



## Community Analysis & Needs Assessment (July 1, 2022 – June 30, 2027)

### Library Profile

- **Location**
  - 30 miles east of Albuquerque just north of I-40 in Edgewood, NM located in southern Santa Fe County and occupying approx. 10,000 square feet of rental space in one wing of a newly renovated elementary school.
- **Budget**
  - Funded by Gross Receipts Tax (GRT) under Town of Edgewood (TOE)
    - Current Budget – \$208,302
  - State Grants in Aid and General Obligation funding is mostly used for library programs, library supplies, technology development, collection development, library furnishings, and marketing publications.
- **Collection**
  - 16,560 holdings with 82.7% in print materials, 16.6% in media, and less than 1% in special collections.
    - During the Covid-19 pandemic, we began purchasing eBooks and audiobook content. We are now part of NM Library To Go, and patrons can access online content through Overdrive or the Libby app.
    - E-content from Project Gutenberg & LibriVox incorporated into library's online catalog for patrons to download as well.
  - 13,707 average circulations per year
    - Circulations are down due to the Covid-19 pandemic and the library being closed previously.
- **Features/Services**
  - Open 38 hours a week
    - Tue-Fri 10am-6pm & Sat 10am-3pm

- Printing, copying, online learning/research resources, public computers, Wi-Fi, online library catalog, interlibrary loans, special events, programming
  - Programs and special events include: Weekly Story Time, Museum Passes, Learning Backpacks, Summer Reading Program, NM Family Pass, monthly events geared toward families, public outreach
- **Technology**
  - Apollo by Biblionix web-based library automation system
  - Fiber Optics LAN and WiFi broadcast through Plateau throughout library and 24/7 in library parking lot.
  - AWE learning tablet for K-3 learning
  - 14 public workstations
    - 4 wireless desktops in children’s area equipped with Windows 10 and Office 2013
    - 10 zero client workstations equipped with Windows 10 and Office 2013
    - All networked under 1 large server with 24-port hubs, data and power backup
- **Library Patrons**
  - 2,096 active cardholders as of July 2022
  - 16,424 average visits per year
  - 79% of patrons live in Edgewood
    - Moriarty 9%, Tijeras 6%, Stanley 2%, Sandia Park 2.5%, Estancia .5%, Other 1%

## Community Profile

- **Legal Service Area (LSA)**
  - LSA population of Edgewood 6,174
    - Although Edgewood is the area most served, the library also extends service to other communities in the East Mountain and Estancia Valley areas
      - Vaughn, Encino, Estancia, McIntosh, Moriarty, Stanley, Cedar Crest, Sandia Park, Tijeras
  - Edgewood is located in 3 counties
    - Bernalillo, Santa Fe, Sandoval
- **Demographics** ([factfinder.census.gov/](https://factfinder.census.gov/))
  - Median age – 41
  - Median household income - \$68,766
    - 11% of population below poverty level
  - Education level – 93.5% high school graduate or higher
  - Race/Ethnicity

- 65.6% White, 27.2% Hispanic/Latino, 7.2% Other

- **Educational Institutions**

- Moriarty-Edgewood Public Schools, Estancia Valley Classical Academy Charter School, East Mountain Charter High School, Smarty Pants Preschool, Headstart Preschool, Edgewood Christian School, East Mountain Homeschoolers Group, In Him East Mountain Home Schoolers, The Learning Curve Child Development Center, Read Write Adult Literacy, Moriarty Community Library, East Mountain Library, Estancia Library, Southwest Soaring Museum, Moriarty Historical Society & Museum, Wildlife West Nature Park

- **Community Organizations**

- Single Action Shooting Society, Edgewood Chamber of Commerce, Moriarty FFA, Moriarty Lions Club, Cub Scouts, Girl Scouts, Edgewood Civitan Club, Youth 4-H, various animal rescue groups, East Mountains Strummers, Estancia Valley Writer’s Group, Rt 66 Arts Alliance, NM Mounted Search & Rescue, various churches, private book clubs

## Survey Details

- **Purpose of Survey**

- Gain a better understanding of community needs and expectations

- **Target Audience**

- Library users

- **Distribution Channels**

- Large display of 4 questions on a wall in a high traffic area of the library. Patrons were able to use sticky notes to answer the questions and stick their responses right to the wall.
- The same 4 questions were asked as part of a “challenge” via Beanstack, the app we use to facilitate reading programs.

- **Media Channels**

- Announcement on Town of Edgewood Facebook, announcement on library website homepage, brightly colored display in library, word-of-mouth

- **Period Conducted**

- April 1, 2022 – May 7<sup>th</sup>, 2022

- **Survey format**

- 4 questions displayed on wall of library, takes approximately 4 minutes to complete
- Questions:
  1. Before I die, I want to...
  2. What is one thing that would make the community better?
  3. What is one thing that would make your life better?
  4. My dream library...

- **Incentives**

- End-of-survey drawings for family 4 packs of tickets to the Sandia Peak Tram, Meow Wolf, and Electric Playhouse

## Survey

- **See attached**

## Survey Results

- **Patron Survey Completion**

- There were 86 completed surveys both in library and via the Beanstack app.

- **Overriding Themes Across Responses**

- Before I die, I want to...
  - Travel
- What is one thing that would make the community better?
  - Water activities
  - Kids activities
- What is one thing that would make your life better?
  - Money
  - Relaxation/Mental Health
  - Connection
- My dream library...
  - Collection development
  - Comfortable/variety of spaces
  - Programming

- **Service Responses Based on Overriding Themes**

- Travel
  - There are several different ways in which the theme of “Travel” can be incorporated into the services Edgewood Community Library provides.

- Because traveling seems to be important to many of our patrons, I would like to add travel videos and books to the library's DVD and nonfiction collections.
  - It is not feasible for everyone to travel due to several factors such as time and money. I would like to have an event in the future along the lines of an "International Travel Day". It would look something like having several stations of booths throughout the library. Each booth would have a different international theme with someone there to teach our patrons about the country/culture or do a quick activity with them. I would also like to provide Take & Make kits at this event that patrons can take home and continue to learn about different cultures and places.
- Water activities/kids activities
  - Because it is difficult for the Edgewood Community Library to provide any type of water activities alone, the library on continuing to partner with the Town of Edgewood to bring more "Water fun days" to our community.
  - Due to the pandemic and a shortage of staff, our services have been lacking in the children's programming department. The library would like to bring back monthly events and weekly story time beginning fall 2022.
- Money
  - Because the Library cannot give out cash prizes, unfortunately the library will not be able to provide any services based on the communities want of "money".
- Relaxation/mental health
  - Here at the library, we would like to provide some type of classes and/or programming to promote relaxation and good mental health. These classes or programs could include yoga, free therapy sessions to patrons, etc.
- Connection
  - The communities want of connection will be provided through more programming and events.
- Collection development
  - The library will continue to place high importance on collection development remaining aware of patron suggestions.
- Comfortable/variety of spaces
  - The library has already purchased new furniture and added several new comfy seating areas within the past year.
  - Because we are limited on space, we are limited on the variety of spaces we can offer our patrons.
  - The library would like to add study areas or cubbies in our solar hallway soon. We would also like to add more seating in our outdoor space as well as small playground equipment or activities, such as outdoor games, for the children.
- Programming
  - Due to the pandemic and a shortage of staff, our services have been lacking in the children's programming department. The library would like to bring back monthly events and weekly story time beginning fall 2022.

## Conclusions

- Get the library's programs and events up and running once again, and offer newer programs based on community interests and geared towards different audiences.
- Continue to place high importance on collection development remaining aware of patron suggestions.
- Increase shelf space to allow for expansion of collections.
- Determine what spaces in the library are being utilized the most, consider rearrangement of spaces based on community needs, and add more to spaces that are lacking.

## Community Needs Survey Via Beanstack



You Did It

### **Personal And Community Aspirations (4 Questions)**

0 / 4 Activities Completed

**Required**



Reward  
**Completion Ticket**



Tickets  
**1 Ticket**

Answer all four questions in the text boxes provided. Once all questions have been answered, you will receive a "Ticket" that can be entered into your choice of three prize drawings!

\*\*\*NOTE: Your ticket will not be automatically entered into a prize drawing. Once you have earned your ticket, make sure to enter it in a drawing before the challenge end date of May 7th!\*\*\*



The challenge for these activities has ended, so these activities can no longer be completed.

### Activities

- Before I die, I want to...

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- What is the one thing that would make your life better?

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- What is the one thing that would make the community better?

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- My dream library...

\*\* Unfortunately, we did not get a picture of the in-library survey we facilitated via a large display of the same 4 questions above, on a wall, in a high traffic area of the library. Patrons were able to use sticky notes to answer the questions and stick their responses right to the wall. All responses were then entered into an excel spreadsheet and assigned a theme. See attached.