

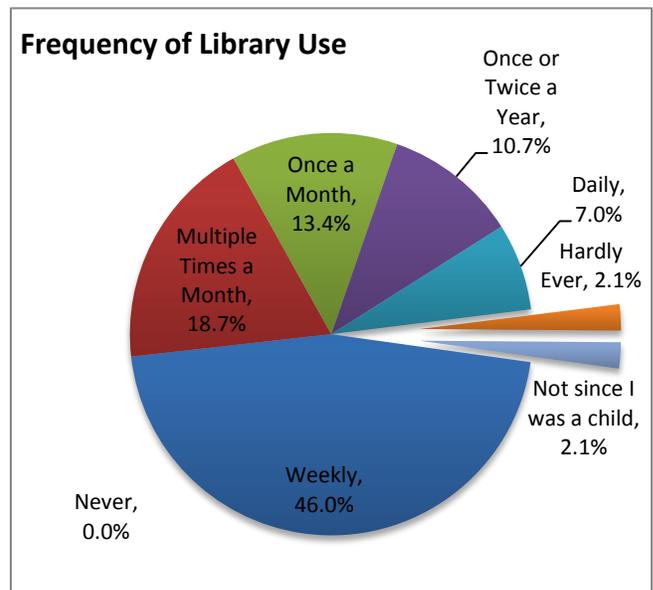
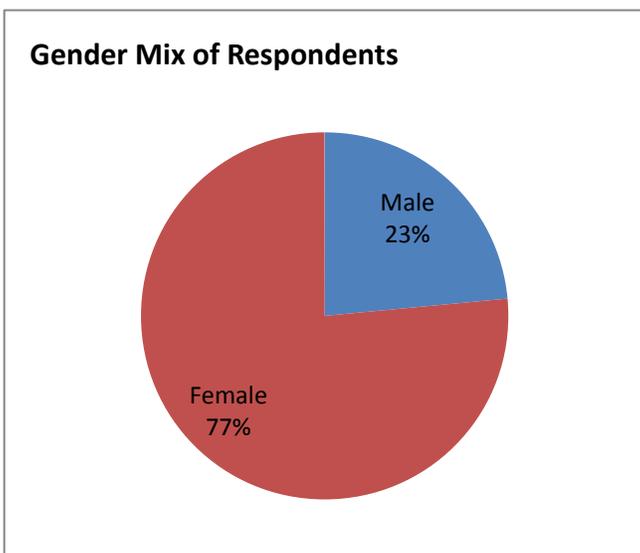
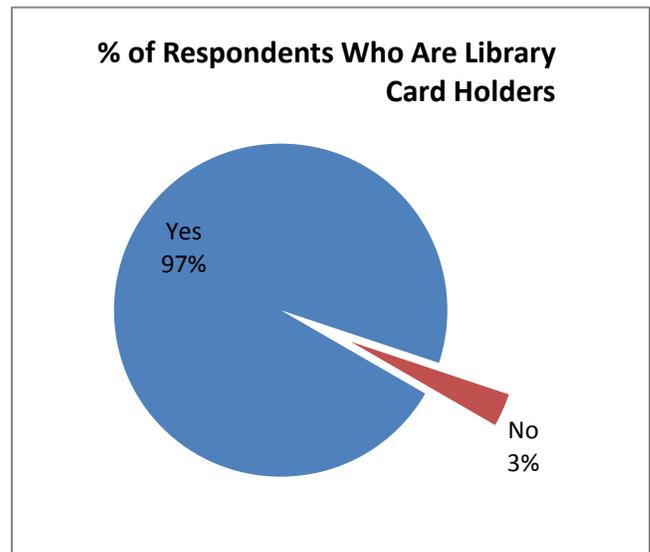
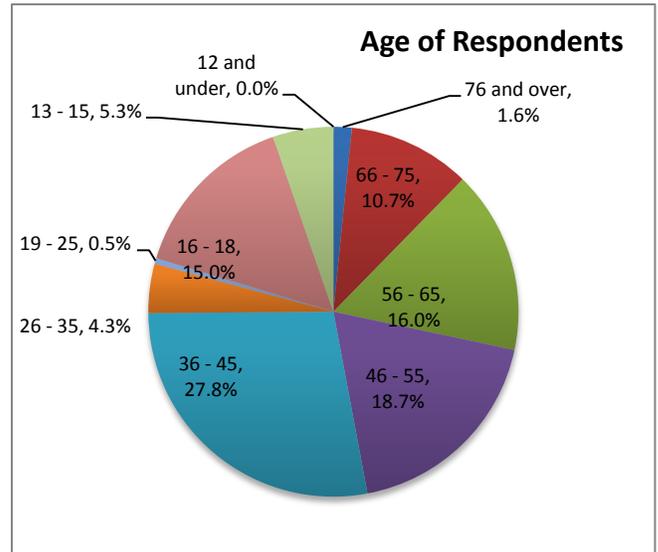
2014 ONLINE SURVEY SUMMARY REPORT

In order to gather additional community feedback beyond the focus groups, library consultant Kim Bolan Cullin of Kimberly Bolan and Associates conducted an online community survey for Westborough Public Library from October 6, 2014 through October 26, 2014. Altogether 194 surveys were received.

The survey results provided some helpful information even though many of the respondents did not have the benefit of the consultant’s focus group presentation and discussion.

Online survey participants were predominately library users with 97% being library cardholders and 78% being regular library users (once a month or more). Only 4.2% of respondents were “Non-Users” of the library.

The respondent results are skewed to adult residents (over 75% of the respondents are over the age of 36), and to women (77%), however the overall balance should still adequately represent community sentiment.

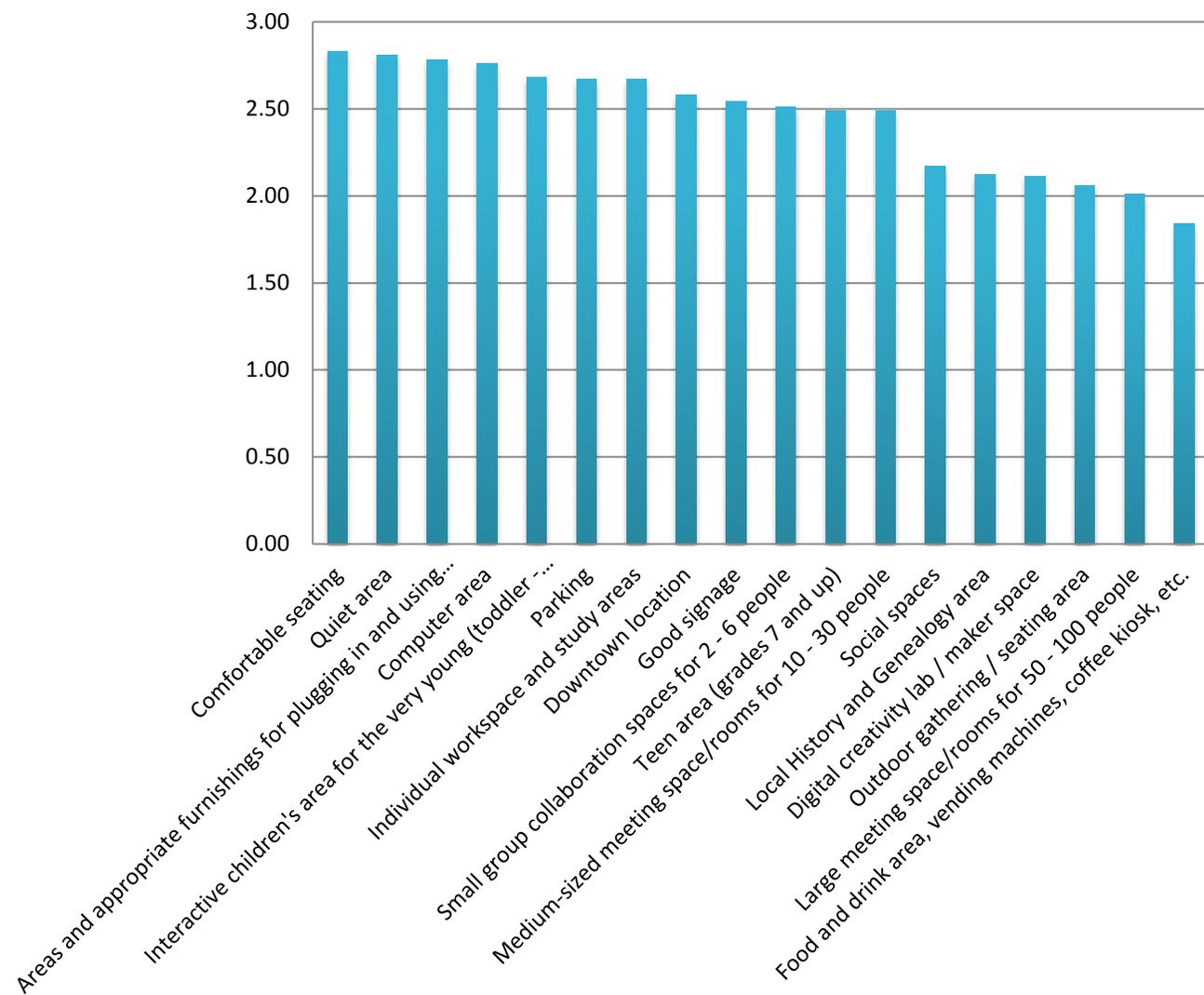


1. Space Needs as assessed by the survey

In this section of the survey respondents were asked to rate the importance (1-5) of various aspects of modern library design.

- Comfortable seating, a quiet area, and appropriate space and furnishings for technology use (both fixed PCs and with laptops) were leaders. Remaining in the current downtown location is also important to most people.
- Small group collaboration and an improved Teen Area also received high ratings as did an interactive children's space.
- Getting better parking is a consistent theme in both the survey and focus groups, but the WPL's ability to address this is limited given the community's desire to keep the library downtown.

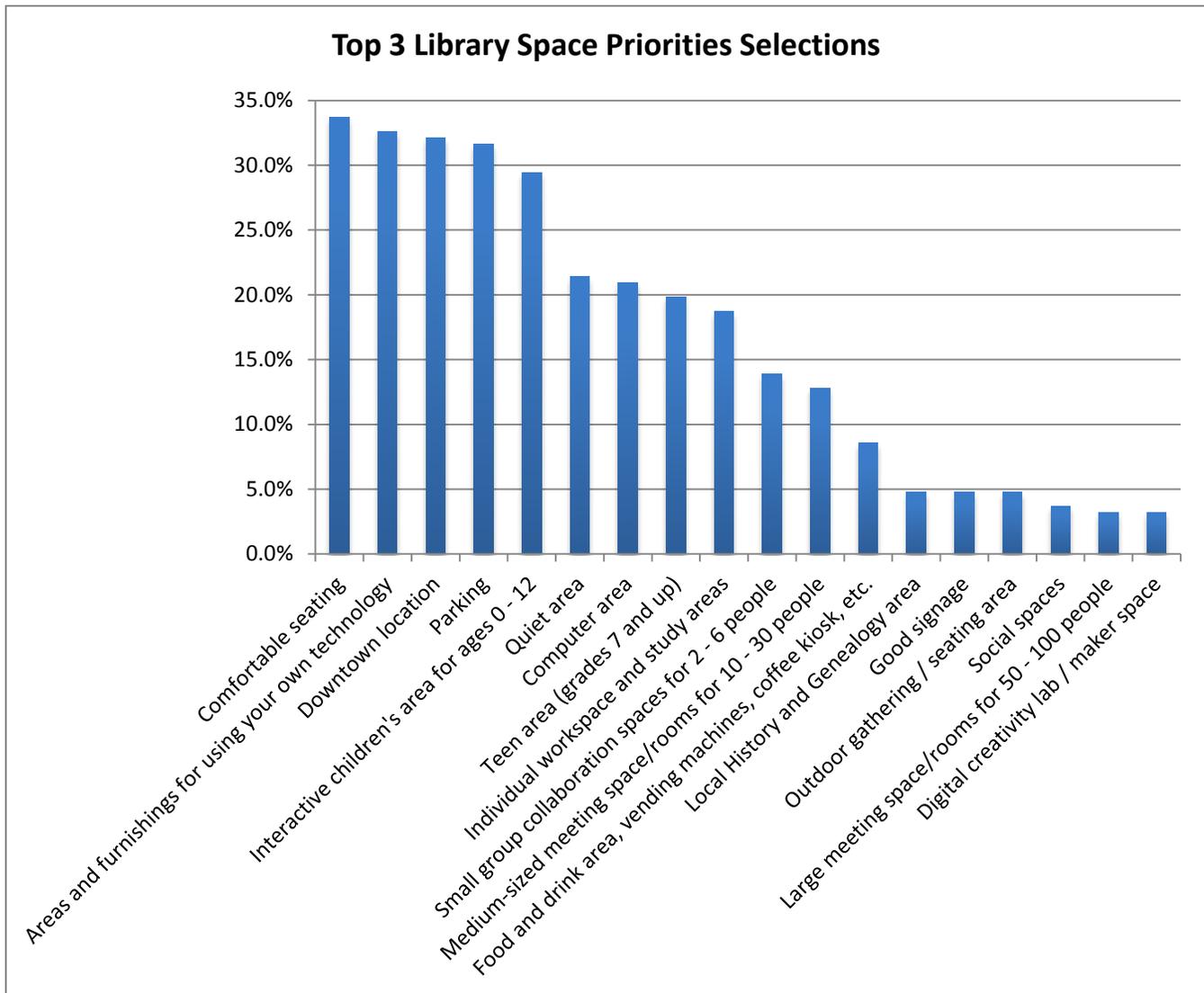
Average Rating of Various Design Aspects



2. Prioritized Space Needs as assessed by the survey

In this section of the survey respondents were asked to pick their top 3 design aspects.

- Comfortable seating and access to technology again rate high here, in addition to keeping the downtown location and improving parking. The other top vote getter was an interactive area for kids ages 0-12.
- A quiet area, a teen space, and collaboration spaces were also high on the list.
- Interestingly, a Large Meeting Room (for up to 100 people) and the Digital Maker Space did not receive much community support in terms of top needs. *Note: Digital Maker Space could be low here because respondents were unfamiliar with what it is.*



3. A few select comments from survey participants

In this section of the survey respondents were asked to add any additional comments about WPL's space needs. The following are the comments that were most relevant to the space needs and location of the library.

- Newspaper department has less reading space and I wish some more toddler puzzles, toys, new kids CDs.
- Want the library to be a "hub" a place that people can meet/ gather and share ideas skills or information. A place they can meet in place of Red Barn for example. Want it to be "The Place" to go. By offering a warm and inviting spot with coffee available.
- I like to see the library have a somewhat larger room for talks and meetings than the one room downstairs now, which doesn't hold that many and feels crowded even when not full.
- I think the space would be more inviting if it was more colorful.
- I moved to Westborough from Hudson just under 10 years ago. I came to the library once and couldn't believe how much it needed updating. We had used the library and children's room thousands of times. It was clean and new and had a very welcoming atmosphere. While the Westborough Library is in a great location, it could definitely use some updating and more of a welcoming atmosphere for children, teens and adults.
- For me a comfortable and accessible library is important. However, I think computers and Wi-Fi are important to more of the users.
- Clean modern and well lit rest rooms
- I'd love to have a children's area that doesn't smell as well as a library that is well lit.
- The teen area would be really great
- The library has the potential to become a social and learning hub for the town. Marketing what it currently has and hopefully what it will have will be key to making it a successful community resource for the activities provided by the library.
- Would love a redesign of the library's interior with updated signage.
- I see the library used by young parents bringing their children there and introducing them to books, as I was and as I did. I don't have a problem with that. I see the library utilized by older citizens, and I think that is great. I, like many, see the library as a dinosaur and perhaps a victim of technology. Even my 75-year-old mother has a kindle and doesn't use the library anymore. With most homes having Internet access, people don't go to the library for research anymore. We have a beautiful library building. I'm sure the people who work at the library think it is small and they could do so much more with more space and a modern building. Again, society has changed; we don't need the library as a public gathering space for socializing, and reading the daily paper. People and lifestyles have changed. I am not in favor of spending large amounts of tax dollars to prolong, reinvent, and justify the expense for maintaining an institution that I don't see as relevant in 25 years. The thought of making the library a place to hang out, buy coffee and pastry and spend the day surfing the internet sounds to me like a town supported Starbucks. The town is not in that business. In conclusion, I'm in favor of maintaining the present building, location, and mission of the public library until the use of the library is no longer needed.
- Make this a major community center. Offer music, art, films, lectures and lectures for all age groups. Offer some family centered programs a few times a year. Offer small meeting rooms for nonprofits to meet and small

groups who organize their own activities to use.

- The areas in the back on the first floor are a little dim when studying. Table lamps/more light would be nice.
- Brighter lighting with pleasing wall finishes
- Comfortable seating arrangements
- I'd really like a place that's kept nice and quiet
- Entrances and hallways downstairs need to be brighter and more inviting.
- Social and comfortable place for just teens is key
- My child also has a card. Please don't leave downtown. It's my highest priority. Reno if needed, but it's a key part that keeps downtown vibrant.
- I think a big draw to the library would be an updated environment cool enough for the younger crowd, functional enough for those who work or study at home, and comfortable enough for the more traditional library users. Also, call attention to some of the lesser-known areas at the library. I just learned about the media space upstairs last night and I've lived in town for three years.
- Definitely would love to see outdoor space (in front of library) used for additional seating/gathering. Seems to be wasted space of grass. Teens frequently wait for friends/rides so would like to see it functional and have seating for 10-20 people. Library should be inviting from the outside space leading in.