CITY OF WATAUGA, TEXAS
RESOLUTION NO. 2020-002

A RESOLUTION BY THE CITY COUNCIL OF THE CITY OF WATAUGA, TEXAS ADOPTING THE LONG RANGE PLAN FOR YEAR 2020-2025; PROVIDING THAT ALL RESOLUTIONS IN CONFLICT HEREWITH ARE HEREBY REPEALED TO THE EXTENT THAT THEY ARE IN CONFLICT; PROVIDING A SAVINGS CLAUSE; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Watauga (hereinafter "the City") is committed to strengthening future planning for the Watauga Public Library; and

WHEREAS, The Long Range Plan for 2020-2025 provides for the administration of goals and objectives to ensure responsible growth of the Watauga Public Library into the future and continuing to make the Watauga Public Library, "A Public Library that values excellence, individually and collectively"; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF WATAUGA, TEXAS AS FOLLOWS:

I.


II.

This Resolution shall be and is hereby cumulative of all other Resolutions of the City of Watauga, Texas, and this Resolution shall not operate to repeal or affect any such other Resolutions except insofar as the provisions thereof might be inconsistent or in conflict with the provisions of this Resolution, in which event, such conflicting provisions, if any, in such other Resolutions are hereby repealed.
III.

If any section, sub-section, sentence, clause, or phrase of this Resolution shall for any reason be held to be invalid, such decision shall not affect the validity of the remaining portions of the Resolution.

IV.

This Resolution shall become effective and be in full force and effect from and after the date of passage and adoption by the City Council and upon approval thereof by the Mayor and the City of Watauga, Texas.

PASSED AND ADOPTED by the City Council of the City of Watauga, Texas this 13th day of January 2020.

APPROVED:

Arthur L. Miner, Mayor

ATTEST:

Andrea M. Gardner, City Manager/City Secretary

APPROVED AS TO FORM AND LEGALITY:

George Hyde, City Attorney
Watauga Public Library Long Range Plan 2020 - 2025

Introduction
A Long Range Plan is required by the Texas State Library for each Public Library in the state. It is designed to set forth goals and objectives for the library’s future growth, and service.

Mission Statement
The Watauga Public Library enriches the live of the community by providing free educational experiences. We celebrate ideas, promote creativity, connect people, enrich lives, and respond to the ever changing needs of our community.

Vision
The Watauga Public Library shares a vision with the nation’s founders that liberty and learning are inseparable and that a democratic people must have free, open, and equal access to information.

Values

Open Access:
The Library values free, open, unrestricted access to its collections and services. We are committed to connecting our patrons to the ideas, information and materials they wish to explore in a friendly, nonjudgmental manner. We strive to offer materials, programs and services that represent the needs of our diverse population.

Customer Focus:
The Library values all patrons and is responsive to their service needs. The customer’s opinion and input is welcomed in all initiatives and undertakings. We consider the impact on the customer in all decisions.

Excellence:
The Library values excellence, individually and collectively. We offer quality service to all customers by displaying a positive attitude, valuing the diversity of people and perspectives, and expecting integrity and competence in our personal and professional actions. We strive to earn the trust and confidence of all customers.

Growth and Innovation:
The Library values continuous learning and innovation in the pursuit of excellence. We respond to present situations and anticipate future needs.

Good Stewardship:
The Library values responsible stewardship of all the resources with which we have been entrusted. We are accountable for ensuring the proper use of public funds. We take seriously our responsibility to maximize the efficiency of staff time and talent making the best use of all our resources in the delivery of quality library service.
About the Watauga Public Library
The Watauga Public Library (WPL) began service to the public in October of 1983. The Library was located in a 676 square foot room in the Municipal Complex. It opened with a collection of 1,826 books. During the seven years that the Library was housed in the Municipal Complex, it was able to circulate only 30% of its growing collection due to a shortage of shelving space. The remaining 70% of the collection was kept in storage.

On September 24, 1990, the Library moved to its current facility, located north of the Municipal Complex. Expansion of the library was completed in 2007. This brings the library to a total of 20,413 square feet. There are two large and four small study rooms and a meeting room to provide quiet areas for study or meetings. A feature of the library is a woodland mural painted by nationally known local muralist and children’s book illustrator Liz Bonham.

According to the 2018 Public Library Data from the Texas State Library the library houses 105,245 physical items, and has access to 15,120 electronic books. For the fiscal year ending September 2018, the Library’s door count showed a total of 119,262 visits, and total circulation of 292,683 items were checked out to users. During this same fiscal year, 1,844 programs were offered to youth and adults, with a total program attendance of 42,018 persons. Library programs include pre-walker, toddler and pre-school story times, after-school programs, book discussions and lectures, educational classes and a variety of musical and entertainment programs. The Library’s Summer Reading Club is one of the more successful programs in this area. In addition to standard reference, readers’ advisory, and research assistance, the Library provides a Homework Help Center, language literacy tutoring, computer training, and notary public and fax transmission services. The Library also provides a separate Spanish language collection for both children and adults. There is a Virtual Library at the Senior Center. It is our hope to reach underserved areas of the community. The Library is open to the public six days a week, for a total of 44 hours.

The Watauga Public Library participates in the Metropac Consortium, which provides users access to over two million items, sharing an integrated library catalog with six other area libraries, including Fort Worth Library. The Library also has reciprocal agreements with five other Northeast Tarrant County libraries. The consortium and reciprocal agreements allow our users to take advantage of collections and programs in most Tarrant County libraries free of charge. WPL also participates in the TexShare program.

About Watauga

Watauga occupies a 4.1 square mile area in the northwest quadrant of the Dallas/Fort Worth Metropolx. Legend has it that the name “Watauga” is Cherokee, meaning “land of many springs”. Historians say the Cherokee and other Native Americans lived for a time in the area. The outlaw Sam Bass is supposed to have buried treasure in Big Fossil Creek. The area supposedly contains Comanche burial grounds and a rumored lost Spanish gold mine.

The first permanent residents arrived from Tennessee in 1843. After the Civil War the settlement grew and developed as a loosely organized area of large farms and ranches. It developed into an established community in the early 1880s thanks to the extension of tracks of the Texas and Pacific Railway. Watauga had a population of sixty-five in the middle 1930s. It had an identical population ten years later. It emerged from a period of decline
during the post-World War II years in part due to the development of defense plants in the area. The town of Watauga was incorporated in 1958.

The following data is based on the United States Census Bureau American Fact Finder 2018 Population Annual Estimates & 2013-2017 American Community Survey 5-year Estimates for Watauga, Texas. The estimated population of Watauga is now 24,555.

The median age of a Watauga citizen is 33.6 years old. The breakdown of Citizens ages are:

- Under the age of 18 years - 28.2%
- 15 to 19 years - 9.2%
- 25 to 34 years - 15.1%
- 35 to 44 years - 13.7%
- 45 to 54 years - 14.0%
- 55 to 64 years - 7.1%
- 60 to 64 years - 4.0%
- 65 to 74 years - 5.5%
- 75 to 84 years - 2.5%
- 85 to over - 0.7%

The basic ethnic breakdown of the City of Watauga according to the Census data is:

- White* - 78.6%
- Asian - 8.2%
- Black - 4.2%
- Two or more races - 3.2%
- Native American and Alaskan Native - 1.1%
- Native Hawaiian and other Pacific Islander - 0.1%
- Some other race - 4.6%

*The Hispanic population is combined with the “White” statistics. When broken out of this group it is:

- 19.6% Total of the population.
- 15.6% is listed as Mexican;
- 0.3% Puerto Rican;
- 0.4% Cuban;
- 3.4% as other Hispanic or Latino

The total number of households within the City is 8,125 according to the 2013 – 2017 American Community 5-Year Estimates.

- Total housing units - 8,125
- Occupied housing units - 7,948
- Vacant housing units - 177
- Homeowner vacancy rate - 0.9
- Rental vacancy rate - 1.9

The Median Household Income is $68,293. Employment status:

- Population 16 years and over - 18,508
- In labor force - 13,367
- Civilian labor force - 13,355
- Employed - 12,651
- Unemployed - 704
- Armed Forces - 12
- Not in labor forces - 5,141

Commuting to Work:

- Workers 16 years and over - 12,198
- Car, truck, or van – drove alone - 10,457
- Car, truck, or van - carpooled - 1,117
- Public transportation (excluding taxicab) - 101
- Walked - 35
- Other means - 82
- Worked at home - 406
- Mean travel time to work (minutes) - 27.8

Individuals below the poverty level in Watauga are at 9.6% of the population. The Texas state poverty rate (as of September 2018) was 14.7%.

- Total population 5 years and over (English speakers):
  - Age 5 to 17 years estimated at 5,004 22.5%
  - Age 18 to 64 years estimated at 15,402 68.0%
  - Age 65 years and over estimated at 2,114 9.5%

- Total population 5 years and over (Speak a language other than English at home):
  - Age 5 to 17 years estimated at 925 21.0%
  - Age 18 to 64 years estimated at 3,091 70.0%
  - Age 65 years and over estimated at 398 9.0%

- Total population 5 years and over (Speak Spanish at home):
  - Age 5 to 17 years estimated at 588 22.9%
  - Age 18 to 64 years estimated at 1,716 66.7%
  - Age 65 years and over estimated at 269 10.5%
Educational attainment results within the population 25 years or older show the following:

- Less than 9th grade - 5.1%
- 9th to 12th grade, no diploma - 6.2%
- High School graduate or GED - 30.9%
- Some college, no degree - 30.6%
- Associate degree - 8.7%
- Bachelor's degree - 12.9%
- Graduate or Professional degree - 5.6%

The Birdville and Keller Independent School Districts provide elementary and secondary education services within the City. There are four campuses located within the City. All four are Title 1 schools. Six elementary schools, four middle schools and four high schools serve Watauga citizens throughout the county.

There are also numerous Colleges, Universities, and training institutes within the region.

- Remington College- Fort Worth (6.1 miles)
- Tarrant County College District- Fort Worth (8.7 miles)
- Texas Wesleyan University- Fort Worth (8.8 miles)
- Westwood College Of Technology- Euless (9.4 miles)
- University Of North Texas-Health Science Center At Fort Worth (10.0 miles)
- JPS Institute For Health Career Development (11.5 miles)
- Texas Christian University- Fort Worth (11.8 miles)
- The University Of Texas- Arlington (12.1 miles)
- DeVry University- Irving (15.0 miles)
- Court Reporting Institute- Wheeler Institute Of Texas at Dallas (21.7 miles)
- University Of Texas Southwestern Medical Center At Dallas (24.4 miles)
- Dallas County Community College District (26.6 miles)
- University Of North Texas- Denton (25.7 miles)
- Texas Woman's University- Denton (26.7 miles)

**Library Needs Assessment Information**

In FY 2018/2019 the Watauga City Council approved a “Library Needs Assessment” Study. The study was presented to the City Council on September 21, 2019 by Bill Hidell of Hidell Associates Architects. It was agreed to present the question of a new library building before the citizens in an upcoming bond election, at a date yet to be determined.
Library Survey 2019

As part of the "Library Needs Assessment" the Library conducted a Library Survey. The survey ran from May to October 2019. The survey will be presented to the City Council in 2020.

Goals and Objectives for 2020 to 2025

Strategic Priority 1:

Provide access to library resources and services in an environment that is convenient, user-friendly, and welcoming to all.

Initiatives

• Continue and improve upon, the tradition of friendly and knowledgeable personal service.
• Optimize and facilitate ease of use of library services through effective policies and procedures.
• Integrate public opinion into library services as expressed on surveys.

Actions

• Revise and expand staff training manual.
• Encourage participation in continuing education opportunities (when available in reasonable proximity and free of charge, as scheduling allows).
• Revise and expand comprehensive procedures manual.
• Develop Adult and Youth Services programming manual.
• Work on strategies to reduce ambient noise in current building.
• Assess, prioritize and implement feasible suggestions from focus groups, surveys, and ongoing public feedback.

Strategic Priority 2:

Serve the community as a cultural community center.

Initiatives

• Increase year-round programming for children, tweens, teens and families.
• Search for low-cost programming.
• Continue to present regularly scheduled, quality art exhibits.
• Pursue grants for special programs.

Actions

• Utilize community expertise.
• Plan diverse roster of programs for a range of ages.
• Publicize art exhibits in local media.
• Publicize exhibition opportunities.
• Investigate feasibility of online summer reading log.
• Continue to provide public meeting space as schedule of library events allows.

**Strategic Priority 3:**

Continue to develop and maintain a dynamic collection which meets the recreational, informational, and educational needs of the community.

**Initiatives**
• Present a collection that is appealing and well organized.
• Publicize and promote digital collection of downloadable e-books, e-audiobooks and databases.
• Showcase current collection.
• Advocate for increased materials budget.

**Actions**
• Perform annual weeding assessments to determine areas of need.
• Create eye-catching slides/links on website.
• Create a series of library information videos to educate the public on searching options.
• Optimize end-cap book display space.

**Strategic Priority 4:**

Maintain and improve library technology and provide easy access to information and resources.

**Initiatives**
• Maintain the current number of public access computers.
• Publicize online reference database offerings.
• Review website for ease-of-use.

**Actions**
• Work with City IT department regarding hardware needs.
• Distribute database information to schools.
• Publicize database information via Library website, social media, and signage at computers.

**Strategic Priority 5:**

Watauga Public Library will increase awareness of the Library’s resources and services.

**Initiatives**
• Market programs and services in every media, including print, Internet, and the Library’s bulletin board.

**Actions**
• Increase information and ease of use of the library’s website.
• Promote the Teen Advisory Board.
• Collaborate with the Friends of the Library.
• Increase and expand visibility and awareness of the Friends of the Library.
• Promote and advertise Wi-Fi in the Library.
• Better utilize word of mouth for programs and services.
• Promote and advertise:
  * Live Homework Help
  * Research Databases

**Strategic Priority 6:**

Watauga Public Library will train, encourage, reward, and celebrate a knowledgeable and dedicated staff, generous volunteers and vital support organizations.

**Initiatives**

• Create and maintain an atmosphere that recognizes, rewards, and empowers all staff.
• Establish library leadership meetings that address management/library philosophy and feedback.

**Actions**

• Improve internal communications and operational policies.
• Staff attends professional conferences, all-day staff training. Individual needs for professional development are encouraged and financially supported whenever possible.
• Focus on improving staff work spaces to make their work easier to accomplish, resulting in increased morale and dedication to service.
• Utilize skilled volunteers who can help the library to grow its services without incurring increased burdens on library staff.

*Approved by the Watauga Public Library Board*
*Watauga, Texas*
*November 14, 2019*

*Approved by the Watauga City Council*
*Watauga, Texas*
*January 13, 2020*