

# 9073 Questionnaires Mailed To Potential Book Borrowers At Santa Cruz Public Library

Following terms of the agreement between the city and county of Santa Cruz, 9073 questionnaires went out in the mail during the last two weeks to potential borrowers of books in the Santa Cruz library.

The questionnaires are a part of a survey being made by Louis Kroeger and associates of San Francisco, a management consulting firm. Cost of the survey has been placed at \$2200, with the county paying \$1100 and the city contributing a like amount.

The survey was suggested by Robert Klein, Santa Cruz city manager, after the county board of supervisors refused to pay an estimated \$45,000 this year as the county's cost to maintain the county branches of the library.

The supervisors felt they were not getting value received for the amount of money being put out year after year. The city claimed the costs were computed on an equitable basis and that the request was a fair one.

Finally, after a good deal of haggling on both sides, the supervisors agreed to pay \$37,000, the same amount as last year's contract. They also agreed to the survey and agreed to share the cost of the survey with the city.

The questionnaires, which are a part of this survey, were mailed from the county clerk's office after every fourth name was selected from the Great Register. The help was furnished by the survey firm and not the clerk's office.

The questionnaire refers to both city and county borrowers and to all branches of the library, both in the city and county.

The library is anxious that all questionnaires be filled out and returned as it is by such means that it is hoped a true picture of the situation may be obtained.

Some of the questions are as follows:

Are you a registered borrower? If you are not, do you use the library for newspaper reading, reference work, or other services not requiring registration? Why do you not use your public library, or not use it oftener than you do? What principal use do you make of the library? How regularly do you use the library?

When do you usually use the library? When and if you visited

the library would you usually make a special trip for that purpose? Visit the library while on a shopping trip or other errand? What form of transportation do you, or would you use to the library? Using your usual means of transportation, how long does it take you to get to the library? Which branch do you live nearest? Which branch do you use regularly?

Is the branch serving you conveniently located? Do you believe the library is a worthwhile county service? Would a rural area mobile library visiting your neighborhood on regular schedule increase your use of the service? Are you interested in features? Do you consider the books and services at the library adequate for your needs? Do you have any suggestions for the improvement of special features for children such as story telling, supervised reading, etc.?

Each question contains numerous spaces to be filled in and in some cases more than one answer is required.

The questionnaires are postpaid and self addressed.

Penguins, which behave so much like people, are biologically a very primitive form of bird.

## Barney Mow

M  
R  
I  
F