

LONG RANGE PLAN UPDATE
FOR
HANOVER COUNTY
BOARD OF SUPERVISORS
MARCH 11, 2015

Pamunkey Regional Library

- 10 member governing board; 4 Hanover appointees:

Joe O'Connor, Chairman

Tom Wulf, Vice-Chairman

Lisa Newman

Brenda Meadows

Serving Hanover, King William, Goochland and King & Queen Counties

Pamunkey Regional Library

- 10 Branches; 6 in Hanover
 - ▣ Richard S. Gillis, Jr./Ashland Branch Library
 - ▣ Atlee Branch Library
 - ▣ Hanover Branch Library
 - ▣ Mechanicsville Branch Library
 - ▣ Lois Wickham Jones/Montpelier Branch Library
 - ▣ Montpelier, Cochrane Rockville Branch Library
- Friends of the Library groups at each branch; We thank all of them for their support!

Timeline

- Process began in fall 2013
- Progressed through 2014
- Presented to staff October 2014
- Presented to Friends Officers November 2014
- Presented Friends Groups Winter 2014-15
- Presented to Boards of Supervisors Winter 2014-15
- Revise as needed before Library Board Adoption 2015
- Implement!

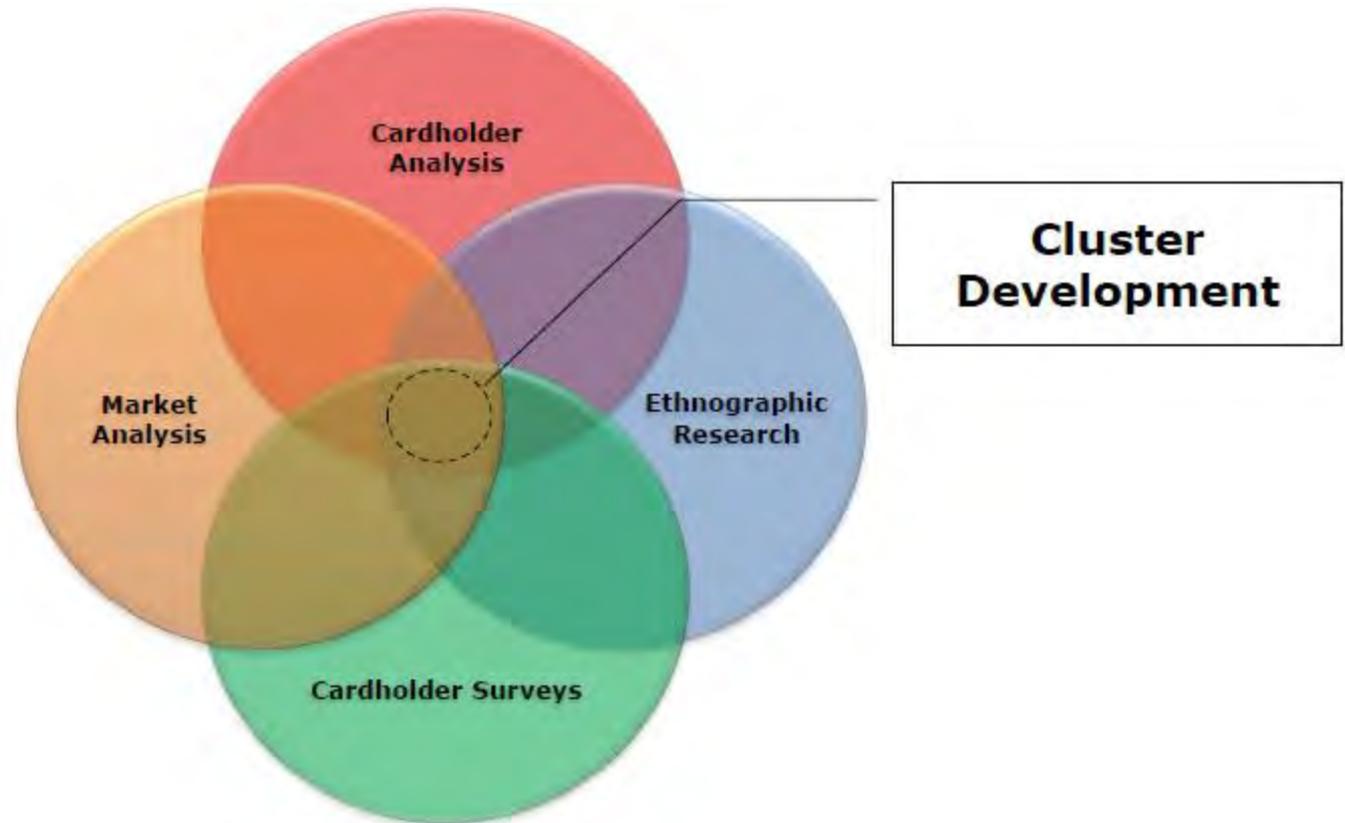
Planning Background

Previous plans (1999-2004, 2005-2009, 2010-2014) objectives included:

- ▣ Enlarge library buildings
- ▣ Expand hours open
- ▣ Make our computer system more user friendly
- ▣ Better inform library customers about services
- ▣ Improve partnerships with educators
- ▣ Review changes in market share, leadership, players, market shifts, costs, pricing, and competition
- ▣ Assess current facilities and space needs and plan and prioritize ways to fill these needs.
- ▣ Identify ways to serve customers while reducing hours open due to ongoing funding difficulties.

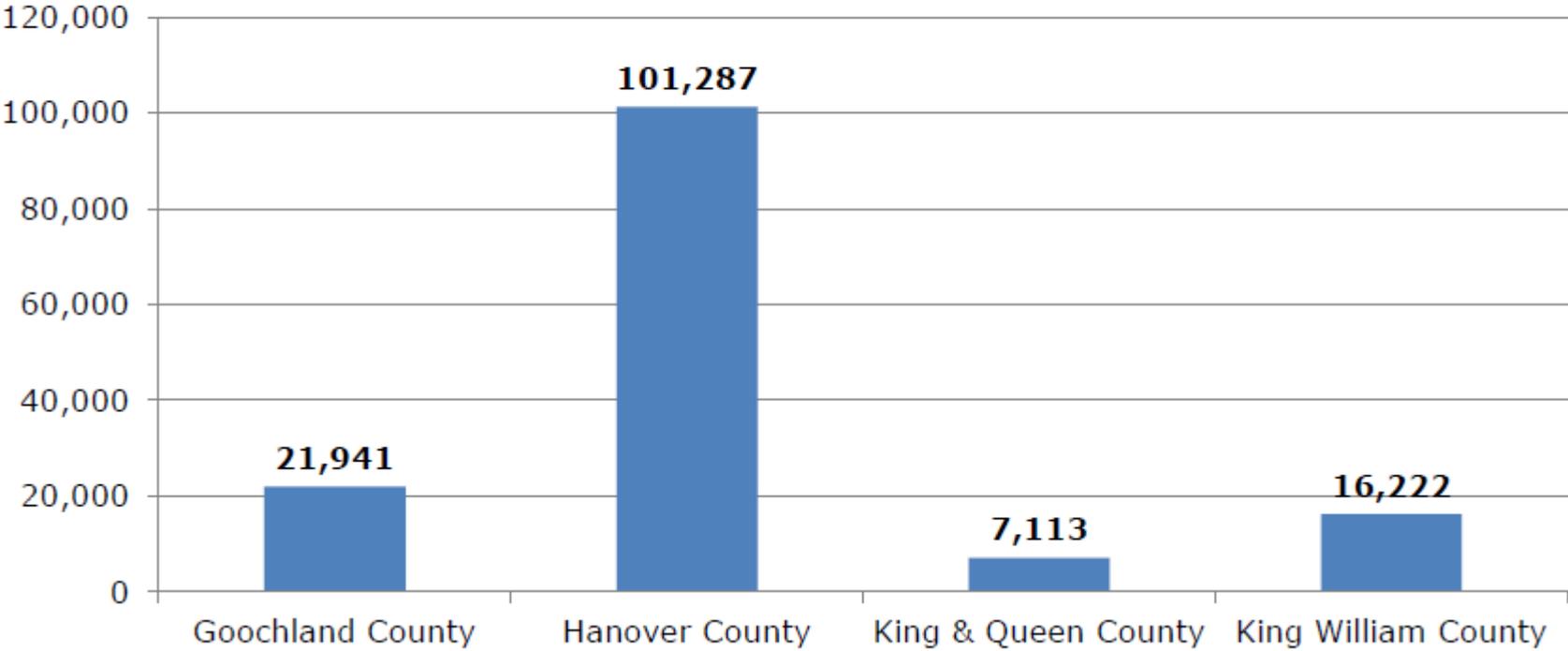
Process For Developing Plan

- Groups customers who share library-usage behaviors
- Defines primary and secondary behaviors



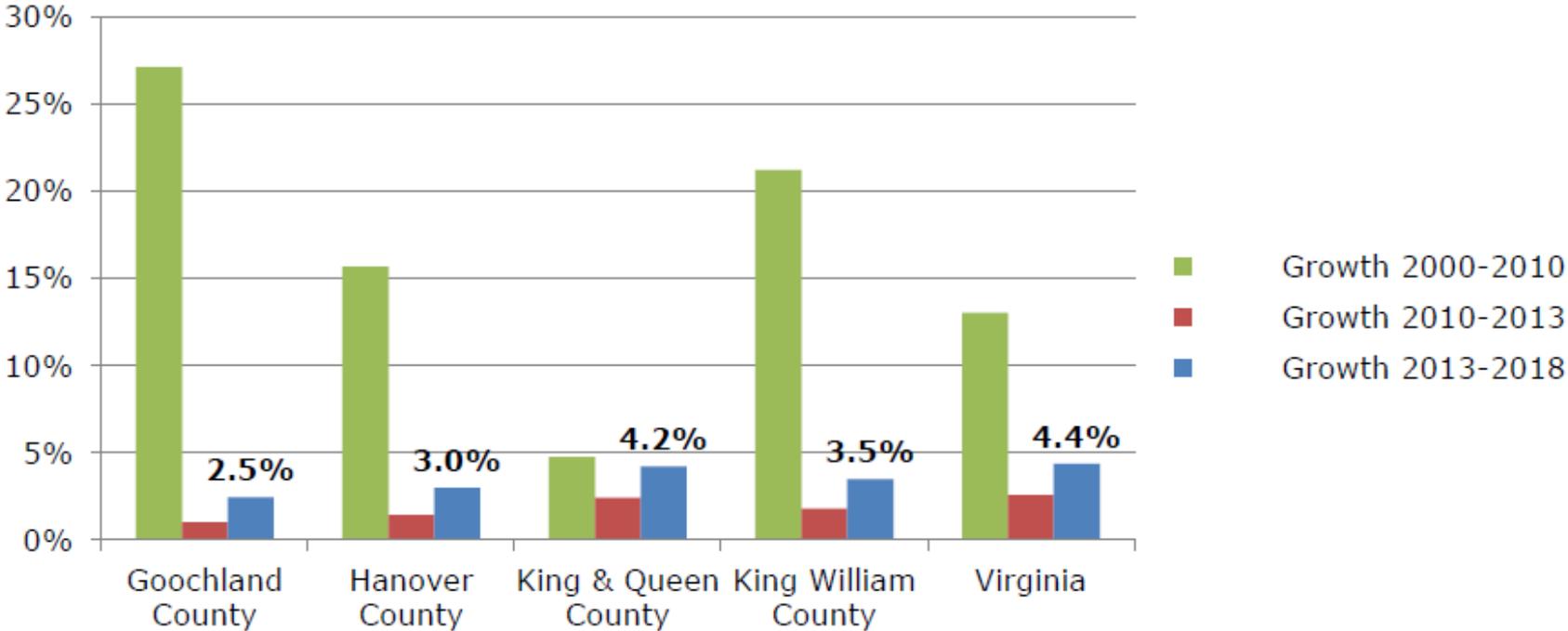
Research

2013 Population



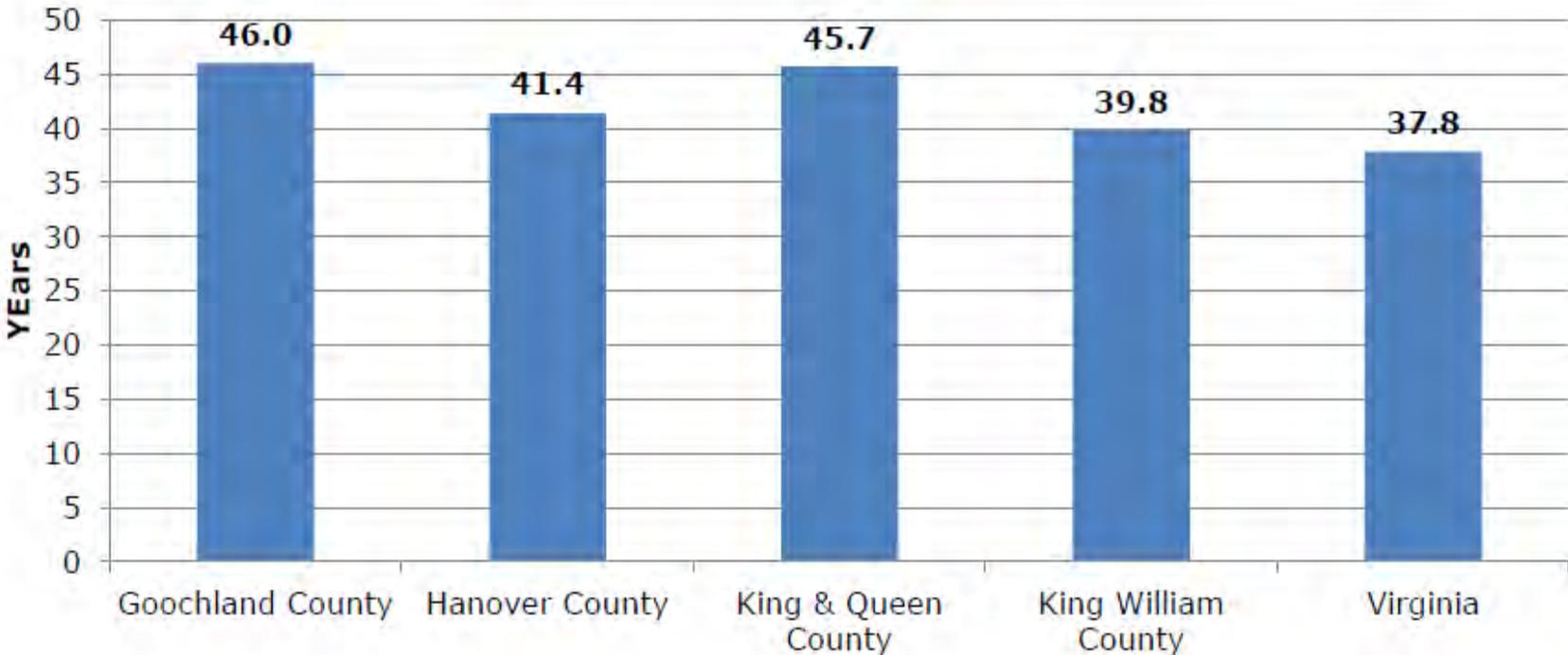
Research

Population Growth



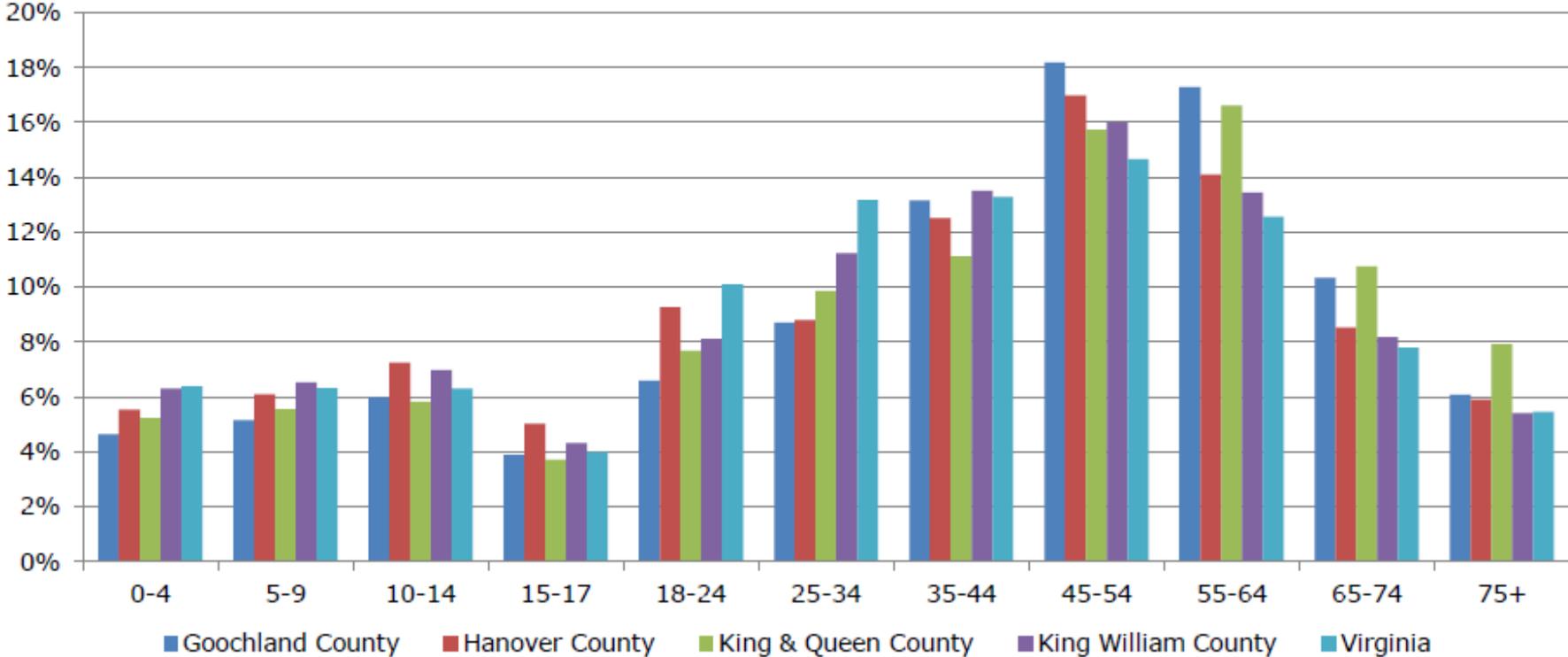
Research

Median Age



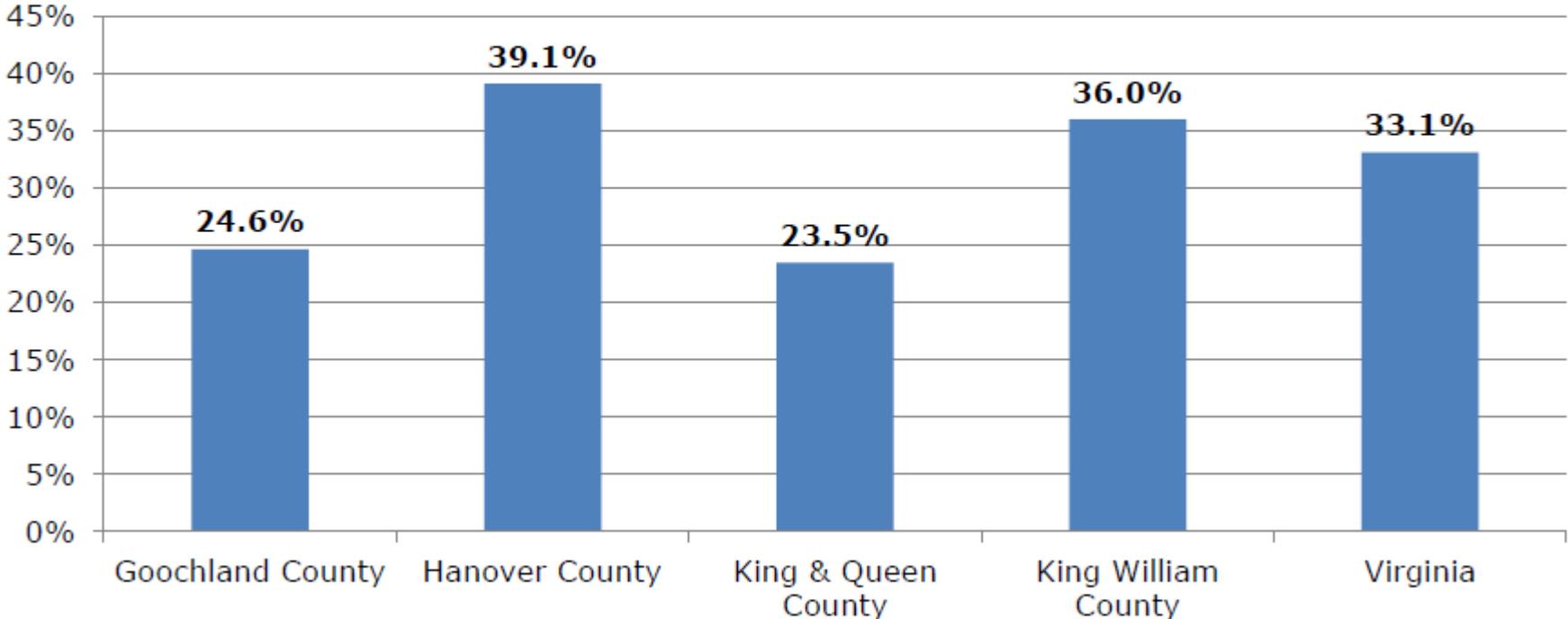
Research

Age Distribution



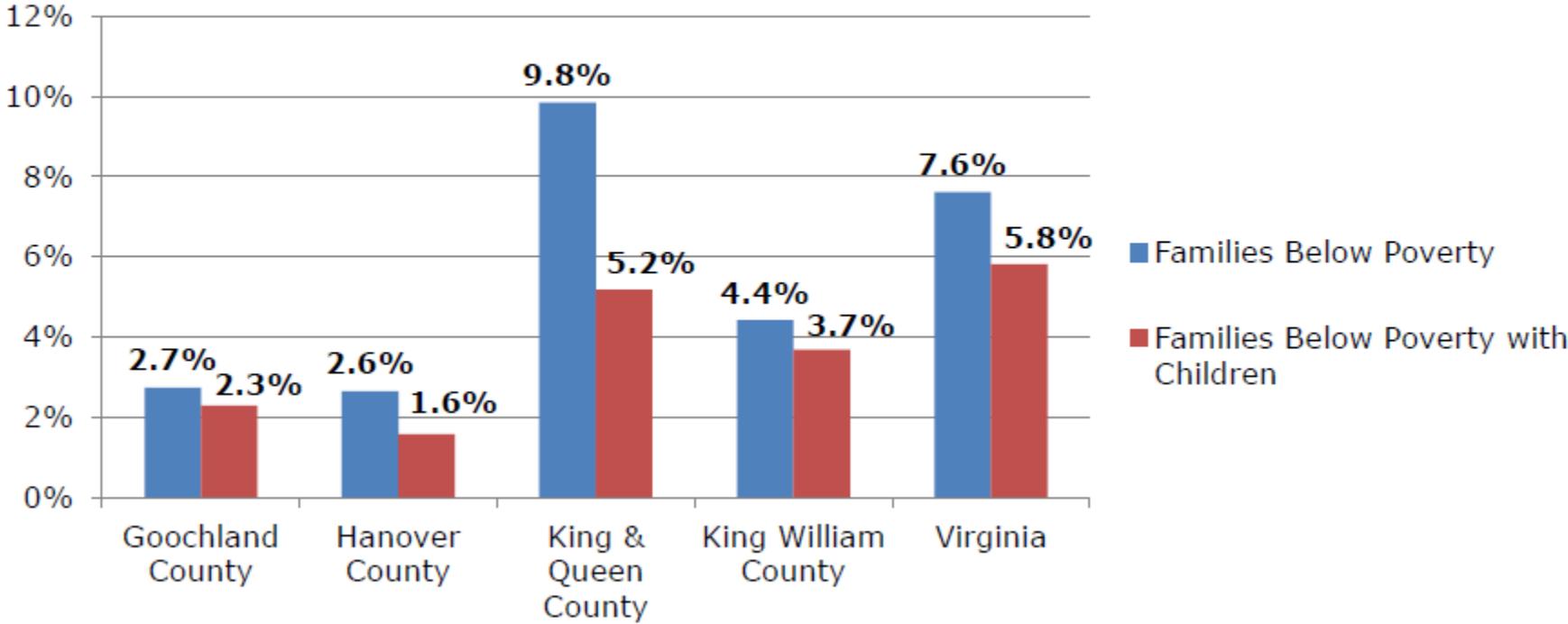
Research

Children In The Household



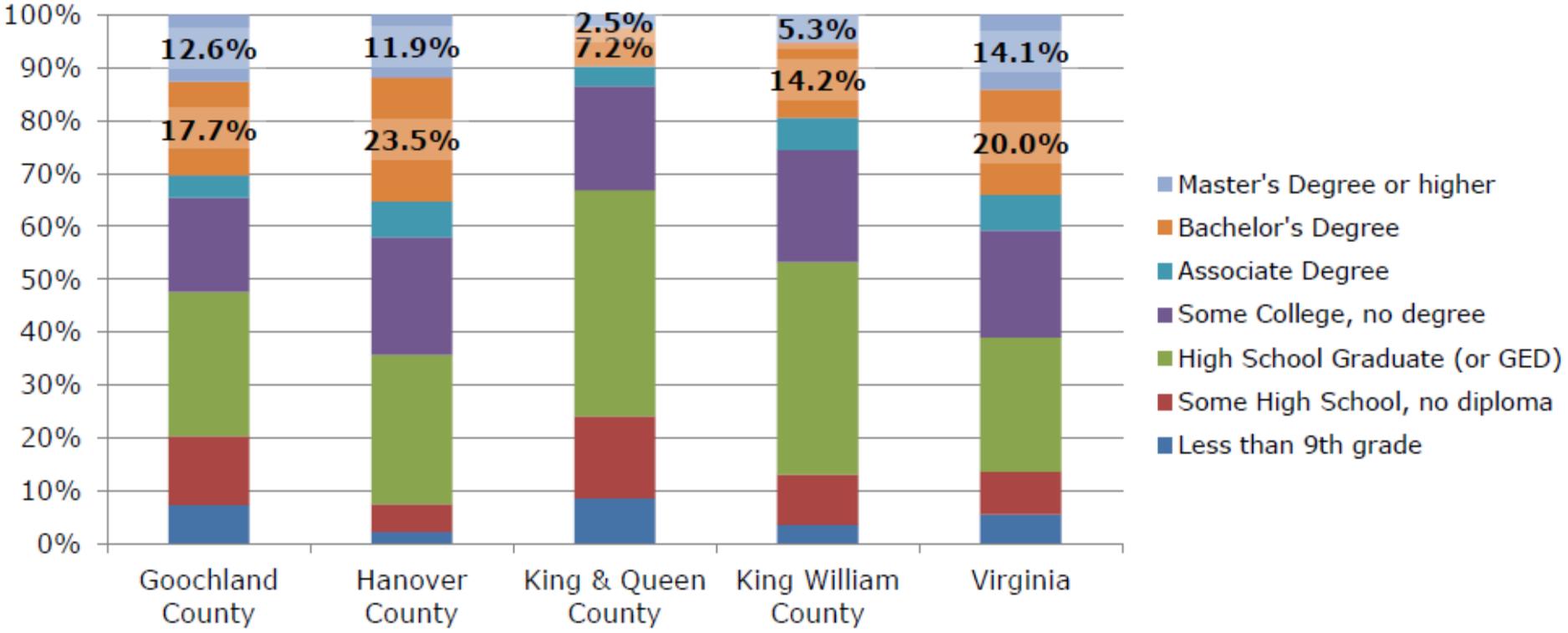
Research

Families Below Poverty



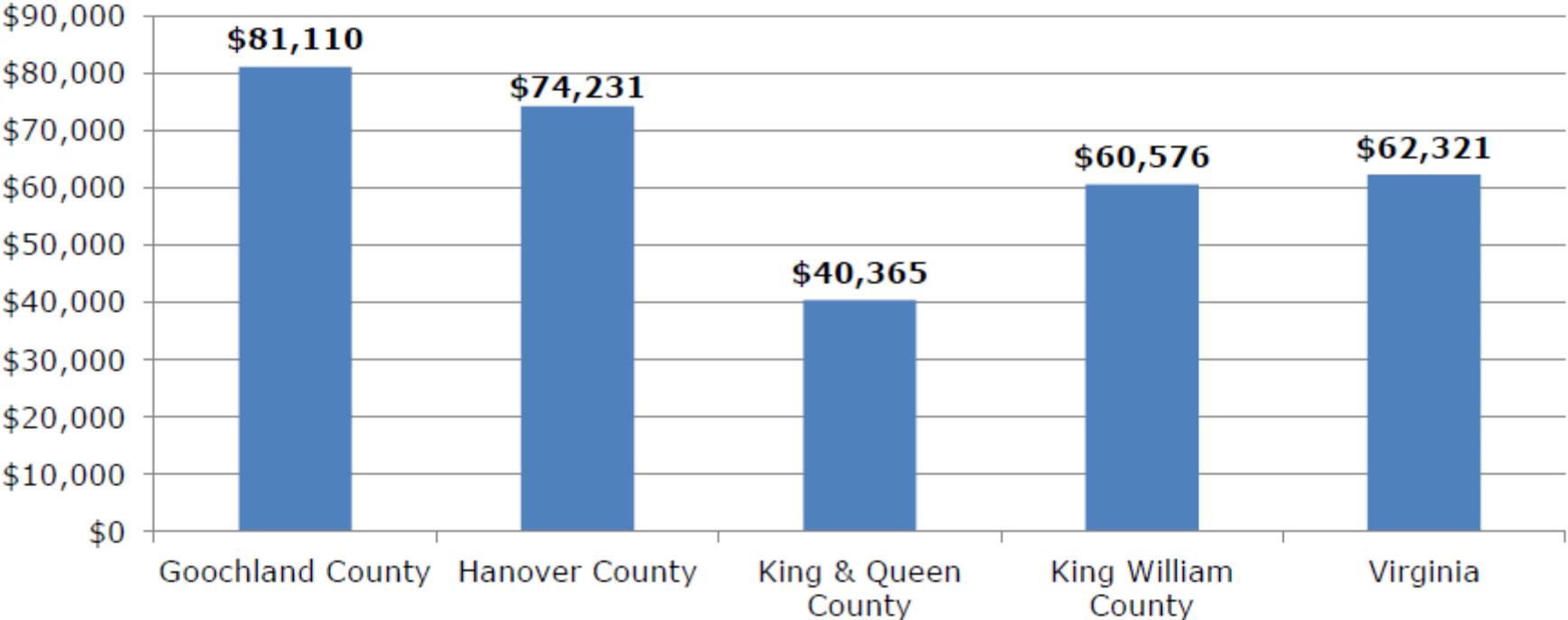
Research

Education

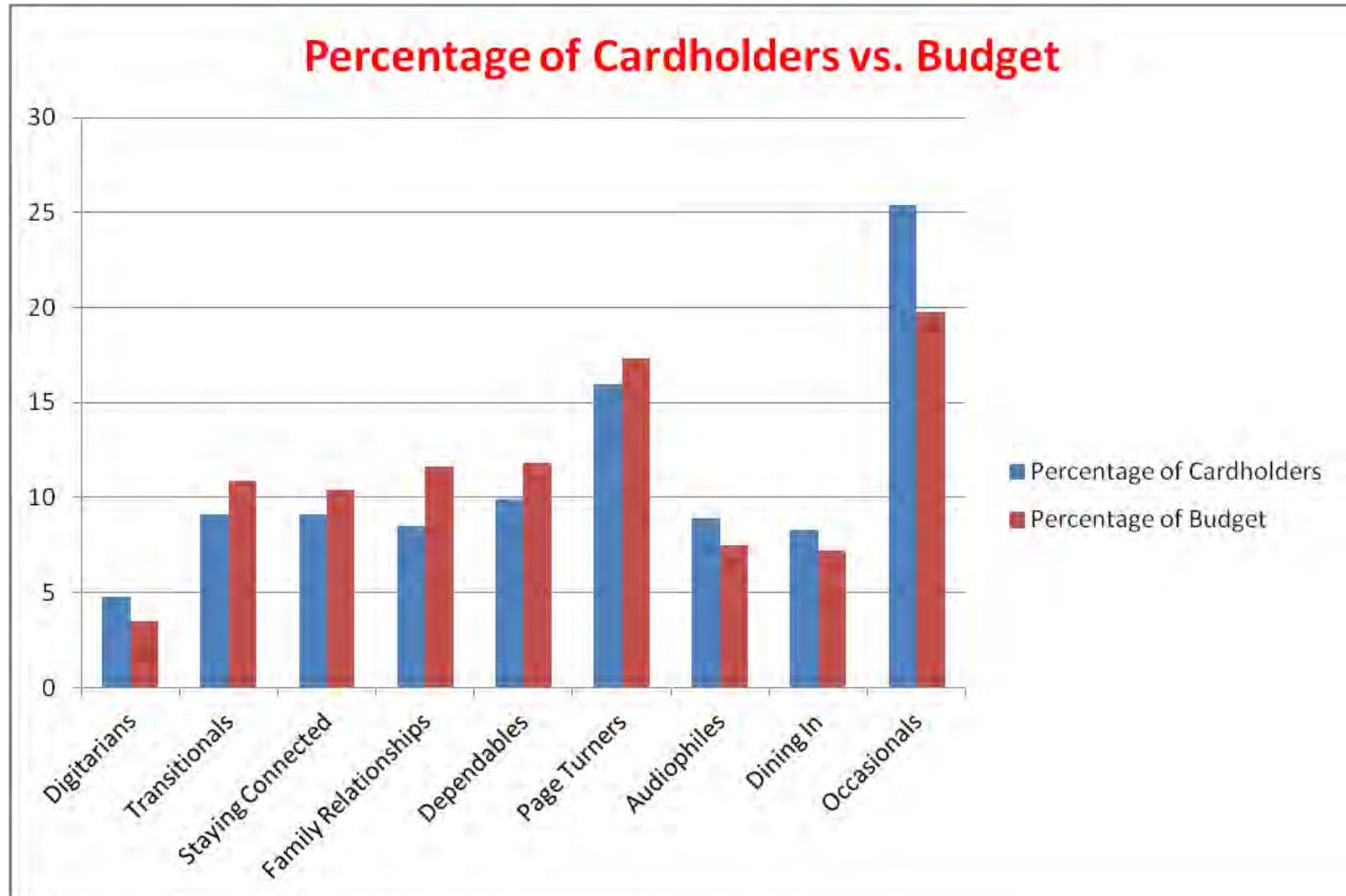


Research

Median Household Income

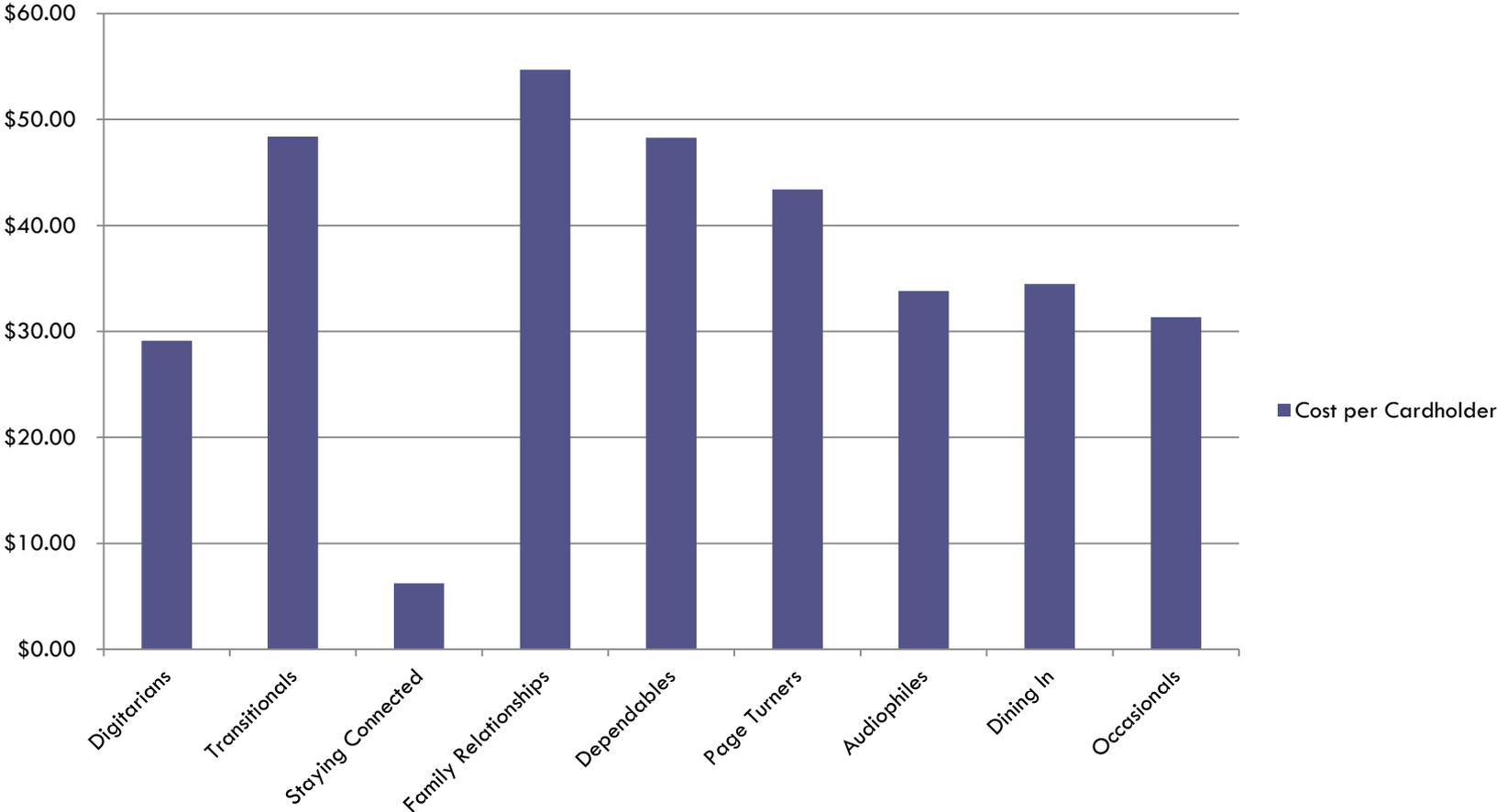


Research



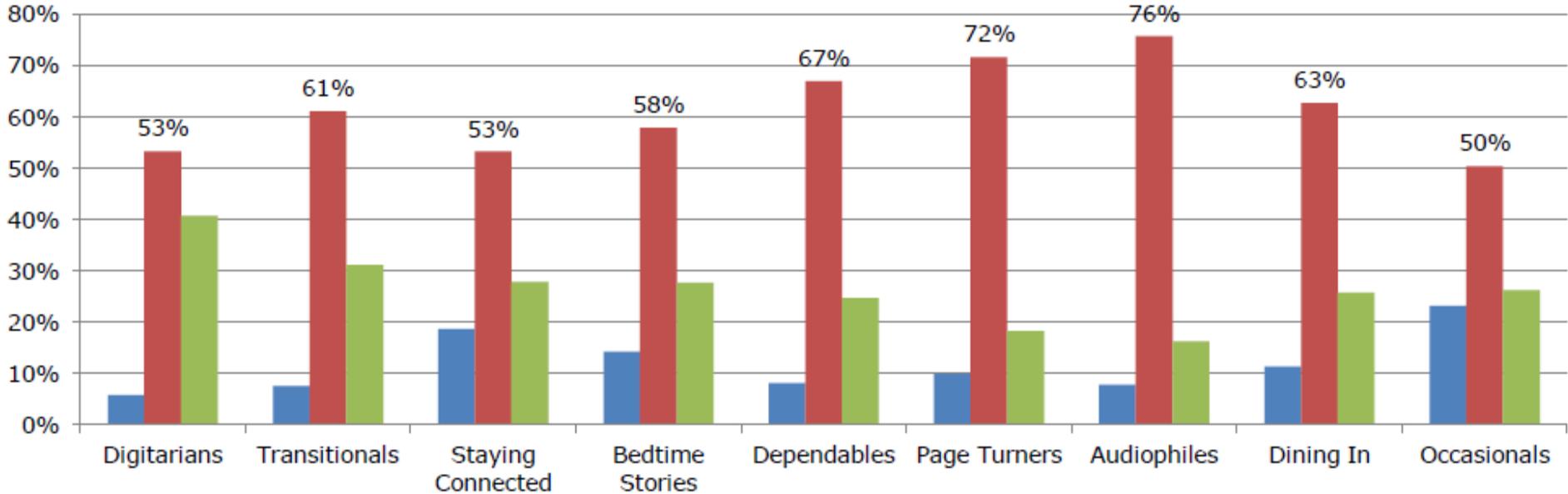
Research

Cost per Cardholder



Research

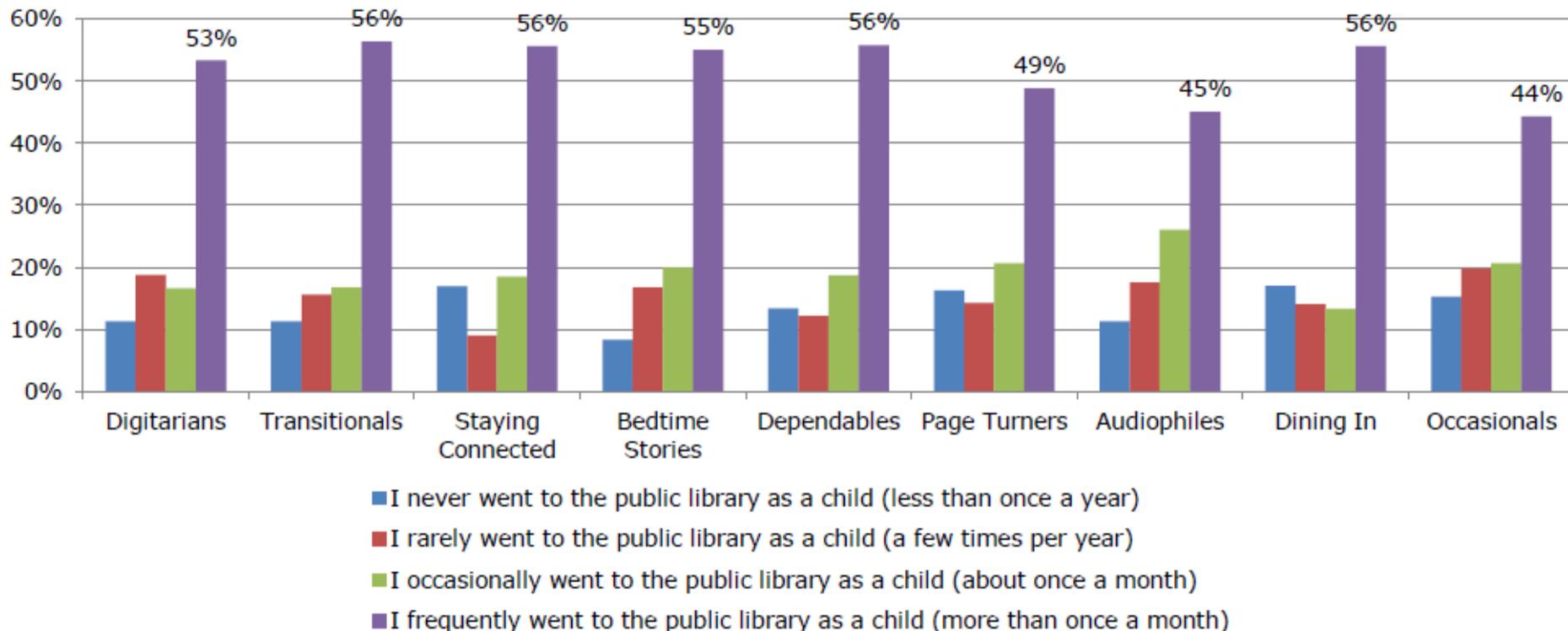
Action Taken When an Item is Unavailable at the Library



- I purchase an item if it is not currently available at the PRL branch I visit.
- I generally wait until the item I want becomes available from PRL rather than buying it.
- I go to another library system to find the item if it is not immediately available from PRL.

Research

Childhood Library Use Frequency



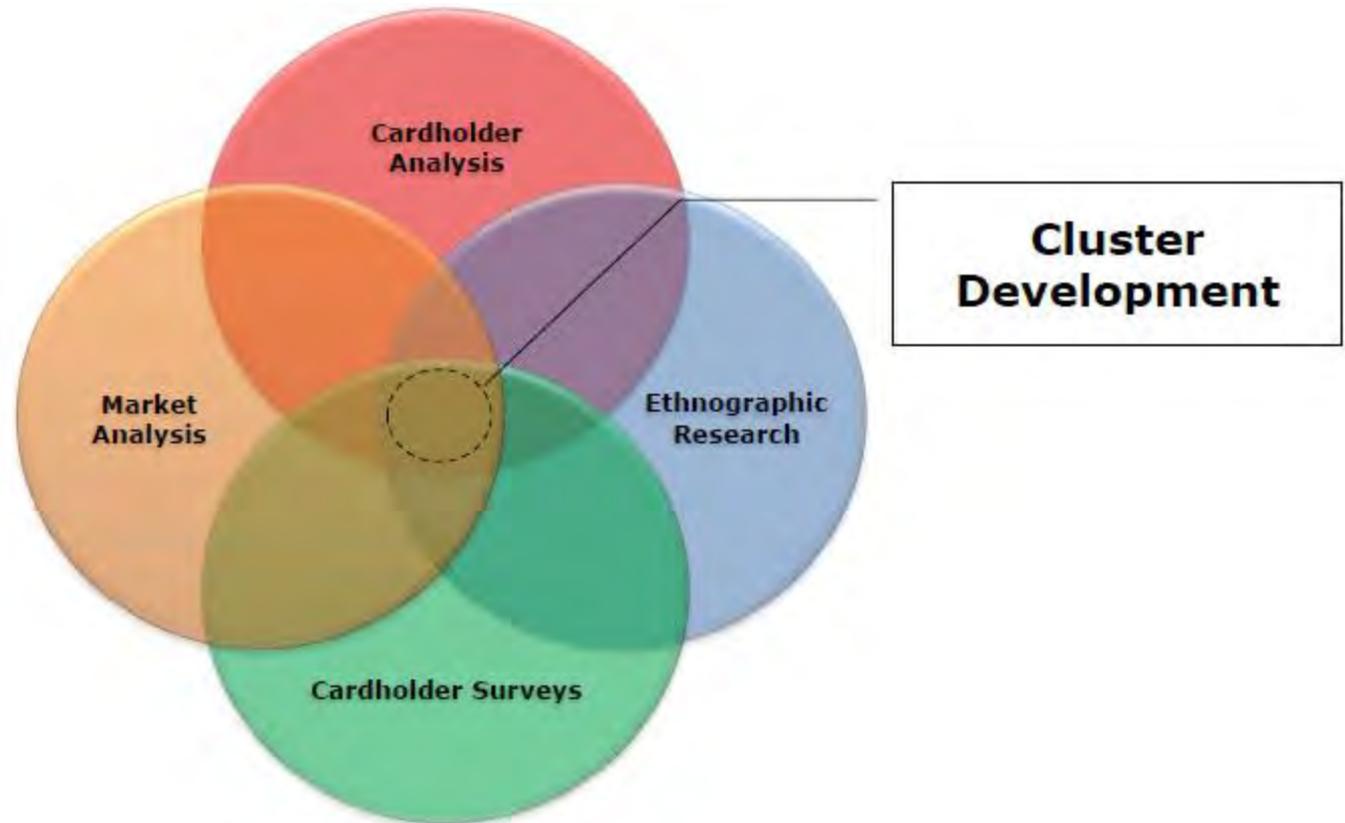
Research

Also reinforced:

- Collections—control costs, maintain/improve collection velocity, to keep strength of relationship
- Facilities—leaves an impression on customers and is still the foundation for how we deliver services
- Family relationship services—popular, appreciated, and critical to sustaining our customer base
- Technology—public access Internet connectivity, public access computers critical; technology is an efficient format to deliver information

Customer clusters

- Groups customers who share library-usage behaviors
- Defines primary and secondary behaviors



Customer clusters

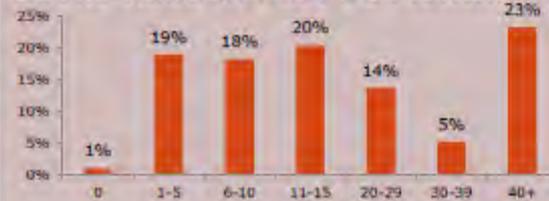


Family Relationships

Percent of Respondents: 8.5%

Borrow children's materials and attend children's programs

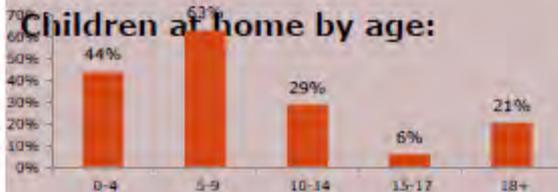
Books Read in Past 12 Months



Visitation frequency:

- 94% visit a branch monthly or more
- 70% visit website monthly or more

Children at home by age:



88% have at least one child under 18

Prefer to browse for materials...



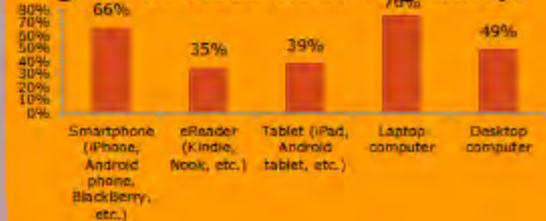
Visit the library...



Email communication tends to...



Digital devices used regularly:



Use game apps: 55%

Use shopping apps: 36%

Use social networking apps: 54%

Reading apps: 47%

Participated or interested in programming regarding:

- Expanding skills: 49%
- Leisure topics: 76%
- Love of reading: 55%
- Family activities: 90%
- Entertainment: 78%
- Local history: 73%

Customer clusters

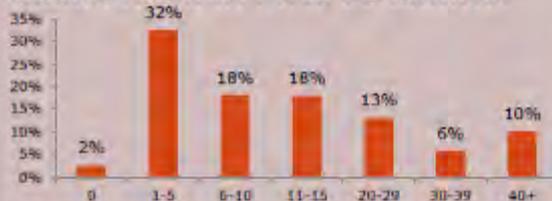


Occasionals

Borrow adult print infrequently

Percent of Respondents: 25.4%

Books Read in Past 12 Months



Visitation frequency:

- 0% visit a branch monthly or more
- 0% visit website monthly or more

Children at home by age:



29% have at least one child under 18

Prefer to browse for materials...



Visit the library...



Email communication tends to...



Digital devices used regularly:



Use game apps: 38%

Use shopping apps: 34%

Use social networking apps: 40%

Reading apps: 37%

Somewhat or more interested in programming regarding:

- Expanding skills: 52%
- Leisure topics: 59%
- Love of reading: 45%
- Family activities: 31%
- Entertainment: 45%
- Local history: 59%

Customer clusters

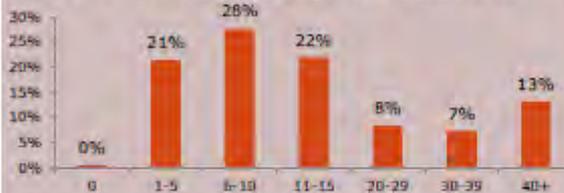


Dining In

Work, study, and connect to free Wi-Fi

Percent of Respondents: 8.3%

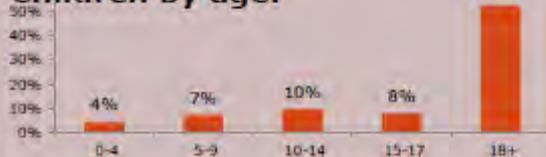
Books Read in Past 12 Months



Visitation frequency:

- 95% visit a branch monthly or more
- 50% visit website monthly or more

Children by age:



19% have at least one child under 18

Prefer to browse for materials...



How They Visit The Library



Email communication tends to...



Digital devices used regularly:



Use game apps: 36%

Use shopping apps: 21%

Use social networking apps: 36%

Reading apps: 40%

Participated or interested in programming regarding:

- Expanding skills: 56%
- Leisure topics: 65%
- Love of reading: 46%
- Family activities: 28%
- Entertainment: 48%
- Local history: 62%

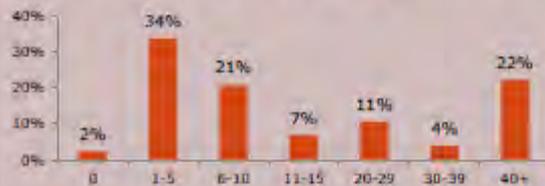
Customer clusters



Staying Connected Use public library computers

Percent of Respondents: 9.1%

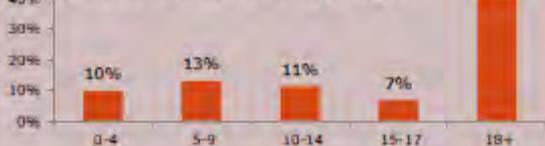
Books Read in Past 12 Months



Visitation frequency:

- 98% visit a branch monthly or more
- 63% visit website monthly or more

Children at home by age:



26% have at least one child under 18

Prefer to browse for materials...



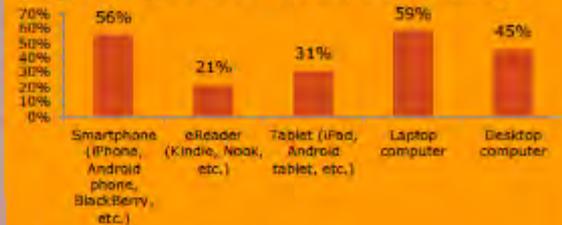
Visit the library...



Email communication tends to...



Digital devices used regularly:



Use game apps: 45%

Use shopping apps: 24%

Use social networking apps: 41%

Reading apps: 37%

Participated or interested in programming regarding:

- Expanding skills: 70%
- Leisure topics: 75%
- Love of reading: 56%
- Family activities: 41%
- Entertainment: 70%
- Local history: 74%

Customer clusters

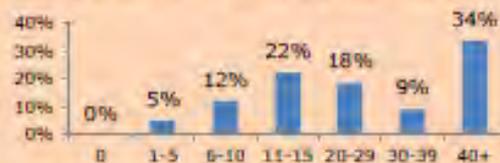


Digitarians

Download eBooks from library website

Percent of Respondents: 4.8%

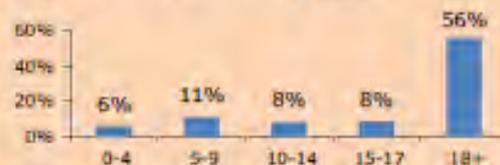
Books read in past 12 months:



Visitation frequency:

- 53% visit a branch monthly or more
- 93% visit website monthly or more

Children at home by age:



24% have at least one child under 18

Prefer to browse for materials...



Visit the library...



Email communication tends to...



Digital devices used regularly:



Use game apps: 55%

Use shopping apps: 46%

Use social networking apps: 42%

Reading apps: 78%

Participated or interested in programming regarding:

- Expanding skills: 40%
- Leisure topics: 65%
- Love of reading: 43%
- Family activities: 31%
- Entertainment: 38%
- Local history: 58%

Customer clusters

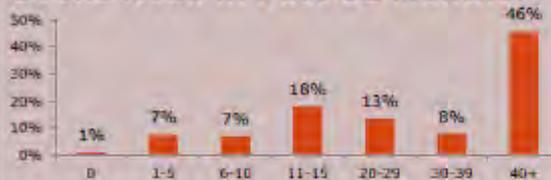


Transitionals

Borrow adult print & download eBooks

Percent of Respondents: 9.1%

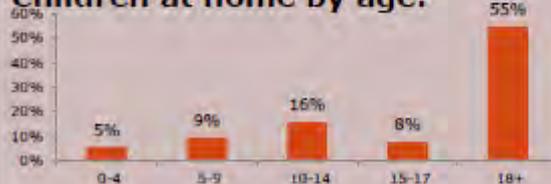
Books Read in Past 12 Months



Visitation frequency:

- 93% visit a branch monthly or more
- 91% visit website monthly or more

Children at home by age:



27% have at least one child under 18

Prefer to browse for materials...



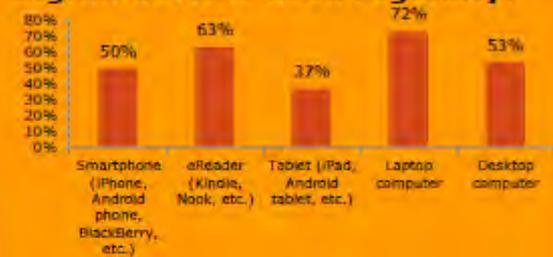
Visit the library...



Email communication tends to...



Digital devices used regularly:



Use game apps: 54%

Use shopping apps: 30%

Use social networking apps: 49%

Reading apps: 62%

Participated or interested in programming regarding:

- Expanding skills: 63%
- Leisure topics: 77%
- Love of reading: 60%
- Family activities: 34%
- Entertainment: 43%
- Local history: 70%

Customer clusters



Dependables

Borrow adult print materials and audio-visual

Percent of Respondents: 9.9%

Reading Behaviors



Visitation frequency:

- 97% visit a branch monthly or more
- 78% visit website monthly or more

Children at home by age:



34% have at least one child under 18

Prefer to browse for materials...



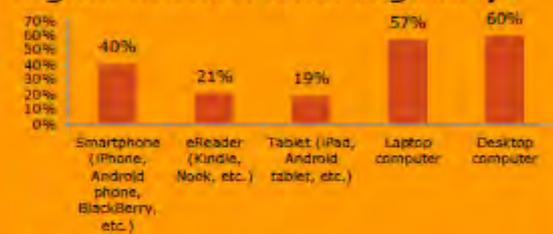
Visit the library...



Email communication tends to...



Digital devices used regularly:



Use game apps: 28%

Use shopping apps: 20%

Use social networking apps: 29%

Reading apps: 28%

Participated or interested in programming regarding:

- Expanding skills: 61%
- Leisure topics: 72%
- Love of reading: 60%
- Family activities: 40%
- Entertainment: 58%
- Local history: 75%

Customer clusters

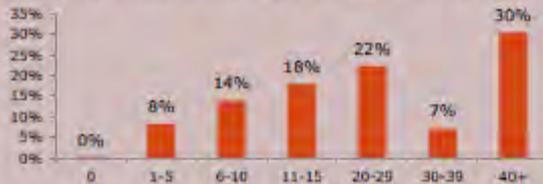


Page Turners

Borrow adult print materials

Percent of Respondents: 16.0%

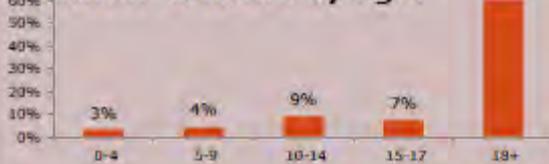
Books Read in Past 12 Months



Visitation frequency:

- 95% visit a branch monthly or more
- 70% visit website monthly or more

Children at home by age:



18% have at least one child under 18

Prefer to browse for materials...



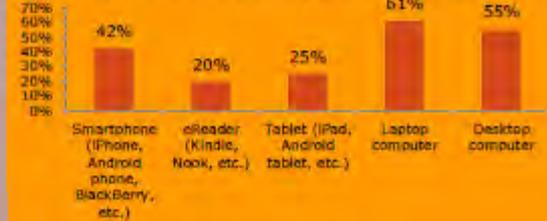
Visit the library...



Email communication tends to...



Digital devices used regularly:



Use game apps: 31%

Use shopping apps: 27%

Use social networking apps: 28%

Reading apps: 22%

Participated or interested in programming regarding:

- Expanding skills: 53%
- Leisure topics: 64%
- Love of reading: 55%
- Family activities: 26%
- Entertainment: 38%
- Local history: 64%

Customer clusters

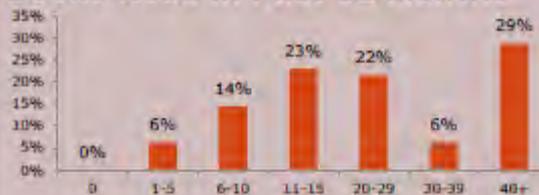


Audiophiles

Borrow audiobooks on CD

Percent of Respondents: 8.9%

Books Read in Past 12 Months



Visitation frequency:

- 97% visit a branch monthly or more
- 74% visit website monthly or more

Children at home by age:



18% have at least one child under 18

Prefer to browse for materials...



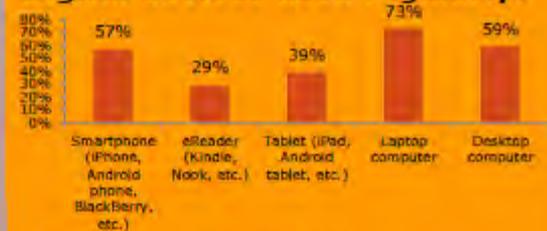
Visit the library...



Email communication tends to...



Digital devices used regularly:



Use game apps: 35%

Use shopping apps: 34%

Use social networking apps: 32%

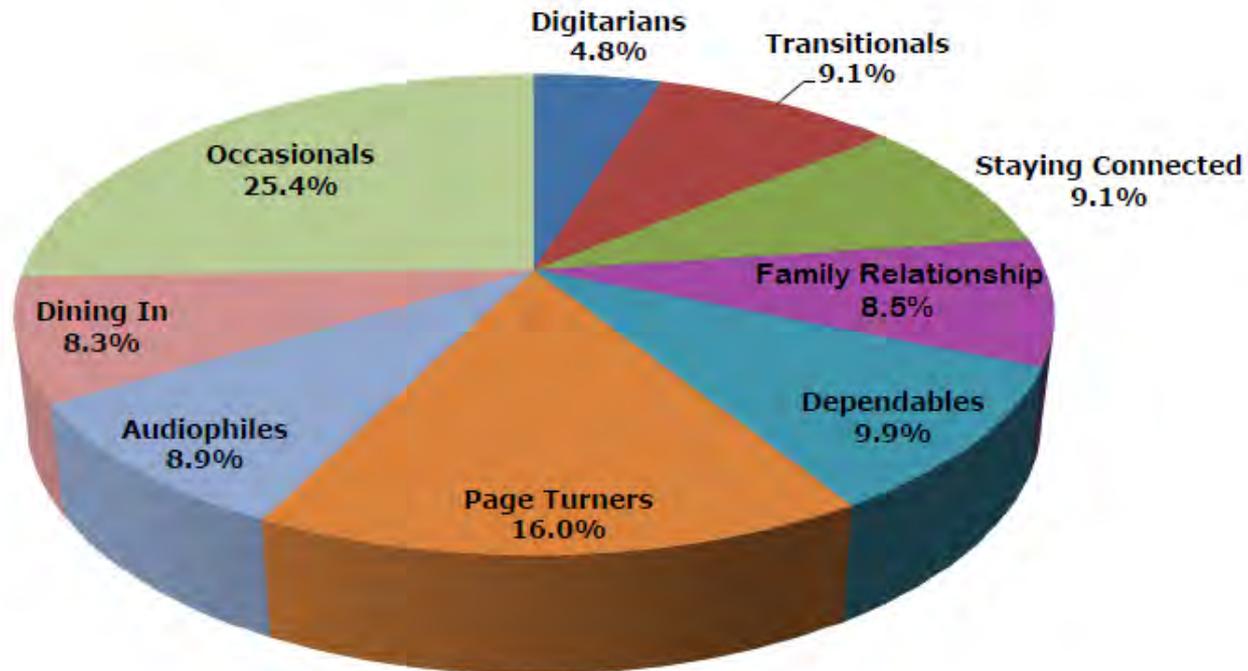
Reading apps: 42%

Participated or interested in programming regarding:

- Expanding skills: 59%
- Leisure topics: 67%
- Love of reading: 47%
- Family activities: 23%
- Entertainment: 47%
- Local history: 72%

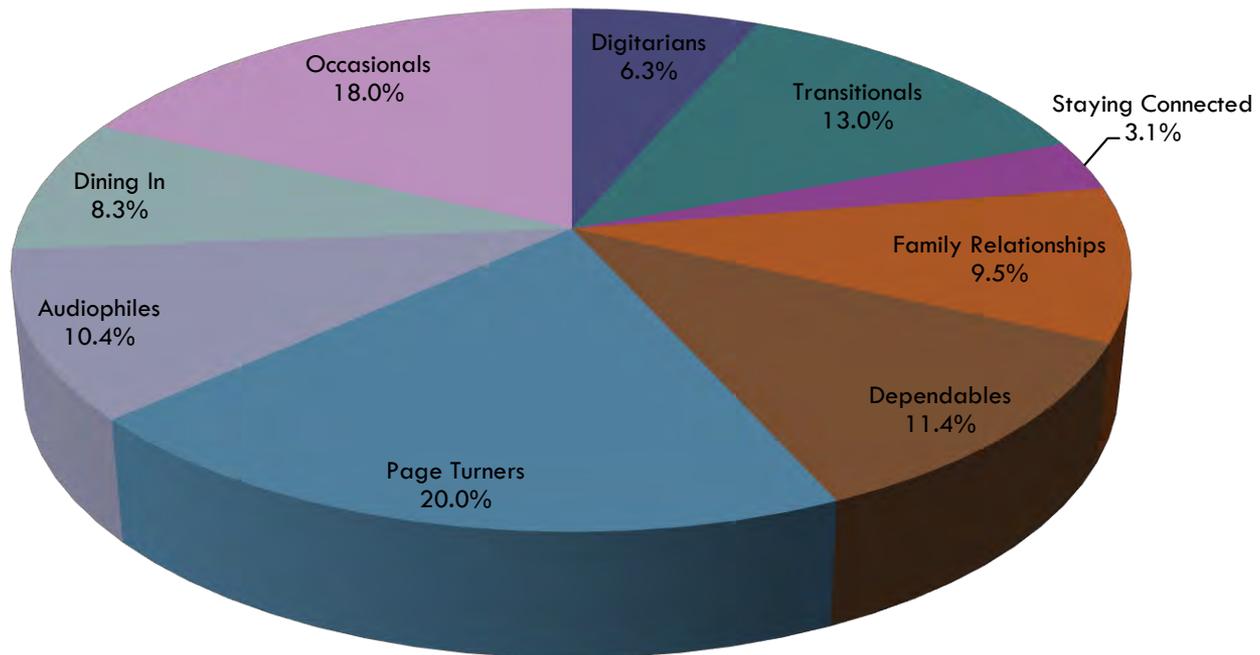
Customer clusters

Cluster Breakdown



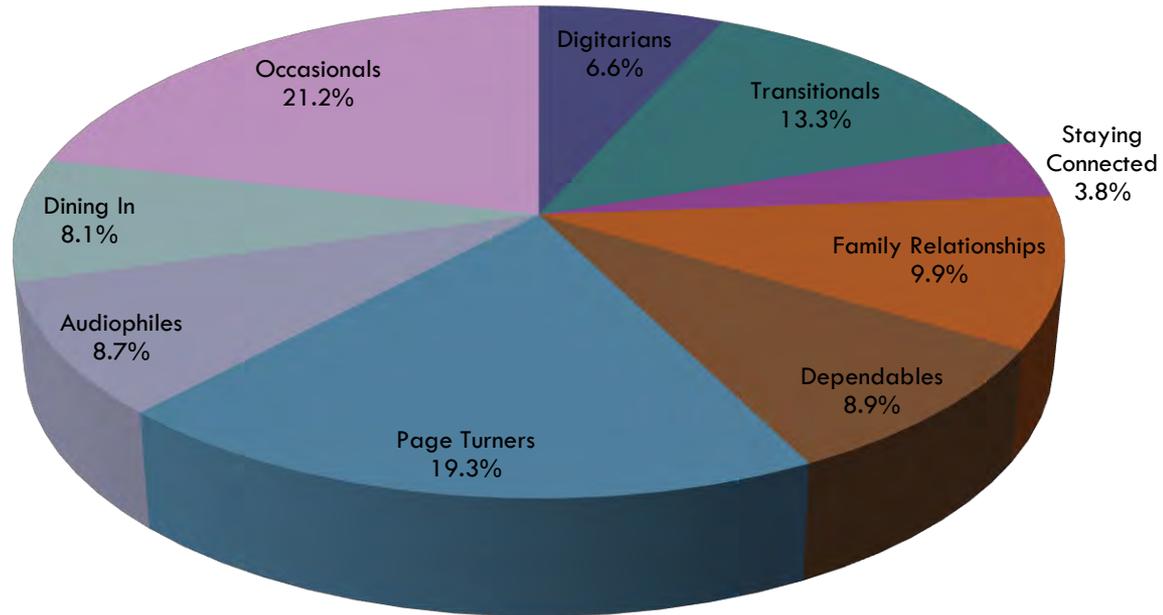
Customer clusters

Ashland



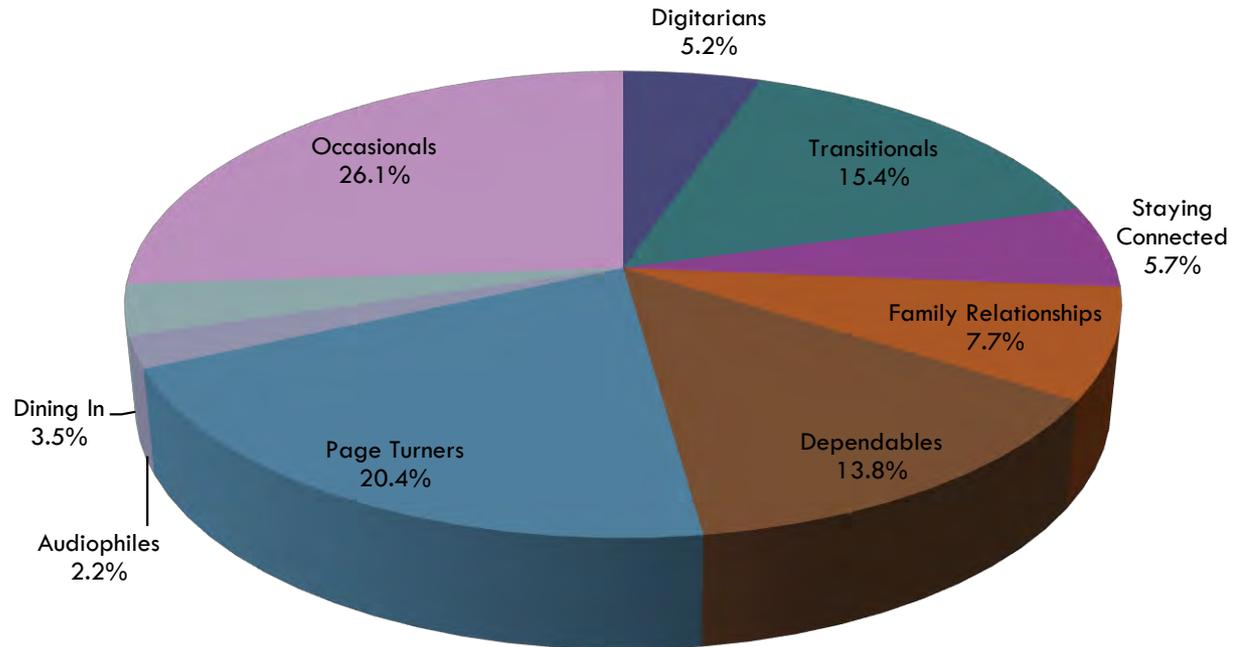
Customer clusters

Atlee



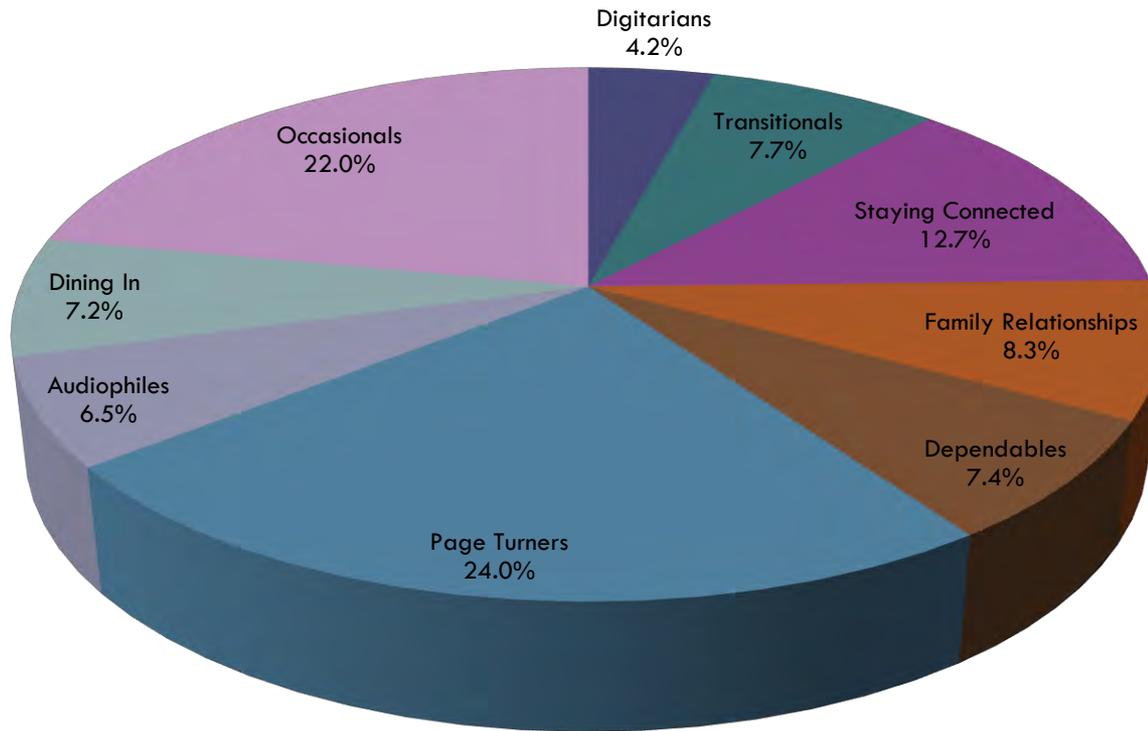
Customer clusters

Hanover



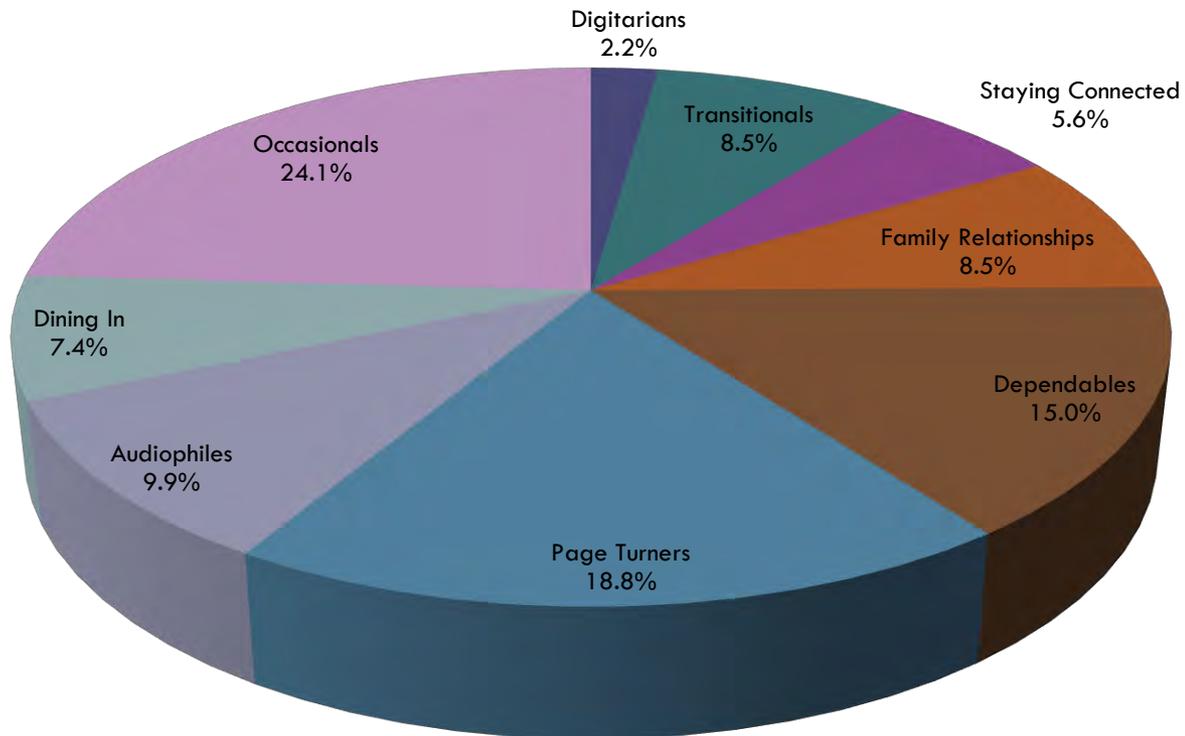
Customer clusters

Mechanicsville



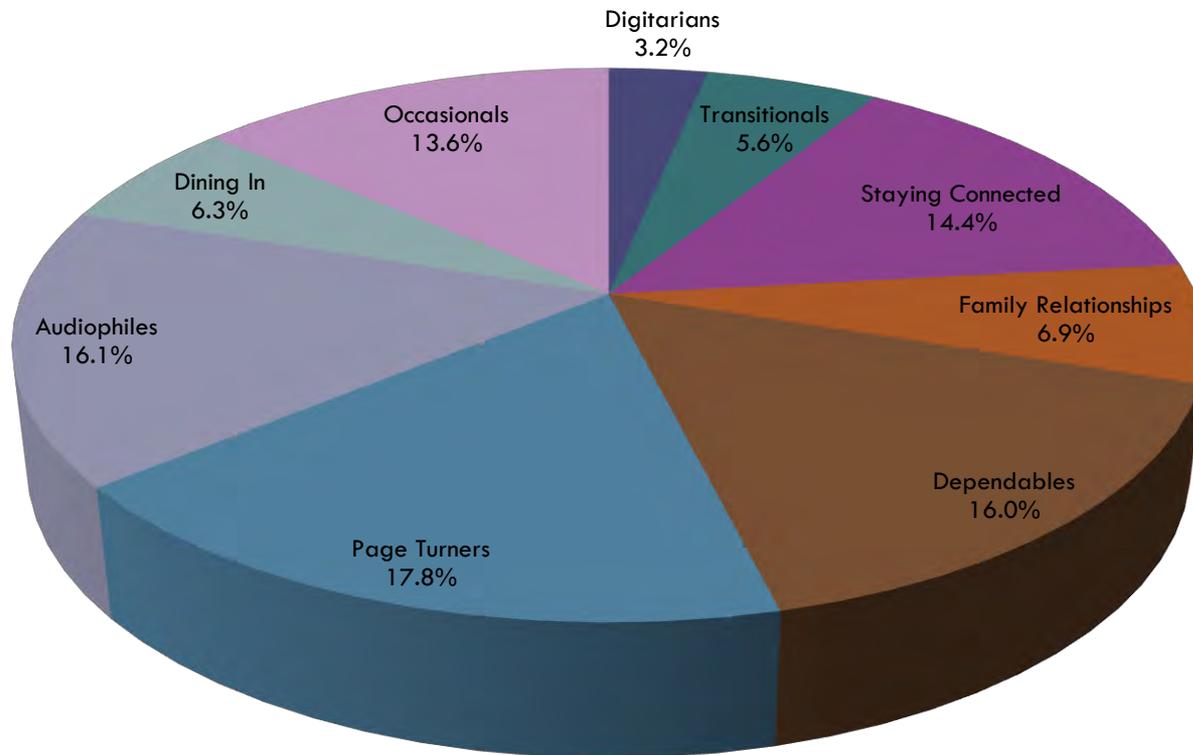
Customer clusters

Montpelier



Customer clusters

Rockville



Product and service development

Product and service development is the process of determining what to emphasize and what to deemphasize in order to deliver more of the services that are needed.

This is an ongoing process that the library will practicing in the coming years.

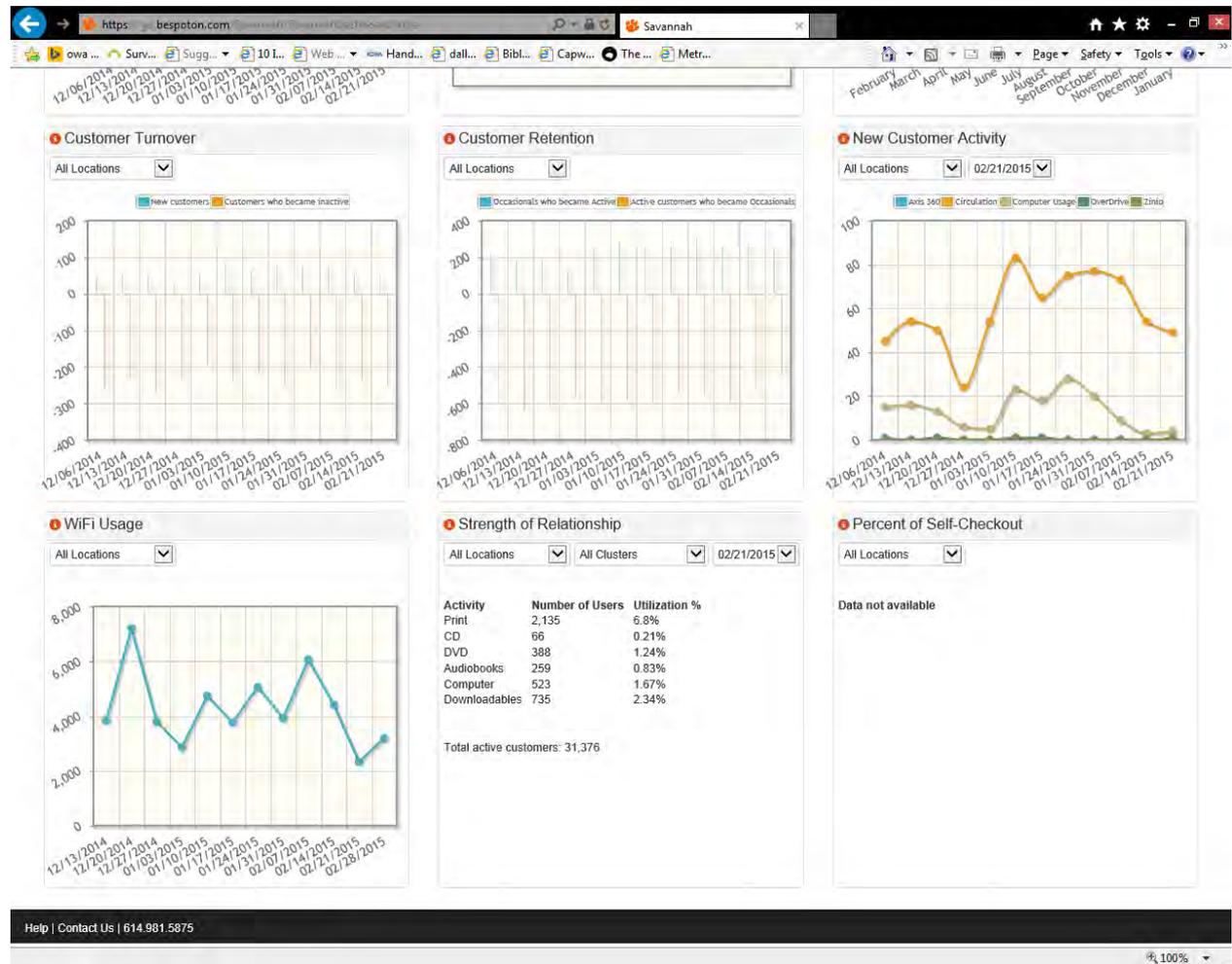
Implementation/Measurement

Implementation of strategies that result in the product and service development phase.

Measure results of the decisions made.

Implementation/Measurement

Dashboard Development:



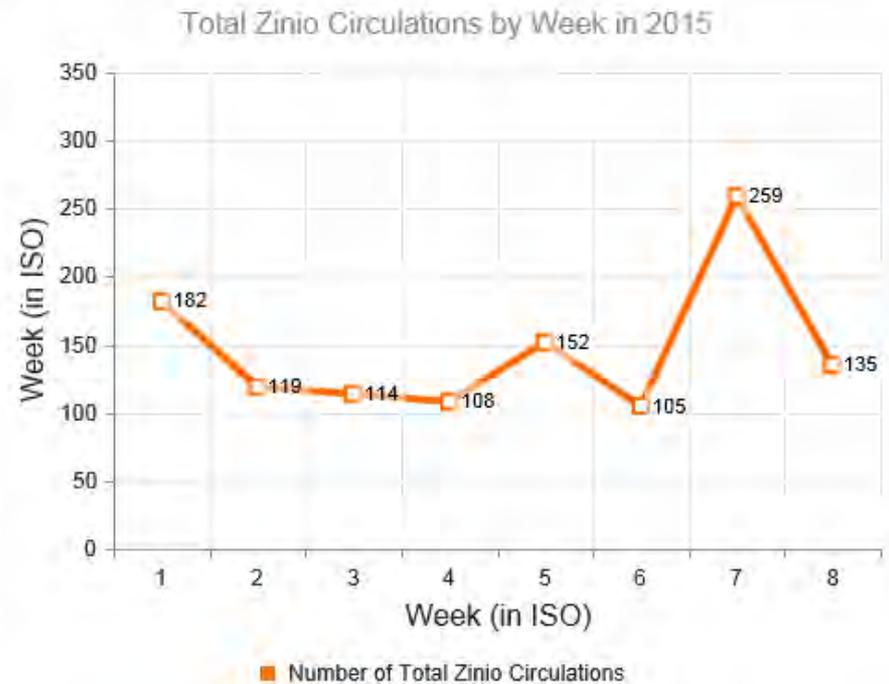
Implementation/Measurement

Dashboard Development:

Zinio Use by Week



Zinio Circulation by Week



Some Additional Factors...

Other standards:

**LIBRARY
OF VIRGINIA**

The logo for the Library of Virginia, featuring a stylized open book with three pages in yellow, red, and blue.

*Planning for Library Excellence:
Standards for Virginia Public Libraries*

Quality	Total Gross Square Feet Per Capita			
	Population Level			
	Up to 25,000	25,001 - 100,000	100,001 - 500,000	Over 500,000
A	.6 SF with .8 desired	.6 SF	.6 SF	.6 SF
AA	.9 SF	.8 SF	.7 SF	.65 SF
AAA	1.0 SF	1.0 SF	1.0 SF	.85 SF



*Planning for Library Excellence:
Standards for Virginia Public Libraries*

Hanover Square Footage

Branch	Size
Ashland	10,000
Atlee	10,000
Hanover	3,000
Mechanicsville	16,000
Montpelier	2,500
Rockville	3,600
total	45,100

Summary

Inspiring
Destinations;
Compelling
Experiences
Delivered by
Community Hub,
One Stop, and
Work + Play
branches

PAMUNKEY REGIONAL LIBRARY

Every Pamunkey Regional Library branch offers an array of services including:

Collections | Wi-fi | Computers | Programming | Digital resources

To serve our customers effectively we have customized our service offerings to best focus on the needs of each local community.

THREE COMPELLING EXPERIENCES



Community Hub

These libraries feature popular collections and resources to help customers stay connected with their community and beyond.

Branches: Rockville, Hanover, Montpelier, King & Queen



One Stop

These branches provide a wide range of services, activities, and collections. You will find family entertainment and resources for work, study, and exploration.

Branches: Ashland, Atlee, Mechanicsville



Work + Play

These branches are designed for productive work and engaging play.

Branches: Goochland, Upper King William, West Point

TEN INSPIRING DESTINATIONS

Summary

Library aligns with Hanover Human Services Strategic Plan:

- Data Driven

- With Caring Hanover: Library helps people be more self sufficient

- With School Ready Hanover: increase family and preschooler use of the public library-measure family and preschooler program participation

- With Accessible Hanover: information for customers for the world beyond the county

Conclusion

Comments and questions