

LEONARDTOWN AND CALIFORNIA/HOLLYWOOD SERVICE AREAS

UPDATED ADDENDUM TO THE 2007 ST. MARY'S COUNTY LIBRARY COMPREHENSIVE AND INTEGRATED LIBRARY SYSTEM ANALYSIS

April 19, 2016

Prepared by

 **providence**
associates
transforming the library experience
1530 East Elm St, Cottonwood, AZ 86326
v: 928.649.0791 fax: 928.649.3325 cell: 210.274.9959

TABLE OF CONTENTS

I. Updated Demographic Profiles	p. 1
Leonardtown	p.1
California/Hollywood	p.8
II. Updated Leonardtown Library Usage	p.14
III. Library Service Trend Considerations	p.16
IV. Consultant Recommendations	p.17
Attachment: Common Elements of 21st Century Libraries	p.18

I. Updated Demographic Profiles: Leonardtown and California/Hollywood

Leonardtown

The population of Leonardtown continues to grow at a steady rate. Between 2005 and 2015, the population of the Leonardtown Library service area (5-mile radius of the current and new library location) was estimated to grow by 39.5%, with an additional 5% growth projected by 2020. The breakdown of population by age remains steady as well. No age group (e.g. 15-24 years) increased or decreased by more than 1.0% from 2005 to 2015, with the exception of 35-44 year olds. That group decreased in size by 3.2%. The median age increased slightly from 39.5 to 40.9 years. The area is predominantly White, with a Black population of about 9% and those of Hispanic origin making up almost 4% of the population.

There is a dramatic increase in median *household* income in this 5-mile radius surrounding Leonardtown Library: 50.4% between 2005 and 2015. Median family income increased 34.5% during the same period. There are also marked changes in the amount of education attained by the residents age 25 and over. The number of people without a high school diploma decreased by 7.5%. Residents with a Bachelor's degree increased by 4.7%, now comprising 22.2% of the population. The unemployment rate is just 1.9%.

Given the increase in household income, it is not a surprise that more people in Leonardtown have purchased homes. The number of owner-occupied housing units has increased by just over 9%, and the value of those homes has almost doubled.

Chart 1 on the following page provides a complete 2005 to 2015 demographic comparison for the Leonardtown Service area. Chart 2 is a demographic profile representing the area within a 3, 5 and 7 mile radii of the new Leonardtown Library currently under design. The new 30,000 square-foot library is being designed with future library expansion in mind.

The State of Maryland's Library Capital Grant Program (RA01A) 2011, (<https://www.google.com/search?q=Maryland+public+library+facility+guidelines&ie=utf-8&oe=utf-8>) establishes the following square foot per capita planning guidelines for public libraries in Maryland:

Essential Level = 1 SF
Enhanced Level = 1.1 SF
Exemplary Level = 1.2 SF

As the demographics on Chart 1 on the following page show, the current facility's 19,500 square feet falls short of the "Essential" guideline for last year's population within a 5 mile radius (the basic service area), clearly indicating the need for an expanded facility. The new Leonardtown library facility will meet the "Exemplary" guideline for a 5 mile radius for 2020, indicating a good size for its basic service area. Though Leonardtown continues to grow, the new facility will meet the "Essential" standard in a 5 mile radius for 15 years at the current rate of growth.

Expanding to a 7-mile radius, however, is another story. The 7-mile radius includes western portions of California and Hollywood whose residents currently use the Leonardtown Library. The eastern residents of this area typically use the Lexington Park Library, a distance of 12 miles from Leonardtown. The new Leonardtown facility would not meet the "Essential" standard even for 2015, hence suggesting the need for expanded library service in the California and Hollywood area which the consultant revisits in the recommendations section of this update.

Chart 1

Leonardtown Demographic Comparisons 2005 with 2015 Estimates and 2020 Projections Source: Source: Scan/US 2015 Estimates (Jan 1) 2000/2010 Census, 2010 5-year ACS (standardized)						Leonardtown Demographic Comparisons within a 5 mi. radius of the Current and New Library Location					Leonardtown Demographic Comparisons within 7 mi. radius of Current and New Library Location				
	2005 Estimate	2010	2015 Estimate	Percent Change '05-'15	2020 Projected	2005 Estimate	2010	2015 Estimate	Percent Change '05-'15	2020 Projected	2005 Estimate	2010	2015 Estimate	Percent Change '05-'15	2020 Projected
Total Population	15,563	19,735	21,708	39.5%	22,903	30,514	35,532	38,130	25.0%	40,198					
Percent of Population by Age															
<5	6.1%		6.5%	0.5%		6.4%		6.2%	0.2%						
5-9 yrs	7.0%		7.4%	0.4%		7.0%		7.1%	0.1%						
10-14 yrs	7.8%		8.2%	0.4%		7.7%		8.2%	0.5%						
15-24 yrs	12.0%		12.2%	0.2%		12.3%		12.3%	0.0%						
25-34 yrs	10.3%		11.1%	0.8%		11.2%		11.7%	0.5%						
35-44 yrs	17.0%		13.8%	3.2%		17.2%		13.4%	3.8%						
45-54 yrs	15.2%		16.0%	0.8%		15.7%		16.2%	0.5%						
55-64 yrs	10.8%		11.4%	0.4%		10.9%		12.4%	1.5%						
65-74 yrs	6.6%		7.3%	0.7%		6.0%		7.7%	1.7%						
75+ yrs	7.2%		6.2%	1.0%		5.7%		5.3%	0.4%						
Median Age (yrs)	39.5		40.9	1.4		37.6		42.4	4.8						
Median Household Income	\$63,651		\$95,742	50.4%		\$64,512		\$92,660	43.6%						
Median Family Income	\$72,191		\$110,217	34.5%		\$72,085		\$106,256	47.4%						
Ethnicity as % of Population															
White	86.7%		84.0%	2.7%		87.4%		84.8%	2.6%						
Black	9.9%		8.9%	1.0%		9.1%		8.7%	0.4%						
Asian	1.5%		3.5%	2.0%		1.5%		2.8%	1.3%						
Hispanic	1.1%		3.0%	1.9%		1.3%		3.7%	2.4%						
Other	1.9%		3.7%	1.8%		1.9%		3.7%	1.8%						
% of Population Education Attained Age 25+															
No High School Diploma	17.2%		9.8%	7.4%		16.0%		8.3%	7.7%						
High School Grad	29.7%		26.6%	3.1%		30.8%		28.0%	1.2%						
College No Degree	17.8%		20.1%	2.3%		18.7%		21.0%	2.3%						
Associate's Degree	5.3%		5.8%	0.5%		5.6%		7.0%	1.4%						
Bachelor's Degree	17.5%		22.2%	4.7%		17.1%		20.4%	3.3%						
Graduate/Professional	12.5%		15.5%	3.0%		11.8%		15.2%	3.4%						
Total Households	5,404		7,770	43.8%		10,989		14,195	29.2%						
Total Family Households	3,300		5,756	74.4%	74.1%	8,114		10,247	26.3%	72.2%					
Family Hshld with Children	2,217		3,053	37.7%	53.0%	4,421		5,236	18.4%	51.1%					
Average Household Size	2.8		2.7	-0.7%		2.7		2.7	-2.2%						
Average Family Size	3.2		3.1	-1.6%		3.2		3.1	-3.2%						
Total Housing Units	5,779		8,038	39.1%		11,759		14,792	25.8%						
Owner-Occupied	72%		78%	9.1%		74%		76%	3.1%						
Renter-Occupied	22%		22%	0.0%		20%		24%	21.7%						
Average Home Value	\$184,051		\$353,883	92.3%		\$183,480		\$332,674	81.3%						
Average Contract Rent	\$576		\$877	52.3%		\$612		\$910	48.7%						
Vehicles Available per Household															
Total Vehicles	10,966		7,770	-29.1%		22,738		14,195	-37.6%						
No Vehicles	5%		6%	1%		5%		5%	0%						
One Vehicle	27%		20%	7%		25%		21%	4%						
Two Vehicles	39%		41%	2%		31%		40%	9%						
3+ Vehicles	29%		34%	5%		29%		34%	5%						

Leonardtown Population Map – 3, 5, 7 Mile Rings from Approximate Address of New Library Leonardtown, MD: 2015 Population

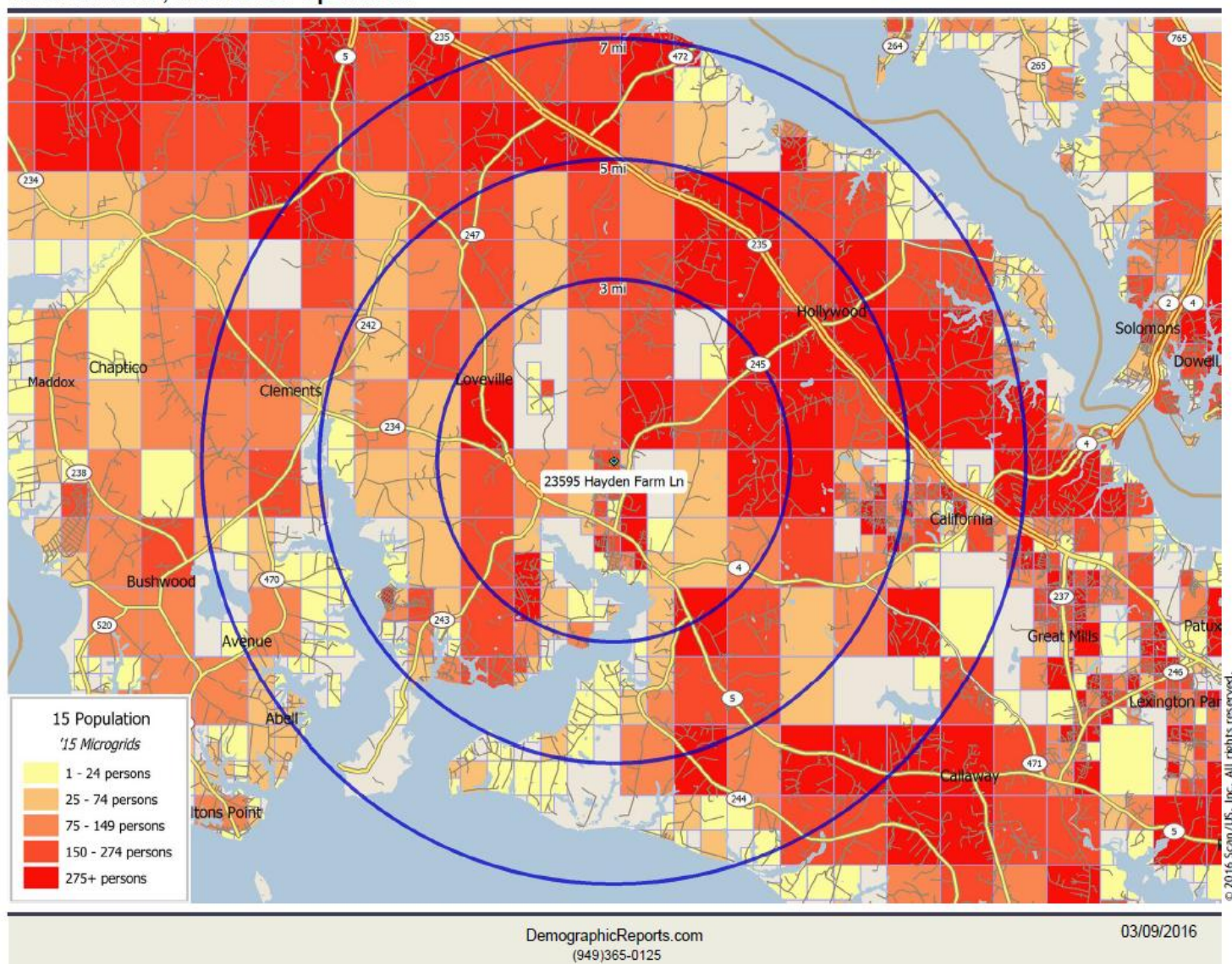


Chart 2

Demographic Comparison Report

Page 1 of 4

03/09/2016

23595 HAYDEN FARM LN: LEONARDTOWN, MD 20650:

SITE LOCATED AT 38.31361, 76.63542

	3 MI RING		5 MI RING		7 MI RING	
Population						
2020 Projection	8,737		22,903		40,198	
% Change 2015-2020		5.3%		5.5%		5.4%
2015 Estimate	8,296		21,708		38,130	
% Change 2010-2015		8.8%		10.0%		7.3%
2010 Census	7,628		19,735		35,532	
% Change 2000-2010		44.8%		40.0%		30.4%
2000 Census	5,269		14,098		27,252	
Households						
2020 Projection	3,179		8,350		15,232	
% Change 2015-2020		7.4%		7.5%		7.3%
2015 Estimate	2,959		7,770		14,195	
% Change 2010-2015		12.0%		13.4%		10.6%
2010 Census	2,642		6,852		12,838	
% Change 2000-2010		48.2%		40.4%		31.2%
2000 Census	1,783		4,880		9,785	
Age, total population						
	8,296		21,708		38,130	
under 5 years	507	6.1%	1,414	6.5%	2,372	6.2%
5 to 9 years	594	7.2%	1,606	7.4%	2,691	7.1%
10 to 14 years	678	8.2%	1,782	8.2%	2,934	7.7%
15 to 19 years	572	6.9%	1,575	7.3%	2,678	7.0%
20 to 24 years	450	5.4%	1,059	4.9%	2,019	5.3%
25 to 34 years	871	10.5%	2,408	11.1%	4,446	11.7%
35 to 44 years	1,120	13.5%	2,994	13.8%	5,114	13.4%
45 to 54 years	1,298	15.6%	3,473	16.0%	6,165	16.2%
55 to 64 years	941	11.3%	2,472	11.4%	4,738	12.4%
65 to 74 years	605	7.3%	1,589	7.3%	2,936	7.7%
75 to 84 years	414	5.0%	912	4.2%	1,425	3.7%
85 years and over	247	3.0%	425	2.0%	610	1.6%
Median Age	40.95		40.92		42.42	
Age, male population						
	4,063		10,645		18,916	
under 20 years	1,180	29.0%	3,168	29.8%	5,384	28.5%
20 to 34 years	672	16.5%	1,775	16.7%	3,324	17.6%
35 to 44 years	549	13.5%	1,429	13.4%	2,461	13.0%
45 to 64 years	1,177	29.0%	3,043	28.6%	5,561	29.4%
65 to 84 years	433	10.7%	1,114	10.5%	1,996	10.6%
85 years and over	52	1.3%	116	1.1%	188	1.0%
Median Age	40.06		40.44		41.96	
Age, female population						
	4,233		11,064		19,214	
under 20 years	1,171	27.7%	3,209	29.0%	5,291	27.5%
20 to 34 years	649	15.3%	1,692	15.3%	3,141	16.3%
35 to 44 years	571	13.5%	1,565	14.1%	2,653	13.8%
45 to 64 years	1,062	25.1%	2,902	26.2%	5,342	27.8%
65 to 84 years	586	13.8%	1,387	12.5%	2,365	12.3%
85 years and over	195	4.6%	309	2.8%	422	2.2%
Median Age	41.72		41.22		42.90	

DemographicReports (949)365-0125

www.demographicreports.com

Source: Scan/US 2015 Estimates (Jan 1)

2000/2010 Census, 2010 5-year ACS (standardized)

Demographic Comparison Report

Page 2 of 4
03/09/2016

23595 HAYDEN FARM LN: LEONARDTOWN, MD 20650:
SITE LOCATED AT 38.31361, 76.63542

	<u>3 MI RING</u>		<u>5 MI RING</u>		<u>7 MI RING</u>	
Total Aggregate Income (\$mil)	\$330.8		\$928.5		\$1,595.2	
Per Capita Income	\$39,880		\$42,771		\$41,836	
<u>Household Income (households)</u>	2,959		7,770		14,195	
under \$10,000	158	5.3%	214	2.8%	412	2.9%
\$10,000 - \$14,999	150	5.1%	275	3.5%	419	3.0%
\$15,000 - \$19,999	103	3.5%	204	2.6%	322	2.3%
\$20,000 - \$24,999	87	2.9%	206	2.7%	424	3.0%
\$25,000 - \$29,999	81	2.7%	229	2.9%	349	2.5%
\$30,000 - \$34,999	51	1.7%	107	1.4%	260	1.8%
\$35,000 - \$39,999	66	2.2%	158	2.0%	374	2.6%
\$40,000 - \$49,999	192	6.5%	459	5.9%	916	6.5%
\$50,000 - \$59,999	153	5.2%	429	5.5%	870	6.1%
\$60,000 - \$74,999	258	8.7%	612	7.9%	1,123	7.9%
\$75,000 - \$99,999	391	13.2%	1,103	14.2%	2,044	14.4%
\$100,000 - \$124,999	310	10.5%	1,003	12.9%	1,964	13.8%
\$125,000 - \$149,999	282	9.5%	750	9.7%	1,348	9.5%
\$150,000 - \$199,999	321	10.8%	992	12.8%	1,741	12.3%
\$200,000 - \$249,999	138	4.7%	398	5.1%	630	4.4%
\$250,000 and over	216	7.3%	628	8.1%	999	7.0%
Aggregate Household Income (\$mil)	\$326.2		\$923.8		\$1,590.1	
Average Household Income	\$110,249		\$118,895		\$112,020	
Median Household Income	\$84,805		\$95,742		\$92,660	
<u>Family Income (families)</u>	2,078		5,756		10,247	
under \$10,000	56	2.7%	66	1.1%	129	1.3%
\$10,000 - \$14,999	52	2.5%	61	1.1%	100	1.0%
\$15,000 - \$19,999	31	1.5%	63	1.1%	94	0.9%
\$20,000 - \$24,999	50	2.4%	86	1.5%	169	1.6%
\$25,000 - \$29,999	23	1.1%	80	1.4%	136	1.3%
\$30,000 - \$34,999	14	0.7%	44	0.8%	138	1.3%
\$35,000 - \$39,999	22	1.1%	58	1.0%	171	1.7%
\$40,000 - \$49,999	122	5.9%	309	5.4%	551	5.4%
\$50,000 - \$59,999	98	4.7%	278	4.8%	632	6.2%
\$60,000 - \$74,999	193	9.3%	422	7.3%	823	8.0%
\$75,000 - \$99,999	301	14.5%	890	15.5%	1,521	14.8%
\$100,000 - \$124,999	253	12.2%	851	14.8%	1,515	14.8%
\$125,000 - \$149,999	259	12.5%	693	12.0%	1,191	11.6%
\$150,000 - \$199,999	292	14.1%	918	15.9%	1,580	15.4%
\$200,000 - \$249,999	125	6.0%	369	6.4%	590	5.8%
\$250,000 and over	188	9.0%	565	9.8%	909	8.9%
Aggregate family income (\$mil)	\$281.8		\$809.6		\$1,338.1	
Average family income	\$135,635		\$140,658		\$130,584	
Median family income	\$100,847		\$110,217		\$106,256	
<u>Non-Family Income (non-families)</u>	881		2,015		3,948	
Aggregate non-family income (\$mil)	\$44.4		\$114.2		\$252.0	
Average non-family income	\$50,382		\$56,682		\$63,828	
Median non-family income	\$38,208		\$45,390		\$53,220	

Demographic Comparison Report

Page 3 of 4
03/09/2016

23595 HAYDEN FARM LN: LEONARDTOWN, MD 20650:
SITE LOCATED AT 38.31361, 76.63542

	3 MI RING		5 MI RING		7 MI RING	
<u>Population by Race/Ethnicity</u>	8,296		21,708		38,130	
White	6,501	78.4%	18,227	84.0%	32,341	84.8%
Black	1,094	13.2%	1,934	8.9%	3,302	8.7%
Asian	325	3.9%	750	3.5%	1,074	2.8%
Hawaiian/Pacific Islander	2	0.0%	2	0.0%	5	0.0%
American Indian/AK Native	28	0.3%	47	0.2%	96	0.3%
Other/multiple races	347	4.2%	749	3.5%	1,313	3.4%
Hispanic Origin	324	3.9%	850	3.9%	1,421	3.7%
<u>Education (persons 25+)</u>	5,136		13,926		25,013	
No high school diploma	668	13.0%	1,363	9.8%	2,072	8.3%
High school diploma	1,458	28.4%	3,706	26.6%	7,002	28.0%
College, no diploma	978	19.0%	2,793	20.1%	5,257	21.0%
Associate degree	258	5.0%	813	5.8%	1,761	7.0%
Bachelor's degree	1,028	20.0%	3,092	22.2%	5,113	20.4%
Graduate/professional degree	746	14.5%	2,159	15.5%	3,808	15.2%
<u>Labor Force (persons 16+ yrs)</u>						
Total Population, Age 16+	5,992		16,155		29,091	
Employed	3,698	61.7%	10,237	63.4%	19,024	65.4%
Unemployed	114	1.9%	314	1.9%	622	2.1%
In armed forces	109	1.8%	409	2.5%	645	2.2%
Not in labor force	2,071	34.6%	5,195	32.2%	8,800	30.2%
Male Population, Age 16+	2,849		7,841		14,328	
Employed	1,941	68.1%	5,360	68.4%	10,057	70.2%
Unemployed	67	2.4%	180	2.3%	370	2.6%
In armed forces	109	3.8%	397	5.1%	610	4.3%
Not in labor force	732	25.7%	1,904	24.3%	3,291	23.0%
Female Population, Age 16+	3,143		8,314		14,763	
Employed	1,757	55.9%	4,877	58.7%	8,967	60.7%
Unemployed	47	1.5%	134	1.6%	252	1.7%
In armed forces	0	0.0%	12	0.1%	35	0.2%
Not in labor force	1,339	42.6%	3,291	39.6%	5,509	37.3%
<u>Vehicles Available (households)</u>	2,959		7,770		14,195	
Households with no vehicles	248	8.4%	425	5.5%	746	5.3%
Households with 1 vehicle	676	22.8%	1,546	19.9%	2,994	21.1%
Households with 2 vehicles	1,168	39.5%	3,173	40.8%	5,643	39.8%
Households with 3+ vehicles	868	29.3%	2,624	33.8%	4,809	33.9%
Vehicles in owner households	4,844	80.3%	14,829	85.9%	26,594	83.8%
Vehicles in renter households	1,188	19.7%	2,428	14.1%	5,147	16.2%
Total vehicles available	6,032		17,257		31,741	
Average vehicles per household	2.04		2.22		2.24	

DemographicReports (949)365-0125
www.demographicreports.com

Source: Scan/US 2015 Estimates (Jan 1)
2000/2010 Census, 2010 5-year ACS (standardized)

Demographic Comparison Report

Page 4 of 4
03/09/2016

23595 HAYDEN FARM LN: LEONARDTOWN, MD 20650:
SITE LOCATED AT 38.31361, 76.63542

	3 MI RING		5 MI RING		7 MI RING	
<u>Households</u>	2,959		7,770		14,195	
Average household size	2.66		2.74		2.65	
<u>Families</u>	2,078		5,756		10,247	
Average family size	3.16		3.14		3.05	
<u>Non-Families</u>	881		2,015		3,948	
Average non-family size	1.50		1.60		1.61	
<u>Group Quarters</u>	422		425		459	
<u>Household Type</u>						
Families	2,078		5,756		10,247	
Married couples	1,659	79.8%	4,729	82.2%	8,315	81.1%
with children	862	52.0%	2,407	50.9%	3,999	48.1%
Male householder, no wife	101	4.9%	293	5.1%	559	5.5%
with children	61	60.4%	182	62.1%	353	63.1%
Female householder, no husband	318	15.3%	734	12.8%	1,373	13.4%
with children	206	64.8%	464	63.2%	884	64.4%
Non-Families	881		2,015		3,948	
with children	9	1.0%	23	1.1%	49	1.2%
<u>Age of Householder (households)</u>						
under 25 years	92	3.1%	226	2.9%	457	3.2%
25 to 34 years	380	12.8%	1,043	13.4%	1,985	14.0%
35 to 44 years	544	18.4%	1,469	18.9%	2,566	18.1%
45 to 54 years	678	22.9%	1,858	23.9%	3,372	23.8%
55 to 64 years	528	17.8%	1,384	17.8%	2,686	18.9%
65 to 74 years	362	12.2%	962	12.4%	1,801	12.7%
75 to 84 years	243	8.2%	577	7.4%	936	6.6%
85 years and over	132	4.5%	251	3.2%	393	2.8%
<u>Household Size (households)</u>						
1 person	757	25.6%	1,656	21.3%	3,208	22.6%
2 person	903	30.5%	2,487	32.0%	4,730	33.3%
3 to 4 persons	950	32.1%	2,693	34.7%	4,712	33.2%
5+ persons	348	11.8%	935	12.0%	1,544	10.9%
<u>Total Housing Units</u>	3,044		8,038		14,792	
Occupied	2,959	97.2%	7,769	96.7%	14,192	95.9%
Owner-occupied	2,059	69.6%	6,083	78.3%	10,765	75.9%
Renter-occupied	900	30.4%	1,686	21.7%	3,427	24.1%
Vacant	85	2.8%	269	3.3%	600	4.1%
<u>Housing Value</u>						
Average Home Value	\$370,274		\$353,883		\$332,674	
Median Home Value	\$333,811		\$323,189		\$310,204	
Average Contract Rent	\$804		\$877		\$910	
Median Contract Rent	\$935		\$1,047		\$1,083	

California/Hollywood

The California and Hollywood communities, like Leonardtown, are growing steadily. The most recent estimated population figures from 2013 as provided by St. Mary's County figures are 10,529 for California and 10,349 for Hollywood MD totaling 20,878 persons. The County projects 10% growth for a total of 22,966 people by 2018.

Providence Associates provides a more current demographic report for the combined California/Hollywood area fanning out in 3, 5 and 7 mile radii from the intersection of Three Notch Road and Wildewood Boulevard, the future center of California (see Chart 3 on the page 11). The demographic report for a basic 5-mile library service area reveals that between 2000 and 2015, the service area population increased 36% from 31,300 to 42,700. It is projected to increase another 6.4% to 45,500 by 2020.

With a median age of 40.1 years, the California/Hollywood area population is slightly younger than the population of the Leonardtown service area. Just over 7% of the population is under five years old, 20.8% are between 5 and 20 years, about 60% are between 20 and 65, and the remaining 12% are 65 or older. This area is more diverse than Leonardtown, with 72% White, almost 18% Black, 4% Asian and just over 6% of Hispanic origin.

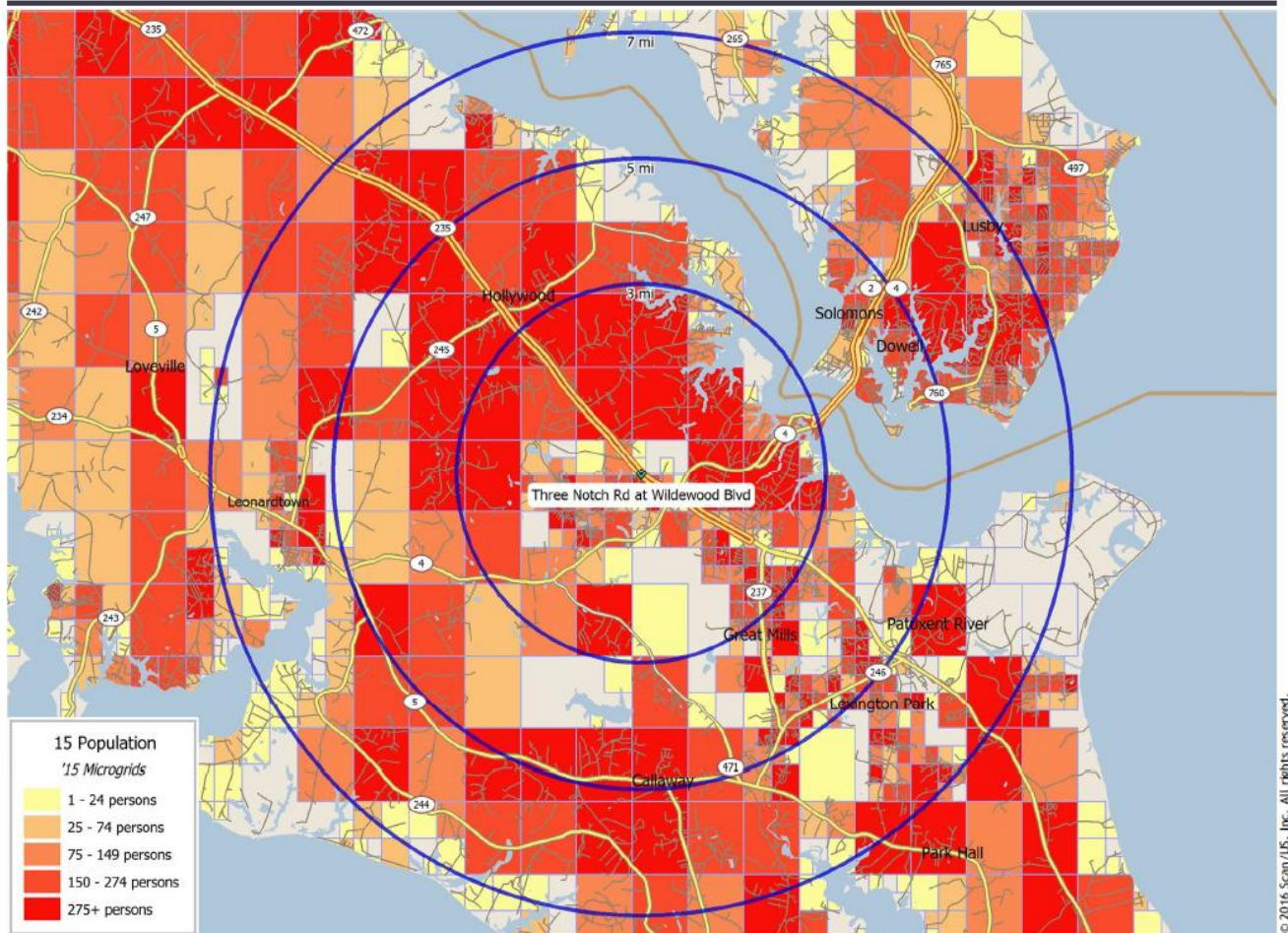
At \$96,355, the median family income in this area is about 10% lower than that in Leonardtown. The percentage of people lacking a high school diploma is 7.8% (lower than Leonardtown) and the number with a Bachelor's degree is 5,822 or 20.9% of the population. The unemployment rate is 2.7%.

The number of owner-occupied housing units in California/Hollywood is just over 11,000, or 65.8% of all housing units. The average and median home values are similar, at \$289,917 and \$286,893, respectively.

According to the *Lexington Park Development District Master Plan* adopted by the County in February 2016, the Northern Subarea, which encompasses the bulk of California, "is a Census Designated Place with an area of 12.9 square miles.... This area is a mixture of established neighborhoods and commercial sites. The completion of FDR Boulevard ... and commitment to development and redevelopment along Three Notch Road and FDR Boulevard are high priorities for the Northern Subarea." The Master Plan goes on to say that "the greatest concentrations of transit-dependent persons are in the Lexington Park area and the nearby communities of California and Hollywood." As we shall investigate further in our recommendations, the demographics and greater need for transportation assistance in this area suggest the need for enhanced library service here.

California/Hollywood Population Map – 3, 5, 7 Mile Radii from the Future Projected Center of California

California, MD: 2015 Population



DemographicReports.com
(949)365-0125

03/09/2016

© 2016 Scan/US, Inc. All rights reserved.

CHART 3

Demographic Comparison Report			Page 1 of 4
THREE NOTCH RD AT WILDEWOOD BLVD: CALIFORNIA, MD 20619: SITE LOCATED AT 38.30866, 76.53060			03/09/2016

	3 MI RING	5 MI RING	7 MI RING
<u>Population</u>			
2020 Projection	21,314	45,471	74,318
% Change 2015-2020	5.6%	6.4%	5.9%
2015 Estimate	20,189	42,718	70,181
% Change 2010-2015	9.1%	7.4%	6.2%
2010 Census	18,511	39,788	66,077
% Change 2000-2010	44.9%	27.1%	26.2%
2000 Census	12,776	31,311	52,351
<u>Households</u>			
2020 Projection	8,514	18,310	29,171
% Change 2015-2020	7.5%	8.5%	8.0%
2015 Estimate	7,920	16,883	26,998
% Change 2010-2015	12.3%	10.8%	9.8%
2010 Census	7,055	15,233	24,594
% Change 2000-2010	43.5%	29.4%	28.6%
2000 Census	4,915	11,771	19,131
<u>Age, total population</u>			
20,189	42,718	70,181	
under 5 years	1,381 6.8%	3,037 7.1%	4,961 7.1%
5 to 9 years	1,485 7.4%	3,019 7.1%	4,872 6.9%
10 to 14 years	1,470 7.3%	3,043 7.1%	4,972 7.1%
15 to 19 years	1,347 6.7%	2,824 6.6%	4,800 6.8%
20 to 24 years	1,124 5.6%	2,656 6.2%	4,717 6.7%
25 to 34 years	3,038 15.0%	6,413 15.0%	10,357 14.8%
35 to 44 years	2,858 14.2%	5,431 12.7%	8,798 12.5%
45 to 54 years	3,076 15.2%	6,338 14.8%	10,593 15.1%
55 to 64 years	2,332 11.6%	4,800 11.2%	7,816 11.1%
65 to 74 years	1,300 6.4%	2,906 6.8%	4,637 6.6%
75 to 84 years	568 2.8%	1,490 3.5%	2,441 3.5%
85 years and over	213 1.1%	762 1.8%	1,215 1.7%
Median Age	37.77	40.07	39.68
<u>Age, male population</u>			
9,975	20,908	34,645	
under 20 years	2,837 28.4%	6,002 28.7%	9,890 28.5%
20 to 34 years	2,119 21.2%	4,577 21.9%	7,688 22.2%
35 to 44 years	1,374 13.8%	2,575 12.3%	4,230 12.2%
45 to 64 years	2,706 27.1%	5,512 26.4%	9,224 26.6%
65 to 84 years	864 8.7%	1,979 9.5%	3,203 9.2%
85 years and over	78 0.8%	265 1.3%	408 1.2%
Median Age	37.68	39.30	38.98
<u>Age, female population</u>			
10,213	21,809	35,536	
under 20 years	2,846 27.9%	5,921 27.1%	9,715 27.3%
20 to 34 years	2,043 20.0%	4,492 20.6%	7,386 20.8%
35 to 44 years	1,484 14.5%	2,856 13.1%	4,568 12.9%
45 to 64 years	2,702 26.5%	5,626 25.8%	9,185 25.8%
65 to 84 years	1,004 9.8%	2,417 11.1%	3,875 10.9%
85 years and over	135 1.3%	497 2.3%	807 2.3%
Median Age	38.25	40.23	39.92

Demographic Comparison Report

Page 2 of 4
03/09/2016

THREE NOTCH RD AT WILDEWOOD BLVD: CALIFORNIA, MD 20619:
SITE LOCATED AT 38.30866, 76.53060

	3 MI RING		5 MI RING		7 MI RING	
Total Aggregate Income (\$mil)	\$837.5		\$1,640.8		\$2,666.2	
Per Capita Income	\$41,485		\$38,409		\$37,990	
Household Income (households)	7,920		16,883		26,998	
under \$10,000	238	3.0%	855	5.1%	1,387	5.1%
\$10,000 - \$14,999	102	1.3%	399	2.4%	753	2.8%
\$15,000 - \$19,999	121	1.5%	454	2.7%	606	2.2%
\$20,000 - \$24,999	210	2.7%	563	3.3%	761	2.8%
\$25,000 - \$29,999	187	2.4%	437	2.6%	746	2.8%
\$30,000 - \$34,999	296	3.7%	569	3.4%	854	3.2%
\$35,000 - \$39,999	162	2.0%	459	2.7%	779	2.9%
\$40,000 - \$49,999	526	6.6%	1,197	7.1%	1,818	6.7%
\$50,000 - \$59,999	436	5.5%	1,067	6.3%	1,608	6.0%
\$60,000 - \$74,999	668	8.4%	1,696	10.0%	2,735	10.1%
\$75,000 - \$99,999	1,419	17.9%	2,651	15.7%	4,311	16.0%
\$100,000 - \$124,999	996	12.6%	1,944	11.5%	3,185	11.8%
\$125,000 - \$149,999	843	10.6%	1,525	9.0%	2,585	9.6%
\$150,000 - \$199,999	946	11.9%	1,659	9.8%	2,617	9.7%
\$200,000 - \$249,999	300	3.8%	543	3.2%	865	3.2%
\$250,000 and over	470	5.9%	864	5.1%	1,389	5.1%
Aggregate Household Income (\$mil)	\$837.3		\$1,639.0		\$2,653.6	
Average Household Income	\$105,723		\$97,078		\$98,288	
Median Household Income	\$91,489		\$82,425		\$82,933	
Family Income (families)	5,372		11,150		18,194	
under \$10,000	114	2.1%	352	3.2%	540	3.0%
\$10,000 - \$14,999	7	0.1%	153	1.4%	313	1.7%
\$15,000 - \$19,999	45	0.8%	207	1.9%	251	1.4%
\$20,000 - \$24,999	73	1.4%	222	2.0%	291	1.6%
\$25,000 - \$29,999	94	1.7%	225	2.0%	377	2.1%
\$30,000 - \$34,999	187	3.5%	391	3.5%	581	3.2%
\$35,000 - \$39,999	88	1.6%	176	1.6%	318	1.7%
\$40,000 - \$49,999	313	5.8%	659	5.9%	1,061	5.8%
\$50,000 - \$59,999	275	5.1%	651	5.8%	1,041	5.7%
\$60,000 - \$74,999	461	8.6%	1,054	9.5%	1,709	9.4%
\$75,000 - \$99,999	807	15.0%	1,635	14.7%	2,825	15.5%
\$100,000 - \$124,999	678	12.6%	1,395	12.5%	2,356	12.9%
\$125,000 - \$149,999	697	13.0%	1,305	11.7%	2,222	12.2%
\$150,000 - \$199,999	834	15.5%	1,485	13.3%	2,346	12.9%
\$200,000 - \$249,999	276	5.1%	483	4.3%	762	4.2%
\$250,000 and over	423	7.9%	757	6.8%	1,200	6.6%
Aggregate family income (\$mil)	\$641.6		\$1,253.4		\$2,061.4	
Average family income	\$119,436		\$112,412		\$113,301	
Median family income	\$103,163		\$96,355		\$96,207	
Non-Family Income (non-families)	2,549		5,732		8,804	
Aggregate non-family income (\$mil)	\$195.7		\$385.6		\$592.2	
Average non-family income	\$76,795		\$67,264		\$67,262	
Median non-family income	\$68,786		\$55,977		\$55,347	

Demographic Comparison Report

Page 3 of 4
03/09/2016

THREE NOTCH RD AT WILDEWOOD BLVD: CALIFORNIA, MD 20619:
SITE LOCATED AT 38.30866, 76.53060

	<u>3 MI RING</u>		<u>5 MI RING</u>		<u>7 MI RING</u>	
<u>Population by Race/Ethnicity</u>	20,189		42,718		70,181	
White	15,893	78.7%	30,799	72.1%	51,352	73.2%
Black	2,289	11.3%	7,566	17.7%	12,060	17.2%
Asian	890	4.4%	1,683	3.9%	2,552	3.6%
Hawaiian/Pacific Islander	8	0.0%	19	0.0%	38	0.1%
American Indian/AK Native	64	0.3%	131	0.3%	244	0.3%
Other/multiple races	1,046	5.2%	2,520	5.9%	3,936	5.6%
Hispanic Origin	1,183	5.9%	2,648	6.2%	4,119	5.9%
<u>Education (persons 25+)</u>	13,324		27,894		45,112	
No high school diploma	705	5.3%	2,174	7.8%	3,761	8.3%
High school diploma	3,079	23.1%	7,611	27.3%	12,595	27.9%
College, no diploma	2,869	21.5%	5,963	21.4%	10,051	22.3%
Associate degree	1,192	8.9%	2,201	7.9%	3,282	7.3%
Bachelor's degree	3,079	23.1%	5,822	20.9%	9,309	20.6%
Graduate/professional degree	2,400	18.0%	4,123	14.8%	6,114	13.6%
<u>Labor Force (persons 16+ yrs)</u>						
Total Population, Age 16+	15,521		32,753		53,379	
Employed	10,478	67.5%	20,999	64.1%	34,144	64.0%
Unemployed	383	2.5%	887	2.7%	1,462	2.7%
In armed forces	632	4.1%	1,081	3.3%	1,756	3.3%
Not in labor force	4,028	26.0%	9,786	29.9%	16,017	30.0%
Male Population, Age 16+	7,671		15,936		26,123	
Employed	5,530	72.1%	11,132	69.9%	18,147	69.5%
Unemployed	196	2.6%	406	2.5%	686	2.6%
In armed forces	535	7.0%	951	6.0%	1,573	6.0%
Not in labor force	1,410	18.4%	3,447	21.6%	5,717	21.9%
Female Population, Age 16+	7,850		16,817		27,256	
Employed	4,948	63.0%	9,867	58.7%	15,997	58.7%
Unemployed	187	2.4%	481	2.9%	776	2.8%
In armed forces	97	1.2%	130	0.8%	183	0.7%
Not in labor force	2,618	33.4%	6,339	37.7%	10,300	37.8%
<u>Vehicles Available (households)</u>	7,920		16,883		26,998	
Households with no vehicles	352	4.4%	1,103	6.5%	1,799	6.7%
Households with 1 vehicle	2,077	26.2%	4,856	28.8%	7,625	28.2%
Households with 2 vehicles	3,370	42.6%	6,816	40.4%	10,629	39.4%
Households with 3+ vehicles	2,120	26.8%	4,105	24.3%	6,942	25.7%
Vehicles in owner households	12,610	77.6%	24,664	75.3%	40,547	76.1%
Vehicles in renter households	3,646	22.4%	8,080	24.7%	12,738	23.9%
Total vehicles available	16,256		32,744		53,285	
Average vehicles per household	2.05		1.94		1.97	

DemographicReports (949)365-0125
www.demographicreports.com

Source: Scan/US 2015 Estimates (Jan 1)
2000/2010 Census, 2010 5-year ACS (standardized)

Demographic Comparison Report

Page 4 of 4
03/09/2016

THREE NOTCH RD AT WILDEWOOD BLVD: CALIFORNIA,MD 20619:
SITE LOCATED AT 38.30866, 76.53060

	3 MI RING		5 MI RING		7 MI RING	
<u>Households</u>	7,920		16,883		26,998	
Average household size	2.55		2.52		2.56	
<u>Families</u>	5,372		11,150		18,194	
Average family size	2.98		2.98		3.02	
<u>Non-Families</u>	2,549		5,732		8,804	
Average non-family size	1.64		1.61		1.62	
<u>Group Quarters</u>	18		229		1,001	
<u>Household Type</u>						
Families	5,372		11,150		18,194	
Married couples	4,248	79.1%	8,311	74.5%	13,739	75.5%
with children	2,078	48.9%	3,947	47.5%	6,543	47.6%
Male householder, no wife	311	5.8%	726	6.5%	1,204	6.6%
with children	194	62.4%	467	64.3%	775	64.4%
Female householder, no husband	812	15.1%	2,114	19.0%	3,251	17.9%
with children	562	69.2%	1,514	71.6%	2,316	71.2%
Non-Families	2,549		5,732		8,804	
with children	26	1.0%	60	1.0%	98	1.1%
<u>Age of Householder (households)</u>						
under 25 years	280	3.5%	653	3.9%	1,072	4.0%
25 to 34 years	1,468	18.5%	3,146	18.6%	4,971	18.4%
35 to 44 years	1,528	19.3%	2,981	17.7%	4,721	17.5%
45 to 54 years	1,804	22.8%	3,746	22.2%	6,127	22.7%
55 to 64 years	1,428	18.0%	2,953	17.5%	4,728	17.5%
65 to 74 years	843	10.6%	1,897	11.2%	2,989	11.1%
75 to 84 years	408	5.2%	1,019	6.0%	1,630	6.0%
85 years and over	162	2.0%	489	2.9%	759	2.8%
<u>Household Size (households)</u>						
1 person	2,024	25.6%	4,656	27.6%	7,093	26.3%
2 person	2,618	33.1%	5,440	32.2%	8,735	32.4%
3 to 4 persons	2,525	31.9%	5,124	30.4%	8,348	30.9%
5+ persons	752	9.5%	1,662	9.8%	2,821	10.4%
<u>Total Housing Units</u>						
8,197			17,830		28,552	
Occupied	7,918	96.6%	16,880	94.7%	26,994	94.5%
Owner-occupied	5,522	69.7%	11,100	65.8%	17,800	65.9%
Renter-occupied	2,396	30.3%	5,780	34.2%	9,194	34.1%
Vacant	279	3.4%	950	5.3%	1,558	5.5%
<u>Housing Value</u>						
Average Home Value	\$288,504		\$289,917		\$297,849	
Median Home Value	\$288,717		\$286,893		\$290,440	
Average Contract Rent	\$1,019		\$978		\$954	
Median Contract Rent	\$1,182		\$1,158		\$1,125	

II. Updated Leonardtown Library Usage

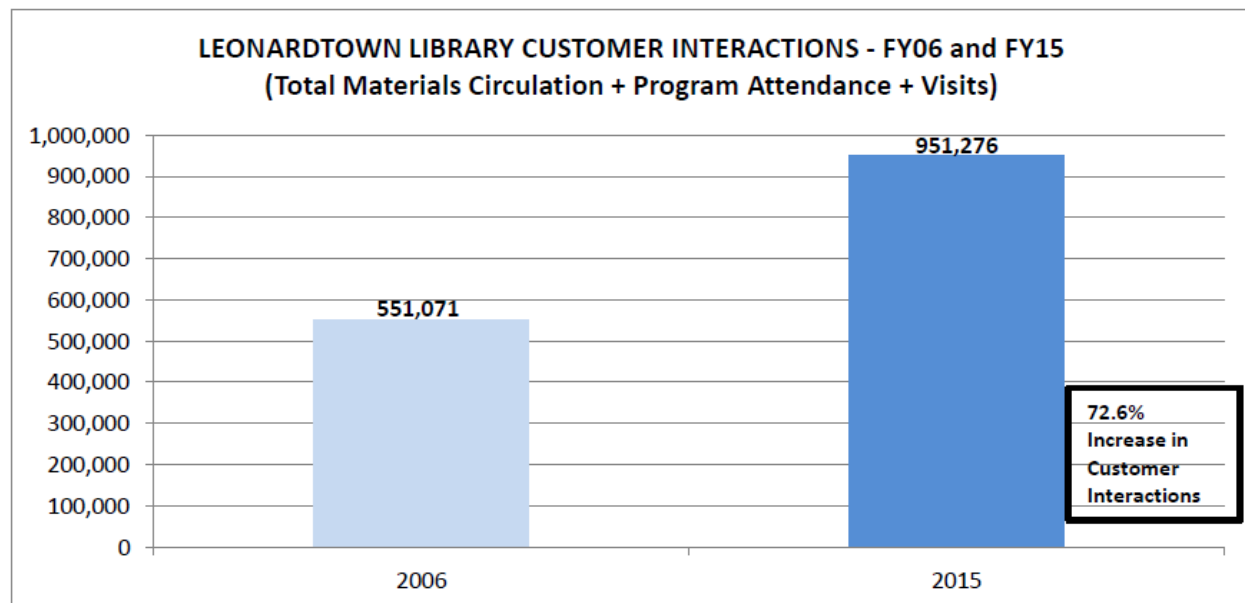
Library usage in Leonardtown has increased dramatically since Fiscal Year 2006 as shown in Charts 4 and 5. The circulation of library materials has increased 109% between 2006 and 2015, program attendance 4% and the number of library visits 12%. The total number of customer contacts (circulation, visits, program attendance) increased 72.6% from 551,263 to just under one million at 951,275.

Chart 4

	2006	2015	Percent Change
Total Circ	342,831	718,225	109%
Program Attendance (A, YA&J)	8,143	8,495	4%
Visitors	200,097	224,556	12%
Total	551,071	951,276	72.6%

The relatively modest growth in programming attendance can be accounted for in several ways: first, the Library is now offering fewer but better attended programs, targeting its audience and considering its capacity (staff has not grown at Leonardtown since 2006); second, the lack of teen space (other than shelving) and a very small children's area mean that all programming must take place in the meeting room. The small spaces for young users get crowded before and after programming, limiting use there at what could be peak hours and discouraging attendance at the programs.

Chart 5



Public libraries nationwide look at turnover rate for physical materials – the number of times, on average, items in the collection have been checked out in a year – as an indicator of library use and relevance of the collection. A turnover rate of 4 typically indicates a collection that has been well selected and maintained. During Fiscal Year 2015, Leonardtown Library experienced turnover rates of at least 4.9 in every collection category (see Chart 6 on the next page). Music

CDs had a turnover rate of 8.2, DVDs a rate of 14.4, and the average for all books was about 5.0.

Chart 6

Leonardtown Library Physical Collection Items FY 2015	Total Circulating Holdings	Total Annual Circulation	Turnover Rate
Books	52,757	259,411	4.9
CD Music	2,074	16,953	8.2
DVD/Bluray	12,728	183,135	14.4
Audiobooks	2,922	18,117	6.2
Periodicals	83	1,374	16.6
Kits	389	2,215	5.7

Library digital collections are assessed differently, especially in the case (as with St Mary's County) of libraries in consortiums. Differences in how circulation is measured across databases make a stock turnover ratio more difficult to measure; at least one source of digital content has been added in just the past year, making comparisons to previous years impossible. Content that can be measured (eBooks and eAudiobooks) shows a 15% increase in circulation from 2014 to 2015 alone. While access to digital materials from outside the Library is likely to increase tremendously over the next decade, no concomitant decrease in library visits can be expected.

In a 2016 survey of St Mary's County Library customers, 20% of the Leonardtown respondents reported getting help from staff to use digital materials. Users visit with their devices in-hand to get help in accessing materials. Computer use for other purposes is significant: 43% of respondents used library computers at least once in the past 12 months to access library resources; while 22% used a library computer to access the Internet, and 25% used the library's Wi-Fi network.

More than ever before, the public library is serving as a digital hub, especially for those who have no other access to the Internet. Over the next decade, digital offerings and their circulation will grow, somewhat lessening the need for materials stacks but not decreasing the space needed in the library. Library users need and expect spaces for

- group meetings
- study and tutoring
- computing
- programs
- charging personal digital devices
- comfortable seating throughout while accessing the Library's Wi-Fi on personal digital devices

III. Library Service Trend Considerations

The St. Mary's County Library Comprehensive and Integrated System Analysis published in 2007 outlined a plan of service for St. Mary's County. While that plan of service remains relevant for today's public libraries, there are some service concepts that are important to highlight in this 2016 Addendum.

To support its mission and core values and to achieve its vision, the Library has identified three goals in its 2016 strategic plan:

- Inspire People to Learn
- Engage with Community
- Build a Strong Organization

One of the most important service trends of 21st century public libraries is critical to supporting these Library goals. That trend is to design and run libraries that are people centric rather than book centric. People-centric libraries are customer driven with spaces that are inviting and comfortable – a place where the community connects and engages – with services that respond to community interests and needs. The collections in these libraries are leaner, with a growing emphasis on electronic materials. Further, they are “just in time” rather than “just in case” collections that respond to today's needs and interests, relying heavily on reserving materials (often remotely from home, school or work) and less browsing in the stacks.

People learn in many different ways, and St. Mary's County Library needs to respond to that reality. In addition to print, non-print and electronic collections, the Library should consider including maker or creation spaces for people who learn by doing. These libraries should also include tutoring spaces and larger meeting spaces for community groups to gather and share information with the technology to support those functions.

In the 21st century public library, staff meets the public where they are. For the St. Mary's libraries, the Consultant recommends a central service desk – a one-stop shop – where customers go with any questions they may have. The Library may support a single desk with staff roving throughout the library offering assistance to patrons, perhaps using electronic tablets to access any information the patron may require, hence providing service at the point of need. Meeting the public where they are may also mean Library staff going out into the community, bringing services to the Library's off-site community partners or being a presence at community events. A full-service drive-through pickup window, staffed while the library is open, is also recommended.

Just as people learn in different ways, so too do people of different ages learn differently. It is important, therefore, for the St. Mary's libraries to have designated, self-contained spaces for children and teens that reflect and support their learning styles and are designed and maintained with their needs and interests in mind.

Finally, building relationships with community partners will support the Library's goals today and into the future. Libraries and other non-profit groups cannot afford to needlessly duplicate resources and efforts. When community organizations collaborate and leverage resources, the public benefits.

A list of critical elements of 21st century public libraries prepared by the consultant is attached to this Addendum.

IV. Consultant Recommendations

Leonardtown

St. Mary's County Library is now in the process of planning to build a new 30,000 square-foot library branch in Leonardtown that can be expanded to 48,000 square feet when the population size warrants a larger facility. This new library will replace the existing Leonardtown Library. Both the current and projected population estimates and the robust library use by current residents more than support a library of that size for the Leonardtown community. The library will preferably need to expand or at least reallocate staff to make up for likely growth in attendance and programming demands.

California/Hollywood

The 2010 St. Mary's County Comprehensive Plan supported recommendations from the Library's 2007 analysis to build a 30,000 square-foot library in the California/Hollywood area. However, given the 2015 population estimate provided in Chart 3 of this addendum and the projected 2020 population number within the 5-mile basic service area, the Consultant now recommends a library of 40,000 square feet to serve the California and Hollywood communities.

Building a library in this area, which is roughly equidistant from the existing Lexington Park Library and the proposed new Leonardtown Library, would allow California/Hollywood residents easier access to library services – an important consideration in light of their greater need for transportation assistance – while relieving the other St. Mary's County libraries of any additional pressure to grow. The location would also suit the many users of the St. Mary's Library who work at the Patuxent Naval Air Station but live in Calvert County and commute across the bridge to work in St. Mary's County. Currently, these commuters have to go out of their way to get to the Lexington Park Library. The Library system has just begun consideration of this service enhancement in the California/Hollywood area. Once the new Leonardtown facility is complete, consideration of a new library in the California/Hollywood area should begin.

COMMON ELEMENTS OF 21ST CENTURY PUBLIC LIBRARIES

- Customer driven
- Library as “Destination” *the* place where the community connects and engages
- Inviting, comfortable, spacious, attractive, colorful and brightly-lit facilities
- Flexible adaptive spaces for a variety of service functions e.g. training and conference rooms, lectures, theater, gallery, café and more
- Convenient access to services both within and outside the library
- Community resource for lifelong learning and literacy
- Interactive spaces for children ages 0 to 12, encouraging and supporting love of reading, purposeful play, imagination, discovery and learning
- The “happening” place for teenagers - inspiring and supporting learning, creativity and social interaction
- Family-friendly spaces for interaction, learning, activities and events
- A resource for adults engaging them through programs, technology and volunteer opportunities
- Collections that are current and responsive to community interests along with more specialized local/regional history collections along with unique hard-copy resource materials from decades past
- Plentiful up-to-date technologies and virtual services; e.g., Wi-Fi, laptops, e-book readers, tablets, downloadable e-content, classes focused on a broad range of digital literacy skills, maker-spaces for multimedia content creation, dynamic easy-to-use website, resources supporting small business, workforce development, ESL and more
- Building layouts and adjacencies that maximize the customer’s library experience
- Facilities designed with future flexibility to re-purpose spaces as community needs change over time
- Service models that maximize customer satisfaction, foster staff interaction with users, and streamline operations



T1 Visions Touch Table
Photo Courtesy of Agati Furniture: www.agati.com



Providence Associates 2016, All Rights Reserved