

## Response to Questions on the FY 2010 County's Line of Business & Schools Program Review Processes Fall 2008

**Request By:** Supervisor McKay

**Question:** Provide information by zip code summarizing the usage patterns of community libraries.

**Response:** The Library tracks usage in a variety of ways. In terms of zip code, the Library tracks customers according to their branch service area which consists of a single and up to as many as three unique zip codes depending on circulation, survey and other data. Each library then uses corresponding demographic, civic and user information specific to their service area to help them focus on who they serve and the needs of their immediate community. The following table details the number of registered borrowers in each community library service area.

<b>Library Branch</b>	<b>Registered Borrowers in Service Area</b>
Patrick Henry Community Library	18,869
Dolley Madison Community Library	16,811
Herndon Fortnightly Community Library	12,386
Kingstowne Community Library	9,487
Richard Byrd Community Library	9,478
John Marshall Community Library	7,881
Burke Centre Community Library	7,576
Lorton Community Library	7,407
Kings Park Community Library	7,392
Woodrow Wilson Community Library	7,297
Thomas Jefferson Community Library	7,174
Great Falls Community Library	5,888
Martha Washington Community Library	4,225
Oakton Community Library	1,035

Another way the Library tracks customers is through their 'home' branch. When registering for a library card customers indicate the branch most convenient to them for pick-up of items on reserve. It could be the library closest to their home, along their commuter route to/from work, near the daycare or any other factor. To illustrate that community libraries serve more customers than just those whose address indicates their residence within a particular library service area zip code, the following table details the

total number of registered borrowers who list a community library as their 'home' branch.

<b>Library Branch</b>	<b>Registered Borrowers 'Home' Branch</b>
Patrick Henry Community Library	26,988
Kings Park Community Library	22,986
Kingstowne Community Library	17,224
Dolley Madison Community Library	16,712
Thomas Jefferson Community Library	15,561
Richard Byrd Community Library	15,338
Herndon Fortnightly Community Library	14,739
John Marshall Community Library	14,420
Lorton Community Library	11,265
Woodrow Wilson Community Library	10,715
Martha Washington Community Library	8,329
Great Falls Community Library	7,626
Oakton Community Library	1,699
Burke Centre Community Library	1,333

Note that the new Burke Centre and Oakton branches have small numbers for 'home' branch customers. These are increasing every day as new users are registered for library cards and existing users change their 'home' branch to one of the new libraries that may be more convenient to them.