General Demographics and Characteristics

- The population of Pebble Pond is 7,000.
- Pebble Pond is 20 miles from a metropolitan area.
- Railroads were prominent in the development of the town.
- There is a strong interest in the community of the history of the area, and the town has its own part-time local historian.
- Fishing, boating, hiking, and skiing are popular recreational activities among residents.
- Every fall, Pebble Pond has a pumpkin festival.
- Their revitalized downtown area has many boutique shops and gourmet restaurants, and there are regular community events and gatherings in this area.
- Pebble Pond is kept informed by a weekly local newspaper and community website, two TV news stations based in the nearest metropolitan area, and two news/talk radio stations.

Education and Schools

- The local high school has been noted as one of the best in the nation.
- Pebble Pond is a very highly educated community; nearly all (95%) of the population over 25 is a high school graduate, and more than 1 in 3 (38%) has a bachelor's degree or higher.
- There are strong daycare and pre-K programs.

Local Community Groups and Organizations

- Tadpoles Early Childhood Enrichment Project: Provides young mothers with financial assistance and skills in childcare, playing, and learning with their children.
- Pebble Pond Youth Action Program: A mentorship program that provides tutoring, events, and a summer camp for Pebble Pond teens.
- Pebble Pond Works! Career Center: An adult center for career counseling and résumé help.

Occupations and Industries

- A quarter (26%) of the population works in education and health services.
- 13% work in professional, scientific, managerial, or administrative positions.
- Much of the population commutes to the metropolitan area nearby.
- A large food manufacturer also has regional offices nearby.
About Pebble Pond Public Library

- The library governance is city-municipal.
- The community’s financial support for the library is not overly generous.
  - The city council is focused on the library’s metrics, while the board is also interested in evaluating information about impact.
  - The library’s website is very basic and does not provide many services other than the catalog. However, the library is quite active on social media and in the community.
- The library is interested in adding more technology resources and STEM programming.
- The library has strong early literacy programming and high attendance, but attendance at teen programming has been dropping steadily for a few years, a trend that the library wants to address.
- The percentage of the population that has a library card hovers around 50%. Overall usage is perceived as going down, and management is fighting this perception by pushing for more card registrations.

Staffing characteristics:

1. Staff are divided in their willingness to try new approaches. Legacy staff are resistant to change while newer staff are eager to shake things up. Management is trying to prioritize and balance changes while making strategic decisions about how to use resources.
2. Staff lack buy-in for accurate data collection and reporting.

Pebble Pond Impact Survey Results


- Technology Assistance: 80% of the survey respondents had used the library’s public access technology or wireless network in the last 12 months, and 75% of those reported having received one-on-one technology help from library staff or volunteers in the last 12 months. 89% of those who received assistance found it “very helpful.”
- Importance of Computer Resources: 73% of respondents (and 75% of public access technology users) said these resources are important or very important to them personally, and 87% said that it was important or very important have these resources available for others in the community.

Top 3 Uses for Public Access Technology:

1. Social Inclusion – 58% of users reported using public access technologies to build and maintain social networks, and the largest group of those (50%) used it to keep in touch with friends and family.
2. Health & Wellness – 58% of users reported using public access technologies to gather medical, nutritional, or insurance information. 42% researched nutrition information, and 30% of those made a change in their diet.
3. Civic Engagement – 42% of users reported using public access technologies to engage with their community. 33% used it to learn about a political activity or candidate.
Top 3 Benchmark Scores:
1. Planning and Policies (50/50) – Integrating public access technologies into library planning and policies. The library has extensive network and system security and patron data management policies.
2. Digital Tools and Resources (90/105) – Providing access to relevant digital content and enabling users to create their own digital content. The library offers technologies to support the creation of digital content.
3. Technology Management (70/90) – Managing technology resources to maximize quality. The library actively manages Internet connectivity (bandwidth speed tests, network traffic, etc.).

Lowest 3 Benchmark Scores:
1. Technology Inclusiveness (10/40) – Ensuring equal technology access and participation for those with disabilities. The library’s strategic plan does not include assistive technologies and accessibility goals.
2. Meeting Key Community Needs (35/130) – Providing technology resources to help meet personal and community needs of patrons. The library only provides job seeking and career testing tools.
3. Devices and Bandwidth (45/135) – Providing sufficient devices and bandwidth to meet user demand. The library does not have sufficient device hours per capita.