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MORIS

Hayward Main Library

COMMUNITY ANALYSIS

January 2008



CITY OF
HAYWARD
HEART OF THE BAY

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Hayward Main Library

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I. Executive Summary

The Hayward Public Library serves the city's residents through a main library located on C Street in downtown Hayward and a branch, the Weekes Library, located on Patrick Avenue in south Hayward. The existing main library opened in 1951 and is 57 years old. It has been renovated and expanded twice, in the 1960s and again in 1978. In 2006, the public interior spaces were extensively refurbished and services updated. The recent innovations have been well received and public use levels are at new highs. The existing facility, however, cannot accommodate the full spectrum of services that the community wants and needs. As Hayward's population continues to grow, pressure on the main library will increase. City officials have initiated a planning process to determine the spaces and services needed at the main library in order to serve the Hayward community over the next twenty to thirty years.

In July 2007, the City selected Noll & Tam Architects to plan and design a new main library for Hayward. Page + Moris, a library planning firm, was engaged as a subconsultant to Noll & Tam, to conduct a community analysis that would serve as a foundation for determining the services and space needs required for that library. The community analysis was conducted over a four-month period in late 2007. The consultants and Library staff developed a community survey that was widely distributed to both Library users and non-users. Print copies of the survey were handed out and an online version was made available over the Internet. Over 1,800 responses were received, tabulated and analyzed and the results were incorporated into the study. Several community focus groups were held, as well, to elicit input specifically from targeted clientele groups, including teens, parents, educators and English language learners. The consultants gathered and analyzed community demographics and Library usage statistics and interviewed Library staff. The Hayward Library was compared to similar libraries in the East Bay, especially in communities that have built or are planning to build new library facilities.

The Hayward community needs access to quality library service. Children and youth make up almost 30% of the total population. Last year, over 26,000 residents were enrolled in grades K-12. Students need access to current, well-rounded book collections to complete school assignments and for independent reading. Students who read below their grade level or with learning differences need access to audio and video materials that can enhance their reading skills. Many students lack computer access at home and have extremely limited computer access at school. The public library provides their only affordable means to this technology. The Library's after-school homework assistance program is highly popular. More meeting room space is needed to support this service.

Almost 50% of Hayward residents reported that they speak a language other than English at home. English language learners of all ages need access to high-interest/low-vocabulary books as well as a strong audio and video media collection to enable them to practice and improve their language skills. Literacy tutoring for functionally illiterate native English speakers and English language learners is needed, for adults and children.

The majority of Hayward households live on low to moderate incomes. Many families cannot afford to purchase or rent books, magazines or DVDs. The public library plays an essential role in the community by providing access to reading, listening and viewing materials for recreation and enjoyment, career advancement and self-improvement and

enhanced quality of life. A broad, up-to-date collection of new fiction and nonfiction, music on CD, audio books and DVD/videos is needed, displayed in an accessible, comfortable setting, to bring the full range of available materials to the community.

The current main library is 25,000 square feet on two floors, with a basement that is used primarily as staff work space. Shelving is at capacity throughout the building. Collections cannot be developed to meet community need or demand. Materials that are still useful must be withdrawn from the collection simply to make shelf space for new materials. The recent addition of merchandising shelves to display new books and media has been very successful. The collection overall, however, cannot grow to adequately respond to community demand. Children's materials circulate heavily from both the Main Library and the Weekes Branch. Space for services to children and to teens, however, is limited severely in the current facility. A popular new area for teens has been created, but lacks acoustical separation and is undersized for the demand it generates. There is no quiet space for reading, tutoring or study. More computers are needed for adults, teens and children. The meeting room is booked continually and cannot meet all programming needs.

The analysis determined that the facility not only lacks the space required to accommodate current and projected community library service needs, but also is limited by a physical infrastructure that cannot support modern library service. Mechanical and electrical spaces and distribution are convoluted and decentralized. Plumbing and restrooms are inefficient and hard to maintain. Data and electrical wiring conduit is at maximum capacity and cannot accommodate additional computers or other electronic technology even though more equipment is needed. Staff productivity is limited by inefficient, crowded, non-ergonomic work area layouts. The book return operation and delivery shipments are labor-intensive, not ergonomically sound and inadequate for the volume of materials received. The building location at the center of the park deters use by individuals with limited mobility, such as seniors, the physically handicapped and parents with young children in strollers. Transients gather in the park, intimidating many potential visitors and creating a perception that the Library site is not safe.

The Main Library and Weekes Branch offer a combined 0.23 square feet of library space per City resident, less than half the amount considered sufficient to provide a baseline level of public library service. By 2030, when Hayward is projected to have 171,500 residents, the level will be even lower, at 0.20 square feet per person served. New libraries being planned and constructed in other East Bay cities provide 0.5 to 0.9 square feet per person.

Despite the current main library's limitations, library use continues to grow. Circulation of materials, reference transactions, computer use and program attendance are all increasing. To meet current and projected demands, the main library, at minimum, needs to be replaced by a new 50,000 to 55,000 square foot, multi-level facility, designed to support Hayward residents' library service needs through 2030 and beyond. The facility needs to provide plentiful data and electrical distribution to accommodate a minimum of 90 public access computers, a wireless network for laptop users, plentiful electrical outlets to support customers' use of their own laptop computers, flexible public spaces that accommodate 315 to 348 seats for the public at study tables and lounge chairs, multiple small group study and tutoring rooms and space for parents and children as well as spaces for teens and adults, all zoned by activity and noise level. Generous

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shelving is needed for the library's collections, with space to display and highlight both books and media.

The new main library is, and will continue to be, the city's primary resource for public library service and must be designed and equipped to serve this role. The needs of South and West Hayward residents who are unable to visit the main library, however, must also be addressed. Children, the elderly and others with limited mobility who live in these areas need access to branch library facilities sized and equipped to meet their needs. A long-range goal for overall library facility space in Hayward is recommended at 78,500 to 86,500 square feet, to provide 0.46 to 0.50 square feet per capita in the year 2030.

II. Community Demographic Profile

Incorporated in 1876, Hayward is one of the oldest cities in the Bay Area. Covering 62.5 square miles in central Alameda County, the city occupies a pivotal location at the nexus of several regional transportation routes, including Interstate 880 and Highway 92 and two BART stations. After World War II, the city was transformed from a primarily agricultural community to a major population center. Between 1950 and 1960, the number of city residents increased 400%, from 14,000 to 72,000. The city has continued to grow subsequently, although at a less dramatic rate. Between 1990 and 2000, the population increased 25% to reach 140,030 residents, according to the 2000 U.S. Census. The estimated population at the beginning of 2007 was 147,845, according to the State Department of Finance. City and regional planners project that this trend will continue. By 2030, Hayward's population is expected to grow to 171,499, according to the Association of Bay Area Governments – a 13.7% increase over the 2007 population.

This continuing growth is the result of numerous factors, including higher birth rates and increasing family size of the population, construction of new housing stock within the city, city annexation of unincorporated areas and a trend for adult children (and their children) to return to their parents' homes due to high housing costs in the Bay Area¹.

Table 1
Total Population

Year	Hayward		Alameda County	
2000	140,030		1,443,741	
2007	147,845	+ 5.6%	1,526,148	+ 5.7%
2030	171,499	+ 13.8%	1,791,721	+ 17.4%

Sources: U.S. Census Bureau 2000, State Dept. of Finance, ABAG

Hayward's population is relatively young – median age in 2000 was 31.9 years, compared to Alameda County overall, at a median of 34.5 years and 33.3 years for California as a whole. There is a large population of children and youth and many students enrolled in grades K-12 and college. In 2000, 29.6% of the population – 41,505 individuals - was nineteen years of age or younger (compared to Alameda County overall, at 27.1%). Last year, 26,066 Hayward residents were enrolled as students in grades K through 12 in either public or private schools.

Seniors aged 65 or more represent 10.1% of the population, a percentage that is almost identical to Alameda County overall and only slightly less than the statewide percentage.

Table 2
Percent of Population by Age: 2000

Age Group	% of Population Hayward	% of Population Alameda County	% of Population California
0 - 19	29.7%	27.1%	30.1%
20 - 24	8.0%	7.0%	7.0%
25 - 44	33.3%	33.9%	31.6%
45 - 64	18.8%	21.7%	20.5%
65+	10.1%	10.2%	10.7%

Source: U.S. Census Bureau 2000

¹ City of Hayward General Plan, Chapter 5, Housing Element, p. 5-5

Hayward’s population is ethnically and racially diverse, a growing trend over the past few decades that has paralleled the Bay Area’s increasing diversity. In 2000, 34.2% of residents were Hispanic or Latino. Non-Hispanic Whites made up 43% of the population, Black or African Americans made up 11%, American Indians and Alaska Natives 0.8%, Asians 19% and Native Hawaiian and other Pacific Islanders 1.9%. Over 16% described themselves as being “some other race” and 7.5% as being “two or more races.”

Table 3
Ethnicity: 2000

Ethnicity	Hayward	Alameda County	California
White	60,146 43.0%	704,334 48.8%	20,170,059 59.5%
Black or African American	15,374 11.0%	215,598 14.9%	2,263,882 6.7%
Am Indian & Alaska Native	1,177 0.8%	9,146 0.6%	333,346 1.0%
Asian Indian	4,086 2.9%	42,842 3.0%	314,819 0.9%
Chinese	3,998 2.9%	112,006 7.8%	980,642 2.9%
Filipino	12,755 9.1%	69,127 4.8%	918,678 2.7%
Japanese	1,006 0.7%	12,540 0.9%	288,854 0.9%
Korean	780 0.6%	14,217 1.0%	345,882 1.0%
Vietnamese	2,783 2.0%	23,817 1.6%	447,032 1.3%
Other Asian	1,171 0.8%	20,669 1.4%	401,606 1.2%
Native Hawaiian & other Pacific Islander	2,679 1.9%	9,142 0.6%	116,961 0.3%
Some other race	23,539 16.8%	129,079 8.9%	5,682,241 16.8%
Two or more races	10,536 7.5%	81,224 5.6%	1,607,646 4.7%
Hispanic Population: 2000			
Hispanic or Latino (of any race)	47,850 34.2%	273,910 19.0%	10,966,556 32.4%

Source: U.S. Census Bureau 2000

Almost half of Hayward’s residents - 48.9% - speak a language other than English in their homes. Students enrolled in Hayward’s public schools speak over 40 languages other than English. In 2006/07, 8,351 public school students were English Language Learners, 35% of the total, and an additional 5,948 students were identified as native speakers of another language who were “fluent-English-proficient.” Twenty-nine percent of the Library survey respondents noted they read or speak a language other than English and named 44 languages. Spanish was the most frequent language mentioned, spoken by 25% of respondents

Table 4
Language Spoken at Home: 2000

	Hayward	Alameda County	California
Population 5 years and over	128,968	1,346,666	31,416,629
	100%	100%	100%
English only	65,909	850,906	19,014,873
	51.1%	63.2%	60.5%
Language other than English	63,059	495,760	12,401,756
	48.9%	36.8%	39.5%
Speak English less than "very well"	31,668	237,864	6,277,779
	24.6%	17.7%	20.0%
Spanish	34,348	192,512	8,105,505
	26.6%	14.3%	25.8%
Speak English less than "very well"	19,518	102,395	4,303,949
	15.1%	7.6%	13.7%
Other Indo-European languages	9,076	85,324	1,335,332
	7.0%	6.3%	4.3%
Speak English less than "very well"	3,361	26,301	453,589
	2.6%	2.0%	1.4%
Asian and Pacific Island languages	18,522	204,944	2,709,179
	14.4%	15.2%	8.6%
Speak English less than "very well"	8,462	105,584	1,438,588
	6.6%	7.8%	4.6%

Source: U.S. Census Bureau 2000

Table 5
English Language Learners: 2006-07

Spanish	6,951
Filipino (Pilipino or Tagalog)	320
Vietnamese	230
Hindi	215
Punjabi	160
Farsi (Persian)	93
Tongan	55
All other non-English language	51
Samoan	42
Mandarin (Putonghua)	39
Arabic	31
Cantonese	20
Pashto	19
Korean	18
Urdu	12
Japanese	11
Tigrinya	11
Portuguese	9
Serbo-Croatian (Bosnian)	9
Rumanian	9
Cebuano (Visayan)	8
Russian	7
Khmer (Cambodian)	7
Ilocano	5

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Indonesian	4
French	3
Gujarati	3
Lao	2
Chamorro (Guamanian)	1
Turkish	1
Thai	1
Greek	1
Italian	1
Burmese	1
Mien	1
Total	8,351

Source: California Department of Education

Table 6
Fluent-English-Proficient (FEP) by Language: 2006-07

Spanish	3,499
Filipino (Pilipino or Tag	854
Hindi	364
Vietnamese	303
Punjabi	131
All other non-English language	107
Farsi (Persian)	99
Mandarin (Putonghua)	74
Tongan	69
Cantonese	55
Samoan	49
Arabic	39
Ilocano	33
Pashto	31
Portuguese	28
Urdu	25
Russian	22
Japanese	25
Korean	20
Khmer (Cambodian)	19
Cebuano (Visayan)	16
Gujarati	13
Tigrinya	10
Serbo-Croatian (Bosnian)	13
French	6
German	8
Thai	6
Rumanian	7
Polish	5
Hebrew	1
Indonesian	3
Burmese	4

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Chamorro (Guamanian)	3
Lao	3
Armenian	2
Bengali	0
Italian	1
Chaozhou (Chiuchow)	1
Total	5,948

Source: California Department of Education

In 2000, slightly more than half of Hayward's households were owner-occupied (53.2%) while the balance (46.8%) were rental units. The average household size, at 3.08 people per household, was significantly larger than the County overall average, at 2.71, and higher than the State average, at 2.87. This supports planning officials' observations regarding housing trends in the community, which suggest family members are moving in together to share living expenses.

Mean income for Hayward households in 2000 was estimated at \$57,900, compared to \$66,800 for Alameda County. Per capita income for Hayward residents was \$19,695 in that year, compared to \$26,680 for Alameda County residents overall.

Education levels among adults grew somewhat between 1990 and 2000. In 2000, 19.8% of the over-25 population had earned a bachelor's or graduate degree. Another 29.4% had an associate degree or had completed some college coursework. Twenty-five percent had a high school diploma or had earned a GED. Eleven percent had less than a 9th grade education.

The work force, according to the 2000 U.S. Census, is distributed among sales and office (30%), managerial and professional (26.7%), production and transportation (18%), service (13.5%) and construction and maintenance (10.9%).

III. Community Input Summary and Findings

The Library and its consultants conducted a multifaceted community input process to elicit the comments of Library users and non-users regarding their library service priorities and needs. A community survey distributed in September resulted in over 1,800 responses. In addition, five focus groups were held to gather information from key target categories. The results are summarized below.

A. Community Survey

The survey was conducted over a six-week period in September – October 2007. Print copies of the survey were distributed at both the Main Library and Weekes Branch. In addition, an online version of the survey was mounted at www.surveymonkey.com with a link from the Library website. The Library Commissioners and Library Director also personally distributed surveys and explained the project at twenty-seven community venues. A total of 1,830 completed, usable responses was returned: 1,158 from Library visitors (63% of the total); 537 from community events and organizations outside the Library (29% of the total); and 135 online responses (7.5% of the total). Surveys were distributed in both English and Spanish, with 1,675 responses in English (92%) and 155 in Spanish (8%). The community venues at which surveys were distributed are listed in *Appendix A*.

Page + Moris tabulated the surveys and prepared the following summary of the results. Separate results have been tabulated for each of the three distribution categories, to identify any differences in the service needs between current Library users and the general population.

Zip Codes of Respondents

Eighty percent of survey respondents were Hayward residents. In-Library and online survey respondents were even more likely to reside in Hayward (84% and 90% respectively), while respondents reached at community venues were somewhat less likely (77%).

Table 7
Zip Codes of Respondents

Outreach Subtotal	94544	Hayward - South	210	
	94541	Hayward - Central/North	92	
	94545	Hayward - West	73	
	94542	Hayward -Southeast	21	
	94587	Union City	14	
	94546	Castro Valley	13	
	94577	San Leandro	14	
	94601	Oakland	9	
	94580	San Lorenzo	7	
	94110	San Francisco	2	
	94543	Hayward - PO Box	2	
	94549	Lafayette	2	
	27405	Greensboro, NC	1	
	93011	Camarillo	1	
	94002	Los Altos	1	

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	94019	Half Moon Bay	1	
	94403	San Mateo	1	
	94522	Concord	1	
	94536	Fremont	1	
	94552	Castro Valley	1	
	94555	Fremont	1	
	94561	Oakley	1	
	94704	Berkeley	1	
	95206	Stockton	1	
	95345	Midpines, CA	1	
	98936	Moxee, WA	1	
Outreach Subtotal			473	
Hayward Residents			397	84%
Outside Hayward			76	16%
Online	94541	Hayward - Central/North	68	
	94544	Hayward - South	25	
	94545	Hayward - West	19	
	94542	Hayward -Southeast	14	
	94536	Fremont	3	
	94546	Castro Valley	3	
	94577	San Leandro	3	
	94552	Hayward - East/Castro Valley	2	
	94587	Union City	2	
	94025	Menlo Park	1	
	94521	Concord	1	
	94523	Pleasant Hill	1	
	94566	Pleasanton	1	
Online Subtotal			143	
Hayward Residents			128	90%
Outside Hayward			15	10%
In-Library	94541	Hayward - Central/North	347	
	94544	Hayward - South	207	
	94542	Hayward - Southeast	131	
	94545	Hayward - West	86	
	94546	Castro Valley	54	
	94578	San Leandro	31	
	94552	Castro Valley	16	
	94580	San Lorenzo	16	
	94577	San Leandro	13	
	94587	Union City	12	
	94536	Fremont	11	
	94603	Oakland	6	
	94611	Oakland	5	
	94123	San Francisco	4	
	94501	Alameda	4	
	94602	Oakland	4	
	94619	Oakland	4	
	94549	Lafayette	3	

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	94550	Livermore	3	
	94560	Newark	3	
	94583	San Ramon	3	
	94601	Oakland	3	
	94605	Oakland	3	
	94618	Oakland	3	
	94540	Hayward - PO Box	2	
	94555	Fremont	2	
	94566	Pleasanton	2	
	94610	Oakland	2	
	94002	Los Altos	1	
	94025	Menlo Park	1	
	94244	Sacramento	1	
	94507	Alamo	1	
	94514	Byron	1	
	94524	Concord	1	
	94530	El Cerrito	1	
	94534	Fairfield	1	
	94548	Knightsen - PO Box	1	
	94568	Dublin	1	
	94588	Pleasanton	1	
	94606	Oakland	1	
	94608	Oakland	1	
	94621	Oakland	1	
	94806	San Pablo	1	
	94942	Mill Valley	1	
	95030	Los Gatos	1	
	95060	Santa Cruz	1	
	95112	San Jose	1	
	95136	San Jose	1	
	95451	Kelseyville	1	
	95601	Amador City	1	
	95655	Mather, CA	1	
	95678	Roseville	1	
	96603	Military -FPO, AP	1	
In-Library Subtotal			1,005	
Hayward Residents			771	77%
Outside Hayward			234	23%
TOTAL			1,621	
Hayward Residents			1,296	80%
Outside Hayward			325	20%

Age Distribution

The age distribution of respondents is listed below. In some cases, respondents filled out the survey as a family group and noted the ages of each person present. These individuals are included in the table.

Table 8
Age Distribution of Respondents

	Outreach		In-Library		Online		Total	
	Number	%	Number	%	Number	%	Number	%
0 – 14 years	81	15%	113	10%	7	5%	201	11%
15 – 19 years	58	11%	90	8%	11	8%	159	9%
20 – 34 years	123	23%	221	19%	34	25%	378	21%
35 – 54 years	158	29%	349	30%	58	43%	565	31%
55 – 64 years	50	9%	180	16%	19	14%	248	14%
65 years +	37	7%	153	13%	8	6%	198	11%

Languages Spoken or Read

Twenty-nine percent (531) of respondents said that they read or speak a language other than English. Forty-four languages were reported. Spanish was the most frequent language, reported by 25% of respondents.

Table 9
Languages Spoken or Read by Respondents

Spanish	451	25%
Chinese	79	4%
French	67	4%
Hindi	59	3%
Japanese	40	2%
German	33	2%
Vietnamese	31	2%
Tongan	29	2%
Tagalog	22	1%
Italian	22	1%
Korean	20	1%
Punjabi	16	1%
Arabic	15	1%
Farsi	13	1%
Unspecified Other	13	1%
Filipino	12	1%
Indian	12	1%
Portuguese	11	1%
Russian	7	
ASL (American Sign Language)	6	
Polish	6	
Afghan	5	
Samoan	3	
Urdu	3	
Yiddish	3	
Bengali	2	
Czech	2	
Dutch	2	
Fanto	2	
Greek	2	

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Haliou	2	
Hebrew	2	
Ibo (Nigerian)	2	
Iranian	2	
Pashto	2	
Romanian	2	
Thai	2	
Tigrinya (Ethiopia)	2	
Black	1	
East Indian	1	
Hadai	1	
Irish	1	
Romanian	1	
Swahili	1	

Hayward Library Usage

A surprisingly high 77% of respondents overall noted that they use the public library for books and information. The next most-used sources were the Internet, at 48%, and book stores, at 40%. The percentages vary among the three categories of respondents. Those who answered the survey while visiting the library reported the highest library use, at 88%, while respondents from community venues reported 72%.

Table 10
Sources of Books and Information Used by Respondents

	Outreach		In-Library		Online		Total	
	Number	%	Number	%	Number	%	Number	%
Public library	472	88%	832	72%	109	81%	1,413	77%
Internet	226	42%	558	48%	103	76%	887	48%
Bookstore	151	28%	507	44%	76	56%	734	40%
Newspapers/magazines	123	23%	401	35%	53	39%	577	32%
TV/radio	91	17%	318	27%	44	33%	453	25%
Borrow from others	69	13%	222	19%	30	22%	321	18%
Family/friends	76	14%	232	20%	28	21%	336	18%
Online shopping	41	8%	146	13%	30	22%	217	12%

Many other sources were also noted. These are summarized in *Appendix B*.

Table 11
Hayward Main Library Users

	Outreach		In-Library		Online		Total	
	Number	%	Number	%	Number	%	Number	%
Yes	440	82%	860	74%	113	84%	1,413	77%
No	86	16%	273	24%	22	16%	381	21%

Table 12
Frequency of Use

	Outreach		In-Library		Online		Total	
	Number	%	Number	%	Number	%	Number	%
At least once a week	241	45%	382	33%	36	27%	659	36%
Every few weeks	113	21%	219	19%	44	33%	376	21%
A few times a year	47	9%	163	14%	18	13%	228	12%
Every few months	53	10%	137	12%	15	20%	205	11%
Never	24	4%	84	7%	15	11%	39	2%

Use of Other Libraries

Over half of respondents – 52% - reported that they use another library besides, or instead of, the Hayward Main Library. Approximately 10% of respondents noted that they use the Weekes Branch, sometimes in addition to and sometimes instead of the Main Library. This was the most frequently listed alternate library facility. The San Leandro and Castro Valley libraries were next, with 90 and 89 responses, respectively (5% each). Other libraries with significant usage (between 30 and 70 responses) included the Oakland Public Library (main and branch libraries), various Alameda County Library facilities (locations not specified), San Lorenzo, Fremont, Union City and CSU East Bay. Over 70 libraries were listed, overall, clearly indicative of Hayward's mobile population, as well as suggesting its varied information needs and residents' motivation to access library resources wherever they can be found.

Table 13
Use of Other Libraries

	Outreach		In-Library		Online		Total	
	Number	%	Number	%	Number	%	Number	%
No	268	50%	628	54%	59	44%	955	52%
Yes	352	66%	501	43%	76	56%	929	51%

Table 14
Other Libraries Used

Weekes Branch	187
San Leandro	90
Castro Valley	89
Oakland Main/Branches	68
Alameda County Library	59
San Lorenzo	48
Fremont	46
Union City	38
CSU East Bay	33
San Francisco	20
Dublin	19
school library	19
Alameda PL	13
Pleasanton	13
Berkeley	11
San Jose	9
Chabot College	8
Livermore	8

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UC Berkeley	8
Contra Costa	5
Antioch	4
PLS libraries	4
San Mateo PL	4
Alameda County Law	3
CSU San Jose	3
Marin County	3
Newark	3
Palo Alto	3
Richmond	3
San Ramon	3
Stanford University	3
Bret Harte Middle School	2
Centerville	2
German	2
Milpitas	2
Redwood City	2
San Bruno	2
Santa Clara	2
Santa Cruz	2
South SF	2
Stockton	2
Sunnyvale	2
Tracy, San Joaquin County	2
university libraries	2
Albany	1
Argosy Library	1
Camarillo	1
CSU Sacramento	1
CSU San Francisco	1
church library	1
college libraries	1
Corona Library	1
Corporate library at work	1
Daly City	1
Danville	1
Foster City	1
Gilroy	1
Grass Valley, Nevada	1
Graduate Theological	1
Lafayette	1
Menlo Park	1
Morgan Hill	1
Mountain View	1
Niles	1
Placer County	1
Pleasant Hill	1
Sacramento	1
San Carlos	1

San Joaquin County	1
San Mateo County	1
Vallejo	1
Wyotech	1

Services Used

Respondents reported substantial use of traditional library services, with the check-out of books reported as the most-used service, used by 65% of respondents. A high number of respondents also check out media – 39% take DVDs home, 22% take home compact discs and 14% take home audio books. One-third (33%) of respondents report that they use the Library computers. Reading books, newspapers and magazines at the Library was also reported as a service used by 33% of respondents. Use of the Library as a venue for completing school assignments was a surprisingly low 18%. Only 12% noted that they attend Library programs. Only 5% of respondents reported that they use their laptop computers at the Library.

Respondents noted a wide variety of additional uses, and gave examples of specific uses that the above broad categories encompass. The list of these is included in *Appendix B*.

Table 15
Hayward Library Services Used

	Outreach		In-Library		Online		Total	
	Number	%	Number	%	Number	%	Number	%
Check out books	381	71%	712	61%	104	77%	1,197	65%
Check out DVDs	248	46%	410	35%	53	39%	711	39%
Computers	207	39%	370	32%	23	17%	600	33%
Read books, newspapers, magazines at the Library	200	37%	365	32%	31	23%	596	33%
Check out CDs	131	24%	244	21%	32	24%	407	22%
School assignments/research	100	19%	218	19%	15	11%	333	18%
Check out audio books	61	11%	161	14%	31	23%	253	14%
Attend programs	52	10%	154	13%	18	13%	224	12%
Use laptop computer	53	10%	90	8%	11	8%	154	8%

Reasons the Library is Not Used/Features and Services That Would Make the Library Attractive

Respondents noted numerous reasons for not using the Library. The most commonly cited reasons included the Library’s location being inconvenient to them, difficulties with parking (the distance from nearby street parking to the entrance was mentioned, especially by the elderly and disabled), lack of interest in reading or dislike of libraries, safety concerns related to transient or apparent homeless individuals who loiter outside the Main Library facility, lack of time, the fact that they work in Hayward but live elsewhere, they prefer a library in another community (even if they live in Hayward), they prefer to purchase books when they need them or the open hours are inconvenient to their schedule.

A complete list of reasons given for not using the Library is included in *Appendix B*.

Table 16
Attractive Services or Features

	Outreach		In-Library		Online		Total	
	Number	%	Number	%	Number	%	Number	%
Places to sit, read, study	86	16%	178	15%	18	13%	282	15%
New books to check out	94	18%	156	13%	21	16%	271	15%
Café or coffee bar	73	14%	181	16%	9	7%	263	14%
New DVDs to check out	78	15%	154	13%	11	8%	243	13%
Computer classes	63	12%	140	12%	11	8%	214	12%
More computers	78	15%	111	10%	10	7%	199	11%
Used books for sale	39	7%	121	10%	16	12%	176	10%
Homework help/tutoring	51	9%	85	7%	10	7%	146	8%
Space for children and families	39	7%	93	8%	14	10%	146	8%
More wireless laptop access	38	7%	78	7%	23	17%	139	8%
Library programs	41	8%	86	7%	6	4%	133	7%
New CDs to check out	36	7%	87	8%	5	4%	128	7%
Space for teens	34	6%	78	7%	10	7%	122	7%
New audio books	31	6%	84	7%	6	4%	121	7%

Respondents' Information and Reading Interests

To identify information, reading and media viewing or listening interests, the survey asked respondents to identify the types of materials for which they would like to see increased collections at the Library. Collectively, media items drew the most interest – 35% wanted more DVDs, 25% more books on CD and 20% more music on CD. One-third of respondents wanted more new books and bestsellers. Interest in increased other collections is shown in the table below. A complete list of all items mentioned is included in *Appendix B*.

Table 17
Interest in Increased Collections

	Outreach		In-Library		Online		Total	
	Number	%	Number	%	Number	%	Number	%
DVDs	206	38%	394	34%	47	35%	647	35%
Bestsellers	164	31%	379	33%	62	46%	605	33%
Books on CD	111	21%	304	26%	43	32%	458	25%
Homework help materials	143	27%	235	20%	23	17%	401	22%
Children's books	125	23%	226	20%	23	17%	374	20%
Music on CD	103	19%	248	21%	23	17%	374	20%
Career help books	115	21%	211	18%	21	16%	347	19%
Fiction books	89	17%	202	17%	42	31%	333	18%
Magazines/newspapers	96	18%	188	16%	21	16%	305	17%
Test prep books	95	18%	202	17%	22	16%	319	17%
Nonfiction books	54	10%	179	10%	33	24%	266	15%
Languages materials	68	13%	158	14%	12	9%	238	13%
Large print books	57	11%	155	13%	13	10%	225	12%
Graphic novels/manga	48	9%	105	9%	12	9%	165	9%

Other Comments

Finally, respondents offered their own comments, reflecting their concerns and perceptions of current library services. There were several hundred comments received about the existing Main Library facility, ranging from enthusiastic support of the recent remodeling and changes in collection and service emphasis, to concerns about safety and security in the park that surrounds the Main Library, to issues regarding noise and disruption within the facility. The comments have been aggregated by topic and listed in *Appendix B*.

B. Focus Groups

Five focus groups (*Appendices C1 – C5*), with a combined total of 71 participants, were conducted between September and December, to elicit input from selected constituent groups. The groups included students in English as a Second Language classes at Hayward Adult School, parents participating in the Library’s Early Literacy for Families program, the Hayward Youth Commission, teachers at Eden Gardens Elementary School and the Library Commission.

Library Commissioners

The Commissioners view the Main Library as a magnet that draws people to the downtown area, serving all of Hayward’s diverse population. The facility needs to be larger, with separate spaces for families and children, for teens and for adults. Meeting room and programming space are important.

English as a Second Language Class

The Library needs more bilingual materials, and magazines and media especially from the students’ countries of origin. The group also asked for homework help for adults and programming, such as a book discussion group and reading suggestions for adults.

Early Literacy for Families Parents

Parents wanted improved, more convenient parking, a drive-through book return and relocation of the children’s area to the main floor, to eliminate the need to use the elevator. They also asked for a larger play area in the children’s space, kid-friendly tables and acoustical separation, to avoid disturbing others.

Hayward Youth Commission

Teens asked for more computers, more space for teens, especially lounge seating and “hang out space” (expanding the current teen space, which is very popular) and varied programming for teens. The group also suggested a more colorful, updated interior.

Eden Gardens Elementary School Teachers

Teachers strongly recommended plentiful computer access and staff to coach and instruct students in how to search and effectively use the Internet and the Library website. Programs for students’ parents were also recommended, especially to reach English language learners. The library’s collections should be strengthened to encourage and support independent reading by students. Book discussion groups and reading incentive programs for upper elementary and middle school students are also needed. Both group study space and quiet, individual study space are needed by students, who often have no personal, quiet space at home or at school.

IV. Library Service Needs

A. Current Service Profile

The Hayward Public Library includes two facilities, the 25,000 square foot main library located on C Street, in downtown Hayward, and the 8,500 square foot Weekes Branch, located off Tennyson Road in south/central Hayward. The Main Library facility is 57 years old, having opened in 1951. The building has been twice remodeled and expanded, in the 1960s and in 1978/79. The Main Library and Weekes Branch are both open 48 hours per week, Monday – Saturday.

In 2006, the Main Library public spaces were significantly refurbished and services updated. Expanded book and media browsing and display areas were created. The number of public access computers was doubled and the management of computer use was reorganized. Service desks were reconfigured and relocated to improve the staff's ability to serve the public. A dedicated area for teens was created, with display shelving, casual seating and three computers. The children's area was repainted and refreshed, with new slatwall display shelving. More emphasis is being placed on the purchase of new and popular materials, both books and media, for all ages.

Library Visitors

The community uses the Hayward Public Library. A total of 588,981 people visited the Library last year, an 8% increase over the previous year, the highest visitor level in the Library's history, representing a 43% increase from the number of visitors ten years ago. The Main Library interior makeover implemented in 2005/06 and increased access to popular materials have both contributed to the increase.

Collections and Circulation

The Library maintains a collection of approximately 156,000 books and media items, two-thirds of which are held at the main library and one-third at the Weekes Branch. The book collection, with 129,200 volumes, makes up 82% of the total collection while the 27,000-volume audio and video collections make up the remaining 18% of the total. The collection as a whole circulates at a brisk rate. Last year, on average, each item in the collection was checked out 3.4 times. The media collections are especially popular, with each item circulating an average of 9.0 times last year.

Table 18
Collection Turnover Rates: 2006-07

	Collection Size	Circulation	Turnover Rate
Books			
Adult	79,683	127,806	1.60
Children's	44,403	142,413	3.21
Teen	5,121	12,576	2.46
Books Subtotal	129,207	282,795	2.19
Media			
Adult			

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DVD/video	11,647	125,051	10.74
Audio	6,186	28,957	4.68
Adult Media Subtotal	17,833	154,008	8.64
Children's			
DVD/video	5,961	78,021	13.09
Audio	1,816	6,835	3.76
Children's Media Subtotal	7,777	84,856	10.91
Teen			
DVD/video	563	2,984	5.30
Audio	754	1,897	2.52
Teen Media Subtotal	1,317	4,881	3.71
Media Subtotal	26,927	243,745	9.05
Total	156,134	526,540	3.37

Total circulation in 2006/07 was 746,442 items, another increase from the previous year and the second highest circulation level in the history of the Library. Both facilities offer self-checkout machines that enable customers to check out books and media on their own. These machines account for over 75% of circulation transactions at each facility.

Other Library Services

Use of the Library is growing, not only in circulation of materials, but also in the number of visitors. In 2006/07, 588,981 people visited the Library's two facilities. The number of library programs (e.g., storytelling events, guest speakers, movie showings) has also increased, from 447 in 1997/98 to 726 in 2006/07, and the number of people who attended programs has grown from 8,399 in 1997/98 to 12,873 in 2006/07.

Public use of the Library's computers has grown phenomenally over the past decade, with a total of 123,943 computer sessions recorded in 2006/07. This is a 25% jump from the previous year, probably due to the fact that the Library doubled the number of computers available at the Main Library in 2006 and streamlined the management of this technology.

Reference service is still used and the number of adult reference transactions has increased, from 44,795 to 57,904 over the past ten years. Children's reference has declined, however, from 29,442 transactions in 1997/98 to 21,908 in 2006/07. Several factors may contribute to this trend, including increasing independent use of computers by children and youth as well as changes in the way staff track these transactions.

B. Service Needs and Service Level Recommendations

Main Library and Branch Library Facilities

The Hayward Public Library serves nearly 150,000 people over a 62-square mile area. By 2030, the population is projected to reach 171,500. The Main Library, located on C Street in downtown Hayward, is the system’s primary service outlet, houses the majority of its collections and serves as the base for most library staff. Customers from throughout the city visit the Main Library to use its services. The Weekes Branch is located on Patrick Avenue, off Tennyson Road, serves residents in south and west Hayward, especially those who lack transportation access to the Main Library.

Once overall service level and space needs recommendations were developed, customer usage patterns and zip codes of survey respondents were analyzed, and community travel patterns were considered to determine how to allocate the service levels and space needs between the Main Library and one or more branch libraries.

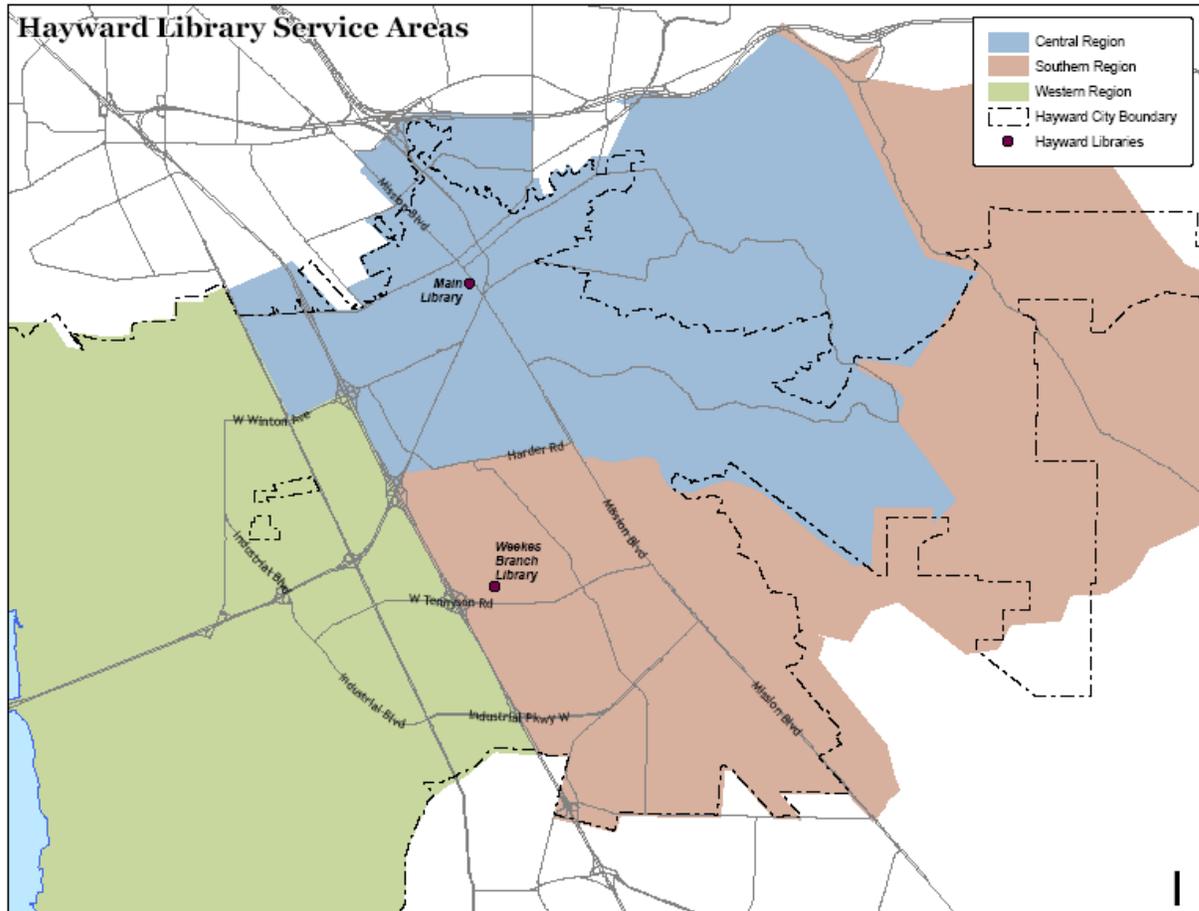
The Main Library should remain at its current location, to encourage resident use of downtown Hayward. It is, and will continue to be, the primary library service outlet for the residents of north, central and east Hayward. It also draws many customers from the south and west portions of the city. For a significant number of west and south Hayward residents, however, the Main Library is too remote. Especially for low income families, children, seniors and others with limited transportation access, branch library service at a location within the west or south Hayward area is more accessible. The map below shows proposed service areas for the Main Library as well as for two branch libraries, one in south Hayward and one west of Interstate 880. The projected 2030 population for each service area is shown in the table below. This population has been allocated to the three facilities proposed, as follows.

The Main Library has been allocated 100% of the projected Central Region population and 33% of both the South and West Region populations. The South Hayward/Weekes Branch has been allocated 67% of the South Region population. The West Hayward Branch (a new facility) has been allocated 67% of the West Region population.

Table 19
Service Area Populations

	% Population Allocated	2030 Population	Service Area Populations
Main Library			
Central Region	100%	80,444	
South Region	33%	17,261	
West Region	33%	12,800	110,451
South/Weekes			
South Region	67%	35,045	35,045
West (New)			
West Region	67%	25,989	25,989
Total			171,485

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Collections

The Main Library book and media collection contains approximately 106,200 items. When combined with the Weekes Branch's 49,900 items, the Library provides a total of approximately 156,000 books and media. The recent, highly successful interior redesign of the Main Library's public space has significantly improved the visibility and browsability of the collection. The facility, however, cannot support additional shelving due to lack of space. Shelving is at capacity at both facilities. Collections cannot be developed to meet community need or demand. Materials that are still useful must be withdrawn from the collection simply to make shelf space for new materials. Demand for current fiction and nonfiction continues to grow. Many residents cannot afford to purchase books, magazines or media. New services, such as the Early Literacy for Families program, are generating increased demand for children's materials, but lack of shelf space prevents expansion of the collection. Many teens are using the new, dedicated space created for youth at the Main Library. Larger collections are needed to meet this surge in use. Increased collections in Spanish and other languages are in great demand as well as English language learning materials.

The current collection provides an average of 1.1 books and media for each Hayward resident. By the year 2030, when the population will be 171,500, that ratio will have decreased to only 0.91 item per person served. Library industry planning guidelines suggest that a library's collection should provide between 2.0 and 2.5 items per resident, at minimum, especially in communities with multilingual populations. A collection that offers 2.1 to 2.4 items per resident is recommended for Hayward, to provide an overall shelving capacity for some 405,000 items by the year 2030, with the Main Library providing shelving to accommodate 236,000 to 261,000 volumes.

Table 20
Recommended Collection Size

POPULATION	147,845	171,500	171,500
	SERVICES IN 2008	RECOMMENDED NEED BY 2030	RECOMMENDED NEED BY 2030
COLLECTION		MINIMAL	STANDARD
(books and media)			
Main	106,171	236,000	261,000
Branch (Weekes)	49,963	75,000	82,500
Branch (New)	0	55,500	61,500
Total	156,134	366,500	405,000
Volumes per capita:	1.06	2.1	2.4

Public Seating

The Main Library lacks sufficient seating to accommodate current demand. In addition, space constraints force active, bustling areas to be placed adjacent to areas that need a quiet environment. Complaints about noise and disruption are constant. The popular area for teens lacks acoustical separation from surrounding spaces and needs to be significantly expanded.

The Literacy tutoring program is located on a mezzanine that overlooks the main adult book and study area. Inevitably, noise spills from the mezzanine into the main area, as the literacy program participants practice together or utilize the small computer lab.

The children's area on the second floor has only twenty-five seats, fewer than half the needed seating capacity for this high-demand service. There are no seats for parents and children to sit together to select books or to read together and very little study seating for elementary grade students to work on homework assignments.

There are no enclosed spaces for small groups of students, literacy tutoring pairs or the general public to work together without disturbing others. This activity goes on in the open access space, adding to the high ambient noise levels of the building. Designated areas are needed in which quiet reading or concentrated individual study can take place.

The Main Library has a seating capacity of 128 seats. When combined with the 76 seats at Weekes Branch, the Library overall provides 1.38 seats for every 1,000 people served. By 2030, population increases will reduce this capacity to 1.19 seats per 1,000, a service level that is less than half the capacity recommended for communities of Hayward's size and demographic makeup. A seating capacity of 2.9 to 3.2 seats per 1,000 residents is recommended for Hayward, to provide between 500 and 553 seats citywide, with 315 to 348 seats allocated to the Main Library.

There is an intense need for small group study space at the Main Library, given the large number of middle school and high school students to be served and the need for literacy tutoring space. A total of eight small, glass-enclosed rooms is recommended, that accommodate groups of four, six or eight people each. These rooms need to be distributed within the building to allow access by both older and younger students, adult literacy tutoring pairs and the general public. A portion of the seating designated for children and youth needs to be dedicated to individual homework use.

Table 21
Recommended Seating Capacity

POPULATION	147,845	171,500	171,500
	SERVICES IN 2008	RECOMMENDED NEED BY 2030	RECOMMENDED NEED BY 2030
SEATING		MINIMAL	STANDARD
Main	128	315	348
Branch (Weekes)	76	107	118
Branch (New)	0	79	87
Total	204	500	553
Seats per 1,000 people	1.38	2.9	3.2
GROUP STUDY			
Main	0 seats	24 seats	48 seats
Branch (Weekes)	0 seats	12 seats	18 seats
Branch (New)	0	12 seats	18 seats
Total	0 seats	48 seats	84 seats

Computers

Many Hayward residents do not own their own computers nor can they afford to pay for Internet access, either at home or at a fee-based location. The public library provides the only point of access available to them. Last year, the number of public access computers at the Main Library was doubled to the current 48 workstations. This equipment is in constant use, with an ongoing queue of people waiting for a computer. Both the Main Library and the Weekes Branch now provide free wireless access, as well, to enable customers to use their own laptop computers within the building. This service is also in demand, although the lack of convenient electrical outlets in the public space forces most customers to rely on batteries to operate their equipment.



Computers on the Main Library's first floor are clustered along the west side of the public space. While this has created a compact, efficient area in which to manage their use, the noise generated by this mass of equipment and use contributes to the overall high noise levels on the first floor. An enclosed area is needed for at least a portion of the public computers, not only for acoustical control but also to provide an area that can be used for computer-based training workshops.

Space constraints severely limit the number of computers provided in the children's area. There is a need to designate groups of workstations for children at different age

levels – preschool children and their parents, to support early family literacy, and elementary school children with school assignments.

Taken together, the Main Library’s 48 workstations and the 17 computers at Weekes Branch provide a total of 65 public access computers. This represents one computer for 2,275 people, or 0.44 computers for each 1,000 residents. For communities such as Hayward, library planners recommend a minimum of one computer per 1,000 people served. Given the strong need for computer access, both current and projected, an overall service level of 1.0 to 1.1 computers per 1,000 people served is recommended. At the Main Library, between 84 and 93 standard computer workstations are recommended, distributed to provide computers for adults, teens, elementary school children and preschool children, with one cluster of workstations placed in an enclosed room for training purposes. This equipment should be complemented by Library-owned laptop computers that can be checked out for in-library use. Electrical outlets are needed at convenient locations throughout the public space to allow customers to use AC power to operate their own as well as Library-owned computer equipment.

Table 22
Recommended Number of Public Computers

POPULATION	147,845	171,500	171,500
	SERVICES IN 2008	RECOMMENDED NEED BY 2030	RECOMMENDED NEED BY 2030
COMPUTERS		MINIMAL	STANDARD
Main - desktops	48	84	93
Main - laptops		25	25
Branch (Weekes)	17	33	37
Branch (New)	0	25	27
Total	65	167	182
PCs per 1,000 people	0.44	1.0	1.1

Programming and Meeting Room Space

The Main Library has a 1,000-square foot multi-purpose room that seats 100 adults. The room is used for programs and Library events of all sorts, and can be subdivided by means of a ceiling-mounted, folding room divider without acoustical properties. Single-occupancy restrooms are located at the rear of the meeting room. Competition is stiff for use of the meeting room. The Library has curtailed use of the room by community groups due to competing demands by Library programming. Popular summer reading programs attract well over 100 children. Sometimes, participants must be turned away due to lack of space.

A meeting room that can accommodate 125 to 150 adults seated auditorium-style, or 200 children seated on the floor, is recommended for the Main Library, outfitted with movable wall partitions that can acoustically isolate each portion of the space. The meeting room needs to be located adjacent to the main public entrance, to enable programming independent of the Library’s service hours. Public restrooms sized to accommodate audiences of 125 to 150 are also recommended, located adjacent to the meeting room.

Children’s services relies heavily on programming for children and their families, including toddler story times, crafts programs, puppet shows, summer reading programs and early family literacy workshops. Separate, dedicated programming space for children’s programs is needed, in space that is acoustically enclosed and directly adjacent to the children’s services area. A space that accommodates 50 children and their parents or caregivers is recommended for this purpose.

Services to teens has emerged as a major service priority for the Library, with programming for teens identified as a primary vehicle to attract, encourage and validate teens’ use of library services. A programming space that can accommodate 40 teens is recommended, separate from the main meeting room. This can be used for a multitude of purposes – teen reading clubs, poetry readings, game nights, movies – and will effectively underscore the message that teens are welcome at the Library.

Table 23
Recommended Programming and Meeting Space

POPULATION	147,845	171,500	171,500
	SERVICES IN 2008	RECOMMENDED NEED BY 2030	RECOMMENDED NEED BY 2030
MEETING ROOM		MINIMAL	STANDARD
Main	100 seats	125 seats	150 seats
Branch (Weekes)	106 seats	75 seats	100 seats
Branch (New)	0	75 seats	100 seats
Total	206 seats	245 seats	300 seats
Seats per Facility		60 to 125 seats	75 to 150 seats
CHILDREN'S PROGRAMMING SPACE			
Main	0 (use mtg room)	40 seats	50 seats
Branch (Weekes)	0 (use mtg room)	40 seats	50 seats
Branch (New)	0	40 seats	50 seats
Total	0 (use mtg room)	120 seats	150 seats
Seats per Facility	0	40 seats	50 seats

Overall Building Space

The Library currently provides a combined total of 33,567 square feet of facility space, or 0.23 square feet per resident. This amount of space is insufficient to meet the current demand. As the population grows, current deficiencies will become more severe. In order to meet the community’s needs for library service, both currently and through the next twenty-five years, the Hayward Public Library needs to provide, on a per-resident basis, between 0.46 and 0.50 square feet of library facility space. This translates into a total need, by 2030, for between 78,500 and 86,500 square feet citywide.

The city covers over 62 square miles and cannot meet all residents’ library service needs with one facility. Residents of south and west Hayward, in particular, need physical access to library facilities that is closer than the Main Library located in the downtown area. To provide effective access to residents, an enlarged branch library in south Hayward and a new branch library west of Interstate 880 are recommended, to complement an expanded Main Library.

The Main Library will continue to draw customers from throughout the city. The Main Library needs to be sized to serve a dual role – to provide direct public service to all

residents of the central region of the city and to supplement the services of branch libraries in the south and west regions of Hayward. To adequately serve the city in this way, the Main Library needs to increase in size to 50,000 – 55,000 square feet, organized on two to three levels.

Table 24
Recommended Overall Building Size

POPULATION	147,845	171,500	171,500
	SERVICES IN 2008	RECOMMENDED NEED BY 2030	RECOMMENDED NEED BY 2030
SQUARE FEET		MINIMAL	STANDARD
Main	25,000	50,000	55,000
Branch (Weekes)	8,567	16,500	18,000
Branch (New)	0	12,000	13,500
Total	33,567	78,500	86,500
Sq Feet per Capita	0.23	0.46	0.50

C. Comparisons to Similar Libraries

The recommendations were compared to service levels provided by new libraries serving other East Bay communities. Some facilities, such as Livermore and San Leandro, are already open, while others are in construction or in design. The following table compares the recommended service levels for Hayward, both the Main library alone and the city library system overall, to these libraries. The recommendations for Hayward would place the Library well within the range of service levels provided by new libraries and will within the norm for current best planning practices among California public libraries.

Table 25
Service Levels at Similar Libraries

Library	Collection Volumes/capita	Seats/ 1,000 people	Computers/ 1,000 people	Meeting Room Seats	Square Feet/ Capita
Hayward					
Main Library	236,000 to 261,000 volumes	315 to 348 seats	84 to 93 + 25 laptops	150 seats	50,000 - 55,000 SF
	2.25	3.0	1.0		0.45 to 0.5
Overall	366,500 to 405,000 volumes	501 to 553	167 to 182 computers	75 to 150 /facility	78,500 – 86,500 SF
	2.1 to 2.4	2.9 to 3.2	1.0 to 1.1		0.46 to 0.5
Castro Valley	161,000 volumes	209 seats	57 computers	175	34,000 SF
Under const 1 facility	2.5	3.1	0.86		0.52
Dublin	Ph 1=115,800 vol Ph 2=164,750 vol	Ph 1 = 245 Ph 2 = 290	Ph 1 = 50 Ph 2 = 65	150	Ph 1=30,000 SF Ph 2=37,000 SF
Phase 1 open 1 facility	2.0 to 2.5	4.2 to 5.0	0.9 to 1.1		0.52 to 0.6
Livermore	268,500 volumes	285 seats	75 computers	255 seats (multiple rooms)	62,400 SF
Open 3 facilities	3.2	3.4	0.9		0.75
Oakland	1,400,000 to 1,550,000 volumes	1,400 to 1,900 seats	700 to 825 computers	50 to 480 /facility	350,000 SF
FMP complete 20 facilities	3.0	3 to 4	1.5 to 1.7		0.8
Pleasanton	294,880 volumes	364 seats	143 computers	200 + 150	72,800 SF
NA complete 1 facility	3.7	4.6	1.79		0.91
San Leandro	300,000 volumes	335	118	50 to 150 /facility	72,350 SF
Main; new branch open 5 facilities	3.4	3.4	1.4		0.8

V. Existing Facility Limitations

The main library facility not only lacks the space to support the services the community needs, but also the physical infrastructure needed to support modern library service.

Mechanical and Electrical Systems

Mechanical and electrical closets are decentralized and filled to capacity. Data and electrical conduits are also filled to capacity. Additional electronic technology cannot be accommodated in the building even though it is needed. Although the heating and ventilating system has been upgraded, the system must support a convoluted interior layout created by multiple remodeling and expansion projects. Several building areas, therefore, have recurring hot or cold spots that cannot be remedied.

The building is served by eleven single-occupancy restrooms scattered throughout the interior. These are inefficient and labor-intensive to maintain as well as a source of ongoing security problems. Clustered multiple-occupancy restrooms are needed adjacent to the public entrance and the meeting room.

Electrical outlets in the public spaces are extremely limited which inhibits customer laptop computer usage, even though the Library offers free wireless access.



Lighting in the facility is good during the day, with abundant natural light from windows on both west and east sides of the building. Interior and exterior lighting levels are low, however, in the evening.

Staff Productivity and Workflow

Overall, staff work spaces were not designed to support the volume of materials and workload that is now the norm. The spaces used to manage the sorting and check-in process for returning books and media are too small and force staff to use labor-intensive procedures to keep up with the flow. The distance between available parking and the public entrance encourages the public to drop off materials at four exterior, curbside return bins. These must be emptied two or three times each day, a difficult, time-consuming operation that also exposes materials to potential damage during rainy weather. What once was a convenient service has become a major headache as circulation levels have surged.



Once returned materials are inside the building, staff lacks adequate space to check in and sort prior to re-shelving. Each item is handled multiple times before returning to the shelf. Space is needed for an automated materials handling system, which would alleviate the

majority of the manual labor involved in this process and foster an ergonomic environment for the shelving staff.

Staff work spaces are scattered throughout the building, often tucked into corners as space has been available, with cramped and inefficient work stations. Many desks do not support ergonomic principles, using furniture that was not designed for the type of work that staff performs. Staff who need to interact on a continuing basis are located on different floors from each other, as are managers and the staff they supervise. Many of the staff with workstations in the basement cover the first floor service desk and travel up and down the stairs many times each day. Managers lack acoustically private space for conferences with staff they supervise. The Library Director's office is used for this purpose, an incomplete solution that either forces the Director to vacate her office or requires staff to wait until the Director is away from the building. The Library administrative office is isolated from other staff work spaces, which inhibits effective communication between staff and administration.

The Library receives many hundreds of donated books each week. The donations sorting space is also located in the basement, managed jointly by the Friends of the Library and the Library staff. The current arrangement requires all incoming donated materials to be carted downstairs for sorting. The many materials not accepted as donations are then placed in recycling bins and carted upstairs and placed outside for pick-up. This operation has become quite substantial over time, with two to three loads of donated materials brought to the basement and eight to ten full recycling bins brought to the delivery entrance each day. The sorting area needs to be located adjacent to the delivery entrance to eliminate the many hours of manual labor it now requires. In addition, dust and debris from incoming donations is constantly being released into the basement work area environment.



An ongoing book sale alcove is also needed, located in the public space, to give the used book sale materials more effective exposure. This would reduce the amount of space and effort required to handle and store items waiting to be sold.

The Literacy Program is located on an open mezzanine that overlooks the main floor book stack area. This area is not accessible to the disabled and allows noise to spill into the public space.



Noise and Congestion

High ambient noise levels and disruption are constant in the public space during open hours, principally due to the fact that the building is used by far more people than it was designed to accommodate. Recent service improvements, including the increased number of public computers and creation of a very popular teen area, have exacerbated the problem. This issue was mentioned frequently by community survey respondents as a deterrent to library use.



The enlarged computer area has also been extremely popular. Space constraints on the main floor, however, have forced this equipment to be laid out in a dense, shoulder-to-shoulder arrangement, with small work surface areas at each workstation. Any disturbance (e.g., someone using a cell phone or talking to a companion) disturbs numerous people in every direction. Complaints and altercations related to noise are common occurrences.

The Library attracts many youth between the ages of 13 and 18, to use the computers, the new area for teens and to check out materials from the browsing collection. The space allocated for browsing and for teens cannot accommodate the amount of use it attracts. Many teens tend to leave the building and congregate outside. This can lead to noisy groups at the entrance that intimidate other customers.

Parking and Accessibility

The building location at the center of the park deters use by individuals with limited mobility, such as seniors, the physically handicapped and parents with young children in strollers. Even though a major City-owned parking structure is only one-half block away from the park, many survey respondents and focus group participants commented on the "difficult" parking situation. The Library may be able to mitigate this issue by creating a public entrance that is adjacent to the edge of the park.

Safety and Security

Many survey respondents and focus group participants expressed concern at the presence of transients and apparently homeless individuals who gather in the park. Many people perceive the Library setting as unsafe. The added presence of teens loitering around the entrance has compounded this perception.

VI. Recommended Planning Principles and Service Delivery Strategies

The existing Main Library needs to be replaced by a new facility that is large enough to accommodate the community it serves, with modern, efficient building systems and features. The new building also needs to be designed and constructed in accordance with design principles that will enable the facility to serve the community well for decades to come and will incorporate new service delivery strategies that respond to the library customers of today and tomorrow.

Planning Principles

The new library must be flexible, with spaces that can support a variety of uses and building systems that support a technology-rich environment. The principles of sustainable design must be reflected throughout the building. Interior spaces need to be zoned by acoustical and activity levels, to allow simultaneous use by all types of people. Both the exterior and the interior of the building must be transparent to the user, easy to navigate and imbued with a sense of openness and accessibility. The building needs to support a cost-effective operation, managed by a minimum number of service points and staff.

Service Delivery Strategies

Customer-Driven Service Emphasis

The services offered and the way those services are presented and delivered must reflect the needs and priorities of Hayward's residents. A balance of traditional and innovative services should be provided, planned and developed in direct response to the needs of the community. Examples include strong collections of materials that support English language learning as well as materials in a variety of languages, substantial collections of audio and video materials and up-to-date children's and teens collections that support both school-related research and independent reading, bilingual programming and early literacy programming for families.

Accessibility and Self-Service

Collections and services need to be visually and physically accessible, organized to facilitate customer self-service. Examples include substantial emphasis on merchandising display shelving, several self check-out units, self-service reserves pickup, widespread highlighting of collections throughout the building and automated materials handling equipment for self-service check-in operation.

Access to selected services either before or after regular service hours should be explored, to accommodate commuters or other residents whose schedules do not coincide with standard business hours.

Staff Mobility

Library staff needs to be "untethered" from stationary service posts and allowed to move through the public spaces to intercept customers at the point at which they need help. Use of "hands-free" technology, such as Vocera™ mobile communications devices,

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need to be explored, to support this shift. Greater emphasis on self-service technology, such as self check-out, will contribute to staff mobility.

VII. Space Needs Summary

Hayward needs a main library facility that provides a total of 50,000 to 55,000 square feet. The spaces need to be organized on two or three levels and designed so that at least 70% of the total square footage is functional space.²

A preliminary summary of the spaces and services is outlined below, with the recommended square footages for each space noted. A facility of this size will be able to house the collections, seating, technology, meeting and programming spaces, special purpose spaces and staff work spaces recommended in this report.

Table 26
Hayward Main Library Space Needs Summary

		Square Feet		% of Building
1.1	Public Entrance/Main Lobby	275		
1.2	Meeting Room (dividable)	1,875		
1.3	Refreshment Prep Kitchen	150		
1.4	Meeting Room Storage	270		
1.5	Public Restrooms - First Floor	IN GSF		
1.6	Book Sale / Snack Bar	700		
1.7	Booksale Donations Workspace	300	3,570	9%
2.1	Express Checkout and Reserves	400		
2.2	Service Desk, First Floor	250		
2.3	Marketplace / Books	1,500		
2.4	Marketplace / Media	1,000		
2.5	Public Access Computers - First Floor	575		
2.6	Computer Lab	650		
2.7	Teen Area	1,800		
2.8	Teen Program Room	500		
2.9	Group Study / Tutoring Room A	100		
2.10	Group Study / Tutoring Room B	150		
2.11	Group Study / Tutoring Room C	200		
2.12	Copy Center	150		
2.13	Quiet Study	500	7,775	21%
3.1	Children's Marketplace / Books	650		
3.2	Children's Marketplace / Media	875		
3.3	Children's Service Desk	175		
3.4	Children's Public Access Computers	450		
3.5	Children's Reference Collection	300		
3.6	Children's Circulating Books	2,400		
3.7	Group Study/Tutoring Room D	100		
3.8	Children's International Languages Collections	625		
3.9	Family / ELF Space	700		
3.10	Picture Books and Easy Readers	1,300		
3.11	Storytelling / Class Visits / Crafts Area	900		
3.12	Storytelling / Children's Programming Storage	100		

² A description of assignable and non-assignable space is provided on p. 36.

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3.13	Parents and Teachers Collection	75		
3.14	Family Restrooms (2)	IN GSF		
3.15	Youth Services Staff Workroom	435		
3.16	Youth Services Manager's Office	120	9,205	24%
4.11	Library Director's Office	235		
4.12	Administrative Office	320		
4.13	Volunteer Office	180		
4.15	Supply Room	200		
4.16	Conference Room	260	1,195	3%
4.21	Sorting and Returns	750		
4.22	Operations Staff Workroom	500		
4.23	Operations Manager's Office	125		
4.24	IT Repair and Storage	225		
4.25	Computer/Telecom/Server Room	225	1,825	5%
4.31	Adult Services Manager's Office	120		
4.32	Adult Services Staff Workroom	500		
4.33	Technical Services Work Space	625		
4.34	Technical Services Storage and Supplies	275	1,520	4%
4.41	Mail Room/Delivery Entrance	190		
4.42	Staff Entrance / Lockers / Coat Closet	130		
4.43	Staff Lounge	390		
4.44	Staff Restrooms - First Floor	IN GSF		
4.45	Custodial Services Storage	180		
4.46	Building Maintenance Workspace	200	1,090	3%
First Floor Total			26,180	69%
5.1	Lobby - Second Floor	100		
5.2	Public Restrooms - Second Floor	IN GSF		
5.3	Information Desk	150		
5.4	Public Access Computers - Second Floor	865		
5.5	Reference Collection	645		
5.6	Quiet Reading	500		
5.7	Magazine and Newspaper Browsing	1,050		
5.8	Adult Circulating Nonfiction Books	3,425		
5.9	International Languages	1,450		
5.10	Adult Circulating Fiction Books	2,125		
5.11	Group Study/Tutoring Room E	100		
5.12	Group Study/Tutoring Room F	100		
5.13	Group Study/Tutoring Room G	150		
5.14	Group Study/Tutoring Room H	200		
5.15	Copy Center - Second Floor	150	11,010	29%
6.1	Literacy Plus Office	575		
6.2	Literacy Program Coordinator's Office	120		
6.3	Literacy Computer Lab	245	940	2%

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7.1	Staff Restroom - Second Floor	IN GSF	IN GSF	0%
Second Floor Total			11,950	31%
	Net Assignable Square Feet:	38,130	38,130	
	Gross Square Feet @ 70% Net to Gross SF:	54,470		

A. Shelving

The Library’s shelving recommendations assume that four heights will be used for most of the collection – 78”, 72”, 66” and 45” high standard, steel-frame shelving. Media formats will be housed on format-specific media shelving that is interchangeable with book stack shelves, including media browsing bins and other specialty units, as needed. Browsing collection shelving is assumed to be retail-type merchandising display units, each double-sided unit approximately 3 feet wide by 6 feet long. These units are allocated 60 square feet for a double-sided unit. Magazine current issue display is assumed to be on slanted shelving with flat shelves below for recent issues.

Shelving aisle widths are assumed to be 42” wide generally, with some high-use areas requiring 48” wide aisles. Each single-sided shelving section is allocated 10.3 square feet.

Assumptions regarding the number of items per linear foot of shelving and per shelving unit vary by type of material, height of the unit and type of shelving. The square footage allowance for shelving is taken from Building Blocks for Planning Functional Library Space, a recognized facilities planning guide published by the American Library Association.

B. Seating

Most public seating has been allocated 25 square feet, for table seating, or 35 square feet, for lounge seating. Seating at toddler tables is slightly less, at 22 square feet per chair. Casual seating for teens is assumed to be even less, at 16 square feet per seat, for bean bag chairs or similar floor-level seats. These square foot allowances are also based on recommendations found in Building Blocks for Planning Functional Library Space.

C. Technology

Public access computers at sit-down workstations have been allocated 35 square feet per workstation. Computers at stack ends have been allocated 9 square feet per unit. Self check-out machines and photocopy machines have been allocated 40 square feet. Public access printers and print release and payment stations have been allocated 35 square feet each. Space for compact printers at stack-end computers is included in the computer allocation.

D. Meeting Room and Programming Spaces

Meeting room seating has been allocated twelve square feet per seat. This allocation is in line with the allocation recommended in Building Blocks for Planning Functional Library Space. Seating in the storytelling space and class visits area has been allocated 10 square feet per person. This allocation seems reasonable since the children will sit on the floor of the storytelling space and will require less space than if seated on chairs.

E. Non-Assignable Space

This report recommends a Library building of 50,000 to 55,000 square feet, on two to three levels. A 70% efficiency ratio is assumed for the preliminary space needs summary of the building – 38,130 net assignable square feet that will be available for library service functions, such seating, shelving, computers, service desks and staff work areas. Thirty percent of the gross square footage – 16,340 square feet - has been set aside as non-assignable space. This includes the building’s mechanical systems, electrical closet, storage spaces, restrooms, circulation space throughout the facility and other elements of the building not listed in the space needs summary (Table 26) as one of the building’s assignable spaces. This net-to-gross square footage ratio is identical to the ratio recommended in Building Blocks for Planning Functional Library Space for buildings of this size.

Table 27
Square Footage Allocation Conversion Factors

Item	Conversion Factor
Shelving, single-sided section, 3' wide	10.3 SF / section
Display shelving, double-sided, retail-type, 6' long x 3' wide	60 SF / item
Volumes per Linear Foot:	
Books, adult, fiction and nonfiction	8 volumes / linear foot
Books, reference	7 volumes / linear foot
Books, new and display	4 volumes / linear foot
Books, adult, international languages	8 volumes / linear foot
Books, paperback, on spinners inset into regular shelving	16 volumes / linear foot
Books, children’s, fiction and nonfiction	10 volumes / linear foot
Books, children’s picture books	15 volumes / linear foot
Videos/DVDs	12 volumes / linear foot
Compact discs in AV browse bins	20 volumes / linear foot
Books on tape and on CD	6 volumes / linear foot
Language learning audio material	6 volumes / linear foot
Magazines, current display	1 title / linear foot
Magazines, back files, in pamphlet boxes	2.5 boxes / linear foot
Newspapers, current display	1 title / 1.5 linear foot
Seating:	
@ 4-place table	25 SF / seat
Lounge chair	35 SF / seat
@ 4-place round table	22 SF / seat
@ 4-place round toddler table	22 SF / seat
Meeting room seating	12 SF / seat
Storytelling seating	10 SF / seat

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Computers and other equipment:	
Public access computer, sit-down	35 SF / workstation
Public access workstation, stand-up	16 SF / workstation
Computer Training workstation	35 SF / workstation
Self checkout workstation	40 SF / workstation
Staff office system workstations, 8' x 8'	80 SF/ workstation
Staff office workstations, 6' x 6'	45 SF / workstation

APPENDIX A
List of Community Venues for Survey Distribution

Group Surveyed	Date Surveyed	# Responses Returned
Street Fair	9/20/07	34
Literacy Council	9/25/06	9
Neighborhood Alert	9/26/07	50
Latino Business Roundtable	9/28/07	32
Kiwanis	10/1/07	15
South Hayward Neighborhood Collaborative	10/1/07	4
Literacy Tutors and Learners	10/5/07	2
Friends	10/5/07	5
Rotary	10/5/07	41
Scholarships Inc. Board of Directors	10/9/07	5
All Saints Parish Council	10/11/07	5
Hayward High School	10/15/07	34
Jessica Fields	10/15/07	52
Hayward Lions Club	10/17/07	22
MLC-Branch	10/18/07	6
Church of Jesus Christ Latter-Day Saints	10/21/07	19
San Francisco Bay Area Chamber Choir	10/22/07	7
Hayward Education Association Office & Teachers	10/9 & 10/22/07	42
Early Literacy for Families - Main	10/25/07	7
Hayward Adult School - ESL	10/25/07	20
Hayward Adult School – ESL	10/25/07	22
Literacy	10/29/07	26
Chapel of Chimes & a church	10/30/07	53
Hayward Democratic Club	11/2/07	24
SLZ Creek Task Force – Cal Trans Tour	11/5/07	24
Hayward High School	11/5/07	19
H.A.R.D.	11/6/07	10

APPENDIX B
Hayward Public Library
Library Service Needs Survey Results

During a six-week period in September – October 2007, the Library conducted a survey to identify Hayward residents' library services needs. Surveys were distributed at 27 community venues as well as at both the Main Library and Weekes Branch. In addition, an online version of the survey was mounted at www.surveymonkey.com with a link from the Library website.

A total of 1,830 completed responses were returned, 1,158 from Library visitors (63% of the total), 537 from community events and organizations outside the Library (29% of the total) and 135 online responses (7.5% of the total).

Surveys were distributed in both English and Spanish, with 1,675 responses in English (92%) and 155 in Spanish (8%).

A list of the community venues at which surveys were distributed is attached at the end of this summary.

Page + Moris tabulated the surveys and prepared the following summary of the results. Separate results have been tabulated for each of the three distribution categories, to identify any differences in the service needs between current Library users and the general population.

1. Where do you usually get books and information?

	Outreach		In-Library		Online		Total	
	Number	%	Number	%	Number	%	Number	%
Public library	472	88%	832	72%	109	81%	1,413	77%
Internet	226	42%	558	48%	103	76%	887	48%
Bookstore	151	28%	507	44%	76	56%	734	40%
Newspapers/magazines	123	23%	401	35%	53	39%	577	32%
TV/radio	91	17%	318	27%	44	33%	453	25%
Borrow from others	69	13%	222	19%	30	22%	321	18%
Family/friends	76	14%	232	20%	28	21%	336	18%
Online shopping	41	8%	146	13%	30	22%	217	12%

Other Sources Mentioned

School library	13
Friends of the Library book sales	5
Hayward library furnishes my mobile home park	4
Book club	3
CSUEB library	3
Literacy Plus	3
Scholastic books orders	3
Bookmobile	2
Garage sales	2

Journals	2
Teacher recommendations	2
Pastor/Church	2
AAA, Lions Club	1
Bible	1
Book fair	1
By conversation with coworkers	1
Chabot College Library	1
Classes/workshops	1
Club memberships	1
Grandmother	1
Hayward Library	1
Home	1
I buy them	1
Kaiser book sales	1
Kingdom Hall of Jehovah Witnesses	1
Law Library	1
Library computer	1
Link + service	1
Mail Order	1
My customers	1
My work	1
NPR	1
Other libraries	1
Own books	1
People getting rid of baby stuff	1
SJSU Library	1
Community meetings	1
Events	1
ONLINE DATABASES	1
Seminars	1
UC Berkeley library	1
University library	1
World Book	1
Specific Stores Mentioned:	
Used/Thrift stores	4
Second-hand store	3
School bookstore	2
Airports	1
Antique Stores	1
99c. Store has great collection	1
Costco	1
Amazon.com	1
Target	1
Wal-mart, Toys R Us	1
Salvation Army	1

2. Do you use the Hayward Main Library?

	Outreach		In-Library		Online		Total	
	Number	%	Number	%	Number	%	Number	%
Yes	440	82%	860	74%	113	84%	1,413	77%
No	86	16%	273	24%	22	16%	381	21%

3. If so, how often?

	Outreach		In-Library		Online		Total	
	Number	%	Number	%	Number	%	Number	%
At least once a week	241	45%	382	33%	36	27%	659	36%
Every few weeks	113	21%	219	19%	44	33%	376	21%
A few times a year	47	9%	163	14%	18	13%	228	12%
Every few months	53	10%	137	12%	15	20%	205	11%
Never	24	4%	84	7%	15	11%	39	2%

4. Do you use any other libraries?

	Outreach		In-Library		Online		Total	
	Number	%	Number	%	Number	%	Number	%
No	268	50%	628	54%	59	44%	955	52%
Yes	352	66%	501	43%	76	56%	929	51%

5. If so, what other libraries do you use?

Weekes Branch	187
San Leandro	90
Castro Valley	89
Oakland Main/Branches	68
Alameda County Library	59
San Lorenzo	48
Fremont	46
Union City	38
CSU East Bay	33
San Francisco	20
Dublin	19
school library	19
Alameda PL	13
Pleasanton	13
Berkeley	11
San Jose	9
Chabot College	8
Livermore	8
UC Berkeley	8
Contra Costa	5
Antioch	4
PLS libraries	4
San Mateo PL	4

Alameda County Law	3
CSU San Jose	3
Marin County	3
Newark	3
Palo Alto	3
Richmond	3
San Ramon	3
Stanford University	3
Bret Harte Middle School	2
Centerville	2
German	2
Milpitas	2
Redwood City	2
San Bruno	2
Santa Clara	2
Santa Cruz	2
South SF	2
Stockton	2
Sunnyvale	2
Tracy, San Joaquin County	2
university libraries	2
Albany	1
Argosy Library	1
Camarillo	1
CSU Sacramento	1
CSU San Francisco	1
church library	1
college libraries	1
Corona Library	1
Corporate library at work	1
Daly City	1
Danville	1
Foster City	1
Gilroy	1
Grass Valley, Nevada	1
Graduate Theological	1
Lafayette	1
Menlo Park	1
Morgan Hill	1
Mountain View	1
Niles	1
Placer County	1
Pleasant Hill	1
Sacramento	1
San Carlos	1
San Joaquin County	1
San Mateo County	1
Vallejo	1
Wyotech	1

6. If you do use the Hayward Main Library, which services do you use?

	Outreach		In-Library		Online		Total	
	Number	%	Number	%	Number	%	Number	%
Check out books	381	71%	712	61%	104	77%	1,197	65%
Check out DVDs	248	46%	410	35%	53	39%	711	39%
Computers	207	39%	370	32%	23	17%	600	33%
Read books, newspapers, magazines at the Library	200	37%	365	32%	31	23%	596	33%
Check out CDs	131	24%	244	21%	32	24%	407	22%
School assignments/research	100	19%	218	19%	15	11%	333	18%
Check out audio books	61	11%	161	14%	31	23%	253	14%
Attend programs	52	10%	154	13%	18	13%	224	12%
Use laptop computer	53	10%	90	8%	11	8%	154	8%

Other Services Mentioned

Literacy Plus	18
Reference and research	9
Attend book sales	8
Children's section	8
VHS	4
Volunteer : Friends & Literacy	4
Copy machine	3
Attend workshops/programs	2
Children's story time	2
Internet	2
Link +	2
Ask for help on homework	1
Attend meetings	1
Books in English with movies	1
Borrow books	1
Bring students to use the library	1
City of Hayward documents	1
CDs are too old	1
Charging cell phone, using bathroom	1
City directories/old phone books	1
Coordinate Senior Outreach Program	1
eBooks online	1
ELF Classes	1
Field trips	1
Hang out with friends	1
Have signing party	1
Health books	1
I buy the book/go to Chabot	1
I was a reading instructor	1

I help kids with their homework when they need it	1
I refer students for research projects	1
I use other ways to obtain books	1
I use the online database for World Book Encyclopedia	1
I used it once.	1
International research	1
Just purchased Wi-Fi laptop	1
Magazines and newspapers	1
MS Office	1
Newspaper archives	1
On weeks days the noise level from students at the computers and just overall disregard for other patrons is horrible	1
Online services for information and MPS files	1
Order books from other libraries	1
Play and learn class for 0-5	1
Play in front of the library	1
Play outdoor games	1
Read to kids	1
School projects	1
Tapes	1
To do paper work	1
To get community flyers/information	1
To look up Hayward ordinances	1
To meet new and interesting individuals and meet with friends	1
To pick up my daughter	1
Type letters	1
Word processing	1

7. If you do not use the Hayward Library, why not?

	Outreach		In-Library		Online		Total	
	Number	%	Number	%	Number	%	Number	%
Inconvenient location	73	14%	100	9%	10	7%	183	10%
Lack of time	22	4%	122	11%	11	8%	155	8%
Parking difficult	53	10%	71	6%	11	8%	135	7%
Inconvenient open hours	31	6%	74	6%	15	11%	120	7%
Outstanding fines	9	2%	22	2%	0	0%	31	2%

Other Reasons Given

No need/don't read books/use the Internet/no interest/don't like libraries	26
Safety concerns/transients and homeless	24
Live in another city	15
Prefer another library/location inconvenient	14

Buy own books	13
Open hours inconvenient	10
Building outdated/Not enough light/"tacky"/noisy/not enough room	9
Use computer/Internet at home	9
Collection inadequate/need more new books	8
Am a first-time user/new to community	6
Transportation difficult/disabled/inadequate handicapped parking/don't drive	6
Unaware of library	6
No library card	2
Don't do research	1
Exchange of books with family and friends	1
I don't use it that often	1
I have books at my house	1
I have four young children	1
I have little time to study in this county	1
No time	1
Not really a center for community. SF's public library has everything and is up to date.	1
Too lazy	1
Wife works at Dublin Library	1

8. If you are not a Library user now, what services or features would bring you to the Library?

	Outreach		In-Library		Online		Total	
	Number	%	Number	%	Number	%	Number	%
Places to sit, read, study	86	16%	178	15%	18	13%	282	15%
New books to check out	94	18%	156	13%	21	16%	271	15%
Café or coffee bar	73	14%	181	16%	9	7%	263	14%
New DVDs to check out	78	15%	154	13%	11	8%	243	13%
Computer classes	63	12%	140	12%	11	8%	214	12%
More computers	78	15%	111	10%	10	7%	199	11%
Used books for sale	39	7%	121	10%	16	12%	176	10%
Homework help/tutoring	51	9%	85	7%	10	7%	146	8%
Space for children and families	39	7%	93	8%	14	10%	146	8%
More wireless laptop access	38	7%	78	7%	23	17%	139	8%
Library programs	41	8%	86	7%	6	4%	133	7%
New CDs to check out	36	7%	87	8%	5	4%	128	7%
Space for teens	34	6%	78	7%	10	7%	122	7%
New audio books	31	6%	84	7%	6	4%	121	7%

Other Services or Features Mentioned

Safer, more appealing grounds/fewer transients outside/more security	8
Better and safe parking!	5
Pashto	2
Security Guards	2
Snack area	2
Snack bar for kids once a week.	1
Access literature from home	1
Ambience, individual lamps placed near places to read or study	1
An adult study room for adults only that have adult hours	1
Art work and museum type displays	1
Audio and Video stations to preview material	1
Author talks like in bookstores	1
Better location, better parking.	1
Books and computers for my 3 kids	1
Books in Spanish	1
Clean, safe environment	1
Closer to home	1
Comfortable seating, warm atmosphere	1
Computers, DVDs and books	1
Enforce QUIET	1
English classes -- to practice	1
Every day same start time	1
Field trips for all public school students	1
Give us more time to borrow books. You should have more hours. Like let it be open till ate and even on Sundays	1
Have a story time day and music time for kids	1
Help on things that I don't know	1
Homework to do	1
I am a user but I think cafes would be helpful to offer. They work for bookstores	1
I do use the library for my kids but sometime noisy for me. I wish we can have more private area to study or private rooms like Fremont Main Library.	1
I love to go to the Weekes Library; the computers are a little slow	1
If I weren't to be fined for late books	1
If library is open longer.	1
Improved services for Spanish speakers since 35+% of the citizens are Latino/coordinate with Hayward Unified School District and its English immersion program to assist with parents/students	1
Interconnect with County library services	1
It would be great if the teens had their own room to be noisy in	1
Jamba Juice store	1
Meeting rooms available for local goals to meet	1
More active supervision of young children.	1
More books again	1
More books; number of hours reduced drastically lately - seem to have less than Weekes	1
More community functions and public programs.	1

More crime books	1
More large print books	1
More PC privacy	1
More scholastic books for children; homework help/tutoring after 5:00 p.m.	1
More social. I'm not a Starbucks hang out cuz the crowd is younger. I would love weekly book club meetings at the library with women my age	1
More than till 10 o'clock	1
More workshops on self-help	1
More, larger restrooms	1
Most DVDs are very scratched	1
New books for sale	1
Noise control/patron regulations	1
None. Hayward streets are too dangerous, day or night	1
Parking close for disabled	1
Pay to use computers \$1.00 hour	1
Place for adult education, literacy	1
Places for meetings	1
Programs for "tweens" -- 9-12 years	1
Purchase used books	1
Quieter space	1
Reading hours with/for young children	1
Redesigned building/new library	1
Return the books	1
Study rooms/small space for 6-8 people to meet and talk	1
Transportation	1
TV	1
TV for children to watch videos while parents study at the library.	1
Wide selection of magazines	1

9. What is your zip code?

Outreach Subtotal	94544	Hayward - South	210	
	94541	Hayward - Central/North	92	
	94545	Hayward - West	73	
	94542	Hayward -Southeast	21	
	94587	Union City	14	
	94546	Castro Valley	13	
	94577	San Leandro	14	
	94601	Oakland	9	
	94580	San Lorenzo	7	
	94110	San Francisco	2	
	94543	Hayward - PO Box	2	
	94549	Lafayette	2	
	27405	Greensboro, NC	1	
	93011	Camarillo	1	
	94002	Los Altos	1	
	94019	Half Moon Bay	1	
	94403	San Mateo	1	

	94522	Concord	1	
	94536	Fremont	1	
	94552	Castro Valley	1	
	94555	Fremont	1	
	94561	Oakley	1	
	94704	Berkeley	1	
	95206	Stockton	1	
	95345	Midpines, CA	1	
	98936	Moxee, WA	1	
Outreach Subtotal			473	
Hayward Residents			397	84%
Outside Hayward			76	16%
Online	94541	Hayward - Central/North	68	
	94544	Hayward - South	25	
	94545	Hayward - West	19	
	94542	Hayward -Southeast	14	
	94536	Fremont	3	
	94546	Castro Valley	3	
	94577	San Leandro	3	
	94552	Hayward - East/Castro Valley	2	
	94587	Union City	2	
	94025	Menlo Park	1	
	94521	Concord	1	
	94523	Pleasant Hill	1	
	94566	Pleasanton	1	
Online Subtotal			143	
Hayward Residents			128	90%
Outside Hayward			15	10%
In-Library	94541	Hayward - Central/North	347	
	94544	Hayward - South	207	
	94542	Hayward - Southeast	131	
	94545	Hayward - West	86	
	94546	Castro Valley	54	
	94578	San Leandro	31	
	94552	Castro Valley	16	
	94580	San Lorenzo	16	
	94577	San Leandro	13	
	94587	Union City	12	
	94536	Fremont	11	
	94603	Oakland	6	
	94611	Oakland	5	
	94123	San Francisco	4	
	94501	Alameda	4	
	94602	Oakland	4	
	94619	Oakland	4	
	94549	Lafayette	3	
	94550	Livermore	3	
	94560	Newark	3	

	94583	San Ramon	3	
	94601	Oakland	3	
	94605	Oakland	3	
	94618	Oakland	3	
	94540	Hayward - PO Box	2	
	94555	Fremont	2	
	94566	Pleasanton	2	
	94610	Oakland	2	
	94002	Los Altos	1	
	94025	Menlo Park	1	
	94244	Sacramento	1	
	94507	Alamo	1	
	94514	Byron	1	
	94524	Concord	1	
	94530	El Cerrito	1	
	94534	Fairfield	1	
	94548	Knightsen - PO Box	1	
	94568	Dublin	1	
	94588	Pleasanton	1	
	94606	Oakland	1	
	94608	Oakland	1	
	94621	Oakland	1	
	94806	San Pablo	1	
	94942	Mill Valley	1	
	95030	Los Gatos	1	
	95060	Santa Cruz	1	
	95112	San Jose	1	
	95136	San Jose	1	
	95451	Kelseyville	1	
	95601	Amador City	1	
	95655	Mather, CA	1	
	95678	Roseville	1	
	96603	Military -FPO,AP	1	
In-Library Subtotal			1005	
Hayward Residents			771	77%
Outside Hayward			234	23%
TOTAL			1621	
Hayward Residents			1296	80%
Outside Hayward			325	20%

10. What is your age?

	Outreach		In-Library		Online		Total	
	Number	%	Number	%	Number	%	Number	%
0 – 14 years	81	15%	113	10%	7	5%	201	11%
15 – 19 years	58	11%	90	8%	11	8%	159	9%
20 – 34 years	123	23%	221	19%	34	25%	378	21%
35 – 54 years	158	29%	349	30%	58	43%	565	31%
55 – 64 years	50	9%	180	16%	19	14%	248	14%
65 years +	37	7%	153	13%	8	6%	198	11%

11. Do you read books and magazines or watch DVDs in languages other than English?
If so, which languages?

531 respondents (29%) said that they read or speak a language other than English. Forty-four languages were reported. Spanish was the most frequent language, reported by 25% of respondents.

Spanish	451	25%
Chinese	79	4%
French	67	4%
Hindi	59	3%
Japanese	40	2%
German	33	2%
Vietnamese	31	2%
Tongan	29	2%
Tagalog	22	1%
Italian	22	1%
Korean	20	1%
Punjabi	16	1%
Arabic	15	1%
Farsi	13	1%
Unspecified Other	13	1%
Filipino	12	1%
Indian	12	1%
Portuguese	11	1%
Russian	7	
ASL (American Sign Language)	6	
Polish	6	
Afghan	5	
Samoan	3	
Urdu	3	
Yiddish	3	
Bengali	2	
Czech	2	
Dutch	2	
Fanto	2	
Greek	2	

Haliou	2	
Hebrew	2	
Ibo (Nigerian)	2	
Iranian	2	
Pashto	2	
Romanian	2	
Thai	2	
Tigrinya (Ethiopia)	2	
Black	1	
East Indian	1	
Hadai	1	
Irish	1	
Romanian	1	
Swahili	1	

12. Would you like the Library to offer more of any of the following materials?

	Outreach		In-Library		Online		Total	
	Number	%	Number	%	Number	%	Number	%
DVDs	206	38%	394	34%	47	35%	647	35%
Bestsellers	164	31%	379	33%	62	46%	605	33%
Books on CD	111	21%	304	26%	43	32%	458	25%
Homework help materials	143	27%	235	20%	23	17%	401	22%
Children's books	125	23%	226	20%	23	17%	374	20%
Music on CD	103	19%	248	21%	23	17%	374	20%
Career help books	115	21%	211	18%	21	16%	347	19%
Fiction books	89	17%	202	17%	42	31%	333	18%
Magazines/newspapers	96	18%	188	16%	21	16%	305	17%
Test prep books	95	18%	202	17%	22	16%	319	17%
Nonfiction books	54	10%	179	10%	33	24%	266	15%
Languages materials	68	13%	158	14%	12	9%	238	13%
Large print books	57	11%	155	13%	13	10%	225	12%
Graphic novels/manga	48	9%	105	9%	12	9%	165	9%

Other Materials Mentioned

Books on tape	3
History	3
More computer time	3
More computers	3
True Crime	3
All of the above	2
Anime	2
Books that are self-taught schooling instead of having to take study courses on computers or college courses	2
Business research	2
Computers	2
Lawyers to help you with information that set appt. maybe 2-3 month [sic]	2

More PC's with internet	2
New good movies & classics	2
Reference materials -- printed, not on-line	2
Religious books in general	2
Adult learner books	1
All Hayward libraries attract homeless & panhandlers	1
Ancient literature	1
Arabic Audio/video materials since Arabic language is becoming sort of a required language	1
Area for the teenagers	1
Art books, crafts	1
Arts, theology	1
Audio biography	1
Audio CDs -- short stories	1
Besides World Book Online, please add World Book for Kids Online	1
Better technical section	1
Bibles	1
Bilingual and Spanish only books	1
Bilingual books for children and Spanish books for adults	1
Biographic books of founding fathers, world leaders, inventors, etc.	1
Books for kids	1
Books in Spanish	1
Books on auto engine/emissions diagnosis	1
Books on sports	1
Books on tape - More American and Russian classics	1
Car magazines	1
Children's books in Spanish	1
Children's CDs	1
Children's programs with book readings	1
Christian fiction	1
Christian music CDs	1
City directories/phone book directory available	1
Classic fiction	1
Cleaner facilities - chair and restrooms	1
College school books	1
Computer classes for elders 70+	1
Computer phonics: pre-k through 6th grade	1
Computer, computer software books, CD, DVD	1
Cookbooks	1
Current facilities too small for our community	1
Downloadable Books - Rosetta Stone language series downloadable or on CD	1
eBooks for home repairs	1
ESL materials	1
Fantasy books	1
Finance	1
For school	1
French books	1

Genealogy	1
Get rid of "garbage" fiction	1
Guest writers to speak and read aloud	1
Haunting/ghost books. Education/special ED speech health instruction	1
Hebrew instruction CDs/DVDs	1
Hindi books, CDs, movies	1
Home décor, African American fiction, self-help audio books	1
How to books on various subjects	1
How to do books and micro fiche	1
How-to books -- Home Depot isn't enough!	1
I am fine with our services since it does not apply to me	1
I am fine with what you have	1
I can't answer this question.	1
I disagree with the notion of purging books (which I have heard is the policy now) to "streamline" the library. I think the library should find space for books rather than throw them out in an effort to be "hip" or whatever. Some people still go to the library primarily for books, not for DVDs, etc.	1
I really don't have the time to read anymore	1
I use your reference books	1
Internet access computer, snack bar	1
Investment newsletters	1
Knitting/sewing books	1
Lectures about composers, music history, music-appreciation (classical music)	1
Lectures and speakers of note on current topics	1
Let people know content of any movie as in if foul word or violence will be on display on the movie. Screen so to prevent our kids from seeing, hearing, or learning such inhumane behavior as well as feeling pain hearing or see such behavior in a movie shown here	1
Like the Hayward Main Library	1
Local history, technology, crafts, DIY	1
Magazines	1
Manga	1
Mechanical manuals	1
Meeting rooms/community space	1
More "learning languages" materials	1
More adult programs; more parent programs	1
More audio books	1
More books in French	1
More children's Christian books	1
More Christian books	1
More copies of books	1
More gospel CDs	1
More hours, especially Sunday afternoons	1
More parking	1
More psychology and social work materials and books	1
More reference material for organic gardening, cultivating, etc.	1

More research books	1
More story time hours - like three times a week	1
More UFO books	1
More up-to-date books on earth sciences	1
Motivational CD's (Tony Robbins, TD Jakes)	1
Music CDs	1
Nancy Drew Mysteries	1
New Age material (CDs and movies), world music	1
New Authors	1
New books	1
New type USA is a magazine (manga and anime	1
New-reader materials and resources for those attempting to remedy gaps in basic math, English idioms and such	1
Nolo Press Books	1
Not material, but HOMEWORK HELP	1
Older and current great literature	1
please bring back the little cards, specifying the due date, that fit into the book .	1
Programs to learn English	1
Rap CDs	1
Romance/action/adventure novels	1
Sacramento Bee at Weekes	1
Scholarly materials	1
Science Fiction	1
Sheet music or books	1
Signing Time Series DVDs	1
Standard reference	1
Suspense, mystery	1
Tagalog Books, DVDs, and videos	1
Tech Manuals	1
Technical self-help books	1
Teen books -- more	1
Test prep books that can be borrowed for a few days	1
The ability to download and print out academic journal articles	1
The Teaching Company at (www.teach12.com)	1
Timely placement of new materials on stacks	1
Trade and technical books	1
We love the children's section	1
Weekes needs a greater variety of children's books.	1
Wide selection of magazines	1
Workshops	1

13. Miscellaneous (aggregated)

Facilities

"Crowd control in front of door area, i.e. People w/disabilities"
Accessibility for dropping off materials is too far from parking areas.
Air conditioning to the restrooms

Allow food and drink and have a café. (6)
Better parking
Patio off Mission would be a great place for a coffee bar for reading.
Community meeting rooms and public space (5)
Hope you create space with TV for children so parents can study.
I like what was done currently. I do believe that more should be added -- areas for teenagers (pre-teens and the like) areas for parents and more computers.
We need a larger building and a bigger budget.
I think the model should be much like the San Leandro Library on Estudillo, it's a great library.
I would go to the library if there were a place to connect my laptop, relax, drink coffee, and have a nice time.
I'm really enjoying the improvements!
More and larger restrooms at Main and Weekes. (3)
More private meeting places for adult literacy (4)
More study area with tables (3)
Teen size tables, no small ones
More tables children section
More desk space
More space for teenagers and tutoring
More space is needed (2)
Need areas for tutoring (3)
New library should also have cubicles where a person can isolate - similar to Fremont Main.
Outdoor coffee/tea area would be tempting
Please provide space for individual work study groups.
Put in an exhibit window (i.e. a single graphic)
Starbucks would be great
Teen space away from adults
The changes made to the main library are fantastic
The library needs adequate space to conduct library services, including a one-on-one tutoring space, access to offices.
The teen section is cool and a great service to our kids! (2)
We definitely need to have the library open and get a new and more comfortable facility would be great!!!
Would like to see more lounge-time sitting areas
Your library is nice but it could be more spacious and have more resources.
I hadn't been to the library for a while, but I was very impressed by how nice it looked and what was offered.
I work and go to school sometimes instead of going home to study it would be nice to have an adult study hall to go to and read and use a computer to type assignments that take more than an hour to do.
I'm very happy with the current set-up but will welcome a change, hopefully to accommodate more people. If you build it they will come...?
I would not like the Main Library to be replaced -- I like it the way it is. Maybe building an additional library in Hayward would be a good idea -- one with more parking, too.
The improvement in location of/identification of books is excellent, easy to find.
Excellent remodeling job.
I would like to see a new library in the same location -- and save the existing trees.

Current site is lovely -- the grounds are beautiful. More and smaller lights outside; outside branches. Also, my hope is that this will remain as the library site and that building will be up and not out
Do not tear down this library.
Cleaner library (outside).
Local artists display gallery.
Design space for comfortable study.
I really do think the Literacy Plus operation could also use more space and more spaces friendly to tutoring sessions while the library is open to the general public. Both Main and Weekes need more of these learning-friendly spots in addition to other spaces for other uses.
The grounds are unique to Hayward.
Clean and fresh coat of paint in the interior.
The library should provide a place where teens can go to have fun after school (teen zone)
To move this library would make things very hard for me.
Want severe restriction of high school students' use.

Noise

1). Stronger rules for keeping silence in the library, 2). Continued supervision and enforcement of the rule of silence - necessary talking exception.
Can sometimes be rowdy.
Has big problem with uncivility of patrons. i.e., Cellphone use, loud talking, children uncontrolled, etc.
I am satisfied with Hayward -- it's too noisy at times.
It would be very helpful if could find a way to quiet down the Main Library.
Just a little noisy for someone who wants to study.
Keep down the teen "area" - they get really loud and "must not" use any bad language or get them out.
After 3:00 pm this place is a zoo!
Noisy - VERY (2:00 PM to 5:00 PM)
Please enforce noise rules or at least a separate noise proof area where everyone else isn't disturbed.
Please tell people to turn off cell phones in library.
Reduce noise levels, especially in the afternoon.
Teens need more supervision because it gets very noisy at times, thus making it impossible to concentrate when studying or when using the computer.
There's a lot of noisy kids and teens who say bad words. Teens hang around outside the library and some of them smoke.
Too loud with rude teens
We would like to have the literacy class room on the first floor and more visible place.
Wish we could have private study rooms for adults. I cannot accomplish reading here sometimes because of the noise.
Keep the other users noise down, especially kids and teens
Need to keep school kids in line! Ridiculous after 3:00 PM.
Students are very loud; they need to be separated from the other patrons
Need to police the teenagers about the noise level.

Kudos

"You guys are outstanding!!! Tell me more of where a new main library would be located
1. I enjoy the location of the main library 2. I appreciate the information department at our main library
A great place (3)
All the best, and you're doing a good job out here at Weekes.
Always good service, friendly and helpful librarians.
Appreciates service. Requests limitation of access to promiscuous materials and Internet sites. Does not believe it is appropriate to fund such activities.
Appreciates the library and all that can be done to help.
In this library, the employees are nice.
Employees are very helpful!
Entire family thinks the library is great.
Everybody is very nice at the library all the time. Thank you all.
Everything is very good. (2)
Everything is good, very clean, and organized.
Everything is ok
Family loves the library.
From what I have observed, you are moving forward very nicely.
Good place to learn
Good service! (3)
Great staff! (2)
Grew up in this city; love what they do have. Staff: great job!!
Hayward children's librarians are wonderful
Hayward does a great job -- helpful in obtaining materials from out-of-area libraries
Doing a great job.
Hayward Library Staff are excellent helpers. I love this library.
Hayward Main is a great library
Hayward Public Library rocks!!
Hayward is a great city and deserves a great library.
I am very grateful for the library and the service it does provide.
I appreciate the services offered at Hayward libraries.
I am glad you are on that job!
I enjoy the Hayward library very much
I enjoy the Weekes Library. The staff is very helpful.
I have answered this survey on behalf of my 2 children as well. They have grown up using Main Library and enjoy their library trips immensely! (my oldest) volunteered this summer and continues to want to help in any way she can. Please let us know if you need any help.
I have no real complaints.
I just like to study here.
I just really like coming to the library. (2)
I like all the librarian persons; they are all helpful and nice. (4)
I like the idea of another library that will help enrich our knowledge
I like the weekend closing hours.
I like the Weekes Library - good location near park and residential areas.
I like this library. (2)

I love Hayward library and its staff
I love libraries - ours seems <u>fine</u> . Is there a <u>documented</u> unserved demand, evidence that the current library is not meeting current or <u>expected</u> need?
I love our library -- but we really use the Internet for school research unless directed to library materials. Plus we own a complete Encyclopedia Britannica
I love the library! (2)
I love the new book checkout machine!
I love this library. Employees are polite and service is excellent
I love you!
I really like the care for my son and that everyone helps him do better every day. Thank you!
I really like the Weekes Branch because it is very convenient.
I really like this library and it's so convenient to be by the park.
I think Hayward is doing the best job they can with what they have.
I think the Hayward Library is just fine the way it is!
I think the Hayward Library is the best! And you guys don't need to change anything.
I think the library does an excellent job with its resources.
Thanks a lot.
It's a good library
Just fine as is. (2)
I find the Weekes Library staff and service generally of high quality.
Keep up the good work! (2)
Just thanks for all.
Library is wonderful. Enjoys the attitudes and diligent work ethic of the librarians... esp. children's library
Likes all the library. The staff is always nice and helpful!
Likes everything. Thinks computer time of 1 hour is insufficient. Should be 2+ hours and needs more computers.
Love the Hayward Library and book reserve by computer
Loves book sales. Thank you.
Loves the library; considers it 2nd office.
Loves the library; finds it resourceful.
Loves the library; Thanks
Loves you guys.
Most favorite place!
My family and I love the children's section because it focuses on children's needs and they don't (always) have to be quiet.
Nice environment.
Nice job with the new library, thanks for the effort!
Nice Library
No comment but I would say thanks for your good service
No comments but on with the project. Thanks.
No. I'm really happy with you. Thank for everything you do, I know it's not easy.
Our family has always appreciated our library being there when we need it
Our library has excellent services. The staff is all so professional and very helpful. I thank you all for the excellent job.
Story time is great for kids! Thank you!
Thank you for having a library with all these services. Thank you.
Thanks for keeping up the library

Thanks for making it so fast and simple to sign up here.
Thanks for the librarians and their efforts and hard work to make the library efficient
Thanks for the links and service and the Library Plus program
This answers my needs regarding books. Thanks.
The Hayward Public Library is great and the staff is awesome.
The libraries are interesting places to help young people.
The library is a fun place to be. You guys are doing a good job.
The library is a wonderful place
The library is great. It just needs some more space and some more books
The Weekes Branch is a great and has a friendly environment.
These are very good services for us Latinos. There aren't many libraries to visit because they're full most of the time. Thank you
The workers at the library are polite and helpful with finding what you need.
Think Hayward's programs are great; am member of three of their book clubs
Thinks the library is doing a great job overall.
This has always been a great little library with lots of great books
This is a beautiful library; the location, the setting, the history, the size :)
This is a great library. (2)
This is a wonderful library!
This is the best library. Great personnel and service.
This is the best service
This library has been very helpful. Thanks.
This library has it together; don't change too much
This library is the best one.
This library is very important to my work and has everything I look for. It is great for me, but maybe it should open more because it fills.
Very good library, great book sales
Very happy with library service. Thanks.
Very helpful employees!
Very kind staff
What a great place! No community should be without a library as welcoming as this one.
You are doing a great job! Thanks. (3)
You are doing a great job. Good luck on getting money for a new library
You are doing an excellent job, keep up the great work. My son and I love to come here.
Just thanks for all!

Computers and Technology

Make computers go faster.
More new earphones because some don't work.
Better MPS file access
Get Internet-based car repair info and dedicated computer/printer to access the info. VERY disappointed when you gutted your repair manuals after remodel. You went from best in area to one of worst.
I use the Internet services at San Leandro Library
I use the library on Fridays when San Lorenzo Library is closed in order to use the express computer to check my email

Is there any way to block porno for the Internet? I've seen it being used
I would like the library to offer more access to the printer and more computers.
When teens use the Internet, they should not be allowed to see or watch adult content, especially when our kids are next to them. Thanks.
Longer hours on computer (8)
More computers (8)
Need more computers accessible to the public with Internet capabilities. (3)
Research engines for college level i.e. Lexis Nexis, etc.
Separate computer area with individual kiosks/carrels wanted.
Wireless web with more computer stations.

Collection

A larger Christian and African American video section - the history on Jewish civilization was excellent!
There needs to be a wider selection of read-along books if such are available. The subject range seems very narrow.
Better reference books.
Bigger African American section/books
Bring back the Chess Life magazine
Collaborate with book makers to get newer material at a discount and in return get tax credits for community involvement.
Current book collection lacking depth in any given subject.
Farsi novels.
Financial , Morning Star, Investors Business Daily
Get some music CDs!!!!!!
Have more books in different languages
History sections are often outdated
How to speak Farsi/Arabic books
The library has a limited catalog of materials and subject matter.
I wish you had more Garfield books
I would like more history books.
I would like to see large collections. I wanted many books over the last few months only to find the library did not house them. There are many readers in Hayward. The library should also cater to them and not just to the computer users.
I would like to see more African American boks
I would love to see the Spanish sections grow - esp. adult books on CD. (2)
Law Library materials, law books
Manga books, especially "Bleach".
Many books are outdated at this library. Makes it hard to want to use the library materials, results in relying on the Internet all the time.
Maybe text books
More chapter books, please.
More educational DVDs like: "Standard Deviants DVD"
More interesting books for kids
More interesting DVDs that people will like
More Japanese animes, like Naruto
My students would benefit form a wide selection of magazines, news, etc. Also documentary DVD's.

Please consider subscribing and offering ancestry.com/Heritage Quest . These are the reasons that I use the Pleasanton Library -- it is my understanding that Castro Valley also offers these two services.
Please get more movies to the library.
New movies for children...
Would really like to read more WWII and WWI books, overseas reporters telling things they have seen in war-torn countries. Love the nice people who work at Weekes Library, nice folks!
Want more DVDs and books to learn English and Spanish.
There should be more new material, books, CDs in the library
We do not like the fact that there are fewer books available. We like reading older fiction especially mysteries. A library should be a repository and not just have recent best sellers.
We need more books in Spanish for kids and adults.
We should have more DVDs in the kids room upstairs
You have the graphic novels shelved in the Young Adult section. The fiction section would be more appropriate.
Just more books be they fiction or nonfiction.
The library needs more copies of current DVDs.
Children books with cassettes, books/CD.
Large print books should be in a lighter area
Wish the library could provide more classical music CDs
Reading has become more difficult with advanced age so audio books are a growing interest for me.

Safety and Security

Has problems with homeless sleeping at tables, not respecting computer time limits. Tries to make it a quick trip when he/she comes.
I feel very insecure or unsafe outside the library because the teenagers who are in the park fight a lot or kiss and hug and I have two young daughters and don't like to have them see teenagers behaving like that.
My main concern is safety -- walking to and from my car in this area.
I think that homeless should not hang out by the library because they make a lot of kids and seniors afraid to come around here
I think there should be better lighting outside the library at night and motion sensor lights.
I would like to be able to come to the library without walking through a group of kids who yell, swear at each other. Most times they are right in front of the entrance and that is not very welcoming.
Keep the homeless away from the library downtown; they smell awful.
Need security.
The main library appears to be a gathering place for the homeless and I don't feel safe with such a large gathering.
Please get rid of the bad element -- its been a problem for year
We need a security guard for riff raffs and controlling disruptions.
The city needs to provide resources for the homeless.
More control with youth coming into the library
Take away some of the lawn where the bums hang out and make it into parking.

Kids like to steal my bike
More control over the library
Safer library (outside) thanks!
Please do something about these darn teenagers. They are rude and get in your space. No privacy. Otherwise everything ok.
My eleven year old twins will soon be teens and the kids that make a racket, talk loudly, and cuss are bad examples for them and something should be done.

Parking

More handicap parking! There's always undesirable people hanging around the library -- especially when my young teenage girls visit the library.
More parking would be nice (2)
More parking and longer parking times
Not enough parking at Weekes;
Please make some public parking available.
Sometimes parking is difficult

Hours

8:00 PM closing time is very nice.
I wish the library was open seven days a week, 10-8
I would like it if the library was open longer.
Keep the library open on Saturdays and extend evening hours as much as budget allows.
Add limited hours at Weekes branch.
More hours
Sunday hours
Longer hours on Saturday
More time for library users is needed; open early like 8:00 am close 8:00 pm
Requests earlier opening hours and Sunday operation.
Should stay open later on Friday and Saturday.
Start every day same!
The Library should open at 10:00 am every day.
To be open other than weekday 8-7.
Would like longer hours and more days.

Programs

A language learning center would be nice because Hayward is so diverse! Couches and love seats.
Continue to offer parent/child learn/play classes. Maybe also do music classes
I might be interested in some other activities either reading or arts for seniors in Spanish or children
I wish someone would form a weekly or monthly group devoted to astrology. I also hope the library would have more books on the subject, and also some astrological references like an EPHEMERIS, PLACIDUS TABLE OF HOUSES, etc.
I would like more computer and English classes.
I would like more cultural programs for kids and families.

I would like more guest speakers to engage the community (health speaking, law enforcement, weekend hot dogs, etc.)
More author visits
Please make sure to keep the play and learn classes. We love them!
Prize for reading book and making book report
Programs for singing and music classes
Reading Club/programs for kids 7 & up
Regular yoga would be nice.
Requests more programs for toddlers
There should be a defined area for music library; more workshops on self-improvement as yoga, meditation, music of different eras
There should be programs in Spanish that will help students translate to other languages to reinforce what they've learned
Would like the library to have more tutoring for students.
You should have more activities for teens and more homework help and tutors.
More book signings from popular authors.
Music and art festivals.

Other comments

Don't leave this library.
It is the first time I have come to the library and I especially like the girls.
Completing this survey has reminded me of the value libraries bring to their communities. I plan to visit my local library soon!
Friends would like a book store and plenty of space to sort books
Getting too old for all this now. When I was younger they did not have this for me. So I stopped reading books, etc. Sorry!
Hayward is building this library with money collected from the builders of the new power plant in Hayward. I am totally opposed to this polluting power plant and the new library
I am a search angel and help adoptees find their families
I am sad I don't use it more and don't mind taxes to keep it visible, but I hate the new library. I loved the old musty smelly ones. Reminds me of a "den" and my imagination soared as a youngster
I can not ask for a better location for a main library
I enjoy using the Library as I can, though its materials need to keep up with the times.
I plan to start using the library more often.
I read lots but have access to other sources
I really haven't had the chance to look at anything else
I think you shouldn't charge that much for late returns
I use other libraries (County of Alameda). Don't feel overly safe in your area
I usually find what I need.
I want to study English
I was a Friend of the Library (briefly).
I will be looking forward to the new library. It is a great place to learn and enjoy.
I will try to stop by to get a card -- I am interested in learning more about Hayward
I work five days, 8 hours. I am involved with Kiwanis and neighborhood church choir. Looking to retire.
I would gladly pay more in property taxes for another library

I'd like a place to come and get knowledge, enjoyment and socialization. Parking access to library is important. Downtown is good
I'd like for this project to actualize
I'd like to be able to check out 6 movies.
I'd like to know more about psychology but I'd also need to learn more English and consult another language. Thank you.
If City of Hayward wants to continue budget of library as a charity afterthought, for window dressing, perhaps this current trend toward Romper Room accommodation is also appropriate. THIS CITY should enjoy the consequences.
If I moved to Hayward, I would definitely use the library
I'm a student at Chabot College so I usually use their library, but I sometimes use the Hayward library
Interconnect with county libraries for drop off and check out.
It would be very nice if there were better places like libraries to which kids and adolescents would feel comfortable coming and doing their homework
It'd be a lot of help -- if not for me, then for others
Keep both libraries,
Let's get a new library!
Library is a good source of many materials to choose from. Likes the new décor and arrangement. Found computer class helpful. Thanks.
List more job opportunities to help the community get employed!
Literacy Plus learners to use the Learning Lab at any time
Most information is available online through university libraries, etc.
Move forward with the project.
My very few requests (2 in 6 years) were answered!
Need to get a library card to use the library
Newcomer
Promote the library so people will know what they have and will use it
Remain community-focused and build flexibility for future technology and program advances
Request more rooms and selection in general.
Service may improve a little
The library should be the city's downtown focus and community gathering place
The time they give out for books is not enough to read the books
The truth is that the majority of the people don't know how to use the services of the library
The whole downtown area is bleak and run-down, especially the area surrounding the main library
Want more books again and more helpful librarians
We are all trying our best
We are happy to hear the good news about building a new Main Library.
We're new to the area and the world, one year old. Just starting to use the library.
Yes, I would like if there was another library.

APPENDIX C1
City of Hayward Library Commission
Focus Group Notes

September 17, 2007

Facilitator: Kathy Page
Recorder: Peg McGowan

Number attending: 12 (2 staff; 6 Commission members; 6 members of the public)

Commission members in attendance:

Linda Bennett
Lisa Brunner
Jessica Fields
Elsa Glines
Kelly Greenne
Bill Quirk

Lisa Rosenblum, Library Director

The Commissioners introduced themselves and explained how and why they became involved with the Library. Kathy then asked the group several questions about their service priorities for the Library and their vision for the new Main Library.

1. What role or roles should the Library play in the life of the Hayward community?
In the big picture, what is your vision for the Hayward Public Library?

- A magnet that draws people to the downtown area
- The Library should serve Hayward's diverse population
- It should have meeting rooms for special programs; could do things better if there was more space
- The Library should be a safe place, open seven days a week
- It should have more programs; e.g., homework support
- A community magnet in downtown area – gathering of ideas, freedom of speech
- Do more of what we're doing now, more children's programs, community meeting rooms for groups
- Non-book items have a high circulation rate; these should be educational as well as entertaining (educational aspect of non-book items should be considered)
- Improved Internet access
- The Library should be a community center supporting literacy and Internet access for those who don't have it at home
- More meeting room space would expose more non-users to the library

2. What is your assessment of this facility? What would you want to change?

- Too small
- Needs more open areas

- Lighting is irritating
- Natural light is important
- Acoustics are poor
- Need zones/areas for quiet space; i.e. closed study rooms
- Need a larger teen area with more computers
- Likes openness for safety reasons
- Connect the outdoor area with the inside
- Save the trees (current site with trees is very important)
- Signage could be better (should be attractive but functional)
- Would like open book shelves with lower shelves – current shelves are too high.
- Would like comfortable furniture designed for sitting not sleeping; also some seating with tablet arms for laptops and/or writing
- Lots of electrical outlets to provide capability to plug in laptops everywhere
- Existing magazine display is good; table seating is nearby
- Program rooms - when not in use, should be available for public use
- Need more space for Friends group (storage and sale space)
- A café would be okay: limited area with small gift shop and book sale space (a suggestion for an outdoor atrium-like café)

3. What should the feel of the new library be? What will make it successful?

- Openness
- Natural light
- Functional signage
- Connection to outdoors
- Flexibility in the design (space should be evaluated often to ensure “best use”)
- Friendly building
- Blend with environment
- Warmth
- Discussion of public art, with one person expressing concern about spending public money for art

4. Have you visited any libraries in other communities that have features that we ought to consider for Hayward?

- San Leandro
- San Mateo
- Dublin – welcoming feel
- Orinda – seating alcoves

5. Other comments?

- White walls are boring; use textiles, wood
- Children's section needs a distinctive look
- Need special computers in children's area just for them
- Flexible floor plan is very important
- Likes walls that don't go to the ceiling
- Basement space here is underused
- Need plenty of good space for staff for behind the scenes work
- Encourage staff to ask for what they need
- Need a good break room for staff
- Green building

APPENDIX C2
English As a Second Language Class
Hayward Adult School
Focus Group Notes

October 23, 2007

Facilitator: Kathy Page
Recorder: Olga Ramirez

Number attending: 30 students; 2 teachers

Kathy explained the purpose of the meeting and then asked the group several questions about their Library service needs.

1. How many of you are parents, with children living at home?

Over 50% are parents, most with children living at home. The ages of their children are evenly divided between preschool-age and elementary to middle school-age, with one teenager reported.

2. How many of you currently use the public library?

10 students

3. How many use the Weekes Branch?

3 students

4. How do you use the library?

Borrow books, DVDs, use computers
50% of the class reported that they check out DVDs, and 3 – 4 people check out videos.
50% have computers at home, most with Internet access.

5. What are your comments about using the current Main Library? What has your experience been?

Happy with library as is – staff is helpful
Use language learning materials – to learn English
Would like more copies of English language dictionaries, both to use at the library and to check out
Would like to see more classic movies
Only a few take their kids to story time programs
Would like materials in other languages – Spanish, Chinese, Korean – especially, books and DVDs/videos on the culture and history of their native countries, to teach their children about their heritage.
Magazines and newspapers published in their native countries.
Increase seating in the center of the library.
More parking – can't find places to park, parking lot too far away (NOTE: many unaware of the parking garage).

There are lots of homeless people and teenagers outside the library – not a welcoming environment, is intimidating

Provide homework help for ESL students? (teacher suggestions)

How about a book discussion group for ESL students, or librarians to help students select appropriate books?

Newer computer books and a bigger selection of books on this topic – current selection is too old and outdated.

APPENDIX C3
Early Literacy for Families Parents
Focus Group Notes
October 25, 2007

Fifteen parents participated in the regular ELF program and then spoke with Kathy Page briefly. Kathy introduced the project to the group and then asked the group what features or services they would like to see in the New Main Library.

Improved parking

A drive-through book drop

Locate the children's room on the first floor so we do not have to take our strollers on to the elevator. Also, kids love to run up and down the stairs!

Make the community room available for birthday parties

Keep offering the EFL story times!

Provide a larger play area, with puzzles and other manipulable toys.

Small, child-friendly tables

A "play pit" like the Pleasanton Library's

Acoustical separation of the children's space.

The parents then completed the community survey and returned to playing with their children.

APPENDIX C4
City of Hayward Youth Commission
Focus Group Notes
November 5, 2007

Facilitator: Kathy Page
Recorder: Peg McGowan

Number attending: 19, including 14 Commission members, 3 Advisors, City Manager (partial), 1 City Council Member

The Commissioners represented Ochoa Middle School, all local high schools, San Jose State, and Diablo Valley College. Their ages ranged from 13 years to 20 years and were evenly divided between young men and young women.

1. Do you use the Hayward Public Library now?

- Yes – 11

2. If not, why not?

- Too busy (2 people)

3. Which libraries do you use?

- Main Library – 8
- Weekes Branch – 7

4. Which other libraries do you use?

- Castro Valley
- San Jose State
- CSU East Bay
- Castro Valley
- Richmond
- Concord
- Stockton/San Joaquin

5. Do you have access to a computer at home?

- Yes – 11

6. Do you use computers in the library?

- Online catalog – 5
- Some noted that they do not use due to long lines at library for computer use

7. What services should the Library offer to youth?

- One person likes the existing youth space

- Need more computers
- Need more space: lecture space, meeting space, more group study space, larger section for wireless
- More staff space (comment from a person who volunteers at the Main Library)
- More reliable overdue notification system
- Close-in parking (parking better at Weekes Branch)

8. What about programming?

- TAG (Teen Advisory Group) should branch out to Weekes Branch
- Book clubs for teens
- Teen job information – on-site help with job applications
- College information and on-site help with college applications
- Better publicity about upcoming programs for teens
- Newsletter for teens with book and club information and maybe some fun puzzles, etc. (make the newsletter fun to read - not all business)
- Open Mike Night – teens can read aloud poems, perform songs, rap, etc. (Castro Valley Library does this – very popular)
- Separate area for toddlers so parents, brothers, sisters can read while toddlers are occupied

9. Kids hang out outside now. What would bring them in?

- Make less institutional, more friendly, less boxy
- Make more inviting and brighter by using color (several people concurred strongly with this)
- Perhaps a mural and some art; maybe a mural contest
- Teen section needs own identity
- Need more and bigger meeting rooms
- More outside seating close in
- Pipe in music for teens to listen to while they study in teen space
- Downloading music would be a plus
- Computers to create films – cool! (can't be creative if there is a time limit on computers)

10. What would be ONE thing you would recommend that would make the Library more teen friendly.

- Lounge area for teens
- More colorful, less structured space
- More color, more relaxing
- More color, more noticeable space
- More color, more staff space so staff won't be stressed and grumpy (sometimes, Library staff is gruff and unpleasant to teens – give staff a better working environment and maybe their demeanor will improve)
- Sponsor events for teens
- More color and space and meeting rooms, study rooms, updated music collection, more books

- Hang out space for teens
- Contemporary books and DVDs
- Café area – like Starbucks (only “quiet” food allowed – no chips!)
- More space, perhaps more floors, if necessary, more culturally friendly for this diverse community
- Park-like setting
- Café – more group study space
- Keep in mind older people who use the library – separate areas for toddlers, teens, etc.
- More large print and audio books for all
- Lots of windows
- Donor recognition – give people a chance to show their support and honor them in the building

APPENDIX C5
Eden Gardens Elementary School Teachers
Focus Group Notes
December 10, 2007

Facilitator: Kathy Page

Number attending: 4 teachers (1st grade, 3rd grade, 6th grade and school librarian)

The teachers gathered at the end of the school day to provide input into the library service needs of their students.

1. Student profile

The teachers described their students and their needs.

The majority speak a language other than English at home. Demographically, there are numerous Filipino, Pacific Islander and East Indian students. Check the State ED Data statistical reports for exact figures.

The student body at Eden Gardens is somewhat typical but slightly above the average for HUSD in terms of academic achievement and skills.

Not many students are independent readers. They are not encouraged to read at home and it is increasingly difficult to provide support for this in school. The public library could help by offering homework clubs, copies of readable series books.

Many students need computer assistance. The public library could provide more PC access to students and provide assistance in showing student show to effectively use technology. There is an obvious digital divide and Eden Garden (and HUSD students generally) are on the wrong side of it. For example, the school has a computer lab associated with the school library. Students have access to it once every other week, which is not often enough to allow students to develop a wide range of competence.

The public library could also help by offering ESL classes, independent of the Adult School, and literacy software to use on its computers. Perhaps arrangements could be made to let Adult School teachers offer classes at the library.

Need programs for parents – how to prepare your kids for college, how to read a report card, how to use the health care systems available.

2. Students' library service needs

Discussion followed on the students' library service needs. The school library is too limited, especially for kids with specific needs. Even though Eden Gardens' library is better stocked than most, due to PTA contributions, the school librarian sends kids to the public library all the time when the school library's resources have been exhausted.

The "teacher library card" is a good service of the public library, allowing teachers to check out books and videos for specific lessons and assignments.

Videos and DVDs are especially good for ELL students. They go into “vocabulary overload” and cannot handle verbal communication. DVDs in course content areas are very helpful to these students (6th graders).

High-interest magazines are also beneficial, especially in course content areas (e.g., sciences, social science), in both English and Spanish.

Books to support independent reading would be very helpful, especially books with themes that are fun, uplifting (rather than “problem” themes – these kids have enough tension and anxiety in their lives already). Recommends trying the One City/One Book approach, and include audio books.

Need group study space and quiet study space.
More meeting rooms

3. What would make the library a place that attracts kids - would make them like to visit?

Concentrate on the social aspects, especially for middle school students. They like to talk to each other, be together. Can do this and still study if the environment is right.

Have a family movie night, something the entire family could enjoy. Families will make a library visit a family outing.

Provide a good DVD and video collection.

The facility needs to be safe and needs to be perceived that way.

Provide books by mail (similar to program offered at San Ramon).

Create a family lounge seating area in the children’s space, similar to what is offered at Borders and Barnes & Noble – family groups will sue it – needs to be acoustically separate.

Set the computers at kid height.

Consider a branch library west of 880, perhaps at Southland Mall. There is a senior center there now. The branch could be close by. We take our students to Weekes Branch, not the main library, because it is closer.

APPENDIX D
Hayward 2030 Population Projections by Census Tract

CENSUS TRACT	REGION	% in Hayward	Hayward 2030 Pop			
431200	C	29%	2,479			C = Central Region
435101	C	66%	5,233	50/50 C/S		S = South Region
435102	C	100%	2,821	50/50 C/S		W = West Region
435200	C	10%	448			
435300	C	82%	4,234			
435400	C	100%	7,684			
435500	C	54%	2,386			
436200	C	2%	79			
436300	C	79%	7,737			
436401	C	57%	4,488			
436402	C	39%	1,191			
436500	C	100%	5,849			
436601	C	100%	7,023			
436602	C	100%	5,534			
436700	C	100%	3,903			
436800	C	100%	4,236			
436900	C	100%	7,920			
437400	C	100%	1,870	50/50 C/W		
437500	C	100%	2,681	50/50 C/S		
437800	C	100%	2,594	50/50 C/S		
435101	S	66%	5,233	50/50 C/S		
435102	S	100%	2,821	50/50 C/S		
437500	S	100%	2,681	50/50 C/S		
437600	S	100%	1,781	50/50 S/W		
437700	S	100%	9,640			
437800	S	100%	2,594	50/50 C/S		
437900	S	100%	3,524			
438000	S	66%	2,231			
438100	S	100%	7,816			
438201	S	100%	2,493	50/50 S/W		
438202	S	100%	11,494			
437000	W	100%	3,992			
437100	W	100%	11,258			
437200	W	91%	6,821			
437300	W	100%	3,708			
437400	W	100%	1,870	50/50 C/W		
437600	W	100%	1,781	50/50 S/W		
438201	W	100%	2,493	50/50 S/W		
438300	W	100%	4,239			
438400	W	100%	2,629			
435600		0%	0			
435700		0%	0			
440100		0%	0			
450601		0%	14			
Total Population			171,499			

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