



Fort Worth Library
Market Study Summary
February 2, 2010



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Executive Summary

Buxton has completed a market analysis within the Fort Worth city limits for the Fort Worth Library. During the analysis, Buxton tested and scored nearly 7,000 unique points across the city to determine if they could be viable locations for additional libraries. The final site score takes into account the active borrower profile index, the active borrower concentration (depending on the chosen strategy), the total number of households, and projected population growth rates, all within the site’s drive-time trade area. Available strategies for scoring and selecting locations include targeting areas with high concentrations of existing active borrowers, targeting areas with low current active borrower penetration but high potential borrower penetration, or to ignore the presence of active borrowers. Of these strategies, the final market studies prioritized both active borrowers and potential borrowers equally.

The market was analyzed using the following two methodologies.

Analysis 1: Traditional Fill-In Study

Buxton conducted a fill-in study looking to find potential branch and alternative locations throughout the City of Fort Worth. This analysis takes into account the current existing library network and identifies gaps in the market where a new location could be placed.

The analysis concluded that there is the potential for six new locations throughout the City of Fort Worth.

ADDRESS	CITY	STATE	ZIP	TYPE
MCCART AVE & SYCAMORE SCHOOL RD	FORT WORTH	TX	76133	Branch
KELLER HICKS RD & PARK VISTA BLVD	FORT WORTH	TX	76248	Branch
8TH AVE & W ROBERT ST	FORT WORTH	TX	76110	Alternative
E BERRY ST & NEW YORK AVE	FORT WORTH	TX	76110	Alternative
CAMP BOWIE W & LAS VEGAS TRL	FORT WORTH	TX	76116	Alternative
CAMP BOWIE BLVD & MONTGOMERY ST	FORT WORTH	TX	76107	Alternative

If an 8-minute trade area is placed around each existing location, approximately 75% of households in the Fort Worth city limits would be in the trade area of at least one Fort Worth Library. The Fort Worth Library household coverage increases to 87.2% after the inclusion of these six new potential trade areas.

Executive Summary (continued)

Analysis 2: White Paper Analysis

Buxton also conducted a white paper analysis in order to optimize the placement of the Fort Worth Library network. This analysis does not factor in the existing network. The overall goal is to obtain the maximum amount of household coverage by placing fewer potential sites in the most optimal locations.

The white paper analysis resulted in the placement of 16 library locations across Fort Worth.

ADDRESS	CITY	STATE	ZIP	TYPE
3RD ST & LAMAR ST	FORT WORTH	TX	76102	Branch
BERNIE ANDERSON AVE & CAMP BOWIE BLVD	FORT WORTH	TX	76116	Branch
BRIDGEWOOD DR & BRIDGE ST	FORT WORTH	TX	76112	Branch
CAMP BOWIE BLVD & MONTGOMERY ST	FORT WORTH	TX	76107	Branch
CROMWELL MARINE CREEK RD & BOB HANGER ST	FORT WORTH	TX	76179	Branch
E BERRY ST & NEW YORK AVE	FORT WORTH	TX	76110	Branch
MCCART AVE & SYCAMORE SCHOOL RD	FORT WORTH	TX	76133	Branch
MILLER AVE & E BERRY ST	FORT WORTH	TX	76119	Branch
N TARRANT PKWY & BEACH ST	FORT WORTH	TX	76248	Branch
NE 28TH ST & N MAIN ST	FORT WORTH	TX	76164	Branch
S HILLS AVE & KELL ST	FORT WORTH	TX	76109	Branch
8TH AVE & W ROBERT ST	FORT WORTH	TX	76110	Alternative
BRYANT IRVIN RD & OAKMONT BLVD	FORT WORTH	TX	76132	Alternative
CAMP BOWIE W & LAS VEGAS TRL	FORT WORTH	TX	76116	Alternative
E LANCASTER AVE & OAKLAND BLVD	FORT WORTH	TX	76103	Alternative
KELLER HICKS RD & PARK VISTA BLVD	FORT WORTH	TX	76248	Alternative

An important note of this analysis is that these 16 locations cover 87% of Fort Worth households within an 8-minute trade area. This is a significant increase compared to the 75% of Fort Worth households cover by the current existing network.