



**VILLAGE COUNCIL
AGENDA FOR SPECIAL MEETING OF OCTOBER 20, 2020
ASSEMBLY HALL
395 MAGNOLIA ROAD
PINEHURST, NORTH CAROLINA**

10:00 A.M.

1. Call to Order.
2. Discuss Library Needs Assessment.
3. Adjournment.

Vision: The Village of Pinehurst is a charming, vibrant community which reflects our rich history and traditions.

Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.

Values: Service, Initiative, Teamwork, and Improvement.



**DISCUSS LIBRARY NEEDS ASSESSMENT.
ADDITIONAL AGENDA DETAILS:**

FROM:

Natalie Hawkins

DATE OF MEMO:

10/16/2020

MEMO DETAILS:

This agenda item is to review and discuss the results of the ETC Library Services Needs Assessment Survey and determine "Next Steps" in the Library Needs Assessment.

I have included four attachments to this agenda item:

1. A staff memo.
2. The ETC Library Services Needs Assessment Survey Report.
3. A Power Point that indicates the segmented ETC survey results, key survey findings, and correlations & differences between the ETC survey and other public input obtained in February 2020.
4. The Library Services Needs Assessment Background Information report prepared by staff in June 2020.

Fred Belledin of Clearscapes will attend the work session to discuss the impact of the survey findings on his facility recommendations and to seek clarification from the Village Council on your expectations for the final needs assessment report.

If you have any questions about this agenda item, please don't hesitate to contact me directly.

ATTACHMENTS:

Description

- ☐ Staff Memo
- ☐ ETC Library Survey Report
- ☐ Analysis of ETC Library Survey Results
- ☐ Library Services Needs Assessment Background Information



MEMORANDUM

To: Village Council
From: Natalie Hawkins
Date: October 16, 2020
Subject: Library Services Needs Assessment Update

As part of the Library Needs Assessment, ETC Institute conducted a statistically valid Library Services Needs Assessment Survey of Pinehurst residents this summer to determine:

1. What library services Pinehurst residents need, and
2. How much Pinehurst residents are willing to pay to support library services.

410 residents completed the ETC survey, resulting in a precision of at least +/- 4.8% at the 95% confidence level. Staff have reviewed, analyzed, and segmented the survey results into three key segments:

1. Users/Non-Users
2. Households With/Without Children
3. Resident Age

Having obtained public input through the ETC Survey, **staff proposes the following “Next Steps” for Council to make a fact-based decision about how to meet library needs:**

1. Review the ETC Library Survey key findings and takeaways with correlations & differences between the ETC Survey results and prior public engagement obtained earlier this year (*see attachment*)
2. Discuss with Fred Belledin of Clearscapes how the ETC Library Survey findings affect the recommended size of a library facility (*Fred will attend the work session*)
3. Discuss Council’s expectations for the final Library IQ Library Needs Assessment Report
4. Identify various options for meeting Pinehurst resident needs for library services
5. Determine what other information the Council may need
6. Identify the decision factors the Council will consider when evaluating various options
7. Clarify the timeline desired by Council to evaluate options
8. Evaluate options against the decision factors identified by Council & assess the risk of each option
9. Select best option and determine funding strategies

The objectives of this Council work session are to cover “Next Steps” #1-3 above and reach a Council consensus on the remaining “Next Steps”.

As the Council proceeds with its “Next Steps,” it may be helpful to begin clarifying potential options, other information that may be needed, and the decision factors the Council may want to consider. The information below may be helpful as a way to begin organizing Council thoughts and ideas for the “Next Steps” that will most likely be discussed in a future work session.

Step 5: Potential Options

To date, the Council has identified potential options for meeting resident needs for expanded and/or enhanced library services. Council members may have other options it wishes to consider. The potential options identified to date include:

1. Renovate Existing Library Building
2. Renovate AND Expand Existing Building
3. Co-Locate with Cannon Park Community Center
4. Co-Locate with Village Hall
5. Renovate AND Expand Historic Fire House
6. Do Nothing
7. Others???

Step 6: Other Information Needed

The Council may determine that other information is needed prior to coming to a decision on how to meet resident needs for expanded and/or enhanced library services. These may include:

1. More definitive cost estimates
2. Identification of possible funding sources (e.g. fund balance, capital campaign fundraising, library fees, tax increase, donations from Friends of the Library etc.)
3. Prioritization & cost estimates of other Village infrastructure investments needed (e.g. fire station, public services relocation, etc.)
4. Property owner willingness to sell/relinquish property (Given Memorial Library and Historic Fire Station Owner)
5. Viable options for preserving Pinehurst history in the Tufts Archives
6. Clarifying information about the offer of assets and support from the GML received in a letter dated May 4, 2020 and any restrictions on those assets

Step 7: Factors to Consider

The list below indicates potential factors the Council may wish to consider when evaluating library options. **Staff recommends Council first identify the factors they will weigh and consider for each option before evaluating options.** Council could identify other factors, in addition to these below, while evaluating options:

1. Building Acquisition/Renovation/Construction Cost
2. Infrastructure Cost (parking, roads, sidewalks, lighting, etc.)
3. Ongoing Operating Costs
4. Site Constraints (parking, topography, etc.)
5. Adaptive/Reuse of Existing Building
6. Displacement of Existing Operations (if applicable)

7. Centrally Located In/Around Village Center
8. Ability to Activate/Stimulate Other Economic Investment
9. Ability to Expand Facility in the Future
10. Others???

Again, the objective of this work session is to review the ETC Survey results, see how that may impact the overall recommended size of a library facility, clarify your expectations for the final report, and agree to a process the Council will use to proceed with making a decision about how to meet resident library needs.

I look forward to reviewing this information with you at your work session and please don't hesitate to call me if you have any questions.

Village of Pinehurst Library Services Needs Assessment Survey

Findings Report

...helping organizations make better decisions since 1982

2020

**Submitted to the Pinehurst Village Council
(North Carolina)**

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

August 2020



ETC
I N S T I T U T E



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Village of Pinehurst Library Services Needs Assessment Survey Executive Summary

Overview

ETC Institute administered an assessment in the Summer of 2020 for the Village of Pinehurst. This assessment was administered as part of the Village's efforts to develop library services for the community. Information compiled from the assessment will determine priorities for library services, offerings, and provide key data to set a clear vision for the future.

Methodology

ETC Institute mailed a survey packet to a random sample of households in the Village of Pinehurst. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at www.2020VOPLibrarySurvey.org.

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the Village from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. The goal was exceeded with a total of 410 residents completing the survey. The overall results for the sample of 410 households have a precision of at least $\pm 4.8\%$ at the 95% level of confidence.

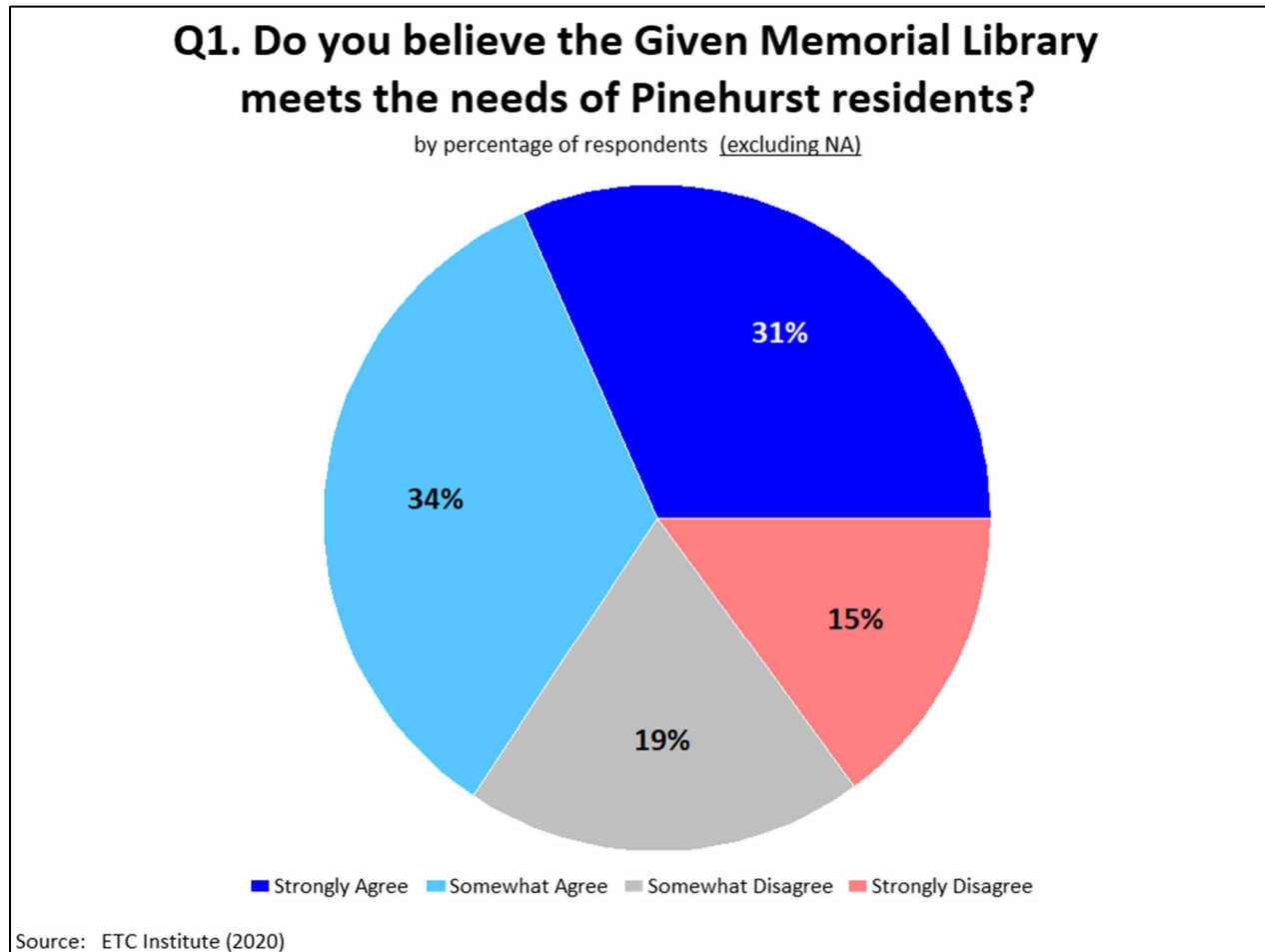
This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Tabular data showing the overall results for all questions on the survey (Section 2)
- Open ended comments from respondent households (Section 3)
- A copy of the survey instrument (Section 4)

The major findings of the survey are summarized below and on the following pages.

Assessment Findings

- Respondent households were asked if they believed the Given Memorial Library meets the needs of Village residents.
 - 31% of respondents strongly agree
 - 34% of respondents somewhat agree
 - 19% of respondents somewhat disagree
 - 15% of respondents strongly disagree



- The library features/capabilities with the highest levels of need, based on the sum of “extremely needed” and “very needed” responses among residents *who had an opinion*, were: digital media (53%), children’s book and magazine collection (53%), and adult book and magazine collection (49%).
 - Features/capabilities that respondent households feel are most needed in Pinehurst, based on the sum of respondents’ top three choices, were: adult book and magazine collection (36%), children’s book and magazine collection (28%), and digital media (28%).

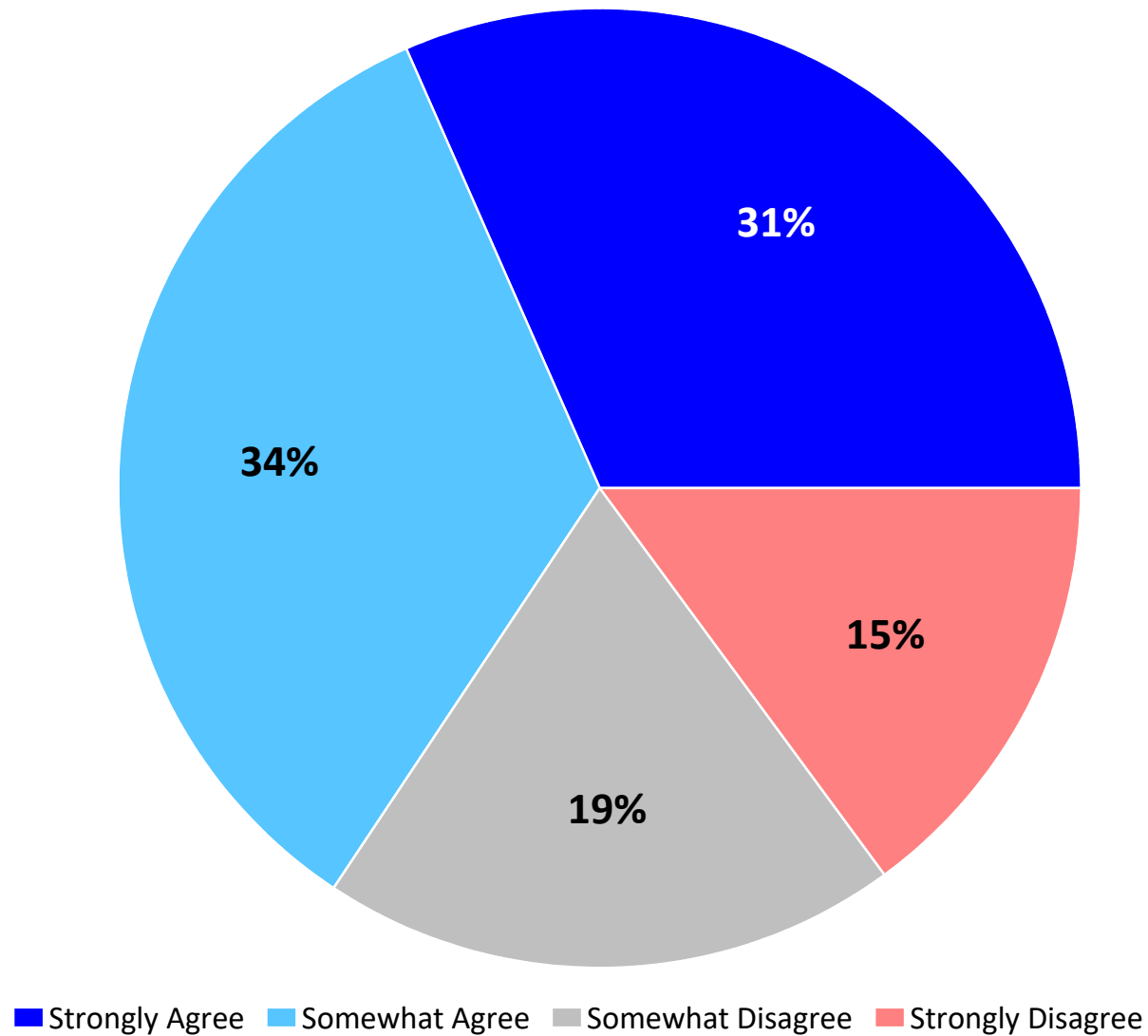
- Seventy percent (70%) of respondents indicated they strongly agree (36%) and somewhat agree (34%) with the extension of Saturday operating hours. Sixty-six percent (66%) of Village residents indicated they strongly agree (28%) and somewhat agree (38%) with the extension of weekday evening operating hours. Sixty-two percent (62%) of responding households strongly disagree (49%) and somewhat disagree (13%) with the extension of Sunday operating hours.
- Respondents were asked their level of agreement with the Village funding and operating the Village’s public library.
 - 38% of respondents strongly agree
 - 29% of respondents somewhat agree
 - 8% of respondents somewhat disagree
 - 25% strongly disagree
- Forty-three percent (43%) of assessment participants indicated they would not be willing to pay a tax increase to support the costs on ongoing library operations.
 - 31% indicated they would pay a \$0.01 tax increase
 - 13% indicated they would pay a \$0.02 tax increase
 - 10% indicated they would pay a \$0.03 tax increase
 - 0.3% indicated they would pay a \$0.04 tax increase
 - 4% indicated they would pay a \$0.05 tax increase
- Respondents were asked how much they would be willing to donate if the Village organized a capital fundraising campaign for initial capital cost to renovate, expand, or construct library facilities.
 - 21% of respondents would donate up to \$50
 - 23% of respondents would donate \$51 to \$100
 - 15% of respondents would donate \$101 to \$500
 - 4% of respondents would donate \$501 to \$1,000
 - 2% of respondents would donate \$1,001 to \$5,000
 - 1% would donate \$10,000 or more
 - 34% of respondents would not donate
- Over half (55%) of respondents indicated they have used the Given Memorial Library within the last 12 months.
 - Of the respondents that visited the library within the last 12 months (55%),
 - 18% indicated they had used the library weekly or more,
 - 39% indicated they had used the library about once or twice a month,
 - 25% indicated they had used the library 3 to 5 times per year, and
 - 18% indicated they had used the library 1 to 2 times per year.
- Fourteen percent (14%) of responding households indicated they have children under the age of 18 in their household.

Section 1

Charts and Graphs

Q1. Do you believe the Given Memorial Library meets the needs of Pinehurst residents?

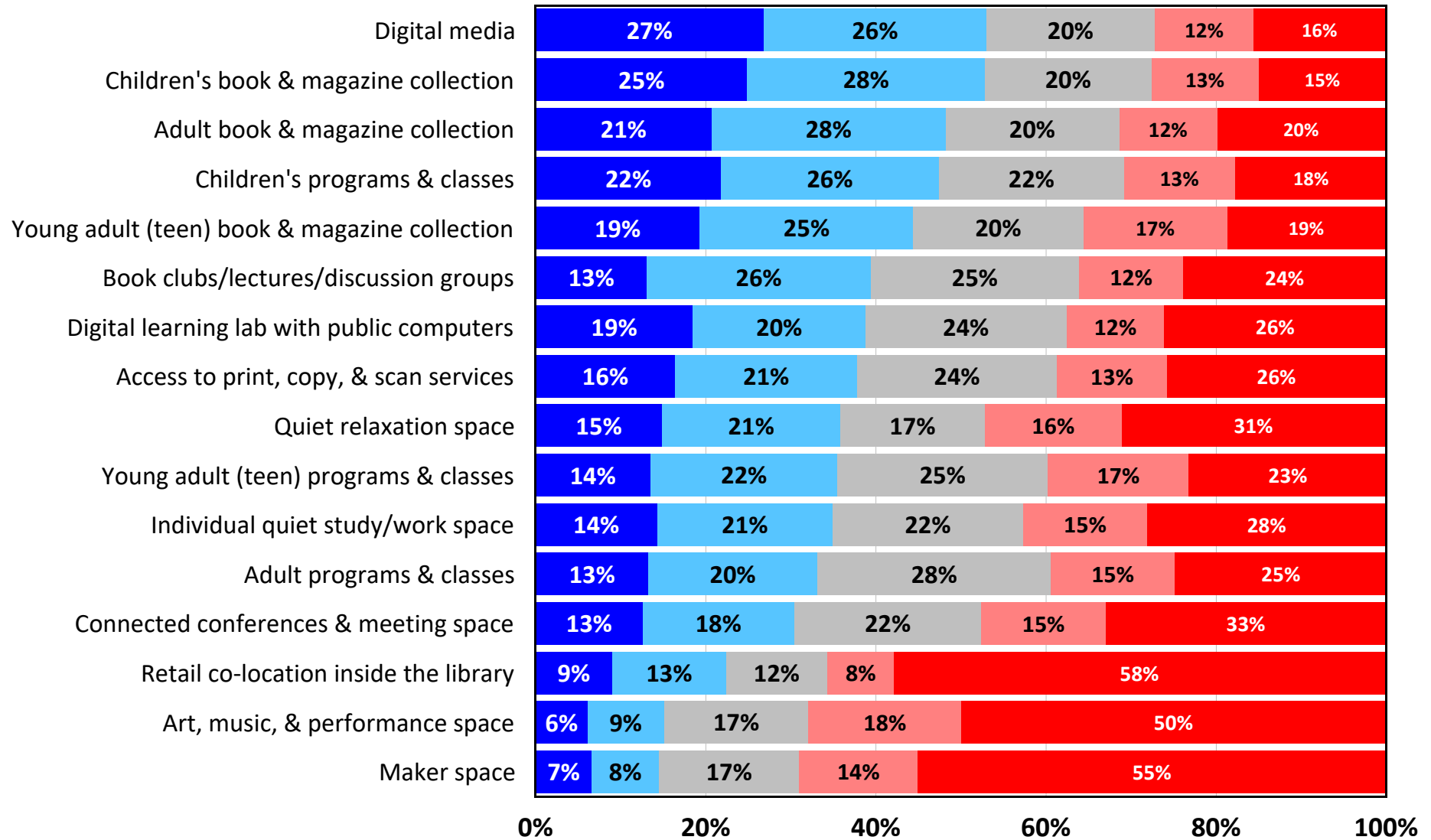
by percentage of respondents (excluding NA)



Source: ETC Institute (2020)

Q2. Library Features or Capabilities That Need to be Expanded or Enhanced in the Library

by percentage of respondents (excluding NA)

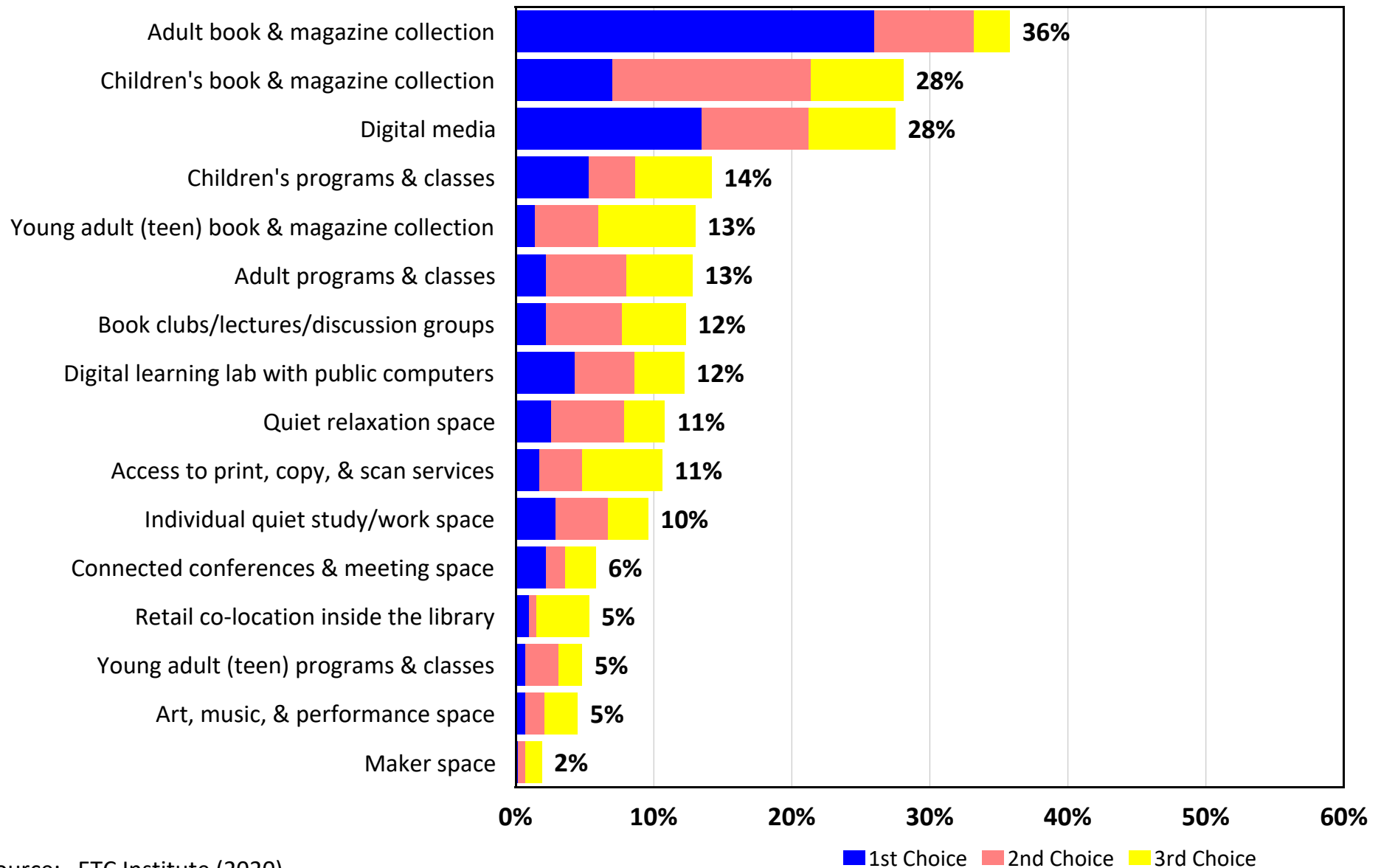


Extremely Needed (5) Very Needed (4) Moderately Needed (3) Slightly Needed (2) Not Needed (1)

Source: ETC Institute (2020)

Q3. Features/Capabilities Respondent Households Feel are the Most Needed in Pinehurst

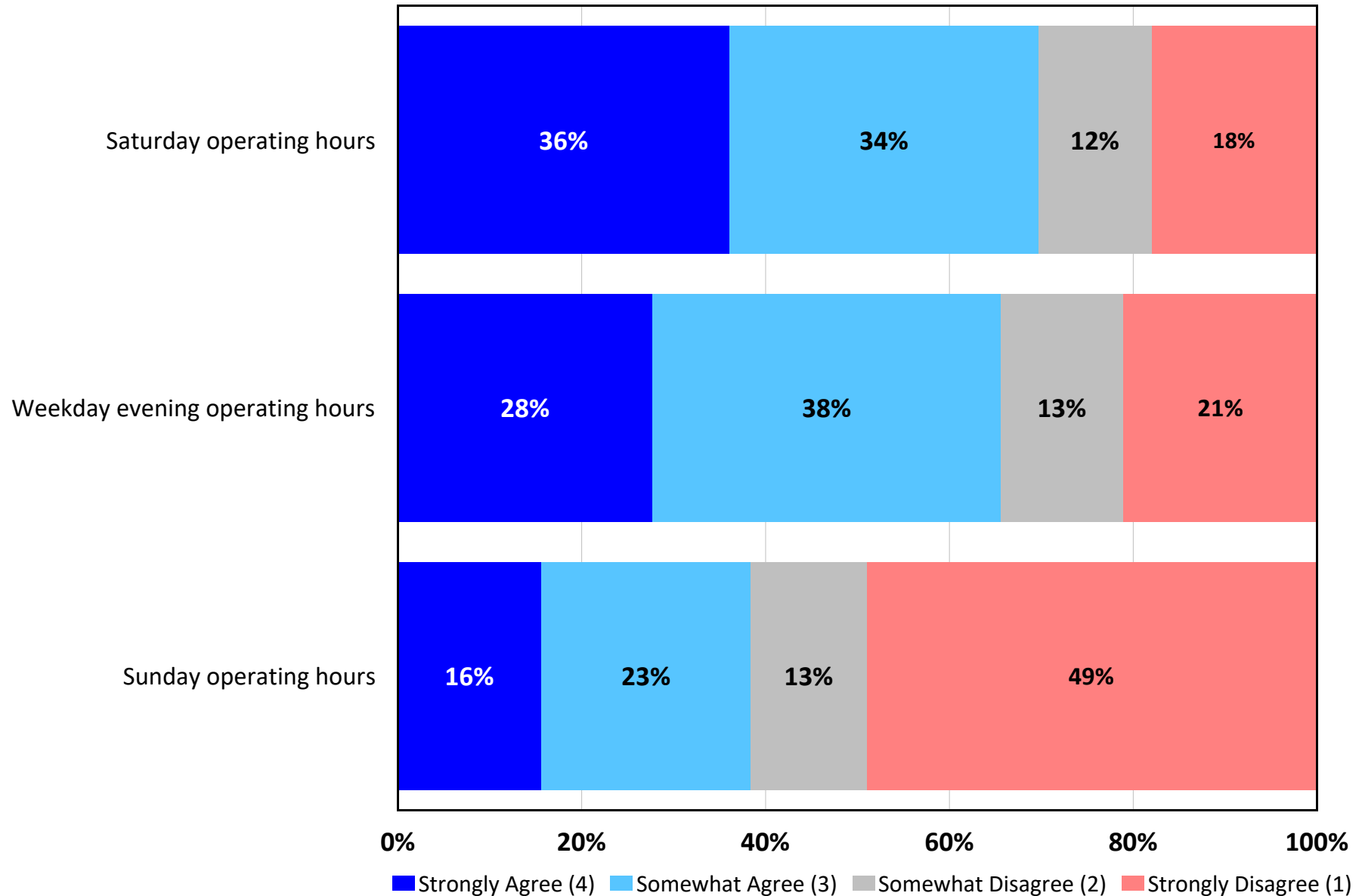
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q4. Operating Hours to Extend at the Library

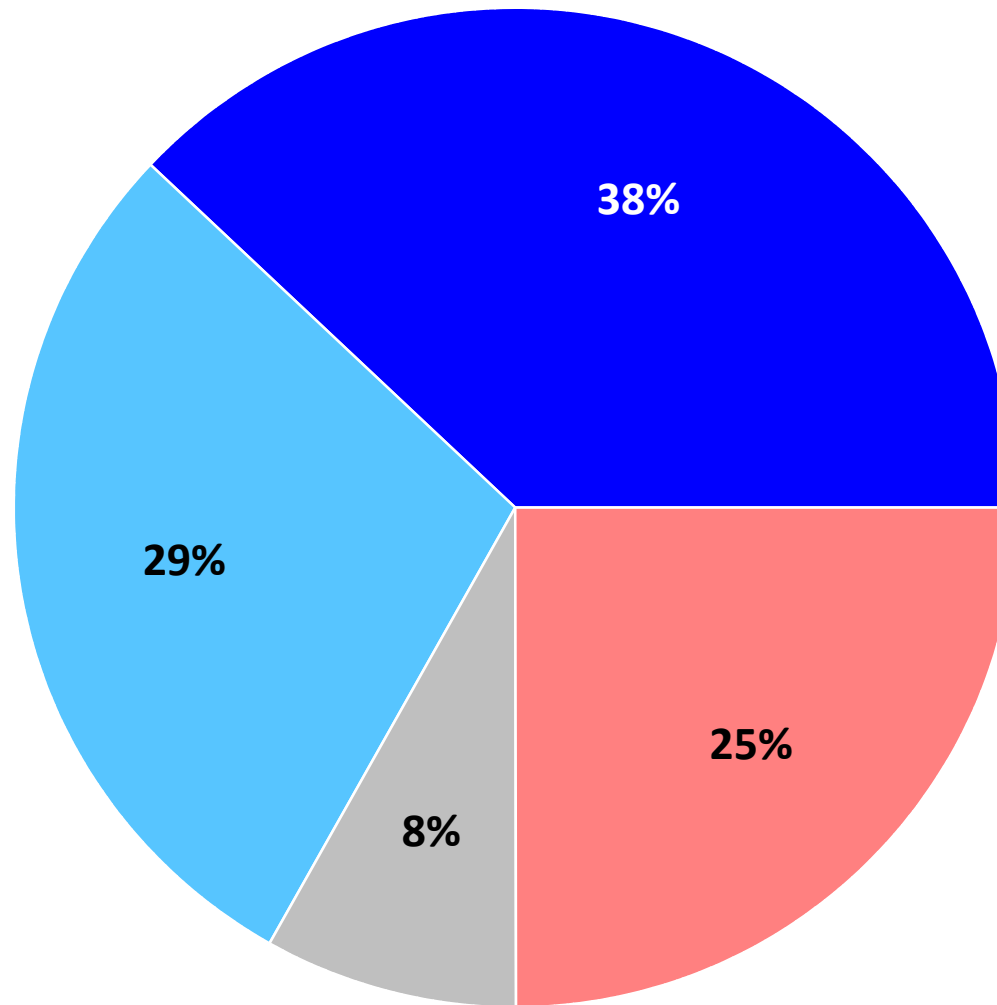
by percentage of respondents (excluding NA)



Source: ETC Institute (2020)

Q5. Do you agree the Village of Pinehurst should fund and operate the Village's public library?

by percentage of respondents

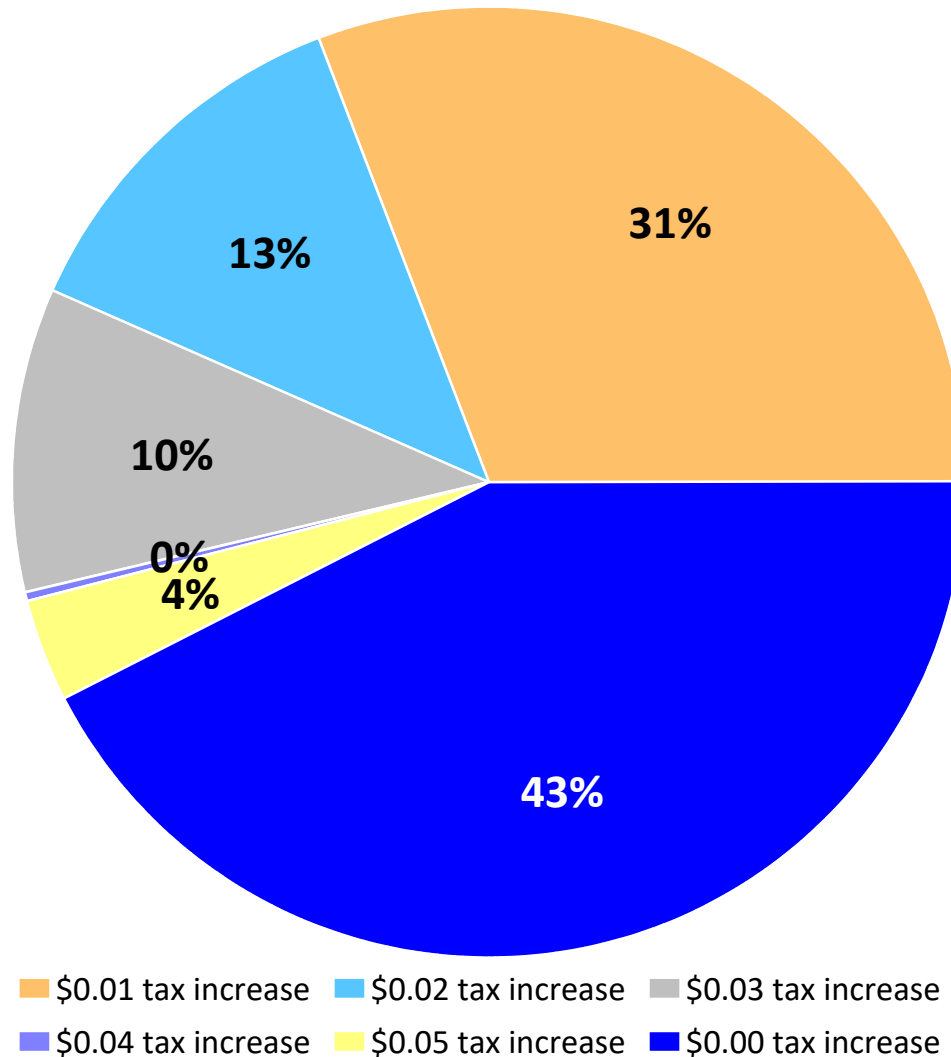


■ Strongly Agree ■ Somewhat Agree
■ Somewhat Disagree ■ Strongly Disagree

Source: ETC Institute (2020)

Q6. If the Village decides to operate a municipal library, how much would you be willing to pay in additional annual taxes to support the costs of ongoing library operations?

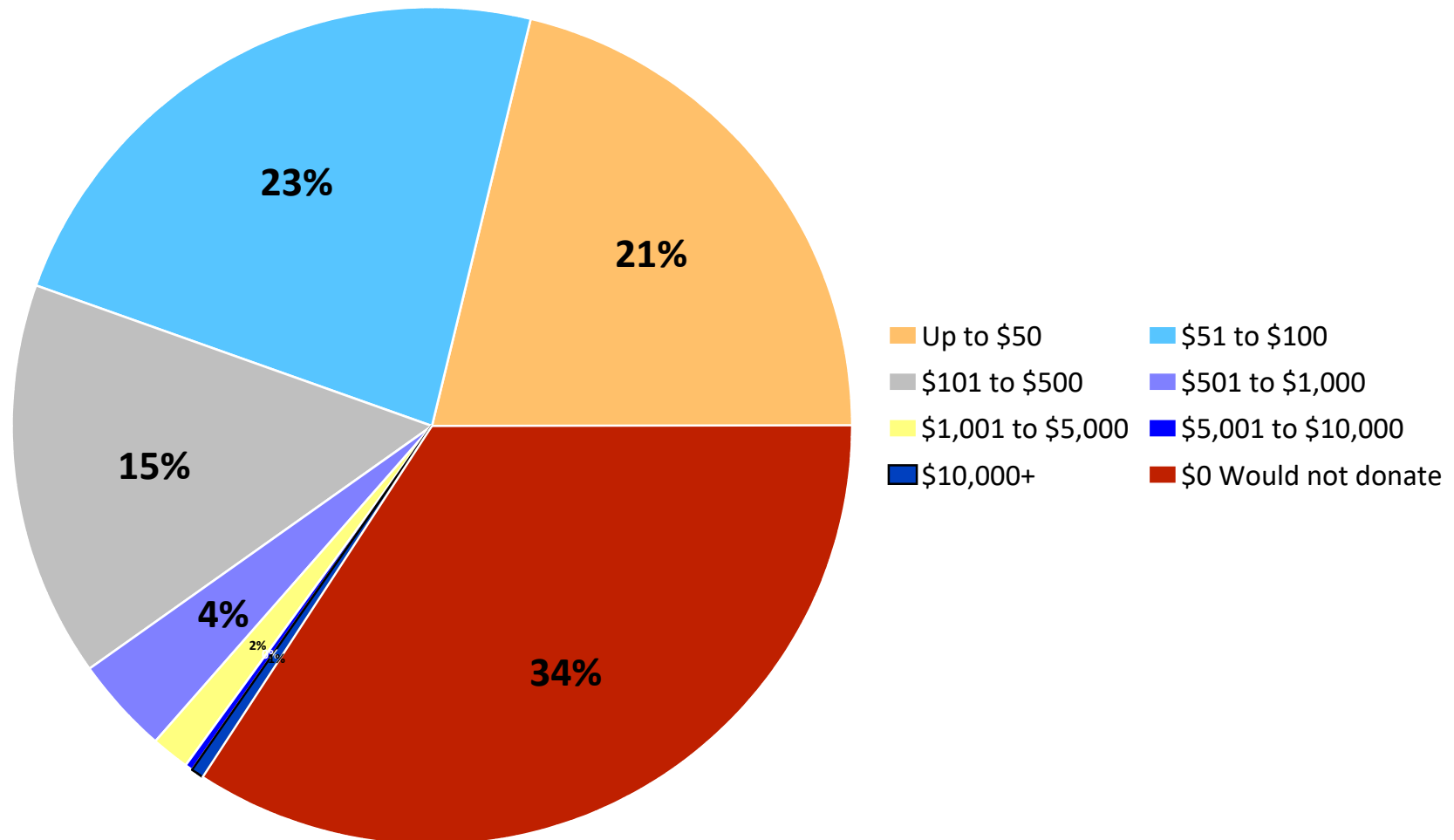
by percentage of respondents (excluding not provided)



Source: ETC Institute (2020)

Q7. If the Village organizes a capital fundraising campaign for the initial capital cost to renovate, expand, or construct library facilities, how much would you donate?

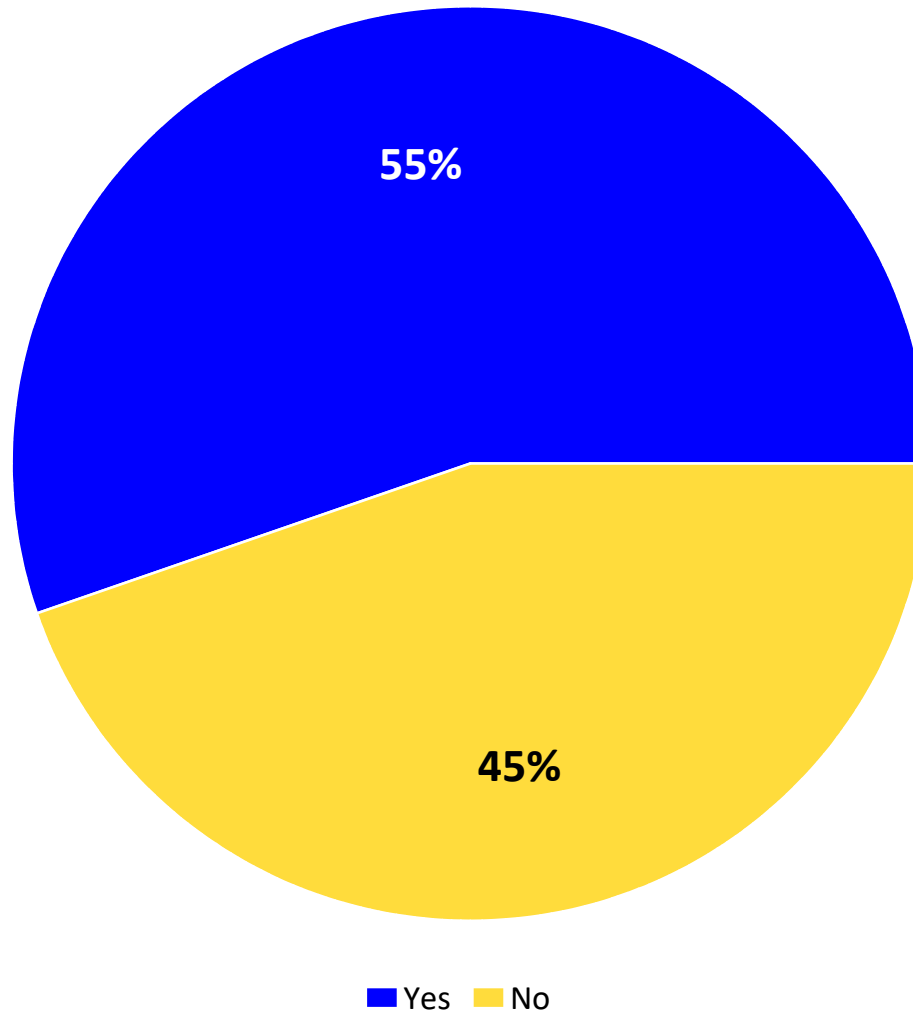
by percentage of respondents (excluding not provided)



Source: ETC Institute (2020)

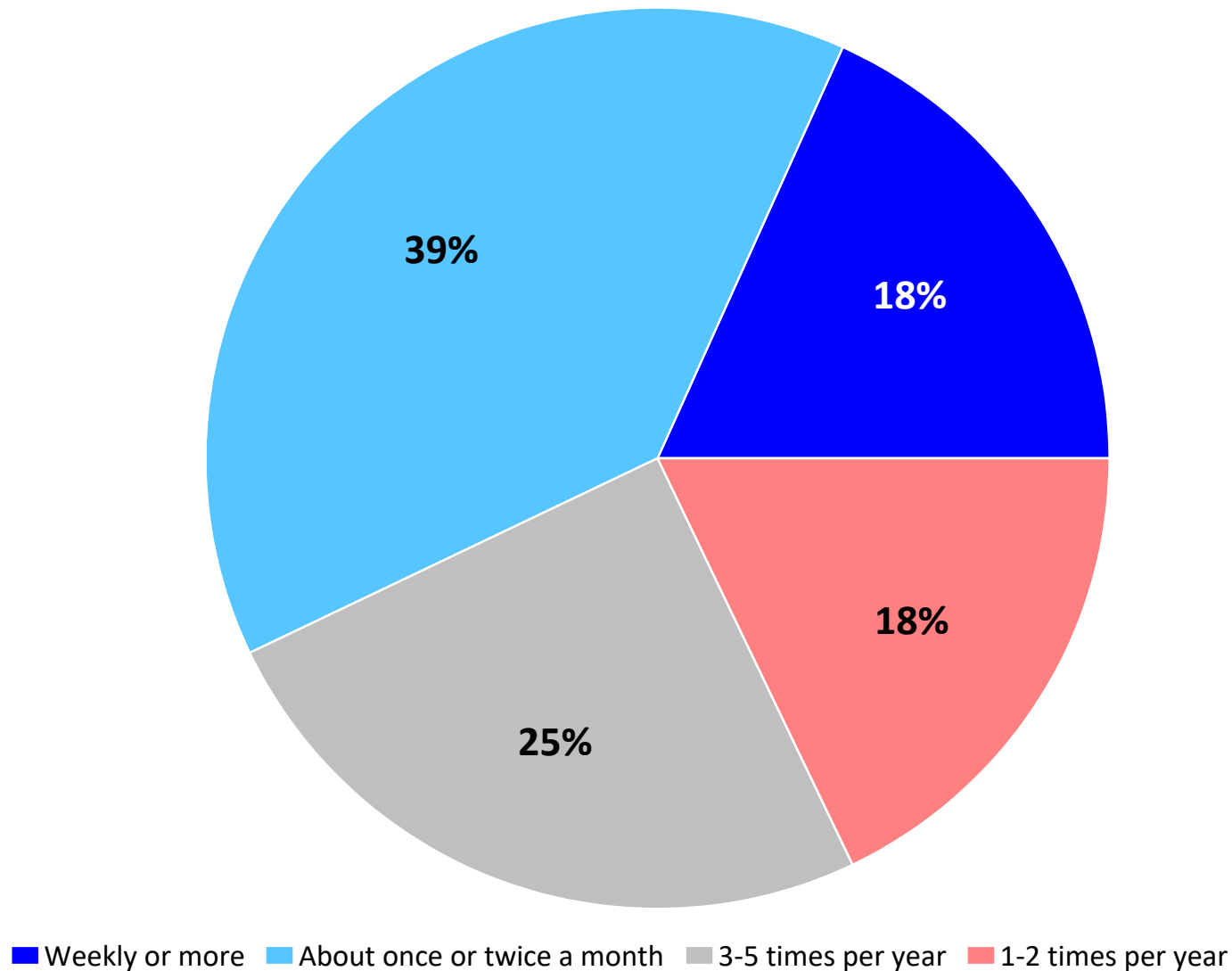
Q9. Have you used the Given Memorial Library within the last 12 months?

by percentage of respondents



Q9a. If you answered "Yes" to Question 9, please indicate how often you use the Given Memorial Library.

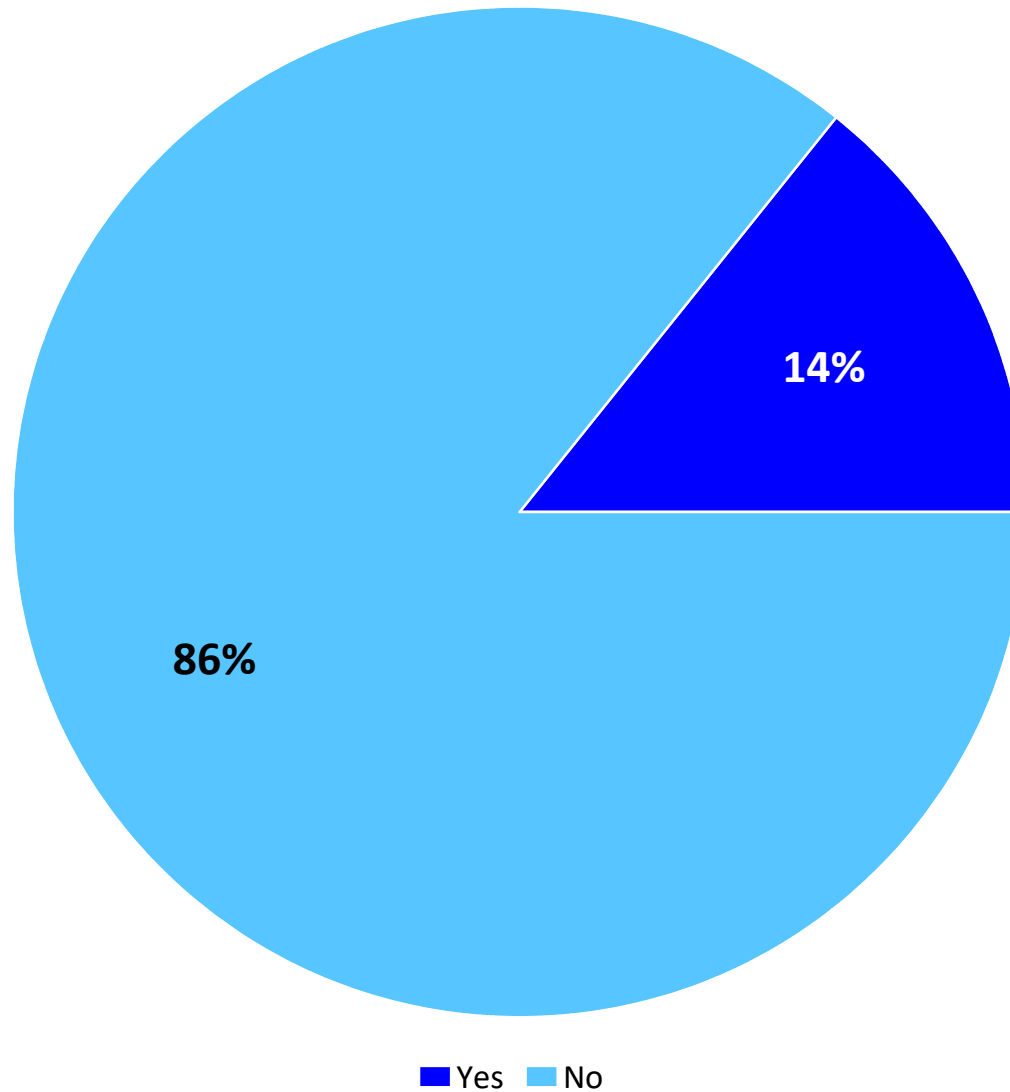
by percentage of respondents who have used the library (excluding NA)



Source: ETC Institute (2020)

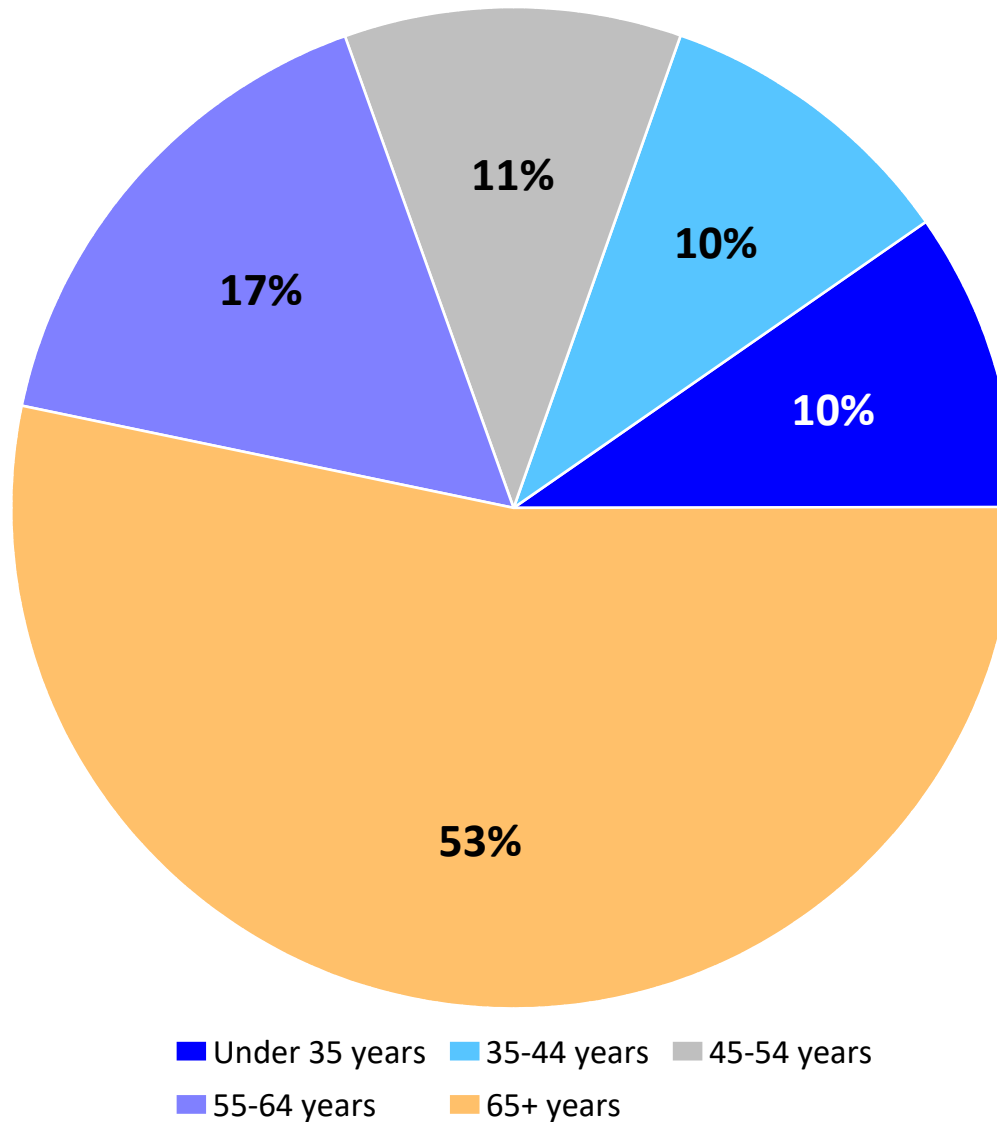
Q10. Do you have children under the age of 18 in your household?

by percentage of respondents (excluding NA)



Q11. Demographics: Which of the following best describes your age?

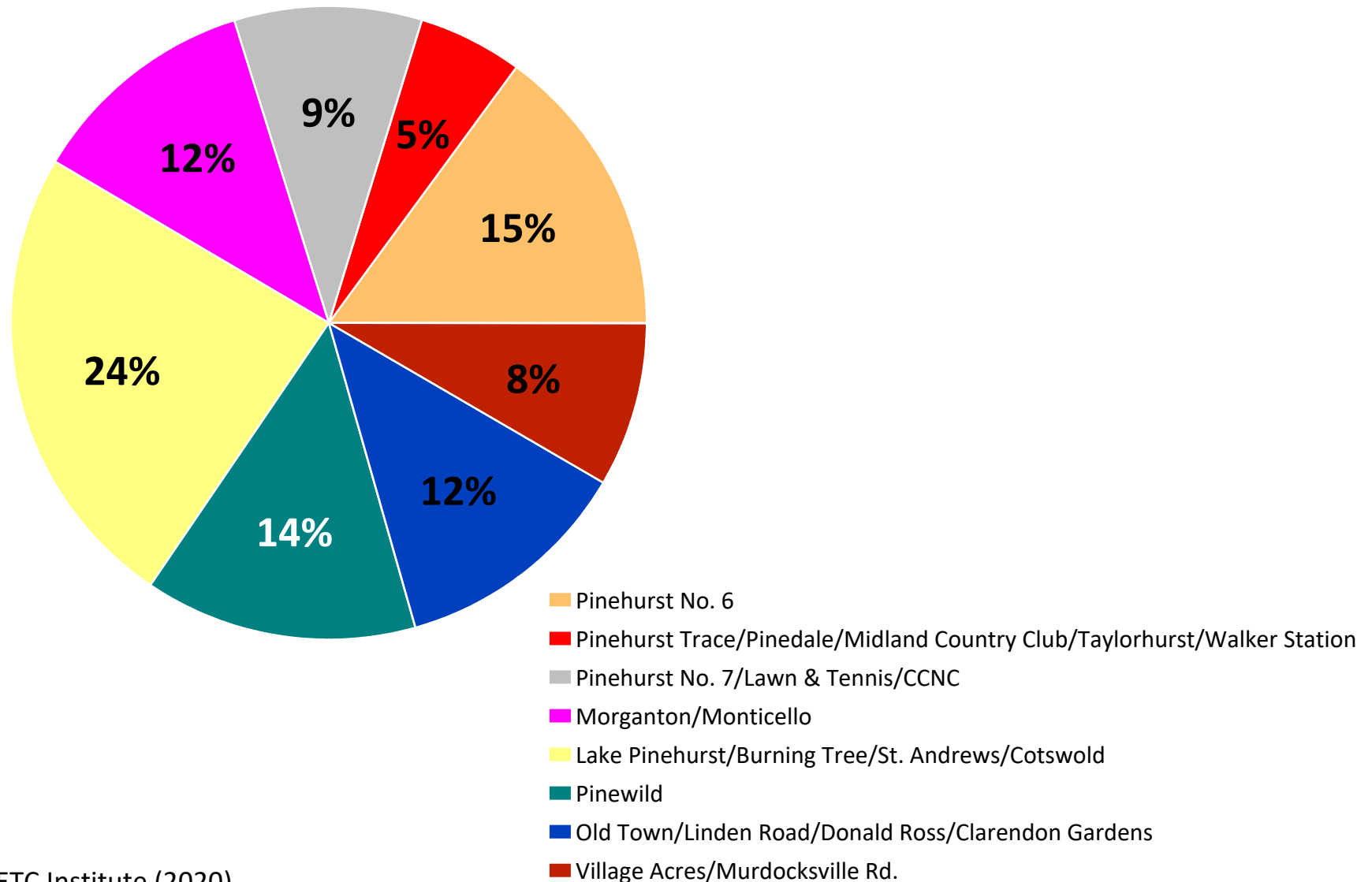
by percentage of respondents (excluding not provided)



Source: ETC Institute (2020)

Q12. Demographics: Which of the following neighborhood groupings best describes where you live?

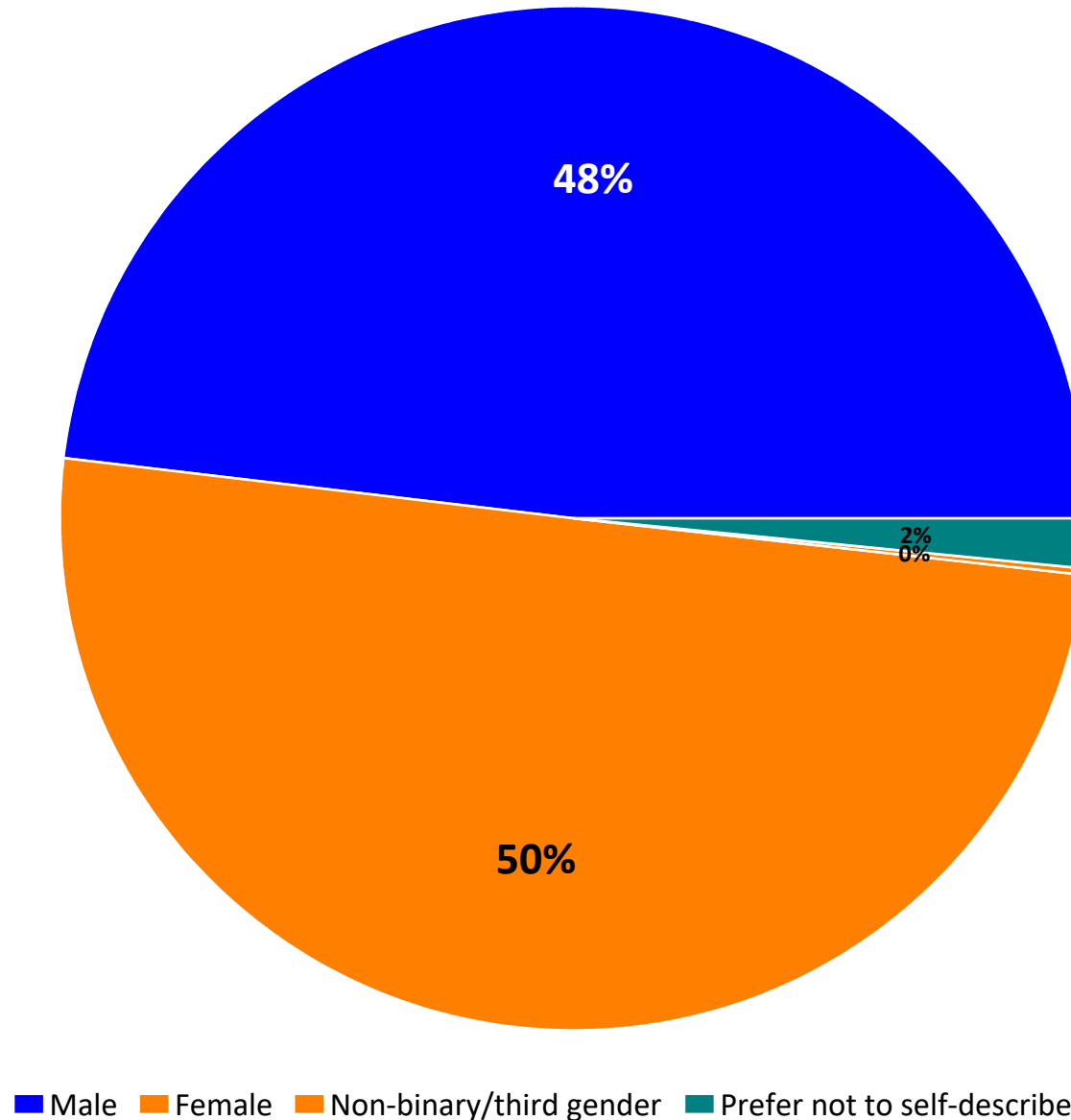
by percentage of respondents (excluding not provided)



Source: ETC Institute (2020)

Q13. Demographics: What is your gender:

by percentage of respondents (excluding not provided)



Source: ETC Institute (2020)

Section 2

Tabular Data

Q1. Do you believe the Given Memorial Library meets the library needs of Pinehurst residents?

Q1. Does Given Memorial Library meet library needs of Pinehurst residents	Number	Percent
Strongly agree	103	24.8 %
Somewhat agree	112	26.9 %
Somewhat disagree	63	15.1 %
Strongly disagree	49	11.8 %
Do not know	89	21.4 %
Total	416	100.0 %

WITHOUT DON'T KNOW**Q1. Do you believe the Given Memorial Library meets the library needs of Pinehurst residents? (without "don't know")**

Q1. Does Given Memorial Library meet library needs of Pinehurst residents	Number	Percent
Strongly agree	103	31.5 %
Somewhat agree	112	34.3 %
Somewhat disagree	63	19.3 %
Strongly disagree	49	15.0 %
Total	327	100.0 %

Q2. On a scale of 1 to 5, where 1 means "Extremely Needed" and 5 means "Not Needed," please indicate which library features or capabilities you believe need to be EXPANDED or ENHANCED in the library.

(N=416)

	Extremely needed	Very needed	Moderatel- y needed	Slightly needed	Not needed	Don't know
Q2-1. Adult book & magazine collection	16.8%	22.4%	16.6%	9.4%	16.1%	18.8%
Q2-2. Children's book & magazine collection	18.0%	20.2%	14.2%	9.1%	10.8%	27.6%
Q2-3. Young adult (teen) book & magazine collection	13.7%	17.8%	14.2%	12.0%	13.2%	29.1%
Q2-4. Digital media (ebooks, etc.)	21.2%	20.7%	15.6%	9.1%	12.3%	21.2%
Q2-5. Adult programs & classes	10.3%	15.4%	21.4%	11.3%	19.5%	22.1%
Q2-6. Children's programs & classes	16.1%	19.0%	16.1%	9.6%	13.2%	26.0%
Q2-7. Young adult (teen) programs & classes	9.6%	15.6%	17.5%	11.8%	16.6%	28.8%
Q2-8. Book clubs/lectures/discussion groups	10.6%	21.2%	19.7%	9.9%	19.2%	19.5%
Q2-9. Individual quiet study/work space	11.5%	16.6%	18.0%	11.8%	22.6%	19.5%
Q2-10. Connected conference & meeting space for small groups (2-6 people) with technology	9.4%	13.2%	16.3%	10.8%	24.5%	25.7%
Q2-11. Digital learning lab with public computers & access to specialized software	14.7%	16.1%	18.8%	9.1%	20.7%	20.7%
Q2-12. Access to print, copy, & scan services	13.5%	17.5%	19.2%	10.6%	21.2%	18.0%
Q2-13. Art, music, & performance space	4.6%	6.7%	12.7%	13.5%	37.5%	25.0%
Q2-14. Maker space (collaborative work space for creating, building, or making items)	5.0%	6.0%	12.5%	10.6%	41.8%	24.0%
Q2-15. Quiet relaxation space	12.0%	16.8%	13.7%	13.0%	25.0%	19.5%
Q2-16. Retail co-location inside library (such as a coffee shop or cafe)	7.5%	11.1%	9.9%	6.5%	47.8%	17.3%

WITHOUT DON'T KNOW

Q2. On a scale of 1 to 5, where 1 means "Extremely Needed" and 5 means "Not Needed," please indicate which library features or capabilities you believe need to be EXPANDED or ENHANCED in the library. (without "don't know")

(N=416)

	Extremely needed	Very needed	Moderately needed	Slightly needed	Not needed
Q2-1. Adult book & magazine collection	20.7%	27.5%	20.4%	11.5%	19.8%
Q2-2. Children's book & magazine collection	24.9%	27.9%	19.6%	12.6%	15.0%
Q2-3. Young adult (teen) book & magazine collection	19.3%	25.1%	20.0%	16.9%	18.6%
Q2-4. Digital media (ebooks, etc.)	26.8%	26.2%	19.8%	11.6%	15.5%
Q2-5. Adult programs & classes	13.3%	19.8%	27.5%	14.5%	25.0%
Q2-6. Children's programs & classes	21.8%	25.6%	21.8%	13.0%	17.9%
Q2-7. Young adult (teen) programs & classes	13.5%	22.0%	24.7%	16.6%	23.3%
Q2-8. Book clubs/lectures/discussion groups	13.1%	26.3%	24.5%	12.2%	23.9%
Q2-9. Individual quiet study/work space	14.3%	20.6%	22.4%	14.6%	28.1%
Q2-10. Connected conference & meeting space for small groups (2-6 people) with technology	12.6%	17.8%	22.0%	14.6%	33.0%
Q2-11. Digital learning lab with public computers & access to specialized software	18.5%	20.3%	23.6%	11.5%	26.1%
Q2-12. Access to print, copy, & scan services	16.4%	21.4%	23.5%	12.9%	25.8%
Q2-13. Art, music, & performance space	6.1%	9.0%	17.0%	17.9%	50.0%
Q2-14. Maker space (collaborative work space for creating, building, or making items)	6.6%	7.9%	16.5%	13.9%	55.1%
Q2-15. Quiet relaxation space	14.9%	20.9%	17.0%	16.1%	31.0%
Q2-16. Retail co-location inside library (such as a coffee shop or cafe)	9.0%	13.4%	11.9%	7.8%	57.8%

Q3. Which THREE of the features/capabilities listed in Question 2 do you and members of your household feel are the MOST NEEDED in Pinehurst?

Q3. Top choice	Number	Percent
Adult book & magazine collection	108	26.0 %
Children's book & magazine collection	29	7.0 %
Young adult (teen) book & magazine collection	6	1.4 %
Digital media (ebooks, etc.)	56	13.5 %
Adult programs & classes	9	2.2 %
Children's programs & classes	22	5.3 %
Young adult (teen) programs & classes	3	0.7 %
Book clubs/lectures/discussion groups	9	2.2 %
Individual quiet study/work space	12	2.9 %
Connected conference & meeting space for small groups (2-6 people) with technology	9	2.2 %
Digital learning lab with public computers & access to specialized software	18	4.3 %
Access to print, copy, & scan services	7	1.7 %
Art, music, & performance space	3	0.7 %
Maker space (collaborative work space for creating, building, or making items)	1	0.2 %
Quiet relaxation space	11	2.6 %
Retail co-location inside library (such as a coffee shop or cafe)	4	1.0 %
None chosen	109	26.2 %
Total	416	100.0 %

Q3. Which THREE of the features/capabilities listed in Question 2 do you and members of your household feel are the MOST NEEDED in Pinehurst?

Q3. 2nd choice	Number	Percent
Adult book & magazine collection	30	7.2 %
Children's book & magazine collection	60	14.4 %
Young adult (teen) book & magazine collection	19	4.6 %
Digital media (ebooks, etc.)	32	7.7 %
Adult programs & classes	24	5.8 %
Children's programs & classes	14	3.4 %
Young adult (teen) programs & classes	10	2.4 %
Book clubs/lectures/discussion groups	23	5.5 %
Individual quiet study/work space	16	3.8 %
Connected conference & meeting space for small groups (2-6 people) with technology	6	1.4 %
Digital learning lab with public computers & access to specialized software	18	4.3 %
Access to print, copy, & scan services	13	3.1 %
Art, music, & performance space	6	1.4 %
Maker space (collaborative work space for creating, building, or making items)	2	0.5 %
Quiet relaxation space	22	5.3 %
Retail co-location inside library (such as a coffee shop or cafe)	2	0.5 %
None chosen	119	28.6 %
Total	416	100.0 %

Q3. Which THREE of the features/capabilities listed in Question 2 do you and members of your household feel are the MOST NEEDED in Pinehurst?

Q3. 3rd choice	Number	Percent
Adult book & magazine collection	11	2.6 %
Children's book & magazine collection	28	6.7 %
Young adult (teen) book & magazine collection	29	7.0 %
Digital media (ebooks, etc.)	26	6.3 %
Adult programs & classes	20	4.8 %
Children's programs & classes	23	5.5 %
Young adult (teen) programs & classes	7	1.7 %
Book clubs/lectures/discussion groups	19	4.6 %
Individual quiet study/work space	12	2.9 %
Connected conference & meeting space for small groups (2-6 people) with technology	9	2.2 %
Digital learning lab with public computers & access to specialized software	15	3.6 %
Access to print, copy, & scan services	24	5.8 %
Art, music, & performance space	10	2.4 %
Maker space (collaborative work space for creating, building, or making items)	5	1.2 %
Quiet relaxation space	12	2.9 %
Retail co-location inside library (such as a coffee shop or cafe)	16	3.8 %
None chosen	150	36.1 %
Total	416	100.0 %

SUM OF TOP 3 CHOICES

Q3. Which THREE of the features/capabilities listed in Question 2 do you and members of your household feel are the MOST NEEDED in Pinehurst? (top 3)

Q3. Sum of Top 3 Choices	Number	Percent
Adult book & magazine collection	149	35.8 %
Children's book & magazine collection	117	28.1 %
Young adult (teen) book & magazine collection	54	13.0 %
Digital media (ebooks, etc.)	114	27.4 %
Adult programs & classes	53	12.7 %
Children's programs & classes	59	14.2 %
Young adult (teen) programs & classes	20	4.8 %
Book clubs/lectures/discussion groups	51	12.3 %
Individual quiet study/work space	40	9.6 %
Connected conference & meeting space for small groups (2-6 people) with technology	24	5.8 %
Digital learning lab with public computers & access to specialized software	51	12.3 %
Access to print, copy, & scan services	44	10.6 %
Art, music, & performance space	19	4.6 %
Maker space (collaborative work space for creating, building, or making items)	8	1.9 %
Quiet relaxation space	45	10.8 %
Retail co-location inside library (such as a coffee shop or cafe)	22	5.3 %
None chosen	109	26.2 %
Total	979	

Q4. The Given Memorial Library is currently open Monday-Friday from 9:30 am-5:00 pm and Saturday from 9:30 am-noon. On a scale of 1 to 4, where 1 means "Strongly Agree" and 4 means "Strongly Disagree," please indicate if you agree the library operating hours should be EXTENDED to better meet the needs of the community.

(N=416)

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
Q4-1. Weekday evening operating hours	23.6%	32.2%	11.3%	18.0%	14.9%
Q4-2. Saturday operating hours	31.0%	28.8%	10.6%	15.4%	14.2%
Q4-3. Sunday operating hours	12.5%	18.3%	10.1%	39.2%	20.0%

WITHOUT DON'T KNOW

Q4. The Given Memorial Library is currently open Monday-Friday from 9:30 am-5:00 pm and Saturday from 9:30 am-noon. On a scale of 1 to 4, where 1 means "Strongly Agree" and 4 means "Strongly Disagree," please indicate if you agree the library operating hours should be EXTENDED to better meet the needs of the community. (without "don't know")

(N=416)

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
Q4-1. Weekday evening operating hours	27.7%	37.9%	13.3%	21.2%
Q4-2. Saturday operating hours	36.1%	33.6%	12.3%	17.9%
Q4-3. Sunday operating hours	15.6%	22.8%	12.6%	48.9%

Q5. Do you agree the Village of Pinehurst should fund and operate the Village's public library?

Q5. Should Village of Pinehurst fund & operate Village's public library	Number	Percent
Strongly agree	140	33.7 %
Somewhat agree	108	26.0 %
Somewhat disagree	30	7.2 %
Strongly disagree	92	22.1 %
Do not know	46	11.1 %
Total	416	100.0 %

WITHOUT DON'T KNOW**Q5. Do you agree the Village of Pinehurst should fund and operate the Village's public library? (without "don't know")**

Q5. Should Village of Pinehurst fund & operate Village's public library	Number	Percent
Strongly agree	140	37.8 %
Somewhat agree	108	29.2 %
Somewhat disagree	30	8.1 %
Strongly disagree	92	24.9 %
Total	370	100.0 %

Q6. If the Village decides to operate a municipal library, how much would you be willing to pay in additional annual taxes to support the costs of ongoing library operations?

Q6. How much would you be willing to pay in additional annual taxes to support costs of ongoing library operations

	Number	Percent
\$0.01 (or 3.3%) tax increase	122	29.3 %
\$0.02 (or 6.6%) tax increase	51	12.3 %
\$0.03 (or 10%) tax increase	40	9.6 %
\$0.04 (or 13.3%) tax increase	1	0.2 %
\$0.05 (or 16.6%) tax increase	14	3.4 %
\$0.00-Don't support a tax increase	169	40.6 %
Not provided	19	4.6 %
Total	416	100.0 %

WITHOUT NOT PROVIDED

Q6. If the Village decides to operate a municipal library, how much would you be willing to pay in additional annual taxes to support the costs of ongoing library operations? (without "not provided")

Q6. How much would you be willing to pay in additional annual taxes to support costs of ongoing library operations

	Number	Percent
\$0.01 (or 3.3%) tax increase	122	30.7 %
\$0.02 (or 6.6%) tax increase	51	12.8 %
\$0.03 (or 10%) tax increase	40	10.1 %
\$0.04 (or 13.3%) tax increase	1	0.3 %
\$0.05 (or 16.6%) tax increase	14	3.5 %
\$0.00-Don't support a tax increase	169	42.6 %
Total	397	100.0 %

%

Q7. If the Village organizes a capital fundraising campaign for the initial capital cost to renovate, expand, or construct library facilities, how much would you donate?

Q7. How much would you donate	Number	Percent
Up to \$50	83	20.0 %
\$51-\$100	91	21.9 %
\$101-\$500	59	14.2 %
\$501-\$1,000	15	3.6 %
\$1,001-\$5,000	6	1.4 %
\$5,001-\$10,000	1	0.2 %
\$10,000+	2	0.5 %
\$0-Would not donate	133	32.0 %
Not provided	26	6.3 %
Total	416	100.0 %

WITHOUT NOT PROVIDED

Q7. If the Village organizes a capital fundraising campaign for the initial capital cost to renovate, expand, or construct library facilities, how much would you donate? (without "not provided")

Q7. How much would you donate	Number	Percent
Up to \$50	83	21.3 %
\$51-\$100	91	23.3 %
\$101-\$500	59	15.1 %
\$501-\$1,000	15	3.8 %
\$1,001-\$5,000	6	1.5 %
\$5,001-\$10,000	1	0.3 %
\$10,000+	2	0.5 %
\$0-Would not donate	133	34.1 %
Total	390	100.0 %

Q9. Have you used the Given Memorial Library within the last 12 months?

Q9. Have you used Given Memorial Library within last 12 months	Number	Percent
Yes	228	54.8 %
No	185	44.5 %
Not provided	3	0.7 %
Total	416	100.0 %

WITHOUT NOT PROVIDED**Q9. Have you used the Given Memorial Library within the last 12 months? (without "not provided")**

Q9. Have you used Given Memorial Library within last 12 months	Number	Percent
Yes	228	55.2 %
No	185	44.8 %
Total	413	100.0 %

Q9a. If you answered "YES" to Question 9, please indicate how often you use the Given Memorial Library.

Q9a. How often do you use Given Memorial Library	Number	Percent
Weekly or more	42	18.4 %
About once or twice a month	88	38.6 %
3-5 times per year	57	25.0 %
1-2 times per year	41	18.0 %
Total	228	100.0 %

Q10. Do you have children under the age of 18 in your household?

Q10. Do you have children under 18 in your household

	Number	Percent
Yes	59	14.2 %
No	354	85.1 %
Not provided	3	0.7 %
Total	416	100.0 %

WITHOUT NOT PROVIDED**Q10. Do you have children under the age of 18 in your household? (without "not provided")**

Q10. Do you have children under 18 in your household

	Number	Percent
Yes	59	14.3 %
No	354	85.7 %
Total	413	100.0 %

Q11. Which of the following best describes your age?

<u>Q11. What best describes your age</u>	<u>Number</u>	<u>Percent</u>
Under 35 years	39	9.4 %
35-44 years	41	9.9 %
45-54 years	43	10.3 %
55-64 years	67	16.1 %
65+ years	216	51.9 %
Not provided	10	2.4 %
Total	416	100.0 %

WITHOUT NOT PROVIDED**Q11. Which of the following best describes your age? (without "not provided")**

<u>Q11. What best describes your age</u>	<u>Number</u>	<u>Percent</u>
Under 35 years	39	9.6 %
35-44 years	41	10.1 %
45-54 years	43	10.6 %
55-64 years	67	16.5 %
65+ years	216	53.2 %
Total	406	100.0 %

Q12. Which of the following neighborhood groupings best describes where you live?

Q12. What neighborhood groupings best describes where you live	Number	Percent
Pinehurst No. 6	58	13.9 %
Pinehurst Trace/Pinedale/Midland Country Club/ Taylorhurst/Walker Station	21	5.0 %
Pinehurst No. 7/Lawn & Tennis/CCNC	36	8.7 %
Morganton/Monticello	46	11.1 %
Lake Pinehurst/Burning Tree/St. Andrews/Cotswold	93	22.4 %
Pinewild	53	12.7 %
Old Town/Linden Road/Donald Ross/Clarendon Gardens	48	11.5 %
Village Acres/Murdocksville Rd.	32	7.7 %
Not provided	29	7.0 %
Total	416	100.0 %

WITHOUT NOT PROVIDED**Q12. Which of the following neighborhood groupings best describes where you live? (without "not provided")**

Q12. What neighborhood groupings best describes where you live	Number	Percent
Pinehurst No. 6	58	15.0 %
Pinehurst Trace/Pinedale/Midland Country Club/ Taylorhurst/Walker Station	21	5.4 %
Pinehurst No. 7/Lawn & Tennis/CCNC	36	9.3 %
Morganton/Monticello	46	11.9 %
Lake Pinehurst/Burning Tree/St. Andrews/Cotswold	93	24.0 %
Pinewild	53	13.7 %
Old Town/Linden Road/Donald Ross/Clarendon Gardens	48	12.4 %
Village Acres/Murdocksville Rd.	32	8.3 %
Total	387	100.0 %

Q13. What is your gender?

<u>Q13. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	199	47.8 %
Female	207	49.8 %
Non-binary/third gender	1	0.2 %
Prefer to self-describe	6	1.4 %
Not provided	3	0.7 %
Total	416	100.0 %

WITHOUT NOT PROVIDED**Q13. What is your gender? (without "not provided")**

<u>Q13. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	199	48.2 %
Female	207	50.1 %
Non-binary/third gender	1	0.2 %
Prefer to self-describe	6	1.5 %
Total	413	100.0 %

Section 3

Open Ended Comments

Q8. What other thoughts about the library would you like to share as the Village Council evaluates the need for a renovated, expanded, or new library?

1. \$60 per year to use the South Pines library is a minimal cost for Pinehurst residents to enjoy a normally functional facility.
2. A kid's space away from the main library area would isolate the children from the adults who seek to use the library for other purposes. Southern Pines library does this very well, why Pinehurst library seems to be more than happy to let us go there to spend our money is absolutely insane to me. But, for 10 years of asking it's been made very clear to me that the older residents of Pinehurst have no interest in a space for those of us with kids. So, off to Southern Pines I go, with my money.
3. A library is a public good, an asset to the youth.
4. A library is an essential resource for any cultured, rational, and progressive community. We have lived here for 20 plus years and there is endless discussion and no action. It is an embarrassment.
5. A library should not compete with duplicate services with a brand-new village owned recreation center. Taxpayers do not need to pay for duplicate services. A library does not need to serve food/drinks or hire staff to manage food services. The expanded facility should not be a cash cow for the village at taxpayers' expense.
6. A more welcoming attitude by the staff. They are all too arrogant and not helpful.
7. A small village library would be nice. It does not need all the bells and whistles the large communities have.
8. Address parking for the disabled.
9. Adults can go to the community college via car for extra hours and services. Young folks cannot.
10. Advertise functions and facility. Add cardio equipment. Regular features or programs.
11. After recent events with school redistricting, I would not support a new or renovated library and would not support any property tax increase.
12. Agree with Paul Dunn's article, expand on Village Green.
13. All spaces should be ADA compliant. Keep library in village, expand by adding a second story. Instead of increasing taxes for all, charge a small fee for cards.
14. Any book, video, magazine etc. are available online.
15. Anything that keeps the library on the green. Renovation and expansion in small sections over main tiers. Go slow and easy.
16. At this time, I do not feel we need to construct a new library. Taxes will need to support new school and community center.
17. Be decisive.
18. Better library services would certainly enhance the experience of living in Pinehurst. I relocated from a city with a good library that was connected to a regional system. Almost any book, including current best sellers, was available in a reasonable amount of time. Music (cd's), DVD's and eBooks were also readily available.
19. Better weekend hours. Better digital.
20. Between online services and taxpayer funded internet and phones, there is no need for a library extension. These funds could be used for additional programs and operating times at the Community Center.
21. Building a new library is a great leap forward into decades past. Suggest a long list of other major items needed.

22. Coffee shop would be essential.
23. Conduct some marketing to raise awareness of the services currently available at the library. I've lived here for 17 years and I can't recall seeing anything published or online that provides any information to the community residents regarding what the library has to offer in terms of books, digital media, public computers, etc.
24. Do not use the library.
25. Do we really need a Library? Has the need been overlooked because a Library already exists although it isn't profitable? The salaries and vacation policies for the full-time employees are excessive when compared to other libraries of the same size, and it is unlikely the Library employees will willingly accept a cut in either if they come under the personnel rules of the Village.
26. Do what it does now but with expanded book collections for adults and children and a larger gathering space for kids programs.
27. Doesn't have to be co-located with current facility. Over by current municipal buildings or the new community center would be fine. Like the idea of a Starbucks as part of the facility to help pay operating costs.
28. Due to the economy, now is not the time to add a tax increase. Wait a year to see where things are. Use the community center for classes. Renovate the Givens Memorial Library, move the tufts archives (later years-not now).
29. Everything is online.
30. Everything the library offers can be found online. It is not necessary to have a space for this. Connected conference and meeting space for small groups with technology may be helpful, however, and at a much-reduced cost to the village.
31. Existing library is enough.
32. Expand current location - even at the peril of losing Historic designation! It is Pinehurst's history to have the library where it is. There is land space, it is a beautiful building, and it should be expanded to include library and archives!
33. Expand operating hours. Extend time to midnight on "date due" on books. It makes it hard for those employed to return by 5pm. SCC is very friendly with date and time due.
34. Expand the current library where it is. We don't have to spend 6 to 8 million dollars!
35. Expand the historical perspective of the tufts archives and significant history of Pinehurst.
36. Expanded library needs to have adequate parking for larger building/increased public usage. It needs to be easily accessible from main roads. A variety of different spaces is important for attracting maximum number of residents. I came from town that had expanded its library and loved the coffee shop/informal reading room that had mix of tables where people could work and comfy chairs where people could read magazines/newspapers. It was very inviting.
37. Find a suitable facility for the archives and expand the current library. It is so much a part of history.
38. First preference would be to expand the current Givens Library.
39. Focus should be digital not hard copy. Move tufts archives and take over that space.
40. Folks have access to the library services through the internet these days. In prior years that was not available. Charge admission or do fundraisers to operate the library, but folks that don't use it should not have to invest.
41. Give up the historical status and expand in place, great location, attractive. Small golf museum might help, not to compete with Florida.

42. Givens Memorial Library is a super facility.
43. Happy with the way it is.
44. Having an adult science fiction/fantasy section is an absolute. Many people born 1940-1980 are avid sci-fi readers. The lack of one is why I don't go to the library. I have never seen or worked at a library that did not have one. Join the sandhills regional library system-it brings access to ills (inter-library loans) and access to several eBook services like open library. With this access the collection does not need to be as big.
45. I am a frequent user of the library, and feel the staff does a great job! However, I can see the logic of having it a municipal operation, and would be in favor of the necessary tax increase, and would also donate. If there is one subject you did not cover, it would be to continue and enhance the jigsaw puzzle exchange closet take it out of the closet.
46. I am a new resident, just started using the Sandhills Library. Need more time to evaluate the system.
47. I am new to Pinehurst and typically do not use the library. I purchase used books online. I do believe a good functioning library is very important to the community as a whole.
48. I am not a big user of the library, so I do not support spending a lot of village assets on expansion. Looks like a small group is pushing for expansion, that will only benefit a few.
49. I am not impressed with the library (not the people). Not enough selection of books, no kindle availability or hoopla are the big disappointments.
50. I believe a new library should be built on municipal property away from the Village Green. This would free up parking spaces in the village center. Also the existing building could be used exclusively for the Donald Ross /Tufts archives and also a better place for the Village Welcoming Center.
51. I can't believe the Village would consider spending millions to renovate and expand the present library. I visit 2 to 3 times a week, and maybe, maybe see 4 or 5 people.
52. I currently pay \$100 plus to use the Southern Pines Library because Givens is not sufficient. I would much rather give that money in tax to Pinehurst for a library here. A wide selection of physical books is crucial to keeping my young children excited about reading, and a community library is very important for bonding residents to each other and their town.
53. I do not feel the expansion would be in the best interest of our Village. We love the small-town feel, let Moore County build a library for their residents.
54. I do not have a need for the library. Have not been in one since I graduated college.
55. I do not use the library.
56. I do not want to pay through any additional taxation for a new library. Southern Pines library and the NC electronic library meet my needs.
57. I don't think a food/coffee area is needed too dangerous to the books. I have noticed that when a children's story time is done, or I brought my class to visit, there is little room for all the kids to sit so definite larger space for that sort of activity is needed. I'd also like to see more children's programs - if they are already there, then more advertising/notification needs to be done to let residents know. I don't think the library is publicized enough, nor are the archives. We have a hidden gem here, but newer residents/families don't seem to know about it.
58. I don't think the library needs to be expanded nor should there be a new building. I believe in renovation only.

59. I don't think we need to expand, it should be open later in the evening, 8pm at least two nights a week.
60. I have been a donator for the last few years. Use strictly for recreation.
61. I have my own library in my home, or I use online research when needed. The majority of retired people here do not need a big library. I moved here because it was small and quaint, not crowded. People should move to big cities if they have children. This is a retirement community.
62. I have never lived in a NC county that did not have a good library.
63. I have not used the library services in a number of years, but I don't mind supporting those services through a property tax. Why is the tax based on property value? Why couldn't the library expenses be supported by a flat fee per property. Most other locations I have lived charged a flat fee (say \$35) per property, per annum, rather than linking the library fee to the value of the property. I am willing to accept the fact that as a single, I may pay the same fee as a family of four, but I do not understand why my neighbor, whose home might be worth twice as much as mine, needs to pay twice as much for the same library services.
64. I hope the library will remain in the Village. Hopefully, its historic position is not as important as expanding the current facility.
65. I like it just the way it is, don't think it needs expanded.
66. I like our library and all that it offers. Anything we can do to make it newer, brighter, and more efficient I would be in favor.
67. I like the library as it is. If they don't have a book, they will find it on inter-library loan. Wonderful service and great people there. I do not see a need to change, expand or build a new library.
68. I like the library where it is. Move tufts out. The club should provide space and money for its upkeep. Basement used for expansion or add a second floor.
69. I love our library and wish to keep it right in Pinehurst.
70. I love the CD'S Givens Library has; hope they purchase new ones!
71. I love this library; it does a great job. Perhaps the Archive, which is lovely, should be relocated so the library can have that space. But I think the current private arrangement works best for this Village. I donate annually to Given Library but do not support building a building or having the Village increase taxes to take it over.
72. I prefer public/private funding and private operation. Survey items 8/10/11/12/13/14/16 should not be part of a library basic function.
73. I really like the current library as it is. If you need a technology center, make it its own building.
74. I support other causes. I read everything online. I am the wrong person to ask.
75. I think if digital service can compensate for the space, maybe the village could develop performance/discussion space, or it could be done at the rec center. I don't think the village has to compete with or duplicate the services at given.
76. I think most younger people will use their phone/computer for most information they need.
77. I think that shared library services with Whispering Pines or South Pines would be a great idea. Let's join forces with these communities to have a central library services for Moore county. Tri City library. Libraries are changing with society's needs. Sandhills college could do lectures for free on a variety of subjects.
78. I think we need to consider that we are in a digital era when planning the space. I personally do not go to the library. I use eBooks. This is where I feel the library lacks selection. So, if others are the same as me, do we need that much physical infrastructure?

79. I think you need to look to the future. The village is changing greatly.
80. I took your advice and read the 32-page report. It must be concluded that the village needs to construct a modern public library and media center. This should be affordable given the demographics of the village residents.
81. I wonder why always the need to spend money. What is wrong with finding ways to conserve, cut taxes?
82. I would hope that a reasonable percentage of the local community uses the library. Any improvements will more than likely increase the usage.
83. I would like to see an expanded library at its current location.
84. I would like to see the library stay centrally located. Would a renovation of the theater building be a possibility? It has a lot of room, an elevator, and restrooms. It is near the book shop and roost office. The location is perfect.
85. I would love to see a larger library with a wider selection of books.
86. I would love to see more current large print books in stock.
87. I would prefer the library remain as is.
88. I wouldn't change the size or appearance of the building in the village center. From the report and past commentary, there appears to be many county and school resources available for residents, and I expect most already have internet connections and technology resources, including computers and cellphones for self-access of significant digital information.
89. If the village constructs a new library, then the current building could be the welcome center and expansion of the archives. The current building should not be sold or demolished!
90. In the current environment, covid and associated economic uncertainty, this project should be tabled. Even assuming the capital cost were donated, increasing this operating budget by \$.03 to accommodate the wish of a small percentage of people is totally unjustified. Some of the wanted features wanted can be accommodated by the community center.
91. In this age of technology a brick and mortar building is not needed. Find a way to provide services thru the internet that would not require billions of taxpayer money being spent. The village board should have planned ahead when the community center was constructed. Use the resources our money has already paid for.
92. In this age of technology a brick and mortar building is not needed. Perhaps the village board should have planned ahead when the community center was constructed if a room to provide these services.
93. In today's digital age, brick and mortar libraries are becoming obsolete. Exist only for nostalgia.
94. In your opening to this survey, you say the village may not be able to afford \$150k for Given's in the future. If that is true, were will the funds to operate another library owned by the town come from? It will certainly cost more per year to operate a town library.
95. It is important to have more digital audiobooks.
96. Just hope we get it done!
97. Keep costs to a minimum. Apply all good practices to combat Corona virus.
98. Keep Givens as is with minimal upgrades.
99. Keep it in the village.
100. Keep library in heart of the village. Consider Southern Pines for the museum. Three Donald Ross courses inside. Expand current library for children and enlarge adult section. Library public-museum private.

101. Keep the library at the present location.
102. Keep the Roast Office open - it is a unique gem and we should not let it disappear. We do not need a larger library and should not be catering to little kids.
103. Leave it alone, bigger is not always better!
104. Let me state that I like the feel of a newspaper or print book and I also use Kindle and other media extensively.
105. Libraries will soon be extinct with high tech getting better every year. Pinehurst is a retirement community, let's keep it that way.
106. Library is fine as it is. Use space at the community center for meetings and programs. Money should be used wisely, spend on more dire needs like the roads.
107. Library resources are desperately needed in this area and Pinehurst is poised to be the town with a great library facility. Even with the resources we currently have in Moore County, library services are lacking. Libraries help communities. They improve quality of life and promote an intellectual culture. A library would be great for Pinehurst.
108. Library should be located downtown so it keeps the village alive for its residents, otherwise it just makes downtown a tourist attraction. Pinehurst is exceptional for its charm. If you want something else go to South Pines or Aberdeen, they are very close.
109. Library should be expanded in current location. If Village Chapel can expand in current location, why can't the library. Do not worry about the Historical Preservation.
110. Library should not be allowed to create activities where it becomes a dumping ground for kids as parents do other things. The village is not a nanny.
111. Lived here 18 years and have never had a need to use the library.
112. Lived here over 25 years and do not know anyone who uses the library. You can google anything you want to know or just ask Alexa.
113. Location of future library is important, village location on Cherokee Rd would be ideal.
114. Location to remain in central village. Partnership between private donations and village to continue. Focus on expanding capability via technology like eBooks, research capabilities. Raise 2-3 million to expand space/tech, augment operation costs to 300-400 k a year vice taking on now \$1 million annual cost.
115. Love to have the library stay where it is and move the golf section. Village residents are more apt to use the library. Use the community center for meetings and classes.
116. Make sure that a few computers are available for those very few who don't have cell phones.
117. Many seniors depend on the library for books. Young families and people also need the library to support their resources. We have a community center. I personally don't understand how a village like Pinehurst can be considered a major community without a library.
118. Media/books/magazines that meet a variety of interest. Think "New York library" on a mini/baby scale. Move well-rounded, more open-minded, move light
119. Meetings and activities can be held at the new recreation center-if not-why did they build it.
120. Most of the new things are available elsewhere. Let's stick with books and magazines.
121. Must be all private funds. No expansion.
122. My in laws live on the eastern shore of Maryland. I was visiting them recently and their library uses their outdated card catalog drawers to store seeds that the community provides in packages with growing instructions. I thought that was a great use of the drawers and something that could be implemented and offered here.

123. My thoughts are about library services (not a physical building recommendation, Tufts archives or Given Outpost). Pinehurst should have excellent library services commensurate with the (projected) size of the Village and its relative wealth.
124. Need to extend operating hours one or two nights a week.
125. Needs more room for books, updated books, and classics.
126. Not much of a library goer, but willing to back the final decision.
127. Not Needed!! The internet is the library of today and the future.
128. Our community is growing and changing. We need to provide the services.
129. Our library needs to be the hub of downtown, providing books and magazines for all ages. Need programs for all ages. Computers for use with scan and print, copy services.
130. Parking is critical. Return Givens to its museum status. How about where temporary school is? Rec Center serves a handful of people. A Library serves everyone. We happily pay SP's fee for now but would prefer to pay for local service.
131. Parking is important. Would like to see it re-open now.
132. Parking needs to be addressed.
133. People who want to use a computer have one. Teenagers work from home. Too much space is used for tufts. Not that many people are really interested. Maybe more to the theater building as that is where more visitors will go. Meetings can be held in new park and rec building, civic center. Does not need to compare to large cities.
134. Pinehurst is an affluent, educated community. We deserve a first-class library.
135. Pinehurst just built and tried to open a recreation facility that due to Covid, which was unfortunate but barely used. Since we are all adjusting our lives and routines, some old routines will not return. Therefore monies in the budget for services or positions affected by Covid can be newly appropriated to the library. Those staff workers can be trained for a new position. We don't need another boondoggle. For your questions of quiet space and meeting space etc., some existing structures not being fully utilized can have a paradigm shift for a solution. Life needs to be valued in want to have and have to have. This is not the time with so many out of work and business hurting to tax the owners who are also residents of Pinehurst to be building something that may never be utilized for someone's dream of a perfect world and the ultimate in libraries as a theme park with restaurants and art and performance space. We are in a new world now and this questionnaire is even outdated.
136. Pinehurst needs a taxpayer run public library.
137. Place it near the municipal building campus and close to the school, so it is centrally located.
138. Please do it! I have not been to the library in 5 years because I was so disappointed.
139. Please explore ways to utilize the rec center. Utilize the buildings we have, stop wasting money.
140. Please get on with it. I do not believe that Tufts archives should be taking up library space. While Pinehurst is considered a past retirement community with a golfing heritage, not everyone is a golfer. Tuft's archives deserves its own location. A library is for the old and young to go and read, and relax. Just think how much space the library would have if the archives moved. In my 24 years living in Pinehurst I have used the Library up to 3 times a week. I have reserved the quiet room for a 2 to 3 hours for up to 2 weeks. Additionally I have used the sole computer and printer for up to 30 minutes at a time. I have never had a problem reserving the quiet room nor have I had to wait more than 15 minutes to get work at the sole computer. I believe in expansion of the library not relocation. I believe in the changing demographics of the residents of Pinehurst, we are seeing

younger families. These children are becoming IT savvy from their attending schools. They spend more time on their lap-tops/phones and other IT devices at their own homes. To date I have never felt crowded at the current library, but I would like to see space for more books.

141. Prefer renovation at existing site. Tuft's archives could be moved.
142. Private libraries can't provide the number of books, or access to them, a public library can. Just get rid of the golf course museum, fill it with books, and have a space for book club meetings. Spend tax money for more pressing needs. Taxes are going to skyrocket after COVID 19.
143. Promoting what we have now, lots of people haven't a clue how wonderful history we already have.
144. Put your focus on digital. Why do we need a huge space with thousands of books, most of which are not touched in years?
145. Reading needs to be promoted. A "learn to read" program provided by the library would be awesome.
146. Recently moved here, have not used much with the covid, hope to use when my son gets a little older.
147. Renovate existing structure.
148. Replace the staff with people who would be friendly to all. Better yet, merge the library with the one in Southern Pines, which, in my experience, is superior in every way and not really inconvenient.
149. Sandhills CC has an excellent library open to the Public that offers all services proposed by this survey. We ought not duplicate library services!
150. Senior membership. Let the users pay for the cost of operating. Use volunteer staffing if not now doing so.
151. Separate library from tufts archives by relocating library and permitting archives to occupy and use the entire existing facility.
152. Should be located near and be part of the municipal "campus" on Magnolia rd. This means free-standing building with appropriate staff. The existing given building should remain as the "tufts" library and golf museum expanded.
153. Should use the top floor of the village hall for extension of the library. The elevator, parking were perfect. Turn Givens into the archives with a room for rentals, picking up/returning books, and the other room could be used for computers. Building a new library with a rental would be good for the village.
154. Slowly changing from a retirement destination to a retirement and family mix. The library should coordinate with the local schools and mix missions. Students need to be able to research on more than a computer.
155. Stick with what you have & increase the village contribution to it. No need to create something new.
156. Stop investing in "pretty brick sidewalks" and put our tax money to better use.
157. Stop with this idea. It is not needed as library's are antiquated due to the internet. It would be cheaper and more cost effective to pay for a library pass at Southern Pines for the extremely few folks who actually use a library. No need for one.
158. Strongly disagree with cafe or coffee shop. Library should be a quiet, reflective place; cafe environment would destroy that.

159. Support the Village spending no more than \$2.5 million on capital cost. Want the Village to identify a long-term solutions to meet future community need, not just what we need today. Think the Archives should remain in the current location and the library should be moved.
160. The community center should have a library included. Therefore, be sure each school has a full and up to date library open to all children. Space could be used for evenings and homework opportunities. We have no idea about the near or far future. Our children are being raised on iPad, kindles, and virtual learning. Use the facilities we have. Perhaps the current facility could support our history/welcome center.
161. The council should discontinue the community center completely. Use the community center for the new library.
162. The current volunteers are extremely friendly and helpful.
163. The digital era is here and there is little need for a library.
164. The hours they are open are not good for working people.
165. The library belongs to the people. Current staff is arbitrary. Needs to be more professional and inclusive.
166. The library is a wonderful resource and the archival material is extraordinary.
167. The library is doing a great job as it currently is organized and doing. I especially like its location and lay out. The Roast Office is already supplying much of the needs related to the earlier questions.
168. The Library is fine the way it is, no tax increases, stop spending money.
169. The library is just fine for my use.
170. The library is virtually inaccessible to working adults with current hours. Publicly available meeting space for up to 15 people would mean that some non-profit boards could have a space to rent for regular board meetings, education sessions, etc.
171. The library meets all of our needs.
172. The library needs to serve the changing community. At this point, it doesn't. First if you are a working adult, you cannot visit during the hours offered. Online services are limited. Environment is old and inadequate/uninviting for adult who is not a retired person or family with young children. I strongly believe the library could close one day per week and be open on Sundays. IT should also organize activities like lectures, book clubs in evenings. A cafe within the library would attract different clientele.
173. The library we have is sufficient, especially in this digital age where so many people are reading eBooks. Print media is on its way out the door which is why so many newspapers are going out of business. 8 million dollars for a new library is a backwards step in our digital society.
174. The location of the library is perfect. Expansion and renovation would add appeal to it becoming a key and critical learning environment for future generations.
175. The only flaw I see is the insufficient parking. Relocating to the Village Hall would relieve that.
176. The town of SP has an excellent library. Our town needs and deserves that size and quality. We are no longer a sleepy village.
177. The users should pay for the library. Don't ask me to subsidize their hobby and I won't ask you to subsidize mine.
178. The Village has to deal with what it really wants to do about its historical landmark status. This needs to be a Village referendum on the ballot. Pinehurst is changing. We must be willing to

- change with it. It will not be a retirement community forever; the housing stock is too old and there isn't enough high-quality rental properties to attract retirees.
179. The village of Aberdeen, southern Pines and Pinehurst should work together on library services. We should have three independent libraries. Too much duplication of services in such a short area.
180. There are many libraries in the surrounding area available for use. The college library is fabulous! Pinehurst does not need another library. If they want another library, it should be made on a volunteer donation/private donations only. Stop nickel and diming Pinehurst!
181. This is the 21st century. The world has gone digital. Thanks to my alma mater's library I am able to check and use electronic resources there. These services are sorely lacking in the current library structure in Pinehurst. I personally have not purchased or borrowed a physical book in over 10 years. The last book I did purchase was by Nicholas Negroponte, titled, "Going Digital". It's time we caught up to the rest of the world. Most of a modern library services can be found via a network server.
182. This issue has been beat to deaf. Do whatever you need to do! I am tired of hearing about it.
183. Time to eliminate the physical library as only a small percent uses it.
184. Times have changed. People are changing to primarily digital. I feel it's a waste of money and time.
185. To the opportunity to be able to get more books in.
186. Use the community center for meetings, events, and a coffee shop. Our library is super special, have used it with my children for 16 years. Please do not change a thing.
187. Use the community center to provide the extra services needed.
188. Use the expensive community center for young children and teenager's needs. Keep the library for the adults that appreciate it. You are duplicating services; items 1-16 could be provided at the community center.
189. Use the resources we have, move tufts archives to the given store basement. We need space for books. Also feel there should be a fee to use the library. Use the community center for programs and meetings.
190. Very little consideration as to the impact on historical status of the area around Givens.
191. We already have the community college library and southern Pines library available for residents of Moore county. We have three libraries for 100,000 population, this is more than adequate. Over next 20 years-library building will be of much less use.
192. We currently are weekend residents only. I believe a public library is essential to a community. We have donated many books to the bookstore within the Roast office in support of the library. I applaud their partnership.
193. We do not need a library.
194. We do not use the facility, but feel it is a positive thing.
195. We have been fortunate to utilize Moore Co and Southern Pines library (at a cost).
196. We have much duplication and waste.
197. We have only gone to the library to visit the Tufts Museum with visitors. We have seen two or three people in the library. The current library is part of the Village and should be expanded as many have suggested. Libraries across the county are "closing", we do not need to build a new one.
198. We just moved here so we haven't been, but I answered based off of what we will use.

199. We just spent millions on a community center which now sits empty. We use the library. There is never more than one or two people there. We need better drainage, and more control of quality of new homes built. You are turning Pinehurst into Fayetteville.
200. We love the historical nature of the current library and don't want it to change much. Maybe collaborate with other libraries in the county for an inter-library book exchange type service?
201. We moved here because it was a small town, please keep it that way, if they want a big library, go somewhere else.
202. We need a bigger better library. This library was fine when the area was small but so many people and children have moved here. Also need an expanded eBook system.
203. We need a library in our community.
204. We tend to go to the community college library or the Moore county library in Carthage because they have more books for kids to do research papers, etc. It would be nice if the Pinehurst library had those kinds of books for kids and college students. We would definitely go there more often.
205. We would like to see you use the current building without Archives. Move Archives to the theater building, it would then be near the welcome center. Use the basement in current building to expand the library or excavated for meeting rooms. Add an elevator. All books would be on the main floor. Make the present Archives space a children's wing.
206. We would love to see the Library improved or love to see the library improved. It is one of the things that make Pinehurst special.
207. What happens to the Tufts archives museum?
208. Why not have a county library to serve more people and cost less per person?
209. Wish I could be more help with this survey. Love the library.
210. With personal computers, and so much available online our village does not need this kind of change or expansion. We have so much retail access it seems we could spend our funds better. As a "resort community" I don't believe Givens is the type of service that will ever validate expansion.
211. With the internet in the majority of homes, most periodicals are available online. Children and teens have access to a library at school, so taxpayers do not need to pay twice for the same services. Utilize new community center for group activities instead of library. Senior citizens should not have to pay for transient residents who move every two years.
212. With the internet, most of the library services are not needed.
213. With the number of families residing in Pinehurst that include school age children, I continue to be amazed that this issue has not been addressed before. My child starts high school this year and the need of study space and resources is huge, so I currently pay extra for her to use the Southern Pines Library.
214. Would make sense to have the library in the community center. Don't duplicate functions and services in a library plan that are or should be addressed in the community center & other areas of the recreation program.
215. Would be nice for families with school age children. Perhaps extended hours could be "adopted" by book clubs.
216. Would like it to stay in current location if possible. Hate the idea of not in the village. However, where the temp. School is now would work if really wanted a statement, a building designed in the trees behind village hall with parking hidden underneath. Could be outstanding with the right architect.

217. Would like to see library remain in present location.

218. Would like to see the tufts archives continue as part of the library if remains in the same location.

Having the library in the village brings visitors as well as residents.

Section 4

Survey Instrument



Library Services Needs Assessment Survey (June 2020)

Please complete this important survey to provide the Pinehurst Village Council with your feedback on resident needs for library services. You may also complete this survey online at www.2020VOPLibrarysurvey.org.

The Village of Pinehurst is currently conducting a Library Services Needs Assessment to determine the community's needs for library services. To date, the Village has obtained resident input through 386 completed online surveys, two public input meetings with a combined 115 attendees, Community Conversations with 53 residents, and interviews with 26 key stakeholders. Input obtained so far and other background information is located at www.engage.vopnc.org/library. We encourage you to review this information prior to completing this survey.

The Given Memorial Library, located at 150 Cherokee Road, is operated by a private 501c(3) non-profit organization. The Village of Pinehurst currently augments private funding of the library with a \$150,000 annual contribution to help provide free library services to Pinehurst residents. Because this funding model may not be sustainable long term, the Village is seeking resident input to help determine:

- What library services Pinehurst residents need
- How much Pinehurst residents are willing to pay to support library services

LIBRARY SERVICES & OPERATING HOURS

1. Do you believe the Given Memorial Library meets the library needs of Pinehurst residents?

____(1) Strongly Agree ____ (3) Somewhat Disagree ____ (9) Do Not Know
____ (2) Somewhat Agree ____ (4) Strongly Disagree

2. On a scale of 1 to 5, where 1 means "Extremely Needed" and 5 means "Not Needed", please indicate which library features or capabilities you believe need to be EXPANDED or ENHANCED in the library.

	Library Features/Capabilities to EXPAND or ENHANCE:	Extremely Needed	Very Needed	Moderately Needed	Slightly Needed	Not Needed	Don't Know
01.	Adult book & magazine collection	5	4	3	2	1	9
02.	Children's book & magazine collection	5	4	3	2	1	9
03.	Young adult (teen) book & magazine collection	5	4	3	2	1	9
04.	Digital media (ebooks, etc.)	5	4	3	2	1	9
05.	Adult programs & classes	5	4	3	2	1	9
06.	Children's programs & classes	5	4	3	2	1	9
07.	Young adult (teen) programs & classes	5	4	3	2	1	9
08.	Book clubs/lectures/discussion groups	5	4	3	2	1	9
09.	Individual quiet study/work space	5	4	3	2	1	9
10.	Connected conference & meeting space for small groups (2-6 people) with technology	5	4	3	2	1	9
11.	Digital learning lab with public computers and access to specialized software	5	4	3	2	1	9
12.	Access to print, copy, & scan services	5	4	3	2	1	9
13.	Art, music, & performance space	5	4	3	2	1	9
14.	Maker space (collaborative work space for creating, building, or making items)	5	4	3	2	1	9
15.	Quiet relaxation space	5	4	3	2	1	9
16.	Retail co-location inside the library (such as a coffee shop or café)	5	4	3	2	1	9

3. Which THREE of the features/capabilities listed above in Question 2 do you and members of your household feel are the MOST NEEDED in Pinehurst? [Write-in your answers below using the numbers from the list in Question 2, or circle "NONE".]

1st : ____ 2nd: ____ 3rd: ____ NONE

4. The Given Memorial Library is currently open Monday – Friday from 9:30 am – 5:00 pm and Saturday from 9:30 am – noon.

On a scale of 1 to 4, where 1 means “Strongly Agree” and 4 means “Strongly Disagree” please indicate if you agree the library operating hours should be EXTENDED to better meet the needs of the community.

	Operating Hours to EXTEND	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know
1.	Weekday evening operating hours	4	3	2	1	9
2.	Saturday operating hours	4	3	2	1	9
3.	Sunday operating hours	4	3	2	1	9

LIBRARY FUNDING

If the Village decides to operate a municipal library, it would likely require a significant capital investment for renovation, expansion, or new construction. An initial investment could cost as much as \$8 million, including furniture, fixtures, and equipment, depending on the facility size required to meet the library needs expressed by Pinehurst residents. Annual operating expenses for an \$8 million library could be as much as \$1 million per year, depending on the size, staffing levels, and services provided.

The initial capital cost could be paid using a combination of resources, including General Fund balance (or reserves), debt financing, fundraising contributions, and/or grants. The majority of annual operating costs would likely be paid from additional property taxes, with some costs offset by revenue generated from user fees, used book sales, and/or grants.

Property taxes are expressed as pennies on each \$100 value of a house or commercial building. The current Village property tax rate is 30 cents per \$100 of valuation, or \$900 a year for a \$300,000 house. At this time, one penny of property taxes generates \$374,000 in revenue for the Village. This means a one-cent property tax rate increase would add an additional \$30 in annual property taxes for a resident who owns a \$300,000 home.

5. Do you agree the Village of Pinehurst should fund and operate the Village's public library?

☐ (1) Strongly Agree ☐ (3) Somewhat Disagree ☐ (9) Do Not Know
☐ (2) Somewhat Agree ☐ (4) Strongly Disagree

6. If the Village decides to operate a municipal library, how much would you be willing to pay in additional annual taxes to support the costs of ongoing library operations?

☐ (1) \$0.01 (or 3.3%) tax increase ☐ (3) \$0.03 (or 10%) tax increase ☐ (5) \$0.05 (or 16.6%) tax increase
☐ (2) \$0.02 (or 6.6%) tax increase ☐ (4) \$0.04 (or 13.3%) tax increase ☐ (6) \$0.00 - Don't support a tax increase

7. If the Village organizes a capital fundraising campaign for the initial capital cost to renovate, expand, or construct library facilities, how much would you donate?

☐ (1) Up to \$50 ☐ (3) \$101 - \$500 ☐ (5) \$1,001 - \$5,000 ☐ (7) +\$10,000
☐ (2) \$51 - \$100 ☐ (4) \$501 - \$1,000 ☐ (6) \$5,001 - \$10,000 ☐ (8) \$0 - Would not donate

OPEN-ENDED COMMENTS

8. What other thoughts about the library would you like to share as the Village Council evaluates the need for a renovated, expanded, or new library?

Village of Pinehurst Library Needs Assessment ETC Survey Results



October 2020

About the Library Needs Assessment

- In the fall of 2019, the Village engaged a consultant, Library IQ, to conduct a Library Needs Assessment to assess the community's need for library services
- Information on the Library Needs Assessment is located on [Engage Pinehurst](https://engage.vopnc.org/library) (engage.vopnc.org/library)
- There are four phases of the assessment:

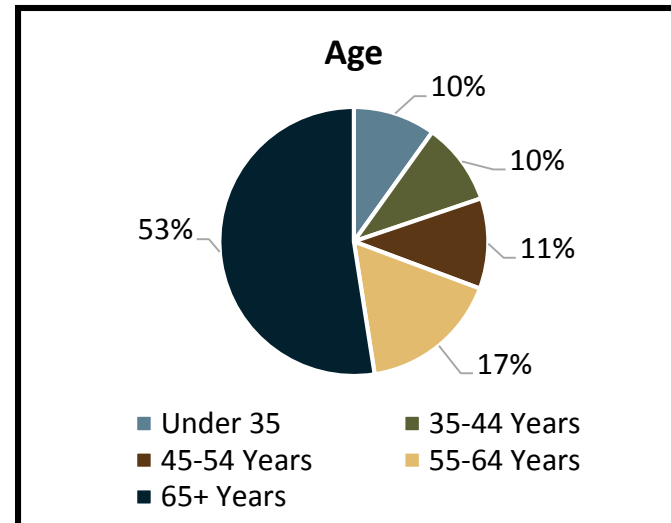
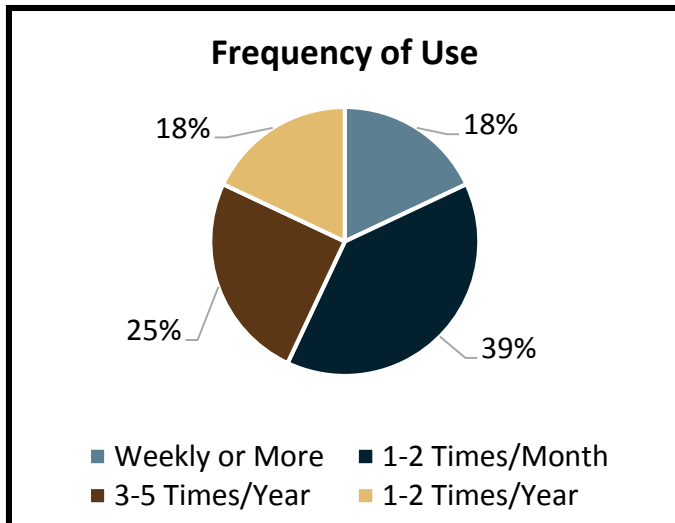
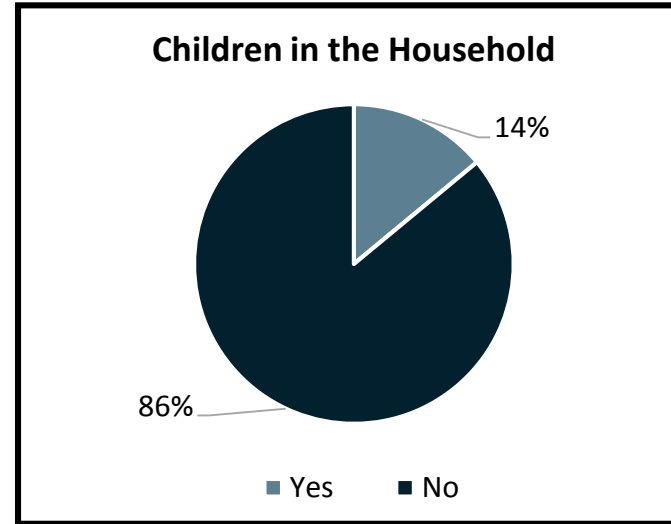
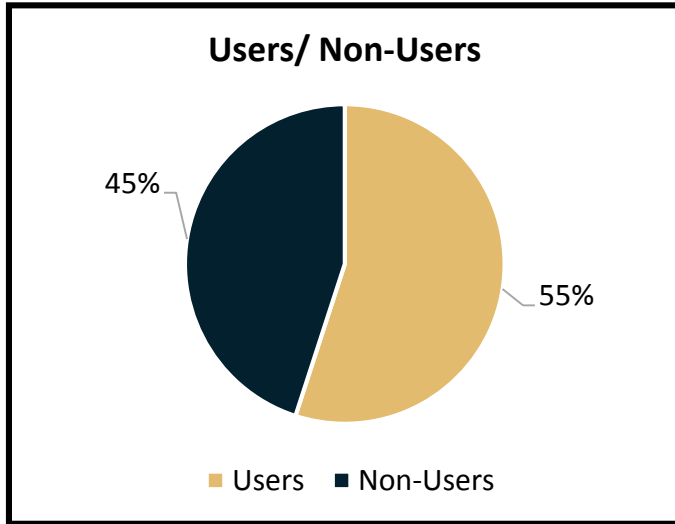
Phase	Key Tasks/Deliverables
1	Review Existing Conditions/Data & Information Gathering
2	Solicit Input/Public Engagement
3	Conduct Needs Assessment/Form Recommendation
4	Prepare and Deliver Written Report

About the ETC Library Survey

- The mailed survey was sent to a random sample of Pinehurst households in the summer of 2020 to help determine:
 1. What library services Pinehurst residents need, and
 2. How much Pinehurst residents are willing to pay to support library services.
- 410 residents completed the survey, resulting in a precision of at least +/- 4.8% at the 95% confidence level
- Disagreement ratings of >20% may indicate a need to address the dissatisfaction (approach used to evaluate annual Community Survey Results)

Demographics of Survey Respondents

Demographics of Survey Respondents



Demographics of Survey Respondents

- 55% of respondents are Library users (consistent with our annual Community Survey results)
- 57% of Library users are frequent users (e.g. use the library weekly or once/twice a month)
- Only 14% of respondents have children in the household
- Age demographics of respondents favor residents 65 years or older

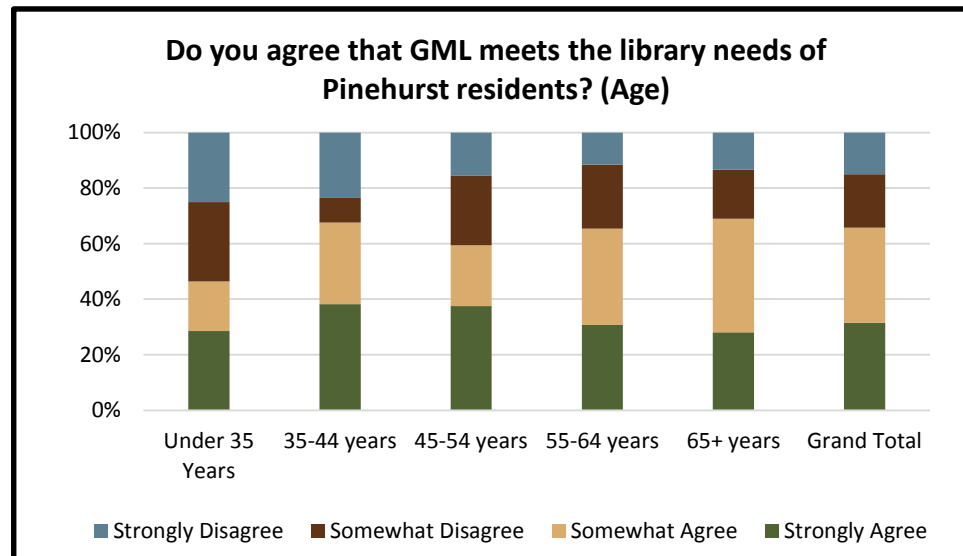
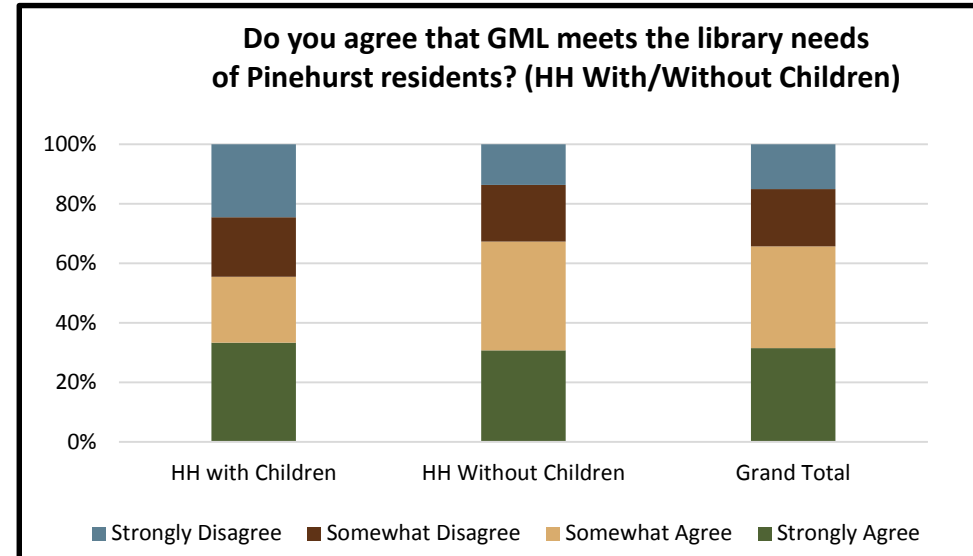
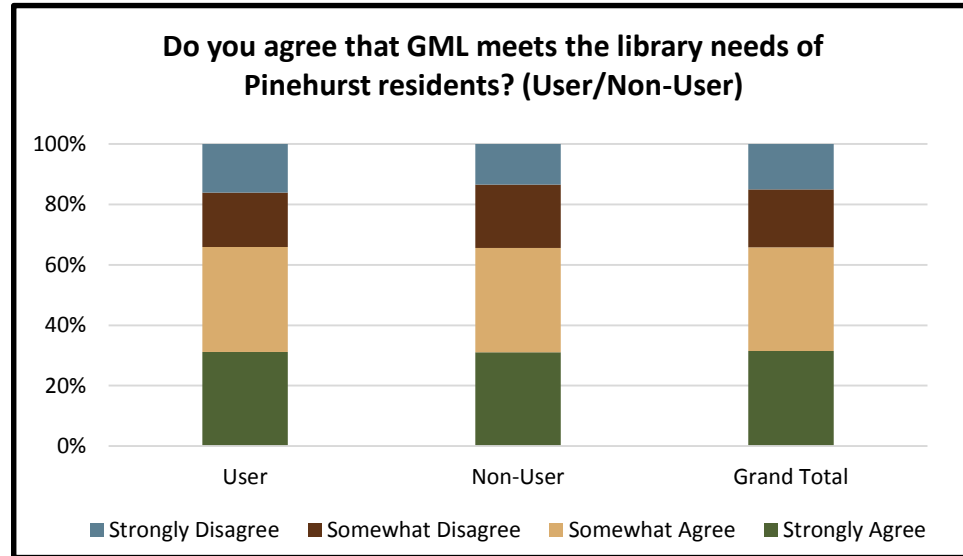
Age	% of Respondents	% of Population *
Under 35	10%	22%
35-44	10%	9%
45-54	11%	11%
55-64	17%	15%
65+	53%	43%

* 2018 Census Data

- To understand the needs of various groups, results are segmented by:
 1. Users/Non-Users
 2. Households (HH) With/Without Children
 3. Age

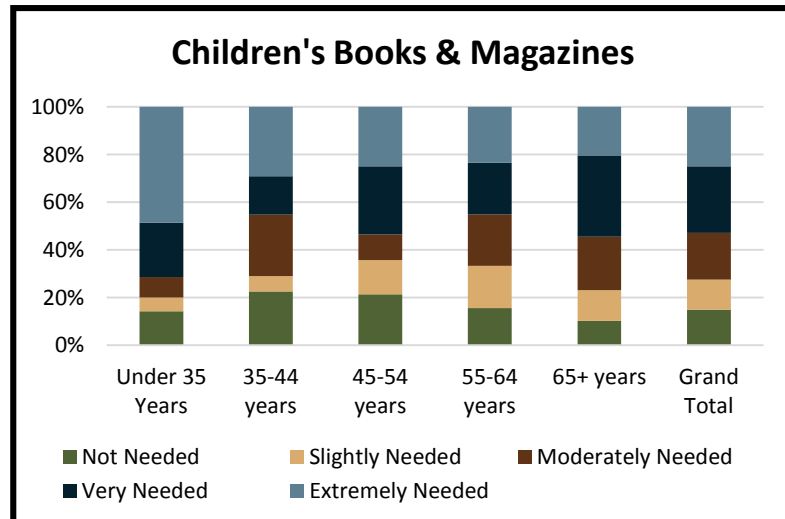
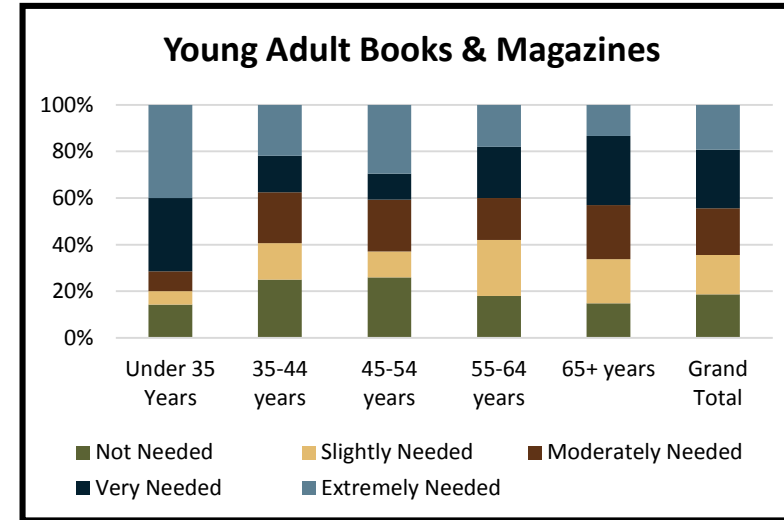
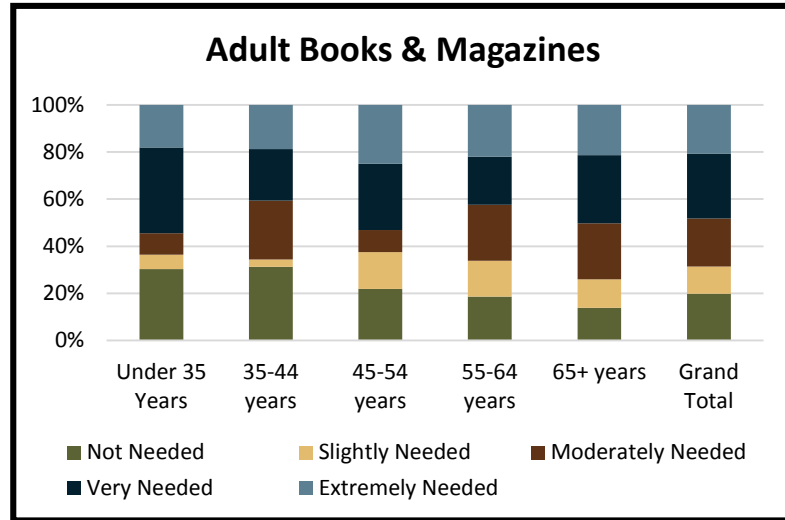
Survey Results

Q1: Do you Believe the Library Meets the Needs of Residents?



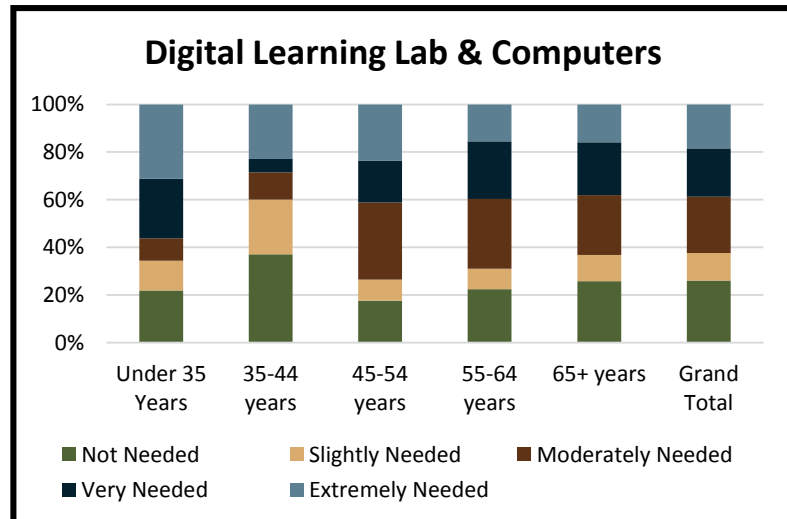
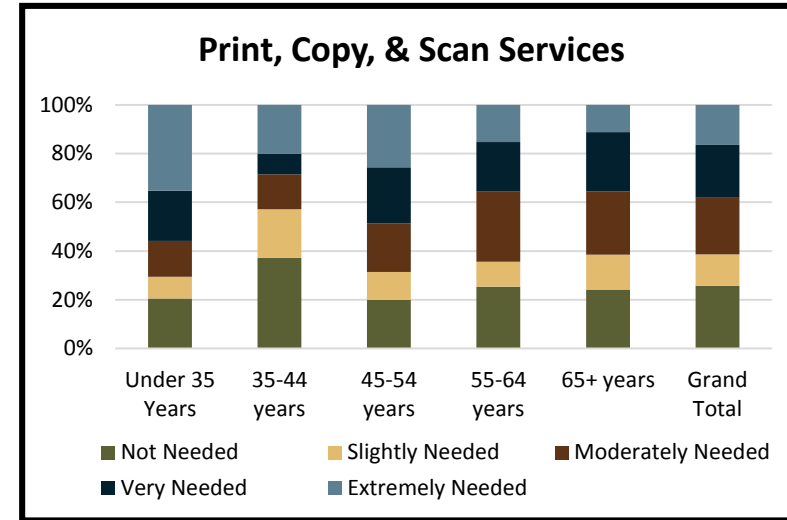
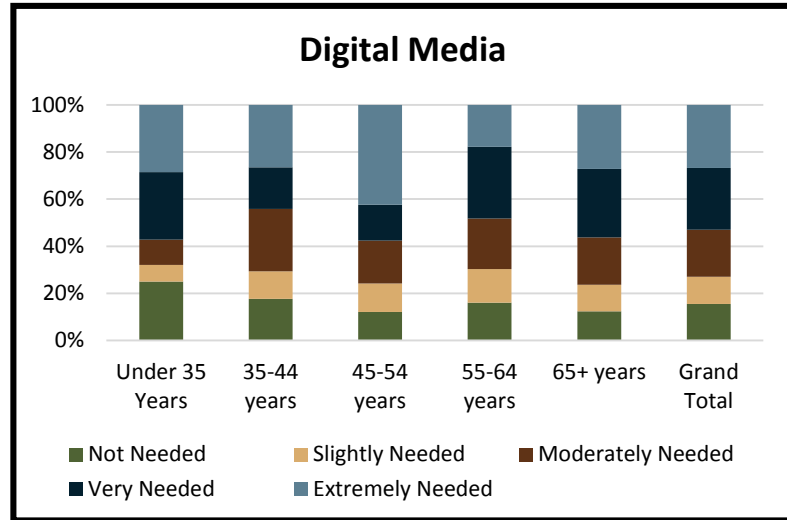
- Overall, **34% disagreement** rating that the library meets resident needs (>20%), with much higher disagreement ratings from residents under 35 (54%)
- Users/Non-Users indicate similar agreement ratings

Q2: What Library Capabilities Need to be Expanded (by Age)?



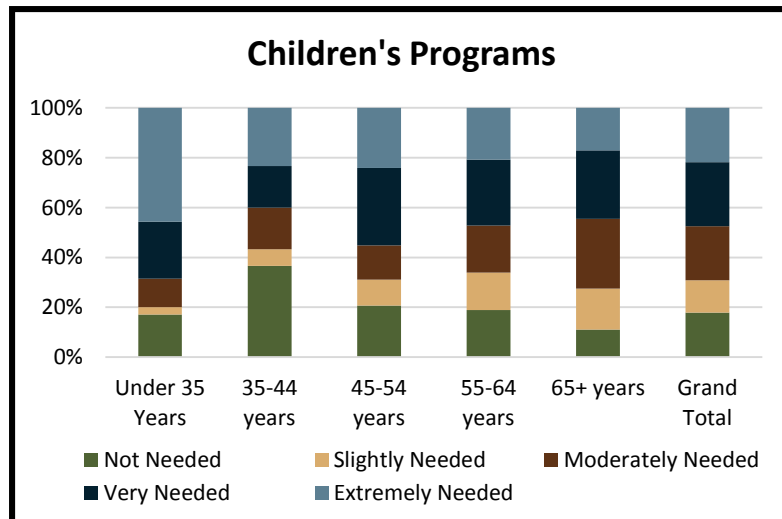
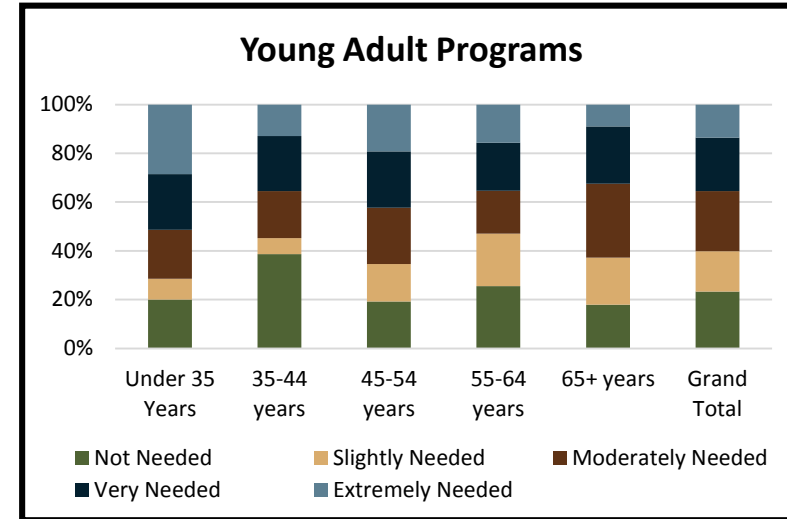
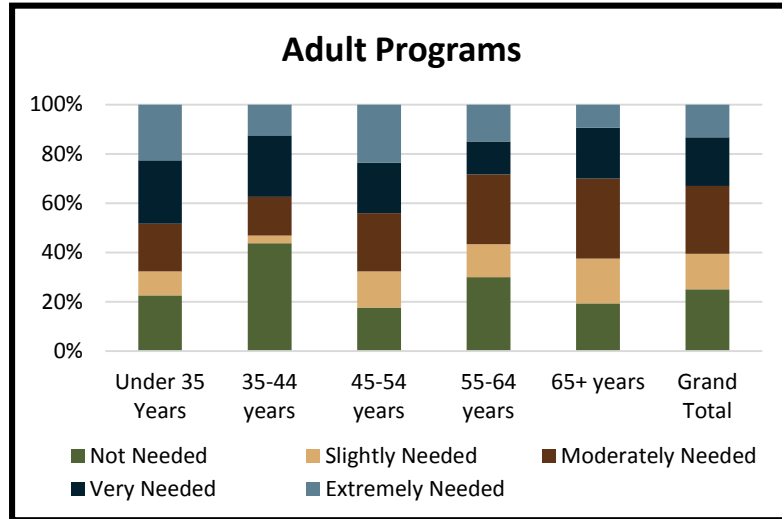
- 53% indicate **children's books & magazines** should be expanded (very or extremely needed)
- 49% indicate **adult books & magazines** should be expanded (very or extremely needed)
- 44% indicate **young adult books & magazines** should be expanded (very or extremely needed)
- **Residents under 34 years old expressed a higher need for children's and young adult books & magazines**

Q2: What Library Capabilities Need to be Expanded (by Age)?



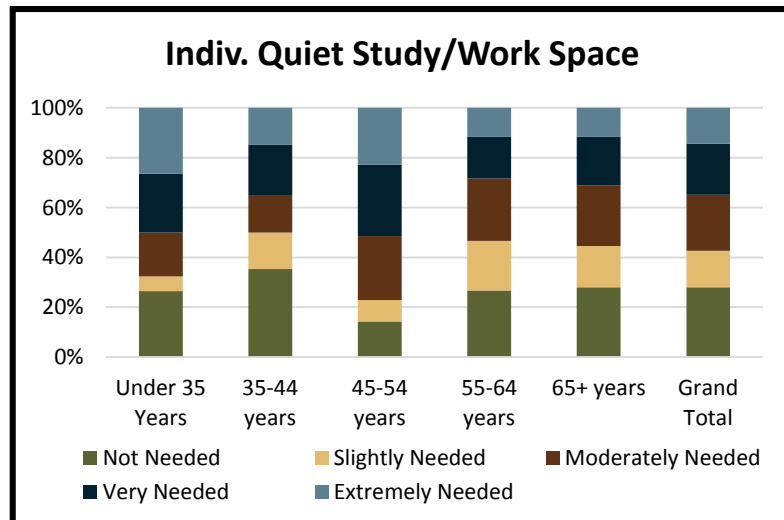
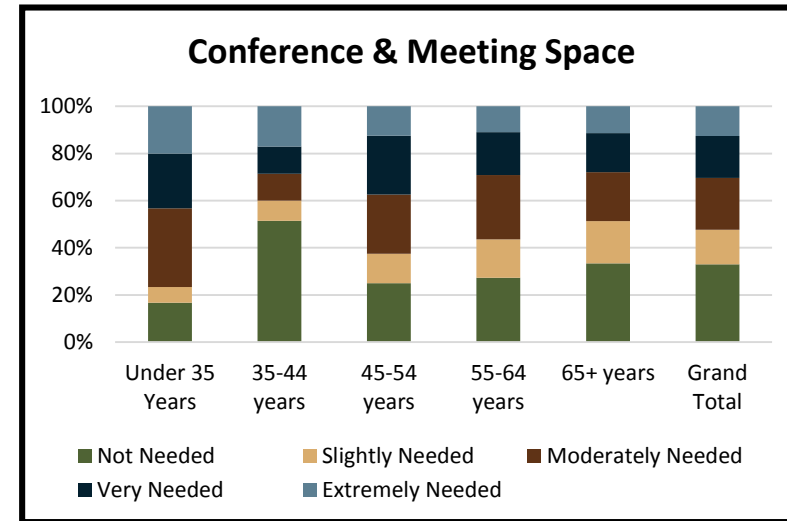
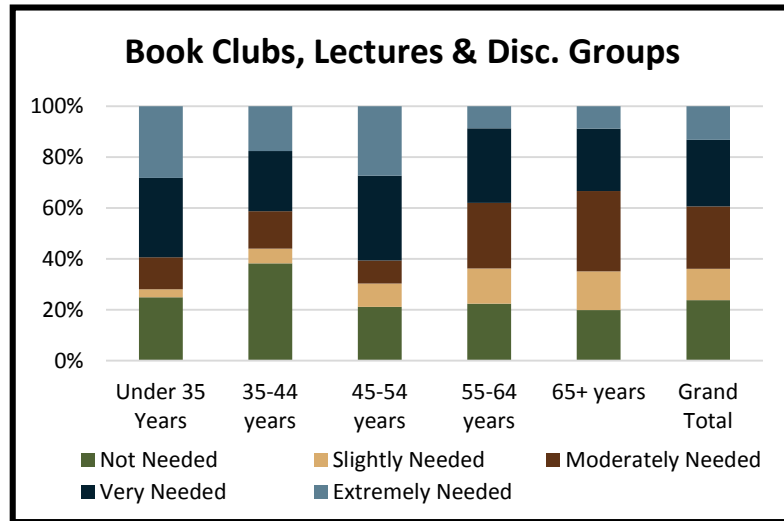
- 53% indicate **digital media** should be expanded (very or extremely needed); residents under 34 and ages 45-54 have the highest need for digital media
- 38% indicate **digital learning lab and public computers** should be expanded (very or extremely needed)
- 36% indicate **print, copy, & scan services** should be expanded (very or extremely needed)
- **Residents under 34 years old expressed a greater need for all three of these digital services**

Q2: What Library Capabilities Need to be Expanded (by Age)?



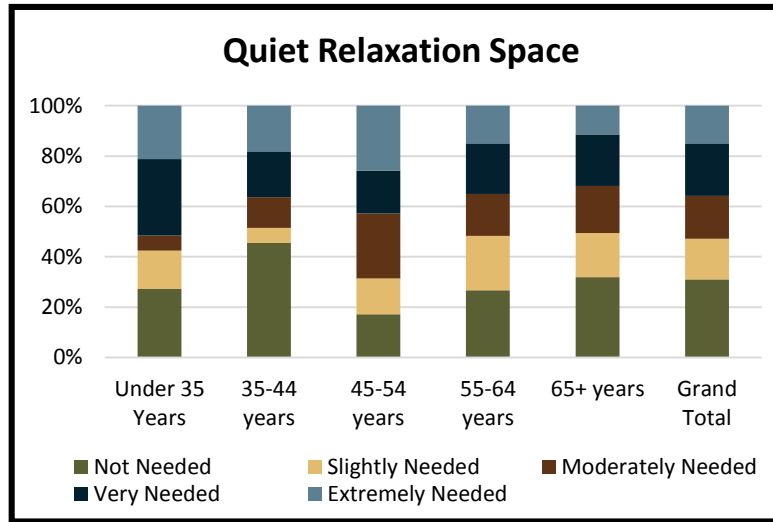
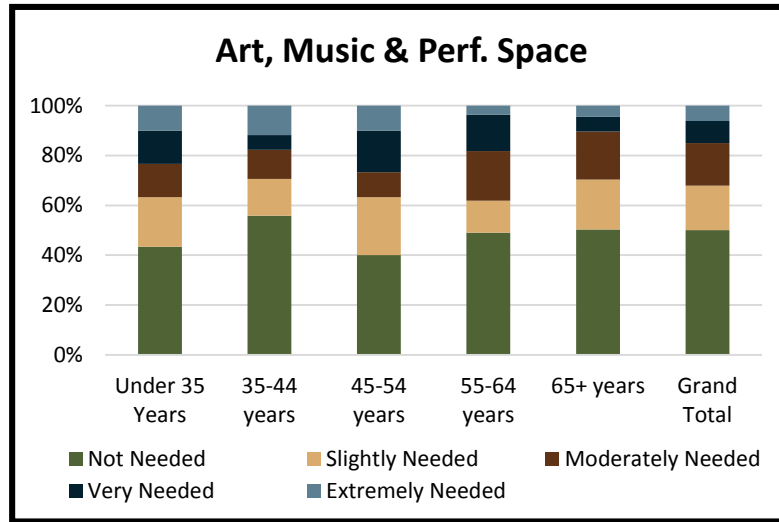
- Greatest need for program expansion is **children's programs**: 50% or more of residents in all age groups indicated these should be expanded (very or extremely needed)

Q2: What Library Capabilities Need to be Expanded (by Age)?



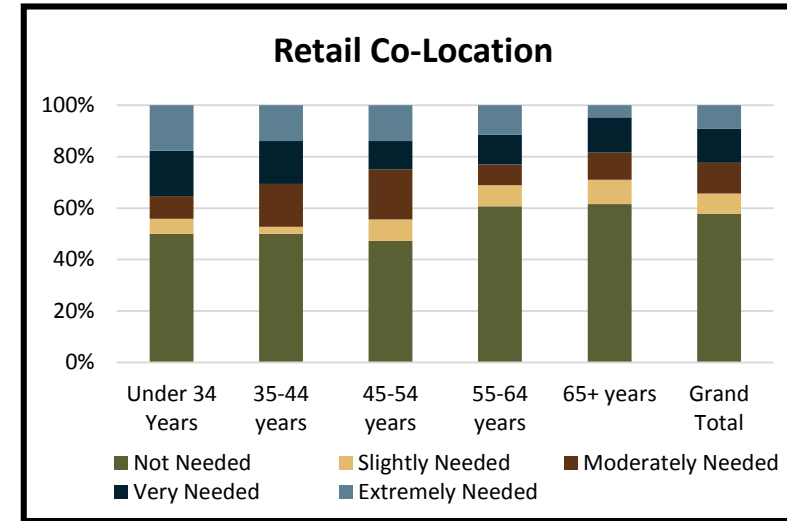
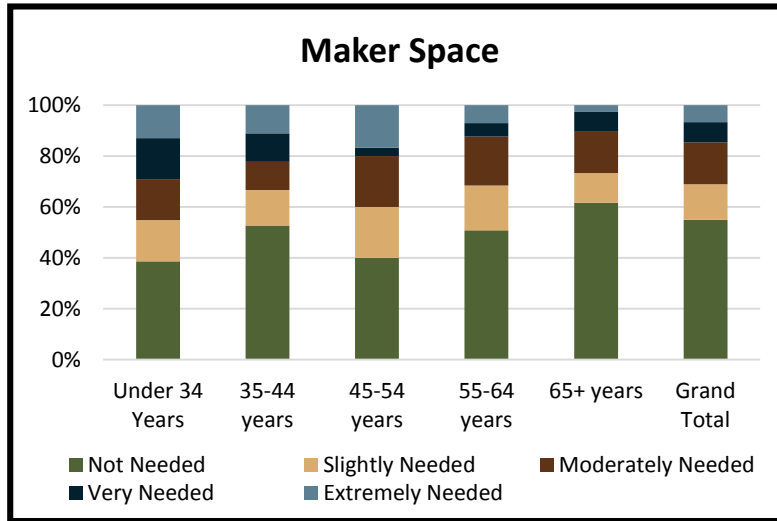
- 39% indicate a need for expanded **book clubs, lectures, & discussion groups**, with a much greater need expressed by residents under 34 (49%) and ages 45-54 (50%)
- 34% indicate a need for **individual quiet study & work space**, with a much greater need expressed by residents under 34 (50%) and ages 45-54 (52%)
- 31% indicate a need for conference & meeting space, with a greater need expressed by residents under 34 (43%)

Q2: What Library Capabilities Need to be Expanded (by Age)?



- Only 15% of residents indicate a need for **art, music, & performance space**
- 37% indicate a need for **quiet relaxation space**, with a much greater need expressed by residents under 35 (51%)

Q2: What Library Capabilities Need to be Expanded (by Age)?



- Very limited need expressed for **maker space** or **retail co-location**

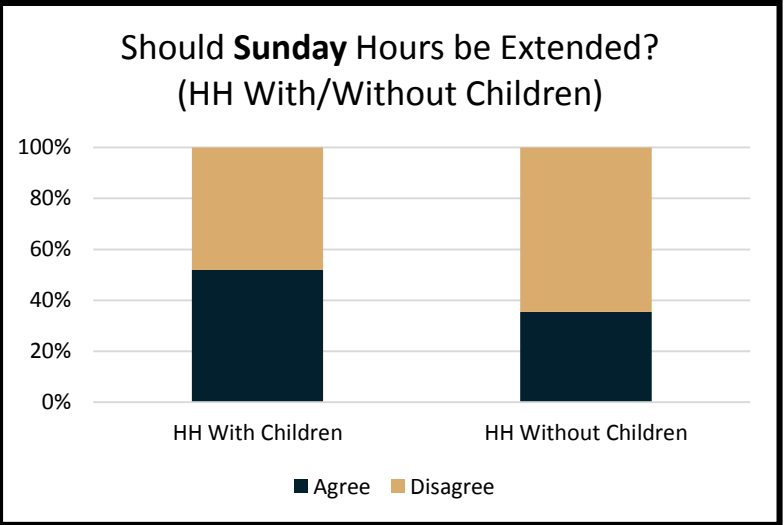
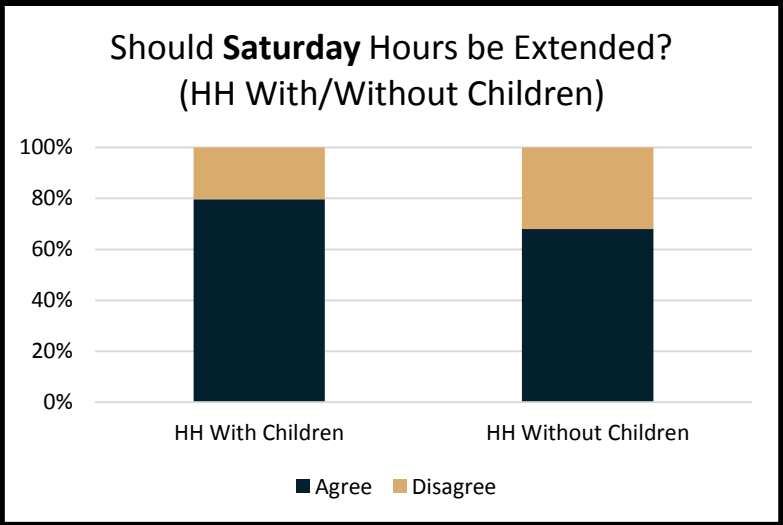
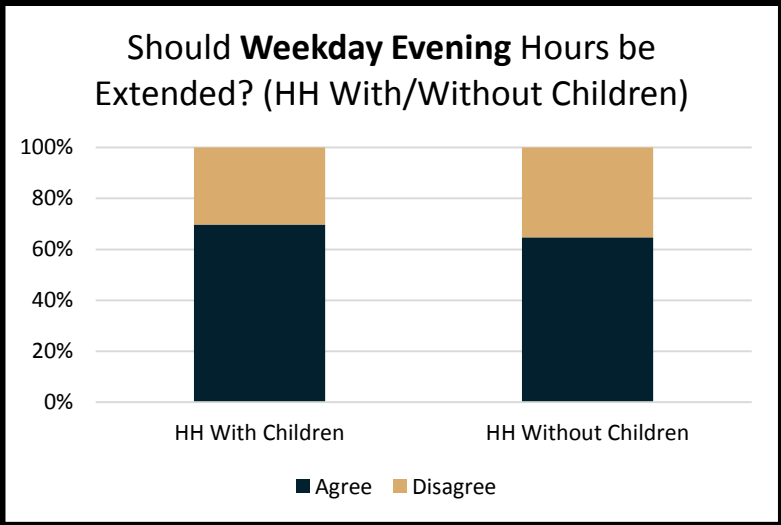
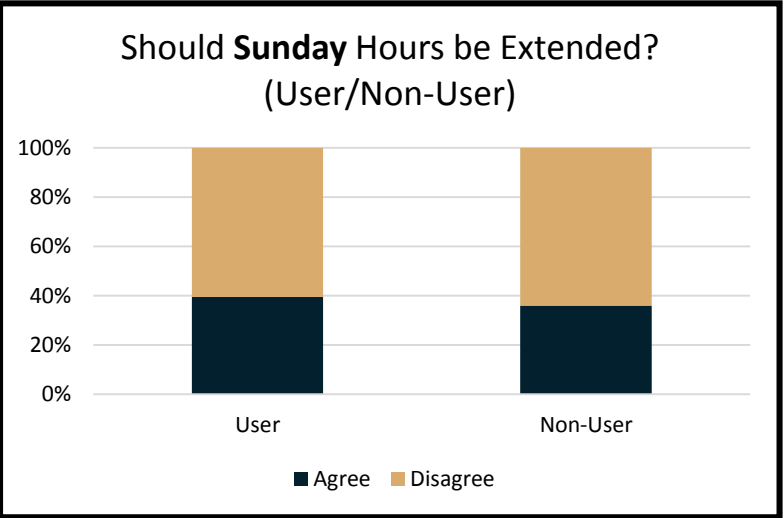
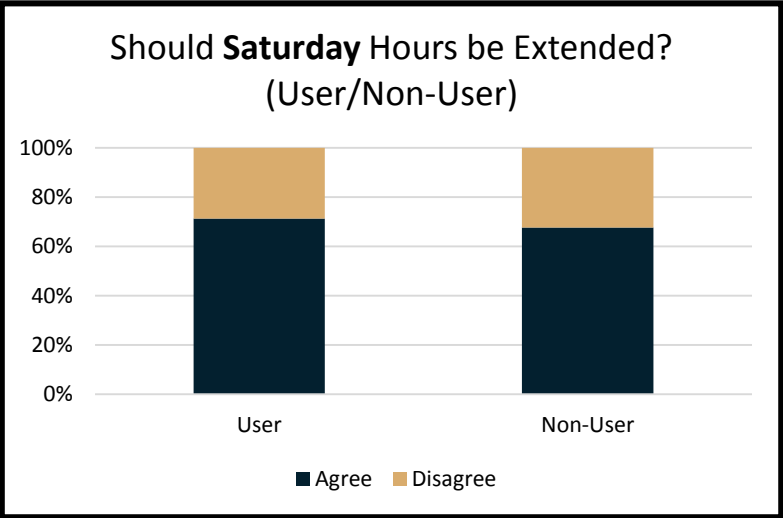
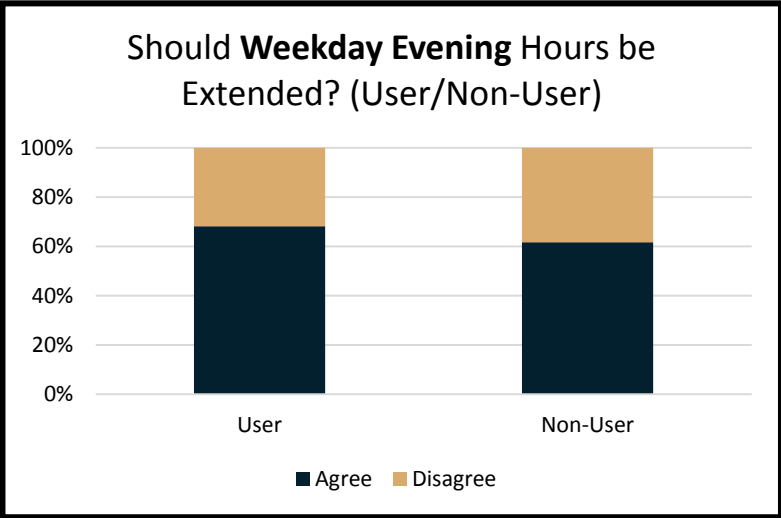
Q3: What are the Top 3 Features Most Needed?

Users	Non-Users
1. Adult Books	1. Children's Books
2. Digital Media	2. Digital Media
3. Children's Books	3. Adult Books

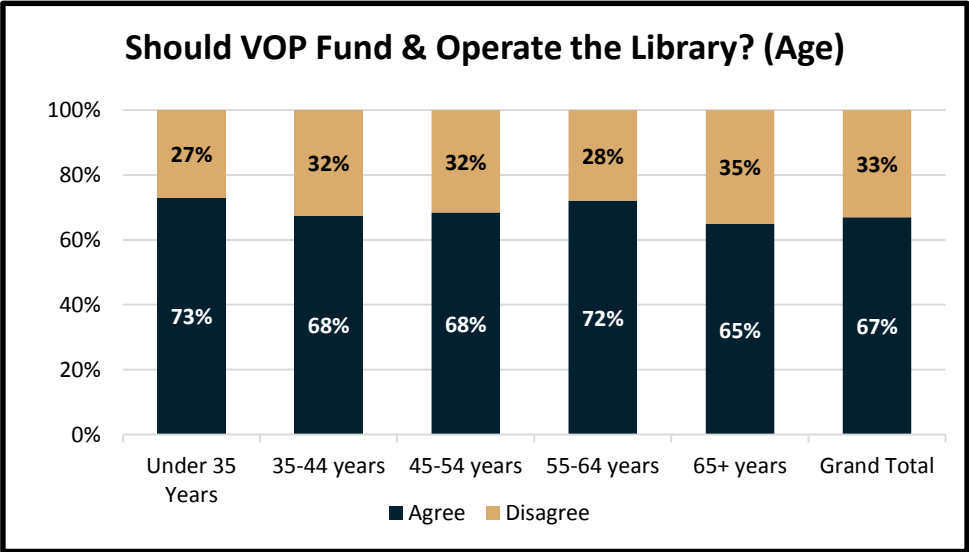
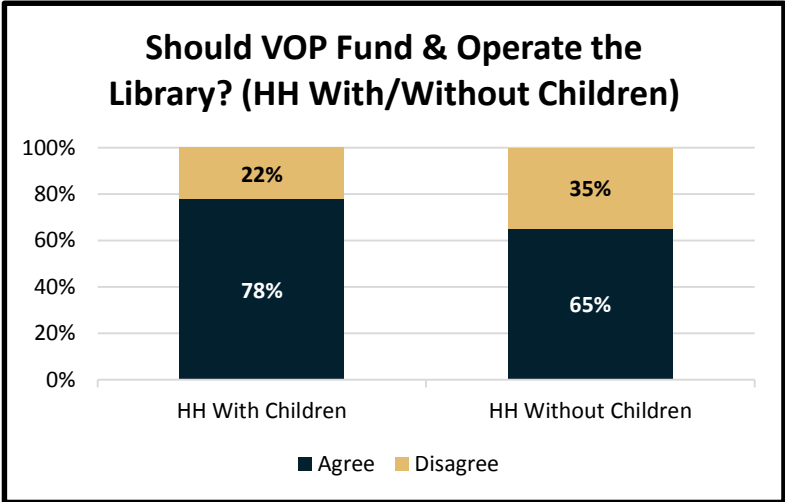
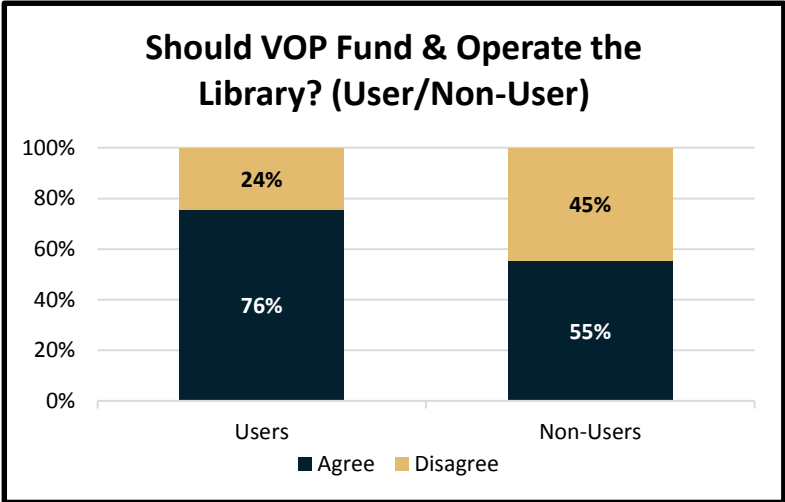
HH With Children	HH Without Children
1. Children's Books	1. Adult Books
2. Children's Programs	2. Digital Media
3. Young Adult Books	3. Children's Books

Under 35	35-44 Years Old	45-54 Years Old	55-64 Years Old	65+ Years Old
1. Children's Books	1. Children's Books	1. Adult Books	1. Adult Books	1. Adult Books
2. Young Adult Books	2. Digital Media	2. Children's Books	2. Digital Media	2. Children's Books
3. Children's Programs	3. Adult Books	3. Digital Media	3. Children's Books	3. Digital Media

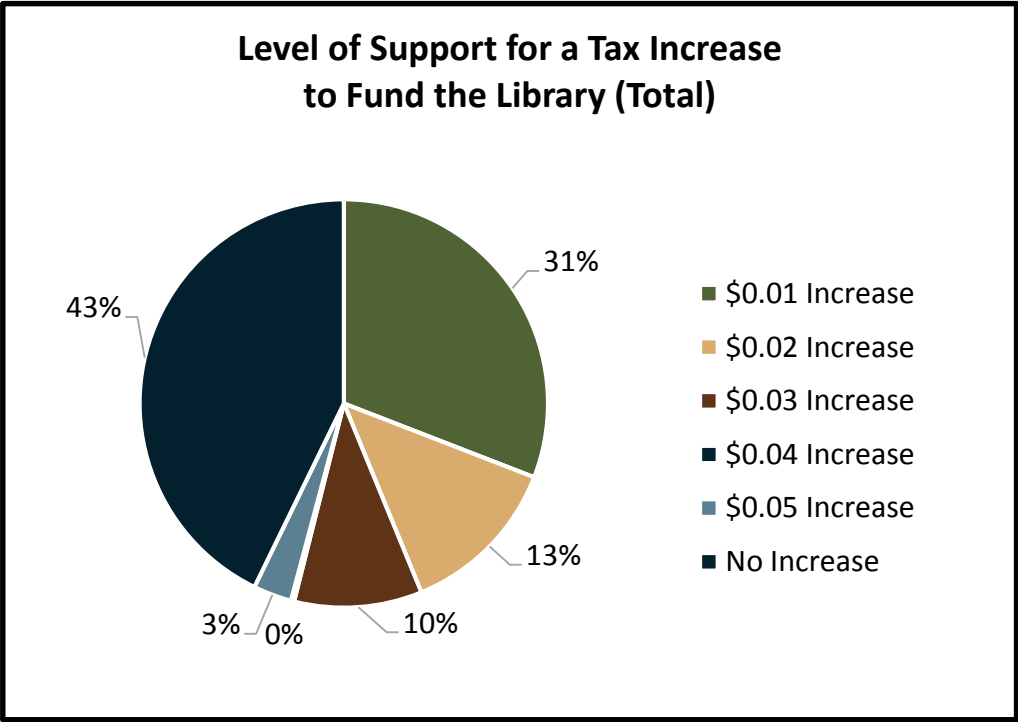
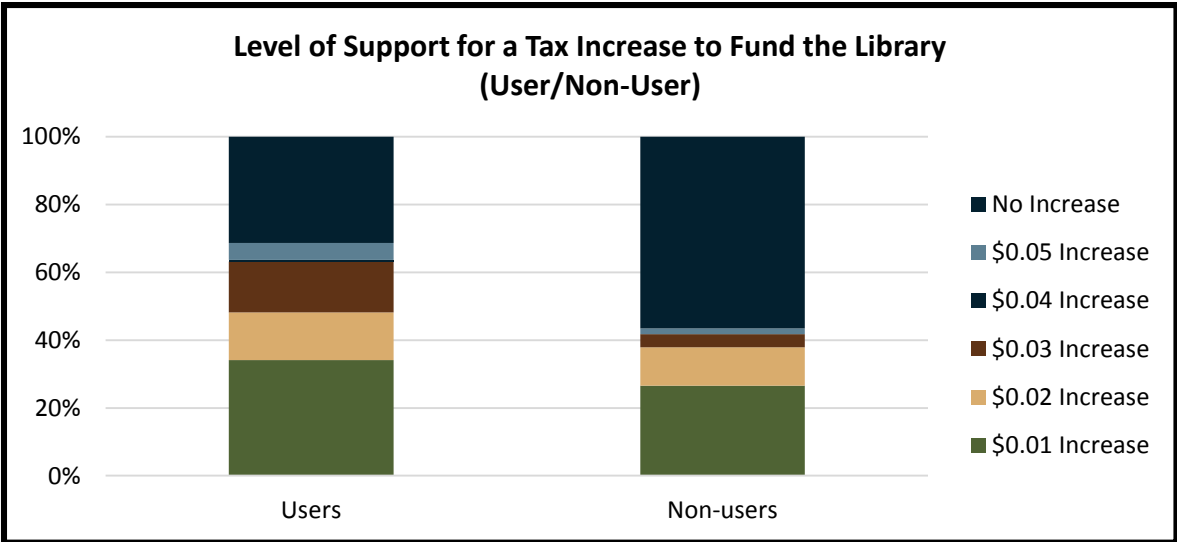
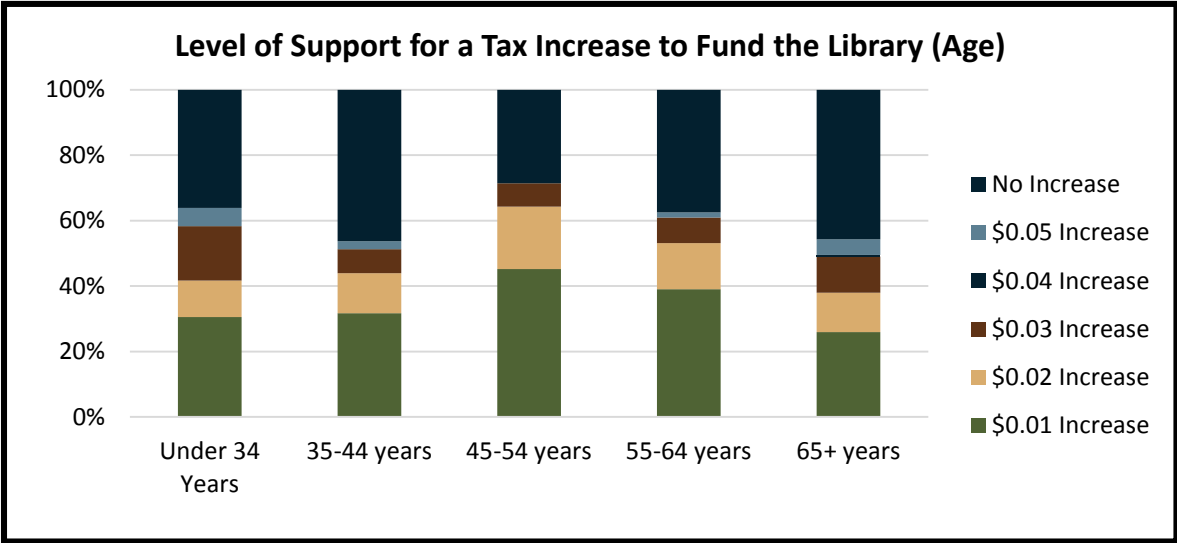
Q4: Should the Library Operating Hours be Extended?



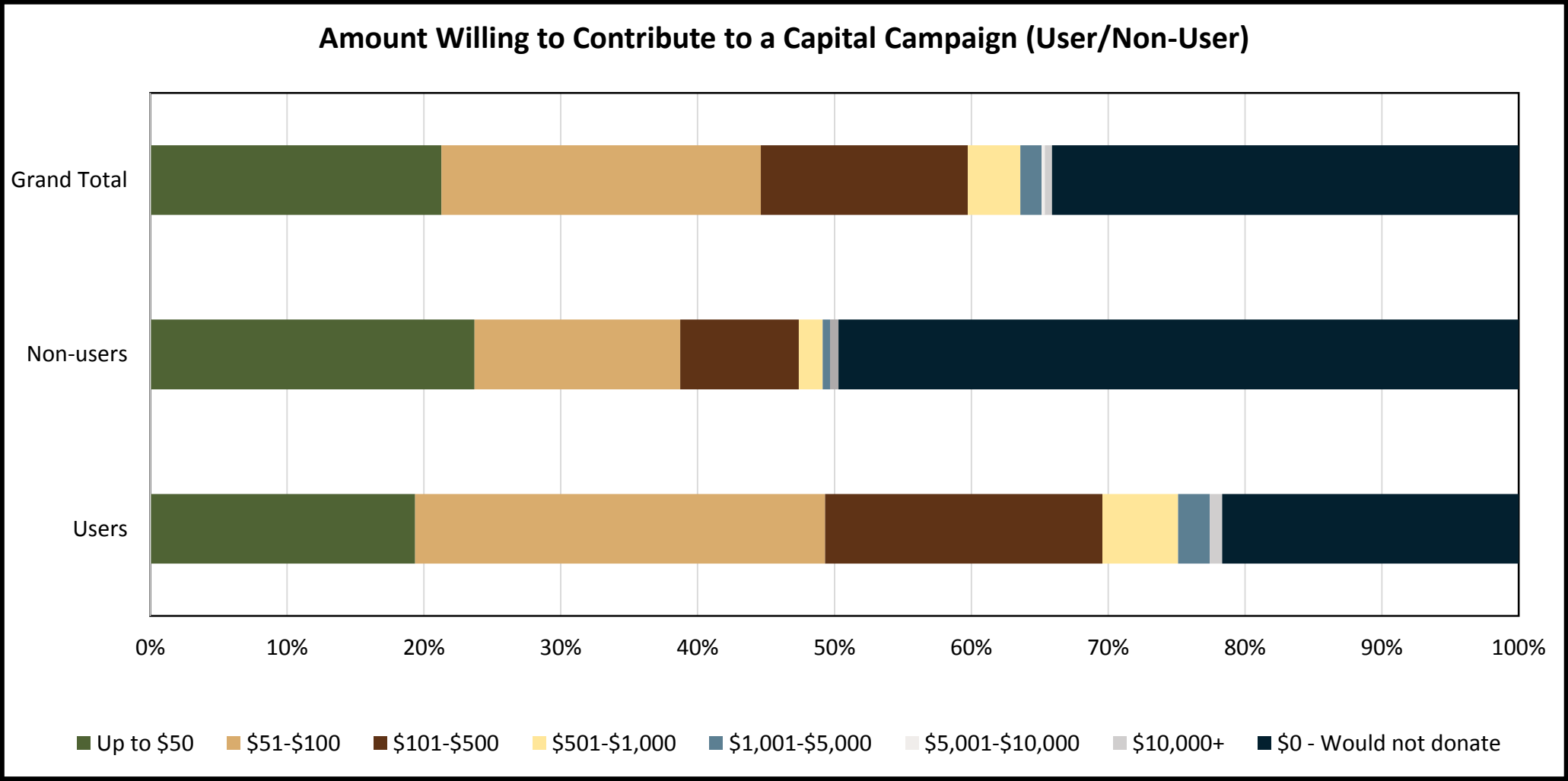
Q5: Should VOP Fund & Operate the Village's Public Library?



Q6: How Much Would You Be Willing to Pay in Additional Taxes?



Q7: How Much Would You Contribute to a Capital Campaign?



Summary of Key Findings

Summary of Key Findings – Library Needs

KEY Findings – Library Needs

Overall, **34% disagreement rating that the library meets resident needs** (>20%), with much higher disagreement ratings from residents under 35 (54%)

KEY needs for expanded programs or capabilities expressed overall (Approx. 40% extremely or very needed):

- Book & magazine collection (adult, children's, & young adult
- Digital media
- Children's programs
- Digital learning lab & public computers
- Print, copy, & scan services
- Book clubs, lectures, & discussion groups

- **Greatest need expressed is children's programs for residents under the age of 35** (69% say extremely or very needed)

KEY Findings – Library Needs

Additional KEY needs for expanded programs or capabilities expressed by younger residents (>40% extremely or very needed):

- Adult programs
- Young adult programs
- Conference & meeting space
- Individual quiet study/work space
- Quiet relaxation space

More than 60% of Users/Non-Users and Households With/Without Children expressed a need for **extended weekday and Saturday operating hours**

Large amount of support for VOP to fund & operate the library

Summary of Key Findings – Library Funding

KEY Findings – Library Funding
Large amount of support for VOP to fund & operate a public library (67% overall), with greater support from Users (76%) and Households with Children (78%)
43% of residents do <u>not</u> support a tax increase to fund the library, but a greater % support a tax increase at some level (57% support at least a \$0.01 increase and 31% support up to a \$0.01 increase)
Residents that expressed a greater need for expanded library capabilities (Ages 45-54) are more willing to pay a tax increase
% of residents who would contribute to a library capital campaign: • 21% - Up to \$50 • 23% - \$51 - \$100 • 15% - \$101 - \$500 • 4% - \$501 - \$1,000 • 2% - \$1,001 - \$5,000 • 1% - \$10,000+

Correlations of Findings With Prior Findings

Correlations of ETC Survey Findings with Prior Findings

- In February 2020, the Village obtained extensive public input on the Library Needs Assessment through four key means:
 1. Online Survey – 386 respondents
 2. Public Input Meetings – 115 residents attending
 3. Community Conversations – four 1 ½ hour meetings with 53 residents
 4. Personal Interviews – 26 personal interviews
- The ETC Survey and Online Survey results were similar in the following areas (Note: the Online Survey asked if respondents would be likely to use and the ETC Survey asked if there was a need for service expansion):
 - Greater than 30% disagreement ratings that the current library meets resident needs/has available space
 - KEY library needs expressed in both surveys: 1) Increased collection size; 2) Greater access to digital media; and 3) Expanded children's programs
 - Households with children and younger residents expressed a greater need for library services than older residents
 - Consistent support for a digital learning lab
 - Not a lot of resident support or need for art, music, & performance space or maker space

Correlations of ETC Survey Findings with Prior Findings

- The following library needs were rated higher in the ETC Survey:
 - Space for book clubs, lectures, & discussion groups
 - Individual quiet work/study space
 - Print, copy, & scan services
- The following library needs were rated lower in the ETC Survey:
 - Meeting/conference space
 - Retail co-location (coffee shop, etc.)
- Consistent themes from the ETC Survey and other public input methods:
 - Need for a larger collection, more digital media, and expanded children's programs
 - Desire for extended library operating hours
 - Limited need for maker space



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Village of Pinehurst

Library Services Needs Assessment Background Information

June 2020



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I. Purpose of Library Services Needs Assessment

The Village of Pinehurst (VOP) is performing an in-depth Library Services Needs Assessment to help understand community need and demand for public library services in Pinehurst. The needs assessment is being conducted with the help of Library IQ in four stages:

1. Review existing conditions and identify best practices,
2. Solicit broad community input,
3. Analyze needs assessment findings and formulate a recommendation, and
4. Prepare and deliver a written library services needs assessment report.

The Library Services Needs Assessment has three key objectives:

1. Identify what library services Pinehurst residents need, such as collection, technology, library programs & services etc.,
2. Determine if additional library space is needed to meet resident needs, and
3. Determine the level of investment the Village may need to make to meet resident needs for library services now and in the future.

II. Overview of the Given Memorial Library

The Given Memorial Library (GML) is a privately funded 501c(3) non-profit organization that provides free library services to Pinehurst residents. Incorporated in 1963 or before the Village municipal government was formed in 1980, GML was formed “to establish, own, operate and maintain a public library...and to own, maintain and operate a public museum.”

Currently, the Village of Pinehurst supports the GML with an annual \$150,000 contribution to augment private funding of library operations. This private funding structure is uncommon in NC, with most libraries that serve communities the size of Pinehurst publicly funded by the county or municipality.



Given Memorial Library, Pinehurst

Currently, the GML is privately operated and is not a part of a state-wide program that makes the combined resources of North Carolina's public libraries available to all people of the state through a shared catalog and a statewide library card. Membership to the State of NC library system provides resource sharing, cost savings, and collaborative collection development for public libraries in North Carolina.

GML is in the process of applying to be a part of the State of NC library system in order to provide Pinehurst residents with access to interlibrary loan materials in the future. A decision regarding GML's application should be available by July 1, 2020. Not being a part of this system currently limits resident access to collections that are not physically housed at GML.

Other libraries in Moore County that are members of the state-wide library system include: Moore County libraries operated by the Sandhills Regional Library System (SRLS); the Southern Pines Public Library; and the Katherine Boyd Library at Sandhills Community College.

Village of Pinehurst
Library Needs Assessment Background Information
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A. Given Memorial Library Facilities

The GML is located at 150 Cherokee Road in the Village Center and houses the operations of both the library and Tufts Archives. The original library building was constructed in 1963 and was expanded in 1975 to include the Tufts Archives.

The building contains 6,360 square feet (SF) on the first floor and 2,100 SF in the basement. Of the total 8,400 SF, 3,825 SF (46%) is allocated to the library and 4,575 SF (54%) is allocated to the Tufts Archives. The two functions (library and archives) also share 760 SF of space. The shared space includes 390 SF of restroom and office space, and 370 SF of collection space (Tin Whistles Room/Lobby to the Archives). 100% of the 2,100 SF basement is allocated to the Tufts Archives for storage of archive materials and supplies.

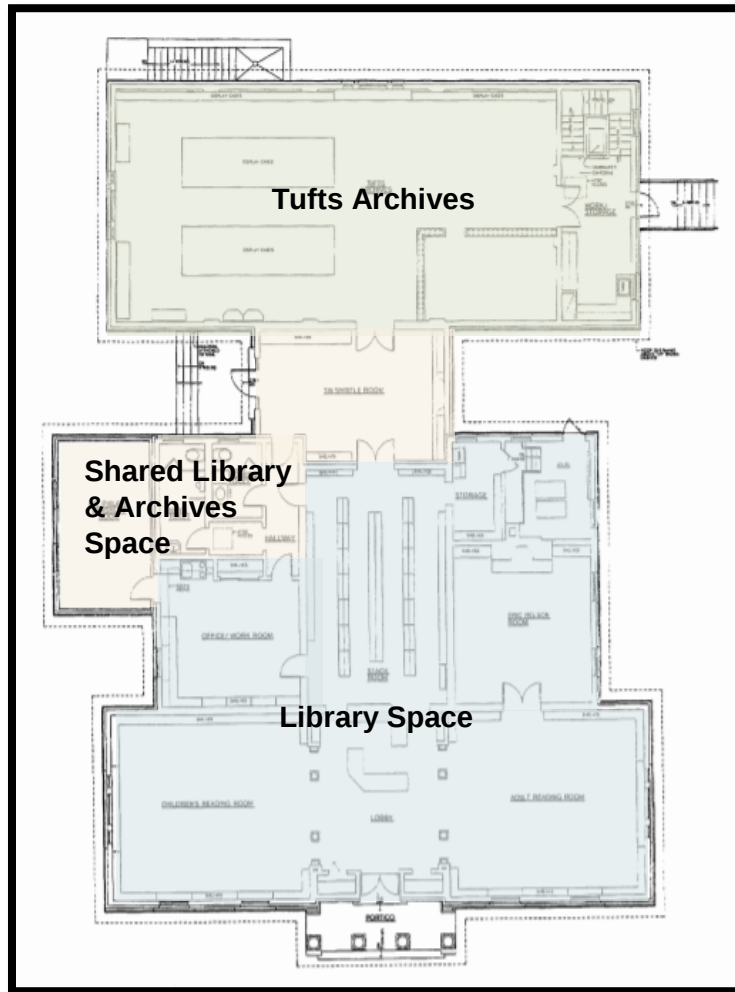
Use	Total SF	Library SF	Tufts Archives SF
Lobby/Circulation Area	292	292	
Children's Reading Room & Collection	575	575	
Adult Reading Room & Collection	575	575	
Stack Room/Collection	524	524	
Eric Nelson Room - NC Collection/Conference Room for 6	345	345	
Office/Work Room	294	294	
Storage/Utility Rooms	206	206	
Restrooms ¹	135	68	68
Office Space ¹	247	124	124
Tin Whistle Room - Large Print /Displays ¹	367	184	184
Hallways/Walls ²	640	640	
Tufts Archives	2,100		2,100
Subtotal 1st Floor	6,300	3,825	2,475
Basement Storage	2,100		2,100
TOTAL Square Footage (SF)	8,400	3,825	4,575
% of TOTAL Square Footage (SF)	100%	46%	54%

¹ Restrooms, office manager space, and the Tin Whistle Room are shared and allocated on a 50/50 basis.

² Total amount of SF not accounted for on floor plans includes hallways and walls.

Village of Pinehurst
Library Needs Assessment Background Information
June 2020

As the floor plan below indicates, the front of the GML building is dedicated to the library, the rear is dedicated to the Tufts Archives and shared space is in the middle of the building.



GML also operates the Given Book Shop (a used book store) in the old post office at 95 Cherokee Road. In this 4,420 SF building, space is allocated between the Given Book Shop (95%) and the independently operated Roast Office coffee shop (5%), as shown in the table below.

Use	TOTAL	Given Book Shop SF	Roast Office Coffee Shop SF
Used Books/Seating	3,640	3,440	200
Storage/Office Space	780	780	-
TOTAL SF	4,420	4,220	200
% of TOTAL SF	100%	95%	5%

Village of Pinehurst
Library Needs Assessment Background Information
June 2020

B. Operating Hours

Today, the Given Memorial Library is open 40 hours per week, as shown below.

Day of the Week	Operating Hours	Total # of Operating Hours/Week
Monday - Friday	9:30 am – 5:00 pm	37.5
Saturday	9:30 am – 12:00 pm	2.5
TOTAL		40

C. Staffing Levels

The GML and Tufts Archives are managed by a full-time Executive Director and utilize a combination of full-time (FT) staff, part-time (PT) staff, and volunteers to operate the GML, Tufts Archives, and Given Book Shop. The Executive Director and Office Manager oversee the entire operations of the GML, including the library, Tufts Archives, and Given Book Shop. The GML also employs one full-time equivalent (FTE) who acts as the manager of the Given Book Shop, programming director, and facilities manager. One employee, representing a 0.9 FTE is dedicated to fund development (i.e. fundraising) for the library. Three PT employees work in circulation, book processing, shelving and book repair. 12 dedicated volunteers support the library and eight dedicated volunteers support the Tufts Archives.

Position	# of FTEs	Library	Tufts Archives	Given Book Shop
FT Executive Director	1.0	X	X	X
FT Office Manager	1.0	X	X	X
FT Facilities Manager/Programming Director/Given Book Store Manager	1.0	X		X
PT Research/Archives Guide (1 staff)	0.4		X	
PT Fundraising/Events (1 staff)	0.9	X	X	
PT Circulation (3 PT staff)	1.0	X		
TOTAL FTEs	5.3			
TOTAL LIBRARY VOLUNTEERS	12	X		
TOTAL TUFTS ARCHIVES VOLUNTEERS	8		X	

D. Registered Cardholders

The Library has 7,986 total registered cardholders, 5,960 of whom are Village residents. This represents 39% of the total Pinehurst population of 17,100. Currently, GML does not track the frequency of library cardholder, or patron, use. The library adds an average of 48 new cardholders per month. Currently, 2,169 library patrons are from the Village of Pinehurst (78%), 535 are from other areas within Moore County (19%), and the remaining 3% are from outside of Moore County.

Village of Pinehurst
Library Needs Assessment Background Information
June 2020

E. Collection

The current GML collection size is approximately 15,520 items, or .9 per capita based on a population of 17,100. Library staff have taken steps to extend the collection beyond the building by participating in an eBook consortium in order to provide digital reading materials.

F. Visits and Circulation

The Library and Tufts Archives welcomed 35,558 visitors in 2019, an increase of 485 visits over 2018. In 2019, GML per capita visits were approximately 2.1 based on a population of 17,100.

In 2019, the Library circulated 43,887 physical items, or 2.6 items per capita based on a population of 17,100. Circulation of physical materials has declined each year, while digital circulation has increased, climbing from 14,632 eBook circulations in 2018 to 16,302 in 2019.

G. Technology

The GML provides one computer at the library with standard software that is available for public use. Residents can print documents (black & white and color) for a charge of \$.25/page. GML provides fax services for a minimal fee that is most often used by residents to fax government and medical documents.

H. Programs

The GML offers several regularly scheduled programs for both children and adults.

Children's Programs

Children's programming at the GML building occurs in the 575 square feet (SF) Children's Room located at the front of the building. Regular children's programs include:

1. Story Time – Volunteers read books, followed by a simple craft for children ages 0-5 years old each week. On average, 10-15 children and their parents attend weekly story times in the Children's Room.
2. Saturday Kids Program – Staff lead a monthly program for children and parents to participate in activities, crafts, and experiments located at stations throughout the library. Participation can vary widely from 10 to 60 children and their parents each month.
3. Summer Camp – Staff lead a ½ day camp for 2nd – 5th graders that is offered twice in the summer months. Maximum participation is approximately 12 students per week, or 24 students in total. Summer Camps utilize the entire library and nearby outdoor space.
4. Babies, Songs, and Read-Alongs – Volunteer moms lead children ages 0-3 in stories, music, and movement twice a month. This program is held in the Children's Room and can sometimes attract up to 50 participants, including children and their parents.



Children's Room, Given Memorial Library

Village of Pinehurst

Library Needs Assessment Background Information

June 2020

Adult Programs

Regular adult programming occurs in the 575 SF Adult Reading Room, the 345 SF Eric Nelson Room, and the Given Bookshop (rolling bookcases are relocated, as needed). Other adult programs are associated with fundraising events that are held at various times throughout the year and at various locations. Regular adult programs provided by GML include:

1. Adult Story Time – Library staff read short stories aloud to approximately 6 adults every other month and meet in the Eric Nelson Room.
2. Gathering at the Given – A monthly outside speaker series is organized by library staff and held in the Adult Reading Room, which attracts on average 30 residents.
3. Workshops – Quarterly evening programs such as crafts and wine tastings are organized and facilitated by library staff. These events are held at the Given Book Shop, with an average of 15-30 participants each quarter.

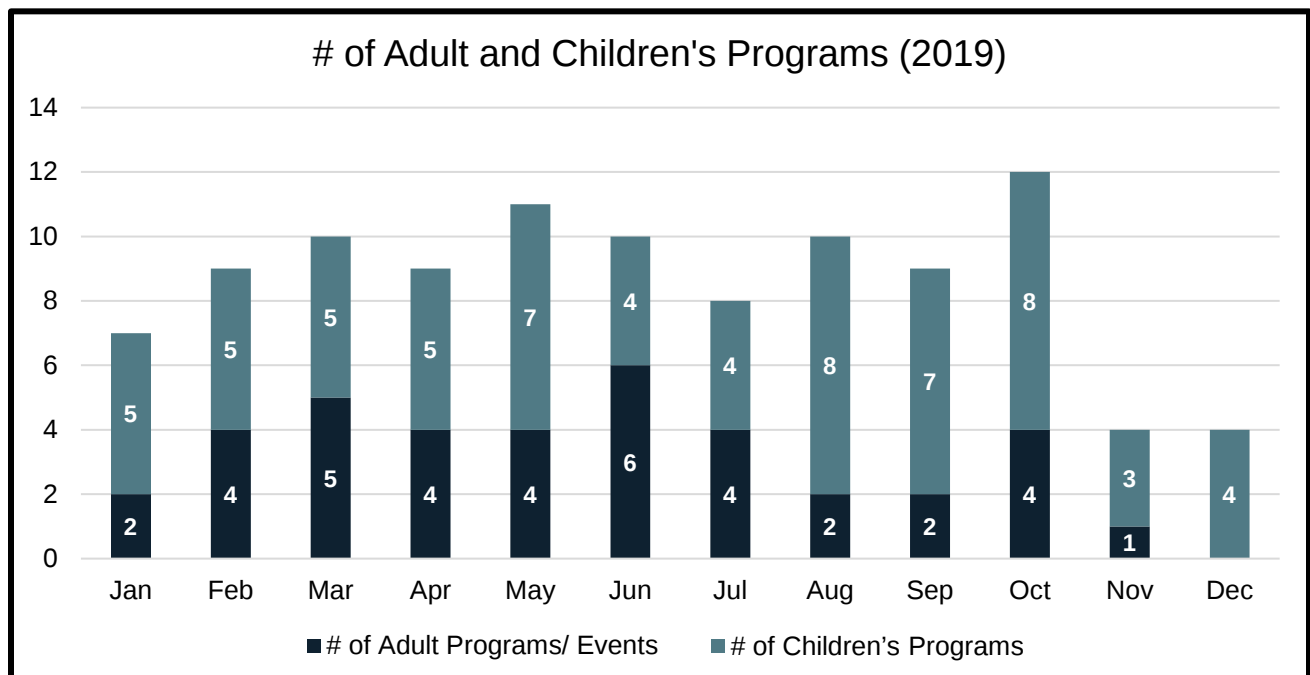


Eric Nelson Room, Given Memorial Library

In addition to these adult programs, there is one book club and one discussion group that assemble at the library approximately 9 times a year:

- Given Book Club – Volunteers lead a group of 10-12 residents who meet in the Eric Nelson Room to discuss books the group is reading.
- Men's Discussion Group – Volunteers lead a group of 6-10 residents who meet in the Eric Nelson Room to discuss topics of interest.

The total number of adult and children's programs provided by GML in 2019, excluding the book club and discussion group, is shown below. Source: [GML Online Calendar](#)



Village of Pinehurst
Library Needs Assessment Background Information
June 2020

I. Other Library Services

Other free services the Library offers to the public include: free notary services, ticket sales to local cultural events, and online test proctors for students.

J. Current Budget & Funding Sources

The financial operations of the GML, the Tufts Archives, and the Given Book Shop are reported under one umbrella. Previous attempts to allocate specific revenues and expenses to these three different functions have proved cumbersome and may not be reflective of the true cost if the three functions were operated separately.

The primary sources of revenue for all three of the GML operations (library, archives, and book shop) on average over the last four years include private fundraising efforts (36%), private contributions and grants (20%), and an annual contribution from the Village of Pinehurst (19%). The largest expenses for all of the GML operations is salaries and benefits, which accounts for 54% of total expenses on average over the last four years. The next largest expenses are for general operating expenses (14%) and rent and utilities (13%). Direct fundraising expenses account for approximately 10% of total expenses.

All GML operations (library, archives, and book shop) also rely on approximately \$41,000 (8%) in interest and dividend income from its roughly \$2 million endowment that is invested in stocks and options.

A review of the most recent four years of tax returns filed by GML that were prepared by an independent certified public accountant (CPA) indicate the following revenues and expenses for the library, Tufts Archives, and Given Book Shop combined:

	2018	2017	2016	2015	4 Year Avg	4 Year Avg %
Revenues:						
VOP Contributions	\$100,000	\$100,000	\$100,000	\$140,000	\$110,000	18.5%
Contributions/Grants	147,870	33,616	185,396	106,424	118,327	19.9%
Program Revenue ¹	102,836	104,244	103,703	94,310	101,273	18.1%
Investment Income	57,583	52,894	13,750	54,865	44,773	7.5%
Fundraising & Other Revenue	270,401	286,058	102,366	197,548	214,093	36.0%
TOTAL REVENUES	\$678,690	\$576,812	\$505,215	\$593,147	\$588,466	100%
Expenses:						
Salaries & Benefits	\$344,895	\$370,275	\$360,279	\$287,768	\$340,804	53.8%
Fundraising Expenses	66,039	65,357	48,748	67,084	61,807	9.8%
Rent & Utilities	84,941	82,769	83,271	76,041	81,756	12.9%
Books, Magazines, & Photos	32,590	33,605	32,121	29,380	31,924	5.0%
Other Expenses	77,556	71,745	112,341	105,819	91,865	14.5%
Depreciation ²	22,476	23,268	28,356	26,183	25,071	4.0%
TOTAL EXPENSES	\$628,497	\$647,019	\$665,116	\$592,275	\$633,227	100%
REVENUES OVER (UNDER) EXPENSES	\$50,193	(\$70,207)	(\$159,901)	\$872	\$(44,761)	

¹ Program revenue includes primarily proceeds from the sale of books, photos, and merchandise.

² Depreciation is a non-cash expense.

Village of Pinehurst
Library Needs Assessment Background Information
June 2020

The following table indicates the GML's cash and investment balances at year end, as reported on their annual tax returns.

Year	Cash Balance	Endowment Balance	Total Cash & Investments	Cash Basis Expenses ¹	Cash as a % of Expenses
2015	\$115,129	\$2,000,868	\$2,115,997	\$566,092	20%
2016	\$77,125	\$1,957,853	\$2,034,978	\$636,760	12%
2017	\$97,041	\$2,012,667	\$2,109,708	\$623,751	16%
2018	\$117,317	\$2,036,704	\$2,154,021	\$606,021	19%
4-Year Average	\$92,381	\$2,041,831	\$2,134,212	\$608,156	15%

¹ Cash basis expenses exclude depreciation.

GML currently leases the old post office for the Given Book Shop under an annual operating lease that extends until July 2024, with annual rent payments of \$51,804 in 2018. A portion of this lease expense is recovered through a sublease agreement for the Roast Office that also extends to July 2024. This sublease currently generates \$14,400 in annual rental income for GML. Therefore, the net annual cost to lease the old post office is approximately \$37,400.

K. Previous Library Expansion Plans

In 2013, the Pinehurst Village Council entered into an agreement with GML to support the Great Expectations fundraising campaign to raise money for the expansion of the GML building in the existing location. Under the terms of this agreement, the Village agreed to fund \$1 million toward the design or construction of an expansion of the building if the GML was able to raise \$3.5 million for the expansion. From 2013 to 2018, the Village made its \$1 million contribution incrementally, placing funds in an escrow account each year.

The Village's original 2013 agreement with the GML stipulated the library would have until 2018 to raise the agreed upon amount through fundraising efforts. This deadline was extended to 2019 in an amendment to the original agreement that was executed by both parties in 2015.

Under the terms of both the original and revised agreements, the \$1 million Village contribution would revert to the Village of Pinehurst if GML was not able to meet its fundraising commitment of \$3.5 million. Due to GML's inability to raise the agreed amount of donations, the \$1 million previously placed in escrow was returned to the Village in 2019. According to library representatives, GML ceased fundraising efforts when they became concerned about the potential negative impact of the planned expansion on the Village's Historic Landmark Status.

Upon return of the \$1 million Village contribution, the GML Board of Directors requested the Village Council "designate" or set aside the \$1 million returned for a future library capital investment. The Village Council at that time decided to leave the \$1 million undesignated, or available for any municipal use.

L. Restrictions on Library Building, Land, and Assets

The .43 acre site that houses the library and Tufts Archives was donated to the GML by Pinehurst, Incorporated in December 1963. In 1964, the iconic building on the Village Green was constructed using the generous gifts of Sarah Given Larson and Richard S. Tufts. In 1974, Pinehurst, Incorporated donated additional land, or another 0.2 acres, that extended the library's site to the east, south, and west. In 1975, the Tufts Archives wing of the building was added to house, display, and preserve relics important to the history of Pinehurst. Today, the Given Memorial Library building sits on a combined total of 0.63 acres.

The two deeds that originally transferred the property to the Given Memorial Library indicate that should the land cease to be used for library purposes, title to the property shall revert to the Pinehurst Resort. In the event the .2 acre parcel reverts to Pinehurst Resort, the property deed restricts its use to being a part of the Village Green.

In addition, the GML Articles of Incorporation indicate "in the event of the dissolution of the corporation all its assets shall be distributed equally to and among churches located in Pinehurst, North Carolina."

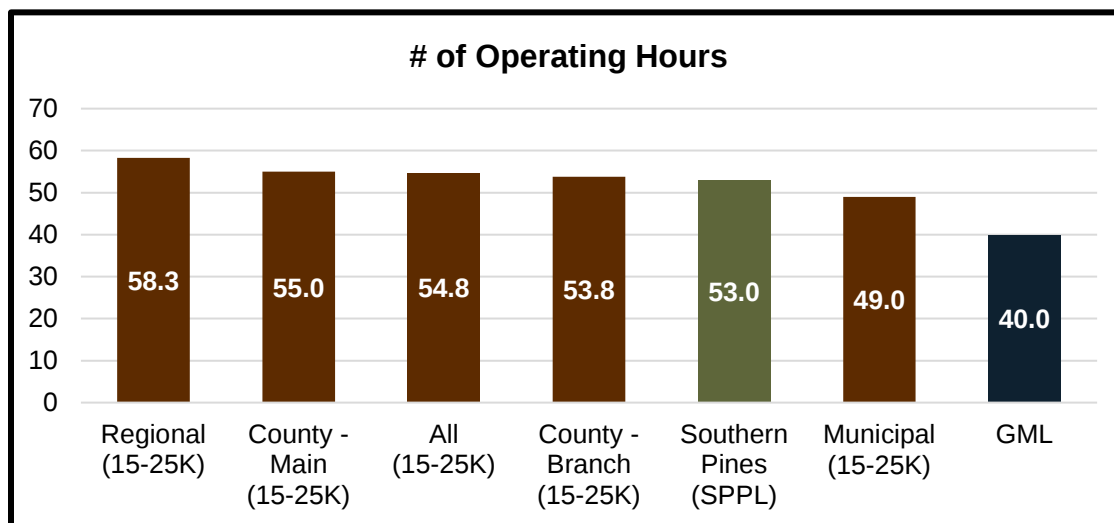
III. Benchmark Comparisons/Best Practices

To ensure high quality services in all service areas, the Village of Pinehurst regularly benchmarks its performance with comparative data and looks for best practices to implement. Using recognized library standards, benchmark comparisons, and best practices provided by the State Library of NC may help provide context for GML services, facilities, and financial data and information.

A. Benchmark Comparisons - Services

Operating Hours

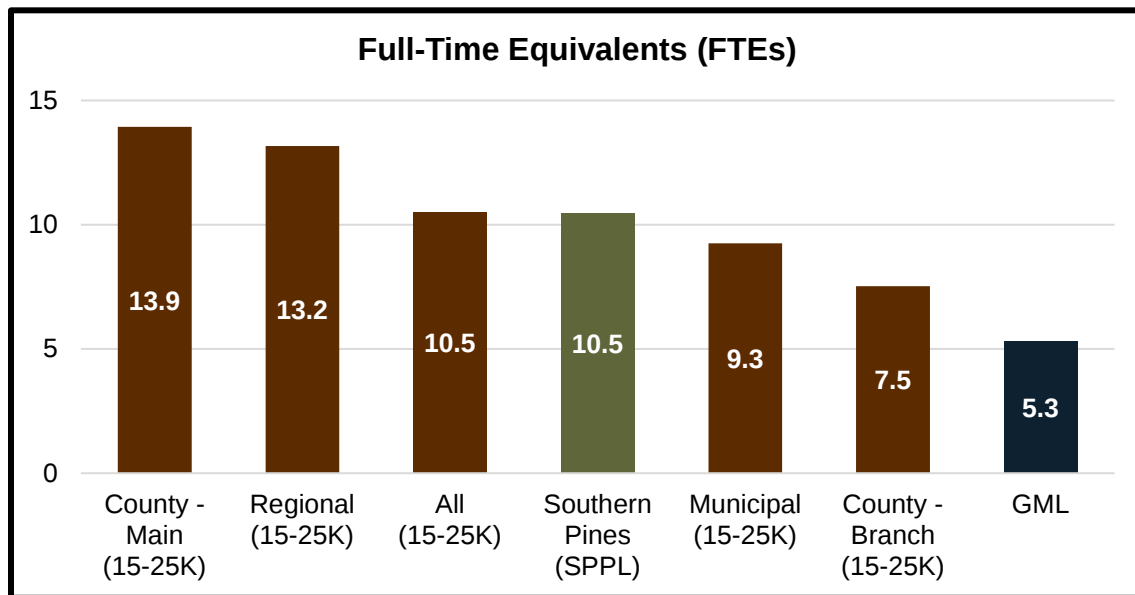
Operating hours provide an indication of library accessibility to the public. The GML is currently open to the public 40 hours per week. A comparison of GML operating hours to other public libraries in NC towns with a population of 15,000 – 25,000 and the Town of Southern Pines Public Library (SPPL) is shown below. Source: [Library Directory, State Library of NC](#)



Village of Pinehurst
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June 2020

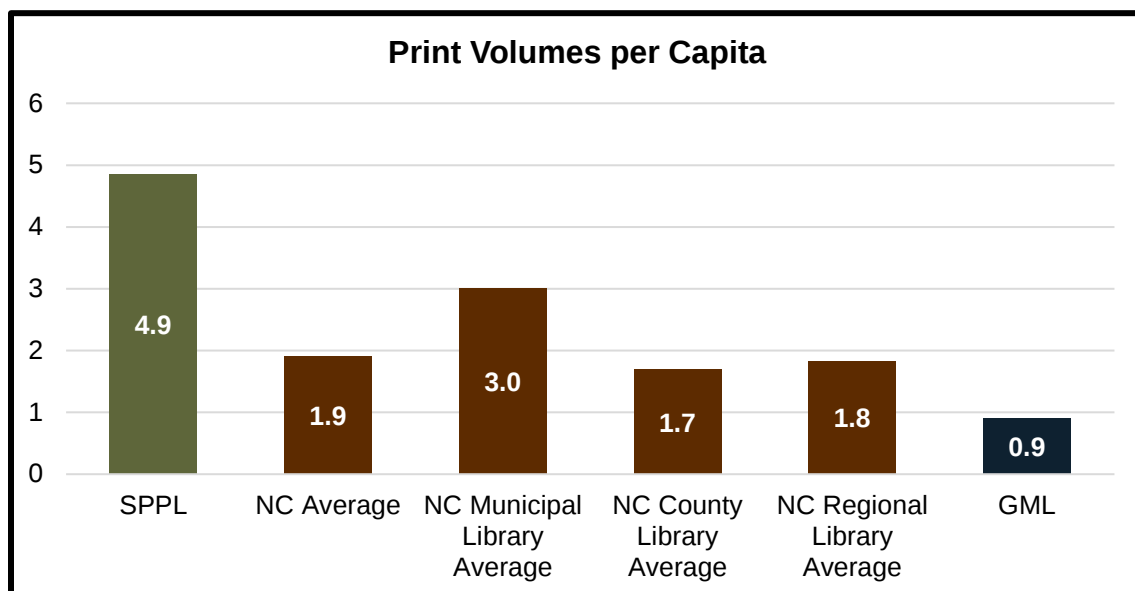
Staffing Levels

Staffing levels provide an indication of human resources available to provide library services and programs to the public. The GML currently employs 5.3 full-time equivalents (FTEs). A comparison of GML FTEs per capita to public libraries in NC towns with populations of 15,000 – 25,000 and the Town of Southern Pines Public Library (SPPL) is shown below. Source: [Library Directory, State Library of NC](#)



Collection

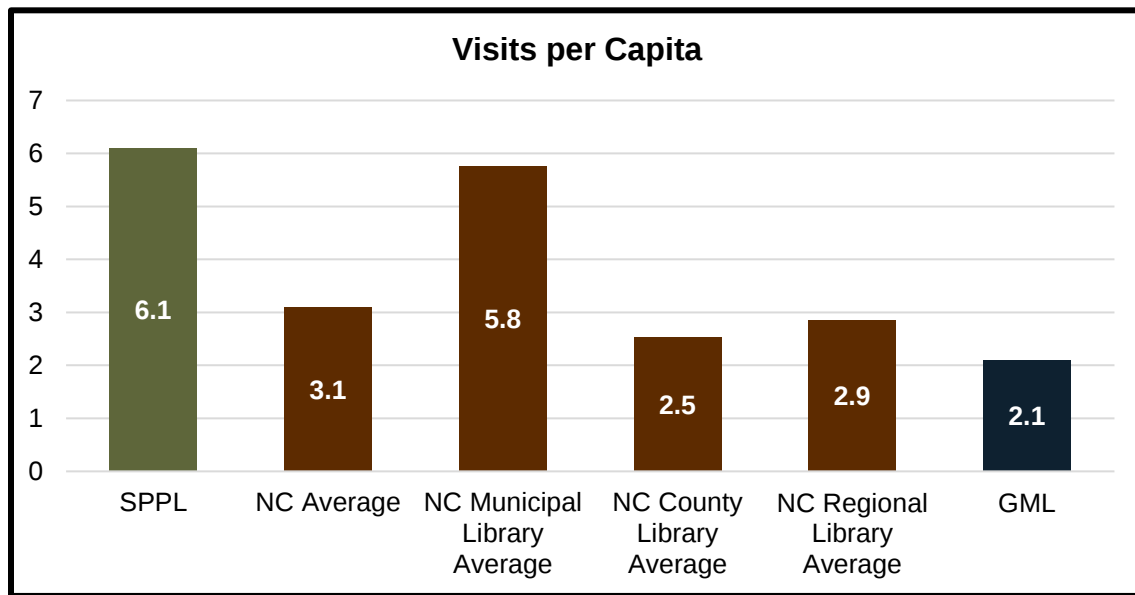
Collection size provides an indication of access to materials at the library. The GML's current print book collection size is approximately 15,520 items, or .9 per capita (or per resident). A comparison of GML print volumes per capita to the averages of NC public libraries and the Town of Southern Pines Public Library (SPPL) is shown below. Source: [Fiscal Year 2019 Statistical Report of North Carolina Public Libraries](#), State of NC Library



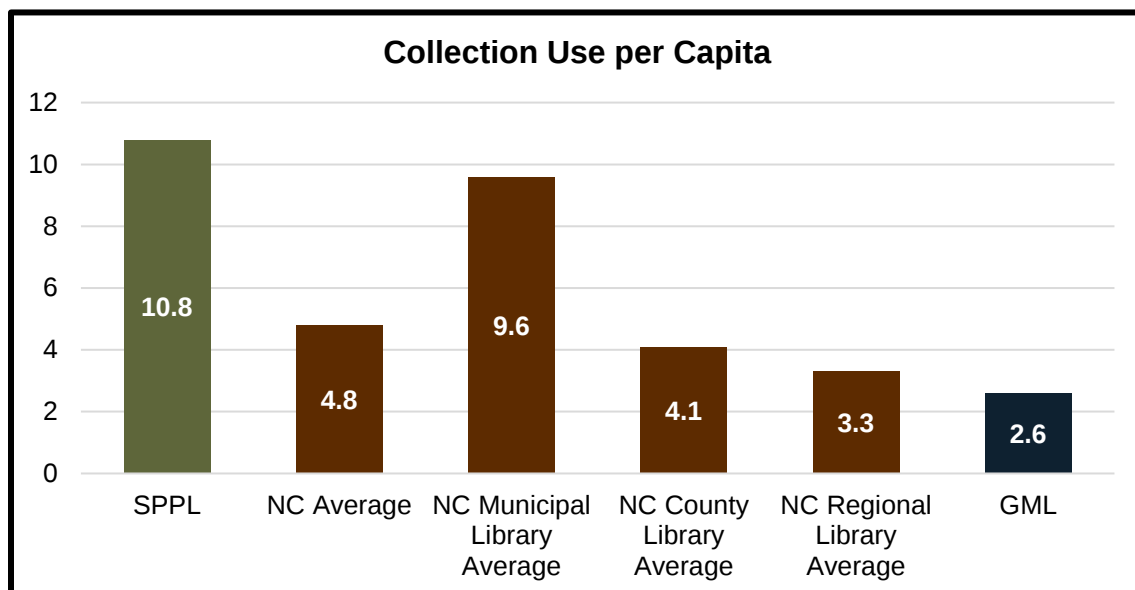
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Visits and Circulation

Visits provide an indication of how often residents visit a library. In 2019, GML visits to both the library and Tufts Archives per capita were approximately 2.1. A comparison of GML visits per capita to the averages of NC public libraries and the Town of Southern Pines Public Library (SPPL) is shown below. Source: [Fiscal Year 2019 Statistical Report of North Carolina Public Libraries](#), State of NC Library

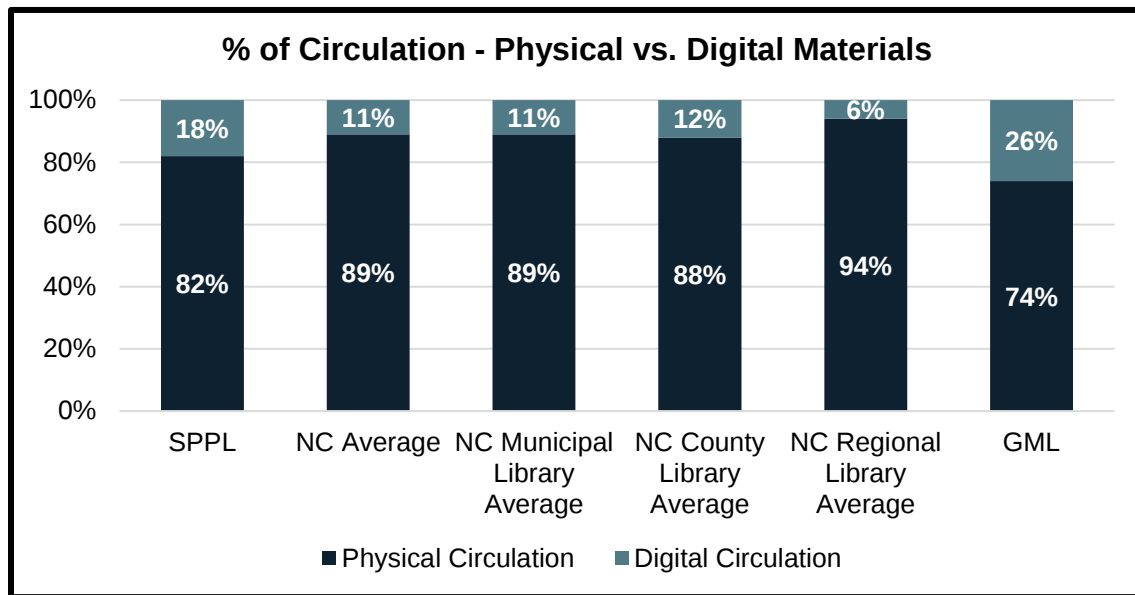


Collection use provides an indication of how frequently residents are checking out materials from the library. In 2019, GML's collection use per capita was 2.6. A comparison of GML collection use per capita to the averages of NC public libraries and the Town of Southern Pines Public Library (SPPL) is shown below. Source: [Fiscal Year 2019 Statistical Report of North Carolina Public Libraries](#), State of NC Library

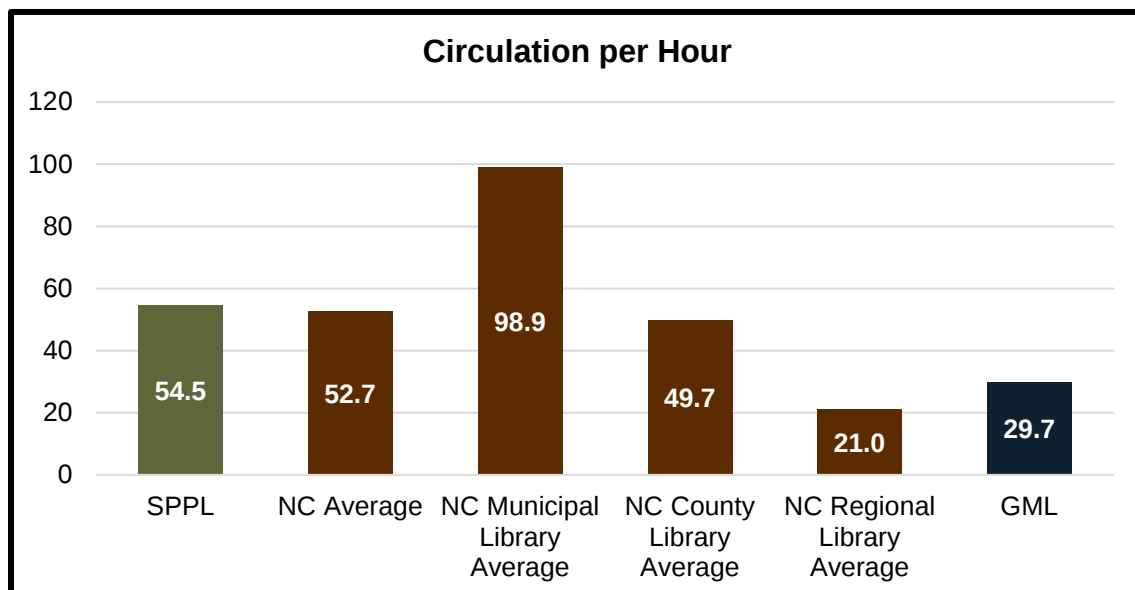


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In 2019, GML's total circulation was broken down between print (or physical) materials (79%) and digital materials (21%). A comparison of the breakdown between physical and digital materials circulation to the averages of NC public libraries and the Town of Southern Pines Public Library (SPPL) is shown below. Source: [Fiscal Year 2019 Statistical Report of North Carolina Public Libraries](#), State of NC Library



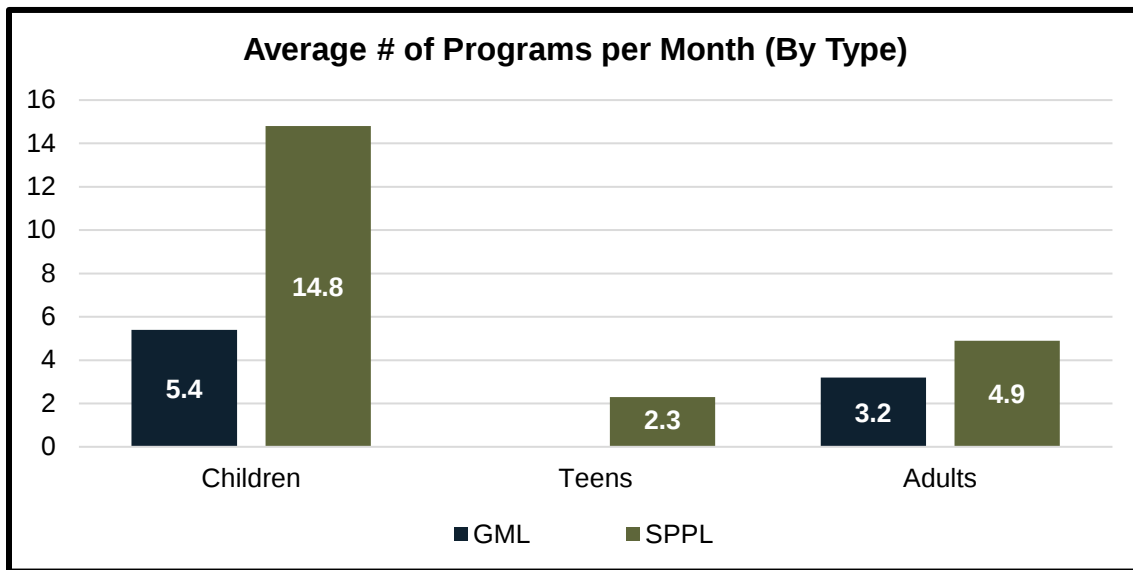
In 2019, GML circulated a total of 61,805 items (45,764 books and 16,041 eBooks), or a total of 29.7 materials per operating hour. A comparison of GML circulation per hour to the averages of NC public libraries and the Town of Southern Pines Public Library (SPPL) is shown below. Source: [Fiscal Year 2019 Statistical Report of North Carolina Public Libraries](#), State of NC Library



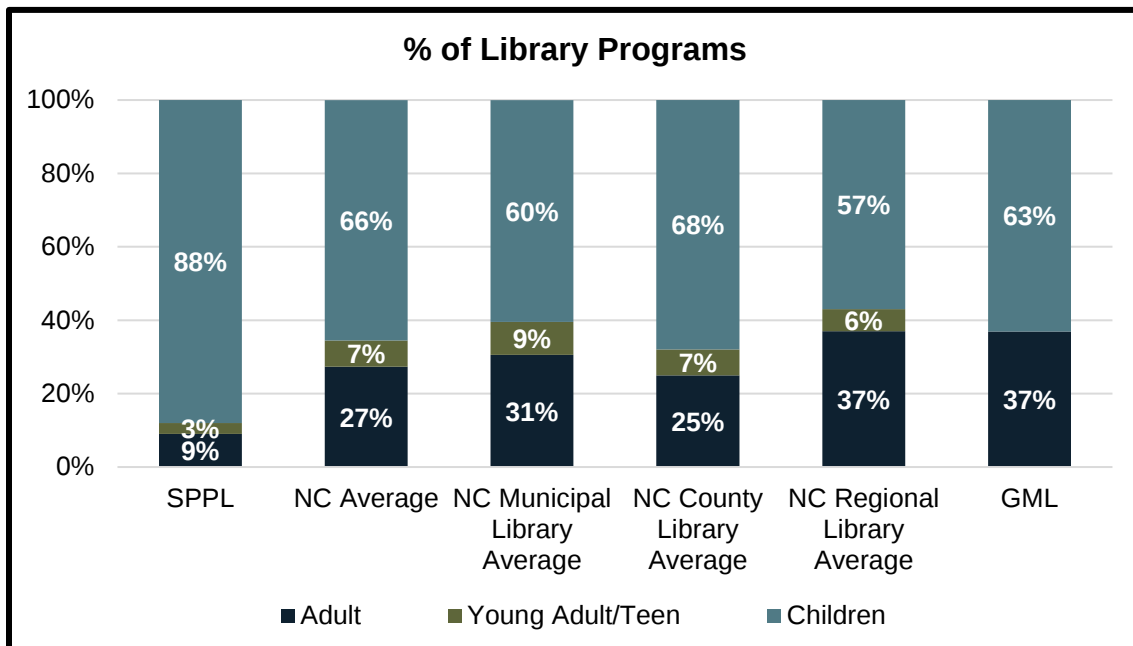
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Programs

The number of programs offered provides an indication of the availability of library programs. In 2019, GML held an average of 5.4 children's programs and 3.2 adult programs per month. A comparison of GML programs by type to the Town of Southern Pines Public Library (SPPL) is shown below. GML does not offer programming specifically for teens. Source: [GML Online Calendar](#) and [Southern Pines Public Library \(SPPL\) Online Calendar](#)

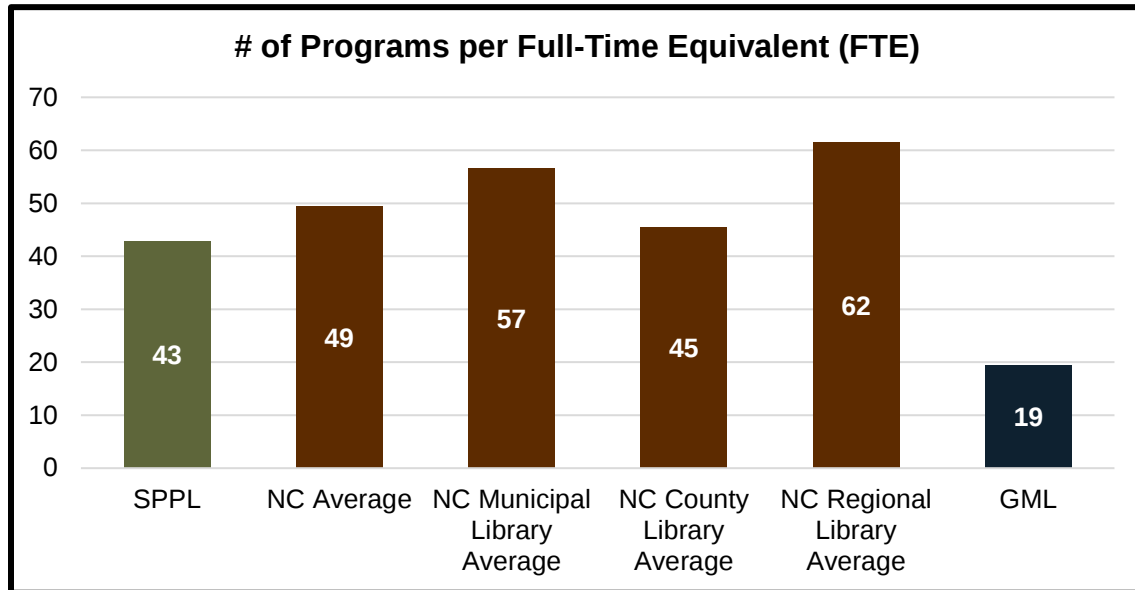


A comparison of the % of library programs GML holds for adults, young adults/teens, and children in 2019 compared to the averages of NC public libraries and the Town of Southern Pines Public Library (SPPL) is shown below. Source: [Fiscal Year 2019 Statistical Report of North Carolina Public Libraries](#), State of NC Library



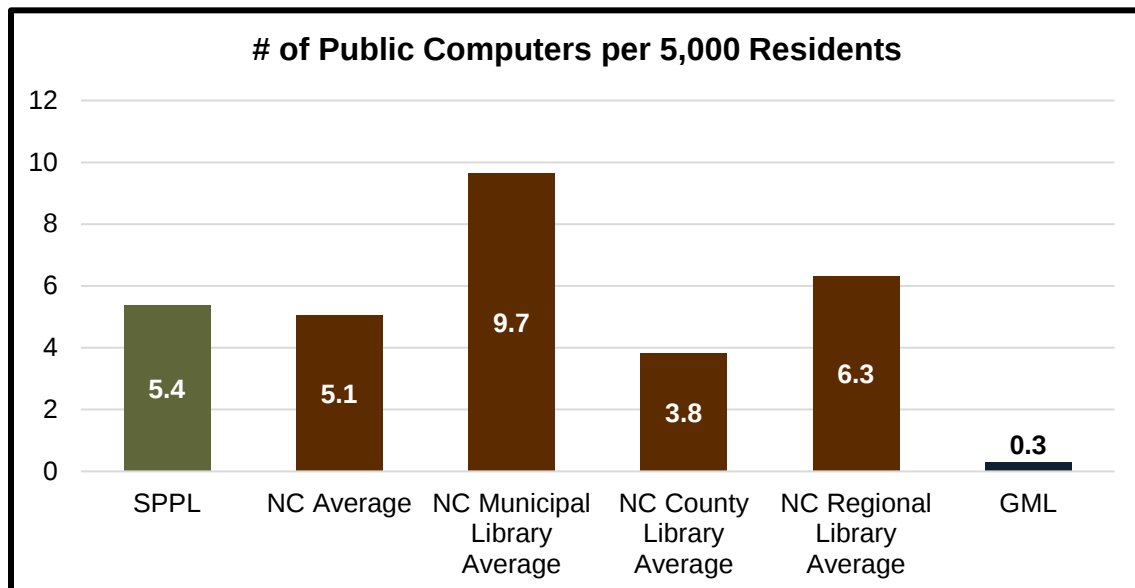
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In 2019, GML provided 19 programs per full-time equivalent (FTE). A comparison of the number of programs offered per full-time equivalent (FTE) at the GML to the averages of other NC public libraries and the Town of Southern Pines Public Library (SPPL) is shown below. Source: [Fiscal Year 2019 Statistical Report of North Carolina Public Libraries](#), State of NC Library



Technology

The number of public computers provide an indication of public access to technology in a library. GML has one computer available for public use, or 0.3 per 5,000 residents. A comparison of the number of public computers available at GML per 5,000 resident population to the averages of NC public libraries and the Town of Southern Pines Public Library (SPPL) is shown below. Source: [Fiscal Year 2019 Statistical Report of North Carolina Public Libraries](#), State of NC Library



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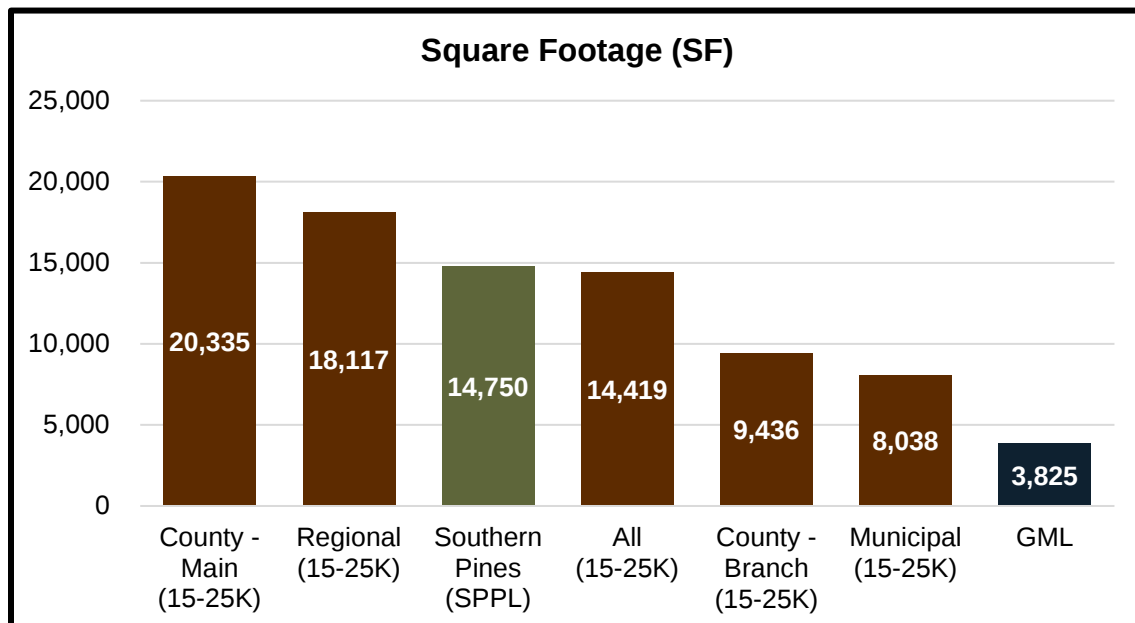
B. Benchmark Comparisons – Facilities

Currently, the privately operated GML serves a Pinehurst resident population of approximately 17,100. According to the State Library of NC, the vast majority of towns between 15,000 and 25,000 in population (75%) are served by county libraries, as shown below. Source: [Library Directory, State Library of NC](#)

Library Type	# of Towns With Population 15,000 – 25,000	% of Towns With Population 15,000 – 25,000
Municipal	1	4%
County - Branch	10	44%
County - Main	7	31%
Regional	4	17%
NONE	1	4%
TOTAL	23	100%

County libraries operated in Moore County are a part of the Sandhills Regional Library System (SRLS). The SRLS operates public libraries in the following Moore County towns: Aberdeen, Carthage, Pinebluff, Robbins, and Vass. The SRLS serves a total of five counties: Anson, Hoke, Montgomery, Moore, and Richmond. As shown in the table above, 17% of libraries serving NC towns between 15,000 and 25,000 in population are served by regional libraries and only 4% are served by an incorporated municipality. The Town of Southern Pines, which serves a population of 14,220, operates the Southern Pines Public Library (SPPL) and Sandhills Community College operates the Katherine Boyd Library, also in Southern Pines.

GML has a total of 3,825 square feet (SF) of library space. A comparison of the square footage of public libraries in NC towns with populations of 15,000 – 25,000 and the Town of Southern Pines Public Library (SPPL) is shown below. Source: [Library Directory, State Library of NC](#)



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Pinehurst residents who want full access to the collection and services of the SPPL in Southern Pines pay a non-resident fee of \$60/year or can obtain a limited access card for juvenile and young adult collection and services for \$20/year. Access to public libraries operated by the SRLS and Sandhills Community College are free for Pinehurst residents.

Pinehurst is not the only southern Moore Co. town trying to meet the library needs of a growing community. Currently, the Friends of the Aberdeen Library are raising funds and moving forward with plans to construct a new library in Aberdeen to supplement the 960 SF Page Memorial Library (operated by the SRLS) to serve its 7,860 residents. Upon construction of the planned 10,000 – 12,000 SF library, the Friends of the Aberdeen Library intend to donate the building and property to the Town of Aberdeen to operate as a municipal library.



Page Memorial Library, Aberdeen



Southern Pines Public Library

The Town of Southern Pines also recently expanded its library offerings with the addition of a 24/7 self-service kiosk at Fire Station 2 in Whispering Pines to better serve the expanding population areas along Southern Pines' northeastern boundary. The self-service kiosk supplements services provided at the 14,750 SF library located in downtown Southern Pines that serves a resident population of approximately 14,220.

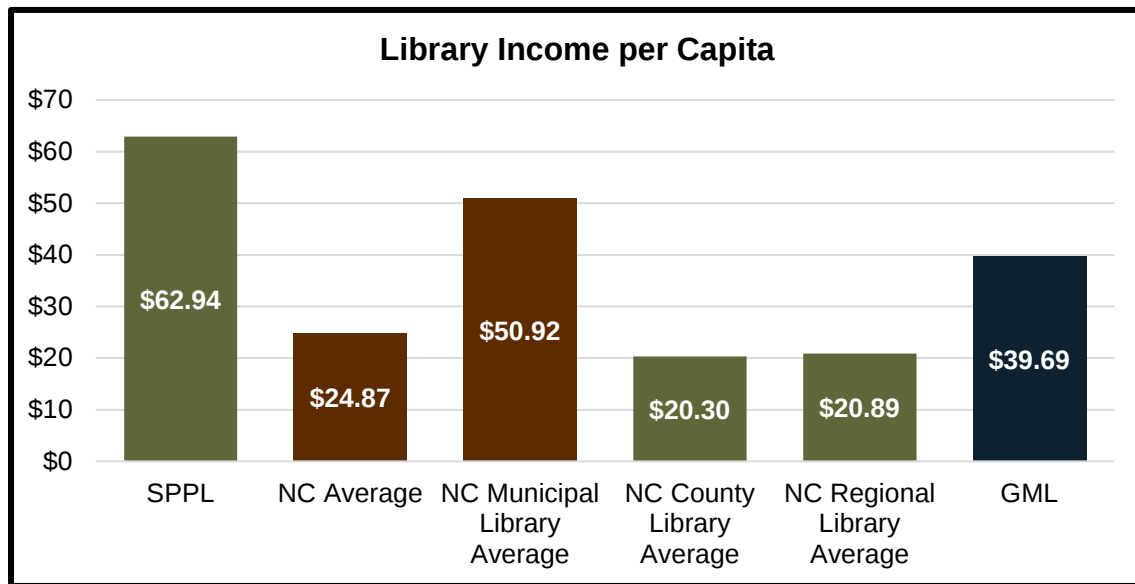
Square footage (SF) per capita is an indication of how much library space is available per resident of the community. The 2020 population in the Tri-cities area of Pinehurst, Southern Pines, and Aberdeen is approximately 39,180. Total library square footage and the square footage (SF) per capita in the Tri-Cities area is broken down between the three towns in the table below. Sources: [Population Estimates](#), NC State Demographer and [Library Directory](#), State Library of NC

Town	SF of Library Space	2020 Population	2020 SF Per Capita
Aberdeen	960	7,860	0.122
Pinehurst	3,825	17,100	0.224
Southern Pines	14,750	14,220	1.037
TOTAL	19,535	39,180	0.499

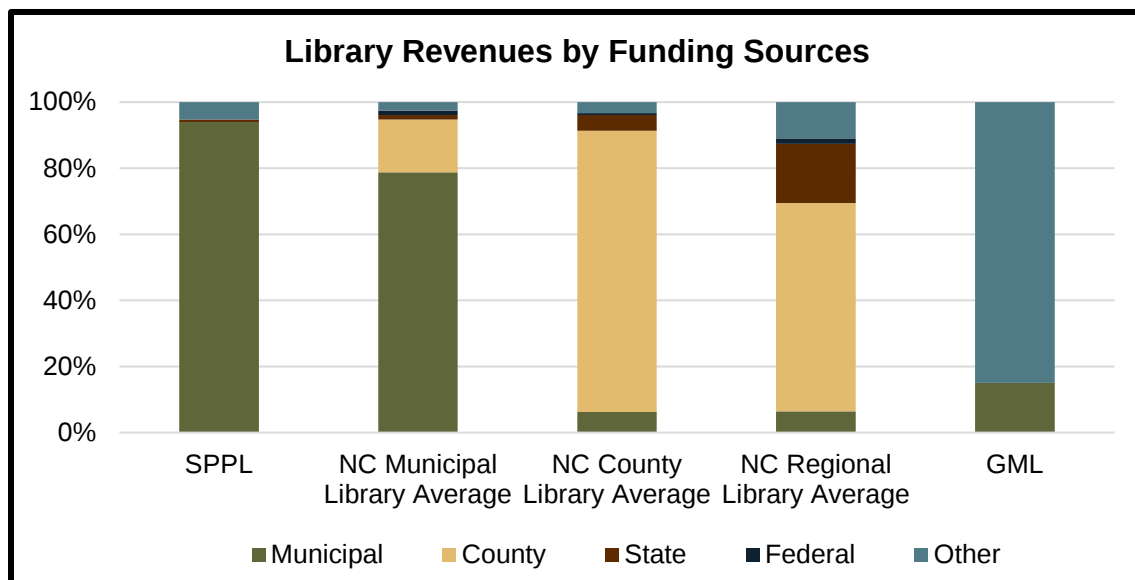
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C. Benchmark Comparisons – Financial Information

Income per capita provides an indication of the amount of funding allocated to meet resident library needs. In 2019, GML's per capita library income was \$39.69. A comparison of GML's income per capita to the averages of NC public libraries and the Town of Southern Pines Public Library (SPPL) are shown below. Source: [Fiscal Year 2019 Statistical Report of North Carolina Public Libraries](#), State of NC Library

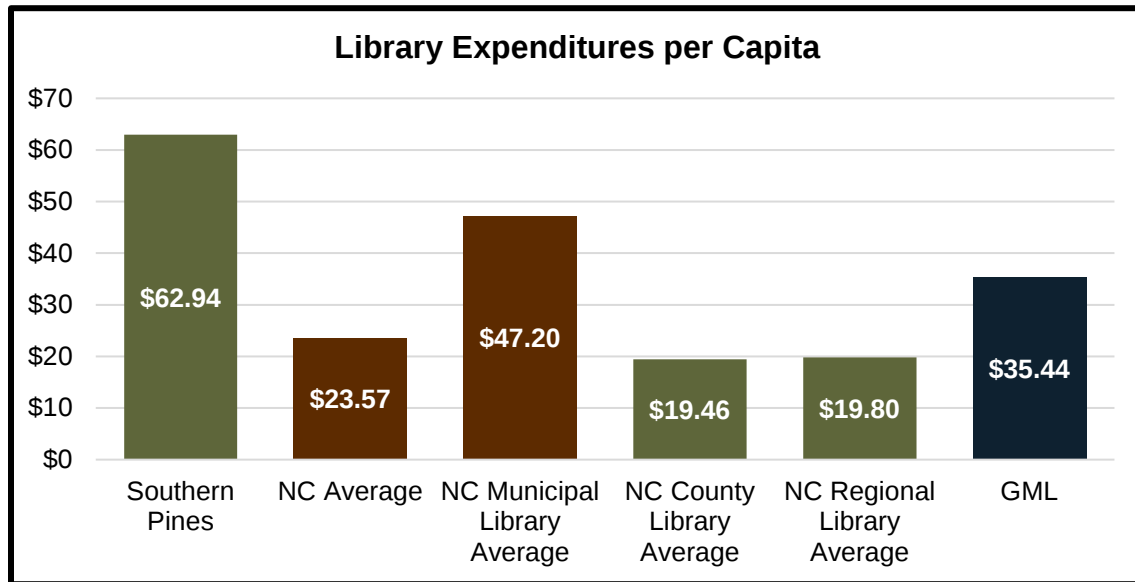


In 2018, 85% of GML funding was private and 15% came from the Village of Pinehurst. A comparison of GML's funding sources to the averages of NC public libraries and the Town of Southern Pines Public Library (SPPL) are shown below. Of the 12 municipal libraries in NC, eight (67%) receive some level of funding from the county to support operations. The Town of Southern Pines Public Library (SPPL) does not receive funding from Moore County. Source: [Fiscal Year 2019 Statistical Report of North Carolina Public Libraries](#), State of NC Library



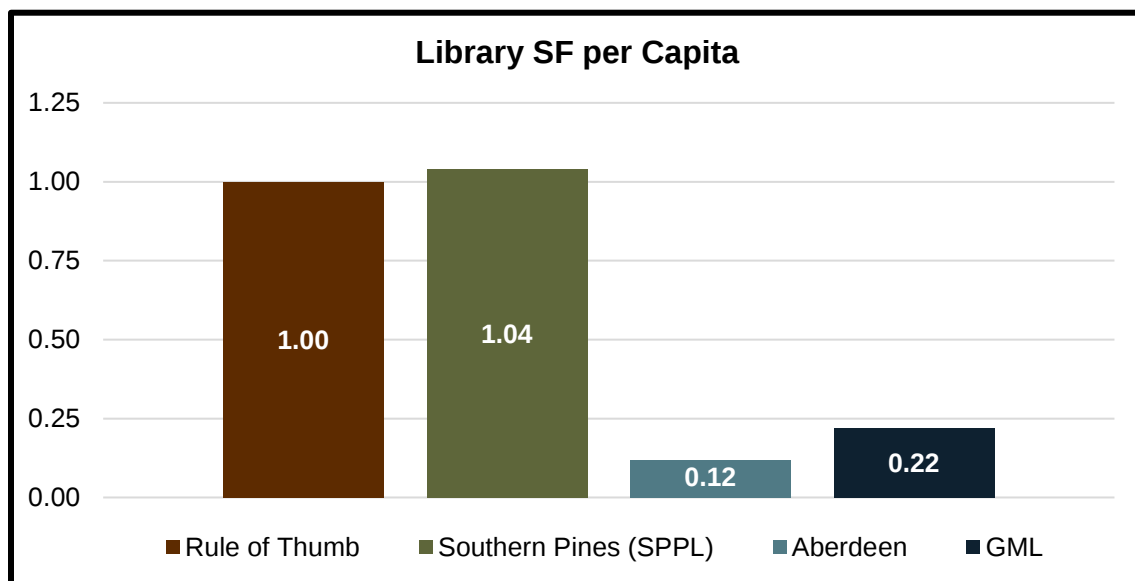
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Expenditures per capita provides an indication of the amount of library spending to meet resident library needs. GML spent \$35.44 per resident in 2019. A comparison of GML's expenditures per capita to the averages of NC public libraries and the Town of Southern Pines Public Library (SPPL) are shown below. Source: [Fiscal Year 2019 Statistical Report of North Carolina Public Libraries](#), State of NC Library



D. Public Library Standards & Best Practices

According to the Public Library Statistics Cooperative, some states such as Louisiana and Delaware specify 1.0 square foot (SF) per capita as a state standard (or recommendation) for public libraries. Some states have standards less than 1.0 SF per capita, while others have standards that exceed 1.0 SF per capita. NC does not have a SF per capita standard. A general “rule of thumb”, given the difference in standards across the US, is for libraries to have 1.0 SF of space per capita. SF of existing library facilities in the combined Tri-Cities area, relative to the “rule of thumb” is shown below.

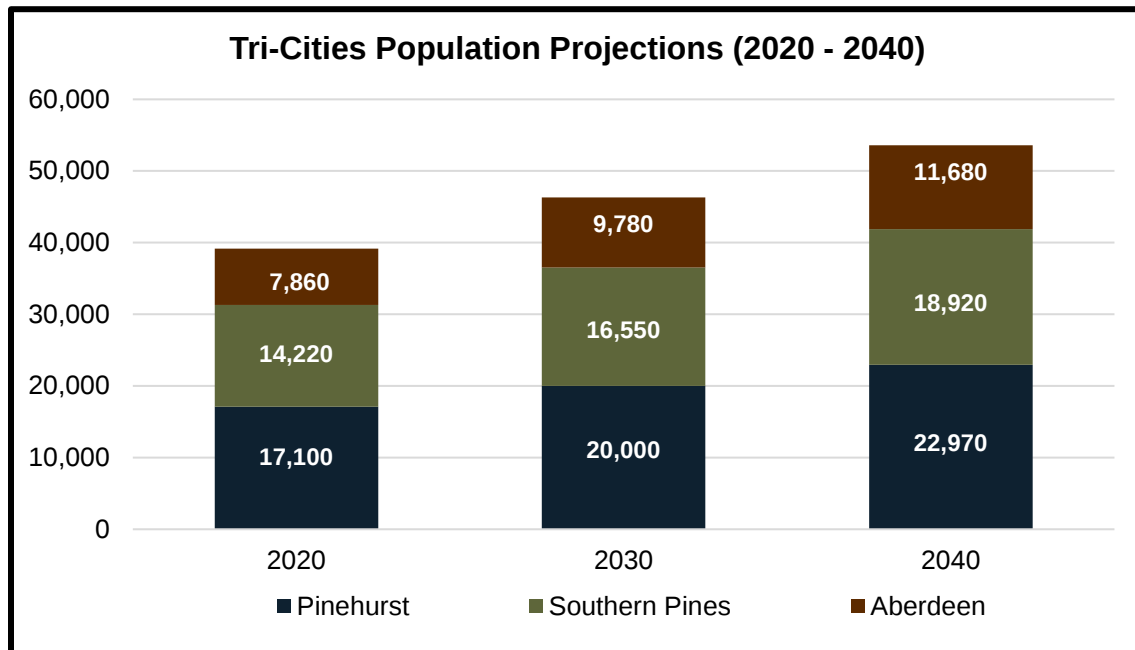


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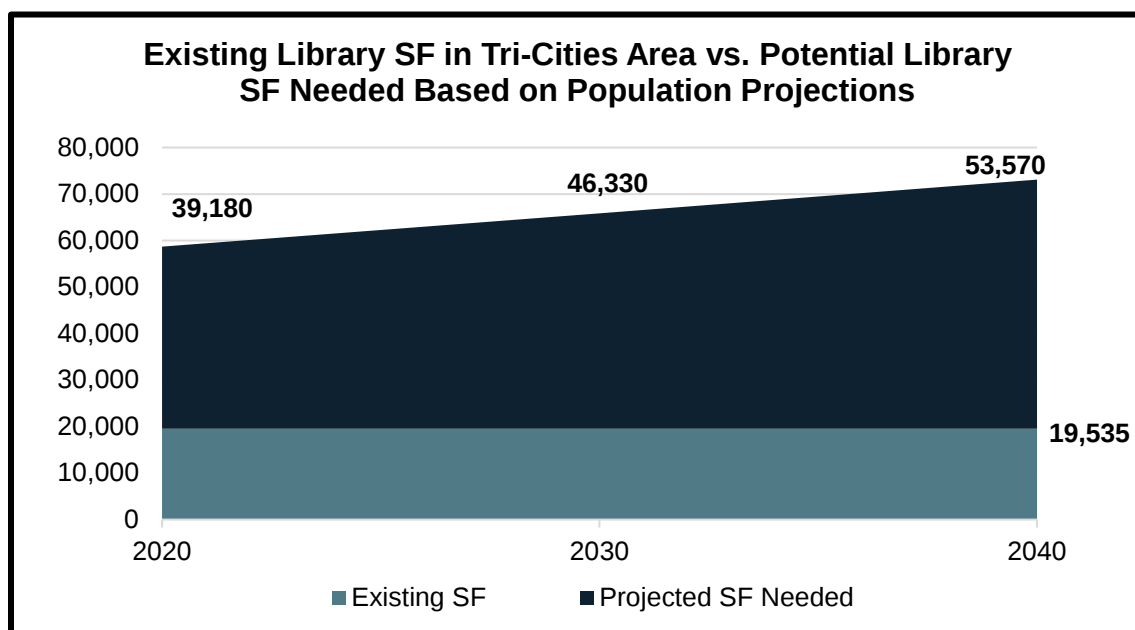
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A best practice when considering new or expanded library facilities is to project population growth 20 years into the future. Using trend analysis based on historical US Census data, population in the Tri-Cities area could reach approximately 53,500 in 20 years from now, or in 2040. These projections may look differently after the results of the 2020 Census become available. Source: Population Projections, Village of Pinehurst



Using the 1.0 SF per capita rule of thumb indicates the total square footage of library space that may be needed to serve residents of the Tri-Cities area could approach 53,570 SF in total by 2040. This is 63% (or 34,035 SF) below the total of 19,535 SF of library space that exists today in Pinehurst, Southern Pines, and Aberdeen combined, as shown below. Source: [Library Directory](#), State Library of NC and Population Projections, Village of Pinehurst



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If Aberdeen constructs its planned 10,000 SF new library, a shortage of library space totaling 9,645 SF would remain to meet the needs of the 39,180 residents today in the Tri-Cities area, as shown in the table below. The total amount of library SF that could be located in Pinehurst to help meet the library needs of Tri-Cities residents would total 13,470 SF. Source: [Population Estimates](#), NC State Demographer and [Library Directory](#), State Library of NC

Town	Current SF of Library Space	Minimum SF Expansion	Total SF to Meet Regional Needs
Aberdeen	960	10,000	10,960
Southern Pines	14,750	0	14,750
Pinehurst ¹	3,825	9,645	13,470
TOTAL	19,535	19,645	39,180

¹ Total SF for Pinehurst to help meet regional needs is calculated as follows: Current Tri-Cities population - (SF of Southern Pines library + SF of current and proposed Aberdeen library), or 39,180 - (14,750 + 10,960) = 13,470

A best practice published by the State Library of NC is to provide library service for all residents of the jurisdiction at geographic locations requiring no more than a 20 minute drive in metropolitan areas or a 30 minute drive in rural areas, or establish other service targets based on unique community needs. Source: [2012 NC Public Library Standards](#), State of NC Library

The chart below indicates the driving distance and driving time for Pinehurst residents to access other southern Moore County libraries, measured from the furthest residential point of the Village's municipal limits.

Library	Operated By	Location	Driving Distance/ Driving Time ¹
Carthage Library	SRLS	Carthage	15 miles/20 min
Southern Pines Library	Town of Southern Pines	Southern Pines	10 miles/22 min
Page Memorial Library	SRLS	Aberdeen	8 miles/15 min
Katherine Boyd Library	Sandhills Community College	Southern Pines	9 miles/15 min

¹ Measured from furthest residential point of the Pinehurst corporate limits

The [2012 NC Public Library Standards](#) represent “best practices” for library directors to implement while taking into account community needs and expectations. They are meant to inform and guide library funders, supporters, and staff; serve as a point of reference for evaluation; support a change in policy or services; and provide a framework for ongoing development.

The Standards are written as benchmarks of conditions necessary for effective library service in North Carolina. Each benchmark is supported by one or more activities that contribute to the development of those conditions. While a few activities do specify requirements established by North Carolina General Statute or Administrative Code, they do not generally include statistical measures that set a minimum requirement or represent an average public library. The benchmarks are divided into five sections:

1. Administration
2. Facilities
3. Human Resources
4. Resources
5. Services

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Within each section, the benchmarks are organized by three categories:

- I. Public Value – includes practices that demonstrate effective stewardship of public funds and establish the Library’s relevance and impact in the community.
- II. Management – includes practices that result in effective and sustainable library operations.
- III. Community Engagement – includes practices that build collaborative relationships and involve community members in planning, developing, using and evaluating library services.

Each benchmark has a desired outcome for a library’s community or community members. These are broad statements intended to provide libraries with a foundation for establishing more specific, measureable outcomes appropriate to the needs of their communities

The graphic is a rectangular box with a black border. At the top, a grey horizontal bar contains the text 'Public Value' in white, followed by a description: 'To create library spaces that offer the community a compelling invitation to explore, gather, and engage, and to ensure equitable access to resources through appropriate infrastructure and up-to-date technology.' Below this, on the left, is a light blue vertical bar with the text 'COMMUNITY ANCHOR'. To the right of this bar is a large teal rectangle containing the text 'BENCHMARK: Library facilities express the community's pride in its past, confidence in its present, and hope for its future.' followed by a bulleted list of three items: 'Assess community perceptions of library facilities.', 'Provide access to library facilities for cultural and community activities.', and 'Promote the library as a cultural and civic partner in the community.' Below the teal rectangle is a light grey horizontal bar containing the text 'OUTCOME: Community recognizes the library as cultural capital and as a symbol of civic pride.'

Public Value To create library spaces that offer the community a compelling invitation to explore, gather, and engage, and to ensure equitable access to resources through appropriate infrastructure and up-to-date technology.

COMMUNITY ANCHOR

BENCHMARK: Library facilities express the community's pride in its past, confidence in its present, and hope for its future.

- Assess community perceptions of library facilities.
- Provide access to library facilities for cultural and community activities.
- Promote the library as a cultural and civic partner in the community.

OUTCOME: Community recognizes the library as cultural capital and as a symbol of civic pride.

Sample Library Facilities Benchmark (Source: 2012 NC Public Library Standards)

IV. Public Input

A. Public Engagement Methods

The Village of Pinehurst and the Village's consultant, Library IQ, carefully designed a comprehensive and inclusive public engagement strategy to obtain a diverse representation of Pinehurst residents to provide input on the Library Services Needs Assessment in February 2020.

1. Online Survey - Conducted an online survey available on Engage Pinehurst at www.engage.vopnc.org/library, with 386 VOP residents responding.
2. Public Input Meetings - Conducted two open Public Input Meetings with 115 VOP residents attending.
3. Community Conversations - Conducted four 1 ½ hour Community Conversations with 53 volunteer residents who were carefully chosen from more than 100 applicants to provide representation from a variety of Pinehurst neighborhoods and diversity in age, gender, occupation, children in the household, and library users/non-users.
4. Personal Interviews - Conducted 26 interviews with Village Council Members, Village staff, business leaders including the Pinehurst Resort, West Pine Middle School students, education leaders, and Given Memorial Library (GML) leaders.

B. What We Have Heard So Far

Online Surveys

An online survey was conducted January 28 - March 2, 2020 to answer five key questions:

1. How often are residents using library services/what services & programs are they using?
2. Are residents satisfied with the programs, services, & staff of GML?
3. Why do residents choose not to use the GML?
4. How do residents hear about (and would like to hear about) GML programs & services?
5. How likely would residents be to utilize specific programs & services if they were available?

Results of the 386 completed online survey were segmented by the following groups:

- Users/Non-Users;
- Households With/Without Children; and
- Under/Over the age of 55

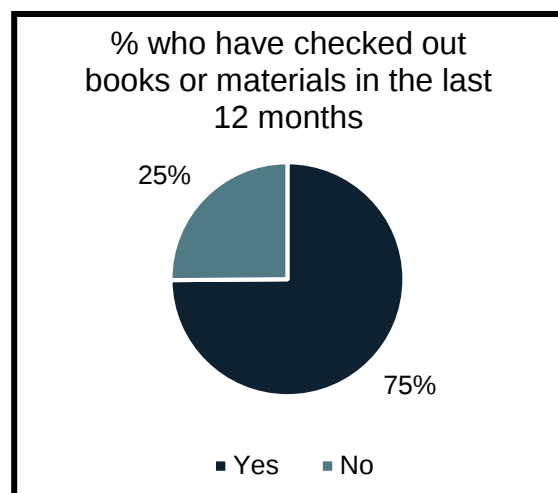
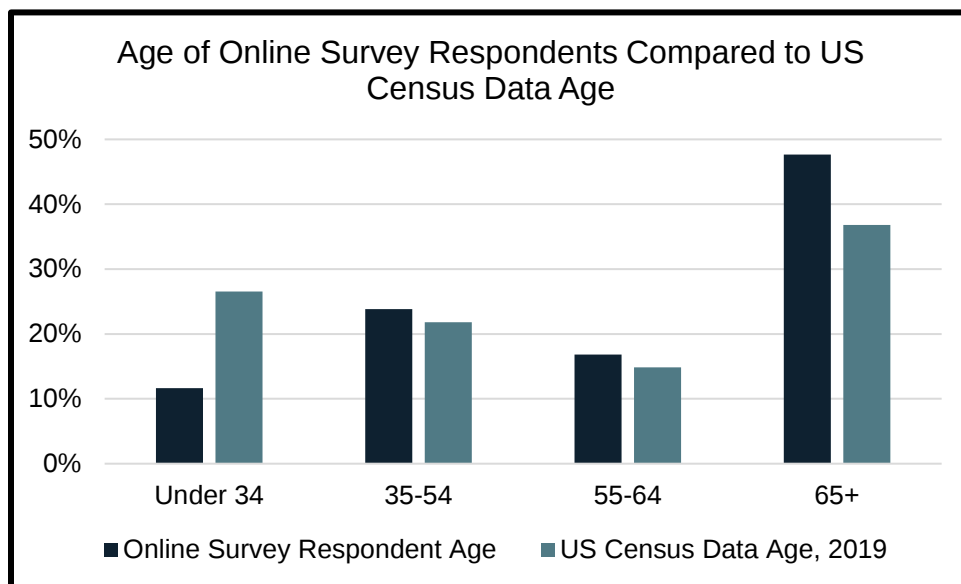
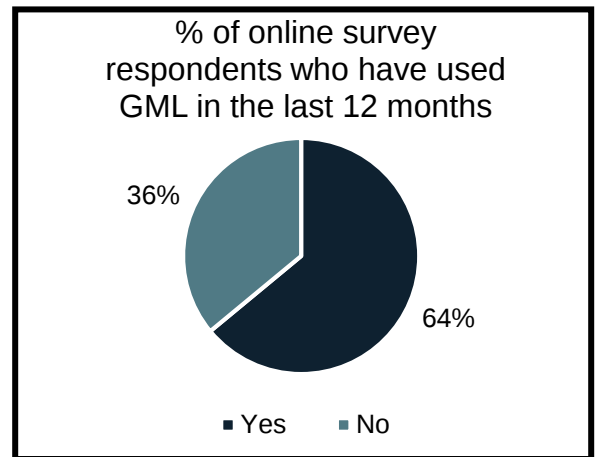
386 Online Surveys
115 Public Input Meeting Attendees
53 Residents in Community Conversations
26 Personal Interviews

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Of the 386 Pinehurst residents who completed the online survey, 64% had used the GML within the last 12-months, while the other 36% were non-users of the library.

Almost 2/3 of the respondents were female and approximately 1/4 of respondents reported they have children in the household.

An analysis of the age of online survey respondents compared to 2019 US Census Data indicates that those who responded to the survey were on average older than the general demographics of the community as a whole.



Among library users who completed the online survey, roughly 3/4 reported they have checked out materials from the GML in the last 12 months. Only 25% indicated they used GML technology (or the one computer that is available for public use) in the last 12 months.

Overall, 47% of respondents have used other local libraries in the past 12 months to meet their library needs; 66% of households with children use other libraries to meet their needs.

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Key Question	Key Resident Input
1. How often are residents using library services and what services & programs are they using?	- Nearly 2/3 of respondents have used the GML in the last 12 months, with roughly $\frac{1}{2}$ of respondents being frequent users - Approximately $\frac{3}{4}$ of respondents are using the GML to check out materials; roughly $\frac{1}{4}$ use GML's technology resources - Nearly 2/3 of all households with children who responded utilize other local libraries to meet their library needs
2. Are residents satisfied with the programs, services, & staff of GML?	All segments of GML users who responded indicated greater than 30% dissatisfaction with the availability of space at the GML, with households with children expressing the highest dissatisfaction rate at 44% - Over 90% of respondents over the age of 55 expressed satisfaction with their overall experience & interactions with GML staff, while respondents under the age of 55 expressed lower levels of satisfaction
3. Why do residents choose not to use the GML?	- The most common reasons non-users do not use GML is because they have Internet access elsewhere (43%) and the selection of books is too limited (30%) - Other top reasons for not using GML indicated by respondents include they prefer to get books from other places (29%) and there are no programs/services of interest (26%)
4. How do residents hear about (and would like to hear about) GML programs & services?	- More than $\frac{1}{2}$ of all respondents do not hear about GML programs/services through any communication channels - There is a disparity between how respondents hear about GML programs/services and how they would prefer to hear about GML programs/services
5. How likely would residents be to utilize specific programs & services if they were available?	- More than 50% of respondents across all segments indicated they would definitely or likely use: Book & magazine collection; Digital media (ebooks, etc.); Children's programs & classes; Connected conference & meeting space; Welcome Center; and Digital learning lab - More than $\frac{1}{2}$ of all respondents indicated they would be likely use a coffee shop/café or a book club, lecture, or discussion group, with residents under the age of 55 and current library users more likely to use than other segments 2/3 of all respondents without children in the household indicated they would be likely to use children's programs & classes; this could represent grandparents wanting library access for grandchildren - The likelihood to use programs/services varied by respondent segment, with households with children indicating they would be likely to utilize a wider variety of services than other segments, such as teen programs, individual study/work space, and art, music & performance exploration space - Most segments indicated they would not be likely to use: print, copy, scan, & fax access; maker space/innovation technology; and relaxation space

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The table below indicates the % of respondents to the online survey who indicated they would likely or definitely use the library services listed. Shaded areas indicate a response rate of 50% or greater. Source: [VOP Online Library Services Needs Assessment Survey](#), Village of Pinehurst

% of respondents who would likely or definitely use library services								
		ALL	Over 55	Under 55	HH with Children	HH without Children	Users	Non-Users
Educational Services	Book and Magazine Collection	73%	72%	76%	80%	71%	85%	54%
	Computer/Wi-Fi Access	33%	24%	47%	45%	28%	34%	30%
	Digital Media (eBooks, etc.)	61%	57%	69%	67%	59%	67%	51%
	Print, Copy, Scan & Fax Access	32%	28%	39%	32%	31%	32%	31%
Gathering Spaces	Individual Study/Work Space	37%	24%	61%	61%	28%	39%	34%
	Group Study/Work Space	47%	43%	53%	56%	43%	47%	46%
	Connected Conference & Meeting Space	62%	65%	58%	63%	62%	67%	54%
	Relaxation Space	33%	21%	56%	53%	26%	33%	34%
Programs/ Activities	Adult Programs & Classes	37%	33%	41%	40%	35%	38%	34%
	Book Clubs/Lectures/Discussion Groups	50%	41%	63%	65%	43%	54%	40%
	Children's Programs/Classes	64%	68%	56%	59%	66%	68%	56%
	Teen Programs & Classes	28%	12%	57%	73%	12%	29%	26%
Creative Spaces	Art, Music, Performance & Exploration	20%	4%	50%	60%	6%	18%	25%
	Digital Learning Lab	57%	55%	62%	64%	55%	60%	52%
	Maker Space/Innovation Technology	34%	23%	53%	54%	27%	35%	33%
Partner Services	Other Community Services	37%	31%	47%	49%	33%	39%	34%
	Retail Co-Location (coffee shop, café)	52%	49%	58%	60%	49%	55%	48%
	Welcome Center	69%	63%	79%	82%	64%	70%	66%

Items highlighted indicate 50% or more of respondents indicated they would likely or definitely use the service

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Public Input Meetings

The Village conducted two public input meetings that were open to all residents on February 18, 2020 (6:00 pm – 8:00 pm) and on February 19, 2020 (10:00 am – noon) in Assembly Hall. All Village neighborhoods and some neighboring communities were represented by 115 attendees. The Public Input Meetings began with a brief presentation on possibilities for modern library services, followed by an opportunity for attendees to indicate which library services they would be likely to use and to provide any thoughts or ideas on an “Idea Wall.” The table below indicates the percentage of participants who responded on their likelihood to use the library services listed.



Approximately ½ of participants in each of the two Public Input Meetings had completed the online survey prior to the meeting. In addition, the Public Input Meetings attracted an older demographic, with approximately 90% of participants in each of the two meetings over the age of 55.

Category	Library Service	Definitely Use	Likely to Use	Not Likely to Use
Educational Services	Book and magazine collection	70%	22%	8%
	Computer/Wi-Fi access	30%	33%	38%
	Digital media (eBooks, etc.)	44%	34%	22%
	Print, copy, scan, & fax access	20%	27%	53%
Gathering Spaces	Individual study/work space	29%	26%	46%
	Group study/work space	24%	26%	50%
	Connected conference & meeting space	26%	34%	41%
	Relaxation space	30%	24%	46%
Programs/ Activities	Adult programs & classes	46%	39%	14%
	Book clubs/lectures/discussion groups	50%	35%	15%
	Children's programs & classes	17%	17%	66%
	Teen programs & classes	15%	11%	74%
Creative Services	Art, music, performance, & exploration	37%	38%	25%
	Digital learning lab	23%	31%	46%
	Maker space/innovation technology	19%	19%	62%
Partner Services	Other community services	21%	34%	45%
	Retail co-location (coffee shop, cafe)	30%	43%	28%
	Welcome Center	12%	35%	53%

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At the Public Input Meetings, residents were able to indicate their ideas on an “Idea Wall.” Other residents could “like” an idea on the wall with a sticker to show their support for an idea previously identified by another participant. The tables on the following pages indicate the ideas provided by Village residents and the number of times the idea was “liked.” Ideas are grouped into the following categories:



- Library Facility/Spaces
- Programs/Services
- Library Location
- Coordination with Others
- Outreach
- Other

Idea Wall – Resident “Ideas”		# of Likes
LIBRARY FACILITY/SPACES		
Facility should have handicap accessibility (parking as well)		16
Lots of parking		10
Lots of space for kids, reading, writing, and etc.		10
Although I wouldn't use an individual or group workspace, I think it is important to have it in the community- now and in the future		7
Adequate space for children section		7
Vail CO. library has glassed in room for kids' programs. They can be noisy!		5
Keep the room that records Pinehurst history and Donald Ross collections		5
Let's just build a great library		3
High school oriented-study areas for group projects		3
Adequate space for summer youth camps (STEM)		2
1 to 3-person quiet study areas		2
Build library with flexibility to meet future needs		2
Build a new library ADA compliant		1



Village of Pinehurst
Library Needs Assessment Background Information
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Idea Wall – Resident “Ideas”	# of Likes
PROGRAMS/SERVICES	
Encourage literacy with reading programs for all ages-very young children to adults	17
Liked the idea of Teens teaching tech. or vice versa	17
Online renewal	12
We need not have a business center-it is a library	12
Services for handicapped, visually impaired and blind. Audiobooks and eAudiobooks	11
Extend hours	10
Writing workshops, journal writing, short story writing, poetry writing, etc.	7
More e-books	7
Wine bar/books "Books and Booze"	7
Online listing of books on tape/CD, movies	6
Increase non-fiction section	6
There is a group that does small business help. They could meet at a new library.	6
Develop programs for pre-school children	5
A program with Elem. Schools where they go to the library once a month and get access to the library services to further engage community. Specifically, the Pinehurst Elem. Bc the school is mobilized and assume they lost a lot of library facilities	5
Children's programs- Note: Working or single parents don't have advantages of daytime events. More inclusive.	4
Offer afternoon class to introduce patrons to Facebook, Twitter, Instagram, and Snapchat	4
Author series TOP authors. Tap into those appearing in Triangle.	4
Young adult outreach/activities	3
Mentorship programs	3
GIVENS Specific: "Thin the Herd". Limited space-1 author should not have 2 shelves. VCR tapes? Does anyone still have one. Upgrade magazines and newspapers.	3
Determine the gap between what the schools cannot offer and what a library could offer for ALL age groups.	3
Don't forget needs of working adults without children. Arts & Culture programs, talks, evening and weekend events, and singles meeting singles.	2
Summer camps for kids	2
Multi-media resources will bring in teen-aged population	2
Large collection of children and teen books	2
What about those that don't live in the Village?	2
Recognize that library needs change as we age	2
Think inclusive	1
Increase technology. Other database able to get other libraries services. E.g. Language programs (foreign language instruction)	1
I support digital learning lab-as long as it is different than what SCC has.	1
ESL, tax prep, and SRS	
More computers for people to use	
Separate young adult section-not in kids' area	
Critical to have staff be active participants in the community	

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Idea Wall – Resident “Ideas”	# of Likes
LIBRARY LOCATION	
Make Tufts an enhanced museum or archives center. Build new library, small but up to date. Partner with Rec. building for larger arts/speaker programs.	20
Keep library as close to town center as possible. Example: Next to Community Center	20
Use existing library for Tuft's Archives and Pinehurst Museum	16
Move Tufts to upstairs Theatre Building with Welcome Center.	15
Pinehurst must have a museum to attract tourist. One that is open on the weekends like other museums. Turn Given into a full-service museum then build a library on Village property that is part of county wide system, sharing online and book loan services.	12
Let's not make the mistake of relocating the library out of the Village Center. We need the foot traffic in the Village.	10
Move Tuft's out. Expand in current building. Renovate.	8
Build library next to Police Station. Use Given for Archives and possibly Visitors Center	8
Relocate library facility to this municipal area for easier better access for all PH residents	5
Use current library facility for an expanded Archives facility	5
Library needs to be downtown	5
Move Archives into/near Welcome Center. Leave existing building for Library. Plus secure a satellite space for more.	4
Make current library Tufts Museum. Build new library elsewhere-how about where the Village voted against the medical center-next to apartments.	4
Should be walkable/accessible for Village residents	3
Should be a public library. Use current building for archives only and perhaps sell to the Resort so they can continue future archives. An additional would be more financially viable.	2
Keep library where it is and expand	2
Keep library in current location & expand. We don't need another Theater Building.	1
Facility: think outside box-Satellite locations for various components where needed most. Reuse & refurbishment of existing buildings.	

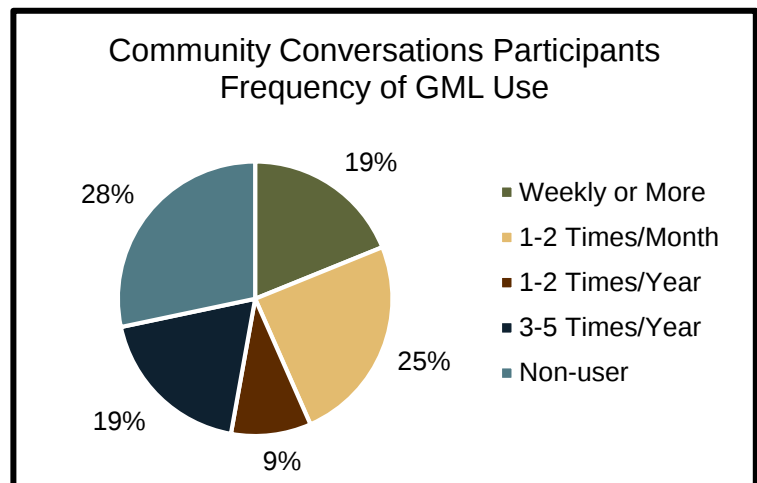
Village of Pinehurst
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Idea Wall – Resident “Ideas”	# of Likes
COORDINATION WITH OTHERS	
Consider County wide Library System-share resources	23
Inter Library loan	22
How do we leverage all 15 libraries in Moore Co. to work together?	21
Much of the services presentation is a duplication with the Community Center, SCC, Schools, clubs, health centers, and etc.	21
We have SCC, High School, and Community Center - No more need	12
<i>Disagree with comment above (# who do not agree with comment above)</i>	19
We should use services already provided by County and surrounding towns	10
\$60 a year per resident is cheaper than building. Cost is nothing now.	9
Coordination with other libraries to give us access to larger/various resources	7
Establish a connection with other libraries to obtain books not available in the requesting library.	7
Many special programs can be held at Community Center	6
Use Community Center for group activity	5
Pinehurst-yes. Southern Pines- yes \$60 a year. Other communities?	1
OUTREACH	
Bookmobile to visit regular route. Senior Centers, Park, shut ins, etc.	4
Like the idea of providing transportation to seniors and kids. Otherwise they wouldn't get to use the library.	2
OTHER	
Use same money for police, fire, and infrastructure. Like storm water control and road repair.	

Community Conversations

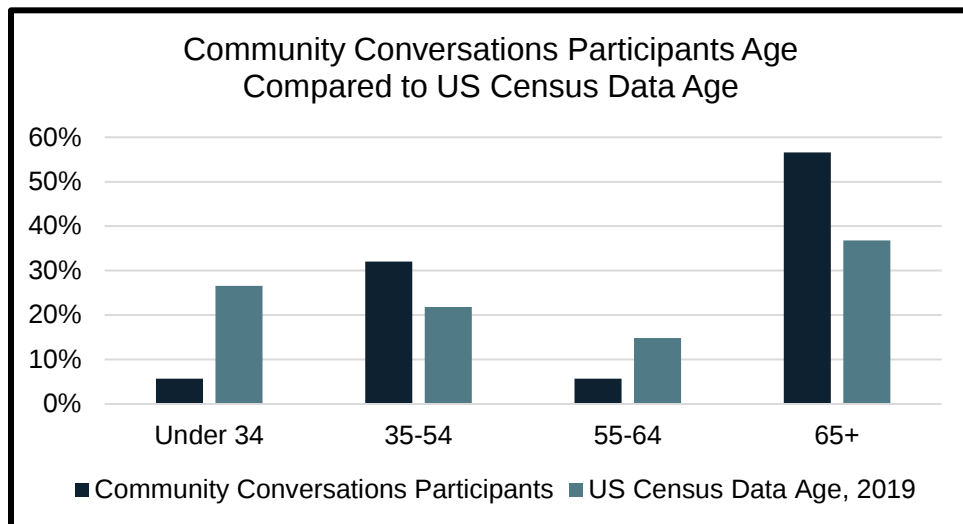
A series of four 1 ½ hour Community Conversations were held with 53 volunteer residents over the three-day period of February 18-20, 2020 at Village Hall. The groups were carefully chosen from more than 100 volunteer applicants to provide representation from a variety of Pinehurst neighborhoods and diversity in age, gender, occupation, children in the household, and library users/non-users.

44% of participants in the Community Conversations were frequent GML users (i.e. those who use GML weekly or 1-2 times per month). 28% of participants in Community Conversations were infrequent users of GML (i.e. those who use the library 1-2 or 3-5 times per year). 28% of participants in the Community Conversations were Non-Users of the GML.

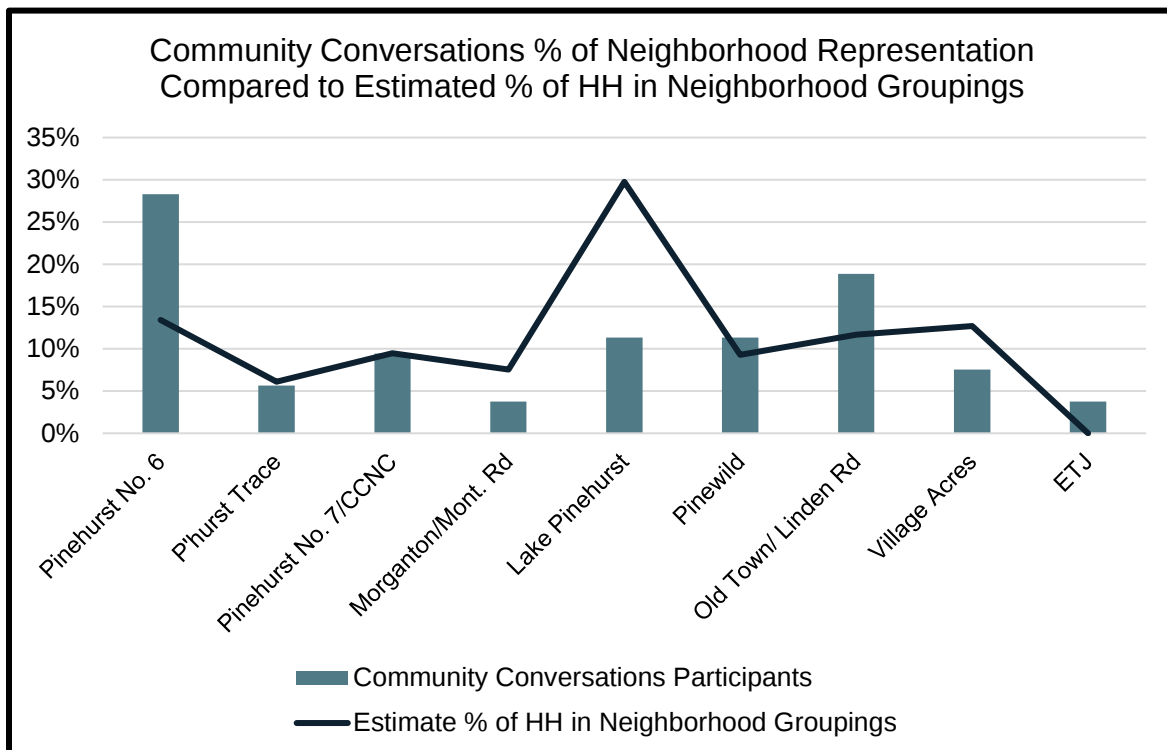


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The vast majority of residents who volunteered to participate in Community Conversations were those over the age of 65. Despite this, the Village was able to effectively recruit younger residents for the conversations by collaborating with the Moore County School System on communications to parents of school-aged children. Age ranges of Community Conversation participants relative to the most recent 2019 US Census Data is shown below. In addition, a total of 32% of participants reported having children under the age of 18 in the household.



Community Conversation volunteers were also selected to ensure a diverse representation from neighborhoods. Residents living in households (HH) in the Pinehurst No. 6 and Old Town/Linden Road areas volunteered to participate at higher rates than other neighborhoods.



Village of Pinehurst

Library Needs Assessment Background Information

June 2020

Some of the key library needs identified by participants in the Community Conversations included:

- Many participants indicated a desire for a larger collection (books, magazines, newspapers, etc.) with more variety, including access to interlibrary loan materials from other local libraries; collection for adults, children, and teens was requested by many participants.
- Participants expressed a desire for more dedicated space for children's programs where children can make noise and not disturb other library patrons.
- Parents and working adults would like extended library operating hours in the evenings and weekends.
- While some participants said they don't mind driving to other community libraries, others preferred a library in the Village Center, or the nearby area.
- Some participants expressed a preference for community meeting space for small groups, recognizing larger groups can be accommodated in other existing locations like the Community Center.
- Participants did not see a need for advanced or emerging technologies.
- Participants indicated a need for sufficient library parking.



Recurring themes observed by Village staff that cut across multiple Community Conversations were:

- Users of the GML indicated they like the charm of the existing library and do not want to lose that charm.
- Many participants viewed a library as more than a place to get books and referred to a library as a community gathering space, sometimes calling the library a "cultural space," a "cultural center," or a "resource center."
- Participants expressed desires for a traditional library with flexible spaces and segregated spaces for children to meet the needs of a changing demographic in Pinehurst.

Personal Interviews

The Village's consultant, Library IQ, conducted 26 individual interviews in person and by phone from January 14 - March 31, 2020. These interviews included representatives from the Pinehurst Village Council; Village staff; GML Board of Directors; GML staff and volunteers; business leaders from Partners in Progress and the Pinehurst Resort; the Moore County Literacy Council; Moore County School System; Town of Southern Pines Public Library (SPPL); Sandhills Community College; and students at West Pine Middle School. Representatives from the Sandhills Regional Library System declined an interview request. Some key topics or points discussed in the personal interviews included:

- Pinehurst is an educated and cultured community that values its library
- Pinehurst demographics are changing with more families moving to the area
- Ways to collaborate with other publicly funded libraries
- Alternative ways to fund a library
- Potential library locations beyond the existing location
- Unmet needs of the homeschooling community