



**BROCKVILLE
PUBLIC LIBRARY**

Community Needs Assessment

FINAL REPORT 2013

*“In an age of ‘commodified everything’, which is the culture we seem to find ourselves in, **if public libraries had not existed before today, would this society create them?**”*

Wendy Newman, Senior Fellow at the University of Toronto

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*A good library will
never be too neat,
or too dusty,
because
somebody will
always be in it,
taking books off
the shelves and
staying up late
reading them."*

- Lemony Snicket

Executive Summary

The Brockville Public Library (BPL) undertook a Community Needs Assessment in lead up to the development of their 2013-2015 Strategic Plan. As part of these processes, a survey was done of the community, which received over 1300 responses. In addition, interviews were conducted with key partners. The process also included research around best practices and minimum standards, as well as comparisons to similarly sized libraries.

Community Needs Assessment

The survey results indicate that the library is well-regarded by its members and by the community. The majority of users ranked their experiences with the library as being very positive. The most frequently cited strengths of the library were: the staff, the selection and variety of books, the library space (layout, organization, cleanliness, and openness), the downtown location, and the overall collection and selection of resources.

While this is good news for the library, comments and examples where people have expressed dissatisfaction or had a less than positive experience are valuable pieces of information for the library to use as it takes steps to improve its services and facilities for all clients. The most frequently cited areas for improvement were: décor and atmosphere (low light levels, dated décor, and musty smell), hours of operation, limits to the collection/selection of resources, parking, and location (inconvenient).

The most common themes that arose from the feedback were around advocacy (disseminating information about the role of the Library and the services available to combat misperceptions), atmosphere (continue to update and modernize the physical space), and accessibility (increasing hours, decreasing fees, finding better parking options, etc.). The Library will be able to use the information gathered through this process as it develops its strategic objectives and priorities moving forward.

Context and Objectives

The Brockville Public Library (BPL) undertook a Community Needs Assessment in lead up to the development of their 2013-2015 Strategic Plan.

The objectives of the Community Needs Assessment were:

- To gain a better understanding of the needs of the community, both of current members and non-members, leading to improved services, increased membership, and more opportunities for advocacy and partnership.
- To engage and solicit feedback from community members, library members, partners, and funders on the quality of BPL programs and services using surveys, focus groups and interviews.

The overall goal of this project was to gather contextual information for use during the strategic planning process. Feedback from the community is a vital piece of information for the Library to use while developing their priorities moving forward.

*“Knowing that I
loved my books,
he furnished me,
From mine own
library with
volumes that I
prize above my
dukedom.”*

*William
Shakespeare
(The Tempest)*

Project Approach

The following strategies were used to conduct each of the elements of this project:

Community Survey/Community Engagement:

BizXcel conducted consultations with the staff and Board at the Library to prioritize questions and areas of interest for drafting the Community Engagement Survey. The Library decided to build a relatively comprehensive survey to gather as much information as possible at one time. Drafts of the survey were prepared by BizXcel and were edited with input from a committee at the Library that included both staff and Board members. The final results were formatted into online and hard-copy surveys.

The community engagement survey was hosted by BizXcel and was published through a link made available to the community. It was also directly accessible from a landing page on the Library website. Several strategies were followed to maximize the number of people reached:

- Extensive sharing and linking via social media sites – both by the Library and their partners.
- Partner email distribution lists (Chamber of Commerce, EEC, Every Kid in Our Communities, Upper Canada District School Board).
- A list of partners was drafted and emailed with the link and a plea for assistance in distributing via their networks.
- An article appeared on the EMC website.
- BPL CEO Linda Chadwick appeared on Cogeco's FYI lunch-time spot to promote the survey.
- Hard copy surveys were delivered, along with an in-person presentation, to the following groups:
 - The Brockville Lions Club
 - The Brockville Rotary Club
 - 200 students at St. Mary Catholic High School

"A library book...is not, then, an article of mere consumption but fairly of capital, and often in the case of professional men, setting out in life, is their only capital."

Thomas Jefferson

- Internally, the Library promoted the survey via hard-copy and online to all Library users and program participants.

In addition, BizXcel interviewed five people one-on-one, representing key partners of the library. The results of these interviews were summarized thematically, highlighting the recommendations and feedback from these important community figures.

Research was conducted using publically available documentation on topics including the demographics of Brockville, the Library, Library Minimum Standards and Best Practices, and comparable organizations. The sources of this research are cited as necessary.



Library and Area Overview

Library History

From the Brockville Public Library (BPL) website:

"The Brockville Public Library (BPL) was formally established in July 1895, an out-growth of the collections and services developed by the Brockville Mechanic's Institute, founded in 1842 with the purpose "to collect books of interest to clerks, apprentices and craftsmen; to sponsor lectures on a variety of subjects; and to conduct experiments in natural philosophy (essentially, physics and chemistry)", wrote Canadian Historian Ian MacPherson. A library building grant from Andrew Carnegie in 1902 (one of 111 such grants in Ontario) resulted in the opening of the Carnegie Library (later the Brockville Public Library) in 1904."

"The library is not a shrine for the worship of books. It is not a temple where literary incense must be burned or where one's devotion to the bound book is expressed in ritual. A library, to modify the famous metaphor of Socrates, should be the delivery room for the birth of ideas."

Norman Cousins

Library Overview

BPL has 62,235 print items available for public use and circulation – everything from books to CDs and DVDs, from magazines to microfilms – and over 26,000 e-titles.

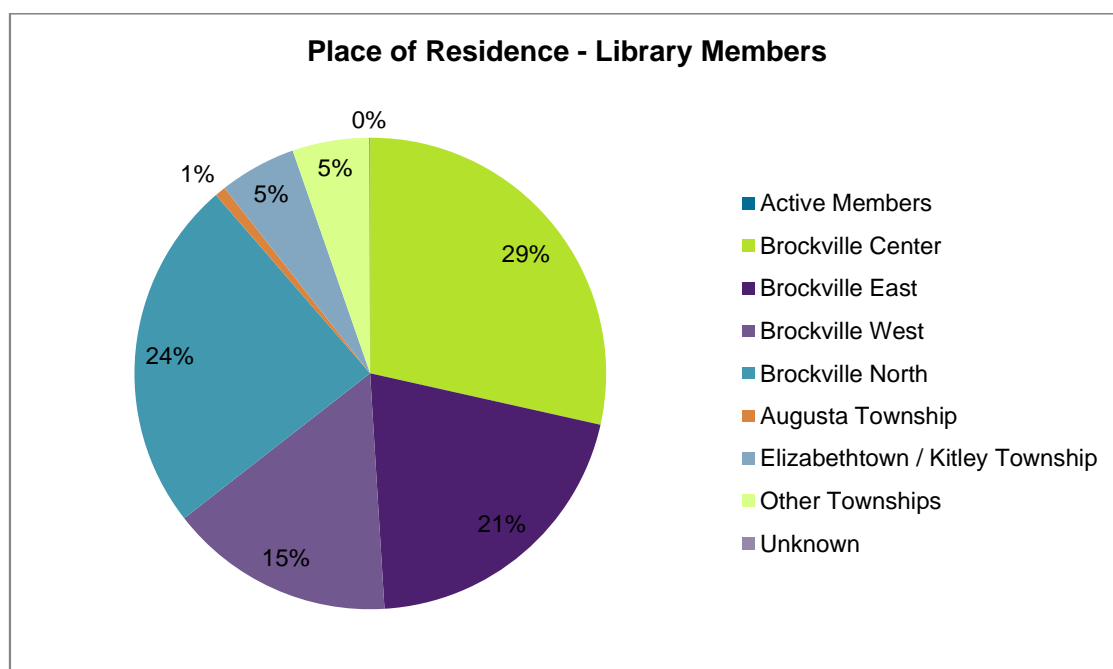
The library runs close to 500 programs every year for children, teens and adults. These programs include weekly clubs, monthly meetings, and occasional presentations and events and are curated to reach a variety of people. As of November 2012, Library programs had engaged close to 5,300 people in 2012.

In December 2006, the library management computer system was upgraded to an Internet-based system where customers can review their accounts, and reserve and renew items online. In the same year, the Library installed free wireless Internet access for people using their own laptop computers. The library offers computer stations with Internet access for public use (and has since July of 1996). These computers include software and keyboards that make them accessible to persons with disabilities.

Library Members

In November 2012, the library had 8,540 active card-holding members. They live throughout the city of Brockville, but a significant number also live outside the city. The Library does not collect further demographic information about its members beyond their place of residence (e.g. it does not collect income or educational information).

Here is a geographic breakdown of current library members (*See Appendix B, Table 1 for more details*):



Brockville, ON

Basic Facts: Brockville has a population of 23,354 people and a regional population (defined as living within 30 minutes) of 99,306. Thirty percent of the labour force in the region work in manufacturing/logistics and 45.8% work in a professional occupation.

Approximately 74% of the City's population has a post-secondary education of some kind and the average household income is \$58,260. The average unemployment rate is 6%.

Age: The median age of the population is 47.9 years old and 86.8% of the city is over 15 years old.

Language: Brockville is a predominately Anglophone city, however there are 615 people whose first language is French, and 1,230 whose first language is a non-official language (~5% of the population).

Education: Of the 18,684 people over the age of 20, 1,233 of them have less than a grade 9 education (6.6%). Furthermore, 6,567 have grade 9-13 education but 57% (3,748) of those with grade 9-13 have not received a graduation certificate. A further 1,963 people in the over-20 group have a trades certificate or diploma, 5,526 have a college diploma, and 3,394 have some amount of university education (2,501 of those with a bachelor's degree or higher). The most common areas of post-secondary study were: commerce, management and business administration, followed closely by the applied science technologies and trades.

Citation: All of the above information about the City of Brockville have been taken from information provided at: <http://brockville.com/economicdevelopment> under Community Information.

Implications

The Library does not collect age, gender, income or education information about its clients, which limits the ability to make a comparison of Library users to City demographics. The Community Engagement Survey received responses from a sector of the City with relatively advanced educational achievement compared to the City averages. Seventy percent of survey respondents over the age of 20 who were also Library members had either a college, university or post-graduate degree. Fifty-eight percent of Brockville residents over the age of 20 have one of these three designations.

"A truly great library contains something in it to offend everyone."

Jo Godwin

Standards and Comparison Research

Minimum Standards

The City of Brockville contributed \$587,469 to the BPL budget in 2011. This represents an investment of \$25.15 per Brockville resident.

According to the Administrators of Rural and Urban Public Libraries of Ontario (ARUPLO) report on *Guidelines for Rural/Urban Public Library Systems 2nd Edition*, published in January 2012, the following minimum standards and best practices apply for BPL. Best practices are marked with an asterisk (*) to distinguish them from minimum standards.

Category	Minimum for a Library in a Comparable City (10,000 – 35,000 people)	Pro-rated/ Adjusted Minimum for BPL (if necessary)	Brockville Public Library 2012
Circulation transactions	8,000	18,683	189,113 Direct circulation only. This number does not include in-house use.
Facilities (Space)	1 square foot per capita	23,354 square feet	18,813
Facilities (Seating)*	5 user spaces per 1,000 per capita @ 30 square feet per user space	116.77 user spaces	55 Does not include large meeting room seating available for rental.
Facilities (Children's Area)*	20-40% of a library's assignable area		15%
Facilities (Teen Area)*	5% of a library's assignable area		3%
Staff Work Room*	15% of total library space		15%



Category	Minimum for a Library in a Comparable City (10,000 – 35,000 people)	Pro-rated/ Adjusted Minimum for BPL (if necessary)	Brockville Public Library 2012
Hours of Operation	35-60 hours per week	40 hours per week	51 hours per week
Staff: Minimum Professional Librarians (Master's degree from an accredited university in library or information science)	1 FTE Branch supervisor Minimum 2 FTEs + 1 FTE per additional 10,000 people	1 FTE Branch Supervisor 4 FTEs	1 FTE CEO 1FTE Professional Librarian
Staff: Other (administration, system functions, and service delivery):	5-17.5 FTEs	11.7 FTEs	8.1 FTE's
Staff: Workload	13 transactions per staff hour		72 per staff per open hour
Collections: Total Items	3 items per capita (minimum 30,000 items)	70,062	62,235 print; 26,000 e-titles
Collections: Mix of Volumes*	2/3 Adult; 1/3 Children and Young Adult		63% adult 37% children and YA
Collection: Non-book items*	25% of the Acquisition budget spent on non-print formats (online databases and multi-media)		28%
Acquisitions*	50% of materials printed or published within the last seven years		49% published 2005-2012



Category	Minimum for a Library in a Comparable City (10,000 – 35,000 people)	Pro-rated/ Adjusted Minimum for BPL (if necessary)	Brockville Public Library 2012
Technology	Minimum 3 public access computers + Branches that serve more than 2,500 people should have 1 workstation per additional 1,300 people	19	19
Branch location*	People travel no more than 30 minutes in a motorized vehicle to access basic library services.		BPL meets this standard.
Staff Training and Continuing Education*	No less than 2.5% of the total staff budget		1%

(FTE = Full Time Equivalent)

* indicates Best Practice rather than Minimum Standard. “Best practices describe an optimal level of service or manner of providing services that may or may not be measurable.” *ARUPLO Guidelines for Rural/Urban Public Library Systems 2nd Edition*

Further Best Practices

There are several best practices recommended by ARUPLO. Below we have indicated where the BPL stands in relation to fulfilling these best practices.

Best Practice	Brockville Public Library
Partnerships with appropriate post-secondary institutions to support post-secondary education opportunities	BPL has partnered in the past and is always open to new opportunities.
Co-operative activities or events with community agencies	Yes! ...to current staff capacity
Encouraging staff to participate in community organizations	Yes! ...to current staff capacity
Reciprocal borrowing agreements with neighbouring public library systems and with local post-secondary institutions	BPL has no reciprocal agreements at this time.
Reflects the vision in the municipalities' planning documents	In progress
Contains strategies that are complementary to those contained in the municipalities' strategic plan	In progress
Has library performance and service indicators which are integrated into municipal planning and quality of life indicators	Not currently. Annual Municipal Performance Measurements are submitted to the City of Brockville annually.

Comparable Organizations

Perth & District Union Public Library, Perth Ontario

The Perth and District Union Public Library, located in Perth, Ontario, serves 18,600 people as of the 2006 census (expected to grow to 26,000 in 2031). According to the Library's 2012 Strategic Plan, the Perth Library has 13 staff members, 50,000 + volumes, has open hours 7 days a week, and public computer access. The Library receives roughly \$500,000 a year from municipal and provincial sources combined. The total population of the area expands to roughly 28,000 in the summer with the influx of summer residents.

The report states that "There is a thriving community of artists, and many retirees have been drawn to the area in recent years", which indicates that, as with other areas in Ontario, the rise of retired and senior populations will dominate demographic changes for the next few years. The Perth Library does not meet minimum recommended standards for collection, computers, seating, square footage, open hours, or staffing. The Library is also underfunded per capita based on the minimum standards.

Cornwall Public Library

Cornwall, Ontario is a city of roughly 46,340 people. The Library is open six days a week in the spring/summer, and seven days per week in the fall/winter. The Cornwall Library receives \$1,978,171 in funding from the municipality and province (combined total, 2011). There are over 12,000 library card users annually at the Cornwall Library, with an average of 689 people using the library each open day. They circulated roughly 250,000 items in 2011.

Please see the table on the following page for more comparative information.

Comparative Data Table – 2010 Data

The following chart is taken from the Ontario Ministry of Tourism, Culture and Sport website, and is based on the latest available comparative data (2010) for Ontario Public Library Statistics. Data from libraries in communities with a population between 15,001-30,000 people were examined. Cornwall Public Library was not in the same category, but the data has been included for comparative purposes and an example of a larger community. In addition, for each piece of data, information was included on the highest, lowest, and average scores.

Library	Active Cardholders	Branches	Weekly Hours of Operation	Public Computers	Local Operating Support Per Capita	Total Operating Expenditures Per Capita	Titles Held Per Active Cardholder	Annual Library Transactions	Total Paid Staff
Brockville	9,172	1	51	19	30.19	38.39	10.30	865,022	10.45
Perth	6,639	1	46	10	22.39	28.11	10.32	303,983	6.16
Cornwall*	10,372	1	65	32	37.86	42.17	11.33	538,227	26.23
Highest in 15,001-30,000 Category	22,284 (Pembroke)	6 (Prince Edward County)	151 (King Twp)**	29 (King Twp)**	78.93 (Collingwood)	63.79 (King Twp)	13.33 (Springwater Twp)	865,022 (Brockville)	19.09 (Collingwood)
Lowest in 15,001-30,000 Category	4,331 (Essa)	1 (several)	41 (Carleton Place)	7 (Carleton Place)	14.00 (Clarence-Rockland)	15.55 (Shelburne)	3.67 (Scugog Memorial)	46,203 (Clarence-Rockland)	2.86 (Shelburne)
Average of all comparable	9,507.2	1.96	75.55	20.3	33.87	39.24	9.62	248,110	9.49

*Cornwall appears as a comparator from another grouping of libraries serving populations between 30,001-50,000 people. Its proximity to Brockville, and it's mix of rural and urban populations made it an interesting comparison point.

**King Township has four branches. These numbers represent the open hours and computers available across all four locations.

Source: Statistics, 2010 Ontario Public Library Statistics. All charts in the (15,001-30,000) and (30,001-50,000) categories.

http://www.mtc.gov.on.ca/en/libraries/statistics_2010.shtml

“Whatever the cost of our libraries, the price is cheap compared to that of an ignorant nation.”

Walter Cronkite

Report on Findings from Interviews

Overview

As part of the Community Consultations, five targeted in-person interviews were conducted with key community partners. These interviews helped to expand on the information requested through the Community survey, and to gauge some of the issues and challenges that the Library’s partners and supporters feel may be priorities in the near future.

The partners interviewed were:

- Mayor David Henderson, City of Brockville Mayor
- Bob Casselman, City Manager at the City of Brockville
- Bonnie Burke, CEO of the Brockville Museum
- Sueling Ching, CEO of the Brockville YMCA
- Sandi LaMorre, Manager of Community Connections and Supports/Children and Youth Groups at Developmental Services
 - As part of the interview with Ms. LaMorre, conversations were also held with two program participants at Developmental Services.

Interview Themes

The four participants each represented dramatically different views of the Library and its role in the community. However, several themes emerged.

Strengths:

- Major community asset
 - The Library plays a role in the economic development of the City. It forms a part of the tapestry of assets that attract people to live in Brockville. It also provides valuable resources that strengthen the community and the economy of the community.

- Well-established as a resource
 - Resources serve a variety of community groups and members.
 - Educational resources are an increasing focal-point of the services available because the Library is a place to access electronic resources.
- Ability to evolve
 - The Library's use of new technology to increase Library services is seen as a positive transition.
- Partnerships with community organizations
- Accessibility
 - Programs and services, as well as resources for people with disabilities are strong.
 - The location of the building is a good one, with parking across the street.
 - Internet access for people who may not have internet at home, or who may require support.
- The new CEO of the Brockville Public Library was seen as a major strength in the organization, bringing fresh energy and experience, as well as an interest in partnering in the community. All interview participants noted this strength.
- History – the Carnegie building, and the upgrades to the space, are seen as a valuable asset.
- Art gallery in the Library
- Staff
 - The staff are helpful and nice
- Computer programs for kids are great

Weaknesses:

- Public relations: people don't know what's available and what the role and relevance of the Library is anymore
- The space is felt to be too expensive to rent for some community organizations
- Clear signage of books for people with disabilities would improve accessibility

Opportunities:

- Increase investment in promotions and marketing.
 - Taking an aggressive approach to connecting to big groups and making the Library more of a relevant presence in the community.
- The library is a major asset for seniors, providing services that help them stay connected in a digital world.
 - Outreach to seniors facilities and mobile services.
- Becoming more “commercialized”, in the image of the bookstore-coffee shop model is seen as an attractive direction for the library.
- The Library has the opportunity to share services with the City.
 - There has been some reluctance to integrate shared services. This could be a cost-saving move that provides political allegiance, while maintaining arms-length operations. This may also be seen as a threat by some, however, if the terms of the partnership are not clear.
- The relationship between the Library and the City is improving.
 - Providing positive and ongoing feedback to the City about what’s happening at the Library is valuable and appreciated.
 - The City is willing to do joint lobbying at the provincial level to increase the grant amount from provincial sources.
- The Cultural Sector is taking a more vocal approach to advertising their role as an economic development resource in the City.
 - Tourism partnerships with the Library may be a valuable strategy, as well as the Library playing a vocal advocacy role in shaping the future of the City. Events aimed at tourists will bring a fresh spin and increased relevance to the role of the Library in the City.
- New technology opens the local collection up to the world, and vice versa.
- Partnerships with Developmental Services clients who may be interested in volunteering at the Library, learning more about how to use the library, or helping with fundraisers (e.g. craft sales, bake sales, etc.).

Threats:

- Staying in people’s minds as a core part of the community.

- The perception that the Library either will – or should – get rid of all the books. Two competing perspectives.
- The 401 is a physical and psychological barrier for people who live up town.
- Changing demographics: will the Library serve the new demographics of the town?
- Dominant perceptions of the anachronistic nature of libraries
 - The Library is in the middle of a PR battle to prove that it has relevance in a digital world, especially among those members of the public who may not have seen a reason to access it in the past.
 - This perception exists at the City level as well. The City does not receive either good or bad feedback about the Library. Only hears from them at budget time.
- The Library is not a priority asset in the City on its own
 - The Library is grouped as a “cultural asset” in Brockville and falls under the priority of “investing in amenities to be top class”, but is not on its own a priority.
 - While there isn’t currently a champion at the City level pushing for increased investment, there is also the sense that there does not need to be one. There is no reason to increase investment in the Library, but also no reason to decrease investment at this time.

Other Feedback:

- Legislation prevents the Library from charging for certain services. If there was an interest in advocating for changing the legislation, there are City representatives who would be interested in increasing the revenue streams available to the Library.
- Questions arose around a post-bricks-and-mortar role for the Library. Could the library move entirely online or reinvent itself as a mobile service?
- Further advocacy and persuasion would be required at the City level if there was interest in offering free cards for out-of-town members. However, partnerships with those municipalities might help to smooth over these concerns.

Report on Findings from Community Engagement Survey

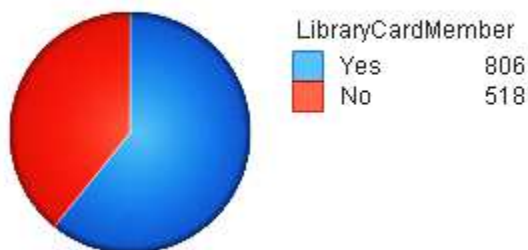
Introduction

The Brockville Public Library Community Engagement Survey received 1324 valid responses, and 30 incomplete responses that were excluded from the results. A total of 806 people (60.9% of valid responses) were members at the Brockville Library. The remaining 518 (39.1%) were either: not Library members (314 people/23.7% of responses); were members at a different library (142 people/10.7% of responses); or were not sure whether they had a library card or not (23 people/1.7% of responses). This represents a strong blend of responses from members and non-members. Of those who indicated they held a library card from another library, the most frequent response was Prescott (20 respondents).

“When I got my library card, that was when my life began.”

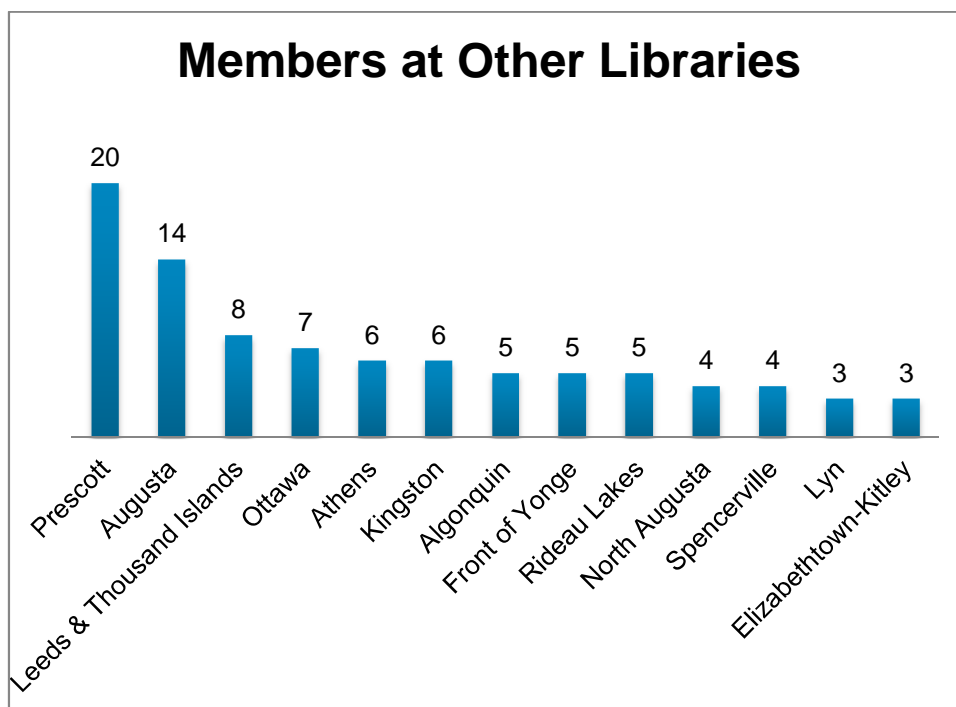
Rita Mae Brown

Respondents with Library Cards



Members at Other Libraries

- 142 respondents indicated they had a library card at a library other than BPL
- 124 respondents identified the library where they held their card.
- Of these 124 people, 20 had cards at the Prescott library, 14 at Augusta, 8 at Leeds and the Thousand Islands, and 7 at Ottawa Public Library.
- 13 people provided comments such as “My daughter has a card”, “I lost it, haven’t used it in years”, “I do, but I don’t know where it is”, “Have had one in the past”, “Yes, but I believe it has expired”.



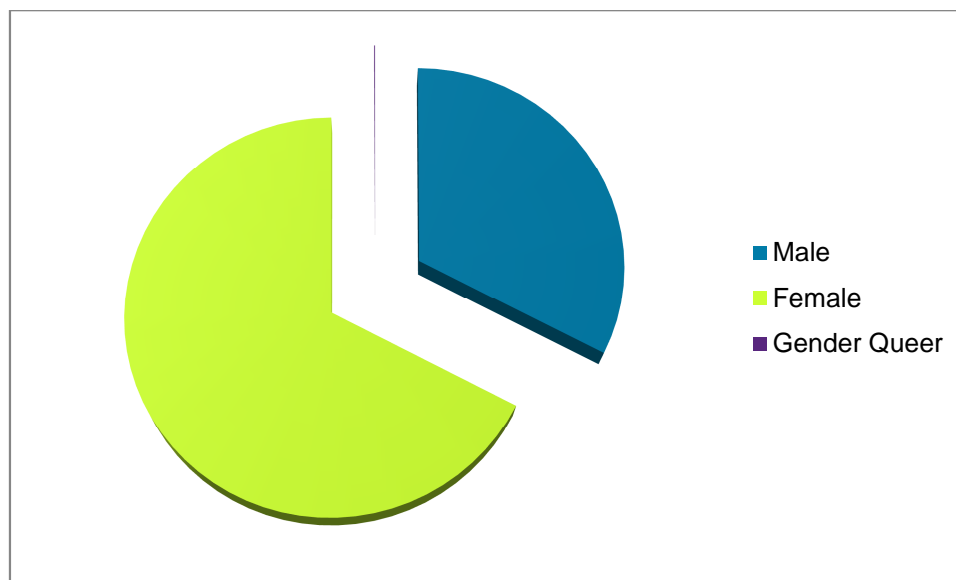
Of the respondents who indicated they had a membership at a different library, 39 people indicated that they visited the Brockville Library more than once per month.¹ Twenty-eight of these people also said they were also Brockville Library members.

¹ The question was phrased “How often do you physically visit the Brockville Library”, reducing the chances that people interpreted the question as being about how often they visit their own library. Twenty-eight of the people who responded that they had library cards at another library also said they had Brockville Library memberships.

Demographics

Gender

Of 1324 respondents, 66.6% (882) were female, and 32.3% (428) were male. One respondent identified as Gender Queer.²



Age

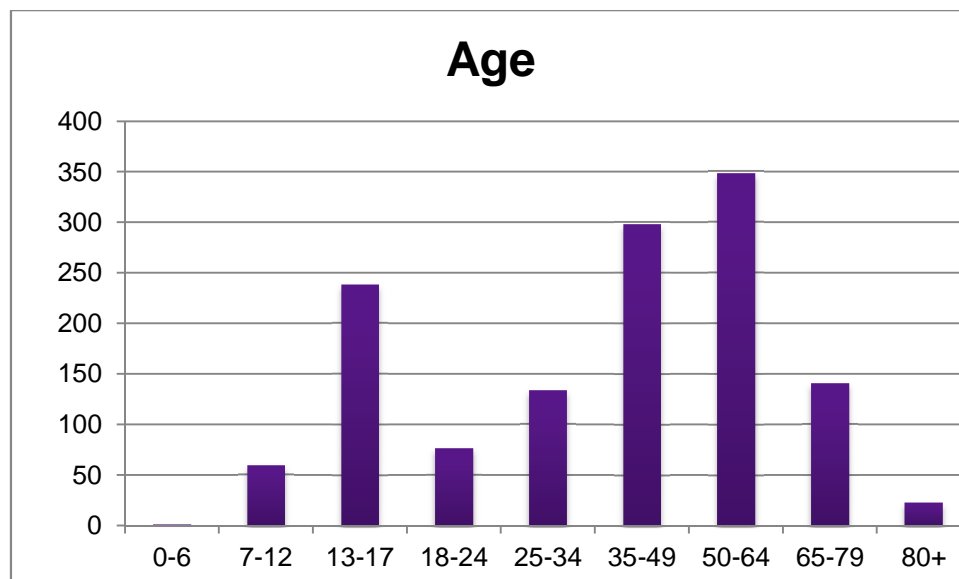
A total of 1316 respondents provided their age. The average age of respondents was 40, with a standard deviation of 20.

A significant number of people in all age ranges were polled using this survey:

² Thirteen respondents used the self-identification space to indicate either “male” or “female”, or that there were both male and female persons living in their houses, or failed to provide a gender.

- 26% of respondents were under age 25 (344 people), representing students and young workers. 140 of these were Brockville Library members (41% of respondents under the age of 25);
- 59% of respondents were between the ages of 25-64 (779 people), representing the active workforce. 528 of these were Brockville Library members (68% of respondents between the ages of 25-64);
- 12% of respondents were over the age of 65 (163 people), representing seniors and retirees. 117 of these were Brockville Library members (72% of respondents over age 65).

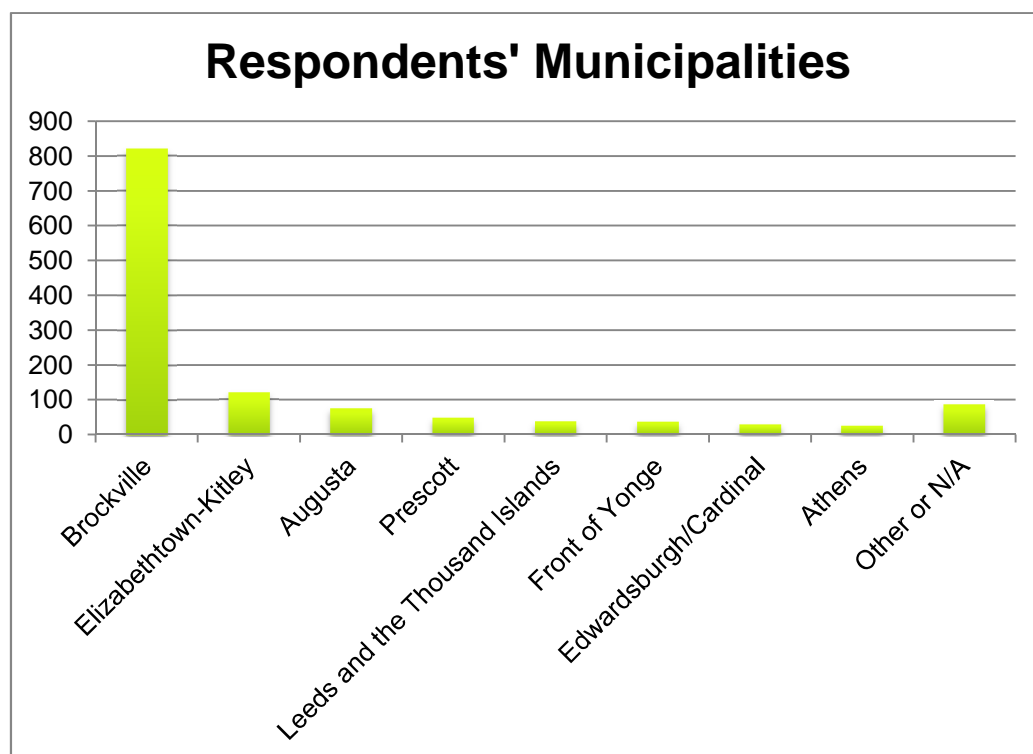
See Appendix B, Table 2 for more detailed breakdown of respondent ages.



Municipality

A total of 1316 people indicated where they pay taxes. 821 of these people are based in Brockville (62.4%). The second most frequent response was Elizabethtown-Kitley, with 120 people (9.1%), followed by Augusta with 75 people (5.6%), Prescott with 48

people (3.6%), Leeds and the Thousand Islands with 38 (2.9%), Front of Yonge with 37 (2.8%), Edwardsburgh/Cardinal with 28 (2.1%) and Athens with 25 (1.9%). 85 respondents indicated either “Other” or “N/A”.³ All other municipalities (Ottawa, Rideau Lakes, Stormont, Dundas & Glengarry, North Grenville, Gananoque, Lanark, Frontenac, and Merrickville-Wolford) all had 8 respondents or less each.



³ N/A responses were not limited to a certain age group. They spanned from age 8-80 with no age range more dominant than others. 49 of the N/A respondents were Library Members, while 19 were not.

Family Ages

Respondents with family memberships at the Brockville Library were asked how many family members they had within each age group. They were asked to include themselves in the counts.

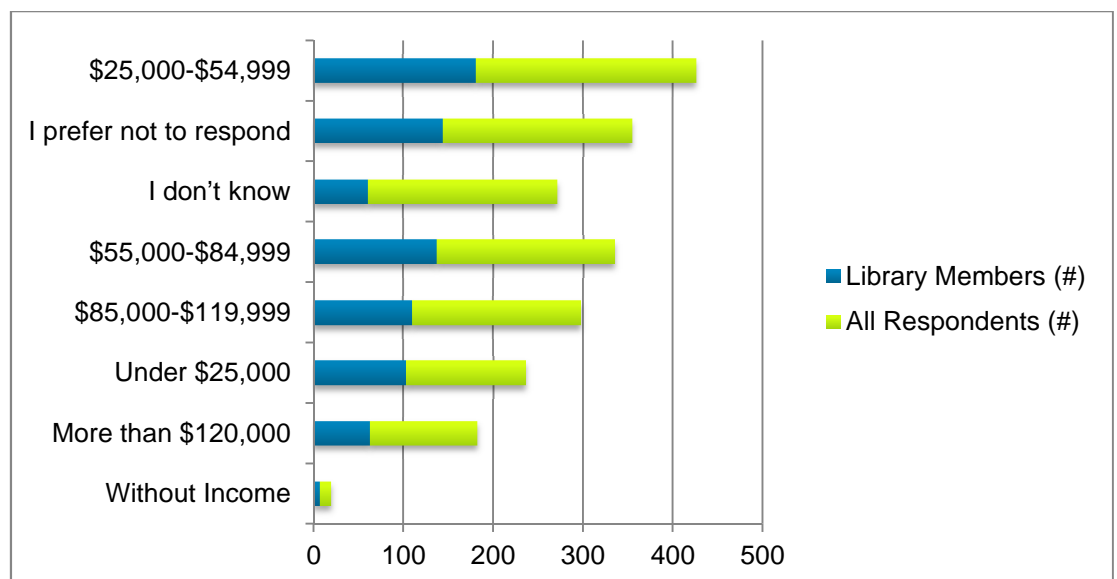
- 202 respondents had children under the age of 6 in their family.
- 196 respondents had children between 7-12 in their family.
- 209 respondents had children between 13-17 in their family.
- 98 respondents had at least one person between the age of 18-24 in their family.

This question was not always understood by respondents, and each of these groups included both Library member and non-member respondents. This information is useful, however, because we know that there were a significant number of respondents to the survey with children or teenagers in their families.

Household Income

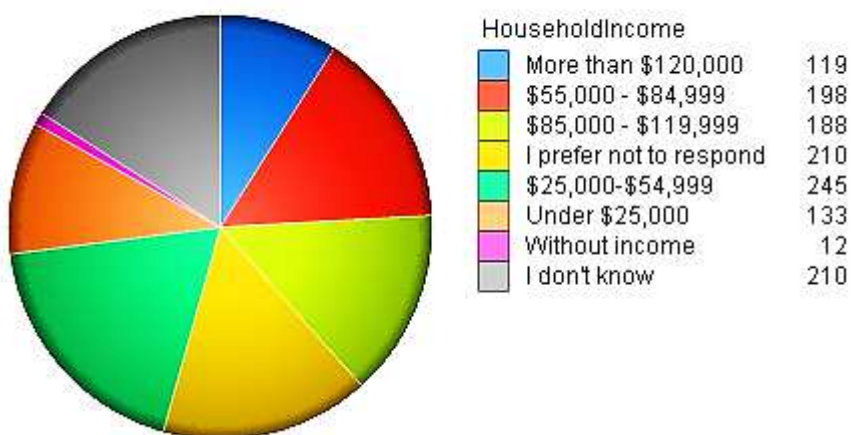
The following table describes the number of respondents who fell within each income bracket, and how many of those people were Library members.

See Appendix B, Table 3 for detailed breakdown.



The majority of respondents who indicated “I don’t know” on their income were age 19 or under (200 respondents). This survey heard from a good distribution of respondents across income levels.

Household Income

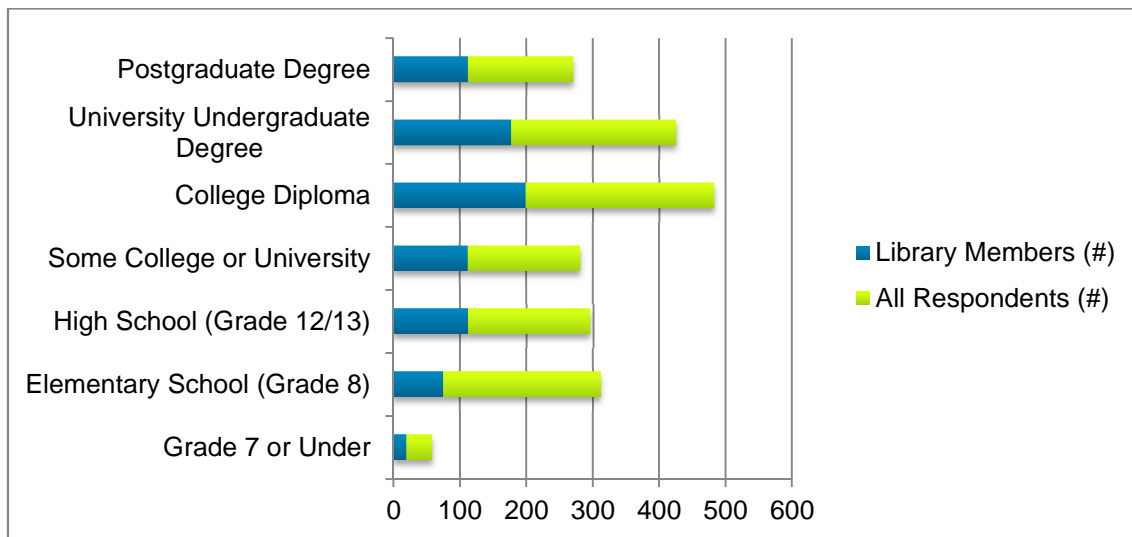




Education

The following table describes the number of respondents and library members who have completed each of the following educational milestones.

For more details, see Appendix B, Table 4.



Education Level



EducationLevel	
University Undergraduate Degree	248
Postgraduate Degree	158
College Diploma	283
High School (Grade 12/13)	183
Some College or University	169
Grade 7 or under	38
Elementary school (Grade 8)	237

Of the 806 Library members who responded to the survey, 60.5% had completed a College, University or Postgraduate Degree (488 people), while 28% (224 people) had a high school diploma or some college or university.

"She sounds like someone who spends a lot of time in libraries, which are the best sorts of people."

Catherynne M. Valente

(The Girl Who Circumnavigated Fairyland in a Ship of Her Own Making)

Library Use

In-Person Visits

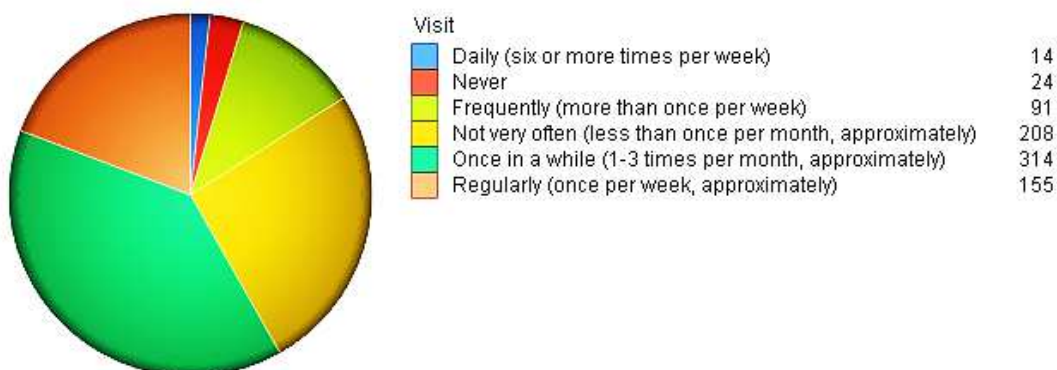
Survey respondents were asked how often they visited the library in person. 1268 responses were provided. Most people indicated that they visited the library less than three times per month, on average.⁴ 13.4% (170 people) visited the library "Regularly", which was defined as once per week. A small group of 116 respondents indicated that they visited the library more than once per week by indicating either "Frequently" or "Daily" (9% of responses). 21.5% of respondents indicated that they "Never" visited the library in person.



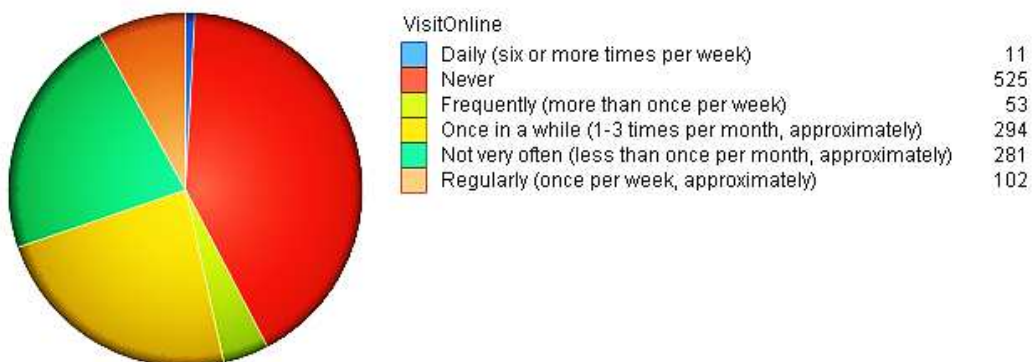
91% of respondents who answered "Never" were non-library members.

Members Only: With the exception of those who indicated "Never", the other response ratios stayed roughly the same when controlled for membership (see Figure below). The majority indicated either "Once in a while" or "Not very often" (65% of card holders).

⁴ 709 people (56% of responses) chose either "Not very often" or "Once in a while".

In-Person Visits for Members**Online Visits**

Respondents were more likely to say that they “Never” visited the library via the website (525 of 1266 responses or 41.5% of responses). Of those who did use it, they also were less likely to access the library online frequently. 575 responses indicated that they visited the library online either “Not very often” or “Once in a while” (45.4%). Only 166 respondents said that they visited the library online either “Regularly”, “Frequently” or “Daily” (13.1%).

Online Visits

Members Only: Members were less likely to have said that they “Never” visited the library online (See Figure below).

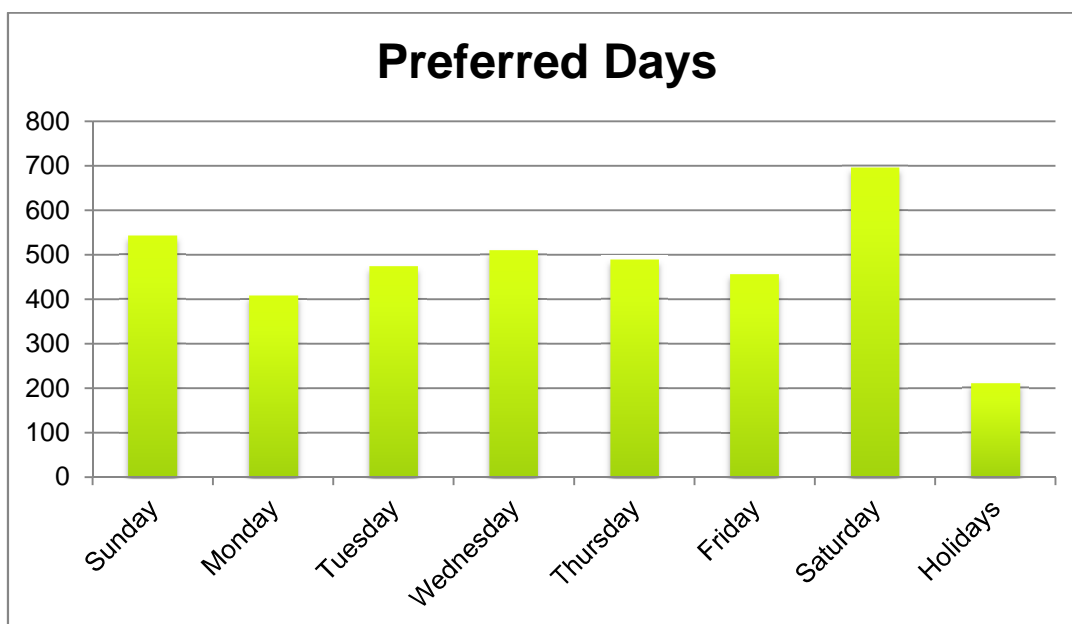


Preferred Days to Visit the Library

Respondents were asked to indicate which days they most preferred to access the Library. They were able to choose as many options as they liked. The results are presented in the following table.

The most popular days were Saturday and Sunday. Tuesday, Wednesday and Thursday were the next most popular choices, although all weekdays were chosen by between 30-39% of respondents.

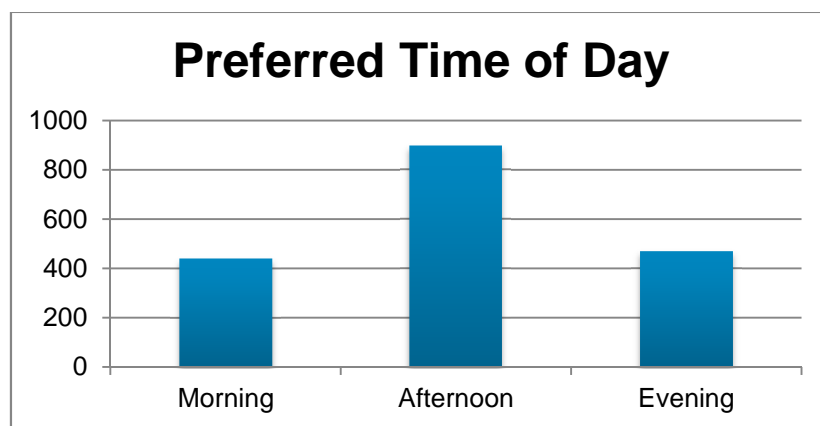
See Appendix B, Table 5 for more details.



Preferred Time of Day

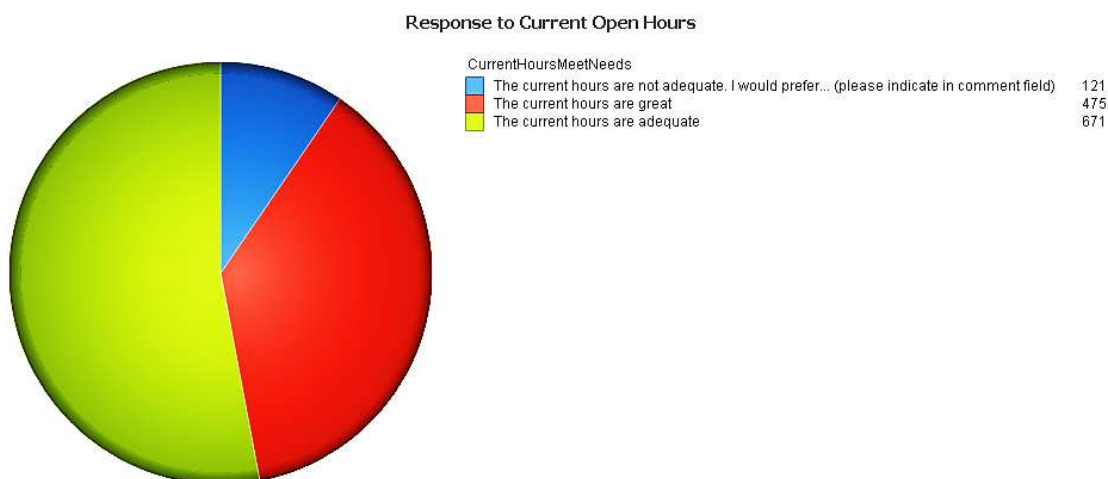
Respondents were asked whether they preferred to/were most likely to use the library in the morning, afternoon or evening. Respondents were allowed to indicate one, two or all three responses.

See Appendix B, Table 6 for more details.



Response to Current Hours

Respondents were asked whether the current open hours of the Library met their needs or not. Responses indicated that the majority of people felt that the current hours were adequate (53%) or great (37%). Less than 10% felt that the current hours were not adequate.



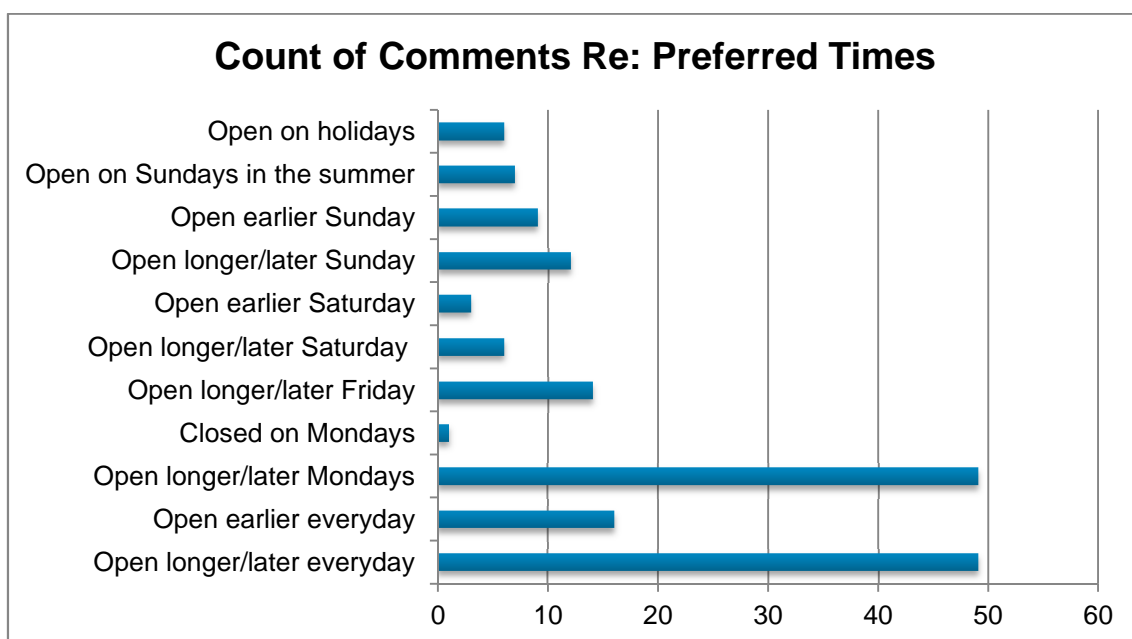
Comments

Comments were tallied according to what changes they suggested. The majority of comments asked for longer and/or later hours on Monday or later hours every day. Friday evenings and earlier opening hours were also frequent requests.

One commenter asked for 24 hour access, 27 said either "I don't know" or "The hours are fine". Three respondents asked for the hours to be the same every day.

The graph on the following page illustrates the most common responses.

For a detailed breakdown, please see Appendix B, Table 7.



Here are some of the other comments received:

- "Smaller towns than Brockville can afford their libraries to be open all day Mondays"
- "Find it strange that it's open only for such a short time on Monday. Does not seem worthwhile. It would be easier to remember that it's closed the entire day than to remember the hours that it is open."
- "I would close on Sunday and use those 4 hours from Sunday, and stay open longer on Monday."
- "We've just begun being a 'regular' as our daughter is now 3. Having the opportunity to go at 9 am on Saturdays would be great. Activities in the morning would be nice as well, so not having to wait until the middle of the afternoon for them."

- “Looked up the hours online. Worse than a bank. How would I go in the evening when you close at 5 most days and I work till 5 or later most days?”⁵
- Extended hours for teenagers.

⁵ The Library’s Hours are currently as follows:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday*
10AM-1PM	10AM-8PM	10AM-8PM	10AM-8PM	10AM-5PM	10AM-5PM	1PM-5PM

* **Closed Sundays between Canada Day and Labour Day**

Products and Services

Participants were asked: “Which products and services do you or your family use at the Library currently, or would you be interested in using? Please check all that you use.”

The following graph (next page) illustrates the thirty most popular products and services offered by the Library currently.

Please refer to Appendix B, Table 8 for a complete breakdown of responses to this question.

Over 70 percent of all survey respondents (932 people) indicated that they enjoyed, or were interested in, borrowing adult books from the Library. The second most popular response was 45 percent of respondents (594 people) who chose “adult Entertainment DVDs” and the third most popular response with only 30 percent of respondents (392 people) was “teen books”. The option to check “None” was also available, and was selected by 104 respondents (8 percent of respondents).

The next two most popular responses were services: holding/renewing books online (28% of respondents) and interlibrary loans (27% of respondents). Using Library computers and magazines were also popular with 26% of respondents each, followed by children’s books with 23.5% of respondents.

This data shows that the core business of the Library still remains with physical items that people enjoy borrowing, especially books and DVDs, as well as the services that make borrowing these books more convenient. All three categories of book borrowing appeared in the top eight most popular products and services available at the Library.

Services such as online databases and internet training also appeared in the top 15 most popular services, showing an interest in the Library as a place to increase access to digital information as well.

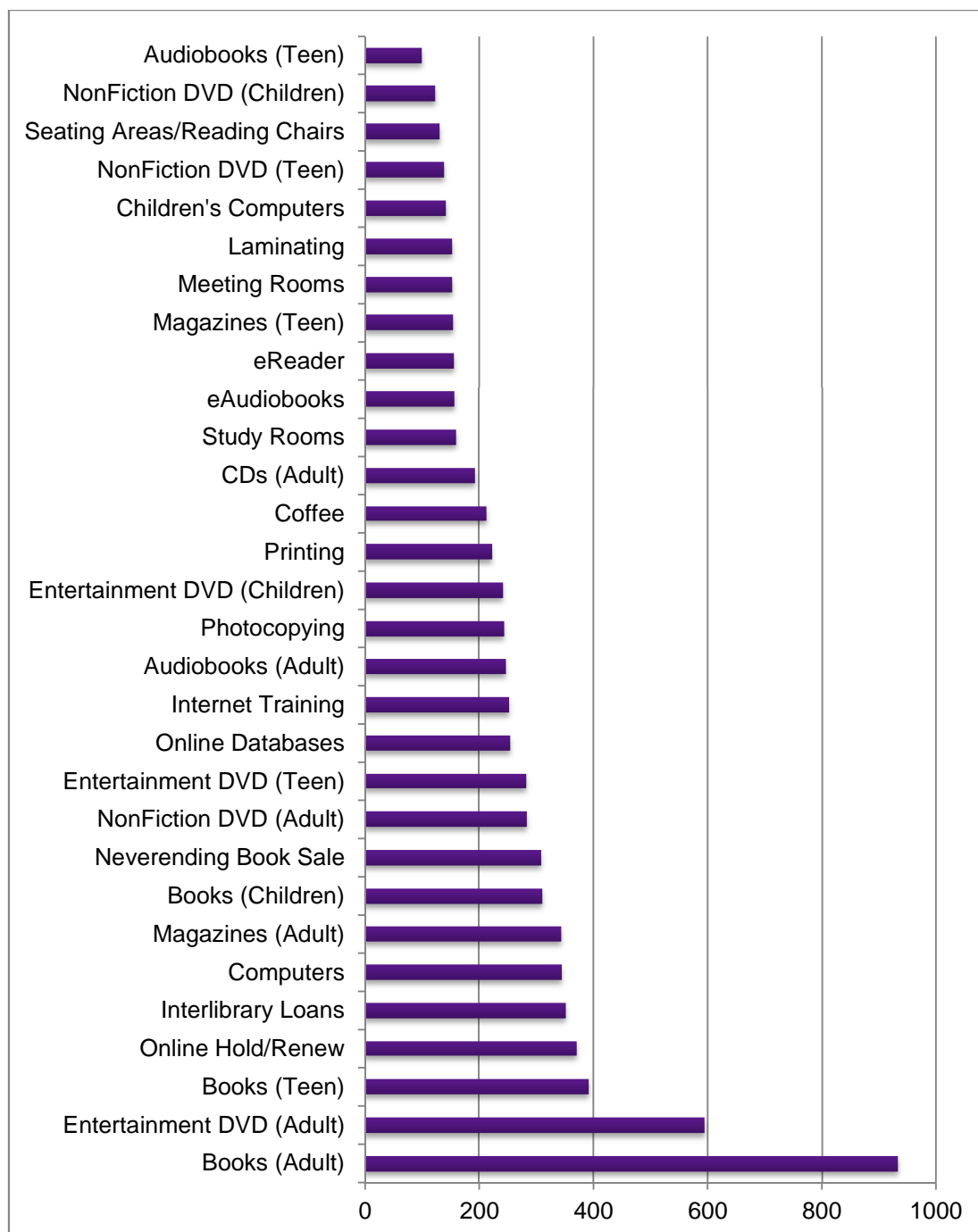
“Libraries really are wonderful. They’re better than bookshops, even. I mean, bookshops make a profit on selling you books, but libraries just sit there lending you books quietly out of the goodness of their hearts.”

Jo Walton

(Among Others)

Most Popular Products and Services

The following graph includes the 30 most popular products and services.



Comments

The Library also provided the opportunity to give suggestions of products and services that respondents used and that were not mentioned.

The following is a list of responses received in this category:

"Other" – Comments	# of Responses
Newspapers (Globe and Mail, Toronto Star, etc.)	6
Battery Recycling	2
Book Club Support	1
Book Repair	1
Consumer Reports	1
Historical Information on Area	1
Hot chocolate	1
Ink Cartridge recycling	1
Large print	1
Local history (History - European and Pre-Contact First Nations)	1
Museum Passes	1
Online language program	1
Quite reading space	1
Reference	1
Scanning Services	1
Stamp Catalogue	1
Video Games	1
Wow! You already offer a lot of programs!	1



“A teenager deserves a library that recognizes reality. He needs an information source and study area that does not impose arbitrary, crippling rules on him. His library should recognize that dignity and silence are not prior requisites to learning [...] He would like, needs, and deserves for other people to stop trying to protect him and allow him the right to choose information for himself [...] Most of all the teenager needs people in libraries to recognize and accept him as a respectable human being.”

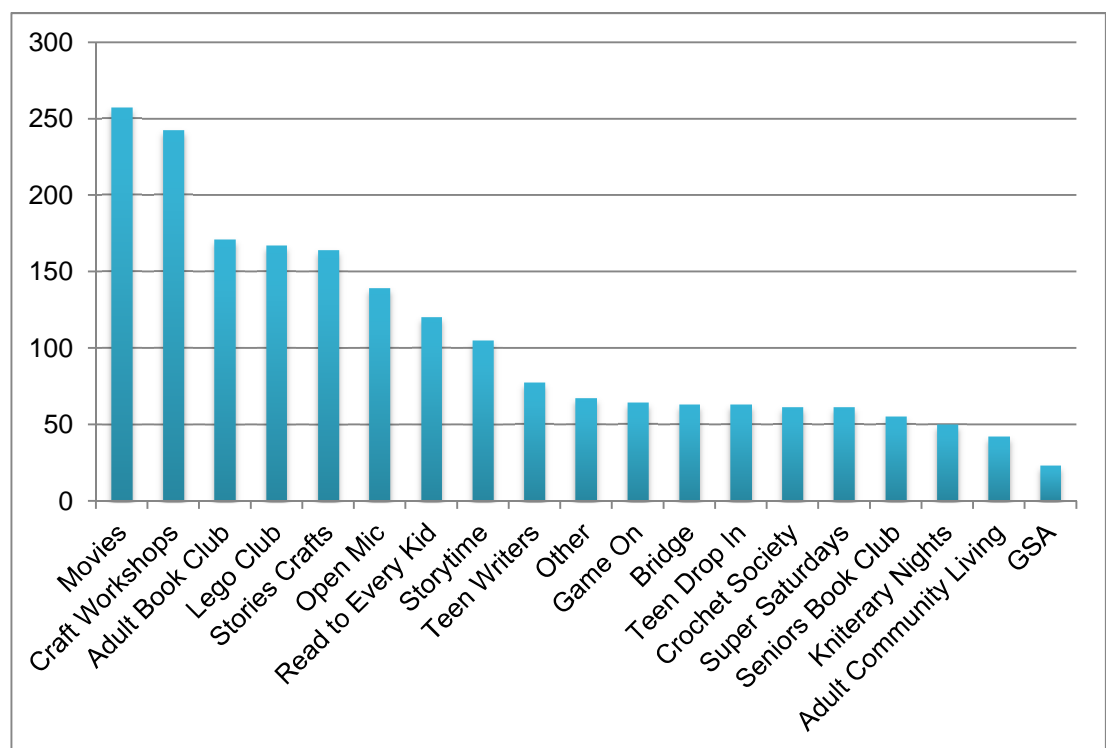
Anne Osborn

(Revolting
Librarians)

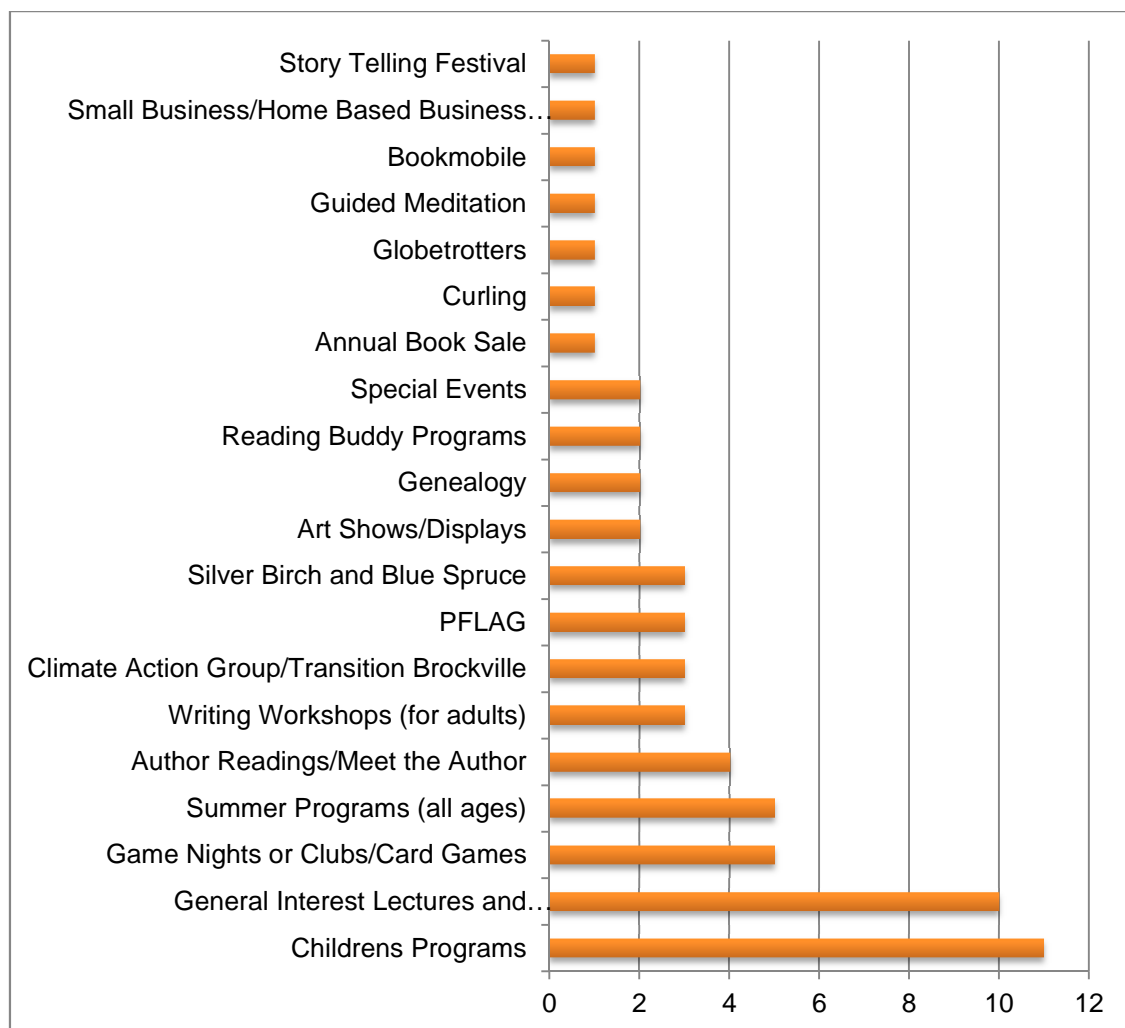
Programs and Events

Participants were asked: “Which programs and events are you or your family attending or interested in attending? Check all that apply.” As above, participants were able to select “None” or “Other” and provide details in the comments. “Other” comments appear on the next page. 564 people selected “None”.

The following graphs display the most popular responses in order.



There were 67 comments provided in the “Other” category under Programs and Events. They have been summarized as follows:



Examples:

Examples given for children’s programs included: March break programming, Books with Babies, a children’s book club, special events, toddler-activities on Saturdays, summer programs for kids, and Language Express toddler talk.

Examples for game nights included euchre, hearts, canasta, board games, and scrabble.

Suggested guest speakers/workshops included topics such as: Islam, historical presentations, children's mental health, history, music, teaching, donut making, technical-skills workshops, news and research, painting, river/scuba/boating related topics, and archaeology.

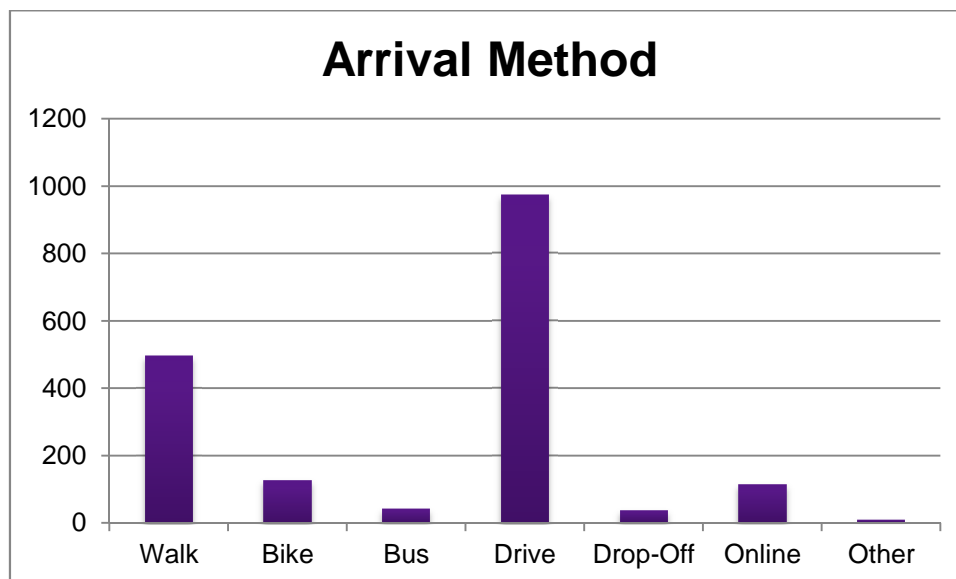
Ready buddy programs included suggestions for reading with volunteers and their pets. Other suggestions included: special events (e.g. March 17, Fancy Nancy Tea Parties or themed events/character book parties), tapes on languages, and Sport Time Read.

Access

Arrival Method

Survey respondents were asked how they would most likely get to the Library (their most frequent method of transportation). Respondents were able to select more than one option. By far, the most frequent response was “Drive” with 973 people indicating that they would drive to the library (73.5% of respondents). The next most frequent response was “Walk” (37.5% of respondents). “Other” methods included: electric scooter, vehicle, KOBO, and parents (x2).

See Appendix B, Table 9 for more details.



Ability to Access Downtown Location

Respondents were asked whether they felt they were able to access the Library's downtown location. Of the 1221 responses received, 1089 (89%) said "Yes", 40 (3%) said "No", and 92 (8%) said "I don't know".



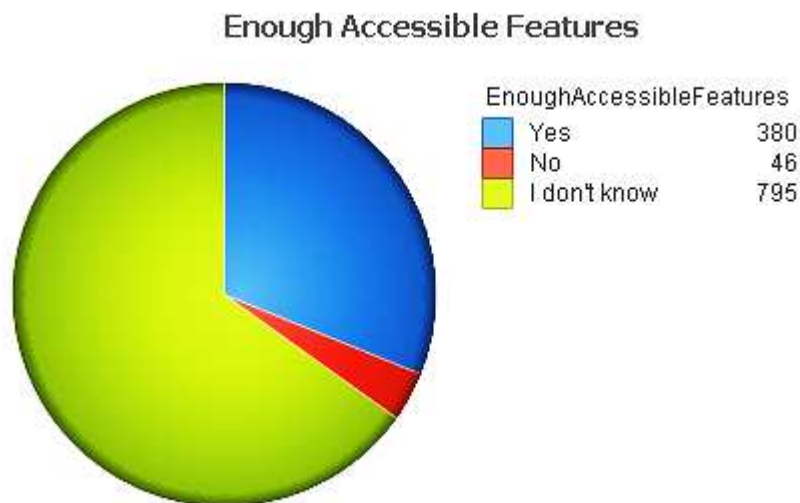
Comments:

The majority of the 67 comments referred to challenges with finding (free) parking in close proximity to the Library. Five comments referred positively to parking (disabled parking accessible, close to the door, free parking on the weekend, etc.): "If I can't park near it's a pleasant walk from where I park." There were 28 negative comments with regards to parking, most of which felt that parking was not close enough to the library, was hard to find, and/or was too expensive/not free. One comment mentioned the challenge with the curb not being cut out in the disabled spot.

Other comments included: the Library is a convenient walking and/or biking distance, the weather is a deterrent (not as likely to go in the winter), and needing to wait for a drive from parents. A few people expressed that they found it difficult to access the Library without a car. One respondent indicated an interest in a free shuttle for seniors.

Sufficient Accessible Features

The survey asked whether people felt that the library offered enough accessible services and facility features for people with disabilities. The majority – 65% (795 people) - indicated “I don’t know”. 380 people (31%) felt that “Yes” the Library provided sufficient accessibility services and features. 46 people (<4%) felt that “No”, the Library wasn’t doing enough.



Comments:

The comments on sufficiency of accessible features revealed a few areas where the Library could improve, although several comments mentioned that the Library was considered a leader in this area. “Yes it does. As mentioned before, the Library is a leader in this community when it comes to providing accommodation to everyone. Great innovative ideas and they meet all of the standards and even exceed them.”

The suggested improvements included:

- Improving the compliance of the circulation desk and more of the general furnishings to make them more accessible to people in wheelchairs.
- Consider rearranging sections of the library to accommodate scooters and electronic wheelchairs between the stacks.
- Ensure the library website is fully accessible.

- Build a ramp/cut out the curb in the disabled parking spot.
- Consider increasing programs for people who are visually impaired.
- Increase the number of disabled parking spaces.
- Purchase more chairs without handles and low tables.
- Consider rearranging some books to be more accessible (easier to reach).

Require Accessible Parking

Respondents were asked whether they required accessible parking. There were 1220 responses, of which 81 respondents (61 of whom are Library members) indicated "Yes".

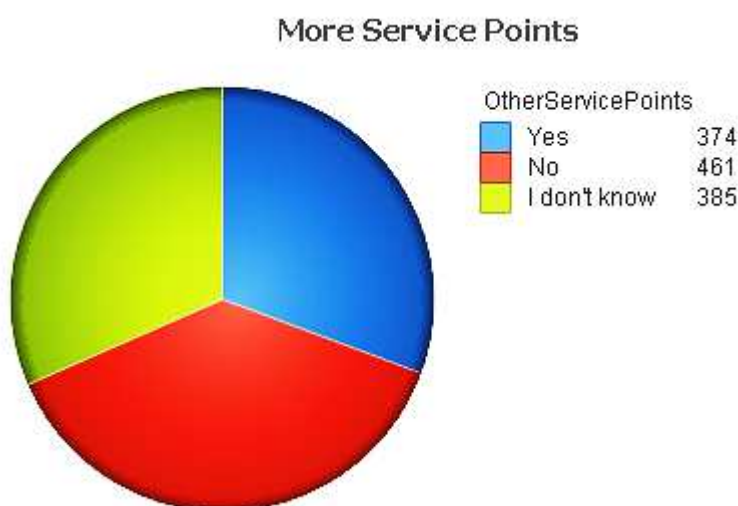


More Service Points

One of the questions asked on the survey was: “Do you think that the Library needs other service points such as kiosks, book drops, or other branches?” The Library was curious to hear whether there would be a demand for Library services at other locations in the city and whether location was a significant barrier.

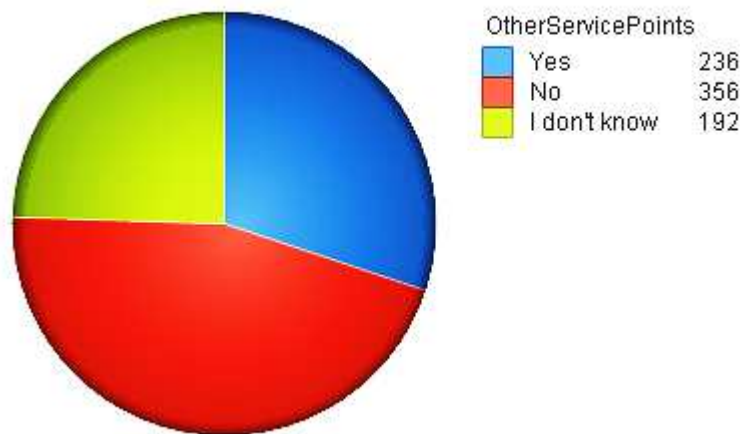
Of the 784 current Library card holders who responded to the question, 236 (30%) felt that there should be other service points, while 356 (45%) felt that there should not. There were 192 people (24%) who responded “I don’t know”. The difference between responses allows for a hypothesis regarding why some respondents do not currently have Library cards (i.e. current Library card holders were less likely to see a need for more service points).

The responses were as follows (see chart on next page for Members’ responses):



For more details, see Appendix B, Table 10.

More Service Points, Members Only

**Comments:**

There were 158 comments submitted under this question. The idea of a book drop was very popular among commenters. About a third of the people in favour of a book drop specified that they would be interested in having one in the north end (around 65 people were in favour of a book drop).

Around 50 comments centered on increasing services in the north end. Ten commenters said they liked the idea of another branch in the north end. Kiosks and additional branches were both equally popular. The most common suggestion for a kiosk, book drop or branch in the north end was the 1000 Islands Mall.

Respondents who objected to expanding services most often said that the cost would not be worth it, and/or that the city was not big enough to need or to sustain the growth. A few comments mentioned strengthening partnerships and interlibrary loan programs to expand access through that route. There were also a number of comments about mobile book services, especially for seniors.

Here is a selection of comments from respondents:

"If money was no object :) Some extra strategically placed book drops could be helpful (i.e.: in the north end of town). Also, a kiosk or two would be nice - I think it could generate more interest and use of our present library services."

"I would definitely use a branch that was more convenient. I hate to admit it, but I stopped going to the library because I didn't have time to drive down town and I found parking difficult."

~

"I like the idea of book drops and even other branches. A library space in the north end would be great!! Maybe in the conference room in the mall that's free for not for profits!!"

~

"Cooperation with existing community libraries to share resources and enhancing interlibrary loan system might realize economies of scale and new members"

~

"I would love to see something up in the north end (easier to access for the aged and families with young children)"

~

"The drop box on George Street is not ideal for drops offs at night (darker and more secluded). I try to return books during the daylight or when I can go inside."

~

"A drop box would be a great idea in the north part of town somewhere.....or even a bookmobile, although I know how expensive they are, to make the library available to all residents. If not for accessibility of 'free books' from a bookmobile in my home city I would not have the exposure to books or have the love of books I now have."

~

"Other branches would be lovely but I don't know that it would be financially feasible and I wouldn't want to do anything that might jeopardize the current library"

~

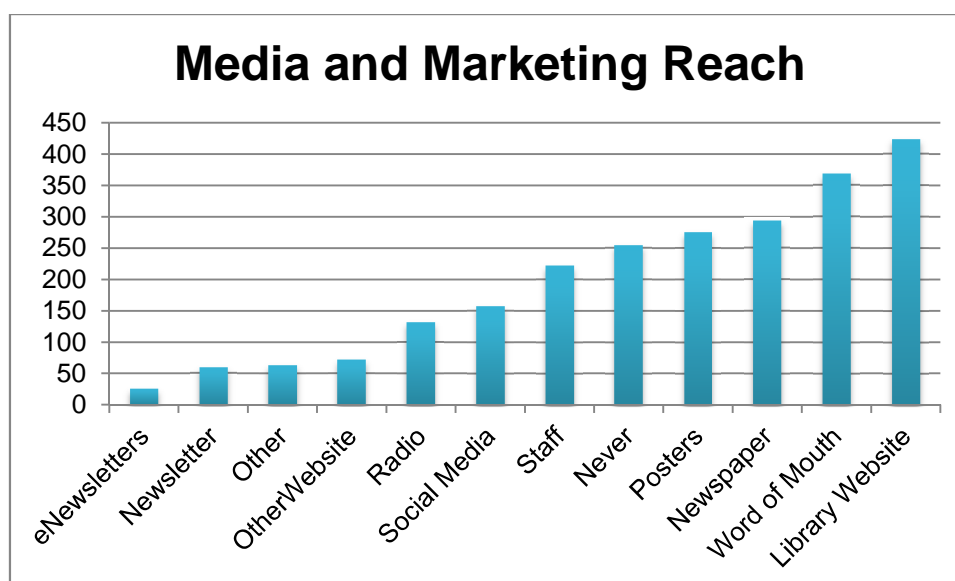
"The library should be seen as a destination point, a pleasant place to go to, not merely as a convenience. It should not be seen as the equivalent of a fast-food drive-through window."

Publicity

Respondents were asked where they heard about Library programs and events. They were able to check as many responses as they liked.

The most common responses were the “Library Website” (31.9%), “Word of Mouth” (27.8%), “Newspapers” (22.1%), and “Posters” (20.8%). 254 respondents (19.2%) said that they “never hear or see advertising for Library programs and events”.

For more details, see Appendix B, Table 11.



Comments

Respondents provided comments under “Other” ways that they heard about activities at the Library.

The most frequent responses were: “School/Teachers at school” (13 responses), posters/notices/fliers at the Library (12 responses), family and friends (11 responses), at the Library (4 responses), the Early Years Centre (2 responses), and TV Cogeco (3 responses).

Other comments mentioned publications including Backpack Magazine, the EMC, the Brockville Visitor Guide and the Recorder and Times. Two comments specifically mentioned staff as sources of information (Brandy, and Amanda visiting the YMCA). Online or through partners were also media for information mentioned in the comments: the Chamber of Commerce, the Community Calendar on Cogeco TV, the UCDSB VLC, the YMCA, theweesource.com and PFLAG.

The remaining comments were as follows:

- “Doesn't apply as I live 2.5 hours away
- “Email at work
- “I go to the library and ask.
- “I left a message about starting programs a few years ago. Shortly after the library offered new programs including for children.
- “Only when physically visiting the library
- “Phil Julian
- “Radio announcements would be good. I hear of the odd group meeting there, but not sure if it's the group or the library promoting it. Now that I'm a member again, I'm sure I will hear or see more.
- “There is hardly any mention of BPL in the R & T, EMC I miss the regular column in the R & T r column

Facilities

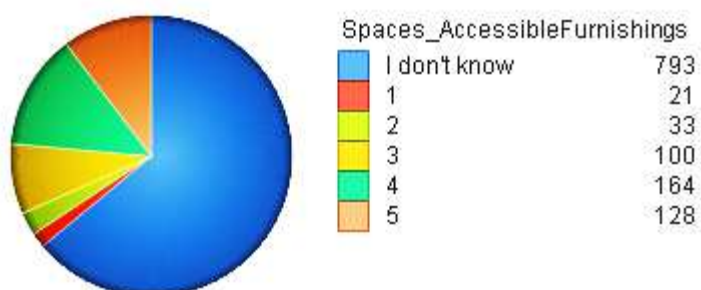
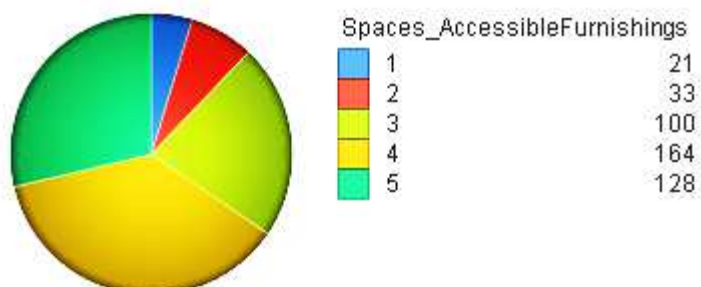
Survey participants were asked to rank a series of features and spaces at the Library on a scale from 1-5 with 5 representing *Excellent* and 1 representing *Very Poor*.

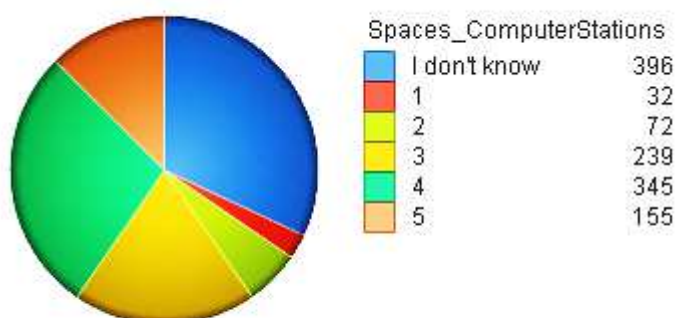
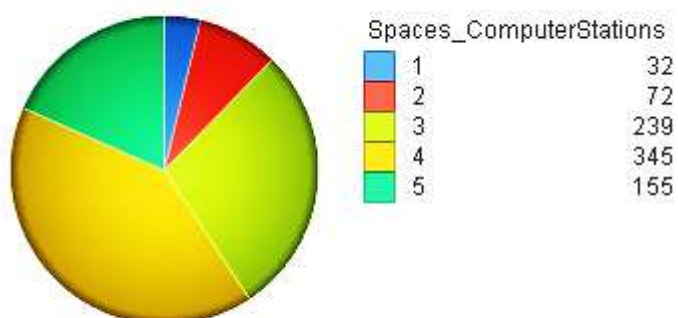
For all of these rankings, there were a significant number of people each time who selected “I don’t know”. This may be either because the respondent is not a library member, or because they have never used the library.

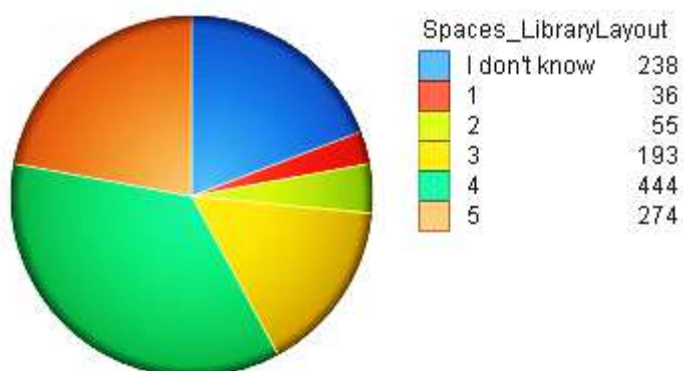
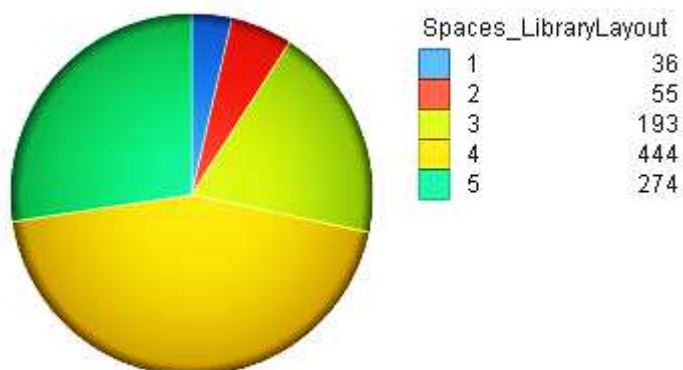
In the graphs below, the “I don’t know” column is left in the first graph under each heading to illustrate the level of familiarity with each of the library’s features, and then removed from the second graph to show the ranking scores more clearly.

(Graphs start on following page).



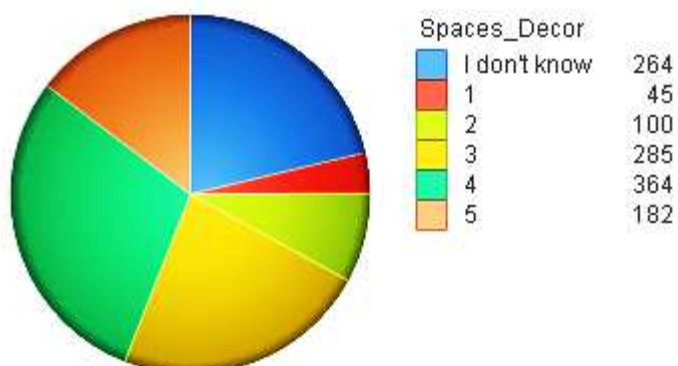
Accessible Furnishings**Ranking: Accessible Furnishing****Ranking: Accessible Furnishing (1-5 Only)**

Computer Stations**Ranking: Computer Stations****Ranking: Computer Stations (1-5 Only)**

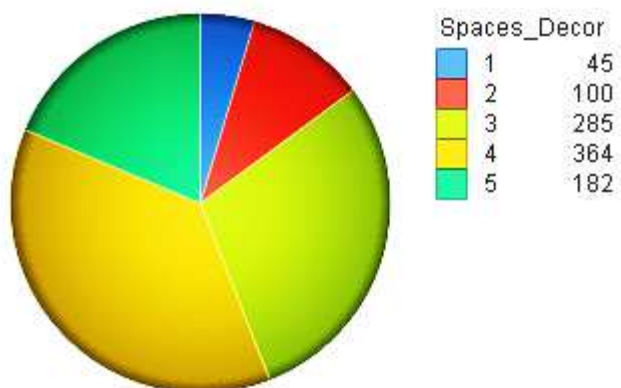
Library Layout**Ranking: Library Layout****Ranking: Library Layout (1-5 Only)**

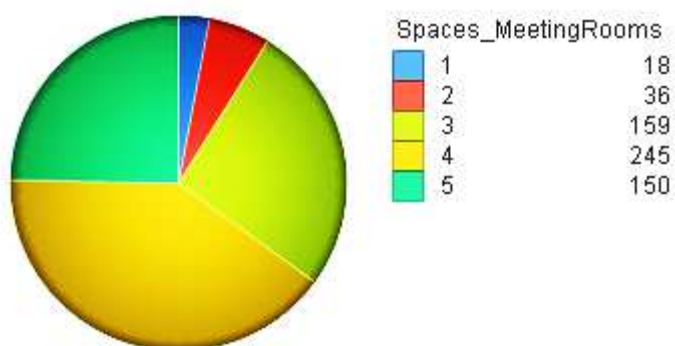
Décor

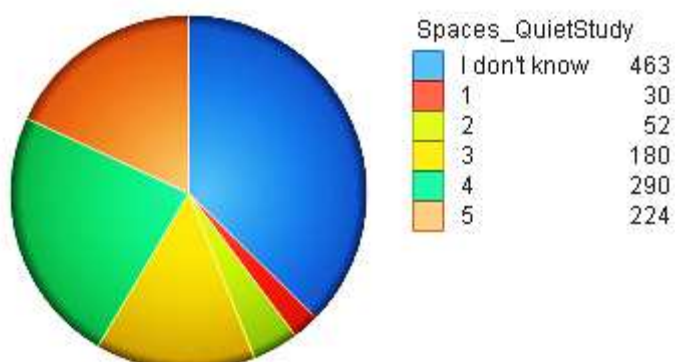
Ranking: Decor

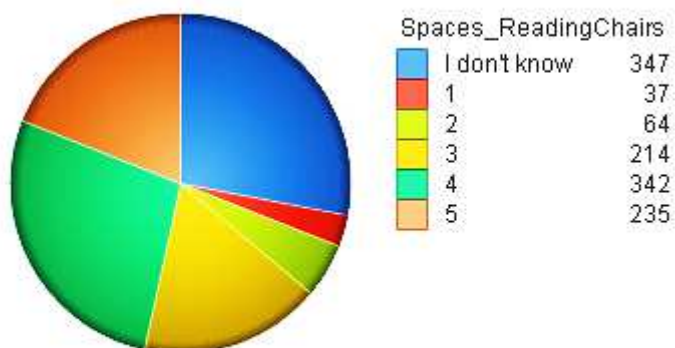
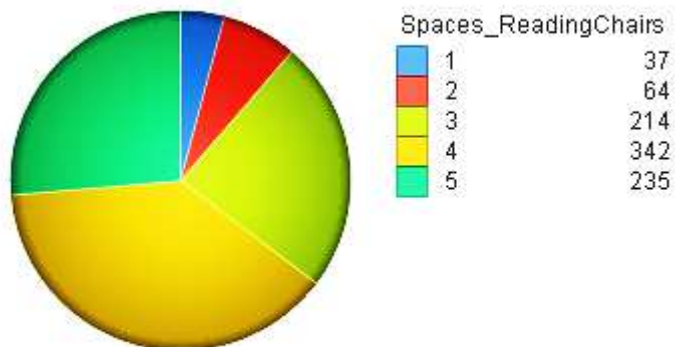


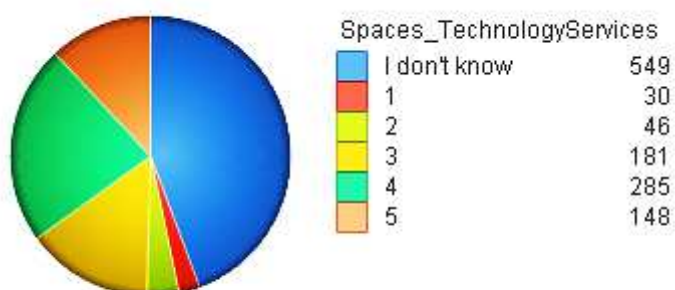
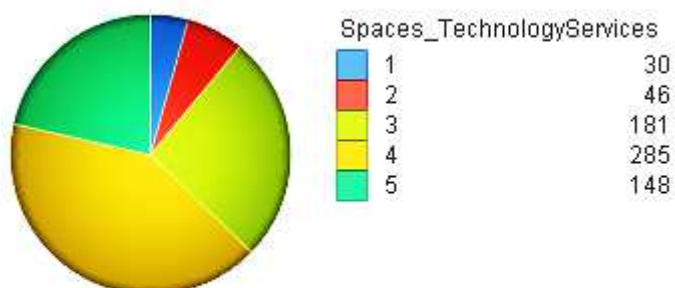
Ranking: Decor (1-5 Only)



Meeting Rooms**Ranking: Meeting Rooms****Ranking: Meeting Rooms (1-5 Only)**

Quiet Study Spaces**Ranking: Quiet Study Spaces****Ranking: Quiet Study Spaces (1-5 Only)**

Reading Chairs**Ranking: Reading Chairs****Ranking: Reading Chairs (1-5 Only)**

Technology Services**Ranking: Technology Services****Ranking: Technology Services (1-5 Only)**

"The old man was peering intently at the shelves. 'I'll have to admit that he's a very competent scholar.'

'Isn't he just a librarian?' Garion asked, 'somebody who looks after books?'

'That's where all the rest of scholarship starts, Garion. All the books in the world won't help you if they're just piled up in a heap.'

David Eddings

(King of the Murgos)

Customer Services

Respondents were asked to rank their customer service experience and how they felt about the services provided by the library staff. Staff were ranked on availability, friendliness, and knowledge. Rankings for all three categories were very high; friendliness had the highest score.

Staff Availability Rating



Staff Friendliness Rating



Staff Knowledge Rating

Members Only: When controlled to show only library membership, all three results continue to show very high quality service rankings.

Staff Availability Rating - Members Only

Staff Friendliness Rating - Members Only**Staff Knowledge Rating - Members Only**

Free Cards for Non-Residents

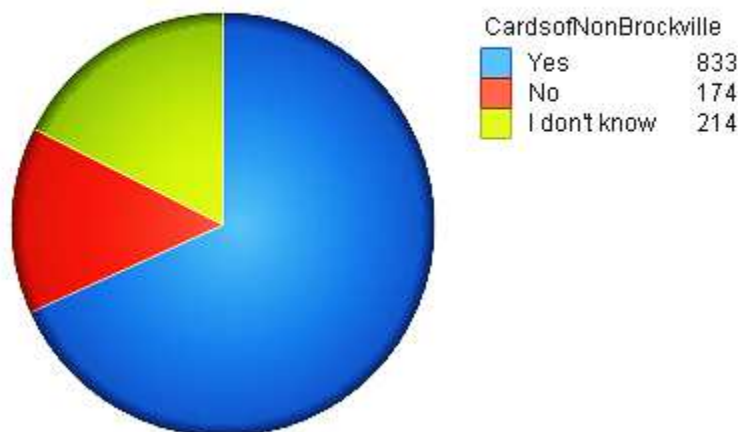
Brockville has a significant number of incoming commuters that come into the City from the outlying rural areas and smaller towns either for work or school, or to access services. Currently, only residents of Brockville who pay taxes to the City are eligible for a free Library card. The Library has been investigating the possibility of offering free Library cards to non-residents of Brockville if they either work or attend school in the City. There are many arguments both for and against this strategy.

A question was included on the survey and was worded as follows:

“Currently free Library cards are available to all Brockville residents. If you live outside of Brockville, there is an annual fee to obtain a library card at BPL. Would you support/agree with a program that provided free Library cards to people who live outside Brockville but who work and/or attend school within Brockville?”

A total of 1221 responses were received. Of these, 68.2% (833 people) supported free cards for non-residents, while 14.3% (174 people) opposed the program. The other 17.5% (214 people) selected “I don’t know”.

Free Cards for Non-Residents

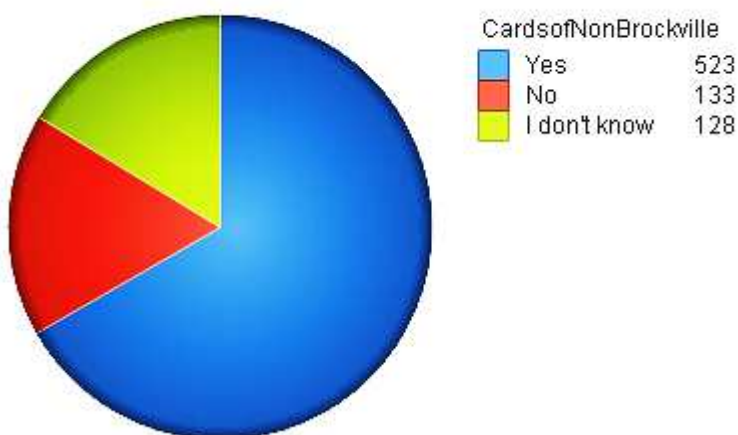


“In the nonstop tsunami of global information, librarians provide us with floaties and teach us to swim.”

Linton Weeks

When controlled for current Brockville Library members only, there were 784 responses, 523 (66.7%) of whom supported free cards for non-residents and 133 (17%) of whom opposed them (128 or 16.3% indicated they didn't know).

Free Cards for Non-Residents (Members Only)



Comments:

There were 272 comments received in response to this question. Comments were summarized thematically. The most common reason that people gave for supporting free cards was because if people worked and/or went to school in Brockville then they were contributing to the city – economically, socially, etc. – and they were part of the community (more than 80 comments centered on this theme). The second most frequent argument for why libraries should be free for people living out of town was that people felt that libraries in general should be free and accessible (42 people made a comment of this nature). The most frequently cited reason for opposing free library cards for anyone who was not a Brockville resident was the fact that Brockville tax payers subsidize the cost of the Library. Approximately 50 comments gave taxes as the reason for their objection to the proposal.

Other common responses were:

- Yes, but only for Brockville students (not for workers)
- Maybe, but only if it doesn't cost more for Brockville tax payers
- Maybe, but only if there is a reciprocal agreement with other local partner municipalities and/or financial contribution from those municipalities
- Yes, but only for those with low income and/or maybe the fee could be reduced

In addition, a handful of people said that all users – even Brockville residents – should have to pay. Other questions concerned the cost, retirees, people returning their books on time, and whether services in neighbouring areas were comparable.

Here is a selection of comments:

“Honestly I feel all libraries should be accessible by everyone. A little knowledge is good for anyone.”

~

“Often there are no alternatives for these people and some cannot afford even a small fee. As they support the town by working or attending schools, they should have access to the library.”

~

“The Library is supported by Brockville property taxes. People who don't live in Brockville don't contribute through their property taxes, so they should pay a fee, or their municipality should make a contribution.”

~

“A library is a repository of knowledge meant to be shared with the community. While I understand that the library needs money, I don't believe that people should be charged to use it just because their house is in a different area. A community is more than just the area where you sleep, it needs to be where you LIVE.”

~

“Brockville receives numerous sources of revenues from businesses and schools in Brockville with which to pay for the small incremental costs associated with expanding

the service to this sector. It also makes Brockville that much more attractive a place for people to do business/study, enhancing Brockville's tax base over a longer time frame."

~

"Not sure how to answer this; if there are outside the area small libraries that are beings supported by tax dollars, then I think those libraries should be supported and community members should be encouraged to use them. Students from out of town should have some sort of articulated access through their schools."

~

"Breaking down barriers is always essential to improving access and image."

~

"People identify with the community where they work and attend school. The more people who access the library the more we can justify its existence. A community with a vibrant library is another attraction for people to relocate to the region."

~

"It's costly to run a library and every dollar counts; I have used the Smiths Falls library from time to time and although I live in Lanark Co. I still had to pay to borrow books. Only fair."

~

"Brockville ratepayers pay for the Brockville Library. It is unrealistic for people who live outside the city often to avoid higher city taxes to expect all the amenities that living in the city and paying city taxes entitles you to. User fees are necessary and should remain in place."

~

"Tough question. If the objective is to generate library usage then yes, the cards should be free. However, if the fee is to generate revenue, then the fact that someone attends school or works in the city, and does not pay taxes, then it does not seem fair to other taxpayers."

Increased Library Funding

Respondents were polled on whether or not they supported increased city funding for the Brockville Public Library. The majority (61.8%) said that “Yes”, they supported increased funding. A small minority (7%) said “No”. The remainder of people indicated “I don’t know”.

Support Increase of City Funding



“A library in the middle of a community is a cross between an emergency exit, a life raft and a festival. They are cathedrals of the mind; hospitals of the soul; theme parks of the imagination.”

Caitlin Moran

(Moranthology)

Comments:

The 116 comments received in this category shed some light on people’s responses. They have been summarized thematically as follows (in order of frequency of response):

Yes, I support increased City funding for the Library...

1. ...because the library is a vital resource, and a worthwhile investment. It should be well-funded. (~40 comments)
2. ...as long as my taxes do not go up/as long as money comes from existing sources. (~9 comments)
3. ...because I feel this would be a good use of my taxes (~5 comments)

4. ...it's inevitable that things get more expensive/that's life! (~3 comments)
5. ...but only if...
 - a. ...the money is spent on essentials/well-spent (building, books, staff, marketing).
 - b. ...there is additional support from surrounding municipalities that use the services.
 - c. ...there is a ways to get increased support at the City level (will be necessary).
 - d. ...it's possible.

No, I don't support increased City funding for the Library...

1. ...because I don't want my taxes to go up.
2. ...the library is fine as it is.
3. ...public costs have to be decreased.

I don't know if I support increased City funding for the Library...

1. ...I would need more details before I could give an opinion and it would depend on the business case presented.
2. ...because I don't live in Brockville.
3. ...because my taxes are already quite high.
4. ...but only if other avenues were exhausted first.

Some of the comments (under all answers) were as follows:

"It supports families, children, students & seniors in academic, literacy, & social ways. It is an incredible resource that the city should both be funding & using as a publicity feature (what makes our city great)"

~

"Brockville would not be the same without the Brockville Public Library!"

~

"Yes, because a library is vital to a community. However, the reality is that people cannot be taxed beyond what they can bear, so it may be that those of us who wish to use the library will have to help pay for it. We are coming to a time in our society where there will be very little money to support these vital community organizations, such as the library and the museum. We will all have to learn to get by on less, and the library will probably have to do the same."

~

"I think that a library is a community center and Brockville already lacks too many things to do. Will be hard though to pass by council with economy still not recovered."

~

"Again a difficult question. Fully in favour of anything that supports literacy but, at the same time, the idea of "user pay" also seems appropriate."

~

"The City doesn't realize what it has or how it is used. More funding should be available to continue with the quality that the Brockville citizens continue to enjoy; especially since we are considered a retirement centre."

~

"The library works well for me now, and like most people I don't want an increase in my taxes."

~

"This is a silly question (with the best of intentions). What reason would anyone have to answer "no." The answers will not impress the city budget makers. The only question that would move the city to increase funding would be: Would you support an increase in taxes to fund the library at a higher level - For me, the answer is yes."

~

Fundraising

As a follow-up to the question about increase funding, the Brockville Library polled survey respondents for new ideas for fundraising in the community. A total of 485 people provided a comment.

Approximately 60 of the comments were along the lines of “No, sorry, I don’t have any ideas”. The majority of comments fell into the following categories:

1. Small-scale community-based fundraising ideas (e.g. bake sales, book sales, car washes, contests/raffles, plant sales, yard sales, 50/50, etc.)
2. Larger-scale community events (e.g. festivals, galas, read-a-thons, tournaments, silent auctions, family “fun” fundraising days, public fundraisers)
3. Traditional fundraising (e.g. direct mail, stewardship, corporate solicitation, government grants, advocacy at the city level, asking for donations – cash and in-kind, offering tax receipts)
4. Partnerships (e.g. collaboration with schools, colleges, other public organizations, service clubs, Brockville Community Foundation)
5. Friends of the Library (i.e. a designated fundraising team at the Library)
6. Charging fees for services (e.g. computer use, DVD rentals, space rentals, memberships, classes/workshops, movie/event screenings, coffee and baked-goods on sale in library)
7. Hosting events (e.g. kids birthday parties, camps, other partner events)
8. Investments (e.g. bonds,)
9. Author/Literary Events (e.g. author readings, publishing anthology of local works, book-themed parties)
10. Retail/Enterprise (e.g. gift shop, store with merchandise, book store,
11. Awareness Raising (satellite locations, advertising) to increase imperative
12. Estate Giving Program

The idea of a book sale or book fair (ongoing, single-day large event, etc.) was very popular with more than 50 people suggesting some variation on this theme. Bake sales were an equally popular idea.

Some of the unique suggestions included:

- Video game tournaments
- “Blind date with a Book” – purchase a “mystery” book that is pre-wrapped in wrapping paper
- Crowd-sourcing (Kickstarter, Indiegogo, etc.)
- Hot-air balloon rides
- Murder mystery dinner
- Art rental program
- Panhandle
- Puzzle sale
- Spelling Bees
- “Loonies for Libraries”/“Buy a Book Worm” taped to walls
- Costume (dress as your favourite author) Party
- Lemonade stand
- Poetry Slam
- Mount a play at the Arts Centre

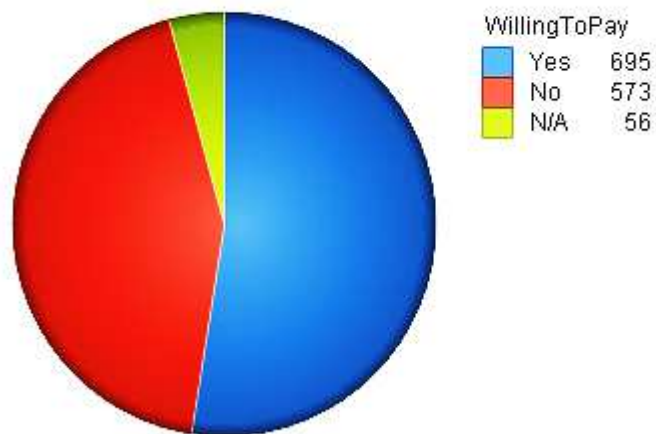
“There are many people who are passionate about literacy. Make the connection between library use and literacy. Be a champion for reading and you will find donors and groups who will help fundraise for you. Invigorate your Friends chapter and your Board with a specific goal to improve something at the library.”

For complete results and all comments, please refer to the Survey Data spreadsheet.

Willing to Pay Fees

Respondents were asked whether they would be willing to pay “a nominal fee to offset the cost of some programs”. 1324 people responded to the question, of which 695 people said “Yes” (52.5%), 573 said “No” (43.3%), and 56 indicated “N/A” (4.2%).

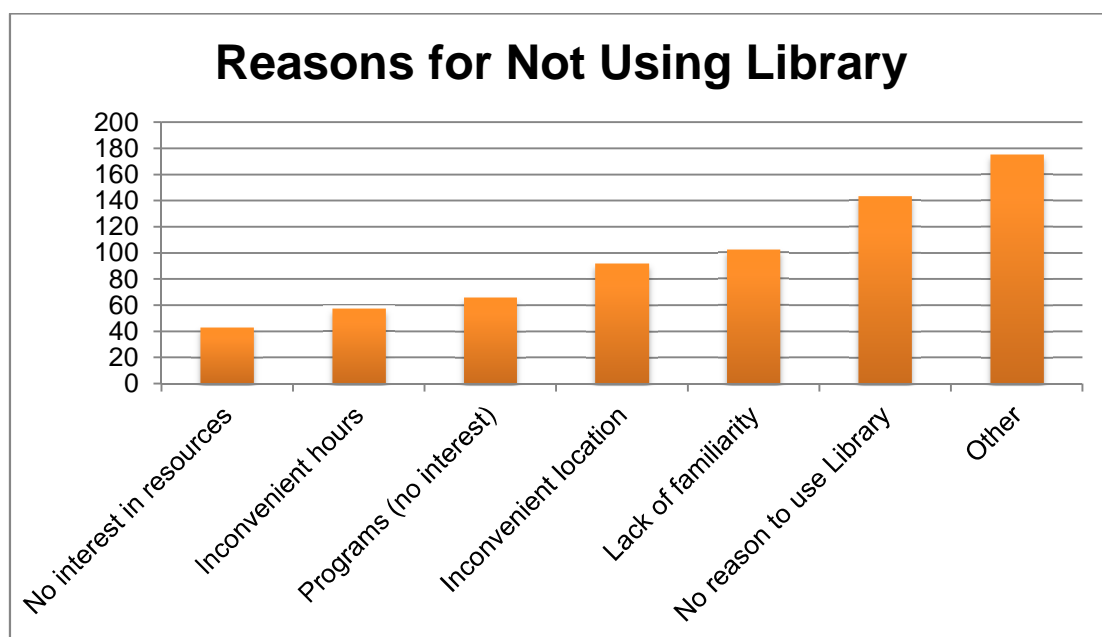
Willing to Pay Fee



Library Non-Users

A question was asked to try to ascertain the reasons why respondents were not using the Library's services. A selection of hypothesized responses was suggested, with an "Other" category. 1324 responses were received from participants, 754 of whom had indicated "N/A" (631 of these 754 were Library members).

Of the respondents who selected a reason, 175 chose "Other" (see "Comments" below). The most popular categories for those who chose one of the hypothesized reasons was "I don't feel like I have any reason to use the library" (143 respondents) followed by "I don't know what the library has to offer" (102 respondents).



Comments – Non-Users

Under "Other", there were 175 responses. These responses were summarized into the following thematic categories (roughly in order of frequency):

- Non-Residents (location too far away, cost of a card, membership elsewhere)
- Time (too busy)
- Technology (e-readers, computers/internet)...

- Recently moved to the area
- Will start coming now
- No need for the Library
- Parking
- Programming at bad times

Other reasons given (one-off examples) included: not being able to find a quiet study space; finding that e-books were never available; fines for late returns prohibitive; bad experiences with staff; difficulty reading; not familiar with library; preferring to buy books; not having heard back from Library re: e-reader training.

Changes

The Brockville Public Library has a recently new CEO and has been making changes to the layout and offerings of the Library. As a result, the Board felt it was important to ask survey participants how they felt about the recent changes. 1239 people responded to this question. 34.9% of respondents feel that the changes have been positive, while12.3% felt the changes were neutral (neither positive nor negative). There were only 27 people who felt that the changes had been negative. 23.8% hadn't noticed any changes, and 26.9% answered "I don't know".

Please see Appendix B, Table 12 for more details.

“Now, public libraries are most admirable institutions, but they have one irritating custom. They want their books back.”

Cecil B. DeMille

(Autobio Cecil B. DeMille)



Please see next page for example comments and more details on the feedback from respondents on changes to the Library.

Comments

There were 164 comments regarding recent changes to the Library. They are summarized under the headings “Positive Feedback”, “Negative Feedback”, “Neutral Feedback” and “Suggestions” as follows, with example quotations included.

Positive Feedback:

“Love the changes in the last year, especially the variety of magazines and e-reader availability. Library is clean, bright and organized. Hats off to a wonderful change.”

1. Improved Book Arrangements

- Less cluttered, easier to find books
- Constantly switched up displays to be consistent with season/holidays/events
- Adult nonfiction labels by topic
- Suggested reading materials; “hot” books near reception
- Author’s complete works together (hard cover and paperbacks)
- Books for sale / Gift wrapped books
- Separation of adult/children’s sections, teen/YA arrangement

“I like the separation of the adult vs. children’s sections. The placing of the ‘Hot’ fiction/non-fiction books near reception is appreciated”

2. Collection

- Quick acquisition of new titles and best sellers

“The Library is the best bargain taxpayers and out of City tax-payers could possibly have. A gem.”

3. Information

- Lots of locations for information posted
- New programs posted, friendly invitations everywhere
- Social networking information about programs

“Good information regarding events posted in lots of locations (even outdoors).”

4. Accessibility

- Signage is helpful and interesting

"The library is a great community leader in accessibility for persons with disabilities. Keep the great work going."

5. Furnishings and Amenities

- Coffee!
- Beanbag chairs/Comfy chairs (more please!)/couch
- More welcoming, inviting, lively, attractive, cleaner
- More user-friendly and interactive
- More space/open, bright
- Baskets for carrying books are great
- New furniture in meeting room, upstairs. Clean rugs.

"The changes are helping to use the library services more effectively"

6. Programs

- Game On: Tween Edition
- Kids programs and teen programs
- More library programming (community orientation) and community involvement

"I like the fact that the library seems to be offering more diverse interactions with the community...crafts, family events, and that there seems to be efforts to include all age groups."

7. Other

- Use of the meeting room
- Staff were helpful during changes – and always!
- Evolving with input from the community is great
- Better location for the Head Librarian
- Paintings on walls

"I love you"

Negative Feedback

1. Book Arrangements

- Unable to find large print books
- Moved rack of current non-fiction at the entrance to the adult floor
- Harder to find current and popular adult books because of reduced display size
- Organization too much like a retail environment
- Paperbacks no longer in turn-styles
- Harder to locate kids' books

"Pocket books and hardcover fictional together - doesn't quite give the impression library is well stocked in hardcover, adult new arrivals on main floor not on 2nd floor adult section."

2. Culled Books

- Too many books gone from shelves (most common concern)
- Older authors/classics removed
- Limited selection now
- Shelves look bare

"Far too many books have been removed. The shelves look strangely empty now, and it's sad to think of them all being discarded."

3. Library Layout

"Moving the microfilm reader and other equipment near the art exhibit area takes away from the art displays!"

4. E-Books

- Too many books only available as an e-book

"I understand that the library needs to keep current with societal trends, however, I find a lot of 'hangers around' of persons who are using the Internet/ computer stations. It's become more of a 'Chapters' experience - available coffee etc. and chatter rather than quiet, respectful information gathering."

Neutral Feedback

Most of the neutral feedback pertained to either not using the library (38 comments), or not having noticed changes (12 comments). Some others talked about getting used to change:

- “Some books were put spine showing instead of face of book and authors put together. Took some getting used to
- “Not sure I like what was happening last time I was in but don't know what the results might be when finished.”
- “I'm neutral upon this subject, mostly because I have not yet had the opportunity to experience these changes fully.”
- “It takes a while to figure out where everything has gone.”

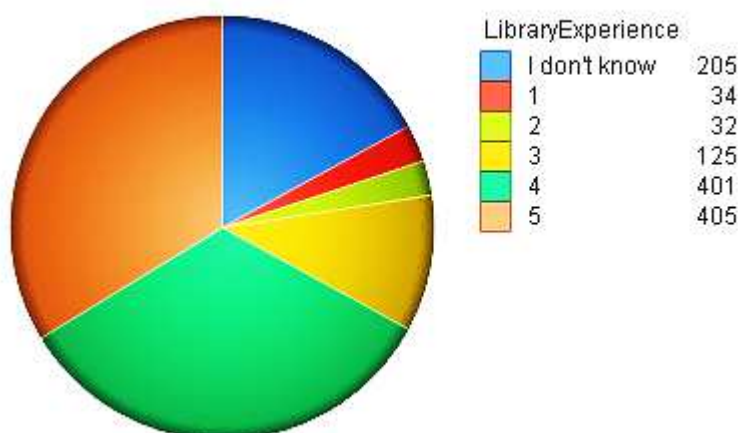
Suggestions

Some respondents took this opportunity to offer suggestions. These included increased comfortable reading chairs and better chairs in the bridge room, the opportunity to have a tour of the library when you join and/or a notice with information on the new layout, and to bring back the paperback racks. One person commented that they would like the 3 hour maximum limit on the computer to be removed. Finally, one person suggested that grouping books by author was great, but harder for finding genres and recommended a sticker on the spine of the book with a visual aid to indicate genre (for example, a spyglass for mystery books).

Experience

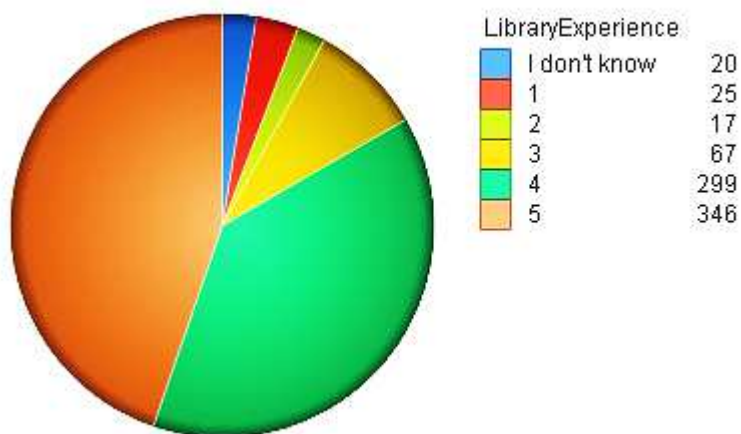
Participants were asked to rate how satisfied they were with their Library experience on a scale from 1 to 5, with 5 representing “Very Happy” and 1 representing “Not at all happy”. 1202 responses were collected. The majority scored their experience as either a “4” (401 people) or “5” (405 people), which indicates a high level of satisfaction with the Library (67% of respondents). 17% (205 people) selected “I don’t know”. The majority of these (185 people) were non-members.

Ranking: Library Experience



Members Only: When controlled for Library card holders only, the results clearly show that of the people familiar with the library, they are overwhelmingly positive about their experience. 774 library members answered the question. 83% of these chose a “4” or “5”, indicating high levels of satisfaction with Library experience among members.

Ranking: Library Experience (Members Only)



Qualitative Results: Summaries of Open Field Survey Comments

For each of the following five open-field questions, the results were analyzed by counting the frequency that certain features were mentioned in each category. The analysis was done by reading through each comment and tallying up the number of times a feature was mentioned. Those tallies were then compared to the number of times and the examples of instances where key words appeared in the comments in Microsoft Word. All tallies are approximate and based on subjective analysis.

Strengths

The following characteristics of the library were the most frequently listed “strengths” in the comments provided. *Please see Appendix A for comment samples.*

Feature	Approximate Tally
Staff: service	208
Books: large selection, variety, easy to find	173
Library Space: atmosphere, layout, organization, etc.	125
• Clean	11
• Comfortable	6
• Atmosphere	14
• Chairs/Seating	7
Location	103
• Downtown	20
General Collection/Resources: large selection and variety, fiction/non-fiction	79
General “goodness”: everything, all resources	62
Children’s Area and Collection	61
Media Availability (DVDs, CDs, videogames, etc.)	53
• DVDs	25
• CDs	6
• Videogames	2
I don’t know/I don’t go	51
Computer and Internet Access (including Wi-Fi)	49
Online Services (e.g. making holds, online accounts)	46
Interlibrary Loan Program	39
Quiet	38



Children's Programs	33
Accessibility/Easy to use	33
Innovativeness/Up-to-date	32
Diverse Programs (for all ages)	30
Size	25
History of the building/architecture	20
E-Books/E-Readers (and support)	19
Hours	18
Free	18
Newspapers/Magazines	12
Book Displays (recommended reading, new releases, etc.)	11
Study space	10
Community-oriented and family-oriented	10
Audio Books	9
Book Sales	8
Safe space	6
Book Club Support	5
Young Adult/Teen Programs and Books	5
Coffee	5
Large print books	5
New library cards	5
Art Exhibits/Spaces	4
Printing/Photocopying	4
Parking	3
Microfilm	2
Meeting Rooms	2

Other strengths that were mentioned at least once included:

- Pedometers
- Holiday decorations
- Forward-thinking
- Monthly list of new books and videos
- Ability to maximize limited resources
- Responsive to patron's needs
- Charm
- Ontario-wide membership
- Convenience
- Learning programs for seniors
- Easy reference guides
- A place to meet people
- CNIB collection
- Online journals and research library
- PFLAG
- Separating the children's areas from the quiet study areas so that everyone can enjoy the space

Weaknesses

The following comments were the most frequently listed “weaknesses” of BPL.

Please see Appendix A for comment samples.

Feature	Approximate Tally
N/A	125
Layout/Space/Atmosphere/Décor/Smell	74
• Space	20
• Decor	12
• Smell	9
• Dark	6
Hours (esp. Monday)	72
Book Collection Generally/Selection	58
Parking	38
Location (esp. North End usage issues)	35
Computers/Internet (number of, functionality)	32
Facilities/Ease of Use/Quality of Books	30
Customer service/Staff	24
Presence in community/Knowledge of programs	17
Cost of membership	17
Media (Selection/quality)	13
Accessibility/Acceptance	13
Long waiting lists	12
Magazines	10
Online Services/User Friendliness of	10
Children's Programs (More hours, variety)	10
Reference books/Research/Tech/History/Non-Fiction	10
Loan Duration (Books/DVDs/Audio/EBooks)	9
YA Books and Programs	8
Online Resources (user friendly, download times, able to download without coming to library, etc.)	7
Inadequate Funding/Not valued in Community	6
Late Fees (DVDs, books)	6
Another book drop/closed during day time	6
Branch in north end	6
Video Games Selection	5
Adult Workshops/Programs (types, times)	5
Interlibrary Loan	4
Clientele (Youth programs, mentally challenged, teenagers)	4
Different Language Resources	4
Cost of services (e.g. lamination, disc recovery)	4

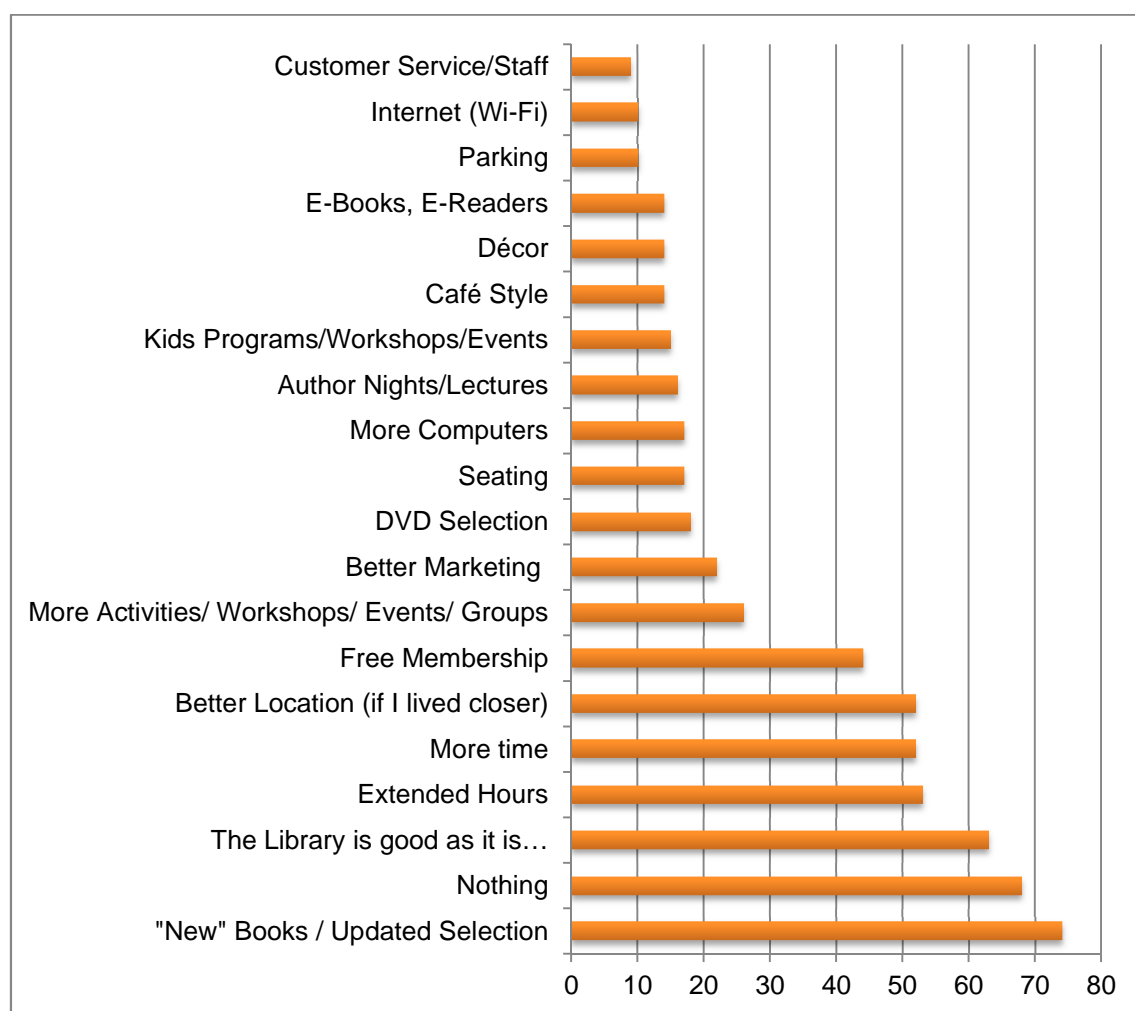


Alert on Due Dates (email, call reminders)	3
Library with physical books is becoming an obsolete idea	3
Misuse of resources	2
E-book selection	2
Periodicals available online (should be)	2
Programming	2

What would make you use the Library more?

The following table lists the top 20 most common responses to the question “What would make you use the Library more?”

Please see Appendix A for comment samples. Please see Appendix B, Table 14 for more details.



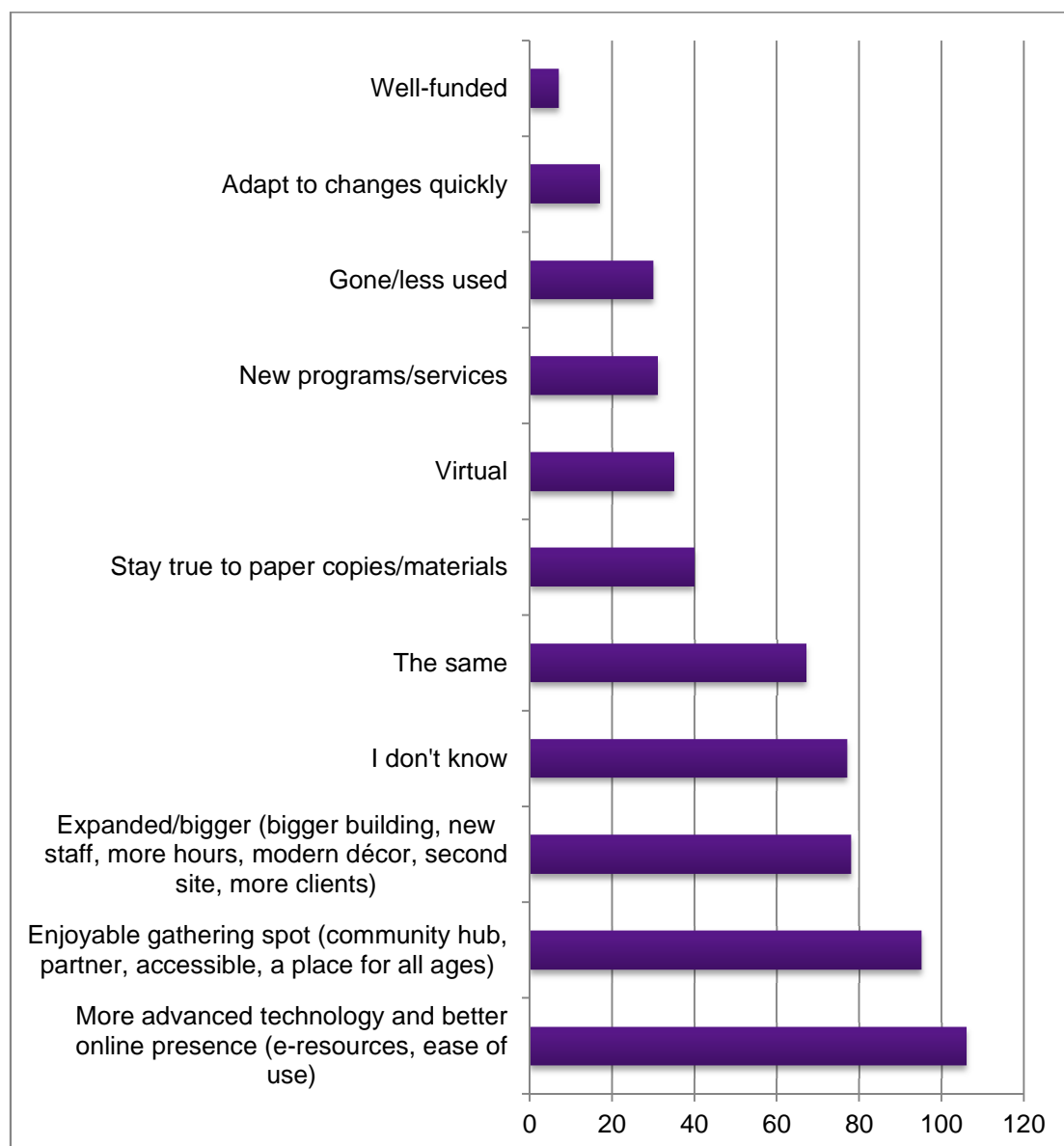
Some of the other factors that at least one person stated would increase their usage of the Library were:

- Having access to Libraries in multiple counties with one membership
- Improved book search system
- More computer games
- A booth where they could watch DVDs in the Library
- E-Payments
- Having children
- Musical performance lounge
- Easy printer use
- A “cooler hangout”
- No food near the books
- Kindle books available
- Child care in the library
- Adult section on main floor
- Self-checkout
- More comfortable environment
- Current materials
- Sporting events broadcast
- Used university textbooks available
- More services in general

What do you think the Library could be like in five to ten years?

The following comments were the most frequently listed responses to the question “What do you think the Library could be like in five to ten years?”

Please see Appendix A for comment samples. See Appendix B, Table 13 for details.



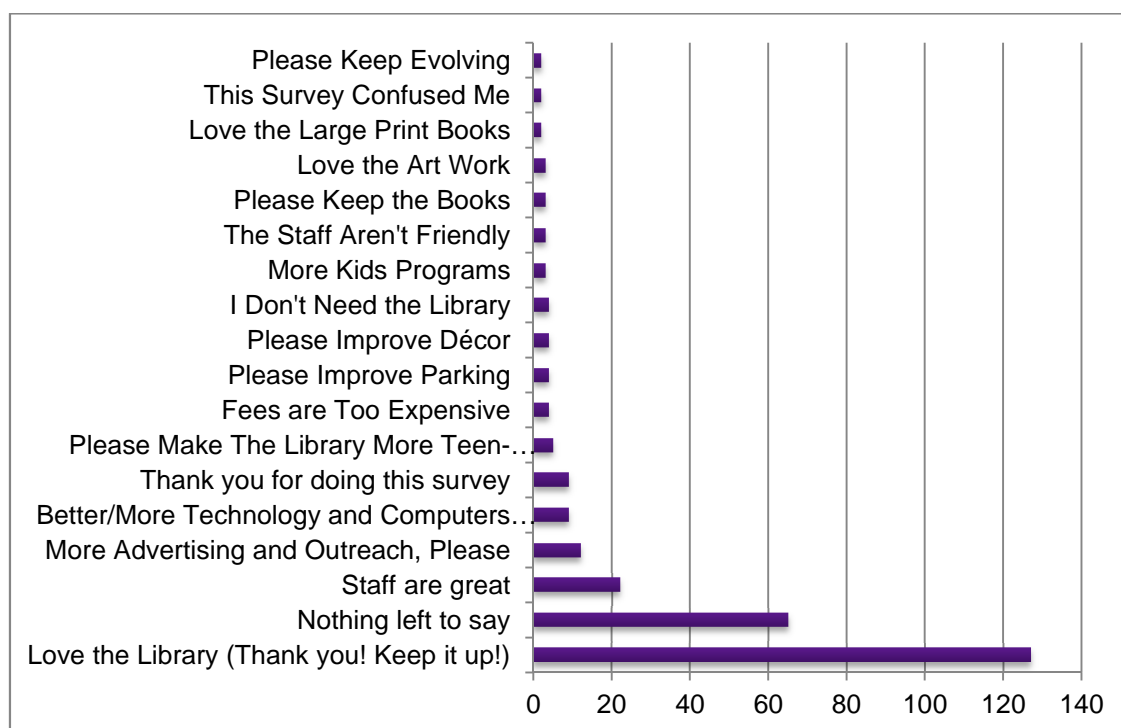
Other ideas about the future of the Library included:

- Provider of many family experiences
- Hopefully still there
- Catering to seniors
- Not having annual membership fees for people outside Brockville
- Completely automated
- More helpful for disabled people
- More personal
- Always improving

Other Comments

The following chart illustrates the most frequently cited comments for the Brockville Library when survey participants were asked if they had “any further comments”. There were 326 responses. The majority of people who commented said very positive things. Some people took the opportunity to provide suggestions or requests for improvements. Below the chart are several of the other comments received.

Please see Appendix A for sample comments from this section. Please see Appendix B, Table 15 for more details.



Other comments and suggestions:

- **Clients loved/wanted more of:**
 - The interlibrary loan
 - The book selection
 - Website/Online Services



- Comfortable seating
- E-Books
- Free library cards for students
- Support for seniors
- Use of volunteers
- Book clubs
- Videogames and DVDs
- Young Adult Books
- The changes initiated under the new Chief Librarian

- **Requests included:**

- A food machine
- Please don't get rid of the paper books
- Automated reminders of due books
- Clubs for sports-oriented teens
- Photo ID library cards
- More arts partnerships
- Magnifying glasses
- E-reader workshops
- More copies of e-books please
- Day care
- Classes and workshops
- Longer hours
- A separate section for new movies
- Please don't let the Library become obsolete

- **Complaints included:**

- Disc cleaning is too expensive
- The noise level upstairs is too high
- The front doors are heavy
- Monday's open hours are too short



“One of the nastier trends in library management in recent years is the notion that libraries should be ‘responsive to their patrons’.”

Connie Willis

- The empty shelves are not good
- Travel books are outdated
- The Ontario Library e-book centre has downgraded, rather than improved, their website with recent changes and it is hard to navigate.
- The location
- Please do not put scan codes over the titles of the books
- The new chairs on the ground floor are inferior
- Throwing out books is bad
- Youth loitering and smoking outside is bad for business

- **Suggestions included:**

- Offer library cards to non-residents who volunteer at the Library
- Keep collaborating and communicating with local area libraries.
- Look for new ideas and models for evolving in Libraries around the world
- Actively seek out positive PR and advertising of services and events, perhaps through a partnership and local column in the paper
- Hold open-house events annually and workshops for students to orient them and introduce them to the Library
- Post a list of large print books that could be purchased and donated to the Library for people who want a greater selection in this area
- Charge nominal fees for programs for participants who can afford to pay them
- Please watch the movies before assigning them to kids/adult section. Some of the movies in the kids' section are inappropriate for children.
- Offer art, music, dance and poetry classes for youth.
- Offer a visiting centre for authors and host a lecture series
- Have a pay-per-use option for people who don't want to buy a card
- Use smartphones to improve the Library services (apps, etc.)
- Please improve the customer service

“A library is a place where you learn what teachers were afraid to teach you.”

*Alan M.
Deshowitz*

Comparative Analysis of Survey Data

The data was queried to examine some specific sub-groups of data based on age. The Library Board was specifically interested in Youth and Seniors. The results highlighted are those where there was divergent results based on age and/or useful information for planning purposes.

Youth

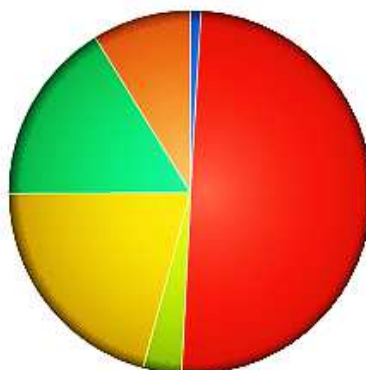
There were 327 survey respondents between the ages of 7-19. The majority of these (310) were age 12 to 19. **All descriptions of “youth” in the following charts include all respondents age 7-19, both member and non-, unless otherwise noted** (e.g. in some cases, older vs. younger, or member vs. non- are identified).

Library Use - Youth:

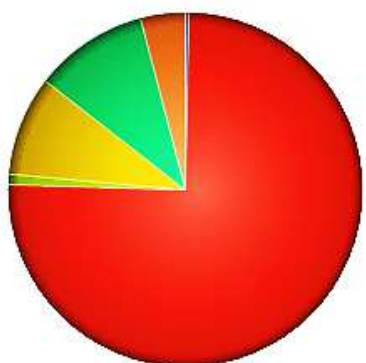
There were some key differences and similarities between youth responses and the general survey responses:

- The majority of youth respondents were neither Library members nor Library users. 212 youth respondents were non-members and 159 youth respondents indicated that they “Never” visited the Library in person. Of the 115 youth members, only 8 respondents (7%) indicated that they “Never” used the Library.
- Youth were not very likely to use the website. Half of the youth respondents with memberships at BPL said they “Never” accessed the Library online, compared to roughly a quarter of all members. Only a quarter of all youth respondents access the Library online, and the majority indicated that they did so infrequently. The data shows that youth members accessed the online services/website at a lower rate than the general member response rate.

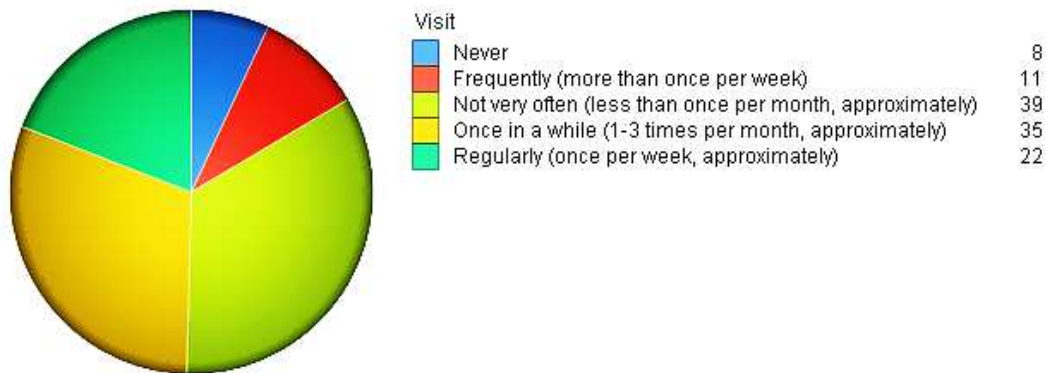
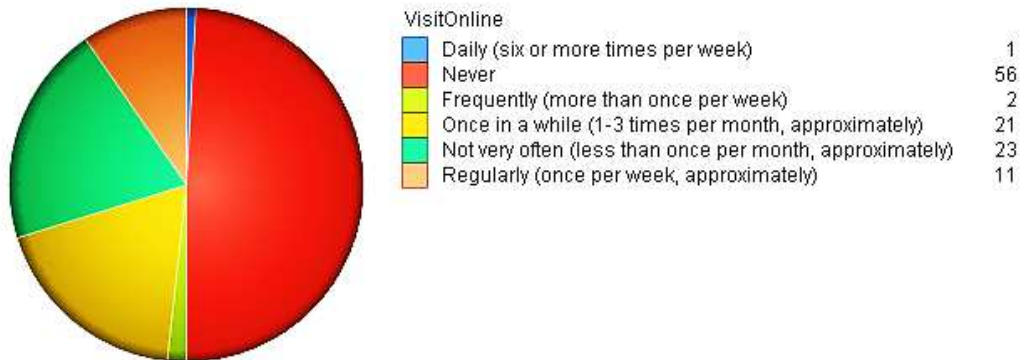
Below we showed all youth responses and then we controlled the responses for BPL members versus non-members. See the following pages for member-specific charts.

All Youth Respondents: Library Use**Youth In-Person Visits**

Visit	
Daily (six or more times per week)	3
Never	159
Frequently (more than once per week)	11
Not very often (less than once per month, approximately)	86
Once in a while (1-3 times per month, approximately)	52
Regularly (once per week, approximately)	28

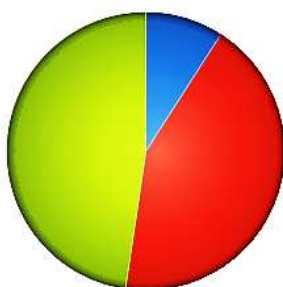
Youth Online Visits

VisitOnline	
Daily (six or more times per week)	1
Never	239
Frequently (more than once per week)	3
Once in a while (1-3 times per month, approximately)	29
Not very often (less than once per month, approximately)	33
Regularly (once per week, approximately)	13

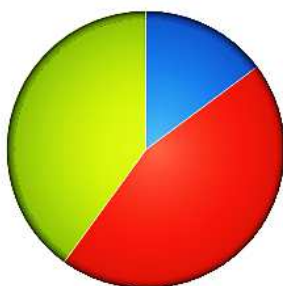
Youth Members Only – Library Use**Youth Members In-Person Visits****Youth Members Online Visits**

Hours - Youth:

Fourteen percent of youth member respondents indicated that the current Library open hours were inadequate. This represents a greater proportion than of the youth overall, of whom 9% felt that the hours were inadequate. Similarly, less than 10% of all survey respondents had felt that the hours were inadequate. However, 53% of all respondents, and 46% of all youth respondents felt that there was room for improvement even though the hours were “adequate”.

All Youth Response to Current Open Hours

CurrentHoursMeetNeeds	
The current hours are not adequate. I would prefer... (please indicate in comment field)	29
The current hours are great	138
The current hours are adequate	152

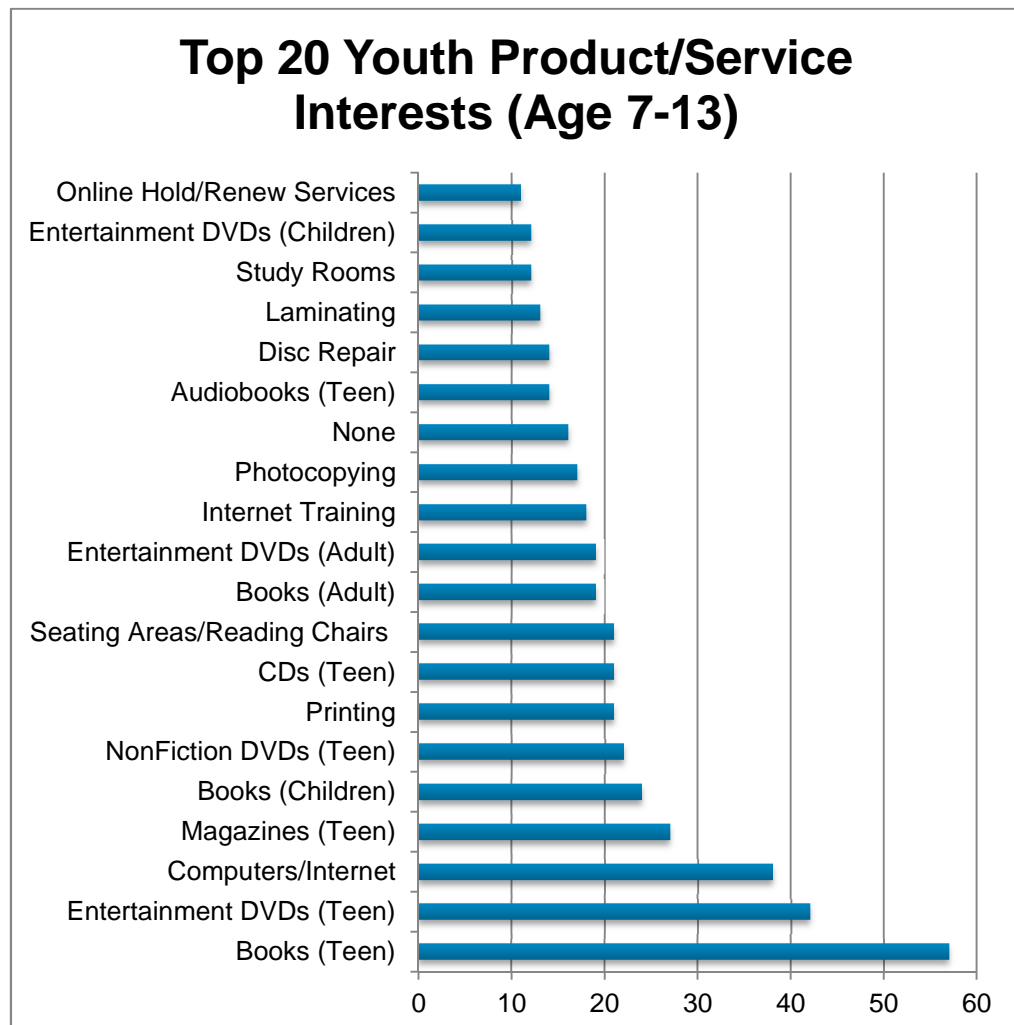
Youth Members Response to Current Open Hours

CurrentHoursMeetNeeds	
The current hours are not adequate. I would prefer... (please indicate in comment field)	17
The current hours are great	52
The current hours are adequate	46

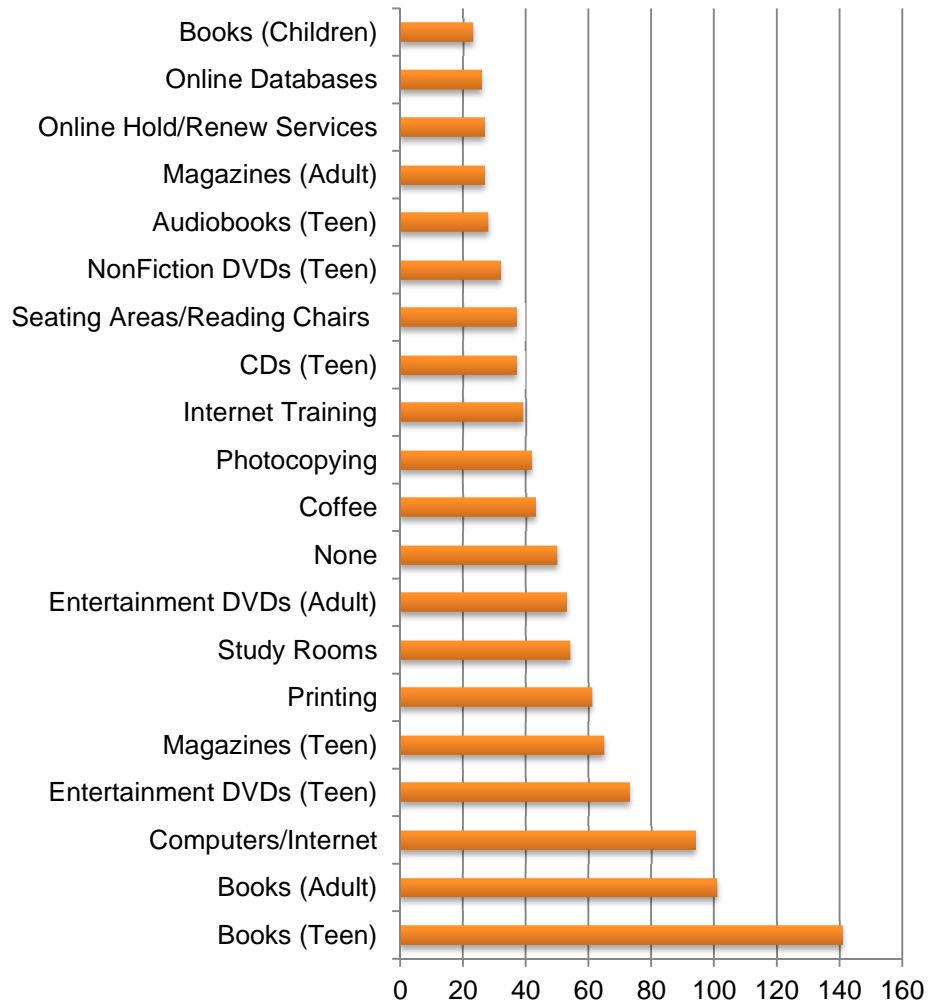
Products and Services - Youth:

The most popular product/service for all youth was teen/young adult books. Older youth (14-19) were more likely than younger youth to be interested in adult books, adult magazines, study rooms, coffee, printing services, online databases, Recorder and Times Microfilm, and adult audiobooks. Younger youth (7-13) were more likely than the older youth to be interested in teen and children's entertainment DVDs, teen and children's non-fiction DVDs, teen CDs, teen audiobooks, children's books, the seating areas/reading chairs, internet training, disc repair, laminating, and more.

See Appendix B, Table 16 for complete details.



Top 20 Youth Product/Service Interests (14-19)

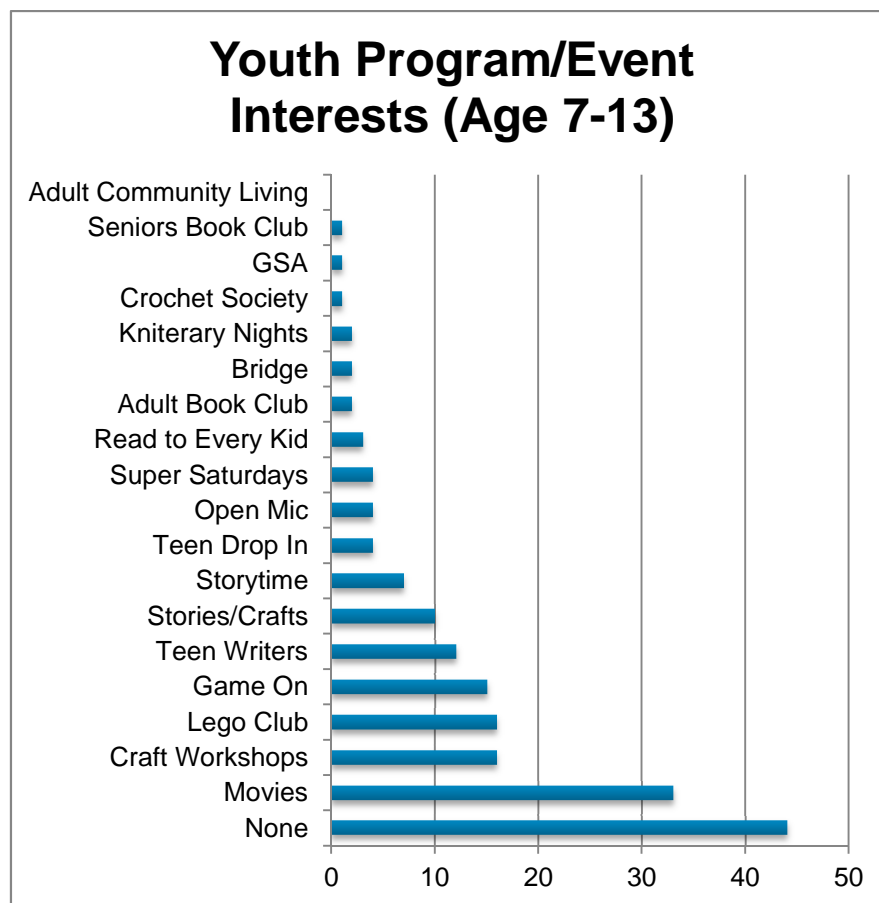


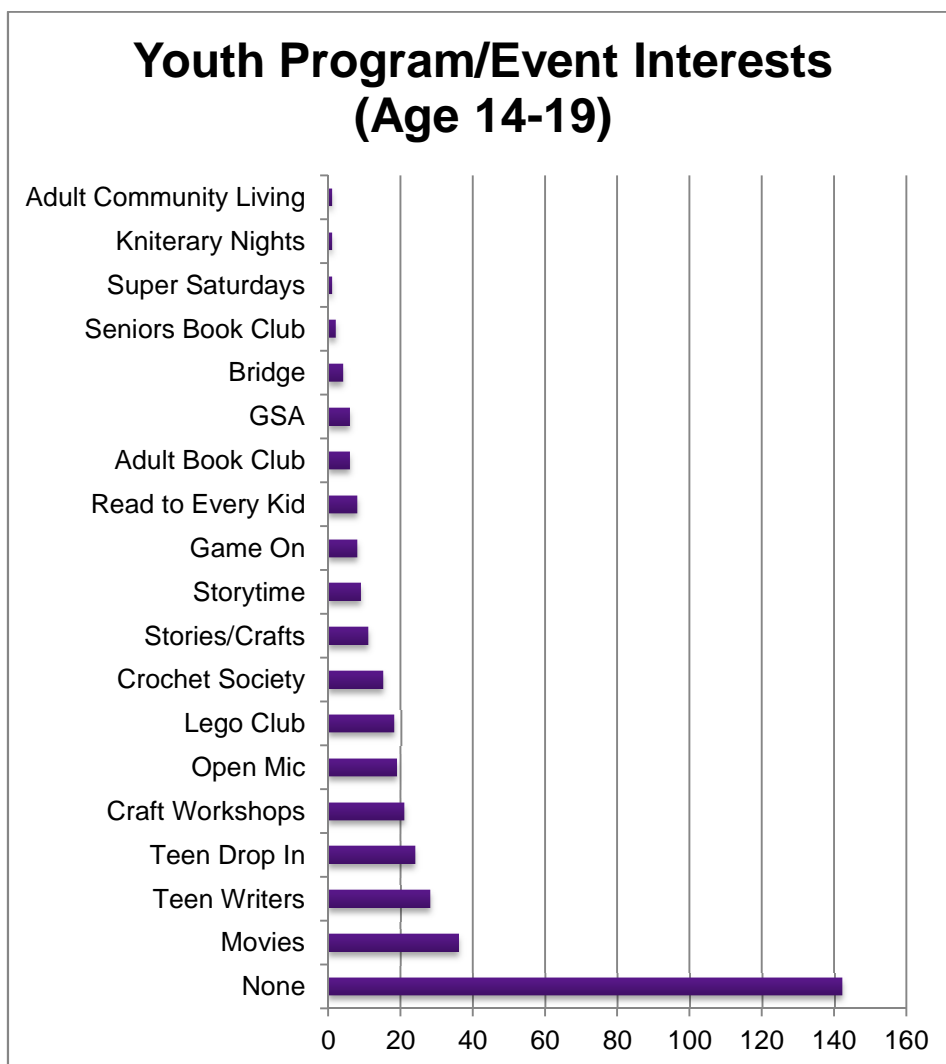
Programs and Events – Youth:

Youth were more likely to show an interest in the products and services offered by the Library than their programs and events. The majority of youth respondents were not interested in participating in any of the programs or events listed in the survey.

Older youth were more likely to choose “None” than younger youth. They were also more likely to be interested in the Teen Drop-in, Open Mic, and the Crochet Society. Younger youth were more likely to be interested in movies, craft workshops, Lego Club, Game On, Stories/Crafts and Storytime. Both age groups were equally interested in a teen writers workshop.

Please see Appendix B, Table 17 for complete details.





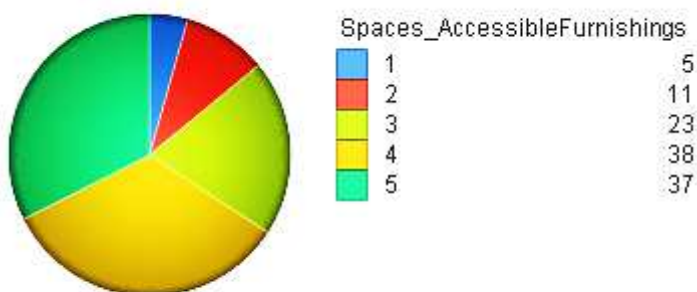
Facilities – Youth Ranking:

Youth ranked the features and spaces at the Library on a scale from 1-5 with 5 representing *Excellent* and 1 representing *Very Poor*. As with the whole-survey results, a significant number of youth chose “I don’t know” when ranking many of the spaces. This may be either because the respondent is not a library member, or because they have never used the library.

In the graphs below, the “I don’t know” option has been removed from the graph. Underneath each graph is indicated the number of people who selected “I don’t know” for that feature. This allows for a clearer picture of the rankings while still taking note of the number of people who opted out of providing a response.

The following data includes both members and non-members.

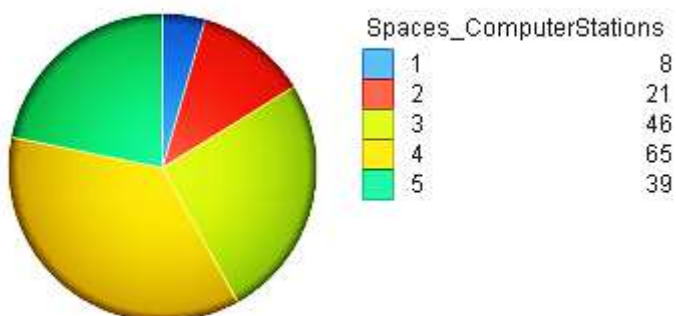
Youth Ranking: Accessible Furnishing



- I don’t know: 200 respondents

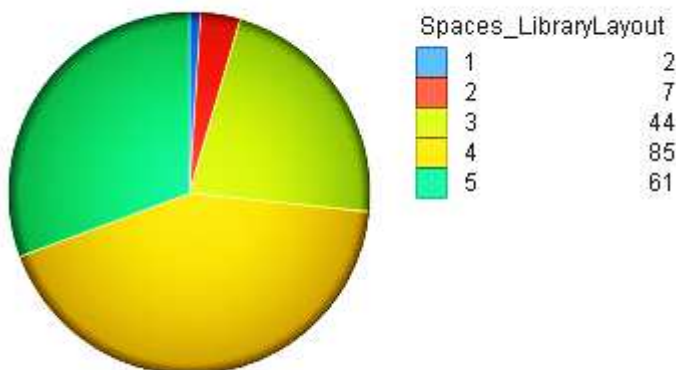


Youth Ranking: Computer Stations



- I don't know: 135 respondents

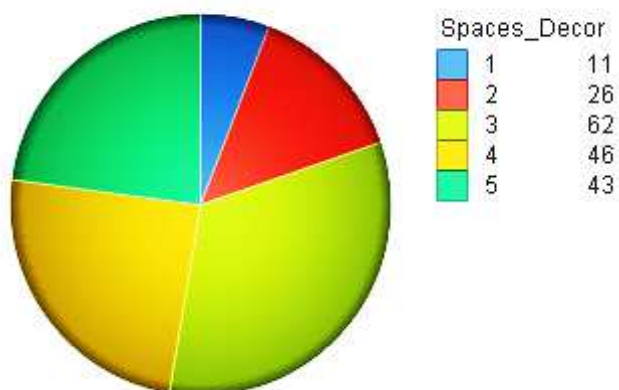
Youth Ranking: Library Layout



- I don't know: 115 respondents

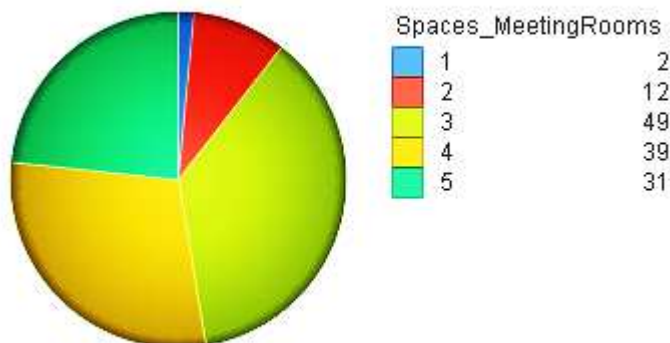


Youth Ranking: Decor



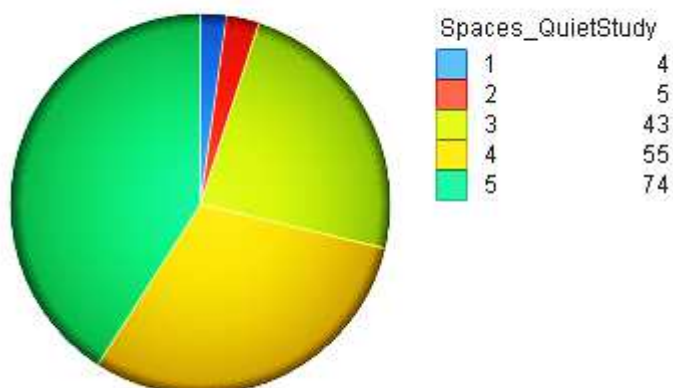
- I don't know: 126 respondents

Youth Ranking: Meeting Rooms



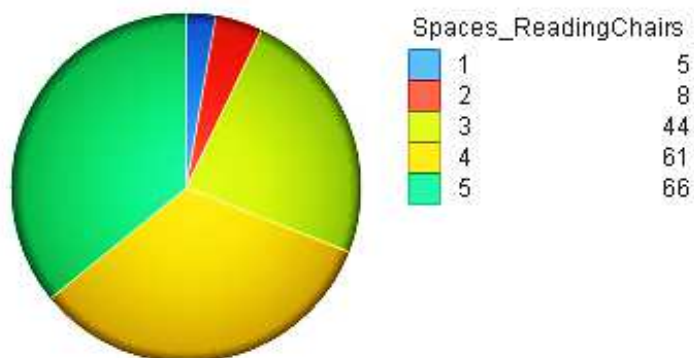
- I don't know: 181 respondents

Youth Ranking: Quiet Study Spaces



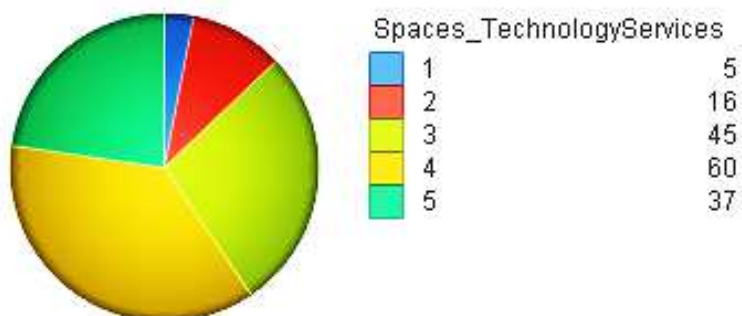
- I don't know: 133 respondents

Youth Ranking: Reading Chairs



- I don't know: 130 respondents

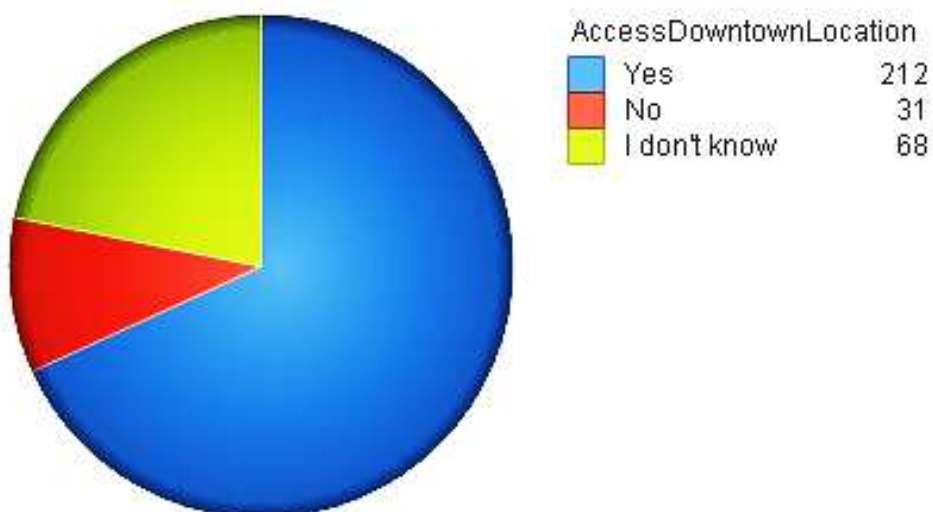
Youth Ranking: Technology Services



- I don't know: 151 respondents

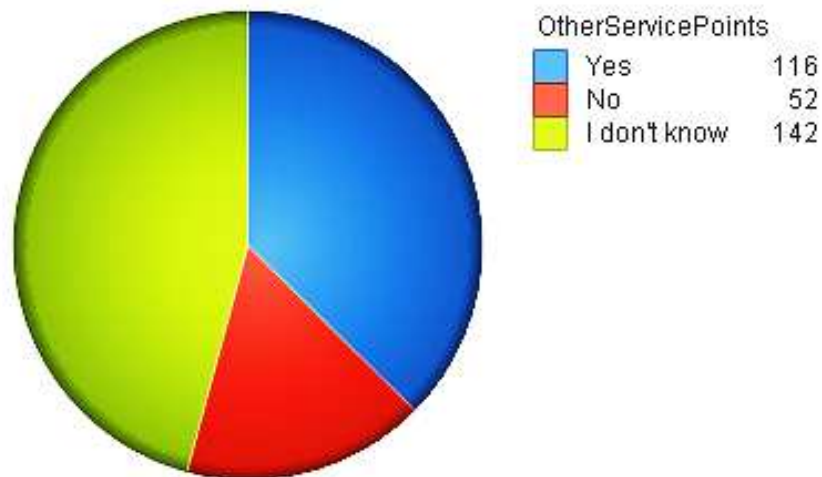
Access – Youth

A relatively high number of youth (10%) indicated that they were not able to access the Library in its downtown location compared to just 3% of all survey respondents.

Youth - Able to Access Downtown Location

More Service Points – Youth:

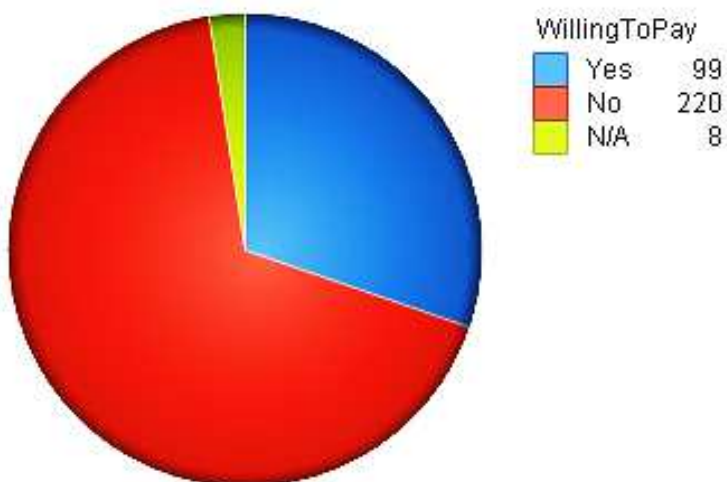
Of the 168 youth who expressed a definitive opinion, the majority indicated an interest in having more service points available to them to access the Library in different ways (e.g. through a kiosk, book drop or second location).

Youth - More Service Points

Willing to Pay Fee – Youth:

The majority of youth (67.3%) were not willing to pay nominal fees to access programs.

This result differs from the overall survey, where respondents overall were more willing to pay fees than youth respondents specifically (52.5% of all respondents said “Yes” they would be willing to pay fees; 43.3% said “No”).

Willing to Pay Fee

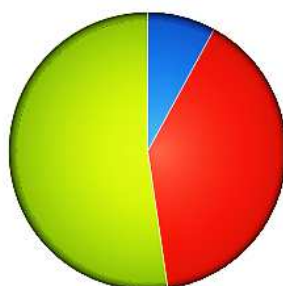
Seniors

There were 163 survey respondents aged 65 or above. **All descriptions of “seniors” in the following charts include all respondents age 65+, both member and non-, unless otherwise noted.** Of the 163 seniors, 134 were Brockville Library members, and 8 had memberships at other libraries. The survey received responses from 95 female and 61 male seniors.

Open Hours – Seniors

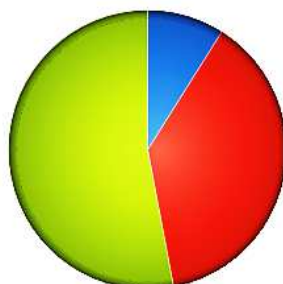
Marginally less seniors felt that the open hours were not adequate (8% of seniors compared to just less than 10% of all respondents). All 12 of these respondents were Library members. The majority of all senior respondents (52%) felt that the hours were adequate, and 40% felt that the hours were great.

Seniors' Response to Current Open Hours



CurrentHoursMeetNeeds	
The current hours are not adequate. I would prefer... (please indicate in comment field)	12
The current hours are great	60
The current hours are adequate	79

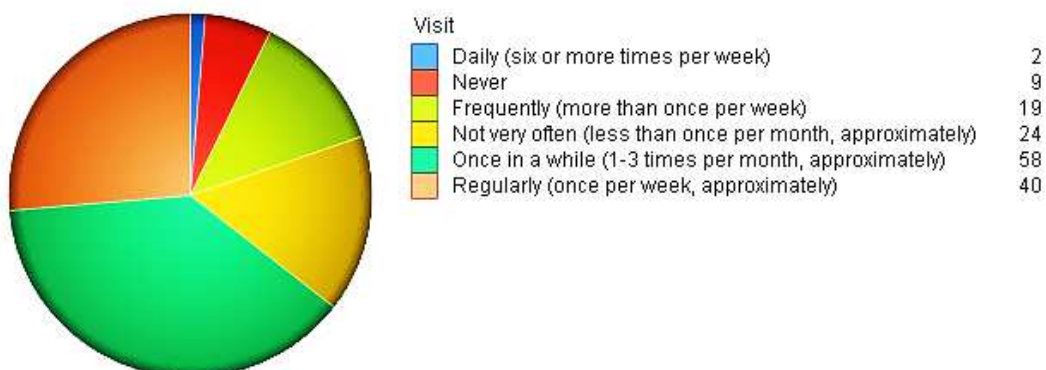
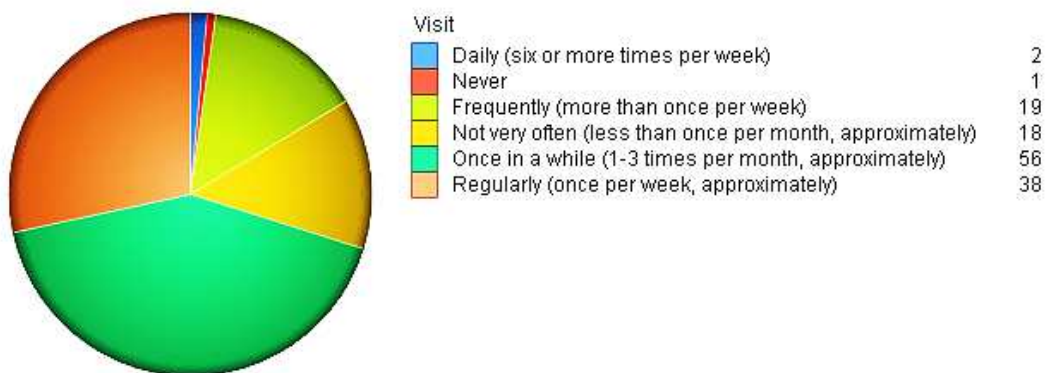
Senior Members' Response to Current Open Hours

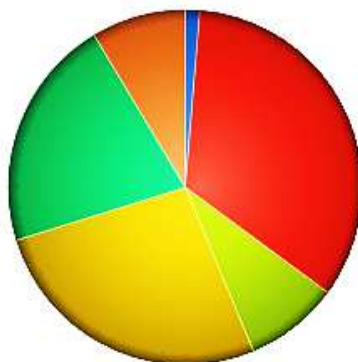


CurrentHoursMeetNeeds	
The current hours are not adequate. I would prefer... (please indicate in comment field)	12
The current hours are great	51
The current hours are adequate	71

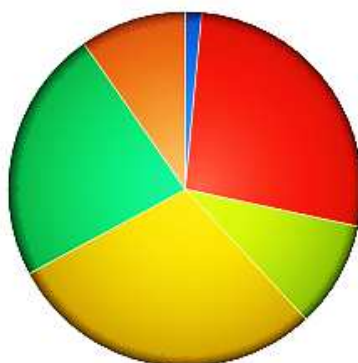
In Person Visits – Seniors

Seniors were more likely to visit the Library in-person than online, and they were more likely to visit the Library weekly in-person. Online access was less frequent overall.

Seniors' In-Person Visits**Senior Members' In-Person Visits**

**Online Visits - Seniors****Seniors' Online Visits**

VisitOnline	
Daily (six or more times per week)	2
Never	51
Frequently (more than once per week)	13
Once in a while (1-3 times per month, approximately)	40
Not very often (less than once per month, approximately)	32
Regularly (once per week, approximately)	13

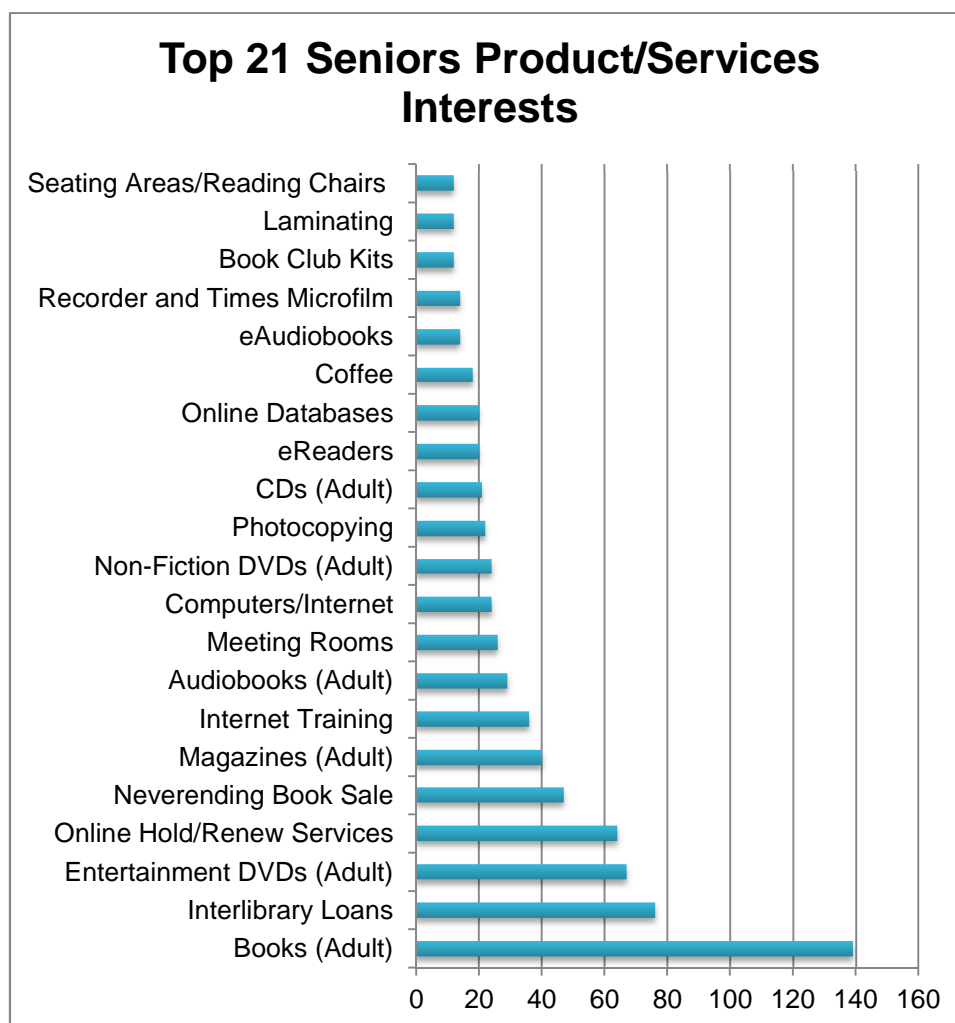
Senior Members' Online Visits

VisitOnline	
Daily (six or more times per week)	2
Never	36
Frequently (more than once per week)	13
Once in a while (1-3 times per month, approximately)	39
Not very often (less than once per month, approximately)	31
Regularly (once per week, approximately)	13

Products and Services – Seniors

The following graph represents the top 21 products and services in which seniors expressed an interest. Books, interlibrary loans, DVDs, online services and the Never-ending books sale were the most popular items.

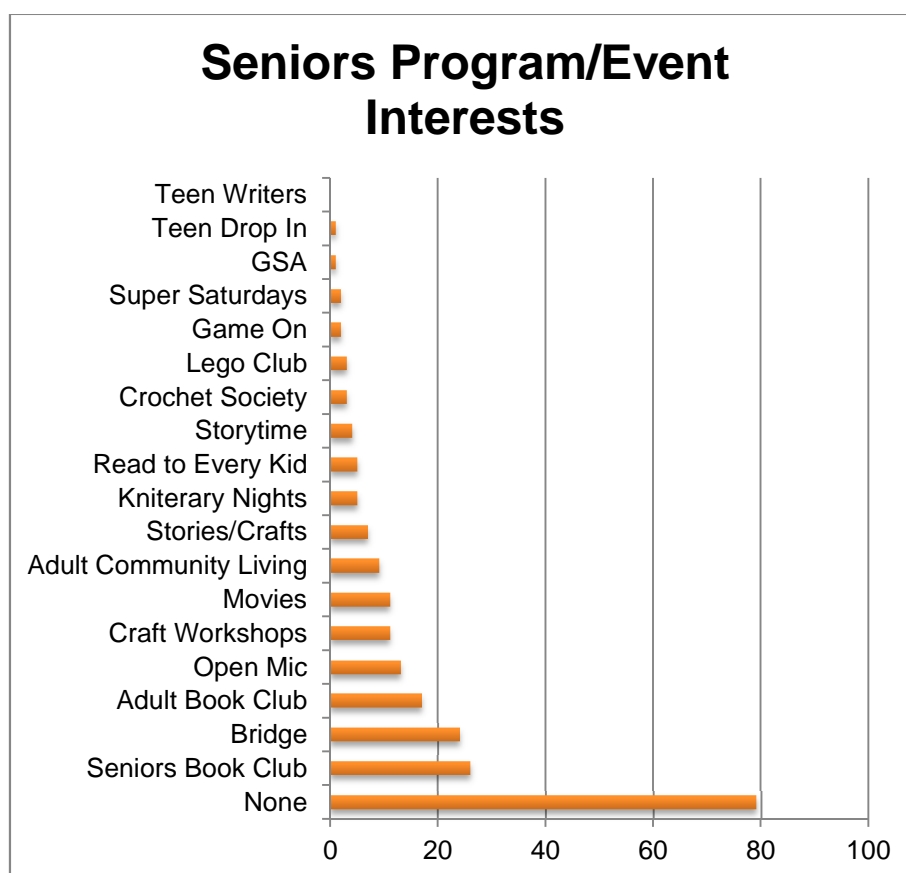
Please see Appendix B, Table 18 for a complete ranking.



Programs and Events – Seniors

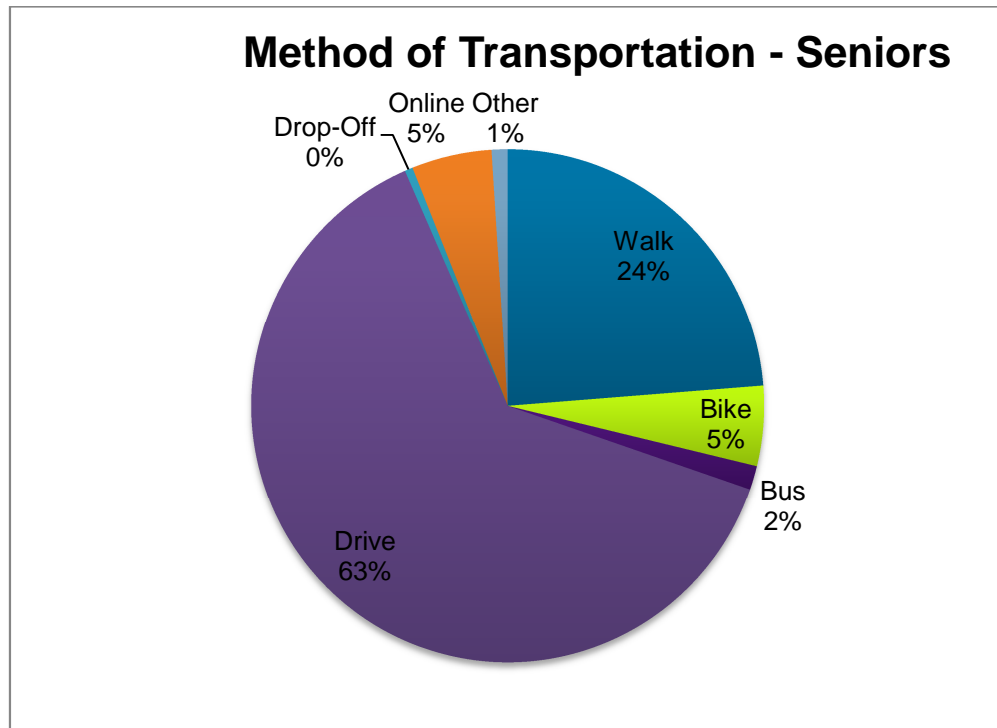
Similar to all groups measured, seniors were most likely to indicate that they did not have an interest in any of the programs/events mentioned (i.e. the majority selected “None”). However, book clubs and bridge were the most popular activities on offer, followed by Open Mic, craft workshops and movies.

Please see Appendix B, Table 19 for full details.



Transportation and Access – Seniors

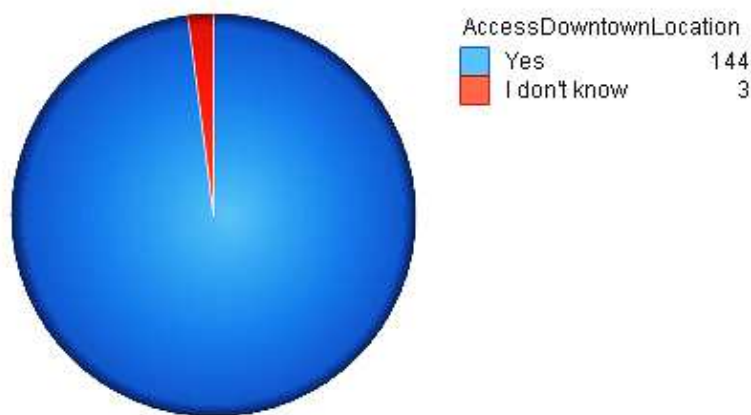
The majority of seniors would drive to the Library; however, 24% indicated that they also walk to the library.



Access - Seniors

Of all senior respondents, only 3 respondents indicated that they “didn’t know” if they were able to access the downtown location. The remaining 98% of respondents indicated that “Yes” they could access the downtown location. There were no seniors who said they could not access the downtown location.

Seniors Able to Access Downtown Location



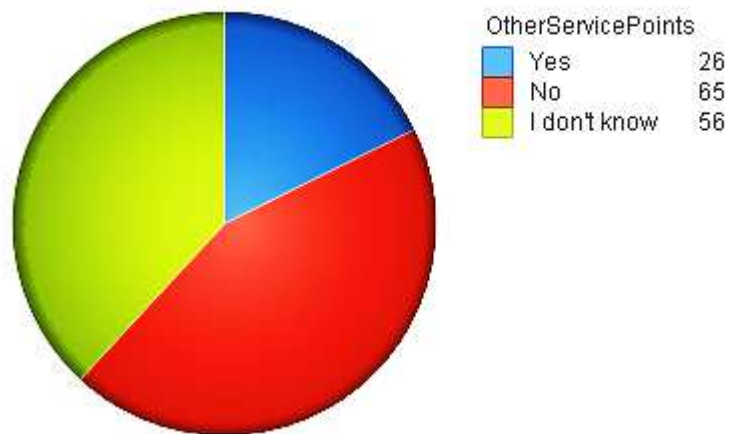
11% of seniors who responded to the survey indicated that they required accessible parking.

Requiring Accessible Parking



More Service Points – Seniors

Of the 147 seniors who responded to the question “Do you think that the Library needs other service points such as kiosks, book drops, or other branches?”, only 17.7% said “Yes”, compared to 30.6% of all respondents. 44.2% said “No” (compared to 37.8% of all respondents) and 38.1% said “I don’t know” (compared to 31.6% of all respondents).

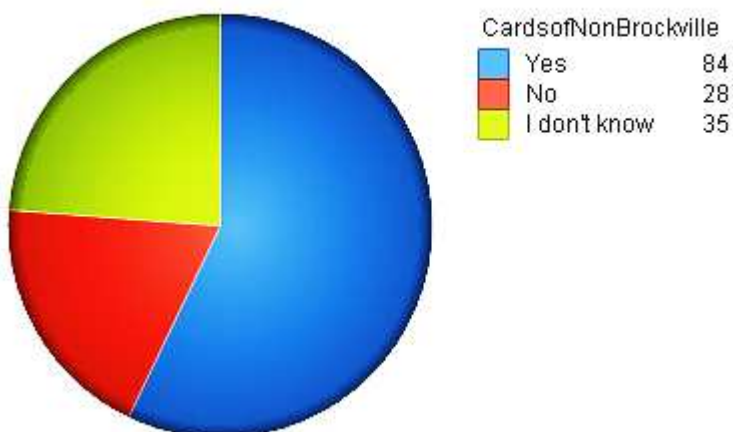
Seniors - More Service Points

Seniors – Free Cards for Non-Residents

147 seniors responded to the survey question regarding whether the Library should offer free memberships to persons who work or go to school in Brockville, but live outside of the municipality.

Seniors were less likely to agree to offer free cards to non-residents compared to all survey respondents, however, a majority (57%) still indicated “Yes”, the Library should offer free cards to non-residents (compared to 68.2% of all survey respondents).

Seniors - Free Cards for Non-Residents



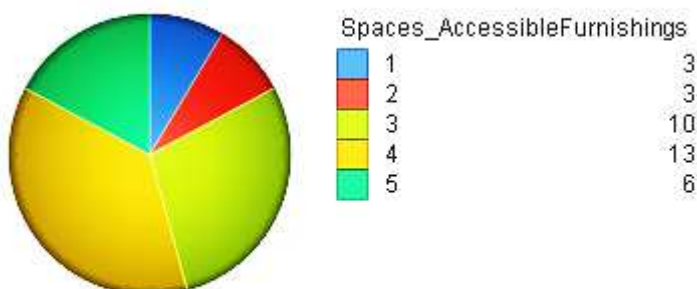
Facilities – Seniors' Rankings

Seniors ranked the features and spaces at the Library on a scale from 1-5 with 5 representing *Excellent* and 1 representing *Very Poor*. As with the whole-survey results, a significant number of seniors chose "I don't know" when ranking many of the spaces. This may be either because the respondent is not a library member, or because they have never used the library.

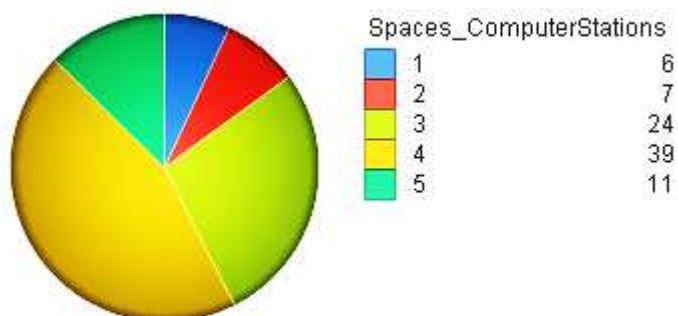
In the graphs below, the "I don't know" option has been removed from the graph. Underneath each graph is indicated the number of people who selected "I don't know" for that feature. This allows for a clearer picture of the rankings while still taking note of the number of people who opted out of providing a response.

The following data includes both members and non-members.

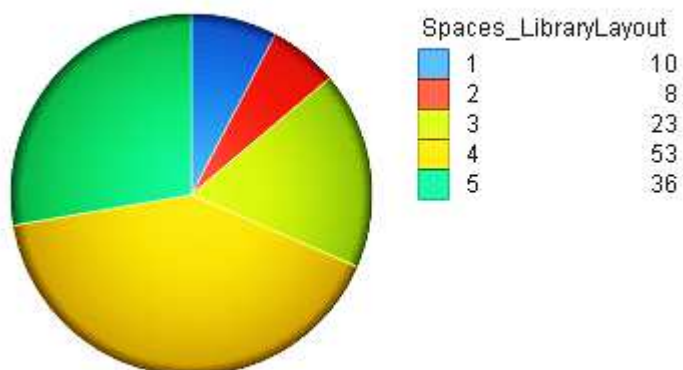
Seniors' Ranking: Accessible Furnishings



I don't know – 113 senior respondents

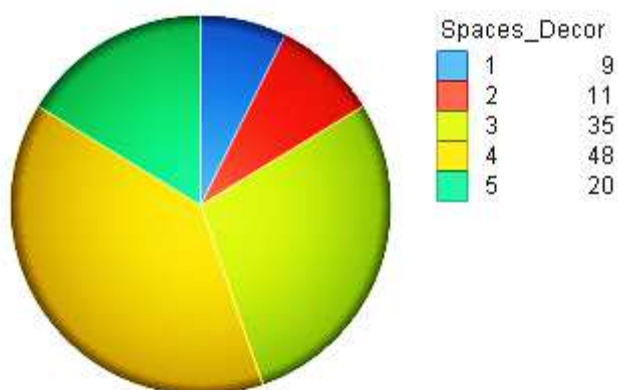
**Seniors' Ranking: Computer Stations**

I don't know – 61 senior respondents

Seniors' Ranking: Library Layout

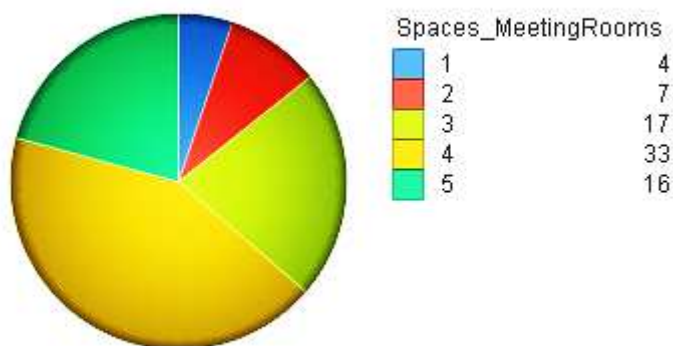
I don't know – 18 senior respondents

Seniors' Ranking: Decor

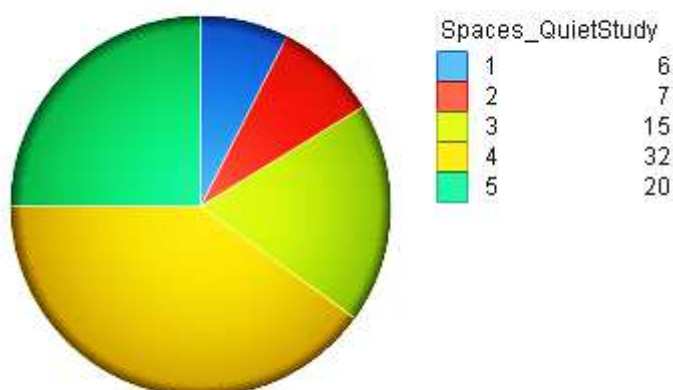


I don't know – 25 senior respondents

Seniors' Ranking: Meeting Rooms



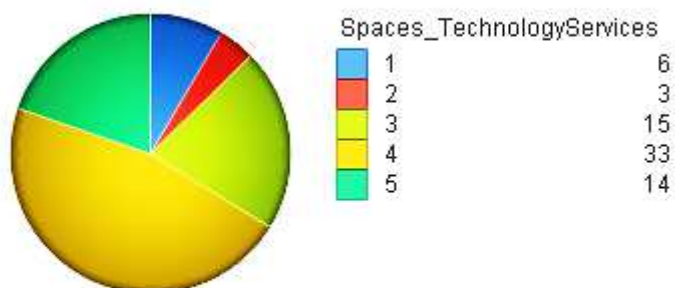
I don't know – 70 senior respondents

Seniors' Ranking: Quiet Study Spaces

I don't know – 68 senior respondents

Seniors' Ranking: Reading Chairs

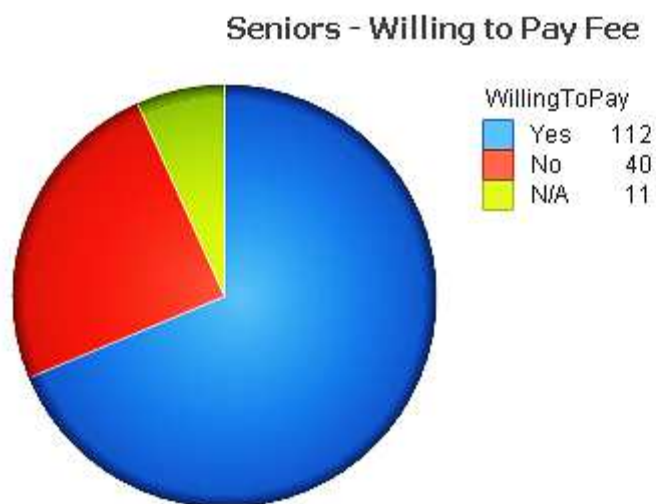
I don't know – 46 senior respondents

Seniors' Ranking: Technology Services

I don't know – 77 senior respondents

Willing to Pay Fee – Seniors

The majority of seniors (68.7%) responding to the survey indicated that they would be willing to pay a nominal fee to access some services. This was a stark comparison to the youth responses: 67.3% of youth were *not* willing to pay nominal fees to access programs and services at the Library.



Recent Changes – Seniors

Seniors felt, for the most part, that changes at the Library had been either positive (48% of seniors) or neutral (13.5%). Only 5% felt that the changes had been negative. 15.5% had not noticed any changes.

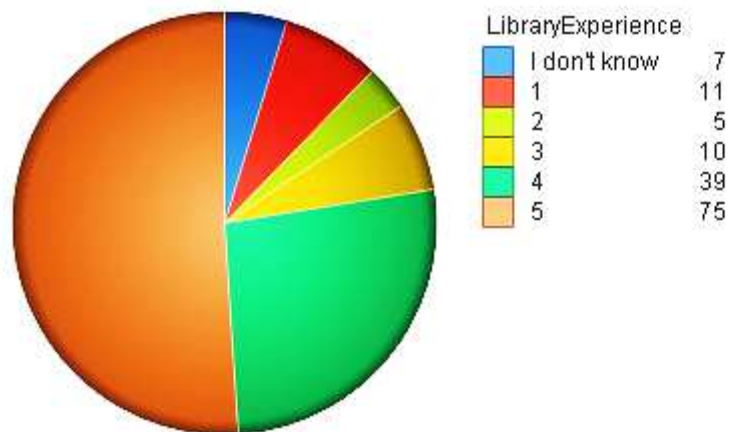
Seniors' Responses to Recent Changes



Library Experience – Seniors

Fifty-one percent (51%) of seniors responding to the survey indicated the highest level of satisfaction with their Library experiences. A further 26.5% were mostly satisfied (4 out of 5). 10.9% indicated they were dissatisfied by selecting a ranking of either 1 or 2 out of 5.

Seniors' Ranking: Library Experience



*"A library book, I
imagine, is a
happy book."*

Cornelia Funke

Conclusion

The Library has undertaken an extensive report and gathered a significant volume of data. This data can be used on an ongoing basis for analysis and planning purposes.

The next step of this process will be to develop the Strategic Plan for the Library. This Strategic Plan will draw on the information contained in this report to help set priorities for improvement, to advocate on behalf of the Library, and to continue to reach out to the community.

Several key themes emerged throughout this report for consideration by the Library Board of Directors as they approach their planning sessions.

1. **Advocacy:** The public is confused and concerned about the evolving role of the Library. They are keen to see the Library innovate, keep current and play an increasingly central role in their lives as a community hub and as a source of information and free resources. However, they are also concerned that technology will move the Library away from its business of providing physical (not just digital) resources and that technology could ultimately threaten the Library's role in the community. This fear and uncertainty around the role of libraries presents an opportunity to start a dialogue in the community around what the Library can provide and what kind of place people want it to be. The responses in this report give some clues: people generally want their libraries to be open, attractive spaces that are safe and welcoming for people of all ages. People are interested in preserving and enhancing the ability of the Library to provide free resources. Also, respondents indicated that the Library plays a key role in providing educational support to members of all ages whether it be for e-reader tutorials or help learning to read. Advocacy in the community for the Library with information about what is offered will help to strengthen people's confidence and connection to the Library.

2. **Atmosphere:** It was interesting that atmosphere and décor appeared both as a strength and a weakness of the Library. As a strength, words like “clean”, “organized”, “easy to use”, “bright”, “open”, “friendly” were used. As a weakness, people described a “dark” space with a musty smell and out-of-date décor. If the role of the Library is increasingly evolving to that of a community hub, it will be necessary to continue to invest in making the facilities as attractive and pleasant as possible.

3. **Accessibility:** The Library is open enough hours to meet its minimum standards and to compete with libraries in similar-sized towns. However, Library clients still would like to see the Library open longer on Mondays and Fridays, consistent hours year-round, open longer into the evening and earlier in the morning. Parking was also a concern for some. The deficit of free parking as well as challenges with the curb near the disabled parking spaces were all challenges for people, especially those with mobility challenges. There was also a high rate of response to the survey question about whether people who work and attend school in Brockville (but pay taxes elsewhere) should be eligible for free cards: the majority of people said yes, and a significant number said that fees for memberships was a substantial barrier to their use of the Library.

These are only three possible areas of focus. This data provides valuable insight that can help to inform the strategic decisions of Brockville Public Library going forward, enabling the Library to be responsive to the needs of its patrons.

Contact Information



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Appendix A: Comment Samples

1. “Strengths” Comments

There were 743 comments provided in response to the question: “What do you like about the Brockville Library? What are the Library’s strengths?”

Here is a sample of those comments:

“It’s one of the few truly “Free” experiences.”

“I love downloading eBooks from home and the library makes that easy.”

“I am in a book club and we receive inter library loans. Laura is incredibly efficient at making this happen every month and I am so appreciative of this.”

“I like programs that are offered for youth. I think that is very important especially for children who come don’t have opportunities due to poverty. I think after school programs are important.”

“Its **super strength** is the children’s area - the space, the resources & the programming make this a child-friendly space with early literacy as a clear goal, where children feel comfortable and welcome. Having the children’s’ area separate from the quiet adult area upstairs means they aren’t disturbing other people. The amount of participation I see with youth/teen events shows that they feel equally at home at BPL.”

“The Brockville Library is becoming **more than just a library** which houses information and that is crucial given the changes in technology. I feel the library is providing more than information it is providing the community with a number of helpful programs and a source for networking and learning. The smaller rural libraries could learn from Brockville’s example.”

*“I owe hours’ worth of movie watching to the Brockville Library’s movie collection, not to mention years’ worth of book borrowing and exhibit space.
Thank you!”*

“Provides a critical service to promote and encourage literacy, great resource of information without the cost of purchasing those resources.”

“Beautiful historic building.”

“I like where it is located in the downtown core.”

“I think it's responsive to patrons' needs.”

“Displays new non-fiction books on second floor cabinet. These are what I look for each time I enter the library.”

“I think it's a great way to teach your children the joy of reading books without having to buy them.”

“I think the location is great. The facility is modern and well laid out, bright for easy reading -- especially helpful for us older users with weak eyesight.”

“Wifi, coffee and comfy chairs.”

“The library is part of Brockville's heritage, it is a beautiful building. The staff are pro-active in marketing all the additional features the library offers. The exhibit wall/display case is a great feature for groups/festivals and special events to utilize - at no charge!”

“The layout makes it easy to find materials.”

“The Brockville Public library is one of the most welcoming places in Brockville. Many youth indicate they feel safe there and it is very welcoming to the LGBTQ community.”

“Children's area layout - I can look for books and movies while my child is on the computer and still see her. Main floor layout is perfect!”

“It is great to have access to the Internet when I cannot afford to own a computer.”

“The staff and the excessive amount of books available.”

“Fantastic bargain for all Brockville taxpayers. A really good "deal".”

“Entertainment sections like the DVD's and magazines...it attracts people who would generally not come”

“I love that if a book I want is not there, I have the option of Interlibrary Loan to obtain almost anything I want. No library has everything. I rarely buy books so the library is THE place for me! Haven't gone to a reader yet and I like books, hard copy books, **pick 'em up and put 'em down books**. I hope that will always be available.”

“The library has always been a peaceful place to come and although I get book store gift cards for gifts they are very expensive. The library is an **excellent deal all the way around**.”

“The library started our daughter on a career in librarian functions. She is doing well. Thank you.”

“I like the kids' corner and that the staff do not get mad at kids for being loud”

“Love what's been going on with tweens and teens - like to see this expand with another location in North End. Safe place for kids/youth.”

“Its atmosphere is very striking, I enjoy just being there honestly. It feels friendly, warm, and honest. The people there don't expect me to buy something, or explain myself for sitting down and reading a book.”

“I like that you can come read as many books as you want and even take them home and bring them back and get new ones!”

“I don't physically go to the library, so I can't comment on anything within the physical location.

Having the online library is a huge strength, especially given that it offers ebooks on loan.”

"I really enjoyed having a workshop to help me get to the online books. This is a great feature and ebooks are awesome. It is another dimension of service."

I like it's location and there's ample parking.

"Has been very useful as a parent of young children. Would like to use it as a research tool - made access to University level materials (I know few people use this any way so the subscription could be on a per use basis) - PDF versions of scientific American and other journals)"

"Safe and quiet spot - still keeping the feel of a library despite technology taking over. Always looking to improve and bring new things in."

"Great selection of books!"

Committed staff with an eye to the future of libraries. Excellent children's programs and innovative ideas.

Great DVD library. Receives latest book releases quite quickly.

It offers a number of services and programs for a wide range of interests

The Carnegie design

Access to knowledge banks and experienced staff that help find the right information.

Over the years the library has transitioned to keep up with modern needs of community and society.

Free rental on movies.

**Friendly, Peaceful environment. Fair selection.
Passionate staff.**

2. “Weaknesses” Comments

There were 620 comments provided in response to the question: “What do you not like about the Brockville Library? What are the Library’s weaknesses?”

Here is a sample of those comments:

Second floor space somehow needs to be reconfigured - it doesn't seem to flow. I recognize that this is a challenge based on trying to meet various needs of all patrons and having to work with a limited space.

My impression is that adult fiction and non-fiction book collections are declining in selection and quality. Change for the sake of change seems to be the current philosophy. Customer service at points other than service desks would be helpful. BPL does not have a presence in the local media (print, radio). How is BPL connecting with the community, reaching out? More planning and money is needed to serve the increasing number of senior citizens: these people are educated, sophisticated, knowledgeable and will have to deal with many issues: disabilities, social exclusion, different needs for innovative supportive technologies. They are a diverse group, at many different stages of ability/disability. They need library staff who are knowledgeable, sensitive, creative, good communicators.

Inadequate funding; currently appears that the City does not hold library in high esteem /value it as an important service to the public.

The biggest challenge which I am sure if of no surprise is parking. Also when I come to use the computers (we do not have internet at home), there is always a wait unless I do 15 minutes.

The hours. The fact that if a book/movie etc. is late, there are no calls to attempt to remind you. I have looked at your stickers and interpreted to date incorrectly and had late fees because of it or I have just forgotten all about a book or two due to my schedule, and a reminder phone call would have been appreciated.

Empty shelves Aged decor

The computers games are not really my age.

A book return at the main entrance would be more convenient than finding out the library is closed and having to run around the corner

why are all the real (paper) books disappearing?

The **technology interface** is a weakness in my opinion. The website is very useful to me, but is not as user friendly as it could be. Also, the typed sheets on how to download ebooks don't match what I see when I try to do it, and getting into other library databases is not exactly as written.

Most of my contact with the library is over the phone and until I read about the programs and services on this survey I had no idea that you had them.

library could be a bit more visible in the community.

I wish some of the programming for little ones was outside of work hours to allow my family to attend as well as a broader cross section of the community

Location is my biggest complaint even though I recognize the importance of it to the downtown area especially as the downtown expands it's residential development with the Tall Ships building etc. Therefore my wish list would be another branch in Brockville along with more business related workshops offered in the afternoons.

Difficult to feel like the library space is unified and it can be a bit visually cluttered in places.

Needs more Blu Ray releases in their video library

I think the library should get someone to write a program to email people automatically if they have an overdue book or a book due in two days. The database is there; the program just needs to be written. Libraries across Canada could use this. ALSO, I do not like the list of audio books and ebooks included when I do a search. Please add a check box to include these or not.

I tried to register for a library card when i lived in Elizebethtown and was told there would be a fee and never returned. i think opening up the area and offer free cards would be wise or at least lower the fee.

I would use the library during the evenings or on weekends as I work -- hours are sometimes not convenient and **parking can be an issue**

Can't pay fines via e transfer

Even though I prefer a real book, ebooks and internet are making the library obsolete.

How we reinvent the library for so many people who use the internet for everything?

I do not like how the city does not realize what a true treasure the library is.

When you are a resident outside of Brockville you are not really made felt welcome. Staff are sometimes more like watchdogs that customer service orientated. They assume you should know where things are in the library. Been probably twice in the last 4 years.

I wish you had the museum day passes.

I do not like it when the youth group that have their computers on that the youth women get **too loud** even though there is a library staff in the room. They should be firm with these young women and ask them if they could show a bit more respect for those people who are trying to concentrate while on the computers.

The musty smell of old books in a poorly-ventilated overly-humid space. Also, I disagree with the trend in libraries to have coffee. The smell of coffee lingers and for those who don't like it, the smell is as bad as stale cigarettes - offensive. I don't believe food and libraries mix. Food invites bugs which are not good for the well-being of books being loaned from house to house.

I wish they were open longer.

decor is kind of blah, hiring a professional do consult on colours and decor would be great.

The only time the library has not met my needs was when I wanted an audio book for our drive on vacation and the return time was too short!

Parking. It is amazing to me that Brockville can support 2 hour free parking in front of stores but there is no free parking spots in front of the library. My mother recently got a \$20 parking ticket while trying to take my 2 year old son to a library play program at 9:30 in the morning. This IS and WILL be a barrier when trying to take him there in the future. It is very sad to me that we as a community can justify free parking when someone is spending money downtown but not when trying to educate our children.

The old computers need to be updated. Not a lot of tables and chairs. Waiting lists are too long for new books. The certain smell to it (old books).

you are getting rid of too many books. ilike to hold books, and the shelves are too empty

I don't find staff particularly friendly or helpful or approachable...I find many customers, of all ages, are kind of brushed off or slighted by staff.

I don't enjoy the fact that a good majority of people that use the library are not using it for book, instead they are using for entertainment which is a good thing that we have that option and the possibility to rent films for free. But kids now a days are not reading as much as they should and this coming from a almost sixteen year old kid, just by looking around to his peers a lot of them are not as educated as they could be. So I think the Public Library needs to start pushing the influence of reading and education to kids more!

I like everything but it needs more computers.

I think there should be a cap on late fees, sometimes it is not possible to get to the library on certain days. Also when teens are in the building, I think there should be staff walking around. Some are there for books etc, but others are there for something to do.

There needs to be more fun things for teens.

The book selection is poor and dated. Gay and lesbian authors are non-existent in the collection.

3. "Use the Library More" Comments

More comfortable seating.

Information that's available **Motivation**

Need time and motivation to just go!

A quiet place to get away to with really comfortable chairs and coffee. Gas fire place. A better home, away from home. Plugs and internet so I can bring my own laptop and surf. Then I could discover the programs of the library.

The availability of **e-books to download** to my ereader.

Since we come in from Elizabethtown and usually try to run errands as well as visit the library, it would be nice to have a place to get coffee and maybe chat with people without disturbing other patrons. Sort of like Chapters does. But where you'd put such a cafe I don't know.

If the library were open a little later on week days and even weekends I know I would use it more.

I visit the library almost daily now. I would however visit more for author nights - meet the author.

More programs for kids....if attendance is high, maybe another day is required

Wider range of talks, group meetings, book readings etc. Would enjoy discussions on current affairs, politics etc.

At this time not possible - I work. But as a senior I can see myself - reading at the library for some interaction with others, learning/playing bridge and staying abreast of new technologies with courses at the library. I expect it a great place to hang out when I have more time.

Since I live outside of Brockville, I find the fees to get a library card discouraging.

art magazines

greater awareness of what they have to offer

If it was closer to my home.

Larger business and personal development selection

BETTER PARKING

More speakers and movies that I would be interested in.

Friendlier staff, better hours, more comfy places to sit and read. (these are my daughters sentiments as well as mine)

If there were a location in the North End

Most of the reading I do is for my book club. I am rarely able to get my book club selection at the Library because we read current books and although the library almost always has a copy of the book it is almost always out. I like the online search because I don't have to go there to check on availability. I have a kindle rather than a Kobo so I can't get my ebooks there either.

Longer lending period. My family and I go there to read books and use the computer while we are there. :)

More comfortable chairs.

more current romance novels

Arcade room.

If they sold beaver tails.

If there were more advertisements, honestly I forgot all about the Library.

Not sure We are actually physically going to the library less since we got our KOBOs and are using ebook loan service. However we are reading more!

Lower fines for late books.

Just keep getting new releases

Free/lower cost membership

School based joint literacy initiatives.

Get new release books and change the decor.

4. “Five to Ten Years” Comments

Vibrant, well-funded, more staff.

Expanded and more technology

Modern, **state of the art**

A hub for information from many sources

An enjoyable place to go to sit and eat and visit with friends

Virtual environment

Technologically advanced, a comfortable place for all ages to meet as a community hub

Hopefully, there will still be **paper** copies of newspapers, magazines, books. It is great that there are e-readers available and computers, but these should not replace print materials. I would like to see crafts like painting courses. I have very much enjoyed card-making crafts.

A hip and swinging place to go!! Libraries have the connotation of being "stuffy, quiet, and BORING!" a quiet area is fine for those who want to read/study but our library has the space to serve both that as well as fun and laughter. After all, laughter is something we all seek out to feel better. It's time to take the library into the 21st century and alter its image - a breath of fresh air is the direction Brockville should go to in 5-10 years. I think we are already heading in that direction!!

It could become an interactive school

Probably more interactive, perhaps using Skype to allow elderly or shut ins to participate in book clubs or activities, such as knitting or any other club activities.

My vision is that BPL will continue to be a community hub and gathering place where information is free of charge and accessible to every person. There is no other organization quite like a public library for including everyone regardless of income, ability, education, ethic/religious background. BPL will continue in its democratic role as a place where everyone has access to new information technologies and knowledgeable staff who can connect people with the information they need. I don't foresee the end of the book for many years to come, for me certainly and especially for children.



If the library continues with its present outreach I think it will have an even greater presence in our community - I see this library already empowering the people of our community through various open, safe, exciting, inviting and challenging programs and services. I think its' physical space may have to expand and while that involves funding, I think there will be support for this.

BIGGER!

not sure what the future is. Might have skipped a generation of 'techies' and now need to bring the teens back.

I think the library has to become more of an event place with things going on - workshops, courses, etc. All of the information is available on line - there is no reason to visit for just books or research materials like before. I think it has to become a community hub

ANYTHING YOU WANT IT TO BE. A VIBRANT PLACE THAT PROMOTES LITERATURE AND EDUCATION.

the same

Well frankly, closed; because the books are just not there. And the city government isnt providing any more money to expand the books and services that should be offered.

With most people having everything available online these days I'd say it would have to be a technological database of material that once can type in specific terms and get to resources quickly on line. Even remote access, perhaps for a small research fee - stuff that is Brockville and area centric since everything else is out there already.

On line access to books worldwide. More on line subscriptions. Worldwide seminars available at the Library.

Please continue this wonderful public service accessible to all residents.

5. “Other Comments” Comments

I appreciate this survey - I had really just forgotten about the library as I receive no information about it. I may pop down in the next week or so just to have a look around and see what's new.

Just remember that at heart a library is about books and sharing knowledge. Please don't reduce the number of physical, paper books that you provide, in favour of evanescent digital material.

Only that I hope we always have a library for the future generation. This is something we should not lose. It is one of the few places that young adults can go that moves at a slower pace. They may even learn something while there and it offers a quiet time, something many of them do not get anymore.

Perhaps The City of Brockville would consider re-vamping the parking lot across from the library and build a multi-story building for parking on several levels, with a restaurant and reading room at the top. And in regards to offsetting the cost of some programs I prefer to hold the original idea that library services are free and do not eliminate any sector of society to use them.

I would propose a network of small libraries (public and school) also museums and attractions, to combine resources and promote one another, share experiences. Work with community groups (rotary etc.), and professional organizations outreach (PEO etc.) programs to cast a wide net. Perhaps that already happens...

I look forward to becoming a regular library user in Brockville

The Brockville Public Library is an integral part of the Brockville community. After moving out of the city to E-K I missed not having the no charge access to the library. This survey has made me aware that if I don't support it I might lose it, Thank you. And a special thank you to the staff past and present who have done so well with such limited funding.

I LOVE LIBRARIES!!!!

I really appreciate that local students automatically receive library cards. It's very helpful to have access to the resource section for assignments.

The exterior of the building has undergone a huge face-lift. Who knew that a beautiful and historic building hid behind the vines. The **building is an asset** to downtown Brockville!

The public library is a long standing community resource of great historical value. I would regret seeing it move in order to expand. I think the Library Board should develop a long term plan to acquire adjoining properties for future expansion along Buell or George streets.

The Brockville Public Library is an important part of our City. Free access to internet and reading materials is a great resource. Congratulations on a great facility and service.

the **empty shelves** really bother me

Does the library offer automated reminders when a library book is due? If not, that would be appreciated.

Overall the library is one of my favourite places in Brockville, so I don't mean to come off negative. There are some real issues with customer service that need addressing. I can't speak for the disabled but if there are definitely problems they should be top of the list to be rectified. Thank you for all you provide to the community at large.

I've been a consumer of BPL services and literary offerings for over 50 years; I can remember coming for Noddy books when the children's library was in the basement in the 1950s and my life-long love of literature and story, true and imaginative was born there. I hope that in the current climate of cutting culture that somehow the Library survives and thrives to continue creating bibliophiles in all their guises.

Just that I miss being able to use the library but I just cannot justify the cost for the number of times I used it. Pay per use is another option that could be beneficial to the library because then they would at least be getting some money from me whereas now they are getting no money from me.

I wish you well. I don't see a future unless the library re invents itself as a place to go to find courses on how to study, how to search internet, become closer to schools, get educational funding. Courses on financial literacy, not just some banker willing to sell mutual funds. Get people like Robert Gignac to come and provide talks. His cost supported by local businessmen.

Things have really improved - keep up the good work.

The kids use the library a lot more than I do, but it's great to be able to send my kids there and not worry about their safety. We love our Library staff!

Libraries should be the last possible refuge for the physical Book. When the power goes out or is too expensive to charge all the book readers ipods etc Physical books will come full circle again. Old books contain History of our Civilization.

Brockville is blessed with a small but dynamic library. Keep up the good work!

I would like to stress the importance of building projects for young adults and teens. The library is an interesting and exciting place for toddlers and children, as well as a haven and resource for adults. However, the middle ground is generally lost, and those are some of the most important formative years. Catch the attention of the young adult scene, and your 'customers' will be for life.

Regular art music and dance classes for children and youth. Performance venues and open mic slam poetry for our youth. A visiting centre for authors and lecture series.

I am disappointed that my library is allowed to treat people so poorly. It is supposed to be a welcoming place in the community but every time I have entered with my family, we are treated rudely and made feel as though we are interfering with their private time. No one helps us, It is as if they are all hired for life and can do whatever they want with no consequence. We seldom come because of the service.

Used to love it. Now I'm constantly annoyed - no one's listening either.

As schools in the area are eliminating libraries from their buildings, the role of the public library is becoming more prominent. It would be a shame if future generations did not have this institution at their disposal.

Knowing the staff is excited and willing to introduce new services and programs, plus seeking feedback from the community shows that there is great potential for moving forward. The books, computers et al can all be here, but without people with passion and caring, none of it matters.

Reverse cut back on hours. It is a "public" place and should better reflect the current society where businesses are generally open longer.

Sometimes there are young teenagers in the kids section and they can be crude loud and also they smoke right in front of the doors setting a bad example for young children.

Technology is great and dandy but there's nothing like curling up on the couch with a real book. That's what all small children love (and need) so let's not forget that.

Maybe library info in EMC and other free newspapers. Weekly column with new books, DVDs etc and events i.e. NFB films.

I think our library is a wonderful facility.

I enjoy taking my boys to the library. I enjoy teaching them about books and to love reading. I would hate to see the library disappear. Do you/can you advertise at the YMCA. I visit the Library depending on the seasons. I look at the never-ending book sale but don't usually purchase. Nothing that interests me. Didn't know some of the resources existed! I would be willing to pay a nominal fee to offset the cost of some programs - really depends on programs and if it fits my interest. The layout are library works. I got to get books. It's nothing spectacular but does its' job.

Whoever thought up the young writers club on Wednesdays is the type of thinker needed to reach the young people of artistic bent. What about an art club too.

The staff there are amazing and always make us feel welcome. They are **knowledgeable, friendly and very helpful.**

Appendix B – Charts

Table 1: Geographic Breakdown of Active Library Members 2012

Active Members	
Brockville Center	2434
Brockville East	1754
Brockville West	1318
Brockville North	2064
Augusta Township	65
Elizabethtown / Kitley Township	450
Other Townships	448
Unknown	7
Total	
	8540

Table 2: Number of Survey Respondents in Each Age Range

Age Range	Number of Respondents
0-6	1
7-12	59
13-17	238
18-24	76
25-34	133
35-49	298
50-64	348
65-79	140
80+	23
N/A	7

Table 3: Household Income – All Respondents and Member Respondents

Household Income Bracket	Respondents (#)	Respondents (%)	Library Members in this Bracket (#)	Library Members in this Bracket (%)
Without Income	12	0.9%	7	58.3%
Under \$25,000	133	10.1%	103	77.4%
\$25,000-\$54,999	245	18.6%	181	73.9%
\$55,000-\$84,999	198	15.1%	137	69.2%
\$85,000-\$119,999	188	14.3%	110	58.5%
More than \$120,000	119	9.0%	63	52.9%
I don't know	210	16%	61	29.0%
I prefer not to respond	210	16%	144	68.6%
TOTAL	1315	100%	806	61.3%

Table 4: Education – All Respondents and Member Respondents

Education Level	Respondents (#)	Respondents (%)	Library Members (#)	Library Members (%)
Grade 7 or Under	38	2.9%	19	50%
Elementary School (Grade 8)	237	18.0%	75	31.6%
High School (Grade 12/13)	183	13.9%	112	61.2%
Some College or University	169	12.8%	112	66.3%
College Diploma	283	21.5%	199	70.3%
University Undergraduate Degree	248	18.8%	177	71.4%
Postgraduate Degree	158	12.0%	112	70.9%
TOTAL	1316	100%	806	61.2%

Table 5: Preferred Days to Visit the Library

Day	"Yes" Indicated	% of Responses Indicating "Yes"
Sunday	542	40.9%
Monday	408	30.8%
Tuesday	473	35.7%
Wednesday	509	38.4%
Thursday	488	36.9%
Friday	456	34.4%
Saturday	696	52.6%
Holidays	209	15.8%

Table 6: Preferred Time of Day to Visit the Library

Time of Day	"Yes" Indicated	% of Responses Indicating "Yes"
Morning	441	33.3%
Afternoon	897	67.7%
Evening	469	35.4%

Table 7: Count of Comments Re: Preferred Times

Suggestion	Count of Comments
Open longer/later everyday	49
Open earlier everyday	16
Open longer/later Mondays	49
Closed on Mondays	1
Open longer/later Friday	14
Open longer/later Saturday	6
Open earlier Saturday	3
Open longer/later Sunday	12
Open earlier Sunday	9
Open on Sundays in the summer	7
Open on holidays	6

Table 8: Number of Respondents Expressing Interest in Products and Services

Product/Service	Number	Seating Areas/Reading Chairs	129
Books (Adult)	932	NonFiction DVD (Children)	122
Entertainment DVD (Adult)	594	None	104
Books (Teen)	392	Audiobooks (Teen)	99
Online Hold/Renew	371	Recorder and Times Microfilm	98
Interlibrary Loans	352	CDs (Teen)	97
Computers	345	Book Club Kits	85
Magazines (Adult)	344	Disc Repair	85
Books (Children)	311	Exhibit Space	79
Neverending Book Sale	309	Magazines (Children)	74
NonFiction DVD (Adult)	284	Audiobooks (Children)	65
Entertainment DVD (Teen)	283	CDROM (Adult)	64
Online Databases	255	CDs (Children)	62
Internet Training	253	Pedometers	57
Audiobooks (Adult)	247	Business Collection	55
Photocopying	244	Energy Meters Borrowing	47
Entertainment DVD (Children)	242	Microfilm	44
Printing	223	CDROM (Teen)	42
Coffee	213	CDROM (Children)	28
CDs (Adult)	193	Exam Proctoring	27
Study Rooms	160	Other	26
eAudiobooks	157	Adaptive Technology	24
eReader	154	Homebound Services	22
Magazines (Teen)	153	Scanning Services	22
Meeting Rooms	152	Faxing Services	20
Laminating	151	CNIB	17
Children's Computers	140		
NonFiction DVD (Teen)	137		

Table 9: Transportation/Arrival Method

Arrival Method	Respondents (#)	Respondents (%)
Walk	497	37.5%
Bike	127	9.6%
Bus	42	3.2%
Drive	973	73.5%
Drop-Off	37	2.8%
Online	113	8.5%
Other	9	0.7%

Table 10: Interest in Library Expansion to More Service Points

Responses	Respondents (#)	Respondents (%)
Yes	374	30.6%
No	461	37.8%
I don't know	385	31.6%
Total	1220	

Table 11: Media and Marketing Reach (Where do you hear about the Library?)

Marketing	Number
e-Newsletters	25
Newsletter	59
Other	63
Other Websites	72
Radio	131
Social Media	157
Staff	222
Never	254
Posters	275
Newspaper	293
Word of Mouth	368
Library Website	423

Table 12: Response to Recent Changes

Response	Respondents (#)	Respondents (%)
The changes have been positive	432	34.9%
The changes have been neither positive nor negative.	152	12.3%
The changes have been negative.	27	2.2%
What changes? I haven't noticed any changes.	295	23.8%
I don't know.	333	26.9%
Total	1239	

Table 13: The Library in Five to Ten Years

Feature	Approximate Tally
More advanced technology and better online presence (e-resources, ease of use)	106
Enjoyable gathering spot (community hub, partner, accessible, a place for all ages)	95
Expanded/bigger (bigger building, new staff, more hours, modern décor, second site, more clients)	78
I don't know	77
The same	67
Stay true to paper copies/materials	40
Virtual	35
New programs/services	31
Gone/less used	30
Adapt to changes quickly	17
Well-funded	7



Table 14: Motivation for Increased Library Use (i.e. What would make you use the Library more?)

Feature	Approximate Tally
"New" Books / Updated Selection	74
Nothing	68
The Library is good as it is...	63
Extended Hours	53
More time	52
Better Location (if I lived closer)	52
Free Membership	44
More Activities/Workshops/Events/Groups	26
Better Marketing	22
DVD Selection	18
Seating	17
More Computers	17
Author Nights/Lectures	16
Kids Programs/Workshops/Events	15
Café Style	14
Décor	14
E-Books, E-Readers	14
Parking	10
Internet (Wi-Fi)	10
Customer Service/Staff	9
Video Games	9
More Technology (portal updated)	9
Loans	8
Magazines	7
Additional Location	5
Meeting Rooms (more available, cheaper)	5
Seniors Activities and Classes	4
Transportation/Shuttle Service	4
Card Games/Board Games	4
Book Availability	4
Audiobook Selection	3
Motivation	2
Kiosk	2
CD/Music	2

Table 15: Other Comments (Most frequent)

Comment	Approximate Tally
Love the Library (Thank you! Keep it up!)	127
Nothing left to say	65
Staff are great	22
More Advertising and Outreach, Please	12
Better/More Technology and Computers Please	9
Thank you for doing this survey	9
Please Make The Library More Teen-Friendly	5
Fees are Too Expensive	4
Please Improve Parking	4
Please Improve Décor	4
I Don't Need the Library	4
More Kids Programs	3
The Staff Aren't Friendly	3
Please Keep the Books	3
Love the Art Work	3
Love the Large Print Books	2
This Survey Confused Me	2
Please Keep Evolving	2

Table 16: Youth Product/Service Interests and Preferences

Product/Service	Count (7-13)	% of 94 Respondents age 7-13	Count (14-19)	% of 233 Respondents age 14-19
Books (Teen)	57	60.6%	141	60.50%
Entertainment DVDs (Teen)	42	44.7%	73	31.30%
Computers/Internet	38	40.4%	94	40.30%
Magazines (Teen)	27	28.7%	65	27.90%
Books (Children)	24	25.5%	23	9.90%
NonFiction DVDs (Teen)	22	23.4%	32	13.70%
CDs (Teen)	21	22.3%	37	15.90%
Seating Areas/Reading Chairs	21	22.3%	37	15.90%
Printing	21	22.3%	61	26.20%
Entertainment DVDs (Adult)	19	20.2%	53	22.70%
Books (Adult)	19	20.2%	101	43.30%
Internet Training	18	19.1%	39	16.70%
Photocopying	17	18.1%	42	18.00%
None	16	17.0%	50	21.50%
Disc Repair	14	14.9%	13	5.60%
Audiobooks (Teen)	14	14.9%	28	12.00%
Laminating	13	13.8%	22	9.40%
Entertainment DVDs (Children)	12	12.8%	21	9.00%
Study Rooms	12	12.8%	54	23.20%
CD ROMs (Teen)	11	11.7%	17	7.30%
Online Hold/Renew Services	11	11.7%	27	11.60%
Children's Computers	10	10.6%	8	3.40%
NonFiction DVDs (Children)	9	9.6%	2	0.90%
Interlibrary Loans	9	9.6%	14	6.00%
Non-Fiction DVDs (Adult)	9	9.6%	20	8.60%
Coffee	9	9.6%	43	18.50%
Magazines (Children)	7	7.4%	3	1.30%
Neverending Book Sale	7	7.4%	22	9.40%
Online Databases	7	7.4%	26	11.20%
Audiobooks (Children)	6	6.4%	3	1.30%
Exhibit Space	6	6.4%	5	2.10%

eAudiobooks	6	6.4%	9	3.90%
CDs (Children)	5	5.3%	1	0.40%
CDs (Adult)	5	5.3%	12	5.20%
eReaders	5	5.3%	16	6.90%
CD ROMs (Adult)	4	4.3%	4	1.70%
Adaptive Technology	4	4.3%	5	2.10%
Book Club Kits	4	4.3%	5	2.10%
Pedometers	3	3.2%	1	0.40%
Recorder and Times Microfilm	3	3.2%	14	6.00%
CD ROMs (Children)	2	2.1%	0	0.00%
Scanning	2	2.1%	9	3.90%
Energy Meters	1	1.1%	1	0.40%
Microfilm	1	1.1%	1	0.40%
Exam Proctoring	1	1.1%	2	0.90%
Faxing	1	1.1%	2	0.90%
Audiobooks (Adult)	1	1.1%	11	4.70%
Meeting Rooms	1	1.1%	12	5.20%
Magazines (Adult)	1	1.1%	27	11.60%
CNIB Products	0	0.0%	2	0.90%
Homebound Services	0	0.0%	2	0.90%


Table 17: Youth Program/Event Interests

Program/Event	Count (7-13)	Percentage of 94 Respondents age 7-13	Count (14-19)	Percentage of 233 Respondents age 14-19
None	44	46.8%	142	60.9%
Read to Every Kid	3	3.2%	8	3.4%
Movies	33	35.1%	36	15.5%
Teen Writers	12	12.8%	28	12.0%
Craft Workshops	16	17.0%	21	9.0%
Lego Club	16	17.0%	18	7.7%
Teen Drop In	4	4.3%	24	10.3%
Open Mic	4	4.3%	19	8.2%
Game On	15	16.0%	8	3.4%
Stories/Crafts	10	10.6%	11	4.7%
Crochet Society	1	1.1%	15	6.4%
Storytime	7	7.4%	9	3.9%
Adult Book Club	2	2.1%	6	2.6%
GSA	1	1.1%	6	2.6%
Bridge	2	2.1%	4	1.7%
Super Saturdays	4	4.3%	1	0.4%
Seniors Book Club	1	1.1%	2	0.9%
Kniterary Nights	2	2.1%	1	0.4%
Adult Community Living	0	0.0%	1	0.4%

Table 18 – Seniors' Product/Service Interests

Product/Service	Count
Books (Adult)	139
Interlibrary Loans	76
Entertainment DVDs (Adult)	67
Online Hold/Renew Services	64
Neverending Book Sale	47
Magazines (Adult)	40
Internet Training	36
Audiobooks (Adult)	29
Meeting Rooms	26
Computers/Internet	24
Non-Fiction DVDs (Adult)	24
Photocopying	22
CDs (Adult)	21
eReaders	20
Online Databases	20
Coffee	18
eAudiobooks	14
Recorder and Times Microfilm	14
Book Club Kits	12
Laminating	12
Seating Areas/Reading Chairs	12
Exhibit Space	11
Printing	11
Books (Children)	10
Energy Meters	10
Pedometers	10
Entertainment DVDs (Children)	8
Children's Computers	6
Microfilm	6
None	6
Books (Teen)	5
CD ROMs (Adult)	4

Faxing	4
CNIB Products	3
Entertainment DVDs (Teen)	3
NonFiction DVDs (Children)	3
Study Rooms	3
Homebound Services	2
Adaptive Technology	1
Disc Repair	1
Exam Proctoring	1
Magazines (Children)	1
NonFiction DVDs (Teen)	1
Scanning	1
Audiobooks (Children)	0
Audiobooks (Teen)	0
CD ROMs (Children)	0
CD ROMs (Teen)	0
CDs (Children)	0
CDs (Teen)	0
Magazines (Teen)	0

Table 19 – Seniors’ Program/Event Interests

Program/Event	Count
None	79
Seniors Book Club	26
Bridge	24
Adult Book Club	17
Open Mic	13
Craft Workshops	11
Movies	11
Adult Community Living	9
Stories/Crafts	7
Kniterary Nights	5
Read to Every Kid	5
Storytime	4
Crochet Society	3
Lego Club	3
Game On	2
Super Saturdays	2
GSA	1
Teen Drop In	1
Teen Writers	0