

Village of Pinehurst Library Services Needs Assessment Survey

Findings Report

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2020

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

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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.

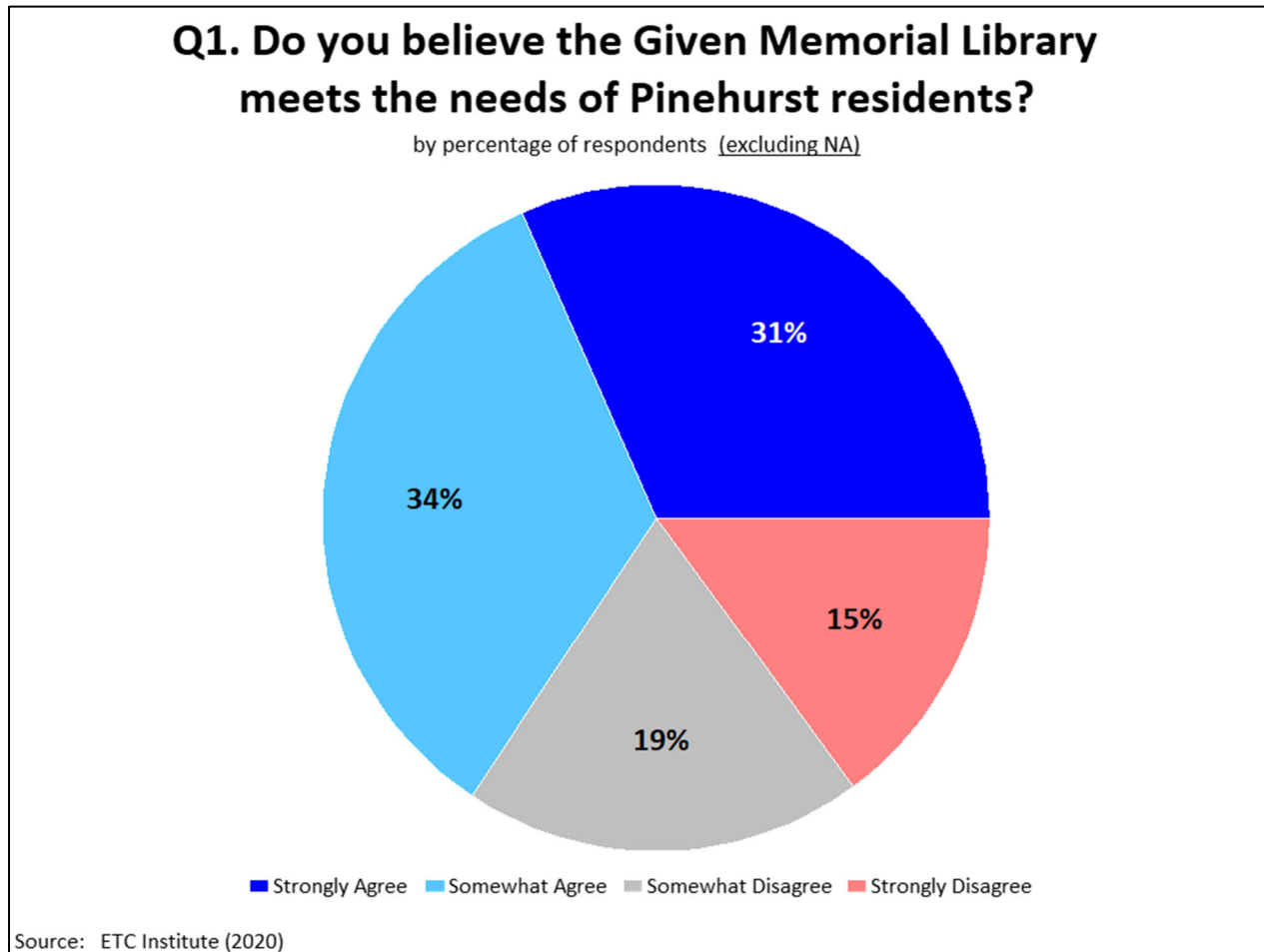
This report contains the following:

- 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%).

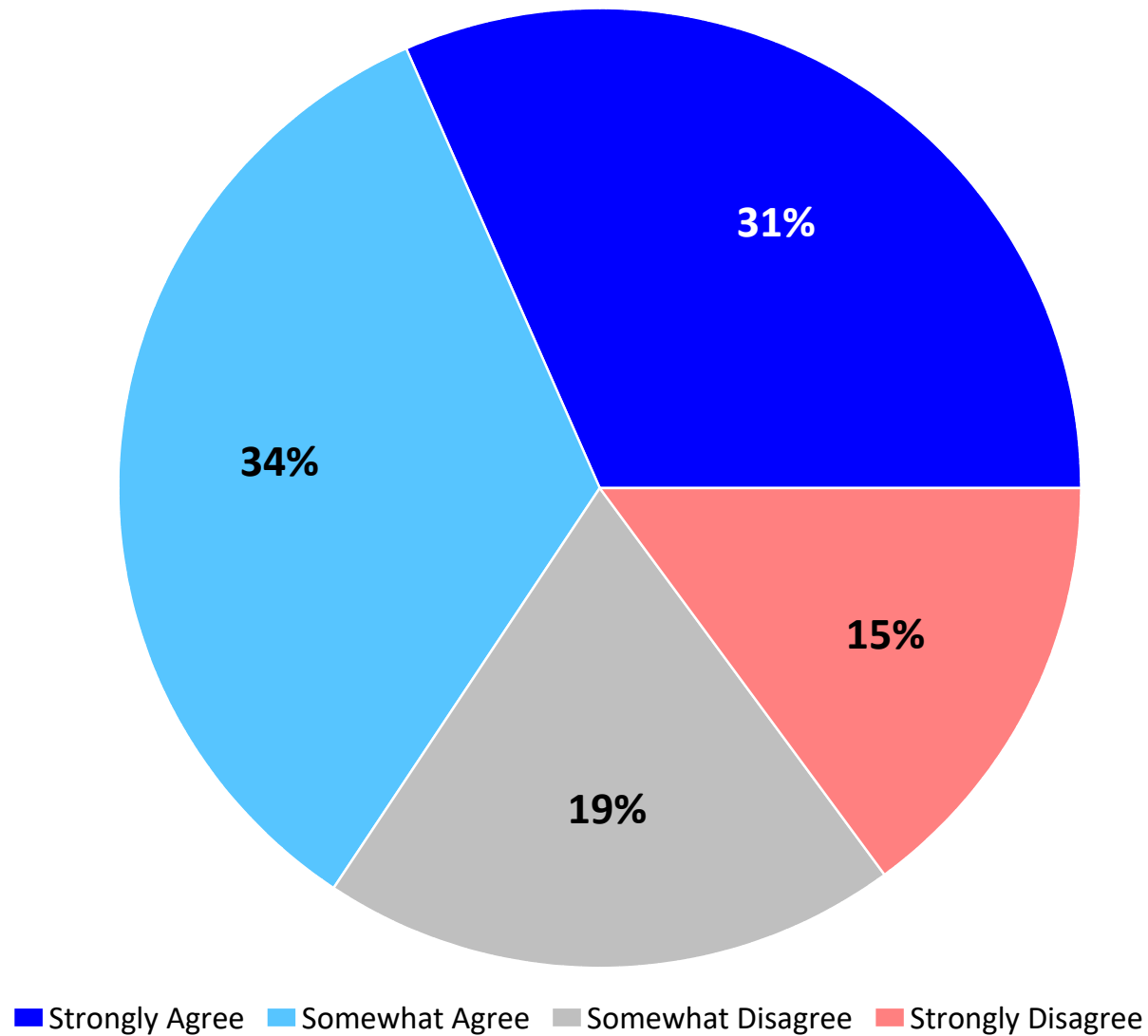
- Seventy percent (70%) of respondents indicated they strongly agree (36%) and somewhat agree (34%) with the extension of Saturday operating hours. Sixty-six percent (66%) of Village residents indicated they strongly agree (28%) and somewhat agree (38%) with the extension of weekday evening operating 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?

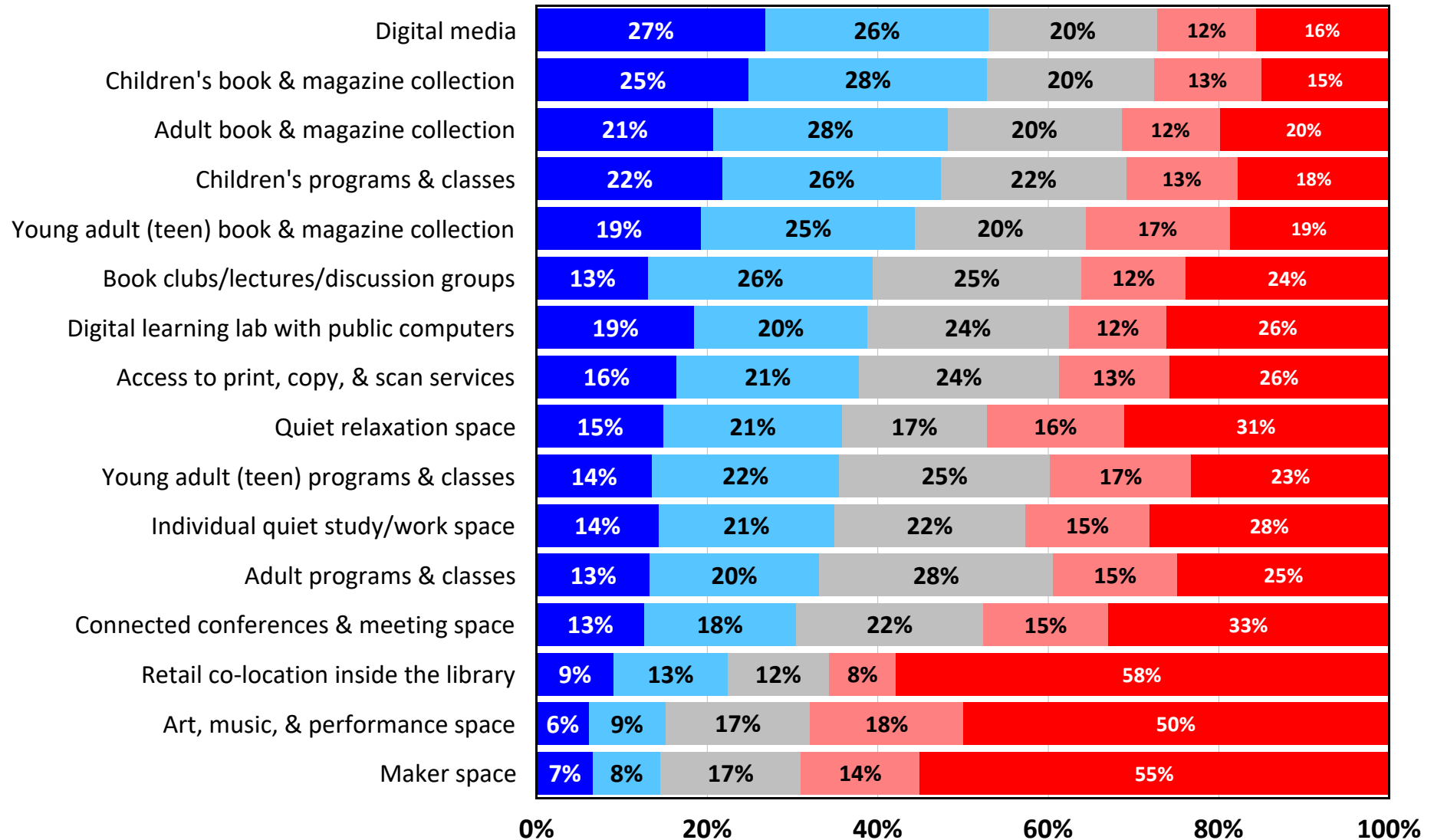
by percentage of respondents (excluding NA)



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)

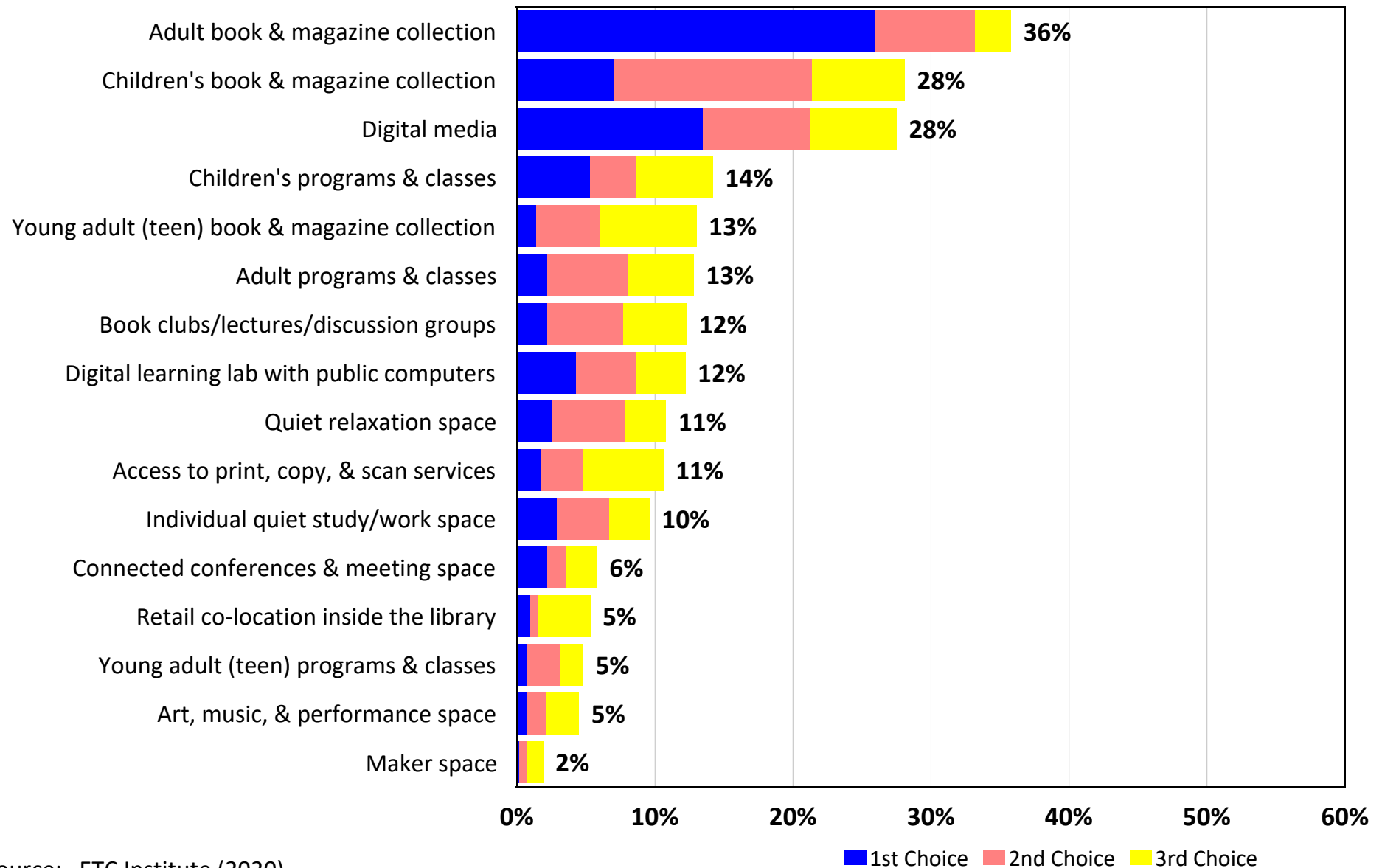


Extremely Needed (5) Very Needed (4) Moderately Needed (3) Slightly Needed (2) Not Needed (1)

Source: ETC Institute (2020)

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

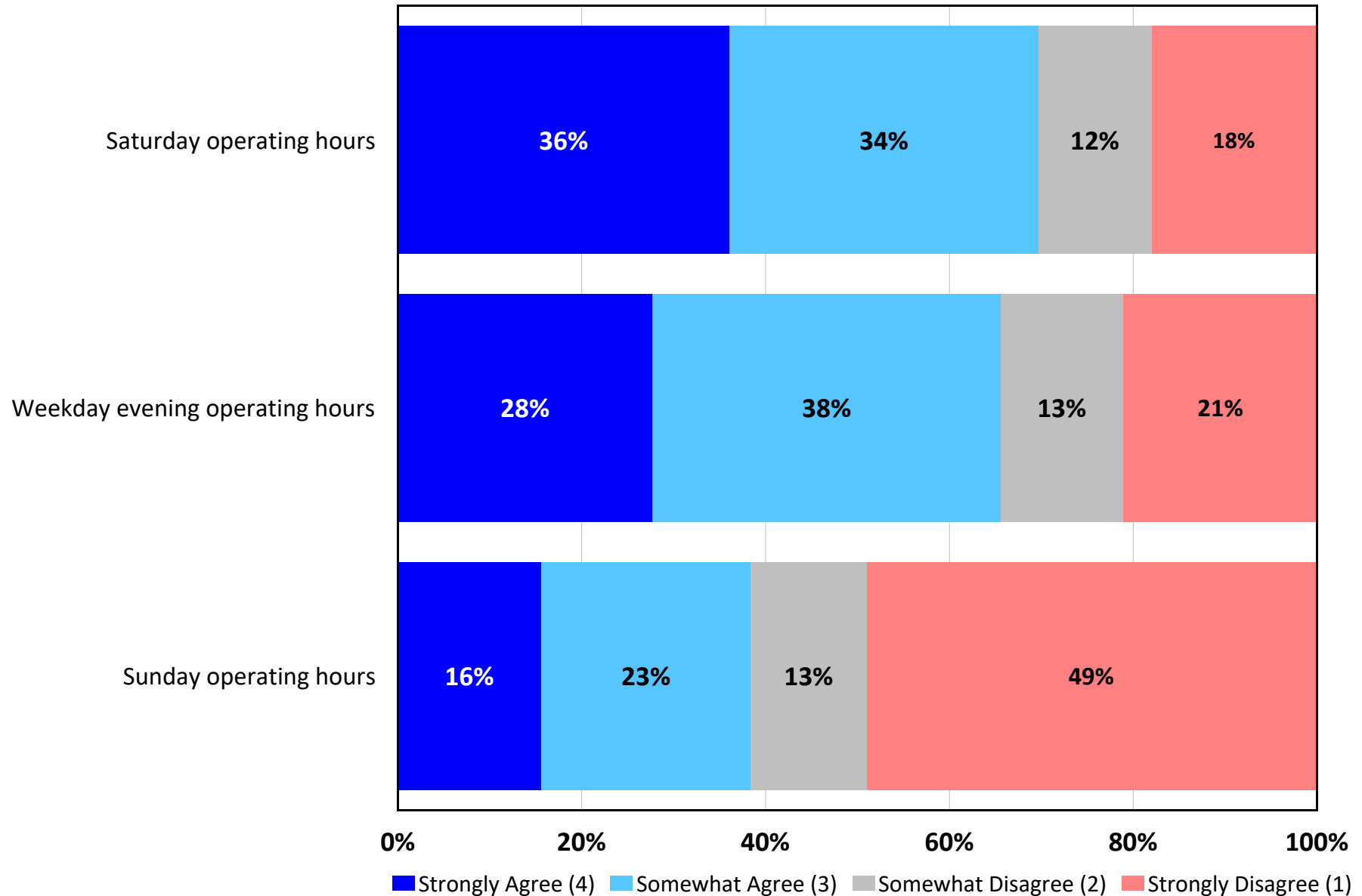
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q4. Operating Hours to Extend at the Library

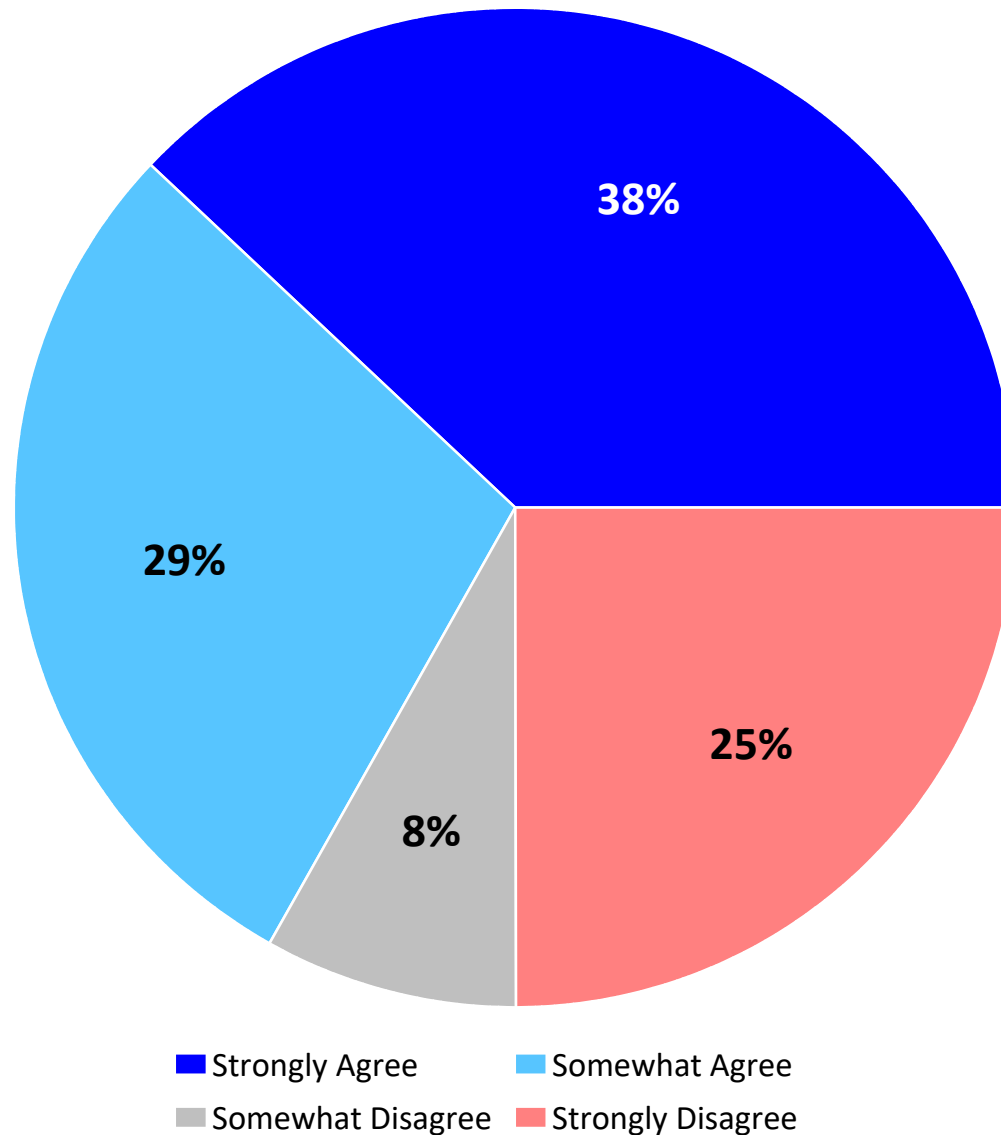
by percentage of respondents (excluding NA)



Source: ETC Institute (2020)

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

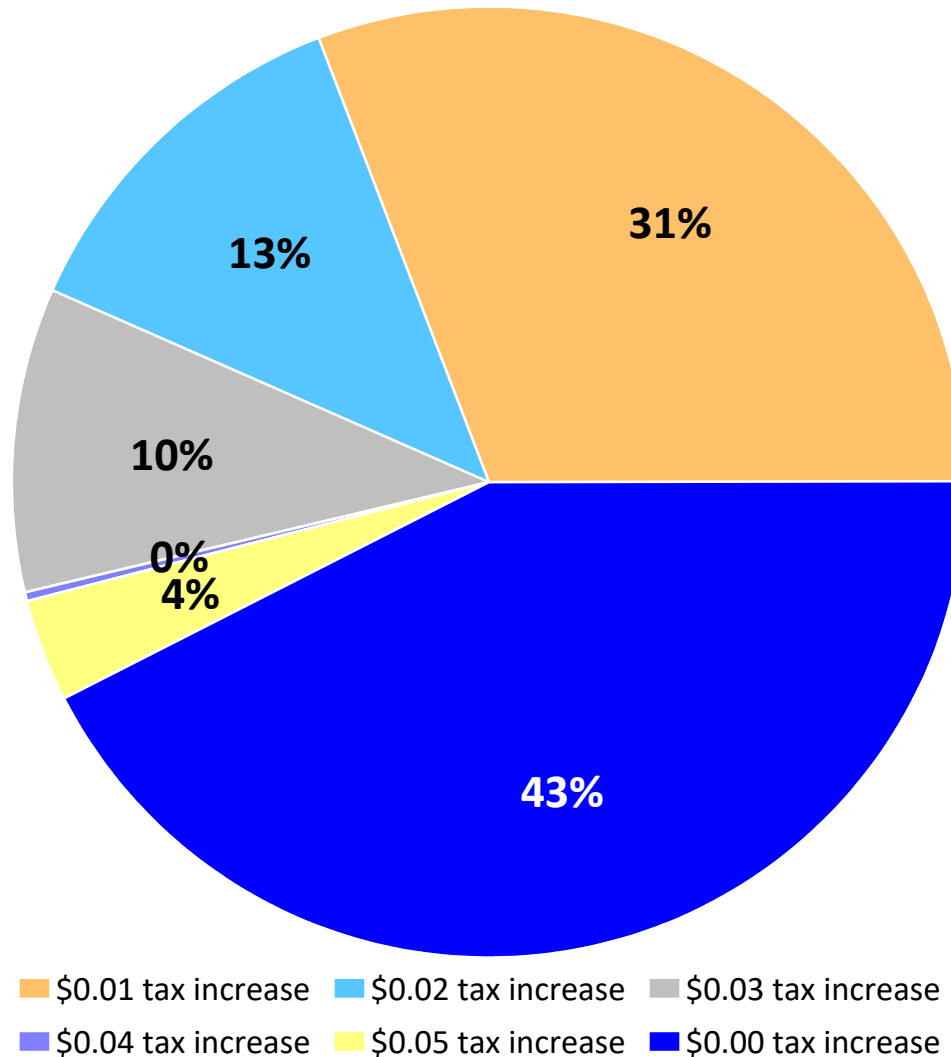
by percentage of respondents



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?

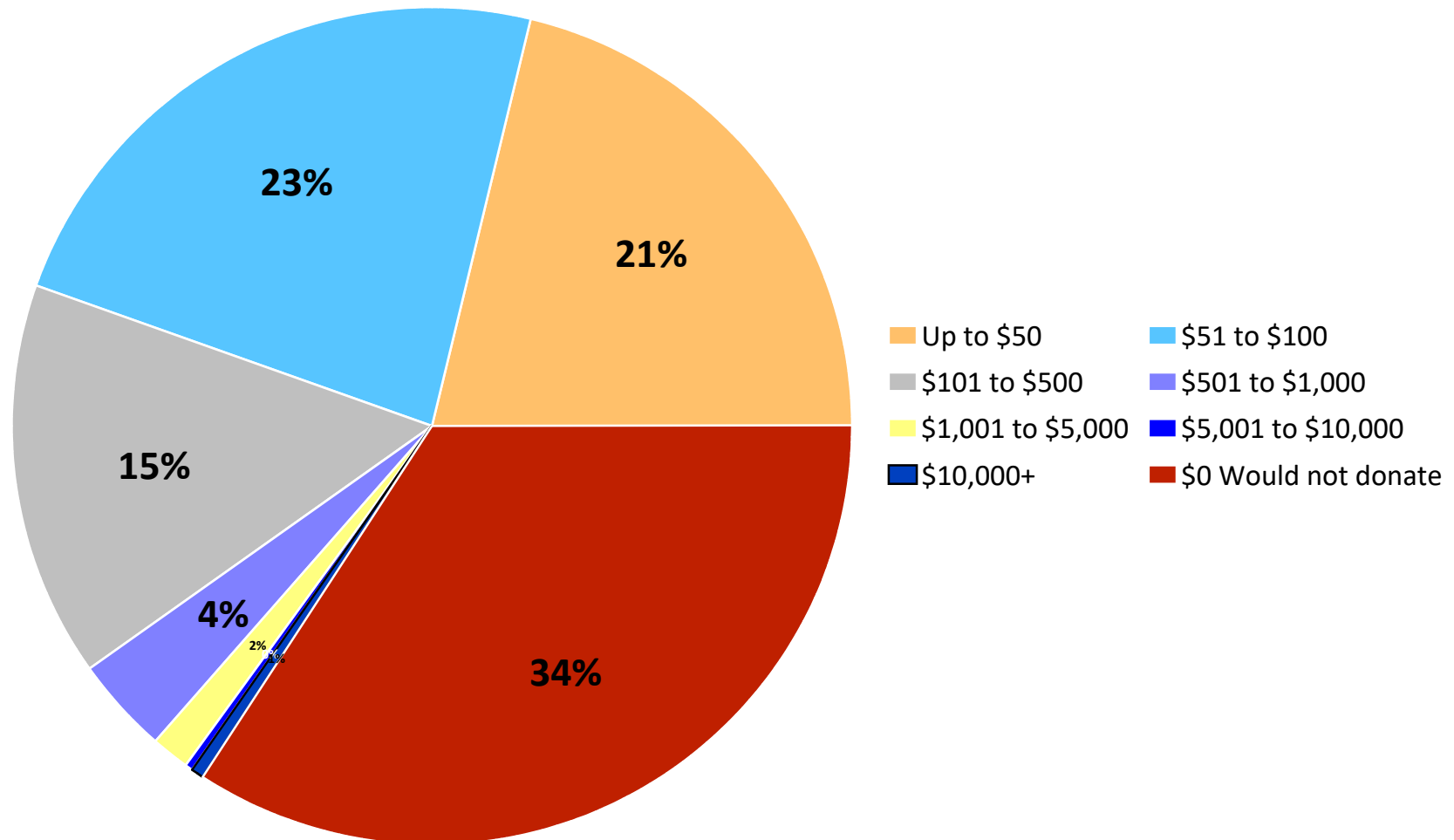
by percentage of respondents (excluding not provided)



Source: ETC Institute (2020)

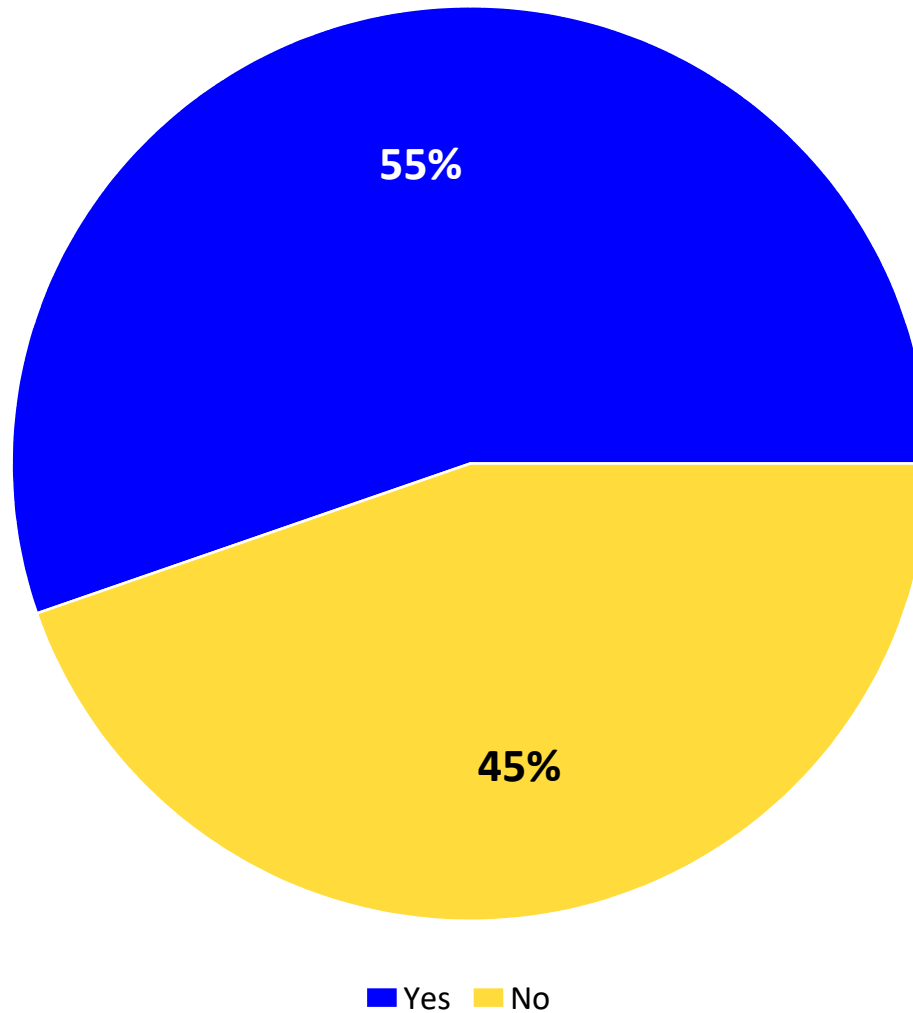
Q7. If the Village organizes a capital fundraising campaign for the initial capital cost to renovate, expand, or construct library facilities, how much would you donate?

by percentage of respondents (excluding not provided)



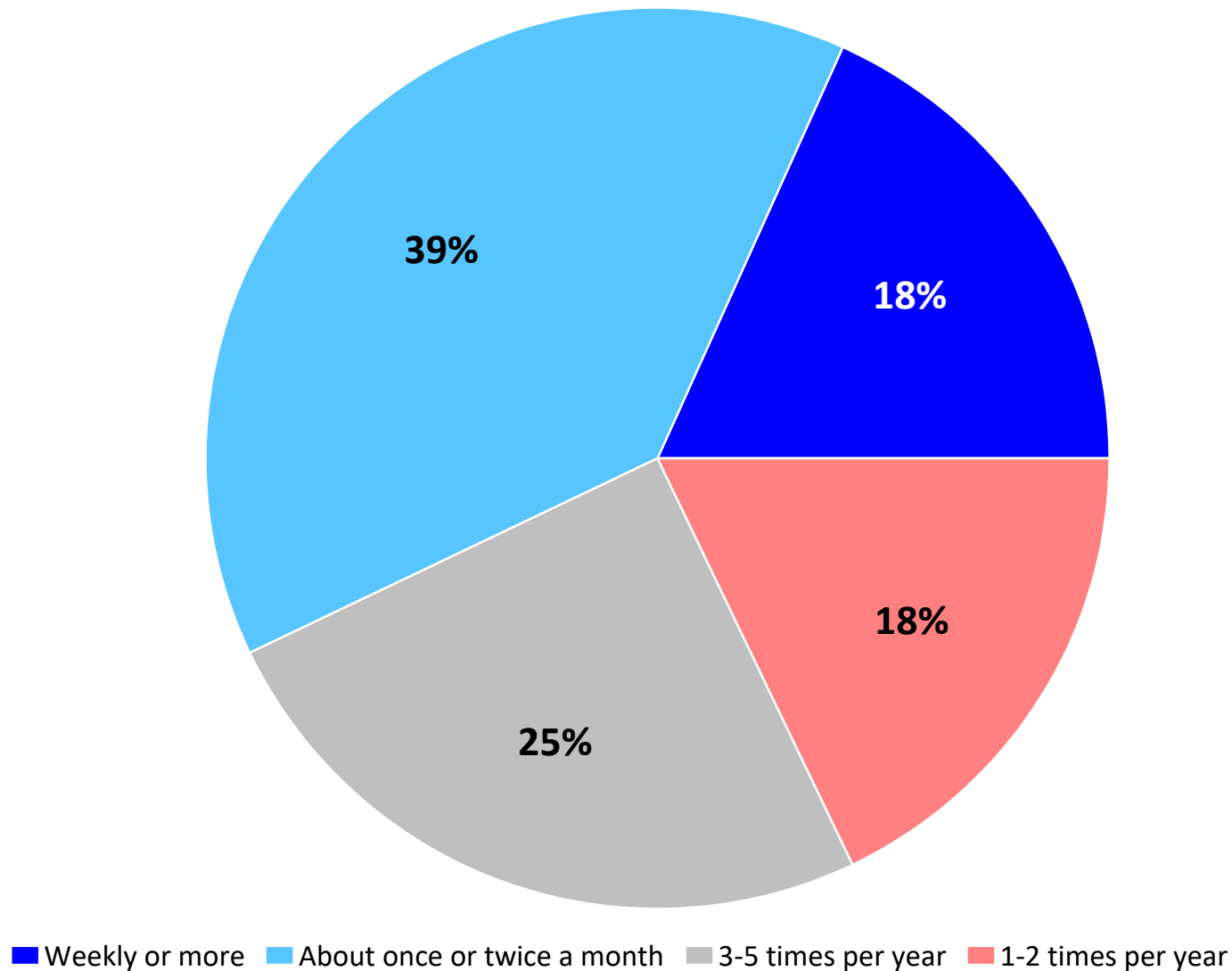
Q9. Have you used the Given Memorial Library within the last 12 months?

by percentage of respondents



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

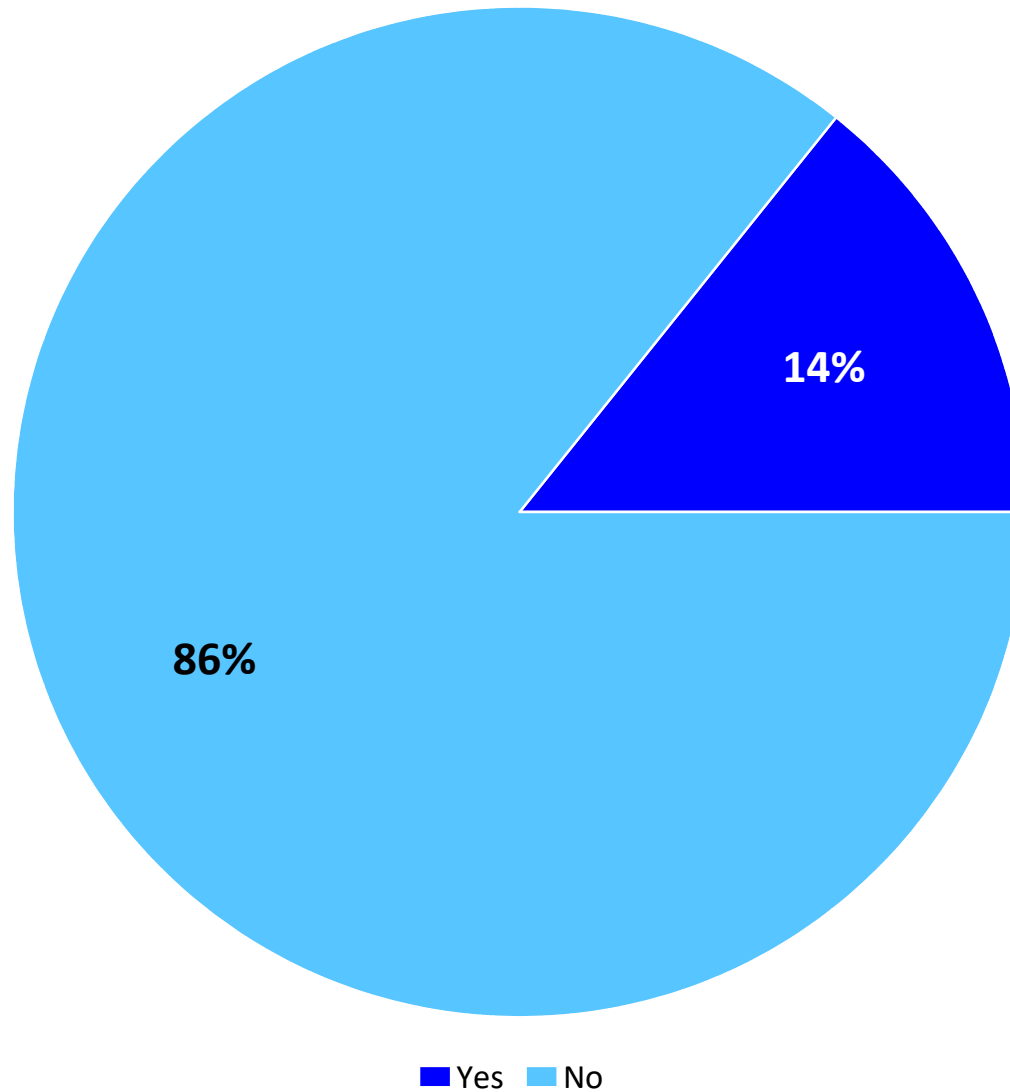
by percentage of respondents who have used the library (excluding NA)



Source: ETC Institute (2020)

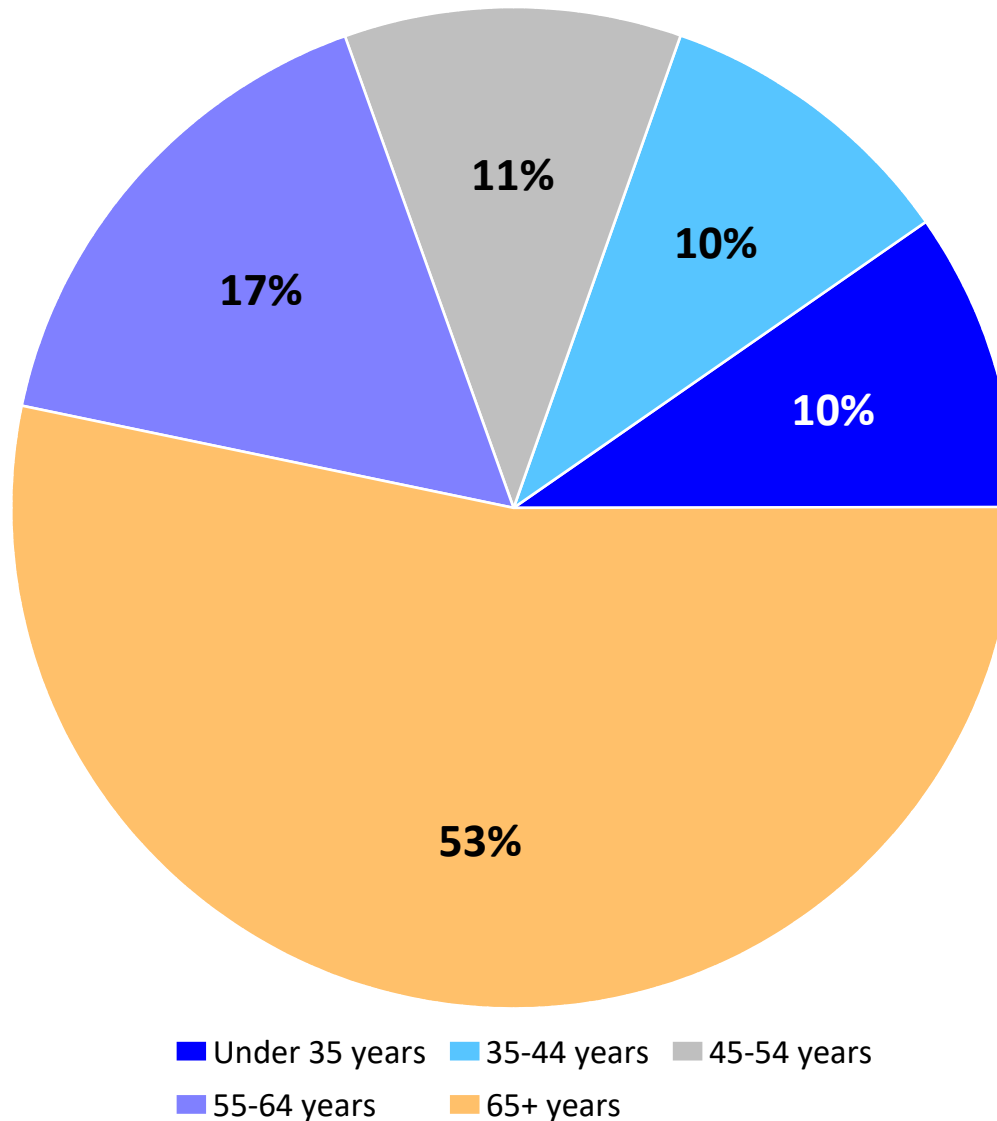
Q10. Do you have children under the age of 18 in your household?

by percentage of respondents (excluding NA)



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

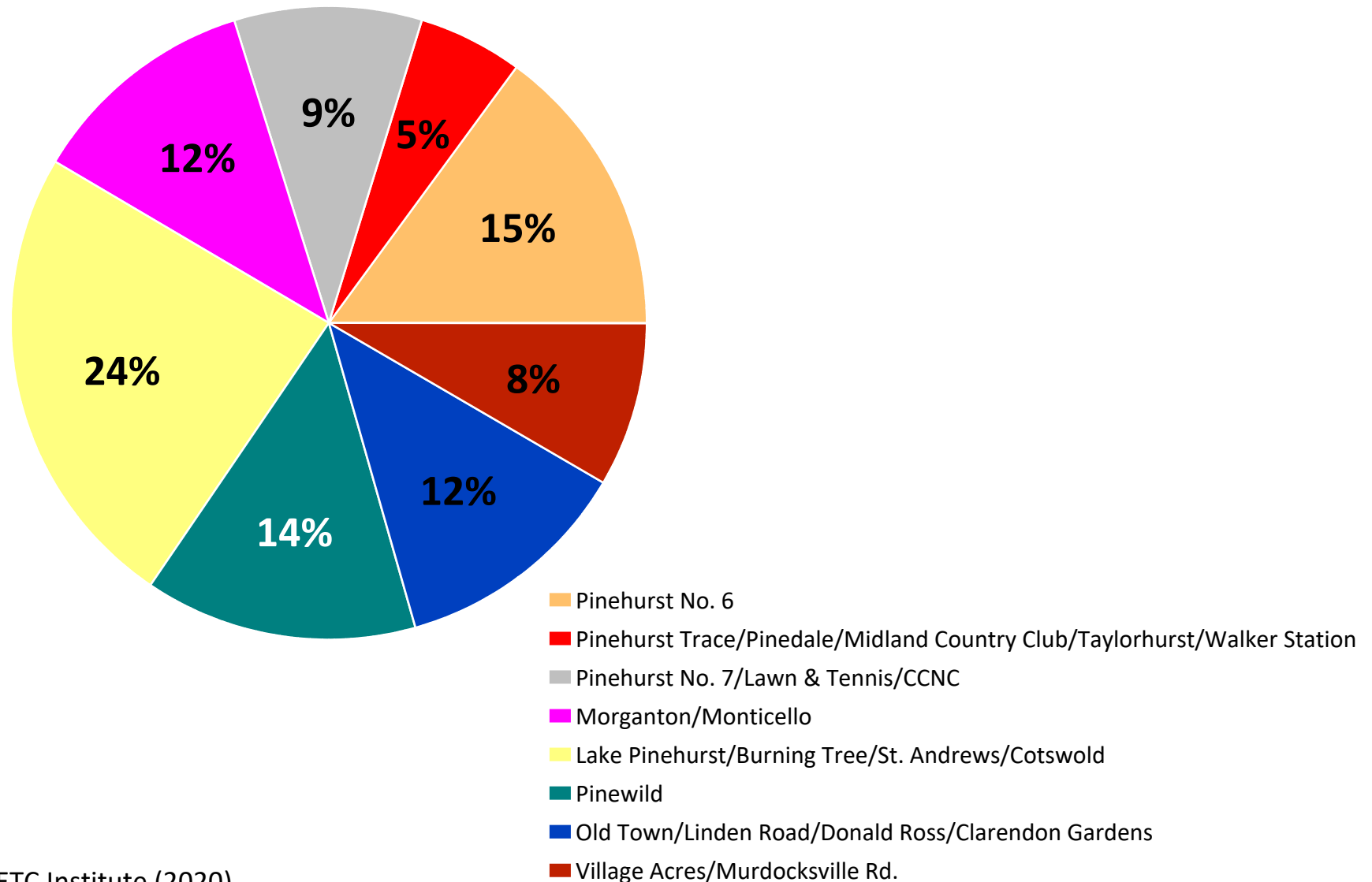
by percentage of respondents (excluding not provided)



Source: ETC Institute (2020)

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

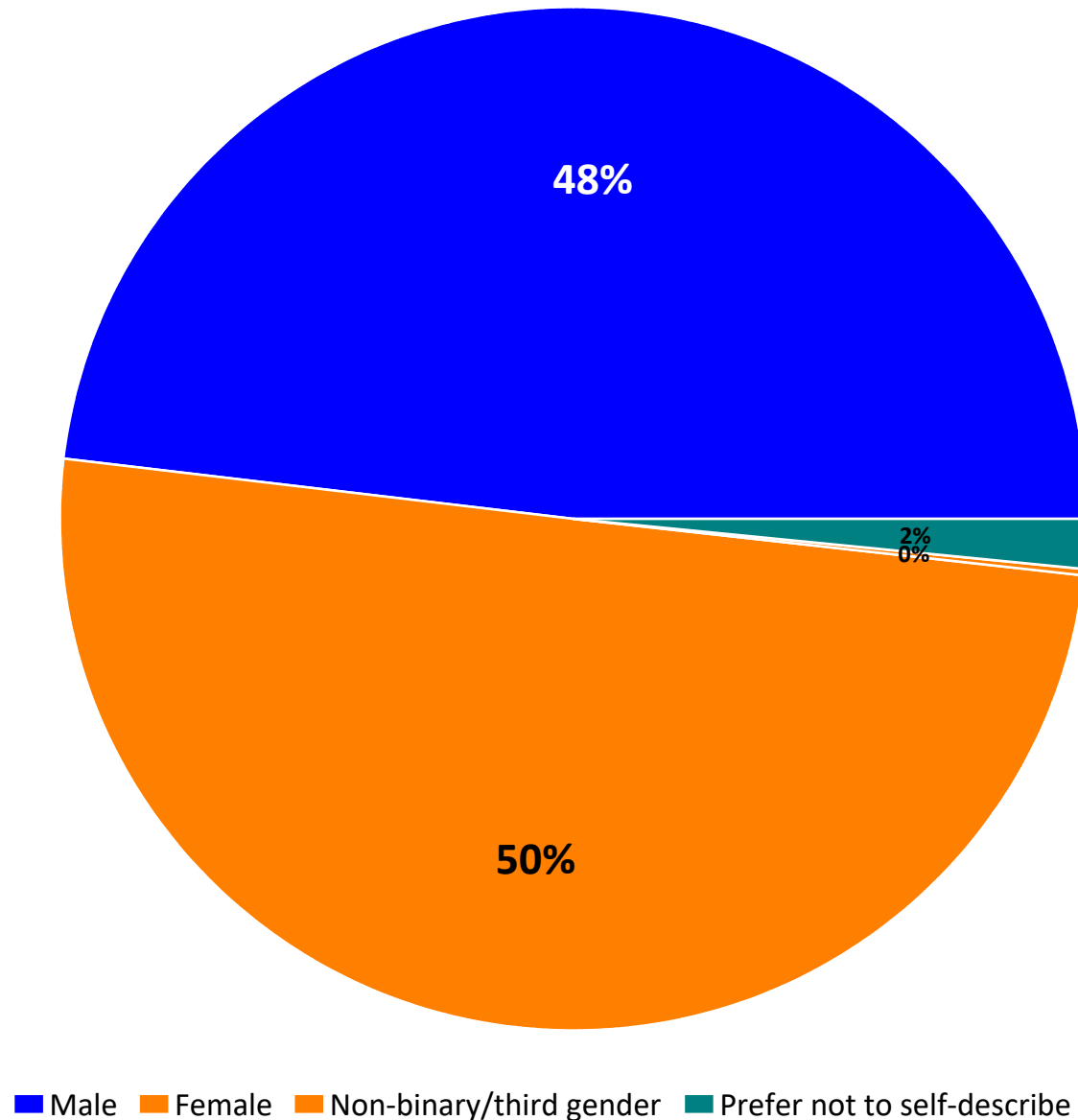
by percentage of respondents (excluding not provided)



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 haves and have to haves. 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 I'd 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?
