



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

# CLEVELAND PUBLIC LIBRARY

May 16, 2013

# RESEARCH METHODS

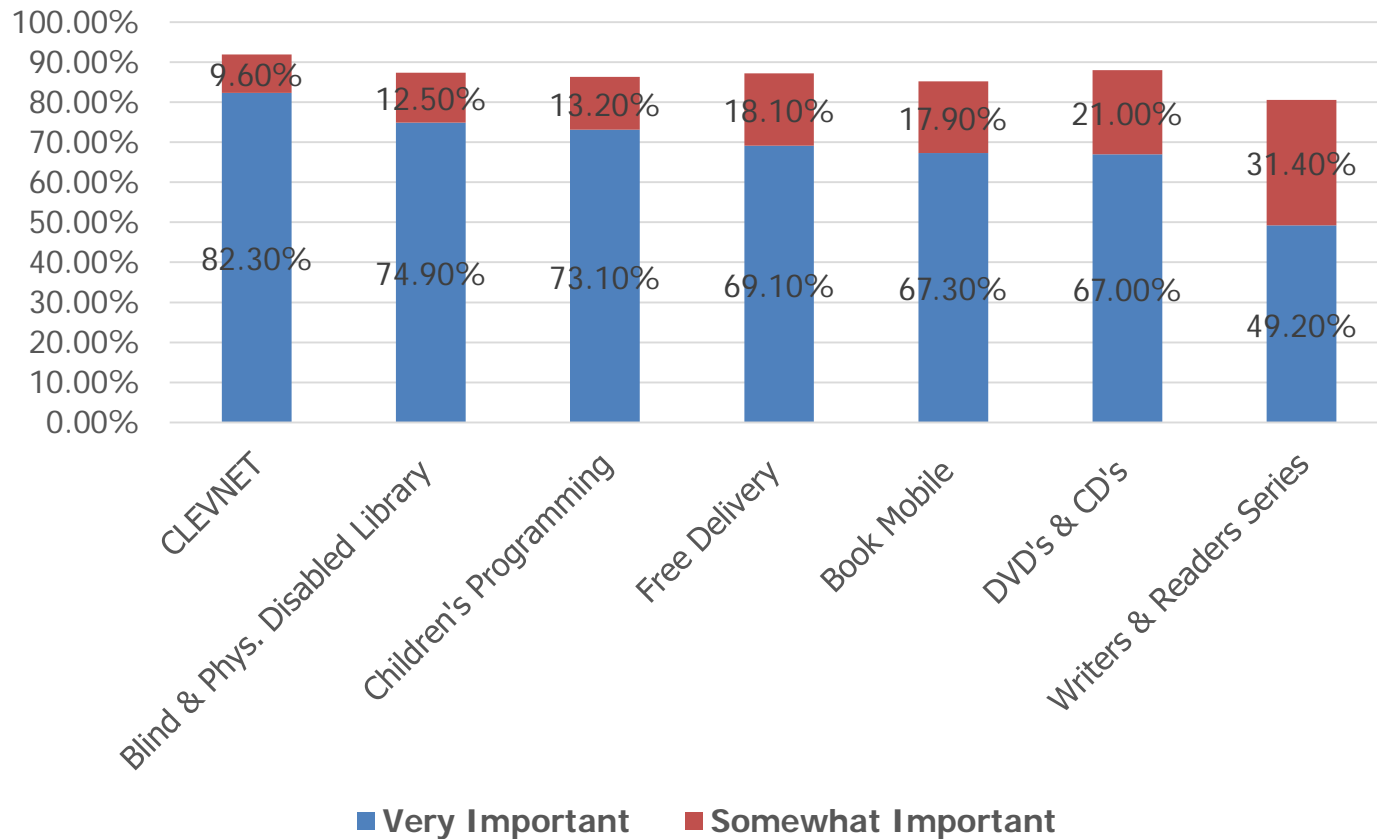
- Qualitative research conducted March – May 2013
  - 38 in-depth interviews with community leaders
  - Online survey completed by 675 respondents
  - Audited CPL publications and media coverage
- Data used to identify major themes for testing via TRIAD survey

# RESEARCH RESULTS

- Overall, respondents laud programs and services provided by CPL (85.92% very satisfied or satisfied)
- Interviewees satisfied with the number of branches and locations
- Building conditions were a concern among interview respondents
- Many use services and programs (93.63% of survey, and nearly every interviewee)
- Clevelanders view computer/online access at CPL as very important (76.60% very important; 13.80% important)

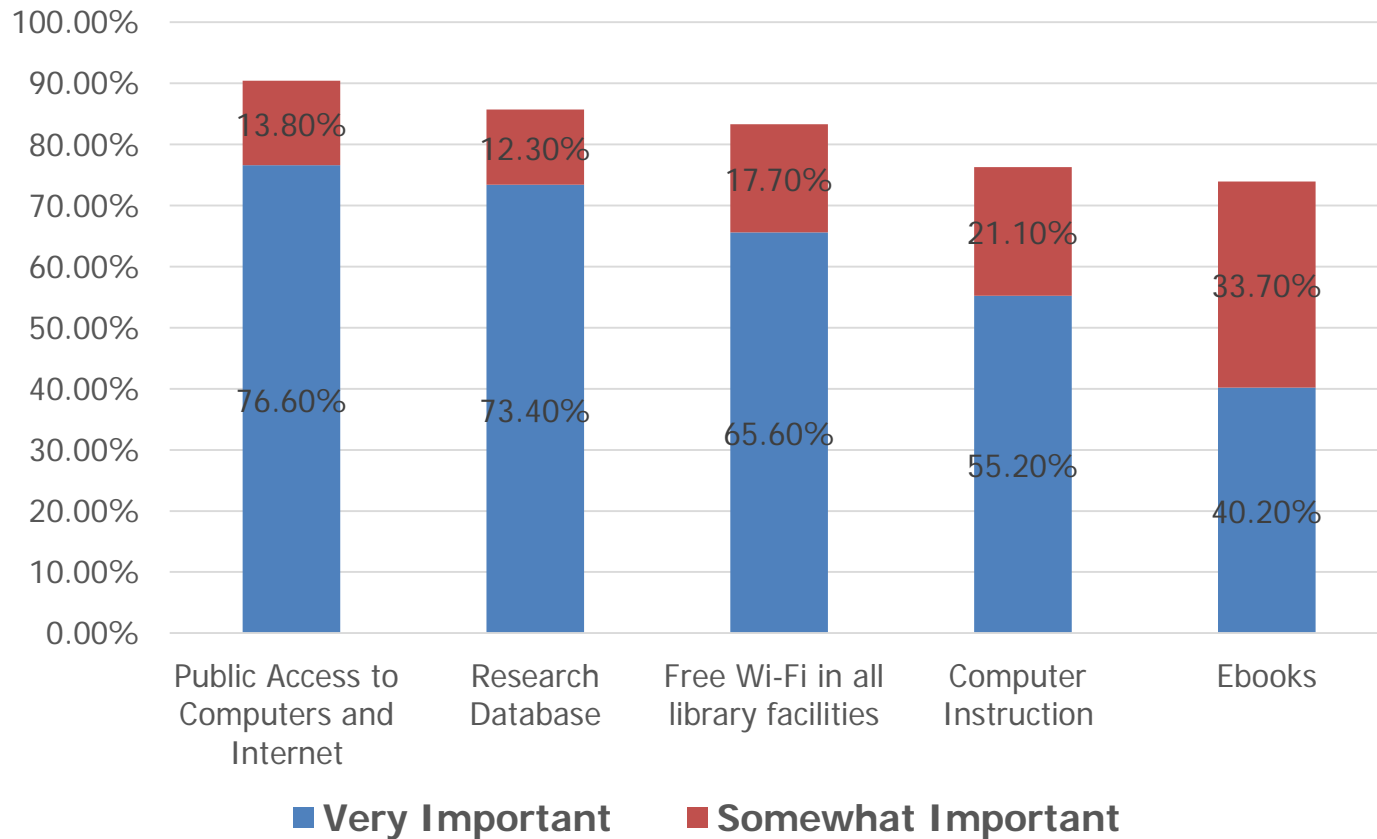
# RESEARCH RESULTS – PROGRAMS & SERVICES

## How Important are These Programs and Services?



# RESEARCH RESULTS – ONLINE OFFERINGS

## How Important are these Online Offerings?



# CPL FINANCES

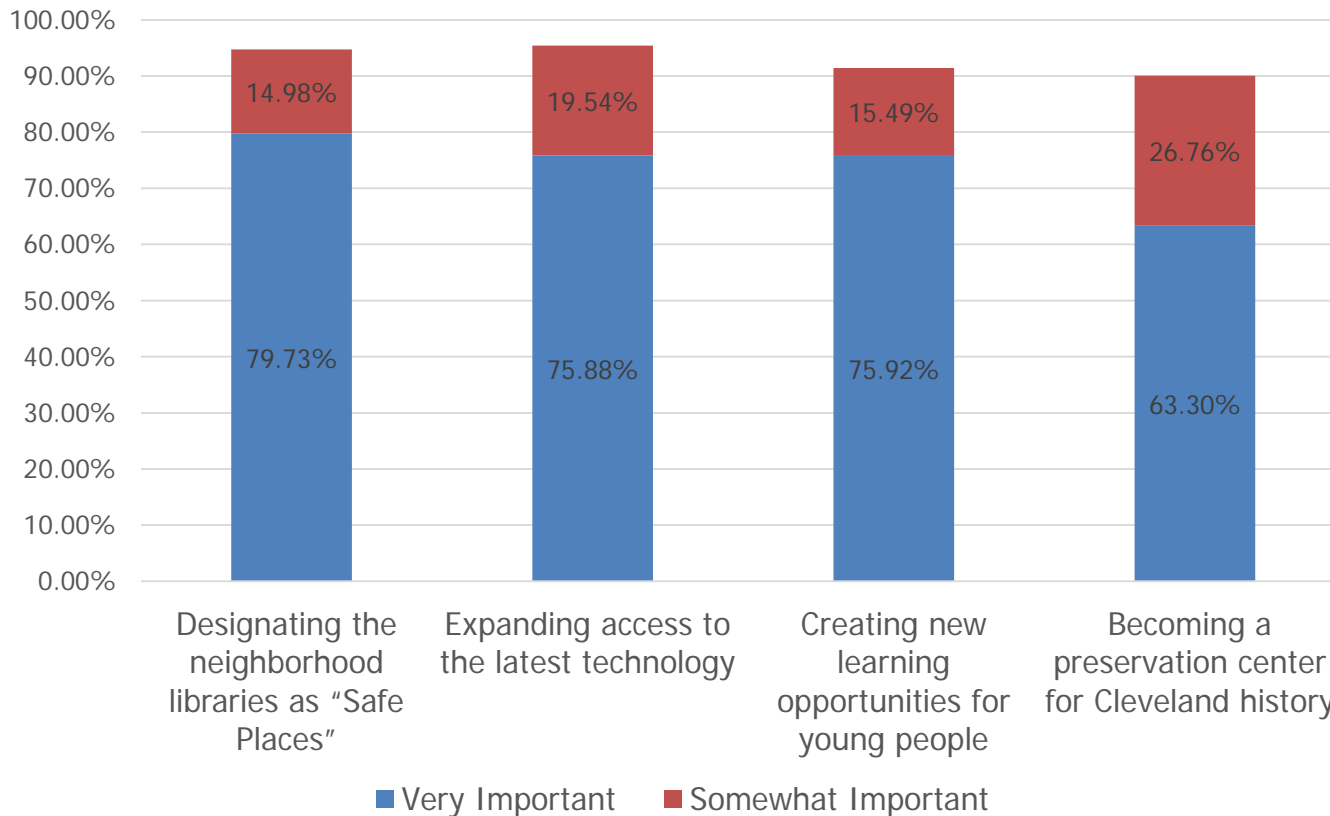
- Respondents think CPL is fiscally responsible and a good steward of taxpayer funds. However, 28% of respondents were not sure.
  - “I was aware of the cuts, but not the magnitude of them. I do think they have been fiscally responsible.”
  - “Absolutely they been fiscally responsible, but I don’t notice any lesser quality of service. They are making it work with less money. ”
- Nearly half of respondents were unaware of CPL’s 20%+ budget reduction
  - Most IDI participants also unaware
- Survey respondents noticed reduced hours but not many other reductions
  - “I think that they have done their best to maintain all the services that they can for the majority of our patrons. That has been their top priority. The cuts have been necessary.”

# IMPRESSIONS OF BUDGET ISSUES

- We tested 3 possible scenarios
  - Fewer traditional branches with more service points
  - Keeping same number of branches
  - Merging two or more locations
- IDI participants preferred fewer traditional branches or keeping branches
- Survey respondents preferred merging two or more locations (46.86%) & keeping branches (33.65%)
- IDI participants note importance of community listening sessions regardless of choice
- CMSD levy affects perceptions of CPL

# CPL's Future Goals

## How Important are these CPL Goals?







Community Attitude Survey  
Regarding  
Cleveland Public Library  
May 2013

13-2933

## About TRIAD Research Group

- Full service market research firm
- In business since 1975
- Aid in long range planning, marketing and communications
- Specialize in research for public-sector organizations
- Have worked for CPL previously as well as for a number of other public library districts.

## Survey Background

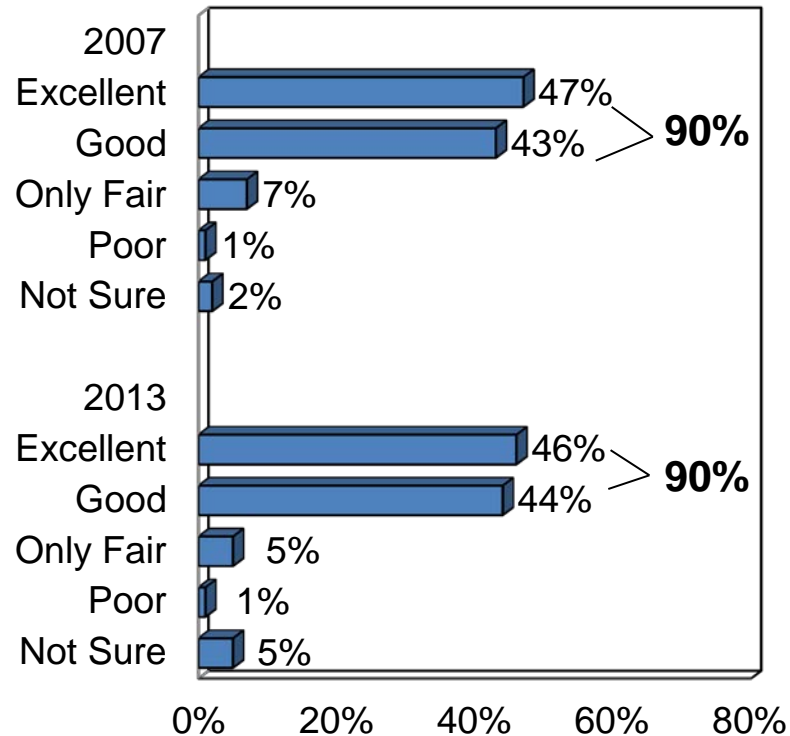
- Telephone survey of 400 registered voters distributed across the library district in proportion to the average number of voters in November 2010 and 2012 by ward in Cleveland plus the other small cities in the district.
- Completed April 29 to May 2, 2013.
- The margin of error is 5% at the 95% confidence level.
- Main things the survey examined were:
  - Quality ratings for CPL
  - Importance of current services and support for some additional ones
  - Perceived need and importance of libraries and
  - Library use.

# Opinion and Use of Cleveland Public Library

- Quality Ratings
- Library Use

## Ninety percent rated the quality of the Cleveland Public Library system positively.

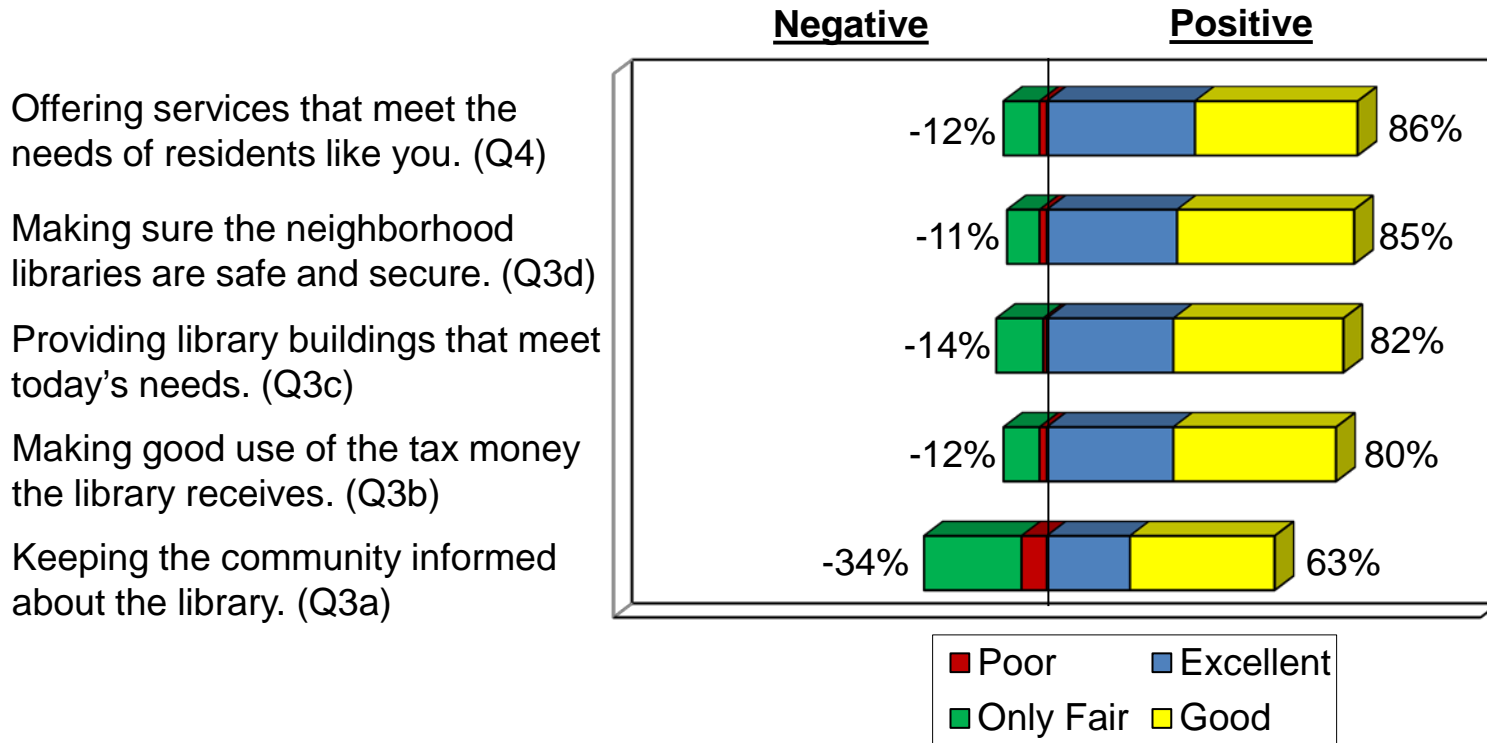
### Q2 OVERALL QUALITY RATING FOR CLEVELAND PUBLIC LIBRARY



- Of these, 46% rated the Library **excellent** while 44% rated the quality of the library system **good**.
- The excellent rating increased with library use.

# More than four-fifths rated the Library positively on 4 of 5 specific items.

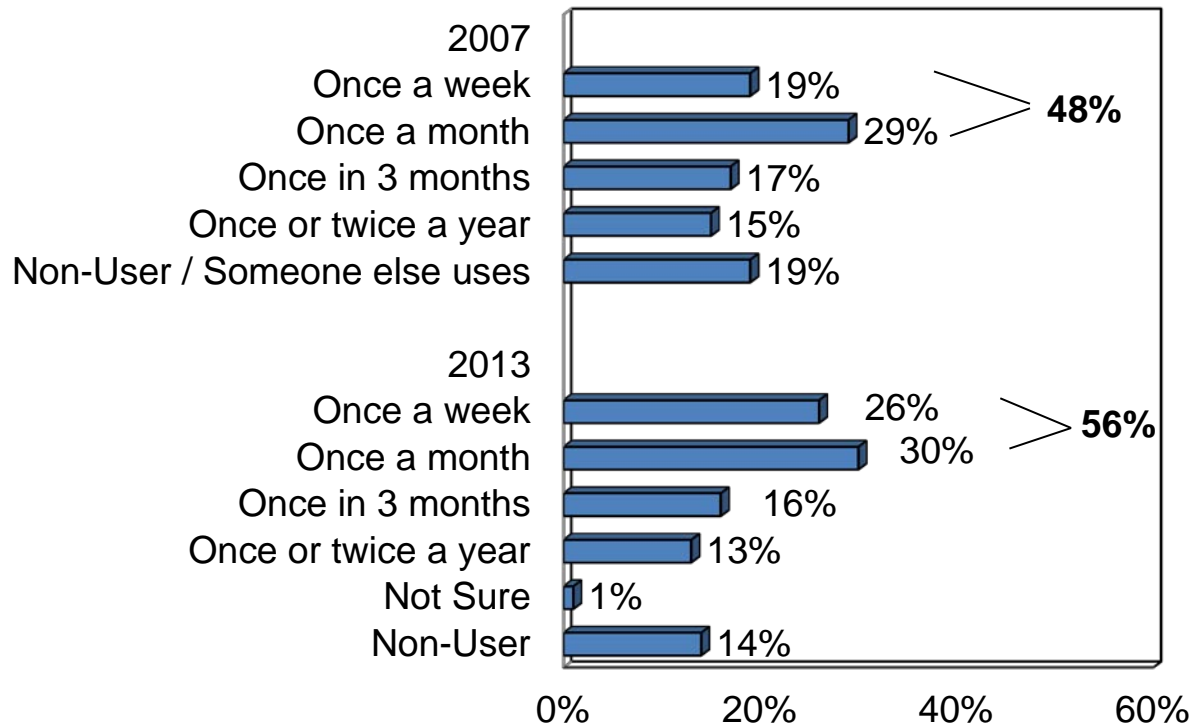
## Q3 RATING THE LIBRARY SYSTEM ON...



- CPL's rating was lower on keeping the community informed.

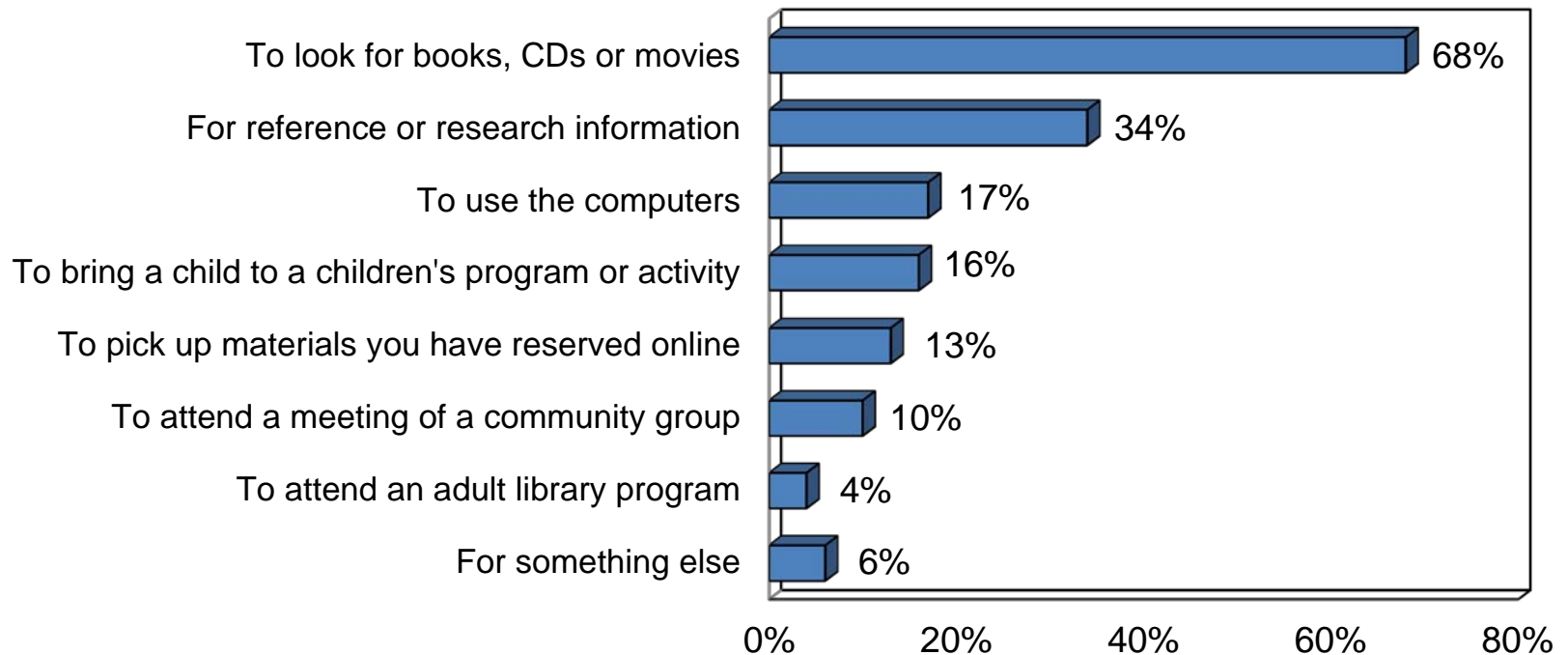
**Six-out-of-seven voters (86%) said they or someone in their household have used the library in the past year.**

### Q10 FREQUENCY OF LIBRARY USE



## Two-thirds (68%) come to the library to look for books and other library materials.

### Q11 TWO MAIN REASONS FOR USING THE LIBRARY (Of Library Users) (Two Responses Accepted)

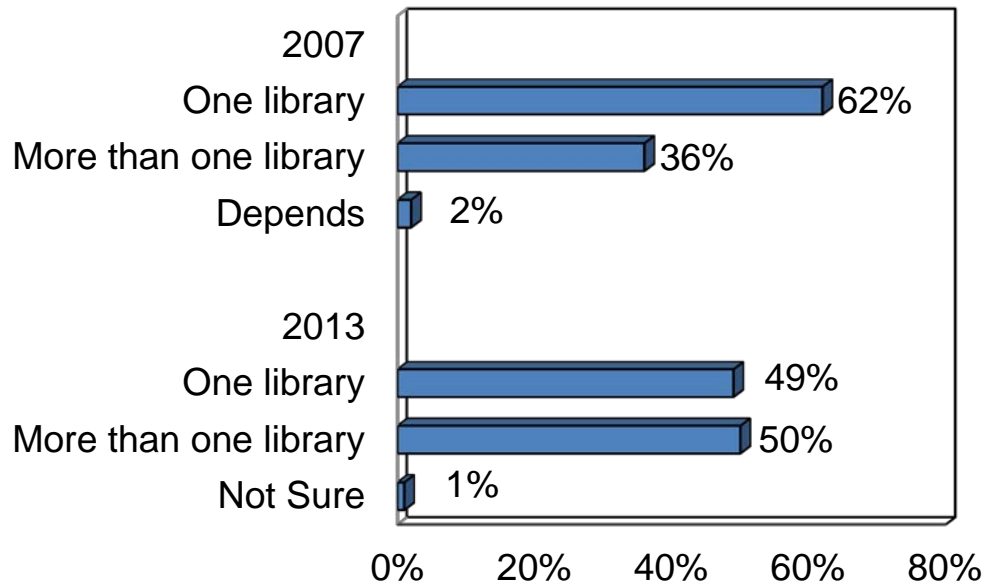


- Also, 14% of users download e-books from the library.
- 49% of users visit the Library's web-site.



**Half of the users go to one library (49%) and half go to more than one library (50%).**

**Q12 DO YOU GO TO ONE LIBRARY OR MORE THAN ONE LIBRARY IN CLEVELAND  
(Of Library Users)**



- 70% usually drive to the library.
- 20% walk and those who go to just one library are more likely to walk (29%).
- 3% take the bus.

## Attitudes towards CPL

- Importance of Services
- Aware of Cuts
- Agree/Disagree Statements

# More than four-fifths rated each of five services CPL provides as extremely or very important.

## Q6 IMPORTANCE OF SERVICES CLEVELAND PUBLIC LIBRARY CURRENTLY PROVIDES

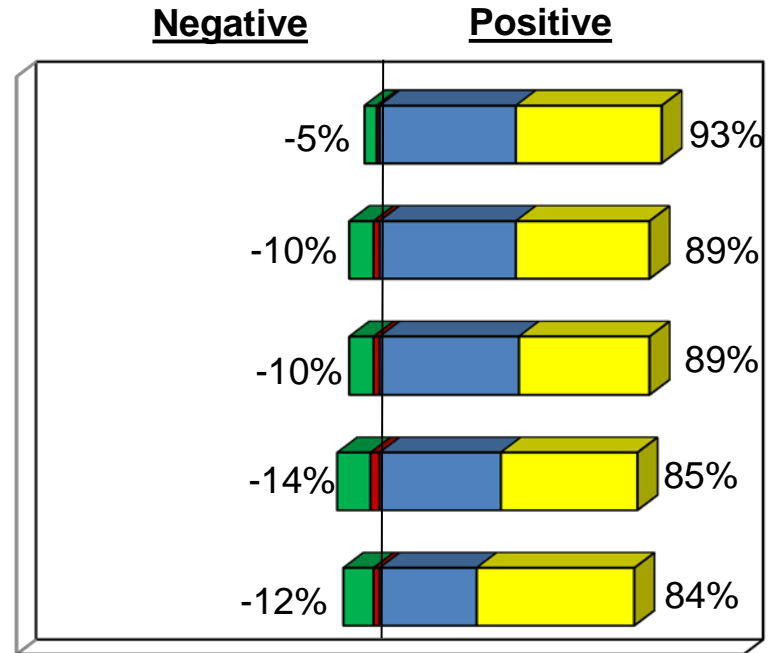
Programs for children from pre-school to teenagers. (Q6b)

Access to thousands of books, CDs and DVDs. (Q6a)

Help for adults looking for work to write a resume or learn basic computer skills. (Q6c)

Access to the Internet and other online services from the library or from your home. (Q6d)

Bookmobile stops at assisted living facilities for seniors. (Q6e)



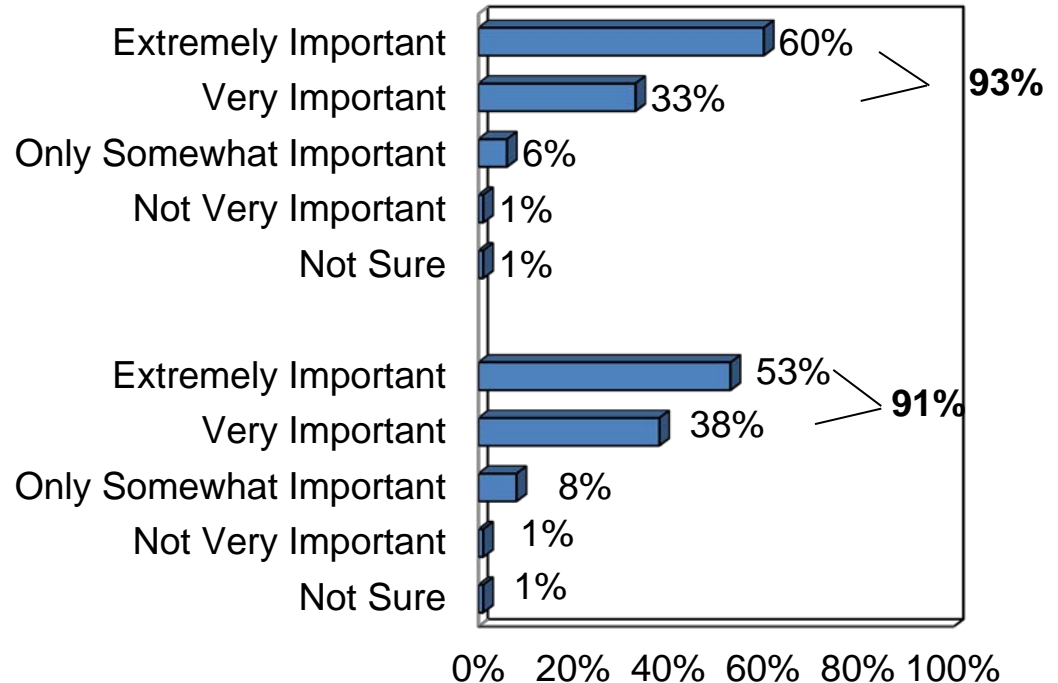
■ Not Very Important   ■ Extremely Important  
■ Somewhat Important   ■ Very Important

# More than 90% think it's important that CPL is the state library for the blind and that it started CLEVNET.

## HOW IMPORTANT IS IT THAT CLEVELAND PUBLIC LIBRARY...

Is the statewide library for the blind and people with physical disabilities. (Q7)

Started CLEVNET which is a group of 38 library systems that share access to all of their library materials as a way to provide library users with more resources. (Q8)



# Three of four possible new programs were rated as top priorities by well over half of residents.

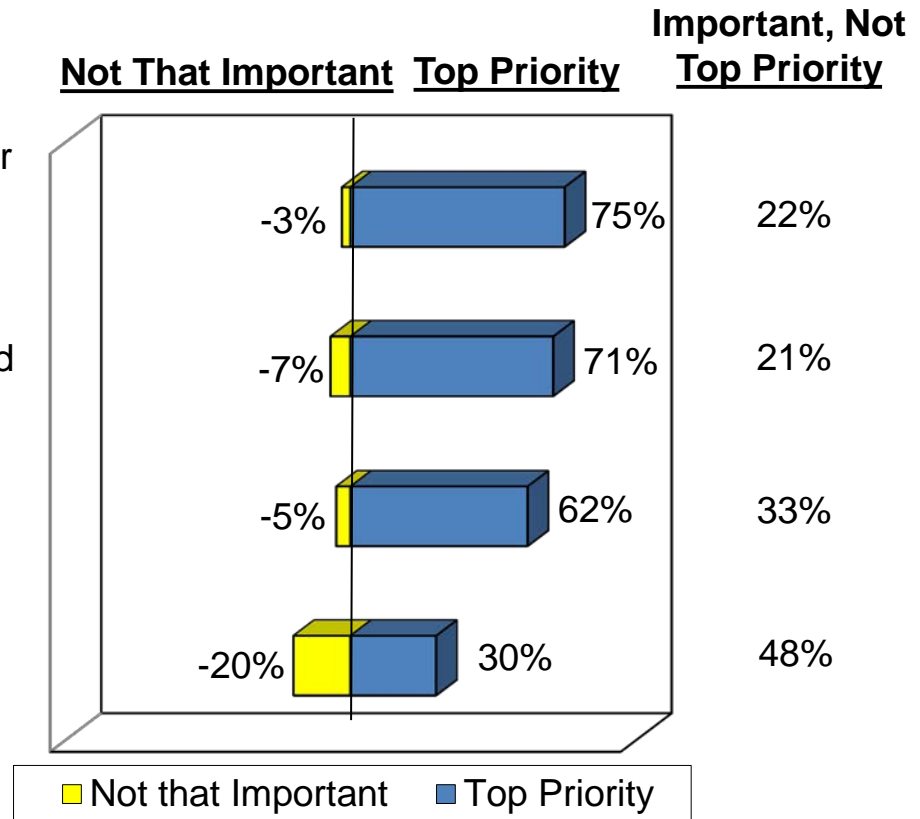
## Q16 PRIORITY OF THINGS THE CLEVELAND PUBLIC LIBRARY WOULD LIKE TO SPEND MONEY ON

Create new learning opportunities for young people after school, including access to mentors. (Q16c)

Become a safe haven for children and teens who may be in danger and need help. (Q16a)

Provide more access to computers and technology, and training on how to use it. (Q16b)

Develop a center where residents can learn how to preserve and share their family and cultural history. (Q16d)



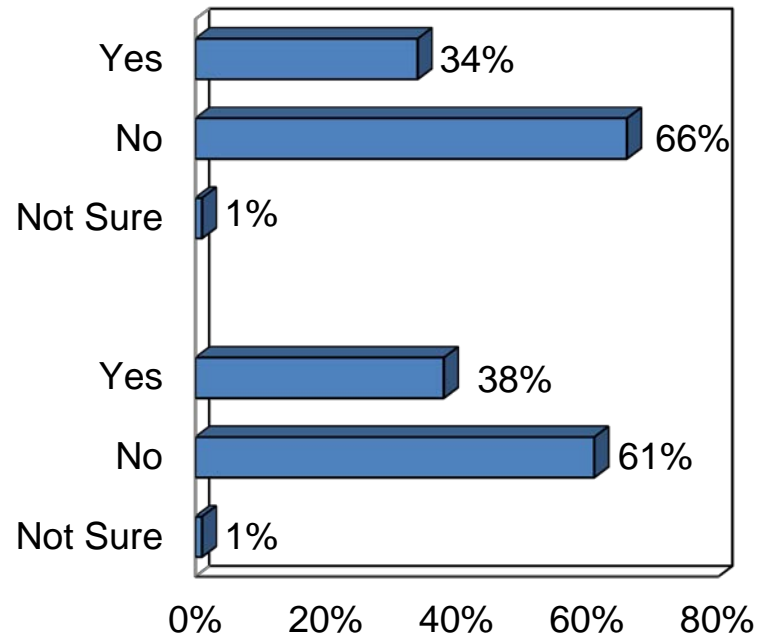
- The two children's programs rated highest.

# Only a third are aware that Library funding is lower and that CPL has had to make cuts.

## WERE YOU AWARE THAT...

The Library's budget has been reduced by 20% due to state cuts in funding and lower property tax collections. (Q17)

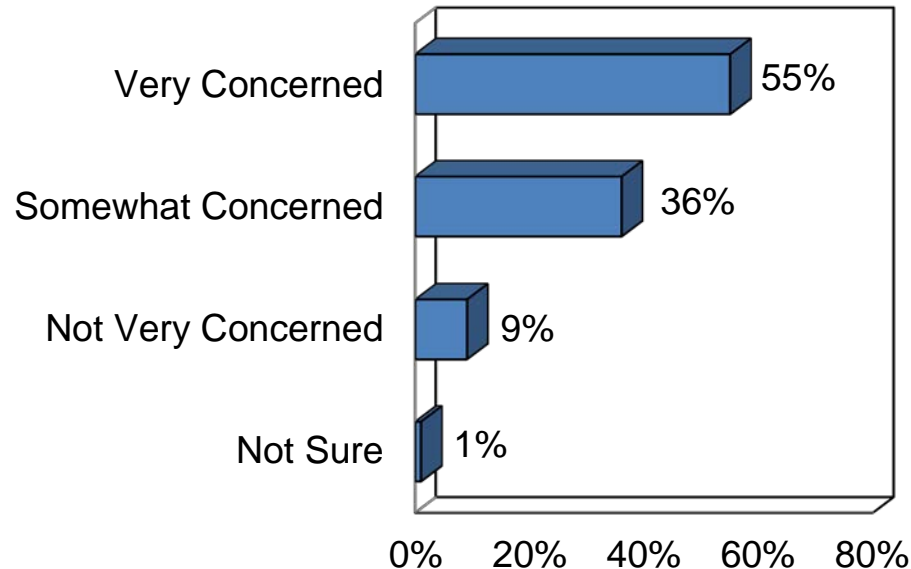
Due to the funding cuts, the Library has reduced the hours the libraries are open, including closing the Main Library downtown on Sundays. (Q18)



- Just a third of frequent library users (34%) were aware of the funding decrease, but 51% were aware of the reduction in library hours.

**Over half (55%) are very concerned that CPL will have to make more cuts to balance their budget.**

**Q19 HOW CONCERNED THAT THE LIBRARY WILL HAVE TO MAKE MORE CUTS IN ORDER TO KEEP THEIR BUDGET BALANCED**



- Those very concerned about more budget cuts also had stronger attitudes toward CPL and more support for all library programs than those somewhat or not very concerned about more cuts.

# There was strong agreement that libraries are needed, but the increased Internet use could have an impact on libraries.

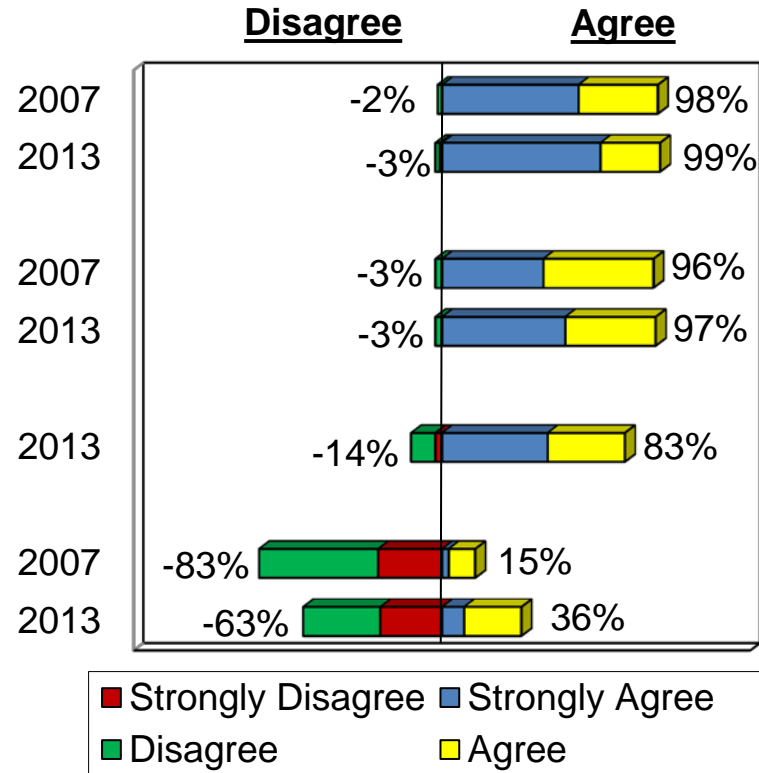
## AGREE/DISAGREE STATEMENTS ABOUT LIBRARIES

Cleveland Public Library is important to our children's education. (Q20b)

A good public library system is needed to keep pace with today's changing world. (Q20a)

Libraries are a good value because it doesn't cost much to support all the services they provide. (Q20d)

With the increased use of computers and the Internet, libraries aren't as important as they used to be. (Q20c)





## KEY FINDINGS

- Cleveland Public Library is very well regarded in the community. Its strengths are ...
  - High usage (86% use, with 56% going weekly or monthly)
  - Good quality ratings – overall and most specific items, including use of money
  - Strong support for current services and 3 out of 4 possible new programs
    - Children’s programs rated highest
  - 83% think libraries are a good value.
  
- CPL’s relative weaknesses are ...
  - Keeping the public informed – 63/36; positive/negative
  - Only a third aware of loss in funding and cuts in library hours
  - 55% are very concerned about more library cuts, 45% are less concerned
  - 36% don’t think libraries are as important as they used to be.

# COMMUNICATIONS RECOMMENDATIONS

- Community needs more communication regarding plans, budget and finances
- Data shows:
  - Limited knowledge of state funding cuts
  - Lack of knowledge about internal cuts
  - Knowledge about branch programs & services
  - Concern regarding Broadway & South branches and process to close/temporarily close
- Address concern/confusion about CPL relationship to CMSD Issue 107

# NEXT STEPS

1. Emphasize email gathering and outreach (2,560 on email distribution list as of Feb. 2012)
2. Include one page message document in branches about library basics
3. Increase visibility by ensuring logo and messaging are clear
4. Incorporate Messaging from Administration into "Off the Shelf"
5. Communicate the following messages
  - State has cut our budget
  - CPL is providing excellent service with smaller budgets but has made cuts
  - More cuts will affect quality of services and programs for patrons