

**Berthoud Community Library  
District**

**Long Range Plan  
2011-2016**

Berthoud Community Library District  
Board of Trustees

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Adopted August 4, 2011

## **Introduction**

The Berthoud Community Library District (BCLD) Board of Trustees adopted a long range plan on August 4, 2011. This plan was developed through the combined effort of the Board, staff and Colorado State Library consultant. In developing this plan, information from the following sources was used:

- Community Survey
- Library Use Statistics
- Colorado Public Library Standards
- Staff concerns and vision
- Board of Trustees workshop and meetings

## **Library Vision**

People of the Berthoud community will:

- have the information they need to succeed at school, at work, and in their personal lives;
- have reading, viewing and listening materials and programs that stimulate their thinking, enhance their knowledge of the world and improve the quality of their leisure time;
- discover the joy of reading and develop a love of learning;
- enjoy a high level of access to electronic resources and develop the technological information seeking and information evaluation skills needed in an increasingly complex world;
- think of the Berthoud Community Library District as a center of community life, offering opportunities for people of all ages to learn, know, gather and grow;
- use the Library's resources and services and encourage others to do so as well.

## **Library Mission Statement**

The mission of the Berthoud Community Library District is to provide access to popular and informational sources, programs and services that inform, educate, and culturally enrich the people of the Berthoud community.

1. Technology

- a. Provide the community with access to quality computers.
  - i. Create a 4-year replacement schedule for hardware/software.
  - ii. Set criteria for acceptable % of public computers out of order and length of downtime.
  - iii. Upgrade internet connection by 2013.
  - iv. Business & Career Center has priority for licensed software such as Microsoft Office.
- b. Monitor and implement new technology.
  - i. Provide downloadable music collection for the public.
  - ii. Provide e-books when community demand increases.
  - iii. Each staff member should participate in some form of continuing education on technology at a minimum of once a year.
  - iv. Explore options for upgrading to a public library ILS.
- c. Explore option of creating a Technology Advisory committee.

2. Facilities

- a. Utilize current space as efficiently as possible.
  - i. Explore ways to utilize in-floor heating system.
  - ii. Research ways to provide a quiet study area.
  - iii. Create a dedicated Young Adult space.
- b. Anticipate need for branch location.
  - i. Keep in touch with Berthoud Town Administrator regarding new housing.
  - ii. Read minutes from Planning and Zoning Commission.
  - iii. Attend TOB meetings when development items are on the agenda.

- iv. Provide Town Administrator with an overlay map of the Library District.
  - c. Office space for staff.
    - i. Office for Director
    - ii. Staff room
  - d. Continue to monitor loss of library materials to anticipate need for a security system.
  - e. Continue to improve the structural integrity of the building.
    - i. Repair/replace roof
    - ii. Replace windows with broken seals.
    - iii. Assess and fix the cause of cracks in building.
  - f. Explore option of creating a Facilities Advisory committee.
- 3. Marketing
  - a. Develop, adopt, and implement a marketing plan.
  - b. Implement procedures to encourage public comment.
    - i. Quarterly ad in local papers to solicit comments on targeted topics.
    - ii. Conduct survey based on the 2010 model every two years.
  - c. Create an Annual Report starting with 2010, and budget to do a bulk mailing starting with the 2011 Annual Report.
  - d. Present one Chamber program or host one After Hours annually.
  - e. Participate in statewide campaigns that focus on public awareness of libraries.
- 4. Collection Development
  - a. Create a Collection Development policy.
  - b. Arrange the adult nonfiction collection to facilitate browsing.
  - c. Increase spending on library materials to at least \$4.79 per capita.
  - d. Increase circulation to at least 10 items per capita by 2016.

5. Fiscal Responsibility

- a. Determine and implement the proper amount of reserves.
- b. Plan for times of flat revenue increases.
- c. Budget for annual additions to the Building Fund.
- d. Expand Financial Policy to include topics such as investments, reserves.

6. Services

- a. Increase communication and collaboration with Berthoud schools
- b. Create a Programming Policy
  - i. Define services to preschool age, including early literacy concepts
  - ii. Define types of adult programs to offer
  - iii. Define service to young adults.
- c. Increase number of library card holders to at least 65% of service population.
- d. Position the library as a focal point for providing community information.

## Berthoud Demographics

Berthoud is a community of 4.1 square miles, about located 50 miles north of Denver, along the Front Range Urban Corridor. The Berthoud Community Library District’s Service Area (LSA) population was 10,967 in 2010. BCLD’s boundaries are the same as the Larimer County portion of the Berthoud Fire Protection District.

In November 2007, voters approved the creation of the Berthoud Community Library District (BCLD), but the accompanying measure to fully fund the district failed by six votes out of approximately 2,400 cast. Then, in a ballot held in November 2008, a tax measure was passed to assign a 2.4 mill levy to fund BCLD.

As Berthoud Public Library, a municipal library, the LSA population was 4,839 in 2000 and 5,501 in 1990.

The Town of Berthoud's Demographic Report with Base Population, Households, Housing and Growth Scenarios, for 2000 – 2025 was issued in June 2004 (<http://www.berthoudcolorado.com/downloads/BerthoudDemography2000.pdf>). The Town’s historical growth rate between 1960 and 2000 averaged 5% per year.

### Population characteristics for planning:

◆**Berthoud residents are educated, slightly higher than national average.**

29.9 % of Berthoud residents age 25 or older have earned a bachelors, graduate or professional degree, compared to the 24.4 % national figure, according to the 2000 Census.

Source: U.S. Census Bureau, Fact Sheet, 2000 Census.

2000 Census Data	Berthoud	Fort Collins	Greeley	Longmont	Loveland	United States
BA + Educ.	29.9%	48.4 %	26.4 %	31.3%	27.5%	24.4%

◆**Berthoud is a small community.**

However, 2000 Census data shows median income and home values that are higher than neighboring communities and the national average.

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2000 Census Data	Berthoud	Fort Collins	Greeley	Longmont	Loveland	United States
Median household income	\$ 52,672	\$ 44,459	\$ 36,414	\$51,174	47,119	\$41,994
Median Home Value	\$ 172,000	\$169,600	\$135,400	\$177,900	\$155,900	\$119,600
% owner occupied	79.6 %	57.0 %	58.4 %	65.6 %	69.4 %	66.2%

Source: U.S. Census Bureau, Fact Sheet, 2000 Census.

◆**Berthoud has slightly higher percentages of children and of middle-aged and older adults than the nation as a whole.**

The median age of Berthoud residents was 41.2 years in 2010, up from 35.5 years in 2000. Most of Berthoud’s neighboring communities showed similar patterns of age distribution in the 2010 census.

**2010 Census**

Age	Berthoud	Fort Collins	Greeley	Longmont	Loveland	United States
<5 years	5.2 %	5.7 %	7.8 %	7.2 %	6.8 %	6.5%
5 - 9	7.1 %	5.6 %	7.3 %	7.7 %	6.9 %	6.6%
10 - 14	7.9 %	5.3 %	6.6 %	7.2 %	6.3 %	6.7%
15 - 19	7.9 %	9.1 %	9.6 %	6.4 %	6.3 %	7.1%
20 - 24	4.3 %	15.6 %	11.4 %	5.6 %	5.6 %	7.0%
25 - 29	4.5 %	9.5 %	7.6 %	6.5%	6.7 %	6.8%
30 - 34	5.2 %	7.4 %	6.3 %	7.0 %	6.7 %	6.5%
35 - 39	5.9 %	6.5 %	5.9 %	7.3 %	6.5 %	6.5%

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40 - 44	7.6%	5.5 %	5.6 %	7.3 %	6.4 %	6.8%
45 - 49	9.7 %	5.8 %	5.6 %	7.8 %	7.2 %	7.4%
50 - 54	9.0 %	5.9 %	5.7 %	7.5 %	7.4 %	7.2%
55 - 59	8.2 %	5.2%	5.4 %	6.2 %	6.8 %	6.4%
60- 64	5.0 %	4.1 %	4.4 %	5.0 %	5.6 %	5.4%
65-69	4.0 %	2.7 %	3.1 %	3.6 %	4.4 %	4.0%
70-74	2.8 %	1.8 %	2.3 %	2.4 %	3.4 %	3.0%
75-79	2.3 %	1.5 %	2.0 %	2.0 %	2.6 %	2.4%
80-84	1.6 %	1.3 %	1.6 %	1.5 %	2.2 %	1.9%
85+	1.6 %	1.5 %	1.7 %	1.6 %	2.3 %	1.8%
Median	41.2 yrs.	29.6 yrs.	29.8 yrs.	36.6 yrs.	38.7 yrs.	37.2 yrs.

Sources: 2010 Census Data for Colorado

<http://dola.colorado.gov/dlg/demog/2010censusdata.html> and

2010 Census Briefs: Age and Sex Composition:

<http://www.census.gov/prod/cen2010/briefs/c2010br-03.pdf>



◆**Berthoud is overwhelmingly white.**

Berthoud has remained a predominantly white population, more than 90% (U.S. Census 2000) and it is expected that this will continue through 2025.

Source: <http://berthoudcolorado.com/about-berthoud/demographics/>

◆**Only 8.1 % of Berthoud residents were Hispanic or Latino in 2000.**

Hispanics or Latinos are the fastest growing population group in the United States as a whole; they made up 12.5% in the 2000 Census and 16 % of the population in the 2010 Census.

Sources: <http://factfinder.census.gov/home/saff/main.html? lang=en> and <http://www.census.gov/prod/cen2010/briefs/c2010br-02.pdf>.

◆**Berthoud residents have a low rate of disability.**

According to the 2000 Census data, the rate of disability for Berthoud residents over the age of 5 is lower than the national figure and similar to those in neighboring communities. The census bureau does not count disabilities among children less than 5 years of age.

Age	Berthoud	Fort Collins	Greeley	Longmont	Loveland	United States
5+	17.4%	11.5 %	18.7	15.6%	15.5	19.3%

Source: U.S. Census Bureau, Fact Sheet, 2000 Census.

**LIBRARY USAGE MEASURES, 2010**

[Per Capita]

<b>Name of Library</b>	<b>Population Served</b>	<b>Books Owned</b>	<b>Items Checked Out</b>	<b>Ref/RA Questions</b>	<b>Library Visits</b>	<b>Card Holders</b>
Berthoud	10,967	1.88	5.46	0.50	3.46	45 %
High Plains (Weld County; Greeley)	235,511	3.16	11.78	1.06	7.35	48 %
Longmont	86,270	3.29	11.03	1.39	6.16	68 %
Loveland	66,859	1.97	19.3	1.38	5.94	50%
Poudre Riv. (Ft. Collins)	176,655	2.18	18.70	0.90	6.25	66 %

Berthoud is the smallest community based on population. To fairly compare libraries serving different-sized communities, many usage measures are reported on a per capita basis.

<b>Library</b>	<b>LSA Population, 2010</b>	<b>Turnover Rate, 2010</b>
Berthoud Community Library District	10,967	2.59
High Plains Library District (Weld County)	235,511	3.26
Longmont Public Library	86,270	3.65
Loveland Public Library	66,859	4.84
Poudre River Public Library District (Fort Collins)	176,655	7.42

Sources: LRS, Colorado Public Library Statistics and Profiles, <http://www.lrs.org/public/> and <http://www.lrs.org/public/stats.php?id=1694> and <http://www.lrs.org/def.php> .

### **LIBRARY USAGE MEASURES, 2010**

**Notes:**

LSA= The number of people that reside within the legal service area of the library. The legal service area of a library is the population within the boundaries of the geographic area the library was established to serve.

Turnover Rate= Circulation / Physical Materials Held

Turnover Rate relates the number of materials checked out relative to the size of the collection. It is the number of materials circulated divided by the number of physical materials held. Turnover rate indicates how often each item in the collection was lent, thus this measure is relevant to use of the collection. It may be useful to compare this figure to selected inputs such as volumes held per capita, and outputs such as circulation per capita and ILLs per 1,000 circulation.

**Sources:**

American FactFinder: [http://factfinder.census.gov/home/saff/main.html?\\_lang=en](http://factfinder.census.gov/home/saff/main.html?_lang=en)

Berthoud Area Demographics: <http://berthoudcolorado.com/about-berthoud/demographics/>

Berthoud Fire Protection District Boundaries: <http://berthoudfire.org/page.php?20>

“Check This Out: Library District Gets Funding”:

<http://www.berthoudrecorder.com/2008/11/07/check-this-out-library-district-gets-funding/>

Colorado Population by Age by City/Town, 2010 Census Data:

<http://dola.colorado.gov/dlg/demog/2010censusdata.html>

Library Research Service (LRS): <http://www.lrs.org/public/>

2008 Local Ballot Information, Larimer County and City of Berthoud Issues:

<http://lww-larimercounty.org/2008%20Local%20Ballot%20Issues1.pdf>

2010 Census Briefs: Age and Sex Composition:

<http://www.census.gov/prod/cen2010/briefs/c2010br-03.pdf>

2010 Census Briefs: Overview of Race and Hispanic Origin:

<http://www.census.gov/prod/cen2010/briefs/c2010br-02.pdf>

Town of Berthoud: <http://www.berthoud.org/>

Town of Berthoud Comprehensive Plan:

[http://www.berthoud.org/documents/plandocs/2007 Comprehensive Plan.pdf](http://www.berthoud.org/documents/plandocs/2007%20Comprehensive%20Plan.pdf)

U.S. Census Bureau Data, 2000: <http://tinyurl.com/3fpq7f6>

U.S. Census Data, 2010: <http://2010.census.gov/2010census/>

Wikipedia: [http://en.wikipedia.org/wiki/Berthoud, CO](http://en.wikipedia.org/wiki/Berthoud,_CO)