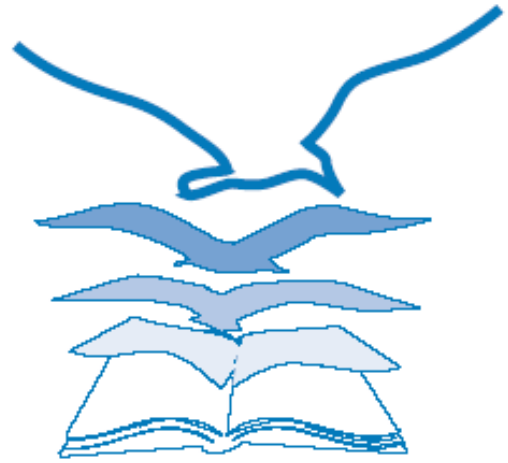


The Township of Georgian Bay  
Public Library



STRATEGIC PLAN  
2009-2012

## TABLE OF CONTENTS

Summary Results From Last Strategic Plan 2005-2008.....	1
Strategic Planning Process For 2009-2012 Plan .....	1
Mission Statement.....	2
Values .....	2
The Key Strategic Questions Facing The Library .....	3
The Library's Goals For 2009-2012 .....	3
Achieving The Goals – Implementing The Plan .....	5
Appendix 1: List Of Key Stakeholders Consulted .....	7
Appendix 2: Situation Analysis.....	9
Summary Regarding Information Technology Trends .....	33
Comparison Of Georgian Bay Library To Similar Sized Libraries On Key Indicators .....	34
External And Internal Stakeholder Priorities .....	35
Appendix 3: Customer Survey Results Summary – Summer 2008.....	36

## SUMMARY RESULTS FROM LAST STRATEGIC PLAN 2005-2008

Strategic planning works when an organization's leadership is committed to implementation. The Library's previous strategic plan resulted in significant service enhancements for the community including:

- A new library building for the residents of MacTier
- Efficiency gains through automation and linkage of the two branches
- Introduction of high speed wireless capabilities
- Major development of the children's collection and programming for children including substantive partnerships with the local elementary schools
- Excellence in customer service through the implementation of the Ontario Public Library Guidelines staff training
- Active participation in local community initiatives and media
- Excellence in governance through strengthened working relations with Township and Board development initiatives

## STRATEGIC PLANNING PROCESS FOR 2009-2012 PLAN

In January 2008 the Board established a Strategic Planning Group to guide the process throughout the year establishing a goal to have a new strategic plan in place by December 2008 for the 2009-2012 years. The Strategic Planning group guided the Board (and the community) through the following process over the course of the year:

1. Conduct a situation analysis which involved: consultations with external stakeholders, internal people and experts in the field; a customer survey conducted during the summer; documentary research into broader Township plans which may have an impact on the library and into operations of similar sized and located libraries.

Appendix 1 identifies the 27 community members who responded to our consultation process. Appendix 2 is our comprehensive Situation Analysis which combines most of these strands of research. Appendix 3 is the results of the Customer Survey.

2. After thoroughly discussing the findings of the Situation Analysis the Board entered a thinking and debating stage which led to agreement on the key strategic issues, framed as questions, that the library will likely need to address over the next several years.

3. At this point the Board evaluated the Mission Statement and Values that have been guiding its decision-making over the past three years and concluded that they were still relevant to guiding the work for the next three years.
4. The Board established goals around each strategic question by answering the question: what would success look like three years from now if we effectively answer these questions?
5. The Board then collectively brainstormed for each goal the strategies and tactics that could be undertaken to achieve the goal. This information is the starting point for implementing the strategic plan.
6. This work has now been delegated out to five Project Teams, each led by a Board member but which may include community members. The Project Teams are responsible for establishing and implementing a plan of action to achieve the goals. The starting point for their work is the strategy recommendations produced by the Board for each goal. Project Teams are also responsible for identifying the financial and human resource implications of achieving the goals and preliminary financing plans. The Board's monthly agenda will be structured to receive progress reports from and provide input to the Project Teams.

## MISSION STATEMENT

The Township of Georgian Bay Public Library is a community oriented partner that enriches community life by fostering the joy of leisure reading and life-long learning for all ages. The library preserves and promotes access to a wide range of knowledge, information and ideas in a welcoming environment.

## VALUES

### ***Intellectual freedom***

Protect the public's right to access a wide range of knowledge, experience, information and ideas.

### ***Equitable access***

Provide access to information for people of all ages, abilities, cultures and means.

### ***Fiscal responsibility***

Be accountable for the library's assets.

### ***Quality service***

Provide access to information by trained staff.

### ***Literacy***

Promote literacy and the love of reading.

### ***Privacy and confidentiality***

Respect the individual's right to use the library resources in confidence.

## **THE KEY STRATEGIC QUESTIONS FACING THE LIBRARY**

After lengthy discussion about all aspects of the Situation Analysis (see Appendix 2) the Library Board identified five key strategic questions. Implementing the strategies required to effectively address these questions will comprise the focus of the Board's efforts over the next several years.

1. How do we determine and then meet the staff and volunteer human resource requirements for the library over the next three years?
2. How can we use information technology to better serve our customers and what do we need to do to be able to effectively deliver technology-based services?
3. How will we determine the library needs of the growing Port Severn community and what steps do we need to take to be prepared to meet those needs?
4. What steps do we need to take to ensure that the Honey Harbour facility is physically designed and organized to absolutely maximize its potential and effective use?
5. What can we do to improve and further develop library services and programs for the adult members of our communities?

## **THE LIBRARY'S GOALS FOR 2009-2012**

Through a visioning process the Board established goals for the five key strategic issues facing the library. The following statements describe the practices, standards and services of the library in three years. The Library Board and staff, working with willing community members, will be working to achieve these goals over the years 2009-2012.

## **HUMAN RESOURCES**

Library staff and trustees have the knowledge and skills required to meet the emerging needs of the community and respond to changing community demographics and changing technological products and services in use by libraries and their constituencies.

The library is managed in accordance with best practices for libraries of our size and setting as identified by professional standards bodies and models of best practices.

The library will make effective use of volunteers to increase our capacity to serve the community.

## **PORT SEVERN DEVELOPMENT**

Through proactive, ongoing connection with the Georgian Bay Township we are well informed about the most current development plans for Port Severn.

We have a documented understanding of the variety of possible implications of the Port Severn development for the library and the strengths and weaknesses of different options for serving the Port Severn community.

We are fully prepared to make recommendations to the Township when necessary about meeting the library needs of the Port Severn community.

## **INFORMATION TECHNOLOGY**

We effectively deliver information technology based services for the pursuit of both leisure and learning through appropriate physical infrastructure and human resources; taking advantage of available on-line resources and being responsive to changing technological opportunities for library service.

We understand how we can serve our communities best through information technology (for example, through the provision of our catalogue on-line) and we promote the community's understanding and use of information technology resources.

## HONEY HARBOUR FACILITY

Within its existing structure and beautiful location the Honey Harbour facility will be a model of thoughtful modern design for comfort, accessibility, and the most effective use of space to serve all of the community's leisure and learning library needs.

## ADULT SERVICES AND PROGRAMMING

GOALS STILL TO BE DEVELOPED. COMMITTEE STRUCK. STRATEGIES – What can we do to improve and further develop library services and programs for the adult members of our communities?

## ALL OF THE ABOVE IN ADDITION TO....

It is important to recognize that the work generated by implementing the strategies to achieve these goals is in addition to the maintenance and continuous improvement of the library's existing services and functions for example:

- taking advantage of the opportunities provided by the new library in MacTier;
- the continuing importance of the elementary school children's program;
- the ongoing work of developing the collections – both print and electronic;
- generally supporting the reading and learning needs of the community; and,
- promoting understanding and use of the library.

## ACHIEVING THE GOALS – IMPLEMENTING THE PLAN

The Library Board has collectively developed a comprehensive list of strategies for each goal. Implementation of these strategies has been assigned to five Project Teams chaired by a Trustee and comprised of a mix of trustees, staff and community members. Project Teams will reach out to experts, community members and any individual or organization that can provide information or assistance to the implementation of the strategies.

<b><i>Goal Area</i></b>	<b><i>Project Team Leader</i></b>
Human Resources	Joan Higgs
Port Severn Development	Robert Byrnes
Information Technology and Electronic Resources	Trish Thornton
Honey Harbour Upgrade	Janet Macey
Adult Services and Programming	Barb Swyers



Project Teams are responsible for organizing their work by establishing annual objectives and action plans which are presented to the Library Board for comment and approval. Critically, given our challenging goals against our limited resources, Project Teams are also responsible for *implementing* their action plans.

The five goals are standing Board agenda items. Project Teams report regularly to the Library Board. Progress will be evaluated on an annual basis.



## APPENDIX 1: LIST OF KEY STAKEHOLDERS CONSULTED

The Library invited 44 community members to complete a questionnaire around the strengths and weaknesses of the library, community trends and future priorities. 27 individuals representing a cross section of the community accepted the library's invitation and provided the Board their thoughts on the library.

In addition to these external stakeholders, the Library asked internal stakeholders who include the Board, the staff and the Friends of MacTier Library to complete a more detailed questionnaire.

### EXTERNAL

#### Georgian Bay Township representatives

Black, Brenda	Treasurer
Boonstra, Susan	Clerk
Fitchett, Tracey	Councillor
Lett, John	Councillor
Sutcliffe, Greg	Councillor and Gloucester Pool Cottage Assoc.
Wianko, Paul	Councillor and Six Mile Lake Cottage Assoc.
Walden, Jim	Mayor

#### Local business

Lauder, Lisa	Delawana Inn
Brown, Noreen	Christies Mill
Breckbill, Rick	Severn Lodge
Fraser, Darlene	Oak Bay Development
Grigaitis, Armin	Chamber of Commerce
Honeyman, Liz	Rawley Resort
Loucks, Shirley	Sunnylea Resort
Copeland, Wayne	Merchant

#### Community organizations

Eby, Jon	Honey Harbour Coop
Lemkay, Brian	Media and various
Cullimore, Jay	Stewart Lake Cottage Association
McKee, Noreen	Happy Gang Seniors
Simec, Brenda	Historical Society
Hawthorne, Peggy	Horizon's Club
Schalow, Brigitte	Friends of Baxter Community Centre



**Schools**

Graham, Peter	Our Lady of Mercy Catholic School
Sheparson, Shari	Honey Harbour Public School staff

**Experts**

Lavery, Rob	Southern Ontario Library Services
Wheeler, Gwen	Southern Ontario Library Services


**Other**

Lubbock, Inga	Ontario Trillium Foundation
---------------	-----------------------------

**INTERNAL: LIBRARY BOARD, STAFF AND FRIENDS OF MACTIER LIBRARY**


Andrews, Amy  
Baker, Brenda  
Braid, Larry  
Byrnes, Bob  
Curtis, Jim  
Demkiw, Gail  
Eby, Pam  
Gabourie, Joan  
Higgs, Joan  
Rae, Lorraine  
Swyers, Barbara  
Thornton, Trish  
Tumber, Carolyn  
Jones, George  
Van Rotterdam, Ingrid  
Anonymous

## APPENDIX 2: SITUATION ANALYSIS



Georgian Bay Library Board

**STRATEGIC PLAN**  
Situation Analysis



May 15, 2008

### Strategic Planning



- **Situation Analysis**
- **Key Strategic Issues**
- **Goals and Strategies**
- **Action Plans**

## Situation Analysis



- **Key Stakeholder survey**
- **Documentary evidence**
- **Experts**
- **Customer survey**

## Evaluating



- **Mission**
- **Customers**
- **Community relations**
- **Services**
- **Future**

## Respondent Profile



Internal	17
External	22
Experts	2
Total	41

## The Library's Mission



Provide good up to date reading material	16
Information Resource / research Centre	15
Entertainment / recreational reading	9
Education	8
Access to computerized information and internet	7
Community / social institution, meeting place	6
School supports and children's programs	6
Access to multi-media products	5

## How effective is the library delivering on its mission?



MISSION ELEMENTS	VERY	SOMEWHAT	NOT VERY
Joy of reading	11	6	0
A welcoming environment	11	5	0
Providing a wide range of knowledge, information and ideas	8	8	0
Fostering Life Long Learning	7	6	2

## What does the library uniquely provide?



Internet and computer access	8
Enlightening experiences for children	6
Free books and research materials for people of all ages	6
Books, electronic media, research materials and computers all in one place	5
Meeting space for community, social function	4
A home environment for reading and study	2
Low cost materials	2

## Mission Barriers




Lack of space, HH	7
Limited hours	4

## GBT Profile



INDICATOR	GBT	Comparable Population Areas
Total weekly hours	38	26.4



The Library's Customers 

Primary Customers	School children	19
	Permanent and seasonal residents	17








## Missing Customers



Young adults and post elementary students	10
People living at a distance including PS	5
Seasonals	4
None	3
Seniors, recently retired and newly arrived	2
Permanent residents	2

## GBT Profile



	Age	Number of Permanent Residents
	0-4 preschool	75
	5-14 elementary school	210
	15-24 post elementary student	205
	25-54 working adult	735
	55+ semi and retired	760

## GBT Profile



**Age 0-14 → 14.9% of population**

**Age 14-24 → 9.6% of population**

## GBT Comparables



<b>Aboriginal Population</b>	<b>GBT</b>	<b>Ontario</b>
	12.4%	1.7%

<b>INDICATOR</b>	<b>GBT</b>	<b>Same Population Average</b>
<b>% of Population Active Cardholders</b>	<b>62.8%</b>	<b>58.6%</b>
<b>Annual Circulation</b>	<b>19,000</b>	<b>10,400</b>

## Community Relations and Communications



<b>Key Relationships to Strengthen</b>	<b>Community service groups of all kinds</b>	<b>5</b>
	<b>Township Council</b>	<b>3</b>
	<b>Elementary schools</b>	<b>3</b>

## Library's Profile in the Community



- **Medium profile**      **11**
- **High profile**      **7**
- **Low profile**      **2**

## Library Services – Strengths and Weaknesses



### The Most Valuable Service

Internet and computer access	12
Quality reading materials for all	11
Good information resources for research, access to knowledge	9
Children's programs	8

## GBT Comparables



**We are the same as other communities our size in terms of:**

- **Number of computers (7)**
- **Internet access (7)**
- **Titles held per capita (7-8)**

## Best Potential for Growth



Electronic access to reading, on-line information resources	5
Wireless service, internet service, computer access	4
Children's reading programs	2

## Greatest Challenges



On-line based resources, getting people to understand and use them	3
Funding	2
Increasing patron use throughout township, decreased use by winter residents	2

## Summary



**Greatest Opportunity  
for Growth**

**On-line  
Information  
Services**



**Greatest  
Challenge**

**Getting people to  
understand and use  
on-line information  
resources**

*(Handout)*

## Experts Input



- **Newly built libraries serving as important public spaces; equal space allocation between collections and gathering space**
- **Libraries becoming involved in municipal cultural planning and community development**

## What should we do that we are not doing?



Enhance comfortable, inviting living atmosphere: group areas, coffee/tea, daily newspapers, summer patio area, outlets for computers, quiet study areas	11
Adult programming: workshops, discussion, authors, film, socials, computer training, teenager book club	5
Nothing (with current hours and space can't add anything)	3
Have a book club	3
Educate the public about library services	3
Bookmobile services	2
Strategically increase hours of operation	2

## GBT Comparables



INDICATOR	GBT	Same Population Average
Annual Program Attendance	2,575	393

## Experts Input



- **Reader's advisory services – helping people achieve their reading desires**
- **Retail service model, not behind desk but roaming public areas and engaging with patrons proactively**
- **Promoting reading through marketing: market titles; book clubs, community reading programs**

## Key Results Achieved to Date



Children's school program	10
Automation, automated catalogue	5
New MT library	5
Successful fundraising, community support, Trillium, government grants	4
Great management, increased professionalization, improved planning	4
Children's summer program	3
Increased circulation	2
Currency of reading materials	2
Active computer usage, internet access to the world	2



## Experts Input



- **Significant growth in children's materials and programs (US)**
- **A return to interest in children's service and preschool literacy**
- **Libraries taking role in developing reading readiness**

## Library's Future – Opportunities And Threats



### Economic Trends

Increasing population and housing developments especially PS	10
Incoming population may have different income and social status, economic gap between permanents and new city transplants	5
MacTier: CPR busy now, new families moving in; people relocating back	3
Cost of everything going up, e.g., gas, people may stay closer to home	2

## GBT Profile



- **Rural areas in Ontario are experiencing net out-migration**
- **GBT will experience some slight in-migration**
- **Primarily driven by conversion of seasonals to permanents**

## PS Strategic Plan



- **To date PS is experiencing slower growth than anticipated**
- **Limited municipal capital to develop and maintain public facilities**
- **Library access would enhance appeal of living in PS**

## PS Strategic Plan



	Permanent	Seasonal	Total
2001	1,991		
2004		14,684	
2006 (+17.5%)	2,340		17,204
2011 (-0.3%)	2,332		

## GBT Comparables



INDICATOR 2001	GBT	Ontario
Median Family Income (permanents)	\$39,747	\$61,024

## Seasonals Have Significantly Higher Income



INDICATOR 2004	Perms	Seasonals
Incomes over \$100,000	5.7%	Over 55%

## Social Trends



Changing income and social status, influx of wealth of seasonals; professionals retiring here; will bring their interests and needs with them; different from permanents, integration of cultures?	9
Need for more community activities beyond the lake; no programs for youth, students leaving school early; need more places to meet and things to do	3
Aging population, both permanent and retirees moving in	2
Changing levels of education; young educated leave; uneducated adults stay, maintains "coffee and donut" atmosphere	2

## GBT Comparables



Considerably Older Population Than Ontario Average – 2001	Age	GBT	Ontario Average
	55-64	15.8%	9.3%
	65+	22.3%	12.9%

## Parks and Rec Master Plan



- **GBT will have a growing number of healthy older adults with time and resources available to commit to leisure activities**
- **The age, income and lifestyle of this group will lead to an increasing interest in special events and cultural activities**
- **Seasonals leisure interests include arts and crafts, book clubs, readings, lecture series**
- **The public library may be affected...particularly if older adults moving in bring expectations for library services consistent with...urban areas (Parks and Rec Master Plan)**

Key Opportunities Facing Our Community And Library	
PS will grow quickly. MT will have mild growth. HH library will NOT benefit from PS growth. General population growth from retirees, full time cottagers.	15
Being able to meet at the library, browse, read, use computers and equipment, interesting programming, community centre	8
Become HQ of information for community of all ages; inform community of new resources and programs, become indispensable	4
Provision of various media services, web based services; more computers for accessing internet	3
The new MT library	2
Offer different programs, e.g., Provision of programs with Recreation department, e.g., Eco sessions	2

GBT Profile			
<b>Accelerated Growth Rate for Port Severn A Designated Growth Area</b>			
	Permanent	Seasonal	Total
2003	1,300	4,256	5,556
2010 (+12%)	1,459	4,776	6,235
2020 (+32%)	1,720	5,631	7,351

## Parks and Rec Master Plan



### Generally speaking:

- Township should continue to support Library strategic plan
- Township Parks and Rec Dept. should work with library to identify joint programming initiatives

### Specifically:

- May need an additional library branch in Port Severn
- Unclear how PS residents will make use of library
- Prepare a library needs assessment and facility feasibility study
- An additional program room is needed at HH
- Establish remote access to library catalogue

**Parks and Rec, in partnership with the Library, can offer a wider range of programming to residents, e.g., lecture series, brown-bag lunch presentations, adult book clubs, writing workshops, arts and crafts classes**

## Key Threats Facing Our Community And Library



Number of users is going down, could begin to question relevancy and funding; aging population, fewer children. HH and MT no significant growth.	7
Internet and computers at home	6
Growing PS population will NOT want to be served by HH. PS will need a branch	3
Distances for most residents to libraries; how to provide accessibility over distance	3
Underfunding of library, may not be able to serve growing needs and interests; Growing population will drive modernization and new services from library or become irrelevant. Will need money for this.	3
Limited hours	2
None	2
Cost of living, cost of fuel may drive down visitors to area	2
"Cold" atmosphere of library, keep it small town, unfriendly to children, teenagers, volunteers	2
Need to be proactive in community development	2

## Experts Input



- **Decline in use as a source of information as people using basic search engines at home, e.g., Google**
- **Increased electronic visits to the library**
- **Circulation of library materials, especially for leisure reading both fiction and non-fiction is up**
- **Use of libraries is up across NA**

## Financial Resources



### Library's Financial Resources Adequate?

#### Internal Only

- **Yes        7**
- **No         5**
- **DK         4**

#### If no/DK:

- **Static budget does not allow for new programming, service expansion, therefore no new patrons (x3)**
- **Need to increase standard of service to community (x2)**



## GBT Profile



INDICATOR	GBT	Same Population Average
Operating expenditures	128,000	72,500
Operating revenues	119,000	77,200
Total FTE	2.17	1.2

## Experts Input



### Changing Role of CEO:

- **CEO – Resource acquisition and business management**
- **Chief Librarian – Program and service management**

## Appropriate Allocation of Financial Resources



- **Yes**      **8**
- **No**        **3**
- **DK**        **5**

### **If no/DK**

- Given information technology revolution, library needs to stay flexible to respond to changing needs (x2)

## ***SUMMARY REGARDING INFORMATION TECHNOLOGY TRENDS***

<b>Greatest growth opportunity for library</b>	<b>Greatest challenge for library</b>
Online and electronic information resources	Getting people to understand and use online and electronic information resources

### **GBT Parks and Recreation Master Plan**

- Goal – Establish remote access to library catalogue

### **Experts Input**

#### ***Opportunity***

- Provincial government support
- Increased access and use of digitized reading materials, world-wide databases, digitized audio files
- Electronic resources replacing traditional formats, esp reference
- Increased provision of public access computers for personal use
- Use of interactive website as point of service; electronic visits to the library; search on-line catalogue; people's growing awareness of on-line collection, e.g., ebooks and magazines BUT need to learn how they work
- Increasing library staff role as teacher in IT
- Demand for libraries to facilitate access to on-line services
- Purpose built technology centres in library design
- Remote access information on many types of devices
- Use of social networking software to provide service
- Integrate library's catalogue with other electronic resources – one search
- Book cover images display with catalogue record
- People want their library experience to keep pace with web technology

#### ***Threat/Challenge***

- Need for trained library staff to assist and teach users to access new resources and new web technologies
- Free content on the web that customers can access without library
- Declining use of library as a source of information – Google

**COMPARISON OF GEORGIAN BAY LIBRARY TO SIMILAR SIZED LIBRARIES  
ON KEY INDICATORS**

**Table 8.1: Comparison of Georgian Bay Library to Similar Sized Libraries on Key Indicators**

<b>Indicator</b>	<b>Average for comparable libraries Average pop. 1,986*</b>	<b>Township of Georgian Bay, Pop. 1,988**</b>
Number of Service Points	1.6	2
Total Weekly Hours of Operation	26.4 3	8
Weekly Service Hours per 10,000 Population	135.18	191.15
Public Access Computer Workstations	7	7
Number of Public Computer Workstations with Internet Access	6.4	7
Number of Public Internet Access Workstations per Capita	0.0032	0.0035
Titles Held per Capita	7	7.75
Circulation per Capita	5.314	9.61
Annual Circulation	10,399	19,098
% of Population that are Active Cardholders	58.6%	62.78
Annual Program Attendance	392.8	2,575
Total Operating Expenditures	72,529	127,902
Total Operating Revenues	77,252	119,010
Total Paid Staff in FTEs	1.182	2.17
Volunteers in FTEs	0.208	0.11

*Township of Georgian Bay – Parks & Recreation Master Plan – Draft Final Report November 2007  
ENVision – The Hough Group – dmA Planning & Management Services*

**EXTERNAL AND INTERNAL STAKEHOLDER PRIORITIES**

Maintain technological currency, including information resources like Service Ontario, computer and internet access; on-line access to catalogue, community provider of electronic info resources; modernize	12
Maintain currency of collection, collections development, including electronic resources	9
Children's services including school support; regular story times; early years program; improve school/library liaison; clubs	8
New MT library, building and operating	8
Increase number of users; research community needs re-programming and resources	7
Increase programming for all; book clubs, travel clubs; speakers program; identify the next user group to focus on after children	7
Create warm comfortable atmosphere for reading or computer work; family destination; relax, enjoy and study; social centre	7
Plan to meet PS needs	6
Continue with professionalization of library, e.g., accreditation, well-managed; customer service best practices	6
Marketing plan inc. outreach	5
Young adult resources	4
Strengthen engagement with community; library as community centre/space	3
HH facility improvement	2
Promote education and learning; educate students about library	2
Outreach for those who can't come to library	2

### APPENDIX 3: CUSTOMER SURVEY RESULTS SUMMARY – SUMMER 2008

The survey was conducted during the month of July. There were 34 respondents in MacTier and 24 respondents in Honey Harbour.

1. The customers in both libraries are around 3 to 1 female to male

- 2.

Age	MT	HH
<12	4	2
13-19	2	2
20-35	5	3
36-50	4	6
51-65	12	10
66+	6	2

3. Twice as many seasonal residents use the HH library than permanent residents. MT library customers are split between seasonal and permanent residents. Obviously these numbers would be dramatically different in both communities during the winter.
4. 80-82% of regular library customers in both communities live within a 10 kilometer radius of the library.
5. 85% of MT customers use the library at least 2-3 times per month or more. 62.5% of HH customers use the library at least 2-3 times per month or more – 29% use it 4-6 times per year.
6. 96% of library customers in both communities rank their libraries as “Very Important.”
7. 100 % of library customers in both communities are satisfied with their library service.
8. 83% of HH customers think their library building is “Good” and the remaining customers are “satisfied”.
9. 100% of customers in both communities feel the staff service is “Good”.

10. For the following question customers were able to choose more than one purpose, so no percentages possible.

<b>Purpose of using library</b>	<b>MT</b>	<b>HH</b>
Recreational reading	27	17
Personal information needs	18	12
School related	10	3
Work/business needs	2	1

11. For the following question customers were able to choose more than one service, so no percentages possible.

<b>Library services used</b>	<b>MT</b>	<b>HH</b>
Borrow books	31	17
Answer question	14	7
Computer – email	10	15
Computer – highspeed	10	12
Copy/fax	10	9
Borrow VHS and CD's	8	11
Library program	7	7
Printed reference material	6	0
Read magazines	6	4
Computer reference material	3	4
Study and reading space	2	2

12. What other services or programs would you like?
- HH customers suggest a separate access card for the internet.
  - MT customers have a long list:
    - Open more
    - Visiting authors
    - More children's services
    - Wheelchair accessibility
    - Book club
    - Computer classes
    - More Adult Non-Fiction
    - More travel books
    - More audio cd's

13. A considerable majority of customers in both libraries read both fiction and non-fiction. A minority read just fiction.

14. For the following question customers were able to choose more than one service.

<b>Non-fiction reading</b>	<b>MT</b>	<b>HH</b>
Home and garden	14	6
Historical events	14	2
Biographies	12	3
Arts and culture	11	6
Hobbies	11	6
Medical and health	10	3
Travel	8	4
Science and technology	7	1
Parenting and family	6	4
Local history	5	4
Careers and jobs	5	1
Current events	5	4
Consumer information	4	1
Government services	4	1
Financial information	4	0
Community activities	2	3

15. In MT there is room for improvement in the following areas (given that we work toward a “very satisfied” rating):

- Young adult fiction and non-fiction
- Children non-fiction
- Reference resources both books and electronic
- Books on tape/cd
- Videos and cd’s
- Large print books

In HH there is room for improvement in the following areas:

- *Young adult non-fiction especially*
- *Books on tape/CD’s*
- *Videos and CD’s*

16. 84-85% of customers in both libraries are satisfied with the library hours.



17.

<b>Preferred time of day to use library</b>	<b>MT</b>	<b>HH</b>
Morning	14	14
Afternoon	19	12
Evening	9	2

18. 76% of MT library customers have internet access at home compared with 68% of HH library customers.

19. One thing to improve:

<b>Honey Harbour</b>	<b>MacTier</b>
Open on Monday, longer hours, open every day	More new author releases, More books, more books and LP, more than 1 copy of a book, increase adult non-fiction collection
Washroom open more	Open Wed and Thurs at 10 am, open longer in the evening, open more, one more night
Computer assistance	Children's computer, story time for class visits, toy area
Use best sellers list to purchase new books	Accessibility
More computers	More comfy
More books on CD	Library near Nealy L
Enjoy the library and staff, keep up the good work	Quicker access

**In addition to informing ongoing library development and operations the customer survey specifically informed the strategic plan as follows:**

1. Generally speaking MT customers use the library for a wider range of purposes. In addition to recreational purposes (which dominate the use of HH customers) MT customers more actively use the library for learning and information resource purposes, including by students.
  - The MT library has a higher rate of usage.
  - Students make more use of the MT library than they do of the HH library.
  - MT customers demonstrate an interest in a wide ranging collection to meet their many information and recreational interests, their library is more of a “whole life” resource.
  - MT customers have identified a desire for an improved collection of reference resources, both books and electronic.
  - MT customers have identified a desire for an improved collection of large print books
2. Access to computers is more important to the HH customers.
3. Access to VHS and CD’s is more important to HH customers, although both communities want to improve the collections of books on tape, CD’s and videos.
4. Both communities have identified a need to improve the Young Adult fiction and non-fiction collections.