Groton Public Library
Long Range Plan
2016 - 2020

Approved by the Library Board of Trustees
September 15, 2015

Groton Public Library
99 Main Street
Groton, MA 01450

www.gpl.org

Groton Public Library Long Range Plan 2016-2020

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Mission Statement of the Groton Public Library
(Approved by Trustees of the Groton Public Library, August 2010)

To provide free access to collections, services, and programs that enrich the lives of all in our community. To provide this in a professional, friendly, and confidential environment that promotes the joys and benefits of reading and learning.

Introduction

Why plan? The work of a public library appears obvious to most people. To the casual observer a library purchases and lends books, hosts storytimes and other programs, and provides activities which do not seem to require a long range plan. But, like other organizations, libraries need to periodically evaluate how effectively they are serving their communities and what choices they have made to ensure that they are providing what their communities most want, need, and value, especially in light of the ever-expanding number of choices, formats, and technologies available. Library Staff and Trustees need to know what core services residents rely upon libraries to supply, what areas may need improvement, and which future services would be most desirable to the population served. Libraries need to plan to ensure that finite resources are being allocated most appropriately and optimally to best meet the community's needs. Libraries are valuable town resources that require good management and planning, which is an essential part of any effective organization.

How people are using libraries continues to evolve. While many people still want traditional services libraries have always offered, such as borrowing books and other materials, there is increasing demand for more digital content. While there is high demand for library programs, there is increasing interest in a greater diversity of offerings. The demand for rooms for one-on-one study and group meetings exceeds what is available. The need for help with technology continues to increase, as does the need for greater assistance with challenging research inquiries. Library Staff continue to be the access points for the community in navigating the library's resources, finding good books to read or films to view, and helping with information needs. Libraries supply resources to students that support their homework assignments. Libraries bridge the digital divide by providing computers, Internet, and Wi-Fi to those who do not have access (or high-speed access) at home. Libraries are also a third space for many people: a quiet, welcoming space to work and study without the distractions of work or home. Libraries continue to focus on promoting literacy in all forms, including early childhood literacy, language literacy, and technology literacy. With the ever-expanding universe of content, people need more help than ever before in choosing what to read next, and libraries are meeting this need as they continue to promote and support reading in all forms. Libraries serve as the local job center of each community, helping the unemployed with free access to technology, general assistance, connections, resources, and support. A core mission of libraries is lifelong learning for all ages, and libraries are providing more assistance and support than ever before for more non-traditional and distance learning students. Libraries are a haven and sanctuary to all.

Ever-changing technology, expansion of downloading/streaming e-content, and the fast pace of life today make it essential that library staff and leaders understand how the library is being used and how best to anticipate and plan for future needs. The planning process helps the Library Trustees and Staff review and evaluate how things are done. The final product helps keep the Trustees and Staff focused on meeting the established goals.

The last comprehensive plan of service for the Groton Public Library (GPL) was for 2011-2015. The Library Trustees and Staff used this document to guide them and to inform local officials of plans for the library. On an annual basis the plan was reviewed and an updated action plan was written. Below are some of the goals from 2011-2015 that were enumerated and completed:

1. Joined a library network (MVLC) on October 1, 2013, and gained all the attendant benefits of rapid interlibrary transfers, access to OverDrive and Safari Online, consortium-negotiated discount purchases, system assistance, training, and support, and greater professional connections for GPL staff.
2. Permanently expanded hours, adding Wednesday nights 5-9 pm in 2012 and Fridays 5-6 pm and Saturdays 3-5 pm in 2014, for a total of 7 additional service hours every week. (A pilot project for funding fall Sunday hours, September through December, is currently underway.)
3. Started offering lifelong learning courses in 2012, which has grown and expanded to the 18 courses that will be offered in 2015 (8 in winter/spring and 10 this upcoming fall).
4. Added downloadable e-books, e-audiobooks, and digital music collections.
5. Added self-checkout.
6. Reduced fines and fees and removed all borrowing limits by subject, author, title, format, and date.
7. Changed library policy to allow covered beverages and added a public self-service coffee, tea, and hot chocolate station.
8. Expanded the popular reading programs with an annual Winter Reading Program for kids and teens and a Summer Reading Program for Adults.
9. Expanded office services for the public, adding color printing, wireless printing, color copying, faxing, and scanning.
10. Expanded programming for all ages.

This document is the result of a collaborative effort on the part of the Library Trustees, specifically the Planning, Policy and Personnel (PPP) Sub-Committee who, with the Library Director and Reference Librarian, comprised the Long-Range Planning Committee.

Description of the Town of Groton

The Town of Groton is located in the Nashoba Valley area in the northwestern part of Middlesex County, 31 miles northwest of Boston and 15 miles west of Lowell. Geographically, Groton is the largest town in the county, covering an area of 33.7 square miles. Its population is 10,719 (2014 Town Census). The Town consists of two main areas, Groton and West Groton.

The Town is governed by a 5-member Board of Selectmen and has a Town Manager and an Open Town Meeting form of governance. According to the 2014 Town Report, there are 7,655 registered voters in the Town of which 22% are declared Democrats, 17% are Republicans, and 61% are unenrolled. At the state level, the Town is part of the 1st Middlesex District; at the Federal level, part of the 5th Congressional District.

Incorporated in 1655, the Town retains its traditional character and charm as a rural agrarian community nestled on the banks of the Nashua and Squannacook Rivers. The community prides itself on the numerous acres protected as conservation land and on the open spaces for swimming, fishing, canoeing, hiking, riding and cross-country skiing. Groton has an inventory of over 8,264 acres of protected open space (about 42 percent of the town) that supports a variety of active and passive recreational uses. Additionally, the community is a center for several cultural groups and organizations. Groton is also well known for two private educational institutions—Lawrence Academy and Groton School.
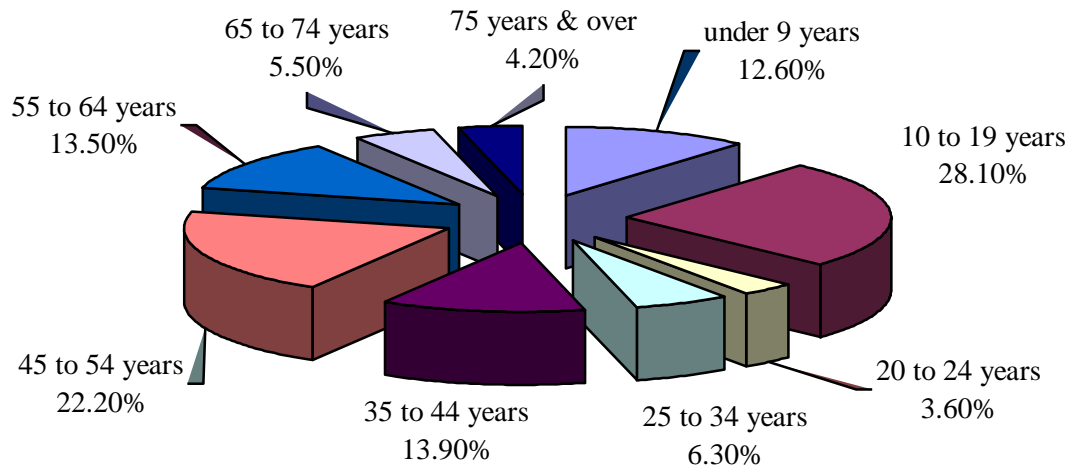
The Town is now primarily a residential community. With the development of the Interstate-495 area in the 1970's, Groton became an attractive and accessible hometown for many Boston-area workers and their families. During this time, Groton experienced a building boom and growth in population. The Town's population had risen very gradually to 4,500 in the 1960's, and then doubled in size by the 1990's. In 2014, Groton's population was 10,719 —a 12% increase since the 2000 U.S. Census (pop. 9,547) and a 43% increase since the 1990 U.S. Census (pop. 7,511). Population growth has leveled off since 2004 when it first hit 10,500.

Population of Groton
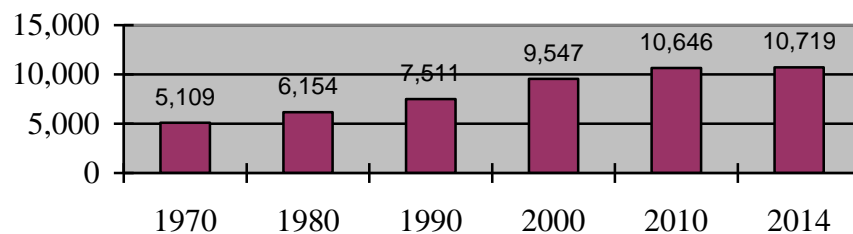
According to the 2010 U.S. Census, the population density is 293 per square mile. The median age is 42.5 years, with 28.7% of the population under age 18 and 9.7% of the population 65 years or older.

Groton Age Distribution (2010)

65 to 74 years
5.50%

75 years & over
4.20%

under 9 years
12.60%

55 to 64 years
13.50%

10 to 19 years
28.10%

45 to 54 years
22.20%

20 to 24 years
3.60%

35 to 44 years
13.90%

25 to 34 years
6.30%

There are 4,201 housing units in Groton (2015 U.S. Post Office) with 83.3% of those units owner-occupied (U.S. census, 2010). 42.4% of households have children under 18 years of age. According to the 2000 U.S. Census, the median household income was calculated at $82,869 (most recent Federal data available), but the U.S. Census Bureau estimates median household income at $117,127 for the community in 2013, an increase of 41.3% since 2000 and placing Groton well above Massachusetts and U.S. median household income levels ($66,768 and $52,250 respectively) for the same year. The population is 95% white, 2.8% Asian, 1.8% Hispanic or Latino, 0.4% African American (2010 U.S. Census).

The rapid growth of the community near the end of the 20th century put stress on all Town facilities—new schools had to be built, more roadways maintained, and zoning and conservation boards struggled to keep up with the flow of housing development. The Library, too, had to cope with increased demand for more space, more staff, more hours of service, and a more varied selection of books and other materials, which was greatly improved with a large renovation and expansion project completed in 1999. Staffing, services, programs, and hours of operation have continued to increase slowly over the past 16 years.

Description of the Groton Public Library

Library History

The Town of Groton has had a long and deep affection for its public library. The Groton Public Library was founded in 1854, the same year as the Boston Public Library, and was the eighth public library in the state. Originally housed in part of a local shop, the Library moved to the Town House (currently known as Town Hall) in 1860 and was kept in a small room at the right of the front door. In 1867, the Library moved again to the Liberty Hall building, but in 1876 it returned to the Town House where it was to remain for the next 17 years. With a collection of 2,500 books, its annual circulation during this period grew rapidly from about 4,500 to over 8,000 items per year.

By the 1890s, citizens of Groton recognized the need for a dedicated library building. Current and former residents began making bequests to the Library. Mrs. Charlotte A. L. Sibley offered to give the Town a site for a new library building on Main Street, along with $4,000 towards its construction. The amount of her gift was gradually increased until it reached $12,000, about half the eventual cost. The new building, dedicated on May 18, 1893, was designed by Boston architect Arthur Rotch. It was intended to serve a community of 2,000 people and contained approximately 4,000 square feet of floor space. The total cost of the land, building, and furnishings was $27,500, of which $15,000 was appropriated by the Town.

The Library building remained essentially unaltered and continued to serve the growing population of Groton through the next 100 years. The rapid growth of the community at the end of the 20th century, however, led to mounting demands on the Library. From 1985 to 1995, while the population of the Town increased 29%, library circulation increased an astounding 155%! The Library needed to provide a more varied selection of books and other materials, more hours of service, and more programs. In order to deliver those services, it urgently needed more staff and more space. At the same time, the onset of the Northeastern economic recession in the early 1990's, meant that the Library found itself struggling to maintain the level of public service it had reached in the flourishing 1980's.

Although the budget battles in the early 1990s were hard won, the Town responded to overwhelming evidence showing that residents depended on the good library service they had come to expect and recognized the need for expansion. On September 19, 1996, the Groton Public Library was notified that it was successful in its application for a $1.2 million state construction grant to fund 40% of the cost of an addition to the Library. The newly renovated and expanded Groton Public Library opened to the public on March 6, 1999.

The Facility

The additions and renovations to the Groton Public Library resulted in a revitalized 17,417 square foot building. The addition seamlessly complements the original design and exterior façade, and much of the interior woodwork of the century-old building was retained. Behind the library is a parking lot with 39 dedicated spaces, a fully accessible ground-level entrance and facility, and attractively landscaped garden near the building with tables and benches and a stone circle that may be used for story times,

other public programs, or quiet relaxation. There are book drops located at both the front and back entrances to the library.

The interior of the building has three levels, connected by a main staircase and an elevator. The seating capacity of the building (excluding meeting rooms) is 86. The top floor has an entrance on Main Street and includes the Reference Desk, Reference materials, adult and YA non-fiction books and DVDs, biographies, newspapers and periodicals, as well as the Historical Room, a quiet study room, a public access computer room, public restrooms, staff workrooms, and administrative offices. The Historical Room houses the Groton Collection. The quiet study room is equipped with study carrels, as is the west side of the space, which is designated as the Quiet Area.

The middle level contains the Circulation Desk, adult fiction, large print books, DVDs, audiobooks on standard and MP3 CDs, music CDs, and the young adult/teen area and its collections (YA fiction, magazines, video games, graphic novels, and audiobooks on CD), in addition to Sibley Hall, a small conference room, a quiet study room, public restrooms, staff lounge, staff workrooms, Circulation office, IT area, and storage space. Sibley Hall is the largest meeting room in the building, with a seating capacity of 80. It also houses the Owen Smith Shuman Art Gallery which supports an active, rotating exhibit of local artists' works. The smaller conference room and quiet study room have table seating for 6 and 3 people, respectively.

The lower level, accessible at the ground level of the parking lot behind the library, houses the Children's Room and staff areas, a family restroom, the Community Room, storage space, and custodial and mechanical rooms. The Community Room has a capacity of 30 people and is used for story times, book groups, and other gatherings. It can also be used on a walk-in basis.

Governance and Staff

Six elected Trustees oversee the Library. They serve three-year terms, and two Trustees are elected each year.

The Library has a permanent staff of 21 people, totaling 13 full-time equivalents (FTE), along with several intermittent and temporary staff members who fill-in and help cover Sunday and summer hours. The seven full-time staff members include the Library Director, Head of Children's Services, Reference Librarian, Technology Librarian, Head of Circulation Services, and two Senior Library Assistants. Three full-time librarians and one half-time librarian hold Master's Degrees in Library and Information Science and one full-time librarian has a Bachelor's Degree in Library and Information Science. The half-time (20-30 hours/week) staff members include the Young Adult/Teen Librarian, Assistant to the Library Director, Custodian, and two Library Assistants. Part-time staff members include Librarians, Library Assistants, Shelvers, and Custodians.

Volunteers also play an active role at the Library. In 2015, 57 volunteers worked a total of 477 hours, or the equivalent of 9 hours per week for the year. Two were retired residents who received tax abatements from the Town for their service. Additionally, numerous individuals from the community served on committees and special projects.

<u>Source of Funds</u>

The Groton Public Library receives its principal funding from the Town of Groton. For 2015, the Town appropriated a budget of $813,644, of which $615,309 (or 76%) was designated for Salaries and Wages and $198,335 (or 24 %) was allocated for operating expenses. In addition, $43,690 in major capital was appropriated to replace the four HVAC rooftop units and $12,700 in minor capital to insulate eighteen 1893-original single-paned windows. Groton has fared better in the economic recovery over the past few years than many towns in the Commonwealth, and there have been small operating and personnel increases each year for the past 3 years for the library budget. Library Staff have received a 2% COLA for the past three years and merit increases of up to 2% for the past two years. In addition to the above, there have been other capital improvements funded by the Town, such as the addition of power-assist door openers on the main library entrance. The Town approved increasing the Young Adult Librarian from a part-time (19 hours/week) position without benefits to a half-time (20 hours/week) position with benefits in 2013. In 2015, the Town approved an increase in hours for summer reading help, for the primary custodian, and for I.T. Also, the Town overwhelmingly approved the additional funds ($18,000) in 2013 for GPL to join the Merrimack Valley Library Consortium (MVLC).

Other areas of financial support for GPL include State Aid to Libraries, Town Trust Funds, Gift Fund, and the Groton Public Library Endowment Trust.
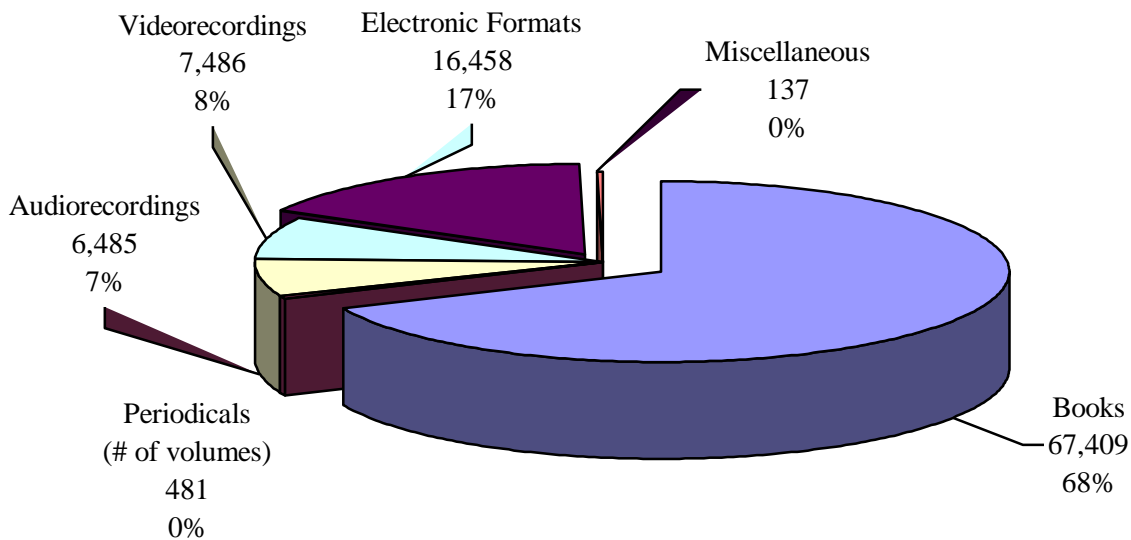
There are five Town Trust Funds established solely for the benefit of the Groton Public Library. These individual trust funds were set up between 1923 and the 1980's and fall under the auspices of the Trust Commissioners of the Town of Groton as established in the Massachusetts General Laws.

The Groton Public Library Endowment Trust was established in November 1996, and is an independent private endowment with nonprofit status (a 501(c) 3 organization) administered by a Board of five Endowment Trustees. The Endowment Trust was created to enhance collections and fund programs beyond the support of the town budget.

<u>The Collection</u>

There are 98,456 items in the Library, with 32,437 items (33%) belonging to the Children's collection, 5,687 items (6%) in the Teen/Young Adult (YA) collection, and 60,332 items (61%) located in the Adult collection. In addition to books, there are also newspapers, magazines, print serials, audiobooks on CD and MP3, music CDs, DVDs, materials in electronic formats (including software, e-books, downloadable audiobooks, and video games in various formats), as well as other miscellaneous materials (including multimedia kits, e-readers, and museum passes). The Library currently subscribes to 149 print serials and holds 35 subscriptions/licenses to electronic databases, downloadable music, and online learning programs. By far the largest segment of the collection is books and print periodicals (69%, or 67,890 items). The Library maintains a sizeable collection of audio recordings on CDs and MP3-CDs (7%, or 6,485 items) and video recordings (8%, or 7,486 items) in DVD and Blu-ray formats. Recent years have seen a dramatic rise in the number of items in electronic formats, especially e-books, downloadable audiobooks, and videogames (currently 17%, or 16,458 items).

Holdings by Format

Videorecordings 7,486 8%
Electronic Formats 16,458 17%
Miscellaneous 137 0%
Audiorecordings 6,485 7%
Periodicals (# of volumes) 481 0%
Books 67,409 68%

The Library also houses a small but important collection of materials related to the history of Groton. Known as the Groton Collection and housed in the Historical Room, the collection comprises more than 2,500 items, including the official town diaries, early weather records, photographs, manuscripts, maps, 20th century Groton newspapers, rare books, and books about Groton and Groton genealogy. Beginning in 2009, accessibility to local historical information was enhanced with a digital library project. Online collections now include local newspapers (1908-1921) and volumes of the Groton Town Diaries (1918-1971), as well as architectural surveys of more than 260 properties in Groton.

During the difficult economic climate of FY2009-12, the Library struggled to maintain hours, services, and collections. Because of cuts to all town departments, other sources of funds were needed to supplement the library materials budget, with half coming from the town and half from library trust funds. A precedent was established, and every year since, the Town Trust Commissioners have approved the expenditure of up to $60,000 from the Robbins Trust Fund for library materials, or approximately half of what GPL needs to spend in order to meet the state's municipal appropriation guidelines (16% of the budget, or $123,827 in 2016.)

Of the total materials budget for 2015, 26.5% was spent on Children's materials and 7.5% on Young Adult (Teen) materials, 9% on audiobook CDs, 11.5% on DVDs, 5% on newspapers and periodicals, 6.5% on databases and other reference materials, 1.5% on music CDs, and 1.5% on video games. Half of the total budget (49.5%) was spent on books. With regard to holdings, the numbers and percentages of the collection remain about the same as 5 years ago, except for dramatic increase in e-materials holdings (from 0 titles in 2010 to 16,458 in 2015.) The total number of book holdings have remained about the same since 2010 (64,128 and 67,409, respectively), but the percentage of book holdings has declined from 83% to 68% of all holdings to adjust for the large influx of e-content now available. Electronic materials includes e-books purchased for circulating e-readers, extra copies of downloadable e-books and e-audiobooks through OverDrive Advantage, downloadable e-audiobooks through Recorded Books OneClick, and e-books available for kids through Tumblebooks online.
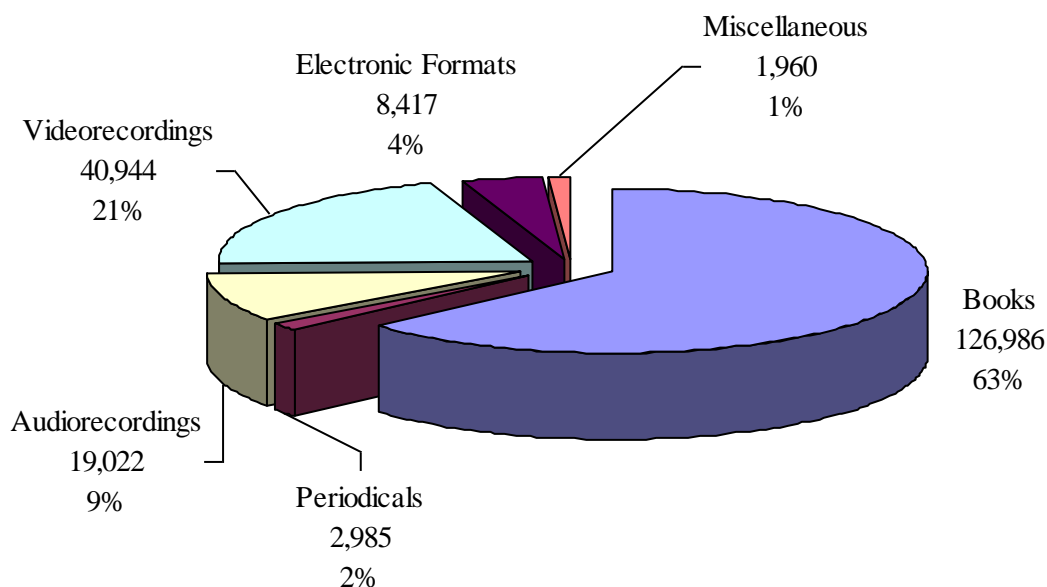
<u>Materials Circulation</u>

GPL circulation hit its peak in 2008, when 245,451 items were borrowed, and has slowly declined over the past few years. 199,604 items were borrowed in 2015, down slightly from 2014, in keeping with the trend seen in libraries nationwide. Statistics gathered from public libraries across Massachusetts show that the Groton Public Library has the fourth highest circulation rate per capita (21) among its peer group of 51 libraries in towns with populations ranging from 10,000-14,999 (2014 data.) The Library also ranked fourth for total electronic materials circulation, reflecting the high technology adoption by Groton residents. GPL ranked sixth in total book circulation (133,451) among this same group of libraries. GPL and its resources continue to be well-utilized by the community it serves.

GPL also serves non-residents, such as people who work or attend school in Groton or area residents who use GPL in lieu of, or in addition to, their own home town libraries, just as Groton residents may freely use any other Massachusetts town library. In 2015, the Library has 13,376 registered borrowers. Of that total, 9,621 are residents of Groton (72%) and 3,755 are non-residents (28%). The vast majority of non-resident users live in surrounding towns. The total number of non-resident circulation transactions for 2015 was 50,036, or 25% of all circulation transactions. The circulation rate per registered resident borrower was 15.6 items; the circulation rate per non-resident borrower was 13.3.

In 2015, 92,659 items circulated in the Adult collection (46% of total circulation), 12,729 in the Young Adult collection (6%), and 94,926 items in the Children's collection (48%). These figures represent a small shift in the balance from the 5 years ago when the children's collection accounted for 52% of all circulation and reflect a slight shift in the demographics of school-age children in Groton. The highest percentage of circulation was in the category of books and periodicals (64% of total circulation), but audio and video recordings circulated at a much higher rate in proportion to their segment of material holdings. 13,971 DVDs and CDs were checked out, accounting for 30% of all circulation although these collections represent only 14% of total material holdings (while noting that DVDs circulate for a period of 1 week while most other items have a 3-week circulation period.)

Circulation by Format

Electronic Formats
8,417
4%

Miscellaneous
1,960
1%

Videorecordings
40,944
21%

Books
126,986
63%

Audiorecordings
19,022
9%

Periodicals
2,985
2%

Library Services

The Groton Public Library is regularly open 48 hours per week throughout the year, and 52 hours per week January through April. The normal hours are:

Day	Hours
Tuesday	10:00 AM – 9:00 PM
Wednesday	10:00 AM – 9:00 PM
Thursday	10:00 AM – 9:00 PM
Friday	10:00 AM – 6:00 PM
Saturday	10:00 AM – 5:00 PM
Sunday	1:00 PM – 5:00 PM (January to April)

The 2010 library survey results showed that the greatest point of dissatisfaction with GPL was with its hours of operation. There was increasing demand to be open a third night during the week, so GPL opened on Wednesday nights, 5 to 9 pm, beginning in April, 2012. Two years later, the library expanded hours further by adding Fridays 5-6 pm and Saturdays 3-5 pm beginning in April, 2014.

In 2003, the Library began a pilot project for winter (January-April) Sunday hours that was funded by an individual donor. Statistics collected showed that, when the library was open on Sundays, it was by far the most heavily used day of the week. The specially-funded Sunday hours were renewed for a second winter season in 2004 and then were incorporated into the Town budget for the Library beginning in 2005 and continuing every year since. Sunday hours continue to be the most popular and busiest hours of the week. In 2013, the Library began a second pilot project for fall Sunday hours with funding appropriated by the Library Trustees using state aid funds. This program has continued in 2014 and 2015, although future funding remains uncertain.

The Library was open a total of 2,581 hours during 2015, which includes the 132 hours GPL was open on Sunday afternoons from September through April. The Library was open a total of 1,149 hours after 5 pm and on weekends, which represents 45% of total hours open. Many programs are scheduled for evenings and/or weekends so families and working people can attend.

In 2013, GPL was a stand-alone library and it regularly took 2-4 weeks to receive interlibrary loan requests. That year, GPL borrowed 1,770 items from other libraries. In 2015, in contrast, as a full member of MVLC with 2 day turnaround time for interlibrary loans, GPL borrowed 14,953 items from other libraries for Groton patrons. The Library has a good collection for its size with many unique titles, so the corresponding increase in sending GPL materials to other libraries increased even more dramatically. In 2013, GPL provided 572 items to other libraries, but in 2015, the number skyrocketed to 31,473. Groton users also have access to the MVLC shared OverDrive e-book and e-audiobook collection and Safari Technical and Professional e-Books Online.

The huge increase in interlibrary loans wasn't the only major change GPL experienced after joining a network. GPL had to migrate from a stand-alone system (TLC) to MVLC's system (Evergreen), which meant that all library staff had to learn a new circulation module and adopt new network policies. There was also a new cataloging module for key staff to learn, which substantially impacted how items were processed in the library. Transferring to a network environment was received very positively by the public and staff rose to the challenge of adapting to the huge number of changes with almost no interruptions to public service.

The Library provides access to 23 art and science museums, historical sites, animal sanctuaries, botanical gardens, and ecological institutions throughout the region with its museum pass program. Funded by the Groton Public Library Endowment Fund with donations from the Groton Garden Club, these passes provide free or discounted admission for users. Museum passes may be booked online or by phone, but users must still come into the library to pick them up. One service improvement is that most museums now provide paper passes that do not need to be returned to the library.

Reference services are available every hour the Library is open. Reference service is available in person, via telephone, online form, or e-mail. Reference Librarians are available to help with research, locating materials, using library resources, downloading e-content, and using popular computer programs and the Internet. Reference staff helps students locate materials for assignments, from elementary students writing book reports to teens needing content for research papers, and more advanced high school and college students working on projects or non-traditional students completing requirements for online courses. In 2015, the total number of recorded reference transactions was 5,749.

Another area of service developed in response to user's requests has been to add more office services over the past five years, including color printing, color copying, and staff-mediated faxing and scanning. Wireless printing has recently become available for mobile device users. Coming soon will be the installation of an Envisionware Library Document Station, which will provide a user-friendly and free self-service scanning and faxing system for the public. Another new service coming this year will be the introduction of 3D printing to the public. GPL has purchased two 3-D printers, a RepRap and a MarkForged Mark One. The RepRap is an open source DIY 3-D printer and it is being assembled by a high school volunteer; the Mark One is a sophisticated machine from a Cambridge company, which offers 3-D printing in carbon fiber, nylon, Kevlar, and plastic. This machine is being set up by the

Technology Librarian, and will soon be available to print jobs for the public. Because a 3-D printer is substantially more difficult, complex, and time-consuming to operate than a standard 2-D printer, it will–at least initially–require staff mediation for each job.

GPL offers an array of up-to-date computer services. The Library has three dedicated catalog computers. There are 24 unfiltered Internet computers, eight of which offer Microsoft Office products (Word, Excel, PowerPoint) to the public. There are two laptops that circulate in-house, and 10 additional laptops available for use in the meeting room for school half-day activities, Minecraft events, lifelong learning classes, and library staff training. There are two tablet computers available in the YA area. The Children's Room has two AWE™ computers, which come pre-loaded with high quality, educational software, games, and resources; one is the Early Literacy Station™ for ages 2-8 and the other is the AfterSchool Edge™ station for ages 6-12.

Computer services are available on a first come, first served basis. Patrons are asked to sign-up before use so the library can collect usage statistics and ensure fair and equal access to the computers during peak usage times. As patrons have increasingly started to bring in their own laptops and devices to use wireless Internet, the demand for library computers has abated to some extent over the past few years. In 2011, the number of patrons using Internet computers averaged 137 per week, which has dropped to 108 in 2015. This has been a positive service improvement, as people seldom have to wait very long for a computer to open up and only rarely does staff have to police users' time.

Patrons can print documents on a shared laser or color inkjet printer at a minimal charge (10¢ per sheet after the first three pages for black and white or 25¢ per sheet for color.) The Library has offered wireless Internet for the past 10 years, but has made upgrades in routers, speed, and firewall improvements over the past few years. Even when GPL is closed, people can often be seen sitting outside in the garden, in their cars, or on the entryway bench with their laptops, using the free wireless connection. GPL started tracking number of wireless sessions in January 2015, and in the first 6 months of 2015, the system tallied 7,650 sessions.

Key library services are available online 24/7, including searching the catalog, downloading e-content, reviewing personal accounts, renewing checked out items, requesting materials, reserving museum passes or meeting rooms, signing-up for programs, recording their progress during the summer (or winter) reading programs, or using free resources, such as Consumer Reports Online, Pronunciator Language Learning, HeritageQuest Genealogy Resources, Groton Landmark full-text (2001-), Boston Globe full-text (1980-), Encyclopedia Britannica, and dozens of general and subject-specific databases available free through the state.

The Library also circulates Nook e-readers and tablets pre-loaded with popular titles. A popular new service this year has been "Download on Demand," where if a patron has been waiting a long time for a bestselling title or needs a title quickly for their book group, the Circulation Librarian will offer to download the title to a circulating Nook e-reader and then check out that Nook to the patron. Other relatively new, non-traditional items that circulate include canvas library bags, portable DVD players, and new circulating kits of Caldecott-award winning picture book collections in Children's. GPL also started a Seed Library in 2013, which continues to delight patrons who discover it, draws gardening enthusiasts to the library, and has inspired several well-attended gardening programs.

Programs

The Groton Public Library continues to develop and enhance an active and dynamic year-round program calendar. Programming is directed at three primary audiences: children, young adults, and adults. Many cross-over programs are provided for families, children with an adult caregiver, and groups of children of diverse ages. Careful attention is given to balancing programs to appeal to different age groups, as well as different individual interests, educational goals, and schedules.

In 2015, there were 290 Children's programs held at the Library with a total attendance of 5,135, nearly 100 more Children's programs than were offered in 2011 (198). Children's programs include staff-led programs, such as weekly story times and craft activities, as well as other programs led by outside individuals or groups hired to perform, such as the popular monthly series "Tales & Tunes." During the school year, school-aged children can participate in monthly book discussions ("Book Bears" for 2nd and 3rd graders and "Book Worms" for 4th and 5th graders), a monthly Read-Aloud with a local retired elementary school teacher, monthly LEGO® Bricks Club events, and monthly Minecraft, Jr. nights for 2nd through 5th graders, plus special programs scheduled throughout the year.

The 2014 Summer Reading Program for children ages 18 months to 11 years had 573 participants and offered 33 programs that 1,455 kids attended. Children's also added a Winter Reading Program in 2014 and 2015, which attracted 100 and 98 kids to sign up, respectively. The Young Adult Summer Reading Program (grades 6-12) drew 240 participants in 2014 who recorded reading 1,698 books. The YA Librarian hosted 21 programs during Summer Reading, which drew 397 teens to the Library. The 2014 YA Winter Reading Program finished with 46 participants and 222 books recorded. The 2015 YA Winter Reading program finished with 70 participants and 364 books recorded - a 52% increase in participants and 63% increase in books read over 2014.

In response to parent requests, the Children's and YA Librarians have been doing more cooperative programming for "tweens," or kids ages 10-12 who are a little too old for Children's activities but not quite old enough for YA. STEM (Science, Technology, Engineering, and Mathematics) and STEAM (STEM with an 'A' for Arts) programming for kids and teens has also been popular, and GPL librarians have responded to by offering Minecraft nights, LEGO® MINDSTORMS® Robotics, science-based programs, and Snap Circuits, which Children's staff will be adding this upcoming year.

In 2014, GPL held 100 programs for young adults with a combined attendance of 1,950, which earned a ranking of first in total attendance at YA programs for all public libraries serving similarly-sized Massachusetts communities (populations 10,000-14,999) and ranked third out of 51 libraries for number of programs for Young Adults. In 2015, 114 YA programs were held with 1,829 attendees. The Young Adult Librarian engages local teens and has an active YA Advisory Committee (YAAC) that she meets with monthly during the school year. On middle school half-days, the YA Librarian offers an extremely popular gathering called Llama Lounge, which transforms the largest meeting room into a space for middle school students to play Wii, make crafts, read, do homework, listen to music, have snacks, and enjoy other activities. For regular YA programs, there is a monthly Animé Club, a bimonthly Magic the Gathering Club, and a bimonthly LEGO® MINDSTORMS® Robotics Club. A Minecraft Club has morphed into 'Craft-ernoons' with the choice of either Minecraft or a craft activity.

Adult programs are generally scheduled between September and May, and most programs are held on weekday evenings and Sunday afternoons so that working people can attend. In FY2015, there were 274 programs for adults with 2,977 people in attendance. One of GPL's most celebrated events is the annual community-wide reading program, Groton READS, which began in 2005 and has continued every year since.

There are three book discussion groups for adults that meet monthly at the Library: the GPL Book Discussion Group, the Mystery Book Discussion Group, and the Great Books Discussion Group. The Library also hosts bimonthly Spanish and French Conversation Groups, and a new Chinese Language Group, and a weekly knitting group that started up last year.

The biggest change in adult programming occurred when the Library began offering lifelong learning courses in fall 2012. Since then, each fall and winter/spring, a slate of 5 to 10 multi-week courses have been offered on a wide variety of topics. This fall, there will be 10 courses offered on Greek Tragedy, Atul Gawande's *Mortal Matters*, Introduction to Astronomy, Exploring Groton, Genealogy, Global Poverty, Great Decisions, Creative Writing, and TED Talk Discussions. Each course is facilitated by a volunteer with a background in or passion for a particular field of interest, who shares their expertise with a dozen or more community residents and leads discussion about it. GPL also offers an ongoing Memoir Writing Workshop that has been held once or twice a year for the past 15 years.

The Owen Smith Shuman Art Gallery located in Sibley Hall is used for art exhibits throughout the year. Under the direction of a part-time Art Curator, the displays rotate every two months and feature the work of local artists in both group and solo shows. The Art Gallery has become an integral part of GPL and is a destination for many who are visiting the library. Special art programs and receptions are generally well-attended.

All library programs are publicized in a biweekly email newsletter ("Check it Out"), which is published in the local papers and emailed to 2,407 individuals, double the number who received it in 2010. The Library, YA, and Kids Facebook pages promote library news and events, in compliment with the webpage (gpl.org) and online calendar. In the library, digital signs, flyers, and handouts promote events and news. Postcards have been mailed out town-wide on occasion to announce big changes, such as joining MVLC, opening fall Sundays, or the year's Groton READS title and events. A brochure about the upcoming Lifelong Learning Courses is mailed out town-wide twice a year. The local cable channel news interviews staff members a few times each year to put together segments about the annual Groton READS, Summer Reading Programs, and other noteworthy events. Finally, the library frequently posts a portable sign on the front lawn to advertise programs or services, which is seen by thousands who drive by every day on busy Main Street (Route 119).

Community Outreach

The Library reaches out to the Groton community in a number of ways. First, GPL regularly co-sponsored programs with local clubs and organizations, such as the Groton Historical Society, Groton Woman's Club, Groton Garden Club, and Groton Senior Center, as well as the Nashua River Watershed Association, Groton Trails Committee, and local art galleries and businesses. Second, it provides a welcoming, centrally-located, and free facility for local non-profit groups and organizations to meet

during regular library hours. Two bulletin boards are available on upper and lower levels of the Library for community postings, and space in the building is also used for collecting food donations to "Loaves & Fishes," a local food pantry.

Third, Library Staff goes out into the community. Staff members have conducted programs at the Groton Senior Center, local networking groups, and given book talks to local clubs. Both the Children's and Young Adult Librarians make school visits every year to promote their Summer Reading Programs. The Children's Librarian visits the local pre-schools every year. The YA Librarian is working with the middle school librarian to launch a regular book discussion at the middle school during lunch or free periods. Staff members keep in regular contact with local teachers, school library staff, town departments, and local non-profit clubs and organizations.

Fourth, the library has offered a school busing program for nearly a decade, thanks to funding from the GPL Endowment Trust. Each elementary school class is treated to a bus trip to the library sometime during the school year. First-graders get their library cards for the first time, and all classes are introduced to the Children's Room and what it offers. There are fun activities for each age group and older students receive help with finding information on a current school assignment.

Finally, this year the library will have a booth at the annual Grotonfest in September to promote library services to Groton residents. The booth will be staffed by both Library Trustees and Staff together.

Assessment of User Needs & Research Methodology

The Trustees of the Groton Public Library began work on the long-range planning process in the spring of 2015. At that time they established a Long Range Planning Committee, consisting of the two Trustees of the Personnel, Policy, and Planning Sub-Committee, the Library Director, and the full-time Reference Librarian. They charged the LRP Committee to define needs, establish a timeline, select and implement the research methodologies to be used, and to update the background information for the new plan.

Development of a Long Range Plan 2015-2020

The activities under the goal were as follows:

1. Create a long range planning committee.

2. Establish the timeline and methodology needed.

3. Implement the methodology and study the data collected.

4. Use this data to write new goals and objectives for the next 5 years.

5. Use the document as a communication and marketing tool.

The Long Range Planning Committee met to define needs, and write a timeline and strategy for completing the process. The Library Director attended four online classes taught by Massachusetts Library Systems on creating surveys. The Planning Committee established a timeline with tasks to be accomplished in order to complete the process by the October 1, 2015 deadline.

The Planning Committee reviewed the survey from 2010, as well as other library surveys, and designed a new survey based on what data was considered most useful to the Trustees.

The library survey was mailed to all 4,201 residential households in Groton in early June 2015. A press release was sent to all local papers, signs were posted in the building, emails were sent out, and a survey was featured on the Library's homepage. This survey was conducted from June 6 through July 15, 2015.

Research Methodologies

A survey instrument using Survey Monkey for the online survey and Microsoft Word to create an easy-to-read print survey was designed to collect input from community residents (see Appendix A) via several complementary methodologies. A total of 583 surveys were completed and tabulated. The methodologies were:

1. A print copy of the survey was mailed to all 4,201 households in Groton
2. A link to the survey was posted on library's homepage
3. A notice was emailed to 2,407 people on the library's email newsletter list

3   Hard copies were available throughout the Library, at Town Hall, and the Senior Center

4   Bookmarks about the survey were distributed to students when the Teen Librarian visited the middle school to promote the 2015 Summer Reading Program.

5   Bookmarks about the survey were available throughout the library

6.   A message with a link was posted on GPL's Facebook page three times

7.   A message with a link was posted on "Talk About Groton," a local list serve, twice

8.   It was posted on the sandwich board in front of the library for two weeks when it first went out on the heavily trafficked Route 119, then again when the deadline approached.

9.   There was an incentive of a raffle ticket to win $100 to a local restaurant for surveys submitted by July 1.

Framework for Analysis

The survey was designed to give residents the chance to evaluate GPL, the programs and services that have been implemented since the last survey in 2010, and to prioritize what new services or collections residents would most like GPL to provide within the next five years. The 14 questions were divided among five sections:

- Library usage
- Soliciting opinions on newer services and collections implemented since the 2010 survey
- Evaluations of library programs, services, and collections
- Soliciting opinions on possible future services and operating hours
- Sharing any opinions, comments, or thoughts about the library

Narrative Summary of Survey Results

<u>Top Ratings</u>

Overall, the Groton Public Library was very highly rated by survey respondents, meriting an average of 3.71 on a scale of 4, with 4 being 'Excellent'. Nearly three-fourths of respondents rated GPL as 'Excellent' (72%), with a quarter rating the library as 'Good' (26%). There was only one rating of 'Poor' and 4 ratings of 'Fair' out of the 582 surveys collected. There were many positive write-in comments about GPL overall, such as: "GPL is an amazing library all around!" "It excels in all areas!" "Wonderful library, thank you!" In addition, there were also several comments comparing GPL favorably to other public libraries, such as: "GPL is one of the best libraries I've been to over the years…" "I've gone to libraries in many cities; GPL excels" "Honestly, this is the BEST library I have ever experienced!" "The facilities currently offered by the library are amazing for such a small town." This is backed up by comparative data across all 51 libraries in Massachusetts that serve the same population group (10,000-14,999) - GPL ranks in the top ten for circulation (total, books, print, audio, electronic, and children's), circ. per capita, circ. per hour open, attendance at programs, number of programs offered, number of children participating in the Summer Reading Program, and meeting room use.

For general service areas, 'Facility Cleanliness' was the most highly rated (3.8 on a scale of 4, with 436 votes of 'Excellent'). A few write-in comments specifically mentioned the cleanliness: "It is extremely clean and well organized." "The building is beautiful, always very clean..." "Clean, comfortable facility." The 'Facility (Overall)' was the second highest rated service area at 3.71, with many describing GPL as "welcoming," "inviting," and "beautiful." Customer Service was third top rated area at 3.69. In response to the question, 'Where does GPL excel?' the most commonly written word was 'staff', most frequently in combination with "friendly" and "helpful," along with "warm" and "courteous." There were many appreciative comments about GPL staff, such as: "Amazing staff," "Exceptional staff," "Remarkable staff and customer focus," and "The staff is fantastic."

The fourth and sixth top-rated areas were 'Children's Collections' followed by "Children's Programs". While customer service overall was the third top rated service area, there were many write-in comments specifically about the excellence of the Children's staff, collections, and programs. "The ladies in the children's library excel." "Wonderful Children's Rm and YA Staff!" "You have a lot of terrific children's activities and programs." "We use GPL in the context of the Children's books and you certainly excel in that area." "I spend most time in the children's room. The staff is so friendly and helpful. The programs are fun and there are lots of them. My girls are developing a love of libraries from their positive experience here."

'Ease of use' came in as the fifth top rated area, with accompanying comments, such as: "Easy to find materials," "Very easy to navigate Library," "Ease of access to a wealth of materials," "being able to have people find books easily," "…the building location and hours are very good."

<u>Top Uses</u>

The main reason people use the library is to borrow books and other print materials (86% of

respondents). This was the #1 reason people use GPL across every demographic – regardless of age, gender, or residency. The highest percentage of users who use the library to borrow books were teenagers at 94%, followed by 91% of respondents in their forties.

Borrowing non-print (DVDs, audiobooks, etc.) materials came in as 2nd top reason people use GPL (66%), followed by borrowing museum passes in 3rd place (65%). The value placed on museum pass borrowing was high compared to the size of the collection and the number of times the passes were borrowed in 2015 (1,098), compared to 129,971 print and 61,926 non-print items. Library users appear to value not only the substantial savings off admission prices the pass program offers, but also supporting local cultural institutions in general, even if they don't use the passes that often.

'Friendly, Welcoming Staff' was the fourth top reason people use GPL. This was confirmed repeatedly in the comments about where GPL excels: "customer service." Words people used to describe GPL staff: warm, friendly, helpful, knowledgeable, informed, great, fantastic, top notch, welcoming, great, personable, willing, approachable, "competent to the highest degree," respectful, wonderful, talent[ed], efficient, polite, professional, nice, kind, amazing, pleasant, personable, outstanding, prompt, excellent, encouraging, and remarkable. One person wrote, "Interactions with staff are a positive experience." Another wrote, "Its [GPL's] staff is about the BEST in the area." Someone else wrote, "Exceptional staff, service to the public, pleasing, welcoming, comfortable environment (physically & emotionally), anticipating needs & always improving."

'Browsing collections' was the fifth most popular use of the library at 55%, meaning slightly over half of library visitors come to the library to discover new materials. But staff can do more to improve the browsing experience in the library, since the third top request (38%) for new services was for a ''Bookstore-like' popular materials browsing area for adults.' A few comments were specifically about appreciating the displays in Childrens, such as: "We use the children's area quite a bit, and I love that the staff pulls out seasonally appropriate books – making selection quick and easy for busy parents!" "I LOVE the adult book basket in the children's room."

Attending a library program was the 6th top reason for using the library at 53%. Many comments specifically mentioned the quality of the programs GPL provides for children, teens, and adults, such as: "Amazing programs for adults and kids, as well as an incredible art program." "Programs are fantastic." "…Child/teen programs are excellent and I think it's so important to get them involved and aware of what's available at the library at an early age."

Most Valued Newer Services

The top-rated major change made since the last survey was joining a library network (MVLC) for the first time, which rated 3.45 out of 4 and was the subject of a number of positive comments about GPL. "The affiliation with the MVLC is a major improvement." "Joining MVLC is excellent benefit – having access to more titles from other libraries is a huge benefit." "Joining the network changed the only thing they [GPL] needed to improve, which was access to more materials." "LOVE the new Library Network, inter-library loan service is SO fast and easy to use!"

The second and third most valued improvements involved GPL being open more hours. The expansion of weekly hours (Wed 5-9, Fri 5-6, Sat 3-5) came in 2nd (3.4 out of 4), followed by Sunday hours, 1-5 pm, September through December, 2013-2015 (3.36 out of 4). "Hours" was a frequent mention under the question, 'Where does GPL excel?'

Winter Reading Promotions for kids and teens also earned high merit scores for new services added, coming in fifth. There were many written-in compliments on GPL's Reading Programs, such as: "My children really look forward to the summer and now winter reading programs. My kids are all excellent readers but it motivates them a bit more."

Lifelong Learning Courses came in as the 6th most important new service added in the past 5 years. This has been a very successful program, with nearly 100 multi-week classes being offered since its launch in 2012. Almost all courses have been fully subscribed, with an average of 15 people per class, and frequently with a waiting list of people who wish to join the class.

Top Requests

Sunday and Monday hours were top priorities for library users. When asked to rank their top priorities for additional hours, the order was: Sundays 1-5 pm (September-December) with 3.8 out of 5, followed by Sundays 1-5 pm (May-August), which just edged out Mondays afternoons (1-5 pm) with 3.55 over 3.53 out of 5. There were many comments about Sunday hours, such as: "It would be great to have Sunday hours all year. My family loves going all together to pick books and movies after church." "Keep Sunday hours year round." "Sunday hours important." "The library needs to have Sunday hours on the months they are closed." "Expand hours to include Sundays all year round. For working/commuting adults, Sundays are frequently the only time to get to the library."

People expressed a strong desire to see more current and popular titles and to see more copies of them to lessen wait times. The top service improvement request was for "Additional copies of bestselling, "hot" titles," by nearly half of respondents (43%). There were many comments about this, such as: "More current best sellers." "More current adult titles." "I would love to see a better range of audiobooks – there is never a huge choice of 'new material.'" "More copies of popular recent releases in both fiction and non-fiction." "Increase in DVDs that are current." "More than one copy of a book." "Need more copies of bestsellers. Wait time for the more popular titles can be excessive." "Long borrow wait times." "Updated DVDs/movies." "…Some popular titles have had a fairly long wait…" "Shorten times between hold requests and receiving the book." "My only complaint is that I have a hard time getting my hands on popular titles so I end up buying them!" "It would be helpful to have more of the popular or highly-rated books in the adult section."

A drive-up book return was the second most popular potential new service with 39% of respondents. Patrons have to leave their cars and walk up to the building to return items, whether in inclement weather or at night. There were some comments about this under 'Where does GPL need improvement?' "Drive up book return – especially helpful to parents of little ones and the elderly." "Book drop-off w/out getting out of car after hours." "Would love drop off box for books that can drive up to."

'Create a new teen area / more space for teens' was the fourth most popular request for potential new services at 28%. In the 1990's, when GPL's renovation and expansion was conceived, having a space just for teens (especially outside of the Children's Room) was a relatively new idea in libraries, so GPL was ahead of the curve. However, since GPL added a dedicated YA Librarian in 2006, the collection and services have continued to grow, and more space is needed.

Areas of Opportunity

People want more help with reading suggestions. 32% of respondents said they wanted "Help with finding books or other materials" and 20% wanted "Personalized Reading Recommendations via Email." 'Too busy / no time' was the #1 reason people don't use the library, so it seems clear that anything that makes the library easier to use or provide faster service would be a good use of library resources.

It was clear from the survey results that GPL users want more e-books purchased so that they don't have to wait as long for title they want. While this was rated one of the most important and valued new services offered within the past 5 years, coming in 4th, it simultaneously received the lowest satisfaction rating – the only service area to rate below a 3 ("Good") at 2.93. E-books were also a frequently mentioned area in need of improvement in the write-in comments, in general stating that the collection of titles is too limited, the wait times are too long, and the interface is difficult to use. MVLC has recently overhauled its process of purchasing e-books and e-audiobooks for the shared network collection and is now adding bestsellers faster and buying additional copies to bring down the ratio of # of holds to # of copies to better meet user demand. GPL participates in the OverDrive Advantage program, so GPL can purchase additional e-content just for Groton patrons, but the general expense of each e-title ($50-$100 per item) limits how many Advantage copies can be purchased.

In other digital collections, the survey results clearly indicated an interest in the library offering downloadable / streaming e-video, which ranked fifth for potential new services. Results also clearly indicated the general lack of interest in GPL starting a Playaway collection (audiobook and player in one small, portable device), and the low value placed on audiobooks in the newer MP3-CD format; although, based on anecdotal evidence, it has to be considered that a lack of understanding of what these formats are could have contributed to their low scores.

The survey results revealed that 65% of respondents find out about Groton events from signs/banners on Main Street, while 50% get information from local mailing lists, and 45% from traditional media of newspapers, local cable TV, etc. Social media received only 25% of the responses. According to these results, putting the portable sign board out on the front library lawn of heavily-trafficked Route 119 may be the best way to promote library events and news.

The lowest rated major change made since the last survey was the implementation of "neighborhoods" in the adult non-fiction collection, which reorganized adult NF into 12 broad subject categories before the call # so that the collections were easier to browse. It has been a divisive issue, with some patrons liking it and others preferring the traditional call # system. Four years after implementation, rearranging adult non-fiction into "zones" before the call number was the least valued new service, and some comments indicated that several users still harbor a very strong dislike of this method of organizing,

such as: "We HATE the system that divided that adult non-fiction into 12 browsing areas." "Terrible! It was easier to locate material by call#." "I will say I don't care for the new nonfiction shelving system which ignores the call numbers, as I find it confusing and disorienting without any benefits, and an insult to the intelligence."

The number one reason respondents 80+ years of age don't use the library is because of 'Disability / Physical limit.' GPL recently partnered with the Council on Aging to deliver books and other library materials to the homebound, but very few people use the service. The survey results indicate that people may not know this is service available to them and the library should promote it more. One person asked for "Home delivery to shut-ins" under potential new services; another asked for "Reading for the blind cassettes," indicating a lack of awareness about the free state- and federally-funded Perkins Library service to the blind by mail as well.

Comparing 2010 and 2015 Survey Results

The 2010 survey results were reviewed and the library has responded to all but one request for new services since 2010. The 2010 survey asked about self-checkout stations, content for e-readers, coffee, home delivery, lifelong learning courses, joining a library network, and a home office center, all of which have been implemented since 2010. The only request not addressed was 'space for listening to music or seeing movies;' perhaps because it is easily done on portable equipment anywhere in the library. However, adding a listening station near the music and audiobooks on CDs is still a service staff would like to offer. As for seeing movies, the library regularly hosts movie events in Sibley Hall, although a number of write-in comments specifically asked for more film nights at the library, and to bring back the now-defunct Groton Film Society.

It is interesting to note that 'Coffee shop &/or Café' was tied for the top requested new service at GPL in the 2010 survey, but ranked 10th of 15 new services added in the past 5 years, even with the broader categorization of not only offering a self-service public coffee station, but also changing the policy to allow covered beverages throughout the building. Food and beverages are also allowed in GPL's two large meeting rooms during events. GPL is conveniently located three buildings down from a coffee shop, convenience store, and a bakery for anyone looking to purchase coffee, food, or snacks. In the 2015 Survey and in comments from patrons in the library, parents would like a second coffee station on the first floor they can use while visiting the Children's Room.

It is also interesting that between the 2010 and 2015 Survey results, the priority ranking of most desired hours for expansion were exactly the same: 1. Sunday hours; 2. Monday hours; 3. Additional Weekday Evening Hours (which would be Fridays 6-9, now that GPL is open Wednesday nights and Monday nights are included under #2). Even 10 years ago in the 2005 Survey, there were many comments about hours and that GPL should be "Open on Mondays," be open "More evenings hours," and should "Extend Sunday hours." In 2010, the one particular aspect receiving the lowest satisfaction ratings and the most number of mentions with regard to suggestions for improvement involved GPL's hours of operation: "There is a strong desire reflected through this survey for the hours of operation to be expanded; to open Mondays (33%), additional evenings (29%), and in particular to be open Sundays year round (42%)." The 2015 Survey broke the Sunday hours into September through December (fall) and May through August (spring/summer), which ranked #1 and #2, respectively.

The 2015 community survey results showed that Sundays, 1-5 pm, September through December, were still – 5 years later – the most popular choice for expanding library hours. The 2015 survey results showed that the second choice was for May through August Sunday hours, followed by Mondays, 1-5 pm, Mondays, 5-9 pm, and Fridays, 6-9 pm. This aligns exactly with the survey results from 5 years ago: Sunday hours first, Monday hours second, and an additional evening during the week was third.

There were a number of complaints about customer service in the 2005 and 2010 survey, which has all but disappeared from the 2015 results. Instead, respondents listed 'customer service' and 'friendly, welcoming staff' as top reasons for using GPL. There were also many written-in comments praising the friendly and helpful staff. GPL has been making customer service improvements over the past few years, so it was extremely gratifying to see that library users are so happy with the service they receive.

Putting the Survey in Context

Upon receipt of the survey results, the Library Director met with the staff to discuss their observations and reactions. The survey was distributed to the Trustees and a copy was made available to the public. A brainstorming session off-site with key Library Staff and all Trustees used the information from the survey, years of experience working for the Library, and knowledge of current trends in various parts of library services. The ideas and information collected during this session – first, with a S.O.A.R. (Strengths, Opportunities, Aspirations, Results) exercise and then with a vision exercise – led by a Massachusetts Library Systems Special Advisor, provided the information the Long-Range Planning Committee and Library Trustees needed to write the Library's goals and objectives for the next 5 years.

In addition to the survey, the committee used public library data available from the Massachusetts Board of Library Commissioners. These reports were used as a point of comparison in the areas of hours, services, staffing, collections, and programs. This data is invaluable in order to assess the Library's offerings in relation to other communities of similar size and socio-economic demographics. Census and population data was also used to get a better picture of Groton and its changing community.

The survey data and comments help prioritized a "wish list" for future changes at GPL, and generally underscored the theme that the Library is the cultural and intellectual center of the community. This survey provides solid confirmation of what the Trustees and Staff knew informally from the community and validation that the library is on the right course.

Five Year Goals of the Trustees of the GPL
2016-2020

Goal 1: Increase visits to the GPL for traditional reasons (e.g., borrowing books and movies) and more contemporary purposes (e.g., IT help, Lifelong Learning, "Third Space").

Goal 2: Increase circulation of materials of all types. Work to counter the decline in circulation of books, which remain the GPL's dominant media, while transitioning to, and facilitating use of, new media.

Goal 3: Increase the connection of the GPL to the Groton community including pedestrians and businesses in the town center.

Action Plan for Fiscal Year 2016

GOAL 1: Increase visits to the GPL for traditional reasons (e.g., borrowing books and movies) and more contemporary purposes (e.g., IT help, Lifelong Learning, "Third Space").

Objective 1: Expand patron options with improved space utilization
Action 1: Reduce some staff and shelving areas to increase public space.
Action 2: Maximize use of existing staff areas to accommodate space reduction.
Action 3: Create a new, expanded space for teens.
Action 4: Offer a greater number and variety of seating options to patrons.
Action 5: Create better lines of sight on the second floor.
Action 6: Increase flexibility by purchasing furnishings that can be moved easily.
Action 6: Update and expand directional signage in the building.

Objective 2: Expand library services to the public
Action 1: Expand Sunday hours.
Action 2: Expand office services and self-service.
Action 3: Explore digital collection offerings beyond what is currently purchased to ensure GPL is providing the best selections for patrons.

GOAL 2: Increase circulation of materials of all types. Work to counter the decline in circulation of books, which remain the GPL's dominant media, while transitioning to, and facilitating use of, new media.

Objective 1: Provide More Popular Materials & Provide Them More Quickly
Action 1: Order more copies of popular titles right away, instead of waiting for holds to accumulate. Consider adding a book rental service, such as McNaughton. Reduce wait times for popular titles with increased use of the purchase alert list.
Action 2: Focus collection development efforts into increasing purchases of popular books and materials.
Action 3: Allocate more funds into purchasing OverDrive Advantage copies of e-books, e-audiobooks, and e-video to reduce long wait times for popular titles.
Action 4: Find and train new volunteers on item repair and mending.

Objective 2: Make it Easier for Patrons to Find Good Materials to Borrow
Action 1: Weed collection areas that are crowded.
Action 2: Increase merchandising of library materials.
Action 3: Provide more readers' advisory services in person and online.
Action 4: Add Wowbrary e-newsletter to highlight new purchases to patrons.

Objective 3: Respond to repeat & popular requests by patrons (survey or in person)
Action 1: Increase collection offerings for parents in the Children's Room.
Action 2: Simplify collection organization and shelving wherever possible.
Action 3: Implement solutions to repeat patron questions.

Action 4: Improve way finding (signs/directions) to rear library parking lot.
Action 5: Increase the number of renewals allowed on items.

GOAL 3: Increase the connection of the GPL to the Groton community including pedestrians and businesses in the town center.

Objective 1: Expand Library Outreach into the Community
Action 1: Participate in community events.
Action 2: Visit residential housing, the Council on Aging, and local clubs and organizations to promote library services.
Action 3: Be present and visible at important town events.

Objective 2: Improve library services and support to community groups
Action 1: Loosen rules on the use of library meeting spaces to be more customer-friendly.
Action 2: Simplify procedures for booking meeting rooms.

Objective 3: Help promote walking and biking in Groton.
Action 1: Increase bike-friendliness with a new bike rack and repair station behind the library
Action 2: Install a directional sign to the library on the bike path where it crosses Broadmeadow Rd.

Objective 4: Support Local Businesses & the Arts
Action 1: Start a Krosslink group in the library to foster and support local entrepreneurs.
Action 2: Hold the annual Local Authors' Fair on "Small Business Saturday."
Action 3: Change policy to allow food in some areas of the library.
Action 4: Create a brochure of GPL's permanent art collections.

APPENDIX A:

GROTON PUBLIC LIBRARY

COPY OF THE 2015 COMMMUNITY SURVEY

Ten Minutes to a Better Library

We need your help! We are working on a long-range plan to establish library priorities for the next 3-5 years, and we cannot do this properly without you.

Please assist us in planning Groton Public Library's future by taking 10 minutes to fill out our survey. And, if you submit a completed survey by <u>July 1, 2015</u>, you will be entered in our raffle to win a $100 gift certificate to Filho's.

We would love to hear from EVERY member of your household. Go to gpl.org to take the survey online or to print out additional copies. Surveys will also be available at the Library, Town Hall, and Senior Center. Once we have collected and analyzed the results, we will present our findings to the Town and use this information to guide library planning for the next 5 years.

We appreciate your time and feedback very much. Thank you!

Sincerely yours,
The Groton Public Library Staff & Board of Trustees

Let's begin…

1a. On average, how often have you visited the Groton Public Library (GPL) and/or used GPL services in the PAST 12 MONTHS?
- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Several times
- ☐ Once or twice
- ☐ I have not visited GPL or used GPL services in the past 12 months

1b. In the past 12 months has your use of GPL or GPL services **increased** or **decreased** compared to recent years?
- ☐ Increased
- ☐ Decreased
- ☐ Stayed about the same
- ☐ N/A (not applicable)

Reasons for Using the Library

If you use the Groton Public Library, please tell us why.

2. Why **DO** you use GPL and/or GPL services? (Check all that apply)

☐ Quiet space to work, read, or study

☐ Place to meet and/or attend meetings

☐ Borrow print materials (books, large print, magazines, etc)

☐ Borrow non-print materials (DVDs, audiobooks, music, etc)

☐ Browse collections for something to read, view, or listen to (for me or my child)

☐ Attend a library program (me or my child)

☐ Help with finding books or other materials (for me or my child)

☐ Help with research, school assignments, or finding information (for me or my child)

☐ Participate in the Summer Reading Program (me or my child)

☐ Enjoy friendly, welcoming staff

☐ Use computers and/or wireless Internet

☐ Use local history or genealogy resources

☐ Download eContent (eBooks, etc) and/or access resources online through gpl.org

☐ Borrow museum passes

☐ Use office services (print, copy, scan, fax)

☐ Other (please specify):

Reasons for Not Using the Library

If you don't use GPL or GPL services, or use them regularly, please tell us why.

3. Why **DON'T** you use GPL and/or GPL services, or use them often?
(Check all that apply)

□ Too busy / no time

□ I buy what materials I need (or get them as gifts)

□ My children are grown and I mainly went to the library for them

□ I use another library

□ Programs not of interest and/or I attend programs elsewhere

□ Wait times too long for popular materials

□ Loan periods not long enough

□ It's too hard to find materials I want to borrow

□ Hours not convenient

□ Location / parking not convenient

□ Staff not friendly, welcoming

□ Blocked account / owe money for late or lost materials

□ Had a bad experience

□ Disability or physical limitation

□ Rooms / spaces not available when I want them

□ Other (please specify):

Value of Recent Changes

Since our last survey in 2010, we have implemented several service changes and new collections. Please tell us the value and importance of each to you.

4. Please rate the **level of importance** you assign to each of the recent changes listed below.

	Very Important	Moderately Important	Slightly Important	Not at all Important	N/A / No opinion
Joined a Network of 35 Libraries (MVLC)	☐	☐	☐	☐	☐
Expanded Hours: Wednesday 5-9, Friday 5-6, and Saturday 3-5	☐	☐	☐	☐	☐
Sunday Hours 1-5, Sept-Dec, 2013-2015	☐	☐	☐	☐	☐
Lifelong Learning Courses for Adults	☐	☐	☐	☐	☐
Adult Summer Reading Program	☐	☐	☐	☐	☐
Winter Reading Programs for Kids and Teens	☐	☐	☐	☐	☐
Reduced Fines & Fees	☐	☐	☐	☐	☐
Removed All Borrowing Limits by Subject, Author, Title, and Format	☐	☐	☐	☐	☐
Downloadable eBooks	☐	☐	☐	☐	☐
Downloadable eAudiobooks	☐	☐	☐	☐	☐
Downloadable Music	☐	☐	☐	☐	☐
Blu-Ray DVDs	☐	☐	☐	☐	☐
MP3-CD Audiobooks (for newer MP3-CD players)	☐	☐	☐	☐	☐
Divided Adult Non-Fiction into 12 Browsing Areas Before the Call #	☐	☐	☐	☐	☐
Changed Policy to Allow Covered Beverages (and added a coffee station)	☐	☐	☐	☐	☐

Help Us Prioritize Potential Services

Which new services would you most like GPL to offer in the next few years?

5. Of the following potential new services, which would you MOST like to see at GPL?
(Choose up to **FIVE**)

☐ Additional Copies of Bestselling, "Hot" Titles

☐ "Bookstore-like" Popular Materials Browsing Area for Adults

☐ Create a New Teen Area / More Space for Teens

☐ Creative Space and/or Crafting Area for Adults

☐ Curbside Pick-up on Weekday Afternoons (2-4 pm)

☐ Devote More Floor Space to Activity and/or Reading Areas in Children's

☐ Digital Media Lab (sound and video recording, editing, etc)

☐ Digitize Groton Historical Materials & Post Online

☐ Downloadable or Streaming Video Service

☐ Drive-up Book Return

☐ Expand STEM Programming for Kids & Teens

☐ More Study Rooms / Space

☐ Outdoor Lockboxes for After Hours Pick-up

☐ Personalized Reading Recommendations via Email

☐ Playaway Collection (audiobook and player in one small, portable device)

☐ Other (please specify):

Rate the Groton Public Library

Please tell us how we are doing.

6a. How would you rate the Groton Public Library overall?

	Excellent	Good	Fair	Poor	N/A
	☐	☐	☐	☐	☐

6b. How would you rate the following services at the Groton Public Library?

	Excellent	Good	Fair	Poor	N/A
Adult Collections	☐	☐	☐	☐	☐
Adult Programs	☐	☐	☐	☐	☐
Art Exhibits	☐	☐	☐	☐	☐
Children's Collections	☐	☐	☐	☐	☐
Children's Programs	☐	☐	☐	☐	☐
Computers / Internet	☐	☐	☐	☐	☐
Customer Service	☐	☐	☐	☐	☐
Digital Collections (eBooks, etc)	☐	☐	☐	☐	☐
Ease of Use	☐	☐	☐	☐	☐
Facility	☐	☐	☐	☐	☐
Facility Cleanliness	☐	☐	☐	☐	☐
Hours	☐	☐	☐	☐	☐
Parking	☐	☐	☐	☐	☐
Teen Collections	☐	☐	☐	☐	☐
Teen Programs	☐	☐	☐	☐	☐
Website gpl.org	☐	☐	☐	☐	☐

Final Ratings & Hours

7a. In your opinion / experience, where does GPL **excel**?

7b. In your opinion / experience, where does GPL **need improvement**?

CURRENT HOURS

Monday: Closed	Thursday: 10-9	Sunday (Jan-Apr): 1-5
Tuesday: 10-9	Friday: 10-6	Sunday (May-Aug):Clsd
Wednesday: 10-9	Saturday: 10-5	Sunday (Sept-Dec):1-5*

*The Library has been open Sundays Sept-Dec in 2013, 2014, and 2015 with state aid funding. Funding for fall Sunday hours in 2016 and beyond is uncertain.

7c. If GPL was ever able to increase hours permanently, which days & times would you most want to see? (Rank your top five choices in priority order)

	First Choice	Second Choice	Third Choice	Fourth Choice	Fifth Choice
Monday 1-5 pm	☐	☐	☐	☐	☐
Monday 5-9 pm	☐	☐	☐	☐	☐
Tuesday-Friday 9-10 am	☐	☐	☐	☐	☐
Friday 6-9 pm	☐	☐	☐	☐	☐
Saturday 9-10 am	☐	☐	☐	☐	☐
Sunday 1-5 pm (May-Aug)	☐	☐	☐	☐	☐
Sunday 1-5 pm (Sept-Dec)	☐	☐	☐	☐	☐
Other (please specify):	☐	☐	☐	☐	☐

Final comments, questions about Groton, and questions about you.

8a. If you have any other thoughts or comments about GPL, please tell us:

8b. How do you find out about events going on in Groton? (Check all that apply)

- ☐ Signs / Banners on Main Street
- ☐ Print / Traditional Media (newspapers, cable TV, etc)
- ☐ Social Media (Facebook, Twitter, etc)
- ☐ Friend or Family Member
- ☐ Local Organization mailing lists, websites, or online calendars
- ☐ Flyers / Posters around GrotonOther (please specify):

8c. Last question! What do you wish you could do in Groton but can't?

THANK YOU FOR FILLING OUT GROTON PUBLIC LIBRARY'S 2015 COMMUNITY SURVEY!

Now, please tell us a little bit about you.

8d. What is your gender?
- ☐ Female
- ☐ Male

8e. What is your age?

☐ 9 or younger	☐ 30-39	☐ 60-69
☐ 10-19	☐ 40-49	☐ 70-79
☐ 20-29	☐ 50-59	☐ 80+

Zip Code, Raffle Ticket, & Contact Information

9a. What is your zip code?
- ☐ 01450
- ☐ 01472
- ☐ Other (please specify): _____

_____

To be entered into our raffle to win a $100 gift certificate to Filho's, please fill in your information below and submit your completed survey by <u>July 1, 2015</u>.

All survey answers are confidential and will be kept completely separate from any identifying information (unless you answer 'Yes' to Question 9c below.)

GPL 2015 Community Survey Raffle Ticket to Win $100 to Filho's

Name: _____

Address: _____

Zip Code: _____   Email: _____

Phone: _____

9b. Would you like to be added to our email list to receive GPL's event newsletter every other week?
- ☐ Yes
- ☐ No
- ☐ I am already on your email list

9c. Would you like a GPL staff member or library trustee to contact you regarding one or more of your survey answers?

- ☐ Yes, I would like to talk to a library staff member or trustee about one or more of my survey answers. (Please tell us your name, phone #, and the best time(s) to call below.)

Name: _____ Phone: _____

Best Time(s) to Call: _____

Thank you!

Thank you for taking the time to fill out this survey! As Groton residents and/or Groton Library users, your feedback is most important to us and will provide the Groton Public Library with valuable information to help us serve you better.

Please return completed surveys to: Groton Public Library, 99 Main Street, Groton, MA 01450.

Surveys may be dropped off at GPL (24/7 in our book return), at the Town Clerk's office in Town Hall, or at the Senior Center, or mailed to the address above. The survey may also be taken online at gpl.org.

We will collect and analyze the results of this survey and will provide a summary report to the Town this fall. This information will be used to guide GPL planning for the next 5 years.

Thank you again!
The Groton Public Library Staff & Board of Trustees

Questions? Comments? Please contact us at the address above, call us at 978-448-1167, or email us at info@gpl.org. You can email the Library Trustees directly at gpltrustees@gpl.org.

GROTON PUBLIC LIBRARY'S 2015 COMMUNITY SURVEY
Help us plan your library's future! Fill out our survey **TODAY!**

Groton Public Library
99 Main Street
Groton, MA 01450

APPENDIX B:

GROTON PUBLIC LIBRARY

2015 BRIEF SUMMARY OF SURVEY RESULTS

GROTON PUBLIC LIBRARY SUMMARY OF 2015 COMMUNITY SURVEY RESULTS

600 people filled out the survey (which ran June 5 through July 27, 2015.)
98% of respondents rated GPL as 'Good' (26%) or 'Excellent' (72%), for a score of 3.71 out of 4.
Increasing use was reported three times more often (36%) than decreasing (12%).

Top Reasons Why Residents Use GPL:

1. **Borrow Print Materials** (86%)
2. Borrow Non-print Materials (66%)
3. Borrow Museum Passes (63%)

4. Friendly, Welcoming Staff (56%)
5. Browse Collections (55%)
6. Attend a Library Program (53%)

Top Reasons Why Residents DON'T Use GPL:

1. **Too Busy / No Time** (48%)
2. I buy what materials I need (21%)
3. I use another library (18%)

4. My children are grown (13%)
5. Hours not convenient (13%)
6. Wait times too long for popular materials (11%)

Most Important Services Added in the Past Few Years:

1. **Joined a Library Network (MVLC)** (86%)
2. **More Hours: Wed 5-9, Fri 5-6, Sat 3-5** (85%)
3. **Sundays Hours, 1-5 (Sept-Dec)** (84%)

4. Downloadable e-Books (71%)
5. Winter Reading Programs for Kids, Teens (70%)
6. Lifelong Learning Courses for Adults (67%)

Most Desired Potential Services:

1. **More Copies of Bestselling Titles** (43%)
2. **Drive-up Book Return** (39%)
3. **"Bookstore-like" Browsing Area** (38%)

4. New Teen Area / More Space for Teens (28%)
5. Downloadable / Streaming Video Service (26%)
6. Expand STEM Programming for Kids, Teens (25%)

Top-Rated Service Areas:

1. **Facility Cleanliness** (95%)
2. **Facility (Overall)** (93%)

3. **Customer Service** (92%)
4. Children's Collections (88%)

5. Ease of Use (87%)
6. Children's Programs (86%)

Service Area Most in Need of Improvement: **Digital Collections** (e-books, etc.)

Lowest Rated Change in Recent Years: **Divided Adult Non-Fiction** into 12 Browsing Areas before Call #

Additional Hours Most Wanted:

1. **Sundays, 1-5 pm (Sept-Dec)** (76%)
2. Sundays, 1-5 pm (May-Aug) (71%)

3. Mondays, 1-5 pm (71%)
4. Mondays, 5-9 pm (65%)

5. Fridays, 6-9 pm (55%)
6. Saturdays, 9-10 am (54%)

Top Ways People Find Out About Events in Groton:

1. **Signs, Banners on Main St** (65%)   2. Org. mail. list, website (50%)   3. Print, traditional media (45%)

Who Filled Out the Survey? Women (80%) in their 40's (24%), 50's (24%), and 60's (19%) who visit GPL
monthly (31%) up to weekly (41%), whose use has stayed about the same over the past year (49%).

APPENDIX C:

GROTON PUBLIC LIBRARY

2015 NUMERIC SURVEY RESULTS

Groton Public Library 2015 Community Survey

1a. On average, how often have you visited the Groton Public Library (GPL) and/or used GPL services in the PAST 12 MONTHS?

Answer Options	Response Percent	Response Count
Weekly	41.4%	237
Monthly	31.4%	180
Several times	16.2%	93
Once or twice	6.5%	37
I have not visited GPL or used GPL services in the past 12 months	3.1%	18
Daily	1.4%	8
	answered question	573
	skipped question	9

1b. In the past 12 months has your use of GPL or GPL services increased or decreased compared to recent

Answer Options	Response Percent	Response Count
Stayed about the same	48.9%	281
Increased	35.5%	204
Decreased	11.5%	66
N/A (not applicable)	4.2%	24
	answered question	575
	skipped question	7

Groton Public Library 2015 Community Survey

2. Why DO you use GPL and/or GPL Services? (Check all that apply)

Answer Options	Response Percent	Response Count	
Borrow print materials (books, large print, magazines, etc)	86.1%	475	
Borrow non-print materials (DVDs, audiobooks, music, etc)	65.8%	363	
Borrow museum passes	62.5%	345	
Friendly, welcoming staff	56.0%	309	
Browse collections for something to read, view, or listen to (for me	54.7%	302	
Attend a library program (me or my child)	53.1%	293	
Participate in the Summer Reading Program (me or my child)	33.2%	183	
Quiet space to work, read, or study	32.8%	181	
Help with finding books or other materials (for me or my child)	32.4%	179	
Place to meet and/or attend meetings	26.8%	148	
Help with research, school assignments, or finding information (for	22.5%	124	
Use computers and/or wireless Internet	21.2%	117	
Download eContent (eBooks, etc) and/or access resources online	20.7%	114	
Use office services (print, copy, fax, scan)	18.3%	101	
Use local history or genealogy resources	7.1%	39	
Other (please specify):	10.7%	59	
	answered question		552
	skipped question		30

Groton Public Library 2015 Community Survey

3. Why DON'T you use GPL and/or GPL services, or use them often? (Check all that apply)

Answer Options	Response Percent	Response Count	
Too busy / no time	48.0%	107	
I buy what materials I need (or get them as gifts)	21.1%	47	
I use another library	17.9%	40	
My children are grown and I mainly went to the library for them	13.0%	29	
Hours not convenient	12.6%	28	
Wait times too long for popular materials	10.8%	24	
Loan periods not long enough	6.3%	14	
Programs not of interest and/or I attend programs elsewhere	6.3%	14	
It's too hard to find materials I want to borrow	5.4%	12	
Location / parking not convenient	4.9%	11	
Staff not friendly, welcoming	3.6%	8	
Blocked account / owe money for late or lost materials	3.1%	7	
Disability or physical limitation	2.7%	6	
Had a bad experience	0.9%	2	
Rooms / spaces not available when I want them	0.9%	2	
Other (please specify):		65	
	answered question		223
	skipped question		359

Groton Public Library 2015 Community Survey

4. Please rate the level of importance you assign to each of the recent changes listed below.

Answer Options	Very important (4)	Moderately important (3)	Slightly important (2)	Not at all important (1)	N/A / No opinion (0)	Rating Average (Max. 4)	Response Count
Joined a Network of 35 Libraries (MVLC)	308	131	52	15	28	3.45	534
Expanded Hours: Wednesday 5-9, Friday 5-6, and Saturday 3-5	298	152	59	14	17	3.40	540
Sunday Hours 1-5, Sept-Dec, 2013-2015	297	139	66	22	17	3.36	541
Downloadable eBooks	142	112	83	62	106	2.84	505
Winter Reading Programs for Kids and Teens	124	96	63	70	138	2.78	491
Lifelong Learning Courses for Adults	102	129	117	62	98	2.66	508
Removed All Borrowing Limits by Subject, Author, Title, and Format	105	109	100	73	111	2.64	498
Downloadable eAudiobooks	103	100	88	82	124	2.60	497
Reduced Fines & Fees	115	93	88	116	93	2.50	505
Changed Policy to Allow Covered Beverages (& added a coffee station)	79	126	112	101	97	2.44	515
Downloadable Music	82	92	112	95	116	2.42	497
Blu-Ray DVDs	79	93	110	113	99	2.35	494
Adult Summer Reading Program	42	95	131	105	118	2.20	491
MP3-CD Audiobooks (for newer MP3-CD players)	60	65	95	124	145	2.18	489
Divided Adult Non-Fiction into 12 Browsing Areas Before the Call #	31	77	123	112	151	2.08	494
						answered question	551
						skipped question	31

Groton Public Library 2015 Community Survey

5. Of the following potential new services, which would you MOST like to see at GPL? (Choose up to FIVE)

Answer Options	Response Percent	Response Count
Additional Copies of Bestselling, "Hot" Titles	42.8%	225
Drive-up Book Return	38.6%	203
"Bookstore-like" Popular Materials Browsing Area for Adults	38.0%	200
Create a New Teen Area / More Space for Teens	28.1%	148
Downloadable or Streaming Video Service	25.9%	136
Expand STEM Programming for Kids & Teens	25.1%	132
Digitize Groton Historical Materials & Post Online	24.0%	126
Personalized Reading Recommendations via Email	20.2%	106
Creative Space and/or Crafting Area for Adults	18.6%	98
Digital Media Lab (sound and video recording, editing, etc)	16.0%	84
Devote More Floor Space to Activity and/or Reading Areas in Children's	14.1%	74
Playaway Collection (audiobook and player in one small, portable device)	10.1%	53
Outdoor Lockboxes for After Hours Pick-up	9.5%	50
More Study Rooms / Space	9.3%	49
Curbside Pick-up on Weekday Afternoons (2-4 pm)	6.1%	32
Other (please specify):	16.9%	89
answered question		526
skipped question		56

Groton Public Library 2015 Community Survey

6a. How would you rate the Groton Public Library overall?

Answer Options	Excellent	Good	Fair	Poor	N/A	Rating Average	Response Count
	(4)	(3)	(2)	(1)	(0)	(Max. 4)	
	369	135	4	1	4	3.71	513
						answered question	513
						skipped question	69

6b. How would you rate the following services at the Groton Public Library?

Answer Options	Excellent	Good	Fair	Poor	N/A	Rating	Response
	(4)	(3)	(2)	(1)	(0)	(Max. 4)	
Facility Cleanliness	436	83	6	4	11	3.80	540
Facility	377	143	4	1	10	3.71	535
Customer Service	381	106	19	5	16	3.69	527
Children's Collections	173	127	13	1	186	3.50	500
Ease of Use	276	212	17	5	20	3.49	530
Children's Programs	145	115	16	4	214	3.43	494
Adult Collections	192	250	18	0	60	3.38	520
Parking	252	207	52	8	17	3.35	536
Hours	227	242	48	5	13	3.32	535
Computers / Internet	116	181	20	4	176	3.27	497
Website gpl.org	179	249	44	3	38	3.27	513
Adult Programs	118	200	33	2	159	3.23	512
Art Exhibits	125	194	45	2	144	3.21	510
Teen Collections	66	121	25	2	273	3.17	487
Teen Programs	56	99	29	4	297	3.10	485
Digital Collections	59	166	54	13	186	2.93	478

Groton Public Library 2015 Community Survey

7c. If GPL was ever able to increase hours permanently, which days & times would you most want to see? (Rank your top five choices in priority order)

Answer Options	First Choice (5)	Second Choice (4)	Third Choice (3)	Fourth Choice (2)	Fifth Choice (1)	Rating Average (Max. 5)	Response Count
Sunday 1-5 pm (Sept-Dec)	142	96	69	43	20	3.80	370
Sunday 1-5 pm (May-Aug)	79	124	69	46	24	3.55	342
Monday 1-5 pm	109	51	42	37	42	3.53	281
Monday 5-9 pm	81	59	53	71	37	3.25	301
Friday 6-9 pm	18	34	51	41	39	2.73	183
Saturday 9-10 am	21	42	53	36	54	2.71	206
Tuesday-Friday 9-10 am	26	18	31	35	44	2.66	154
Other (please specify below)	4	0	2	2	5	2.69	13
Other (please specify):							48
						answered question	**487**

Groton Public Library 2015 Community Survey

8b. How do you find out about events going on in Groton? (Check all that apply)

Answer Options	Response Percent	Response Count
Signs / Banners on Main Street	64.9%	324
Local Organization mailing lists, websites, or online	49.7%	248
Print / Traditional Media (newspapers, cable TV, etc)	45.1%	225
Flyers / Posters around Groton	39.3%	196
Friend or Family Member	34.5%	172
Social Media (Facebook, Twitter, etc.)	24.8%	124
Other (please specify):		79
	answered question	499
	skipped question	83

Groton Public Library 2015 Community Survey

8d. What is your gender?

Answer Options	Response Percent	Response Count
Female	80.0%	429
Male	20.0%	107
answered question		536
skipped question		46

8e. What is your age?

Answer Options	Response Percent	Response Count
40-49	23.7%	127
50-59	23.7%	127
60-69	19.1%	102
30-39	11.8%	63
70-79	10.1%	54
10-19	6.5%	35
80+	3.2%	17
20-29	1.9%	10
9 or younger	0.0%	0
answered question		535
skipped question		47

9a. What is your zip code?

Answer Options	Response Percent	Response Count
01450	87.1%	467
01472	2.2%	12
Other (please specify):	10.6%	57
answered question		536
skipped question		46

9b. Would you like to be added to our email list to receive GPL's event newsletter every

Answer Options	Response Percent	Response Count
Yes	37.2%	182
I am already on your email list	36.8%	180
No	22.0%	108
answered question		470
skipped question		112

APPENDIX D:

GROTON PUBLIC LIBRARY

2015 DEMOGRAPHIC SURVEY RESULTS

Groton Public Library 2015 Community Survey

2. Why DO you use GPL and/or GPL Services? (Check all that apply)

Female	Male	Resident	Non-Resident
1. Borrow Print (86%)	1. Borrow Print (77%)	1. Borrow Print (85%)	1. Borrow Print (67%)
2. Borrow Museum Passes (65.8%)	2. Borrow Non-Print (63%)	2. Borrow Non-Print (66%)	2. Browse collections (49%)
3. Borrow Non-Print (65.6%)	3. Friendly, welcoming staff (50%)	3. Borrow Museum Passes (62%)	3. Four-way tie at 46.6% for each:
			Borrow Non-print
Lowest: Use Local History (7%)	Lowest: Use Local History (6%)	Lowest: Use Local History (6%)	Attend library programs
			Friendly, welcoming staff
			Borrow museum passes
			Lowest: Use Local History (9%)
Teens	**20's**	**30's**	**40's**
1. Borrow print (94%)	1. Borrow Print (80%)	1. Borrow print (84%)	1. Borrow Print (91%)
2. Summer Reading Program (66%)	2. Borrow Non-print (70%)	2. Borrow Museum Passes (79%)	2. Borrow Non-Print (76%)
3. Borrow non-print (63%)	3. Quiet Space to work, read, or study	3. Borrow Non-Print (67%)	3. Borrow Museum Passes (72%)
Lowest: Use Local History (6%)	Lowest: Use Local History (0%)	Lowest: Use Local History (5%)	Lowest: Use Local History (6%)
50's	**60's**	**70's**	**80+**
1. Borrow Print (82%)	1. Borrow Print (83%)	1. Borrow Print (76%)	1. Borrow Print (82%)
2. Borrow Non-Print (71%)	2. Borrow Non-Print (57%)	2. Friendly, welcoming staff (56%)	2. Friendly, Welcoming Staff (76%)
3. Borrow Museum Passes (59%)	3. Borrow Museum Passes (57%)	3. Borrow Museum Passes (51%)	3. Five-way tie at 41.1%:
			Place to meet, attend meetings
Lowest: Use Local History (4%)	Lowest: Summer Reading Program (5%)	Lowest: Help with research (4%)	Borrow Non-Print
			Attend library Programs
			Help with finding books, materials
			Use office services (print, copy, fax)
			Lowest: Download eContent (6%)

Groton Public Library 2015 Community Survey

3. Why DON'T you use GPL and/or GPL Services, or Use Them Often? (Check all that apply)

Female	Male	Resident	Non-Resident
1. Too busy / no time (17%)	**1. Too busy / no time (27%)**	1. Too busy / no time (18%)	1. Too busy / no time (20%)
2. I buy what I need (7%)	2. I buy what I need (12%)	2. I buy what I need (10%)	2. I use another library (17%)
3. I use another library (6%)	3. I use another library (7%)	3. My children are grown (5.41%)	3. Hours not convenient (6%)
Teens	**20's**	**30's**	**40's**
1. Too busy / no time (46%)	**1. Too busy / no time (30%)**	1. Too busy / no time (17%)	1. Too busy / no time (19%)
2. Programs not of interest (14%)	2. Blocked account/owe money (20%)	2. I buy what I need (3%)	2. Wait times too long (9%)
3. Two-way tie at 11%:	3. I use another library (20%)	3. My children are grown (3%)	3. I buy what I need (8%)
I buy what I need			
Wait times too long			
50's	**60's**	**70's**	**80+**
1. Too busy / no time (21%)	1. I buy what I need (12%)	1. Too busy / no time (13%)	**1. Disability / Physical limit (24%)**
2. My children are grown (11%)	2. Too busy / no time (10%)	2. I buy what I need (11%)	2. I buy what I need (12%)
3. Hours not convenient (10%)	3. I use another library (8%)	3. My children are grown (4%)	3. Too busy / no time (12%)

Groton Public Library 2015 Community Survey

4. Please rate the level of importance you assign to each of the recent changes listed below.

(4=Very Important; 3=Moderately Important; 2= Slightly Important; 1=Not at all Important; 0=N/A)

Female	Male	Resident	Non-Resident
1. Joined a network / MVLC (3.5)	1. Joined a network / MVLC (3.4)	1. Joined a network / MVLC (3.5)	1. Expand Hours Fall Sundays (3.43)
2. Expand Hours Wed Fri Sat (3.44)	2. Expand Hours Wed Fri Sat (3.3)	2. Expand Hours Wed Fri Sat (3.4)	2. Expand Hours Wed Fri Sat (3.42)
3. Expand Hours Fall Sundays (3.41)	3. Expand Hours Fall Sundays (3.2)	3. Expand Hours Fall Sundays (3.35)	3. Joined a network / MVLC (3.3)
Lowest: Non-Fiction Zones (2.1)	Lowest: Adult Summer Reading (1.7)	Lowest: Non-Fiction Zones (2.0)	Lowest: MP3-CD Collection (2.3)
Teens	**20's**	**30's**	**40's**
1. Winter Reading Program (3.28)	1. Expand Hours Wed Fri Sat (3.44)	1. Expand Hours Wed Fri Sat (3.5)	**1. Expand Hours Wed Fri Sat (3.6)**
2. Adult Summer Reading (3.25)	(Tie): Exp. Hrs. Fall Sundays (3.44)	2. Expand Hours Fall Sundays (3.4)	2. Expand Hours Fall Sundays (3.5)
3. Expand Hours Wed Fri Sat (3.2)	3. Joined a network / MVLC (3.42)	3. Joined a network / MVLC (3.3)	3. Joined a network / MVLC (3.4)
Lowest: Digital Audiobooks (2.5)	Lowest: Non-Fiction Zones (2.1)	Lowest: Non-Fiction Zones (1.9)	Lowest: Non-Fiction Zones (2.18)
50's	**60's**	**70's**	**80+**
1. Joined a network /MVLC (3.7)	1. Joined a network / MVLC (3.5)	1. Joined a network / MVLC (3.3)	**1. Joined a network / MVLC (3.7)**
2. Expand Hours Wed Fri Sat (3.5)	2. Expand Hours Fall Sundays (3.4)	2. Expand Hours Fall Sundays (3.1)	2. Expand Hours Wed Fri Sat (3.3)
3. Expand Hours Fall Sundays (3.4)	3. Expand Hours Wed Fri Sat (3.3)	3. Expand Hours Wed Fri Sat (3.06)	3. Expand Hours Fall Sundays (3.2)
Lowest: Non-Fiction Zones (2.1)	Lowest: Non-Fiction Zones (1.89)	Lowest: MP3-CD audiobks (1.76)	Lowest: Adult Summer Reading (1.3)

Groton Public Library 2015 Community Survey

5. Of the following potential new services, which would you MOST like to see at GPL? (Choose up to 5.)

Female	Male	Resident	Non-Resident
1. More copies: 'hot' titles (17%)	**1. More copies of 'hot' titles (27%)**	1. More copies of 'hot' titles (18%)	1. More copies of 'hot' titles (20%)
2. 'Bookstore-like' browsing (7%)	2. 'Bookstore-like' browsing (12%)	2. 'Bookstore-like' browsing (10%)	2. AD creative/crafting space (17%)
3. AD creative/crafting space (6%)	3. Adult creative/crafting space (7%)	3. New Teen Space (5.41%)	3. Digital e-Video service (6%)
Lowest: Playaways (0.23%)	0%: Playaways; Lockboxes; STEM	Lowest: Playaways (0.20%)	0%: Outdoor lockboxes

Teens	20's	30's	40's
1. More copies: 'hot' titles (46%)	**1. More copies: 'hot' titles (30%)**	1. More copies of 'hot' titles (17%)	1. More copies of 'hot' titles (19%)
2. Curbside pickup (14%)	2. Two-way tie (20%):	2. Digital e-Video service (6%)	2. Open CH Rm Floor Space (9%)
3. Two-way tie (11%):	Adult creative/crafting space	3. Two-way tie (3%):	3. 'Bookstore-like' browsing (8%)
'Bookstore-like' browsing	More study rooms / space	'Bookstore-like' browsing	4. AD creative/crafting spc (7%)
Open CH Rm Floor Space		New Teen Space	
0%: Playaways	0%: Teen Space; Curbside pickup;	0%: Media lab; Digitize Hist. Mats.;	0%: Playaways
0%: STEM programs for kids/teens	0%: Media lab; Digitize Hist. Mats.	0%: Drive-up Return; STEM progrms;	0%: Read. Rec. via Email
0%: More study rooms / space	0%: e-Videos service; Drive-up Return	0%: Lockboxes; Email Read. Rec.;	
0%: Outdoor lockboxes	0%: STEM programs; Lockboxes	0%: Playaways	
0%: Rec Reading via Email	0%: Rec. Read. Via email; Plyways		

50's	60's	70's	80+
1. More copies: 'hot' titles (21%)	1. 'Bookstore-like' browsing (12%)	1. More copies of 'hot' titles (13%)	**1. Email Personal Read. Rec. (24%)**
2. New Teen Space (11%)	2. More copies of 'hot' titles (10%)	2. 'Bookstore-like' browsing (11%)	2/3 'Hot' copies & browsing (12%)
3. Digital e-video service (10%)	3. Adult creative/crafting spc (8%)	3.Tie: Teen Spc & Media Lab (4%):	4. Adult creative/crafting spc (6%)
0%: Lockboxes; Playaways;	0%: More study rooms/space	0%: CH Rm Spc; Digitze Hist. Mats;	0%: Teen Spc; Curbside p/u
0%: Read. Rec. via email		0%: eVideo Svc; STEM programs;	0%: CH Rm Spc; Media lab;
		0%: More study rm/spc; Lockboxes	0%: Digit. Hist. Mats.; eVideo svc
		0%: Email Read. Rec.; Playaways	0%: drive-up rtn; STEM programs;
			0%: Lockboxes; Playaways

Groton Public Library 2015 Community Survey

6a. How would you rate the Groton Public Library overall? (4=Excellent; 3=Good; 2=Fair; 1=Poor; 0=N/A)

Female (431)	3.73	20's (10)	3.40
Male (109)	3.68	30's (63)	3.70
		40's (127)	3.68
Resident (481)	3.72	50's (127)	3.78
Non-Resident (105)	3.67	60's (105)	3.65
		70's (55)	**3.87**
Teens (35)	3.70	**80's (17)**	**3.88**

6b. How would you rate the following services at the Groton Public Library? (4=Excellent; 3=Good; 2=Fair; 1=Poor; N/A=0)

Female	Male	Resident	Non-Resident
1. Facility Cleanliness (3.8)	1. Facility Cleanliness (3.8)	1. Facility Cleanliness (3.8)	1. Facility Cleanliness (3.8)
2. Facility (Overall) (3.70)	2. Facility (Overall) (3.71)	2. Facility (Overall) (3.717)	2. Facility (Overall) (3.64)
3. Customer Service (3.68)	3. Customer Service (3.70)	3. Customer Service (3.714)	3. Children's Collection (3.56)
Lowest: e-Collections (3.0)	Lowest: Art Exhibits (3.03)	Lowest: e-Collections (2.9)	Lowest: Teen Programs (3.05)
Teens	**20's**	**30's**	**40's**
1. Facility Cleanliness (3.8)	1. Customer Service (3.6)	1. Facility Cleanliness (3.8)	1. Facility Cleanliness (3.8)
2. Facility (Overall) (3.7)	2. Facility (Overall) (3.5)	2. Facility (Overall) (3.70)	2. Facility (Overall) (3.7)
3. Children's Programs (3.58)	1. Facility Cleanliness (3.40)	3. Customer Service (3.66)	3. Customer Service (3.6)
Lowest: Art Exhibits (3.0)	Lowest: e-Collections (2.3)	Lowest: Art Exhibits (3.05)	Lowest: e-Collections (2.8)
50's	**60's**	**70's**	**80+**
1. Facility Cleanliness (3.8)	1. Facility Cleanliness (3.82)	**1. Customer Service (3.9)**	**1 (Tie): Facility Cleanliness (3.9)**
2. Facility (Overall) (3.72)	2. Customer Service (3.78)	2. Facility Cleanliness (3.8)	**1 (Tie): Customer Service (3.9)**
3. Customer Service (3.68)	3. Facility (Overall) (3.71)	3. Facility (Overall) (3.7)	3. Facility (Overall) (3.8)
Lowest: e-Collections (2.9)	Lowest: e-Collections (3.2)	Lowest: Teen Programs (3.0)	Lowest (Tie): Teen Programs (3.0)
			Teen Collections (3.0)

Groton Public Library 2015 Community Survey

7c. If GPL was ever able to increase hours permanently, which days & times would you most want to see?

(First Choice=5; Second Choice=4; Third Choice=3; Fourth Choice=2; Fifth Choice=1)

Female	Male	Resident	Non-Resident
1. Sunday 1-5, Sept-Dec (3.8)	1. Sunday 1-5, Sept-Dec (3.8)	1. Sunday 1-5, Sept-Dec (3.8)	1. Sunday 1-5, Sept-Dec (3.9)
2. Monday 1-5 (3.508)	3. Sunday 1-5, May-Aug (3.65)	2. Monday 1-5 (3.54)	2. Sunday 1-5, May-Aug (3.8)
3. Sunday 1-5, May-Aug (3.507)	2. Monday 1-5 (3.60)	3. Sunday 1-5, May-Aug (3.49)	2. Monday 1-5 (3.3)
Lowest: Saturday 9-10 (2.701)	Lowest: Tues-Fri, 9-10 (2.3)	Lowest: Saturday, 9-10 (2.70)	Lowest: Tues-Fri, 9-10 (2.2)
Teens	**20's**	**30's**	**40's**
1. Sunday 1-5, Sept-Dec (3.5)	1. Sunday 1-5, Sept-Dec (4.0)	**1. Monday 1-5 (4.1)**	1. Sunday 1-5, Sept-Dec (3.8)
2. Monday 1-5 (3.4)	2. Friday 6-9 pm (3.3)	2. Monday 5-9 (3.6)	3. Sunday 1-5, May-Aug (3.3)
3. Monday 5-9 (3.13)	3. Monday 1-5 (3.2)	3. Sunday 1-5, Sept-Dec (3.5)	2. Monday 1-5 (3.2)
Lowest: Tues-Fri, 9-10 (2.2)	Lowest: Monday 5-9 (2.6)	Lowest: Friday 6-9 (2.5)	Lowest: Saturday, 9-10 (2.67)
50's	**60's**	**70's**	**80+**
1. Sunday 1-5, Sept-Dec (4.1)	1. Sunday 1-5, Sept-Dec (4.0)	**2. Sunday 1-5, May-Aug (4.1)**	1 (Tie). Sunday 1-5, Sept-Dec (4.0)
2. Sunday 1-5, May-Aug (3.6)	2. Sunday 1-5, May-Aug (3.52)	3. Monday 5-9 (4.0)	1 (Tie). Sunday 1-5, May-Aug (4.0)
2. Monday 1-5 (3.5)	2. Monday 1-5 (3.46)	2. Monday 1-5 (3.8)	2. Monday 1-5 (3.8)
Lowest: Tues-Fri, 9-10 (2.1)	Lowest: Friday 6-9 (2.5)	Lowest: Friday 6-9 (2.7)	Lowest: Saturday, 9-10 (2.5)