

# CUSTOMER SERVICE

SANTA MONICA PUBLIC LIBRARY

2014-2015

2016



## STRATEGIC PLANNING

### SURVEY



1983  
RESPONSES

2110 ♥ LIBRARY COLLECTIONS

348 ♥ PROGRAMMING

764 ♥ FACILITIES

### WHO RESPONDED



77% CAUCASIAN  
10% ASIAN  
8% HISPANIC  
5% AFRICAN AMERICAN

60% >51  
25% 35-50  
12% 18-35  
2% <18

75% RESIDENTS  
2/3 FEMALE  
1/3 MALE

### LIBRARY LOCATION VISITS

82%  
MAIN

31%  
FAIRVIEW

32%  
MONTANA

28%  
OCEAN PARK

29%  
PICO

29%  
WEBSITE

11 COMMUNITY FORUMS AT

5 LIBRARY LOCATIONS



796  
ADULT PROGRAMS

### PROGRAMS



1,636  
YOUTH PROGRAMS

27,159  
PARTICIPANTS

46,293  
PARTICIPANTS



14,168  
HOURS  
ALL LOCATIONS



### VOLUNTEERS



210  
VOLUNTEERS



1,262,708  
WALK-IN



### VISITORS



799,426  
VIRTUAL

### BORROWERS

### QUESTIONS

7,815  
NEW



20,401  
RENEWALS

244,301  
INFORMATION



58,755  
COMPUTER ASSISTANCE

28,216  
TOTAL



### CIRCULATION

1,027,546  
TOTAL ITEMS

79,032 E-MEDIA

402,397 IN-LIBRARY USE

844,773 BOOKS

499,575 DVDS

39,742 SPANISH

16,590 STUDY ROOMS

182,655 INTERNET COMPUTER STATIONS

18,519 AWE STATIONS

80,803 WIFI STATIONS

92,135 DATABASE

26,962 DIGITIZED HISTORICAL IMAGES AND HISTORICAL NEWSPAPER