



# CITY *of* ESCONDIDO

LIBRARY BOARD OF TRUSTEES

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December 11, 2025 at 4:00 PM

**Council Chambers: 201 North Broadway, Escondido, CA 92025**

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## **WELCOME TO YOUR BOARD MEETING**

We welcome your interest and involvement in the legislative process of Escondido. This agenda includes information about topics coming before the board.

### **PRESIDENT**

Maribel Reyes

### **SECRETARY**

Giselle Luevanos

### **TRUSTEES**

Francis X. Bova III

Virginia Bunnell

John Schwab

### **ASSISTANT CITY CLERK**

Sarena Garcia

### **HOW TO WATCH**

The City of Escondido provides one way to watch a board meeting:

#### **In Person**



201 N. Broadway, Escondido, CA 92025



# CITY of ESCONDIDO

## LIBRARY BOARD OF TRUSTEES

THURSDAY, DECEMBER 11, 2025

### HOW TO PARTICIPATE

The City of Escondido provides two ways to communicate with the board during a meeting:

#### In Person



Fill out Speaker Slip and Submit to City Clerk

#### In Writing



<https://escondido-ca.municodemeetings.com>

### ASSISTANCE PROVIDED

If you need special assistance to participate in this meeting, please contact our ADA Coordinator at 760-839-4869. Notification 48 hours prior to the meeting will enable the city to make reasonable arrangements to ensure accessibility. Listening devices are available for the hearing impaired – please see the City Clerk.



### ROLL CALL

### ORAL COMMUNICATIONS

### APPROVAL OF MINUTES

- [1.](#) Review and approve the minutes for the November 13, 2025 meeting.

### CURRENT BUSINESS

- 2. Updates: City of Escondido**

General updates from the City, including specific updates regarding the library infrastructure project.

Staff Recommendation: Receive and File (Community Services Department: Robert Rhoades, Assistant Director of Community Services)

Presenter(s): Robert Rhoades, Assistant Director of Community Services

- 3. [Report on Physical Checkout Trends: Before & After Moving to the Mall](#)**

A data-driven report of 39,042 valid physical circulation transactions comparing borrowing patterns across two equal 120-day windows (November 1, 2024–March 1, 2025 and June 1–September 29, 2025).



# CITY of ESCONDIDO

## LIBRARY BOARD OF TRUSTEES

THURSDAY, DECEMBER 11, 2025

The review examines overall demand, returning versus new patron behavior, collection and Spanish-language circulation performance, and operational patterns influencing staffing and programming.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director

### STATISTICS REPORT

- [4.](#) Presentation of monthly statistical report.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director

### LIBRARY DIRECTOR'S REPORT

- [5.](#) Presentation of monthly report and general library updates.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director

### TRUSTEE LIBRARY USE REPORT

6. Reports by the Library Board of Trustees of their use of the library and its services.

### ADJOURNMENT

### UPCOMING MEETING SCHEDULE

- 7.

Unless otherwise noted, the Library Board of Trustees meets on the second Thursday of each month at 4:00 p.m. in the City Council Chambers.

**1/8/2026 – 6:00 PM**

2/12/2026 – 4:00 PM

3/13/2026 – 4:00 PM

4/9/2026 – 6:00 PM



# CITY *of* ESCONDIDO

## LIBRARY BOARD OF TRUSTEES

THURSDAY, DECEMBER 11, 2025

5/14/2026 – 4:00 PM

6/11/2026 – 4:00 PM

**7/9/2026 – 6:00 PM**

8/13/2026 – 4:00 PM

9/10/2026 – 4:00 PM

**10/8/2026 – 6:00 PM**

11/12/2026 – 4:00 PM



# CITY of ESCONDIDO

## LIBRARY BOARD OF TRUSTEES MEETING

November 13, 2025 at 4:00 PM

### MINUTES

#### ROLL CALL

Trustee Schwab - Absent

#### ORAL COMMUNICATIONS

#### APPROVAL OF MINUTES

1. Review and approve the minutes from the October 9, 2025 meeting.

Motion: President Reyes

Second: Trustee Bova III

Vote: 4-0 (Trustee Schwab - Absent)

#### CURRENT BUSINESS

#### 2. Updates: City of Escondido

General updates from the City, including news related to the library infrastructure project.

Staff Recommendation: Receive and File (Community Services Department: Robert Rhoades, Assistant Director of Community Services)

Presenter(s): Robert Rhoades, Assistant Director of Community Services

Update provided by Eduardo Vasquez, Project Manager

Update provided by Robert Roahdes, Community Services Assistant Director

#### 3. Discussion and Possible Vote to Augment the Library's Collection Budget from Trust Funds (January–June 2026)

Discussion and possible vote to authorize the use of Library Trust Funds to supplement the Library's collection budget for January through June 2026.

Staff Recommendation: Direction from the Board (Library: Rino Landa, Library Director)

Presenter(s): John Schwab, Trustee (Absent)



# CITY of ESCONDIDO

## LIBRARY BOARD OF TRUSTEES MEETING

November 13, 2025 at 4:00 PM

Read letter from Trustee Schwab to Board requesting to giving the Library \$24,000 in January for the Jan-June 2026 period.

Move item to December 2025 & January 2026 meetings.

### STATISTICS REPORT

4. Presentation of monthly statistical report.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director

### LIBRARY DIRECTOR'S REPORT

5. Presentation of monthly report and general library updates.

Staff Recommendation: Receive and File (Library: Rino Landa, Library Director)

Presenter(s): Rino Landa, Library Director

Escondido Library receiving award of \$10,000 from Carnegie fund.

Baker & Taylor vendor closure.

Month of October highlights.

### TRUSTEE LIBRARY USE REPORT

6. Reports by the Library Board of Trustees of their use of the library and its services.

Trustee Bova - Library visits

Secretary Luevanos - Library visits

President Reyes - Visited ofrendas monument at library (mall location)

Trustee Bunnell - Haunted Stories for Community engagement

### ADJOURNMENT

Meeting adjourned at 4:42PM



# CITY of ESCONDIDO

## LIBRARY BOARD OF TRUSTEES MEETING

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November 13, 2025 at 4:00 PM

### UPCOMING MEETING SCHEDULE

7. Unless otherwise noted, the Library Board of Trustees meets on the second Thursday of each month at 4:00 p.m. in the City Council Chambers.

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PRESIDENT

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DEPUTY CITY CLERK

# Executive Report on Circulation Trends

**Comparison Periods:** November 1, 2024–March 1, 2025 (P1) and June 1, 2025–September 29, 2025 (P2)

**Prepared for:** Escondido Public Library Board of Trustees

## Purpose and Approach

This report summarizes a data-driven review of recent physical circulation activity to help the Board understand how borrowing patterns evolved across two equal, 120-day windows. The analysis focuses on overall demand, patron behavior (returning vs. new), collection performance, Spanish-language activity, and operational patterns that affect staffing and programming. Each row in the underlying dataset represents one physical checkout and includes a PatronID, CollectionName, and transaction date. After a data-quality screen (excluding missing or malformed values), the analysis proceeded on 39,042 valid transactions; no records required exclusion, ensuring a complete view of activity for these periods.

Both windows are inclusive: Period 1 (P1) runs from November 1, 2024 through March 1, 2025; Period 2 (P2) runs from June 1, 2025 through September 29, 2025. While the periods are seasonally different—P2 includes summer months—each spans the same number of days, allowing a balanced, window-to-window comparison.

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## Headline Results

1. **Strong growth in total checkouts and active user base.** Checkouts rose from **16,210** in P1 to **22,832** in P2—a gain of **6,622 (+40.9%)**. The number of unique patrons increased from **2,241** to **2,558 (+317, or +14.1%)**.
2. **Growth driven chiefly by returning patrons borrowing more.** A cohort analysis shows that **2,124** P1 patrons also borrowed in P2—**94.8% retention**—while **117** P1 patrons did not return (5.2% churn). P2 added **434** new patrons (17.0% of P2’s unique borrowers). When decomposing the **6,622-checkout** increase, **86.0%** (5,698 checkouts) came from **existing patrons increasing their borrowing intensity**; **17.5%** (1,156) came from checkouts by **new patrons**; the remaining **–3.5%** (–232) reflects checkouts “lost” due to patrons who churned after P1.
3. **Returning patrons’ intensity rose meaningfully.** Among returning patrons, the **average** number of checkouts per person rose from **7.52** to **10.21**, and the **median** rose from **5** to **6**, indicating broad-based intensity gains rather than isolated spikes by a few heavy users. New patrons averaged **2.66** P2 checkouts (median **2**), while churned patrons had averaged **1.98** P1 checkouts (median **1**), implying that the patrons we lost were generally light users.
4. **Youth collections led the growth; AV trends mixed.** The largest absolute gains by collection were concentrated in children’s materials: **Children’s Fiction** (+1,378), **Children’s Easy Reader Fiction** (+801), **Children’s Picture Book** (+780), **Children’s Graphic Fiction** (+764), and **Children’s Board Book** (+708). Teen materials also expanded: **Teen Fiction** (+178; +127.1%) and **Teen Graphic Fiction** (+164; +31.1%). AV formats showed mixed results: **DVD Fiction** declined (–154; –16.5%), while **DVD Television** (+49), **Blu-ray Fiction** (+33), and **Children’s DVD Fiction** (+30)



increased. **Museum Pass** circulation rose strongly (+63; +85.1%), suggesting growing interest in experiential offerings.

5. **Spanish-language collections expanded in both depth and breadth.** Spanish-language checkouts increased from **513** in P1 to **826** in P2, moving from **3.2%** to **3.6%** of total circulation. Notable contributors were **Spanish Children’s Board Book** (+86), **Spanish Children’s Picture Book** (+85), **Spanish Fiction** (+49; +272.2%), and **Spanish Nonfiction** (+36; +276.9%). New or newly active formats—such as **Spanish Children’s Read-along Fiction** (0 → 26)—also emerged. A few Spanish children’s categories dipped slightly (e.g., **Spanish Children’s Easy Reader Fiction** –9), but the overall trajectory was firmly upward.
6. **Operational patterns remained stable.** The **top 10 collections** were the same in both periods (though ranks shifted), reflecting a stable core demand structure. **Saturday, Tuesday, and Thursday** remained the top checkout days in both periods. Day-of-week share shifts were modest (largest ≈ 2.5 percentage points), signaling that existing staffing patterns likely align well with demand.

### Patron Dynamics: Re-engagement vs. Outreach

A central question for any public library is whether growth stems primarily from **re-engagement** of existing users or **outreach** to new users. The findings here are clear:

- **High retention:** Of the **2,241** patrons active in P1, **2,124** were also active in P2 (**94.8%**). Only **117** did not return (**5.2% churn**).
- **Healthy acquisition:** Of the **2,558** P2 patrons, **434** (**17.0%**) were **new** to the dataset. In other words, **83%** of P2 patrons were returning users.
- **Intensity is up among returners:** Returning patrons borrowed **more per person** in P2 (avg **10.21**) than in P1 (avg **7.52**). This intensification delivered **5,698** of the **6,622** additional checkouts—the **dominant growth engine**.
- **New patron contribution:** New patrons accounted for **1,156** P2 checkouts (**5.1%** of P2’s total), adding breadth to the active user base.
- **Churn impact is limited:** The 117 churned patrons had relatively low usage in P1 (avg **1.98** checkouts), translating to a loss of **232** checkouts that was easily offset by gains elsewhere.

**Implication:** Recent growth reflects **successful re-engagement**—possibly influenced by summer programming, merchandising, or renewed habits—supplemented by **solid outreach** that is bringing new patrons into the fold. Going forward, the Library can build on both fronts: maintain and deepen engagement of the existing base while accelerating new-user conversion and early-lifecycle nurturing to lift new patrons’ average activity more quickly.

### Collection Performance: Where Demand Is Rising (and Falling)

**Children’s materials** are the clearest success story. The largest absolute increases were:

- **Children’s Fiction: +1,378** (to 3,043)
- **Children’s Easy Reader Fiction: +801** (to 3,280)
- **Children’s Picture Book: +780** (to 3,439)
- **Children’s Graphic Fiction: +764** (to 2,528)
- **Children’s Board Book: +708** (to 1,965)

These gains suggest strong alignment with summer reading, youth programming, and family borrowing patterns. **Children’s Holiday** also advanced (+226; +91.1%), likely tied to seasonal displays or thematic events. In **Teen**, both **Fiction** (+178) and **Graphic Fiction** (+164) rose, showing healthy engagement in adolescent readership. In adult formats, **Fiction** (+449) and **Nonfiction** (+182) both advanced.

**AV formats** present a nuanced picture. **DVD Fiction** declined (–154; –16.5%), consistent with ongoing shifts in media consumption. However, not all AV is down: **DVD Television** (+49), **Blu-ray Fiction** (+33), and **Children’s DVD Fiction** (+30) grew—suggesting that TV series, Blu-ray quality, and children’s audiovisual content still resonate with specific audiences. These mixed signals argue for **targeted** AV curations rather than across-the-board reductions.

Finally, **Museum Pass** usage jumped (+63; +85.1%), underscoring the appeal of experiential benefits that extend library value beyond the building. This may be a fruitful area for continued investment and promotion.

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### Spanish-Language Collections: Expanding Access and Use

Spanish-language circulation increased from **513** to **826**, nudging share from **3.2%** to **3.6%** of total activity. Key movers included:

- **Spanish Children’s Board Book +86; Spanish Children’s Picture Book +85**—significant growth in early-literacy materials.
- **Spanish Fiction +49** and **Spanish Nonfiction +36**, each with **triple-digit percentage gains** (+272.2% and +276.9% respectively), indicating rising adult-oriented Spanish borrowing.
- **Spanish Children’s Read-along Fiction** emerged (0 → 26), hinting at demand for multimodal learning resources.
- A few children’s sub-collections dipped slightly (**Spanish Children’s Easy Reader Fiction –9; Spanish Children’s Nonfiction –2**), suggesting opportunities to fine-tune title mix, reading levels, or display placement.

**Implication:** The overall direction is positive and broad-based, spanning both children and adults. Strengthening early-literacy Spanish offerings appears particularly impactful, while further development in Spanish adult collections can meet growing demand. Coupling acquisitions with targeted displays, bilingual programming, and outreach to community partners is likely to sustain this momentum.

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## Operational Patterns and Service Design

The **rank order of the 10 highest-circulating collections** was identical across both windows, even as volumes rose. This stability suggests a predictable demand profile suitable for **display planning, shelf allocation, and procurement cycles**.

**Day-of-week patterns** also remained steady, with **Saturday, Tuesday, and Thursday** as the highest-volume days in both periods. While absolute volumes grew, **share** changes by day were modest (largest shift about **2.5 percentage points**). The continuity of these patterns supports existing staffing allocations while leaving room to **fine-tune** coverage during known peak hours—particularly in youth service points and circulation—during summer months.

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## Data Quality and Methodological Notes

- **Data integrity:** All required fields were present; dates parsed successfully; **no rows were excluded** for quality issues.
  - **Definitions:** Each record represents a single physical checkout. Periods are **inclusive** of start and end dates.
  - **Seasonality:** P2 includes the summer—traditionally a high-engagement period. While that context explains some increase, the magnitude and the cohort decomposition indicate that **returning patrons genuinely borrowed more**, not merely that more people passed through the doors.
  - **Validation:** Aggregations reconcile across patrons and collections to the exact period totals, and decomposition components sum precisely to the net change in checkouts (+6,622).
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## Strategic Implications and Recommended Actions

1. **Deepen re-engagement strategies for existing patrons.** Because **86%** of growth came from returning patrons borrowing more, continuing tactics that amplify usage among known users will be productive. Examples include sustained communications with Summer Reading participants into the fall, personalized “Because you borrowed...” recommendations, and reminders tied to new arrivals in favored collections (particularly children’s and teen).
2. **Accelerate early-lifecycle nurturing for new patrons.** P2 brought in **434** new users, who averaged **2.66** checkouts. A gentle onboarding series—welcome messages, short “how to get more from your card” tips, and curated starter lists—can help lift new patrons from trial to habit more quickly.
3. **Invest strategically in youth collections.** The largest absolute circulation gains were concentrated in **children’s** and **teen** materials. Prioritize timely replenishment of high-demand titles, deepen series coverage, and maintain dynamic displays—especially for **Easy Readers, Picture Books, Graphic Fiction, and Children’s Fiction**. These areas are strong candidates for incremental budget.

4. **Strengthen Spanish-language offerings across age groups.** Early-literacy Spanish materials are core strengths; consider expanding **board books, picture books, and read-alongs**. In adult Spanish, the momentum in **Fiction** and **Nonfiction** suggests undersupplied demand; targeted acquisitions and visible displays can consolidate these gains.
5. **Refine audiovisual curation.** The decline in **DVD Fiction** alongside gains in **DVD Television** and **Blu-ray Fiction** points to **selective** rather than global demand. Conduct a short format-level review to align purchasing and weeding with **title-specific** performance. Maintaining children's AV where growth persists will serve families who benefit from physical media.
6. **Leverage experiential assets.** The significant uptick in **Museum Pass** usage indicates that patrons value cultural access through the library. Consider expanding pass inventory, adding partner institutions if feasible, and placing passes prominently in outreach materials.
7. **Operational fine-tuning, not overhaul.** With **Saturday, Tuesday, and Thursday** as steady peak days and top collections unchanged, staffing patterns appear well aligned. Minor adjustments—e.g., boosting youth service coverage on high-volume afternoons or strengthening holds/processing support on peak days—should capture efficiency gains without major schedule changes.
8. **Measurement plan for sustained insight.** To institutionalize these improvements, consider a quarterly rhythm of:
  - Cohort tracking (retention, new, churn) and **intensity** by patron segment.
  - Share-of-total dashboards for key collections (children's, teen, Spanish, AV).
  - Program tie-backs (e.g., Summer Reading participants' fall borrowing) to quantify program ROI.
  - Early-lifecycle metrics for new patrons (30/60/90-day activity).

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### Concluding Perspective

The Library's recent performance reflects a **healthy and expanding relationship** with its community. Circulation rose sharply in P2, and the analysis demonstrates that this was not simply a matter of more people passing through: **existing patrons are borrowing more**, and **new patrons are entering the ecosystem** at a consistent clip. The strongest gains center on **youth collections**, with meaningful growth in **Spanish-language materials** and encouraging performance from **experiential offerings** such as museum passes. Operational patterns remain stable, affirming current staffing frameworks while highlighting opportunities for targeted enhancements.

Taken together, these findings point toward a strategy that **consolidates strengths** and **builds inclusively**: sustain re-engagement, accelerate new-user nurturing, deepen youth and Spanish collections, fine-tune AV curation, and amplify experiential value. With careful attention to these levers—and continued measurement to keep the Board and staff aligned—the Library is well positioned to translate seasonal momentum into **durable, year-round engagement** that advances our mission of access, learning, and community connection.

## Geographic Study: Focus on Patron City Changes

Metric	P1 (2024-11-01 → 2025-03-01)	P2 (2025-06-01 → 2025-09-29)	Abs Diff (P2–P1)	% Change
Total checkouts	16,152	22,779	6,627	41.0%
Unique patrons	2,236	2,553	317	14.2%

- Did more Escondido residents check out materials during P2?**  
**Yes.** Escondido resident checkouts increased from **13,805** to **19,326 (+5,521; +40.0%)**. Escondido unique patrons increased from **1,902** to **2,148 (+246; +12.9%)**. Escondido's share of all checkouts remained very high (P1 **85.5%** → P2 **84.8%**).
- Where were new patrons from?**  
**Predominantly Escondido.** Of **434** new P2 patrons (i.e., P2-only), **343** were from **ESCONDIDO (79.0%** of all new). The next largest contributor cities were **SAN DIEGO (24; 5.5%)**, **SAN MARCOS (19; 4.4%)**, and **VALLEY CENTER (19; 4.4%)**. By ZIP, the top four new-patron sources were **92025 (122)**, **92027 (94)**, **92026 (86)**, and **92029 (39)**—all Escondido ZIPs. (A full breakdown by city/ZIP is provided below and in the downloads.)

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### Escondido focus

**Validation:** The Escondido metrics below exactly match the standardized city aggregates.

Metric	P1	P2	Abs Diff (P2–P1)	% Change
Checkouts	13,805	19,326	5,521	40.0%
Unique patrons	1,902	2,148	246	12.9%

**Retention among P1 Escondido patrons: 94.9%** (1,805 of 1,902 Escondido P1 patrons also borrowed in P2).

**New P2 patrons from Escondido: 343 (79.0%** of all new patrons), responsible for **909** P2 checkouts.

**Interpretation:** Escondido residents drove the majority of volume growth through **both higher participation (unique patrons +12.9%)** and **higher usage** among returners (as shown in the prior cohort work). The city also supplied **most new patrons** in P2.

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### City-level comparison — Checkouts (standardized city; top 10 by absolute change)

**Validation:** City checkouts sum to period totals; Escondido values match section 3.

City	P1	P2	Abs Diff	% Change
<b>ESCONDIDO</b>	13,805	19,326	<b>+5,521</b>	40.0%
<b>SAN MARCOS</b>	830	1,172	+342	41.2%
<b>SAN DIEGO</b>	584	901	+317	54.3%
<b>VALLEY CENTER</b>	317	478	+161	50.8%
<b>FALLBROOK</b>	134	203	+69	51.5%
<b>BONSALL</b>	33	73	+40	121.2%
<b>OCEANSIDE</b>	34	73	+39	114.7%
<b>VISTA</b>	73	109	+36	49.3%
<b>PALA</b>	13	36	+23	176.9%
<b>CARLSBAD</b>	11	30	+19	172.7%

**Takeaway:** While growth is broad-based across the service area, Escondido accounts for the **overwhelming share** of incremental checkouts, with meaningful (though much smaller) gains from nearby North County communities.

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#### City-level comparison — Unique patrons (standardized city; top 10 by absolute change)

**Validation:** Unique-patron counts are attributed to the city in which a patron borrowed within the period; because some patrons borrow in multiple cities, city-level unique counts do not sum to the global unique total. They are, however, internally consistent and based on the same standardized city logic.

City	P1 Unique	P2 Unique	Abs Diff	% Change
<b>ESCONDIDO</b>	1,902	2,148	<b>+246</b>	12.9%
<b>SAN DIEGO</b>	102	121	+19	18.6%
<b>VALLEY CENTER</b>	48	65	+17	35.4%
<b>SAN MARCOS</b>	102	117	+15	14.7%
<b>VISTA</b>	13	17	+4	30.8%
<b>RAMONA</b>	9	11	+2	22.2%

City	P1 Unique	P2 Unique	Abs Diff	% Change
OCEANSIDE	8	10	+2	25.0%
LA MESA	2	4	+2	NEW/100.0%
FALLBROOK	10	11	+1	10.0%
POWAY	7	8	+1	14.3%

**Takeaway:** The increase in **unique patrons** is again centered in **Escondido**, with modest but noticeable gains in adjacent cities.

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#### New patrons (P2-only): Where are they from?

**Validation:** “New” means **PatronID appears in P2 but not P1**. Origins are assigned using each new patron’s **P2 city** (standardized). Counts reconcile to the total number of new P2 patrons (**434**).

#### Top cities for new patrons (count of new patrons; top 10)

City	New patrons	New patrons’ P2 checkouts	Share of all new
ESCONDIDO	343	909	79.0%
SAN DIEGO	24	67	5.5%
SAN MARCOS	19	55	4.4%
VALLEY CENTER	19	42	4.4%
VISTA	5	16	1.2%
OCEANSIDE	3	26	0.7%
POWAY	3	4	0.7%
LA MESA	2	6	0.5%
RAMONA	2	4	0.5%
TEMECULA	2	2	0.5%

#### By ZIP code (top 10 for new patrons):

- **92025:** 122 new patrons (324 P2 checkouts by these patrons)
- **92027:** 94 (286)
- **92026:** 86 (204)

- **92029:** 39 (91)
- **92082:** 19 (42)
- **92069:** 15 (46)
- **92127:** 9 (24)
- **92128:** 7 (24)
- **92078:** 4 (9)
- **92056:** 3 (26)

**By state** (new patrons): **CA 433, VT 1.**

**Takeaway:** New patron acquisition is overwhelmingly **Escondido-based**—particularly ZIPs **92025/92027/92026/92029**—with smaller contributions from San Diego, San Marcos, and Valley Center. This suggests that **local outreach and visibility in Escondido are highly effective**, while modest gains from neighboring communities indicate room to scale targeted, community-specific outreach.

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#### **Retention by city (attribute to P1 city)**

**Validation:** For each P1 city, we compute the number of **unique P1 patrons** and how many of those **also appear in P2** (returned anywhere). This measures retention of each city's P1 patron base.

#### **City (P1 attribution) Returned in P2 Unique P1 patrons Retention rate**

<b>ESCONDIDO</b>	<b>1,805</b>	<b>1,902</b>	<b>94.9%</b>
<b>SAN MARCOS</b>	<b>98</b>	<b>102</b>	<b>96.1%</b>
<b>SAN DIEGO</b>	<b>97</b>	<b>102</b>	<b>95.1%</b>
<b>VALLEY CENTER</b>	<b>46</b>	<b>48</b>	<b>95.8%</b>
<b>VISTA</b>	<b>12</b>	<b>13</b>	<b>92.3%</b>
<b>FALLBROOK</b>	<b>10</b>	<b>10</b>	<b>100.0%</b>
<b>RAMONA</b>	<b>9</b>	<b>9</b>	<b>100.0%</b>
<b>OCEANSIDE</b>	<b>7</b>	<b>8</b>	<b>87.5%</b>
<b>POWAY</b>	<b>5</b>	<b>7</b>	<b>71.4%</b>
<b>BONSALL</b>	<b>4</b>	<b>6</b>	<b>66.7%</b>



**Takeaway:** Retention is **uniformly strong** across the major cities, especially in Escondido and larger adjacent communities. The few smaller bases with lower rates (e.g., POWAY, BONSALL) involve **small denominators**; practical follow-up would be targeted re-engagement of those light-use cohorts.

### Migration flows (city changes among returning patrons)

**Validation:** For patrons active in **both** periods, I computed each patron's **dominant city** in P1 and in P2 (most checkouts). The flow table counts returns where the dominant city changed P1→P2.

**Result: No material city-to-city flow** among returning patrons—dominant cities remained stable across periods. This supports the interpretation that the **address/City field reflects patron residence** rather than a variable transaction location, and that the **same resident communities** are re-engaging in P2, particularly within Escondido.

### Direct answers & implications

- **Did more Escondido residents checkout materials during P2?**  
Yes. Checkouts by Escondido residents rose from **13,805** to **19,326 (+40.0%)**, and **unique Escondido patrons** rose from **1,902** to **2,148 (+12.9%)**. Escondido remains the core of demand (**≈85%** of all checkouts in both periods).
- **Where were new patrons from?**  
**Predominantly Escondido (343 of 434; 79.0%)**. Additional inflow came from **San Diego (24)**, **San Marcos (19)**, **Valley Center (19)**, and smaller numbers elsewhere. New-patron ZIP hotspots are **92025/92027/92026/92029**.
- **How did retention look by city?**  
Very strong across the board, led by **Escondido (94.9%)**, **San Marcos (96.1%)**, **San Diego (95.1%)**, and **Valley Center (95.8%)**—further evidence that **re-engagement of existing residents** powered much of the growth.

### Implications for action:

- **Double-down in Escondido:** continue seasonal programs, sustained displays, and communications to maintain momentum; consider deeper segmentation by ZIP to tailor messages (e.g., school-adjacent displays in 92026/92027).
- **Expand targeted outreach to adjacent cities** where new patron counts are emerging (San Diego/San Marcos/Valley Center).
- Use **ZIP-level list growth** to guide community partnerships and pop-up outreach (schools, parks, community centers) in high-yield areas.



STATISTICS REPORT

**Monthly Statistics 2025-2026**

**August September October**

<b>CIRCULATION:</b>	Physical Materials	33,753	31,706	32,225
	Digital Materials	8,002	7,788	7,959
	Overdrive Libby	7,203	6,928	7,135
	Hoopla	566	561	582
	Total Circulation	41,755	39,494	40,184
	Holds Satisfied	1,711	1,659	1,682
<b>INTER-LIBRARY LOANS:</b>	ILLs Checked Out	3	5	1
	Link+ Items Borrowed (EPL patrons)	315	338	303
	Link+ Items Lent (to patrons at other libraries)	168	213	154
<b>POPULATION &amp; BORROWERS:</b>	Total Registered Borrowers	97,524	98,189	98,684
<b>REFERENCE QUESTIONS:</b>	Total Reference Transactions	7,335	6,769	6,917
<b>LIBRARY SERVICES:</b>	Public Service Hours	260	250	260
	Library Visits	22,570	22,196	20,089
<b>ELECTRONIC SERVICES:</b>	Users of Public Internet Computers	587	511	504
	Wireless Sessions	4,308	4,600	4,600
	Number of Website Visits	12,251	11,584	11,546
<b>VOLUNTEERS:</b>	Total Active Volunteers	50	36	66
	Total Volunteer Hours	529	398	567
<b>PROGRAMS:</b>	# of live, in-person programs	59	154	174
	Live, in-person attendance	654	2,097	2,333
	# of live, virtual programs	-	-	-
	Live, virtual program attendance	-	-	-
	# of pre-recorded programs	-	-	-
	# of views of recorded program content	-	-	-
	# of live, off site programs (outreach)	9	4	7
	Live, off site program (outreach) attendance	680	1,010	188
<b>PIONEER ROOM:</b>	Pioneer Room Visits:	550	550	550
	Digital Collection Items Accessed:	455	267	604
	On-Site Items & Resources Accessed:	100	101	88
<b>LITERACY:</b>	Class Attendance	36	147	70
	Classes Taught	12	52	34
	Active Learner Pairs	26	28	32
	Books Distributed	233	588	6
	# of take home kits given out	80	80	80





## LIBRARY DIRECTOR'S REPORT

### NOVEMBER HIGHLIGHTS

November was a testament to the library's ability to bring people together. Whether it was families celebrating heritage, children overcoming reading anxiety with a reptile companion, or adults sharing a meal, our spaces were filled with the energy of community connection. These numbers represent not just attendance, but individual moments of joy and learning.

### YOUTH SERVICES

#### Cultivating Joy and Confidence

**Celebrating Culture (Día de los Muertos):** The library came alive with the vibrant sights and sounds of our Día de los Muertos celebration. We were thrilled to host *Tradición Folklórico Mexicana*, whose performance captivated an intergenerational crowd of **175 neighbors**. It was a powerful reminder of the library's role as a community hub where families can gather to honor tradition and celebrate our diverse local heritage.

**Building Literacy (Read to a Dragon):** Our partnership with EcoVivarium created a truly magical environment for **35 young readers**. By allowing children to read aloud to bearded dragons, we removed the pressure often associated with reading practice. Seeing children laugh and bond with these animals while building critical literacy skills was a highlight of the month.



**Inspiring Tweens (CSUSM STEM):** We continue to successfully engage our "tween" demographic through our partnership with CSUSM. The *Night Light* project brought **25 students** together for hands-on mentorship. It is encouraging to see these young patrons viewing the library not just as a place for books, but as a laboratory for innovation and future aspirations.





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## ADULT SERVICES

### Fostering Connection and Creativity

**Community Gathering (DIY Charcuterie):** In the spirit of the Thanksgiving season, we wanted to offer a space for patrons to connect over the universal language of food. On November 6, **20 community members** gathered for a festive evening of learning and tasting. Beyond just learning to make "salami roses," patrons shared stories and holiday plans, leaving with full stomachs and new hosting skills. It was a wonderful example of the library providing affordable, high-quality life-skills education.



**Neighborhood Partnerships (DIY Skincare with Lush):** We are always looking for ways to strengthen ties with our neighbors, so we were delighted to launch a first-of-its-kind collaboration with Lush from the North County Mall. On November 15, **23 patrons** joined us for a unique "science-meets-self-care" workshop. The energy in the room was fantastic as patrons worked together to mix their own products. This event highlighted how the library can serve as a bridge, bringing local business expertise directly to our patrons in a fun, educational setting.



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## THE PIONEER ROOM

### Honoring Our History

**A Salute to Service (USS Midway Legacy):** To honor National Veterans and Military Families Month, the Pioneer Room became a space for reflection and remembrance. We were honored to host speakers from the USS Midway Foundation on November 22. The event resonated deeply with our local history enthusiasts and veterans alike, sparking meaningful conversations about San Diego's naval legacy. It was a privilege to provide a venue where these important stories could be shared and preserved.







**Escondido  
Public Library**

239 South Kalmia Street,  
Escondido, CA 92025  
760.839.5440

[www.escondidolibrary.org](http://www.escondidolibrary.org)

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## LIBRARY IN THE COMMUNITY (OUTREACH)

**Revitalizing Partnerships (Escondido Arts Association):** We are thrilled to welcome the Escondido Arts Association back to the library. Despite our temporary location in the mall (Store 171), we remain committed to showcasing local talent. The new exhibit, "Light & Nature," transforms our storefront with a captivating array of photographic and mixed-media works. This display, running through mid-January, renews a cherished, years-long partnership and brings a welcome splash of beauty and reflection to our community space.



**The Library as Community Hub (Toys for Tots):** This season, the library is proud to serve as a central connection point for community giving. We have partnered with Toys for Tots to collect donations of new, unwrapped toys during all operating hours. By serving as an official drop-off site, we are reinforcing the library's role as a true community hub—a place that facilitates not just learning, but also generosity and support for our neighbors in need.

