



Strategic Planning Findings Book Addendum

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Key Takeaways

Key Demographic info

- 351 respondents completed the survey
- 54% of respondents live in Ypsilanti Charter Township, 29% in the City of Ypsilanti, 11% in Superior Township. Other areas represented included Pittsfield Charter Township, Ann Arbor, Scio, Van Buren, and Hamburg.
- Ages were well represented by most ages- 28% were 35-44, 20% 65 years or older, 17% were 45-54, 16% were 25-34, 13% were 55-64, 3% were 18-24, and 2% were under 18.

Library Activity

- 74% of respondents visit the library once a month or more often, 40% visit weekly or more.
- Of those who don't visit the physical building, over 32% are virtual users, 28% are too busy to use the library, 24% never think of the Library as an option, 16% haven't used the library since they were a child, and 12% say parking is too challenging.
- 91% have a library card, of those who don't, several indicated they have expired cards or use a card from another library.
- Of the respondents, 63% use the Whittaker branch most often, 22% use the Michigan Ave. Branch, 9% the online services, 6% use the Superior Branch and 1% use the Bookmobile. That will like change when the new Superior Branch opens as 12% indicated they expected the branch they use to change, 12% would like to visit first and 8% don't know.
- Respondents were heavily focused on using the library for materials with 85% using the Library to find a book or magazine and 41% indicating they were looking for AV materials.
- Other primary uses were Picking Up Holds (66%), Attending a Library Programming (52%), and Visiting Bookshop/Friends of the Library Sale (41%).
- Of those who offered Other Reasons for visiting many cited it as a resource for kids for learning and entertainment and just really enjoying the staff.

COVID-19 and the Library

- 23% indicate that their use has not changed at all but COVID-19 has certainly had some impact on library. 22% of respondents indicated they use the Library less and 24% indicated they use the Library more. Several reported using more curbside services, online resources and holds than did prior to the pandemic.
- As the pandemic recedes, 61% of respondents indicated they planned to attend a Library program of some size. 6% indicate they prefer virtual programs. Only 5% indicated they didn't plan to attend programs for quite some time and 16% say they don't attend programs.

How people describe the Ypsilanti District Library

- 96% (strongly agreed or agreed) felt the Library they use most often has a Library staff that is knowledgeable and helpful, 96% considered the Library an important part of the community, 95% found the Library to be a welcoming place and 92% found it to be both a safe place and a clean and well maintained place.
- The area the people were least satisfied with was having enough space for the needs of the community with a 70% approval (47% strongly agreed and 23% agreed, 10% somewhat disagreed or strongly

disagreed), a collection adequate for their needs with a 83% approval (49% strongly agreed and 34% agreed, 8% somewhat disagreed or strongly disagreed), and being accessible to those with mobility challenges had an approval of 69% (46% strongly agreed and 23% agreed, and 4% somewhat disagreed or strongly disagreed and 19% didn't know or had no opinion). Of the 15 areas 12 had over 75% positive agreement on the different aspects of the Library.

- There were many comments regarding how much people appreciate the Library and the staff as well as some suggestions for improvements. Biggest concerns have to do with hours, items in the collection, and some concerns with the Michigan Avenue branch.
- As far as awareness of the specific services addressed, 88% were aware of the new Superior Branch and 85% were area for the fine elimination and fine free lending. Only 16% were aware of Tutor.com, 29% the Senior Advisory Board, 33% Kanopy and 34% the low vision and adaptive technology services.

What are the most important issues facing the community?

- The most mentioned issues were similar to what we hear from communities across the country. Concerns included an increase in crime, affordable housing, increasing poverty and general public safety.
- There were thoughts that the Library can help with providing resources to encourage literacy and the development of other skills. There were also several comments about ways the Library could expand services and also get them out to other areas of the community.
- Community infrastructure was often mentioned. It was noted that a car was really needed to get around and there is not adequate public transportation. This issue makes it more difficult to access needed resources.
- There was significant concern around equity, diversity and inclusion issues with many supporting that more efforts need to be made particularly with the diversity of the community.
- As with many other communities, concerns were also raised around the economy and community funding. Taxes and inflation were often mentioned.
- Several mentioned concerns over adequate business development and creating a unified community.
- Adequate community services, violence, especially within the youth population, an under resourced school system, and overcoming a negative reputation with outsiders were among additional concerns.

Library's role in the community

- 13 of the 15 areas had at least 75% or more of the respondents either Strongly Agreeing or Somewhat Agreeing that these items were part of the Library's role in the community.
- It's very clear that the community sees the library taking a major role in Services, Enrichment and Entertainment for Children and Youth and Youth Educational Support, with Life-long Learning, and Access to Technology not falling far behind.
- Areas with less interest were Local News Reporting in the Library Newsletter with only 62%, Health and Wellness Activities and Support which scored 77%. Connecting Community Members to Social Services and Presence at Youth Summer Camps which scored 71% and 75% respectively.

Important Library Services

- All of the services on the list had 85% or more of the respondents who felt that they were services considered Must Have or things that would be Nice to Have.
- Children's' programs were considered the most important services offered, followed by Teen Programs, Digital Content, and Small Group Meeting Spaces/Study Rooms.
- Services seen as less important were Creative Spaces or Maker Labs, 24/7 Access to Materials, and Technology for Digital Creativity and Production.
- Other services mentioned most often as potentially missing: zmany specific program suggestions, a variety of space ideas (some type of café or vending solution was often mentioned for Whittaker), and several collection suggestions (particularly non-traditional items).

Library Programs

- 46% of respondents indicated that they have attended adult programs at the library, 46% attended children's programs, 9% teen programs, and 22% family programs. This is clearly a library where programming is highly valued.
- Most commonly reported reasons for not attending programs: 17% of those who didn't attend programs indicated that they were Too Busy to attend, 16% indicated they did not find the content relevant to them, 13% were concerned about COVID, and 9% just moved to the area.
- Only about 54% of respondents indicated program times worked for them. Other suggestions were evenings and weekends for working adults and kids with working parents and daytime programs for seniors.
- Most requested programs are How-to Classes/Workshops, Book Clubs/Discussion Groups, Arts & Crafts Programs, Concerts/Musical Programs, Health and Wellness, Storytimes, Exhibits, and Cooking/Food; and least requested on the survey were Anime/Manga Club, Teen Advisory Group, Social Media Apps, Video gaming/ E-sports/ E-tournaments, Job Search & Employment, Senior Advisory Group, and Small Business/Start-ups/Entrepreneurship.

Equity, Diversity, and Inclusion

- This was a topic that many people didn't feel they were very informed on so there were large percentages of Neutral and Don't Know Responses.
- The Library seems to be doing the best with Buildings/Locations where 71% agreed that they were being addressed. Materials were similar with 70% agreeing it was being addressed.
- Areas with the lowest levels of agreement were Diversity of Staff with 46%, Marketing/Community Engagement with 36%, and Community Partnerships with 52%.
- Feelings were that the Library's main roles in equity, diversity, and inclusion issues are Education, Materials that address EDISJ, and a Place for Community Engagement.
- Only 4% of respondents felt that the Library doesn't have a role in these issues.

What ways do you finding out about prefer to find out about library or community news and events and how do you currently do so?

- Preferred methods for finding out about library or community news and events include Emails from the Library, the Library Website, and a Newsletter mailed to my home were the most preferred ways of receiving information.
- Marketing based on my Profile and Radio were the least preferred information channels.
- Current methods for finding out about library news and events is the Library Website, Newsletter mailed to my home, and Emails from the Library.

Other Comments

- There were many very positive comments about the staff, the Library and how they are appreciated as a community resource. The community appreciate that the Library has so much to offer.
- Several commented on different aspects of the building and how people's use of the building has changed.
- There were several suggestions for improvements to some of the programs, collections, and services as well as comments about the ways the Library provides educational opportunities around issues of EDI. There were also a few comments about hours and an appreciation that fines and fees have been eliminated.

Ypsilanti District Library
Community Engagement Dot Voting Exercise

Concept	Teens	Staff	Public- Michigan Ave	Public-Whitaker Wed/Thurs	Public-Whitaker Fri	Total Score	Rank
Lending Things Besides Books & Media	6	10	1	1	4	22	1
Expanded Senior Services	0	3	2	5	8	18	2
Dedicated & Enclosed Teen Spaces	3	7	1	3	3	17	3
Separate & Zoned Youth Space for Pre-Teens Ages 8-12	4	6	1	1	4	16	4
Outreach Services	1	2	1	2	7	13	5
Technology Support and Training	0	6	0	0	7	13	5
Improved Library Marketing & Promotion	4	0	0	6	3	13	5
Health and Wellness Programs	1	3	1	3	4	12	8
Functional & Flexible Outdoor Spaces	3	4	0	3	2	12	8
Creative Tools/Maker Lab	7	2	2	0	1	12	8
Art and Culture Programs	1	3	1	1	4	10	11
Expanded & Zoned Children's Space for Ages 0-7	0	6	0	2	2	10	11
Active Collaboration Spaces	1	5	0	3	1	10	11
Improved Wayfinding and Signage	1	8	0	1	0	10	11
Small Group Study Rooms	0	4	0	2	3	9	15
Indoor/Outdoor Spaces	2	3	0	3	1	9	15
Calming Rooms	5	3	0	1	0	9	15
Resident and/or Student Art Displays	3	1	1	0	2	7	18
Updated & Comfortable Adult Spaces	0	3	1	2	1	7	18
Smaller & More Inviting Service & Self-Service Points	0	5	0	1	1	7	18
Job Search/Career Support	4	1	0	1	1	7	18
Increased Meeting Spaces	1	4	0	2	0	7	18
Popular Library and Display	6	0	1	0	0	7	18
Equity, Diversity & Inclusion	0	4	0	1	1	6	24
Additional and/or Larger Program Spaces	0	5	0	1	0	6	24
Improve Staff Spaces & Work Areas to Meet Needs and Improve Efficiencies	0	5	0	1	0	6	24
Gaming Equipment & Programs	1	4	0	1	0	6	24
Audio Recording, Technology & Software	0	3	0	1	1	5	28
Local History/Genealogy	0	1	0	0	3	4	29
24/7 Materials Access	1	1	0	1	1	4	29
Sensory Rooms and Toy Collections	1	1	0	1	1	4	29
STEM Tools & Technical Supplies	2	0	0	2	0	4	29
Quiet Spaces	0	2	1	1	0	4	29
3D Printing & Laser Etching/Cutting	1	1	1	1	0	4	29
Mobile & Flexible Furniture & Shelving	1	2	0	1	0	4	29
Virtual Reality Equipment & Software	0	1	0	1	1	3	36
Improved Public Computer Configurations and/or Laptops for In-Library Use	1	1	0	0	1	3	36
E-sports: Equipment, Programs & Support	1	1	0	0	1	3	36
Co-working/Work Supportive Space	0	2	1	0	0	3	36
Readily Accessible Power and Charging	1	2	0	0	0	3	36
Video Recording, Equipment and Software	2	1	0	0	0	3	36
Improve Online Digital Experience	0	0	0	2	0	2	42
Adjust/Right-size Collections to Meet Population Needs and User Demand	0	1	0	0	0	1	43
Flexible/Reconfigurable Spaces	0	1	0	0	0	1	43
Vending Area	0	1	0	0	0	1	43
Business Development Services	0	0	0	0	0	0	46
Total	65	129	16	58	69	337	