



CITY OF NEWPORT BEACH BOARD OF LIBRARY TRUSTEES STAFF REPORT

July 15, 2024
Agenda Item No. 7

TO: BOARD OF LIBRARY TRUSTEES
FROM: Library Services Department
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PREPARED BY: Nadia Dallstream, Corona del Mar Branch Librarian
TITLE: Corona del Mar Branch Update

Corona del Mar Branch Report: June 2023 – May 2024

The original Corona del Mar (CdM) Branch Library was established in 1947 and was located on the corner of Goldenrod and Pacific Coast Highway. In 1952, the Branch was moved to a larger location in Corona del Mar, then in 1959, 65 years ago, it was moved to its current location on Marigold. In 2018, the 2,000 square foot building on Marigold was completely reconstructed and reopened in September 2019. The facility is a joint use building that is shared with Fire Station 5. The new building provides the community with a 3,801 square foot library that is energy efficient and maximizes space, providing ample parking, a popular collection of materials, technological amenities, comfortable seating, and a clean design.

Public Service

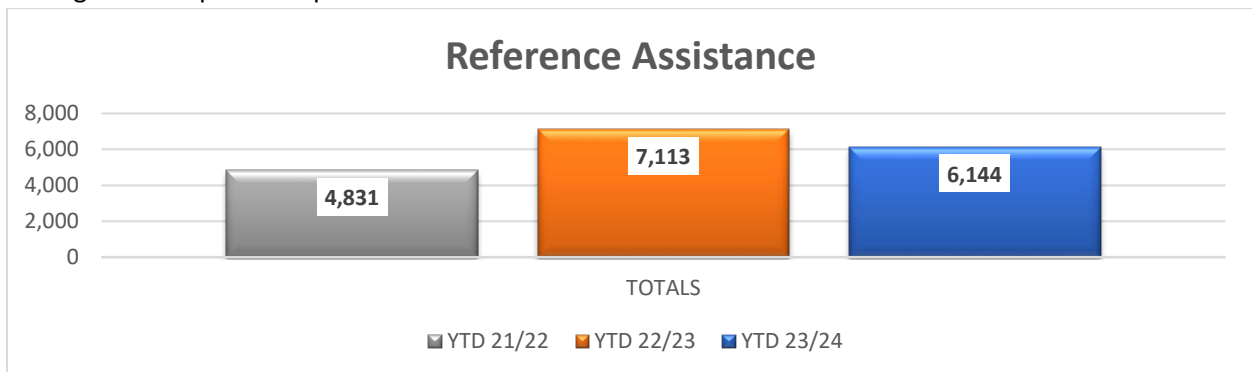
The CdM Branch primarily serves Council District 6 which includes the Corona del Mar Village, Harbor View, and West Newport Coast neighborhoods with a total population of 12,546 residents (source: American Community Survey 2022).

The CdM Branch is open Monday through Saturday 9am – 6pm (closed Sundays) for a total of 54 hours per week. The CdM Branch offers Test Proctoring 36 hours per week. This service began in July 2022. In Fiscal Year 2022-23, staff proctored 113 tests. Fiscal Year 2023-24 through May, staff proctored 161 tests.

The CdM Branch offers public laptops for in-library use and printing/scanning/fax service. Wi-Fi is available throughout the Branch including on the Friends of the Library Reading Porch.

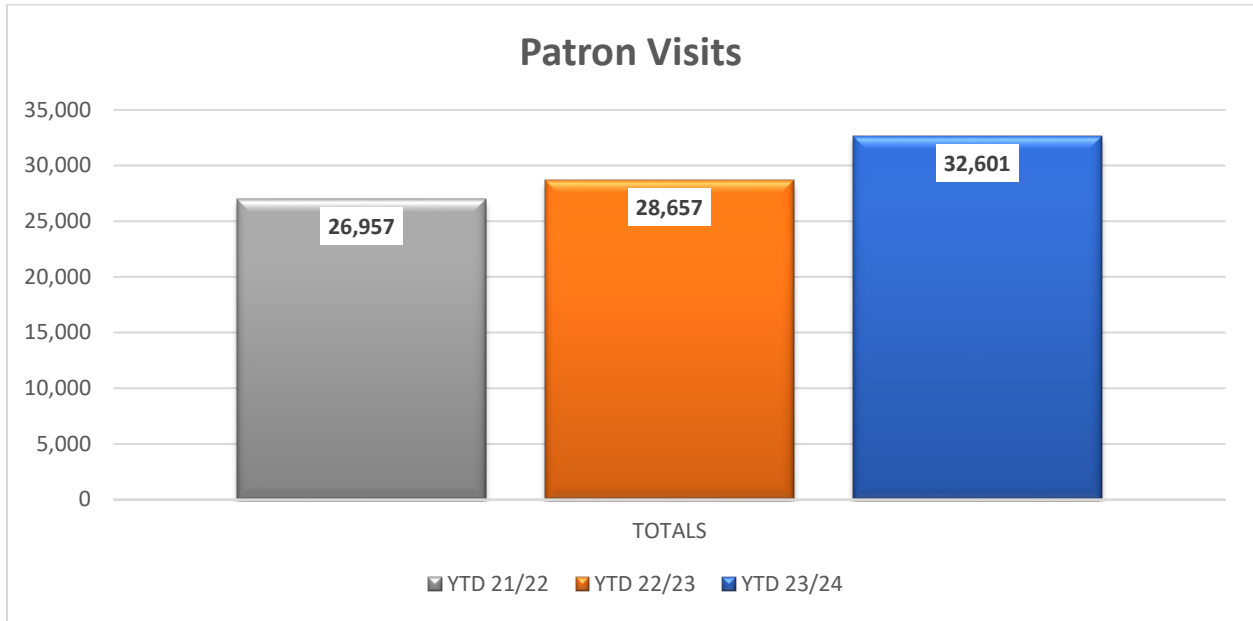
Reference Assistance

Between July 2023 and May 2024, CdM staff answered 6,144 reference questions. CdM staff answer an average of 560 questions per month.



Patron Visits

The CdM Branch service area population is 12,546, but we have many patrons outside of the service area that visit this branch regularly. The number of patrons who visited the CdM Branch from July 2023 to May 2024 is 32,601. With increased programming and services, staff have seen a steady increase of patron visits to the CdM Branch.

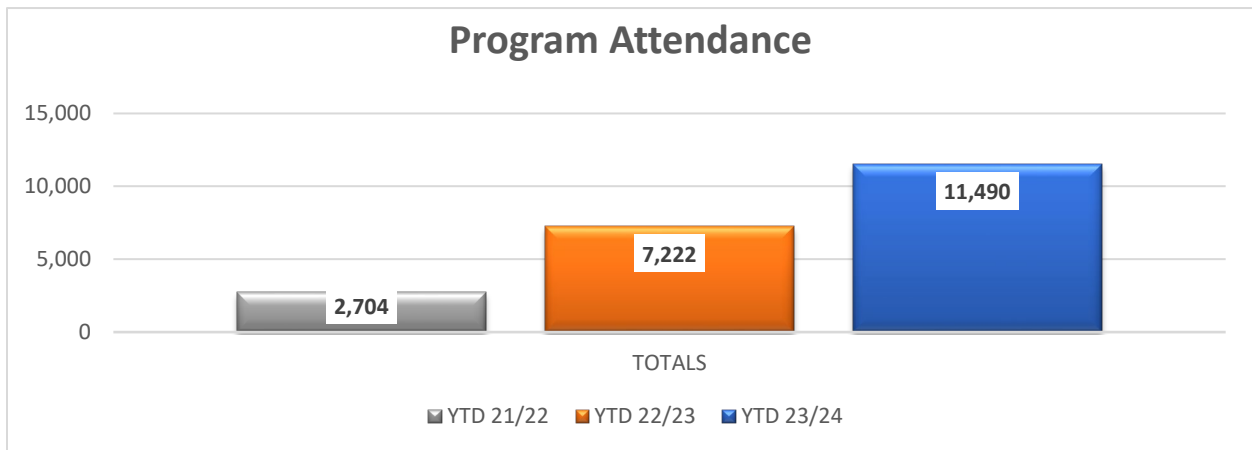


Children's Services

We offer a variety of Children's Programs including weekly storytimes, monthly sensory play, an annual Fire Station Storytime, daily drop-in crafts, and a Find Sisi the Snail game. In October, Newport Coast Elementary School's 2nd grade classes visited the Branch for a tour, storytime, and instruction on database research. We also co-hosted first grade class visits to the CdM Branch Library and Fire Station 5 where students took a tour of both facilities and got to check out books. Eastbluff Elementary visited in November and Harbor Day School visited in May. We also held several special events this past year including a BARK: Read to the Dogs program, holiday events, and a magic show featuring Illusions by Allen. A new and very popular program we offered was "I SPY in the Library". Children and caregivers were given a game sheet with pictures of objects hidden in plain sight. If they found all 25, they received a mochi squishy. The participants had so much fun finding everything on the game sheet while learning more about the Branch. During National Library Week, we had special readers at our storytimes. Board of Library Trustee Chase Rief who attended the April 5, Songs & Stories Storytime; Councilmember Lauren Kleiman who joined the April 6, Family Storytime; Library Director Melissa Hartson who read at the April 12, Songs & Stories Storytime; and Board of Library Trustees Chair Paul Watkins and his wife Ronnie who attended Family Storytime on April 13. We also have passive programs to engage families who visit the Branch, such as searching the Branch for Sisi the Snail, a stuffed animal snail who moves around the Branch each night to find a new spot to sit, or solving puzzles that we post on the wall like our Taylor Swift song name contest that we held in February. We also had a find the missing image game where visitors to the branch could try to figure out what image was missing from famous works of art. There is always something fun to do at the CdM Branch!

Programs

The Corona del Mar Branch held 144 programs from July 2023 through May 2024 with a total program attendance of 11,490. Many of the programs are for children, but we offer a few programs for all ages including the CdM Branch Open House and the Summer Reading Program. The CdM Branch Open House is held in conjunction with the annual CdM Christmas Walk. This was the second year we partnered with the Newport-Mesa Unified School District to provide entertainment at the Open House and 800 people attended the program. Many kids, teens and adults enjoyed the activities, refreshments, and family friendly spot we provided during the Christmas Walk. This past summer, we saw great success with an overall increase in participation and attendance. Notably, we had an increase in adult participation in the Summer Reading Program. We had 37 adult participants compared to 19 the year before—a 117% increase. Seventeen of the adult participants completed the program. Overall, program attendance is at an all-time high and patrons are happy with the variety of programs that we offer.

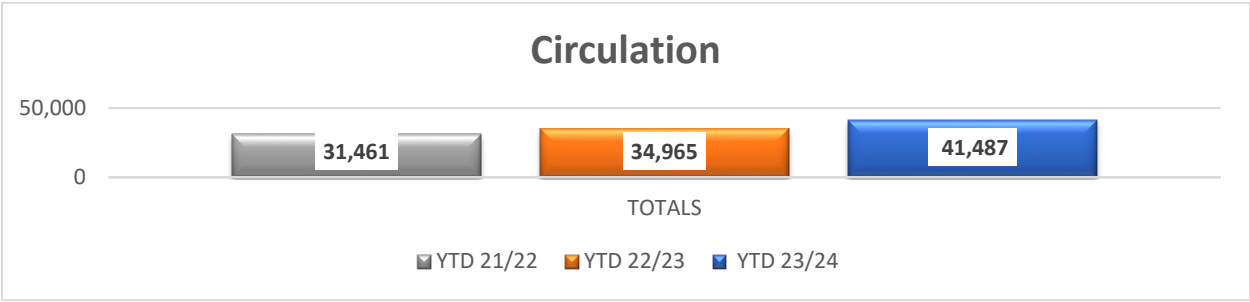


Collection Maintenance

The CdM Branch offers classic titles and current books, magazines, newspapers, and digital media for adults, teens, and children. There are 12,161 items in the collection. From July 2023 to May 2024, the teen collection had 294 checkouts, the adult collection had 14,483 checkouts, and the children’s collection had over 27,787 checkouts (source: Collection HQ). These numbers are representative of the population we serve. Items are added to our collection monthly, and new books and materials are well-reviewed and provide a range of popular topics for our patrons to explore.

Circulation

A total of 41,487 items were checked out from Corona del Mar Branch from July 2023 through May 2024. There was an 18% increase in circulation between 2023/2024 and 2023/2022, and over the past three years we have seen an increase of 31%. Our print collection checks out often and many patrons enjoy supplementing their reading with the library’s streaming services and downloadable eBooks.



Personnel

Nadia Dallstream is the full-time Branch Librarian. Daisy Hernandez is the full-time Clerk I. Christina Miramontes is the part-time Library Assistant. The Mariners Branch Library provides part-time Clerk coverage and Mikaela Malsy has been working in this capacity since April 2024. Anthony Duhamel is the part-time Page.

Facility Maintenance

The CdM Branch follows routine maintenance schedules, which continued throughout the evaluation period. There are no other areas of concern as the building is very new and has been well-maintained.

Summary Comments

The Corona del Mar Branch provides the community with a great collection of materials, an inviting space, a variety of services, and programming for all ages. Our staff knows our regular patrons by name, and we provide consistent service by making sure we all know how to assist them with anything from checking out materials, downloading digital content, printing from a device, or finding the latest bestseller. This coming year I look forward to continuing to develop Branch programming and promoting library collections by implementing new readers advisory strategies.

NOTICING:

This agenda item has been noticed according to the Brown Act (72 hours in advance of the meeting at which the Board of Library Trustees considers the item).