

To: Professor Steven K. Bowers

From: Allison Berger

Date: July 15, 2023

Re: Community Analysis Report

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The purpose of this memo is to present important information about and provide a thorough analysis of the Bloomingdale Public Library's community, which will be utilized to update the library's strategic plan and determine its future programs and initiatives.

In this memo, I will start by providing a short introduction to the library and its community. Next, I will present important information about the community in several, clearly defined sections. Lastly, I will analyze the collected data and present possible ideas and recommendations for the Bloomingdale Public Library.

The Bloomingdale Public Library serves the community of Bloomingdale in Illinois. Bloomingdale, which is a village located in northern DuPage County, is about 25 miles west of downtown Chicago ([Village of Bloomingdale](#)). Although Bloomingdale is close to a big city and has experienced growth over the years, it still very much embodies a small town atmosphere ([Village of Bloomingdale](#)). To present a better picture of the community, I will now summarize important information about the community in several categories:

### **Current Population and Expected Population Growth**

According to the [Census Bureau](#), based on data collected from the 2020 Decennial Census, the

current population of the village of Bloomingdale is 22,382. Over the next decade, the community is expecting a percentage growth rate of 0.27%, as reported by the [World Population Review](#). Therefore, the population is expected to increase slightly in the coming years.

### Number of People in the Community by Age Group

Age Group	Number of People	Percentage of the Total Population Represented
<i>Less than 5 years old</i>	1,354	6.05%
<i>Between 5 and 17</i>	3,122	13.95%
<i>Between 18 and 24</i>	1,523	6.80%
<i>Between 25 and 44</i>	5,788	25.86%
<i>Between 45 and 64</i>	5,573	24.90%
<i>Age 65 and older</i>	5,076	22.68%

The information presented in the table above was collected from the [Census Bureau's population pyramid](#). Only one issue arose when converting the discovered data into the desired age groups. It occurred when searching for people between 5 and 17 and between 18 and 24 since one of the age ranges that is used by the Census Bureau is 15 to 19 years old. In order to discover the number of children that are under 18 in this age group, I had to discover how many residents are under 18. The [Census Bureau](#) reports that 20.2% of Bloomingdale's population is children under 18, so that means that 4,476 residents of Bloomingdale are children. The next step I took was to subtract the numbers that I found for children under 5 years old (1,354) and between 5 and 14 years old (2,616) from the number of residents that are under 18 (4,476). The result of this

equation shows how many children under 18 remain in the 15 to 19 years old age group, which is 506 children. Therefore, there are a total of 3,122 people that are between the age of 5 and 17.

The remaining people in the 15 to 19 years old age group after removing the children is 266, so number of people between the age of 18 and 24 is 1,523 people. Combining the rest of the age groups into the desired age groups only required adding them together, so I did not run into any other issues for this section.

### **Racial Makeup of the Community and Projected Growth**

	<b>Number of Residents</b>
<b>Black or African American</b>	1,096
<b>White/Caucasian</b>	16,813
<b>Hispanic</b>	2,497
<b>American Indian</b>	136
<b>Asian</b>	2,881
<b>Hawaiian/Pacific Islander</b>	0

According to the [Census Bureau](#), the table above showcases the racial makeup of the village of Bloomingdale, as of 2021. The number of Hispanic residents was discovered using [another chart from the Census Bureau](#). After consulting several websites, such as the [Census Bureau](#), [Data USA](#), and [World Population Review](#), I was unable to find the percentage growth projected for each group in the next decade. Although I could not find an answer, I can still make predictions about how the groups will continue to change using the trends present in the previous decade's data presented by the [Census Bureau](#). Since 2010, the number of residents that are

White/Caucasian has been slightly declining every year, so this trend is likely to continue. The number of residents that are Black or African American, Asian, and Hispanic have been experiencing a steady increase over the past decade, so it is likely that this trend will continue as well. It is probable that the number of residents that are American and Hawaiian/Pacific Islander will remain the same since they have remained relatively the same over the past decade.

### **Educational Attainment for Adults Aged 25 and Over**

	<b>Number of Adults</b>	<b>Percentage of the Population</b>
<i>Less than 9<sup>th</sup> grade, no high school diploma</i>	466	2.8%
<i>High school graduate (including GED)</i>	4,155	25.3%
<i>Some college, no degree</i>	3,303	20.1%
<i>Associate degree</i>	1,208	7.3%
<i>Bachelor's degree</i>	4,636	28.2%
<i>Graduate or professional degree</i>	2,117	12.9%

This data was collected from the [Educational Attainment table from the Census Bureau](#). In the past decade, there has been a slight increase in the percentage for the bachelor's degree category and the graduate or professional degree category, but for the most part the percentages have remained the same. I discovered this by comparing the estimates from 10 years ago with the most recent estimates ([Census Bureau](#)).

### **Median Family Income**

The median family income of the community is \$107,149 ([Census Bureau](#)). This has increased in the past decade, from \$82,361 to \$107,149 ([Census Bureau](#)).

### **Families Living Below the Poverty Line**

Of the 5,651 families in Bloomingdale, IL, 3.6% live below the poverty line ([Census Bureau](#)).

Therefore, approximately 203 families live below the poverty line in Bloomingdale, IL ([Census Bureau](#)). A decade prior, approximately 253 families (4.3% of the 5,888 families) lived below the poverty line ([Census Bureau](#)). So, in the past decade, the number of families living below the poverty line has decreased.

### **Cost of Living and Median Home Cost**

Compared to the national average of 100, the cost of living for the community of Bloomingdale is 119 ([Area Vibes](#)). The median home cost is \$297,200, which is greater than the national average of \$204,900 ([24/7 Wall St.](#)).

### **Households with Home Computers and Broadband Internet**

In Bloomingdale, 94.3% of households have computers and 91.6% of households have broadband Internet ([Census Bureau Quick Facts](#)).

### **Political Affiliations**

Bloomingdale is somewhat liberal ([Best Places](#)). The political affiliations are divided among the community based on the results in DuPage County, so 57.7% of the residents are democratic, 39.7% of the residents are republican, and 2.7% of the residents are independent ([Best Places](#)).

### **Crime Rate**

The crime rate in Bloomingdale, which was last reported in 2020, is 100.9, which is under the

U.S. average of 254.8 ([City-Data.com](#)). In the past five years, the crime rate has increased from 48 (2015) to 100.9 (2020) ([City-Data.com](#)). Also, Bloomingdale has begun experiencing more violent crimes than property crimes ([City-Data.com](#)).

### Public Transportation and Other Forms of Transportation

There are four available modes of public transportation: Chicago Transportation Authority (CTA), Metra, Pace Dial-A-Ride Paratransit Bus Service, and Pace fixed Bus Route Transportation ([Village of Bloomingdale](#)). According to the [Census Bureau](#), 256 residents use public transportation as a way to commute. The average commute time for residents in the community is 27.2 minutes ([Census Bureau Quick Facts](#)). Bloomingdale is somewhat walkable and bikeable, but most errands will require a car or use of public transportation ([Walk Score](#)). There are recreational paths for walking and biking available within the village for those who wish to use them ([Village of Bloomingdale](#)).

### Social Service Agencies

Type of Agency	Approximate Number	Source(s)
<i>Nursing homes/rest homes</i>	4	<a href="#">SeniorAdvice</a>
<i>Adult day care centers</i>	0	<a href="#">SeniorAdvice</a>
<i>Senior living centers</i>	5	<a href="#">seniorhousingnet</a>
<i>Child day care services</i>	8	<a href="#">ChildcareCenter.us: Home Child Care</a> , <a href="#">ChildcareCenter.us: Child Care Centers</a>
<i>Drug/alcohol dependence treatment centers</i>	7	<a href="#">The Real Yellow Pages</a>
<i>Youth organizations and centers</i>	10	<a href="#">Bloomingdale Park District</a> , <a href="#">Bloomingdale Public Library Teen Programs</a>

Using the sources cited in the table above, I was able to determine a solid estimate of how many of each type of social service agency is in Bloomingdale. The youth organizations and centers

were the most challenging type of social service agency to determine an estimate for since it was hard to figure out how many organizations are available for teens within the community. There were so many different types mentioned on the [Bloomington Park District website](#), but some were connected in one organization and others were not. I decided to separate all of the sports into their own organizations, instead of all under one district organization, because the youth are performing different activities. This decision and the availability of teen programming at the library led to the estimate that appears in the table above.

### **Religious and Civic Organizations**

According to the [Village of Bloomington](#), there are 12 churches/religious organizations located in Bloomington. There are also about 20 civic organizations, based on the [Library Sponsored Groups](#) and the [Volunteer Organization Groups](#) mentioned on the library's website.

### **Cultural Institution and Other Community Assets**

There is one cultural institution to note in Bloomington: the [Bloomington Park District Museum](#). Aside from this institution, there are several other community assets that are used. These assets include 13 parks, one recreation center, one gym, one outdoor pool ([Bloomington Park District](#)), and over 20 nature trails and walk/bike paths ([Village of Bloomington](#)).

### **Community Analysis and Recommendations**

Based on all the data that I uncovered about Bloomington, I am quite confident in my ability to accurately describe the community. The first way that I would describe Bloomington is as a village that has been growing and diversifying little by little every year. As the data above highlights, the population is expected to continue to grow slightly in the coming years. It also demonstrates that the largely White/Caucasian population has been decreasing as other races, specifically Black or African American, Asian, and Hispanic, have been increasing every year.

As these trends continue, the library will be tasked with serving a large, more diverse community, which leads to my first recommendation. My first recommendation that I would like to suggest the library pursue is to make sure the collections and programs stay current with the needs of the community as it continues to grow and diversify because it is important for the collection to reflect the members of its community. Furthermore, we want our patrons to feel comfortable and able to pick up a book that they can relate to, understand, and/or learn from in one way or another if they desire.

The second way that I would describe Bloomingdale is full of highly educated individuals. The majority of the population, almost 75%, is made up of adults 25 and older, and only 2.8% of these adults did not receive their high school diploma or its equivalent. This means that most of the population has received their high school diploma or higher. In fact, close to 50% of the adults have earned a college degree of some kind (associate, bachelor's, graduate or professional), which I believe qualifies the population to be considered highly educated. I feel that it is important to briefly highlight that Bloomingdale being highly educated is likely one of the reasons why the community is more liberal than conservative. This is due to the fact that highly educated adults are more likely to take predominantly liberal political positions, as reported by the [Pew Research Center](#). The educated adults in the community understand the importance of lifelong learning and will seek out the library to fulfill this activity. This leads to my second recommendation that I would like to suggest the library pursue, which is to increase the number and variety of adult programs. I want to recommend this because one of the goals of the library, as mentioned in its [mission statement](#), is to encourage lifelong learning for all ages, and providing more and varied programs will help in this task by preventing the boredom of attending the same-old programs (book clubs, drop-in movies, etc.) and increasing the interest of



our educated adult patrons to attend and explore new library programs (DIY classes, cooking demonstrations, etc.).

The overall quality of life in Bloomingdale is high. While the cost of living in Bloomingdale is higher than the national average, most residents in the area are able to afford it. This can be predicted based on the median family income of \$107,149, which is actually higher than the national average ([Census Bureau](#)), and the number of families living below the poverty line, which is only 253 families (3.6% of the families in the community). It is also important to point out that most households have cars to get around and if not, there are four types of public transportation that can be utilized, so residents are able to travel around the active community quite easily. The community has a variety of places for people of all ages to enjoy different activities and programs, such as our library, the recreation center, the community gym, the museum, and various religious or civic organizations. Also, the area is relatively safe, with a crime rate below the national average. These facts bring me to the third way I would describe Bloomingdale: a rather affluent, safe, and active community.

From the descriptions and the trends in the related data, I believe that the residents of Bloomingdale will continue to adequately fund the library and other related services in the community because many residents are highly educated and understand the importance of the library and related services, are currently active members of the various community organizations associated to the library and related services, and are able to afford to continue funding the library and related services. This point reminds me of my third recommendation that I would like to suggest the library pursues, which is to collaborate more with other organizations within the community. I make this recommendation because collaborating with other organizations can lead to the library gaining new perspectives of the community, increasing

resources and knowledge, and improving and increasing community support by making library services more well-known and valued.

In conclusion, Bloomingdale is a growing and diversifying village that can be classified as having a rather affluent, safe, educated, and active community. The community of Bloomingdale has been and will continue to be supportive of the Bloomingdale Public Library. Therefore, the library should focus on continuing to serve the community to the best of its ability. As a way to start working towards this goal, I have made three recommendations that I would like to suggest the library pursues in this memo: make sure the collections and programs stay current with the needs of the community as it continues to grow and diversify, increase the number and variety of adult programs, and collaborate more with other organizations within the community.