Lisle Library District

Community Engagement Process

Final Report for Presentation to the Board on Nov 1, 2017

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Market Research & Strategy

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Introduction

- The Engagement
- Timeline
- Methodology
- Community Survey

The Engagement

The Lisle Library District (LLD), in keeping with its mission and values and its commitment to honoring patron and community concerns, engaged Millennia Consulting to conduct a community engagement process designed to gather input from the Lisle community at-large about their vision for LLD for the next 50 years.

LLD plans to use these research findings to guide future decision-making and inform a range of issues, including but not limited to managing growth, space and place, and ways to increase usage and support.

Millennia consultants for this engagement were Brenda Bannor and Wendy Siegel, who have deep expertise and experience in participatory and facilitated engagement of stakeholders. The research team was broadened to include Carol White, principal at CBWhite, who brings over 25 years experience designing, implementing, and analyzing surveys.

LLD COMMUNITY ENGAGEMENT
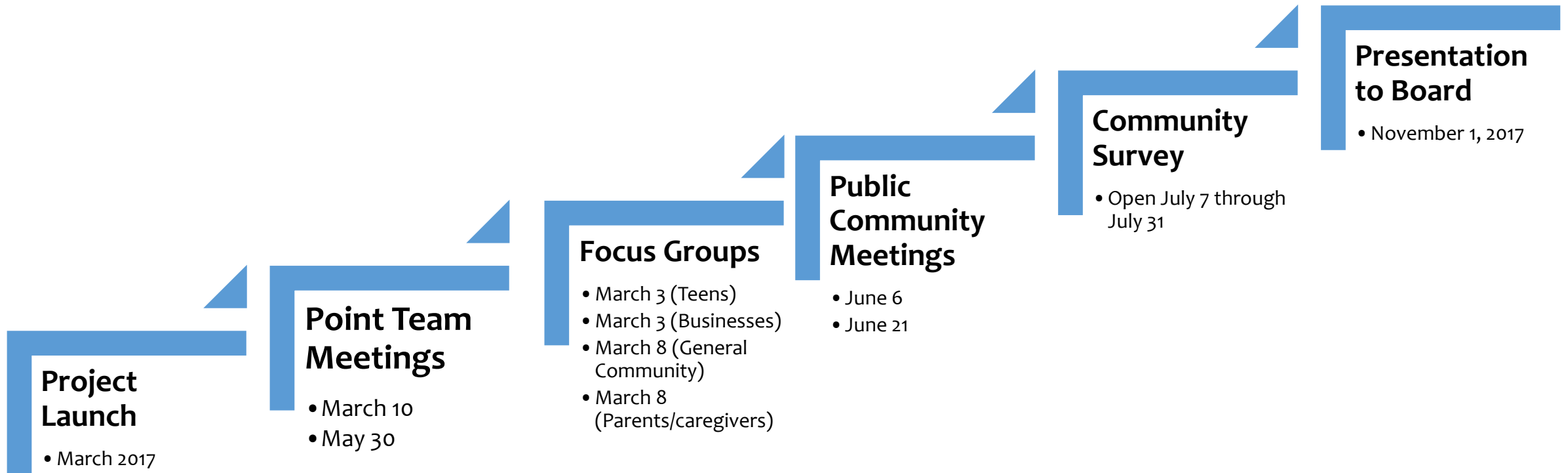
TUESDAY 7:00 PM
JUNE 6
WEDNESDAY 7:00 PM
JUNE 21

HELP US PLAN THE LIBRARY'S FUTURE

WE WANT YOUR IDEAS AND OPINIONS

- MEETING ROOM A/B
- OPEN TO DISTRICT RESIDENTS
- REGISTRATION REQUIRED
- CONDUCTED BY MILLENNIA CONSULTING

LISLE LIBRARY

Timeline

Project Launch

• March 2017

Point Team Meetings

• March 10
• May 30

Focus Groups

• March 3 (Teens)
• March 3 (Businesses)
• March 8 (General Community)
• March 8 (Parents/caregivers)

Public Community Meetings

• June 6
• June 21

Community Survey

• Open July 7 through July 31

Presentation to Board

• November 1, 2017

Methodology

Millennia conducted a community engagement process that included both qualitative and quantitative primary research, incorporating a wide range of perspectives across the Lisle community.

STEP ONE: Point Team - LLD developed a small working committee made up of trustees and staff who acted as advisors to the project, assisting in the identification of key stakeholders, providing input on research questions, distribution methods, etc.

STEP TWO: Qualitative Analysis - This phase of the engagement was designed to identify key questions and issues for the development of a community-wide survey, to provide a nuanced understanding of survey data, and to gather general insights from community members. The LLD Executive Director and staff, using guidelines from Millennia, were responsible for recruiting community participants for focus groups and community forums.

The following work at the front end of the project helped ensure that meaningful answers were gathered from the survey.

- **Board survey** – A short electronic survey was distributed to board members in order to gather input on their perceptions of the library's assets, challenges facing the library, and their thoughts on the future direction for the LLD.
- **Focus groups –** Millennia had an opportunity to conduct 4 focus groups with 29 stakeholders including business people, teens, general community members and parents/caregivers. These sessions allowed participants to respond to a range of open-ended questions, free from any particular perspective, eliciting their thoughts on the current state of the library and ideas for the library's future.
- **Public Community Meetings** – A total of 70 community residents participated in community forums held on two evenings at the library. The forums allowed participants to share in small and large group settings their perspectives on the library as it currently is and to generate ideas about its future.

STEP THREE: Quantitative Analysis– This phase of the engagement provides quantitative input via a community survey.

Community Survey

- **Professionally and objectively written**
    - Input from Steps One and Two
    - Reviewed by the Point Team

- **Topics**
    - Users: Resources used and evaluation
    - Non-users: Reasons
    - Attitudes, values, and priorities
    - Communication and location preferences
    - Other community resource use
    - Demographics
    - Closed with a text box for brief comments, and a link to LLD contact page to welcome additional comments

- **Modes of administration**
    - Online (promoted)
    - Paper (available)

- **Very high response**
    - Data cleaning: Applied accepted technical and professional methods to protect respondent confidentiality and to check for blatant abuse (i.e., duplicate entries), inattention, or lack of qualification
    - Final data set includes 668 online (median completion time of 12 minutes) and 69 completed paper surveys

- **Data analysis**
    - Total sample
    - Subgroups for significant/meaningful differences (library usage; respondent age; presence/age of children)

- **Reporting**

Distribution of Community Survey

LLD made the survey broadly available, with respondent confidentiality provided, by using the following community outreach strategies:

- Postcards mailed to District households

- Promotion on social media platforms; Facebook, Twitter, etc.

- Main 'slide' on Library website lislelibrary.org linking to survey as well as to forum/dates

- Library's online event calendar

- Flyers and signs within facility

- Flyers, signs and postcards distributed at local businesses

- Library e-blast notifications

- Village e-blast notifications

- Verbal reminders at Board of Trustee meetings, Intergovernmental meeting and at Library programs

- Text notifications

- Online calendars for local newspaper and neighborhood media blogs/sources

- Digital sign promotion at Route 53 and Maple Ave

- Local newspaper article (paper + digital version)

- And of course, word-of-mouth

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Findings

- Sample Description
- Usage
- Spending Priorities, Importance, Attitudes
- Additional Focused Questions and Analysis

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Total Sample: Demographic Snapshot

- 737 respondents
- **Not** representative of the whole District; skews as expected given nature of survey distribution (voluntary completion leads to higher representation of those more interested)
- Over-represents female, white, older

Female	70%
White	91%
Age 50+	61%
No children under 18	65%
Lived in district 20+ years	40%

N=737 respondents

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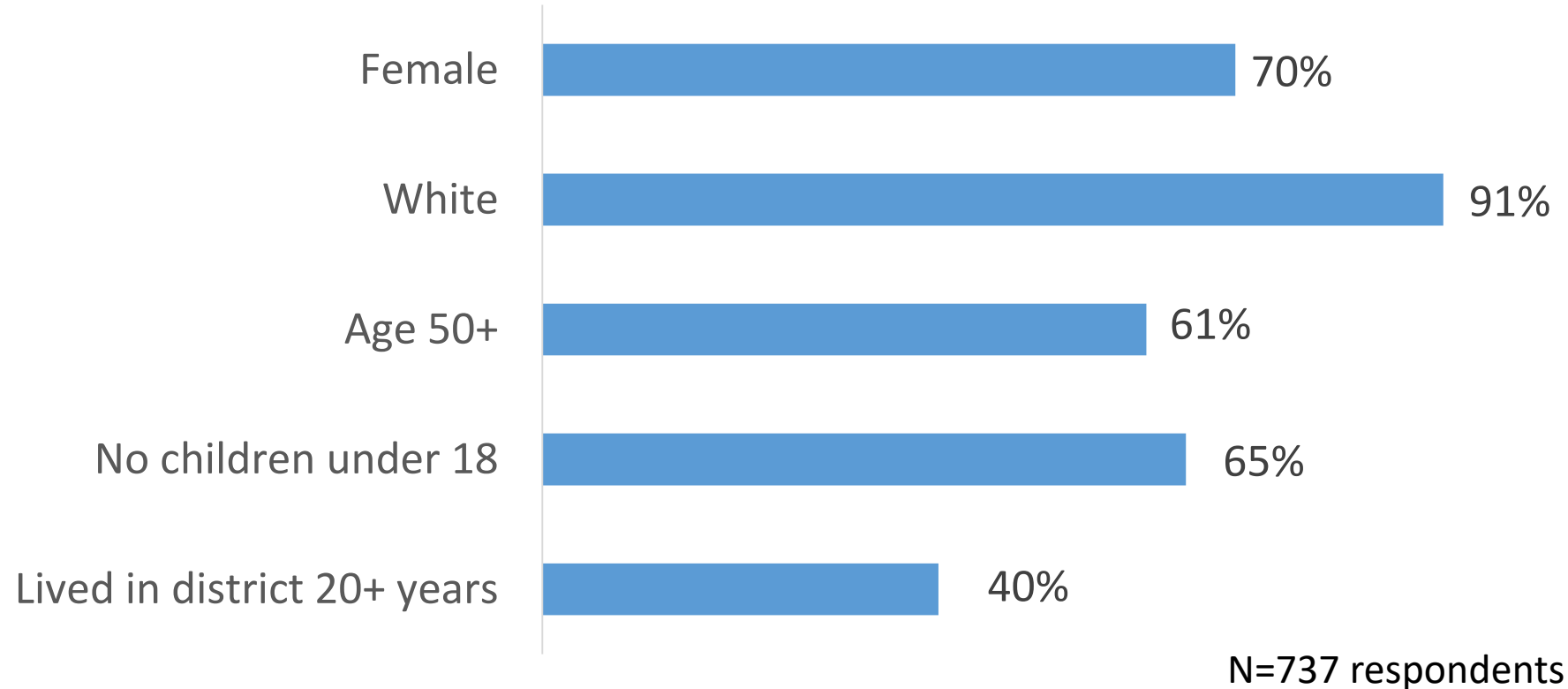
Total Sample: Geographic Distribution of Respondents

Northeast Lisle — 17%
Southeast Lisle — 18%
Southwest Lisle — 40%
Northwest Lisle — 19%
Naperville resident of District — 4%
Other — 2%

N=737 respondents
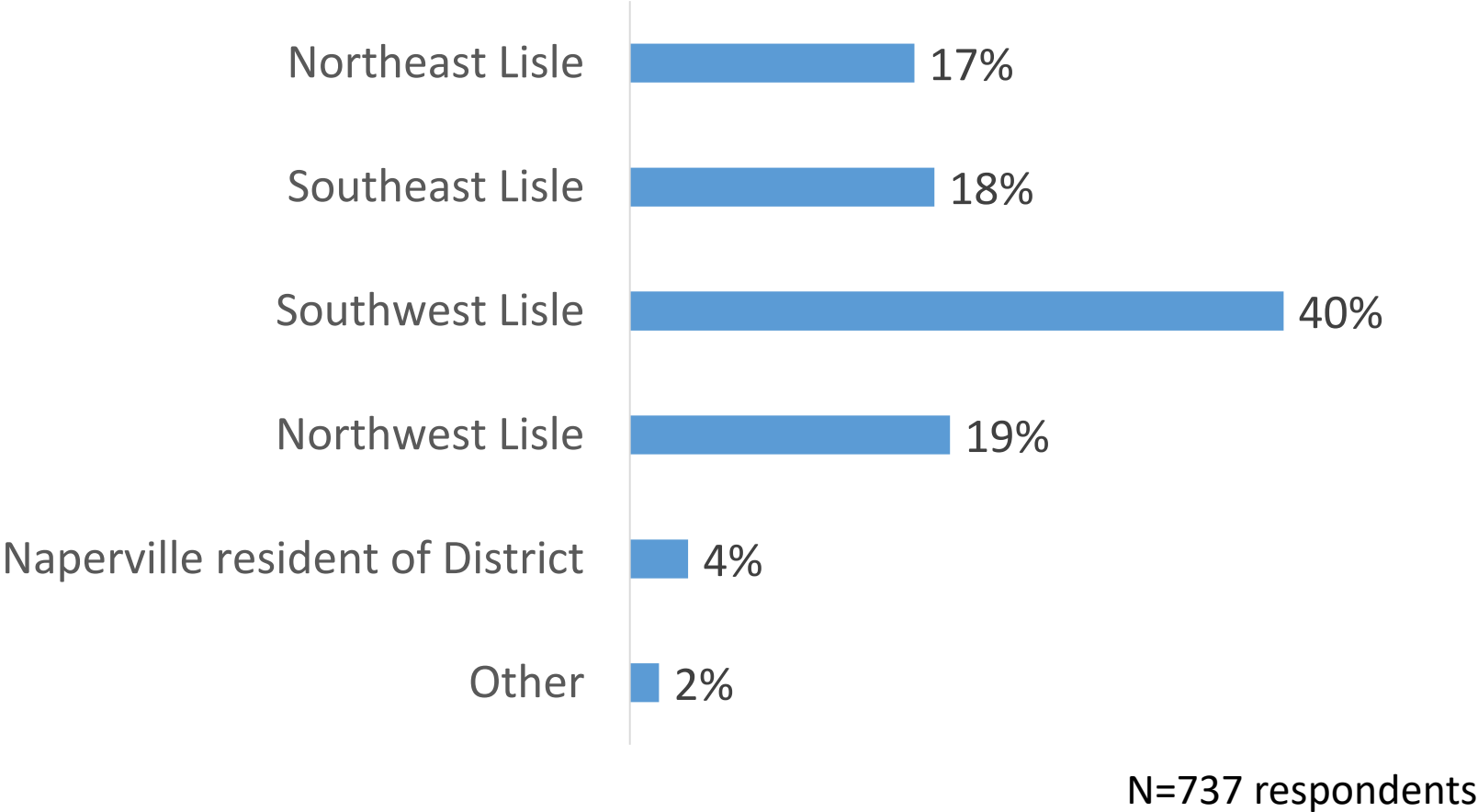
Total Sample: Library Usage

- As expected, sample highly composed of library users
- Efforts led to survey completion by almost 50 non-users, permitting analysis of this group
- Analysis that follows mostly splits users and non-users
- Key differences between occasional (1-12 times/year) and frequent (13+ times/year) users are noted

Non-User (N=48), 7%

Occasional User (N=211), 29%

Frequent User (N=478), 65%
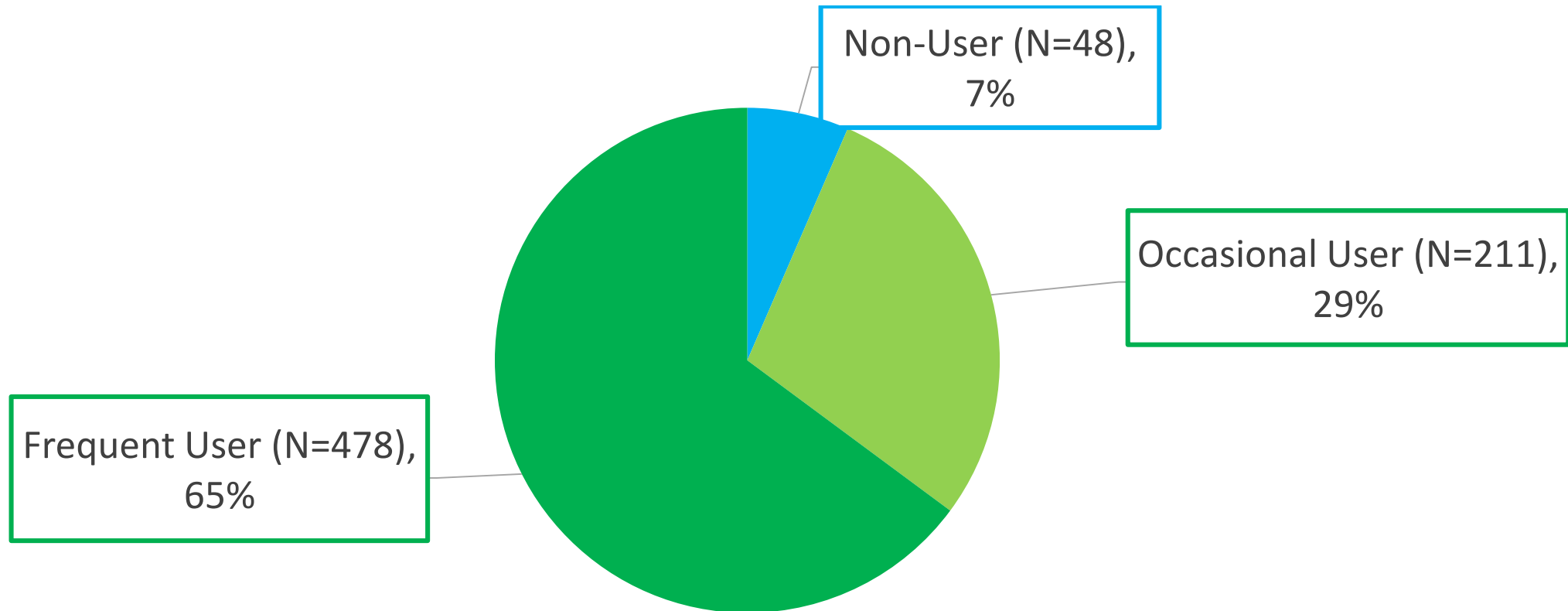
Key to Charts Separating Users and Non-users

Many of the subsequent charts show survey responses from users and non-users separately.

- The following chart outlines are used as a visual reminder:

Users (N=689)

Charts showing results for users only will have a green dashed border.

Non-users (N=48)

Charts showing results for non-users only will have a solid turquoise border.

Overall respondent opinion of library is positive

User and non-user respondents differ as expected:

- Nearly all users had a positive view

- About half of non-users had a positive view; remainder divided between "no opinion" and a negative view

	Like Strongly	Like Somewhat	Dislike Somewhat	Dislike Strongly	No Opinion
Users (N=689)	77%	20%	3%		
Non-users (N=48)	21%	33%	15%	6%	25%
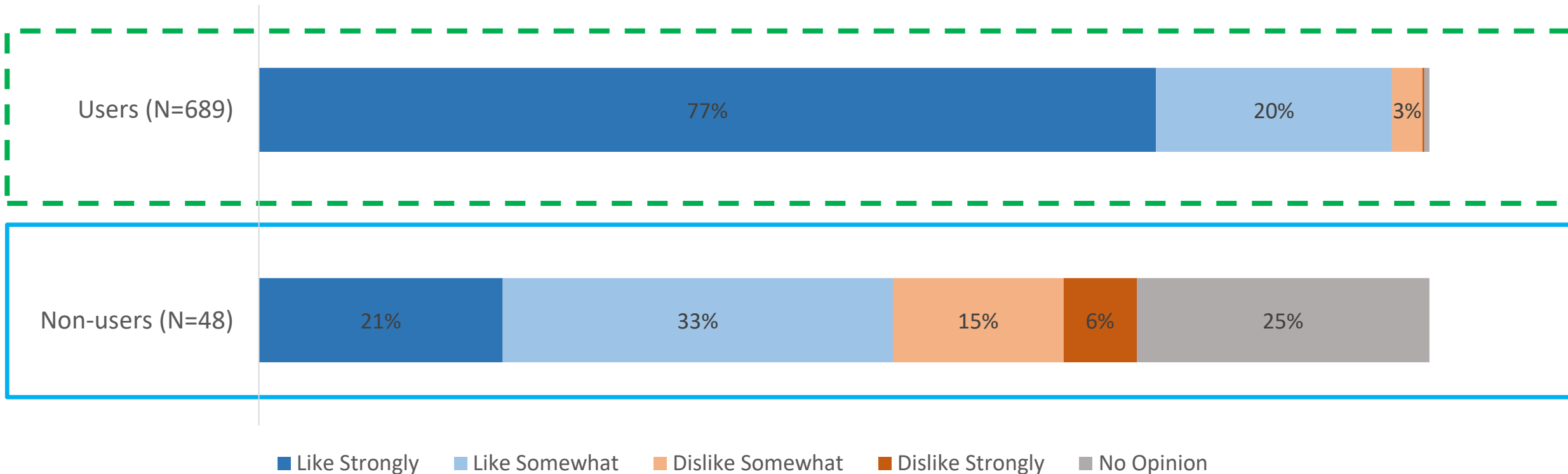
Usage

Next slides look at:
- Card holder
- Which resources used
- Whether resources that are used are liked
- What non users say about reasons

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Total Sample: Library Card Status

- Nearly all users have a library card
- 40% of non-user respondents have a card; 58% do not have a card

Legend: Yes (blue), No (orange), Not sure (gray)

Users (N=689): Yes 98%, 1%
Non-users (N=48): Yes 40%, No 58%, 2%
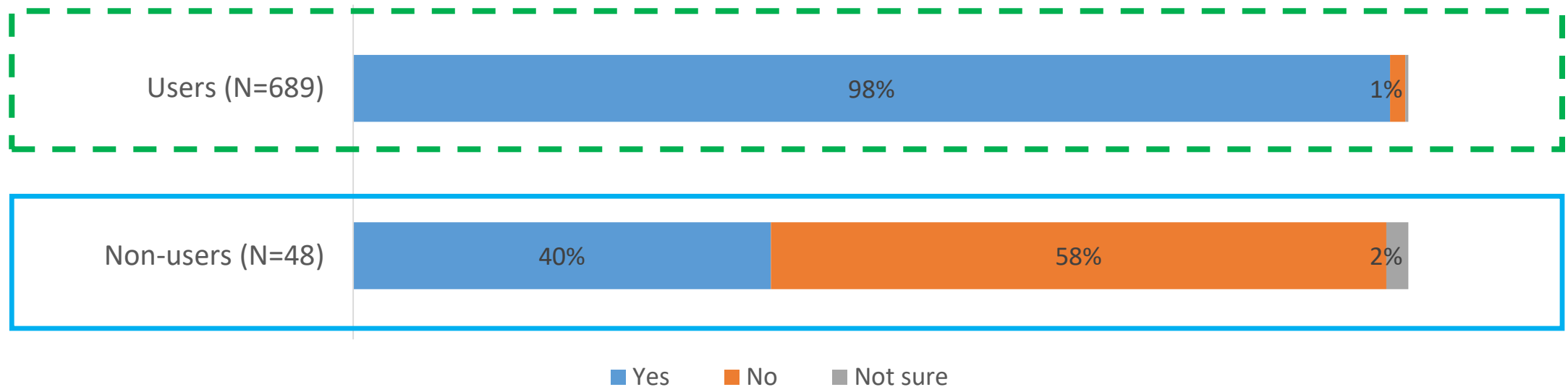
Usage of library resources

- Parking lot and restrooms, librarian/staff assistance, and library's physical collections are most commonly used resources

- Frequent users make greater use of every resource than occasional users do, but in roughly the same order

- Certain resources are heavily used within expected age groups
  - 83% of users with children under 6, and 68% of users with children ages 6-9, use the children's space (vs 21% of all users)
  - 65% of users with children under 6, and 59% of users with children ages 6-9, use children's programming (vs 17% of all users)
  - 25% of users with teens (14-18) use teen programming (vs 4% of all users)
  - 50% of users under 30 use computers and WiFi (vs 29% of all users)

Resource	%
Parking Lot	87%
Librarian/Staff Assistance	78%
Restrooms	73%
The Library Catalog	72%
Print Collection	71%
Video Collection	67%
Audio Collection	46%
Interlibrary Loan	37%
Digital/Electronic Collection	36%
Computers	29%
Wireless (WiFi) access	29%
Self-Check Machines	29%
Adult Programming	27%
Adult Space	26%

Resource	%
Children's Space	21%
Copier machine, etc.	21%
Databases	19%
Children's Programming	17%
Art Gallery (Gallery 777)	12%
Large Meeting Room	12%
Small Study/Group Rooms	11%
Discussion Groups (book & film)	8%
Teen Programming	4%
Items for People with Disabilities	3%
Home Delivery	2%
Materials for ESL/ELD	2%

N=689 users

Respondents like library resources they use

- Among most widely used resources:
  - Librarians and print and video collections are almost universally liked
  - Parking lot, restrooms, and Library catalog are less strongly liked, drawing some negative ratings

- Moving into moderately used:
  - Audio collection, Interlibrary Loan, and computers and WiFi access are very well-liked
  - Digital collection and self-check machines draw some negative ratings

Resource	Like Strongly	Like Somewhat	Dislike Somewhat	Dislike Strongly
Parking Lot [87%]	57%	34%	7%	2%
Librarian/Staff Assistance [78%]	89%	9%	1%	1%
Restrooms [73%]	49%	43%	7%	1%
The Library Catalog [72%]	53%	40%	6%	0%
Print Collection [71%]	76%	24%		
Video Collection [67%]	69%	30%	1%	
Audio Collection [46%]	57%	39%	3%	
Interlibrary Loan [37%]	82%	16%	1%	0%
Digital/Electronic Collection [36%]	55%	37%	7%	1%
Computers [30%]	58%	40%	2%	
Wireless (WiFi) access [29%]	76%	23%	1%	
Self-Check Machines [29%]	61%	31%	7%	1%

[% of users that use resource]

■ Like Strongly ■ Like Somewhat ■ Dislike Somewhat ■ Dislike Strongly

Note: N=number of users who use resource (196-590 on this chart)

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Some less widely used resources are also well-liked

- Large majorities of their users strongly like the databases, children's programming, the art gallery, and discussion groups

- While well-liked, adult space, children's space, large meeting room, and small study/group rooms draw some negative ratings

Resource	Like Strongly	Like Somewhat	Dislike Somewhat	Dislike Strongly
Adult Programming [27%]	56%	43%	1%	1%
Adult Space [26%]	57%	37%	6%	
Children's Space [22%]	64%	29%	5%	1%
Copier machine, etc. [21%]	68%	30%	1%	1%
Databases [19%]	69%	31%	1%	
Children's Programming [17%]	77%	22%	2%	
Art Gallery [12%]	72%	27%	1%	
Large Meeting Room [12%]	49%	43%	7%	
Small Study/Group Rooms [12%]	48%	43%	8%	1%
Discussion Groups [8%]	89%	11%		
Teen Programming [4%]	57%	43%		

[% of users that use resource]

■ Like Strongly ■ Like Somewhat ■ Dislike Somewhat ■ Dislike Strongly

Note: N=number of users who use resource (28-104 on this chart). Resources with <25 users are not listed.

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Why non-user respondents don't use Library resources

- **Respondents' most commonly identified reasons, including recoding some "open comments" into these categories:**
  - Don't need what's offered
  - Lack of time

- **Many comments refer to availability of online research, books, and entertainment**

Reason	%
Don't need what they offer	38%
Don't have time in my schedule	31%
Don't know what they offer	19%
Hours don't meet my needs	19%
Doesn't feel welcoming	15%
Other	15%
Don't offer the materials I need	4%
Materials aren't available when I want them	4%
Space isn't available	4%
Don't have the space I need	2%
Don't offer programming I need	2%
Too hard to use	2%
Too hard to get to	2%
Programs are full	0%

N=48 non-users   (Respondents could select more than one answer.)

Spending Priorities, Importance and Attitudes

Next slides look at data from several series of questions asked of all respondents

Spending Priorities: Rate 22 items* on a five-point scale
- Important, even with significant additional cost
- Important, with small additional cost
- Important, but only with no additional cost
- Not important
- No opinion

Importance: Select reasons* a Library is important, including option shown at top of list, "nothing is important about having a Library"
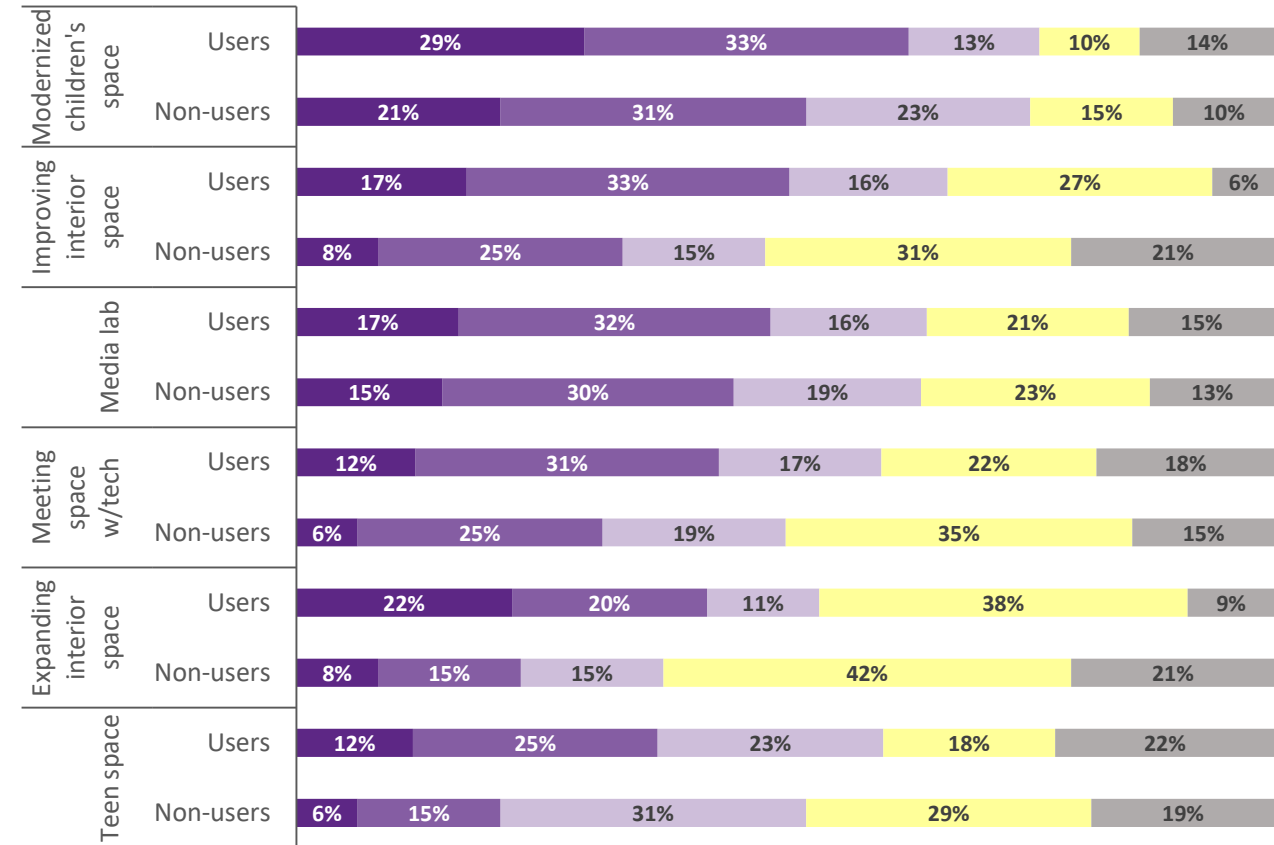
Attitudes: Express agree/disagree with 17 statements* about the Library

*In these series, item order was randomized from respondent to respondent to address order bias

All data is shown as answered by Users and by Non-users

Spending Priorities: Many respondents rated modernizing the children's space as important, but had more mixed views on other space improvements

- **Modernized children's space is a winning priority with respondents**
  - More than 60% of users and 50% of non-users see it as important, even with a cost (only item that a majority of both users and non-users rated as important with cost)

- **Media lab is the next apparent priority to respondents; similar views from users and non-users**
  - About 50% of users and 45% of non-users see some spending on a media lab as important, while about 20% of both groups see it as unimportant

- **Reactions to Interior changes are more mixed**
  - About 50% of users favor some spending on interior improvements and 40% favor some spending on interior expansion
  - But, non-users and a fairly large proportion of users feel differently; about 30% of both users and non-users see interior improvements as unimportant; about 40% of both groups see interior expansion as unimportant

- **Meeting space with technology and teen space garner less support**
  - While about 40% of users see some spending as important, only 20% to 30% of non-users do. And 30% to 35% of non-users see as unimportant

Category	Group	Important, even with significant additional cost	Important, with small additional cost	Important, but only with no additional cost	Not important	No opinion
Modernized children's space	Users	29%	33%	13%	10%	14%
	Non-users	21%	31%	23%	15%	10%
Improving interior space	Users	17%	33%	16%	27%	6%
	Non-users	8%	25%	15%	31%	21%
Media lab	Users	17%	32%	16%	21%	15%
	Non-users	15%	30%	19%	23%	13%
Meeting space w/tech	Users	12%	31%	17%	22%	18%
	Non-users	6%	25%	19%	35%	15%
Expanding interior space	Users	22%	20%	11%	38%	9%
	Non-users	8%	15%	15%	42%	21%
Teen space	Users	12%	25%	23%	18%	22%
	Non-users	6%	15%	31%	29%	19%

Legend:
- Important, even with significant additional cost
- Important, with small additional cost
- Important, but only with no additional cost
- Not important
- No opinion

User N ≈ 675
Non-user N ≈ 48

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Spending Priorities: Several potential space improvements drew limited support from respondents

- Exterior improvement, improved parking lot, and coffee-bar/snack-space are less supported
  - About 25% to 30% user support for "important with cost" and sizable "not important" ratings (40% or higher, in most cases) even from users

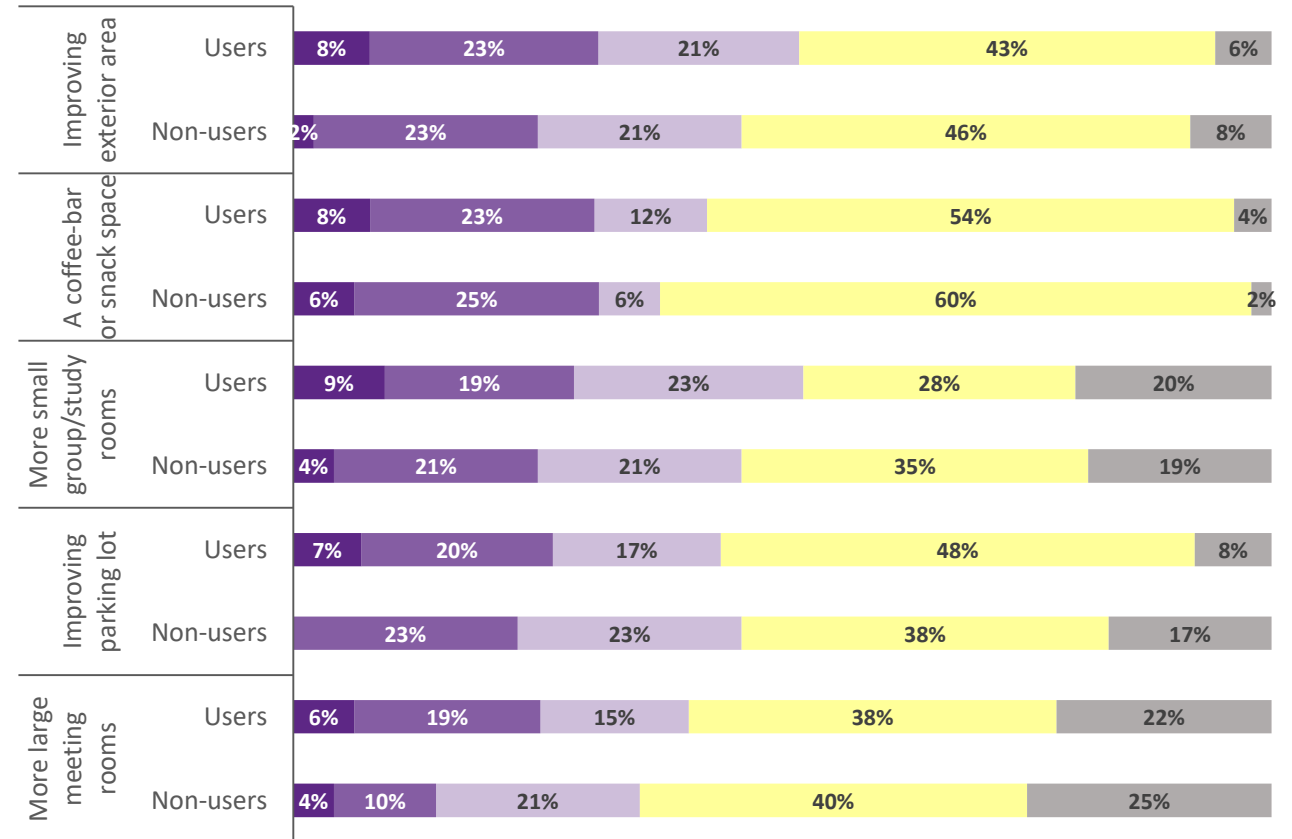- Small group/study are slightly more supported, followed by large meeting rooms
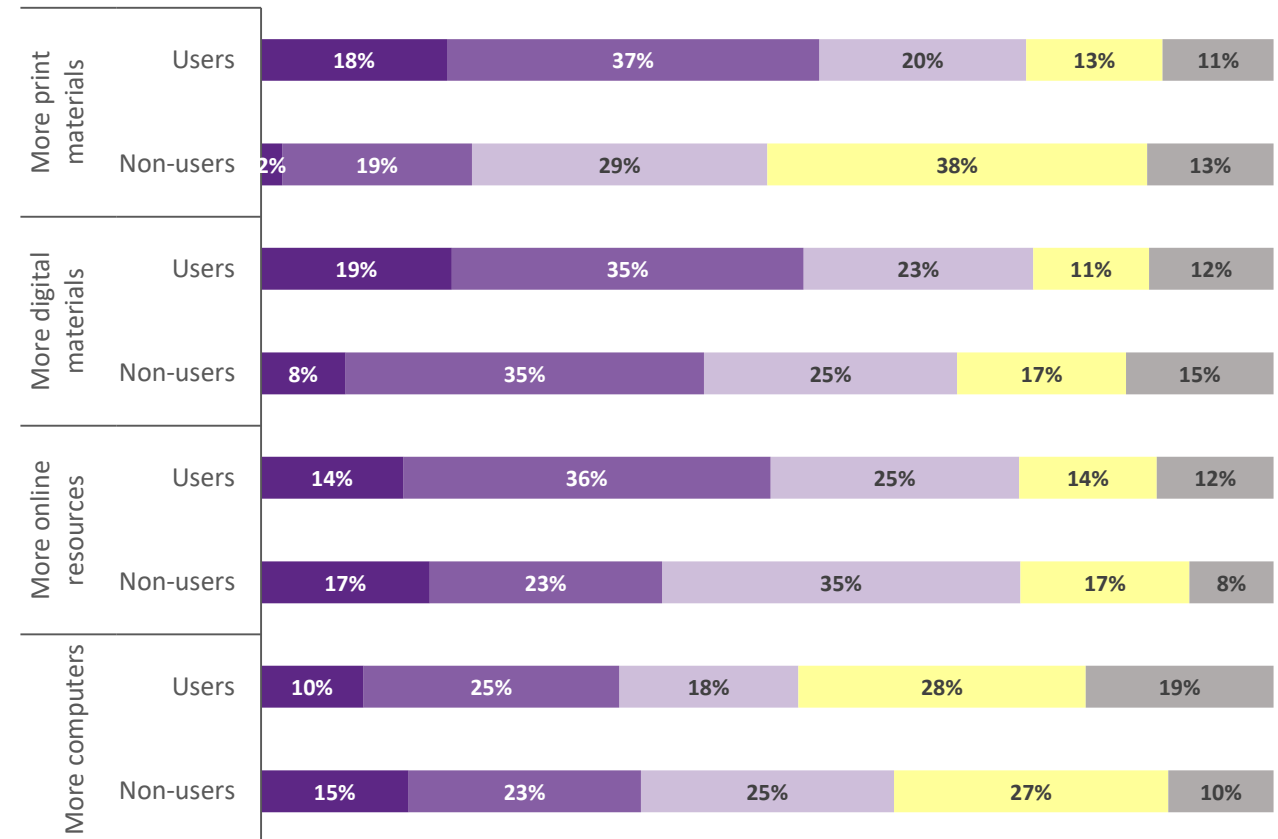
		Important, even with significant additional cost	Important, with small additional cost	Important, but only with no additional cost	Not important	No opinion
Improving exterior area	Users	8%	23%	21%	43%	6%
	Non-users	2%	23%	21%	46%	8%
A coffee-bar or snack space	Users	8%	23%	12%	54%	4%
	Non-users	6%	25%	6%	60%	2%
More small group/study rooms	Users	9%	19%	23%	28%	20%
	Non-users	4%	21%	21%	35%	19%
Improving parking lot	Users	7%	20%	17%	48%	8%
	Non-users		23%	23%	38%	17%
More large meeting rooms	Users	6%	19%	15%	38%	22%
	Non-users	4%	10%	21%	40%	25%

Legend:
- ■ Important, even with significant additional cost
- ■ Important, with small additional cost
- ■ Important, but only with no additional cost
- ■ Not important
- ■ No opinion

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User N ≈ 675
Non-user N ≈ 48

Spending Priorities: Respondents showed some inclination toward increasing materials and technology

- Users have strong inclinations toward investment in print, digital, and online materials and resources, with about 50% seeing some spending as important

- Non-users come close to user enthusiasm for digital and online resources, but not for print
  - About 40% of non-users see some spending on digital materials and online resources as important
  - But only 20% of non-users favor spending on more print materials, and 40% see "more print" as unimportant

- "More computers" is as supported by non-users as users, although over 25% of each group see this as unimportant

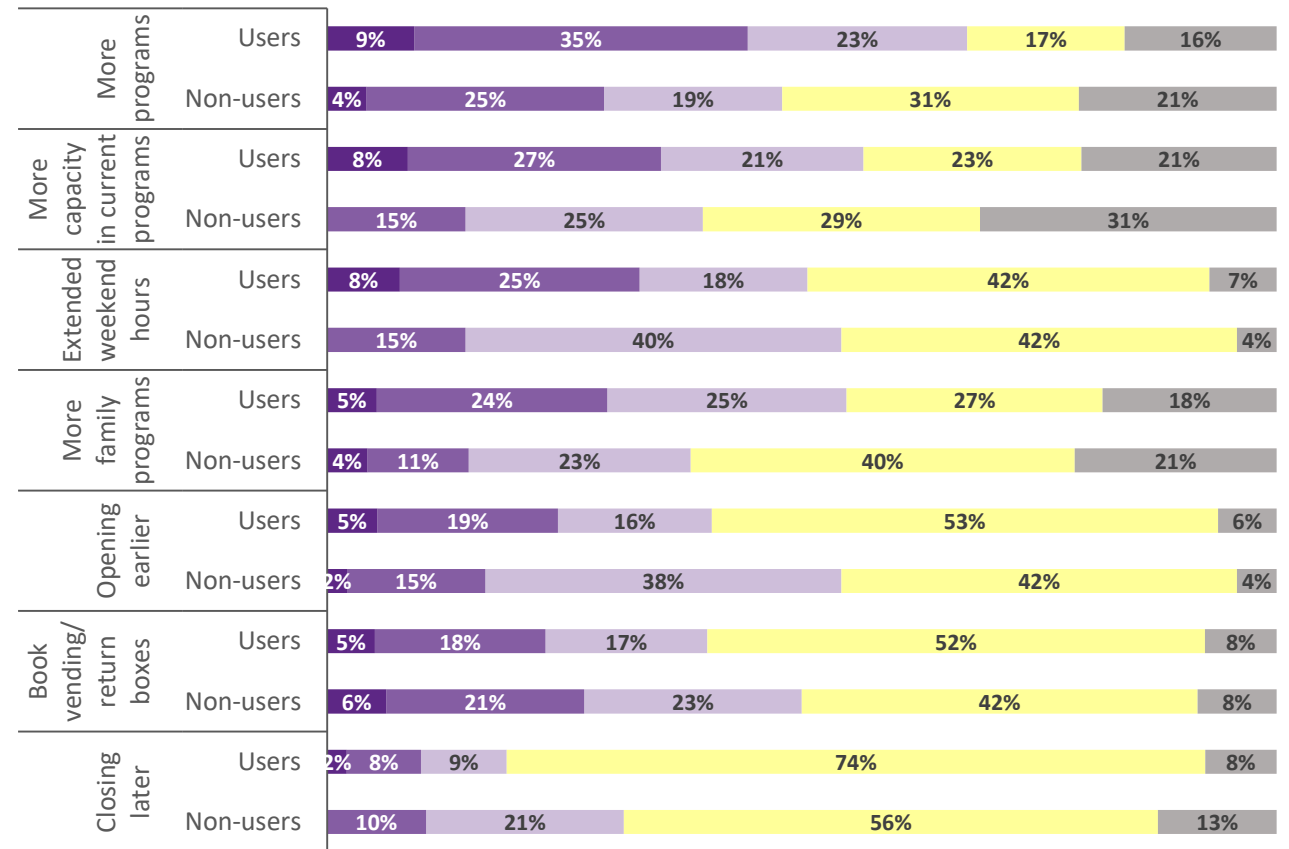|		Important, even with significant additional cost	Important, with small additional cost	Important, but only with no additional cost	Not important	No opinion
More print materials	Users	18%	37%	20%	13%	11%
	Non-users	2%	19%	29%	38%	13%
More digital materials	Users	19%	35%	23%	11%	12%
	Non-users	8%	35%	25%	17%	15%
More online resources	Users	14%	36%	25%	14%	12%
	Non-users	17%	23%	35%	17%	8%
More computers	Users	10%	25%	18%	28%	19%
	Non-users	15%	23%	25%	27%	10%

Legend:
- Important, even with significant additional cost
- Important, with small additional cost
- Important, but only with no additional cost
- Not important
- No opinion

User N ≈ 675
Non-user N ≈ 48

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Spending Priorities: Options for increasing Library programs and services drew limited support from respondents

- Users expressed interest (mostly at "small additional cost") in increasing programming and capacity
  - Non-user support was limited

- Support for longer hours or book vending/return boxes was weak (large numbers view these as unimportant)

		Important, even with significant additional cost	Important, with small additional cost	Important, but only with no additional cost	Not important	No opinion
More programs	Users	9%	35%	23%	17%	16%
	Non-users	4%	25%	19%	31%	21%
More capacity in current programs	Users	8%	27%	21%	23%	21%
	Non-users		15%	25%	29%	31%
Extended weekend hours	Users	8%	25%	18%	42%	7%
	Non-users		15%	40%	42%	4%
More family programs	Users	5%	24%	25%	27%	18%
	Non-users	4%	11%	23%	40%	21%
Opening earlier	Users	5%	19%	16%	53%	6%
	Non-users	2%	15%	38%	42%	4%
Book vending/ return boxes	Users	5%	18%	17%	52%	8%
	Non-users	6%	21%	23%	42%	8%
Closing later	Users	2%	8%	9%	74%	8%
	Non-users		10%	21%	56%	13%

■ Important, even with significant additional cost ■ Important, with small additional cost
■ Important, but only with no additional cost ■ Not important
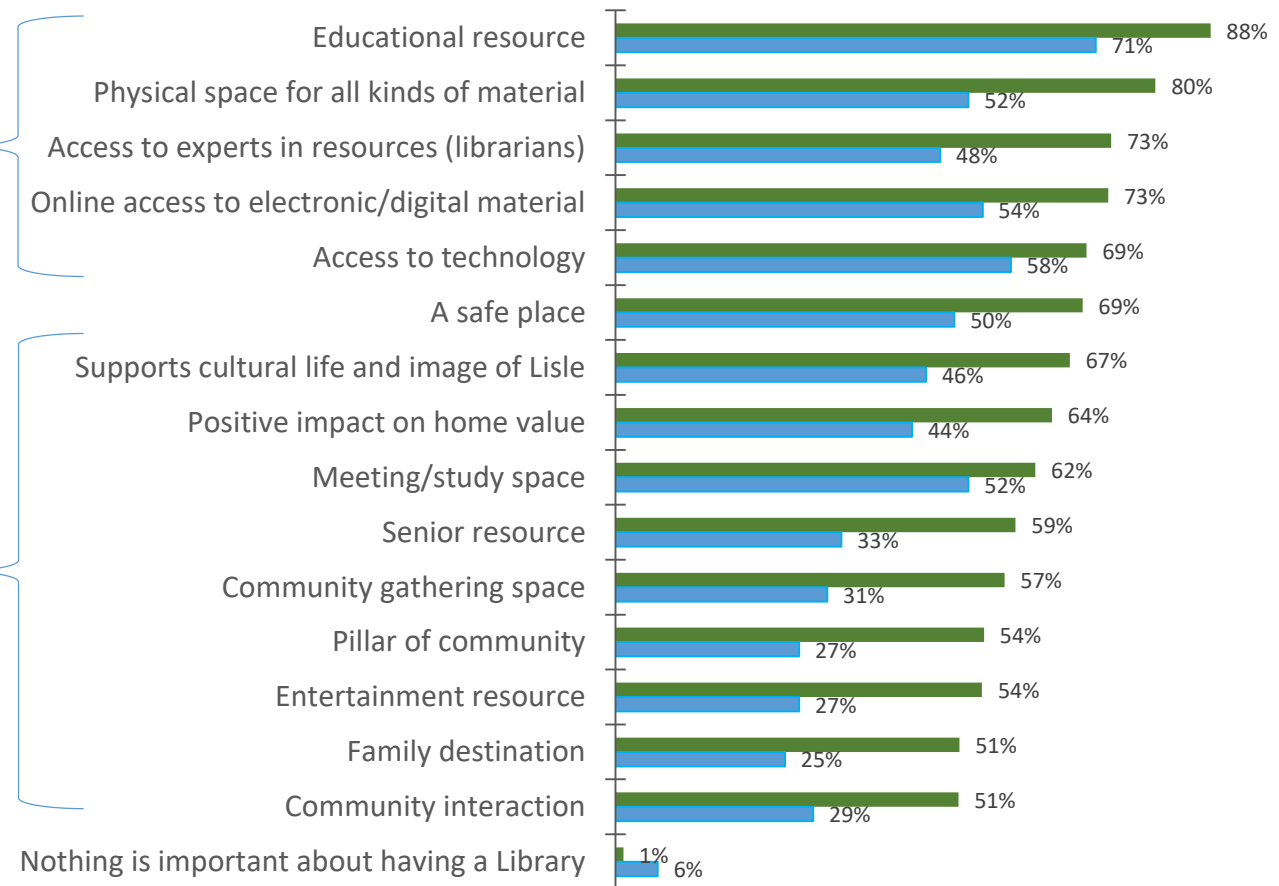■ No opinion

Spending Priorities: Perspectives on some improvements differ by age and presence of children

- As expected, respondents (users and non-users) with younger children most favor spending on a modernized children's space
    - About 75% of respondents with children under 6 and 60% of respondents with children ages 6-9 favor some spending
    - But even 60% of respondents without children favor some spending

- Respondents with teens are not more likely than those with younger kids or no kids to favor spending on a teen space
    - Similar to other groups, about 25% of respondents with teens favor some spending while 25% see as unimportant

- Respondents age 30-39—the group most likely to have younger children—are more likely to favor improvements to the interior and the parking lot
    - About 30% favor even significant spending on interior improvements vs. 10-20% of older age groups
    - About 35% favor some spending on parking lot improvements vs. 20-25% of all other age groups
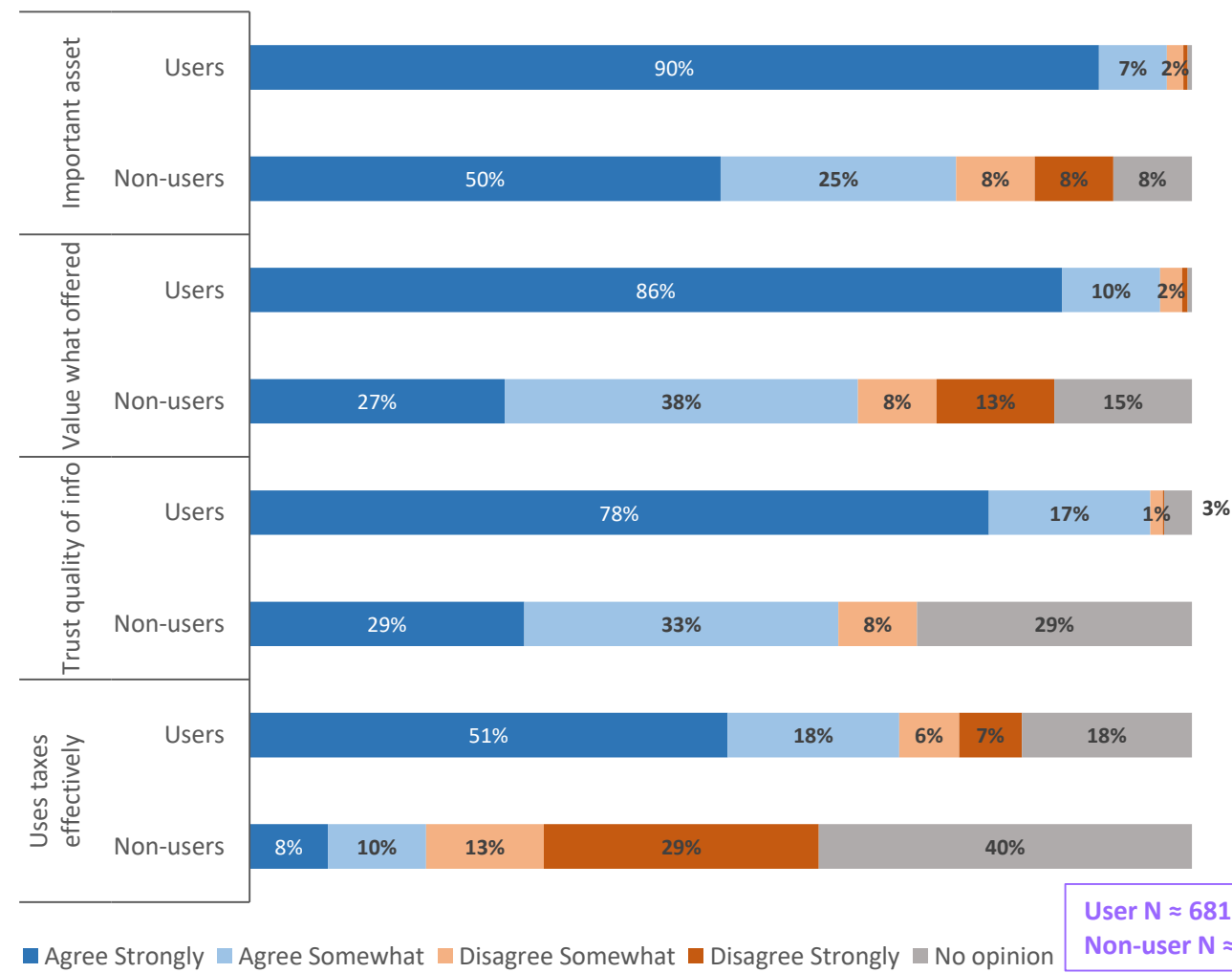
Importance: Most user and non-user respondents see it as important to have the Library as an educational and technological resource

- As expected, users selected each item more frequently

- For both groups of respondents, educational value, material, access to technology, and expertise are most important

- Frequent users more likely than occasional users to see "community and cultural" statements as important (but order remains the same)

- Very few non-users see no value in having a library

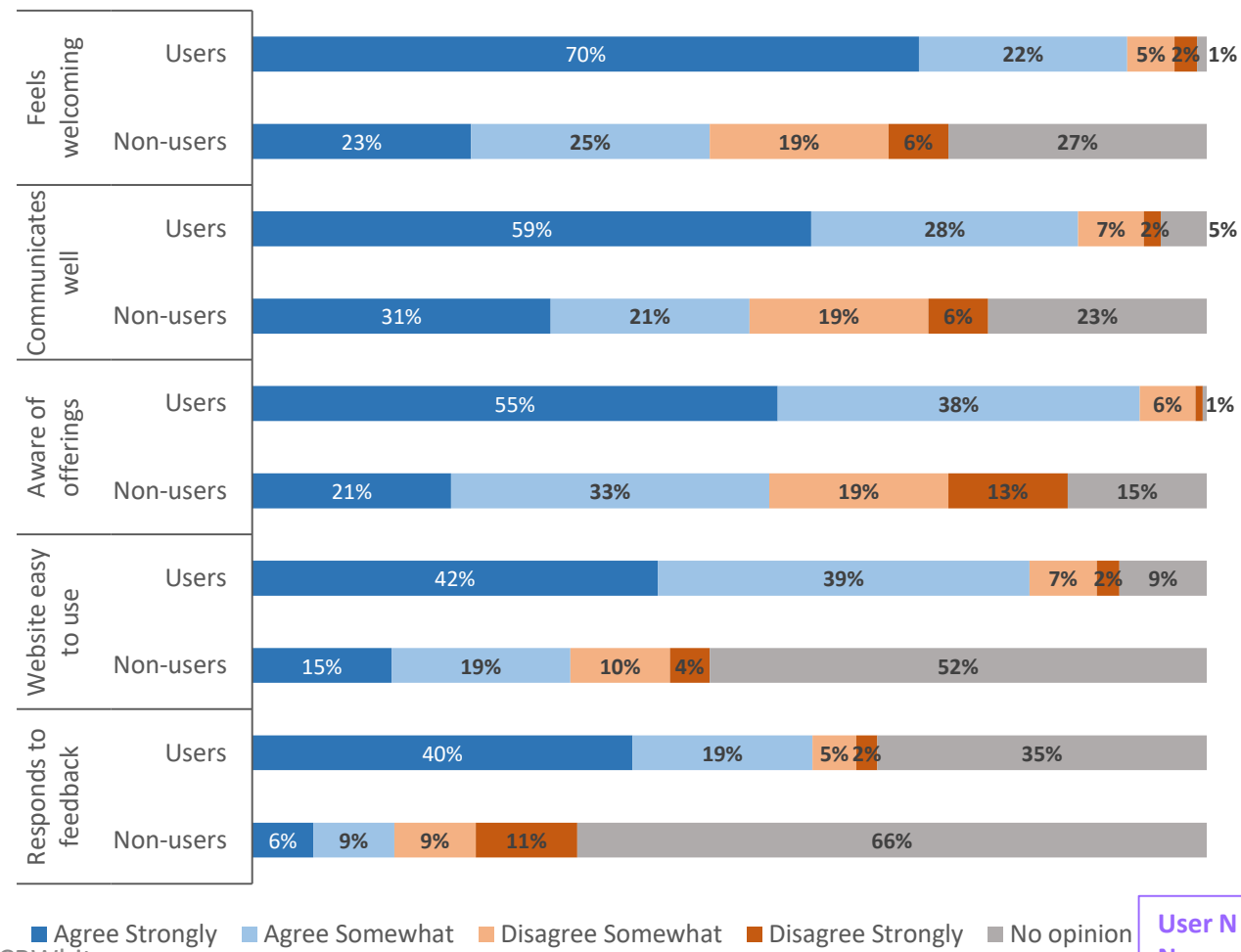|	Users (N=688)	Non-users (N=48)
Educational resource	88%	71%
Physical space for all kinds of material	80%	52%
Access to experts in resources (librarians)	73%	48%
Online access to electronic/digital material	73%	54%
Access to technology	69%	58%
A safe place	69%	50%
Supports cultural life and image of Lisle	67%	46%
Positive impact on home value	64%	44%
Meeting/study space	62%	52%
Senior resource	59%	33%
Community gathering space	57%	31%
Pillar of community	54%	27%
Entertainment resource	54%	27%
Family destination	51%	25%
Community interaction	51%	29%
Nothing is important about having a Library	1%	6%

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Respondent user views of the Library's value are strongly positive; even non-users have reasonably positive views except for effective use of taxes

- Nearly all users who responded have positive attitudes about the Library as an asset, about what it offers, and the quality of its information
- Even though they don't use the Library, a solid majority of non-user respondents expressed positive attitudes
  - Three-quarters agree it is an important asset; two-thirds value what it offers; almost two-thirds trust the information
- While half of users strongly agree with use of tax dollars and almost 20% somewhat agree, some users seem less certain about the District's use of tax dollars
  - Nearly 15% of users disagree that LLD uses taxes effectively, and almost 20% have no opinion
- The greatest non-user issue for the District is the weak support for its use of tax dollars
  - 40% of non-users disagree that LLD uses taxes effectively, while 40% have no opinion
- Among all respondents, those age 60+ were most likely (55%) to strongly agree that LLD uses taxes effectively, while those in their 50s were most likely (15%) to strongly disagree

		Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	No opinion
Important asset	Users	90%	7%	2%		
	Non-users	50%	25%	8%	8%	8%
Value what offered	Users	86%	10%	2%		
	Non-users	27%	38%	8%	13%	15%
Trust quality of info	Users	78%	17%	1%		3%
	Non-users	29%	33%	8%		29%
Uses taxes effectively	Users	51%	18%	6%	7%	18%
	Non-users	8%	10%	13%	29%	40%

User N ≈ 681
Non-user N ≈ 48
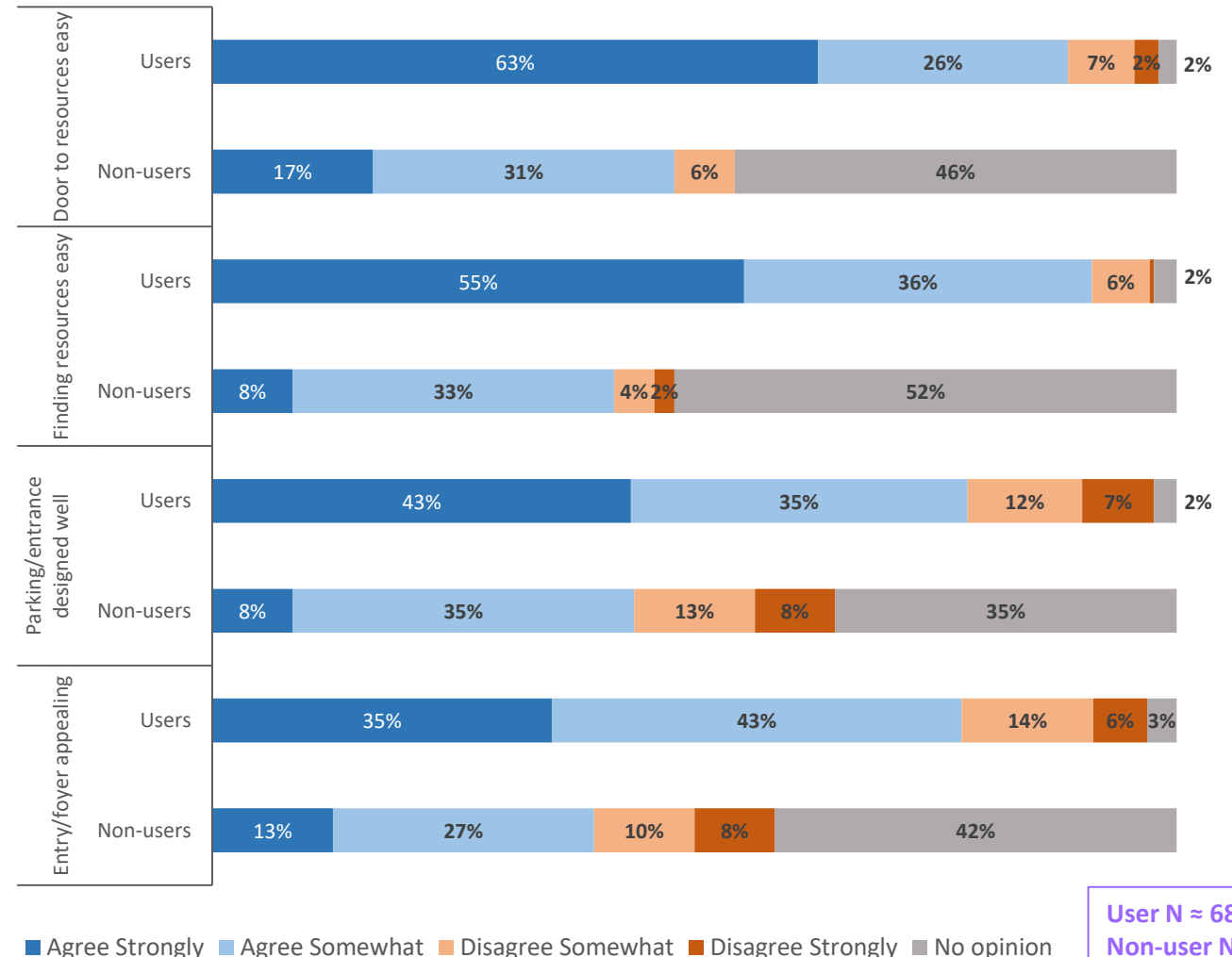
Millennia Consulting & CBWhite

Respondent user views of communications are positive; non-user views are more positive than not, although this area shows room for improvement

- A strong majority of user respondents expressed positive views:
  - Feel it's welcoming, feel aware of the Library's offerings, and agree that it communicates well with the community
  - Agree website is easy to use
  - Agree there is response to feedback (with a third having no opinion, likely to have had no experience)

- Despite not using the Library, about half of non-user respondents feel it's welcoming, feel aware of the Library's offerings, and agree that it communicates well with the community

- There may be opportunities to strengthen communication with non-users:
  - A third of non-users don't feel aware of the Library's offerings (another 15% have no opinion)
  - A quarter of non-users don't think the Library communicates well with the community (another quarter have no opinion)
  - Most non-users have no opinion about the Library's website or its response to feedback

		Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	No opinion
Feels welcoming	Users	70%	22%	5%	2%	1%
	Non-users	23%	25%	19%	6%	27%
Communicates well	Users	59%	28%	7%	2%	5%
	Non-users	31%	21%	19%	6%	23%
Aware of offerings	Users	55%	38%	6%		1%
	Non-users	21%	33%	19%	13%	15%
Website easy to use	Users	42%	39%	7%	2%	9%
	Non-users	15%	19%	10%	4%	52%
Responds to feedback	Users	40%	19%	5%	2%	35%
	Non-users	6%	9%	9%	11%	66%

User N ≈ 681
Non-user N ≈ 48
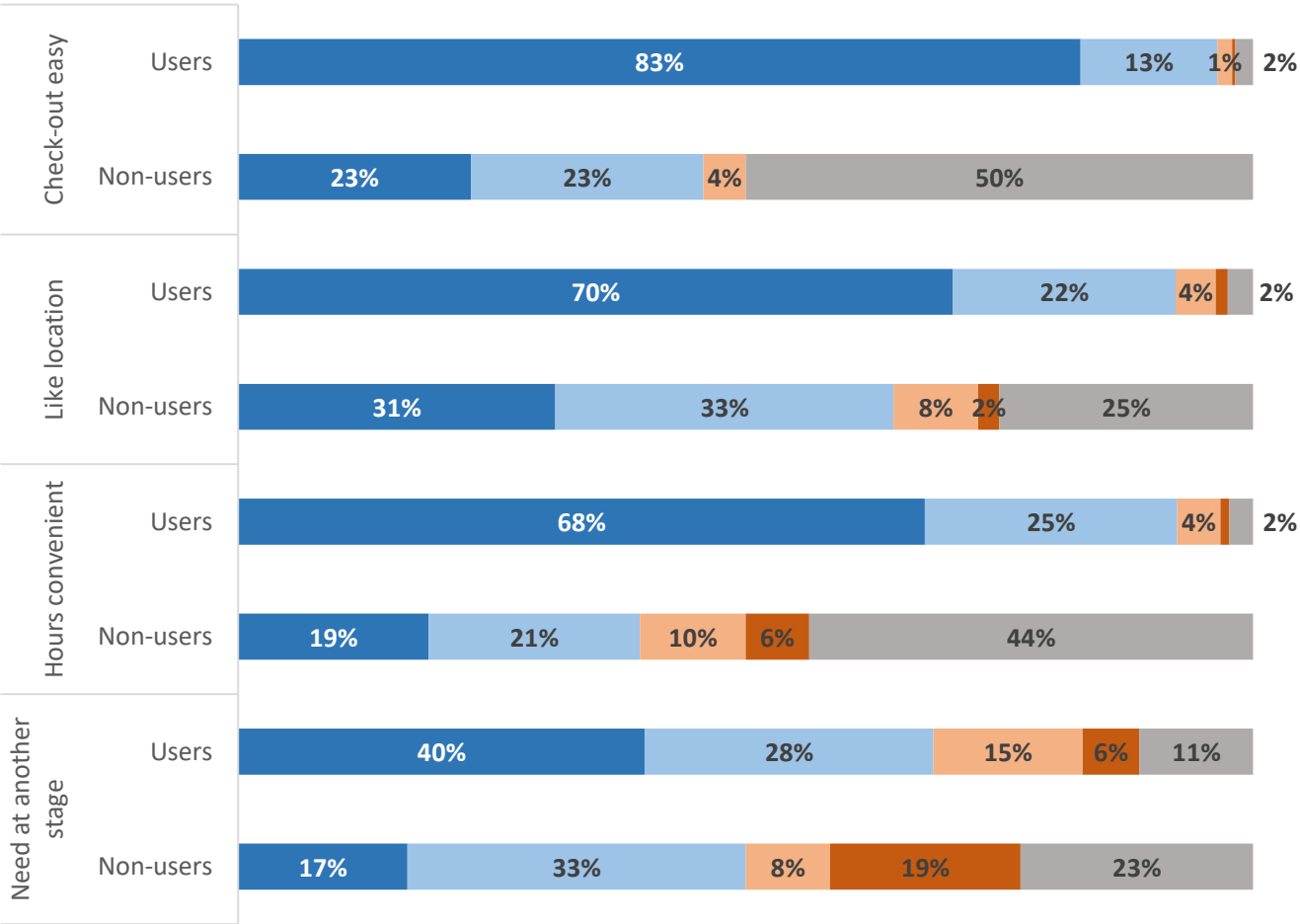
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Respondent user views of navigating the facilities are positive, overall (some opportunities for improvement); non-user views generally reflect lack of familiarity

- **Large majorities of users have positive views of navigating the building**
  - Not surprisingly, almost half of non-users have no opinion

- **About 20% of users and non-users have negative views of the parking lot/entrance design**

- **About 20% of users and non-users have negative views of the entryway/foyer**

Door to resources easy
	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	No opinion
Users	63%	26%	7%	2%	2%
Non-users	17%	31%	6%		46%

Finding resources easy
Users	55%	36%	6%		2%
Non-users	8%	33%	4% 2%		52%

Parking/entrance designed well
Users	43%	35%	12%	7%	2%
Non-users	8%	35%	13%	8%	35%

Entry/foyer appealing
Users	35%	43%	14%	6%	3%
Non-users	13%	27%	10%	8%	42%

■ Agree Strongly ■ Agree Somewhat ■ Disagree Somewhat ■ Disagree Strongly ■ No opinion

User N ≈ 681
Non-user N ≈ 48

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For users, procedures, locations, and hours seem to work; for non-users, no significant opportunities appear other than increasing familiarity

- Almost all user respondents are positive about location, hours, and check-out

- Almost half of non-users have no opinion on check-out or hours and almost two-thirds like the location
  - 16% of non-users have negative views of hours

- Life stage is interesting, with two-thirds of users expecting to need the library even more at another stage in life and half of non-users expecting to need it more

Check-out easy
- Users: Agree Strongly 83%, Agree Somewhat 13%, Disagree Somewhat 1%, No opinion 2%
- Non-users: Agree Strongly 23%, Agree Somewhat 23%, Disagree Somewhat 4%, No opinion 50%

Like location
- Users: Agree Strongly 70%, Agree Somewhat 22%, Disagree Somewhat 4%, No opinion 2%
- Non-users: Agree Strongly 31%, Agree Somewhat 33%, Disagree Somewhat 8%, Disagree Strongly 2%, No opinion 25%

Hours convenient
- Users: Agree Strongly 68%, Agree Somewhat 25%, Disagree Somewhat 4%, No opinion 2%
- Non-users: Agree Strongly 19%, Agree Somewhat 21%, Disagree Somewhat 10%, Disagree Strongly 6%, No opinion 44%

Need at another stage
- Users: Agree Strongly 40%, Agree Somewhat 28%, Disagree Somewhat 15%, Disagree Strongly 6%, No opinion 11%
- Non-users: Agree Strongly 17%, Agree Somewhat 33%, Disagree Somewhat 8%, Disagree Strongly 19%, No opinion 23%

Legend: ■ Agree Strongly ■ Agree Somewhat ■ Disagree Somewhat ■ Disagree Strongly ■ No opinion

User N ≈ 681
Non-user N ≈ 48

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Additional focused questions and analyses

The next slides include:

- Questions that may inform location decisions
  - Location for programming
  - Other community resources used
  - Typical length of visit

- Communication preferences
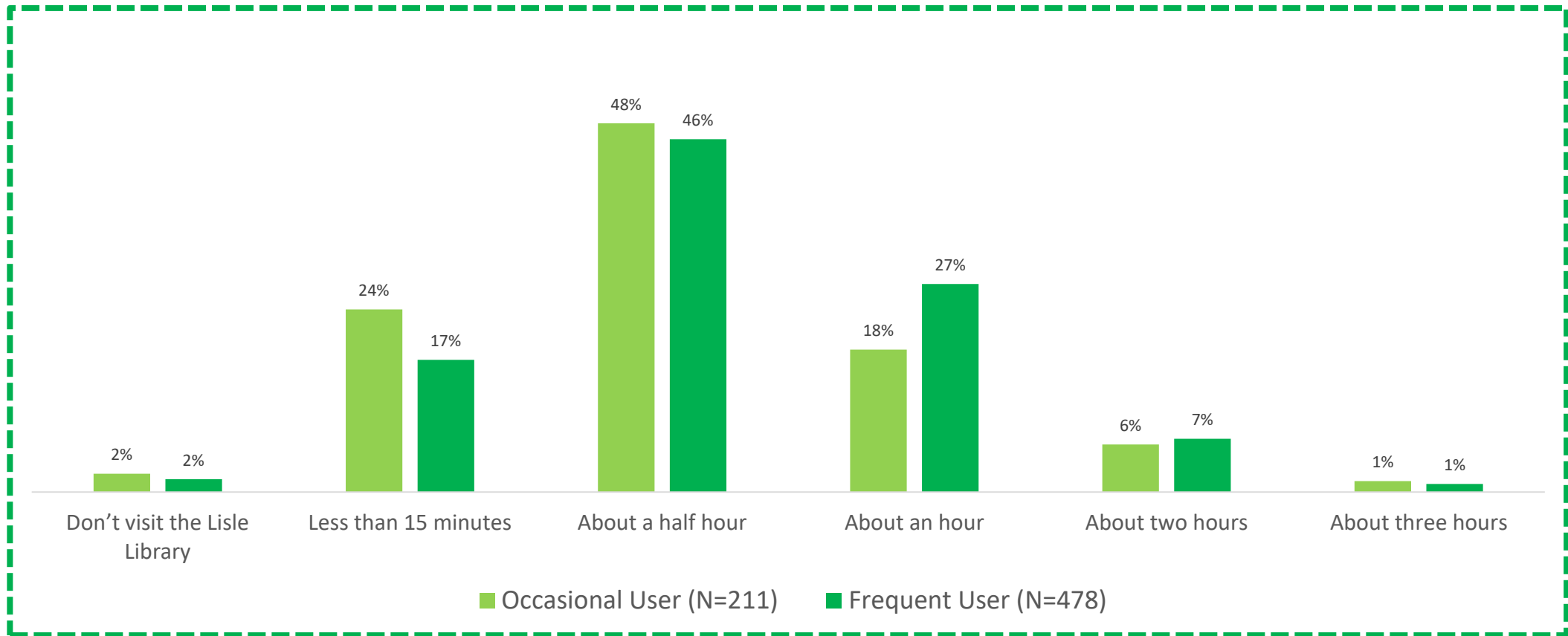
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Respondent preferences for Library program locations support focus on Library

- Most users prefer to attend Library programs at the Library
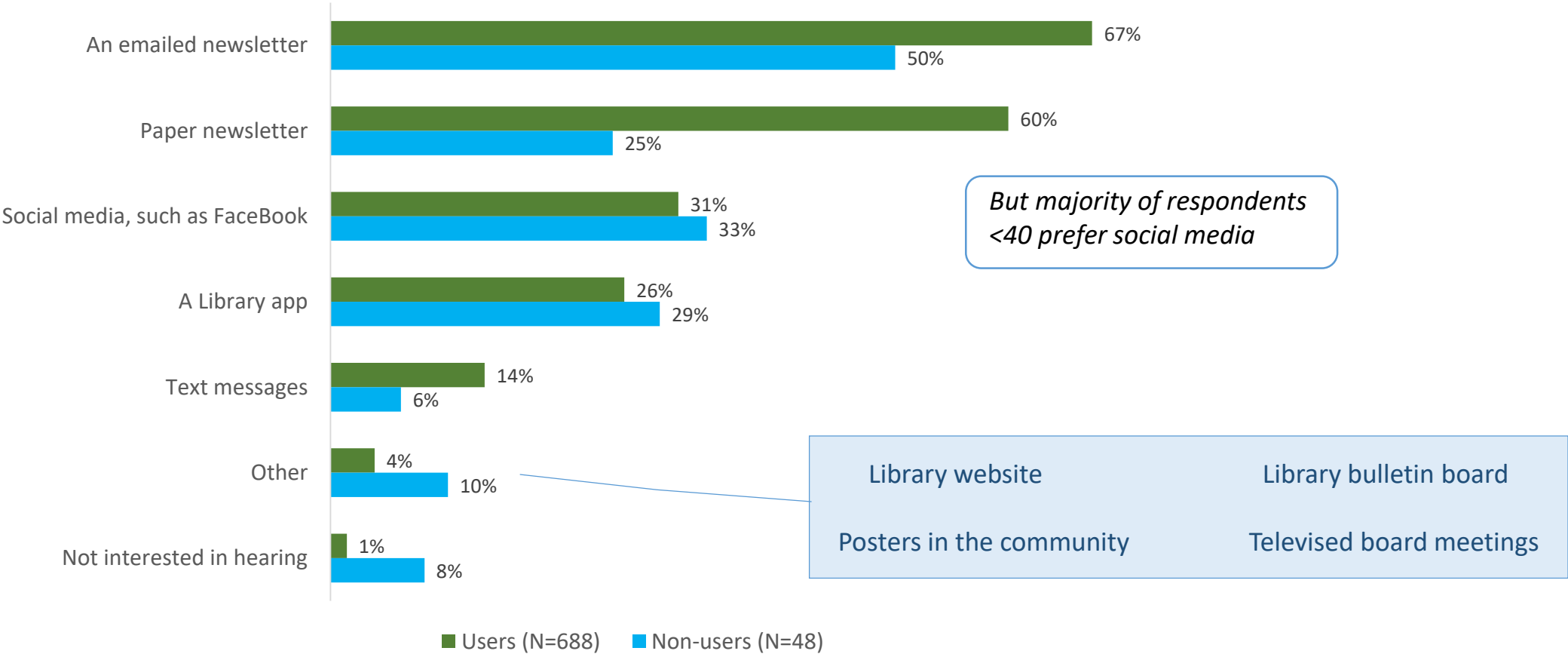
- Non-users mostly have no preference or don't attend programs

Group	At the Library	At other public locations	No preference	I don't attend Library programming
Users (N=689)	63%	4%	18%	16%
Non-users (N=48)	25%	6%	23%	46%

Legend: ■ At the Library ■ At other public locations ■ No preference ■ I don't attend Library programming
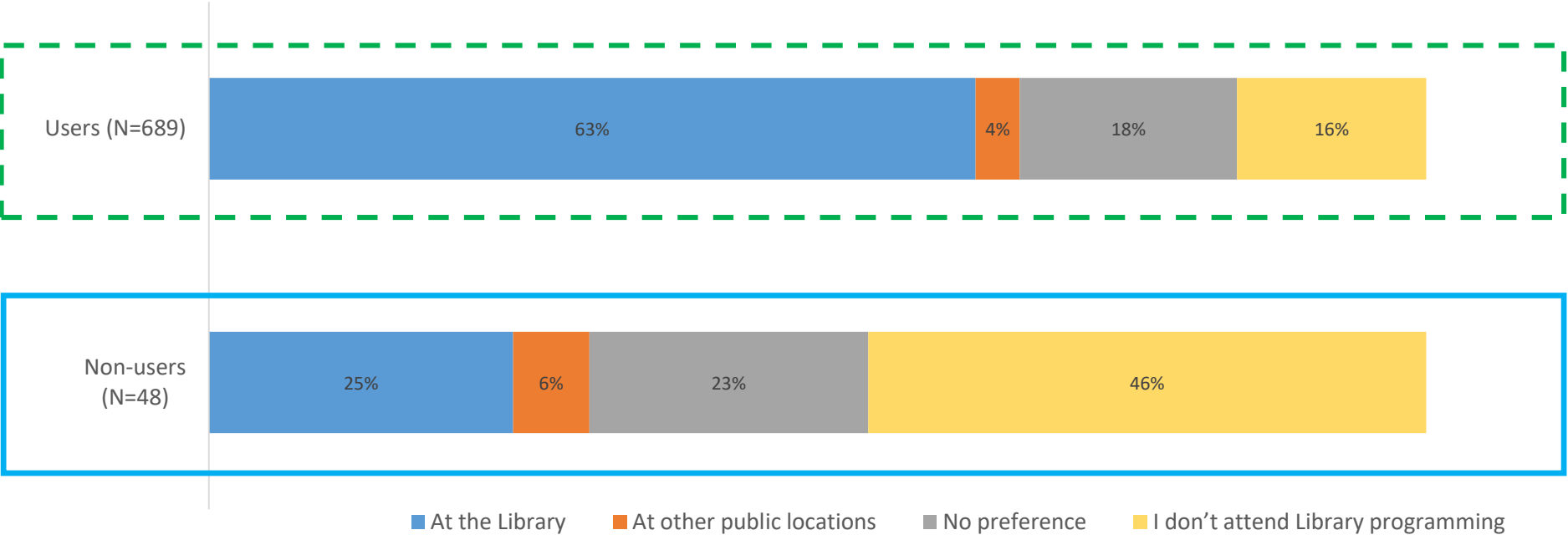
Users' typical library visit is about a half hour

▪ Frequent users more likely to stay for an hour, while occasional users more likely to stay less than 15 minutes

Occasional User (N=211) Frequent User (N=478)

	Occasional User	Frequent User
Don't visit the Lisle Library	2%	2%
Less than 15 minutes	24%	17%
About a half hour	48%	46%
About an hour	18%	27%
About two hours	6%	7%
About three hours	1%	1%

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For users and non-users alike, e-mail newsletter is the preferred way to hear about the library

An emailed newsletter
Users: 67%
Non-users: 50%

Paper newsletter
Users: 60%
Non-users: 25%

Social media, such as FaceBook
Users: 31%
Non-users: 33%

A Library app
Users: 26%
Non-users: 29%

Text messages
Users: 14%
Non-users: 6%

Other
Users: 4%
Non-users: 10%

Not interested in hearing
Users: 1%
Non-users: 8%

But majority of respondents <40 prefer social media

Library website   Library bulletin board

Posters in the community   Televised board meetings

■ Users (N=688)   ■ Non-users (N=48)

Note: Respondents could select more than one answer. Question wording: "How would you most like to hear about Library resources? Select all you would like a lot."

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Respondents use a variety of other community resources

- Half or more use Park District, Forest Preserve, and/or religious institutions
- Library users are significantly more likely than non-users to use Park District, other libraries, and/or senior center

Resource	Users	Non-users
Park District	78%	65%
Forest Preserve	51%	50%
Church or other religious institution	48%	44%
Other libraries	25%	10%
School district 203	20%	23%
Community organizations (clubs, scouts, etc.)	20%	19%
School district 202	15%	10%
Senior center	15%	4%
Private school	10%	8%
Other	7%	8%
School District 68 (Woodridge)	1%	

Naperville

Downers Grove

Wheaton

Westmont

Colleges: COD, UIC, Dominican,

Benedictine

Morton Arboretum

■ Users (N=689)   ■ Non-users (N=48)

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Survey Summary and Implications

- The following slides provide a summary of the survey and some preliminary implications

- They are intended to be seen as a starting point for further discussion.

- When analyzing and drawing implications from the survey findings, it is important to bear in the mind the skew of the sample – that findings are representative of Lisle Library District residents who responded, not the entire community.

Usage Questions

- High ratings of resources people use leads to chicken and egg question: Do people use resources they like and avoid using resources they don't like? To consider this, examine whether any resources are used **far less** than should be expected. If there are some:
  - What might be reasons? Quality? Awareness? Lack of need?
  - Is increasing their use a priority?

- Most of those who took the survey have positive views. Does the usage and rating data demonstrate opportunities for improvement?
  - Some might include parking lot, restrooms, Library catalog, digital collection, self-check machines, adult space, children's space, large meeting room, and small study/group rooms
  - See "priorities" data (following page) to supplement usage data

- Most non-users do not have a card, but this does not appear to be a barrier to using the Library
  - Needs met in other ways
  - Don't have time

Spending Priorities, Importance, and Attitudes Questions

- Data points to respondent support for:
  - Modernized children's space (correlates with age of children, but still strong among those without children)
  - Possibly, media lab
  - Print materials
  - Digital and online materials/resources
- In the middle category, where data seems mixed, we find:
  - Interior changes, with entryway/foyer improvement most supported
  - Small group/study and large meeting rooms
- Some ideas that have been discussed do not appear to have respondent support
- Communications may need to demonstrate efficient use of tax dollars… and using this community input to inform decisions may help
- Data supports positioning the Library for its educational value, material, technology, and expertise

Common Themes across Focus Groups and Public Meetings

- Valued as a meeting place and as an inter-generational community center

- Staff is highly valued and respected (greatest asset)

- Guaranteed and trusted source of information.

- A truly democratic institution

- Safe environment for children and youth

- Innovative children's programming

- Well-balanced collection and high quality programming

- Young people are high technology users and have desire for more access to cutting-edge STEAM and hands-on opportunities Improve inter-library transfer and access to online services

- Improve inter-library transfer and access to online services

- Need to spruce up the library and make it bright and welcoming (especially entryway)

- Expand use of technology and social media

- More creative use of and possible reorganization of existing space

- Need for enhanced communication about the Library and its resources

- Need to raise awareness and promote Library more

Consultant Observations

- Overall, users and non-users alike see value in the library.

- Users are strong supporters of the library for its educational and technological resources.

- Stakeholders who participated in our focus groups and community meetings emphasized the importance of the Library as a community center that fosters social interaction and community building.

- Although, our data suggests cost sensitivity, there is clearly a desire for some updating and renovation of the library's physical plant. Better lighting, clearer signage, and creative reconfiguration and re-decorating of the front entrance were articulated.

- Some discussions can be put to rest. Survey respondents did not express a lot of support for a coffee/snack bar, longer hours, or vending machines.

Consultant Observations

- Young people were under-represented in the sample, but they are the future of the Lisle community and trustees would be wise to consider future trends in the external environment such as advancing use of technology, communication platforms, changing racial and ethnic demographic patterns, etc. as they engage in strategic planning.

- Opportunities may exist to enhance and expand strategic partnerships with the schools, park districts and other community institutions and businesses.

- Change is a constant. Staying the same puts the LLD at risk of falling behind other libraries.

- A vision for the future should be informed by, but not dictated by, community input. The leadership is responsible for considering and integrating the community engagement information into the planning process, while making final decisions as trustees for the institution.

Appendix

- Survey Word and Item Keys

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Survey Wording Keys
Priorities: "How important is…" Item Wording

Wording in survey…	Presented here as…
Modernized children's space, especially to focus on STEAM (science, technology, engineering, arts, math)	Modernized children's space
Improving the interior space	Improving interior space
A media lab with technology and equipment	Media lab
Meeting space with smart room technology	Meeting space w/tech
Expanding the interior space	Expanding interior space
Teen space	Teen space
Improving the exterior area (such as outdoor seating or natural environment)	Improving exterior area
A coffee-bar or snack space	A coffee-bar or snack space
More small group or study rooms	More small group/study rooms
Improving the parking lot	Improving parking lot
More large meeting rooms	More large meeting rooms

Wording in survey	Presented here as…
More print materials	More print materials
More digital materials	More digital materials
Additional online resources (classes, databases, etc.)	More online resources
More computers	More computers
More programming	More programming
Increased capacity to handle more people in current programs	More capacity in current programs
Extended weekend hours	Extended weekend hours
Increased family programming, such as game nights	More family programming
Opening earlier than 9:30 AM (Monday through Saturday)	Opening earlier
Book vending/return boxes (something like Redbox®) that can be in various locations	Book vending/return boxes
Closing later than 9 PM Monday through Friday	Closing later

Importance: Question and item wording

Survey asked: "People have all kinds of opinions about whether and why a Library is important. What, if anything, on this list is important about having a Library in Lisle? Select any you feel are important."

Wording in survey…	Presented here as…
Educational resource	Educational resource
Physical space for all kinds of material (print, audiovisual, etc.)	Physical space for all kinds of material
Access to experts (that is, librarians)	Access to experts in resources (librarians)
Online access to all kinds of electronic/digital material	Online access to electronic/digital material
Access to technology, such as computers, scanners, multimedia equipment and internet	Access to technology
A safe place	A safe place
Supports cultural life and image of Lisle	Supports cultural life and image of Lisle
Positive impact on home value	Positive impact on home value

Wording in survey…	Presented here as…
Meeting/study space	Meeting/study space
Senior resource	Senior resource
Community gathering space	Community gathering space
Pillar of community	Pillar of community
Entertainment resource	Entertainment resource
Family destination	Family destination
Community interaction (such as meeting new people or just being with people)	Community interaction
Nothing is important about having a Library	Nothing is important about having a Library

Attitudes: Question and item wording

Survey asked: "How much do you agree or disagree with:"

Wording in survey...	Presented here as...
The Lisle Library District is an important asset in the community	Important asset
Overall, I value what the Library offers	Value what offered
I trust the quality of information available from the Library	Trust quality of info
The Lisle Library District uses tax dollars effectively	Uses taxes effectively
The Library feels welcoming	Feels welcoming
The Library communicates well with the community	Communicates well
I feel aware of what the Library offers	Aware of offerings
The website is easy to use	Website easy to use

Wording in survey...	Presented here as...
It is easy to get from the doorway to the resources I want	Door to resources easy
It is easy to locate the resources I want within the building	Finding resources easy
The parking lot and entrance are designed well	Parking/entrance designed well
The entryway/foyer is appealing	Entry/foyer appealing
It is easy to check out materials	Check-out easy
I like where the Library is located	Like location
The hours are convenient for me	Hours convenient
I expect to need the Library more at some other stage in my life	Need at another stage