



DATE: July 11, 2017

AGENDA ITEM # 6

TO: Library Commission

FROM: Marlene Iwamoto, Los Altos Community Librarian

SUBJECT: Library Market Segmentation Presentation

BACKGROUND

At the May 2, 2017 meeting the Library Commission requested a presentation regarding Market Segmentation: Library Outreach.

DISCUSSION

As listed in County Librarian Nancy Howe's May 2017 report, the Library District completed a market segmentation study in 2016 to develop a deeper understanding about who they serve and what they value. The information gained will assist in developing outreach plans. The Los Altos Community Librarian Marlene Iwamoto will provide the presentation.