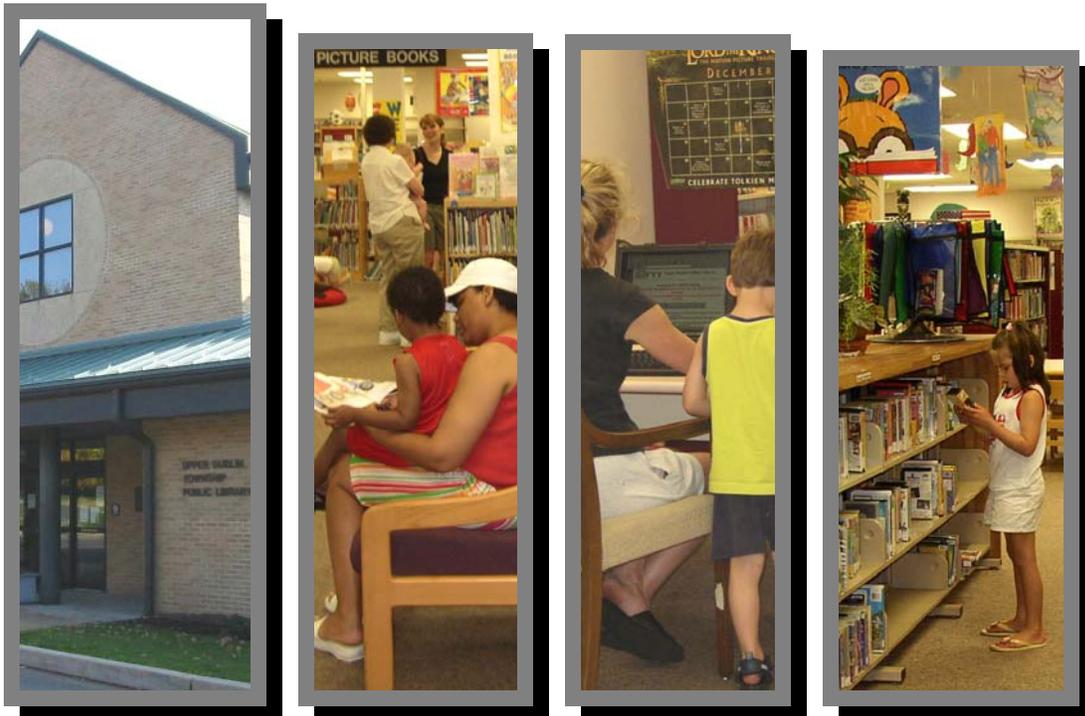# Future Focus 2004-2009

A Long Range Plan for the Upper Dublin Public Library

Developed by the Upper Dublin Public Library
Long Range Planning Committee

with assistance from
Library Development Solutions

June 2004

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A Message from the President of the Upper Dublin Public Library Board of Directors

To the Upper Dublin Community:

It is my pleasure to share with you "Future Focus: A Long Range Plan for the Upper Dublin Public Library. With this plan, the first formal strategic plan for the Upper Dublin Public Library since 1977, we hope to address current needs and plan for the future of library services.

This plan for a 21st century library evolved with input from focus groups, community leaders and a survey of current library users. It was created through the hard work of our consultants from Library Development Solutions, the library staff and the Library Board. The consultants' work was funded through a Library Services and Technology Act grant. I would personally like to thank all of the participants in the survey and focus groups, the Library Board and staff for their hard work and the Upper Dublin Board of Commissioners for encouraging us to undertake the planning process.

In the 12 years since the new main library opened on Loch Alsh Avenue, library usage has nearly tripled. The demand for new technologies, new media and other non-traditional library services, and for traditional services such as leisure reading and children's programs continues to increase.

We envision the 21st century library to be a both a physical place and a virtual space for residents to meet, share ideas, be entertained, educated and informed – an asset and a resource that enriches our community.

We invite you to visit your library, in person at the main library on Loch Alsh Avenue or at the North Hills Community Library branch on Girard Avenue or on the web at http://udp.mclinc.org/

Yours truly,

Mark Sailor, President
Upper Dublin Public Library Board

Executive Summary

In 2003 the Upper Dublin Public Library began a Long Range Planning process to develop long and near term strategies for delivering and improving library services to Upper Dublin residents. The Board established a Planning Committee made up of Board members, one staff and one community member to work with the planning consultants in developing the plan.

The Planning Committee met in several sessions over a period of months to evaluate the results of the community wide focus groups, town meeting and survey that provided suggestions for improving services, to review information about Upper Dublin demographics and library use statistics and determine how the Library Board and staff will respond to changing needs over the next few years.

This plan represents the culmination of this analysis and planning. The plan describes a long-term vision to guide the development of library services in Upper Dublin Township.

Our Vision

The Upper Dublin Public Library will be a modern 21ˢᵗ century library that satisfies community library needs through an exceptional collection and an excellent staff. Our personal touch and responsiveness to changing needs will provide an intergenerational public space that becomes an inviting community hub for all our residents.

Library users will experience this vision when they use the services of the Upper Dublin Public Library. They will find an Upper Dublin Public Library that will:

- Be innovative and continually changing, and adapting to meet community needs

- Be a safe and secure after-school oasis for the community's students with materials, spaces, and activities to engage their interest

- Be a welcoming, inviting community hub connecting a diverse population of users to their community and to each other

- Through collections, programs and community involvement become the cultural, intellectual and informational heart of the community

- Satisfy residents' library needs with a staff that provides a "personal touch" with users

- Offer a modern, complete, outstanding collection where people find what they want, when they want it

The Plan also describes the library's mission:

Our Mission

The mission of the Upper Dublin Public Library is to satisfy the informational, intellectual and cultural needs of all township residents by providing materials, programs and services that enrich people's lives. We accomplish this mission by ensuring:
- *A welcoming environment*
- *Knowledgeable staff*
- *Fiscally responsible oversight*

The plan also details the goals and objectives and outlines the strategies to guide their implementation. The goals are to:

1. **Refresh and expand library collections to meet current needs in all formats.**
   This will be achieved by reviewing and expanding the current collection development policy, developing collections to meet specific community needs and increasing the collections of popular titles and materials.

2. **Sustain the environment that allows a friendly, knowledgeable staff to provide responsive services with a personal touch.**
   This will include assessing current hours of service and staffing patterns, training and staff incentives.

3. **Improve the existing facility to create a more comfortable, easier to use environment for library users and begin to study solutions to space limitations.**
   This will be carried out through incremental improvements to the current space, the creation of a facilities plan and an ongoing facilities committee of the Library Board which will review barriers to service and consider longer term space needs.

4. **Create an exceptional technology presence in the library that will help build an information literate community.**

This will be accomplished through the installation of additional equipment and software, the addition of new technology based services, the continued improvement of the website, the continued participation in the Montgomery County Library and Information Network Consortium (MCLINC) and the revision of the library's technology plan.

5. **Expand services and programs for lifelong learning from toddlers to retirees.**
This will be achieved through the development of additional programs, services, cultural activities and staffing for children, teens, adults and seniors.

6. **Review and enhance the opportunities for library service at the North Hills Branch, continuing to improve the services, programs, furnishings and collections at North Hills.**
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7. **Build a broad base of support for the library and for library funding by improving community awareness of the library, its programs and services, through marketing and advocacy.**
This will be achieved through an improved marketing and public relations program, broader outreach to the community for funding and support and the encouragement of the revitalization of the Friends of the Library.

8. **Continue leadership development and high quality governance through consistent Board development and involvement with library planning.**
A consistent Board planning and measurement process to review and evaluate the results of the plan will be adopted and board members will be encouraged to attend development workshops to keep up to date on library issues.

The Planning Process

The Upper Dublin Public Library's Long Range Plan is the outcome of many hours of discussions by a wide group of community residents, library staff, Board and Planning Committee members, and a Community Advisory Group. All discussions were guided by a commitment to the future of the library and its significant value to the Upper Dublin community.

In 2002, the Upper Dublin Public Library applied for and received a federal Library Services and Technology Act grant through Pennsylvania Commonwealth Libraries. The grant is to provide for consultant and staff time to conduct a community needs assessment and planning process to develop a long range plan for the library. Library Development Solutions, of Princeton Junction, NJ was retained through competitive bidding to work with the staff and community to create the planning process and the plan.

The key to developing a working long range plan is in understanding the needs of library users and their aspirations for themselves, their families and the community as a whole. The Library Board and the Planning Committee resolved to obtain information directly from community residents about their current and future needs, their perception of the library and their ideas for new services. A Planning Committee was developed, including Board members, staff and a community resident to establish the framework for the planning effort.

The Planning Committee
The Planning Committee met in the Fall of 2003 and Spring of 2004 to guide the development of the plan, review the needs assessment and make and review recommendations for the library and to set goals and objectives.

Planning Assumptions
The Planning Committee adopted the following basic assumptions to assist the planning. They agreed that:

- The Township is committed to supporting the future development of the Library and will respond to increased public demand for more library programs and services

- The Library budget has remained relatively stable in the face of state funding cuts and in the past has increased to meet increased community demand for services. It is expected that the Library Board and Township Commissioners will work together to find additional resources to meet new community demands for service.

- Public demand for library services will continue to grow as library use grows and expectations increase for new and improved services for children and adults

- Many residents probably are not aware of all that the library has to offer the community

Community Focus Groups and Town Meeting
Eight focus group sessions and one town meeting were held in November and December 2003 in the Township community room, the high school and middle school and in the North Hills branch. Ninety people (including library staff) attended the sessions. Each group was asked a series of open-ended questions designed to stimulate discussion about the library including its future and importance to the community's quality of life. The comments obtained from the groups provide important information about Upper Dublin residents' perceptions about libraries as well as specific suggestions for improvements for the Upper Dublin Public Library. Residents also commended the Library Director Mary Lou Troy and the staff for the quality and extent of the services they cheerfully deliver. The consultants and planners also reviewed information from the recent Library survey, filled out by 202 residents.

Library Staff Meetings
The consultants met with library staff to review community and user comments and to provide additional guidance for responses to resident needs. The library staff was instrumental in developing implementation strategies for the plan's goals and objectives.

Community Advisory Group
The Planning Committee, through the Director, assembled a group of eleven residents to advise the Planning Committee. This group met one time to review the focus group comments and offer additional recommendations for future library services, programs and technology needs. The assistance this group offered was significant in suggesting changes in technology and additional points of collaboration with the school district.

The UDPL Today
The Upper Dublin Public Library is committed to providing quality customer service. Its reputation throughout the community is one of friendly and knowledgeable staff assistance. The library continues to improve its services, technology and collections in response to greater expectations. Recent statistics reflect the increases that the library is experiencing today as it

responds to changing community needs.[1] The following chart indicates these increases:[2]

□ Collection ■ Library Visits ■ Circulation
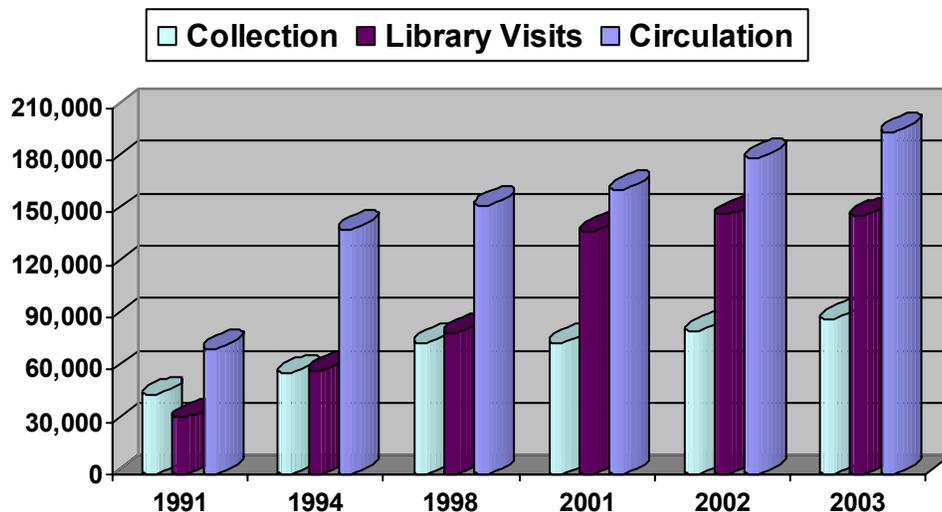
Celebrating Accomplishments

The library staff, Library Board and the community can celebrate many achievements accomplished over the past few years. The library's value to the community has increased due to these many accomplishments. Noteworthy accomplishments include:

- Providing a leadership role in establishing and supporting MCLINC as the county-wide library automation consortium

- Making computers with Internet access available so users can conduct online research and reference

- The addition of a reference librarian to staff and the improvement of reference services' quality and availability

- An increase in the number of audio and video materials in the collection and subsequent increases in circulation of both book and AV materials

- The development of the UDPL web site with features important to community users

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[1] See Appendix 1 for additional UDPL statistics
[2] From 2003 UDPL statistical report

- The expansion of adult services to include reader's advisory and programming including the book discussion groups

- An increase in children's programming

- The 1992 building of the library facility and its recent upgrade to meet growing needs of township residents

- The relocation of the North Hills Community Library to the community center and the renewal and cataloging of the North Hills collection

Residents Speak-We Listen

Community involvement in the planning process was essential to determine current and future library needs. The Library Board decided to use focus groups, a town meeting and a survey to collect the desired information. The Planning Committee used the data from the survey and focus groups as well as the town meeting and Community Advisory Group to help shape the recommendations in the plan.

Survey Results
Two hundred and three (203) people filled out the library survey that was distributed in November 2003 in the Main Library, North Hills Branch and at the township service desks. The survey results create an image of a typical UDPL user. Some of the significant results of the survey include:

- 77% are Upper Dublin residents while 9% are residents of Horsham Township

- 18% have also used the Abington Public Library in the past three months

- The primary reasons for coming to the library are for books and other materials for leisure reading (65%), using the Internet computers (22%), school assignments (11%), personal business research and study (8%), and children's or teen programs (7%)

- 99% said that staff assistance is either excellent or satisfactory, and while 98% said they were satisfied with the adult fiction collection, 40% said that computer software is poor, and 18% said that the video/DVD collection is poor

- 24% said that the library needed expanded hours and 52% said that convenient hours are the most important factor in deciding to go to the library

Community Focus Groups

The Upper Dublin community was invited to participate in a series of eight focus groups and one town meeting in November and December 2003. Participants included high school and middle school students, seniors, educators, parents of young children, civic and business people, and residents of various neighborhoods in Upper Dublin. A detailed report summarizing the focus group and town meeting comments is available in the library.[3] Focus group discussions found many similarities with the comments made by residents on the survey.

Residents expressed a high level of satisfaction with the UDPL 's services and collections and enthusiastically discussed potential improvements to the library that would meet changing community needs and provide additional services. Included in the suggestions were:

- Install the same software on the library computers that is used in the schools; i.e. Word Processing, Spreadsheet and Presentation software

- Additional and easier access to computer use, Internet use and computer instruction

- An increase in hours, especially weekend and summer hours

- Increased collaboration between the schools and the library

- Provide after school programs and dedicated study areas

- Continued improvement to the collections with more modern new materials, especially CDs, DVDs, a broader selection of new fiction and non-fiction, materials in languages other than English and more copies of popular book titles

- Increased programming for teens and adults

- Continued improvement to the layout of the library to create dedicated spaces for different activities

Most importantly, residents view the library as an integral part of the Upper Dublin community and as an essential factor in their family's quality of life. They see the library as a hub of the community, connecting all residents to

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[3] Community Focus Group Discussions about Collections, Services, Programs and Facilities – A summary of comments from Upper Dublin residents about the UDPL – December 2003

sources of information and to each other and providing access to information technology.

The UDPL Tomorrow: Focus on the Future

A New Vision, Mission and Values for the Upper Dublin Public Library

The focus on the future of the UDPL assumed a concrete form when the Board and Planning Committee created a new vision, mission and set of shared values to guide them during this planning cycle. The subsequent goals and objectives provide a framework for the specific strategies and activities that the Board and staff will use to achieve the vision and mission.

Upper Dublin residents will witness the implementation of these strategies and the guiding role of the vision and mission as they experience library services, programs and collections.

Our Vision

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- Be a welcoming, inviting community hub connecting a diverse population of users to their community and to each other

- Through collections, programs and community involvement become the cultural, intellectual and informational heart of the community

- Satisfy residents' library needs with a staff that provides a "personal touch" with users

- Offer a modern, complete, outstanding collection where people find what they want, when they want it

The mission describes the library's purpose and its reason for being. The mission guides the allocation of library resources and in establishing priorities.

Our Mission

The mission of the Upper Dublin Public Library is to satisfy the informational, intellectual and cultural needs of all township residents by providing materials, programs and services that enrich people's lives. We accomplish this mission by ensuring:
- *A welcoming environment*
- *Knowledgeable staff*
- *Fiscally responsible oversight*

Shared Values to Guide the Upper Dublin Public Library
- We believe in our "One to One" personal service
- We believe in fairness and respect for all the people in our community and staff
- We believe in satisfying the different library needs of our residents
- We believe in providing a variety of services to meet those needs
- We believe in respect for our materials and facility and we maintain them for our community
- We believe that our Library Board and administration provides leadership that looks ahead and provides a path for quality services
- We believe it is important for us to be responsive to feedback and suggestions
- We believe that we have a tradition of growth to provide and maintain new and interesting services and activities
- We believe that we are collaborative with other organizations in our service area, such as schools, township and community organizations

Key Priority Trends and Issues

Library planners reviewed the community comments, demographic trends and library use patterns in Upper Dublin Township. Planners developed the following priorities to help focus the plan's goals and objectives to respond to current and future community needs. These priorities will guide the UDPL over the next several years.

Technology Access
Libraries today face a growing challenge to provide adequate access to computers, software programs, databases, Internet access, instruction and the necessary infrastructure to make easy access possible for a whole community. Many residents already rely on the library as their only or secondary access point for Internet use and electronic information sources. Though there are many homes in the community with computers and Internet access, there is still a persistent digital divide that separates the community based on skills, equipment, knowledge and access.

Children's and Teen Services
Toddlers and elementary age children in Upper Dublin Township are avid library users because their parents bring them to the library. By the middle school years the same children use the library less often, and by high school, many do not come at all. At the same time, there is significant after school use of the library by high school students. Teens need to view the library as an educational and leisure resource to enrich their studies and their lives. A major challenge for the library is to develop interesting and creative resources for teens while maintaining the library environment as a safe place for children and teens.

The Library Experience
Residents mentioned in the survey that convenience and ease of use are important factors in deciding to visit the library. The library needs to become more user friendly by eliminating obsolete policies and creating a welcoming space to use the materials and services. Other desired conveniences include easy to use book drop off points, extended hours, after school programs, computer instruction, and intuitive catalogs and shelving arrangements. The library can become the community's "living room" as a destination of first choice for materials and information.

The Library Main Building and North Hills
Residents commented that they will go to neighboring libraries that may be newer and offer easier use, with a pleasant environment and expanded space for programs and collections, as well as expanded hours of use. Residents want

differentiated library space that can accommodate various activities and age groups. Opportunities exist at the main library and the North Hills branch to offer additional services, increased computer access, and updated collections and programs. The library needs to consider the space implications of the service improvements identified in this plan. Opportunities also exist to improve maintenance and update furnishings to better meet community needs. A key priority should be maximized space and improved facilities.

Funding and Advocacy

As a municipal library, the Upper Dublin Public Library relies primarily on township tax support to fund collections, services and programs. The library is the main intergenerational public space in the township serving all residents. The library will need to consider the use of additional funding sources, both public and private, to continue providing constantly changing and improving services to the community. The use of an active, Friends of the Library organization along with other fundraising initiatives, and a public relations program will help the library advocate for increased support from the township, individuals and organizations.

Future Focus: Goals and Objectives

The following goals and objectives describe the roadmap for the Upper Dublin Public Library to develop the resources and operations necessary to fulfilling its vision and mission.

Goal 1:	**Refresh and expand library collections to meet current needs in all formats**

Priority:

Library planners emphasized that libraries are first and foremost about books and information. They often mentioned that, "First - we need to do books well." Library use rises or falls based on the current collection of up-to-date, in-demand titles that appeal to all age groups in the community. In spite of staff attempts to weed the collection in their "spare time" residents have complained about the age and condition of library materials. The current book, audio and video budget will require increases to meet this important demand by residents. Continuous and systematic weeding and replacement of tired, outdated materials is necessary to refresh the collections.

Objectives:

1.1   Review and expand the current collection development policy

Strategies
- Modernize and streamline library acquisitions using the functionality available in the Polaris library software
- Incorporate the use of MCLINC data on old and obsolete holdings into weeding procedures that will be part of an expanded collection development policy
- Review the current weeding guidelines and activities and develop a systematic weeding policy that provides staff time for weekly weeding activities and assigns staff responsibility for the acquisitions and weeding in every part of the collection
- Develop a project to identify materials throughout the collection that are damaged and need to be removed or replaced
- Create a replacement budget to address this

1.2   Develop collections to meet specific community needs

Strategies:
- Use the Teen Advisory Group for suggestions in teen collections of books, videos and CDs
- Develop and administer a survey for teens about the collection
- Identify a group of educators to participate in collaborative discussions with the library staff about the collections
- Increase the Large Print collection and circulation
- Create a development plan for music materials, including MP3 use and CDs
- Include a timeline for the planned phase out of less used formats (VHS, Cassette) in an overall AV collection development plan
- Review the need for special collections of local history, genealogy and local interest

1.3   Increase collections and use of popular titles and materials

Strategies:
- Expand and publicize the collection of graphic novels
- Identify "Hot Book" ideas to highlight and publicize new titles and develop policies on multiple copies of best sellers
- Identify local authors and books to popularize their work
- Add newer display fixtures to promote newer collections
- Propose materials budgets adequate to meet public demand and keep up with the inflation in materials prices

Goal 2:   Sustain the environment that allows a friendly, knowledgeable staff and responsive services offered with a personal touch

Priority:
Personal service is the hallmark of the Upper Dublin Public Library. Staff takes great pride in their commitment to providing excellent service and the community members surveyed and interviewed stated that this service is highly valued. The continuing need to provide quality staff development and training is important to maintain the high level of service that residents have come to expect.

Objectives:
2.1   Match staffing and hours to community needs

   Strategies:
   - Increase the level of service by analyzing staffing patterns to match hours to busy usage times and keeping in mind new services to be provided
   - Review and revise the hours the library is open to the public in order to meet resident needs and usage demands
   - Develop departmental staffing plans to help library department heads delegate activities and identify staffing needs

2.2   Continue to provide incentives and opportunities for staff to deliver quality service

   Strategies:
   - Develop an assessment of development and training needs
   - Continue to provide incentives to retain quality staff

Goal 3:   Improve the existing facility to create a more comfortable, easier to use environment for library users and begin to study solutions to space limitations

Priority:
The Upper Dublin Public Library faces many physical challenges in response to residents' requests for differentiated spaces for various activities, including

"noisy" and quiet spaces, in response to comments that the whole library is too noisy at times. People are looking for convenient and friendly experiences, whether shopping, at school, at bookstores and even at the library. Libraries are no longer only about books; they are also about community and a sense of place. People are looking for similar environments to the bookstores and cafes and potentially see the library as their community living room. The library will need to analyze its use of the existing space and layout to determine more effective ways to provide those quality experiences. Physical modifications, furniture, layout and other changes should be planned to engage current users and to encourage new users to visit the library.

Objectives:
3.1   Review the library space and make short term, low cost improvements that respond to users' needs

Strategies:
- Create an ongoing facilities committee of the Library Board
- Create a facilities plan that emphasizes space usage and a welcoming "café/community living room" environment conducive to study, reading, relaxing and quiet meetings
- Charge the board's facilities committee with creating an ongoing space utilization plan for the library with the intent of creating more public space
- Review layout and layout plan to accommodate additional and new usage
- Plan space in new layout for additional computers and quiet study space
- Complete small meeting/quiet study room in Rm. 150
- Create study areas with carrels and tables on perimeter walls
- Create a dedicated teen area in the library to accommodate UD teens, the collections, computers, programs
- Review upstairs meeting/vending space usage with the township in the consideration of an after school activities area
- Increase outlets for users' notebook PC's

3.2   Review and remove barriers to use of the library

Strategies:
- Initiate a survey to review hours in response to residents' comments that they desire expanded hours – especially look at mornings, evening and weekend hours
- Work with the township to install drive through and walk up book drops open 24 hours a day
- Work with the township for longer term solutions to parking issues in relation to potential renovation of the parking lot

3.3 Consider longer term needs for library service to Upper Dublin

Strategies:
- Create a Board building committee with the mission of looking ahead 5- 10 years for opportunities to expand or build a new library to meet community growth and future needs

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Goal 4:   Create an exceptional technology presence in the library that will help build an information literate community.

Priority:
Libraries today are technology dependent organizations. From locating books on shelves to finding information, librarians and library users use electronic resources. Prohibitively expensive print databases and reference sources are now available through shared online databases through Commonwealth Libraries, MC-NPL or other sources. Today many people's lives are connected to daily Internet and e-mail use, from students to seniors. The library will need to

meet demand by expanding the availability of computers in the library and installing common software programs.

Objectives:

4.1   Provide a greater technology presence in the library to respond to resident's needs

Strategies:
- Install at least 6 additional computers for public use
- Purchase 2 additional full use computers for the children's area use
- Install word processing, spreadsheet and presentation software on all computers – preferably MS Office Suite to match the school system
- Develop a floor plan for the new computers that continues the arrangement of the computers in a cluster in a specific area to highlight access
- Provide training for staff in Word, Excel and PowerPoint and adjust staffing to allow for increased customer assistance (within specified guidelines) with these software packages
- Investigate collaborating with the schools so students can access their files from school and library networks
- Develop a technology plan for the library

4.2   Improve technology infrastructure and website

Strategies
- Install a wireless network for public access and to facilitate the addition of public workstations
- Investigate participation in township-wide network initiatives and technology upgrades
- View the library website as a branch and increase use
- Develop a website policy and guidelines specifying ease of use
- Purchase website building software to facilitate updates
- Continue to provide leadership and support to MCLINC

Goal 5:   Expand services and programs for lifelong learning, from toddlers to retirees

Priority:

There are many ways to learn at the library. Children's and teens' programs, book discussion groups, computer training classes, lectures and presentations

are all examples of activities the library performs to meet lifelong learning needs. The Upper Dublin Public Library can build on past and recent successful programs to continue this library tradition.

Objectives:

5.1   Develop additional programs and services for children and teens

Strategies:
- Identify individuals and create a Teen Advisory Group (TAG)
- Develop plan for teen services and staffing including a part-time teen services coordinator
- Add Internet access to computers in the children's area
- Install games and other child friendly software on the computers in the children's area
- Focus on the children's area for repainting, carpeting and repairs

5.2   Develop additional programs and services for adult learners

Strategies:
- Develop plan with objectives to increase outreach to senior centers, assisted living housing, nursing homes and adult communities
- Create web-based and additional onsite book discussion groups
- Develop staffing plan and budget to continue and expand the adult programming in the library
- Provide additional training for staff in working with adult learners
- Add a part-time staff hours for adult program planning
- Continue to participate in the planning activities of the Upper Dublin Indoor Recreation Task Force (UDIRECT)
- Continue to expand the cooperation with the Upper Dublin Parks and Recreation Department to provide educational and cultural programming
- Create a space within the library for display of local art and cultural works and programs

Goal 6: **Review and enhance the opportunities for library service at the North Hills Community Library branch, continuing to improve the services, programs, furnishings and collections at North Hills.**

Priority:
The North Hills branch of the UDPL has recently been revitalized with a newer collection in its relatively new space in the North Hills Community Center. Old books have been removed and replaced with current titles and authors and space was reorganized for browsing and computer use. Additional review of the collection, furnishings, fixtures and services offered at the branch will be necessary to take advantage of this important resource for the community.

Objective:
6.1 **Continue to improve services and collections at the North Hills Community Library branch**

    Strategies:
- Create an awareness campaign targeted at NH and area community
- Develop a separate budget and funds for the North Hills Community Library within the library budget to facilitate tracking of materials and staffing expenditures
- Improve the core collection; adding videos, cook books, home improvements books and other specific collections
- Assess children's collection needs coordinating with the other education users of the Community Center
- Consider putting a copy machine in the branch
- Create space to add one additional computer and install the same software as in main library
- Begin regular delivery between North Hills and the main library
- Provide additional street signs directing people toward the library and a banner or other sign for the outside of the building
- Provide additional programs at North Hills including story times, summer reading club programs and adult programs
- Revisit usage at North Hills after 12-18 months of improved services and collections
- Assess furniture and fixture needs paying particular attention to children's furniture, study tables and shelving. Develop a budget and schedule for installation and replacement of furniture and shelving

Goal 7:   Build a broad base of support for the library and for library funding by improving community awareness of the library, its programs and services, through marketing and advocacy.

Priority:
There is much that the library offers that is not known by the community. The library is a valuable resource for all UD residents through its collections, staff assistance, computers, website and programs. The library needs to increase awareness of all that it offers and significantly broaden its base of advocacy and support throughout the whole township community. The Friends and other initiatives will be important to accomplishing these objectives of advocacy and funding support. An energetic and proactive outreach effort to community organizations will benefit the library and the community.

Objectives:
7.1   Improve community awareness about the library

   Strategies:
   - Develop a marketing/publicity plan for library events
   - Develop an identity campaign to determine library logo, colors and symbols to be used in all library materials
   - Redesign the library card to include a key chain card and specific identity to the Upper Dublin Public Library

- Develop a quarterly library newsletter for direct mail and/or email to all users
- Develop an e-mail list to send information about library events and activities
- Develop a UDPL annual report to post on the web site and issue to all stakeholders
- Examine expanding library and parks and recreation coordination of newsletter and materials
- Form a marketing committee within the library staff to execute the marketing plan and coordinate marketing activities

7.2   Create plan for broader based community support of library and library funding

Strategies:
- Investigate involving local business in supporting private funding for specific projects, such as a library newsletter
- Expand and publicize the gift book program
- Support the revitalization of the Friends of the Library organization
- Study creating an Upper Dublin Public Library Foundation as a new 501(c)3 organization in support of future library expansion
- Develop a list of library needs that would be attractive to private funders and grant giving organizations

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Goal 8:   Continue leadership development and high quality governance through consistent Board development and involvement with library planning

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Priority:
The members of the Library Board are a key resource for the support and development of library services, programs and collections. It is important that library and community and the Board continue to develop Board leadership to meet the future library needs of our community

Objectives:
8.1   Implement a consistent Board planning and measurement process

Strategies:
- Twice a year, review and evaluate results of this plan with the Director and other staff

- Hold an annual retreat/planning meeting for all board members to review assignments and Board direction
- Determine appropriate Board committees to assist with the implementation of the plan
- Attend statewide or countywide Board development workshops or plan local Board development workshops to keep up to date with the latest library information

Measuring and Evaluating the Plan

The Future Focus Long Range Plan will benefit the library and the community in many ways. Results from implementing the strategies will improve the quality of library services in Upper Dublin. The Library staff and Board must plan for annual reviews of the plan to make changes and corrections and celebrate accomplishments. The results can be reported on an ongoing basis to the Township Board of Commissioners and can also be included in the library annual report to inform all community members of library's progress.

APPENDIX 1
Demographic Information and Library Space Analysis

Demographic Information and Library Space Analysis

The Upper Dublin Public Library serves the 25,878 residents of Upper Dublin Township with a 15,000 square foot main library and a 675 square foot branch in the North Hills neighborhood. The Upper Dublin Public Library has grown from a small elementary school space to its current facility, an expansion of the Township Municipal Building in 1992 following a failed referendum in 1990 to build a stand-alone library. At the same time, the library became a department of the Township and a municipal library. The library space was smaller than that recommended in a 1977 library study which followed a failed referendum in 1974 and smaller than the recommended size in the 1990 referendum.

A 2002 expansion/reconstruction of the Township Building provided the library with 2 new offices, a small meeting space, a workspace and access to newly renovated and expanded second floor meeting rooms that can be used by the library.

Library buildings are typically planned with a life span of 25 years. The 1992 library and 2002 expansions meet the building standards as described in the 1977 study to serve the population at that time. Although the 1992 building has served the population well, it is undersized to meet the demands of a modern library service program for the population size. Upper Dublin, like most communities, has done an admirable job of adapting its space to meet changing needs for service but the library is now at a point where without significant renovations and expansion its functionality may diminish within the next ten years.

 Until the 1970's libraries were considered to serve two primary purposes: a place to obtain current reading material and a place to obtain research material. Since then the role of libraries has shifted considerably. Today's libraries continue to offer reading and reference material but they are much more. Public libraries are community gathering spaces, sources of continuous learning, a place for programs for all ages and perhaps most significantly, an access point to the Internet. This is particularly true in Upper Dublin Township where many students go to the library to work on school projects and a significant minority of residents may not have their own computers or high speed access to the Internet.

No one could have predicted the technological changes that have occurred. Most communities, including Upper Dublin, have adapted their libraries to incorporate technological changes and reflect the changes in services delivery. However, in every building's life cycle there comes a time when library planners – trustees, staff, community leaders – need to step back and assess the building's

capacity to support service for the next 20 years. Upper Dublin is approaching that point in its library's development.

Public libraries and public library use have changed dramatically in the last ten years. Ten years ago, the Internet was reserved for researchers and scientists, today the Internet and the World Wide Web are ubiquitous and readily available to people in their homes, work places, schools, and libraries. Ten years ago most librarians relied primarily on printed information to answer reference questions, today many of those same printed reference books are no longer available in paper and are accessible only via the World Wide Web or on a CD-ROM. Ten years ago, there were card catalogs and people could find their way around a library using skills they learned in fourth grade, today's library users need to learn how to use an online catalog and understand fairly sophisticated search skills to locate information. Ten years ago, libraries were just beginning to experiment with offering non-print material like videos. Today's library users not only expect video but have come to expect DVDs, audio books, MP3 books, e-books and journals.

The last five years have resulted in even more dramatic changes in terms of community expectations for library space. Certainly the growth of the Internet and the increasing demand for high-speed access to Internet resources make libraries a desirable place for Internet access. The majority of the population is still accessing the Internet using dial up modems in the 28K range. Many have learned that libraries are a source of free high speed Internet access and use libraries as an alternative to home access when they have something to download or a graphic-rich search. Today's libraries need to provide many more Internet ready computers if demand is to be satisfied. Many people come to the library seeking computer assistance and are looking for instruction in how to use and establish an email account, transfer files, and communicate using the web. Still others in the community rely totally on the public access computers at the library as their primary means of access to the Internet.

The emergence of the mega bookstores such as Barnes and Noble and Borders has created a demand for similar types of space in libraries. Library users come to libraries expecting comfortable seating, convenient hours, and a café style atmosphere. Library users expect materials to be readily available in quantities that will reduce their waiting time and expect materials of all types to be attractively merchandised and displayed. They are looking for programs of interest to children and adults as well as space that serves as the community's living room where people of all ages can gather in a social environment.

The relationship of library users with library staff has also changed dramatically in the last five years. Today's library user expects to be able to find his or her own way around the library but also expects personal assistance from a staff member when they need it. They are looking for recommendations about good books, help in using an information database, or assistance in using a search engine to

find information on the World Wide Web. The nature of the staff interaction has changed from being more of an expert providing information to collaboration between user and staff where staff is finding information, and at the same time collaborating with the user to teach the skills needed to locate the desired facts.

And finally there is the specific circumstance of Upper Dublin's population and its implication for library service. With a considerable number of first generation Asian immigrants there is a unique opportunity for the library to play an important role in acculturating the newly arrived population into the community. The library can provide a wide array of programs and services that may help ease the transition to our society and offer information about citizenship, obtaining working papers, dealing with the schools, English language instruction, and reading and viewing materials in languages other than English.

All of these changes have immediate implications on the design of library space.

Here are some examples of space modifications needed to accommodate changing library use:

- *Space for reference books will be given over to space to accommodate more computers needed to provide convenient access to information databases and the Internet.*

- *Dense stack cores with high shelving designed to house growing collections of books will be given over to lower, less dense shelving that includes space to display popular titles and specialized collections.*

- *Library collections will be even more relevant, with more current materials and emphasis on constantly changing and refreshing the collection.*

- *Service desks will be redesigned to accommodate a staff member and library user in a manner that facilitates personal interaction and instruction. Staff will find themselves working less at a designated service desk as they roam the service area offering assistance to users.*

- *Workstations will be increased in size to accommodate collaborative learning so two or more people can use a station at one time.*

- *Utilitarian seating designed to last for many years will be replaced with soft, comfortable chairs that encourage someone to cuddle up with a book and magazine and spend some time in the library.*

- *Hard-wired networks will be supplemented with wireless networks, which allow greater flexibility in placing computers throughout library space and allow users with laptops and wireless cards the ability to log onto the library network.*

- *With schools and workplaces assigning more group projects, libraries now require space to support quiet study, small group conferences, and tutoring sessions*

- *The café phenomenon is clearly upon us. Library users expect to find coffee and other soft drinks and refreshments in the library for a study break or even as a social place to meet a friend for a light lunch.*

The Library of the Future

The public library of the future will place a greater emphasis than before on space to accommodate a variety of simultaneous library uses. Carefully thought out flexible floor plans and interior design will allow for a variety of simultaneous uses -- quiet study, casual seating areas to facilitate quiet conversation, programming for adults and children, technology instruction, and opportunities to work one-on-one with a staff member.

- The library of the future will harness the power of technology to deal with routine tasks and free staff from repetitive routines in order to provide more one-on-one assistance to users.

- Library staff will be aware of retail and other societal trends and will adjust library service programs on a continuous basis to adapt to changing expectations and life styles.

- Libraries will collaborate with other agencies to develop joint programs and services to address specific community needs.

- Community library collections will change dramatically with a greater emphasis on popular collections and high turnover. There will be less emphasis on warehousing collections and more emphasis on providing material in quantities that meet demand.

- Programming and instruction will become an increasingly integral part of community library service. Libraries are great places for families and offer a no cost alternative to the mall.

A Look at Upper Dublin and Its Library

Population Changes

Upper Dublin's population grew by 7.7% from 1990 to 2000, with a current population 25,878 people. The Montgomery County Planning Commission estimates a population of 27,150 by the year 2025, though the trend seems to be tending toward a larger population by then.

Ethnicity
Upper Dublin Township is slowly becoming more ethnically diverse. According to the 2000 US Census in Upper Dublin, 86.4 % of the population is white, 5.4% is African American, 6.2% is Asian, and 2% characterize themselves as another background.

Educational Attainment
In Upper Dublin educational attainment is high; of the population age 25 and older (17,493 people), 57.6% have a bachelor's degree or higher and 92.8% have a high school diploma.

Library Use
Library use has been steadily increasing in some key areas in the last three years according to statistics provided by the Upper Dublin Public Library in their Annual Reports.

Circulation
Library circulation, the number of books and audiovisual materials loaned, increased 17.7% and 38.4% respectively during the period – 2001 to 2003. Increasing circulation is dependent on a number of factors that may be difficult to achieve in the next several years in Upper Dublin.

First, it is important to have a continuously changing book stock with a significant number of new materials that can be attractively displayed in order to encourage use. In Upper Dublin there is a limited amount of space to display new material.

Secondly, it is important to feature high interest materials in displays that may remove an item from its normal shelf location based on the Dewey classification system in order to increase interest and turnover in these materials. This too requires additional space and has been accomplished in some measure using display tables.

And thirdly, circulation is encouraged when people perceive the library stock to be fresh and inviting. This requires continuous weeding to free up space on the shelves and to encourage people to browse.

Reference
The number of reference questions asked and answered has been steadily increasing with the hiring of a reference librarian and careful maintenance of the reference collection. Key to these increases is also the ability of students to feel welcome in the library after school to work on projects. Additionally, the Internet is bringing new users to the library, who also ask for assistance in finding information both online and offline. The library needs to reinforce the idea that the library staff can be helpful in finding material on the Web and can save people hours of search time and endless frustration if they use the staff's

expertise in navigating the web and print reference material to find needed information.

The library is limited in the number of adult and children's programs it can offer. This is a popular aspect of library services but the limited size of the library, staffing limitations and the barriers to use of the upstairs meeting rooms make it difficult to greatly expand programming.

The following table summarizes major library use indicators for the last three years. (North Hills use and items not included)

Upper Dublin Public Library	2001	2002	2003	change 01-03
Library Circulation	163,265	181,785	195,861	17.7%
Library visits	138,971	148,798	147,848	6.1%
Reference Questions	7,542	8,199	8,956	15.8%
Program Attendance				
Adults	193	287	478	59.6%
Children	4,939	5,695	5,939	17.9%
FTE staff	11.52	11.95	12.21	5.7%
Book stock – Volumes	75,662	81,841	83,726	9.6%
Subscriptions	163	163	277	8.8%
Audio Video-Items Owned	3,087	4,273	5,004	38.4%
AV Items Circulated	21,151	30,651	40,189	47.4%
Total Computer Users	24,856	25,744	31,418	21%

Library Challenges

Library Development Solutions identified the following challenges associated the current library building.

Location

The Upper Dublin Public Library is located in the municipal complex directly opposite the high school. While this creates a "central" location for people who

walk to the library from the school or the nearby neighborhoods, it presents a challenge for most residents who must drive to the library. There are a limited number of parking spaces near the library, though there are additional spaces on the upper level in front of the township offices. For most residents, a visit to the library becomes a conscious choice rather than something that might be easy to do in combination with other errands.

Challenges
The main challenge associated with the library is the constraint of its current lot and internal space. Significant future expansion is impossible unless the library acquires adjacent space on the same property or elsewhere. Minimal expansion of the library may be possible by extending into the parking lot but that creates other challenges with regard to accommodating parking which is already limited at times. Other options should be considered. One option would allow for the construction of a new addition that would address the functional needs of the library today and for the next 20 years. Another option might be a new library on a different site with reuse of the existing building for other community or township functions. Both options should be studied by the Board during the period of the new Long Range Plan.

Estimated Ideal Library

The following information provides an estimate of the service components and square footage for an ideal library in Upper Dublin Township based on the current population of 25,878 and a projected library service population of 29,865 by the year 2020. The estimated square footage and service components are based on the Connecticut State Library's Library Space Planning Worksheet and the Illinois State Library's Avenues to Excellence for Public Library Service. In 1964 the American Library Association created a standard of .7 square feet of library space per capita. The significant changes that have occurred in communities and libraries in the past 40 years have required a higher standard. The Upper Dublin Public Library does meet the 1960's standard for its current population.

The following table describes the gap between the current Upper Dublin Public Library, standards to meet today's population and standards and to service the population of 2020. All 2020 figures are based on delivering "Basic" service as opposed to a "Core" or minimum or a "Growing" or maximum standard.

Functional Area	Existing	Current Needs	2020
Population+ non resident usage	25,878	28,466	29,865
Books	83,727	84,233	84,933
Non print materials	5,004	8,493	8,493
Subscriptions	277	351	359
PAC's	2		6
Internet/WP Computers	13	20	29
# of seats (minus meeting room seating)	80	116	116
All Space in square ft.			
Collection Space			
Books	4,770	10,972	10,972
Non Print	720	842	1,243
Periodicals	66	234	239
Sub-Total	**5,556**	**12,048**	**12,454**
Meeting Room Space			
General Meeting Space	0	1,500	1,500
Conference Room Space	145	875	875
Children's Programming	467	400	400
Children's Crafts Space	0	600	600
Sub-Total	**612**	**3,375**	**3,375**
Special Use Space			
Bulletin Boards, Copier, Newspaper and Paperback racks, staff lockers, staff lounge, study rooms, display cases, etc…	1,054	1,145	1,145
Computer Lab	0	144	144
Sub-Total	1,054	1,289	**1,289**
Non-Assignable Space			
Bathrooms, hallways, vestibule, storage, etc…	1,850	5,544	5,668
Sub-Total	**1,850**	**5,544**	**5,668**
Collection Space	5,556	12,048	12,454
Public Electronic Workstations	600	1,115	1,295
User Seating Space	3,187	3,480	3,480
Staff Work Space	2,109	900	900
Meeting Room Space	612	3,375	3,375
Special Use Space	1,054	1,289	1,289
Non-assignable Space	1,850	5,544	5,668
Gross area:	**14,968 sq. ft.**	**27,759 sq. ft.**	**28,461 sq. ft.**

APPENDIX 2
Survey Data and Comments

UPPER DUBLIN PUBLIC LIBRARY
Resident Survey

The Upper Dublin Public Library Board is gathering information about experiences with our 2 libraries in order to plan for improvements to library services and facilities. You can assist us with our assessment by taking a few minutes to answer the following questions. Please do not put your name on the survey form. Please drop the completed form in the survey box in the library.

Q1. Do you have a current Upper Dublin Public Library card? (Circle one)
1. Yes - 175
2. No - 28

Q2. Indicate the municipality in which you currently reside. (Circle one)
1. Upper Dublin Township - 157
2. Horsham Township - 19
3. Ambler Borough - 15
4. Other (specify) -12

Q3. Which library have you used during the past 3 months? (Circle all that apply)
1. Upper Dublin- Main Library - 186
2. Upper Dublin-North Hills Branch - 4
3. Upper Moreland – 19
4. Abington - 36
5. Other (specify) - 28

Q4. What activity brought you to the library today? (If more than one, circle your primary activity)
1. Find books/and or other materials for leisure time reading and/or listening - 131
2. School assignment - 23
3. Children's or teen program - 15
4. Adult program - 8
5. Job/work related reading and research - 10
6. Personal business research and study - 17
7. Use of photocopier - 3
8. Use of Internet - 44
9. Other (specify) - 20

Q5. Did you come to (circle one)
1. Use materials in the library? - 44
2. Check out materials? - 55
3. Both use and check out materials? - 43
4. Other (specify) - 18

Q6. About how many times have you used the library during the last 3 months? (circle one)
1. At least 12 or more times - 80
2. 6-11 times - 48
3. 3-5 times - 56
4. 1-2 times - 20

Q7. About how long do you usually stay each time you visit the library? (circle one)
1. Less than 15 minutes - 22
2. 15-30 minutes - 77
3. 30-60 minutes - 60
4. More than 60 minutes - 35

Q8. Please rate the following library services: (Place an X under the rating that best reflects your view about each item)

	Exc.	Good	Poor	Don't Know
1. Adult fiction/non fiction	58	81	2	62
2. Reference collection	31	65	4	103
3. CD's	10	39	9	145
4. Videos/DVDs	24	49	16	114
5. Children's collection	37	47	2	116
6. Teen collection	16	24	4	157
7. Magazines/newspapers	33	58	9	103
8. Staff assistance & courteousness	112	37	1	53
9. Children's programs	28	21	0	154
10. Teen programs	6	11	4	182
11. Adult programs	9	13	2	179
12. Photocopier	13	48	13	129
13. Computer software	9	15	16	163
14. On-line catalog	41	40	7	115
15. Internet access	50	38	0	115
16. Telephone reference	11	14	2	176
17. Large print books	14	16	4	169
18. Books on tape/CD	8	40	6	149
19. Interlibrary loan	36	40	0	127
20. Availability of materials you need	39	79	11	74

Q9. Rate the library in the following areas: (Place an X under the rating that best reflects your view)

	Exc.	Good	Poor	Don't Know
1. Hours and days of operation	83	87	5	28
2. Comfort and cleanliness	119	55	2	27
3. Parking	99	61	3	40
4. Exterior signs that identify the library	73	82	5	43
5. Interior signs that help you locate materials	72	89	6	36
6. Adequate and comfortable seating	74	93	12	24
7. Handicap accessibility	34	32	0	137
8. Noise level	58	95	17	33
9. Arrangement of collection	52	86	6	59
10. Temperature in library	67	90	5	41
11. Public restrooms	86	86	0	31
12. Ease of using the library with a stroller	24	19	1	159
13. Adequacy of lighting	95	75	1	32

14. Accessibility of service and checkout desks	**96**	**72**	**0**	**35**
15. Number of computer workstations	**43**	**81**	**5**	**74**
16. Location of online catalog terminals	**41**	**56**	**0**	**106**
17. Location and size of the children's section	**36**	**53**	**2**	**112**

Q10. Approximately how many miles is the library from your home? (circle one)
1. Less than 1 mile - 38
2. 1-5 miles - 137
3. 5 + miles - 13
4. Don't know

Q11. Does the library need to have: (Circle all that apply)
1. Easier access for people with limitations - 5
2. Better lighting - 4
3. More comfortable chairs - 37
4. More quiet study areas - 37
5. Better climate control - 5
6. More computers - 30
7. More parking - 8
8. Expanded library hours - 48
9. Better signage - 4
10. Improved children's area - 14
11. More adult programs - 15
12. More teen programs - 10
13. More children's programs - 6
14. More public and group meeting space -5
15. Better acoustics/noise control - 19
16. Improve reference section - 6
17. Closer to my home - 3
18. Other (specify) - 7

Q12. How could we make the library more useful to you? (Specify**)**

Q13. When deciding to go to the library, what factors are most important to you? (Circle all that apply)
1. Convenience to your home - 119
2. Convenience to your work - 17
3. Convenient hours - 104
4. Parking - 35
5. Ambience - 28
6. Programs - 18
7. Availability of books & other materials - 98

The following questions are optional but your responses will assist us.
Q14. What is your zip code?
Q15. Are you (circle one)
1. Male? - 67
2. Female? - 116
Q16. Please circle your age:
1. Under 18 / 21
2. 19-25 / 9
3. 26-35 / 18
4. 36-45 / 49

     5.   46-55 /34
     6.   56-65 /27
     7.   66 + /27

Q17. Please circle the last educational level you have completed:
1. Elementary school - 11
2. High school - 18
3. Some college - 30
4. Technical training - 4
5. College graduate - 51
6. Some graduate study - 14
7. Graduate or professional degree - 57

Q18. Are you currently?
1. A student? - 30
2. Employed full time? - 58
3. Employed part time? - 32
4. Homemaker? - 32
5. Retired? - 35
6. Unemployed? - 4
7. Self employed? - 12
8. Other? - 1

Q19. Please circle the category that best describes your total family income from all sources for 2002:
1. Less than $10,000 -3
2. $10,000 to $24,999 - 9
3. $25,000 to $34,999 - 19
4. $35,000 to $49,999 - 18
5. $50,000 to $99,999 - 36
6. $100,000 to $149,999 - 26
7. $150,000 and more - 19

Q20. What is your occupation?

Q21. How long have you lived in Upper Dublin Township?
1. Less than 2 years - 10
2. 2-10 years - 66
3. More than 10 years - 81
4. Not a resident - 30

Q22. Please add any comments you may have about the library in the space provided below:

Upper Dublin Survey verbatim

Q #2 Indicate the municipality in which you live – Other
- Springhouse
- Australia
- Worcester
- Ridley Park
- Whitemarsh -2
- Abington
- Whitpain - 2
- North Wales - 2
- Springfield
- Montgomery
- Urbana, IL
- Philadelphia

Q#3 Which libraries have you used during the past three months – Other
- Jenkintown-2
- Hatboro
- Roslyn Branch-Abington-2
- Wissahickon-6
- Chestnut Hill
- Lansdale
- Glenside-2
- Springfield-2
- Ambler (Wissahickon)-10
- Norristown-4
- Whitpain
- Whitemarsh
- Temple U.
- Blue Bell (Wissahickon)-2
- Warminster
- UDHS-2

Q#4 What activity brought you to the library today-Other
- Return tapes
- Return a book
- Book Club-4
- Value Line-2
- Read newspaper-5
- Preschool teacher-needed resource material on a subject
- Obtain library card
- Needed a quiet atmosphere
- Peace and quiet

- Travel books
- Renew book
- To read
- Study for LSATs
- Keep kids busy-choose books for them to read
- Personal-reference materials
- Tutor a student
- Homework

Q#5 Did you come to:-Other
- Return tapes
- Buy books from book sale-2
- Copy article in paper
- Internet-11

Q#11 Does the library need to have-Other
- Group study area
- Some access for people who do not know how to use a computer for online catalog
- Microsoft Office software for public use
- Add MSWord to the computers and disk drives
- Word processing
- Open Friday evenings would be very nice
- Better DVD/VHS selection
- Expanded and improves CD collection
- The kids who are here after school are too loud
- More Oprah book club books
- Longer Sunday hours

Q#12 How could we make the library more useful to you?
- I am interested in classical music CDs of standard works. Abington and Upper Moreland usually have what I'm looking for so I go there.
- Better collection of audio books
- More current fiction
- Newer books
- Expand kid's programs to other kids
- More programs for school age kids
- I'm happy with it now
- Better, larger selection
- Make it a comfortable place where kids wouldn't mind coming to
- More computers
- Microsoft Office software for public use
- Microsoft Word, PowerPoint, Excel
- Microsoft programs please. Excel, Word.

- Allow downloads on computers.
- Maybe more books on science and technology
- Open more weekend hours
- More hours on weekends and holidays
- Later weekday hours
- Extend Friday and Saturday evening hours
- Better summer hours. Just because school is out doesn't mean that people don't need to use the library
- Subject matter of videos very limited
- Lower fines
- Perhaps very basic classes on how to use the computer
- A nice comfy place to kick back and relax in peace and quiet
- Books on alternative medicine-Andrew Weill, etc…
- Have a drop off area for videos
- No charge photocopy up to a limit
- Allow more than one renewal
- Have a coffee station and snacks
- Utilize local weekly papers to advertise special programs (ambler Gazette, Enterprise, Trend Mid Week)
- Separate room where you can get complete silence when studying or reading, also more comfortable chairs and couches.
- Add another floor
- My children always need to go elsewhere for reference material for school.
- Display good recommended books for teens-update the teen collection
- Use phone number rather than cards as ID

Q#14 Zip Codes

19002 – 96	19090 – 6	19403 – 1
19034 – 28	19454 – 4	19001 – 1
19025 – 26	19044 – 4	19422 - 1
19075 – 7	19038 - 3	

Q#22 Please add any comments
- As a family we almost always use Abington or Lower Moreland – their reference selection and general selection far better. This library is sorely inadequate for the community it serves. All the librarians are always very courteous and helpful.
- Curb too high for wheelchair-floor mat makes wheelchair access difficult
- Overall good improvement in labeling and organization
- Have found staff to be extremely helpful and knowledgeable
- Very helpful staff
- Very nice friendly people to answer questions-great atmosphere
- Good job

- I love it here
- Staff is always helpful
- Wonderful librarians
- Especially helpful is the resource librarian
- Very well kept, clean and orderly-thank you
- Thank you for this wonderful community resource
- My main complaint is quiet especially when teens come in after school.
- The selection of cultural/religious holiday children's books is lacking
- Kid friendly seating would be nice-better arrangement of kids magazines, CDs and videos
- Most new cars have CD players-the library has great books on tape-need books on CDs
- The noise level is occasionally a problem with young students
- More children's books on tape/CD
- Now we have more pleasant library employees which is a blessing-two of my friends refuse to use the library because of experiences with former employees
- Have an amnesty week
- I love the library and could not live without it –I could never, ever begin to afford all the books that are available to me. Thanks you from the bottom of my soul.
- I love my library.
- The children's librarian is wonderful.
- Internet access to the library has been a huge bonus. The ability to look up books and reserve them is fantastic.
- More audio books
- Very satisfied, I have been coming here for 10 years
- Overall you do a great job
- If money must be save why not open at noon to make sure to maintain evening hours
- Teenagers after school using foul language-what can be done?
- More books
- We love the library-great job. Hope you add more children's books introducing other cultures and countries.
- I've begun to access my patron acct. from home. This has been very helpful.
- 75-85% of the time I look up a book in the catalog, Upper Dublin does not have it and I have to request it from ILL.
- We always use Abington-this library of course is smaller but excellent.
- More comfortable space to read/study
- Minimum 4 additional computers w/Word, Excel, etc.../ 10 more for Internet only
- Open one hour earlier weekdays and Saturday at 9
- Need more hours-sorry about budget cuts
- More hours
- Clean computer workstations at least once a month
- Free adult computer workshops, reading clubs and discussion groups
- Charge $1 for not rewinding videos

- I think everything is great except the fact that there is no word processor on the computers.
- This is my first choice of library to go to. I choose UD before my own township library. I prefer UD because the atmosphere as well as the other things that all libraries provide.
- A great community resource. I hope the state restores funding.
- Great summer programs for kids-would like to see more in the winter.
- The children's programs year round are fun and educational. Our children love the library.
- I like the New Book section-always go there first
- Think renewal policy could be more lenient with books not in high demand
- HS students are noisy at times-haven't seen any attempt to address this
- The library is great. Sherri is very nice and so helpful. One time she helped me scan a picture from a website.
- Keep the weekend and evening hours – please- it is the only time I can come to the library.