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Executive Summary

About the Oceanside Public Library

In its 120th year of service to the Oceanside community, the Library is supported by the City's General Fund, with guidance from the Library Board of Trustees, and financial and community support by the Friends of the Oceanside Public Library and the Oceanside Public Library Foundation.

Project Overview

The City of Oceanside hired BerryDunn and Noll & Tam Architects in early 2023 to conduct a library study. The purpose was to create a guide for future decisions about the facilities, function, design, and operation of the Oceanside Public Library ("the Library"); evaluate the Library's service delivery; identify needs for effective space utilization; and gather opinions from users and non-users regarding Library services and facilities. To complete this library study, the consultant team engaged in extensive public outreach, an environmental scan, and an architectural assessment.

Between April and June 2023, Noll & Tam performed an architectural assessment across all Library locations. The focus of their assessment was to examine the current usage of facilities and identify functional challenges that might hinder an optimal customer experience.

In addition to the Architectural Assessment, the consultant team also conducted an environmental scan that examined Oceanside's demographics, offered drive-time analyses, and made peer library comparisons.

During the same time period as the Architectural Assessment, an extensive public outreach program was conducted to actively involve the community in shaping the future of Library services. This multi-faceted outreach effort included 14 key informant interviews, 348 online and paper community survey responses, six focus groups, and 180 written comments and data points from passive information gathering, providing valuable insights into public expectations and preferences. The input collected from all three areas of focus of this library study contributed to several operational and capital recommendations to consider.

Community and Staff Engagement

To create an understanding of the needs and perspectives of the Oceanside community related to Library services, a robust outreach strategy was designed to reach both Library users and non-users within the community, employing a multi-faceted approach. **Key elements of this process included one-on-one key-informant interviews with residents, community partners, and staff; focus groups targeting specific populations; passive information gathering methods such as comment cards and visioning boards; and a dedicated project website hosted on Social Pinpoint that provided a survey and an idea board.**

This inclusive engagement yielded a wealth of valuable insights. The feedback gathered serves as a vital foundation for aligning the Library's services and programs with the unique needs and aspirations of the Oceanside community.



The Community Engagement findings for the Library reveal several positive aspects and opportunities for growth and improvement. **Key strengths for the Library revealed from engagement include strong community partnerships, adaptive approaches services, and serving the diverse needs of the community.**

Opportunities for growth include continuing to diversify programs and events and enhancing digital and physical accessibility.

Environmental Scan

The Environmental Scan and Findings section serves as a critical tool to understand the unique aspects and dynamics of the community it serves. The scan analyzes the makeup of the Oceanside community, including demographics, and compares the Library's operational statistics with peer libraries to gauge service expectations. While these metrics do not dictate policy decisions, they provide valuable insights for operational and facility discussions, serving as a starting point to understand and meet the community's needs.

The scan reveals several positive aspects of the Library. Peer comparisons show that the Library excels in program numbers, attendance, internet terminal use, and volunteer hours, indicating strong community engagement and support. These positives suggest that the Library is well-integrated into the community fabric.



“I love the staff. They are caring and compassionate. I love the events they have in the community and I also love how they are teaming up with other local community members. They are very supportive. Nice energy.”



and is effectively providing services that residents value; however, the scan also points out areas for growth, such as open hours and staff numbers, which are mid-range compared to peers.

Demographics and Drive-Time Analysis provide a deeper understanding of the community the Library serves. The population of Oceanside presents a mix of ages, income levels, and racial diversity, indicating varied needs and preferences. The median age is slightly older than the state but younger than the national average, suggesting a need for services catering to a diverse age group. Additionally, the analysis reveals that **the Library's locations are well-situated, with most residents within a 10-minute drive**, yet differences in median age, income, and household size within these areas highlight the necessity for tailored services.

Architectural Assessment

The Architectural Assessment conducted by Noll & Tam Architects involved a high-level evaluation of the physical structures and spaces of the Library's facilities to understand the current state of the Library's infrastructure, identifying areas for improvement, and guiding future renovations or upgrades. The assessment covered various aspects of Library facilities, including the context and history, building overview, architectural observations, and the condition of building systems for each site.

One of the key findings of the assessment pertained to the Civic Center facility, which combines historical architectural elements with modern designs. The Library, part of the Civic Center complex, is notable for its aesthetic appeal and functional design; however, challenges were identified in terms of visibility from main streets and accessibility to each floor. The building's energy systems were found to be outdated, calling for upgrades to enhance energy efficiency and overall functionality.

The Mission Branch Library, situated in a shopping center, faces unique challenges. Its location within a retail space limits natural light, sound isolation and spatial arrangement. The Library's layout and the utilization of space within the single-story building need reevaluation to optimize its service to the community.

At the John Landes Community Center, the Library occupies a smaller portion of the facility. The assessment highlighted the need for better distinction between the main entrances and clearer signage. While the space benefits from natural light, it requires updates



in finishes and fixtures, along with improvements to meet Americans with Disabilities Act (ADA) compliance.

The Oceanside READS Learning Center extends the Library's educational services. The Center's layout is efficient for its purpose, but it faces challenges with ongoing use as rented space, and needs to enhance usability and accessibility.

Recommendations

As part of this study, a series of recommended actions are made that the Library could consider to enhance its service delivery. These are divided into Operational and Architectural Recommendations. The recommendations provided are designed to build upon the Library's existing strengths, further enhancing its services and addressing community needs, and not just solutions to challenges, but opportunities to amplify the clearly positive impact the Library has in the community.

The full list of recommendations is located in Appendices A and B.

Report Organization

This report is organized into the following chapters:

- Community Engagement
- Environmental Scan
- Architectural Assessment
- Appendix A – Operational Recommendations
- Appendix B – Architectural Recommendations and ROM Costing
- Appendix C – Detailed Community Engagement
- Appendix D – Detailed Environmental Scan



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Community Engagement

The Community Engagement section of the Library's report provides a detailed overview of the outreach and research efforts undertaken to understand the Oceanside community's needs and perceptions regarding Library services. This thorough engagement, carried out between April and June 2023, aimed to include both Library users and non-users. It utilized a multi-faceted approach, encompassing key informant interviews, focus groups, and an interactive online platform for surveys and idea exchanges.

Building on the insights gathered from this extensive community engagement, this report identifies several key strengths and potential areas for growth within the Library's operations and services. These findings are instrumental in shaping the future direction of the Library, ensuring that it continues to evolve in alignment with the community's changing needs and preferences. Strengths include strong community partnerships, adaptive approaches to services, and catering to the diverse needs of the community. Opportunities for growth include continuing to diversify programs and events, and enhancing digital and physical accessibility.

A detailed overview of Community Engagement is located in Appendix C of this document.

Strong Community Partnerships

One of the key strengths highlighted is the Library's initiative to strengthen community partnerships. By actively forging connections with local organizations, schools, and various community groups, the Library is broadening its reach and impact. These partnerships are not only instrumental in expanding service accessibility but also crucial for gaining a deeper understanding of the diverse needs within the community. Collaborative programs developed through these partnerships are expected to resonate more effectively with different segments of the community, reflecting the Library's commitment to inclusivity and engagement.

Adaptive Approach to Services

Another significant positive outcome from the findings is the Library's adaptive approach to technological and social changes. The Library's proactive stance in regularly updating technology and digital offerings is a testament to its dedication to meeting the evolving needs of its patrons. This is further complemented by the implementation of digital literacy programs which are vital in assisting community members to navigate and benefit from new technological advancements. This forward-thinking approach works to ensure that the Library remains a relevant and essential resource in the digital age.

Catering to Diverse Needs

The focus on catering to the diverse needs of the Oceanside community is another positive aspect of the findings. **The Library's dedication to developing programs and services that reflect the cultural, linguistic, and socioeconomic makeup of Oceanside is crucial for fostering an inclusive community space.** This is coupled with the Library's effort to maintain continuous dialogue with the community through regular surveys, feedback mechanisms, and public forums. Such initiatives enable the Library to stay aligned with the changing needs and perceptions of the community, working to ensure that the Library remains a dynamic and responsive community resource.

Continue Diversifying Programming and Events

One significant opportunity lies in increasing and diversifying the Library's programming and events. The positive response to existing programs suggests a receptive audience for further expansion in this area. the



Library could consider introducing even more culturally oriented programs, adult educational workshops, and social activities to cater to the interests of the community. For example, developing more partnerships with local artists, educators, and cultural organizations could result in a broader range of events that appeal to different age groups and cultural backgrounds. Moreover, integrating more children's activities and early education programs with community partners could reinforce the Library's role as a critical resource for family and youth engagement in Oceanside.

Championing Arts and Culture at the Library

As feedback shows, the Library has an opportunity to elevate its role as a central hub for arts and culture, focusing on partnerships beyond the local community. This strategy could include expanding the digital collection to feature a broader array of art and culture-focused e-books, audiobooks, and multimedia content, while enhancing online accessibility. Alongside digital expansion, the physical spaces of the Library could be redesigned to facilitate art exhibitions and cultural events, ensuring interactivity and accessibility for all patrons, including those with disabilities. A key aspect of such an initiative would be continuing to form strategic partnerships with arts and culture agencies regionally, all aiming to bring diverse and enriching cultural experiences to the Oceanside community. These concerted efforts could be geared toward reinforcing the Library's status as a vibrant cultural and artistic center.



Enhance Digital and Physical Accessibility

Another area for growth is the enhancement of digital and physical accessibility. The feedback indicates that while many patrons appreciate the Library's digital resources, there is a demand for a greater variety of e-books, e-audiobooks, and online services. The Library could focus on expanding its digital collections and improving the user experience on its website and apps. Additionally, enhancing physical spaces to be more inclusive and accommodating for all patrons, including those with disabilities, is crucial. This could involve redesigning Library interiors to create more interactive and child-friendly areas, improving facilities such as restrooms and seating, and considering the addition of features such as outdoor reading spaces or cafés.

Key Informant Interviews

In the key informant interviews, 14 interviews were conducted to explore the community's challenges, the Library's role, barriers to accessing services, and the Library's future direction. These interviews shed light on a range of issues such as urban growth, cultural preservation, community engagement, public safety, and social divides. They highlighted the Library's crucial role as a community hub offering diverse services and programs and its importance in addressing societal issues such as homelessness; however, challenges such as transportation limitations, access constraints, and limited resources were identified as barriers to Library services.

Key Informant Interviews Findings

- **Challenges in the Oceanside Community:** Oceanside faces challenges balancing urban growth with cultural preservation, addressing social divides from demographic shifts, handling infrastructure demands of rapid technological growth, and overcoming income disparity. Public safety concerns, such as homelessness and rising crime rates, add to the city's complexities. Limited resources and community engagement further hinder service provision.
- **Roles of the Library in Addressing Challenges:** Libraries serve as essential community hubs, addressing societal issues such as homelessness, promoting civic engagement, and providing digital resources. They contribute to workforce development and cultural preservation while offering a safe and welcoming environment.
- **Barriers to Accessing the Library:** Barriers include lack of awareness and negative perceptions, transportation limitations, access constraints due to limited hours and technology challenges, limited resources, and varying technological literacy among patrons.
- **Future Focus for the Library:** The library should emphasize its unique purpose, diversify services, and promote diversity, equity, and community engagement. Building partnerships, staying adaptable, and expanding accessibility through facility modernization and community outreach are crucial for its future success.

Specialized Engagement

The Specialized Engagement effort involved diverse groups including tweens/teens, non-native English speakers, individuals with intellectual disabilities, mental health groups, and local tribal leaders. This engagement revealed challenges in cultural sensitivity and the need for improved city marketing and communication, particularly for underserved populations. The population of individuals who are unhoused emerged as a significant concern across groups, linked to broader national issues of mental illness and lack of services.

- **Specialized Engagement:** The BerryDunn team's engagement plan included specific groups, such as tweens/teens, non-native English speakers, those with specific ADA needs, mental health representatives, and tribal leaders.

- **Challenges in the Oceanside Community:** Challenges in the community included engaging specialized populations, cultural sensitivity concerns due to the city's evolving nature, unhoused population issues tied to mental illness and service gaps, and the need for improved marketing and communication to reach underserved populations.
- **Challenges in the Library System:** The specialized groups identified two main challenges within the library system: the need to adjust hours of operation, especially by extending evening hours for working-class families, and the desire for more programs at Mission and John Landes Community Center Library Branches to replicate services available at the Civic Center Library.
- **Barriers Limiting Access:** Barriers to library access included limited hours of operation, lack of outreach to non-users, and the need for improved wayfinding and universal branding to make Oceanside libraries more identifiable to non-users.
- **Future Focus for the Library System:** Future focus should include modernizing Library exteriors and interiors, extending services to satellite libraries, enhancing educational and career development programs, and ensuring accessibility, especially in communities with declining income.

Community Survey

The community survey for the Library aimed to gather feedback on service priorities and received 348 responses. It covered various aspects, including the value of the Library, usage frequency, barriers to access, inclusivity, and future service desires.

Key Findings

Value of the Library: The survey highlights the community's high regard for the Library as a symbol of a commitment to reading, learning, and growth. The respondents also value the Library for its inclusivity, technology access, e-resources, and as a positive place for youth and families.

Library Usage Frequency: A significant portion of the respondents visit the Library regularly, with weekly and monthly visits being the most common.

This underscores the Library's role as an essential community resource.

1. **Barriers to Access:** The primary barriers identified include the Library's location, limited operating hours, and safety concerns. Accessibility for non-English speakers and people with disabilities is also noted as a challenge.
2. **Inclusivity and Accessibility:** Most respondents perceive the Library as inclusive and accommodating to diverse groups, though some uncertainty and a few negative perceptions exist.
3. **Library Services Utilization:** The main reasons for using the Library include access to books and materials, friendly staff, and diverse programs and events. Digital resource access and physical space for work and enjoyment are also valued.
4. **Community Suggestions:** Respondents suggested improvements in digital services, more varied and inclusive programming, better communication about events and services, and enhancements in Library spaces for comfort, modernity, and accessibility.
5. **Demographics of Respondents:** The survey captured a diverse range of ages, genders, ethnicities, and income levels, providing a broad perspective on community needs.



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Environmental Scan

This section explains the purpose of the environmental scan in understanding the Oceanside community and Library system. The scan includes an analysis of community demographics and Library operational statistics, comparing the Library with other libraries to understand service expectations and community needs. It emphasizes that the scan's metrics are not definitive for policy decisions but serve as a starting point for discussions on operations and facilities.

This scan serves as a crucial tool for planning, providing a clear picture of how the Library aligns with peer institutions and fits within the broader community context. By identifying areas of strength and opportunities for growth, the environmental scan lays the groundwork for informed decision-making and future enhancements, working to ensure that the Library continues to meet the evolving needs of its diverse patron base in an effective and sustainable manner. Strengths include a dynamic service and program portfolio, operational excellence, innovative digital and physical spaces, robust community engagement, and strategic partnerships and collaborations.

Details of the Environmental Scan are located in Appendix D of this document.

Dynamic Service and Program Portfolio

The Library stands out for its dynamic range of services and programs, which are thoughtfully tailored to the unique demographics of Oceanside. The Library's commitment to enriching its offerings with diverse cultural events, language-specific resources, and age-appropriate programming brilliantly underscores its role as an inclusive and vital community hub. This diversity in services not only meets the varied interests of the community but also reinforces the Library's relevance in an ever-evolving social landscape.

Operational Excellence

The Library excels in its operational strategies, particularly in accommodating the community's varying schedules. Current Library hours, and the strategic management of staffing levels, especially during peak times, exemplify the Library's dedication to optimizing the user experience. This approach works to ensure efficient service delivery, making the Library a consistently reliable and accessible resource for all.

Innovative Digital and Physical Spaces

The Library's initiatives in enhancing digital accessibility and upgrading its physical infrastructure are commendable. The Library's efforts in expanding its digital collections and refining the online user experience directly respond to the increasing demand for digital resources. Additionally, the transformation of physical spaces to be more inclusive and interactive, especially for younger patrons, will significantly boost the Library's appeal and usability.

Robust Community Engagement

The Library's robust engagement strategies, involving regular surveys, feedback mechanisms, and diverse community interactions, highlight its commitment to staying attuned to the community's evolving needs. Leveraging public forums and social media platforms for broader outreach ensures that the Library remains closely connected with and responsive to its community.



Strategic Partnerships and Collaborations

The Library's success is also attributed to its strategic partnerships and collaborations. Building on existing relationships and exploring new alliances with local schools, businesses, and cultural entities has allowed the Library to introduce innovative programs and services. These collaborations not only extend the Library's reach but also enrich the community's experience with the Library, making it a cornerstone of community development and cultural enrichment.

Extended Operational Hours

The environmental scan suggests an opportunity for the Library to reassess and potentially extend its operational hours, given the necessary staffing resources. Increasing hours could better accommodate the varying schedules and needs of the Oceanside community, especially for those who may find it challenging to visit the Library during current hours. The Library should work to continue to serve as a reliable and accessible resource for all its patrons.

Focus on Technological Upgrades and Digital Engagement

The scan highlights an opportunity for the Library to continue to embrace technological advancements and digital engagement. Investing in modernizing Library technology, such as enhancing digital platforms, will cater to the community's evolving technological needs. Furthermore, expanding digital literacy programs will assist patrons in navigating and fully utilizing these new technologies. Emphasizing digital engagement and literacy aligns the Library with contemporary library trends, ensuring it remains a relevant and forward-thinking institution in the digital era.

Peer Library Comparisons

The Library’s comparison involves several libraries, including Carlsbad City Library, Chula Vista Public Library, and others, as well as San Diego Public and County Libraries for broader context. The data, sourced from the California State Library Statistics, covers jurisdiction size, library use (cardholders, circulation, visits, programs, technology), and resources (facility size, staff, budgets, volunteers). The findings indicate the Library’s strengths in program numbers, attendance, internet terminal use, and volunteer hours while its open hours and staff numbers are mid-range.

Notably, the Library performs strongly in program offerings, attendance, and internet terminal use, reflecting a deep engagement with the community and a recognized need for technological access. Additionally, the high volume of volunteer hours at the Library points to a strong base of community support and involvement.

Key Metrics

- 1. Programs, Attendance, and Internet Terminal Use:** The Library compares favorably in these areas. This indicates strong community engagement and a need for technology access.
- 2. Volunteer Hours:** High numbers of volunteer hours suggest robust community involvement and support.
- 3. Open Hours and Staffing:** When compared to its peers, the Library offers an average level of open hours and staffing, with room for growth.

- 4. Use per SF and per Hour Open:** The Library shows high usage rates in these metrics, indicating efficient use of space and time resources.
- 5. Collection:** Items per capita and total usage in the mid-to-low range show room for growth in resources for purchasing both print and electronic books and other circulating items.

Demographics

This analysis uses U.S. Census data to examine population, age, income, race/ethnicity, and household characteristics in Oceanside. Key findings include a median age slightly older than the state but younger than the national average, above-average household income and home values compared to national averages, and a higher percentage of households with disabilities.

Population and Age Growth Projections

In terms of population and age growth projections, Oceanside is experiencing gradual demographic shifts. There is an expected increase in the proportions of seniors and adults, coupled with a decrease in young adults and youth. This shift will likely influence the types of Library services in demand. Moreover, the community is becoming more racially and ethnically diverse, with a significant Hispanic population. This increasing diversity calls for culturally varied and inclusive programming to reflect the community’s changing composition.

Oceanside Demographics			
	Oceanside	California	USA
Median Age	37.4	36.7	38.9
Median Household Income	\$84,372	\$88,930	\$72,414
Average Home Value	\$642,021	\$757,895	\$374,078
Households Below Poverty Level	8.38%	11.82%	12.40%
Average Household Size	2.71	2.86	2.55
Households With 1+ Persons With Disability	26.35%	23.72%	25.58%

Table 1 – Oceanside Demographics

	2010	2022	2027
Total Population	166,554	174,615	176,102

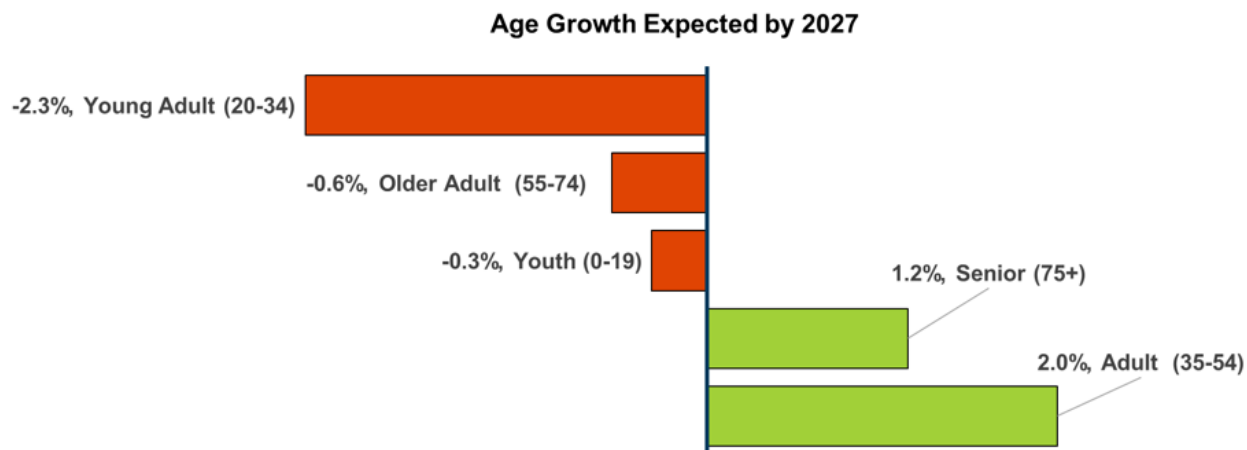


Figure 1 – Change in Oceanside Population and Age Growth 2010 – 2027

Age Distribution

Oceanside’s median age stands at 37.4 years, slightly higher than California’s median of 36.7 but younger than the national average of 38.9. The balanced age distribution in Oceanside necessitates a broad range of Library services to meet the diverse needs of its residents. The economic profile, featuring mixed socioeconomic statuses, suggests the need for inclusive services catering to various income levels. The presence of poverty, albeit lower than state and national averages, also emphasizes the importance of offering services that are accessible to all community members, regardless of their financial situation.

Household Income, Size, and Home Values

The median household income in Oceanside is \$84,372, which, while lower than California’s \$88,930, exceeds the national average of \$72,414. Home values follow a similar trend, with Oceanside’s average at \$642,021, surpassing the national average (\$374,078) but falling below California’s (\$757,895). The analysis of household size in Oceanside reveals that, on average, households are slightly smaller than the state average. This economic profile suggests a mixed socioeconomic community, indicating a range of financial needs and lifestyles within Oceanside.

Poverty Rate

Oceanside’s poverty rate is 8.38%, lower than both the state (11.82%) and national averages (12.40%). While this suggests a relatively stable economic setting, the existence of poverty within the community cannot be overlooked. This situation highlights the necessity for the Library to provide inclusive services that are accessible to all community members, regardless of their economic status. The Library’s role in offering resources and programs becomes crucial in supporting those who might be economically disadvantaged, working to ensure that the Library remains a welcoming and valuable resource for every segment of the community.

Racial and Ethnic Diversity

Racial and ethnic diversity is on the rise in Oceanside. The white population, while still predominant, has decreased in percentage, with increases seen in the Asian population, those identifying as “Two or More Races,” and “Other Race”. Furthermore, around 36% of the population identifies as Hispanic, a figure that is expected to remain stable through 2027. These trends suggest the need for culturally diverse and inclusive programming and resources in the Library.

Population Growth and Shifting Demographics

The population of Oceanside is projected to increase gradually, with a noticeable shift in age demographics. There is an expected increase in the proportions of seniors and adults, with a corresponding decrease in

young adults and youth. This demographic evolution indicates changing service demands for the Library, particularly in terms of collections, programming, and community outreach efforts.

Drive-Time Analysis

As part of the environmental scan, a drive-time analysis was conducted for each of the Library’s three locations: Civic Center, Mission Branch, and John Landes Community Center. The analysis looked at the community demographics in a 5- and 10-minute drive-time radius around each of these locations. Ten minutes is a general best-practice metric for determining how conveniently residents can access the Library.

The 10-minute drive times are also important for determining total number of users a location can expect. Because of reciprocal borrowing agreements, the users of a location are not limited to only Oceanside residents. This means that when planning for levels of service at individual locations, it is important to consider the entire population base.

Almost 100% of Oceanside’s residents are within a 10-minute drive of a Library location, with 57,000 residents being within a 5-minute drive. Figure 2 shows the only area of the City that is not within a 10-minute drive.

Civic Center Library

The Civic Center Library’s drive-time analysis indicates that its immediate area (within a 5- to 10-minute drive) houses a younger, smaller-sized, and economically diverse population compared to the City overall. The Library’s vicinity includes about 21,000 – 88,000 residents, with median ages ranging from 34.6 – 34.9 years and lower household incomes, contrasting with Oceanside’s broader demographics. This suggests the need for the Library to adapt its services and collections to cater to these specific demographic characteristics.



Figure 2 – Area of the City Not Within 10-Minutes of a Library

Drive time analysis - Civic Center Library			
	City	5 Minutes	10 Minutes
Total Population	174,615	20,980	87,865
Median Age	37.4	34.6	34.9
Average Household Size	2.8	2.28	2.43
Medium Household Income	\$84,372	\$72,530	\$82,999
Households Below Poverty Level	8.38%	11.30%	9.38%

Table 2 – Civic Center Drive-time Analysis Metrics

Mission Branch Library

The Mission Branch Library reaches a substantial portion of the City’s population, with 32,795 residents within a 5-minute drive and 132,838 within a 10-minute drive. The area’s median age closely aligns with the City’s median of 37.4 years, suggesting a balanced mix of age groups. The average household size near the Library is slightly lower than Oceanside’s average, and median household incomes are somewhat below the City’s median. Additionally, the area has a higher poverty rate compared to the City average, highlighting the need for tailored Library services to cater to a diverse and economically varied population.

Drive time analysis - Mission Branch Library			
	City	5 Minutes	10 Minutes
Total Population	174,615	32,795	132,838
Median Age	37.4	37.3	35.9
Average Household Size	2.8	2.73	2.77
Medium Household Income	\$84,372	\$72,530	\$82,999
Households Below Poverty Level	8.38%	11.30%	9.38%

Table 3 – Mission Branch Drive-time Analysis Metrics

John Landes Community Center Library

The John Landes Community Center Library serves an extensive area, with its 5- and 10-minute drive regions encompassing far more than the City’s population. The area has a younger median age (35.7 and 36.5) compared to Oceanside’s 37.4. Households are about the same size, and median incomes are higher than the City’s average, and those with a 10-minute drive have a higher poverty rate (9.16%). These demographics suggest the Library could focus on services for younger populations and support for economically disadvantaged residents.

John Landes Community Center Library			
	City	5 Minutes	10 Minutes
Total Population	174,615	170,545	375,912
Median Age	37.4	35.7	36.5
Average Household Size	2.8	2.83	2.8
Medium Household Income	\$84,372	\$87,056	\$85,685
Households Below Poverty Level	8.38%	8.21%	9.16%

Table 4 – John Landes Community Center Drive-time Analysis Metrics



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Architectural Assessment

As part of this library study, Noll & Tam performed an architectural assessment in early 2023 at all Library locations. The focus of their assessment was to examine the current usage of facilities, identify needs for using the space effectively, and assess functional challenges that might hinder an optimal customer experience.

Site Context and History

The Civic Center Library, as the name suggests, is within Oceanside's Civic Center complex, in the downtown area, just a half mile from the ocean. The original City Hall and Library, completed in 1934 by Irving Gill, are now used to house part of the Oceanside Museum of Art. Gill's use of white arches, flat roofs, and simple architecture were emulated by Charles Moore when he completed the new Civic Center and Library in 1990. In contrast to Gill's architectural legacy, Moore added bright color tiles in niches, arches, and stairs, in a style that carries through to the Library interior, as well as the dramatic fountain plaza and palm tree-intensive landscaping. The Moore project was part of a downtown redevelopment plan to consolidate City offices and become a source of pride for the City.

The Library includes a large atrium, public spaces on two floors, administration offices, and a large community room with exterior access to a courtyard. The ground floor is largely comprised of Children's and Teen areas, staff work areas, the Community Room and courtyard. The second floor is primarily Adult Area with Library administration offices.

The facility underwent renovations in 2011 that included new group study rooms, Early Learners area, art rails, a service desk, the Children's Mural in the story time area, etc. In 2016, the carpet was replaced, and new shelving systems brought in with some mismatched shelving in Teens that was salvaged from Borders Bookstore closing.

Civic Center Architectural Observations

Overall Exterior

Charles Moore's Oceanside Civic Center makes a civic statement with its Irving Gill-inspired buildings surrounding a distinguishable plaza and well-maintained fountain that is a signature and distinctive architectural feature. However, unless the viewer is standing in the plaza, the Library and its entrance are less visible from the prominent North Coast Highway and the major street intersections. The tower and arcade marking the Library entry is difficult to see from the street and sidewalk when walking southbound or if unfamiliar with this Library location.

Entrance and Main Lobby

Upon entering the facility, there is a double height vestibule with an internal book return to one side, a security guard often standing on the other, and RFID gates ahead. Once the patron enters the main lobby, the customer service desk is clearly situated within a large, natural light-filled atrium. The desk is oversized by modern standards, but is oriented toward the front door, staffed, clear as the first point of service and has two points of exit for staff safety.

There are a couple of book carousels and some wall shelving featuring new titles. It is easy to find the Children's Area, Teen Zone and Restrooms from clear signage.

The main stairway connecting the ground floor to the Adult Area is visible from the front entrance. The stairway is in very poor condition with treads



Building Overview

Area: 35,016 SF
(per 2017 Appraisal Report)

Stories: 2

Construction Type: Type II



Corner of North Coast Highway and Civic Center Drive



Corner of North Coast Highway and Pier View Way



Corner of North Coast Highway and Pier View Way

and risers poorly clad in linoleum. It is not part of the original design, and its configuration takes away from the symmetry that is prevalent in the rest of the architecture. The only wheelchair accessible route to the second floor is by elevator, which is difficult to see unless directed to it.

Similar to the exterior arcades, the main interior space is encircled by arcaded walkways that lead you to other spaces.

Children's Area

The Children's Area is easy to find from the main lobby through a main arch that has a sign and two side passages with signs. It is book-stack heavy with three-high and four-high, double-sided shelving on the floor and six-high shelves along the walls. The shelves and column covers were reoriented diagonally so that patrons entering the space can more easily find the Children's Service Desk. The density and height of the shelving makes it difficult to look across the room. It also inhibits the possibility of more "pockets" of separate places to play and explore.

There is a great interactive story time/theater space with a bright, beautiful, detailed mural that was recently refreshed. This is the one corner of the Children's Area that has natural light through a pair of glass doors leading to the courtyard. Otherwise, access to natural light is blocked by the Children's Workroom along the north and Collection Management to the west.

The original Children's Service Desk and Area is large and has been partitioned off with a mobile wall unit to create two desk spaces for part-time positions on the back side and inadvertently blocks natural light to the public side.

The Early Learning and Community Information Hub, added in 2021, primarily targets the 0 – 5-year age group with a dedicated, interactive play space/area. The new flexible tables and chairs are appropriate for this age group who are most likely attracted to an interactive story time or workshop space with a parent/caretaker. The Hub is separated from the Children's Area by the Teen Zone, which creates an awkward disconnect between the two children's areas.

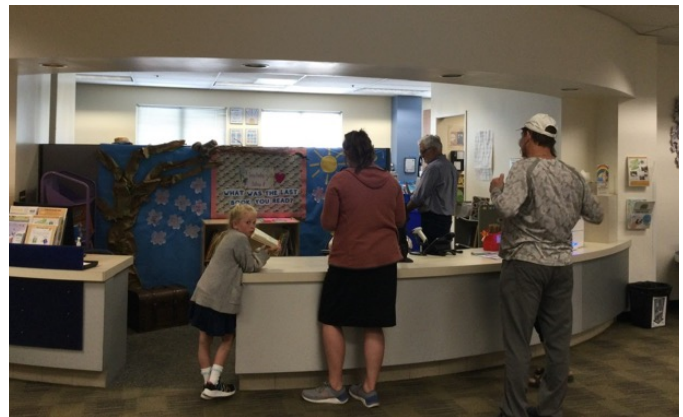
There are no enclosed spaces that can be used for youth-centered programs and activities.



Main lobby atrium and circulation desk



Multiple rows of tall shelving



Children's service desk with wall divider behind



Teen collections

Teen Zone

The Teen Zone is easy to find from the main lobby, but its location does not feel like a designated “teen friendly” zone tucked between the Children’s Area and Hub.

There are a few computers, a round table, and some chairs for teen-focused meetings. The young adult collection is shelved on reclaimed shelving from the now defunct retail bookstore Borders. There is a compact service kiosk in this area but it does not appear to be staffed regularly. It runs on Wi-Fi and a rechargeable laptop.

Adult Area

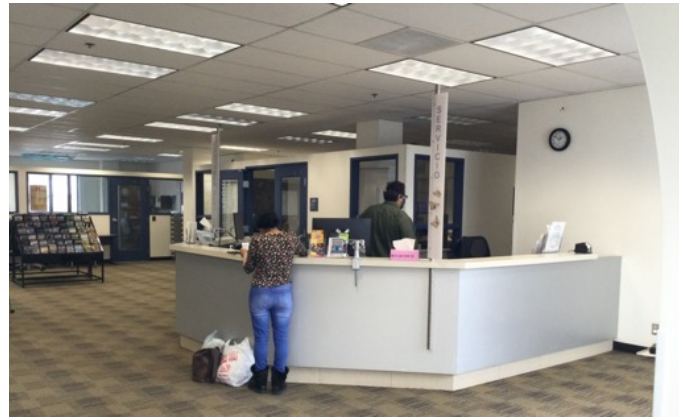
The Adult Area is on the second floor and can be accessed by the main stairs from the lobby or by an elevator that is a 60’ travel distance away from the service desk. The Adult Area is open, adequately lit, and easy to orient oneself to. The ceilings generally feel flat and low. The service desk is off to the side and is staffed and easily identifiable. It is oversized by modern standards and lacks a second point of exit for the staff’s sense of safety.

The open area has various types of seating: soft lounge chairs that are individual and grouped and tables with task chairs. This area has about 12 desktop computer stations that were almost all in use on a weekday morning.

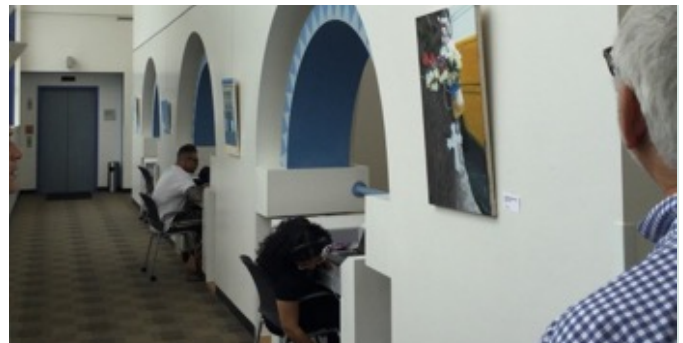
There are three study rooms and a training room added in 2011. The study rooms are popular and regularly in use, though can benefit from acoustical isolation, considering the partial height walls do not extend to the ceiling.

There is a table outside of the study rooms and offices that has a 3D printer and is associated with classes held in the training room. The Library could benefit from a dedicated makerspace that would house this type of equipment and welcome all ages.

The book stacks are easily found along the entire west side of the second floor. They are adequately spaced apart and well-lit, at least during daylight hours. They also provide a buffer zone for the study carrels against the west wall to offer some distance from the louder open area. However, from a recent review by Oceanside Police Department, since these study carrels were not in the line of sight from the service desk, surveillance signs were posted as a security measure. Additionally, the bookshelves can feel too tall for visibility and sense of space.



Second floor service desk



View to second-floor elevator about 60’ away



Open Adult Area



3D printer outside of the offices

Amenities

The **Community Room** seems adequately sized for a variety of small to medium functions, is fitted with acoustical wall and ceiling panels, has working blackout shades, and can be subdivided into smaller rooms. It is laid out to function after hours with its own entrance through the courtyard and has dedicated restrooms. There is one large digital display unit that seems undersized for this room. There is no commercial or catering kitchen for this space. There is no closet storage for the chairs. Though it is next to the Children's Area, it feels more like a formal meeting room and less like a multipurpose room that could potentially support a variety of Library programs.

The **Courtyard** is a gated outdoor space that is currently undergoing design phase for renovation. The Library hosts outdoor events such as concerts and is otherwise open to the public during open Library hours. It is a pleasant outdoor connection to the Community Room. It is difficult for staff to monitor since it is not within the main desk's line of sight.

The **Heritage Room** tucked in the northwest corner of the Adult Area is a preserved piece of history that has its own dedicated HVAC with dehumidification. It is mostly locked during business hours and does not feel like a readily available resource.

The **Friends Bookstore** is inadequate for its purpose and hidden away on the first floor in the southwest corner of the Library. The store design is undersized and pushed into a part of the courtyard arcade that was enclosed decades ago. It is an exit corridor space and hard to see from the main foot traffic paths unless by the elevator.

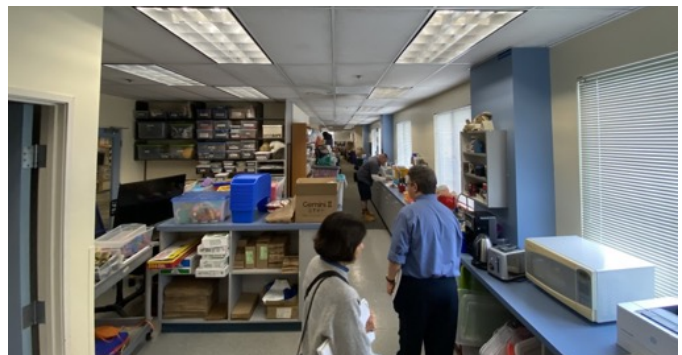
Staff Spaces

The ground floor staff space comprised the Children's staff workroom and Collection Management. There are ample storage and work surface counters to support Children's programs preparations.

Some compact storage has been removed to fit in more cubicle spaces. Since the cubicles have been added over time, the divider systems have been cobbled and salvaged from different places and do not match. The staff on the ground floor have created their own gathering space on a large work table, since the staff lounge is on the second floor. The layout of staff spaces along the building's north and west perimeters blocks almost any possibility of natural light to the Children's Area.



Friends bookshelves line the exit corridor space



Children's Staff Workroom



Ground floor cubicles

Library Administration is located on the second floor on the south side of the building and is open 8 – 5 Monday through Friday, or as staff is available, including a reception area, a staff restroom, a few private offices, and a conference room. The other half, on the other side of the split south section from Administration, behind a card-key access-only door, has the staff lounge, lockers, another staff restroom, pantry storage, and a desk for the Friends of the Library.

The staff lounge appears to have relatively new cabinets and appliances. This space does not have access to the outdoor deck per the original floorplan, one of several features not completed. The lounge feels far from the ground floor staff.

In general, the staff-only spaces appear to have older finishes, such as the ceiling tile, paint, and mismatched cubicle partitions.

Civic Center Building Systems

Exterior Glazing

The exterior glazing is original, single-pane, clear glass with painted mullions. Some rust was found at the bottom sill of windows along the east façade due to condensation in the colder months where the internal layer of glass is not insulated from the temperatures outside. To meet the energy efficient building code Title 24, it is recommended that all windows be replaced with high-efficiency dual pane glazing systems with low-e coating and thermally broken frames. Where it is not physically or financially feasible to replace windows, low-e films are sometimes applied to existing glazing to reduce solar gain and heat transfer.

The east façade also has an exterior decorative arch above the fountain that faces the courtyard with a deep tiled sill. It is difficult to clean and maintain this arch since the exterior window is not operable and the exterior side is closed off with a metal cage. The inaccessibility has prevented proper maintenance such as repainting the rusted metal components or cleaning the tile.

Interior Finishes

The floor finishes include mostly broadloom carpet, with porcelain tile in the main lobby, ceramic tile in the restrooms, and some linoleum on the central stairs, in the Children’s story corner and in discreet parts of the staff areas. While all the carpet broadloom was replaced in 2016, and may be passable structurally,



Second floor Staff Lounge



Rust on the bottom sill of windows from condensation



Exterior arch on east building façade

it is severely stained in many places and occasional professional cleaning does not seem able to address the condition. After seven years of heavy use, it needs evaluation going forward, and since it is not carpet tile, cannot be replaced in sections.

The wall finishes are largely painted gypsum board with distinct, colorful architectural details, such as decorative arches and columns that stay true to the original design and color palette. The restrooms have 2x2 or 6x6 ceramic tile wainscoting up to about 5" – 6" above finish. The floor is durable and well maintained, except for stained grout, but is generally outdated. The community room appears to be the only space with acoustical fabric wall panel.

Ceiling finish is mostly suspended 2x4 drop-in acoustical ceiling panel system throughout. Some panels are dirty from wear and tear with a few panels stained with water damage, possibly leaking from some of the fan coil units. There is painted gypsum board ceiling in the first-floor gallery, community room, second-floor gallery and atrium. The Community Room has some acoustic fabric panel in the recessed light wells.

Interior Partitions

Most of the facility is an open floor plan except for the metal stud framing with gypsum board that walls off the staff and administration spaces. Cantilevered wall and glass partitions were installed in 2011 to add three heavily used study rooms, some office space, and a training/classroom. The top of these walls was held below the existing ceiling to avoid renovation of the ceiling and reconfiguration of the HVAC above. This creates a problem with acoustical isolation that is normally expected of this space type.

Lighting

Natural lighting: The lighting was assessed during daylight hours and was mostly focused on the main front-of-house spaces, though some back-of-house areas have been noted as having acceptable light levels. There is a considerable amount of banks of windows, which provide good energy savings. Please note that lighting control systems will be required in the future as part of the California Title 24 requirements to dim or turn off light fixtures around skylights or any exterior windows.

Natural lighting coming through perimeter windows, clerestory windows and the occasional high window.



Typical restroom



Study rooms in the Adult Area with only partial height walls



Light-filled main lobby atrium



Study carrels along west wall of Adult Area.

Artificial lighting: The light levels appear adequate and are mostly comprised of recessed 2x4 LED luminaires with “ice cube” troffers that reduce glare. The original pendant fixtures have converted to LED bulbs but are dated in appearance. The decorative mesh pendants have been painted, which filled in some of the mesh, creating a poor appearance. They need restoration and re-lamping, and to be made more accessible for maintenance and bulb replacement.

Some historic light fixtures are integrated with decorative arches as uplights surrounding the second floor of the atrium. Each arch has a single recessed can light to illuminate an individual desk surface. Historic decorative wall sconces are present throughout the facility. Historic light fixtures should be renovated at some expense.

Electrical Power Distribution

There are some original floor outlets with brass covers scattered around the facility, but not located to serve the current furniture and equipment layout. The lounge seating in the Adult Area relies on an overfloor raceway but is not conducive to a flexible seating plan. The study carrels and computer stations utilize original wall outlets along the wall and at columns.

As new online catalog stations were added to the building on walls and stack end panels, the receptacles and conduits for the added equipment were surface mounted to ceiling, walls, and down to tops of shelving.

There is a lack of wall convenience outlets on the first floor that could otherwise encourage more casual seating opportunities such as the café style scenario below. This is part of a challenge of customers leaving devices unattended at outlets, which has led the Library to actually remove or block off many outlets that were too close to traffic areas or where seating was impractical or ill-advised.

Building Systems

HVAC: The Library has about 35 – 40 fan coil units that have either been replaced; or are original to the building, but manage to function adequately through replacement parts and maintenance programs. The typical life expectancy of these units is 15 years.

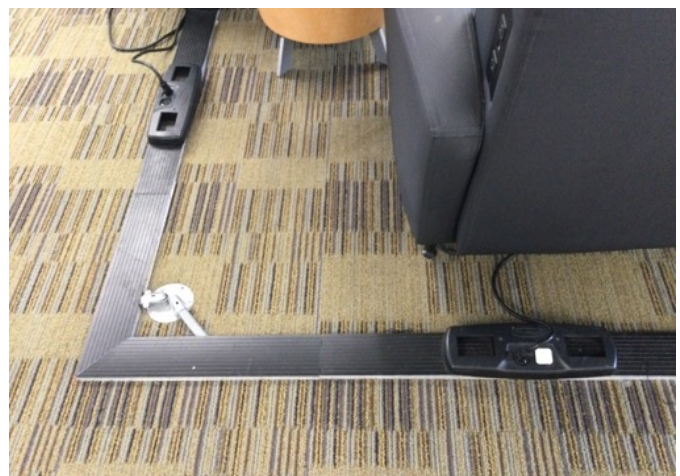
Electrical: The main switchboard is original to the building and has worked for 30 years due to regular maintenance. It may last another 10 years but will soon



Natural lighting coming through perimeter windows, clerestory windows and the occasional high window.



Existing suspended pendant light fixture with painted mesh cages

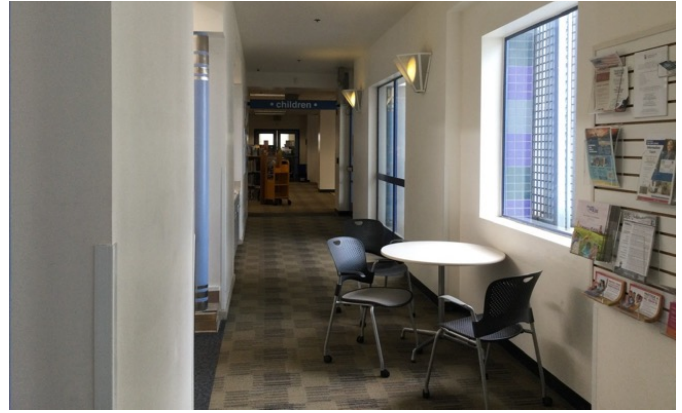


Surface mounted raceway at adult lounge seating

reach its end of life. If any substantial solar array is added to the facility, the electrical service will require upgrading.

Plumbing: Most of the plumbing fixtures in the libraries appear to be standard fixtures. All of the water closet and urinal flush valves should be replaced with automatic flush valves to meet current code requirements, including high-efficiency flow and flush fixtures to reduce potable water usage.

Low Voltage: The Library is equipped with internet and computer areas; however, given the facility was built before the internet, it was not originally outfitted with an IT room.



Quiet gallery space for seating with no nearby outlets

Mission Branch Facility Assessment

Site Context and History

The Mission Branch Library is situated in the Mission Plaza Real Shopping Center next to the police department. It is a familiar shopping destination for many of the surrounding residential neighborhoods that come here for a variety of shops and restaurants. This facility has one of the largest service populations of all ages because it is surrounded by family-friendly neighborhoods and is along the major thoroughfare of Mission Ave. The Library is just a mile from historical and cultural landmarks, including Mission San Luis Rey and Heritage Park and Museum.

The main entry lobby of the facility is leased storefront space. The majority of the Library is one large commercial space plus the Community Room that are owned by the City. Only the main lobby and Community Room have exterior access and natural light. The rest of the Library is tucked into a windowless space with the occasional skylight and with low light levels and minimal acoustical attenuation.

Based on building floorplans, the major tenant improvement work may have happened in the late 1990s. Branch services were relocated here from a mall across the intersection in 2000. Interior layouts have changed since then, but the librarian offices, small literacy rooms, and staff spaces remain. Furnishings have been reconfigured to accommodate a computer workstation area, Friends Bookstore, foreign language section, Early Learning Hub, Teen Zone, designated Children's Area, and conversion of bathrooms to all-gender, single-user restrooms.

Architectural Observations

Overall Exterior

The Mission Branch Library is clad in stucco exterior wall and has an architectural style that matches the entire Mission Plaza Real strip mall. It is easy to find with its tall corner tower and large building signage mounted on both sides facing Mission Ave.

Entrance and Main Lobby

The main lobby is bright, open, and patrons are welcomed by friendly staff behind the service desk. There are a couple of book carousels and metal wall shelving to browse popular or featured materials, but the floor space seems underutilized.



Building Overview

Area: 12,130 SF
(per 2017 Appraisal Report)

Stories: 1

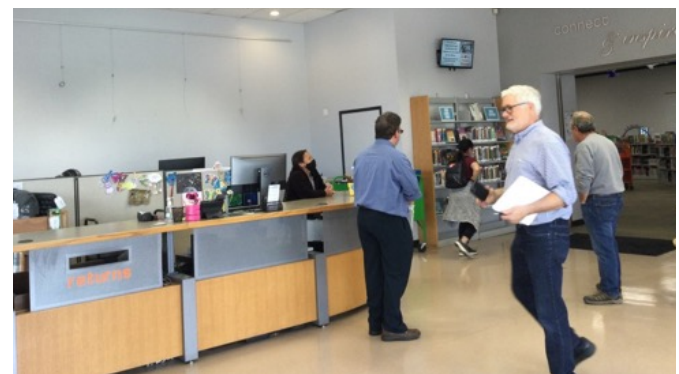
Construction Type: Type II



Mission Branch exterior



Mission Branch exterior



Mission Branch main lobby

The book handling is tucked behind the service desk behind a partial height wall panel system since there is no staff space for this function. The lobby is divided from the rest of the Library by a fire door since it is the boundary line between leased retail space and City-owned space.

Main Area

This branch is essentially one large room, subdivided only by furniture, shelving, and equipment with a couple of small offices and study rooms. The noticeable difference is the lack of natural light and acoustical isolation between Library zones.

An open seating zone comprised of soft lounge chairs, a couple of tables with chairs, and 13 computer stations is in the middle of the facility. It feels like a high foot traffic area, as patrons need to pass through it to get to the Main Stacks, the Teen Zone, and restrooms and staff and volunteers going to the Staff Lounge and Offices.

There is a dropped acoustical ceiling with 2x4 lights above this zone which minimally reduces echo and reverberation, but does not effectively isolate this zone acoustically, if one were expecting a quiet reading and working area.

The white acoustical tiles and lower ceiling height help with light levels for patrons trying to read or work at a table, but still feel slightly below recommended light level range for this type of activity.

Suspended, direct, LED high bay troffers provide the main illumination in the space, which feels uniform and commercial. The ceiling is exposed and painted black. General lighting appears adequate, but lack of task level lighting and natural light makes some areas feel dark.

The only enclosed public areas, with the exception of the Community Room, are the two Study Rooms. These are frequently checked out by single users looking for a quiet space, because the main space is generally noisy and busy. The Study Rooms are also shared with the literacy program users, which decreases availability for other purposes. Ideally, Study Rooms primarily have an acoustical separation, not a visible barrier from service sightlines.

The Teen Zone is clearly demarcated in the back corner with a lower ceiling area, signage and communal style of seating. It is densely stacked with collections at 7-high on two walls. The open corner does not provide



Mission Branch main area



Mission Branch main area



Mission Branch study rooms



Mission Branch Teen Zone in the back corner of the Library

a noise buffer and the small footprint combined with openness feels less like a space just for teens.

Children and Early Learning

The Children's Area has 3-high shelving which allows patrons to look across the Library and easily see the new mural (not yet installed at the time of visit) which, while it can serve as a landmark for the Children's play area, from the main entry, is intended to represent the indigenous heritage of the community. It is adjacent to the Community Room which is where the story times take place.

The Early Learning Hub is an open area tucked in the corner by the Community Room and building exit. Though it is next to the Children's Area, it feels too close to the main aisle that leads patrons to all the Community Room events.

Amenities

The Community Room hosts this branch's popular Library events. The reservable room is approximately 600 SF and is self-serviceable after hours, as it has a dedicated restroom and can be accessed from an exterior storefront door.

The room gets a lot of natural northern light, which is mostly blocked by cellular shades. The community room feels undersized for this location and for the capacity to hold a bigger variety of events. The finishes are outdated, and the ceiling tiles are showing their wear, though the carpet tiles were replaced in 2015.

There is a **Friends Bookstore** within the main area that is occasionally staffed, but lacks differentiation from the rest of the space.

There are two single-user restrooms that lack ADA door clearances. The restroom finishes are clean and well maintained but are outdated.

Staff Spaces

The percentage of staff space is minimal, with a small Staff Lounge that has a dedicated staff restroom in the back of the facility, and two small offices in the Main Area for the Library Manager and various full-time and part-time staff and volunteers.

The lack of workspace and its location in the facility is what pushes the book handling to occur in the main lobby behind the main service desk.



Mission Branch Early Learning Hub



Community Room



Non-compliant Restroom Door Entrances and Outdated Restroom Finishes



Staff Lounge

John Landes Community Center Library Assessment

Site Context and History

Note: A Facility Condition Assessment was completed by EMG on July 18, 2019, and an Accessibility Report was completed by Disability Access Consultants, LLC on August 23, 2021.

The John Landes Community Center was originally constructed in 1961. It sits within John Landes Park, serving the large Tri-City neighborhood, with new services and programs as of January 2023. The facility is surrounded by many park amenities such as baseball fields, tennis courts, plenty of open picnic area, skatepark and more. The building has a small parking lot of 21 spaces, of which two are designated as handicap accessible, though not fully compliant per the 2021 Accessibility Report. There is plenty of street parking on Cedar Road and Lewis Street. In the general vicinity is a residential area of single-family homes and multi-family housing units.

The Library occupies the north wing, while Housing & Neighborhood Services and Parks & Recreation and shared public restrooms are in the larger south wing. The Parks & Recreation wing has a small classroom, office space, Kitchen, and Dance Studio. The community easily passes from Recreation programs in this area to the services of the Library Department. The Library itself is on the north side of the lobby entrance. The total space used for Library services measures about 1,800 SF. The Community Room is directly accessed from the Library side and has direct exterior access to the parking lot and to a partially covered patio that is also fenced in.

It is about two miles from MiraCosta College, who previously leased it from the City for over the past 10 years to run various education programs. Due to this hiatus, the general public is not fully aware of the City resuming much-needed youth and community programs, and adding the permanent Library services. The Library continues, as it has for many years, to visit the Tri-City neighborhood with their Bookmobile on a weekly basis.



Building Overview

Area: 10,490 SF
(per 2017 Appraisal Report)

Stories: 1

Construction Type: Type V



John Landes Community Center Library Exterior



Northeast Corner of the facility with temporary banner



Two sets of main entry doors from Cedar Road

Architectural Observations

Overall Exterior

After this visit, the John Landes Community Center received much-needed exterior building signage that should clearly identify this facility as a place shared by Parks & Recreation, the Library, and Housing & Neighborhood Services. There is also now signage that notifies people the building is open during the week.

The building has two main entrances that are now less difficult to distinguish from one another with new signage, yet they are less than 20 feet from each other and open onto a shared lobby space. This lack of clarity is confusing and uninviting to visitors who should expect an approachable and welcoming experience from the point of entry. Upon entering the lobby, there is no service desk but rather a front office that is occupied by Parks & Recreation staff only.

The Library is in a single room that feels split by the line of columns with unusable square footage on one side. It is one of the few spaces in this building that is filled with natural light because the windows are lower with views to the park. Otherwise, most windows are clerestory, that admit some light, but way above eye level. The finishes and fixtures are outdated.

There are two enclosed rooms: one is a study room available in two-hour slots, and the other is the Library staff office for two employees. The restrooms in these areas do not have fully ADA compliant floor clearances.

The Library side has the benefit of direct access to the large Community Room that is bookable, prioritizes Library functions, and opens directly to a fenced-in courtyard. The room capacity is adequate, but has outdated finishes, fixtures, and lack of natural light and views of the park. The outdoor patio has received some upgrades, with more upgrades possible in the future.

Since the John Landes Community Center Library was only recently reactivated with City run services as of January 2023, the Library was in a temporary state during the site visit with only a temporary all-ages book collection and furniture. New custom modular furniture is now in place.



Oceanside Library sign on easel alerting which side is the Library



The single Library restroom does not have proper floor clearances.



Large community room



Outdoor patio from the Community Room

Oceanside READS Learning Center Facility Assessment

The Oceanside READS Learning Center is conveniently located next to the Civic Center in a leased storefront space which helps extend the Library services beyond their branch locations, effectively contributing to a Library eco-system of educational services. The Center signage is easily identifiable, though not as bold as the building address signage.

The lobby is a welcoming space, has a couch for waiting, wall space to communicate information, and a service desk for staff to sit at to welcome visitors. The lack of storage at this facility shows with boxes and crates out in the open.

The main space has a digital monitor and flexible table and chair systems to rearrange for different scenarios from small group classroom to tutor training. The size of monitor is relatively small for this size of room.

The main space also has a storage closet, but it is not ADA accessible.

There are two computer stations in the main space. The PCs are also used for printouts and training, so they are shared with the digital literacy programs. The small size of the shared space makes it difficult to host more than one activity at a time.

The facility has three nicely sized, quiet study rooms that are put to good use for private and one-on-one sessions. These are specifically occupied for the literacy program as the space is only open and staffed during program hours, not for general use. The exterior windows are single pane aluminum with a paint finish. The interior finishes could use a refresh.

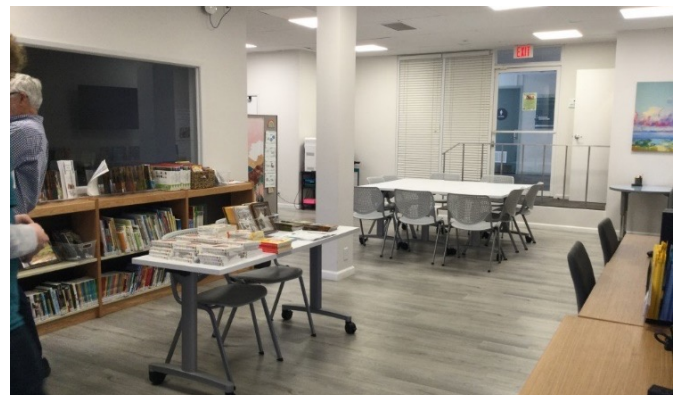
There are no accessible parking stalls directly in front of this facility or on this block.



READS Learning Center entrance



Main space



Main space



Entrance



Study Room



A

Appendix A

Operational Recommendations

The following operational recommendations are based on the insights from Community Engagement and the Environmental Scan. The recommendations are organized by category. The categories are:

- Community Engagement and Outreach
- Community Arts and Programming
- Accessibility and Inclusivity
- Infrastructure, Technology, and Services
- Program Development and Strategic Management



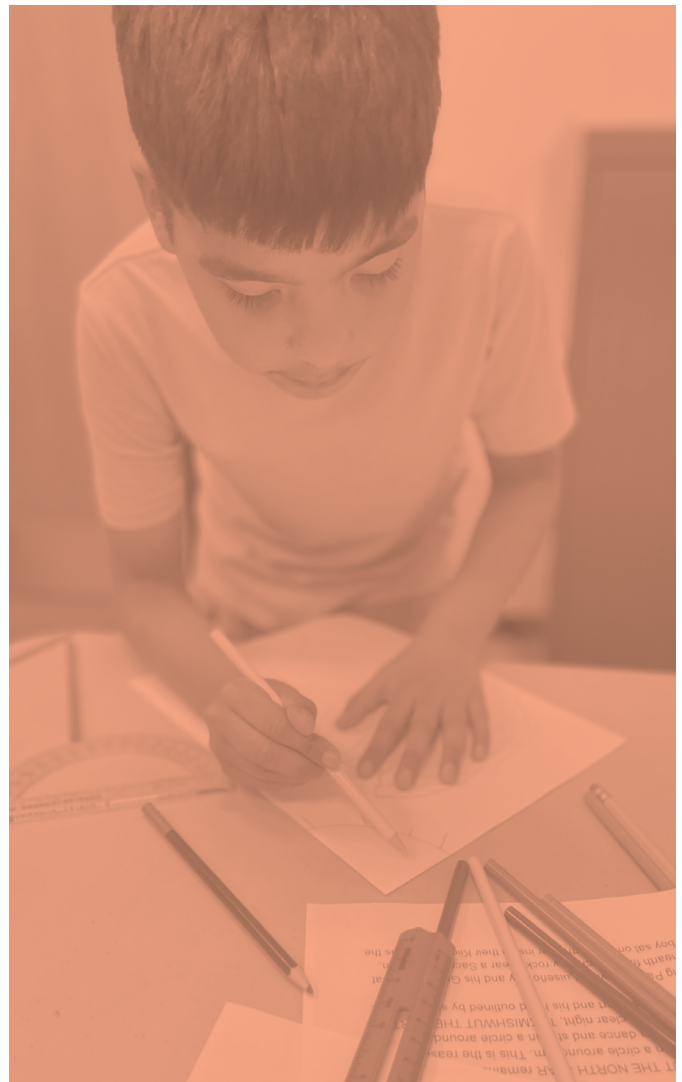
Community Engagement and Outreach

- **Enhance Public Awareness and Image:** Implement targeted marketing campaigns, address misconceptions, and promote the Library as a modern hub.
- **Strengthen Partnerships:** Forge partnerships with local organizations and schools, and utilize these for collaborative programs.
- **Engage in Continuous Community Dialogue:** Maintain an ongoing conversation with the community, and use feedback to gauge changing needs.
- **Improve Communication:** Employ various channels to reach different populations, and engage non-users in underserved areas.
- **Increase Strategic Marketing Efforts:** Improve communication strategies, using social media and community events, and target marketing to reach demographic groups, collaborating with schools and businesses.
- **Expand with Community Engagement Efforts:** Increase awareness of library services, engaging with local schools and organizations.



Community Arts and Programming

- **Community Art Projects and Collaborations:** Develop community art projects, collaborating with local artists and organizations.
- **Art Workshops and Educational Programs:** Organize workshops focusing on various art forms for all age groups.
- **Cultural Events and Art Exhibitions:** Host art exhibitions, combining them with cultural events such as art walks and talks.
- **Change Department Name to Library & Cultural Arts:** Reflect expanded focus on arts alongside traditional library services.
- **Partnerships with Cultural Institutions and Artists:** Establish partnerships to create a network that supports and promotes art.





Accessibility and Inclusivity

- **Improve Accessibility and Convenience:** Work to enhance the Library's physical and digital accessibility.
- **Enhance Cultural Sensitivity and Inclusivity:** Implement cultural training, and develop diverse programs and services.
- **Support for Unhoused Population:** Provide targeted services such as resource guides and special programs.
- **Flexible Hours for Mobile Services:** Offer extended or varied hours for mobile services that reach wider areas.
- **Enhance Online Accessibility:** Improve online access, working to ensure robust and user-friendly digital services.
- **Enhance Safety and Inclusivity:** Address safety concerns, to help ensure a welcoming space for all.
- **Diversify Programs and Events:** Increase the variety of programs, focusing on inclusivity and cultural diversity.
- **Cultural and Linguistic Inclusivity:** Ensure patrons are served in their language and cultural framework as needed or appropriate, through multicultural programs, materials in multiple languages, and staff or volunteer language abilities.



Infrastructure, Technology, and Services

- **Address Transportation and Safety Concerns:** Collaborate with local transportation to improve access, especially for those without private transport; help ensure safe parking, and consider safety in design.
- **Modernize Library Facilities:** Upgrade exteriors and interiors, and incorporate modern design and technology.
- **Expand Satellite Library Services:** Enhance services at satellite locations, and use them to offer a broader range of programs.
- **Redesign Library Spaces:** Use community feedback for designing seating, child-friendly areas, and modern amenities.
- **Enhance Space Utilization:** Explore maximizing space efficiency with flexible furniture and multipurpose areas.
- **Adapt to Technological and Social Changes:** Update technology and digital offerings, and offer more digital literacy programs and technology-related classes, especially for underserved demographics, including seniors.
- **Boost Digital Services and Online Presence:** Expand the e-book and digital resources collection, and enhance patrons' online experience.
- **Enhance Technology Accessibility:** Support regional efforts to increase access to Wi-Fi.
- **Improve Wayfinding and Branding:** Update signage, and further develop the consistent branding strategy already underway across locations.



Program Development and Strategic Management

- **Develop Educational and Career Programs:** Collaborate with institutions for GED and ESL classes, offer career development resources.
- **Diverse Age Group Programming:** Cater to different age groups, such as seniors— prepare for their population growth, and adapt services to reflect this community’s changing needs.
- **Economic Diversity Considerations:** Offer programs supporting lower-income families, and work to ensure resources appeal to a broad spectrum of people.
- **Develop Future-Focused Strategies:** Anticipate future needs, stay informed about trends, and adapt services accordingly.
- **Maintain Affordability of Services:** Work to ensure services remain affordable and accessible to all segments of the community.
- **Optimize Volunteer Engagement:** Enhance volunteer programs to leverage skills in facilitating programs and providing tech support.
- **Explore changes in Staffing and Open Hours:** Evaluate extending library hours, and assess staffing levels, both for additional service hours and high-demand periods.
- **Community Feedback and Assessment:** Survey patrons and non-patrons, and refine programs and services based on feedback.
- **Budget and Funding Strategies:** Explore additional funding avenues, and prioritize budget based on community needs.
- **Expand Collaboration with Peer Libraries:** Engage in more knowledge-sharing, and consider additional joint initiatives for further enhanced offerings.





B

Appendix B

Architectural Recommendations and ROM (Rough Order of Magnitude) Costing

Oceanside Public Library - Study Recommendations

Recommendations are based upon visual observations. Prior to commencing work, a thorough and detailed engineering inspection of the building is recommended.

Priority 1 – Near-term changes that are minimal, lower-cost upgrades relating to new furnishings, fixtures, and equipment; OR immediate need to upgrade elements of the building for code, ADA compliance, or security.

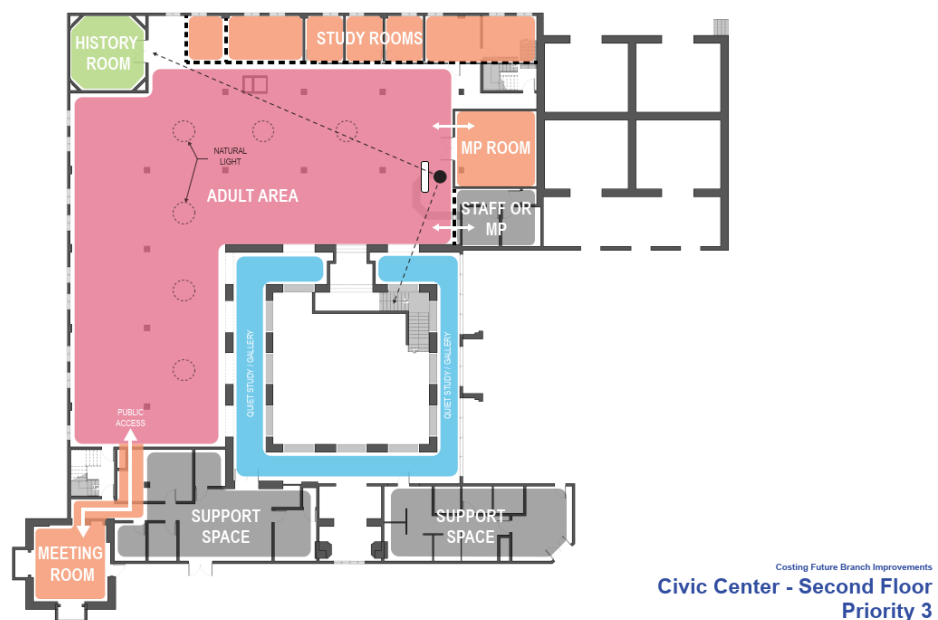
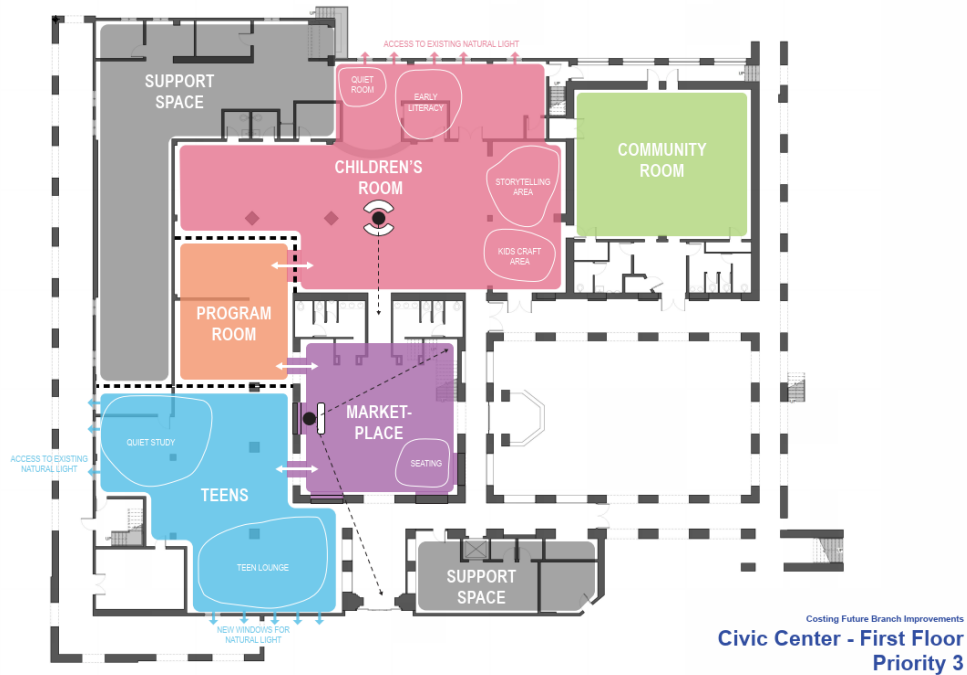
Priority 2 – Medium priority changes that generally require upgrades to many elements of the building such as interior, exterior, building systems, code, or ADA compliance.

Priority 3 – Long-term changes and capital improvements that generally require upgrades to many elements of the building such as interior, exterior, building systems, code, or ADA compliance; and/or if the facility is too small for the number of patrons that they are serving.

Level 1 Renovation – Replace floor and ceiling finishes. Patch, repair, and paint walls. Include an FF&E budget for new furnishings such as furniture, stacks, and light fixture replacement.

Level 2 Renovation – Level 1 Renovation plus minor demolition such as adding and/or demolishing partitions.

Level 3 Renovation – Full renovation to remove and install new flooring, walls, doors, ceilings, lighting (fixtures and controls), electrical (conduit and wiring), and HVAC (units and ductwork).



RECOMMENDATIONS

ROM Cost

CIVIC CENTER

Priority 1

- Replace damaged/stained acoustical ceiling tiles in public spaces.
- Replace acoustical ceiling tiles showing wear in staff spaces.
- Refresh the Community Room interiors (includes floor, base, wall, and ceiling).
- Make service desk in Atrium smaller to allow space for more marketplace and book display for new and popular collection.
- Add second point of exit on Second floor service desk for the staff's sense of safety.
- Add more interactive features in the Children's Area.

Mark-Up: General Condition/General Reqt.+Bonds & Insurances+Contractor's OPF+Design Contingency (EXCLUDING ESCALATION) \$140,829

Total \$501,929.00

Priority 2

- Add new electrical convenience power outlets in new, strategically chosen locations throughout the Library, in a way that does not conflict with maintaining paths of egress, cooperative behavior, and safety.
- Reconfigure or lower Adult bookstacks so as to improve visibility to the study carrels and increase sense of space and natural light, as well as create opportunity for more seating arrangements.
- (IN PROGRESS) Upgrade exterior courtyard to be more of a programmable space and to be enjoyed as an outdoor reading area with more outdoor seating.
- Relocate the Friends Bookstore, so it feels less like an afterthought, that has outgrown the end of corridor space where it currently resides.

Reconfigure Children's Area (Level 2 Renovation):

- Reduce Children's stack height to allow better visibility across the space.
- Reduce stack density to open floor space to play, explore, discover, and promote interactive learning.
- Include the Early Learning Hub space within the Children's Area so it does not feel disconnected.
- Relocate and reduce size of Children's service desk so it immediately welcomes people entering the space, does not block natural light, and gives more floor space to public.

(IN PROGRESS) Reconfigure Teen Zone:

- Reconfigure to feel less like a transitory space (open to hallway, in between small children's spaces).
- Refresh the furniture, finishes and equipment so it can strongly identify as a space for teens to convene, study and hang-out; a place away from the younger age groups.

Mark-Up: General Condition/General Reqt.+Bonds & Insurances+Contractor's OPF+Design Contingency (EXCLUDING ESCALATION) \$354,120.00

Total \$1,262,120.00

RECOMMENDATIONS

ROM Cost

CIVIC CENTER

Priority 3

- Acoustically isolate the second-floor study rooms from the general area. The existing walls are only partial height because full height would have required ceiling changes and impact the HVAC system above.
- Add a makerspace – a dedicated area for hands-on STEM projects for all ages. There is a 3D printer but no space to house it permanently.
- Upgrade exterior glazing system to high-efficiency dual pane windows for a more energy efficient building. This includes replacement of the steel window frames that have rusted from condensation over time.
- Upgrade main electrical switchboard, especially if a substantial solar array is added to the building.
- Create a new IT room as part of a new renovation.
- New lighting and lighting controls throughout.
- As approved in 2023-24 Capital Improvement Program, add Exterior building signage visible from North Coast Highway. Also add signage visible from the major street intersections at Pier View Way and Civic Center Drive.
- Reconfigure second-floor Library Admin area for more space efficiency (underutilized reception area) and better workflow; including public access to the Admin “Library Board” Meeting Room.
- Upgrade bathroom finishes, fixtures (high-efficiency flow and flush plumbing fixtures), and lighting.
- Replace HVAC units/systems. Though well maintained, they are nearing the end of their recommended service of life and should be redesigned for a better overall system.

Reconfigure the Children’s Area (Level 3 Renovation):

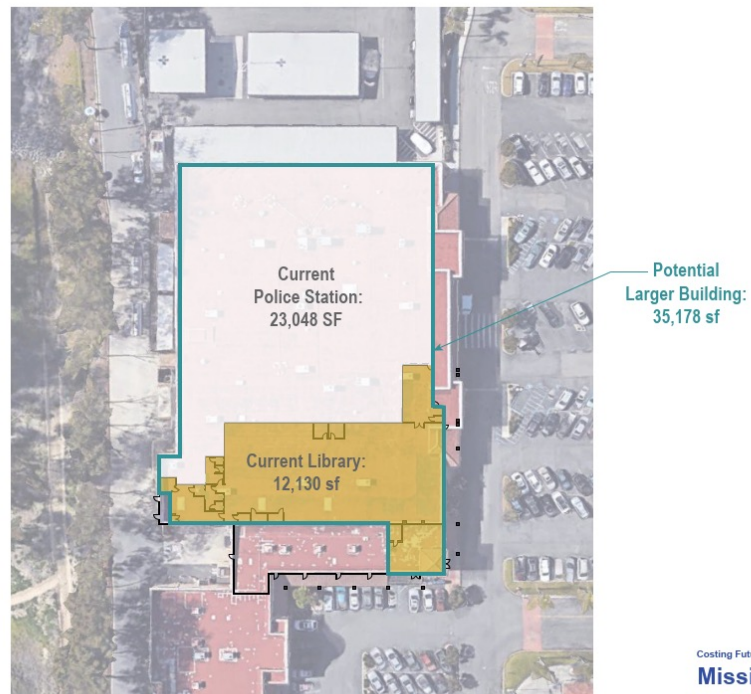
- Remove walls of the staff spaces that currently block access to natural light.
- Build new enclosed space(s) within the Children’s Area or Teen Zone to allow for youth-centered programs and activities.
- Relocate compact storage to make more room for Children’s Area or Children’s staff.

Renovate or replace certain historical building elements that are difficult or impossible to maintain:

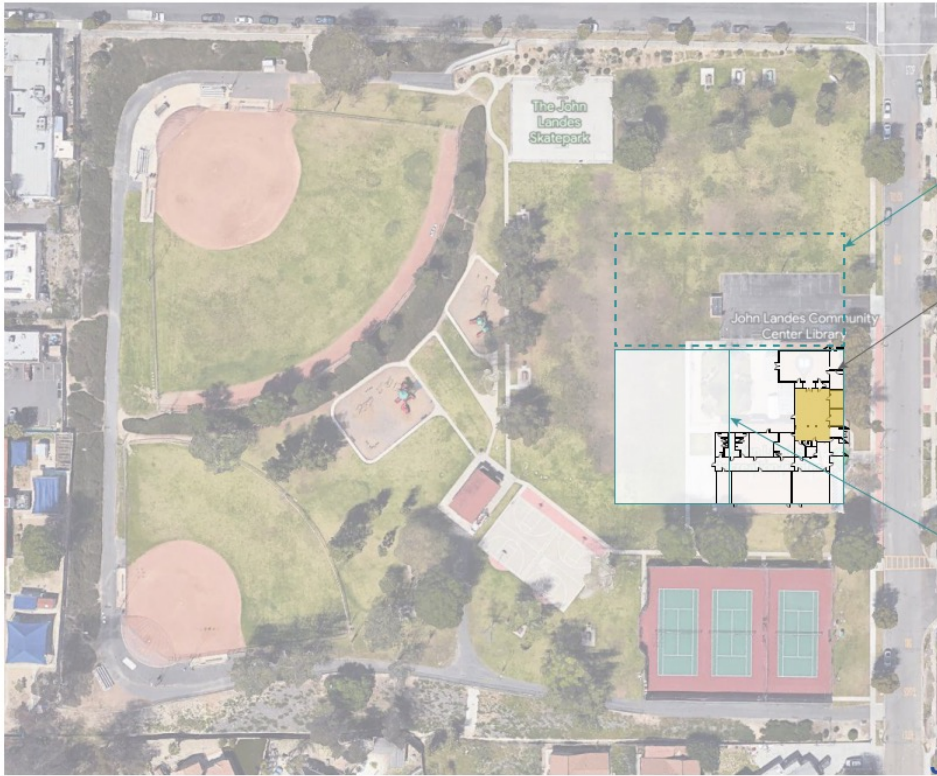
- The decorative arch/deep window sill above the courtyard fountain is behind a fixed cage that prevents maintenance access.
- The historic light pendants that are too high to reach by ladder and designed to be a challenge to replace bulbs or re-lamp.
- The lights integrated into all the decorative arches encircling the second-floor gallery.

Mark-Up: General Condition/General Reqt.+Bonds & Insurances+Contractor’s OPF+Design Contingency (EXCLUDING ESCALATION) \$3,087,825.00

Total \$11,005,325.00



RECOMMENDATIONS		ROM Cost
MISSION BRANCH		
Priority 1	<ul style="list-style-type: none"> Reconfigure the Children’s Area to incorporate the Early Learning Hub. Provide a smaller service desk in main lobby to make way for more marketplace book display setting, to allow browsing the new and popular collection in a store-like atmosphere. Refresh the Teen Zone so it can strongly identify as a space just for teens to convene, study and hang-out; a place separate from the younger age groups. Refresh the Community Room interior finishes. 	
	Mark-Up: General Condition/General Reqt.+Bonds & Insurances+Contractor’s OPF+Design Contingency (EXCLUDING ESCALATION)	\$54,385.50
	Total	\$193,835.50
Priority 2	<ul style="list-style-type: none"> Develop wayfinding signage package. Consider different ways to acoustically isolate or buffer one area from another, e.g., enclosed Teen Zone, acoustical clouds, walls. Provide more natural light along exterior wall. Provide more natural light to space with skylights, Solatubes, and clerestories. Replace front walls of study rooms with more transparent wall for better visibility in and out of the rooms. Provide different types or amounts of seating to promote collaboration or solitary studying. Replace general lighting. General lighting is deficient and lit like an open commercial space; needs more foot-candles variety and layers of light to suit the activity for service points, circulation, reading areas, collections, table tasks, etc. Reorganize and reconfigure staff areas for workspaces, storage, meeting spaces, offices, and breakroom. Add more enclosed study rooms in various configurations. Provide code-compliant maneuvering clearances at restroom entry doors; convert to multi-stall, gender-neutral, code-compliant restrooms with upgrade to finishes, fixtures, and lighting. 	
	Mark-Up: General Condition/General Reqt.+Bonds & Insurances+Contractor’s OPF+Design Contingency (EXCLUDING ESCALATION)	\$751,998.00
	Total	\$2,680,198.00
Priority 3	<ul style="list-style-type: none"> When adjacent City-owned space (OPD Building) becomes vacant, consider a significant size increase of this facility to better serve what is considered the largest segment of the Oceanside community. 	
	Mark-Up: General Condition/General Reqt.+Bonds & Insurances+Contractor’s OPF+Design Contingency (EXCLUDING ESCALATION)	\$6,173,739.00
	Total	\$22,003,839.00



Potential
New Parking

Current Building:
10,490 SF
(Library 1,800 sf)

Potential
New Building:
30,000 SF

Costing Future Branch Improvements

John Lande Branch Priority 3

RECOMMENDATIONS		ROM Cost
JOHN LANDES		
Priority 1	<ul style="list-style-type: none"> Provide new, lighted monument sign that clearly identifies what this facility is and when it is open. Refresh all the building exterior finishes, e.g., paint the building, add exterior lighting. Refresh all interiors to update colors, finishes, and fixtures. 	
	Mark-Up: General Condition/General Reqt.+Bonds & Insurances+Contractor's OPF+Design Contingency (EXCLUDING ESCALATION)	\$113,139.00
	Total	\$403,239.00
Priority 2	<ul style="list-style-type: none"> Upgrade structural deficiencies identified in 2019 facility analysis. Consolidate administrative spaces for all staff operating at this facility so staff spaces can be laid out more efficiently and remaining space can be used by public. Provide more natural light through skylights and/or windows. Renovate the two front entrances to become one main point of entry that is easy to find. Renovate lobby to create a welcoming experience for all three building functions, with service point and better wayfinding. Renovate outdoor patio to improve outdoor programming opportunities and Library patron experience. Convert single-user restroom between the Library and Community Room, currently a non-compliant layout, to multi-stall, gender neutral, code-compliant restrooms with upgrade to finishes, fixtures and lighting, by expanding to the adjacent room. 	
	Mark-Up: General Condition/General Reqt.+Bonds & Insurances+Contractor's OPF+Design Contingency (EXCLUDING ESCALATION)	\$311,940.00
	Total	\$1,111,783.00
Priority 3	<ul style="list-style-type: none"> Full building renovation of all systems, plus expansion. Add new Parking Lot Area to support larger building. 	
	Mark-Up: General Condition/General Reqt.+Bonds & Insurances+Contractor's OPF+Design Contingency (EXCLUDING ESCALATION)	\$2,148,120.00
	Total	\$7,656,120.00
Priority 3 ALT	<ul style="list-style-type: none"> Design entirely new facility, sized to serve the large service population in this location. Add new Parking Lot Area to support larger building. 	
	Mark-Up: General Condition/General Reqt.+Bonds & Insurances+Contractor's OPF+Design Contingency (EXCLUDING ESCALATION)	\$15,517,125.00
	Total	\$55,304,625.00



Appendix C

Detailed Community Engagement

To create an understanding of the needs and perspectives of the Oceanside community related to Library services, an extensive community engagement process was undertaken between April and June 2023. This robust outreach strategy was designed to reach both Library users and non-users within the community, employing a multi-faceted approach. Key elements of this process included one-on-one key informant interviews with residents, community partners, and staff; focus groups targeting specific populations; passive information gathering methods such as comment cards and visioning boards; and a dedicated project website hosted on Social Pinpoint that provided a survey and an idea board.

This inclusive engagement yielded a wealth of valuable insights, as evidenced by the final outreach metrics: 14 key informant interviews, 348 online and paper community survey responses, six focus groups, and 180 written comments and data points. The feedback gathered serves as a vital foundation for aligning the Library's services and programs with the unique needs and aspirations of the Oceanside community.

Key Informant Interviews

This section presents the findings from the key informant interviews, shedding light on the multidimensional challenges Oceanside is grappling with, the roles libraries are playing in addressing these issues, the barriers to service utilization, and future needs shaping the Library's strategic directions.



Interviewees were asked four key questions:

What are some challenges in the Oceanside Community?

What is the role of the Library in addressing those challenges?

What are some barriers to people accessing Library services in Oceanside?

In 10 to 20 years, what are some future needs for the Library to consider? What does the Library have to be doing to be successful?

The findings reveal a complex fabric of challenges that the City of Oceanside is facing. These challenges span several areas, including urban growth, cultural preservation, community engagement, and public safety. The City is at a critical juncture, trying to manage its growth in a way that safeguards its distinctive character and its natural and cultural resources. This growth also brings with it a myriad of social and technological challenges, from social divides and educational barriers to infrastructure demands and public safety concerns.

In addressing these challenges, libraries have emerged as crucial community hubs. They offer a wide range of services and programs, serve as neutral platforms for civic engagement, and provide access to vital digital resources. Libraries today are not only repositories of books and information, but they are also dynamic spaces that foster community

engagement, inclusivity, and cultural preservation. They play a significant role in confronting societal issues, such as homelessness and food insecurity, and in promoting education and digital access.

However, the ability of libraries to serve the community is hindered by several barriers. These include awareness and cultural habits, transportation limitations, access constraints, and limited resources and equipment. These barriers limit the Library's reach and its ability to provide services to all community members.

What are some challenges in the Oceanside Community?

According to the interviews, Oceanside faces a complex blend of challenges as it navigates the intersection of growth, cultural preservation, community engagement, and public safety.

At the forefront of these concerns is the delicate balance between embracing growth and preserving the authenticity of the local culture. As urban development accelerates, the City is keen on managing this expansion in a way that safeguards the distinctive charm that sets it apart; however, with urbanization comes a new set of environmental and aesthetic considerations, particularly regarding the preservation of the beach and expansion of green spaces.



Alongside these physical transformations, there are also emerging social divides, as generational and demographic shifts result in varying opinions about the City's changes. Engagement between the City and the rapidly growing Hispanic population and the African American churches appears to be lacking, while gentrification brings about tension between long-time residents and newcomers attracted by the City's charm.

A significant aspect of the City's transformation is the rapid rise of technology. This expansion, particularly the increased demand for bandwidth for streaming high-quality videos, is creating infrastructure challenges.

Educational and language-related challenges are also surfacing with concerns about the lack of preschools and a shortage of non-English books in languages other than Spanish. Simultaneously, the City's workforce requirements, such as the need for bilingual staff and job readiness programs, add to the complexities.

Public safety concerns are also rising, with a visible homelessness problem and increasing crime rates. The attractive climate and amenities seem to draw in more homeless individuals, while the City's housing dilemma exacerbates the issue. The high cost of living, soaring housing prices, and a lack of rental protections create difficulties for many residents in affording housing. Alongside this, there is a struggle in working to ensure the availability and quality of services for the homeless, particularly in terms of mental health support.



Finally, the City struggles with providing adequate resources and services across all its sectors and maintaining effective communication and active community participation. Many individuals find it hard to get involved due to their busy lifestyles, lack of understanding of local services, or a sense of mistrust in local government decisions.

In essence, the City is in a state of flux, contending with a web of interconnected challenges. As it evolves, it will need to strike a delicate balance in managing growth, fostering community engagement, and addressing key issues such as housing, public safety, and service provision.

What is the role of the Library in addressing those challenges?

Libraries are pivotal community hubs offering crucial resources, activities, and programs that cater to a range of community needs. As democratized spaces, they bridge societal gaps, bring people together for social and learning activities such as knitting clubs, yoga classes, seminars, community discussions, and book clubs, and engage in proactive outreach, particularly to underserved communities.

In addition to providing access to traditional resources, libraries also address societal issues such as homelessness, mental health, and food insecurity. They connect individuals with relevant services and offer direct aid or programming to address these challenges. Collaborative efforts with other departments, such as Housing and Neighborhood Services, further enhance service reach and impact, highlighting libraries' vital roles in citywide initiatives, including disaster response.

Libraries also promote civic engagement and democracy by serving as neutral platforms for open discussions and educating community members about civic processes. This enhances transparency and makes democratic processes more accessible.

The digital realm has significantly broadened the role of libraries. They provide vital digital resources, including computers, and Wi-Fi, thus helping to ensure that community members can access necessary digital services. Libraries also offer a variety of learning materials in both physical and digital formats, and constantly strive to reduce barriers to access, making their resources available to as many individuals as possible.



Libraries' educational function extends far beyond book lending. They serve as free educational resources, offering language support, makers' opportunities, and tutoring, among other services. Their active engagement with different community groups and their efforts toward cultural preservation highlight their role as democratic, educational community hubs. Libraries also contribute to workforce development through job readiness programs and internships, emphasizing their practical education value.

Libraries have become a welcoming environment for all community members, serving as social gathering and activity hubs. They engage with the community in innovative ways, such as home deliveries of materials and mobile services, and offer unconventional services such as Humanity Showers and passport services. Libraries are continually seeking to innovatively optimize and adapt their space, services and resources to cater to current community needs.

In summary, **libraries have evolved to be much more than providers of books and information; they are vital community hubs that foster engagement, inclusivity,**

education, and cultural preservation. They play a significant role in addressing societal issues, promoting civic engagement, providing digital access, offering educational resources, and optimizing space and resources to meet the community's needs.



What are some barriers to people accessing Library services in Oceanside?

The first set of barriers relates to awareness and cultural habits. Many residents are unaware of the Library's services and programs due to insufficient publicity. The Library's image suffers from negative perceptions and social stigma, with some viewing it as primarily a haven for individuals who are homeless. The cultural habits and lifestyle of residents also limit the use of Library services, particularly among individuals who prefer digital resources, or have a lifestyle too busy to accommodate regular Library visits. Communication and outreach have also been identified as a barrier, especially for non-English speaking communities.

While the drivetime analysis shows almost all of Oceanside is within a 10-minute drive of a library facility, transportation limitations nevertheless pose another significant obstacle.

Access constraints provide another set of barriers. The Library's operating hours, based on available staff resources, limit access for those who work standard 9-to-5 jobs. Accessibility issues, both physical and digital, exist, including parking difficulties, and need for more full compliance with the spirit of the ADA, such as wheelchair access that is beyond minimum standards. Technological challenges, such as reliance on digital communication, pose difficulties for those with limited tech skills or access. Procedural hurdles, such as obtaining a Library card, and language barriers, further limit accessibility.

The Library's complexity of digital interfaces, and the users' lack of available devices and connections at home, restrict user access. And the technological literacy of patrons is variable, creating a barrier to using the Library's digital resources. Physical space and infrastructure are also insufficient, affecting the ability to provide certain services or host programs. Budget constraints and insufficient staff limit the Library's ability to extend services or operating hours.



In 10 to 20 years, what are some future needs for the Library to consider? What does the Library have to be doing to be successful?

As the Library envisions its path forward, it must consider ways it can even more effectively serve the community.

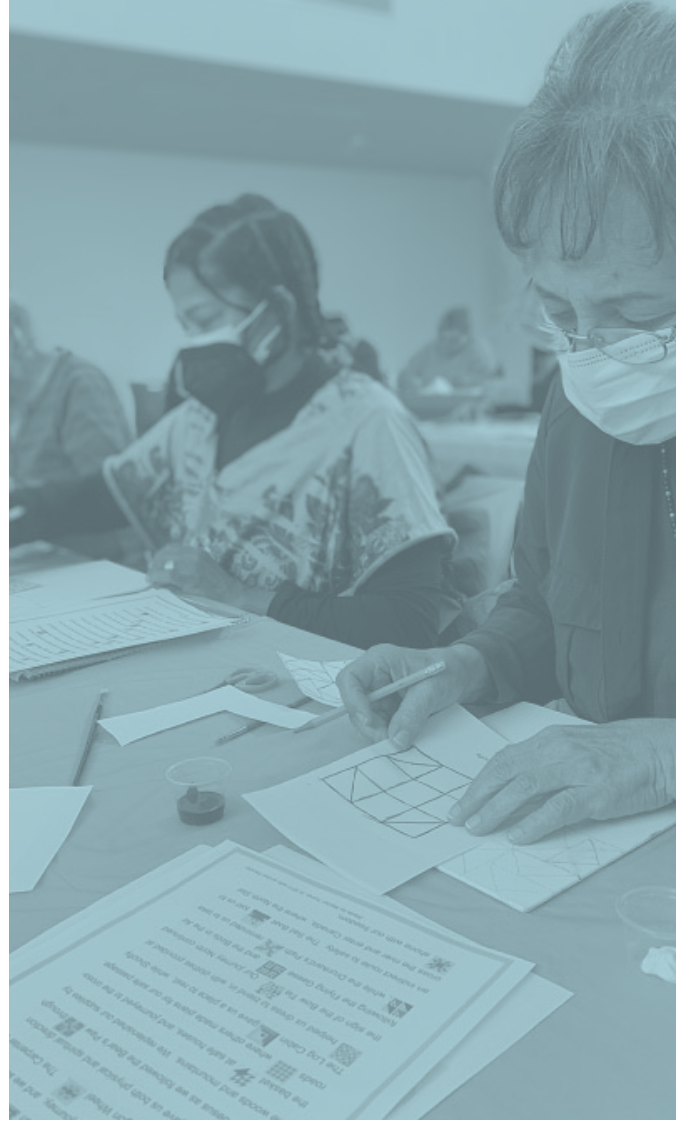
The Library should emphasize its unique purpose, promote its achievements, and further its commitment to equity and inclusion, emphasizing the importance of representing and engaging with all the diverse segments of Oceanside. In cooperation with the community, the Library must plan to create inspiring spaces and to offer an even wider range of services and programs beyond books.

To serve the varied needs of its community, the Library must facilitate community interactions as a resource hub, be part of the wider civic and political conversation, and become a trusted partner for other entities in Oceanside neighborhoods.

The Library has to plan to continually adapt to technology changes, reevaluate staffing structures, anticipate changes in demand for physical and digital resources and other shifts in resource consumption, and stay flexible and relevant to meet the changing needs of the community.

To expand its accessibility and reach, the Library must plan to expand and modernize its physical facilities, extend its reach to different neighborhoods, take a lead in providing access to a variety of resources and services, and foster social spaces that promote community interaction.

Overall, the Library has to demonstrate its commitment to evolve and innovate in response to community needs, technological advances, and the changing landscape of information and resources.



Specialized Engagement

The BerryDunn team created an engagement plan that provided the opportunity for robust engagement, including the engagement of specialized populations and groups:

- Tween/teens between the ages of 10 – 17
- Community members who speak English as a second language (non-natives)
- Community members with intellectual disabilities
- Community members with specific ADA needs
- Representatives of groups who have mental health challenges
- Local tribal leaders



What are Challenges in the Oceanside Community?

- Cultural sensitivity came up with almost every group and stakeholder. While the City is constantly evolving, there are still challenges to engage specialized populations.
- The unhoused population was also perceived as a challenge in almost every group. This is becoming a national problem that is tied to mental illness and lack of services.
- Focus groups and stakeholders also feel that City marketing and communication faces challenges, and better efforts can be made to disseminate information to underserved populations and communities. Some feel the Library can serve as a hub for citywide information and mapping to services.



What are challenges in the Library system?

- Hours of operations and dispersal of programs were the two main challenges that the specialized groups felt could be a short-term goal. Focus groups and stakeholders shared that it would be impactful if the libraries' hours of operations ran later in the evening to provide opportunities for the working class and their families.
- They also would like to see more programs offered at Mission and Landes Branches, to duplicate services at the Civic Library. It was relayed that the Civic Library is not easy to travel to during peak hours.



What are the barriers that limit access?

- Hours of operation were also considered a barrier to access by specialized populations for the same reasons that they are considered a major challenge.
- Lack of outreach to non-users was identified as a barrier to access; the non-native groups shared that face-to-face interactions were needed in underserved communities.
- Wayfinding and universal branding would help make it easier to identify libraries for non-users.



Future Directions for the Library to Take?

- The exterior and interior of libraries could be updated with modern features and signage. Focus groups at John Landes Community Center are happy with the interior updates, but feel that the exterior is underwhelming and unable to draw non-users to the facility.
- Extending services to satellite libraries will provide a larger range of access for community members who need and want to participate in programs.
- Enhancing the libraries' systematic access to education and career development could include growing further partnership with MiraCosta Community College for programs such as GED classes for English-as-a-second-language community members looking to advance their education.
- Continue its mission of providing more affordable services to the public as the median household income continues to decrease in some communities.

Community Survey

As part of the engagement effort, a non-statistically valid community survey was prepared to provide feedback on service priorities for the Library. The survey was primarily provided online, but paper copies were made available to the public at Library locations. The survey was professionally translated into Spanish and made available to those who needed it in Spanish. A total of 348 responses to the survey were received.

Question 1: Whether or not you use the Oceanside Public Library, what do you value about it?

Single selection with an "Other" write-in option.

Answered – 346 | Skipped - 2

Option	Times Selected
Having a library says we are a community that cares about reading, learning, and growing.	320
The Library is an inclusive, safe space for everyone in our community.	250
The Library provides access to technology.	251
The Library offers e-books and other online services.	239
The Library provides programming, services and cultural activities for the community to engage in.	243
The Library provides a positive place to go for youth and their families.	271
The Library improves quality of life and makes our community more livable.	263
Other Answers	42

Question 1 Findings

The community highly values the presence of the Library, seeing it as a place that fosters learning, inclusivity, and cultural engagement while improving the overall quality of life.

The data indicates a high level of agreement across all statements. The majority of respondents agree that the Library is a positive and valuable resource for the community.

The statement with the highest agreement is, "Having a library says we are a community that cares about reading, learning, and growing," with 320 respondents expressing agreement. This suggests that the presence of the Library is seen as a symbol of a community that values education and personal growth.

The statement with the lowest agreement is, "The Library offers e-books and other online services," with 239 respondents expressing agreement.

While still a majority, this statement has the least agreement among the listed options.

Forty-two "Other Answers" were written in. The feedback from these comments indicates a strong appreciation for its role in promoting literacy and providing a welcoming community space. Many respondents emphasize the value of access to physical books, with statements such as, "The Library offers BOOKS," "The most important value the Library has is that all people can have access to books," and, "The Library provides books, which I think is more important than all the other choices above." Other respondents appreciate the wide variety of services and programs offered, ranging from "the book delivery service for the homebound" and "pre-school activities for children," to "provides a plethora of opportunities for community groups to engage with other community members."

Additionally, the Library is recognized for being an inclusive, accessible, and supportive community space for

different demographics. Statements such as, “The Library is a place to go where you don’t have to pay for anything to be able to hang out there as long as you want,” “provides enjoyable community events for all genders and those of all ethnicity,” and, “embracing homeschooling families and school-age children with no-cost rooms and places

to gather for educational functions” reflect this. Some suggestions for improvement were also provided, such as needing a wheelchair ramp at the Civic Center Library main doors, and a call to enhance the online options for books/e-books.

Question 2: How often do you visit an Oceanside Library location?

Single Selection

Answered – 344 | Skipped - 4

Option	Times Selected
Weekly	130
Monthly	105
A few times a year	71
Every couple of years	24
Never	14

Question 2 Findings

The majority of respondents visit an Oceanside Library location regularly, with 130 respondents indicating that they visit the Library weekly. Following the weekly visitors, 105 respondents visit the Library on a monthly basis. This further reinforces the importance of the Library in the community, as it attracts a considerable number of visitors on a consistent basis. The “A few times a year” category has 71 respondents, indicating

that a notable portion of the population visits the Library occasionally, but not as frequently as the weekly or monthly visitors. The “Every couple of years” category consists of 24 respondents, showing that some individuals visit the Library infrequently, typically with a gap of a couple of years between visits. A smaller group of respondents, 14 in total, indicated that they never visit an Oceanside Library location.



Question 3: What are the barriers to using Oceanside Library services for your household?

Multiple Selection

Answered – 186 | Skipped - 162

Option	Times Selected
The Library is too far or inconvenient to get to.	36
The Library is not open when I need it to be.	26
I don't feel safe there.	20
The Library does not offer anything I am interested in or need.	16
I have difficulty accessing digital resources.	13
I don't feel welcome there.	2
The Library staff does not speak my language.	1
Other Answers	117

Question 3 Findings

Overall, the data indicates several key barriers to using the Library, including location inconvenience, limited operating hours, safety concerns, access to digital resources, and potential gaps in services offered. The most common barrier reported was the distance or inconvenience of getting to the Library, with 36 respondents indicating this issue. The Library's operating hours are a concern for 26 respondents.

A small number of respondents (two) stated that they do not feel welcome at the Library. Language barriers were mentioned by only one respondent. Safety concerns was selected by 20 respondents. Sixteen respondents mentioned that the Library does not offer services or resources that align with their interests or needs. Thirteen respondents selected having difficulty accessing digital resources.

There were 117 "Other Answers" written in as part of this question. The responses to the "Other" option on the question about barriers to using the Library vary significantly, but can be divided into several categories.

A significant number of responses revolved around issues related to homelessness and safety. Respondents frequently mentioned discomfort and hygiene concerns related to homeless individuals using the Library facilities, with comments such as, "Last visit to the downtown location was very uncomfortable. There were numerous homeless in the upper section occupying the seats trimming their fingernails and toenails" and, "There

are too many homeless people who use the Library as a place to shower in the restrooms and come in and hang out. It feels dirty and stinky and unsafe."

Another common theme revolved around the availability and accessibility of materials and resources. Some participants were frustrated by outdated books or a perceived lack of new releases. One respondent complained, "There are seldom bestsellers or posted current bestseller lists," while another lamented that "Library books are out of date for many subjects." There were also complaints about a lack of diversity and volume in digital resources, including e-books and audiobooks. One person stated, "I wish there were more e-books/audiobooks available," while another mentioned the long waiting times for popular titles.

Accessibility and convenience issues were also prominent in the responses. Some participants mentioned problems with the location of the Library, parking, and physical accessibility, especially for older or disabled patrons. One respondent stated, "Parking & walking distance is an issue. No drive-up services," while another complained about the difficulty of bending down to lower shelves due to their age.

A few responses also discussed the Library's schedule and hours of operation. Some patrons expressed the desire for longer operating hours or more weekend services to accommodate their work schedules. For instance, one person mentioned, "Would love to have the [Civic Center] Library open on Sunday."

Additionally, some respondents identified issues related to Library programming and communication. Several participants expressed dissatisfaction with the publicity of Library programs, with one stating, “Poor publicity for your many fine programs. You rely on flyers when everything is online now.” Others mentioned lack of relevant programming or difficulty finding information about Library services.

Finally, a significant number of participants indicated that they had no barriers to using the Library, expressing overall satisfaction with the services provided, such as, “None, there are honestly no barriers” and, “None that I can think of.” **Others highlighted the convenience and value of digital resources and home delivery services, often stating that these options minimized or eliminated their need to visit the Library physically.**

Question 4: Are you or any member of your household an Oceanside Library card holder?

Single Selection

Answered – 343 | Skipped - 5

Option	Times Selected
Yes	299
No	33
I don't know	11

Question 4 Findings

The majority of respondents (299) indicated that they or at least one member of their household are Oceanside Library cardholders. A smaller number of respondents (33) reported not having an Oceanside Library card for

any member of their household. A few respondents (11) were not sure whether they or any household member have an Oceanside Public Library card. This means that survey data reflects more of the opinions of users than non-users.

Question 5: Do you feel that Oceanside Public Libraries are inclusive?

Single Selection

Answered – 341 | Skipped - 7

Option	Times Selected
Yes	290
No	37
I don't know	14

Question 5 Findings

The majority of respondents (290) indicated that they feel Oceanside libraries are inclusive. This suggests that a significant portion of respondents perceives the libraries as welcoming and accommodating to diverse groups and individuals. A small number of respondents (14) reported feeling that Oceanside libraries are not

inclusive. This indicates that there are some concerns or issues related to inclusivity that have been identified by this group. A considerable number of respondents (37) were not sure whether Oceanside libraries are inclusive. This could indicate a lack of clarity or awareness among this group about the Library’s efforts toward inclusivity.



Question 6: Do you currently use Oceanside Public Library?

Single Selection

Answered – 343 | Skipped - 5

Option	Times Selected
Yes	307
No	36

Question 6 Findings

The majority of respondents (307) indicated that they currently use the Library. A smaller number of respondents (36) reported not currently using the Library.

Question 7: Why do you use Oceanside Public Library?

Multiple Selection

Answered – 304 | Skipped - 44

Option	Times Selected
It has books and other library materials.	260
It offers programs and events.	165
It has friendly staff.	161
It has space for work and enjoyment.	86
To visit the Friends Bookstore	82
It has computers or Wi-Fi.	63
Other Answers	45

Question 7 Findings

Overall, the data suggests that the Library is utilized for a variety of reasons, including access to books and materials, programs and events, friendly staff, computer and Wi-Fi access, and the availability of space for various activities. The Library's diverse offerings and services cater to the needs and interests of its community members, making it a valuable resource for a broad range of individuals.

The most common reason cited by respondents for using the Library is the availability of books and other library materials, with 260 respondents indicating this as their primary reason. This highlights the core function of the Library as a resource for reading and learning. A significant number of respondents (165) mentioned that they use the Library because it offers programs and events. This suggests that the Library's diverse range of activities and events attracts a considerable audience, contributing to its importance in the community beyond just book lending.

Friendly staff is another important factor that influences Library usage, as stated by 161 respondents. Positive interactions with staff can enhance the overall Library experience and encourage repeat visits. The Friends Bookstore is a specific attraction for 82 respondents, highlighting the value of this bookstore within the Library for some Library users.

Access to computers or Wi-Fi is valued by 63 respondents, indicating that the Library serves as a valuable resource for digital access and connectivity for those who may not have such resources at home. The availability of space for work and enjoyment was noted by 86 respondents, suggesting that the Library's physical environment is conducive to various activities, including studying, working, and leisure.

The "Other Answers" category received 45 responses. Many patrons use the Library for its digital resources. Several respondents mentioned the apps Libby and Hoopla, which provide access to e-books and

audiobooks. One respondent commented, "I use the Libby program to access materials," while another noted, "I use the hoopla app often. If there were more audio books available on this it would be helpful to me." Some respondents appreciated the Library's robust interlibrary loan services such as Link+: "Love the LINK system & use it regularly."

For others, the Library serves as a community gathering space. One respondent highlighted the value of the Library as a place to become acquainted with the local community, saying, "It's a place to get a sense of the community if you are new to town." Another mentioned using the Library for "community service hours." Several respondents pointed out the Library's inclusive nature: "All members of the community are welcome at the Library...", and, "It serves all members of our community no matter who they are."

Another common theme among responses was the usage of the Library for children's activities and early education. Parents mentioned using the Library for "toddler reading time," "baby storytime," and to "teach my children a love for reading." Others appreciated educational programs such as the STEM science classes.

Respondents also appreciated the physical attributes of the Library and its offerings beyond books. They value the quiet and peaceful environment, the outdoor beauty of Civic Center and the availability of "desks where I can work." One user expressed a desire for more music resources and a more efficient way to acquire used magazines. Others mentioned checking out toys or participating in book discussion groups and reading events.

Lastly, several patrons use the Library for research, with one saying, "research and book finding, e-book finding, resources for college." They find value in the Library's ability to support education and research for citizens and students.

Question 8: Overall, how satisfied are you with Oceanside Library services?

Single Selection

Answered – 302 | Skipped - 46

Option	Times Selected
Very satisfied	192
Satisfied	90
Slightly satisfied	17
Slightly dissatisfied	1
Dissatisfied	2
Very dissatisfied	0

Question 8 Findings

Overall, the data suggests that the vast majority of respondents are either very satisfied or satisfied with Oceanside Library services. This high level of satisfaction reflects positively on the Library's efforts

to meet the needs and expectations of its users. Additionally, the low number of respondents expressing dissatisfaction indicates that the Library is generally providing a positive and satisfactory experience for its patrons.

Question 9: How would you evaluate Oceanside Library services in the following areas?

Single selection with an "Other" write-in option.

Answered – 305 | Skipped - 43

Option	5 Excellent	4	3	2	1 Poor	Don't Use
Availability of books, e-books and materials I want	116	109	50	9	2	18
Ease in finding materials	160	95	25	9	2	11
Comfort/Cleanliness	176	79	21	8	4	15
Sufficient Seating	134	75	37	11	1	44
Building Quality and Size	152	94	31	3	4	18
Meeting Rooms	77	34	23	5	3	158
Child and Teen Areas	111	63	20	5	3	94
Programs and events	109	75	29	4	3	80
Online services	110	72	31	6	1	80
READS Learning Center/Literacy Services	57	24	6	0	1	211
Bookmobile and Outreach Services	91	31	12	1	1	160

Question 9 Findings

Overall, the data suggests that the Library is providing valuable and satisfactory services to its patrons. The data shows a generally positive sentiment toward most of the Library services. The majority of respondents rated the services as Excellent, Very Good, or Good. The services with the highest number of Excellent ratings are Comfort/Cleanliness (176), Ease in finding materials (160), and Building Quality and Size (152).

On the other hand, there are some services where a significant number of respondents marked “Don’t Use.” These include READS Learning Center/Literacy Services (211) and Meeting Rooms (158). This may suggest that these services are either not well-known or not relevant to the needs of the respondents who did not use them.

Question 10: Please tell us your favorite thing about the Oceanside Public Library

Open Ended

Answered – 243 | Skipped - 105

Question 10 Findings

Respondents value a wide variety of its services and features, with a notable emphasis on programming, accessibility, and staff assistance.

Programming, particularly children’s programs and events, stand out as a primary draw for many respondents. This includes specific initiatives such as yoga for kids, science classes, and toddler classes. Quotes such as “Our girls love their events and programs” and “I love the kiddo read alongs, but wish they were offered more days/times” showcase the appreciation for these programs. Some patrons expressed a desire for more programming, specifically requesting more culturally oriented programs and adult social opportunities.

Accessibility, both physical and digital, is another key theme. The Library’s home delivery service is highly appreciated by patrons with mobility issues or those who prefer the convenience, as indicated by comments such as “You deliver my books to my home, as I can’t go into facility” and “Home delivery is the absolute best thing ever.” Other respondents mentioned the benefits

of the Library’s digital services, including access to e-books, Libby, and the ability to reserve books online. The Library’s location also plays a vital role in its accessibility, as several respondents appreciated that the Library was close to their homes or other community landmarks.

Lastly, the Library staff was frequently commended for their friendliness, helpfulness, and knowledge. Patrons remarked on the staff’s dedication to service, saying things such as, “The friendly knowledge of the staff who are always willing to go out of their way to be helpful to everyone,” and, “Staff is very friendly!” The staff’s efforts in facilitating community events and maintaining the Library’s reputation as a community resource center were also highly valued by the respondents.

While these three themes—programming, accessibility, and staff assistance—are prominent, respondents also appreciated other features, including the wide selection of books and materials, the facilities, the connections with other libraries, and even the architecture and ambiance of the Civic Center Library itself.

Question 11: How do you find out about Oceanside Library services and events?

Multiple selection

Answered – 293 | Skipped - 55

Option	Times Selected
Library website	154
Flyers or printed calendar	110
Social media	98
Library staff member	66
Word-of-mouth	53
Other Answers	40
Information at another community location or event	39
Internet search	35

Question 11 Findings

Overall, the data suggests that all of the Library’s communications channels are important and utilized by some portions of the population. The Library website and flyers or printed calendars are the two most common methods by which respondents find out about Oceanside Library services and events. Social media and word-of-mouth are also popular channels. Library staff members are valued as a source of information, with 66 respondents citing them as a way they find out about Library services and events. This emphasizes the importance of knowledgeable and helpful staff in communicating with Library users.

Internet search and information at another community location or event are used by 35 and 39 respondents, respectively. While not as prevalent as other methods, they still represent significant sources of information for some respondents.

The “Other Answers” category received 40 responses. The most frequently cited source of information in this category was electronic communication, particularly emails and newsletters. Numerous respondents cited

these mediums, with statements such as, “email messages,” “Email list,” “Emails from the Library,” and, “I receive the e-newsletter from the Library.” These direct and regular communications seem to play a vital role in keeping Library patrons informed.

Physical signage and print media also have a role in informing people about Library services and events. Several respondents mentioned seeing “Banners” or “Signs posted outside the Library.” Others get information through a “hardcopy newspaper” or through other email/local print materials such as “The See Gull,” the Friends of the Oceanside Public Library’s newsletter.

Word-of-mouth, while not as prevalent as other methods, is still notable. Some individuals learned about the Library services from family, friends, or through their employment at the Library, as stated in responses such as, “One of my parents showed it to me,” “I worked there,” and, “friends.” In addition, schools also serve as a conduit for information, as suggested by one respondent mentioning “Teachers and schoolboards.”

Question 12: What building features would you like to see in the Oceanside Library space you use?

Open Ended

Answered – 167 | Skipped - 181

Question 12 Findings

Responses to this question reveal a wide array of preferences, reflecting the community's diverse needs and interests.

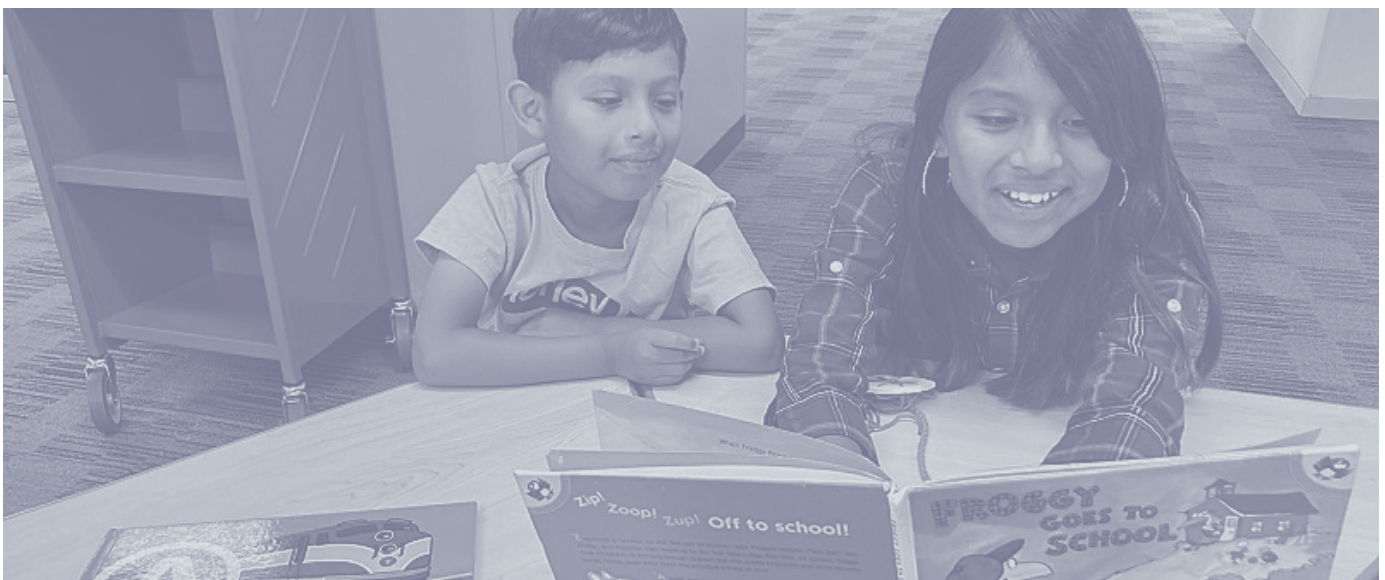
Many responses emphasized a desire for increased or improved spaces for various activities. Multiple respondents expressed a desire for more and better seating areas, as in "more comfy seating for curling up to read a book" or "more seating in the Children section and a bigger children's section." One respondent recommended "Lots of clean, comfortable work space," suggesting an interest in using the Library for productive tasks beyond reading. The idea of "More tables and chairs outside in the courtyard [at Civic Center]" indicates that some patrons appreciate outdoor spaces for Library activities, which is echoed in suggestions such as, "An outdoor reading space would be lovely."

Some respondents wished for more interactive and child-friendly spaces, such as a "tinker space for kids," "More interactive kid's areas," "More toys for stay and play while picking out books," and "a play area for the children, maybe a playground outside that is safe and shaded with trees?" The idea of having more activity-based areas for kids was reflected in comments about having a "maker space" and areas for "imagination play."

There is also a keen interest in having spaces that cater to technological needs, indicated in comments such as, "Tech lending space and other types of rentals like tools and equipment" and, "Better/more study rooms [and a] dedicated technology space that has 3D printing, digital conversion ... and other creative technology," show an appreciation for libraries providing cutting-edge tools and technology.

Improved facilities were also a common theme, with numerous respondents requesting upgrades to the Library's restrooms, more natural lighting, and improved parking. For example, one respondent suggested "Upgraded bathrooms, reading/seating areas," while another said, "More bathrooms at the Mission Branch. Less air conditioning and more 'green' energy use." One participant called for a "semi-circular drop off area... especially for disabled people," highlighting the need for accessibility.

Other comments focused on aesthetic aspects of the Library space, with requests for more windows and natural light, more aesthetically pleasing environments, and the use of art to celebrate local culture. For instance, one respondent stated, "inspirational use of light and art (sculptures, murals) that celebrate the amazingness of life in Oceanside."



Question 13: Do you feel that people with different backgrounds and accessibility needs feel welcome in Oceanside libraries?

Single Selection

Answered – 335 | Skipped - 13

Option	Times Selected
Yes	254
I don't know	73
No	8

Question 13 Findings

Overall, the data suggests that a majority of respondents (254) indicated that they feel people with different backgrounds and accessibility needs are welcome in Oceanside libraries. A small number of respondents (8) reported feeling that people with different backgrounds and accessibility needs may not feel welcome in Oceanside libraries. This indicates

that there may be some concerns or issues related to inclusivity that have been identified by this group. A considerable number of respondents (73) were not sure whether people with different backgrounds and accessibility needs feel welcome in Oceanside libraries. This could indicate a lack of awareness or uncertainty among this group about the Library's efforts toward accessibility.

Question 14: Please tell us what is important to you to include or prioritize in planning any future Oceanside Library space.

Open Ended

Answered – 192 | Skipped - 156

Question 14 Findings

The responses received from Library patrons reveal several areas of interest and concern for the future planning of Library space.

Safety and accessibility are recurrent themes in responses, with many respondents emphasizing the importance of a safe, accessible, and comfortable environment. Some patrons describe uncomfortable encounters with disruptive behaviors, or individuals experiencing homelessness, in the Library. One person suggests more visible spaces for teens to keep them safe, saying, "I don't like that the teen area is in the back corner of the mission branch... I would like more visibility..." Similarly, working to ensure accessibility for all individuals is important, as exemplified by comments such as, "Make sure that people with disabilities and people with less money can enjoy the Library as well," and, "Accessibility to park & go into the Library."

Many comments underline the necessity of dedicated, well-equipped areas for children and teens. Suggestions include larger children's sections, more space for pretend play, and more comfortable seating. One user highlights "More seating in the Children section and a bigger children's section, not with computers and devices...We use the Mission Branch Library."

Many respondents express the desire for more and varied library materials. Suggestions range from expanding the e-book and audiobook collection, having more new and up-to-date books, to providing more titles in the children's and Spanish sections. One patron mentions "Availability of more book titles. I often search for books for both myself or my kids and the Library doesn't have them or there are several holds on the title."

Respondents also express the desire for more comfortable, modern, and innovative spaces. They propose more natural light, more workspaces, more access to technologies such as 3D printers, more

outdoor spaces, quiet study areas, etc. An interesting suggestion is the addition of a small café in the outdoor spaces of any Library location.

Lastly, patrons highlight the importance of the Library as a community hub. They request more programs for children, adults, and teens, as well as author visits,

concerts, speakers, and even wellness programs such as yoga and meditation. There are also calls to maintain excellent programs and enhance services such as the Bookmobile.

Question 15: Please tell us what services you would want the Oceanside Public Library to offer you in the future.

Open Ended

Answered – 182 | Skipped - 166

Question 15 Findings

The responses to the question about future services at the Library reflect a broad range of interests and needs. It is clear that many respondents see the Library as not just a place to borrow books, but also a hub for community engagement, learning, and innovation.

Many respondents advocated for a significant increase in digital services. Quotes such as, “more audio books available online,” “a way to save future books I’d like to read in my online account,” “more robust website,” “increase in the number of ebooks and audiobooks,” and, “easier access to e-books” illustrate this trend. Respondents are seeking expanded online resources, including improved website functionality and a greater selection of digital materials, especially audiobooks and e-books.

Several respondents expressed a desire for more diverse Library programming, both for specific demographics and general interest. These requests range from “more adult workshops,” more “gatherings/events/activities for adults with learning disabilities,” more “children’s art programs,” and more “tours/for first timers,” to more “author meet and greets,” more “music and cultural programs,” “more adult social events, such as board games, book clubs,” and “more classes for people to learn how to read.” This indicates a strong demand for a broad array of learning and social opportunities.

A number of respondents also asked for a greater emphasis on inclusivity and diversity. Suggestions included “story times with characters for young kids,” “a Library book reading competition for young kids,” “services for the homeless population,” and more “language learning”. These responses suggest a desire for a broader range of programs that cater to the diverse interests and backgrounds of the community.

There was a significant interest in the development of creative and collaborative spaces. Many respondents voiced their interest in services such as a “maker space,” “coworking space,” “3D printing,” and “recording studio.” This trend suggests the community is interested in spaces where they can collaborate, innovate, and express creativity.

Several responses reflected a desire for the Library to offer more unique items for loan and innovative services. These suggestions showed a demand for more widely publicized offerings of services that the Library already offers, and included a “library of things,” a “blind date with books” program, a “seed library,” and “home delivery of books.” These requests show a desire for the Library collection to expand further beyond traditional book lending.

There was a strong emphasis on educational programming, with responses suggesting “new skill classes for kids/teens,” “small business offerings, such as networking events, business plan writing,” “Apple/MAC computer instruction on a regular basis,” and “elementary computer use classes for seniors.” These comments reflect an interest in lifelong learning and skill-building opportunities for various age groups and demographics.

Some respondents had specific requests about enhancing the user experience with the Library catalog, asking for “Assistance working with Library catalog. Figuring out how to find books & learn to find other similar books,” “a newsletter every month or so that lists newly available books,” and “more user-friendly online catalog.” These comments indicate that users value a seamless interaction with the Library’s catalog and online system.

Question 16: Any additional comments?

Open Ended

Answered – 117 | Skipped - 231

Question 16 Findings

The comments provided by respondents to this question paint a largely positive picture of the Oceanside Library and its staff, with appreciation for the various programs and services provided. Many people shared sentiments of gratitude and affection for the Library, indicating that they see the institution as a vital part of the community.

For instance, comments such as, “You all do a great job, and I am so thankful for you!”, “I love the Oceanside libraries!”, and, “We love our library!” express clear appreciation for the Library and its services. Several respondents also appreciated the community-oriented programs, such as, “I love how the Library is constantly coming up with new programs.” Some individuals acknowledged the staff’s efforts, such as, “your kids’ librarians are great” and “The staff here has been very helpful to me.”

Some individuals expressed concerns and suggestions for improvements. A prominent issue raised by several respondents was the presence of individuals experiencing homelessness, which some see as an impediment to enjoying the Library’s facilities. For instance, one person said, “I am not indifferent to the homeless population however I can hardly sit and enjoy a book or work on a computer because homeless are settled in for hours.”

Other respondents suggested ideas for service improvements and new features. These included a desire for “more newer books,” a request to maintain the “home delivery” service, and a wish for tallies of “money I saved by checking out books instead of buying them, on my checkout receipt.”

Question 17: What is your ZIP code?

Single selection

Answered – 330 | Skipped - 18

Option	Times Selected
92057	100
92054	89
92056	59
92058	45
Other	37

Question 18: How old are you? (Optional)

Single selection

Answered – 337 | Skipped - 21

Option	Times Selected
Under 18	21
18-24	11
25-34	52
35-44	89
45-54	29
55-64	47
65-74	44
75 and older	27
Prefer not to answer	7

Question 19: How do you identify your gender? (Optional)

Single selection

Answered – 328 | Skipped - 20

Option	Times Selected
Woman	256
Man	58
Non-binary	2
Transgender	1
Prefer not to answer	11



Question 20: Within the broad categories below, where would you place your racial or ethnic identity? (Optional)

Single selection

Answered – 325 | Skipped - 23

Option	Times Selected
White	194
Hispanic or Latina / Latino / Latinx	95
Asian or Asian American	19
Black or African American	19
Native American or American Indian	13
Pacific Islander	5
Middle Eastern	4
South Asian or Indian (subcontinent)	2
An ethnicity not included above	12

Question 21: Do you identify as someone with a disability, or who cares for someone with a disability? (Optional)

Single selection

Answered – 323 | Skipped - 25

Option	Times Selected
No	251
I am a person with a disability who lives and/or works in Oceanside	33
I am a caregiver for a person with a disability who lives and/or works in Oceanside	18
Prefer not to answer	21



Question 22: Which of the following best represents the annual income of your household before taxes? (Optional)

Single selection

Answered – 323 | Skipped - 25

Option	Times Selected
Less than \$10,000	16
\$10,000-\$29,999	25
\$30,000-\$39,999	18
\$40,000-\$49,999	17
\$50,000-\$74,999	54
\$75,000-\$99,999	47
\$100,000-\$149,999	53
\$150,000-\$349,999	38
\$350,000 or more	5



D

Appendix D

Detailed Environmental Scan

An environmental scan allows the Library to understand the unique aspects of the Oceanside community and Library system that can influence its programs, services, and facilities. This environmental scan analyzes the makeup of the Oceanside community and the areas around the Library's locations within the community. It also looks at the Library's operational statistics compared with other libraries, to see how other libraries, either nearby or with similar service expectations, are serving their communities. None of the metrics explored in the environmental scan are enough to make policy decisions in and of themselves, but they can serve as points of departure for operational and facility discussions.

Peer Library Comparisons

The Library recommended the following libraries which have been used in the past for comparisons in services, programs, size, or geographic location:

- Carlsbad City Library
- Chula Vista Public Library
- Escondido Public Library
- Fullerton Public Library
- Glendale Library, Arts and Culture
- Huntington Beach Public Library
- Mission Viejo Library
- National City Public Library
- Pasadena Public Library
- San Bernardino Public Library
- Santa Ana Public Library
- Santa Barbara Public Library

In addition, San Diego Public Library and San Diego County Library are included for some comparisons for this project even though they are outliers in terms of data based on every area of comparison. Their information is often included separately to demonstrate how much larger those systems are but also to show what local resources are accessible to Oceanside in neighboring communities.

The attached data is only a selection of what the State Library collects and provides an overview of data pertinent to a library study such as this. Full data sets and information are available on the California State Library Statistics website, as noted below.

The data used:

- **Jurisdiction:** size, population
- **Library use:** cardholders, circulation, visits, programs, technology
- **Library resources:** facility SF, staff, budgets, volunteers

All data used comes from the California State Library Public Library Statistics, for the most recently available reporting period, FY 2021-2022 (California Library Statistics - California State Library, accessed July 1, 2023). This period reflects a wide range of library use for Oceanside, and for all libraries, as use begins to ramp up following the COVID-19 pandemic. While it can be tempting to compare use to pre-COVID numbers,

this may lead to a false narrative; no library jurisdiction should consider the data reported “normal.” Tracking data over the next strategic planning period will be interesting, as Library users have possibly changed their library “habits”, such as using more online materials, frequency of attendance in-library or for programs, or simply awareness of what the Library currently offers.

Per capita information is also included for some data points. When looking at the 13 peer libraries without San Diego County or San Diego Public Library, the rankings are shown as “[2/13]” meaning that the Library is second out of the 13. When shown with a number less than 13, it means that a peer or peers did not report data in that category. Table 5 details the Library’s comparison to its peer libraries using California State Library 20-21 data.



Oceanside Public Library Statistics

Statistic	Oceanside Value	Rank Among Peers
Employees	71 (45.48 FTE)	4/13
Holds	179,716	8/13
Open Hours	8,371 Across 5 Locations (Mobile Included)	5/13
Volunteers	205	3/13
Volunteer Hours	17,333 (8.81 FTE)	3/13
Internet Terminals	78	8/13
Internet Terminal Uses per Year	43,096	1/13
Programs Offered	1,289	2/13
Program Attendance	26,657	1/13
Registered borrowers	125,787	9/13
Physical Items Per Capita	1.04	9/13

Table 5 – Peer Library Comparisons 2021-2022

Looking at these basic measurements, the Library compares favorably to its peers in the number of programs, program attendance, internet terminal use, and in the number of volunteer hours recorded each year. These are perhaps areas that can be leveraged for new opportunities. Internet use may also necessitate consideration of equipment maintenance.

The number of open hours and number of staff available are mid-range when compared to peers, but do not speak to the use per SF or per hour open, which was among the highest in the peer group.

Table 6 details public service and content use statistics.

The Library's service transactions are generally high compared to its peers. At the same time, its content use is on the lower side. The high amount of service transactions indicates the value offered to and needs met by the public service staff who serve the Oceanside community.

Overall, the data indicates that the Library's operating expenditures are moderate in terms of overall budget and per capita spending among its peer libraries. **With regards to facilities, at 0.27 SF/capita [14/15], the Library has a total space which is among the smallest in its peer group.** For California, the average is 0.65 SF per capita. For California libraries with service populations of 150-200,000, that average drops to 0.34 SF per capita, which is still more than the current available space for the Library.

However, most comparisons do not have a bookmobile, let alone two bookmobiles. In addition, San Diego County Library and San Diego Public Library do not have bookmobiles at this time.

(Note: When the State Library data is presented in the future, the addition of John Landes Community Center, in SF, will make a small difference in the Library data.)

Oceanside Public Library Public Service Transactions and Content Use

Statistic	Oceanside Value	Rank Among Peers
Public Service Transactions:		
<ul style="list-style-type: none"> Total Circulation Program Attendance Reference Help Physical Visits Tech Sessions 	841,982	5/10
Service Transactions/Staff FTE	18,513	4/10
Service Transactions/sq. ft	17.99	2/10
Service Transactions/open hour	100.58	4/10
Total Content Use:		
<ul style="list-style-type: none"> Total Circulation Electronic Retrievals 	423,542	9/13
Total Content Use/capita	2.45	11/15

Table 6 – Peer Library Comparisons Public Service Transactions and Content Use 2021-2022

Oceanside Public Library Operating Expenditures and Facilities

Statistic	Oceanside Value	Rank Among Peers
Operating Expenditures (Budget)	\$6,355,719	6/13
Operating Expenditures/capita	\$37	8/15
Operating Expenditures/hour	\$1,615	12/15
Facilities SF/capita	0.27	14/15

Table 7 – Peer Library Comparisons Operating Expenditures and Facilities 2021-2022

Demographics and Drive-Time Analysis

For the demographics and drive-time analyses, population, age distribution, income, race/ethnicity, and other household characteristics (also referenced throughout this report) were sourced from ArcGIS Business Analyst, utilizing the U.S. Census data, with estimates generated in April 2023.

Demographics

Oceanside's population is currently 175,000 (approx.). Table 8 shows some of Oceanside's demographics compared to California and the nation.

The median age in Oceanside is 37.4, slightly older than the state median of 36.7 but younger than the national median of 38.9. This suggests that Oceanside's population may be balanced in terms of age distribution, falling between the state's relatively younger population and the country's older median. It may reflect a community that appeals to a wide range of age groups, including both younger professionals and older residents.

In terms of median household income, Oceanside is at \$84,372, which is below the state average of \$88,930 but above the national average of \$72,414. Similarly, the average home value in Oceanside is \$642,021, significantly higher than the national average of \$374,078 but below the California state average of \$757,895.

Oceanside Demographics

	Oceanside	California	USA
Median Age	37.4	36.7	38.9
Median Household Income	\$84,372	\$88,930	\$72,414
Average Home Value	\$642,021	\$757,895	\$374,078
Households Below Poverty Level	8.38%	11.82%	12.40%
Average Household Size	2.71	2.86	2.55
Households With 1+ Persons With Disability	26.35%	23.72%	25.58%

Table 8 – Oceanside Demographics

With 8.38% of households below the poverty level, Oceanside exhibits a lower poverty rate than both the state (11.82%) and the national average (12.40%). The average household size in Oceanside is 2.71, slightly below the California average of 2.86 but higher than the U.S. average of 2.55.

Oceanside has a higher percentage of households with one or more people with a disability (26.35%) compared to both the state (23.72%) and national averages (25.58%).

Figure 3 below shows the change in population and age growth expected by year 2027:

The data shows a gradual increase in the total population of Oceanside but a shifting demographic landscape. **The proportions of young adults, older adults, and youth are decreasing, while the proportions of seniors and adults are on the rise. This change in demographics could influence the population’s expectations of services and collections from the Library.**

	2010	2022	2027
Total Population	166,554	174,615	176,102

Age Growth Expected by 2027

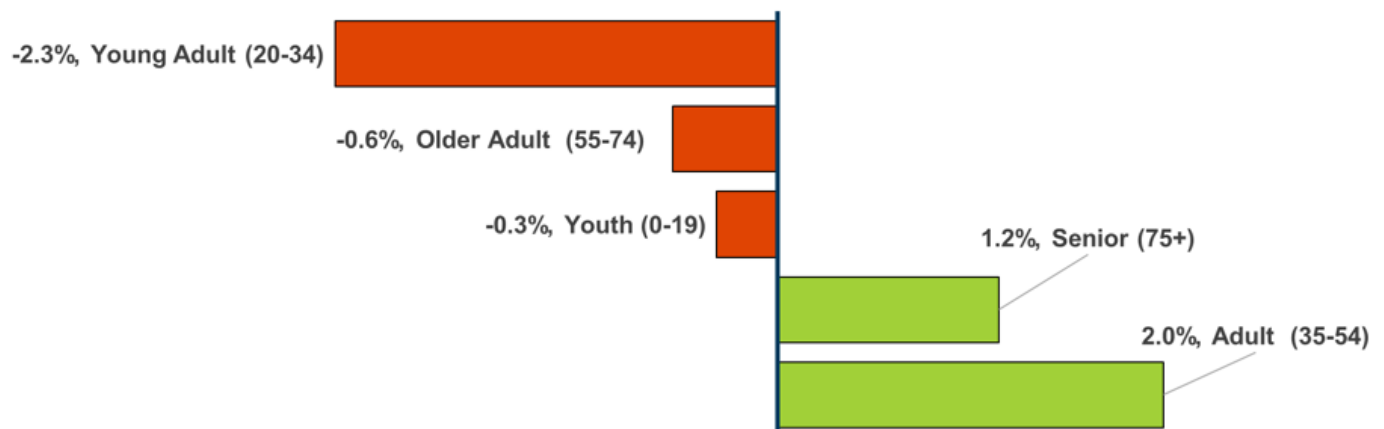


Figure 3 – Change in Oceanside Population and Age Growth 2010 – 2027

Change in Racial Diversity (2010 - 2027)

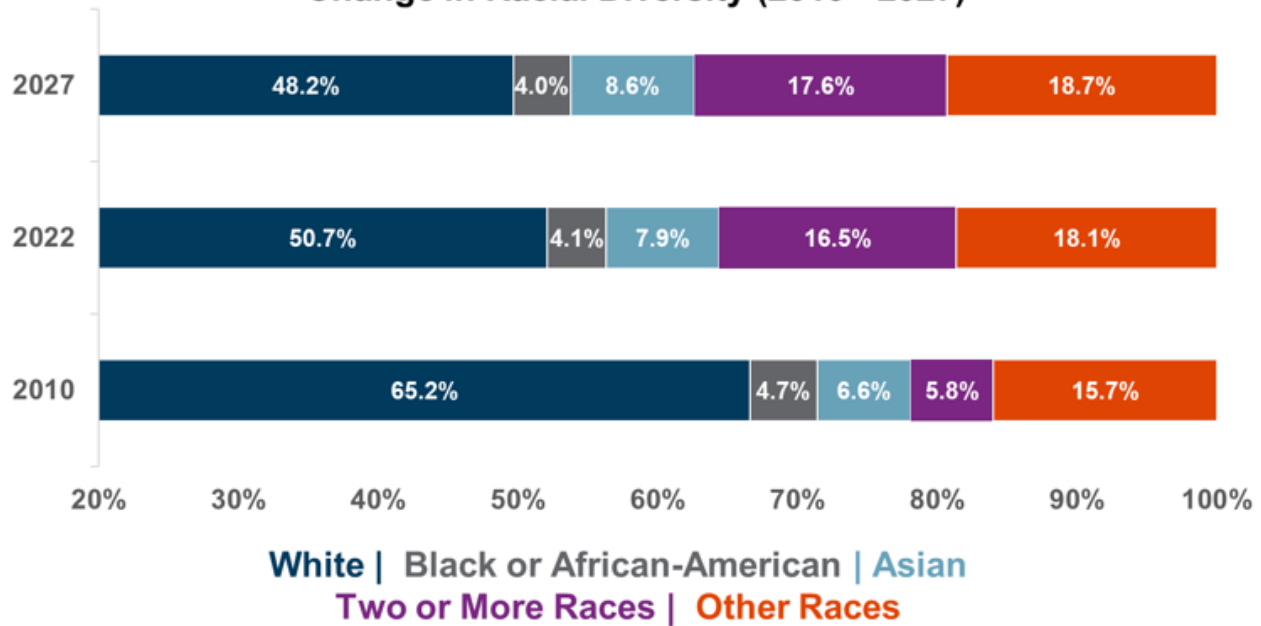


Figure 4 – Change in Racial Diversity 2010 – 2027

The data shows a trend toward increased racial and ethnic diversity in Oceanside from 2010 to 2027. The white population has decreased as a percentage of the total, while there have been increases in the Asian population, “Two or More Races,” and “Other Race.” These changes in demographics can influence collections and programming.

In addition to race, ethnicity data was also explored. A consistent data point in the demographics analysis was the percentage of the population identifying their ethnicity as Hispanic, that is currently at around 36%, and is expected to stay around this level by 2027.

Drive-Time Analysis

As part of the environmental scan, a drive-time analysis was conducted for each of the Library’s three locations, Civic Center, Mission Branch, and John Landes. The analysis looked at the community demographics in a 5- and 10-minute drive-time radius around each of these locations. Ten minutes is a general best-practice metric for determining how conveniently residents can access the Library.

The 10-minute drive times are also important for determining total number of users a location can expect. Because of reciprocal borrowing agreements, the users

of a location are not limited to only Oceanside residents. This means that when planning for levels of service at individual locations, it is important to consider the entire population base.

Almost 100% of Oceanside’s residents are within a 10-minute drive of an Oceanside Library location, with 20,000 residents within a 5-minute drive. Figure 5 shows the only area of the City that is not within a 10-minute drive.



Figure 5 – Area of the City Not Within 10-Minutes of a Library

Civic Center Library

Figure 6 and Table 9 below show the 5-minute and 10-minute drive-time area for Civic Center Library and provide demographics information for each of those areas and the City overall.

The drive-time analysis for the Civic Center Library reveals differences in population distribution based on proximity to the Library. Within a 5-minute drive, there are 20,980 people. Extending the radius to a 10-minute drive, the population increases to 87,865, reflecting the Library’s broader reach. For context, the total population of Oceanside City is 174,615, so the Library’s immediate vicinity houses only a fraction of the City’s residents.

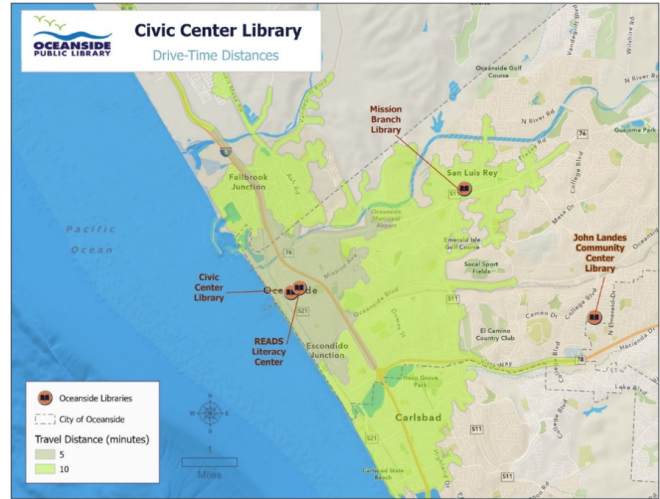


Figure 6 – Civic Center Drive-Time Area

Drivetime Analysis - Civic Center Library

	City	5 Minutes	10 Minutes
Total Population	174,615	20,980	87,865
Median Age	37.4	34.6	34.9
Average Household Size	2.8	2.28	2.43
Median Household Income	\$84,372	\$63,527	\$76,764
Households Below Poverty Level	8.38%	12.6%	11.13%

Table 9 – Civic Center Drive-time Analysis Metrics

The median age metrics show that the areas closer to the Library have a younger population. The median ages within 5- and 10-minute drives are 34.6 and 34.9, respectively, compared to the City’s median age of 37.4. This younger demographic might indicate different needs and interests for the Library’s programs and services.

Households in the immediate vicinity of the Library are smaller on average, with 2.28 members within a 5-minute drive and 2.43 members within a 10-minute drive compared to an average of 2.8 for Oceanside as a whole. Additionally, median household income is noticeably lower closer to the Library, at \$63,527 for a 5-minute radius and \$76,764 for a 10-minute radius, against the City’s median of \$84,372. The percentage of households below the poverty level is 12.67% within a 5-minute drive and 11.13% within a 10-minute drive, a marked increase compared to the City’s overall rate of 8.38%. The differences in the socioeconomic data may again indicate different needs for services and collections than if only citywide data was explored.



Mission Branch Library

Figure 7 and Table 10 below show the 5-minute and 10-minute drive-time area for Mission Branch Library and provide demographics information for each of those areas and the City overall.

The total population within a 5-minute drive of the Mission Branch Library is 32,795, and it expands significantly to 132,838 within a 10-minute drive. Compared to the entire City of Oceanside, with a total population of 174,615, these figures suggest that the Library’s location reaches a substantial part of the community within just a 10-minute drive.



Figure 7 – Mission Branch Drive-time Area

Drivetime Analysis - Mission Branch Library

	City	5 Minutes	10 Minutes
Total Population	174,615	32,795	132,838
Median Age	37.4	37.3	35.9
Average Household Size	2.8	2.73	2.77
Median Household Income	\$84,372	\$72,530	\$82,999
Households Below Poverty Level	8.38%	11.30%	9.38%

Table 10 – Mission Branch Drive-time Analysis Metrics

The extensive reach within a 10-minute drive, encompassing a significant portion of the City’s population, illustrates the Library’s central role within the community. Because of this reach, resources focused at Mission Branch Library are likely to serve the largest amount of Oceanside residents compared to other facilities.

The median age within the 5-minute radius, 37.3, is quite close to the City’s overall median age of 37.4; however, the median age drops to 35.9 within a 10-minute drive. This slight decrease in median age could reflect a mixed community with both older and younger populations residing around the Mission Branch Library.

The average household size around the Mission Branch Library is similar to the City average of 2.8. Within a 5-minute drive, it is slightly smaller at 2.73, and within a 10-minute drive, it is 2.77. Median household income is somewhat lower than the City’s median of \$84,372, at \$72,530 for the 5-minute radius and \$82,999 for the 10-minute radius. While there is some variation, these

figures indicate relative alignment with the overall City demographics.

The percentage of households below the poverty level near the Mission Branch Library is higher than the City average of 8.38%. Within a 5-minute drive, it is 11.30% and within a 10-minute drive, it is 9.38%. This suggests a slightly higher concentration of economically disadvantaged households in the vicinity of the Library.

John Landes Community Center Library

Figure 8 and Table 11 below show the 5-minute and 10-minute drive-time area for John Landes Library and provide demographics information for each of those areas and the City overall.

The John Landes Community Center Library is situated in a densely populated area, with 170,545 people within a 5-minute drive and an even more substantial total of 375,912 people within a 10-minute drive. This represents a significant population far exceeding the total population of the City itself; however, due to reciprocal borrowing agreements, it is important to consider the total surrounding populations when considering programming and facility decisions.

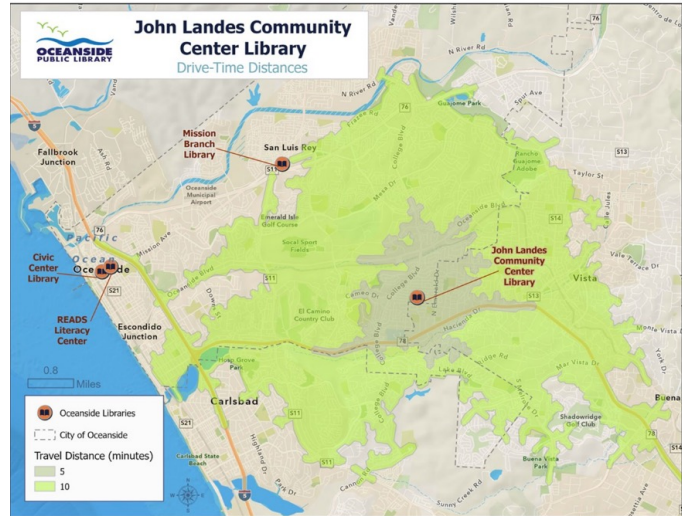


Figure 8 – John Landes Community Center Drive-Time Area

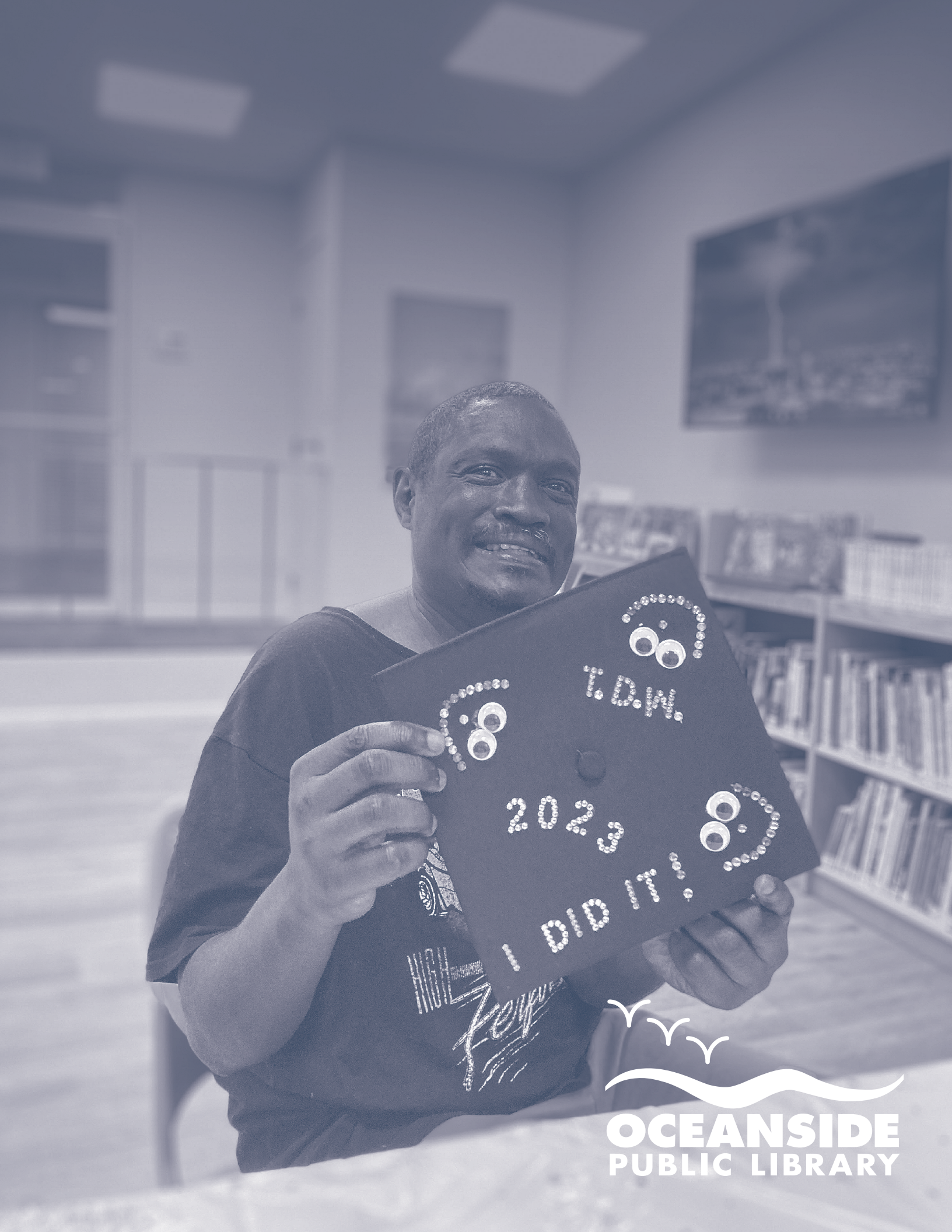
Drivetime Analysis - John Landes Community Center Library

	City	5 Minutes	10 Minutes
Total Population	174,615	170,545	375,912
Median Age	37.4	35.7	36.5
Average Household Size	2.8	2.83	2.8
Median Household Income	\$84,372	\$87,056	\$85,685
Households Below Poverty Level	8.38%	8.21%	9.16%

Table 11 – John Landes Community Center Drive-Time Analysis Metrics

Areas closer to the Library have a younger population. The median ages within 5- and 10-minute drives are 35.7 and 36.5, respectively, compared to the City’s median age of 37.4. This younger demographic might indicate different needs and interests for the Library’s programs and services.

Households in the immediate vicinity of the Library are smaller on average, with 2.83 members within a 5-minute drive and 2.8 members within a 10-minute drive, compared to an average of 2.8 for Oceanside as a whole. Additionally, median household income is greater closer to the Library, at \$87,056 for a 5-minute radius and \$85,685 for a 10-minute radius, against the City’s median of \$84,372. The percentage of households below the poverty level is 8.21% within a 5-minute drive and 9.16% within a 10-minute drive, an increase compared to the city’s overall rate of 8.38%. This could point to a need for specific support or services for residents in these areas.




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