



REGIONAL MUNICIPALITY OF WATERLOO LIBRARY COMMITTEE MINUTES

Tuesday, November 6, 2012
2:57 p.m.
Waterloo County Room
150 Frederick Street, Kitchener, Ontario

Present were: Chair T. Cowan, L. Armstrong, R. Deutschmann* and R. Kelterborn

Also present: K. Bernstein, L. Bish, K. Fletcher, C. Gravlev, R. Horne, H. Newton, K. Seredynska, K. Seydegart, L. Sims, G. Spears and P. Zulinov

DECLARATIONS OF PECUNIARY INTEREST UNDER THE *MUNICIPAL CONFLICT OF INTEREST ACT*

None declared.

INTRODUCTIONS

Rob Horne, Commissioner, Planning, Housing and Community Services, welcomed the guests to the meeting. Katherine Seredynska, Manager, Public Services, introduced Kasia Seydegart, George Spears and Pat Zulinov from ERIN Research, as well as Lori Sims from Kestrel Information Services.

PRESENTATIONS

a) Region of Waterloo Library Service Review and Forward Look Research Report

Lucille Bish, Director, Community Services, provided a summary of the review; copies of the reports were distributed to the Committee members.

K. Seydegart gave a [presentation](#) to the Committee; a copy is appended to the original minutes. She outlined when the surveys were held, the groups surveyed and the response rate. She indicated that the response rate was about twice what one might expect, which she attributed to the advance communications by the library staff and a high level of interest by residents.

G. Spears provided the highlights of the numerical results from the library user survey, including user satisfaction with a variety of tasks such as online access and services, book loans and family and children's programs. He commented that navigation on the website is the top determinant for customer satisfaction and he summarized the comments received about how to improve the website.

He provided an overview of the satisfaction levels with the children's and adult programs and the correlation between branch location and increased use of facility services and programs. He noted that 78% of respondents indicated that the current hours of service meet the residents' needs and that there is very little interest in Sunday openings. He highlighted the components of the library experience, specifically the staff resources, which were rated very high at all branches and has the largest impact on user satisfaction. He added that the next steps will be to look at the three measures of overall satisfaction and the direct drivers of satisfaction, being: services and programs meeting user needs (primary driver); staff performance; sense of

community; and, physical structure. The top three priorities for improvement are the provision of WiFi at all library branches and increased materials and programming for older adults.

P. Zulinov summarized the responses received to the open-ended questions about user vision of the library over the next 5 years. The themes of the comments included: staff (28% of the comments), facilities (24%), range of resources (16%), role of library in community, technology and children, teens and tweens programming. Facilities, programs, children, teens and tweens programming are at the top of the list for improvements.

* R. Deutschmann joined the meeting at 3:30 p.m.

G. Spears provided an overview of the responses received from the library non-users, advising that the majority of respondents were former users. He outlined the reasons provided for not using the library services, which included access to web-based information, access to other library facilities, and the preference to purchase reading materials. He summarized the recommendations from the outcome of the surveys, which include, maintain staffing levels and expertise; continuously improve website functionality and increase opportunities for use of online applications; and, use online offerings to enhance users' experience and to attract non-users who are already technology-based. In addition, it was recommended that library hours be consistent on a daily basis, that a library review be replicated in 2014; that staff host sessions on how to access ebooks and other services; and that the teens and tweens user group be retained with innovative and age-relevant initiatives.

Guests from ERIN Research responded to Committee questions regarding survey logistics. A report providing data for each of the Townships has also been prepared and L. Bish will make these available to the Councillors.

The Committee discussed the current policy dealing with the requirement to present a library user card when borrowing library books and other resources; there was general agreement that this policy be reviewed at a future date. The Committee also discussed the online services and additional resources currently available to library patrons.

R. Horne commented that the meeting purpose is to share data collected through the recent surveys and to gather preliminary feedback from the Committee members; priorities can be set at a future meeting based on the information gathered. In response to a question to staff about the alignment of the survey results with their experiences, K. Seredynska advised that staff are aware that the catalogue can be difficult to navigate and that communications about branch services could be enhanced. G. Spears confirmed that the needs of residents in each of the four Townships are similar enough to develop next steps that will address mutual issues.

Lori Sims facilitated a guided discussion about the development of a final service improvement plan. Library staff recorded the Committee's responses to the feedback questions posed by L. Sims

The Committee discussed the impact of increasing library branch hours. L. Bish provided the estimated annual cost for each additional hour of service provided and advised that, historically, the Library Committee has added hours over the years.

In response to the reiterated concern about the policy for presenting a library user card to borrow books and other resources, L. Bish advised that staff turnover occurs regularly at all of the branches and staff can't be expected to know all clients personally. The current policy was intended to put the library on a more professional footing and aligns with common practices at

other libraries. L. Bish stated that given the comments received from the survey respondents, the Committee may wish to review and approve a policy with greater flexibility.

Kelly Bernstein, Manager, Information Services, stated that staff recently introduced key tags that have the library card bar code; this can be attached to a key chain or knapsack. In addition, staff are working on an option for cell phones.

L. Sims encouraged the Committee and other stakeholders to share their feedback to the other questions presented; she provided her email address for their responses.

INFORMATION/CORRESPONDENCE

a) Memo: Region of Waterloo Library Service Review - Primary Research Results

Received for information

OTHER BUSINESS

L. Bish provided an update on the proposal for processing and acquisition of library materials, advising that a staff tender report will to Regional Council for approval in November. She also advised that the next meeting will focus on issues related to the 2013 budget and encouraged the Committee to share their ideas with staff in advance of the meeting. The preliminary library budget currently shows a 1.8% increase.

NEXT MEETING – November 27, 2012

ADJOURN

MOVED by L. Armstrong
SECONDED by R. Kelterborn

THAT the meeting adjourn at 4:45 p.m.

CARRIED

COMMITTEE CHAIR, *T. Cowan*

COMMITTEE CLERK, *S. Natolochny*

REGION OF WATERLOO

LIBRARY SERVICE REVIEW

▶ AND FORWARD LOOK



By ERIN Research Inc.

November 6, 2012

Presentation in brief

LIBRARY USERS

- Satisfaction
- Online services
- Children's and Adult programs
- Access, hours and communications
- Components of the library experience
- Drivers of customer satisfaction
- Priorities for improvement
- Respondents' comments

LIBRARY NON-USERS

RECOMMENDATIONS



Method and sample

Two telephone surveys, August-September, 2012

1. The Library User Survey

- A randomly selected sample of 870 Township residents who had used a Regional library in the past year.

2. The Non-User Survey

- A randomly selected sample of 400 residents who had not used a Regional library in the past year.



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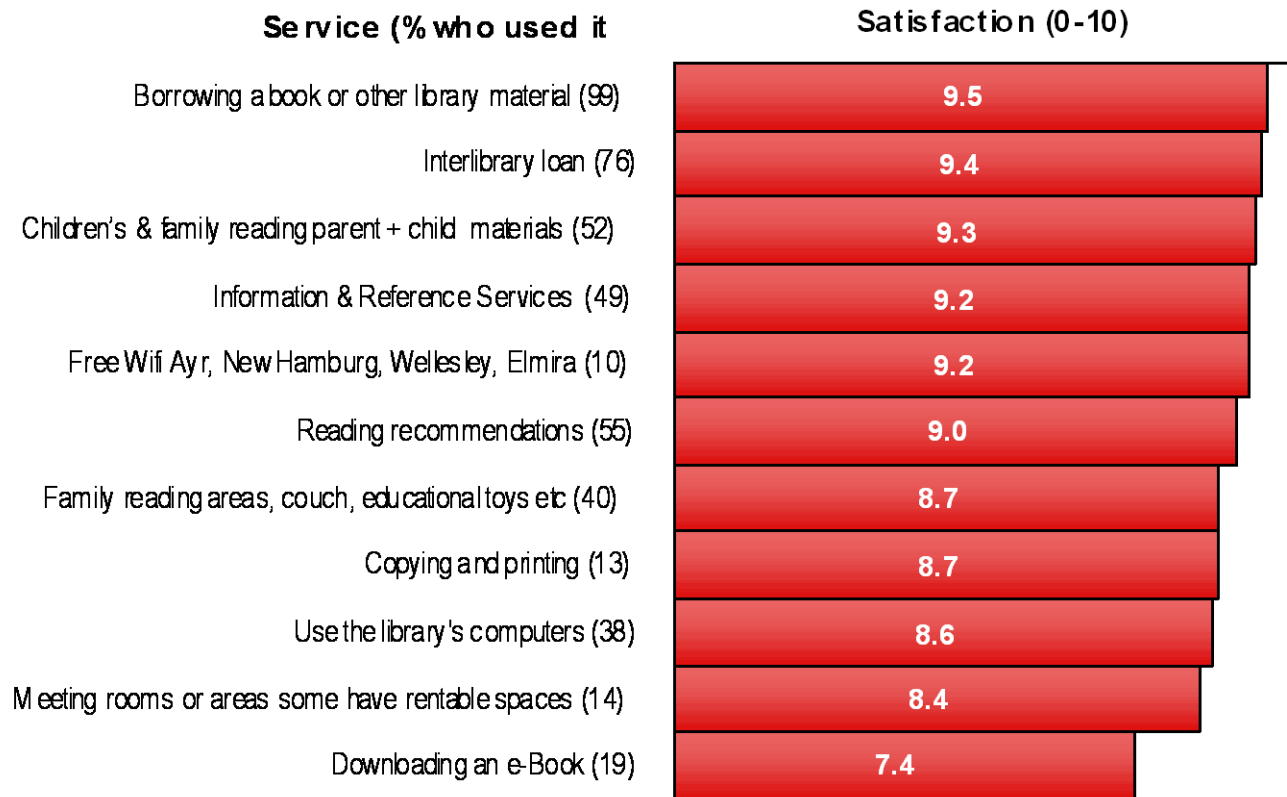
Response rate

- RWL response rates were **very positive**
 - 48% for library users and 40% for non-users.
- Response rates are about twice what one might expect for a typical telephone survey, reflecting:
 - advance communications about the survey done by the libraries
 - a high level of interest by residents.

The Canadian context

- In *Citizens First 5*, a nation-wide survey that tracks more than 6,000 Canadians' satisfaction with public services, libraries were rated 8 out of 10 in overall satisfaction.
- In the current survey, Region of Waterloo libraries scored **9 out of 10!**

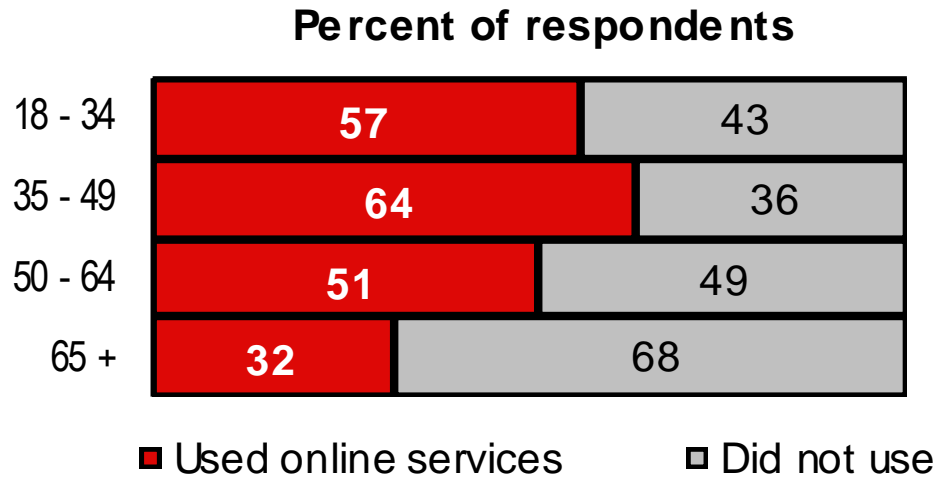
Satisfaction with RWL library services



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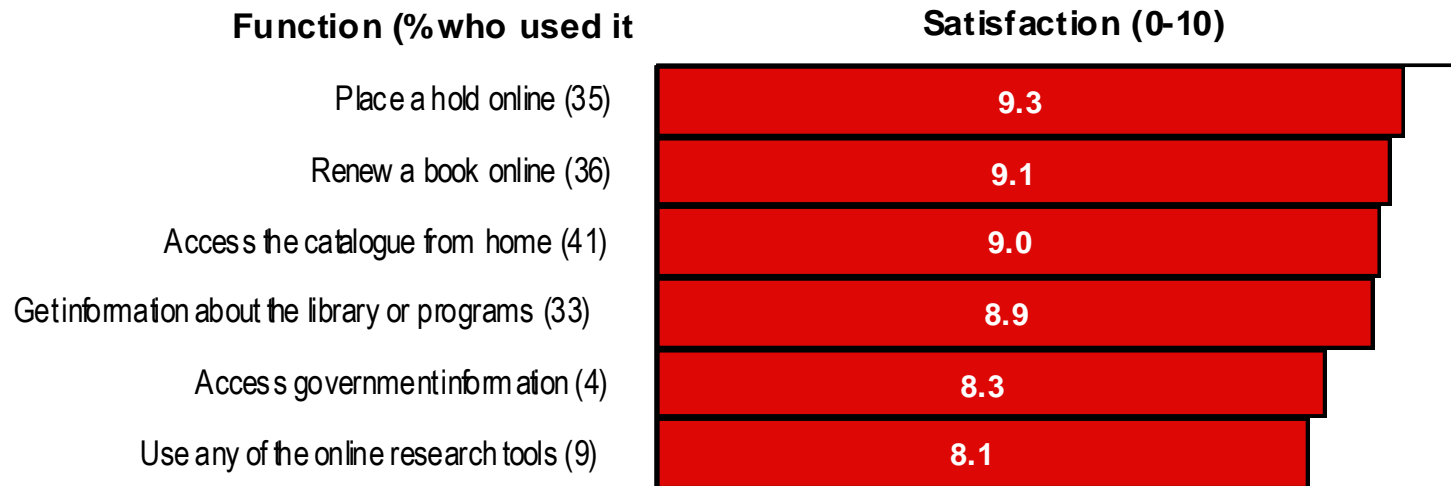
For the 5 most frequently used services, satisfaction ranged from 9 to 9.5 out of 10.

Online use by age

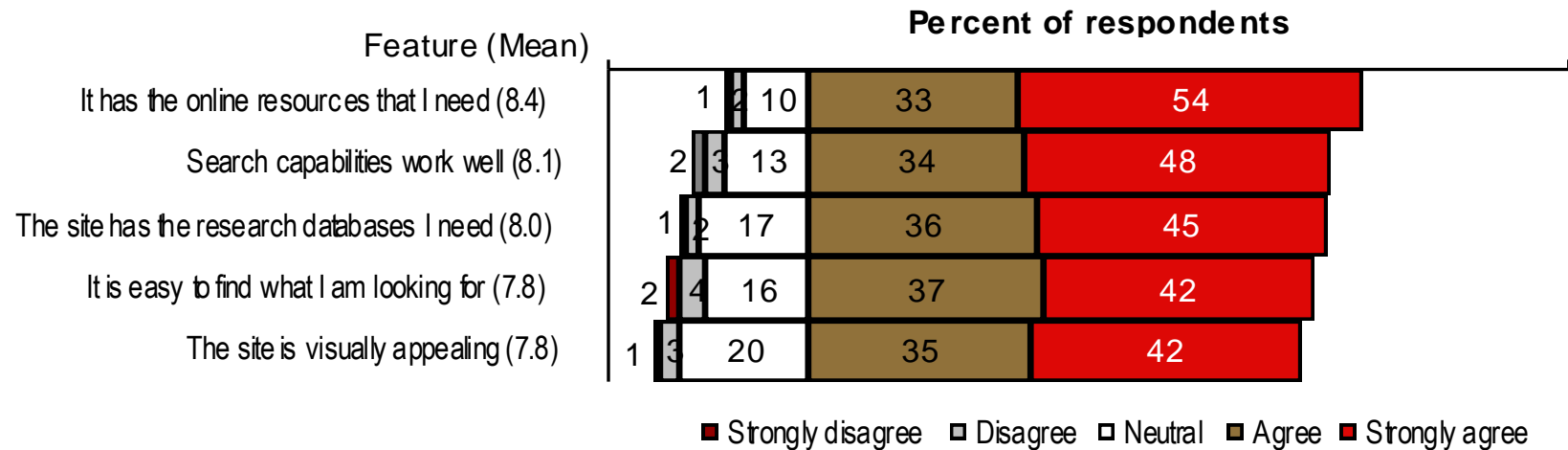


52% of respondents report using the library website in the past year. Those over 65 were least likely to use online resources.

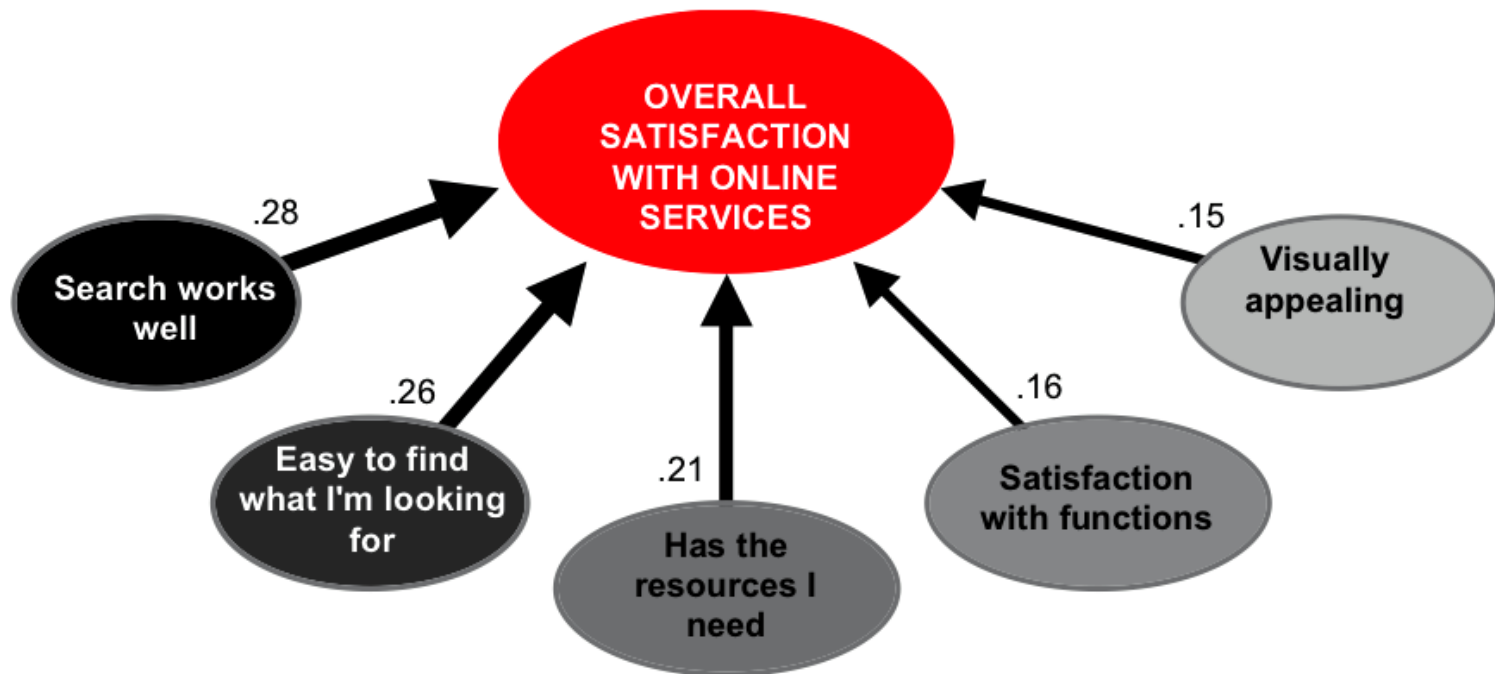
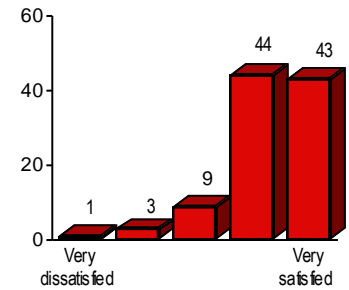
Satisfaction with online functions



Features of the online environment



Drivers of satisfaction: online



The drivers account for 70% of the variance in overall satisfaction.

Improving the website: Verbal comments

Summary of themes for improving the website

Solution	Percent
Overall ease of navigation, usability, user-friendliness	30
Search processes: difficult	20
e-Books: difficulty downloading,	13
Physical books: finding, renewing, putting on hold	11
Problems with logging in	7
Site is down, unavailable	3
Need to log in repeatedly	3
Information not available about the 10 branches	3
More, better, up-to-date materials	2
Downloading audio books	2
Speed	1
Account accessibility	1
Other ideas, each less than 1% of suggestions	5



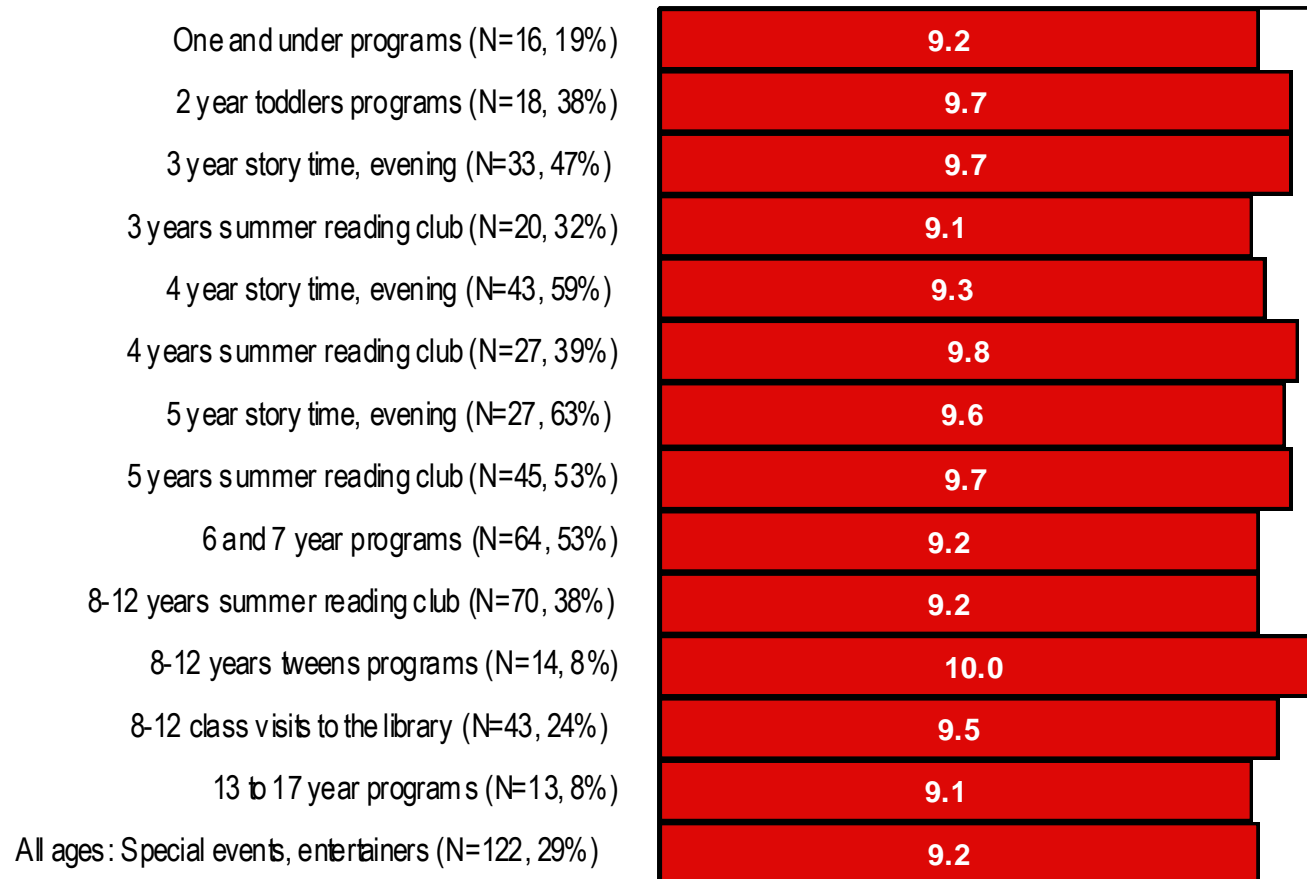
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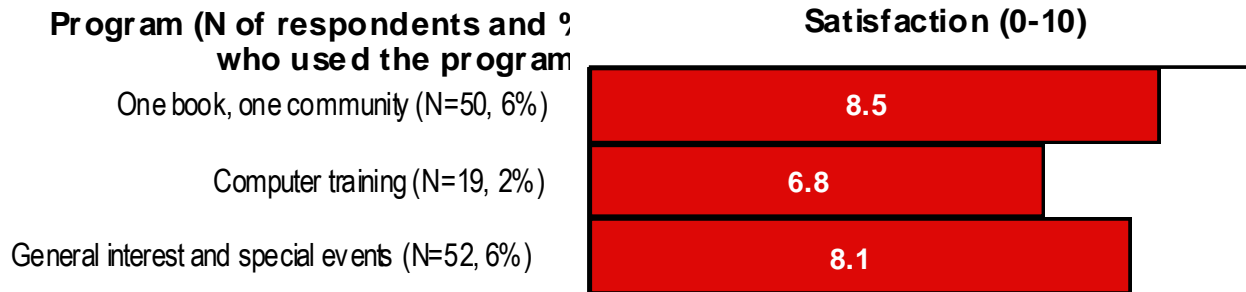
Satisfaction with children's programs

Program (N of respondents and % of eligible respondents who used the program)

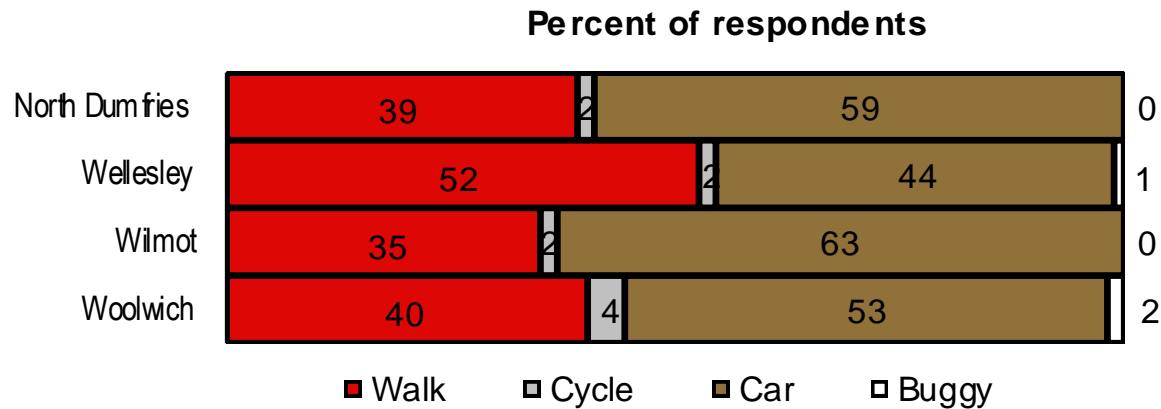
Satisfaction (0-10)



Satisfaction with adult programs



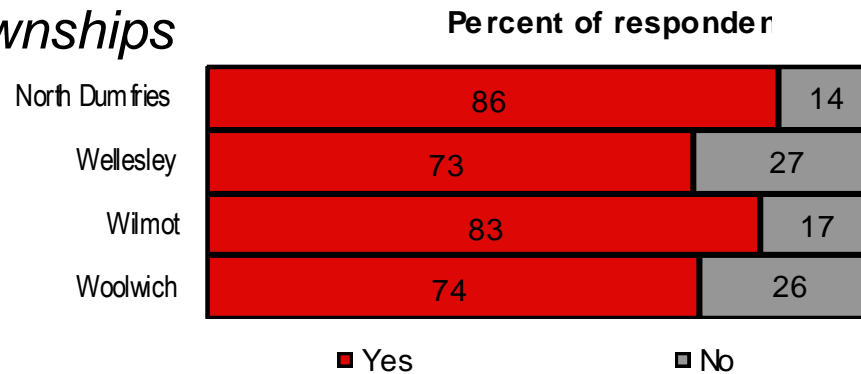
How do you usually get to the library?



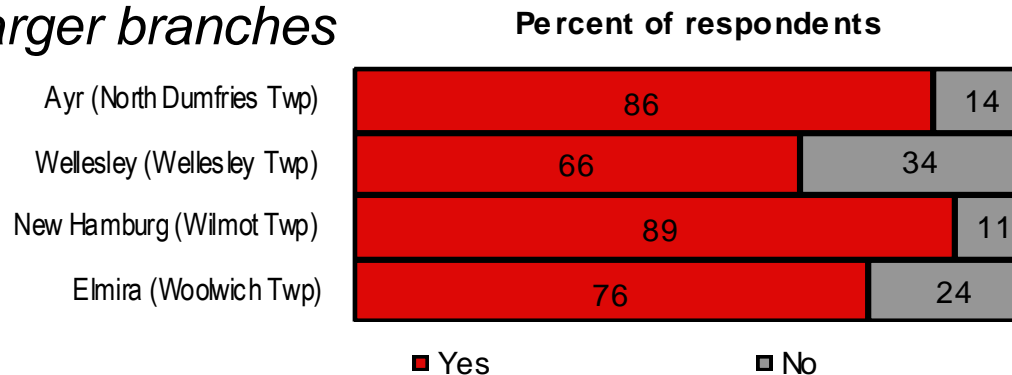
The majority of residents can get to their library in less than 10 minutes.

Do current hours meet your needs?

The four Townships

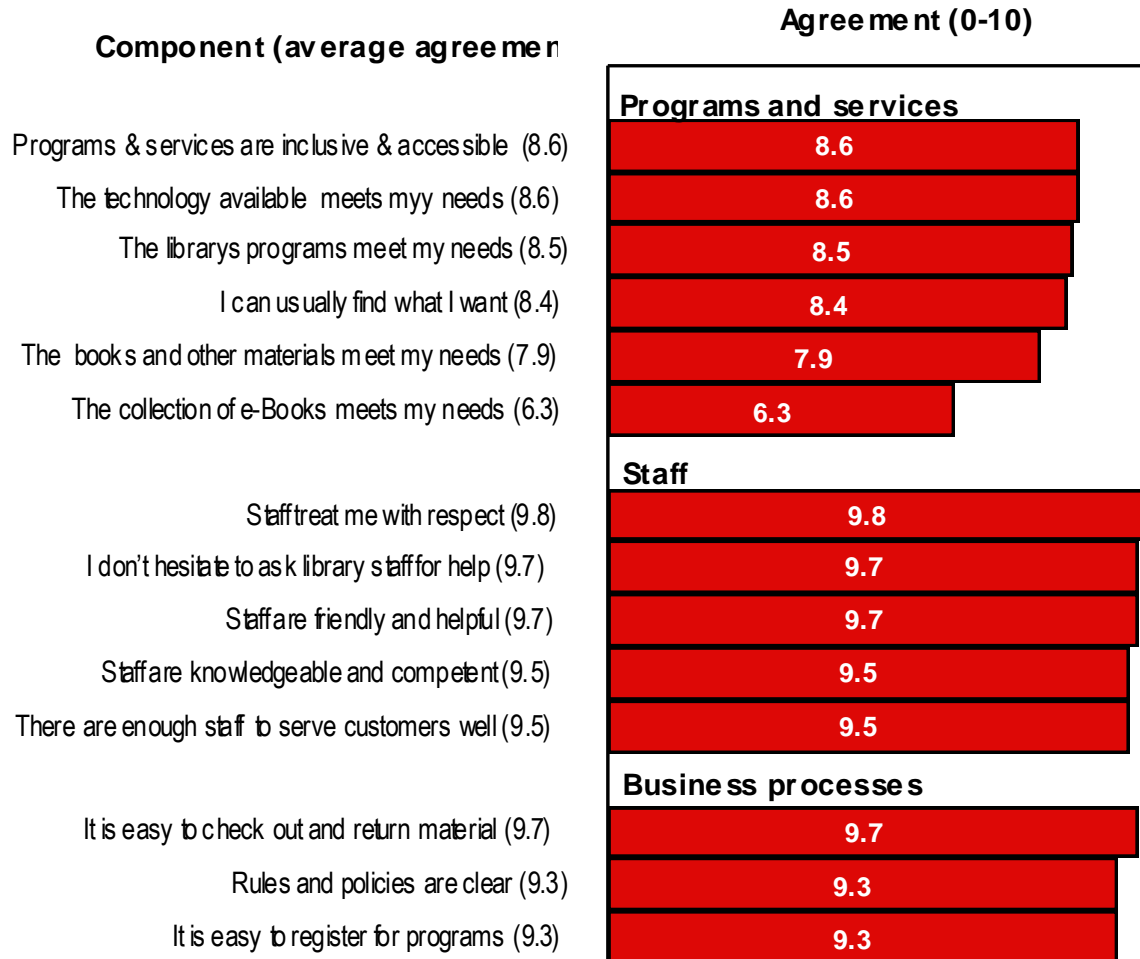


The larger branches

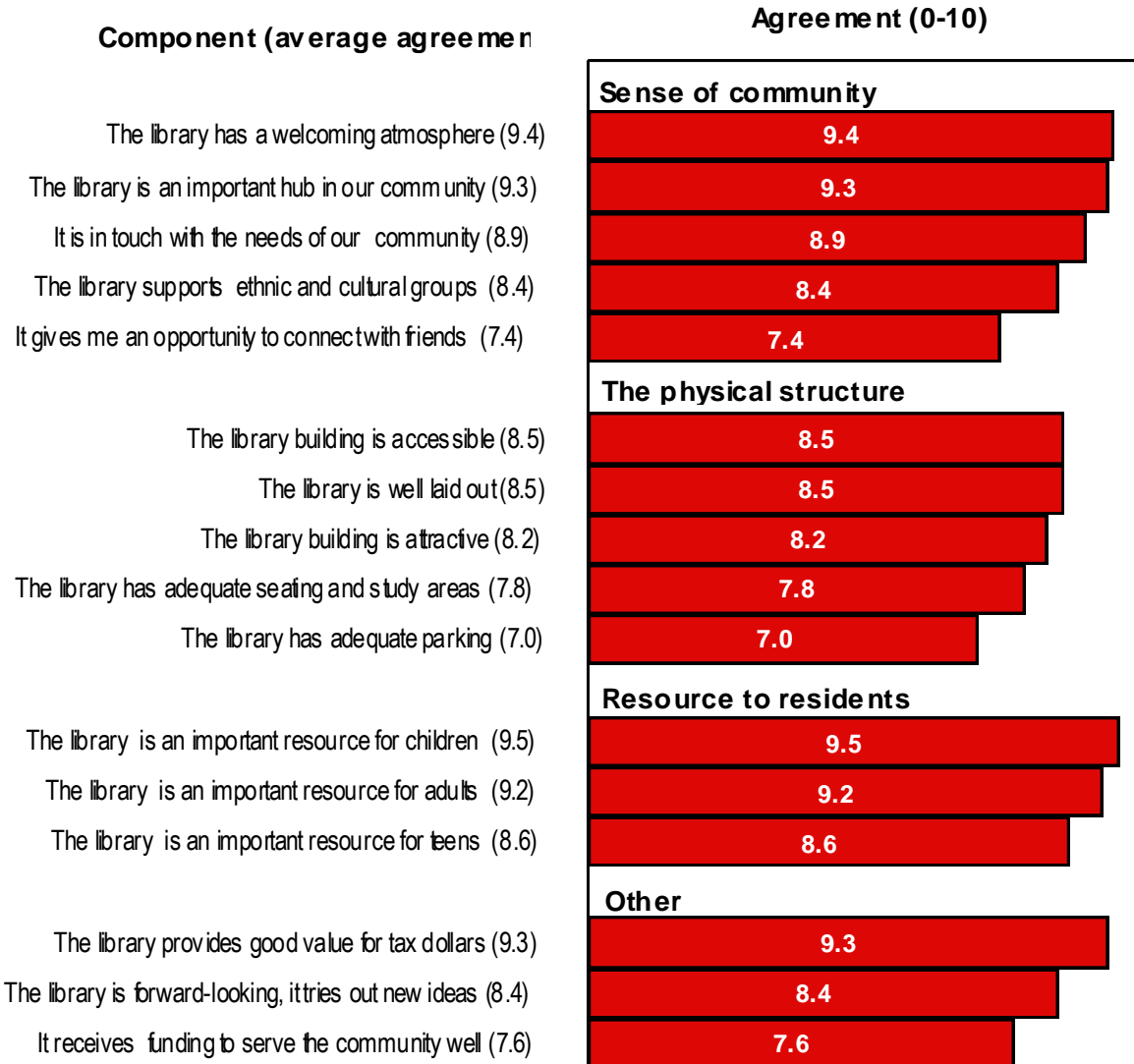


78% of library users said that current hours of service meet their needs.

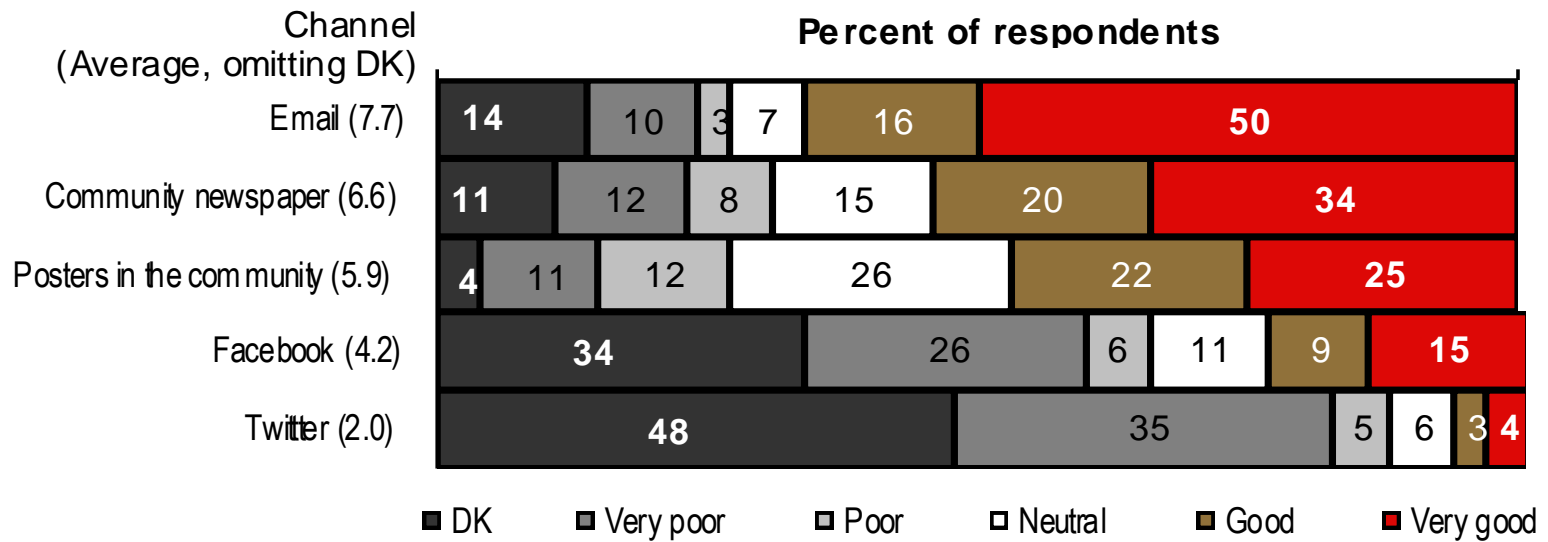
Components of the library experience



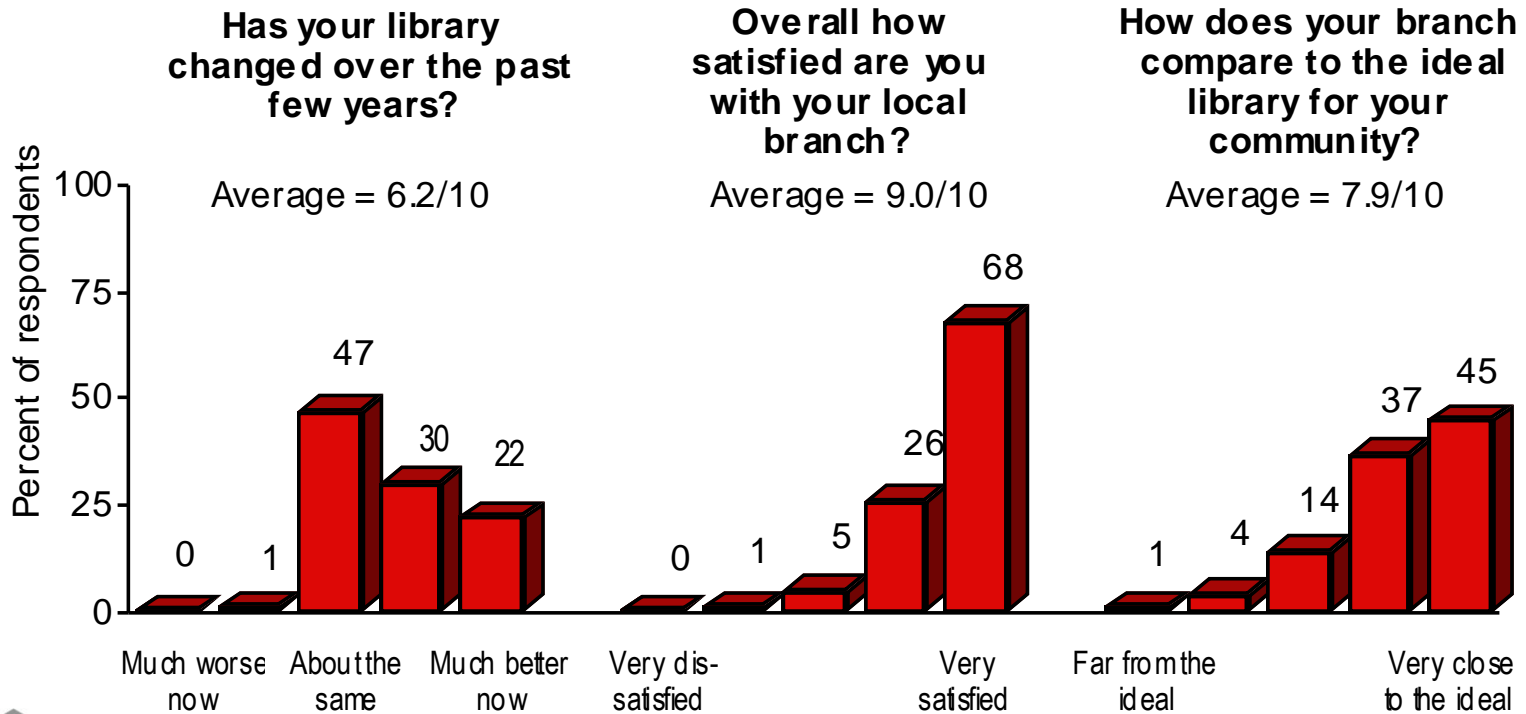
Components of the library experience



Preference for channels of communication



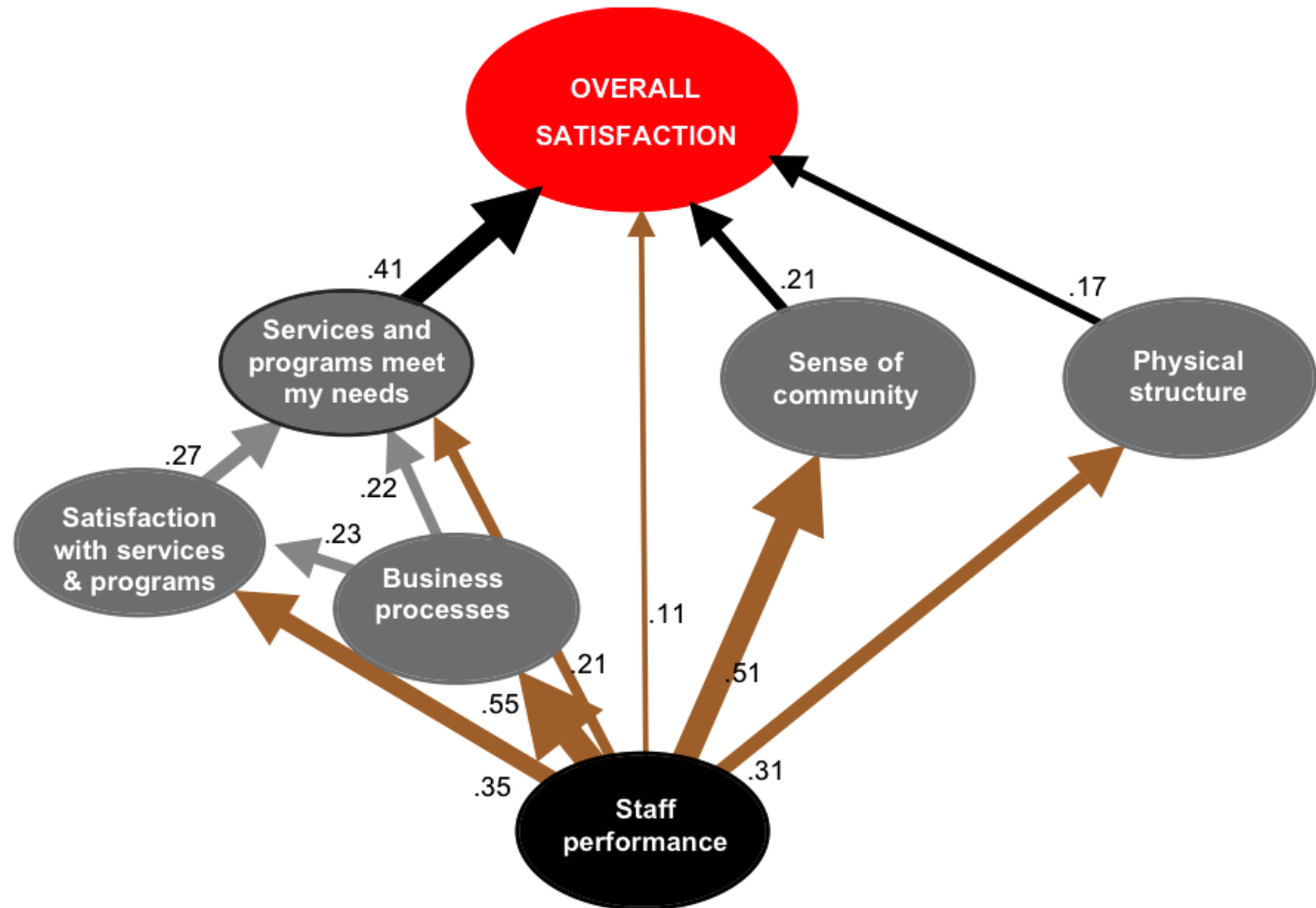
Three measures of overall satisfaction



Direct drivers of satisfaction

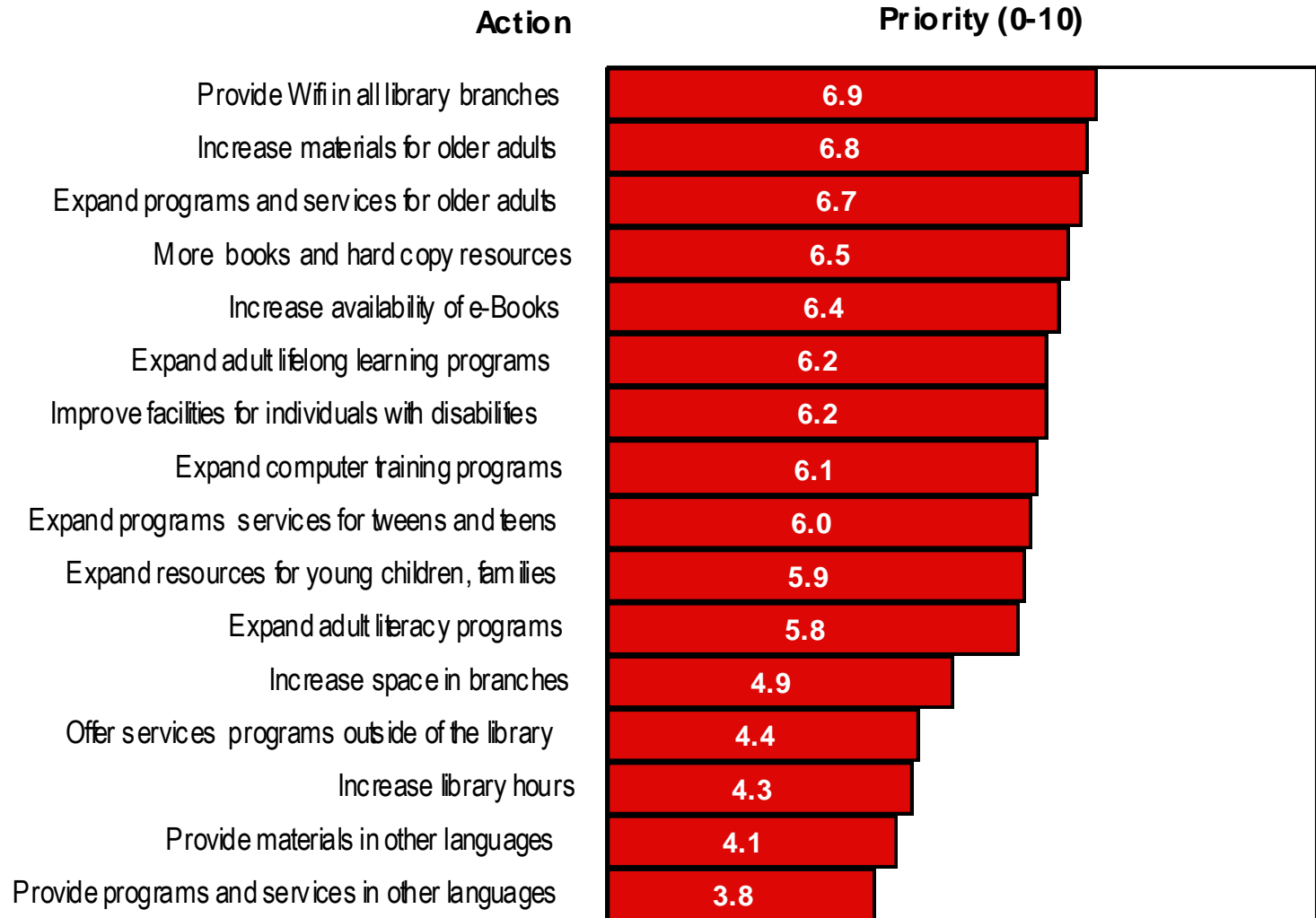


Complete driver model



The drivers account for 50% of the variance in overall satisfaction.

Priorities for improvement



Library users: Best things about your library

“What are the best aspects of your Region of Waterloo Library?”

Theme	Percent
Staff: Wonderful, friendly, knowledgeable, technical savvy, availability	28
Facilities: Size, location, uses for building, access for all, parking, environment	24
Range of resources: Books, magazines, large print, languages inter-library loan	16
Children, teens, tweens: Focus of programs and material to this audience, attract engage, utilization	10
Role of library in community: Keep up with the needs of the changing community, hub, social, ethnic, elderly, instilling love of reading	7
Technology: Usage, access, computers, social media, apps, library elf	4
I love my library!: Everything is wonderful, very happy, continue as it is now	3



Library users: Your vision for the future

Table 9. “What is your vision of your library in 5 years?”

Theme	Percent
Facilities: Size, location, uses for building, access for all, parking, stairs, environment	17
Programs: Seniors, career planning, computer training, general interest, arts, authors reading, book clubs	12
Children, teens, tweens: Focus of programs and material to this audience, attract engage, utilization	11
Range of resources: Books, magazines, large print, languages inter-library loan	11
Technology: Usage, access, computers, social media, apps, library elf	9
I love my library!: Everything is wonderful, very happy, continue as it is now	9
Operating hours: Suitability, consistency, timing of programs offered	9
Role of library in community: Keep up with the needs of the changing community, hub, social, ethnic, elderly, instilling love of reading	8

Non-users: Why did you stop using the library?

“Why did you stop using the Regional library?” (Former users)

Reason	% of reasons
I get all the information I need from the Internet	29
I prefer to purchase books	28
I prefer to use another library, e.g., city, university, church	21
Children got older, i.e., library use was for the kids' benefit	19
Hours are not convenient for me	11
There are not enough books, DVDs, or other materials that interest me	9
Transportation or location is an issue	5
The loan period is too short for me	4
The library does not offer any programs tailored to my needs	2
The library is not very accessible	2
The library does not offer any programs tailored to my children's needs	1
I owe a fine	1
I lost my library card	<1
There is no Wifi	–
Staff issues: Too few staff, not helpful	–

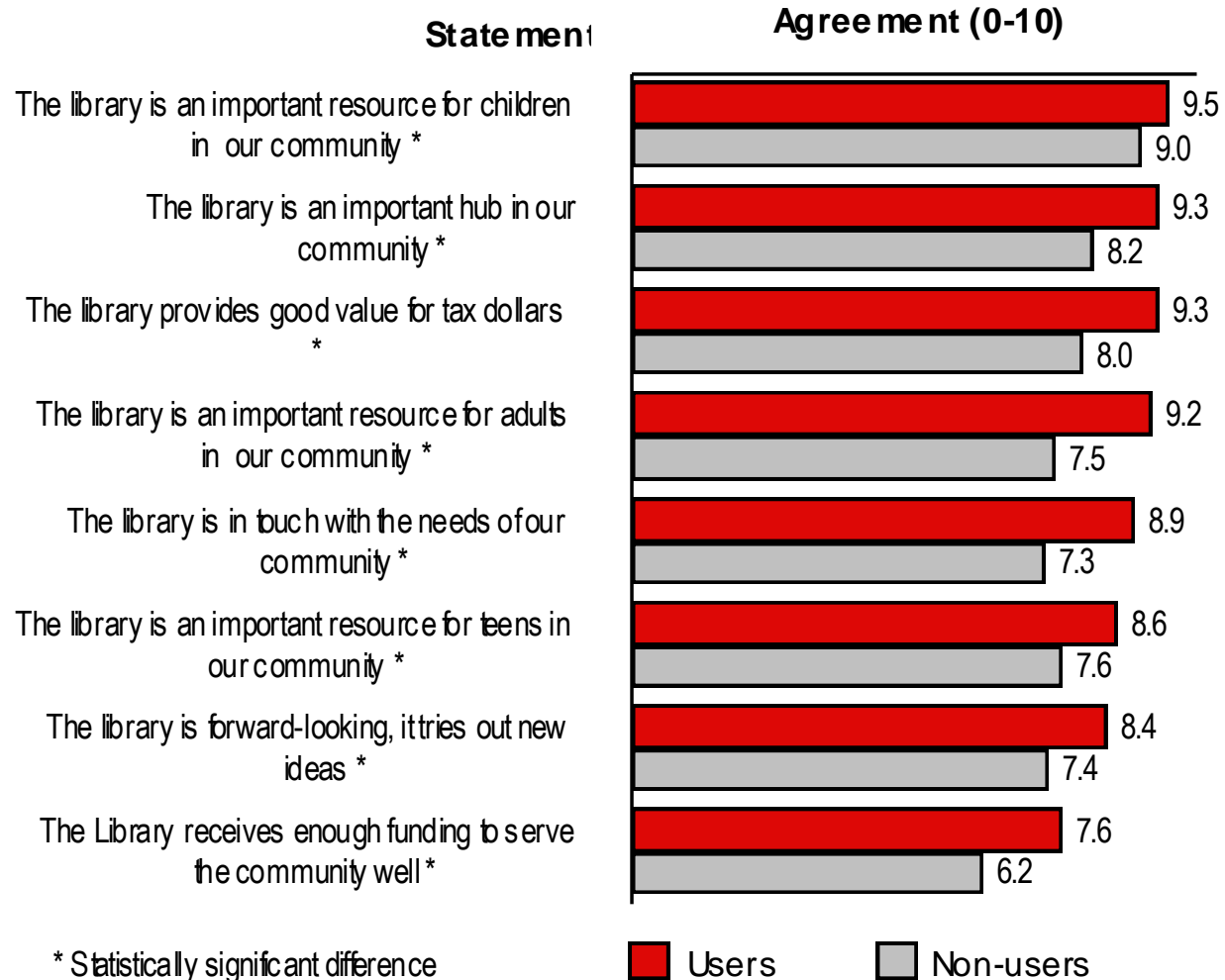
Non-users: Why have you not joined?

“Why have you not joined the Regional library?” (Not former members)

Reason	% of reasons
I get all the information I need from the Internet	36
I prefer to use another library, e.g., city, university, church	34
I prefer to purchase books	29
Transportation or location is an issue	14
Did not know it existed	6
Hours are not convenient for me	6
There are not enough books, DVDs, or other materials that interest me	4
I don't know how to join	1
The library does not offer any programs tailored to my children's needs	1
The library is not very accessible	1
The library does not offer any programs tailored to my needs	—
The loan period is too short for me	—
There is no Wifi	—



Views of users and non-users



* Statistically significant difference between users and non-users.

Recommendations

- 1** Maintain current staffing levels and expertise.
- 2** Continuously improve website functionality and increase opportunities for use of online applications.
- 3** Use online offerings to enhance users' experience and to attract non-users who are already technology-based.



Recommendations

- 4** Build on the use of inexpensive online and community outreach strategies to sustain existing users & attract new users.
- 5** Make library hours consistent each day.
- 6** Retain teens and tweens with innovative, age-relevant initiatives.
- 7** Replicate library review survey in 2014, using an arms-length expert, to measure progress against baseline results.

Q & A

Region of Waterloo Library Service Review and Forward Look

by

George Spears, PhD, CMRP

Kasia Seydegart, MSW, CMRP

Pat Zulinov, PMP, CMRP

ERIN Research Inc.

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Thank you

