



SARGENT MEMORIAL LIBRARY

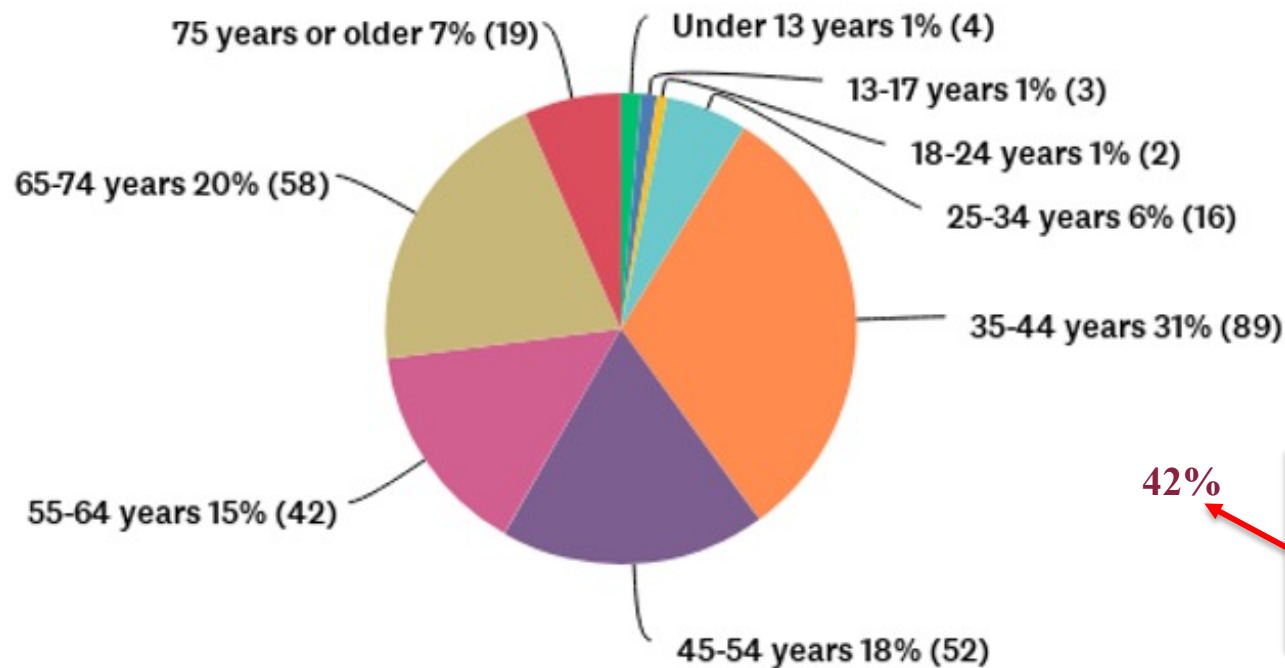
COMMUNITY SURVEY 2022 - RESULTS REPORT

Conducted 1/25/22 – 2/12/22

COMMUNITY SURVEY 2022 - RESULTS OVERVIEW

- **Response Goal: 100 || Stretch Goal: 150 || # Responses Received: 285**
 - **+/- Goal: +185 (+185%) || +/- Stretch Goal: +135 (+90%)**
- **Web-Based Responses: 277 (97%) || Hardcopy Responses: 8 (3%)**
- **Estimated Completion Rate: 77% || Completion Rate: 83%**
 - **+/- Completion Rate: +6%**
- **Estimated Time to Complete: 9 mins || Average Time to Complete: 6 mins 30 secs**
 - **+/- Estimated Time to Complete: -2 mins 30 secs**

Q1: What is your age? (R285)



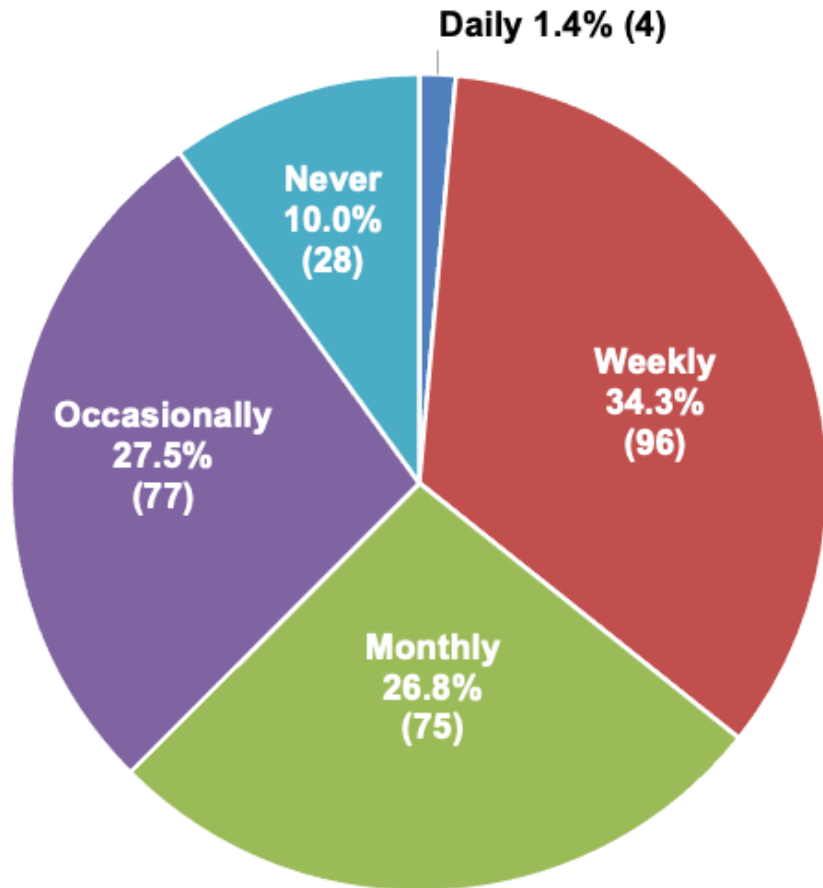
CHOICES	%	#
Under 13 years	1.4%	4
13-17 years	1.1%	3
18-24 years	0.7%	2
25-34 years	5.6%	16
35-44 years	31.2%	89
45-54 years	18.3%	52
55-64 years	14.7%	42
65-74 years	20.4%	58
75 years or older	6.7%	19

42%

OBSERVATIONS

- 42% of respondents are 55+ years. (R119)
- 31% of respondents are 35-44 years old, the largest single age group. (R89)

Q2: In the 12 months BEFORE the pandemic, how often did you visit the Library or use its services, on average? (R280)



CHOICES	%	#
Daily	1.4%	4
Weekly	34.3%	96
Monthly	26.8%	75
Occasionally	27.5%	77
Never	10.0%	28

63%

OBSERVATIONS

- **63%** of respondents visited at least monthly. (R175)
- **10%** of respondents **NEVER** visited in the 12 months before the pandemic. (R28)

Q3: In the 12 months BEFORE the pandemic, I didn't visit the Library or use its services because... Please check all that apply. (R27)

CHOICES	%	#
OTHER (please be specific)	59.3%	16
I use another public library	33.3%	9
Don't need it – I access the internet at home/school/work and/or use e-readers	18.5%	5
Inconvenient hours	7.4%	2
Don't need it – I buy my books, movies, and music	7.4%	2
Programs/services don't interest me	3.7%	1
I don't feel welcome	3.7%	1
Inadequate collection (can't find books/materials that interest me)	0.0%	0
Don't have transportation	0.0%	0

OBSERVATION

Recently moved to town, or **Non-Resident** was the dominant reason respondents didn't visit. (R11)

NOTE: This question was only posed to Q2 respondents who indicated they **NEVER** visited the Library in the 12 months before the pandemic.

OTHER REASONS	%	#
Non-Resident (recently moved here)	69%	11
Too Busy	19%	3
Misc. (didn't know could be a member, need weekend hrs)	13%	2

TOTAL 16

Q4: Please rank the following Library services from the MOST (1) to LEAST (9) important to you. (R248)

LIBRARY SERVICES	1	2	3	4	5	6	7	8	9	Score
Physical collections (books, audiobooks, movies)	51.0%	20.2%	10.5%	5.3%	4.1%	3.6%	1.6%	2.0%	1.6%	7.7
Digital/online resources (eBooks, online databases, streaming music/movies)	12.2%	26.7%	16.6%	10.5%	8.5%	9.7%	8.9%	4.1%	2.8%	6.2
Children's programs/events	17.7%	15.3%	8.5%	8.9%	6.1%	9.3%	6.5%	13.7%	14.1%	5.2
Adult programs/events	3.2%	8.9%	14.2%	19.4%	19.0%	14.6%	10.1%	6.5%	4.1%	5.2
Help from a librarian	3.2%	11.7%	15.0%	18.2%	13.0%	15.4%	10.1%	7.7%	5.7%	5.2
Quiet space for studying/reading/relaxing	4.9%	6.1%	14.6%	14.2%	18.6%	17.4%	11.7%	7.3%	5.3%	5.0
Meeting rooms	5.2%	2.8%	6.1%	7.3%	12.5%	10.9%	17.7%	16.9%	20.6%	3.7
Access to free Wi-Fi, computers, and printers	1.6%	5.2%	8.5%	8.1%	10.5%	12.5%	16.1%	14.9%	22.6%	3.7
Teen programs/events	1.2%	3.3%	6.5%	8.5%	7.7%	6.1%	17.1%	26.8%	22.8%	3.2

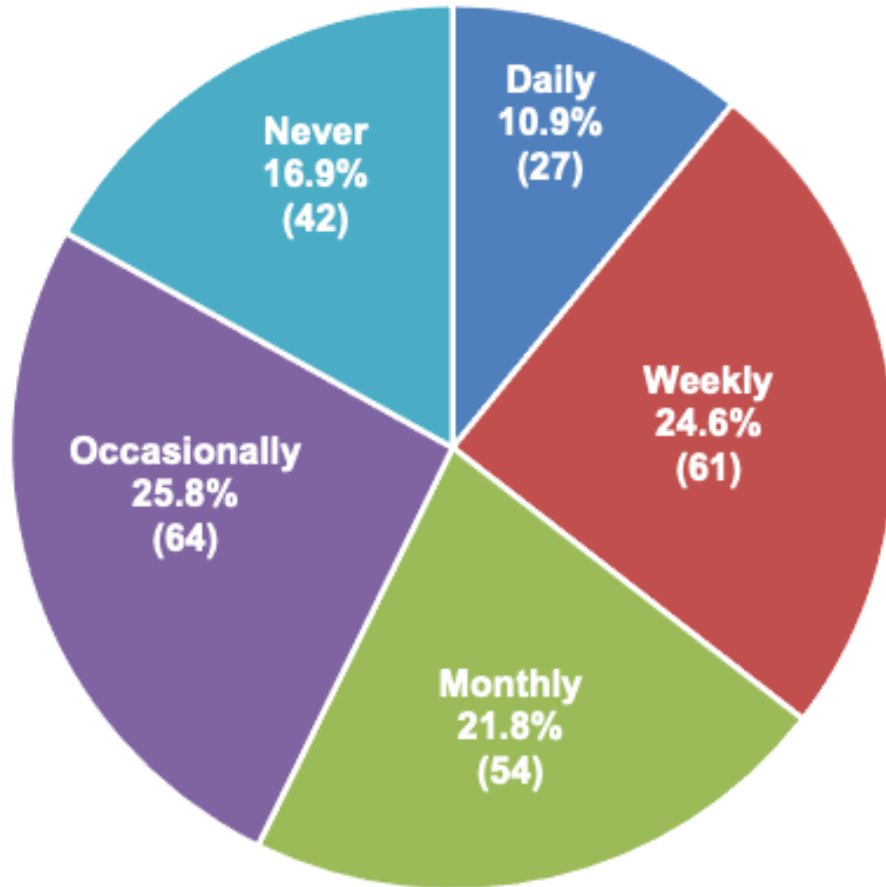
2 MOST POPULAR SERVICES

1. Physical collections **7.7**
2. Digital/online resources **6.2**

2 LEAST POPULAR SERVICES

1. Teen programs/events **3.2**
2. TIE: Access to free Wi-Fi, computers and printers **AND** Meeting Rooms **3.7**

Q5: In the past 12 months, how often did you use the Library's online services (CW MARS app or website, Overdrive/Libby for eBooks and audiobooks, free databases, etc.)? (R248)



CHOICES	%	#
Daily	10.9%	27
Weekly	24.6%	61
Monthly	21.8%	54
Occasionally	25.8%	64
Never	16.9%	42

57% ←

OBSERVATIONS

- **57%** of respondents used the online services at least monthly. (R142)
- **17%** of respondents **NEVER** used the online services in the past 12 months. (R42)

Q6: Why don't you use the Library's online services? (R42)

CHOICES	%	#
I'm unaware of them	42.9%	18
I don't know how to use them	35.7%	15
OTHER (please be specific)	11.9%	5
I'm not interested in them	9.5%	4
I don't have internet or computer access	0.0%	0

NOTE: This question was only posed to Q5 respondents who indicated they **NEVER** used the Library's online services in the last 12 months.

OBSERVATION

Lack of information (I'm unaware of them OR I don't know how to use them) is the dominant reason selected for not using the Library's online services. (R42)

OTHER REASONS

- 1 I use them thru another library
- 2 Use these services at home
- 3 I like paper books
- 4 I did not need them
- 5 Don't know how

Q7: Please indicate if children in the following age groups currently reside in your household *OR* if you bring children in any of the following age groups to visit the Library (e.g., grandchildren). Please check all that apply. (R248)

CHOICES	%	#
N/A - No children 18 yrs. or younger live in my household or are under my care.	38.7%	96
0-4 years	20.2%	50
5-10 years	40.3%	100
11-14 years	20.2%	50
15-17 years	9.3%	23

→ **29%**

OBSERVATIONS

- **61%** of respondents have at least one (1) child either residing in their household or who visit the Library with them. (R96)
- **40%** of children are **5-10 years old**—the largest children’s age group. (R100)
- **29%** of children being brought to SML are **11-17 years old** (“Tweens”/Teens). (R73)

Q8: From the following list of current and potential new Library PROGRAMS for children, please select up to five (5) that are the most interesting and/or important to you and your family. (Page 1 of 2) (R150)

CHOICES	%	#	
Family-friendly performances	64.0%	96	
STEAM or STEM sessions	62.7%	94	
Nature & environment	62.0%	93	→ Tier 1
Arts & crafts	59.3%	89	
Storytimes & kindergarten readiness	38.0%	57	
Coding	34.7%	52	→ Tier 2
Body & mind (yoga/movement, wellness)	32.0%	48	
Book clubs	27.3%	41	
Gaming (such as D&D)	21.3%	32	→ Tier 3
OTHER (please be specific, like movies, game night, etc.)	10.0%	15	
Homeschool programs	5.3%	8	→ Tier 4

3 MOST POPULAR PROGRAMS

1. Family-friendly performances **64%**
2. STEAM or STEM Sessions **63%**
3. Nature & Environment **62%**

3 LEAST POPULAR PROGRAMS

1. Homeschool programs **5%**
2. OTHER **10%**
3. Gaming **21%**

NOTE: This question was only posed to Q7 respondents who indicated they have a child in their household or they bring a child to the Library.

Q8: From the following list of current and potential new Library PROGRAMS for children, please select up to five (5) that are the most interesting and/or important to you and your family. (Page 1 of 2)

OTHER CHILDREN'S PROGRAM IDEAS (R15)*

1. Teen Programs (x5)

- **Misc.:** Arts and crafts; book club; college prep/info/advice, weekend and summer activities; and movies

2. Game Nights (x3)

3. Music Classes/Programs (x2)

4. Storytimes (x2)

- **Misc.:** Storytime for those under 2 and pajama storytime

5. Miscellaneous Unique Ideas (x9)

- **Misc.:** Makerspace options (e.g., 3D printing); special kid events (i.e., stuffed animal sleepover); Lego club; cultural learning activities; theatre – improv; outdoor social events, animal programs, anything educational AND interactive; movies

* # of items listed may exceed the # of responses because some people provided multiple ideas.

Q9: Which of the following current and potential new Library PROGRAM TYPES interest you the most? Please select up to three (3). (Page 1 of 2) (R243)

CHOICES	%	#	
Entertainment (art exhibits, concerts, movies, etc.)	58.0%	141	
Adults' Programs & events	48.6%	118	→ Tier 1
Lectures/classes	44.0%	107	
Multicultural/intercultural events	36.6%	89	→ Tier 2
Children's programs & events	34.2%	83	
Tweens' Programs & events	13.2%	32	→ Tier 3
Discussion groups	12.4%	30	
Teens' Programs & events	7.4%	18	
OTHER (Please be specific, like movies for children, game night for teens, local history for adults)	7.0%	17	→ Tier 4
ESOL/ELL programs	1.7%	4	

3 MOST POPULAR PROGRAM TYPES

1. Entertainment **58%**
2. Adult programs & events **49%**
3. Lectures & Classes **44%**

3 LEAST POPULAR PROGRAMS

1. ESOL/ELL programs **2%**
2. OTHER **7%**
3. Teen Programs & events **7%**

Q9: Which of the following current and potential new Library PROGRAM TYPES interest you the most? Please select up to three (3). (Page 2 of 2)

OTHER PROGRAM TYPE IDEAS (R17)*

1. Arts & Crafts (x2)

- **Misc.:** Arts and crafts for adults and take-home art projects for kids

* # of items listed may exceed the # of responses because some people provided multiple ideas.

2. Book Clubs/Groups (x2)

3. Game Nights (x2)

4. Local History (x2)

5. Miscellaneous Unique Ideas (x6)

- **Misc.:** Computer classes; pet therapy - read aloud or just visits; like-minded groups' meetings; movie nights; race relations; Harvard has an "art in bloom" exhibit, which is fun. Maybe a collaboration with Blanchard?

OTHER FEEDBACK: *"I like the live owl show, the madrigals, and there was a native peoples' talk that was interesting."*

Q10: When do you and your family prefer to attend programs for the following age groups? Please select all that apply. (R243)

CHOICES	WEEKDAY						WEEKEND			
	Mornings		Afternoon		Evenings		Mornings		Afternoon	
	%	#	%	#	%	#	%	#	%	#
Children's programs	28.4%	21	27.9%	41	13.1%	31	40.0%	70	30.6%	78
Tween programs (grades 5-7)	6.8%	5	21.1%	31	12.7%	30	18.3%	32	17.6%	45
Teen programs	0.0%	0	11.6%	17	15.3%	36	8.0%	14	15.7%	40
Adult programs	64.9%	48	39.5%	58	58.9%	139	33.7%	59	36.1%	92

LEAST CONVENIENT TIMES*

- Children's: Weekday Evenings 40%
- Tween & Teen: Weekday Mornings 21%
- Adult: Weekend Mornings 65%

MOST CONVENIENT TIMES*

- Children's: Weekend Mornings 40%
- Tween: Weekday Afternoons 21%
- Teen: Weekend Afternoons 16%
- Adult: Weekday Mornings 65%

CHOICES

	WEEKDAY						WEEKEND				N/A –	
	Mornings		Afternoon		Evenings		Mornings		Afternoon		Uninterested	
	%	#	%	#	%	#	%	#	%	#	%	#
Children's programs	8.8%	21	17.2%	41	13.0%	31	29.4%	70	32.8%	78	45.4%	108
Tween programs (grades 5-7)	2.1%	5	13.2%	31	12.8%	30	13.6%	32	19.2%	45	68.1%	160
Teen programs	0.0%	0	7.2%	17	15.3%	36	6.0%	14	17.0%	40	71.5%	168
Adult programs	19.8%	48	24.0%	58	57.4%	139	24.4%	59	38.0%	92	12.0%	29

* Excludes N/A –
Uninterested Responses

Q11: Overall, how well informed do you feel you are about the different programs and services the Library offers? I know... (R242)

CHOICES	%	#
About ALL or MOST of the Library's programs/services	22.3%	54
About SOME of the Library's programs/services	56.2%	136
VERY LITTLE about the Library's programs/services	16.9%	41
NOTHING about the Library's programs/services	4.6%	11

OBSERVATIONS

- **78.5%** feel they know about at least **SOME** of the Library's programs/services. (R190)
 - **21.5%** feel they know **VERY LITTLE** or **NOTHING** about the Library's programs/services. (R52)
-

Q12: How do you prefer to hear about Library programs, collections, and services? Please select up to three (3) choices. (R242)

OBSERVATION

Library **digital** communication platforms (website, social media, e-newsletter) are the top 3 choices.

CHOICES	%	#
Library website	54.6%	132
Social media (Facebook, Instagram)	48.4%	117
Library e-newsletter - Wowbrary	40.5%	98
Town newsletter and senior newsletter (Boxborough Bee and The Buzz)	34.3%	83
Library quarterly newsletter	26.9%	65
Children's department emails	19.8%	48
Directly from Library staff	11.2%	27
Word-of-mouth	10.3%	25
OTHER (please be specific):	5.0%	12

"OTHER" RESPONSES

Email (x7): Email from library (x4); Maynard Library has the best outreach via email; Personal email; and Personal event email from the Director, Library friends, staff

Misc. Other News Sources/Ideas

- Libby
- NextDoor Neighbor
- Mary Brolin
- Physical flyers in library
- Bulletin board notices

Q13: Please rank the following Library spaces from the MOST (1) to LEAST (6) important to you. (R239)

LIBRARY SPACES	1 %	2 %	3 %	4 %	5 %	6 %	Score
Quiet, comfortable areas	51.3%	17.2%	10.9%	8.4%	7.6%	4.6%	4.82
Small group meeting rooms	8.0%	17.7%	24.5%	28.7%	13.5%	7.6%	3.55
Space for using personal laptops & tablets	13.1%	22.5%	16.1%	13.6%	18.2%	16.5%	3.49
Large group meeting rooms	16.0%	14.4%	14.4%	19.4%	18.6%	17.3%	3.38
Adult gathering space	8.9%	14.8%	22.9%	17.0%	25.0%	11.4%	3.31
Teen gathering space	3.4%	13.6%	11.0%	12.7%	17.0%	42.4%	2.47

OBSERVATIONS

- A significant majority (79%) selected **Quiet, comfortable areas** as one of their top 3 **MOST** important Library spaces.
- 51% selected **Quiet, comfortable areas** as their **MOST** important Library space.
- 42% selected **Teen gathering space** as the **LEAST** important.

Q14: We're considering ways to improve the Library's interior space. Name one change—the single most important change—you think we should make to the Library premises? Please be specific. (Page 1 of 5) (R126)

INTERIOR SPACE IMPROVEMENT IDEAS

- **Children's Room/Area (x21)**

- **More Comfortable Furniture (x7):** Window seating, comfy kids seating, or tiered seating in the kids' area for storytime and reading with guardians || More seating in children's dept || More comfortable areas for children to read or an adult to read to a child within the children's area. || Taller tables || More adult seating || Comfy toddler reading nooks || ...it would be helpful to have round plastic disks for kids to sit on during storytime. They could be placed in specific spots on the floor during storytime.
- **Add Toys (x7):** Bring back the children's toys (x2) || Play area with toys, like Bolton and Brookline libraries (x2) || Adding more play equipment in the Children's section || I'm hoping you will be able to bring back the toys in the children's area at some point
- **Appearance/Atmosphere Improvements (x5):** ...Would be great if it was separated from the adult's area by walls on all sides so it wasn't disruptive to others! || Toddler-friendly area || Ways to make the kid's area more kid-friendly || More cozy/appealing children's area || A few more cozy spots to use while sitting in children's area. || Interactive Children's area
- **Misc. Ideas (x2):** Add a door to the children's space. || A couple of computer stations with adjoining baby/toddler nook, to allow parents with young children an opportunity to get some work done.

- **Configuration, Rooms, & Spaces (x19)**

- **Meeting/Study Rooms (x8):** When not in use for large meetings/presentations, utilize the large meeting room as a cafe/comfortable place for people to sit, read, and gather. (*cont. on next page*)
-

Q14: We're considering ways to improve the Library's interior space. Name one change—the single most important change—you think we should make to the Library premises? Please be specific. (Page 2 of 5) (R126)

INTERIOR SPACE IMPROVEMENT IDEAS (cont.)

- **Configuration, Rooms, & Spaces (x19) (cont.)**

- **Meeting Rooms (x8) (cont.):** Now that we're not having as many indoor events because of COVID, it would be worthwhile making the large "event" room dual/multi-use, with cozy study/reading area so that it's more usable space...you could probably put rollers on cozy chairs or tables, etc. so it's easier to move it needed. That room also doesn't have windows that open so it may not be good to have large events/performances there any longer. Also, if you do have large events you can have them on the patio outside. || Have a small lecture room || Free up rules to allow better use of large meeting room || Make the large meeting room dividable into two or more smaller spaces. || Rooms to reserve for individual or small group purposes (non-commercial). || Make more use of the large meeting room space || Large room with better audio/video capabilities
 - **Work/Study Space (x4):** More cowork space || Areas for studying are key || Partition parts of the common sitting area into a few cubes with dividers || More options for quiet workspaces
 - **Configuration/Layout (x3):** It would be nice if the front desk wasn't at the front. My kids both shared that they didn't feel like we could just walk in and that it was a little intimidating to walk past the person there. It would make the library more inviting if the space allowed for more roaming in. || Something to separate the periodicals section a bit from the main room. || Larger adult fiction section
 - **Reading & Quiet Spaces (x3):** It would be great for the children to have an area where they could interact more without disturbing other patrons who seek the quiet space or to have a dedicated quiet room for adults || Small, semi-private, comfortable reading nooks. || Cozy reading/play space for little ones ||
 - **Misc.:** Place where people can safely bring in food or drink, without risk to library materials, rugs, etc.
-

Q14: We're considering ways to improve the Library's interior space. Name one change—the single most important change—you think we should make to the Library premises? Please be specific. (Page 3 of 5) (R126)

INTERIOR SPACE IMPROVEMENT IDEAS (cont.)

- **Furniture/Fixtures (x12)**

- **More, Comfortable Seating (x8):** Additional comfy chairs/seating (x4) || Different (i.e. more comfortable) chairs in the large meeting room || More seating || More open couch and comfy chair nooks || More comfy reading chairs added please
- **Shelving (x2):** When the library was built. I was shocked by how little shelving there was for the collections in all areas. With how the collection is growing, it seems to me that more shelving is needed. || To increase collection, repurpose cd, video shelving, possibly add additional levels, use bottom shelves
- **Misc. (x2):** One-person tables || Better lighting

- **Accessibility, Safety, & Wayfinding (x11)**

- **Shelving (x4):** Anything stored at below knee-level (audio tapes/books) is impossible to access without getting on your hands and knees. Eliminate foot-level displays or provide stools or kneelers for access. || Making the books on the lower shelves more accessible. || It would be good if there were fewer books, CDs or DVDs down on the bottom shelves. || Raise the lower shelves for books and movies. It is hard to find some of the materials because the shelves are too low.
 - **Ventilation (x4):** Ensure that the library (especially the meeting rooms/bathrooms) have adequate ventilation. || Ventilation for Covid Safety || Improve ventilation as needed to make a more healthy space || Given the reality of Covid, air filtration is extremely important. If that hasn't been worked on, it should be a priority.
 - **Misc. (x3):** Easier access to outdoor space || Better signs in the non-fiction section. I don't have the Dewey decimal system memorized and sometimes find myself wandering around in there || 24-hour access with key cards, although with all the online services this is not that important
-

Q14: We're considering ways to improve the Library's interior space. Name one change—the single most important change—you think we should make to the Library premises? Please be specific. (Page 4 of 5) (R126)

INTERIOR SPACE IMPROVEMENT IDEAS (cont.)

- **Appearance & Atmosphere (x7)**

- **Aesthetics (x3):** Cohesiveness: Areas designated by color (walls, flooring, etc.) || Install more artwork || Brighter paint choices or new carpeting. The library seems dark.
- **Welcoming Environment (x2):** Make it a friendly space. Starting with the youngest age group and mothers. Provide a place for mothers to nurse their babies and work. || Areas that appear “cozy”, inviting, as opposed to a setup that resembles a classroom.
- **Misc. (x2):** Greater separation between quiet space and spaces where patrons are talking. (Or better enforcement of quiet spaces) || Rotating display of vintage items once used by Boxborough families/workers... i.e., old tools, photos, etc.

- **Teen/YA Area (x3):**

- **More/Better Space (x3):** Have a better space for tweens/teens || I would love more room for YA, as my kids get older, though being surrounded by picture books is lovely for any age. || I would love to see a teen hang out space.

- **Misc. Interior Improvement Ideas (x10)**

- **Café/Coffee (x3):** Free coffee or tea Keurig machine? || Cafe coffee area?? || A coffee shop
 - **Makerspace (x2):** Adding a Makerspace || An area for adults, teens, and kids to use equipment, machines, and craft spaces. Some ideas include a vinyl cutter, Cricut machine, long arm machine, sewing and embroidery machine, paper crafting. Wallingford, CT public library is a great example.
-

Q14: We're considering ways to improve the Library's interior space. Name one change—the single most important change—you think we should make to the Library premises? Please be specific. (Page 5 of 5) (R126)

INTERIOR SPACE IMPROVEMENT IDEAS (cont.)

- **Misc. Interior Improvement Ideas (x10) (cont.)**

- **Unique (x5):** Lobby-Redo entrance: add large community bulletin board; 2 tier food pantry on wheels; 1 cart for curbside on wheels; move books for sale inside main building || It would be very useful for the community that cannot play their musical instruments at home, either because of the new work-life at home or because of the regulations of the condominiums, that there were soundproofed areas, reserved for musical study. Music rooms with live concerts, repertoire of various instruments in sheet music and video or audio. || Greater ability to display local artwork, photographs etc. || I would like to see a space where people can bring their ESA pets (like a dog) to read with them (Like for those who are anxious or whatever reason for an ESA) or even participate in a program with therapy pets. || More space. The stacks seem crowded || I'd love to see new things in the interior.

- **Misc. Exterior Improvement Ideas (x10)**

- **Gathering/Hang Out Space (x4):** Would love to see more hardscapes and places outside to hang out, sit, and read || Updating and upgrading the outdoor meeting space, which I understand is in progress...great || Maybe create some outdoor space with shade to use during warm season || Outdoor gathering space
 - **Seating Areas (x2):** Maybe more outdoor seating for nicer weather || Outdoor seating during warm weather
 - **Misc. (x4): More outdoor space (x2) ||** Add an outdoor playscape for young children and picnic tables. That would increase the appeal of the library to young kids. My kids always want to go to the Acton Memorial Library, which is much farther for us, because of the fabulous playscape they have. Once they play outside and release their energy, they are much more interested in spending some quiet time with books indoors. || Perhaps more outdoor space in the summer?
-

Q15-16: Focus Group Volunteers

- **Q15: If you're interested in participating in a virtual Library Focus Group, please indicate all the dates you are available. If you're not interested, please select N/A.**

- **N/A – I'm not interested in participating in a Focus Group 82%** (R195)
- **Volunteers 18%** (R44)
- **17-27 Volunteers per Focus Group Date**

CHOICES	%	#
N/A – I'm not interested in participating in a Focus Group	81.6%	195
2/26 (Saturday) at 10:00 am	8.8%	21
3/2 (Wednesday) at 7:00 pm	11.3%	27
3/3 (Thursday) at 10:00 am	7.1%	17

- **Q16: You indicated you want to participate in a virtual Library Focus Group. Please provide your name, email address, and phone number below. We will confirm all participants and provide additional details by mid-February.**

- **Contact Information provided by 43 Respondents**
-

Q17: Please share any additional feedback or suggestions you have for the Sargent Memorial Library and how it can improve over the next five years. (Page 1 of 7) (R93)

IDEA FOCUS AREAS

1. Facility Ideas (x27)

- **Exterior (x11):** Improve and increase use of outdoor space (x6) || Add more seating outside, esp. in the shade (x5)
- **Interior (x11):** Offer hands-on children's learn, play, and crafts area (x4) || Add comfortable reading/studying nooks (teens, near periodicals, children's room) (x4) || Create a permanent, larger book sale space/room (x3)
- **Misc.:** Improve sustainability (solar panels, make bldg. 100% green) (x2) || Maintain welcoming atmosphere || Display historical photos || Add small cafe for the large room

2. Program Ideas (x22)

- **More outdoor programs (x6):** Yoga, laughter club, talks, etc.
 - **Offer more adult programs (x4)**
 - **Children's Programs (x3):** Book clubs, gaming groups, and cursive writing
 - **Non-Age-Specific Program (x3):** Group games (mahjong, bridge for beginners), more cultural learning programs, craft classes (beginner knitting, crocheting, etc.)
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Q17: Please share any additional feedback or suggestions you have for the Sargent Memorial Library and how it can improve over the next five years. (Page 3 of 7) (R93)

IDEA FOCUS AREAS (cont.)

2. Program Ideas (x22) (cont.)

- **Misc.:** I've been previously to storytime and was the only one to attend - increased participation is necessary || Toddler programs (crafts, reading times, etc.) || More programs for tweens || Do not require phone calls to register. Allow folks to drop in. || Recycle of books, magazines. In summer, have an outdoor "free things" event where people can bring books, artwork, etc. they no longer need. Can be monthly (May-Sep) || Collaborate with other libraries for zoom speakers

3. Management and Operations Ideas (x10)

- **Expand hours (x5):** Expanded hours and days of operation including summer hours || I wish it had more open hours but the online services largely abate that. || Maybe more hours would be nice when we can afford it. || Please bring it up to vote again at Town Meeting to have the library open on Fridays! || Please, please, please extend hours to be open on weekends and Fridays!
 - **Policies & Procedures (x3):** Be open to all - no vaccine passports, no mask mandates || It would be great if you could consider permitting covered drinks in the library. || Take in the flag when not open and during extreme weather.
-

Q17: Please share any additional feedback or suggestions you have for the Sargent Memorial Library and how it can improve over the next five years. (Page 3 of 7) (R93)

IDEA FOCUS AREAS (cont.)

3. Management and Operations Ideas (x10) (cont.)

- **Misc.:** How are other libraries in the area staying relevant to the community? What can the library offer to a diverse population, with emphasis on the senior population. || Library needs creativity, outreach, and friendly greetings by staff to encourage a sense of community.

4. Collections Ideas (x9)

- **Grow Non-Traditional Items/Library of Things (x5):** I think that you could expand your non traditional lending, i.e., have access equipment like a transport chair, walker, amplifiers, projector. || I would love to have a library of things in the community, where we could borrow toys, games, kitchen and yard tools, etc.. || Libraries are more than books and other media. Perhaps a library of "things"...puzzles, board games, small household items...things only needed once in awhile...Watertown and Arlington libraries are doing this. Keeps items being recycled among residents and not in our transfer station. || Library lending like electric drill, toys, etc. || Some more items that we could borrow (love library of things idea)
 - **Misc.:** Fewer cookbooks. More educational books/materials || I am most interested in greater access (including digital) to periodicals || Currently, I'm an active user of audiobooks from CWMARs. Keeping that resource available and possibly enhancing the audio library would be of interest to me. || A greater selection of 4K movies across CW Mars network.
-

Q17: Please share any additional feedback or suggestions you have for the Sargent Memorial Library and how it can improve over the next five years. (Page 4 of 7) (R93)

IDEA FOCUS AREAS (cont.)

5. Marketing Ideas (x9)

- **Increase Collaboration/Outreach (x5):** Explore a better partnership with the Minutemen Network as Acton is a part of it and Boxborough should be included also, since we are a combined town. MARS libraries are not as accessible as the Minutemen Network. || Memorial Library in Andover has terrific zoom programs that are sponsored by several libraries. Can Boxborough collaborate with others? || Plan collaborations with Boxborough Garden Club, Bird Watchers, Historical Society || Reach out more to underserved communities to discover what their needs might be that the library could reasonably fulfill. || Work on outreach. communication. Don't make us call you or come in to find out about programs. Make that information available, readily.
 - **Misc.:** Please let the Acton residents know they can be part of the library system. || Would it be appropriate to tell people they can designate the library for their Amazon Smile donations? (Or should we shop local?) || I would love more communication on library happenings (not requiring me to remember to look at the website). || I follow the websites of many area libraries. The Maynard Library is the most successful at fostering a sense of community. They market programs very well with email updates. Why not subscribe and follow the scope of events?
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Q17: Please share any additional feedback or suggestions you have for the Sargent Memorial Library and how it can improve over the next five years. (Page 5 of 7) (R93)

IDEA FOCUS AREAS (cont.)

6. Technology Ideas (x6)

- **Misc.:** Push out info on audiobooks and online books! I keep meaning to come in for assistance. || Provide on loan access to external CD drive || Stay connected with other CW-MARS network libraries so we can continue to access books from them. No single library can do it all, but together, the network libraries have formidable resources. || More streaming service such as audio books or video. online Audio book service is more important. || It was promoted originally as self sustaining but needs to reduce overhead...new era, online everything || Kids learning computer games like a computer dedicate to ABC mouse games (example in Tewksbury Public Library)

7. Services Ideas (x3)

- **Misc.:** Please continue the curbside pickup option (at least at times of high COVID rates). || Any possibility of issuing reminder email that library membership is about to expire? || I'd love to have a magazine exchange where patrons can leave magazines they're done with and/or take ones left by others (as well as the library's discarded issues).
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Q17: Please share any additional feedback or suggestions you have for the Sargent Memorial Library and how it can improve over the next five years. (Page 6 of 7) (R93)

COMMENTS/FEEDBACK BY FOCUS AREA

- **Staff Feedback (x9):**

- **Positive (x8):** Heather is wonderful || Just want to share so much gratitude for all of the hardworking librarians and staff. We have read more as a family in the last two years than I could have imagined and my kids have benefitted from your expertise, guidance, offerings (Craft kits!) and passion for reading and learning. Thank you so much. || Keep the wonderful librarians you have! Find ways to show appreciation and have competitive wages. || Love how supportive and friendly our library staff is || Love the library. Love the super helpful staff. || Thank you for what you are doing || Very pleased with new staff. SUCH a difference. The atmosphere now is welcoming and pleasant. Thank you. || Thank you - I adore our library and am so grateful to all of the staff for going above and beyond to not only continue to serve the community during the pandemic, but to expand the ways the serve their patrons.
- **Critical (x1):** “Staff is not friendly, very rigid”

- **Collections Feedback:** “You’re doing a great job! I appreciate all the new releases you get. ”

- **Facility Feedback:** “I love that you use the lawn for yoga!”

Q17: Please share any additional feedback or suggestions you have for the Sargent Memorial Library and how it can improve over the next five years. (Page 7 of 7) (R93)

COMMENTS/FEEDBACK BY FOCUS AREA (cont.)

- **Programming Feedback:** "Lots of great programming lately; keep it up!"
- **Technology Feedback:** "Teenagers not as likely to use [Library tech] since it's not easily accessible from high school."
- **Misc. Positive Feedback (x19)**
 - EX: I love the library, Keep up the good work, Library is a great community resource, Library was a lifesaver during the pandemic, etc.

NOTE: 93 responses yielded 89 ideas and 33 comments. See the supplemental raw data SurveyMonkey exports for details.
