



City of Sierra Madre Agenda Report

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TO: Honorable Mayor and Members of the City Council

FROM: Gabriel Engeland, City Manager *GE*

DATE: May 22, 2018

SUBJECT: Library Survey Results

STAFF RECOMMENDATION

It is recommended that City Council provide staff with direction.

SUMMARY

In 2018 the City of Sierra Madre contracted with National Research Center, Inc. (NRC) to administer a survey to all Sierra Madre households to gauge the level of support for the location of and services provided by the Library.

The Sierra Madre Library Survey was administered by mail to all households within the City limits. A total of 4,910 surveys were mailed; 1,770 surveys were completed for a response rate of 37%. The margin of error is plus or minus two percentage points around any given percentage point for all respondents.

The Sierra Madre Library Survey, Report of Results (attachment A) summarizes the key findings of the survey. The PowerPoint presentation (attachment B) supplements the report and highlights which of the four options Sierra Madre residents support or oppose and to what extent.

ANALYSIS

Please see the Sierra Madre Library Survey, Report of Results and accompanying PowerPoint presentation.

FINANCIAL REVIEW

There is no financial impact related to the discussion item. Staff time was incurred in the preparation of this staff report.

PUBLIC NOTICE PROCESS

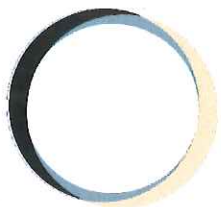
This item has been noticed through the regular agenda notification process. Copies of this report are available at the City Hall public counter, at the Sierra Madre Public Library, and can be accessed on the City's website at www.cityofsierramadre.com.
Attachment:



SIERRA MADRE LIBRARY SURVEY

REPORT OF RESULTS

APRIL 2018



NRC
National Research Center Inc

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303-444-7863 • nrc@n-r-c.com • www.n-r-c.com

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Executive Summary

Survey Background

In 2018 the City of Sierra Madre contracted with National Research Center, Inc. (NRC) to administer a survey to all Sierra Madre households to gauge the level of support for the location of and services provided by the Library.

The Sierra Madre Library Survey was administered by mail all households within the city limits. A total of 4,910 surveys were mailed; 1,770 surveys were completed for a response rate of 37%. The margin of error is plus or minus two percentage points around any given percentage point for all respondents.

When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of rounding values to the nearest whole number.

Survey Highlights

The highlights below discuss the survey findings overall as well as responses for select respondent characteristics. Generally, those who voice “strong” support for or opposition to an initiative have a tendency maintain their stance regardless of other factors or information. However, opinions of those who “somewhat” support or oppose an action could be swayed by additional information. Decision-makers will want to take into consideration both the “extreme” and “persuadable” groups of respondents when deliberating possible courses of action.

The survey informed respondents that the current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes; the building needs repairs to make it safe and accessible. Respondents evaluated four different potential solutions to address these issues.

Most Sierra Madre residents oppose doing nothing with the current Library location and programming.

- The majority of respondents opposed taking no action. Half of residents (51%) strongly opposed keeping the Library at its current location, reducing services and limiting public access until alternative funding for ADA compliance could be secured; 20% somewhat opposed this solution. Only 29% of residents supported taking no action.
- Residents indicated which of the four options they preferred most. Only 12% preferred the option to do nothing, which was the least preferred option.
- Survey responses were compared by respondent subgroups. Those who reported not using the Library in an average month were more supportive of the City taking no action with regards to the Library location and programming than were those who used the Library 1-2 times a month on average. Similarly, those who lived in the community 10 years or more and those who were 55 years or

older were more supportive of not taking action than were those who had lived in the community for less than 10 years or were younger than 55 years.

Survey respondents favor repairing the Library, moving some programs and not increasing taxes.

- The majority of respondents supported keeping the Library at its current location, moving some Library programs, selling the back parcel, and not increasing taxes; 32% of respondents strongly supported this option, which was the highest levels of “strong” support of any of the options provided. An additional 27% of respondents somewhat supported this option, for a total of 59% in favor. This was the only option that garnered support from more than 50% of residents and also the only option more respondents strongly supported (32%) than strongly opposed (22%).
- This option also had the lowest percentage of strongly opposition, at 22%, and another 19% somewhat opposed (41% opposed in total).
- About 30% of respondents selected repairing the Library, moving some programs and not increasing taxes as their “most preferred” option.
 - When looking at responses by respondent subgroups, residents who had children under the age of 18 were more supportive of this option than were those without children under 18.

Survey respondents are divided about the two remaining potential actions the City can take regarding the future Library location.

- Half of residents (50%) supported enhancing and expanding the Library at its existing location, expanding services and programming and funding these options with a property tax increase, while half opposed this option. Slightly fewer respondents strongly supported (30%) than strongly opposed (37%) this option.
- The most frequent Library users (those who used it at least 3 times a month) were significantly more supportive of enhancing and expanding the Library and its services at the existing location and funding the expansion with a property tax increase than were those who used the Library less frequently or not at all. Those who had lived in the community less than 3 years and those with children under the age of 18 were more supportive of this option than were those who had lived in the community 10 years or more and those without children under 18.
- A slight majority of respondents (54%) were opposed to moving the Library to the Sierra Madre Recreation Center and selling the current Library properties for development, while 46% supported this option. Looking at those who felt strongly one way or another is more telling. Respondents were 1.5 times more likely to strongly oppose this option (42%) than strongly support it (27%).
 - Those who reported not using the Library in an average month were more supportive of moving it from its current location to the Recreation Center than were those who used the Library. Residents who had lived in Sierra Madre for less than 10 years and were under the age of 55 voiced more support for this

option than did those who had lived in the community for 10 years or more and were 55 years of age or older.

- When asked to indicate which of the four options they preferred most, about 30% of respondents selected each of these two actions.

A majority of respondents feel that characteristics of a 21st Century Library are important.

- Eight in 10 respondents felt that having a comprehensive, up-to-date collection of materials was essential or very important, with more than half (55%) feeling this was an essential characteristic of a 21st Century Library.
- About 7 in 10 residents said that having social and educational programming for all ages and a local history archives were essential or very important 21st Century characteristic, with about 4 in 10 residents feeling each of these characteristics were essential.
- Two-thirds of respondents felt having a flexible space for quiet study, group discussions, programs and technology was an essential or very important characteristic (about one-third felt this was essential). Just over half (54%) of residents believed that promotion of technological competency and creativity was essential or very important; however, only 23% felt this was essential.
- Overall, residents who used the Library, had lived in Sierra Madre for less than 10 years, had children under the age of 18, were less than 55 years old, were female or rented their homes were more likely to feel that characteristics of a 21st Century Library were essential or very important compared to their counterparts.

Complete Set of Survey Responses

The following pages contain a complete set of responses to each question on the survey. The percent of respondents giving a particular response is shown followed by the number of respondents. It should be noted that when a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Table 1: Question 1

The current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes, and is in need of repair to make the building safe and accessible. First, please indicate to what extent do you support or oppose each of the following options?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Move the Library from its current location to the Sierra Madre Recreation Center at 611 E. Sierra Madre Blvd. and co-locate with the Community Services Department. This would require expanding the Recreation Center building and will allow for the enhancement of all Library and Community Services programs. Funding for the move would be provided by the sale of the current Library properties for development. (No tax increase.)	27% 430	19% 308	12% 191	42% 678	100% 1,607
Keep the Library at its current location, move some Library programs to other city locations in order to maintain current service levels, and fund repairs by selling the back lot for development. (No tax increase.)	32% 499	27% 429	19% 297	22% 339	100% 1,564
Enhance and expand the Library at its existing location, expand Library services and programming, and fund expansion with a property tax increase. (Tax increase and do not sell any city-owned property.)	30% 480	20% 309	14% 215	37% 579	100% 1,584
Keep the Library at its current location, significantly reduce Library services and limit public access to areas of the Library building until alternative funding for ADA compliance can be secured. (No tax increase and do not sell any city-owned property.)	12% 189	17% 262	20% 307	51% 798	100% 1,557

Table 2: Question 1 Most Preferred

The current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes, and is in need of repair to make the building safe and accessible. Select which ONE of the options you prefer most.	Percent	Number
Sell Library properties to fund move to and expansion of Recreation Center (no tax increase)	29%	446
Keep at current location, move some programs and fund repairs through sale of back lot (no tax increase)	30%	466
Enhance and expand at current location (tax increase and no sale of property)	29%	449
Keep at current location, reduce services and find alternative funding for ADA (no tax increase, no sale of property)	12%	191
Total	100%	1,551

Table 3: Question 2

How important, if at all, are each of the following characteristics of a 21st century Library to the Sierra Madre community?	Essential	Very important	Somewhat important	Not at all important	Total
Comprehensive up-to-date collections of materials: books, media, magazines, electronic resources	55%	27%	12%	6%	1,703
Social and educational programs for all ages, infants through seniors	38%	33%	20%	9%	1,706
Flexible space for quiet study, group discussions, programs and technology	34%	33%	26%	7%	1,706
Promotion of technological competency and creativity	23%	31%	33%	12%	1,702
Local history archives – preserving and sharing Sierra Madre's history	40%	33%	20%	6%	1,715

Table 4: Question 3

In an average month, how often do you use Library services?	Percent	Number
Not at all	25%	430
1-2 times	41%	718
3-4 times	19%	333
5 or more times	15%	258
Total	100%	1,738

Table 5: Question 4

How many years have you lived in Sierra Madre?	Percent	Number
Less than 3 years	15%	271
3-9 years	24%	424
10 years or more	60%	1,055
Total	100%	1,750

Table 6: Question 5

Do you have any children under the age of 18 living in your household?	Percent	Number
Yes	36%	632
No	64%	1,116
Total	100%	1,748

Table 7: Question 6

In which category is your age?	Percent	Number
18-34	15%	260
35-54	40%	686
55+	45%	788
Total	100%	1,734

Table 8: Question 7

What is your gender?	Percent	Number
Female	54%	911
Male	46%	770
Total	100%	1,681

Table 9: Question 8

Do you rent or own your home?	Percent	Number
Rent	36%	619
Own	64%	1,119
Total	100%	1,737

Appendix A: Subgroup Comparisons for Selected Survey Questions

For most of the questions, only one number for each question in these subgroup comparison tables is shown for ease of comparison. These summarized responses show only the proportion of respondents giving a certain answer; for example, the percent of respondents who “strongly” or “somewhat” supported moving the Library.

The subgroup comparison tables contain the crosstabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations.

For each pair of subgroups that has a statistically significant difference, an upper case letter denoting significance is shown in the category with the larger column proportion. The letter denotes the category with the smaller column proportion from which it is statistically different. Differences were marked as statistically significant if the probability that the differences were due to chance alone were less than 5%. Categories were not used in comparisons when a column proportion was equal to zero or one.

Items that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 10 on the following page, 58% of respondents who reported not using the Library at all (A) in an average month supported moving the Library from its current location to the Sierra Madre Recreation Center. This proportion of respondents (A) was statistically significantly higher than those who had used the Library at least once a month (B, C and D), on average. Similarly, 49% of respondents who used the Library 1-2 times a month on average (B) supported moving the Library to the Recreation Center, which was statistically significantly higher than those who used the Library more frequently (C and D).

Comparisons by Library Use

Table 10: Question 1

The current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes, and is in need of repair to make the building safe and accessible. Please indicate to what extent do you support or oppose each of the following options? (Percent support)	In an average month, how often do you use Library services?				City overall
	Not at all	1-2 times	3-4 times	5 or more times	
	(A)	(B)	(C)	(D)	
Move the Library from its current location to the Sierra Madre Recreation Center at 611 E. Sierra Madre Blvd. and co-locate with the Community Services Department. This would require expanding the Recreation Center building and will allow for the enhancement of all Library and Community Services programs. Funding for the move would be provided by the sale of the current Library properties for development. (No tax increase.)	58% B C D	49% C D	36%	33%	46%
Keep the Library at its current location, move some Library programs to other city locations in order to maintain current service levels, and fund repairs by selling the back lot for development. (No tax increase.)	53%	60%	63% A	62%	59%
Enhance and expand the Library at its existing location, expand Library services and programming, and fund expansion with a property tax increase. (Tax increase and do not sell any city-owned property.)	29%	48% A	63% A B	72% A B	50%
Keep the Library at its current location, significantly reduce Library services and limit public access to areas of the Library building until alternative funding for ADA compliance can be secured. (No tax increase and do not sell any city-owned property.)	33% B	25%	29%	30%	29%

Table 11: Question 1 Most Preferred

The current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes, and is in need of repair to make the building safe and accessible. Select which ONE of the options you prefer most. (Percent most preferred)	In an average month, how often do you use Library services?				City overall
	Not at all	1-2 times	3-4 times	5 or more times	
	(A)	(B)	(C)	(D)	
Sell Library properties to fund move to and expansion of Recreation Center (no tax increase)	36% C D	33% C D	18%	19%	29%
Keep at current location, move some programs and fund repairs through sale of back lot (no tax increase)	26%	31%	35%	27%	30%
Enhance and expand at current location (tax increase and no sale of property)	19%	26%	37% A B	43% A B	29%
Keep at current location, reduce services and find alternative funding for ADA (no tax increase, no sale of property)	18% B C	10%	10%	12%	12%

Table 12: Question 2

How important, if at all, are each of the following characteristics of a 21st century Library to the Sierra Madre community? (Percent essential or very important)	In an average month, how often do you use Library services?				City overall
	Not at all	1-2 times	3-4 times	5 or more times	
	(A)	(B)	(C)	(D)	
Comprehensive up-to-date collections of materials: books, media, magazines, electronic resources	62%	89% A	88% A	91% A	82%
Social and educational programs for all ages, infants through seniors	53%	75% A	80% A	80% A	71%
Flexible space for quiet study, group discussions, programs and technology	54%	72% A	71% A	67% A	66%
Promotion of technological competency and creativity	48%	57% A	57% A	54% A	54%
Local history archives – preserving and sharing Sierra Madre's history	66%	79% A	74% A	71% A	74%

Comparisons by Length of Residency

Table 13: Question 1

The current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes, and is in need of repair to make the building safe and accessible. Please indicate to what extent do you support or oppose each of the following options? (Percent support)	How many years have you lived in Sierra Madre?			City overall
	Less than 3 years	3-9 years	10 years or more	
	(A)	(B)	(C)	
Move the Library from its current location to the Sierra Madre Recreation Center at 611 E. Sierra Madre Blvd. and co-locate with the Community Services Department. This would require expanding the Recreation Center building and will allow for the enhancement of all Library and Community Services programs. Funding for the move would be provided by the sale of the current Library properties for development. (No tax increase.)	66% C	57% C	36%	46%
Keep the Library at its current location, move some Library programs to other city locations in order to maintain current service levels, and fund repairs by selling the back lot for development. (No tax increase.)	60%	59%	59%	59%
Enhance and expand the Library at its existing location, expand Library services and programming, and fund expansion with a property tax increase. (Tax increase and do not sell any city-owned property.)	57% C	52%	47%	50%
Keep the Library at its current location, significantly reduce Library services and limit public access to areas of the Library building until alternative funding for ADA compliance can be secured. (No tax increase and do not sell any city-owned property.)	24%	25%	32% A B	29%

Table 14: Question 1 Most Preferred

The current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes, and is in need of repair to make the building safe and accessible. Select which ONE of the options you prefer most. (Percent most preferred)	How many years have you lived in Sierra Madre?			City overall
	Less than 3 years	3-9 years	10 years or more	
	(A)	(B)	(C)	
Sell Library properties to fund move to and expansion of Recreation Center (no tax increase)	39% C	32% C	25%	29%
Keep at current location, move some programs and fund repairs through sale of back lot (no tax increase)	21%	30% A	33% A	30%
Enhance and expand at current location (tax increase and no sale of property)	29%	32%	28%	29%
Keep at current location, reduce services and find alternative funding for ADA (no tax increase, no sale of property)	11%	7% B	15%	12%

Table 15: Question 2

How important, if at all, are each of the following characteristics of a 21st century Library to the Sierra Madre community? (Percent essential or very important)	How many years have you lived in Sierra Madre?			City overall
	Less than 3 years	3-9 years	10 years or more	
	(A)	(B)	(C)	
Comprehensive up-to-date collections of materials: books, media, magazines, electronic resources	87% C	88% C	79%	82%
Social and educational programs for all ages, infants through seniors	85% B C	75% C	66%	71%
Flexible space for quiet study, group discussions, programs and technology	76% C	68%	63%	66%
Promotion of technological competency and creativity	61% 73%	52%	54%	54%
Local history archives – preserving and sharing Sierra Madre's history	B	64%	B	74%

Comparisons by Presence of Children in Household

Table 16: Question 1

The current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes, and is in need of repair to make the building safe and accessible. Please indicate to what extent do you support or oppose each of the following options? (Percent support)	Do you have any children under the age of 18 living in your household?		City overall
	Yes	No	
	(A)	(B)	
Move the Library from its current location to the Sierra Madre Recreation Center at 611 E. Sierra Madre Blvd. and co-locate with the Community Services Department. This would require expanding the Recreation Center building and will allow for the enhancement of all Library and Community Services programs. Funding for the move would be provided by the sale of the current Library properties for development. (No tax increase.)	49%	44%	46%
Keep the Library at its current location, move some Library programs to other city locations in order to maintain current service levels, and fund repairs by selling the back lot for development. (No tax increase.)	65% B	56%	59%
Enhance and expand the Library at its existing location, expand Library services and programming, and fund expansion with a property tax increase. (Tax increase and do not sell any city-owned property.)	55% B	47%	50%
Keep the Library at its current location, significantly reduce Library services and limit public access to areas of the Library building until alternative funding for ADA compliance can be secured. (No tax increase and do not sell any city-owned property.)	26%	30%	29%

Table 17: Question 1 Most Preferred

The current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes, and is in need of repair to make the building safe and accessible. Select which ONE of the options you prefer most. (Percent most preferred)	Do you have any children under the age of 18 living in your household?		City overall
	Yes	No	
	(A)	(B)	
Sell Library properties to fund move to and expansion of Recreation Center (no tax increase)	30%	28%	29%
Keep at current location, move some programs and fund repairs through sale of back lot (no tax increase)	30%	30%	30%
Enhance and expand at current location (tax increase and no sale of property)	31%	28%	29%
Keep at current location, reduce services and find alternative funding for ADA (no tax increase, no sale of property)	9%	14% A	12%

Table 18: Question 2

How important, if at all, are each of the following characteristics of a 21st century Library to the Sierra Madre community? (Percent essential or very important)	Do you have any children under the age of 18 living in your household?		City overall
	Yes	No	
	(A)	(B)	
Comprehensive up-to-date collections of materials: books, media, magazines, electronic resources	86% B	81%	82%
Social and educational programs for all ages, infants through seniors	80% B	66%	71%
Flexible space for quiet study, group discussions, programs and technology	68%	66%	66%
Promotion of technological competency and creativity	56%	54%	54%
Local history archives – preserving and sharing Sierra Madre's history	74%	73%	74%

Comparisons by Age

Table 19: Question 1

The current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes, and is in need of repair to make the building safe and accessible. Please indicate to what extent do you support or oppose each of the following options? (Percent support)	Age			City overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Move the Library from its current location to the Sierra Madre Recreation Center at 611 E. Sierra Madre Blvd. and co-locate with the Community Services Department. This would require expanding the Recreation Center building and will allow for the enhancement of all Library and Community Services programs. Funding for the move would be provided by the sale of the current Library properties for development. (No tax increase.)	69% B C	49% C	36%	46%
Keep the Library at its current location, move some Library programs to other city locations in order to maintain current service levels, and fund repairs by selling the back lot for development. (No tax increase.)	63%	62%	56%	59%
Enhance and expand the Library at its existing location, expand Library services and programming, and fund expansion with a property tax increase. (Tax increase and do not sell any city-owned property.)	53%	53%	47%	50%
Keep the Library at its current location, significantly reduce Library services and limit public access to areas of the Library building until alternative funding for ADA compliance can be secured. (No tax increase and do not sell any city-owned property.)	23%	25%	32% A B	29%

Table 20: Question 1 Most Preferred

The current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes, and is in need of repair to make the building safe and accessible. Select which ONE of the options you prefer most. (Percent most preferred)	Age			City overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Sell Library properties to fund move to and expansion of Recreation Center (no tax increase)	34% C	32% C	24%	29%
Keep at current location, move some programs and fund repairs through sale of back lot (no tax increase)	28%	30%	31%	30%
Enhance and expand at current location (tax increase and no sale of property)	31%	27%	30%	29%
Keep at current location, reduce services and find alternative funding for ADA (no tax increase, no sale of property)	7%	11%	14% A	12%

Table 21: Question 2

How Important, if at all, are each of the following characteristics of a 21st century Library to the Sierra Madre community? (Percent essential or very important)	Age			City overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Comprehensive up-to-date collections of materials: books, media, magazines, electronic resources	93% B C	83% 75% C	79% 66%	82% 71%
Social and educational programs for all ages, infants through seniors		70%		
Flexible space for quiet study, group discussions, programs and technology	68%	C	63%	66%
Promotion of technological competency and creativity	56%	55%	54%	54%
Local history archives – preserving and sharing Sierra Madre's history	68%	72%	77% A	74%

Comparisons by Gender

Table 22: Question 1

The current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes, and is in need of repair to make the building safe and accessible. Please indicate to what extent do you support or oppose each of the following options? (Percent support)	Sex		City overall
	Female	Male	
	(A)	(B)	
Move the Library from its current location to the Sierra Madre Recreation Center at 611 E. Sierra Madre Blvd. and co-locate with the Community Services Department. This would require expanding the Recreation Center building and will allow for the enhancement of all Library and Community Services programs. Funding for the move would be provided by the sale of the current Library properties for development. (No tax increase.)	47%	46%	46%
Keep the Library at its current location, move some Library programs to other city locations in order to maintain current service levels, and fund repairs by selling the back lot for development. (No tax increase.)	61%	58%	59%
Enhance and expand the Library at its existing location, expand Library services and programming, and fund expansion with a property tax increase. (Tax increase and do not sell any city-owned property.)	56% B	45%	50%
Keep the Library at its current location, significantly reduce Library services and limit public access to areas of the Library building until alternative funding for ADA compliance can be secured. (No tax increase and do not sell any city-owned property.)	27%	30%	29%

Table 23: Question 1 Most Preferred

The current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes, and is in need of repair to make the building safe and accessible. Select which ONE of the options you prefer most. (Percent most preferred)	Sex		City overall
	Female	Male	
	(A)	(B)	
Sell Library properties to fund move to and expansion of Recreation Center (no tax increase)	28%	30%	29%
Keep at current location, move some programs and fund repairs through sale of back lot (no tax increase)	30% 33%	30%	30%
Enhance and expand at current location (tax increase and no sale of property)	B	25%	29%
Keep at current location, reduce services and find alternative funding for ADA (no tax increase, no sale of property)	9%	15% A	12%

Table 24: Question 2

How important, if at all, are each of the following characteristics of a 21st century Library to the Sierra Madre community? (Percent essential or very important)	Sex		City overall
	Female	Male	
	(A)	(B)	
Comprehensive up-to-date collections of materials: books, media, magazines, electronic resources	88% B	78%	82%
Social and educational programs for all ages, infants through seniors	79% B	62%	71%
Flexible space for quiet study, group discussions, programs and technology	69% B	64%	66%
Promotion of technological competency and creativity	57% B	51%	54%
Local history archives – preserving and sharing Sierra Madre's history	73%	74%	74%

Comparisons by Housing Tenure

Table 25: Question 1

The current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes, and is in need of repair to make the building safe and accessible. Please indicate to what extent do you support or oppose each of the following options? (Percent support)	Rent or own		City overall
	Rent	Own	
	(A)	(B)	
Move the Library from its current location to the Sierra Madre Recreation Center at 611 E. Sierra Madre Blvd. and co-locate with the Community Services Department. This would require expanding the Recreation Center building and will allow for the enhancement of all Library and Community Services programs. Funding for the move would be provided by the sale of the current Library properties for development. (No tax increase.)	53% B	43%	46%
Keep the Library at its current location, move some Library programs to other city locations in order to maintain current service levels, and fund repairs by selling the back lot for development. (No tax increase.)	57% B	60%	59%
Enhance and expand the Library at its existing location, expand Library services and programming, and fund expansion with a property tax increase. (Tax increase and do not sell any city-owned property.)	64% B	43%	50%
Keep the Library at its current location, significantly reduce Library services and limit public access to areas of the Library building until alternative funding for ADA compliance can be secured. (No tax increase and do not sell any city-owned property.)	22%	32% A	29%

Table 26: Question 1 Most Preferred

The current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes, and is in need of repair to make the building safe and accessible. Select which ONE of the options you prefer most. (Percent most preferred)	Rent or own		City overall
	Rent	Own	
	(A)	(B)	
Sell Library properties to fund move to and expansion of Recreation Center (no tax increase)	28%	29%	29%
Keep at current location, move some programs and fund repairs through sale of back lot (no tax increase)	29% 35% B	31%	30%
Enhance and expand at current location (tax increase and no sale of property)	B	26%	29%
Keep at current location, reduce services and find alternative funding for ADA (no tax increase, no sale of property)	9%	14% A	12%

Table 27: Question 2

How important, if at all, are each of the following characteristics of a 21st century Library to the Sierra Madre community? (Percent essential or very important)	Rent or own		City overall
	Rent	Own	
	(A)	(B)	
Comprehensive up-to-date collections of materials: books, media, magazines, electronic resources	89% B	79%	82%
Social and educational programs for all ages, infants through seniors	81% B	67%	71%
Flexible space for quiet study, group discussions, programs and technology	75% B	62%	66%
Promotion of technological competency and creativity	60% B	52%	54%
Local history archives – preserving and sharing Sierra Madre's history	74%	73%	74%

Comparisons by Importance of Preserving and Sharing History

Table 28: Question 1

Percent support	Local history archives – preserving and sharing Sierra Madre's history		City overall
	Somewhat or not at all important	Essential or very important	
	(A)	(B)	
Move the Library from its current location to the Sierra Madre Recreation Center at 611 E. Sierra Madre Blvd. and co-locate with the Community Services Department. This would require expanding the Recreation Center building and will allow for the enhancement of all Library and Community Services programs. Funding for the move would be provided by the sale of the current Library properties for development. (No tax increase.)	48%	46%	46%
Keep the Library at its current location, move some Library programs to other city locations in order to maintain current service levels, and fund repairs by selling the back lot for development. (No tax increase.)	62%	58%	59%
Enhance and expand the Library at its existing location, expand Library services and programming, and fund expansion with a property tax increase. (Tax increase and do not sell any city-owned property.)	42%	53% A	50%
Keep the Library at its current location, significantly reduce Library services and limit public access to areas of the Library building until alternative funding for ADA compliance can be secured. (No tax increase and do not sell any city-owned property.)	31%	28%	29%

Table 29: Question 1 Most Preferred

The current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes, and is in need of repair to make the building safe and accessible. Select which ONE of the options you prefer most. (Percent most preferred)	Local history archives – preserving and sharing Sierra Madre's history		City overall
	Somewhat or not at all important	Essential or very important	
	(A)	(B)	
Sell Library properties to fund move to and expansion of Recreation Center (no tax increase)	28%	30%	29%
Keep at current location, move some programs and fund repairs through sale of back lot (no tax increase)	29%	30%	30%
Enhance and expand at current location (tax increase and no sale of property)	27%	30%	29%
Keep at current location, reduce services and find alternative funding for ADA (no tax increase, no sale of property)	16% B	11%	12%
Total	100%	100%	100%

Comparisons by Importance of Library Programming

Table 30: Question 1

Percent support	Social and educational programs for all ages, infants through seniors		City overall
	Somewhat or not at all important	Essential or very important	
	(A)	(B)	
Move the Library from its current location to the Sierra Madre Recreation Center at 611 E. Sierra Madre Blvd. and co-locate with the Community Services Department. This would require expanding the Recreation Center building and will allow for the enhancement of all Library and Community Services programs. Funding for the move would be provided by the sale of the current Library properties for development. (No tax increase.)	36%	50% A	46%
Keep the Library at its current location, move some Library programs to other city locations in order to maintain current service levels, and fund repairs by selling the back lot for development. (No tax increase.)	59%	59%	59%
Enhance and expand the Library at its existing location, expand Library services and programming, and fund expansion with a property tax increase. (Tax increase and do not sell any city-owned property.)	31%	58% A	50%
Keep the Library at its current location, significantly reduce Library services and limit public access to areas of the Library building until alternative funding for ADA compliance can be secured. (No tax increase and do not sell any city-owned property.)	39% B	24%	29%

Table 31: Question 1 Most Preferred

The current Library building does not meet a number of federal American Disabilities Act (ADA) standards or seismic building codes, and is in need of repair to make the building safe and accessible. Select which ONE of the options you prefer most. (Percent most preferred)	Social and educational programs for all ages, infants through seniors		City overall
	Somewhat or not at all important	Essential or very important	
	(A)	(B)	
Sell Library properties to fund move to and expansion of Recreation Center (no tax increase)	25%	31% A	29%
Keep at current location, move some programs and fund repairs through sale of back lot (no tax increase)	35% B	27% 34%	30%
Enhance and expand at current location (tax increase and no sale of property)	18%	A	29%
Keep at current location, reduce services and find alternative funding for ADA (no tax increase, no sale of property)	22% B	8%	12%
Total	100%	100%	100%

Appendix C: Survey Methodology

The City of Sierra Madre contracted with National Research Center, Inc. (NRC) to design and conduct a resident opinion survey concerning options for the City's Library building and services. Residents were given the opportunity to weigh in on their preference of four potential financing options for the Library location and help prioritize services. The City of Sierra Madre funded this research. Please contact Rebecca Silva-Barrón of the City of Sierra Madre at Rsilva@cityofsierramadre.com if you have any questions about the survey.

Selecting Survey Recipients

Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. A list of all households within the zip codes serving Sierra Madre was purchased from Go-Dog Direct based on updated listings from the United States Postal Service.

All addresses falling into Sierra Madre zip code were "geocoded" to eliminate addresses from the list that were outside the study boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside these boundaries. All addresses determined to be outside the study boundaries were eliminated from the mailing list. Any addresses that were outside of the city limits were removed and all households within the city limits were selected (4,910).

An individual within each household was selected randomly to complete the survey using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Survey Administration and Response

Each of the 4,910 households was contacted twice. The mailings began on January 29th, 2018. The first mailing included a cover letter explaining the purpose of the survey signed by the City Manager and a tear-off postcard survey that respondents could easily complete, detach from the letter and mail back. One week after the first mailing, a second mailing was sent to remind residents to complete the survey. Each wave of the survey also invited respondents to take the survey online and provided an access code for respondents to use to complete the survey online. The survey was available in only English. Completed surveys were collected over the following five weeks.

About 3% of the 4,910 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 4,771 households that received the survey mailings, 1,770 completed the survey (142 of which were

completed online), providing a response rate of 37%. The response rate was calculated using AAPOR's response rate #2¹ for mailed surveys of unnamed persons.

Table 32: Survey Response Rate

	Overall
Total sample used	4,911
I=Complete Interviews	1,724
P=Partial Interviews	46
R=Refusal and break off	3
NC=Non Contact	0
O=Other	0
UH=Unknown household	0
UO=Unknown other	2,976
Response rate: $(I+P)/(I+P) + (R+NC+O) + (UH+UO)$	37%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some resident opinions are relied on to estimate all opinions. The margin of error around results for all respondents (1,770 respondents) is plus or minus two percentage points around any given percentage.

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents indicate that they thought something was "essential," then a 2% margin of error (for the 95% confidence level) indicates that the range of likely responses for the entire target population is between 73% and 77%. This source of error is called sampling error. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all desired households, some selected households will decline participation in the survey (potentially introducing non-response error) and some eligible households may be unintentionally excluded from the sample (referred to as coverage error).

Results for subgroups will have wider confidence intervals. The margin of error rises to plus or minus 14% for a subgroup of 50 respondents and plus or minus 10% for 100 respondents. Therefore, where estimates are given for subgroups, they are less precise than the overall margin of error.

Survey Processing (Data Entry)

Mailed surveys were returned to NRC via postage-paid business reply postcards. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and "cleaned" as necessary. For example, a question may have asked a

¹ See AAPOR's Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

respondent to select one response out of a list of four, but the respondent checked two; staff would choose randomly one of the two selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Data from the web surveys were automatically collected and stored while respondents answered the questions. The online survey data were downloaded, cleaned as necessary and appended to the mail survey data to create a final, complete dataset.

Data Weighting and Analysis

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census estimates and the 2015 American Community Survey (ACS) estimates for adults in the City. Results were weighted using the population norms to reflect the appropriate percent of all adults (18 years or older) in the City. Other discrepancies between the whole population and the survey respondents were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. This is done by 1) reviewing the respondent demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting.

Several different weighting “schemes” are tested to ensure the best fit for the data. The variables used for weighting were respondent housing tenure, gender and age to ensure that the results were representative of the entire adult population in Sierra Madre. No adjustments were made for design effects. The results of the weighting scheme are presented in the table below.

Table 33: Sierra Madre Library Survey Weighting Table 2018

	2010 Census	Unweighted	Weighted
Rent	38%	19%	36%
Own	62%	81%	64%
Female	54%	64%	54%
Male	46%	36%	46%
Age 18-34	18%	4%	15%
Age 35-54	39%	31%	40%
Age 55 and over	43%	66%	45%
Female 18-34	9%	3%	10%
Female 35-54	21%	21%	22%
Female 55 and over	24%	40%	21%
Male 18-34	8%	1%	5%
Male 35-54	19%	10%	18%
Male 55 and over	19%	25%	23%

Source: 2010 Census Population in Households

Analyzing the Data

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and the “percent positive” (the percent “strongly” or “somewhat” support, “essential” or “very important”, etc.) are presented in the report. A complete set of frequencies for each survey question is presented in the section title *Complete Set of Survey Responses*.

Also included are results by respondent characteristics (*Appendix A: Subgroup Comparisons for Selected Survey Questions*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations.

It should be noted that when a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Appendix D: Survey Materials

Following are copies of the mailed survey materials.



Library Survey



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City of Sierra Madre

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Library Survey Background

- Administered to all 4,910 households in Sierra Madre
- 1,770 responses received (37%)
- Margin of error is +/- 2%
- "Strong" support or opposition is unlikely to change
- "Somewhat" support or opposition can be persuaded



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Frequency of Library Use by Residents

- 15% with use of 5 or more times/month
- 19% with use of 3-4 times/month
- 41% with use of 1-2 times/month
- 25% never use the Library



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Library Survey Options

1. Move the library from its current location to the Community Center.
2. Keep the library at its current location, move programs to other locations, sell the adjoining lot to pay for structural improvements.
3. Keep the library at its current location, enhance and expand programs, fund increased services and structural improvements with a property tax.
4. Keep the library at its current location, reduce services, and limit public access. Do not sell any land or increase taxes.



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Library Survey Results

Residents Support:

- *Option 2: Keeping the Library at its current location, moving some programs and selling the back lot to pay for building repairs.*



Library Survey Results

Residents Somewhat Oppose:

- *Option 1: Moving the Library from its current location to the community center and expanding services.*
- *Option 3: Keeping the Library at its current location, enhancing and expanding services, and funding improvements with a tax increase.*



Library Survey Results

Residents Strongly Oppose:

- *Option 4: Keeping the Library at its current location, significantly reducing services and limiting access.*



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Library Survey Results (Support)

- *Option 2: Keep the Library at its current location, move some programs, and sell the back lot to pay for building repairs.*

Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
32%	27%	19%	22%
Net Strong Support	Net Support		
+10%	+18%		



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Library Survey Results (Somewhat Oppose)

- Option 1: *Move the Library from its current location to the community center and expand services.*

Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
27%	19%	12%	42%
		Net Support	Net Strong Opposition
		-8%	-15%



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Library Survey Results (Somewhat Oppose)

- Option 3: *Keep the Library at its current location, enhance and expand services, and fund improvements with a tax increase*

Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
30%	20%	14%	37%
		Net Opposition	Net Strong Opposition
		-1%	-7%



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Library Survey Results (Strongly Oppose)

- Option 4: *Keep the Library at its current location, significantly reduce services and limit access.*

Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose
12%	17%	20%	51%
			Net Strong Opposition
			-39%
			Net Opposition
			-42%



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Library Survey Results: 21st Century Library

How important are each of the following characteristics of a 21st century Library?

1. Collection of materials (books, media, electronic resources, etc)
2. Social and educational programs for all ages
3. Flexible space for quiet study, group discussions, etc.
4. Promotion of technology
5. Local history archives



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Library Survey Results: 21st Century Library

Library service characteristic by percentage of respondents reporting preference	Service is Essential	Essential & Very Important
Collection of materials (books, media, electronic resources, etc)	55%	78%
Local history archives	40%	73%
Social and educational programs for all ages	38%	71%
Flexible space for quiet study, group discussions, etc.	34%	67%
Promotion of technology	23%	54%



Summary

- A Majority of residents support:
 - Services which include an up-to-date collection of materials
 - Moving select programs from the Library to other locations in the City & selling the back lot to pay for facility repairs
- A Majority of residents do not support:
 - Moving the Library to a new location
 - A significant reduction in services
 - A parcel tax to pay for a new Library or enhanced services



Thank you

- Questions or Comments



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