



FAIRFAX COUNTY PUBLIC LIBRARY

COMMUNITY SURVEY AND OUTREACH PROJECT



Research Review

Quantitative Research



- Trustees and Library Staff: Online
- Residents of Fairfax County and the City of Fairfax:
 - Telephone
 - Online

ONLINE SURVEY OF TRUSTEES AND STAFF



About the Survey



- Anonymous, self-administered
- Heavy internal promotion
- Available for three weeks
- 281 total respondents:
 - 273 staff (47% of 587)
 - 8 Trustees (67% of 12)
 - 129 respondents (46%) provided qualitative feedback regarding how to ensure the future success of the Library

Trustee and Staff Survey Focused On...



- Services to specific market segments
- Assessment of materials, resources and programs
- Evaluation of Library operations
- Library engagement with the community
- Effectiveness of the Board of Trustees
- Trustees' perception of the Library

Service to Specific Market Segments



Percentage of Trustees and staff who believe the Library should increase service to the following:

- | | |
|--------------------------------------|-----|
| – Teens | 64% |
| – Job seekers | 64% |
| – English language learners | 64% |
| – Tweens (ages 9-12) | 61% |
| – Older adults | 61% |
| – Individuals with special needs | 56% |
| – Young professionals | 54% |
| – Younger elementary school children | 52% |
| – Preschool children & families | 50% |
| – Business owners | 35% |

Resource and Service Levels



Percentage of Trustees and staff who believe the Library should **increase** the following resources:

- Downloadable materials 72%
- Non-print materials 66%
- Adult literacy programs 59%
- Print materials 55%
- Children's programming 54%
- Help applying for government services 51%
- Author talks/book groups 51%
- Homework help 50%
- Online databases 38%
- Accessibility equipment 38%
- Reference materials and services 24%

Technology Resources



Percentage of Trustees and staff who believe the Library should increase the following:

- | | |
|---|-----|
| – Tech training programs | 77% |
| – Electrical outlets for personal devices | 66% |
| – Wi-Fi availability/accessibility | 60% |
| – Services for advanced tech users | 50% |
| – Customer self-service options | 34% |
| – Computers for the public | 31% |
| – Computers for staff | 25% |

Service to the Community



Trustees and staff agree:

- The customer comes first. 84%
- Library hours meet community needs. 71%
- Staff training and resources are adequate. 67%
- Library collection is relevant and appealing. 67%
- Print and non-print materials are balanced. 59%
- Customers are well informed. 46%
- Website is comprehensive and user friendly. 43%
- Social media is used effectively. 36%

Community Impact



Trustees and staff agree that the Library:

- Is a valued community asset 91%
- Offers what residents need 66%
- Supports educational achievement 65%
- Fosters cross-cultural connections 54%
- Anticipates needs for new technologies 49%
- Reaches out to non-users 33%

Internal Operations



Trustees and staff agree:

- They are familiar with FCPL’s mission statement. 89%
- Mission statement guides policies/procedures. 68%
- FCPL’s collection is patron-driven. 58%
- FCPL orders/processes materials efficiently. 49%
- FCPL makes best use of technology. 39%
- FCPL allocates staff appropriately. 26%

The Library Board



Trustees and staff agree that the Board:

- Understands/advances Library mission 63%
- Supports senior management 54%
- Makes strategic decisions 53%
- Advocates in the Library's best interest 48%
- Works effectively with the County 46%
- Seeks collaborations and partnerships 38%
- Exhibits foresight 37%

Trustees rank Board performance higher than staff on 6 of 7 attributes.

Data reveals a significant percentage of “don't know” responses.

Trustee Assessment of Library Operations



Aspects needing improvement:

– Marketing effectiveness	50%
– Community engagement	38%
– Internal communications	38%
– Professional development program	38%
– Contribution to economic development	13%
– Contribution to workforce development	13%
– Work flow efficiency	13%

Data reveals a significant percentages of “don’t know” responses.

TELEPHONE SURVEY OF FAIRFAX RESIDENTS



Telephone Survey Goals



- Determine current use of the Library
- Identify barriers to use
- Measure customer satisfaction
- Identify programs/services which should be expanded
- Explore interest in new technologies
- Identify best way to communicate with residents

About the Telephone Survey



- Fielded May-June, 2016
- Random numbers purchased from a commercial list broker
- Respondents 18+ years old
- Residents of Fairfax County or City of Fairfax
- 1109 completed interviews (809 landline; 300 cell)
- Margin of error +/- 3% at the 95% confidence level
- 16% of Hispanic ethnicity
- 12 minutes duration

Respondent Demographics



- 39% male; 61% female
- 78% have FCPL cards
- 30% reside in household where a language other than English is spoken
- 64% vote in every local election
- 39% non-users / 61% users

Definitions



- A “library user” has used the services of FCPL - either in person, online, or by phone - **three times or more** in the past 12 months.
- A “non-user” has used FCPL **two or fewer times** in the past 12 months.

Primary Reasons for Non-Use



- Use the Internet to obtain information 28%
- Do not have the time 20%
- Obtain reading or other materials elsewhere 10%

Users of Library Services



- 49% of library users have accessed services more than 12 times in past year.
- Of that group, 58% have used the Library more than 25 times in the past year. (“Power Patrons”)

User Satisfaction with Service Attributes



Most satisfied with:

- Staff courtesy and customer service
- Self-checkout stations
- Parking

Least satisfied with:

- Wi-Fi
- Number of computers for customers
- Wait time for reserved items

82% of users “extremely satisfied” with FCPL overall

Market Segments Served by the Library



Most important:

- Children (preschool to age 12)
- Individuals with special needs
- Older adults

Least important:

- Business owners
- Job seekers

Potential Expansion of Programs and Services



Most important:

- Children's programs, books, materials
- Reference materials and services
- Adult literacy programs
- Services for English language learners

Least important:

- DVD's and CD's
- Help applying for government services

Interest in Potential New Services



Respondents report the greatest interest in:

- Off-site book drop off/pick up
- More self-service options
- Laptops and tablets available on loan
- Live chat with Library staff

Marketing Communications



Top two of nine marketing methods:

- Email (66%)
- Website (12%)

English Only vs. Multi-lingual Households



Compared to those who speak only English at home, respondents from multi-lingual households attach more importance to the prospect of the Library expanding:

- 11 of 14 resources and programs surveyed
- All potential new technology offerings surveyed

Perceptions of the Library



- 57% of all respondents (63% of users) completely agree that, “Fairfax County Public Library does all it can to offer the services and resources that residents need.”
- 71% of all respondents (78% of users) completely agree that, “The Library provides good value for the tax dollars invested.”

Qualitative Feedback



- 47% of all telephone survey respondents offered additional comments or feedback about the Library.
- Almost half of all comments expressed praise, appreciation, and even affection for the Library and its staff!
- Other frequently referenced topics included:
 - The Library collection
 - Budget, finances, and funding
 - Facilities
 - Business hours

ONLINE SURVEY OF FAIRFAX RESIDENTS



About the Survey



- Customized version of telephone survey
- To promote greater awareness of library programs and services and provide all Fairfax residents with the ability to participate in the project
- Promoted to all cardholders and through other channels
- Available via a link on the Library's website
- High level of public engagement
- **Not statistically projectable data**
- 18,000+ respondents
 - 99% cardholders
 - 90% library users