



# Long Range Planning Survey Analysis Report

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## Executive Summary

This analysis examines responses from 242 library patrons across 27 different libraries in the OWWL Library System. The survey achieved strong response rates across all questions (61-98%), indicating high community engagement. The analysis reveals key themes around the library's role as a community hub, demand for expanded programming, and the need for improved facilities and accessibility.

## Survey Scope

- **Total Responses:** 242
- **Libraries Represented:** 27
- **Response Period:** June 16, 2025 through July 23, 2025
- **Question Response Rates:** Ranged from 61% to 98%
- **Demographic Response Rate:** 65% of respondents provided demographic information

## Demographic Profile

### Age Distribution (158 responses)

- **45-54 years:** 28% (44 respondents)
- **55-64 years:** 25% (40 respondents)
- **35-44 years:** 19% (30 respondents)
- **25-34 years:** 11% (17 respondents)
- **65+ years:** 10% (16 respondents)
- **18-24 years:** 7% (11 respondents)

### Education Level (156 responses)

- **Bachelor's degree:** 35% (55 respondents)
- **Master's degree:** 28% (44 respondents)
- **Some college/Associate degree:** 22% (34 respondents)

- **High school graduate:** 12% (19 respondents)
- **Doctoral/Professional degree:** 3% (4 respondents)

### **Employment Status (155 responses)**

- **Employed full-time:** 58% (90 respondents)
- **Retired:** 23% (36 respondents)
- **Employed part-time:** 10% (15 respondents)
- **Self-employed:** 6% (9 respondents)
- **Other/Unemployed:** 3% (5 respondents)

### **Household Income (147 responses)**

- **\$75,000-\$149,999:** 32% (47 respondents)
- **\$50,000-\$74,999:** 18% (26 respondents)
- **\$200,000+:** 16% (24 respondents)
- **\$150,000-\$199,999:** 14% (21 respondents)
- **Under \$50,000:** 13% (19 respondents)
- **Prefer not to answer:** 7% (10 respondents)

### **Technology Comfort Level (157 responses)**

- **Very comfortable:** 45% (71 respondents)
- **Comfortable:** 42% (66 respondents)
- **Somewhat comfortable:** 11% (17 respondents)
- **Not comfortable:** 2% (3 respondents)

### **Internet Access Quality (158 responses)**

- **Very reliable and fast:** 65% (103 respondents)
- **Mostly reliable with good speed:** 32% (50 respondents)
- **Somewhat reliable:** 3% (5 respondents)

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## **Question-by-Question Thematic Analysis**

### **1. What role do you see our library playing in our community?**

**Response Rate:** 88% (213 responses)

**Major Themes Identified:**

**Community Hub & Gathering Place (Most Common)**

- Libraries seen as central meeting spaces bringing people together (~19 mentions of "hub")
- "Heart of the community" and "community center" frequently mentioned (~6 mentions)
- Safe, welcoming spaces for all ages and backgrounds (~22 mentions of "safe")

### **Information & Resource Access (High Priority)**

- Providing equal access to information and technology (~38 mentions of "resource")
- Research support and reference services (~33 mentions of "information")
- Bridging the digital divide (~26 mentions of "access")

### **Educational & Learning Center**

- Lifelong learning opportunities for all community members (~20 mentions of "learning")
- Educational programming and workshops (~21 mentions of "education")
- Support for literacy and academic achievement

### **Cultural & Social Programming**

- Hosting events, book clubs, and cultural activities (~36 mentions of "programs", ~15 mentions of "events")
- Preserving local history and culture
- Supporting arts and creativity

### **Inclusive Community Support**

- Serving vulnerable populations
- Supporting families, seniors, and children
- Providing free resources regardless of economic status (~8 mentions of "welcoming")

## **2. What services, materials, or resources would you like to see added or expanded at the library?**

**Response Rate:** 86% (208 responses)

### **Major Themes Identified:**

#### **Programming Expansion (Highest Demand)**

- More adult programming including crafts, workshops, and educational classes (~50 mentions of general programs)
- Expanded children's and teen programming (~32 mentions of children's programs, ~7 teen programs)
- Senior-focused programs and activities (~9 mentions)
- Technology training and digital literacy programs (~32 mentions of technology/computer needs)

### **Physical Space & Facilities (High Priority)**

- More meeting rooms and study spaces (~52 mentions of rooms/spaces)
- Quiet reading areas
- Improved children's areas
- Better accessibility features

### **Collection & Materials**

- More diverse book collections (~49 mentions of books)
- Expanded digital resources and databases (~10 mentions of digital/ebooks)
- Museum passes and community partnerships (~12 mentions)
- Audiobooks and alternative formats (~8 mentions)

### **Arts, Crafts & Creative Programming**

- Maker space tools and equipment (~4 mentions of maker/3D printing)
- Arts and crafts programming (~27 mentions)
- Creative workshops and activities

### **Community Partnerships**

- More museum and attraction passes
- Partnerships with local organizations
- Interlibrary loan expansion
- Community resource connections

## **3. What prevents you from using the library more often, or what would encourage you to visit more frequently?**

**Response Rate:** 83% (201 responses)

### **Major Themes Identified:**

#### **Time Constraints (Most Common Barrier - ~30% of responses)**

- Busy work and family schedules
- Conflicting personal commitments
- Need for more convenient access options

#### **Hours of Operation (~25% of responses)**

- Need for extended evening and weekend hours
- More Sunday hours requested
- Better alignment with working schedules

### **Physical Accessibility & Comfort (~15% of responses)**

- Parking limitations
- Building accessibility issues
- Need for more comfortable seating and spaces
- Temperature and lighting concerns

### **Awareness & Communication (~12% of responses)**

- Many respondents unaware of current services and programs
- Need for better marketing and outreach
- Desire for more program information

### **No Barriers Identified (~20% of responses)**

- Significant portion reported no barriers to library use
- High satisfaction with current services and access

## **4. When are you most likely to visit the library, and do our current hours meet your needs?**

**Response Rate:** 87% (211 responses)

### **Major Themes Identified:**

#### **Preferred Visit Times:**

- **Evenings after work** (most common)
- **Weekends** (especially Saturday mornings)
- **Weekday afternoons** (retirees and non-traditional schedules)
- **School hours** (parents with young children)

#### **Hours Satisfaction:**

- **Generally satisfied** with current hours (majority response)
- **Sunday hours** highly requested where not available
- **Extended evening hours** desired in some locations
- **Consistent hours** across locations preferred

### **Special Considerations:**

- Different needs for different user groups
- Seasonal variations in preferred times
- Impact of remote work on usage patterns

## **5. How do you prefer to learn about library programs, services, and events?**

**Response Rate:** 98% (237 responses)

### **Major Themes Identified:**

#### **Top Communication Preferences** (from 237 responses):

1. **Email/Newsletter** - 198 respondents (84%)
2. **Facebook/Social Media** - 154 respondents (65%)
3. **Library Website** - 147 respondents (62%)
4. **At the Library** - 146 respondents (62%)
5. **Word of Mouth** - 89 respondents (38%)
6. **Newspaper** - 74 respondents (31%)

#### **Multi-Channel Approach Preferred:**

- Most respondents selected multiple communication methods
- Desire for consistent messaging across channels
- Different preferences by age group and tech comfort level

#### **Traditional Methods Still Valued:**

- Local newspaper mentions appreciated
- Physical signage and bulletin boards important
- Direct mail for major announcements

## **6. What types of programs interest you most?**

**Response Rate:** 97% (235 responses)

### **Major Themes Identified:**

#### **Most Popular Program Types** (from 235 responses):

1. **Educational Workshops** - 183 respondents (78%)
2. **Book Clubs/Literary Events** - 152 respondents (65%)
3. **Children's Programs** - 149 respondents (63%)
4. **Arts and Crafts** - 148 respondents (63%)
5. **Technology Training** - 112 respondents (48%)
6. **Health and Wellness** - 84 respondents (36%)
7. **Senior Programs** - 79 respondents (34%)
8. **Teen Programs** - 62 respondents (26%)

#### **Emerging Interests:**

- Financial literacy and life skills workshops
- Local history and genealogy programs
- Environmental and sustainability topics
- Creative writing and author events

## **Specific Non-Traditional Program Examples from Responses**

### **Life Skills & Practical Services:**

- Tax preparation assistance and financial planning workshops
- Legal clinic sessions and notary services
- Job search assistance and resume writing workshops
- Social media and smartphone training for seniors
- Basic home repair and tool lending library
- Cooking classes and nutrition education
- Gardening workshops and seed library programs

### **Creative & Maker Programs:**

- 3D printing and maker space activities
- Photography workshops and darkroom access
- Music lessons and instrument lending
- Sewing circles and clothing repair workshops
- Genealogy research assistance and family history preservation
- Creative writing groups and zine-making workshops

### **Health & Wellness:**

- Meditation and mindfulness sessions
- Mental health first aid training
- Yoga and gentle exercise classes for seniors
- Support groups for various life challenges
- Health screening events in partnership with local providers

### **Technology & Digital Literacy:**

- Coding workshops for beginners and youth
- Digital art and graphic design classes
- Online safety and privacy workshops
- Assistive technology training for people with disabilities
- Small business and entrepreneurship digital tools training

### **Community Connection Programs:**

- Language exchange and ESL conversation groups

- Intergenerational programming pairing seniors with youth
- Community problem-solving workshops
- Local author showcases and indie publishing support
- Cultural exchange programs celebrating community diversity

## **7. How can our library better serve specific groups in our community?**

**Response Rate:** 67% (162 responses)

### **Major Themes Identified:**

#### **Children & Families:**

- More interactive and hands-on programming
- Improved children's spaces and play areas
- Parenting resources and support groups
- STEM programming for kids

#### **Teens:**

- Dedicated teen spaces and programming
- Technology-focused activities
- Study spaces and tutoring support
- Social and creative programs

#### **Seniors:**

- Technology training and support
- Social programming to combat isolation
- Large print materials and accessibility features
- Health and wellness programming

#### **People with Disabilities:**

- Improved physical accessibility
- Assistive technology and services
- Quiet spaces for sensory sensitivities
- Inclusive programming design

#### **Working Adults:**

- Evening and weekend programming
- Professional development resources
- Flexible program scheduling
- Online and hybrid offerings



**8. What community needs do you think our library could help address that we might not currently be meeting?**

**Response Rate:** 61% (148 responses)

**Major Themes Identified:**

**Social Services & Support:**

- Mental health resource connections and support group facilitation
- Job search and career counseling support, including resume workshops
- Social services information and referrals (benefits, housing, healthcare)
- Community meeting space for local groups and neighborhood associations
- Tax preparation assistance and financial literacy programming

**Educational Gaps:**

- Adult literacy and ESL programming with conversation practice groups
- Financial literacy education including budgeting and investment basics
- Digital divide support with device training and internet access
- Homeschooling resources and support networks for families
- Small business and entrepreneurship workshop series

**Community Connection:**

- Intergenerational programming pairing seniors with youth mentees
- Cultural exchange and diversity celebration events
- Local history preservation projects and oral history collection
- Volunteer coordination and community service opportunities
- Neighborhood resilience and emergency preparedness programs

**Practical Services:**

- Notary and document services for official paperwork
- Tax preparation assistance during filing season
- Community resource navigation and benefits enrollment help
- Emergency information distribution and community alert systems
- Tool and equipment lending library for home projects

**9. Have you visited other libraries recently? What impressed you or would you like to see at our library?**

**Response Rate:** 73% (177 responses)

**Major Themes Identified:**

**Popular Features from Other Libraries:**

- **Maker Spaces** - 3D printing, crafting areas, tool lending
- **Café Areas** - Coffee shops and food service
- **Improved Children's Areas** - Interactive displays, play spaces
- **Study Rooms** - Private and group study spaces
- **Modern Technology** - Updated computers, charging stations
- **Community Rooms** - Flexible meeting spaces

**Design & Atmosphere:**

- Modern, welcoming interior design
- Better lighting and comfortable furniture
- Quiet zones and collaboration areas
- Art displays and community showcases

**Services Observed:**

- Extended hours and Sunday service
- Curbside pickup and delivery services
- Enhanced digital collections
- Community partnership programs

**10. If you could make one change to improve our library, what would it be?**

**Response Rate:** 69% (167 responses)

**Major Themes Identified:****Physical Space Improvements (Most Common):**

- Expansion or renovation of current facilities
- More seating and comfortable furniture
- Better organization and layout
- Improved lighting and climate control

**Programming Enhancement:**

- More diverse and frequent programming
- Better timing of programs for working adults
- Expanded children's and teen programming
- Technology training and maker spaces

**Collection & Resources:**

- Expanded book and digital collections
- More current and diverse materials
- Better organization and signage
- Enhanced technology and equipment

#### **Service Improvements:**

- Extended hours, especially evenings and Sundays
- Better communication about services and events
- More staff for personalized assistance
- Improved accessibility features

#### **Technology Upgrades:**

- Faster internet and Wi-Fi
- More computers and devices
- Modern equipment and software
- Better online services and catalog

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## **Key Recommendations Based on Analysis**

### **Immediate Priorities**

1. **Enhance Communication:** Implement multi-channel communication strategy with emphasis on email newsletters (preferred by 84%) and social media (65%)
2. **Expand Educational Programming:** Focus on educational workshops (78% interest), technology training (48% interest), and children's programs
3. **Improve Physical Spaces:** Address comfort, lighting, and accessibility issues; add meeting/study rooms (52 mentions)
4. **Extend Service Hours:** Consider expanded evening and weekend hours where feasible (25% cited hours as barrier)

### **Medium-term Goals**

1. **Develop Life Skills Programming:** Implement financial literacy, job skills, and practical life services based on emerging community needs
2. **Enhance Digital Services:** Expand technology training and improve digital infrastructure (32 mentions)
3. **Strengthen Community Partnerships:** Develop relationships for museum passes (12 mentions) and programming
4. **Create Specialized Spaces:** Establish quiet zones, teen areas, and flexible meeting rooms

### **Long-term Vision**

1. **Anchor Institution Development:** Position library as central community gathering place leveraging high education levels (63% have college+ degrees)
  2. **Comprehensive Service Integration:** Develop wraparound services addressing broader community needs, particularly for the 58% employed full-time population
  3. **Innovation and Technology Leadership:** Implement maker spaces and advanced technology services for the 87% tech-comfortable user base
  4. **Sustainability and Accessibility:** Ensure services meet diverse income levels (32% earn \$75K-\$149K, but 13% under \$50K) and maintain digital equity
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## Conclusion

The survey reveals a community that highly values their libraries and sees them as essential community hubs. While satisfaction is generally high, there are clear opportunities for improvement in programming, facilities, communication, and service hours. The consistent themes across all 27 libraries suggest regional approaches could be beneficial while still allowing for local customization based on specific community needs.

The strong response rate and detailed feedback demonstrate community investment in library planning, providing a solid foundation for strategic decision-making and resource allocation in the years ahead.

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## Appendix: Individual Library Response Themes

*This section provides library-specific insights for libraries with 5 or more survey responses, allowing each library to see themes specific to their community.*

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### Wood Library Association (71 responses)

**Top Community Role Themes:** Strong emphasis on being a "community hub" and "gathering place." Patrons frequently mentioned the library's role in providing "resources and information access" and serving as an "educational center for all ages."

**Most Requested Services:** High demand for expanded programming, particularly educational workshops and technology training. Many requests for improved meeting spaces and study areas. Notable interest in maker spaces and 3D printing capabilities.

**Key Barriers:** Time constraints from busy schedules was the most common barrier. Some concerns about parking and space limitations during peak hours.

**Preferred Programs:** Educational workshops (mentioned by 78% of respondents), followed by arts and crafts programming and children's activities. Strong interest in technology training for seniors.

**Unique Themes:** Several mentions of wanting to serve as a "community center substitute" and requests for quiet study spaces for college students and remote workers.

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### Ontario Public Library (27 responses)

**Top Community Role Themes:** Viewed as a "safe haven" and "inclusive community space." Strong emphasis on the library's role in "bridging generational gaps" and serving diverse community needs.

**Most Requested Services:** Programming expansion was the top request, with particular emphasis on senior programs and health/wellness activities. Multiple requests for improved accessibility features.

**Key Barriers:** Hours of operation was frequently mentioned, with requests for more evening and weekend hours. Some transportation and accessibility concerns raised.

**Preferred Programs:** Health and wellness programs showed higher than average interest. Strong demand for senior-focused programming and intergenerational activities.

**Unique Themes:** Several responses emphasized the library's potential role in addressing social isolation, particularly among seniors.

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### **Victor Farmington Library (21 responses)**

**Top Community Role Themes:** Consistently described as going "beyond books" to serve as a comprehensive community resource. Strong emphasis on the library as a "learning hub" and "meeting place."

**Most Requested Services:** Technology and innovation services were frequently mentioned, including maker spaces, 3D printing, and advanced technology training. High demand for facility improvements and expansion.

**Key Barriers:** Facility size and outdated infrastructure were commonly cited. Several mentions of the need for a "modern facility" to better serve the community.

**Preferred Programs:** Technology training and educational workshops dominated requests. Notable interest in business and entrepreneurship programming.

**Unique Themes:** Multiple responses mentioned the library's potential to fill the role of a "community center" since one doesn't exist locally. Strong interest in forward-thinking services and technology integration.

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### **Perry Public Library (13 responses)**

**Top Community Role Themes:** Seen as a "cornerstone of the community" and "gathering place for all ages." Strong emphasis on serving as an "information resource" and "educational support."

**Most Requested Services:** Children's programming expansion was frequently mentioned. Several requests for improved teen spaces and programming. Interest in arts and crafts activities.

**Key Barriers:** Limited awareness of current services was mentioned by several respondents. Some concerns about hours of operation.

**Preferred Programs:** Children's programs and family activities were top priorities. Good interest in book clubs and literary events.

**Unique Themes:** Several mentions of the library's role in supporting homeschooling families and providing educational resources for non-traditional learners.

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### **Marion Public Library (13 responses)**

**Top Community Role Themes:** Valued as a "community gathering space" and "resource center." Strong emphasis on the library's role in "supporting lifelong learning."

**Most Requested Services:** Meeting room availability was frequently mentioned. Interest in expanded adult programming and technology services.

**Key Barriers:** Parking and physical accessibility were mentioned by several respondents. Some concerns about space limitations.

**Preferred Programs:** Adult educational programming and book clubs were top interests. Some interest in health and wellness activities.

**Unique Themes:** Several responses highlighted the library's importance to retirees and older adults as a social connection point.

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### **Red Jacket Community Library (11 responses)**

**Top Community Role Themes:** Described as the "heart of the community" with strong emphasis on serving "all community members regardless of age or background."

**Most Requested Services:** Programming expansion, particularly for children and teens. Several mentions of wanting improved technology and internet access.

**Key Barriers:** Limited programming awareness and scheduling conflicts were commonly mentioned.

**Preferred Programs:** Children's programs and educational workshops were top priorities. Interest in technology training for adults.

**Unique Themes:** Strong emphasis on the library's role in serving rural community needs and providing services not available elsewhere locally.

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### **Bloomfield Public Library (11 responses)**

**Top Community Role Themes:** Seen as a "community connector" and "resource hub." Emphasis on the library's role in "bringing people together."

**Most Requested Services:** Space improvements and expanded seating were frequently mentioned. Interest in more diverse programming options.

**Key Barriers:** Physical comfort and space limitations were common concerns.

**Preferred Programs:** Arts and crafts programming showed strong interest. Good demand for adult educational activities.

**Unique Themes:** Several mentions of the library's potential to host community events and serve as a meeting place for local organizations.

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### **Wadsworth Library (10 responses)**

**Top Community Role Themes:** Valued as a "quiet retreat" and "study space" as well as a "community resource center."

**Most Requested Services:** Study spaces and quiet areas were frequently requested. Interest in technology upgrades and improved Wi-Fi.

**Key Barriers:** Need for more quiet study spaces and better technology infrastructure.

**Preferred Programs:** Educational workshops and book clubs were top interests. Some interest in technology training.

**Unique Themes:** Strong emphasis on the library's role serving students and remote workers needing quiet study spaces.

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### **Palmyra Community Library (10 responses)**

**Top Community Role Themes:** Described as a "community hub" with strong emphasis on serving "families and children."

**Most Requested Services:** Children's programming expansion was the top request. Interest in family-friendly activities and events.

**Key Barriers:** Limited children's programming and space for family activities were mentioned.

**Preferred Programs:** Children's programs dominated responses. Interest in family story times and educational activities for kids.

**Unique Themes:** Strong focus on the library's role in supporting families with young children and early childhood development.

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### **Other Libraries (5-9 responses each)**

**Arcade Free Library, Sodus Community Library, Newark Public Library, Walworth-Seely Public Library, Macedon Public Library:** These libraries showed similar themes to their larger



counterparts, with emphasis on community gathering, programming expansion, and improved facilities, though with smaller sample sizes the themes were less distinct.