

SANTA ROSA RINCON VALLEY REGIONAL LIBRARY



Service Area Map + Demographics

2000 Service Area Population: 34,998
 2025 Service Area Population: 48,532

Population by Age:

0-4 years	4%
5-19 years	15%
20-44 years	27%
45-64 years	22%
65+	32%

Population by Ethnicity:

White	90%
Black + African-American	1%
American Indian	1%
Asian	3%
Hawaiian/Pacific Islander	0%
Other	3%
Two or More Races	3%

Hispanic or Latino* 7%

Recommendations
 Strategy: Improvement
 Building Area: 19,300-21,300 sf

*The Hispanic or Latino designation reflects a cultural heritage and not an ethnic group. Therefore, this designation is reported separately from ethnicity.

Library Profile

The Santa Rosa Rincon Valley Regional Library has served the Rincon Valley area and western portion of Santa Rosa and central Sonoma County since 1994. Its service area is fairly ethnically homogenous in comparison to other areas of Sonoma County, with 90% of residents being white. Its service area population is expected to grow by nearly 50% by 2025.

Although only 7% of the service area is reported to be Hispanic/Latino, 15% of patrons at Rincon Valley expressed an interest in Spanish language materials. About one-third of patrons reported that they also use the Santa Rosa Central and Northwest libraries.

Library Needs

Rincon Valley’s collection cannot grow beyond its current size, and will fall behind service area needs as the population grows. Seating is provided within recommended guidelines, although more acoustically-separated seating is needed to accommodate group study use. Technology is also provided at the recommended levels, although with limited software due to security issues. The library gets noisy, especially after school. The staff work area is remote from the circulation desk, making work flow inefficient. The parking lot is adequate except when large programs or special events are in session, at which time parking becomes a problem. Given its location directly adjacent to a school, the most glaring deficiency is the lack of group study rooms that would greatly reduce the noise conflicts generated after school hours.

Santa Rosa Rincon Valley Regional Library patrons described their library in this way...

Liked most:	Improvements needed:
+ Friendly staff	- More books
+ Location and convenience	- More computers
+ Atmosphere	- More videos, CDs

Service	Current	Future
Population served	34,998	48,532
Building size	15,000 sf	19,300 – 21,300 sf
Collection	51,696 vols.	92,200 – 101,900 vols.
Computers	31	35 – 40
Seats	119 seats	90 – 100 seats
Group study area	0 seats	23 – 25 seats
Storytelling space	0 seats	25 - 30 seats
Meeting room	104 seats	120 - 130 seats

Recommendations

The Rincon Valley area and eastern Santa Rosa will continue to grow for the next decade, driving much of the need for improved library services. The existing, heavily used facility is too small to meet the current and projected needs of the neighborhoods it serves. This Master Plan proposes to nearly double the collection size, add acoustically-separate group study rooms, and add a dedicated children’s storytelling area along with other improvements throughout the library. These recommendations suggest a moderate expansion of the existing facility.

Implementation

The present branch meets the present needs of the service area and, because of this, it is recommended to be in the Group 3, which means that the needs are not immediate. Expansion of the branch or replacement should be planned now but construction can follow the growth in the service area.

An increase in area of about one third of the present building area is recommended. With careful planning, the expansion may be able to be accommodated on the present site. Prior to proceeding with development, a needs assessment specific to this service area and a detailed building program should be prepared by experienced professionals. These should be undertaken as part of a focused predesign study setting out project requirements, budget and schedule in detail. From this information a site feasibility study should be developed that addresses the opportunities at the current site, including the cost of renovation, compared to other site alternatives.

The timing of these improvements depends on the availability of local funding, which may be tied to progress made on improvements in other areas that are currently less well served. As owner of the current library, the City of Santa Rosa would lead the effort. The Sonoma County Library will provide technical support and guidance. Public input in the design process will help guide decision-making and ensure that the improved library reflects community values.



Santa Rosa Rincon Valley
Regional Library

What residents said:

“There was a time when I bought books. Now I get them from the library. The only thing wrong is I have to wait too long to get them.”
survey respondent

“I’m new to the country, and I appreciate the resources for my kids, 18 month old twins. I make it a regular part of our weekly routine.”
survey respondent

“It gives kids a place to go after school so we don’t get in trouble.”
survey respondent

“I see the library as a huge resource to families raising children, and as a way to instill reading imagination for young minds while providing a network of resources for parents.”
survey respondent