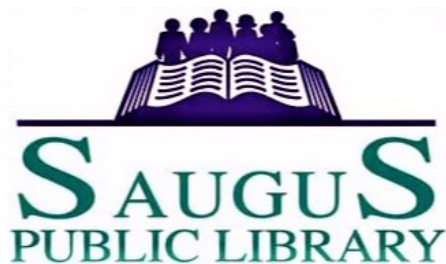


# Saugus Public Library

## 2019 Community and Library Profile



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# SAUGUS COMMUNITY DEMOGRAPHICS

**POPULATION:** According to the United States Census, Saugus's population was 26,628 in 2010. By 2017, its population increased by 5.3% to 28,037.

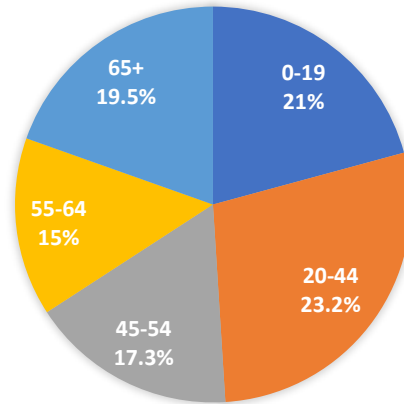
**AGE DISTRIBUTION:** The median age of Saugus's residents is 46 years. Consistent with national trends, the fastest growing age group is 65 years.

## SAUGUS RESIDENTS BY AGE 2017

AGE GROUPS	RESIDENTS		+/- % SINCE 2010
	#	%	
Under 19	5,826	20.8%	3.1%
20-44	7,912	28.2%	-2.4%
45-54	4,720	16.8%	7.5%
55-64	4,091	14.6%	6.8%
65+	5,488	19.6%	18.2%

**TOTAL 28,037 5.3%**

## RESIDENTS BY AGE - 2017



**RACE:** A large majority of Saugus's residents are white (86%). The second largest self-identified race is Hispanic or Latino (4.8%). The third is Asian (4.6%), which is also the fastest growing group. All other races combined represent less than 5% of the town's total population.

RACE	2010	2017		+/- CHANGE	
		#	%TTL	#	%
White Alone	23,680	24,182	86.3%	322	1.1%
Hispanic or Latino (of any race)	1,066	1,356	4.8%	290	1.2%
Asian Alone	708	1,289	4.6%	581	2.2%
Black or African American Alone	525	748	2.7%	223	0.8%
American Indian and Alaska Native	28	127	0.5%	99	0.4%
Native Hawaiian and Other Pacific Islander alone	1	0	0.0%	-1	0.0%
Some Other Race Alone	132	0	0.0%	-132	-0.5%
Two or More Races	308	335	1.2%	27	0.1%

**TOTAL 26,628 28,037 1,409 5.3%**

**INCOME:** In 2010, Saugus’s median household income was \$71,023. By 2017, it increased by 15.7% to \$82,133, which exceeds Massachusetts’ by \$7,966 (+21%). Saugus’s poverty rate of 8.1% is lower than the State’s, which is 10.5%.

**UNEMPLOYMENT:** Saugus’ unemployment rate is slightly higher than the state’s (-.2%) but is lower than the national average.

UNEMPLOYMENT RATES			
	SAUGUS	MA	U.S.
June 2019	3.2%	3.0	3.7%

**HOUSING:** From 2010 to 2017, Saugus’s median value of housing experienced a modest decline. In 2017, the median value of owner-occupied units was \$361,600 (-.3%) and the median gross rent was \$1,045 (-4.2%). In 2017, 94.5% of Saugus’s 10,809 occupied housing units were owner-occupied—down 1% since 2010.

**EDUCATION:** The percent of Saugus’s population with advanced degrees is increasing. Residents aged 25 or older with at least a bachelor’s degree increased by 2.8% from 2010 to 2017.

EDUCATIONAL ATTAINMENT		
	2010	2017
H.S. Graduate or Higher	92.1%	90.6%
Bachelor’s Degree or Higher	23.7%	26.5%

**Community Profile Data Sources:**

- Massachusetts Labor and Workforce Development ([mass.gov/lwd/economic-data/labor-force](http://mass.gov/lwd/economic-data/labor-force))
- U.S. Census Bureau - 2010 Census ([factfinder2.census.gov](http://factfinder2.census.gov))
- U.S. Census Bureau - 2013-2017 American Community Survey – ACS 5-Year Data Profiles ([census.gov/acs/www/data/data-tables-and-tools/data-profiles/2017](http://census.gov/acs/www/data/data-tables-and-tools/data-profiles/2017))
- U.S. Census Bureau - Quick Facts ([quickfacts.census.gov](http://quickfacts.census.gov))

# SAUGUS PUBLIC LIBRARY PROFILE

## HISTORY OF THE SAUGUS PUBLIC LIBRARY:

In 1843 a group of people gathered in Saugus to debate the philosophical issues of the day. They became known as the Saugus Debating Society. The members of the Saugus Debating Society collected 100 books from their private libraries and put them in a room of one member's home. They allowed each other to borrow books from this collection.

In 1850, the Public Libraries Act was passed. The passage of this new state law allowed Free Public Libraries to be established. As a result, the collection was turned over to the Town to start the Saugus Public Library.

In 1916 the Town accepted a gift of \$10,000 from the Carnegie Corporation to build a new Library on Central Street. The new facility was opened in 1918. That Central Street building served the Town until 1996 when the Town approved the construction of the current Library, which was dedicated in 1998. Over the years the Library has evolved to meet the changing needs of the Community. Today people will find a collection of about 85,000 items, including books in regular and large print, newspapers, periodicals, CDs, DVDs, downloadable eBooks and audiobooks, and more. Reference materials include print and electronic forms for both children and adults. The Library also provides PCs and free wireless access to the Internet.

## **OUR FACILITY**

The Saugus Public Library is housed in a 16,500-square-foot, two-story building with a seating capacity of 154. It contains two private study/meeting rooms. The Fred Brooks Room is a conference room with a capacity of 12. There is also a smaller study room which can hold up to four people. The 625-square-foot Community Room—the space where most events are held—accommodates 70-75 people and is equipped with a large screen TV attached to a computer for presentations.

The building contains six restrooms and boasts a new HVAC system, VOIP telephone system, and energy-efficient lighting, all installed in 2018.

## **OUR SERVICES**

### Lending:

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• Books (regular and large print)</li><li>• eBooks</li><li>• CD Audio</li><li>• Downloadable Movies</li><li>• Downloadable Audio</li><li>• Music CDs</li><li>• Downloadable Music</li><li>• Magazines (not current issue)</li></ul> | <ul style="list-style-type: none"><li>• Downloadable Magazines</li><li>• Movie DVDs</li><li>• Television DVDs</li><li>• Downloadable Movies</li><li>• Children's Tablet Computers (Launchpad)</li><li>• Playaway audio</li><li>• Wi-Fi hotspots</li></ul> |
|---|---|



**In-Facility Use:** Most reference titles, current issues of magazines and newspapers, and all iPads (Children's Room only) may not be removed from the building.

**Meeting Space:** The Community Room and Fred Brooks Room are used for Library events, meetings of Town government/civic groups and bodies, and for gatherings by other social groups/agencies. There is no fee for use, but a reservation is required for the Community Room and recommended for group use of the Fred Brooks Room.

**Study Space:** The Library has a first-floor reading room equipped with four arm chairs and three tables and chairs. Additionally, there are three study tables in the Children's Room. The second floor has three large study tables and chairs as well as four study carrels. There is one private study room on the second floor, which seats up to four. The Fred Brooks Room can be used for personal or group study when not in formal use.

**Homebound Delivery:** The Library provides homebound delivery to patrons unable to visit the Library or to have someone else pick up and drop off materials for them.

**Parking:** Parking is available on Central Street and on Taylor Street. A space may also be found in the lot behind the Library off Taylor Street. There is additional on-street parking available on the side streets around the Library and Town Hall.

**ADA Accommodation:** There are three handicapped parking spaces; two are in the lot behind the Library off Taylor Street and the other is on the corner of Central and Taylor Streets. Both public entrances to the Library are ADA-accessible and equipped with automatic doors. An elevator provides access to the second floor of the Library. Restrooms on both floors are wheelchair accessible.

## COMMUNITY PARTNERSHIPS

- **Greater Lynn Senior Services (GLSS):** The Library hosts educational programs run by the GLSS for the benefit of the community.
- **Rumney Marsh Toastmasters:** The Library provides meeting space for the group's twice-monthly meetings.
- **Saugus Coordinated Community and Family Engagement (CFCE):** The Library provides space and some support for classes and activities sponsored and run by the CFCE.
- **Saugus Garden Club:** The Garden Club meets regularly at the Library and provides decorative arrangements for Library events. In addition, members of the Garden Club run a Youth and Gardening Club which teaches basic horticultural skills to young patrons.
- **Saugus Interfaith Food Pantry:** The Library collects food items for the Food Pantry to support its regular operations as well as those of Healthy Students/Healthy Saugus, a related effort which provides meals for low-income Saugus Public School students on weekends and vacations.
- **Saugus Lions Club:** The Library has a collection bin for donated eyeglasses.
- **Saugus Public Schools:** In addition to its role in the Saugus Wellness Committee, the Library hosts a twice-weekly drop-in homework help session for elementary school students run by members of the Belmonte School's National Junior Honor Society. The Library also hosts an annual Title I night for families of Saugus elementary school students.

- **Saugus Wellness Committee:** The Library director has a seat on the Saugus Wellness Community, a coalition of agencies and town departments dedicated to creating a healthy environment for Saugus youth. The Library provides meeting space for many of the coalition's educational events.
- **Town Government:** The Zoning Board of Appeals and Department of Health are among the governmental bodies which regularly hold their meetings and hearings at the Library.

**VISION STATEMENT:** The Vision of the Saugus Public Library is to be the foremost destination for the intellectual and cultural growth and social engagement of all.

**MISSION STATEMENT:** The Mission of the Saugus Public Library is to inform, enrich, and empower all citizens by providing and promoting free access to the universe of information and ideas.

**GOVERNANCE:** The Library is governed by a six-member Board of Trustees. Members are appointed by the Saugus Board of Selectmen for three-year terms. Two trustees out of six will be appointed by the Selectmen each year, as each set of three-year terms expires. The Board is responsible for overseeing Library operations and the maintenance of the facility. The Board meets monthly from September through June. Following is a list of the current Library trustees:

- Mr. Michael Sullivan, Chair (2018-2021)
- Ms. Roseann Luongo, Vice Chair (2019-2022)
- Ms. Debra Dion-Faust, Secretary (2017-2020)
- Ms. Laura Flynn (2019-2022)
- Ms. Naomi Handler (2017-2020)
- Ms. Gail Murray (2018-2021)

**SUPPORT:** The Library is fortunate to have two strong volunteer groups that support it, including:

- **Foundation for the Saugus Public Library:** In 2004, the Trustees of the Saugus Public Library created the Foundation, a non-profit organization, to enhance the projects, activities, collections, and services of the Library.

The Foundation was established through significant gifts from the estates of Douglas Lockwood, in honor of the Saugus High School Class of 1947, Josephine Kibbey, and Marie Weeks, as well as funds turned over by the environmental non-profit group, NO-BLAST, upon its dissolution.

The mission of the Foundation is to accept donations, raise funds, and create an endowment. Endowment funds are invested to enhance the overall value of the contributions, which maximizes the benefit to the patrons of the Library. The Foundation authorizes the expenditure of the endowment interest which the Library Trustees apply toward the betterment and improvement of the library.

- **New Friends of the Saugus Public Library:** The New Friends of the Saugus Public Library are a group of people with an interest in improving the Library building, programs, services, and collections. The New Friends sponsor activities and provide services which benefit and stimulate interest in the Saugus Public Library by:

- Presenting free programs for all ages at the Library.
- Purchasing museum passes for use by Saugus Public Library patrons.
- Purchasing books, videos, magazines, and equipment for the Library.
- Holding used book sales and the on-going used book sale in the community room in addition to other fund-raising events to benefit the Library.
- Raising funds through matching gift programs.
- Becoming Library Volunteers.

### **LIBRARY ACTIVITIES AND TRENDS:**

Following are a series of statistics and information related to the Library's efforts to meet its mission.

**VISITORS:** While the town's population has only grown approximately 5% since 2010, the Library's number of visitors increased 24% since 2011. This may indicate an increase in the total number of people visiting the Library, an increase in visitors' frequency of visits (repeat visitors), or a combination of both.

2011	2012	2013	2014	2015	2016	2017	2018	2019	+/- 2011	
									#	%
78,000	77,984	91,156	91,578	101,674	97,968	100,360	91,048	96,841	18,841	24%

**BUDGET:** The Library's budget is derived from municipal and supplemental funding (e.g., Friends fundraisers, grants, etc.). Most years, the Library's municipal and supplemental funding grew or was stable. The biggest exception occurred in 2013 when the municipal budget was reduced by approximately 16%.

SOURCE	2011	2012	2013	2014	2015	2016	2017	2018
<b>Municipal</b>	\$440,117	\$506,872	\$424,664	\$510,288	\$554,385	\$609,317	\$609,299	\$641,198
<b>Other</b>	\$32,067	\$31,504	\$27,127	\$37,104	\$46,459	\$49,948	\$45,735	\$46,453
<b>TOTAL</b>	<b>\$472,184</b>	<b>\$538,376</b>	<b>\$451,791</b>	<b>\$547,392</b>	<b>\$600,844</b>	<b>\$659,265</b>	<b>\$655,034</b>	<b>\$687,651</b>

**CIRCULATION:** The Library's circulation has steadily increased since 2011. Most notable is the growth in circulation of digital materials, which has more than tripled since 2012.

CIRCULATION	2011	2012	2013	2014	2015	2016*	2017*	2018*
<b>Annual Circulation</b>	64,651	833,278	113,547	129,166	127,052	106,261	105,629	100,837
<b>Ebook/Audiobook</b>	na	1,754	2,349	3,252	4,240	4,790	5,063	6,499

\* Includes downloadable media via OverDrive© and Hoopla ©

E-CIRCULATION			NON-RESIDENT CIRCULATION		INTERLIBRARY LOAN			
	2018	2019				Incoming	Outgoing	
Evergreen	94,730	92,700	FY 2018	21,972		FY 2018	10,306	12,427
OverDrive	5,578	6,630	FY 2019	23,705		FY 2019	10,676	12,052
Hoopla	2,348	2,915	# +/-	1,733		# +/-	370	-375
			% +/-	7.9%		% +/-	3.6%	-3.0%

CIRCULATION	2011	2012	2013	2014	2015	2016*	2017*	2018*	2019
Per Open Hour	27.5	34.1	48.6	51.5	46.3	38.7	38.1	34.6	33.4

\* Includes downloadable media via OverDrive© and Hoopla ©

**COLLECTIONS:** In an effort to meet the community's needs, the Library continues to grow and diversify its collections. The most significant portion of its collection remains to be books (86%), but new materials are regularly added in diverse hard and soft (digital) formats.

#### HOLDINGS

FY 2018	104,926
FY 2019	106,475

# +/- 1,549

% +/- 1.5%

COLLECTIONS FORMATS	Adult		YA		Child		TOTAL	
	#	%	#	%	#	%	#	%
Audio	2,554	5.5%	162	2.7%	545	1.7%	3,261	3.8%
Books	37,670	80.5%	5,537	93.2%	30,089	92.3%	73,296	85.9%
Materials in Electronic Format	1	0.0%	0	0.0%	0	0.0%	1	0.0%
Materials in Microforms	1	0.0%	0	0.0%	0	0.0%	1	0.0%
Miscellaneous	63	0.1%	0	0.0%	61	0.2%	124	0.1%
Print Serials	2,344	5.0%	42	0.7%	439	1.3%	2,825	3.3%
Video	4,164	8.9%	0	0.0%	1,458	4.5%	5,622	6.6%
YA Video Games	0	0.0%	197	3.3%	0	0.0%	197	0.2%
<b>TOTAL</b>	<b>46,797</b>		<b>5,938</b>		<b>32,592</b>		<b>85,327</b>	
<b>% TOTAL HOLDINGS</b>	<b>54.8%</b>		<b>7.0%</b>		<b>38.2%</b>			



**PROGRAMS:** The number of programs offered has increased dramatically since 2011 (209%), especially in adult programming category. In FY2011, the Library offered 10 adult programs that attracted 89 attendees. In FY2019, the Library presented 155 adult programs (+1,450%) with a total attendance of 1,547 (+1,648). The children's programming category experienced large growth, too. However, while the number of young adult programs offered increased, the higher number of programs attracted fewer attendees.

PROGRAMS										+/- Since 2011	
CATEGORY	2011	2012	2013	2014	2015	2016	2017	2018	2019	#	%
Adult	10	32	26	22	15	25	75	10	155	145	1,450%
YA	6	0	4	9	13	8	9	7	16	10	167%
Children's	196	425	443	526	566	523	583	605	485	289	147%
	212	473	473	555	594	556	667	622	656	444	209%

ATTENDEES										+/- Since 2011	
CATEGORY	2011	2012	2013	2014	2015	2016	2017	2018	2019	#	%
Adult	89	264	299	331	264	208	127	341	1,547	1,458	1,638%
YA	118	0	46	87	178	129	123	61	113	-5	-4%
Children's	2,758	4,193	7,178	9,691	12,391	10,494	8,621	11,016	8,909	6,151	223%
	2,865	4,219	7,423	10,109	12,733	10,831	8,771	11,418	10,569	7,704	269%

**REFERENCE:** While the number of reference inquiries the reference desk receives is down from 2011's level, it remains a popular source of information. On average, the reference desk staff responds to more than 100 questions covering diverse topics each week.

2011	2012	2013	2014	2015	2016	2017	2018
7,488	7,050	7,008	5,857	8,454	9,689	5,344	6,177

#### MISC STATS:

- **Registered Borrowers:** The number of library cardholders increased to 15,164 in 2018 but dropped 22% in 2019 to 11,874.
- **Meeting Rooms:** There is a steady growth in the demand for both public meeting space and library programming, which uses the same space.
- **Computer Use & Internet Access:** The use of the library's public desktop PCs peaked in 2014 has decreased approximately 30% since then. However, use of free Wi-Fi increased from 2016 to 2017.

MISC STATS	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Registered Borrowers</b>	unk	15,597	11,591	12,404	13,206	13,786	14,494	15,164	11,874
<b>Meeting Room Usage</b>	unk	unk	624	1,131	1,298	1,281	1,424	1,661	1,363
<b>Weekly PC Usage</b>	212	280	297	308	277	244	200	217	235
<b>Annual Wi-Fi Sessions</b>	unk	unk	unk	unk	unk	11,016	16,548	unk	42,749