



**BURGES & BURGES**  
S T R A T E G I S T S

# QUALITATIVE RESEARCH REPORT FOR CLEVELAND PUBLIC LIBRARY

2017

# PURPOSE AND INTRO

- Research process gathers feedback and opinions of current conditions of libraries, how community uses their libraries and perceived need of updated facilities
- Leadership wants to ensure the plan reflects community values and input
- This represents one of many inputs the board and administration consider before making a decision to approach the community

# RESEARCH METHODS

- In-depth interviews with community leaders
- Public online survey
- Quantitative phone poll currently in field

# IN-DEPTH INTERVIEWS

- 26 interviews conducted with elected officials, leaders from clergy, non-profit, business and government sectors
- Overwhelming support of the library and its value, varied services, diverse programs and quality staff
- Half of respondents work, but don't live in Cleveland
- Library usage varies from rare usage to multiple monthly visits
- Lack awareness of community partnerships with library - although assume they exist
- Usage: reading materials, meeting space, speakers and programs
- Recommend providing unique services and programs to entice more community members

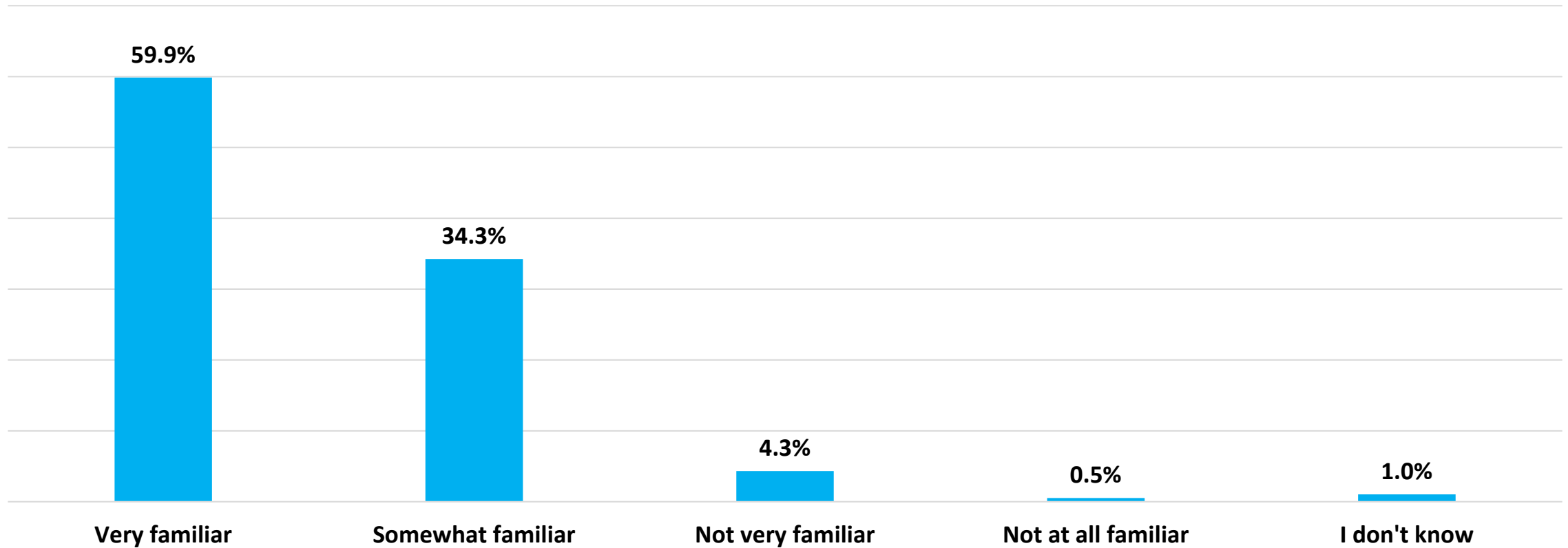
# IN-DEPTH INTERVIEWS

- Most respondents describe branches as well-maintained and safe
- There are some facility and structural concerns
  - More space for quiet study and community meetings
  - Some branches described as “old and small”
  - Lacking parking space
  - In need of technology upgrades
- Modifications are needed, but no desire to “replace” or relocate branches
  - Accessibility & walkability cited by most to keep branches as is
  - Agreement to renovate and modernize branches
- Residents willing to pay more to improve programs and facilities

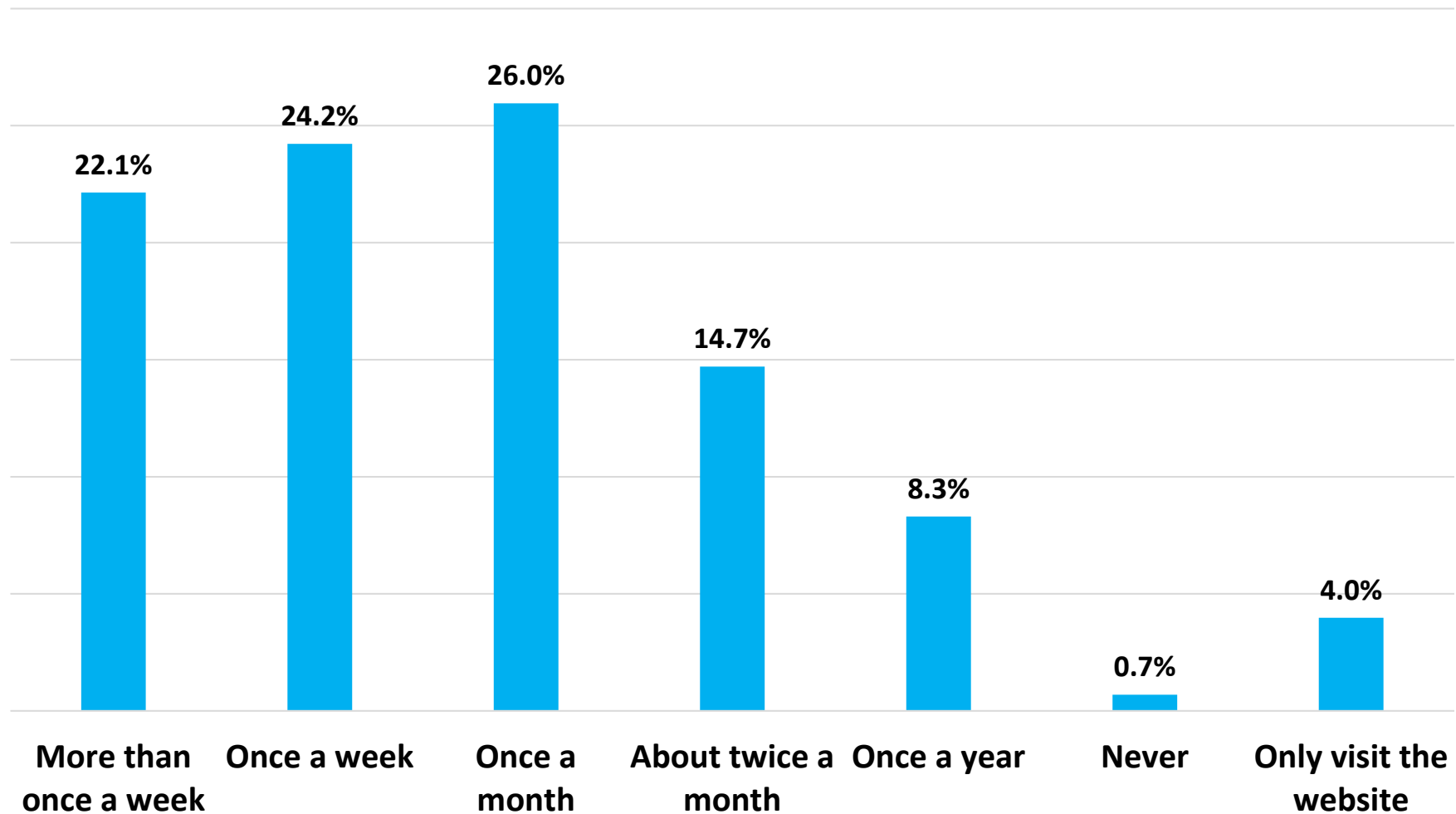
# ONLINE SURVEYS

- 579 completed
- Active from April 21 – May 2
- Surveys emailed to CPL cardholders, housed on CPL website & social media
- Participants actively chose to participate and therefore likely to be more supportive of CPL
- Respect and support for CPL
- CPL fiscally responsible
- Valued part of neighborhoods
- Branches in good condition but...
  - asks for more space for computers, children, homework centers
  - Some branches more than others are in need of work

# HOW FAMILIAR ARE YOU WITH THE LIBRARY?

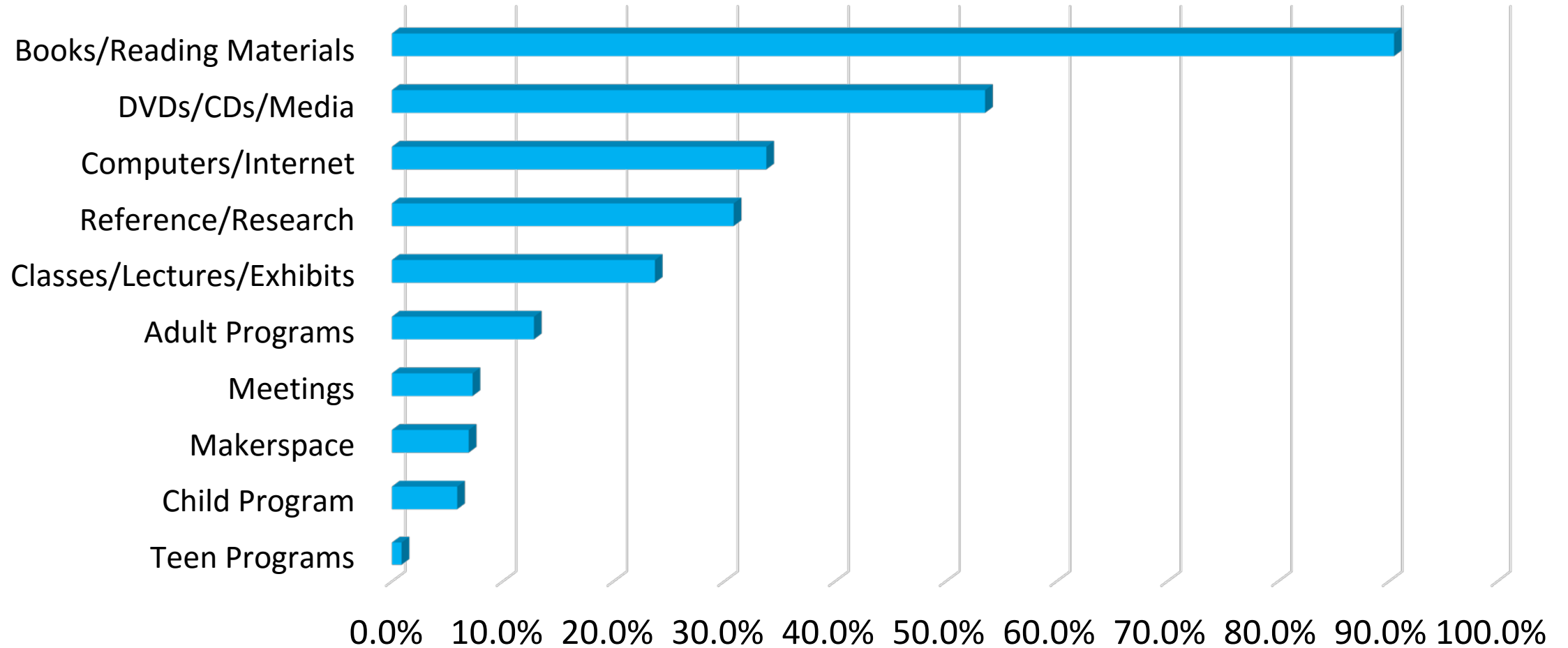


# HOW OFTEN DO YOU VISIT THE LIBRARY

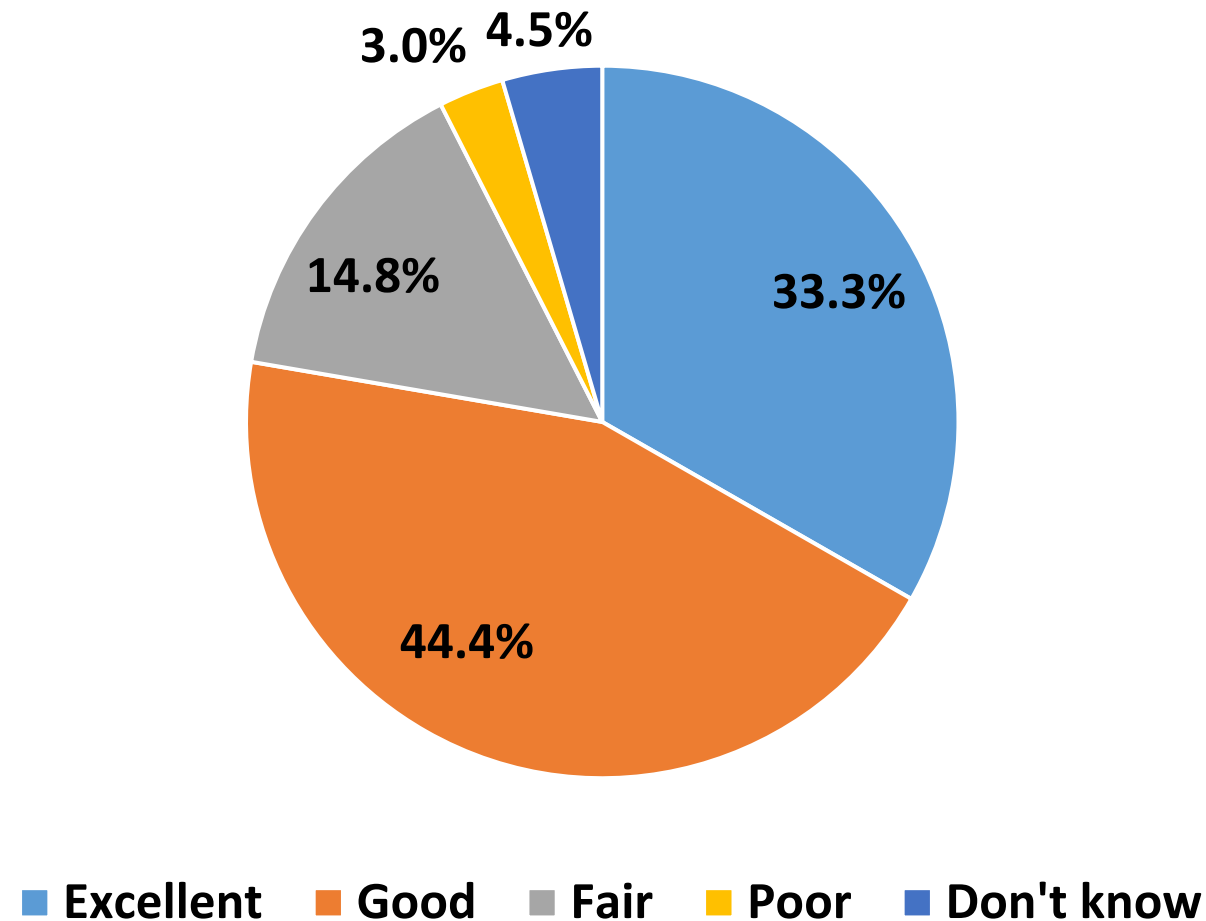




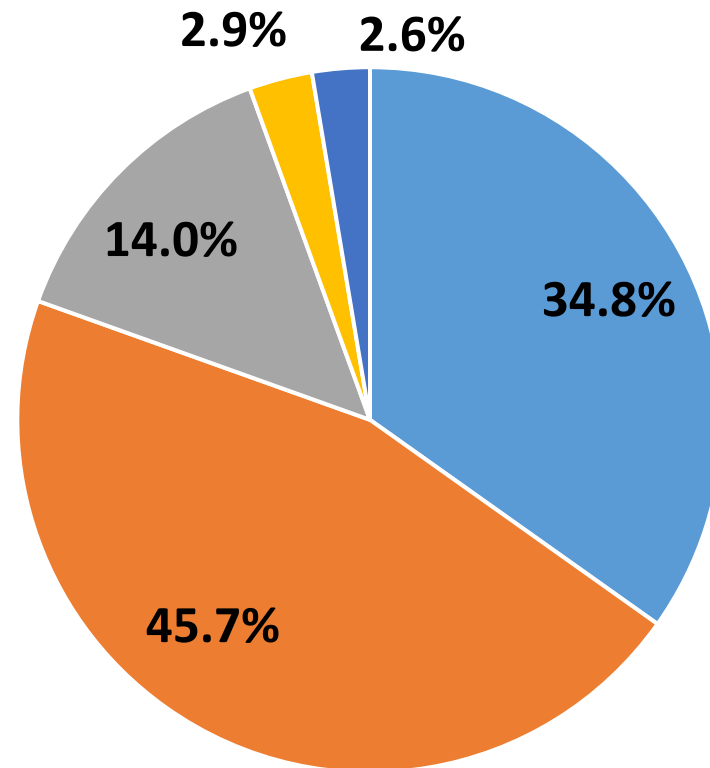
# SERVICES USED MOST OFTEN



# CONDITION OF THE BUILDINGS

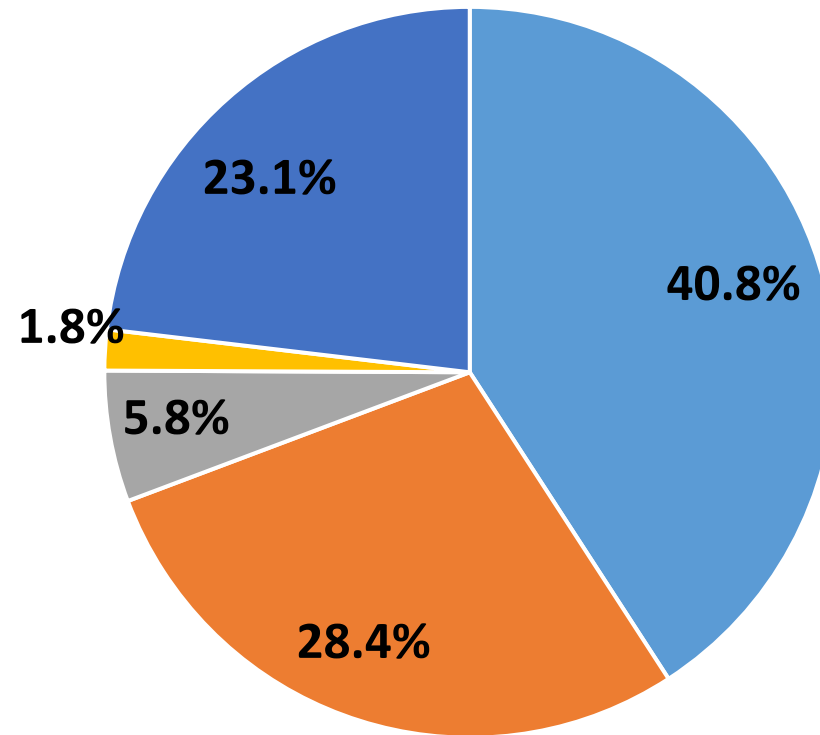


# CONDITION OF MAIN BRANCH



■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know

# USE OF PUBLIC FUNDS



■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know

# QUANTITATIVE PHONE POLL

- Statistically accurate poll currently in field
- Universe: CMSD residents voting in 3 of past 4 general elections
  - Home & cell phones in sample
  - Sample indicative of likely 2017 general voters
- To date, 250+ surveys complete; 400 total with a split sample
- Est. complete date: 5/10
- Initial findings
  - Slightly more support for add'l 1 mill vs. 0.5 mill

# RECOMMENDATIONS & NEXT STEPS

- Research and past history confirms CPL's respect and standing in community
- However, no entity exists in a vacuum
- November electorate will be more challenging than anticipated
  - Contested CLE Mayor & City Council races
  - Potential Tri-C levy
  - Ballot order
  - Other potential issues
- Qualitative and quantitative results promote potential for successful ask
  - With external support, 3<sup>rd</sup> party validators, communications and champions
  - With intensive internal communications campaign
    - E-newsletters, Speaker's Bureau, Social Media, Lit tables