375 adult books, 2,307 young adult books, and 18,425 children's books owned per library. Comparatively, Sebastopol has an about average proportion of adult, young adult, and childrens' items.

How is library space programmed?

INTRODUCTION
This section first looks at the size (square footage) of each library, followed by a floorplan detailing how each library's space is currently used (based on observation from site visits that occurred in June 2016). A quantitative breakdown of the space is also presented.

The section then looks at the square footage per person in the proximate population for each library zone in 2010 and 2021, compared to the number of borrowers the library has. This illustrates which libraries have the most strain on space (the higher the ratio, the more space per borrower/person). Following this, the number of programs per square foot is presented, illustrating which libraries are hosting a large number of programs relative to the space that they have.

METHODOLOGY
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In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

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LIBRARY AREA (SQ FT)
Excluding Central Library (because its square footage figure includes public as well as private and administrative space), the average library is 10,158 square feet. Sebastopol Library is about the size of the average library in Sonoma County, along with Sonoma Valley Library.

SQUARE FEET
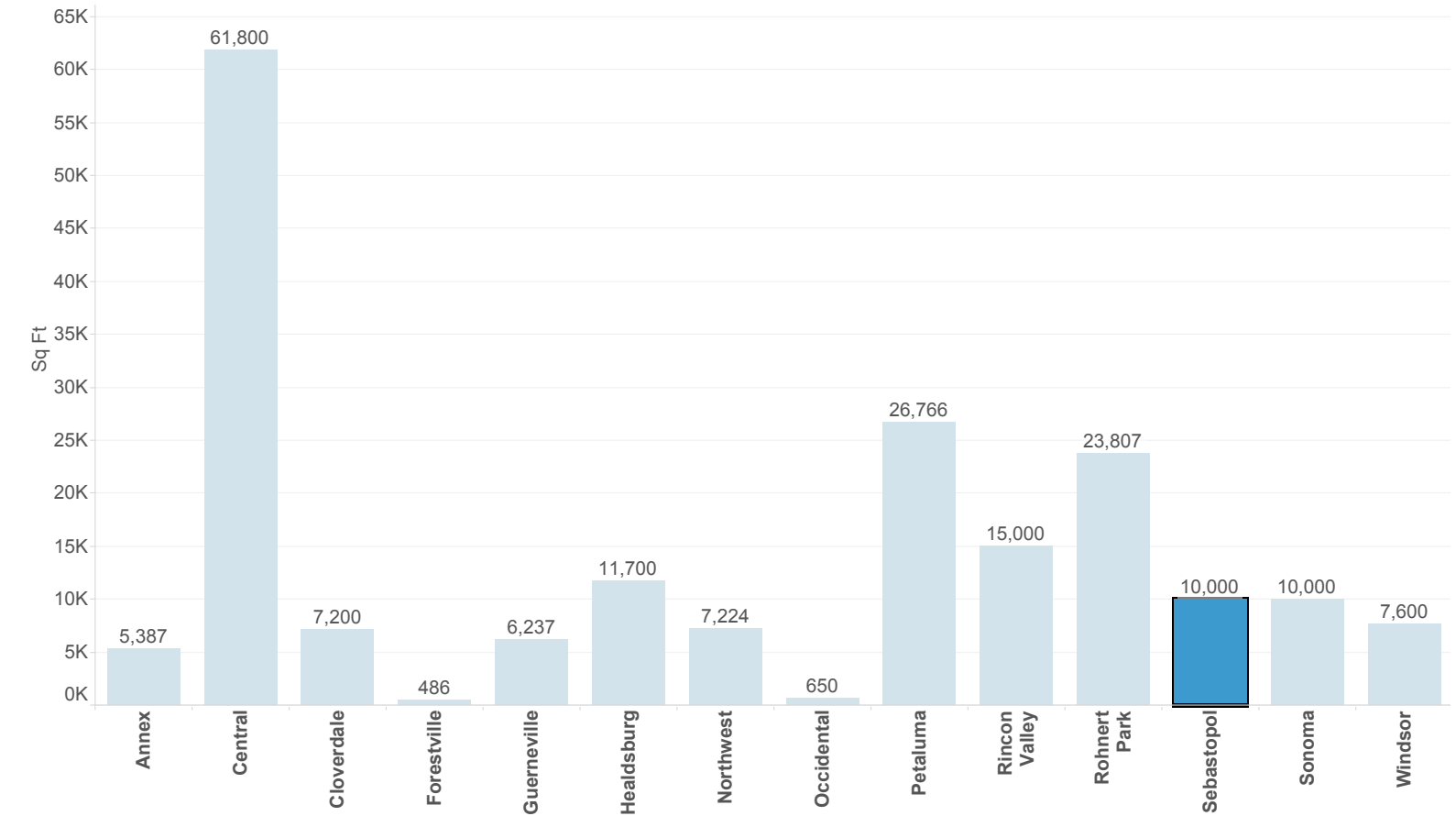
10,000

Floor Plan Labels:

STAFF ROOM
WORK ROOM
OFFICE
REST ROOM
CHILDREN'S AREA
RESTROOM
STORAGE
SERVICE DESK
COMMUNITY ROOM
TEEN AREA
WORK ROOM
REST-ROOM
JANITOR/ELECTRICAL
CLOSET

SPACE BREAKDOWN

On average across the libraries, space is used as follows: 13.7% children, 10.4% back of house (excluding Central due to storage and work space for the overall system), 7.5% community, 7.1% support, 3% circulation/reference, and 0.6% teen.

Most noticeably, Sebastopol has an enclosed teen space, which only one other libraries have (Sonoma Valley, though Rohnert Park has a clearly demarcated teen area also). Circulation and reference space is half of the average, as Sebastopol uses a single service model. All other spaces are roughly average compared to the rest of the system.

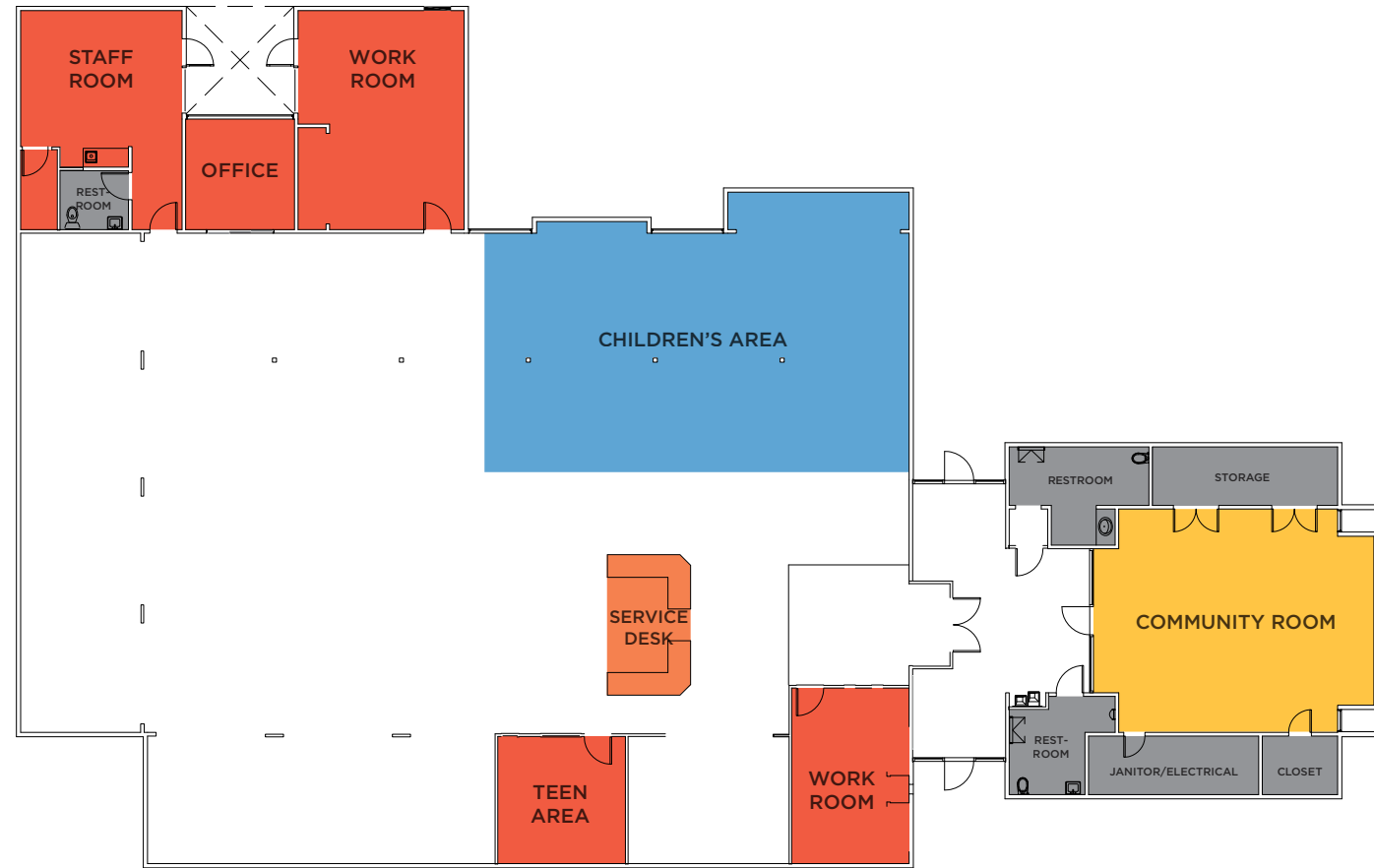|	System Average	Library
◯ Other	9.1%	11.8%
Community	7.5%	7.1%
Support	7.1%	6%
Circulation/Reference	3%	1.5%
Back of House	10.4%	12.2%
Teen	0.6%	14.2%
Children	13.7%	14.2%
Seating & Stacks	45.9%	45.3%

Circulation/Reference refers to the public-facing circulation and reference desks/areas.

Support includes bathrooms, storage closets, electrical closets, and janitor closets.

Other includes circulation, load, and other non-programmed spaces.

Back of house includes staff work rooms, break rooms, offices, and sorting/processing areas not in the public space.

Teen spaces were counted only if they were enclosed or semi-enclosed.

% of Total Sq Ft

Central, Cloverdale, Guerneville, Healdsburg, Northwest, Petaluma, Rincon Valley, Rohnert Park, Sebastopol, Sonoma, Windsor

LIBRARY SQ FT PER PROXIMATE POPULATION

On average across the system, there is 0.82 SF per borrower, 0.41 SF per person in the 2010 population, and 0.4 SF per person in the 2021 population. Compared to the other libraries, Sebastopol has a low ratio of square feet per borrower, but an average ratio of square feet for its 2010 and project 2021 population. As its population decreases from 2010 to 2021, the square feet per person increases slightly.

SQ FT RATIO

0.52 SF/borrower
0.41 SF/pop. (2010)
0.45 SF/pop. (2021)
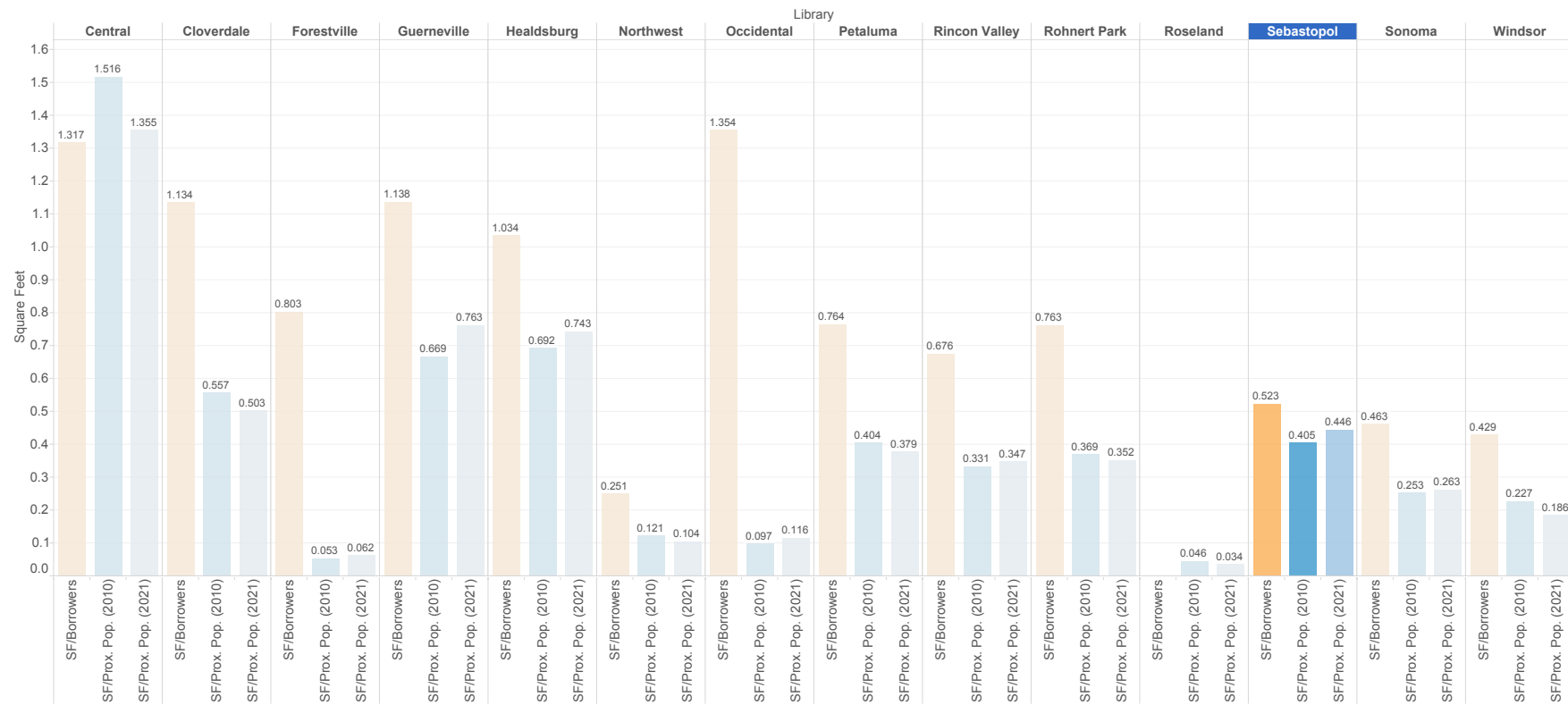
EVENTS HOSTED PER 1,000 SQ FT (FY2014-15)

On average across the system, there are 15.2 events hosted per 1,000 square feet. Relative to its size, Sebastopol hosts a relatively high number of events, at a rate of 28.6 events per 1,000 square feet. This is the highest rate after Healdsburg (36) and Windsor (34.2).

How is library space being used?

INTRODUCTION

This section explores how library space is being used by people visiting the library. First we wanted to understand who is using the space in the library: the number of borrowers and patrons presented on the facing page gives an overview of how many people have cards at each library (borrowers) and how many people actually come to each library (patrons).
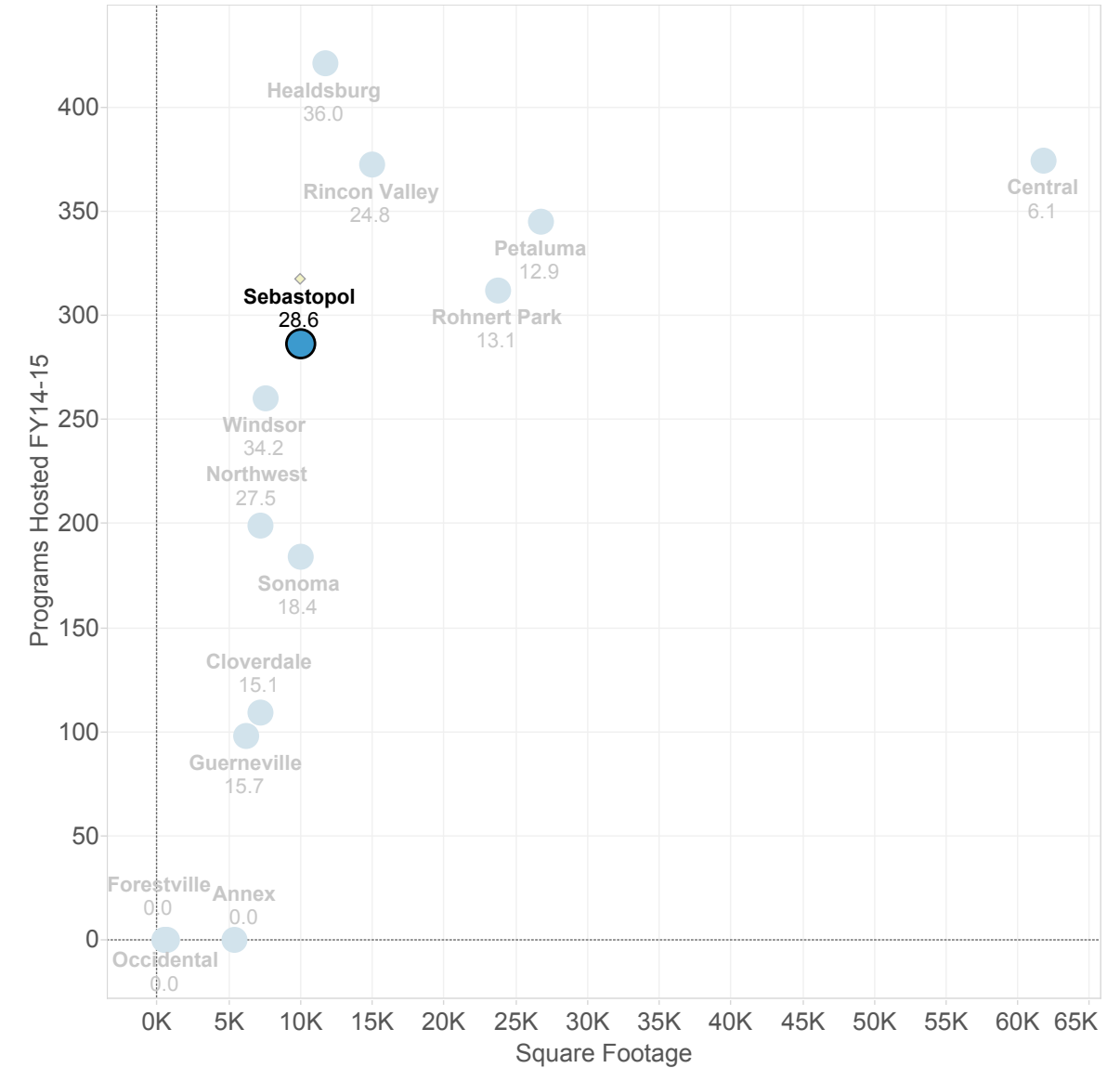
This is then translated into a ratio: the number of patrons per borrower. This illustrates the relationship between the number of people who have library cards (borrowers) and the number of people who are actually using the library (patrons).

The section then looks at specific uses of the library: internet sessions, programs, and items held by library. These three things are presented against patron count, in order normalize and compare these metrics across the libraries to understand how each library is being used and to what extent.

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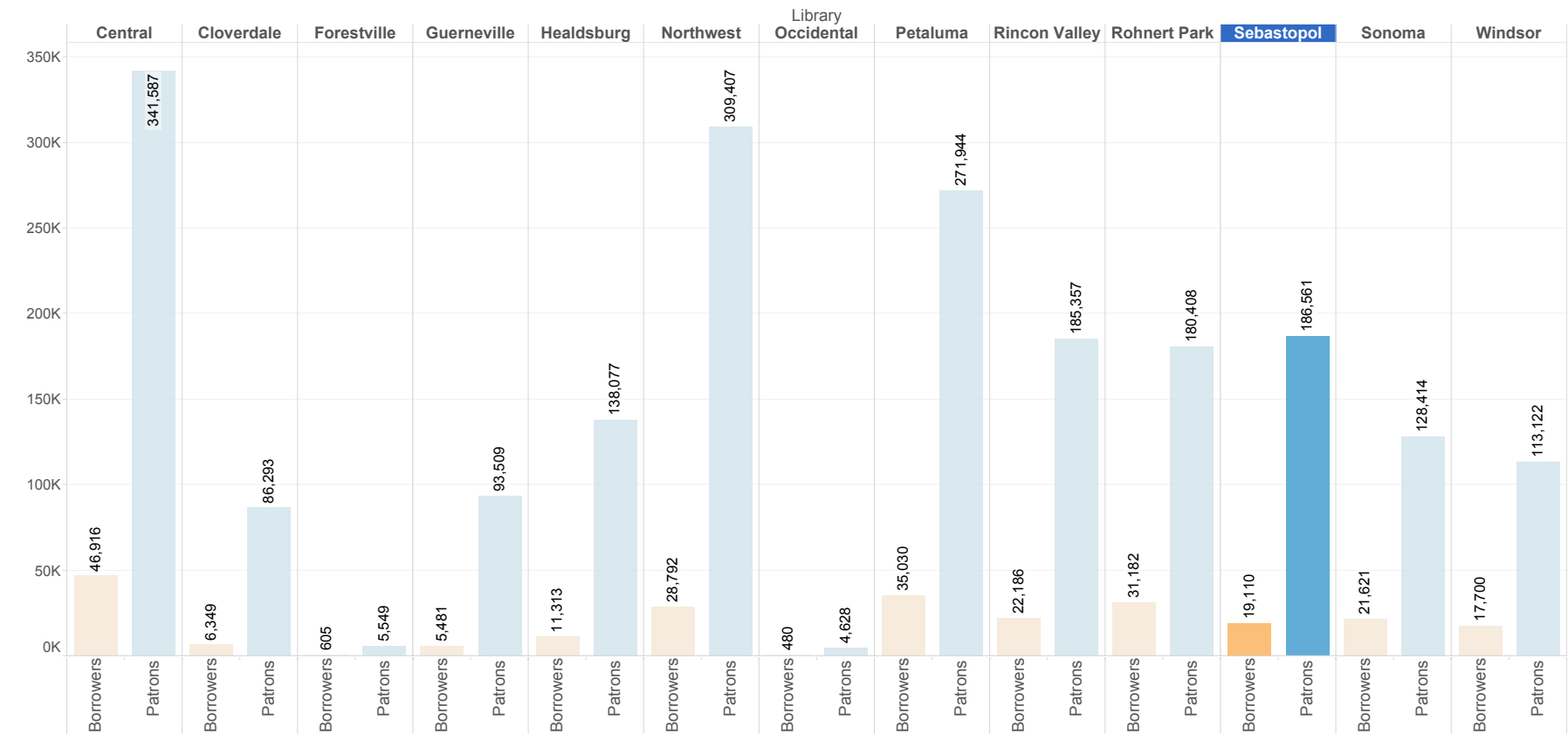
BORROWERS AND PATRONS

On average, there are 18,982 borrowers per library and 157,297 patrons per library. Sebastopol is slightly above the average for borrowers, with 19,110 borrowers, and above average for patrons, with 186,561 patrons.

19,110 borrowers

186,561 patrons

9.8 patrons per borrower

PATRONS AND BORROWERS PER SQ FT (FY14-15)

On average, there is 0.09 square feet per patron and 0.82 square feet per borrower across the library system.

Sebastopol has a below average amount of space for both the number of patrons (0.05 square feet per patron) and borrowers (0.52 square feet per borrower) it has.

	System Average	Library
● Patrons	0.09 SF	0.05 SF
● Borrowers	0.82 SF	0.52 SF

INTERNET SESSIONS PER PATRON (FY2014-15)

On average across the system, there are 9.6 internet sessions per patron. Sebastopol has a below average number of internet sessions per patron, at 7.9.

EVENT ATTENDANCE PER 1,000 PATRONS (FY2014-15)

On average across the system, there is an attendance rate of 42.5 per 1,000 patrons. Sebastopol is slightly below the average, at 39.7 people attending each event per 1,000 patrons.

ITEMS PER 1,000 PATRONS (FY2014-15)

On average across the system, there are 192 items owned at each library per 1,000 patrons. For every 1,000 people who visit the library (patrons), Sebastopol has approximately 132 items, which is below average for the system.

DATA
FINDINGS

[Finding 1]

Sebastopol has a slightly above average rate of library visits relative to its population.

[Finding 2]

Sebastopol has very little space for the number of borrowers it has. It also has a below average number of items held for the number for library visits (patrons) it has.

INTERVIEW
FINDINGS

In order to understand the workflow, usage, and programmed space of each library, MKThink undertook site visits and interviews with branch managers and librarians in June 2016. Our observations and information gather from the branch managers is presented below, and suggestions that we heard are presented in the grey bar to the right.

TECHNOLOGY

Plugs on floor are an obstruction for feet

DESIGN/SPACE

Remodeled in 2012

Too noisy

WORKFLOW/OPERATIONS

Would like a single-service model

Goal is to check in then put the books directly onto carts to be shelved

SIGNAGE/WAYFINDING

None.

FURNITURE

None.

EVENTS

Community meeting room used for quiet study space and programming (30 events/ month, 2 hours each)

Not enough books for the population they are servicing

SUGGESTIONS

Branch Managers and librarians suggestions:

- Plugs off the floor
- Self check-in machine
- Fax/scanning/wireless printing services
- Laptop check-out cart and tables
- Catering kitchen
- Gallery space
- Co-working space
- Study rooms
- Small business incubator/ meeting space
- More windows
- Less noise
- A fish tank
- Art
- Hobbyist counter
- Library to be more visible from the street
- More parking
- Stroller parking area

SONOMA VALLEY
LIBRARY

LIBRARY DESCRIPTION

The Sonoma Valley Library is located not far from downtown Sonoma. Sonoma Valley Library was merged with the Santa Rosa-Sonoma County Free Public Library in 1969. A new 10,000 square foot building was opened in 1978 and was renovated in 2011, the most recent renovation in the system.

Year Built: 1977
Renovated: 2011
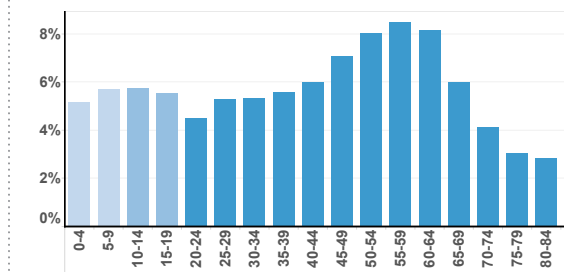Ownership: Leased

LIBRARY TYPE

Branch
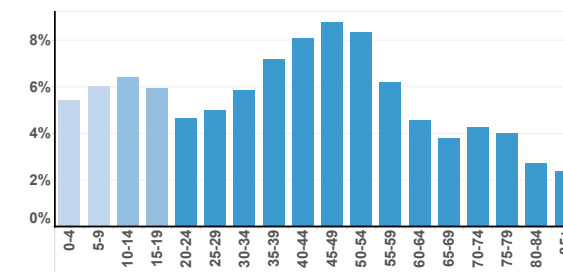
COUNTS

5.6	FTE Employees
10,445	Average Monthly Visits
23	Public Computers
184	Average Monthly Program Attendees

METRICS

0.08	Patrons per SF
5.9	Patrons per Borrower
6.3	Internet Sessions per Patron
59.4	Program Attendance per 1,000 Patrons

SQUARE FOOTAGE

10,000

SPACE BREAKDOWN

○	Seating & Stacks	5,819 SF
●	Children	860 SF
●	Teen	362 SF
●	Back of House	835 SF
●	Circulation/Reference	141 SF
●	Support	656 SF
●	Community	674 SF
○	Other	653 SF

2000 POPULATION
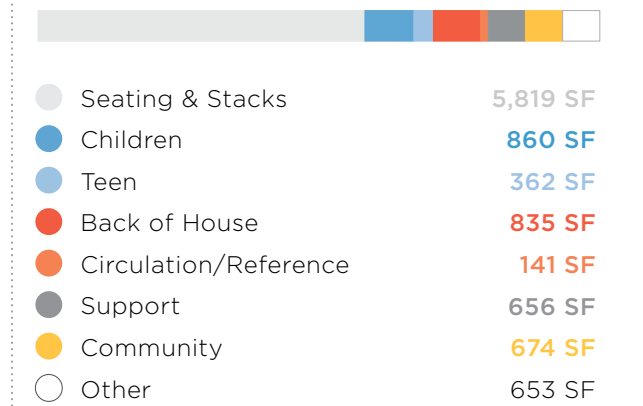
2010 POPULATION
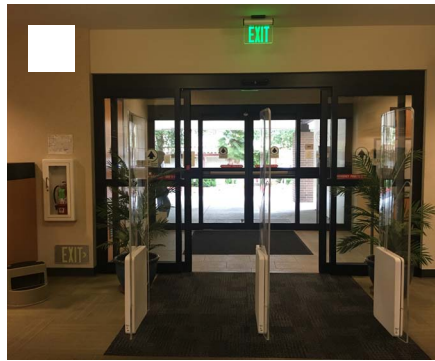

2021 PROJECTED POPULATION
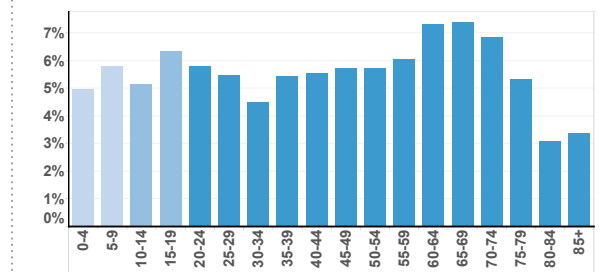
1   LIBRARY SIGN

Sonoma Valley Library sign, greeting people from the street.

2   LIBRARY STREET ENTRANCE

Entrance walkway to the library from the street.

3   LIBRARY ENTRANCE/EXIT

Entrance and exit to the library from the main library space.

4   MAIN LIBRARY SPACE

Panorama photo of the main library space, which was refreshed in 2011.

5   MAIN LIBRARY SPACE

Panorama photo of the main library space, which was refreshed in 2011.

6   LIBRARY ENTRANCE

Main entrance doors to the library.

7   BOOK/MEDIA RETURN

Book and media return located just inside the library entrance.

8   LIBRARY VIEW FROM PARKING LOT

ADA accessible ramp leading from the parking lot to the library entrance.

Who is Sonoma Valley Library serving?

INTRODUCTION

In order to plan for the future of the Sonoma County Library system, it is first necessary to understand who each library is serving. The following data is presented and analyzed in this section to answer this question:

- Library card holders
- 2010 population and age distribution
- 2021 population and age distribution
- 2010 population versus patrons
- Seating by type (adult or child)
- Types of programs hosted (adult, young adult, child, pre-school)
- Types of books owned (adult, young adult, child)

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section. 2010 population figures are from the 2010 Census. The 2021 population projections by "library zone" were calculated by MKThink extrapolated from historic trends (2000-2010 Census Data) and normalized according to ESRI county-wide projections.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

DEFINITIONS

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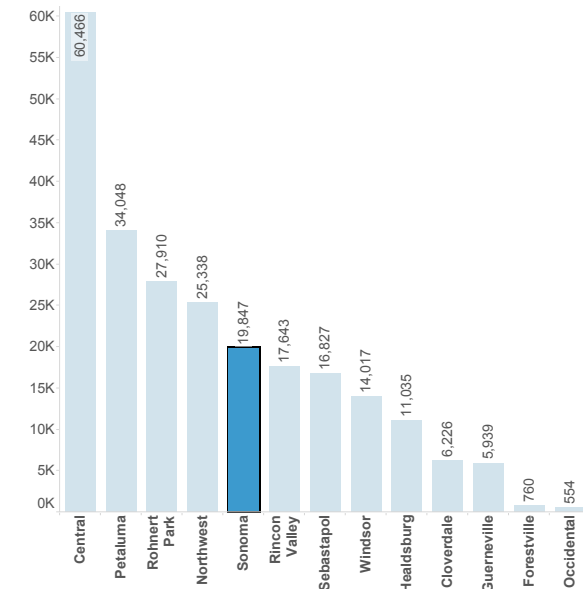Borrowers refers to the number of people checking out items.

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RECOMMENDATIONS

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LIBRARY CARD HOLDERS

The map and graph show the number of people with library cards registered at Sonoma Valley Library as of May 2016.


Bar graph values:
- Central: 60,466
- Petaluma: 34,048
- Rohnert Park: 27,910
- Northwest: 25,338
- Sonoma: 19,847
- Rincon Valley: 17,643
- Sebastopol: 16,827
- Windsor: 14,017
- Healdsburg: 11,035
- Cloverdale: 6,226
- Guerneville: 5,939
- Forestville: 760
- Occidental: 554

19,947 library card holders

2010 AGE RANGE DISTRIBUTION

Approximately 10.9% of the population is under 10 (children), 11.5% of the population is between the ages of 10-19 (young adults/teenagers), and 77.7% of the population is 20 and older (adults).

**2010 TOTAL POPULATION**

39,512
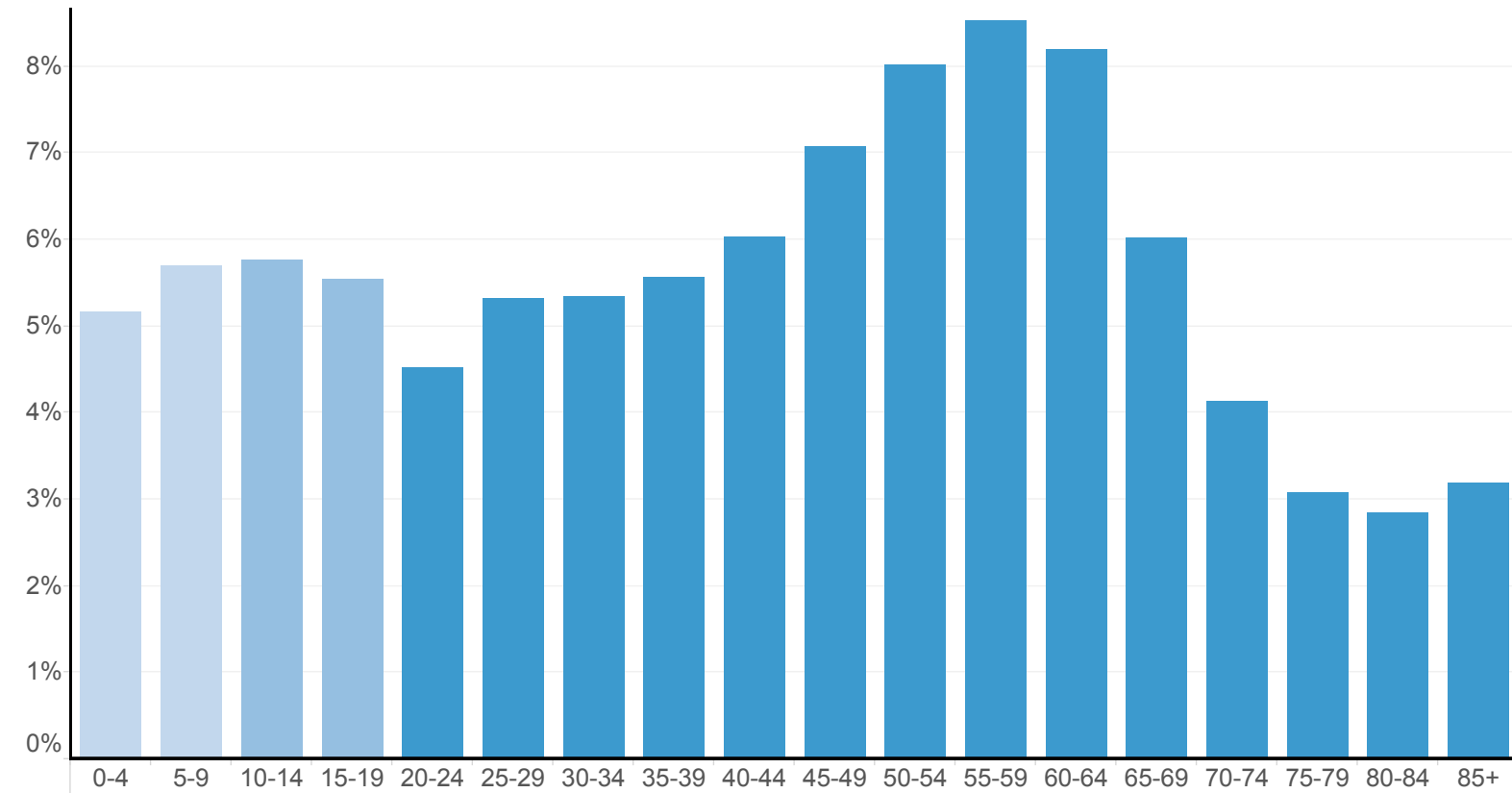
2021 PROJECTED AGE DISTRIBUTION

2021 shows a very similar age distribution to 2010, but with an overall decrease in population. Approximately 10.8% of the population is under 10 (children), 11.5% of the population is between the ages of 10-19 (young adults/teenagers), and 77.8% of the population is 20 and older (adults).
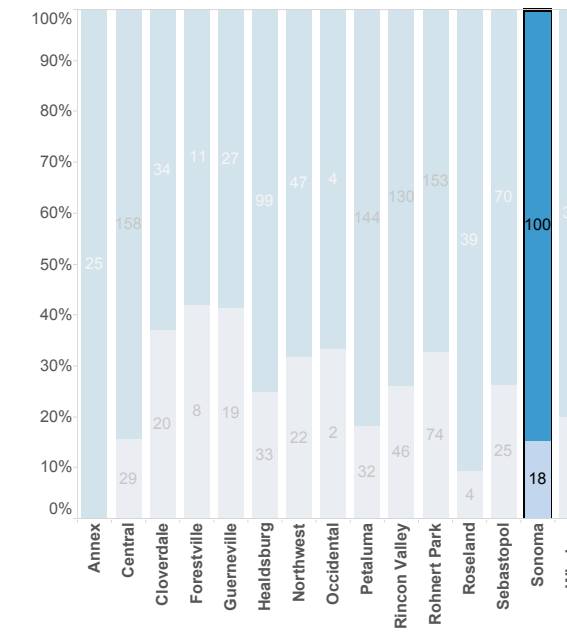
2021 TOTAL POPULATION

37,996

-3.8% change from 2010
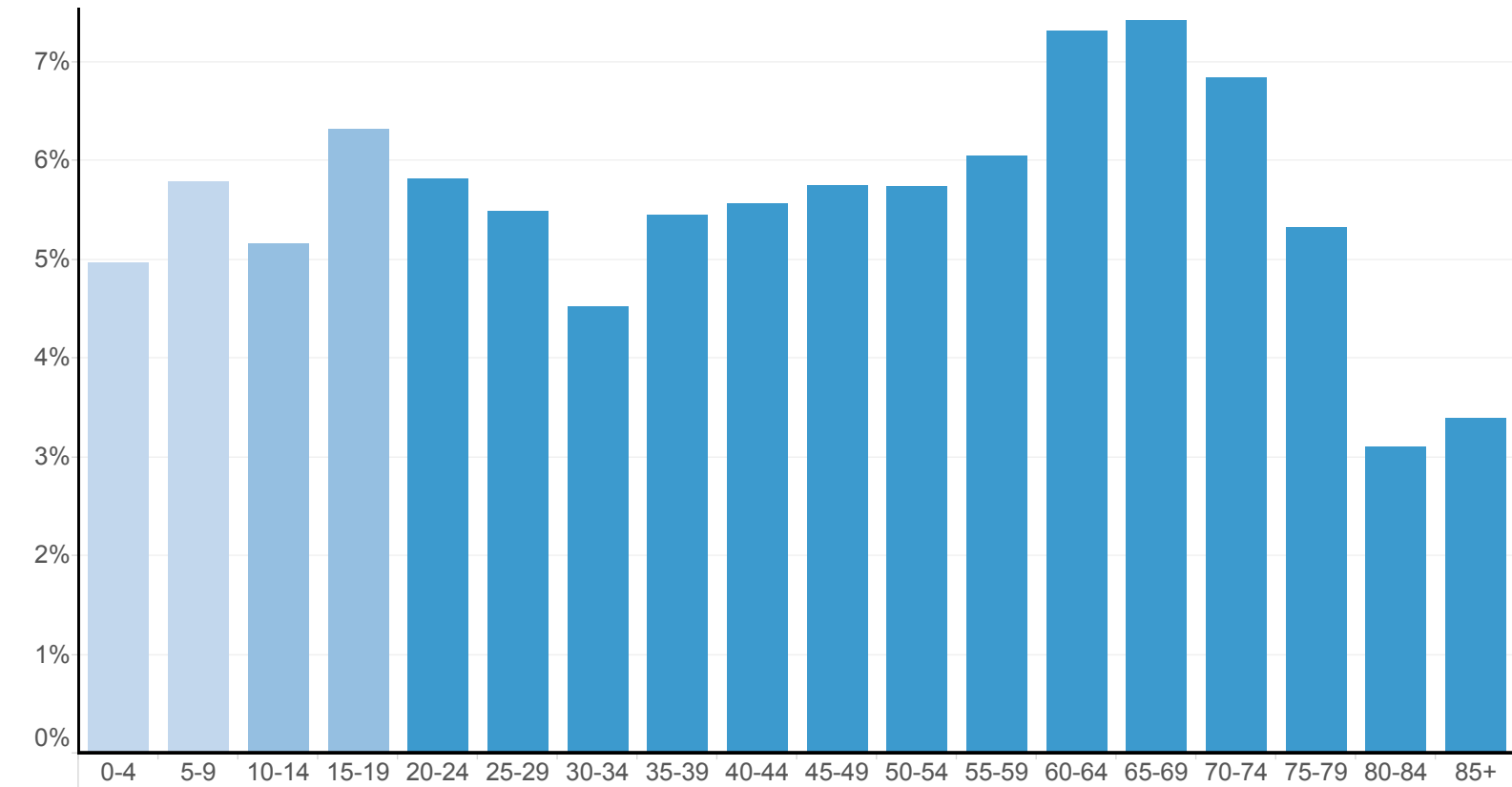
POPULATION (2010) VERSUS PATRONS (FY2011-12)

On average there are 0.41 patrons (library visits) for every person in the population.

There is no patron data available for Sonoma Valley Library for the period analyzed (FY2011-12).

Adult
Childrens

Adult
Young Adult
School Age
Pre-School

Adult
Young Adult
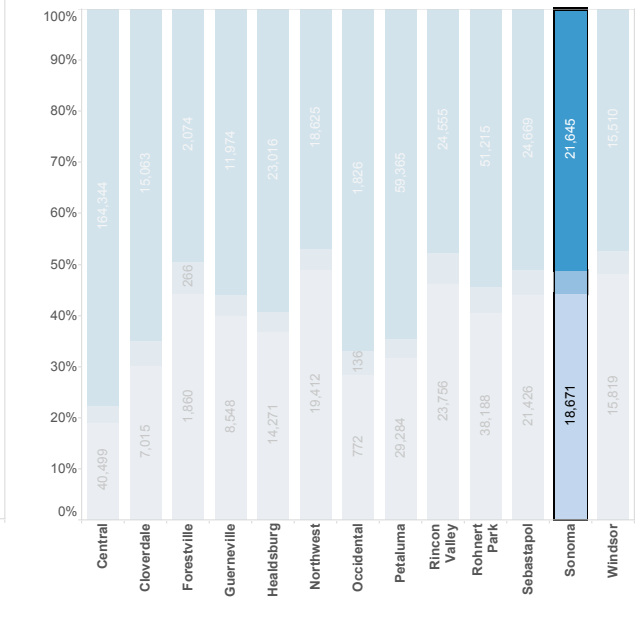**Childrens**

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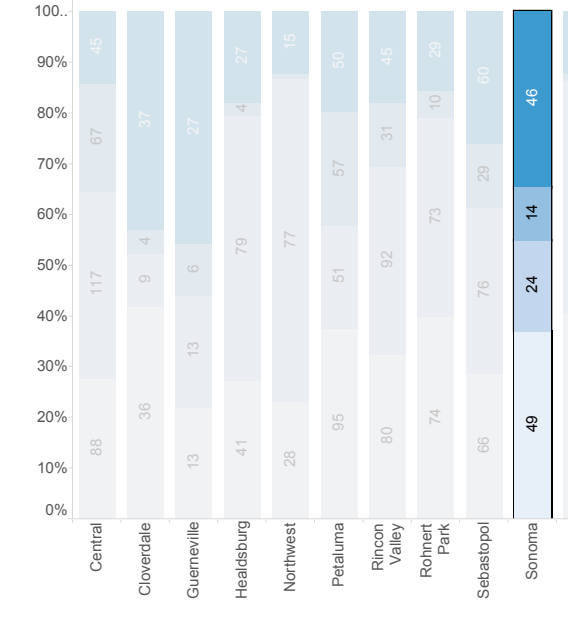
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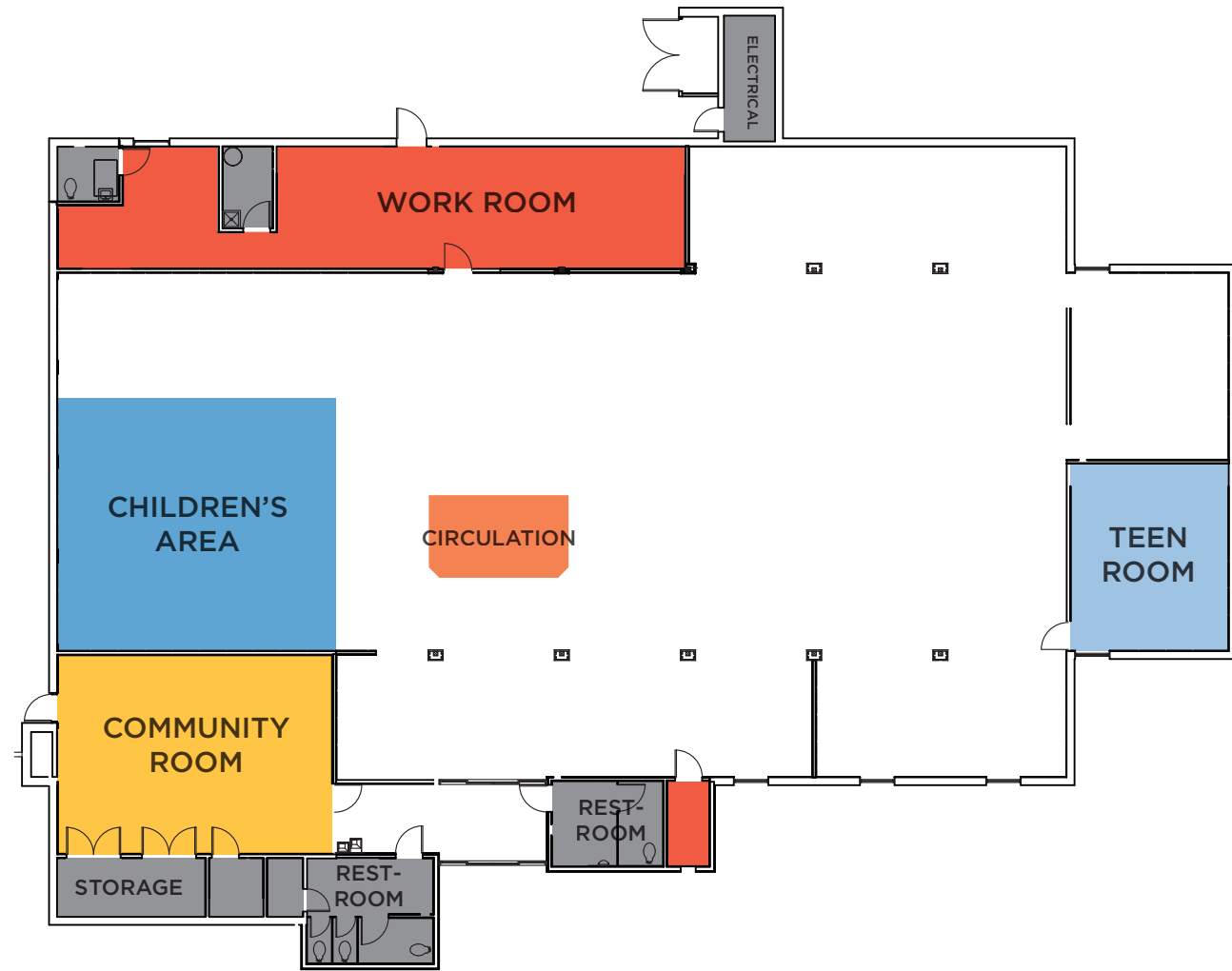
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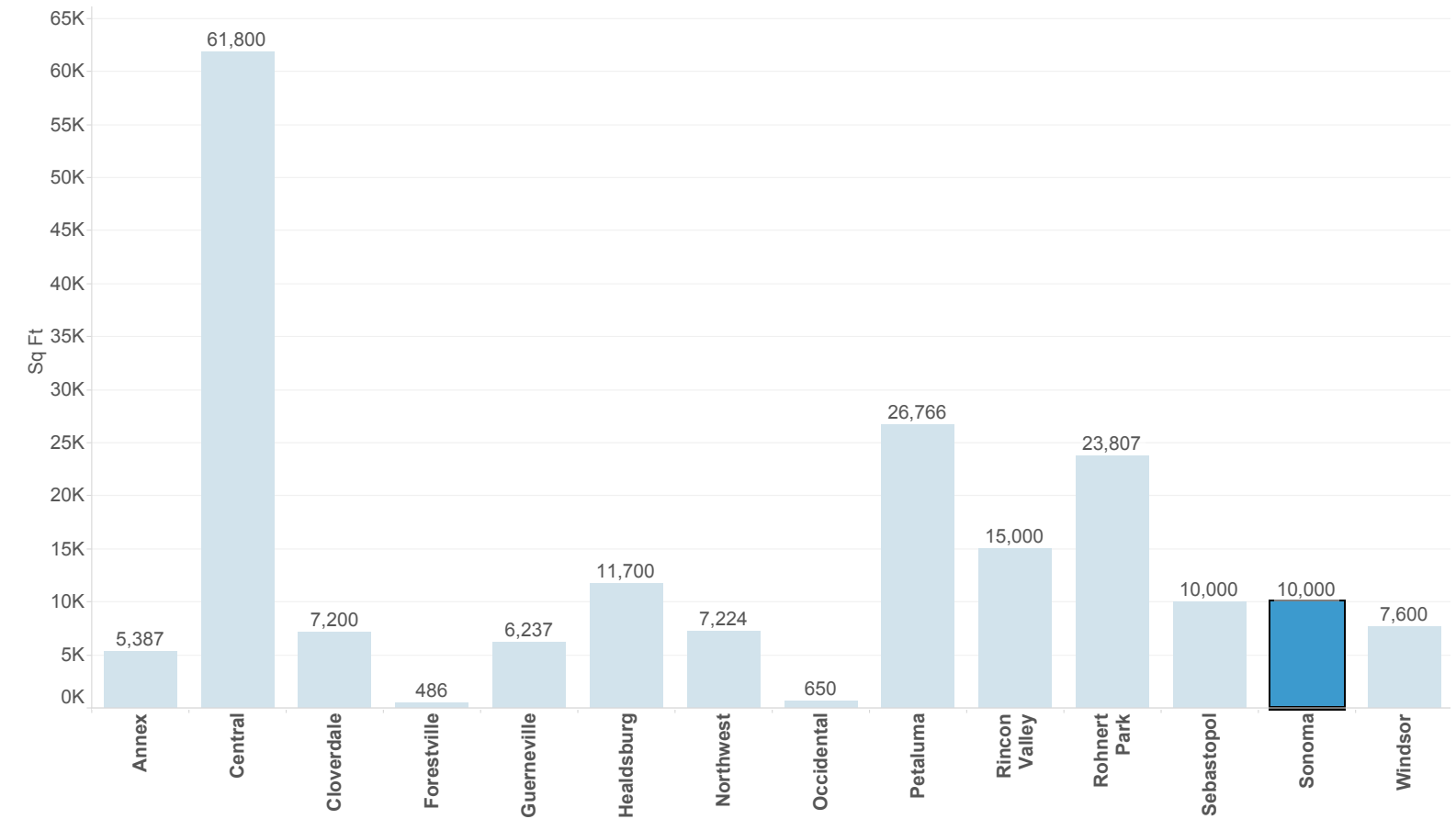
10,000

SPACE BREAKDOWN

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As a newer library, Sonoma Valley has an enclosed teen space (the only other library with a divided teen space is Sebastopol, which has a semi-enclosed teen space). Sebastopol has below average quantities of community, back of house, and childrens' space.

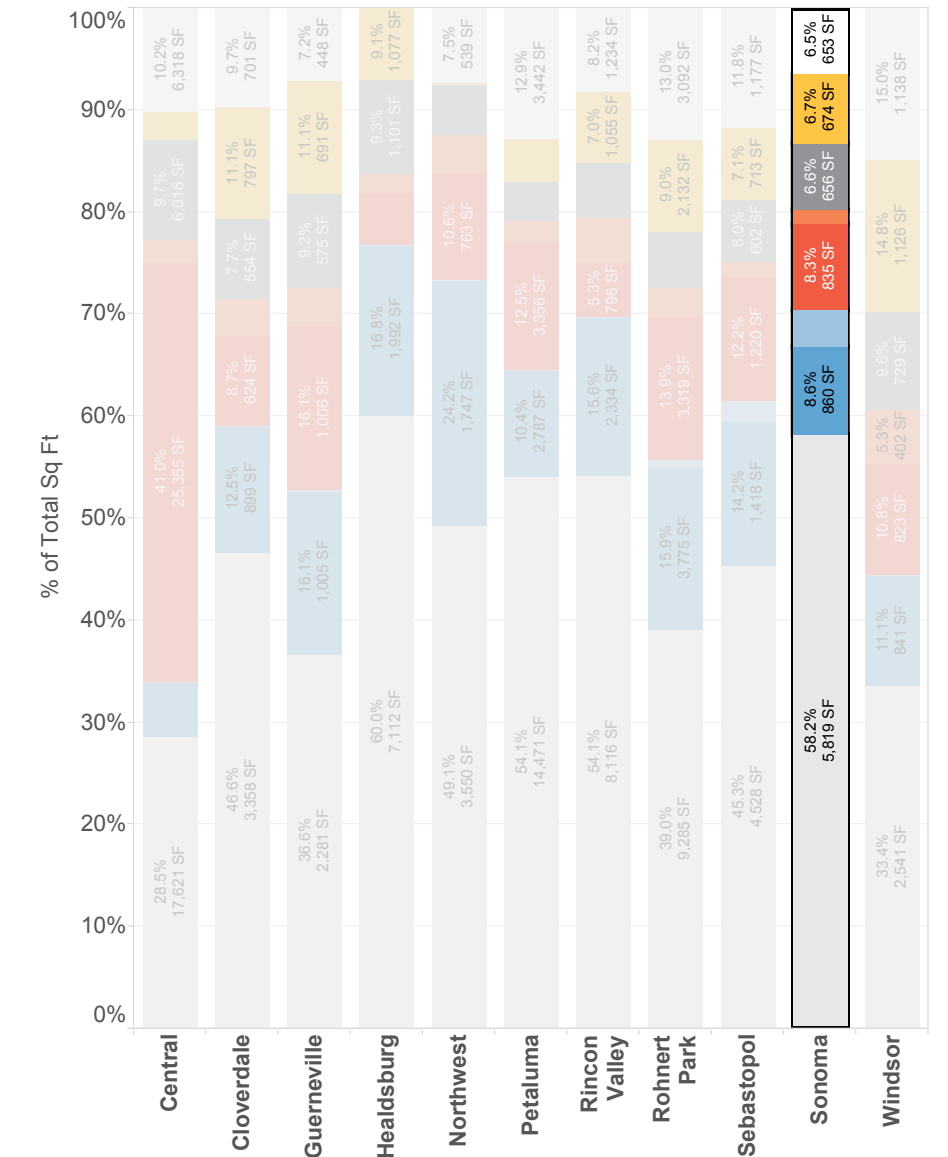|	System Average	Library
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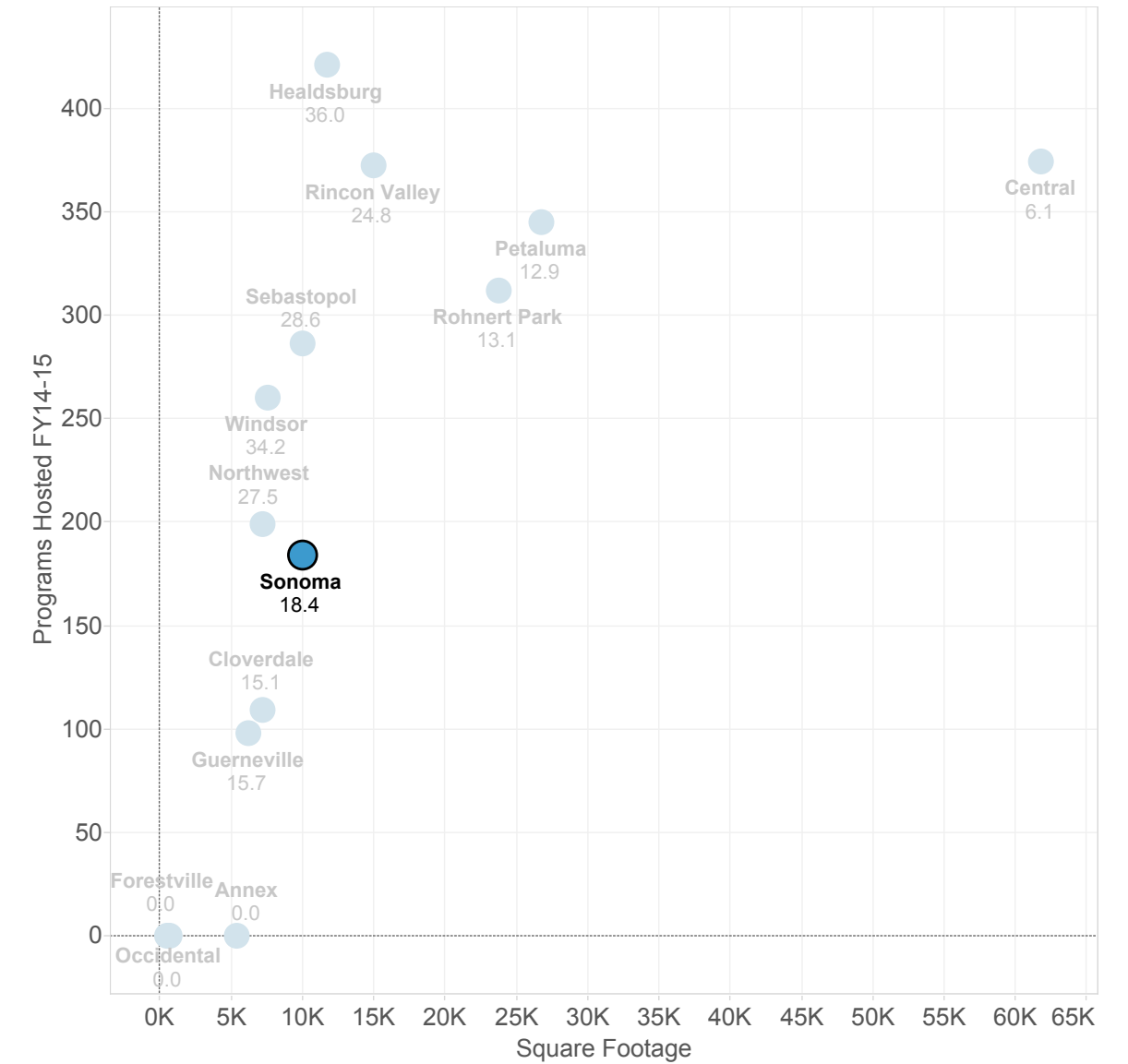
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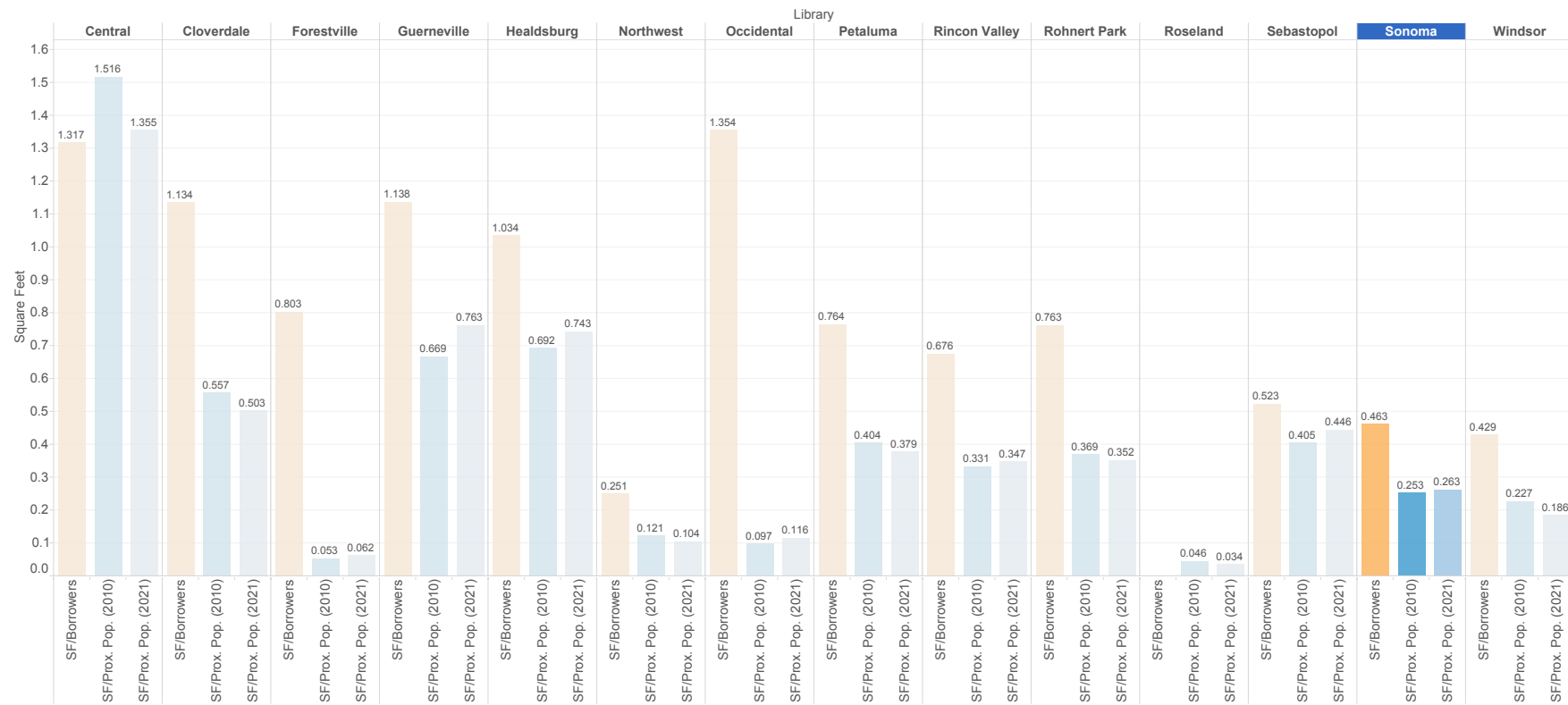
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On average across the system, there are 15.2 events hosted per 1,000 square feet. Relative to its size, Sonoma Valley hosts an above average number of events, at a rate of 18.4 events per 1,000 square feet.

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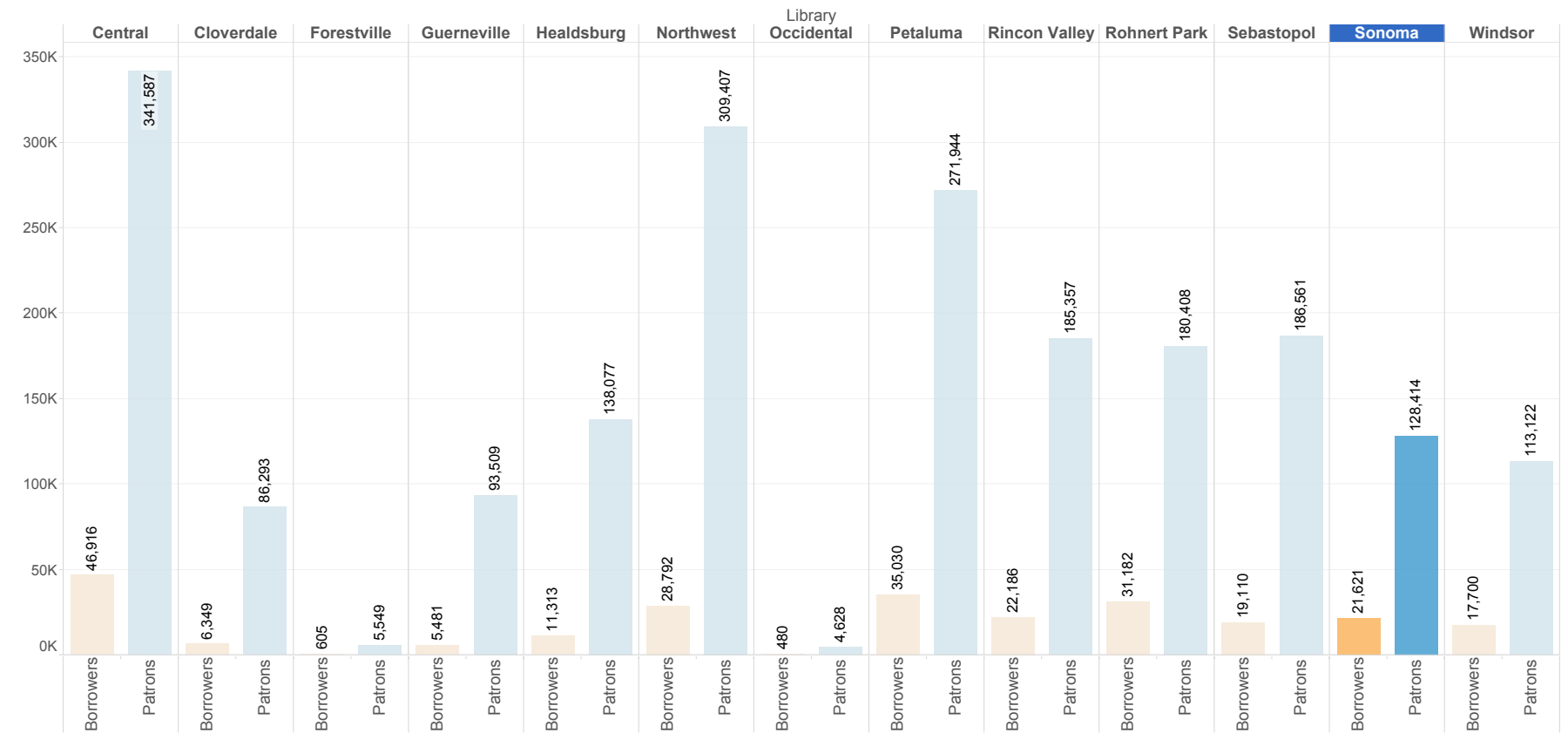
BORROWERS AND PATRONS

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21,621 borrowers

128,414 patrons

5.9 patrons per borrower

PATRONS AND BORROWERS PER SQ FT (FY14-15)

On average, there is 0.09 square feet per patron and 0.82 square feet per borrower across the library system.

Sonoma Valley has a slightly below average amount of space for the number of patrons it has (0.08 square feet per patron), and about 50% less space than the average across the system, at 0.46 square feet per borrower.

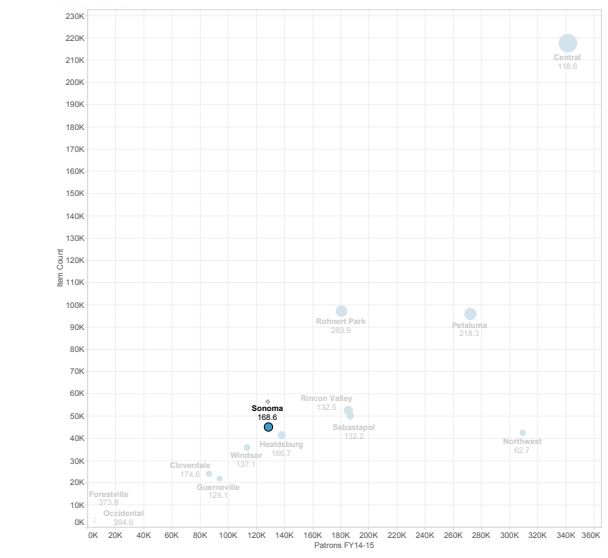|	System Average	Library
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Borrowers	0.82 SF	0.46 SF
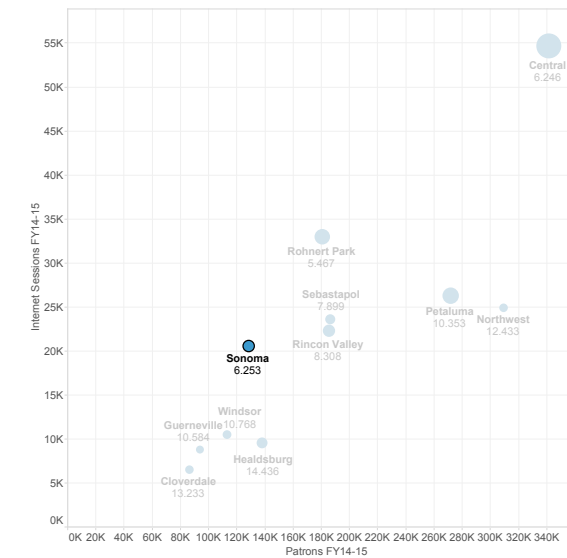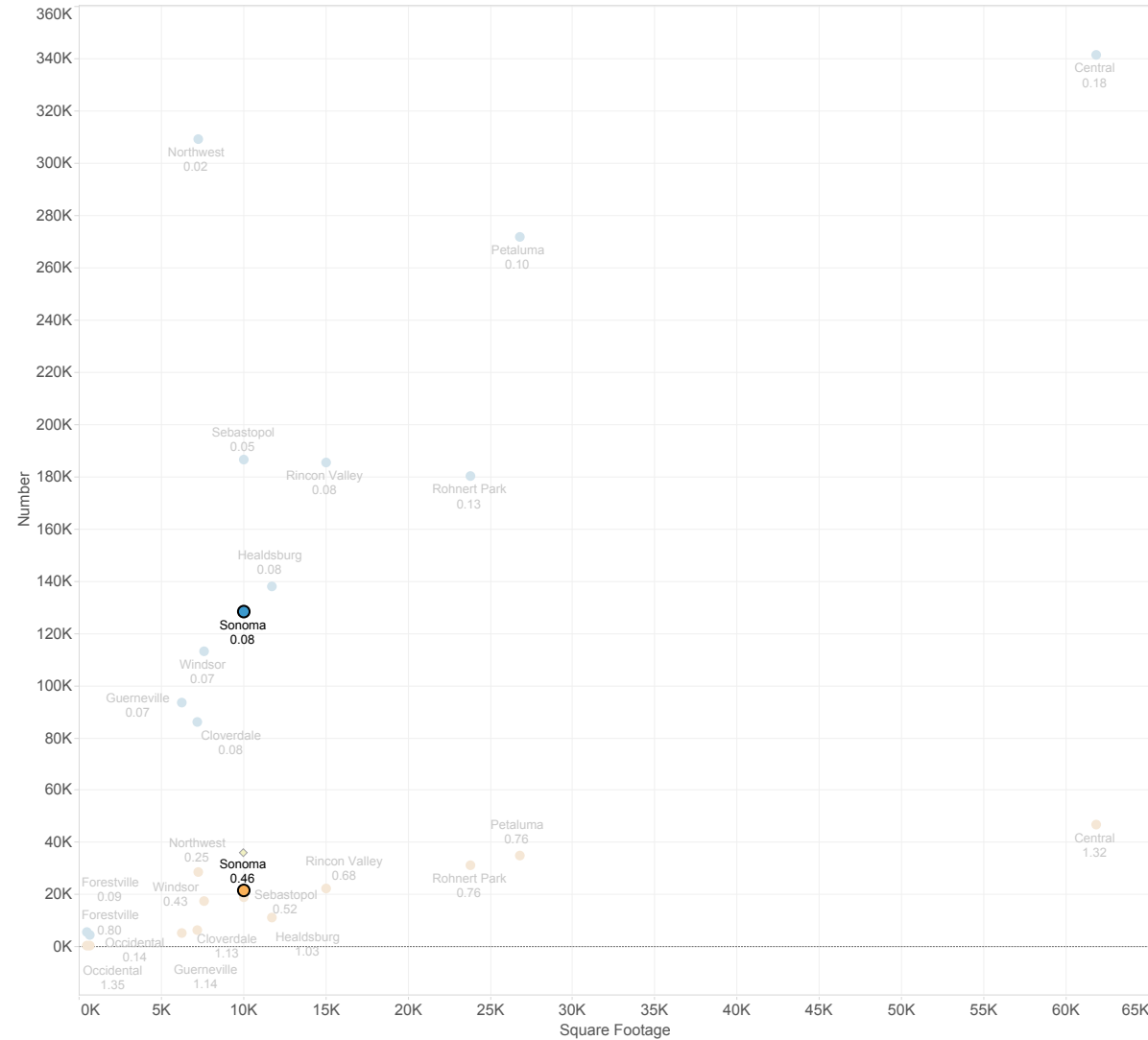
INTERNET SESSIONS PER PATRON (FY2014-15)

On average across the system, there are 9.6 internet sessions per patron. Sonoma Valley has a below average number of internet sessions per patron, at 6.3.
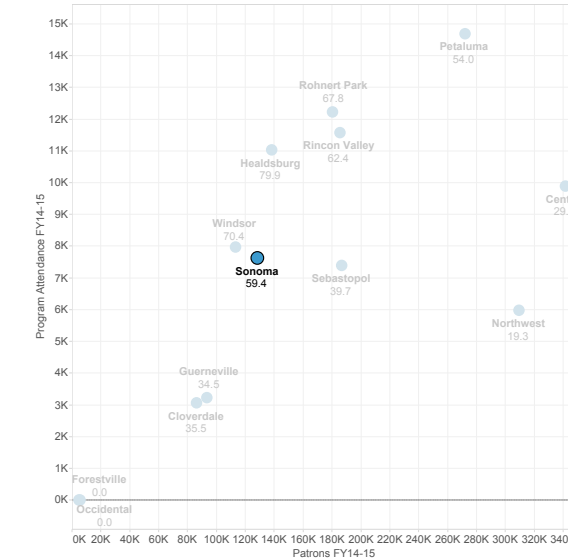
EVENT ATTENDANCE PER 1,000 PATRONS (FY2014-15)

On average across the system, there is an attendance rate of 42.5 per 1,000 patrons. Sonoma Valley is above the average, at 59.4 people attending each event per 1,000 patrons.

ITEMS PER 1,000 PATRONS (FY2014-15)

On average across the system, there are 192 items owned at each library per 1,000 patrons. For every 1,000 people who visit the library (patrons), Sonoma Valley has approximately 168 items per 1,000 patrons, which is slightly below average.

DATA
FINDINGS

[Finding 1]

Sonoma Valley has approximately average rates of event attendance and items owned relative to the amount of patrons it has.

[Finding 2]

Sonoma Valley has very little space for the number of borrowers it has and for its population in 2010 and 2021.

[Finding 3]

Sonoma Valley has fewer patrons than the average for the system, but more borrowers than the average for the system.

INTERVIEW
FINDINGS

In order to understand the workflow, usage, and programmed space of each library, MKThink undertook site visits and interviews with branch managers and librarians in June 2016. Our observations and information gather from the branch managers is presented below, and suggestions that we heard are presented in the grey bar to the right.

TECHNOLOGY

Have self-check in/out machines

DESIGN/SPACE

Childrens' area could use more light but like the natural light brought in as part of the refresh

Branch manager office and administrative space has no privacy because of the workspace/back of house design (open office layout)

Sometimes gets too warm in the back of house area

WORKFLOW/OPERATIONS

Sorting and processing done in the back of house area - this works well

Like that there are no sorting shelves in the public space

FOL have sheds for storage outside the library

SIGNAGE/WAYFINDING

None.

FURNITURE

Ergonomic desks included as part of the 2011 refresh

PROGRAMS

Forum room is well used

3-5 events per week hosted in the summer

SUGGESTIONS

Branch Managers and librarians suggestions:

- More enclosed spaces
- Quiet spaces
- Space for promotional material in the lobby/ entranceway
- More space for fiction books
- Better storage/display for newspapers
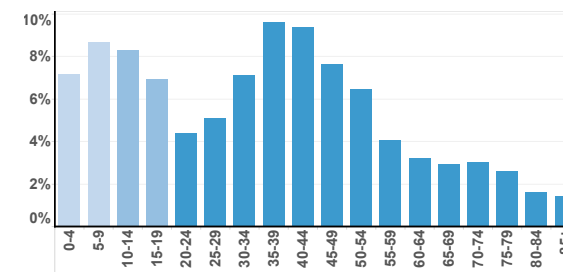
WINDSOR
LIBRARY

LIBRARY DESCRIPTION

Windsor Library is located adjacent to the Windsor Town Green in the town of Windsor. The current structure was built in 1990 to house the Town of Windsor offices. The building was renovated in 1996 to accommodate today's full-service branch library.

Year Built: 1990
Renovated: 1996
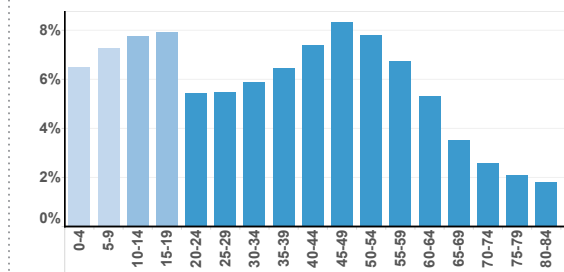Ownership: Leased

LIBRARY TYPE

Branch

COUNTS

6	FTE Employees
9,549	Average Monthly Visits
15	Public Computers
202	Average Monthly Program Attendees

METRICS

0.07	Patrons per SF
6.4	Patrons per Borrower
10.8	Internet Sessions per Patron
70.4	Program Attendance per 1,000 Patrons

SQUARE FOOTAGE

7,600

SPACE BREAKDOWN

⬤ Seating & Stacks	2,541 SF
⬤ Children	841 SF
⬤ Teen	0 SF
⬤ Back of House	823 SF
⬤ Circulation/Reference	402 SF
⬤ Support	729 SF
⬤ Community	1,126 SF
◯ Other	1,138 SF

2000 POPULATION
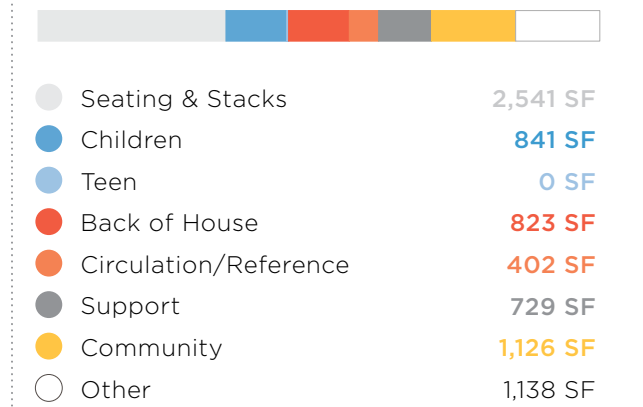
2010 POPULATION

2021 PROJECTED POPULATION
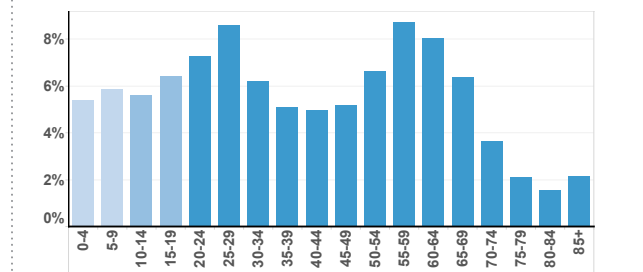
Who is Windsor Library serving?

INTRODUCTION

In order to plan for the future of the Sonoma County Library system, it is first necessary to understand who each library is serving. The following data is presented and analyzed in this section to answer this question:

- Library card holders
- 2010 population and age distribution
- 2021 population and age distribution
- 2010 population versus patrons
- Seating by type (adult or child)
- Types of programs hosted (adult, young adult, child, pre-school)
- Types of books owned (adult, young adult, child)

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section. 2010 population figures are from the 2010 Census. The 2021 population projections by "library zone" were calculated by MKThink extrapolated from historic trends (2000-2010 Census Data) and normalized according to ESRI county-wide projections.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

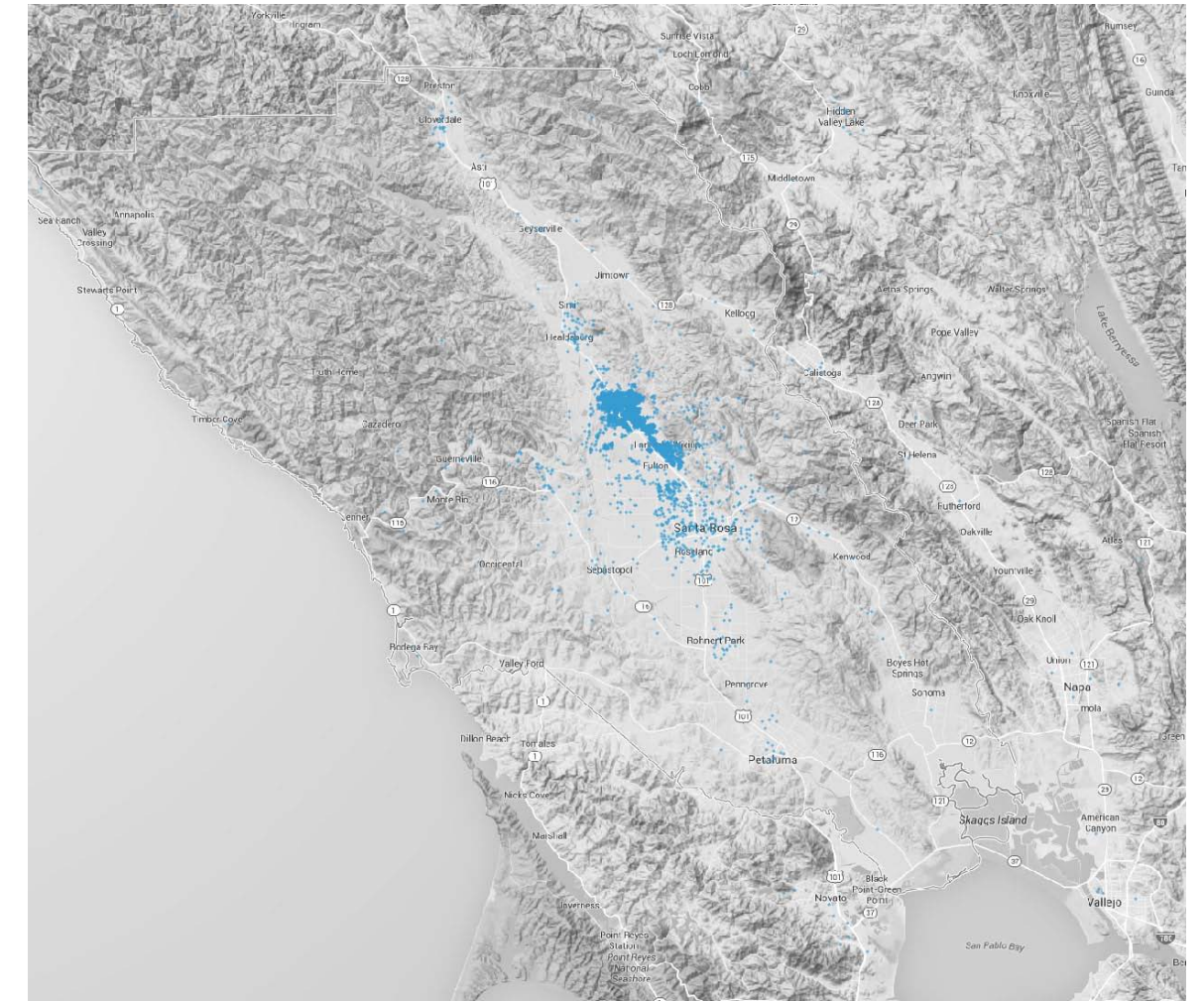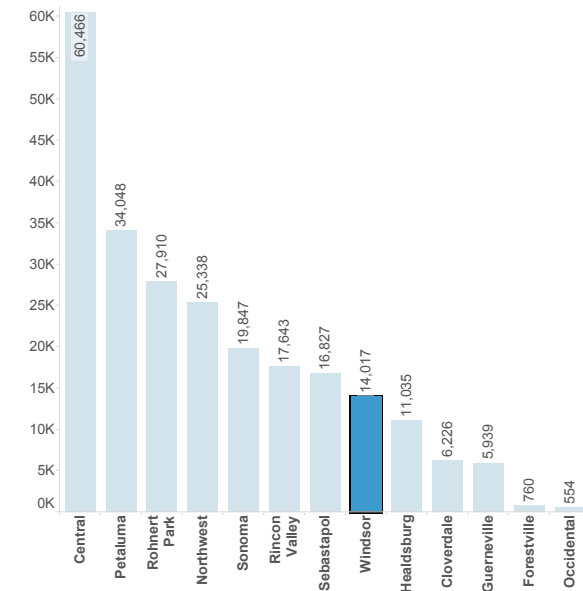Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.

LIBRARY CARD HOLDERS

The map and graph show the number of people with library cards registered at Windsor Library as of May 2016.

| Library	Holders
Central	60,466
Petaluma	34,048
Rohnert Park	27,910
Northwest	25,338
Sonoma	19,847
Rincon Valley	17,643
Sebastopol	16,827
Windsor	14,017
Healdsburg	11,035
Cloverdale	6,226
Guerneville	5,939
Forestville	760
Occidental	554

14,017 library card holders

2010 AGE RANGE DISTRIBUTION
Approximately 13.8% of the population is under 10 (children), 15.6% of the population is between the ages of 10-19 (young adults/teenagers), and 70.6% of the population is 20 and older (adults).

**2010 TOTAL POPULATION**

33,530
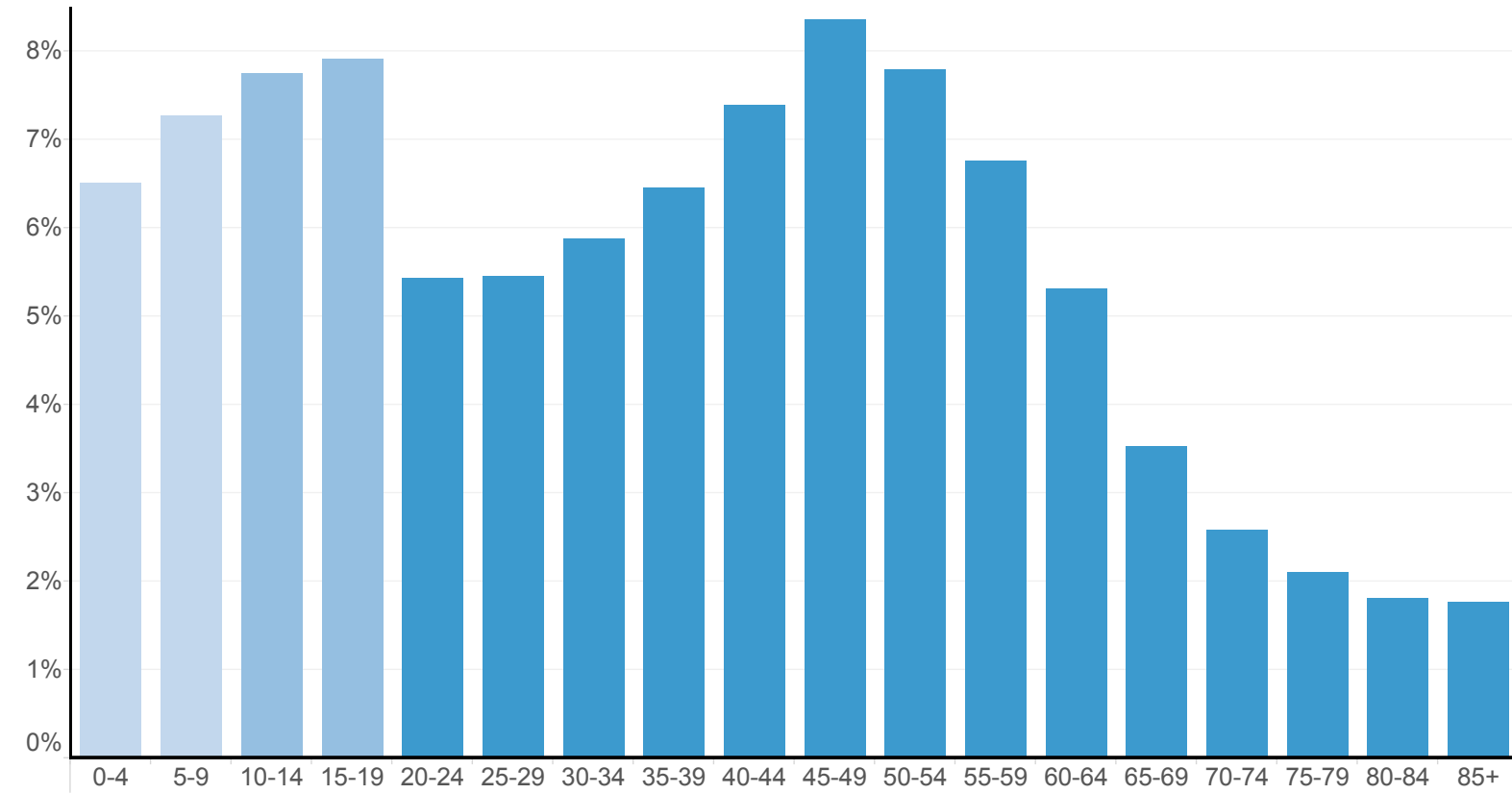
2021 PROJECTED AGE DISTRIBUTION
2021 shows a similar age distribution to 2010, but with a smaller younger population (below 19). Approximately 11.3% of the population is under 10 (children), 12% of the population is between the ages of 10-19 (young adults/teenagers), and 76.7% of the population is 20 and older (adults).

2021 TOTAL POPULATION

40,885

21.9% change from 2010
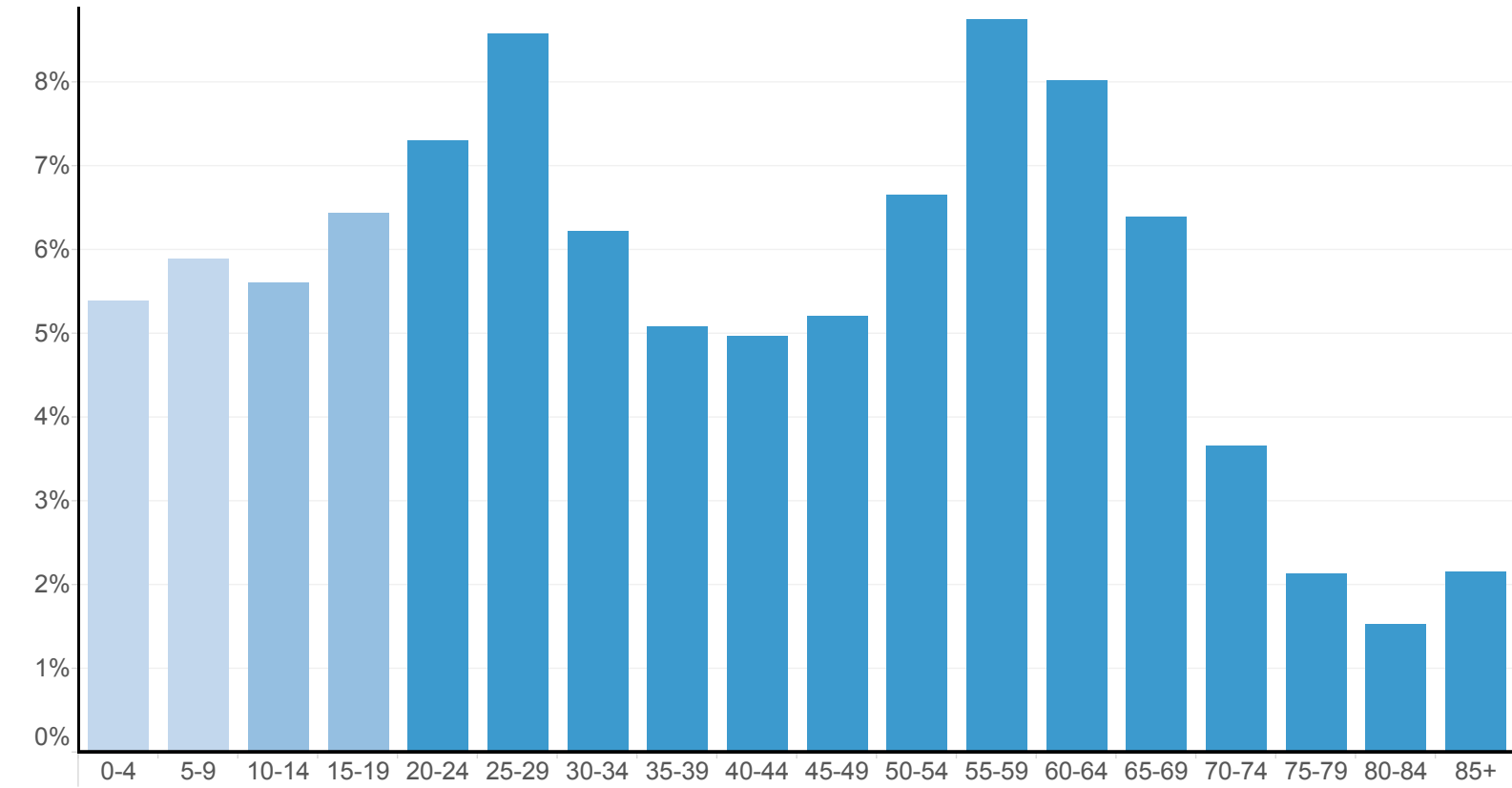
POPULATION (2010) VERSUS PATRONS (FY2011-12)

On average there are 0.41 patrons (library visits) for every person in the population.

Compared to its 2010 population, Windsor has a low rate (below average) of library patronage compared to its population (ratio of 0.20 patrons per resident of the Windsor Library zone). In other words, for every 1,000 residents of the Windsor zone, there are 208 counts of library attendance.
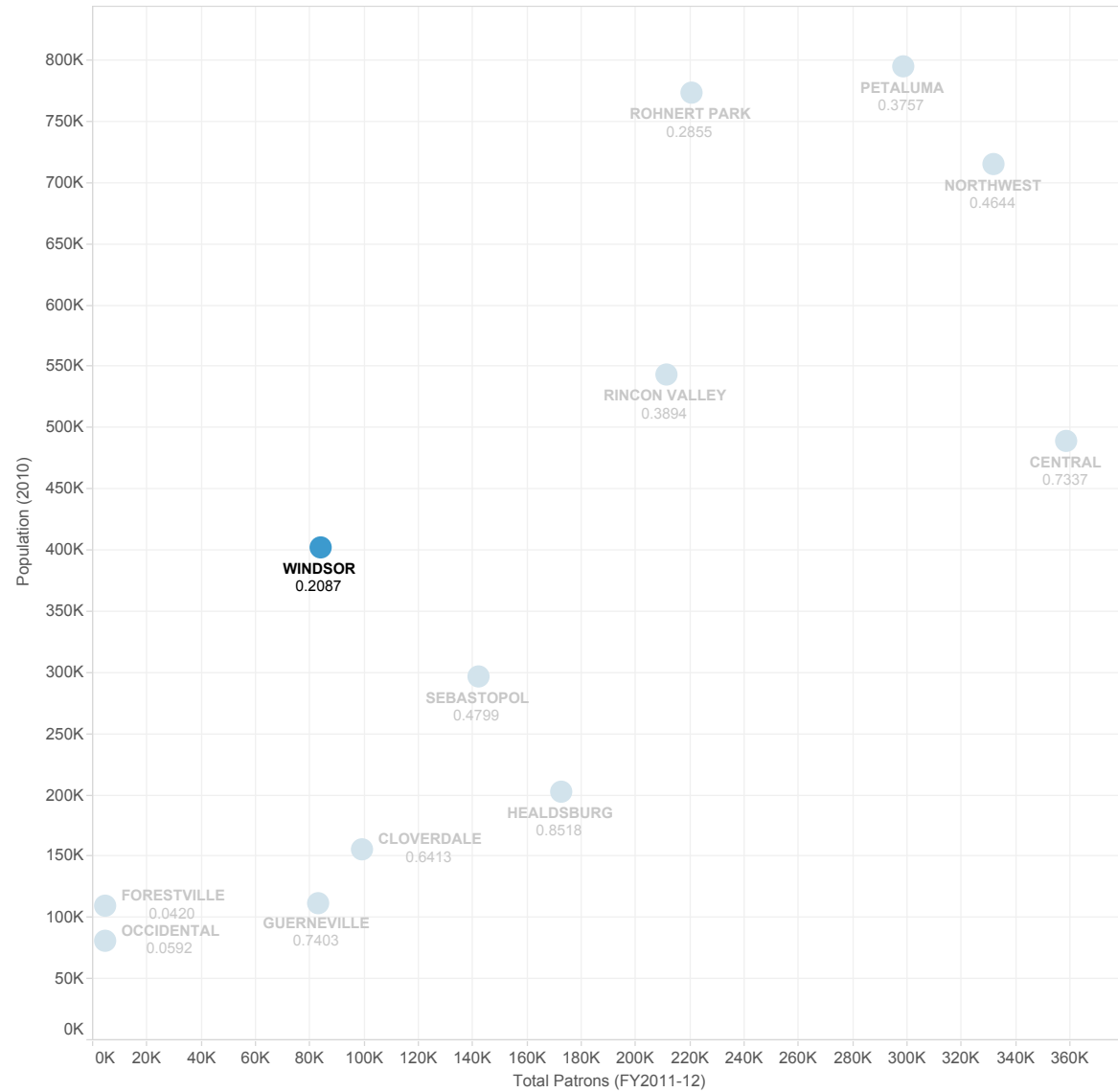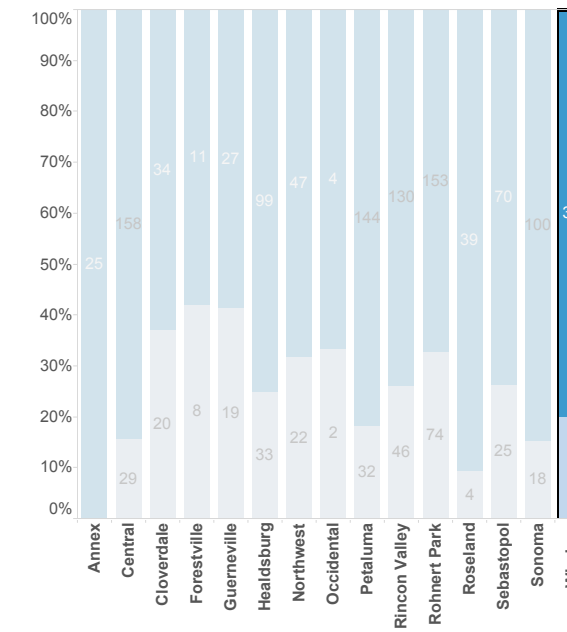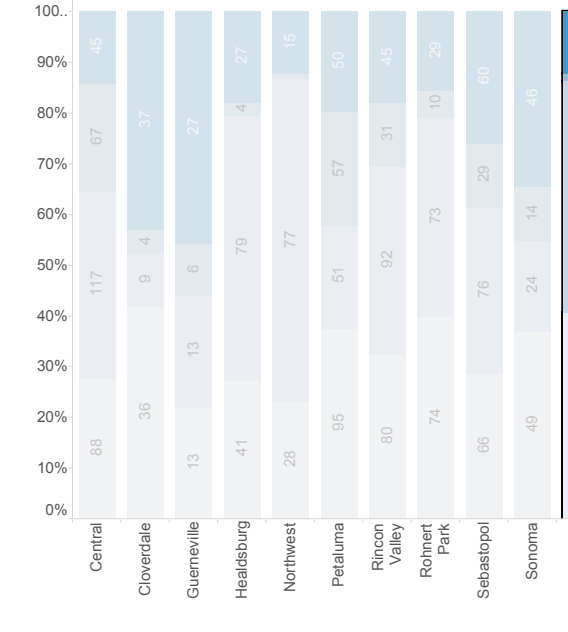

TYPE OF CHAIRS

On average, there are 69 adult and 23 children's chairs per library. Compared to other libraries, Windsor has a relatively small percentage childrens' seating.

TYPE OF EVENTS HOSTED (FY2015-16)

On average, there are 36 adult, 20 young adult, 62 school age, and 58 pre-school events hosted per library. Windsor has a significantly greater proportion of pre-school and school age events than most other libraries.
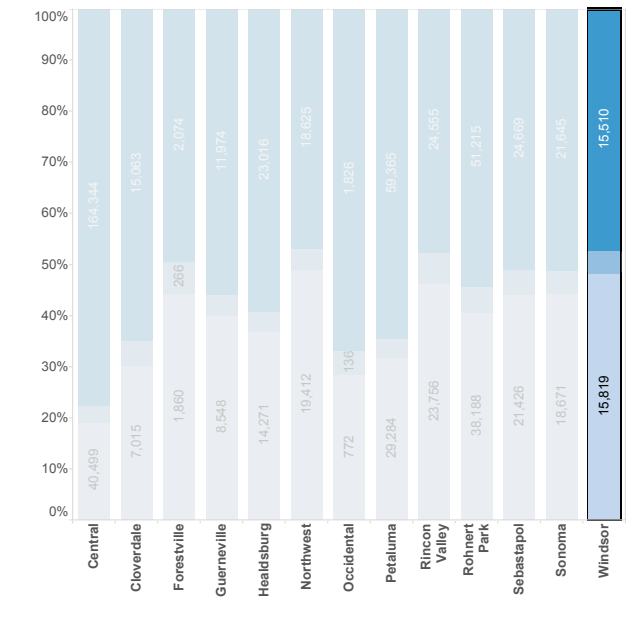
TYPE OF BOOKS OWNED (FY2014-15)

On average there are 33,375 adult books, 2,307 young adult books, and 18,425 children's books owned per library. Comparatively, Windsor has a greater percentage of childrens' books than the other libraries.

How is library space programmed?

INTRODUCTION

This section first looks at the size (square footage) of each library, followed by a floorplan detailing how each library's space is currently used (based on observation from site visits that occurred in June 2016). A quantitative breakdown of the space is also presented.

The section then looks at the square footage per person in the proximate population for each library zone in 2010 and 2021, compared to the number of borrowers the library has. This illustrates which libraries have the most strain on space (the higher the ratio, the more space per borrower/person). Following this, the number of programs per square foot is presented, illustrating which libraries are hosting a large number of programs relative to the space that they have.

METHODOLOGY

MKThink used data provided by Sonoma County Library to produce the analysis presented in this section.

In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS

Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

Borrowers refers to the number of people checking out items.

Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS

The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.
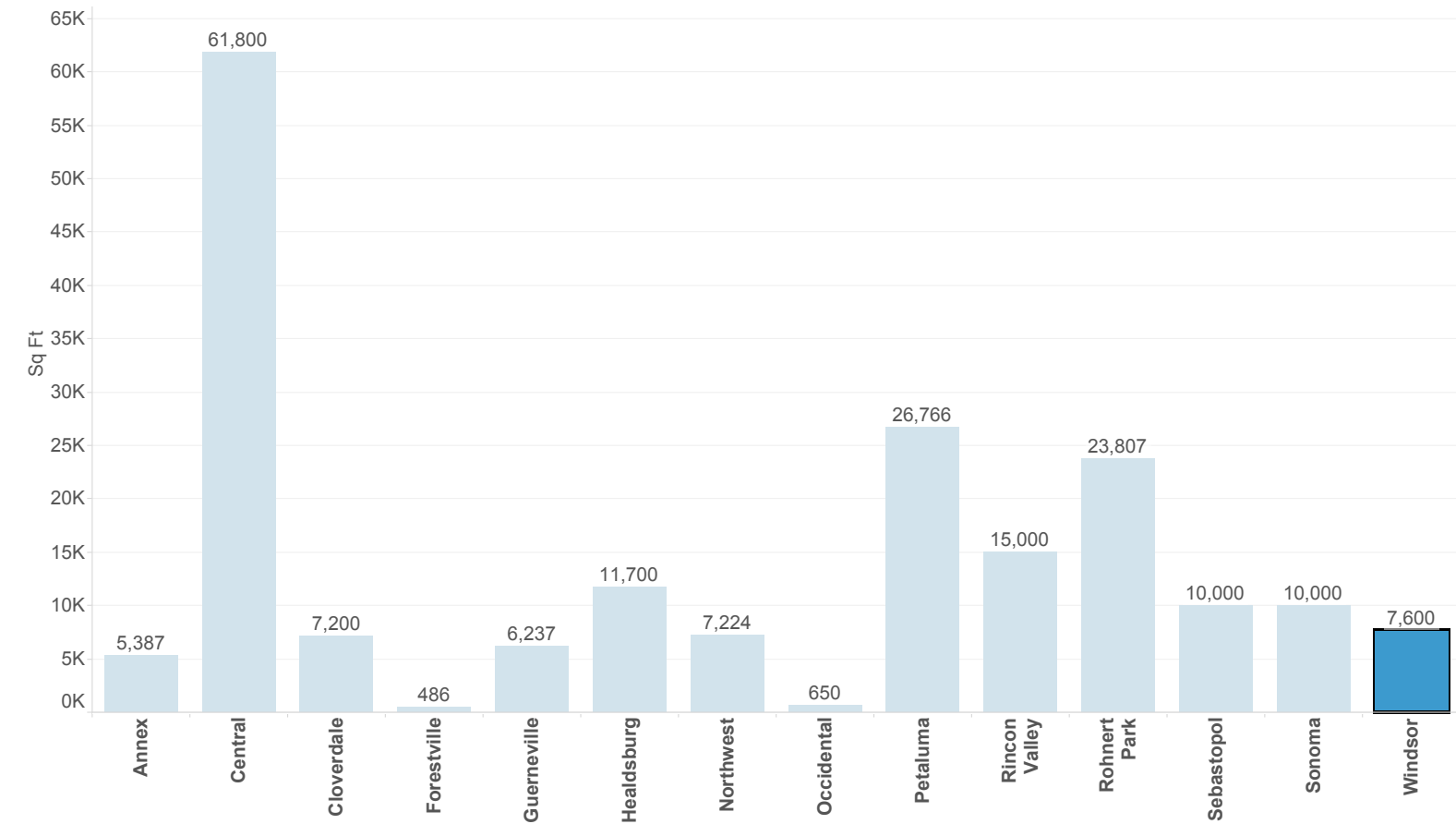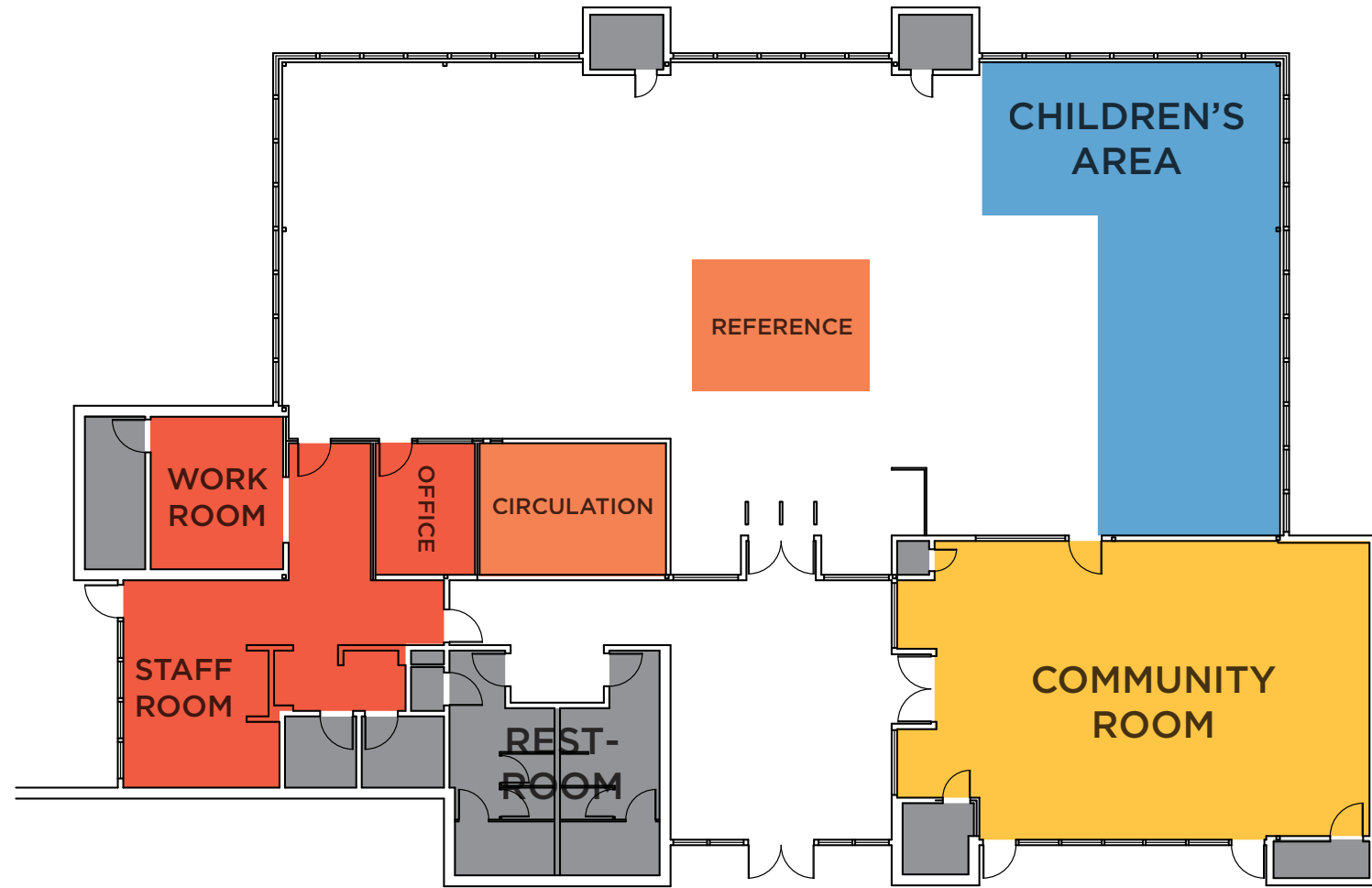
LIBRARY AREA (SQ FT)

Excluding Central Library (because its square footage figure includes public as well as private and administrative space), the average library is 10,158 square feet. Windsor Library is one of the smaller libraries (exclding the outpost libraries), at 7,600 sq ft.

SQUARE FEET

7,600

Floor Plan Labels

CHILDREN'S AREA

REFERENCE

WORK ROOM

OFFICE

CIRCULATION

STAFF ROOM

REST-ROOM

COMMUNITY ROOM

SPACE BREAKDOWN

On average across the libraries, space is used as follows: 13.7% children, 10.4% back of house (excluding Central due to storage and work space for the overall system), 7.5% community, 7.1% support, 3% circulation/reference, and 0.6% teen.

Windsor has a large amount of community space relative to the system as a whole. More space is used for circulation and reference, and less space is used for children and seating and stacks.

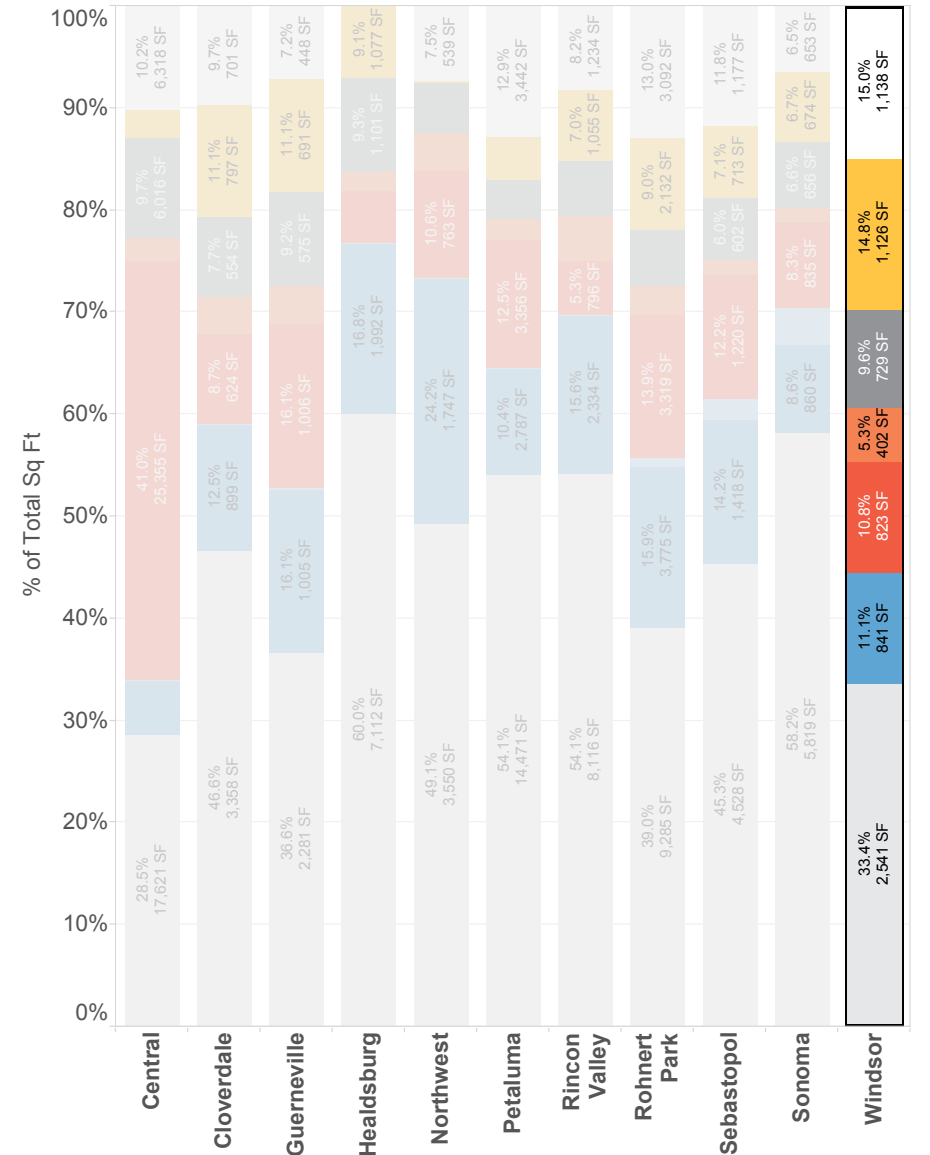|	System Average	Library
○ Other	9.1%	15%
Community	7.5%	14.8%
Support	7.1%	9.6%
Circulation/Reference	3%	5.3%
Back of House	10.4%	10.8%
Teen	0.6%	0%
Children	13.7%	11.1%
Seating & Stacks	45.9%	33.4%

Circulation/Reference refers to the public-facing circulation and reference desks/areas.

Support includes bathrooms, storage closets, electrical closets, and janitor closets.

Other includes circulation, load, and other non-programmed spaces.

Back of house includes staff work rooms, break rooms, offices, and sorting/processing areas not in the public space.

Teen spaces were counted only if they were enclosed or semi-enclosed.

% of Total Sq Ft — stacked bar chart across libraries: Central, Cloverdale, Guerneville, Healdsburg, Northwest, Petaluma, Rincon Valley, Rohnert Park, Sebastopol, Sonoma, Windsor

LIBRARY SQ FT PER PROXIMATE POPULATION

On average across the system, there is 0.82 SF per borrower, 0.41 SF per person in the 2010 population, and 0.4 SF per person in the 2021 population. Compared to the other libraries, Windsor has a low ratio of square feet per borrower and for its 2010 and project 2021 population. As its population increases from 2010 to 2021, the square feet per person decreases very slightly.
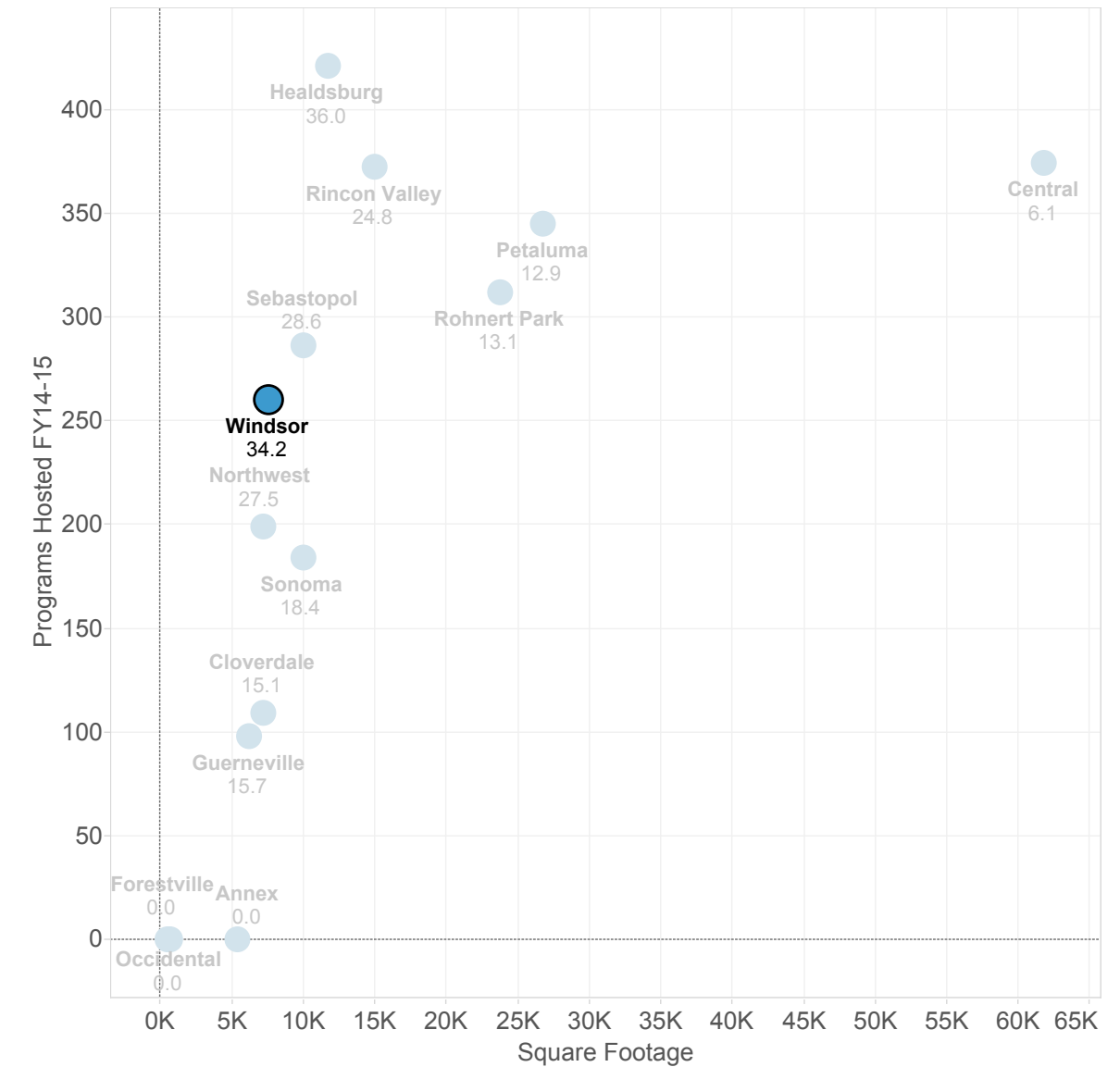
SQ FT RATIO

0.43 SF/borrower
0.23 SF/pop. (2010)
0.19 SF/pop. (2021)
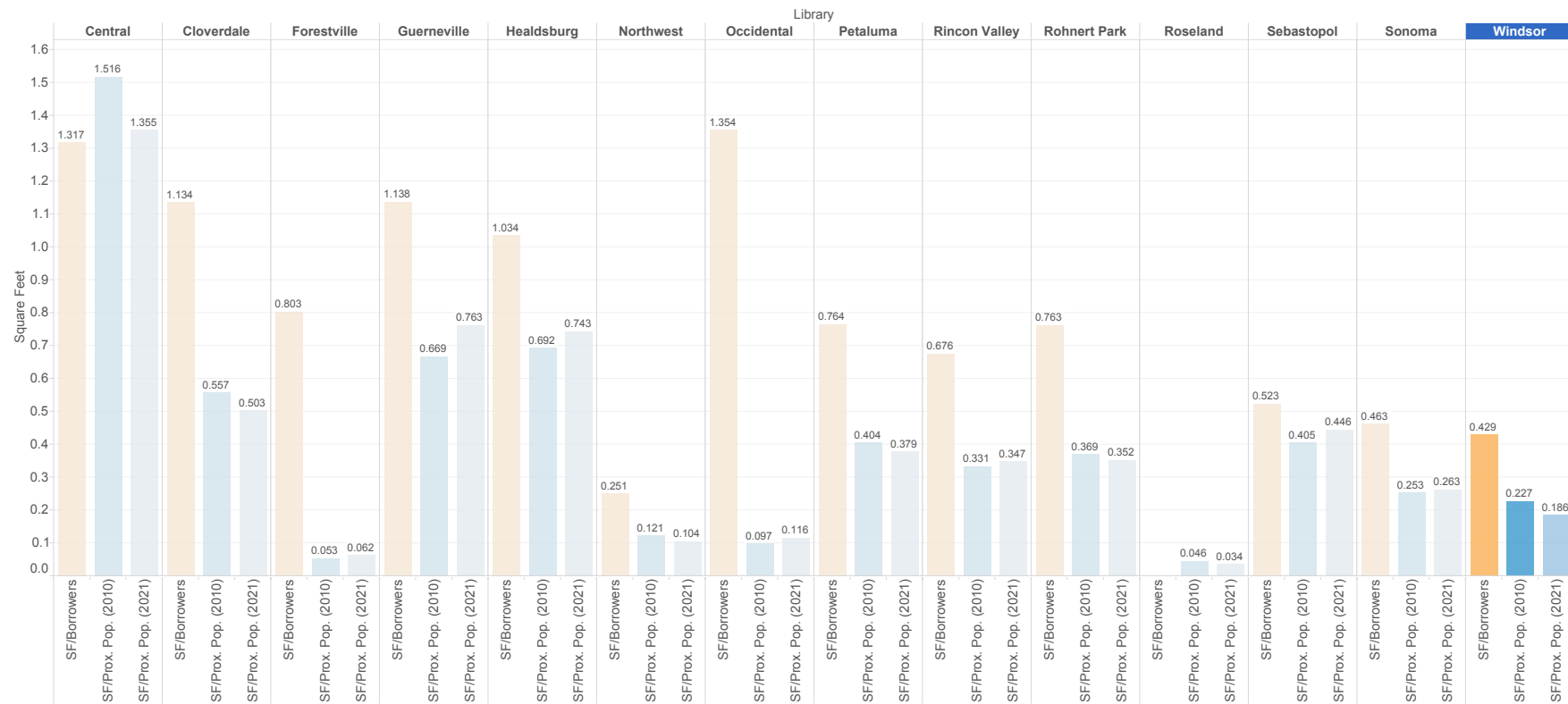
EVENTS HOSTED PER 1,000 SQ FT (FY2014-15)

On average across the system, there are 15.2 events hosted per 1,000 square feet. Relative to its size, Windsor hosts a very high number of events, at a rate of 34.2 events per 1,000 square feet. Only Healdsburg has a higher rate, at 36 events per 1,000 square feet.

How is library space being used?

INTRODUCTION
This section explores how library space is being used by people visiting the library. First we wanted to understand who is using the space in the library: the number of borrowers and patrons presented on the facing page gives an overview of how many people have cards at each library (borrowers) and how many people actually come to each library (patrons).

This is then translated into a ratio: the number of patrons per borrower. This illustrates the relationship between the number of people who have library cards (borrowers) and the number of people who are actually using the library (patrons).

The section then looks at specific uses of the library: internet sessions, programs, and items held by library. These three things are presented against patron count, in order normalize and compare these metrics across the libraries to understand how each library is being used and to what extent.

METHODOLOGY
In all cases, Central Library is an outlier due to the fact that the square footage figure used includes public, private, and administrative space.

In several of the metrics, we have used 'per 1,000 square feet' or 'per 1,000 patrons'. This is because the numbers we were comparing to square feet or patrons were much smaller. To make the ratios/rates meaningful, we multiplied by 1,000 to get a number that was meaningful and easier to understand.

DEFINITIONS
Patrons refers to the number of visits to a library (that is, door counts). These are not unique counts, meaning that one person coming to a library 6 times in a month would be counted as 6 patrons.

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Library card holders refers to the number of people holding a library card for a given library.

RECOMMENDATIONS
The findings in this section, with the other quantitative and qualitative findings, are synthesized into recommendations for the library system overall and each individual library overall. These recommendations are presented in the Facilities Master Plan Report.
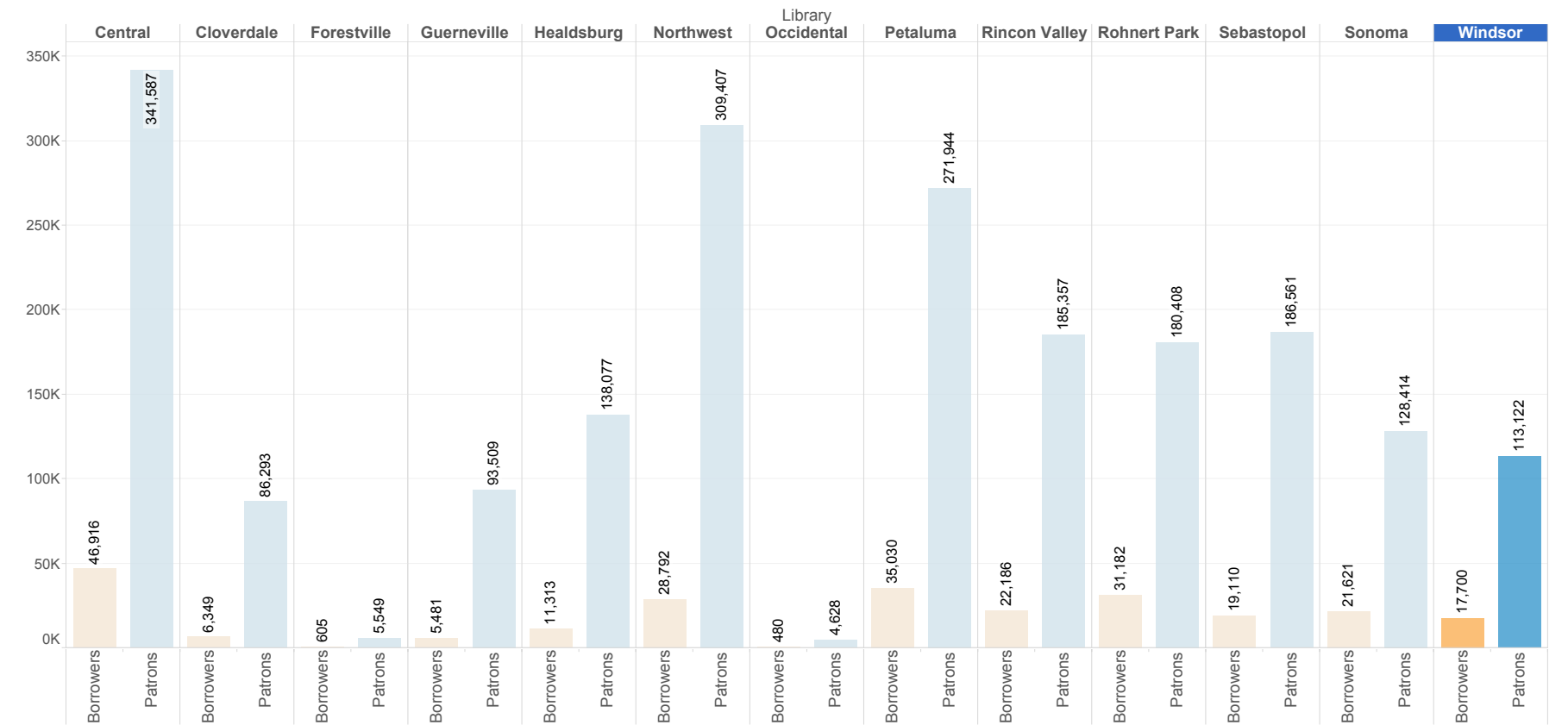
BORROWERS AND PATRONS
On average, there are 18,982 borrowers per library and 157,297 patrons per library. Windsor is below average for both figures, with 17,700 borrowers and 113,122 patrons,.

17,700 borrowers

**113,122** patrons

6.4 patrons per borrower

PATRONS AND BORROWERS PER SQ FT (FY14-15)

On average, there is 0.09 square feet per patron and 0.82 square feet per borrower across the library system.

Windsor has a below average amount of space for the number of patrons it has (0.07 square feet per patron), and about 50% less space than the average across the system, at 0.43 square feet per borrower.

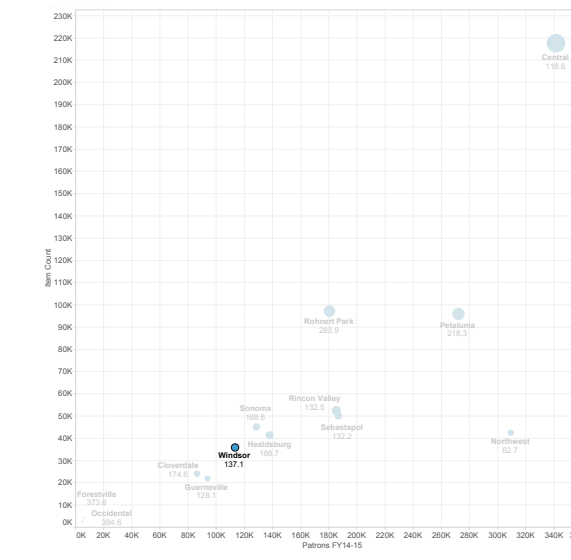|	System Average	Library
● Patrons	0.09 SF	0.07 SF
● Borrowers	0.82 SF	0.43 SF
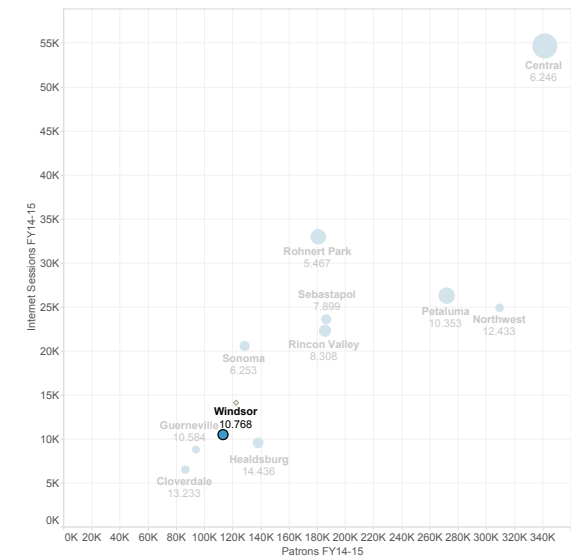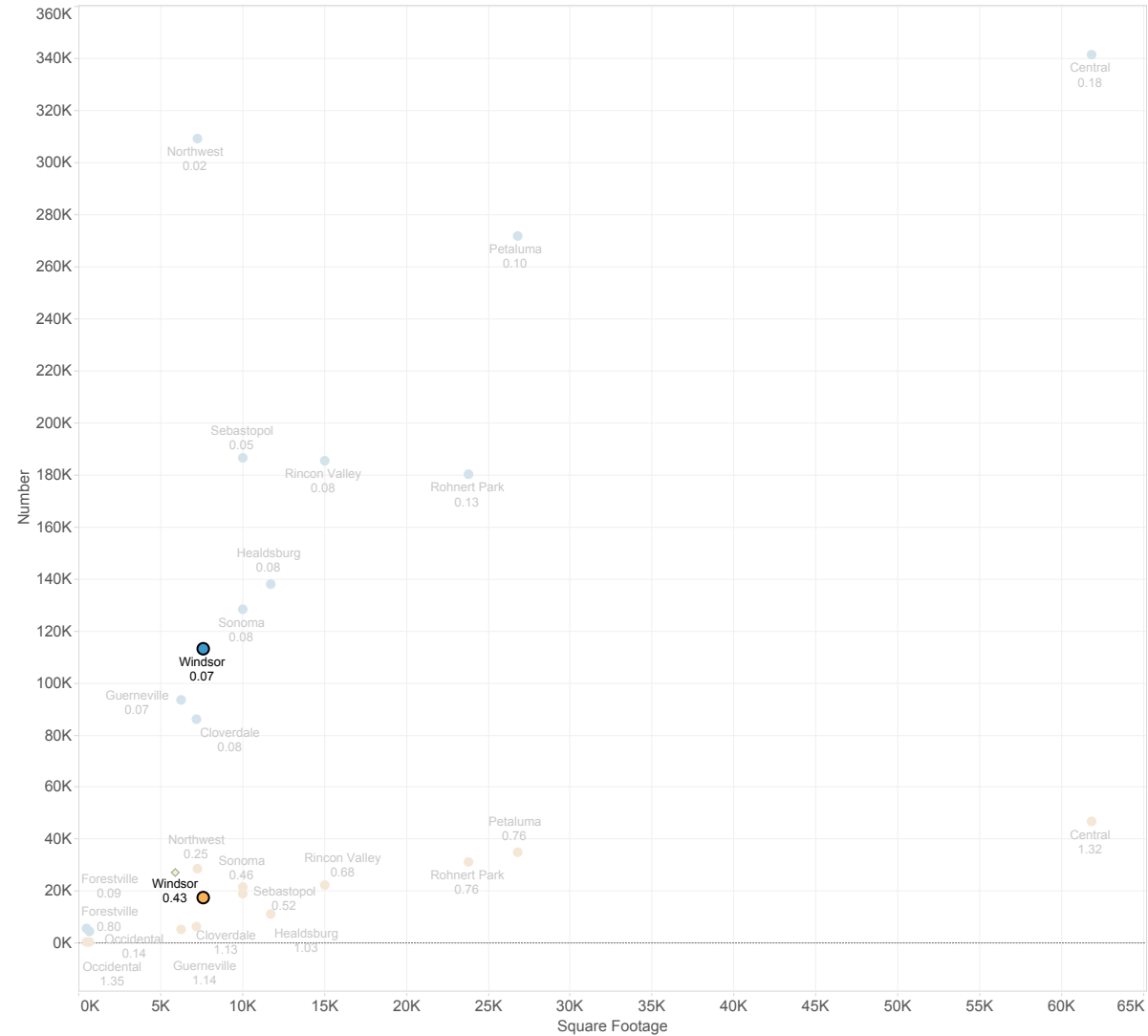
INTERNET SESSIONS PER PATRON (FY2014-15)

On average across the system, there are 9.6 internet sessions per patron. Windsor has a slightly above average number of internet sessions per patron, at 10.8. Therefore, Windsor's internet usage is relatively similar to most other libraries.
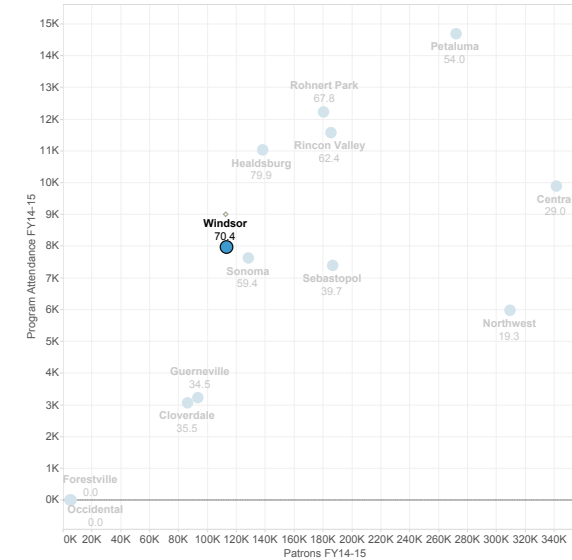
EVENT ATTENDANCE PER 1,000 PATRONS (FY2014-15)

On average across the system, there is an attendance rate of 42.5 per 1,000 patrons. Windsor is well above the the average, at 70.4 people attending each event per 1,000 patrons.

ITEMS PER 1,000 PATRONS (FY2014-15)

On average across the system, there are 192 items owned at each library per 1,000 patrons. For every 1,000 people who visit the library (patrons), Windsor has approximately 137 items, which is below the average.

DATA
FINDINGS

[Finding 1]

Windsor has a low rate of library attendance relative to its population. As this area's population is projected to increase dramatically, this rate may increase as the population increases.

[Finding 2]

Windsor Library has very little space for the number of borrowers it has and for its population in 2010 and 2021.

INTERVIEW
FINDINGS

In order to understand the workflow, usage, and programmed space of each library, MKThink undertook site visits and interviews with branch managers and librarians in June 2016. Our observations and information gather from the branch managers is presented below, and suggestions that we heard are presented in the grey bar to the right.

TECHNOLOGY

Only one computer for all staff and FOL to share

DESIGN/SPACE

The bike racks are too far away; would like them to be visible from the library

WORKFLOW/OPERATIONS

No staff workspace for research

SIGNAGE/WAYFINDING

None.

FURNITURE

None.

EVENTS

None.

SUGGESTIONS

Branch Managers and librarians suggestions:

- Bike racks close to the library
- FOL bookstore in library
- Study rooms
- Performing/community center space
- Better teen area

SONOMA COUNTY ARCHIVES

INTERVIEW
FINDINGS

In order to understand the workflow, usage, and programmed space of each library, MKThink undertook site visits and interviews with branch managers and librarians in June 2016. Our observations and information gather from the branch managers is presented below, and suggestions that we heard are presented in the grey bar to the right.

TECHNOLOGY

There has been some conversion to digital

DESIGN/SPACE

No issue of running out of space as items and micro-film is being digitized, but how items are currently stored in the Archive is not ideal

WORKFLOW/OPERATIONS

Need a better inventory management system

SIGNAGE/WAYFINDING

Not applicable.

FURNITURE

Current shelves are not ideal for storage

EVENTS

Not applicable.

SUGGESTIONS

Branch Managers and librarians suggestions:

- Custom shelving with slots to stand books straight up instead of leaning as they are currently
- Compact shelving
- Better security system
- Notification from fire alarm system (currently a sprinkler system in place but no notification sent to anyone)
- Better inventory system