

Winnipeg Public Library Board Report:
2005 Library Advisory Committee
Customer Survey

November 2006

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Winnipeg Public Library Board 2005 Library Advisory Committee Customer Survey

Executive Summary

The Winnipeg Public Library Board in conjunction with the five Library Advisory Committees conducted a customer service survey in November and December 2005. Over 1100 patrons were surveyed for their perceptions of the services, programs, resources and facilities of the Winnipeg Public Library.

Results of the survey were summarized by the LAC members and submitted to the Library Board. A task force of the Board was established to prepare a final report, which was submitted to the Board in September 2006. This report was accepted at the November Board meeting and will be shared with the LACs, Library Administration, the Mayor and City Councillors. It will also be posted on the Library's website.

Much data was gathered through the survey and will be of help to the library system. Key findings are:

- A high degree of satisfaction with the expertise of staff
- A system-wide request for additional resources
- A system-wide request for additional or different hours of operation
- Several issues of concern emerged related to specific library branches such as parking, signage and the need for two new facilities (Henderson and Charleswood Branches)

A number of recommendations were made in the report.

- The Library Board should establish a regular schedule for conducting a survey every 2-3 years.
- The Library Board should continue its advocacy on behalf of the Winnipeg Public Library for an increase in the baseline materials budget.
- Winnipeg Public Library should consider library-specific concerns at its next budget process.
- The Library Board should undertake research to identify factors affecting nonusers of the WPL services and resources.

A note of appreciation must be extended to the Library Advisory Committees for their input and for the time dedicated to conducting the survey and tabulating results.

**Re: Winnipeg Public Library Board - 2005 Library Advisory Committee (LAC)
Customer Service Survey****For Submission To:** Winnipeg Public Library Board**Original Report Signed By:** Joanne Pettis, Joan Turnbull, Ian Walker and Heather Graham**Report Date:** November 5, 2006**Recommendation(s):**

That this report be accepted as information.

Summary:

The Winnipeg Public Library Board 2005 Library Advisory Committee Survey was conducted during November and December 2005. More than 1130 current library patrons were surveyed for their perceptions of the services, programs, resources, and facilities of the Winnipeg Public Library. While there is a general level of satisfaction overall, and a high degree of satisfaction with the assistance and expertise of staff, there is a system-wide request for additional resources and extended or different hours of operation. Several concerns emerged related to specific library branches.

Rationale:

At the August 10, 2004 meeting of the East Kildonan-Transcona Library Advisory Committee (LAC), a suggestion was made that a survey of current East Kildonan-Transcona library patrons be carried out. This suggestion was brought forward to the Winnipeg Public Library Board (WPLB) for consideration. In considering the recommendation, the WPLB noted that it had been several years since the previous patron survey had been carried out. Given that interval and changes that had occurred within the library system, the WPLB, at its October 2004 meeting decided to proceed with the LAC's recommendation but to broaden the survey to include all branches in the library system.

Goals:

The goals of the 2005 LAC Customer Service Survey were to:

- determine users' perceptions of their library branch's facilities, service, programs and resources
- identify branch-specific issues
- identify system-wide emerging trends and issues
- provide information to Library Administration to assist with the planning process
- provide information for the Board's strategic planning

Methodology:

A. Coordination

In the previous survey, each LAC had acted independently to design its survey questions, instrument, and administrative protocol and carry out the survey itself. Consequently, although branch-specific information emerged in the results, it was impossible to compare the data to identify system-wide trends. Therefore, the WPLB decided that the 2005 LAC survey would be conducted in a coordinated manner to ensure comparability of results. The Board established a task force comprising Joan Turnbull, Vera Andrysiak, Ian Walker and Joan Baker, all members of the East Kildonan-Transcona LAC, to develop a process model for the survey.

At the WPLB/LAC orientation session held in March 2005, the survey project was presented and the draft survey instrument and proposed protocol model were provided for further feedback. In addition, Rick Walker, Manager of Library Services for the Winnipeg Public Library, informed library branch heads about the survey, the anticipated timelines and process. LAC representatives then consulted with library staff to determine the best times to schedule the survey periods.

Once the instrument (Appendix B) and process were finalized, a covering letter to each LAC was prepared (Appendix A) and 50 copies of the survey were sent out to each LAC along with the survey's administrative protocol.

Once the survey was completed, the data were collated and analyzed by LAC members. This proved to be an onerous task. LACs reported that they spent countless hours tabulating and summarizing the survey results, the highlights of which were shared with the Library Board on March 6, 2006.

When finalized, the summaries of the results were submitted to the WPLB for a system-wide roll up. Because each LAC had collated and analyzed its results independently, the results submitted to the WPLB were not consistently presented or summarized, which made it difficult to undertake a system-wide comparative analysis. The WPLB ad-hoc committee, struck to roll up the results and prepare a final report, found it needed to go back to the original data to analyze them in a consistent manner. Given the amount of time the LACs had invested in data analysis, revisiting the data in this manner was an unfortunate duplication of effort.

B. Instrument and Protocol Design

The survey instrument (Appendix B) was designed to elicit information and/or feedback on the following.

Frequency of visits to the library

- a. Frequency of access of library service from home
- b. Helpfulness of library staff
 - i. Circulation staff

- ii. Adult services staff
- iii. Children’s services staff
- c. Collections
 - i. Book collections
 - ii. Magazine and newspaper collections
 - iii. Audio-visual collections
- d. Programs
 - i. Adult programs
 - ii. Children’s programs
- e. Electronic services
- f. Facilities
 - i. Library interior
 - ii. Library exterior
- g. Hours of Operation

The instrument was designed to be succinct and not require undue orientation or time to administer or complete. LAC representatives visited each branch in their catchments one to three times. The visits were scheduled to ensure that there was an informal, random sampling of weekday, weekend, day and evening patrons. Each survey period was two hours long.

Summary of Results:

A total of 1133 surveys of current library patrons was completed across the system. The breakdown is shown as follows in Table 1:

Table 1 N=1133

LAC & Library Branches	Surveys Completed
Assiniboia	N=198
Charleswood	66
St. James	52
Westwood	80
City Centre	N=195
Cornish	52
Fort Garry	16
Osborne	17
River Heights	66
West End	44
East Kildonan -Transcona	N=243
Henderson	92
Munroe	63

LAC & Library Branches	Surveys Completed
Transcona	88
Lord Selkirk - West Kildonan	N=160
St. John's	34
Sir William Stephenson	35
West Kildonan	91
Riel	N=337
Louis Riel	50
Pembina Trail	80
St. Boniface	
English	48
French	16
Total	64
St. Vital	102
Windsor Park	41

The difference in the number of surveys completed is a factor of the number of survey sessions the LAC representatives conducted at each branch. While most branches were surveyed twice, the Osborne and Fort Garry branches each received one visit and each of the three Assiniboia branches were surveyed three times.

A summary of the overall results is in the following tables. Table 2 presents the findings related to the frequency of visits.

Table 2 N =1133

Frequency of use of library service	Total Responses to Question N=	Daily	% of Total	Weekly	% of Total	Every 3 – 6 Months	% of Total	Yearly	% of Total
Visits to the Public Library	971	108	11.1	594	61.2	219	22.6	50	5.1
Use from Home	784	77	9.8	279	35.6	262	33.4	166	21.2

While the majority of patrons visit their library weekly, there are also a number of patrons who use the library on a daily basis. For these groups, the library is providing a valuable and highly satisfactory service. It is also useful to note, however, the significant number of patrons who use the library infrequently. This may reflect concerns expressed related to the collections, hours of service, access to the facilities and parking at some branches; however, further research would be needed to explore this. (See the discussion following Table 6.)

It is also useful to note the level of usage of library services from home, which highlights the importance of remote access. This aspect of library usage (both phone-in and electronic usage) continues to be increasingly important and can be expected to increase as more patrons acquire home computers, internet access and computer skills.

Table 3 summarizes degree of satisfaction with library branch service.

Table 3

Helpfulness of staff	Total Responses to Question N=	Very	%	Fairly	%	Not	%	N/A	%
Circulation staff	1075	777	72.3	248	23.1	12	1.1	38	3.5
Adult services staff	1058	700	66.2	233	22.0	4	.4	121	11.4
Children's services staff	1025	419	40.9	132	12.9	10	1.0	464	45.3

Tables 4, 5 and 6 summarize the overall results of the feedback related to the collections, programs, electronic services, facilities and hours of operation.

Table 4

Collections	Total Responses to the Question N=	Very	%	Fairly	%	Not	%	N/A	%
Book collections	1081	413	38.2	480	44.4	69	6.4	119	11.0
Magazine & newspaper collections	1040	353	33.9	369	35.5	33	3.2	285	27.4
Audio-visual collections	1038	234	22.5	390	37.6	81	7.8	333	32.1

Table 5

Programs/Services	Total Responses to the Question N=	Very	%	Fairly	%	Not	%	N/A	%
Adult programs	1030	188	18.3	181	17.6	27	2.6	634	61.6
Children's programs	1014	236	23.3	148	14.6	14	1.4	616	60.7
Electronic information services	997	408	40.9	296	29.7	36	3.6	257	25.8

Table 6

Facilities (including parking, etc.)and Hours	Total Responses to the Question N=	Very	%	Fairly	%	Not	%	N/A	%
Library facilities - interior	1046	617	59.0	374	35.8	26	2.5	29	2.8
Library facilities - exterior	980	461	47.0	419	42.8	64	6.5	36	3.7
Hours of operation	970	306	31.5	487	50.2	147	15.2	30	3.1

It is very satisfying to note the high degree of satisfaction patrons have for the library staff and the programming: in particular, the children's programs. The quantitative results were supported by comments in the surveys, such as: "great staff," and "children's programs are great." Patron comments also indicated their loyalty to their libraries and their protectiveness, especially of St. John's and Cornish branches. While it is encouraging to see these favourable opinions across the system, it is disturbing to note that fewer than one third of the current patrons indicated that they are very satisfied with the various collections in the WPL. Indeed, the majority of the current patrons indicated that they are only fairly satisfied or not at all satisfied with the WPL collections. This was also reflected in the comments made on the survey. One of the two major themes that emerged across the system was a concern about the sufficiency of the collections. At every branch in the system a request for more materials emerged in the surveys.

It is also important to note that fewer than one-third of the respondents consider the current hours of operation very satisfactory. This issue was also emphasized in the survey comments and emerged as the second major theme across the system. In today's society, where many couples are working couples and business and industry maintain a range of standard and non-standard hours, hours of operation become a critical access issue.

These two major issues of concern are particularly noteworthy as they are expressed by current patrons, who are generally satisfied with their libraries.

For a breakdown of the data analysis by LAC catchment, please refer to Appendix C. Some of the specific issues that emerged are as follows:

- Assiniboia – Charleswood -- needs a new facility; parking needs to be improved
- City Centre – better parking is needed at River Heights, Osborne, West End and Fort Garry branches
- Lord Selkirk - West Kildonan – better parking and access to the parking lot (turning lane)
- East Kildonan - Transcona – the need for a new facility for the Henderson branch and parking at the Transcona branch
- Riel – signage at Pembina Trail and parking at St. Vital.

The spreadsheet showing survey results by district and branch is in Appendix C. For a list of dominant themes for each LAC, refer to Appendix D.

Recommendations:

A. *Recommendations to Winnipeg Public Library Board:*

- **Recommendation #1 - That the WPLB in coordination with the LACs, establish a regular schedule for surveying current library patrons about the facilities, services and resources of the WPL, possibly every 2-3 years.**

Rationale:

Regular monitoring is a fundamental requirement of effective planning, management and evaluation. It provides baseline information as well as an indication of trends or emerging issues.

- **Recommendation #2 - That the Winnipeg Public Library Board establish an ad-hoc committee or task force, which includes a LAC representative, to coordinate the survey process, including the development of the survey instrument, protocol, comparative analysis and report writing and feedback.**
- **Recommendation #3 - That the WPLB undertake the collation and analysis of the data**

Rationale:

The process of data collation and analysis was unduly onerous for the LACs. These activities required a significant commitment of time and expertise. Furthermore, a coordinated approach to collation and analysis would ensure consistency, making it easier to draw conclusions and observe trends.

- **Recommendation #4 - That the survey include a demographics section to identify factors such as age range, education level, and principal language(s) spoken.**

Rationale:

In surveying current patrons of the library it is important to be able to identify the sectors they represent in order to begin to determine the degree to which the library is meeting the needs of the community, to indicate if there may be potential patrons currently not reflected in demographics, and contribute insight into determining ways in which the library can evolve to attract a wider range of users.

- **Recommendation #5 - That the WPLB continue its advocacy on behalf of Winnipeg Public Library for an increase in the baseline materials budget.**

Rationale:

In order to maintain a high level of satisfaction with the library and to maintain its pivotal role as an information centre, it is crucial that the sufficiency and quality of the collections be increased. The collections are the backbone of the library, and in an environment that is increasingly diverse and requires a highly literate society to be competitive, the available print, audio visual and technological resources must be current and sufficient.

- **Recommendation # 6 - That the final report be provided as information to the Standing Policy Committee on Protection and Community Services and to the participating LACs.**
- **Recommendation # 7 - That the report and its recommendations be provided to the library Administration for feedback.**

B. Recommendations to the Library:

- **Recommendation #1** - That the Library use the findings in this report in its next budget process.
- **Recommendation #2** - That the Library provide a response to the report for the WPLB and LACs, to inform members of both groups how the information will affect library decisions or activity.
- **Recommendation # 3** - That the Library consider the following library-specific concerns in its next budget process:
 - **Assiniboia – Charleswood** needs a new facility; parking needs to be improved
 - **City Centre** – better parking is needed at River Heights, Osborne, West End and Fort Garry branches
 - **Lord Selkirk/West Kildonan** – better parking and access to the parking lot (turning lane)
 - **East Kildonan/Transcona** – the need for a new facility for the Henderson branch and parking at the Transcona branch
 - **Riel** – signage at Pembina Trail Branch and parking at St. Vital Branch. (The type of signage requiring attention was not identified. This would need to be followed up.)
- **Recommendation #4** - That the Library undertake research to identify non-users/under-utilizers of the library and the factors that limit their library use.

Rationale:

While surveys of current users provide important information, about 46% of the population is non-users. It is important to identify who the non-users/under-utilizers are and the factors that limit their library use if the Winnipeg Public Library wants to attract more users to the library.

Appendix A: Letters to Library Advisory Committee Members



Winnipeg
Public Library
Board

251 Donald Street
Winnipeg Manitoba Canada
R3C 3P5

Tel: 204.986.8028
Fax: 204.986.8029
Email: wplboard@winnipeg.ca

October 15, 2005

Dear LAC Member:

Attached are several copies of the User Satisfaction Survey that has been developed by the Winnipeg Public Library Board. The survey is designed to provide feedback to the Library's Administration on user satisfaction with services, programs and collections in the Winnipeg Public Library system.

This survey is being undertaken in response to requests that we have received from LAC committees over the past year. We have decided to carry out a common system-wide survey during the month of November so that all LACs will have an opportunity to plan and participate.

To ensure consistency in the results, we are asking each LAC to conduct the survey in each branch within their area. The survey should be conducted for two hours during daytime library hours and two hours during evening library hours in order to reach a good cross-section of library patrons.

The Library Board will be advertising the survey in your local community newspapers prior to November. The ads will advise the public to look for LAC members and the survey in their local library.

We recommend that all LAC members conduct the survey directly with library patrons by asking them to take a few minutes to fill out and return the survey to you immediately. In addition, surveys can be taken away, filled out and returned to the library. Library staff has been asked to collect any returned surveys and contact the local LAC Chair to pick them up at the end of the survey period.

Surveys will be accepted up to the end of November 2005.

Once the survey period has ended, all LACs should review the results by branch in their area and write a brief report to be submitted, along with all completed surveys, to the Winnipeg Public Library Board, c/o Heather Graham, no later than **January 31, 2006**.

The reports should include a tabulation of survey results (e.g. Louis Riel Library – 23 of 28 survey received indicated that people were very satisfied with adult programs), a short list of recommendations, and any special comments provided on the surveys that would be useful for the Library's Administration. LAC Chairs will be asked to present their findings verbally to the Library Board at a regularly scheduled meeting early in 2006.

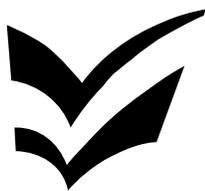
Any questions about the survey process should be directed to Heather Graham at 986-8028.

We thank the Library Advisory Committees for suggesting the survey idea and we very much look forward to seeing the results!

Respectfully,

Marlene Klassen
Chair, Winnipeg Public Library Board

Rick Walker
Manager, Library Services



Winnipeg
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October 27, 2005

To: LAC members

From: Heather Graham, 943-1613

Re LAC surveys

On behalf of the Library Board, LAC members are conducting a survey during November.

Enclosed are 50 surveys, for all survey periods at this branch. At the end of your shift, please leave the remaining blank survey forms at the branch for the next LAC member's shift, if applicable.

If more forms are needed, please ask branch staff members, who have a master copy of the survey, to duplicate more.

Please conduct the survey directly with library patrons by asking them to take a few minutes to fill out and return the survey to you immediately. Or, if the customer wishes, you could interview the customer and complete the survey for her/him. Or surveys can be taken away, filled out and returned to the library.

Library staff has been asked to collect any returned surveys and contact the local LAC Chair to arrange to have them picked up at the end of the survey period.

Thank you!

Appendix B



Winnipeg Public Library Board User Satisfaction Survey

Name of branch _____

The Winnipeg Public Library Board welcomes your views on the Library’s programs, services and collections. Your answers to this survey will help Winnipeg Public Library to better meet your needs. The survey is being conducted with the support of your local Library Advisory Committee and should take about 10 minutes of your time.

Item					Comments
	Daily	Once a week	Every 3 to 6 months	Once a year	
How often do you visit the public library? (√)					
How often do you use the library from home or work (to check the catalogue, renew materials, search databases, etc.)? (√)					
Please indicate how satisfied you are with each of the following aspects of library services. (√)	Very satisfied	Fairly satisfied	Unsatisfied	Don't know/Not applicable	
Helpfulness of Circulation staff					
Helpfulness of Adult Services staff					
Helpfulness of Children's Services staff					
Book collections					
Magazine and newspaper collections					
Audiovisual collections (DVDs, CDs, etc.)					
Programs for adults					
Programs for children					

	Very satisfied	Fairly satisfied	Unsatisfied	Don't know/Not applicable	Comments	
Electronic information services (e.g., Internet, online databases, online subscription services)						
Library interior (e.g., layout, accessibility and cleanliness)						
Library exterior (e.g., signage, parking, landscaping)						
Hours of operation						
Which single improvement to library services would be most valuable to you?						
Please tell us about yourself.						
Sex	(√)	Male			Female	
Age	(√)	12 and under	13 - 21	22 - 35	36 - 50	51 - 65 65 and over

If you wish to comment further on the Library's programs, services and collections, please use the following space.

Thank you for taking the time to fill out this survey. The Winnipeg Public Library Board will review the responses in consultation with the Manager of Library Services to identify any changes that can be made to improve public library services in Winnipeg.