



DATE: August 1, 2017

AGENDA ITEM # 5

**TO:** Library Commission

**FROM:** Marlene Iwamoto, Los Altos Community Librarian

**SUBJECT:** Library Market Segmentation Presentation

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**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.