



Library Statistics and Performance Overview July 1, 2024 - March 31, 2025

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Visitor Numbers Trends

Analyzing Library Attendance and Reference Services

From July 1, 2024, through March 31, 2025, the library welcomed 74,649 visitors. This represents a decrease of 5.8%--or 5,289 fewer visitors--compared to 79,929 individuals who visited during the same period last year. This decline may reflect the shifts in community behavior, possibly influenced by the current political environment.



However, we have seen an increase in library cardholders. This year, we registered 5,167 new patrons, bringing the total of cardholders to 37,568--a 13.75% compared to 32,401 cardholders the previous year. This growth is largely due to targeted outreach efforts and class visits to the library, aimed at ensuring all students across PVUSD schools have a library card and access to a public library by 3rd grade.

Librarians answered 11,185 questions related to reader's advisory, technology assistance, research, and digital services--a 6.2% decrease from the 11,920 questions answered the same period last year. This decline is likely due to an overall reduction in library visitors. In response, we plan to enhance our outreach and marketing efforts to better engage the community and promote greater use of the library's resources.



Checkouts Overview

Analysis of Checkout Statistics and Trends

Our library recorded a total of 81,141 material checkouts (books, media, audio, etc.) representing a 5.85% decline compared to 86,186 checkouts in the previous year. This decrease is likely linked to the overall decline of library visitors. Our analysis shows that youth fiction and fiction titles remain the most popular category among patrons.



However, we are seeing a growing shift toward digital resources. While checkouts of physical items have declined, our library recorded a total of 32,522 e-resource checkouts (e-books, e-audio, e-video) which represents a 54% increase compared to 14,927 checkouts in the previous year. This significant rise reflects our community's increasing engagement with online content.



Our new catalog, Vega Discover, enhances this experience by allowing patrons to browse books, audiobooks, movies, e-books, and e-audio materials on the same topic—all in one place.

Event Attendance Insights

Library Events Participation Overview

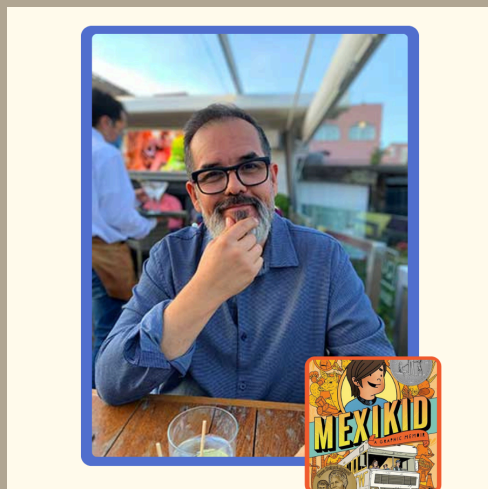
Our library hosted a total of 1,047 events, attracting a diverse audience. Attendance increased by 7.3%, with 13,567 participants compared to 12,640 the previous year. This growth highlights the community's increasing interest in our programs and activities.

WATSONVILLE Reads



Workshops (art, cooking, poetry) performers, storytimes, author visits and our community read were among the most popular offerings, drawing upwards of 250 attendees across various sessions. We have successfully engaged families, students, and seniors, reinforcing the library's role as a vibrant community hub. Continued efforts in marketing and outreach will be essential to maintaining this positive momentum.

Although we have implemented several new programs and improved our marketing strategies—resulting in higher engagement rates—we recognize there is still room for growth. Moving forward, we plan to increase visitor usage by strengthening our community presence and fostering a deeper sense of connection among patrons. A continued focus on user experience will be essential to sustaining this positive trend.



Library Projects – FY 2025-2027

With the support of Measure R funds and the continued generosity of the Friends of the Watsonville Library, we are actively enhancing our programming, resources, outreach and marketing efforts to better serve patrons of all ages.

Main Library Rooftop Project

The KPA Group, a structural and public architectural design firm, has completed the construction documents for the Main Library Rooftop Project. The project is currently under permit review.

- Request for Proposals (RFP): Scheduled for release in June 2025
- Estimated Construction Start: Fall 2025
- Total estimated cost: \$2,548,982

Customer Service Desk

A new centralized customer service desk will be installed and fully operational by June 2025. This upgrade will provide a single point of contact for patrons, improving efficiency and the overall visitor experience.

Enhanced Library Resources

To better highlight and promote new books and media materials, we have purchased and will install additional shelving units.

These improvements are part of our ongoing effort to create an engaging and accessible environment for all community members.

