

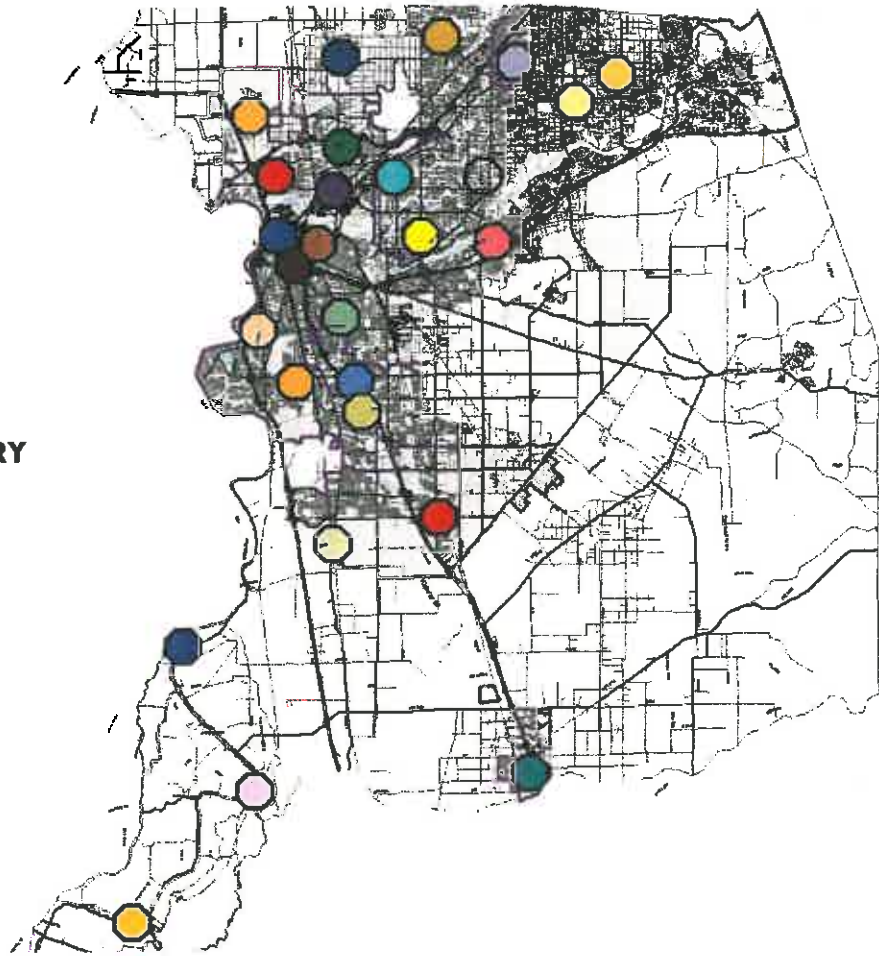
APPENDIX I

CUSTOMER USAGE MAPS

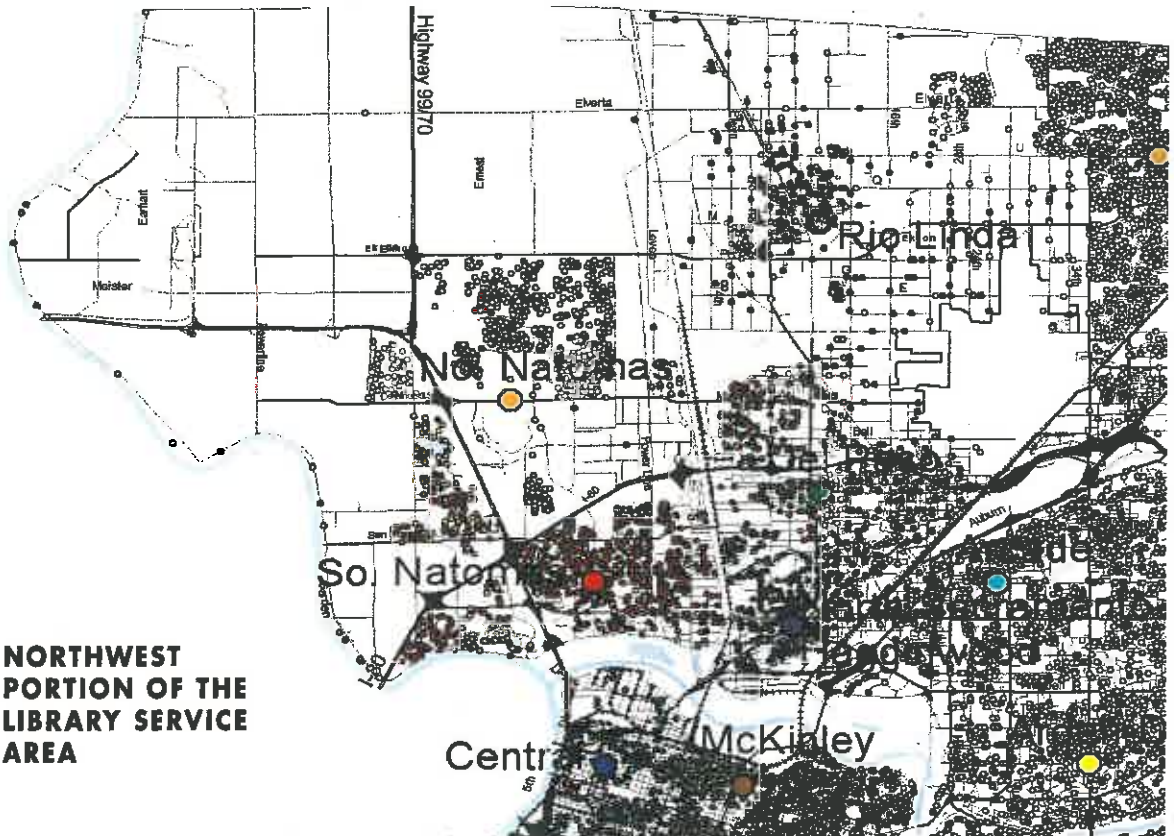
The eight graphics in this appendix map the location from which a customer came to a particular branch and conducted a service transaction using the customer's library card. Different colored dots represent different branches from which customers obtained service. These maps illustrate that generally customers use the library closest to their home. However, they also show that this is not true for a significant number of customers. Some are clearly choosing to use a library which is not within the customer's jurisdiction or library service area. For some of these transactions, it is clear that a particular barrier (river, freeway, railroad, etc.) has affected decisions about which library to use; for others the reasons are not so clear but probably relate to travel patterns going to or from work and for transacting other business or recreation in conjunction with a library visit.

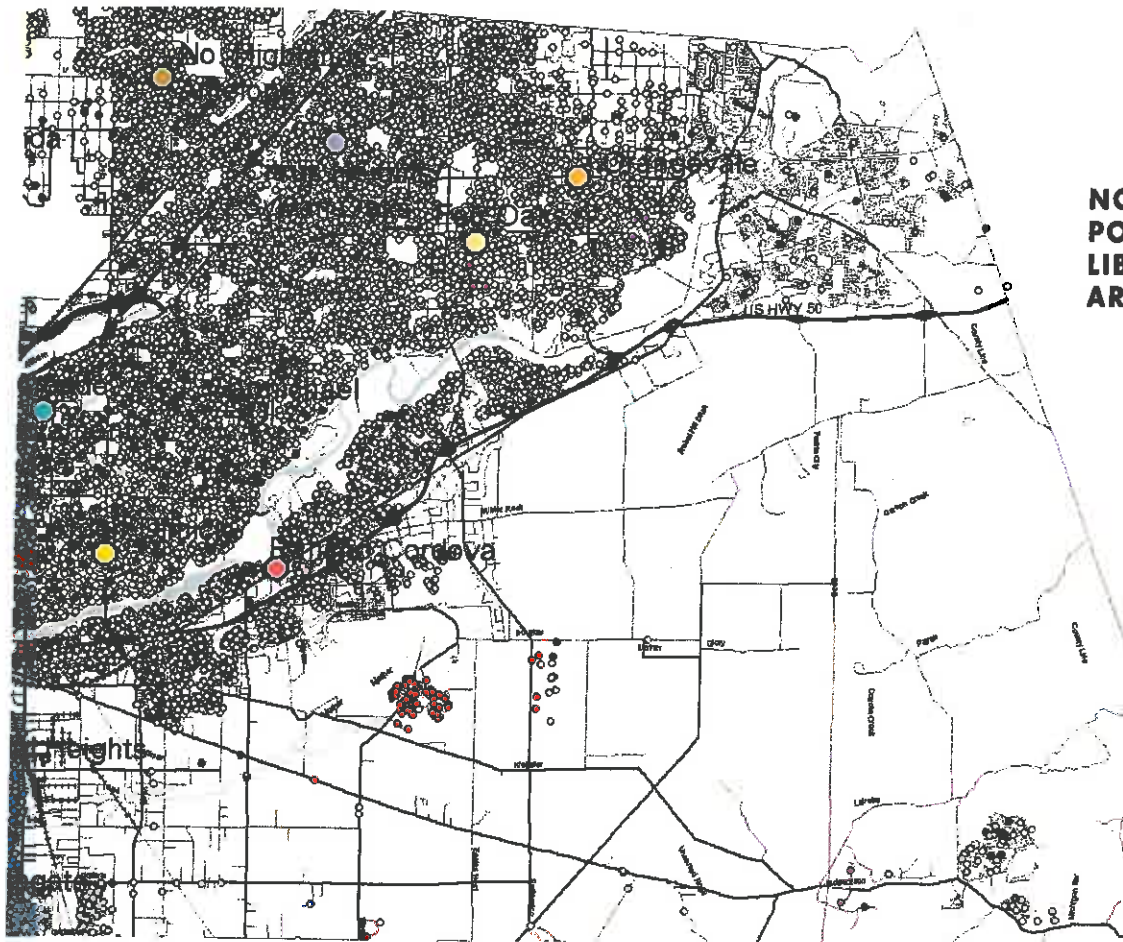
The Library uses this type of mapping to help define service areas and potential service facilities in areas where they can best meet the varying needs of the people in individual areas. This can result in establishing a new full-service branch in a particular area or in development of one or more focused-service facilities where those seem best to meet immediate needs of the Library's customers.

**SACRAMENTO
PUBLIC LIBRARY
SYSTEMWIDE**

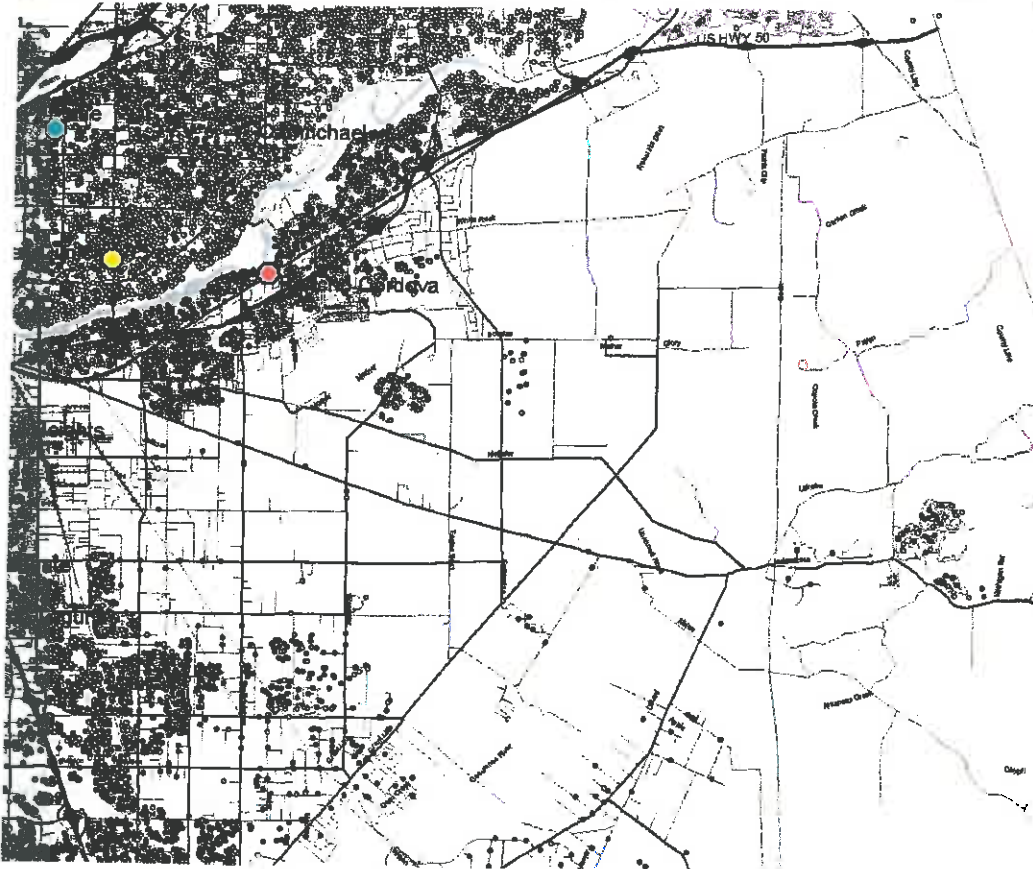


**NORTHWEST
PORTION OF THE
LIBRARY SERVICE
AREA**



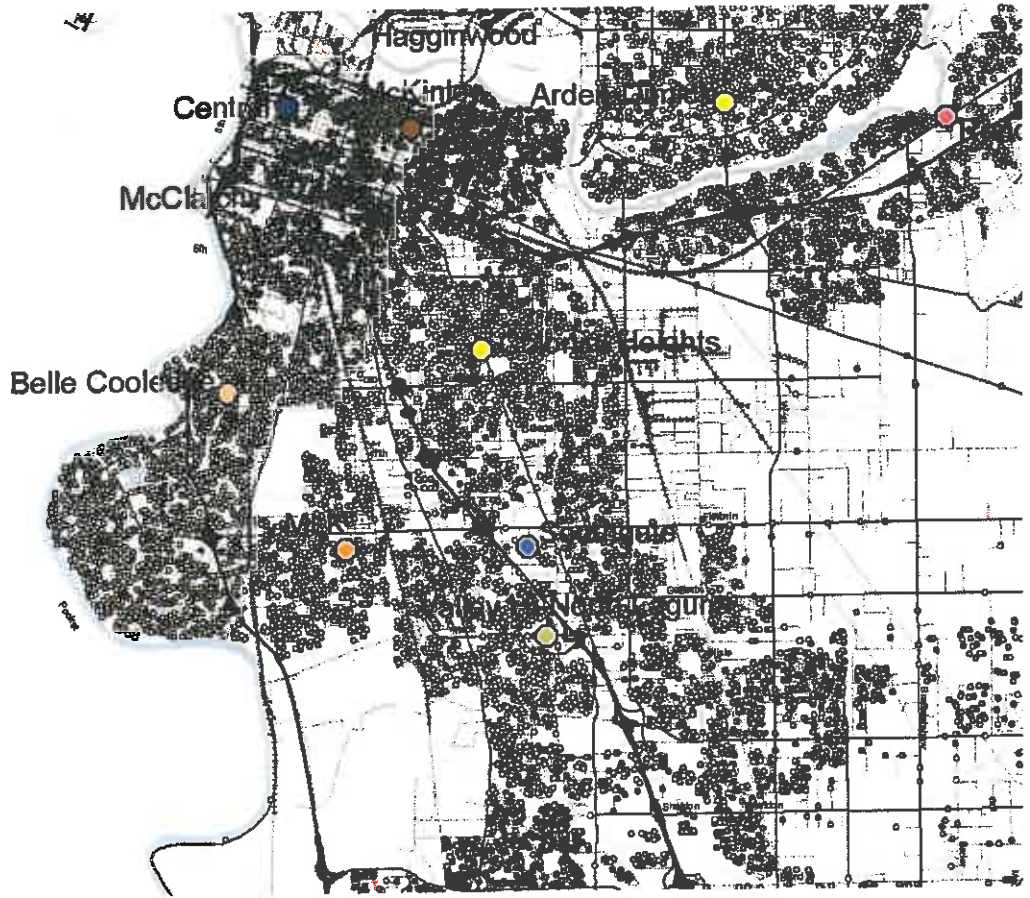


**NORTHEAST
PORTION OF THE
LIBRARY SERVICE
AREA**



**EASTERN
PORTION OF THE
LIBRARY SERVICE
AREA**

**SOUTHWESTERN
PORTION OF THE
LIBRARY SERVICE
AREA**



**SOUTHERN AND
ELK GROVE
PORTION OF THE
LIBRARY SERVICE**

