

**CITY OF LAGO VISTA, TEXAS**

**RESOLUTION 17-1696**

**A RESOLUTION BY THE CITY COUNCIL OF THE CITY OF LAGO VISTA, TEXAS TO APPROVE AN UPDATE TO THE LIBRARY LONG RANGE PLAN**

**WHEREAS**, the Library Advisory Board, in recognizing that a long range plan is the foundation of an organization's operations and a framework that will guide the Library's decision making in future years, decided to update the Library's 2006 Long Range Plan; and,

**WHEREAS**, a subcommittee of three Board members was appointed by the Board Chair to assess the Library's current status and develop a new plan that would set strategies that would meet the ever changing needs of the community; and,

**WHEREAS**, the subcommittee designed and distributed a survey for Library patrons and non-users of the library to gather data, to find out how patrons were using various library services and materials, and to solicit suggestions and recommendations from non-users; and,

**WHEREAS**, a plan, that was developed using the data gathered from a number of sources including the surveys, census reports and professional library sources, was discussed and revised in open meetings of the Board, and was approved by the full membership of the Board in October 2016; and,

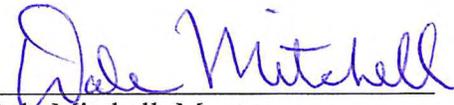
**NOW THEREFORE, BE IT RESOLVED** by the City Council of Lago Vista that the Lago Vista Long Range Plan, dated February 2017 is hereby approved and adopted by the City Council of the City of Lago Vista and resolves to execute the actions in the plan.

**PASSED AND APPROVED** this 20<sup>th</sup> day of April, 2017.

Attest:

  
Sandra Barton, City Secretary



  
Dale Mitchell, Mayor

On a motion by Council Member Kevin Sullivan, seconded by Council Member

Suzanne Bland, the above and foregoing instrument was passed and approved.

LAGO VISTA PUBLIC  
LIBRARY

LONG RANGE PLAN  
FEBRUARY 2017

## ***INTRODUCTION***

This long-range plan was created to provide future direction for the Lago Vista Public Library. Both the staff of the City of Lago Vista and the Lago Vista Library Advisory Board will use it as a planning document. This plan replaces the 2006 plan.

Two adjunct groups exist that support the Lago Vista Public Library. A City Council-appointed Advisory Board works on planning and making recommendations to both the City Council and City Staff. The fund-raising group, Friends of the Library, supports the library by providing funds for collection purchases, other library materials, and building upgrades.

## ***MISSION***

The mission of the Lago Vista Public Library is to provide access to recreational reading, information, and lifelong learning opportunities and thus encourage the love of reading and help enrich the quality of life for all citizens of the community.

## ***HISTORY***

A community library was started in 1980 by a group of citizens with the support of area clubs and organizations (who donated the books to begin the collection). In the early years, the library was housed on shelving in various donated locations. In 1987 the building on Dawn Drive was made available for a permanent home for the Lago Vista Community Library.

In 1997 the City of Lago Vista, the Lower Colorado River Authority, and the Lago Vista Property Owner's Association funded an expansion to the library. In 2001 the library building with its contents was given to the City of Lago Vista in exchange for receiving continuing operating funds to pay for a library director and operating expenses.

Dr. David and Mrs. Leslie Winn donated the vacant lot between the library and City Hall to the Friends of the Library for future expansion of the library building. It was later deeded to the City of Lago Vista for future expanded Library space.

In 2011 funds from the City, the Friends of the Library, and a grant from the Tocker Foundation paid for an expansion, to include a large meeting room so library programs could be held to promote lifelong learning in the community.<sup>1</sup>

## **DEMOGRAPHICS/RESEARCH**

### Demographics

The approximate populations of Lago Vista in the past were:

1990	2,300
2000	4,700
2010	6,000
2016	6,850

There are about 2,000 households. Only ¼ of them have children residing there. Almost 8% of the residents identify themselves as Hispanic. The racial/ethnic make-up of the community is:

White	94%
Black American	0.8%
Asian	0.7%
Native American	0.3%
Other or Multiracial	2%

The population breakdown according to the U.S. Census Office is:

<b>AGE</b>	<b>PERCENTAGE</b>
0-19	22%
20-39	17%
40-59	35%
60+	26%

The median age in Lago Vista – 48.9 years -- remains substantially higher than the state level.

With a growth rate of almost 40%, the 2030 population could be about 9,000 to 10,000.<sup>2</sup>

## Survey Results

A survey of both library users and non-users was administered during April through June 2016. Almost ½ of slightly over 200 surveyed were over the age of 65, and another ¼ were between the ages of 51 to 65.

The overwhelming majority of users indicated they visit the library to check out materials. Almost ½ of the users said they used library computers or printers and attended programs/classes. However, only 1/3 of users indicated their primary reason to visit was to use a computer.

The users reported checking out materials as follows:

Printed materials	87%
DVD/CD	50%
E-Books	24%
Audio Books	36%

Both library users and non-users expressed similar opinions. The almost universal preference for reading materials was fiction – with mystery being the favorite. About 2/3 of the users sometimes check out biography and history. Approximately 30% of users sometimes check out other nonfiction topics.

When asked what improvements they recommended, 8 out of 10 wanted more printed books. Half wanted more book/literary clubs and classes/programs. Only 1/3 suggested computer use classes.

Of those users who visit the library primarily to use a computer, almost all said they accessed the Internet, used a word processing program, and printed materials. About 1/2 used the computer for job searches.

The 2009 library survey statistics did not vary substantially from the 2016 surveys.

## Library Research & Trends

Research into trends of library usage tells us that the numbers of patrons who visit libraries have been quite steady for some time — about half of those surveyed at any one time. The Pew Research Center Report of September 9, 2016, also indicates that 77% of these people who responded to their surveys believe that their local library provides the resources that they need. In summary, this report indicates that users want libraries to enter the 21st century with technological updates and classes without neglecting the traditional functions of local libraries.

A recent Pew Research Center survey of 1,520 adults produced the following results:

65% read at least 1 book in the past year (same as 2012)

73% used print or audio books (similar to 2012)

28% used e-books

6% only used e-books

38% only used print versions of books

28% used both e-books and print

13% read on their phone (up from 5% in 2011)

15% used a tablet/I-pad to read (up from 4% in 2011)<sup>3</sup>

The Institute of Museum & Library Services found a 32.7% increase in physical visits to libraries between 2001 and 2010. Their 2012 Public Library Survey also found that spending on electronic materials had doubled in ten years. However, the use of public access computers saw a two-year decrease of 7.4%. The libraries surveyed indicated they were offering more public programs and that attendance at those programs was increasing.<sup>4</sup>

The Demco Corporation, in their expansion into library program development, has suggested several library trends to watch in 2016:<sup>5</sup>

- Using makerspaces for experience-based learning
- Impact of technology on library practices
- Understanding the dynamics and needs of the community
- Have a marketing plan

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<sup>1</sup> History of Lago Vista Library, Volumes I, II, and III

<sup>2</sup> [www.population.us](http://www.population.us)

<sup>3</sup> Libraries, 2016, Pew Research Center

<sup>4</sup> Price, Gary, "New Statistics Available: IMLS Releases New Public Library Report, FY 2010

<sup>5</sup> Library Trends to Watch in 2016, Demco Blog

## **Community Needs and Strategies**

### **I. Community Need: To expand the library and its services to reflect the ever-increasing needs of a vibrant, growing community.**

1.1 Strategy: Provide space and support for library programs, community outreach, instructional classes, and community presentations.

- a. Review use of existing spaces and make changes to accommodate collection shelving, quiet zones, and work areas.
- b. Monitor changes in demographics, including age groups and second language learners.
- c. Seek ways to accommodate community groups, such as home schoolers, the elderly and disabled, and non-profit organizations.
- d. Initiate home delivery services for disabled patrons.

1.2 Strategy: Expand the physical library to increase space for book collections, technology, and meeting rooms.

- a. Add a second meeting room to accommodate small groups.
- b. Expand number of classes and group meetings in relation to available space and program requests.
- c. As funding allows, expand library square footage to include the land donated for that purpose.

### **II. Community Need: To provide technology services to the community.**

2.1 Strategy: Develop a user-friendly website and online services.

- a. Monitor use of the library's technology services.
- b. Continue to update technology services with state-of-the art programs.

2.2 Strategy: Initiate self-check-out system for library patrons.

2.3 Strategy: Implement an electronic newsletter.

2.4 Strategy: Develop databases for research and collaborating with other institutions.

- a. Promote state sharing programs, such as Tex-Share and Inter-Library Loan.
- b. Provide digital publications.

**III. Community Need: To provide a wide range of books and publications that serve the needs and interests of the community.**

- 3.1 Strategy: Continue to update the book and publication collections.
- a. Expand the large print collection.
  - b. Improve access to electronic books
  - c. Increase non-fiction resources that reflect current topics and trends.

**IV. Community Need: To improve community awareness of the library and its services.**

- 4.1 Strategy: Establish a marketing plan to promote the library.
- a. Develop and distribute an informational brochure about the library.
  - b. Erect a large sign on the property to increase visibility.
- 4.2 Strategy: Maintain a close relationship with the Lago Vista Chamber of Commerce and other community organizations as well as other area libraries.
- 4.3 Strategy: Maintain a close relationship with the Lago Vista schools.
- 4.4 Strategy: Update inside signage to allow patrons to more easily locate materials and services.

**V. Community Need: To effectively use and expand library resources**

- 5.1 Strategy: Maintain reports that reflect use and support of services
- a. Submit annual requests for inclusion in Lago Vista Capital Improvement Budgets.
  - b. Request appropriate budget funding annually.
  - c. Provide quarterly needs requests to Friends of the Library
- 5.2 Strategy: Request alternative funding through available grants and community funds.
- 5.3 Strategy: Use volunteers effectively to provide library instruction, website maintenance, materials processing, and program presentations.
- 5.4 Strategy: Recruit a marketing intern or volunteer to draft a marketing plan.

5.5 Strategy: Provide facilities that are welcoming and safe to patrons and staff.

5.6 Strategy: Continue to provide appropriate staff development for library employees.

**VI. Community Need: To conduct an annual assessment of the Long Range Plan**

6.1 Strategy: Evaluate the Long Range Plan by a group consisting of one staff member and two Library Advisory Board members.

6.2 Strategy: Seek input from Lago Vista residents, both patrons and non-users.