

## FREQUENTLY ASKED QUESTIONS (FAQs)

- 1. What are some examples of services that are unique to the plaza, or what can be done in the plaza that cannot be done in a new library in the park?**

*More of everything good can be duplicated and potentially improved in a new building. There is the element of flexibility with a lease, sure, and there is the energy of the plaza that draws more people than the park (maybe?!), but location alone would probably not be the sole reason to stay at the plaza.*

- 2. What can be more “open air” or “library without walls” than being located in a park?**

*Programs in the park would be about as “open air” as you could get, I agree. Regardless of the location of the branch, having programs in the park will be great and will draw residents into the parks. The concept of “a library without walls” has more to do with making library services available throughout the community not just in the library building. In other words, taking services to people rather than only serving those who come to us. I think of teen programming at the Y as an example of this. Another example would be **Library Prime**, an Amazon-like mail delivery service we might like to pilot in Jackson.*

- 3. You show 20,820 items are in the collection at the current library versus 68,000 items at the old library. Of the 20,820 items in current collection, you show that 92% circulated in the past year. What was the percentage of the 68,000 items circulated in the year prior to the move?**

*The short answer is fewer, but it requires a snapshot-moment-in-time calculation that cannot be recreated, unfortunately. We are checking with our analytics company, Orange Boy, to see if we can retroactively retrieve this stat for you. For the library district, 66.2% of the collection has circulated in the past year. 92% of the items in the Jackson collection have been checked out in the last year, but most of those items were borrowed more than once. In fact, the collection velocity (turnover rate) went from 4.35% in the old building to 10.02% in the current library. With more room, we would likely have more items that circulate less frequently – not a bad thing, but reality.*

- 4. On the same collection issue, you show 32% of the Jackson collection is currently checked out versus 13.6% for the rest of the system. If we use the 68,000 prior collection that is only just under 10% or about 3-4% less than the rest of the system. How is that comparison validated with the reduction in the size of the collection? What is really being compared?**

*Collection velocity is a common measurement in libraries to determine the strength of the collection. You make a good point. From what we have seen to date, it appears that slight increase in the collection (made possible by adding a third bay), would provide enough materials to match the circulation from the old building.*

- 5. I understand there is a community survey being done. What is the specific 614 number calling us?**

*This is a question for the JT trustees who have commissioned the library poll.*

- 6. With your System-wide Collection Utilization Scatter Plot, I'm not sure I understand what we are actually comparing. Again, the 92% and 32% are based on a smaller collection and you have highlighted a line at 10% for 3 years ago. Does that highlighted**

**line at 10% represent the currently checked out materials at the Jackson Branch on 8/1/2013? If so then it would appear to me that that percentage is effectively unchanged in 3 Years. Can you clarify please?**

*The plot simply shows every household where an item was borrowed. We learned only that there were no big shifts. The 8-12% (the yellow line) represents the percentage of materials check out at a particular snapshot in time. This means that 92-88% of the collections were sitting on the shelves at the libraries and 8-12% was with residents. Your assumptions are that reducing the size of a collection should make the number of items borrowed go up merely because there is less selection. While your conclusion is logical, we have proved that isn't the case, i.e. Jackson versus DeHoff with similar-sized collections, yet one is highly curated (selected based on use).*

- 7. In my view, the only thing that has been improved on the slide titled Activity... In 1/5th the Space appears to be Self-Check out. Is that correct and if so is that because it is more prominent or the only option at the new location? Are online checkouts included in this total?**

*Online checkouts are not included. If they were, the circulation and visits would be much higher. The self check stats only show that we are focusing more on service by allowing staff to be less focused on the task of processing materials.*

- 8. What can be done at the current library at the plaza to better accommodate the handicapped patrons who use the library?**

*A curb cut closer to the library and dedicated handicapped parking spaces up front may be added. A local organization has volunteered to do an assessment on how we can better accommodate patrons with mobility issues.*

- 9. Year-over-year Primary location behavior. Do the changes in primary location take into account locations not in the District, i.e. Massillon, North Canton, etc.?**

*I'm sure you won't be surprised to know that we do not have statistics for library use outside of the district libraries so we would not have included that in the numbers. We know anecdotally, however, that many customers have multiple cards and always have. We are fortunate in Ohio that anyone with a state ID may obtain a library card at any Ohio library.*

- 10. On the 20 Year cost projections, does the lease projection include the entire space or only the new added space? Does the lease amount include any increases over the 20 years, for rent or any other assessments to the lease?**

*The 20-year projection does include one-year actuals as well as projections for the entire space with a third bay. The lease projections also include increases for inflation.*

- 11. On the Faster & More Flexible, I agree the new space could happen by 1/2018, but why is the new building 3 years out? Your second bullet points aren't completely accurate in my view as North Park is a very high traffic destination especially for families. The third bullet I agree on the locking into the building, but how is the option to build at no loss? I'm not sure I follow that statement, can you clarify please?**

*Three years is an estimate, perhaps worst case. The soonest our next levy could be is November of 2018. The timing however is a board decision. The comment about building anytime in the future at effectively no loss refers to the fact that the cost of operating the*

*current library (operational costs plus lease) is less than the operational-only costs of a new building.*

- 12. For Less Risk - Predictable Costs - How long of a term are you looking at on a lease? I would hope the lessons are learned and there wouldn't be building issues like the old facility at the new building? On the limited scope, you would have some with the parking lot maintenance and building landscaping, but for mowing I'm pretty sure the Township has handled that and we can certainly have a discussion potentially on something with snow removal options. Those costs on limited scope would potentially be negotiable at renewal of lease terms. Can you clarify these items at all?**

*The Board has not yet considered a long term lease. For comparison purposes, I have a 10-year lease quote to share with the board with fixed costs. I agree with you that there should be no building issues in a new building and all precautions would be taken to ensure success. It's great to hear that the Township may provide maintenance on the property as part of a lease.*

- 13. What happened to the funds that were allocated for building a new Jackson library? Can you please explain the answer that you now do not have the money?**

*The \$4-5 million to build a new library has never been allocated or set aside. We have access to the funds through a combination of the library capital fund and bonds on the Ohio Public Library Fund (PLF). The library set up a capital reserve fund after our facilities study showed that it cost approximately \$1 million a year to maintain all of our library buildings. We have been working to maintain a balance there for expected and unexpected building/capital issues. The library capital fund plus the PLF bonds could fund a new Jackson library.*

- 14. What will a third "bay" or 50% increase in space give us at the current library?**

*Adding an additional storefront will provide more space for collections, meetings, tutoring and programs for children, teens and adults. A new, larger library would offer more of everything, a community gathering place with more space.*

- 15. What is the current capacity of the library? Were you able to increase it from 49 by working with the Stark County Building Inspection Department?**

*The current capacity is 49 but we are going through the necessary steps to increase the capacity. It requires working with an architect and the Stark County Buildings Department.*

- 16. How does the library board start with a plan to demolish the old library, plan to build a new library, and now possibly not build at all? It just doesn't make sense.**

*The library board has already decided to build a new library in Jackson. What is being suggested is taking another look because a significant number of residents have been using the current library at a considerably lower operating cost.*

- 17. What is the square footage of the Perry Sippo Branch Library?**

*The total square footage of Perry is 20,383 square feet; however, 9,926 square feet of this is actual library space. The remainder is common areas (restrooms, hallways, shared meeting rooms, stairs).*

- 18. Has the roller rink been considered as a location for a new Jackson library?**

*There has been no consideration at this point for any location other than the North Park.*

- 19. Where did you get the number (\$4.7 million) to build a new library?**

*This was a budget amount from HBM Architects based on square footage estimates only.*

**20. What happened to the land the former library was on? It was donated and if you have to give it back, it will cost \$500,000?**

*The land was leased from Jackson Township in 1992. If the library service discontinues on that land, the library is obligated to pay \$500,000 to the Township.*

**21. Has the library done feasibility study about the size of Jackson Township and the population growth projected? Based on that alone, wouldn't you want a great library in a growing community of 40,000+ residents who have proven that they value their library?**

*This is definitely a consideration and a very good point.*

**22. What does it cost the Jackson library to transport the books from the other district libraries?**

*The Jackson branch is part of a delivery route for materials between Main Library and all district libraries. Because no library is large enough to hold every item that may be requested, moving materials is part of the DNA of the library.*

**23. If the library board decides not to build a new library, will we have a rebate of taxes?**

*The library board is committed to providing library services to Jackson and this commitment will continue.*

**24. Why did we wait to rebuild?**

*All of our efforts to date have been focused on providing the best services possible in the current library. The bidding and demolition of the old library took much longer than expected as well.*

**25. Was there insurance money to go towards a new library?**

*No, there was never insurance money from the old building.*

**26. How many bookmobiles have been purchased this year at \$300,000 each and how many are in the works and who approves this?**

*The library's Mobile Services Department operates a total of two bookmobiles, two kidmobiles and two vans. Besides community stops and homebound deliveries, they visit every daycare, school system and senior center. One bookmobile was delivered last year; another was budgeted to replace the 1997 kidmobile this year, but it won't be purchased until next year. All expenditures are budgeted and approved by the library board.*

**27. How much will rent be for three storefronts at the current library location at Nobles Pond?**

*The estimate total to lease 4,680 square feet is \$18 per square foot including CAM for years 1-5; \$20 per square foot including CAM for years 6-10 with two 5 year options to renew. This is an estimate.*

**28. Why aren't we building a new library?**

*Perhaps we are. The library board made the decision more than a year ago to replace the former library in North Park. They have been asked to consider expanding the current library because a significant number of people are using the library at significant savings, and because not building provides more funds for materials and service innovations. The library board will take the quantitative analysis of the library administration, add the qualitative analysis of the residents, and make a final decision to stay on course and build or consider expanding the temporary location.*