

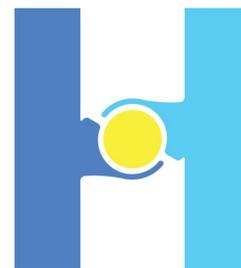
Appendix 4:

# Community Assessment Findings

February 13, 2019

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HENDERSON  
LIBRARIES

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# *Introduction*

# Strategic plan documents

*Appendices are under separate cover.*

Appendix 1: Market Strategies Logic Models

Appendix 2: Organizational and Staff Development Strategies Logic Models

Appendix 3: Partnership Strategies Logic Models

Appendix 4: Community Assessment Findings

Appendix 5: Market Segmentation Findings

Appendix 6: Organizational and Staff Assessment Findings

# *Community Engagement Methods*

# Methods and findings

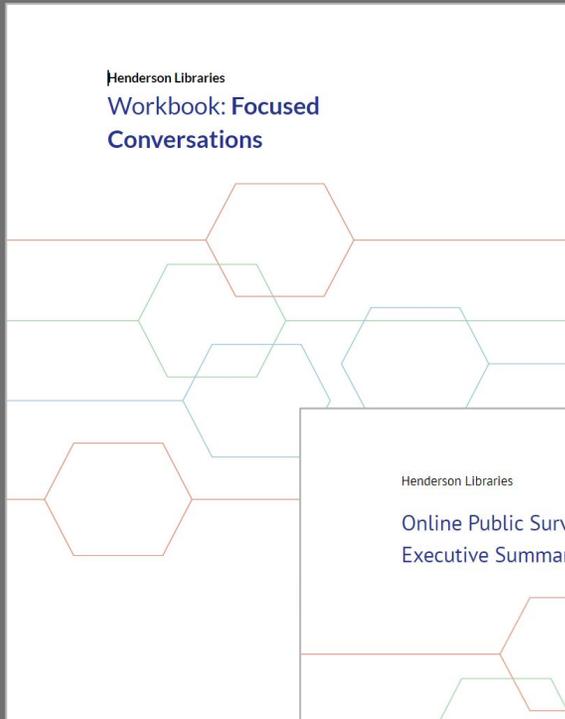
Telephone survey findings

Online qualitative public survey findings

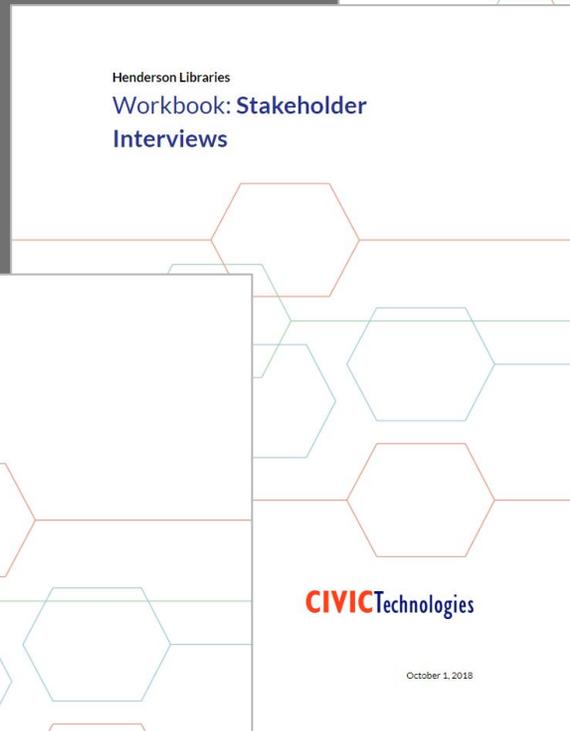
Stakeholder interviews findings

Focused conversations findings

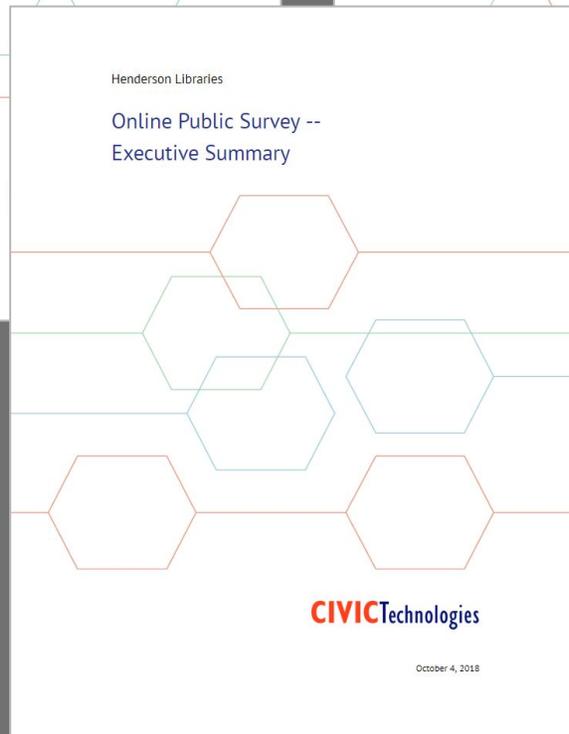
Henderson Libraries  
**Workbook: Focused  
Conversations**



Henderson Libraries  
**Workbook: Stakeholder  
Interviews**

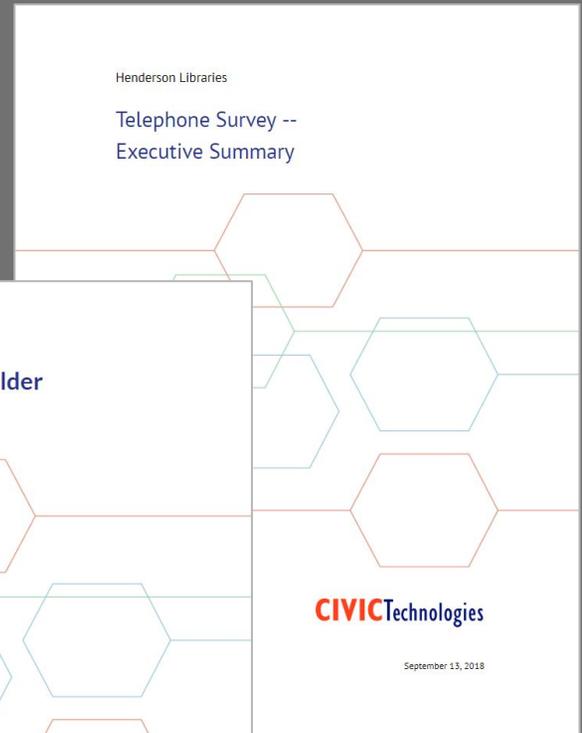


Henderson Libraries  
**Online Public Survey --  
Executive Summary**



**CIVICTechnologies**  
October 4, 2018

Henderson Libraries  
**Telephone Survey --  
Executive Summary**



**CIVICTechnologies**  
September 13, 2018

# *Telephone Survey Findings*

# Telephone survey findings

## Objectives

- **Gather information from both users and non-users alike.**
- **Target and obtain reliable information from non-users.**
- Identify barriers that prevent some citizens from utilizing public library services.
- Measure customer satisfaction with specific attributes of Henderson District Public Libraries services.
- Identify services and resources that residents would like the Library to expand or enhance.
- Measure the level of interest in potential new service offerings.
- Determine what would entice residents increase their use of the Library.

## General information

The only statistically valid survey instrument on the project.

For Henderson residents age 18 and older.

**400 completes nets a 5% margin of error at a 95% confidence level.**

Telephone calls were conducted over a two-week period starting August 27 and ending September 8, 2018.

# Telephone survey findings

- 68% of all respondents are female and 32% are male.
- **64% of all respondents have a Henderson Libraries card.**
- 20% of all respondents speak a language other than English at home.
- While the survey was offered in the Spanish language, no respondent chose to interview in Spanish.
- In terms of age:
  - 11% of all respondents were age 18 to 25.
  - 30% were age 26 to 40.
  - 27% were age 41 to 60.
  - 31% were age 61 and older.
- In terms of library service usage, in the last 12 months:
  - 44% of all respondents (177 people) have not utilized library services.
  - 12% (48 respondents) used library services 1 to 2 times.
  - **21% (85 respondents) used library services 3 to 6 times.**
  - **23% (90 respondents) used library services 7 or more times.**
- In the survey, “users” and “non-users” are defined as follows:
  - **Users engaged the Library 3 or more times (175 or 44% of respondents).**
  - **“Non-users” did not utilize library services or only used library services 1 to 2 times (225 or 56% of respondents).**

# Telephone survey findings

- The primary reason that non-users give for not using the Library are:
  - **They don't have time (28%).**
  - **They use the Internet to get information (20%).**
  - They do not read a lot (6.7%).
  - Other (5.8%).
  - They use the services of other libraries (4.9%).
- In terms of frequency of use:
  - 43% of users most frequently use the Paseo Verde.
  - 31% most frequently used Gibson.
  - 21% most frequently used Green Valley.
  - 2.3% most frequently used Heritage Park.
  - 1.1% most frequently used online services including telephone services.
- **Overall, 99% of users cite overall satisfaction with the Library.**
- With respect to satisfaction levels, users report that they are **most satisfied with staff courtesy and customer service** followed by safety and security, materials for checkout, and hours of operation.
- Significantly, **81% don't know about the Library's social media**, 77% don't know about downloadable and streaming materials, 69% don't know about the Library's wi-fi, and 41% don't know about the Library's website.
- All respondents believe that the **most important groups to focus on are children ages 5 to 9 followed by low income individuals/families, individuals with special needs, and teens and tweens ages 10 to 17.**

# Telephone survey findings

- For all respondents, resources and services deemed most important for the Library to **expand or enhance are children's programs** followed by computer and technology training; services for English learners; help with resumes, job applications, and job training skills; nonfiction; and quiet study spaces.
- All respondents were asked to rank the importance of resources and services for the Library to expand or enhance. One selection was "don't know," meaning the respondent doesn't know about the importance of that resource or service. The resources and services that received **the highest "don't know" rankings in descending order are hotspots (mobile wifi devices)** followed by expanded hours at existing locations; streaming or downloadable materials (music, video, eBooks); and small group meeting rooms.
- When asked about potential **new service offerings, all respondents express the greatest interest in off-site book drop and pick up tied with online classes**, followed by space to learn and experiment with new technology; community meeting space for large groups; additional library facilities in the community; and alternative materials for borrowing (such as tools, toys, and housewares).
- **Of all respondents, 74% completely agree with, and 18% somewhat agree with the statement: "The Library provides good value for the tax dollars invested."**
- **Of all respondents, 30% completely agree with, and 25% somewhat agree with the statement: "I would support an increase in property taxes for new library facilities and services." 37% disagree with this statement.**

# Telephone survey findings

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- **Of the 294 respondents (74%) those who completely agree that the Library provides a good value for tax dollars invested, 69 (23%) of them stated they completely disagree, and 22 (7%) of them stated they somewhat disagree with supporting a tax increase.**
- 58% of all respondents vote in every election, 26% vote in most elections, and only 2.5% are not registered to vote.
- 92% of all respondents have Internet access at home.
- 64% of respondents with internet access use a desktop computer/laptop, and 21% use a smartphone to access the Internet.
- 95% of respondents with internet access most connect to the Internet at home.

# *Online Qualitative Survey Findings*

# Online qualitative public survey findings

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2,256 total responses. Each question contains some subset of that number.

August 28 to September 28, 2018

## Objectives

- Gather information from both users and non-users alike.
- Target and obtain reliable information from non-users.
- Identify barriers that prevent some citizens from utilizing public library services.
- Measure customer satisfaction with specific attributes of Henderson District Public Libraries services.
- Identify services and resources that residents would like the Library to expand or enhance.
- Measure the level of interest in potential new service offerings.
- Determine what would entice residents increase their use of the Library.

**Question 1: Are you 13 years of age or older?**

99% of respondents were 13 years of age or older.

**Question 2: What is your ZIP Code?**

18 ZIP codes had five or more respondents accounting for 97% of all respondents.

The largest ZIP codes with respondent populations include 89052 with 388 respondents, 89074 with 299, 89012 with 261, 89014 with 224, 89015 with 215, and 89002 with 181.

These top six ZIP codes account for 76% of respondents reporting a ZIP Code.

# Online qualitative public survey findings

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## Question 3: Do you have a current Library card for Henderson Libraries?

98% have a Library card, confirming that respondents are skewed to support and like the Library.

## Question 4: In the last 12 months, approximately how many times have you visited or used the services of Henderson Libraries? This includes online and phone access.

667 or 31% of respondents visited or used the Library 26 or more times, followed by 427 or 20% who visited or used the Library 13 to 25 times, and 418 or 19% at 7 to 12 times.

Cumulatively, nearly 70% of respondents use the Library 7 or more times in the last 12 months.

71 respondents did not visit or use the Library.

## Question 5: Rank the top three reasons you do not use the Library, or do not use it more frequently.

They use the Internet to get information, don't have time, have other places to get books, DVDs, etc., it hasn't occurred to them to go to the library or they're unfamiliar with what's offered, and the Library does not have what I need.

## Question 6: What branch of the Library do you use most frequently?

Most frequently used is Paseo Verde followed by Gibson and Green Valley.

# Online qualitative public survey findings

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## Question 7: Please indicate your level of satisfaction with the following aspects of the Library:

- Extremely satisfied with staff courtesy and customer services followed by safety and security, overall satisfaction with the Library, the Library's website, and materials for checkout.
- Extremely dissatisfied with hours of operation followed by wait times for items placed on hold, and downloadable and streaming materials.

## Question 8: How important do you believe it is for the Library to focus on serving the following population:

Respondents believe the most important population to focus on are adults ages 18 to 64 followed by children ages 5 to 9, senior citizens age 65 and older, teens and tweens ages 10 to 17, low income individuals/families, individuals with special needs, and college/continuing education of any age.

## Question 9: How important do you believe it is for the Library to expand or enhance the following?

Respondents rank as "important" the following services for the Library to expand or enhance: streaming or downloadable materials such as books, music, video followed by quiet study spaces, nonfiction, fiction and best sellers, children's programs, and computer and technology training.

## Question 10: How interested would you be in the Library offering the following new services?

- Top among interest in new services are online classes followed by space to learn and experiment with new technology, additional library facilities in the community, and off-site book drop and pick-up.
- The highest "not interested" response was alternative materials for borrowing such as tools, toys, and housewares followed by community meeting space for large groups.

# Online qualitative public survey findings

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## Question 11: Please indicate the extent to which you agree with the following statements.

- To the statement: “The Library provides good value for the tax dollars invested,” 98% completely or somewhat agree.
- To the statement: “I would support an increase in property taxes for new library facilities and services,” 76% completely or somewhat agree. 14% somewhat disagree and 10% completely disagree.

## Question 12: How often do you vote in local elections?

55% of respondents vote in every election and one-third vote in most elections. Only 6% rarely vote, 5% are not registered, and 2% never vote.

## Question 13: How do you typically find out about library programs and services?

Respondents typically find out about programs and services through the library website, email newsletters, Library staff, flyers, word of mouth, in-library electronic signage, social media, and local media.

## Question 14: What is your preferred communication method regarding library programs and services?

Preferred communication methods are email newsletters followed by the Library’s website, social media, Library staff, flyers, in-library electronic signage, local media, and word of mouth.

## Question 15: Do you have Internet access at home?

Nearly all respondents -- 97% -- have Internet access at home.

# Online qualitative public survey findings

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## Question 16: What type of device do you usually use to access the Internet?

Most connect multiple devices to the Internet, chief among them desktop computers and laptops followed by smartphones and tablets.

## Question 17: Where do you most connect to the Internet using your device?

Over 90% of respondents connect to the Internet at home followed by only a few at work and fewer still at the public library or in another public place.

## Question 18: What is the highest level of education you have completed?

Just under 4 in 10 respondents have a college degree and nearly 3 in 10 have a graduate school degree. Nearly one-quarter have some college.

## Question 19: What is your employment status?

Just over 4 in 10 respondents are employed or self-employed while just under 4 in 10 are retired.

## Question 20: Is there a language other than English spoken in your household?

15% of respondents speak a language other than English in their household.

## Question 21: What is your age group?

Over 4 in 10 respondents were age 61 or older, with nearly 3 in 10 respondents between ages 41 to 60, and just over 2 in 10 between ages 26 and 40.

## Question 22: What gender best describes you?

Nearly 75% of respondents were female with one-quarter male and a few preferring not to answer.

## Question 23: “What other comments would you like to share about the Henderson Libraries at this time?”

944 (41.8%) respondents offered comments.

# *Stakeholder Interview Findings*

# Stakeholder interview findings

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## 45 minute interview with:

Mark Hall Patton

Bob and Alison Kasner

Laurie Hartig and Pam Lang

MJ Maynard

Micah Phillips

Richard Derrick

Debra March

Jim Rizzi

Cheryl Gowan

Scott Muelrath

Trish Nash

Jaime Cruz

## Henderson defines lots of dualities:

- It is family-oriented *and* attractive to single and couples.
- It has heavy industry *and* green neighborhoods.
- It has parks and cultural facilities *and* is lacking things for families with kids to do.
- **It puts a lot of money, energy, and resources into local schools *and* still has a perceived educational deficit.**
- **It has a distinct identity and spirit that people cite *and* they're hard pressed to characterize or define it with specifics.**
- It is identifiable as a place *and* lacks definable boundaries in the urban landscape.
- It has always been a multi-locational city *and* is thought of as one place in the urban landscape.
- **It's a big city (high population) *and* retains a small town image.**

# Stakeholder interview findings

- Leadership Henderson is doing a tremendous job connecting people with a stake in the community, across the public, private, and nonprofit sectors.
- Most interviewees believe new branches would benefit locations without a branch.
- **A key issue is growth and its related dimensions** such as growth management, infrastructure funding and implementation, increasing population and traffic, orderly development of new areas, increased crime and need for improved public safety, need for increased public facilities, and so forth.
- Urban growth and massive private sector investment in West Henderson is challenging old parts of town such as East Henderson and Water Street. The city and private sector are working very hard to balance these challenges.
- Generally speaking, across more than one interviewee, there is recognition of:
  - The value of joint development and co-location of facilities (e.g., library and recreation center).
  - **The need for increased Library funding.**
  - The importance of the role of the Library in uniting the community, promoting education, and leveling the playing field across multiple populations.
  - That economic growth is causing labor supply problems across industries.

# *Focused Conversation Findings*

# Focused conversations findings

## Friends/Foundation Board

The Friends have well-established business practices. People know what the Friends are focused on and what they do. They have a good reputation. While they have a business plan, people are not aware of it and it doesn't appear to guide the organization.

The Foundation does not have well-established business practices, a business plan, or focus.

The Friends and Foundation share board members over time.

The Foundation needs to restate its mission, vision, and business practices. It needs a business plan.

The Friends and Foundation need to coordinate and to differentiate their missions, visions, and business practices.

## Seniors

Clearly defined audience, market, and political and voting constituency.

Significant volunteer pool.

Love the Library: staff, services, and resources; love to learn and engage in lifelong learning; care about Henderson and fellow community members.

Identified a range of community impacts mostly from recent economic and urban growth (e.g., more people and traffic).

Attend the library once or more a week for a diverse range of resources (e.g., books, programs, etc.). Love Library Tree Lane. Seniors like to use different resources to further learning and novelty.

Library should do a better job marketing diverse resources which the public doesn't know about.

Now that they're on fixed incomes they don't want property tax increases.

# Focused conversations findings

## Teens/Tweens

Teens and tweens are bright, articulate, willing to share, and communicated very well. If these teens/tweens are any indication of the general teen/tween population in Henderson, the community has a really great future.

Teens/tweens use a diverse range of resources including study spaces to support their school work and for general reading/enjoyment.

Teens/tweens would like to see better relationships between their school and the Library.

Teens/tweens would like to see more nonfiction collection and more copies of resources they need for school work. From this perspective they want physical not digital versions.

Teens/tweens report the best things the Library does are programs, places to study and hang out, provide books and other resources, and activities for different age groups.

Teens/tweens reported a number of things that the Library can do better such as connecting with their school, providing more and new test study books (e.g., SAT), more middle school book clubs, more copies of books, more games, tutoring, more outdoor activities, community events, and have a better embrace of social media and technology including wifi hotspots and tablets.

Teens/tweens love Library staff and volunteers.

To improve the Library, Teens/tweens suggested more advertising library services, student ambassadors at school events, raffles, and better use of social media, among others.

# Focused conversations findings

## Men

Several ideas were discussed:

- The Library is a “room of learning” that promotes reading to the next generation.
- Parents and kids share educational experiences.
- The Library is an alternative to expensive preschools.
- Library should continue to offer, and extend, the concept of hands-on, tactile learning experiences.
- Library should challenge kids in reading more and more books.

The Library tax increase initiative failed because people didn’t understand the value of the Library. We have to overcome the memory of the failure.

Library should engage in more out of the building activities to promote visibility and relevance and more marketing and publicity.

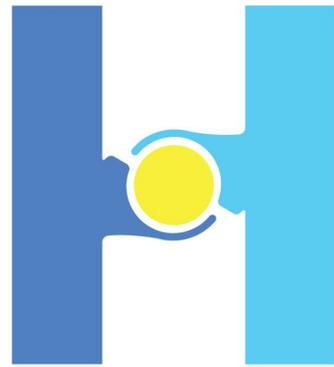
## Professionals/Small Business Owners

The Library plays an essential community role focused on education for kids.

In the future, the Library can play a role in protecting and advancing the spirit and identity of Henderson, especially with so many newcomers due to growth.

In the future, the Library can promote cultural events as a way for people from diverse Henderson communities to meet.

As part of the educational concept, the Library can partner with other organizations to promote and support trade-based and trade-related education.



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