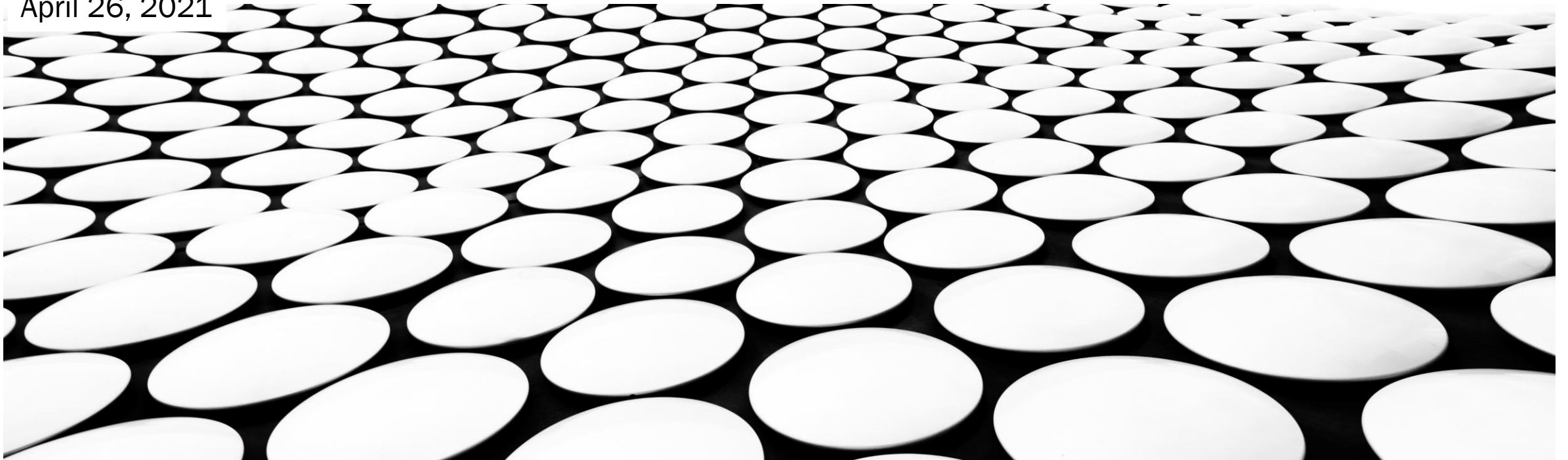

2019 SCCLD SURVEY RESULTS

KEY FINDINGS REPORT TO LOS ALTOS LIBRARY INFRASTRUCTURE SUBCOMMITTEE

Nelvin Gee

April 26, 2021

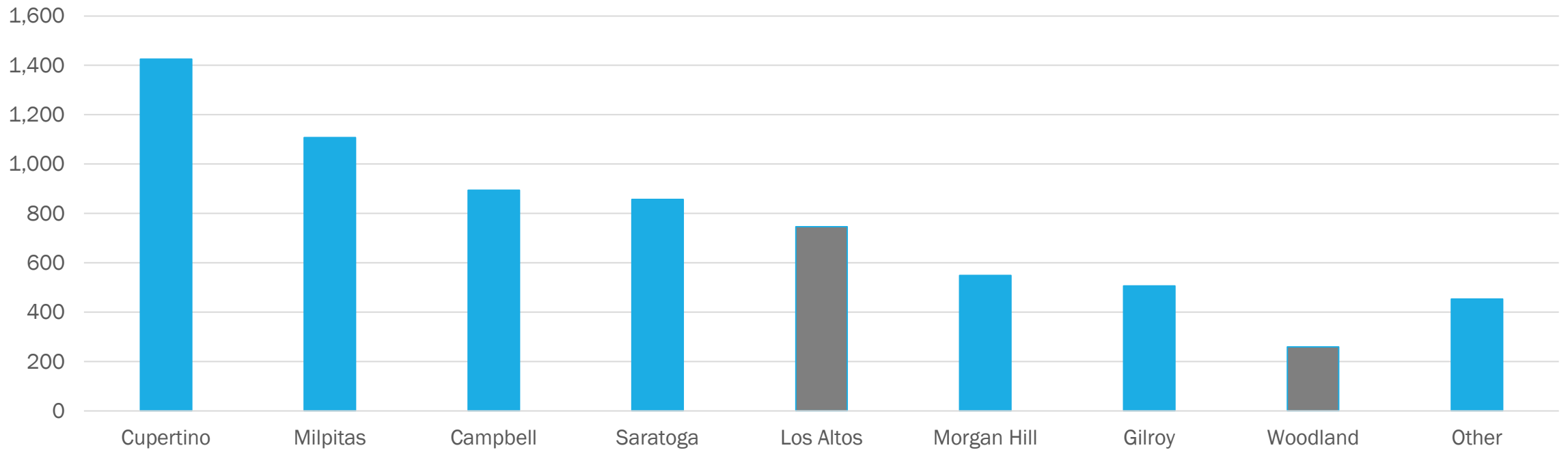


BACKGROUND

- SCCLD conducted a patron survey in May-June 2019, in partnership with Harder + Co. Community Research
- In total, nearly 6,800 surveys were returned across the Library District. Of which,
 - Los Altos patrons accounted for 746 surveys
 - Woodland accounted for 259
- The specific methodology for selecting patrons to survey is not discussed, but most likely was self-selection by motivated patrons
- The following pages provide insight into areas that may be relevant to the Infrastructure Subcommittee
 - Demographics of surveyed patrons
 - Most and least liked programs and services
 - Preferred frequency for those most-liked programs
 - Input regarding self-service—both regarding desirability of this capability and hours if offered

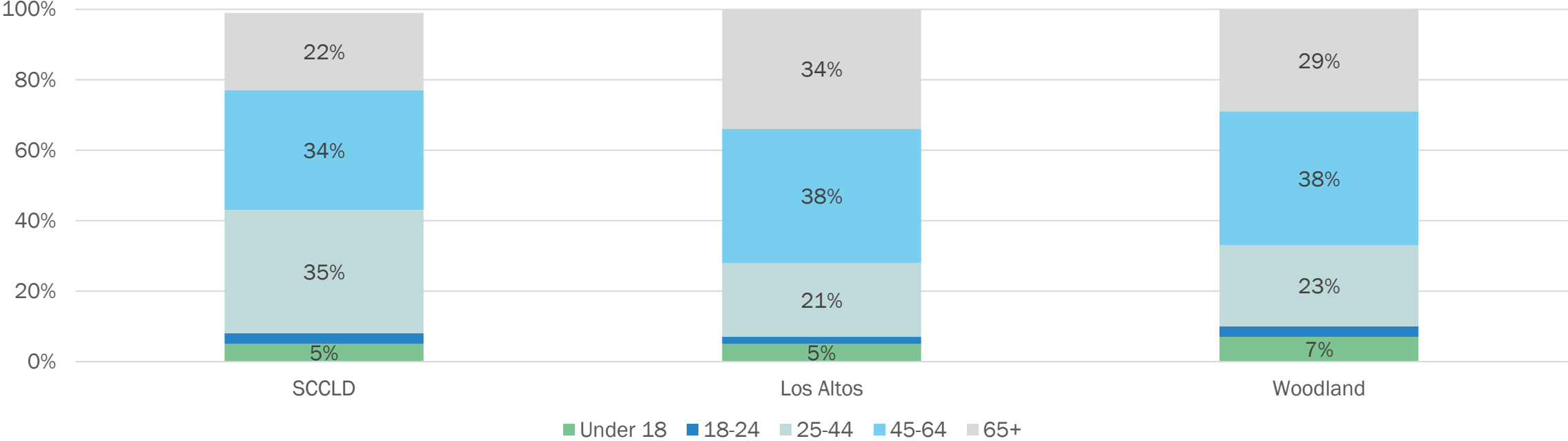
~ 6,800 PATRONS WERE SURVEYED

2019 SCCLD Patron Survey



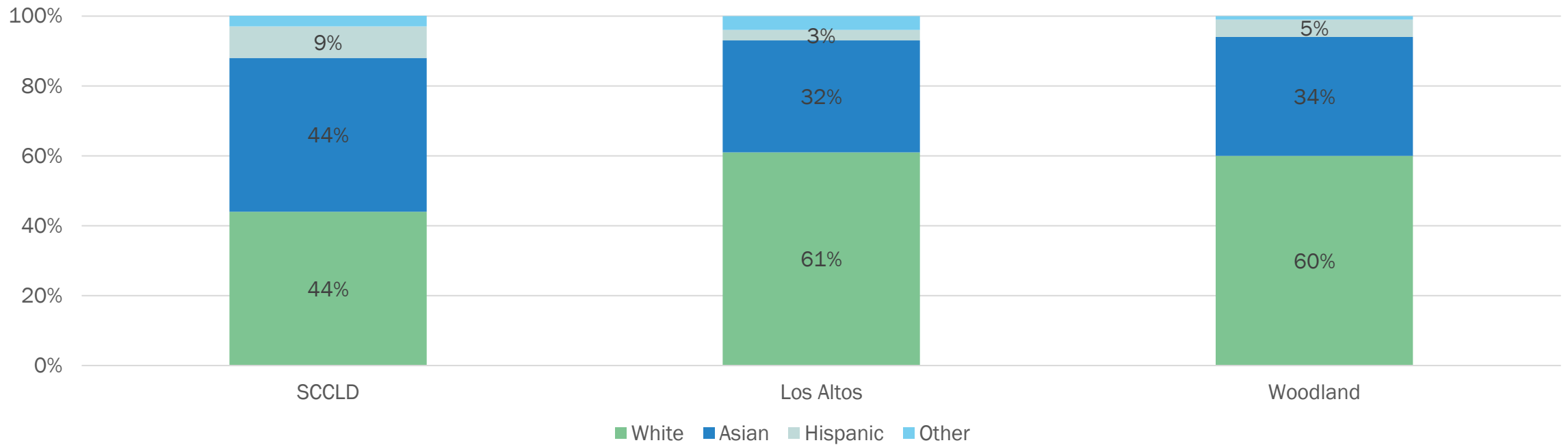
SURVEYED LOS ALTOS AND WOODLAND PATRONS TEND TO BE OLDER THAN AVERAGE FOR SCCLD AS A WHOLE

Age Demographics of Surveyed SCCLD Patrons



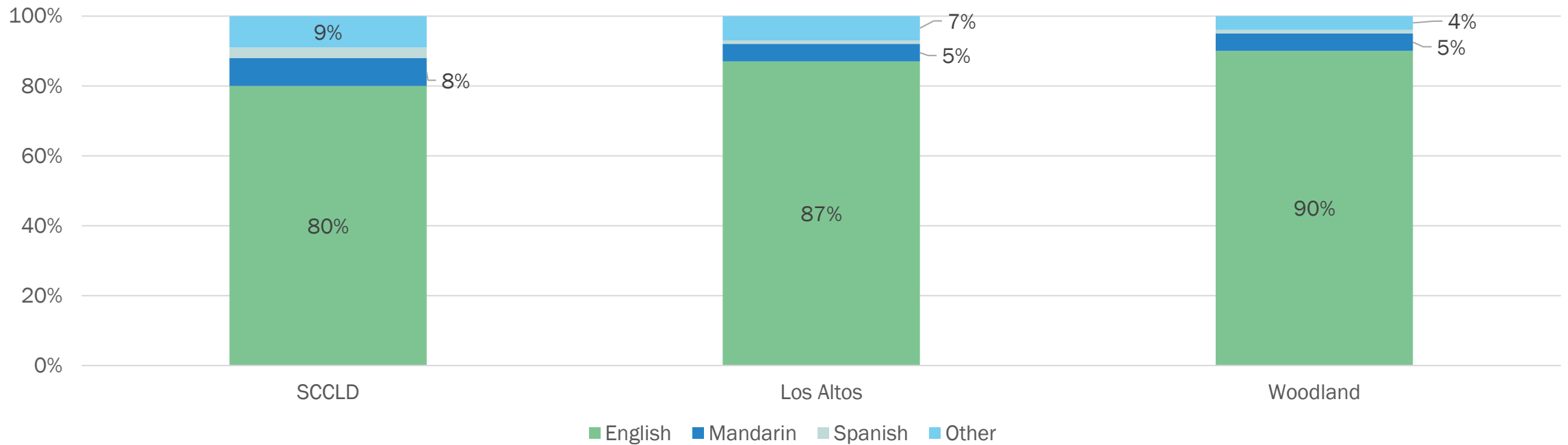
BY RACE/ETHNICITY:

Race/Ethnicity of Surveyed SCCLD Patrons



BY PRIMARY LANGUAGE:

Primary Language Spoken by Surveyed SCCLD Patrons



MOST AND LEAST NAMED PROGRAMS BY LOS ALTOS PATRONS

Most Named Program	Preferred Frequency
Programs/Classes for adults (18-64) [named by 11% of patrons surveyed]	Monthly [42%]
For school age youth (5-12) [9%]	Monthly [39%]
For preschoolers (3-4) [6%]	Weekly [30%]
For older adults (65+) [6%]	Monthly [41%]

Least Named Program	Preferred Frequency
Technology classes [2%]	Monthly [42%]
English as a Second Language [2%]	Weekly [50%]

MOST AND LEAST NAMED PROGRAMS BY WOODLAND PATRONS

Most Named Program	Preferred Frequency
Programs/Classes for school age youth (5-12) [named by 14% of patrons surveyed]	Monthly [55%]
For adults(18-64) [7%]	Monthly [56%]
For older adults (ages 65+) [5%]	Monthly [64%]
For preschoolers (3-4) [5%]	Weekly [55%]

Programs for 5-12 and for 18-64 are switched vs. Los Altos

Likewise, programs for 65+ and for preschoolers are switched vs. Los Altos

Least Named Program	Preferred Frequency
Technology classes [2%]	Monthly [50%]
English as a Second Language [1%]	Weekly [50%]
Family Programming [1%]	Weekly [50%]

Despite interest in preschooler programs, little interest expressed for Family programs

FOR THE MOST PART, PATRONS SEEM SATISFIED BY CURRENT INFRASTRUCTURE

Facilities (n=6,091)

Percentages indicate participants who selected "Most of the time" or "Always or almost always."



Key improvement opportunities include self-checkout, flexibility of seating and quietness

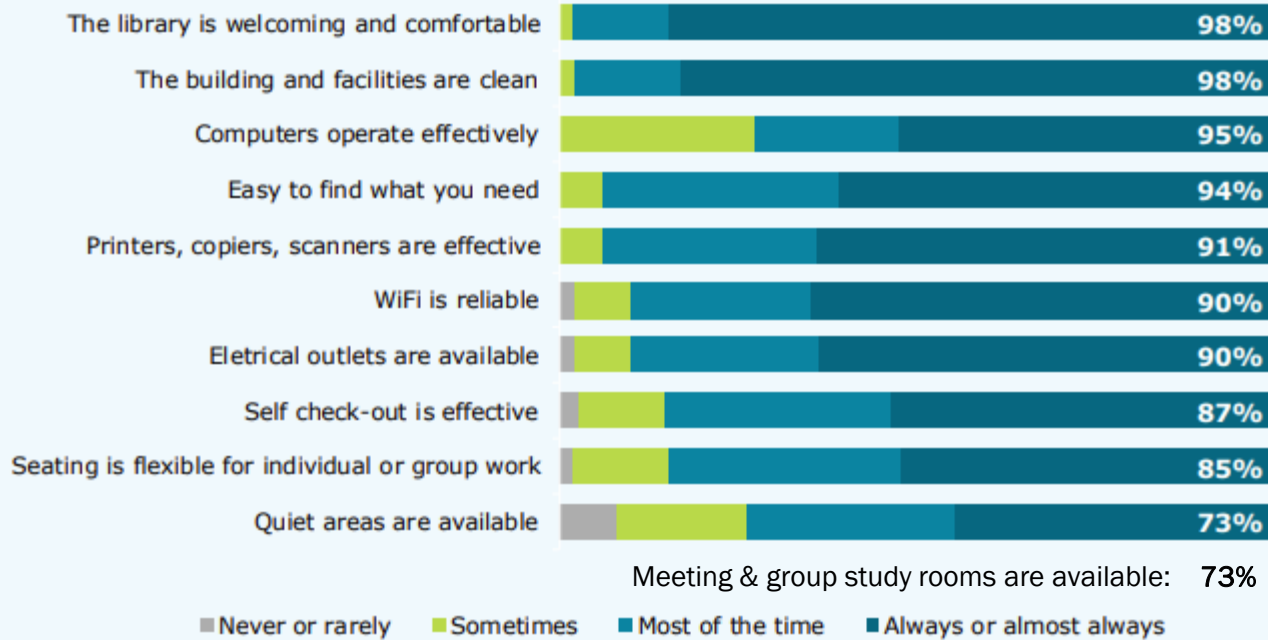
LOS ALTOS AND WOODLAND PATRONS POINT OUT NEED FOR MORE FLEXIBLE SEATING AND ADDITIONAL MEETING/GROUP SPACE

SCCLD-Wide Survey Results

Facilities (n=6,091)

Specific Library Results

Percentages indicate participants who selected "Most of the time" or "Always or almost always."



	Los Altos	Woodland
The library is welcoming and comfortable	99%	98%
The building and facilities are clean	97%	100%
Computers operate effectively	96%	96%
Easy to find what you need	94%	98%
Printers, copiers, scanners are effective	90%	96%
WiFi is reliable	93%	95%
Electrical outlets are available	79%	90%
Self check-out is effective	92%	92%
Seating is flexible for individual or group work	60%	68%
Quiet areas are available	73%	76%
Meeting & group study rooms are available	73%	40%

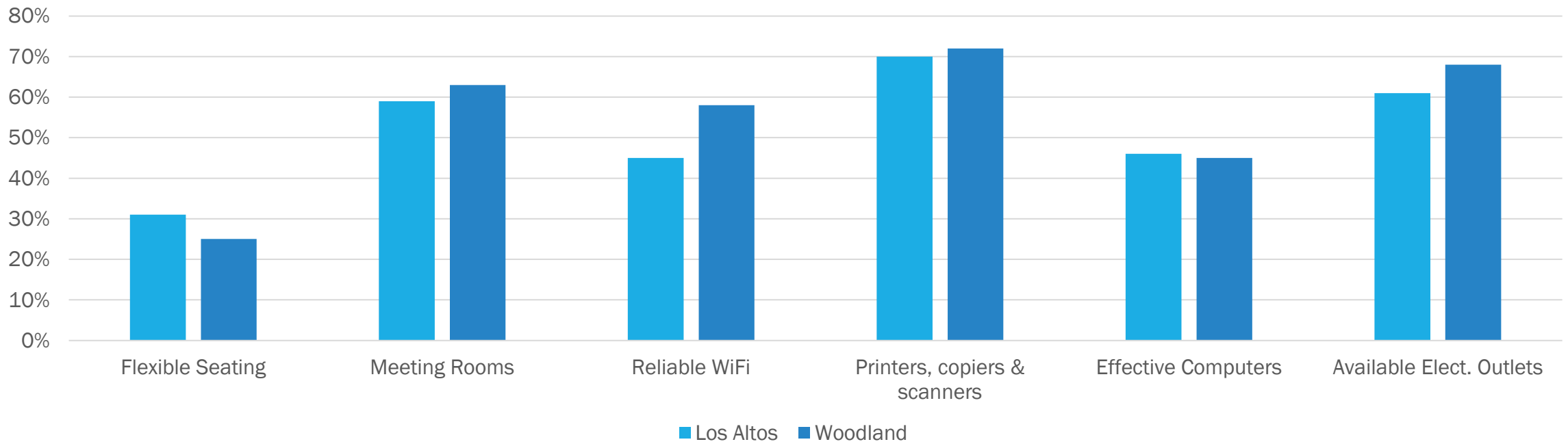
Note: Percentages reflect only the population of respondents who answered affirmatively to these questions and excludes those who answered "Don't Know"

TWO SPECIFIC RECOMMENDATIONS FROM SURVEY REPORT REGARDING INFRASTRUCTURE:

- Explore opportunities to enhance seating
- Consider adding on property curb-side drop-off points for returns

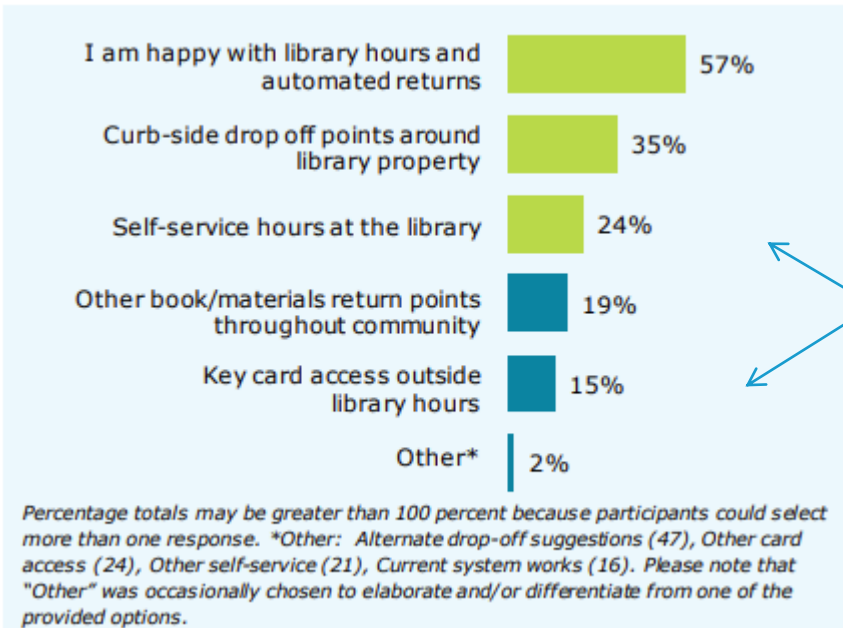
LOS ALTOS AND WOODLAND PATRONS DO NOT APPEAR AWARE OF KEY INFRASTRUCTURE SERVICES AND CAPABILITIES

% Respondents answering "Don't Know"



SELF-SERVICE FINDINGS:

Input on Expanding Access

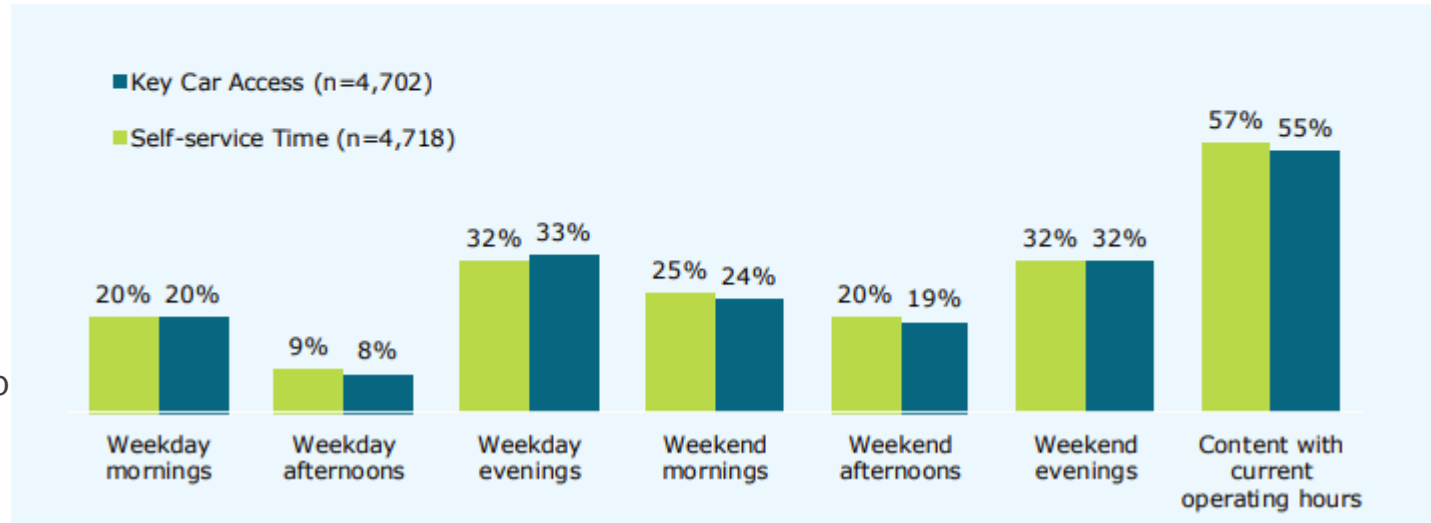


39% of SCCLD patrons named either self-service or key card access to library

Expanded evening access on weekdays and weekends preferred over mornings

Alternate Library Access (n=4,705)

Respondents were asked when they would like the library to offer alternative access through Key Card Access and Self-service Time. Most patrons were content with current operating hours (55-57%). The second most popular option for alternate access was tied at weekday evenings (32% for self-service and 33% for key card access) and weekend evenings (32% for both self-service and key card access).



30% of Los Altos patrons and 42% of Woodland patrons also indicated that they would like self-service hours or key card access to the library

LOS ALTOS AND WOODLAND PATRONS EXPRESSED A SIMILAR PREFERENCE FOR KEY CARD ACCESS IN THE EVENINGS

% of Survey Respondents

