Community Survey
Forbes Library Strategic Planning Committee
Northampton, MA
April 5 — May 10, 2017

Take this survey online at forbeslibrary.org and enter to win a $100 Northampton gift card!

Forbes Library is developing a new strategic plan to identify priorities for services and programs for the next five years. Knowing your needs and interests will guide decisions on specific library goals and activities. This survey is voluntary and anonymous, and will take five to ten minutes to complete, depending on your answers. Thank you for participating. If you have questions, please contact Molly Moss at (413) 587-1017 or mmoss@forbeslibrary.org.

1. How often do you usually use the library? (check one)
   _At least once a week  _At least once a year
   _At least once a month  _Never

2. If you do not use Forbes Library, what reasons prevent you from using it? (check all that apply)
   - Inconvenient location
   - Inconvenient hours
   - Parking is not convenient
   - Buy my own books
   - Not in the habit of using the library
   - Doesn't have the resources I need
   - Unpleasant past experience
   - Library fines
   - Library is too noisy for me
   - Use another library (please list ________________________)
   - Other:

3. The library is open 48 hours a week but is closed two weekday mornings and
Saturdays in July and August due to budget constraints. Of the times that we are closed, when would you be most likely to use the library? (check any that apply)

Tuesday    _morning (9-12)    _evening (5-9)
Thursday   _morning (9-12)    _evening (5-9)
Friday     _evening (5-9)
Saturday   _evening (5-9)
_Saturday mornings (9-12) in July & August    _ Saturday afternoons (1-5) in July & August
Sunday    _morning (9-12)    _afternoon (12-5)    _evening (5-9)
    _The current hours meet my needs

Comments:

4. What do you like best about Forbes Library?

5. What do you like least about Forbes Library?

6. What do you usually use the library for? (check all that apply)
   - Access Wi-Fi/Use computers
   - Ask questions or get help
   - Attend a program or exhibit
   - Borrow items
   - Browse the collection
   - Business
   - Homework/Research
   - Look for jobs
   - Meet or socialize with others
   - Visit Calvin Coolidge Presidential Library & Museum
   - Use Special Collections (Hampshire Room)
   - Use community meeting space
   - _Other (please specify)

Additional Comments:

7. Please select up to 5 programs or services you think are most important for the
library to offer: *(Please mark the appropriate boxes.)*

- Access to computers and Wi-Fi
- Adaptive services (reading software for the visually-impaired, or chat reference service for the Deaf/hard-of-hearing, for example)
- Art gallery
- Assistance from librarians
- Calvin Coolidge Presidential Library & Museum
- Community meeting space
- Delivery of books to homebound persons in Northampton
- Downloadable ebooks, audiobooks and streaming media
- Electronic resources & databases that are accessible from home/office
- Genealogy / local history
- Interlibrary loan (getting materials from other libraries)
- Library Website
- Programs (please list topics of interest below)
- Services for children
- Services for young adults (teens)
- Other (please specify)

8. **Forbes Library seeks to continually evolve its services to meet our patrons’ needs. Which of these services would you like to see the library create?** *(check all that apply)*

- After-school homework center
- Makerspace (3D printing)
- Larger quiet spaces
- More collaborative work space
- Teen Room
- Self Check-Out
- Mobile Library
- Programs held out in the community
- Field trips and project support for school groups
- Library garden
- Playground equipment on the lawn
- Circulating collection of recording and photography equipment
- Circulating collection of garden tools
- Circulating collection of board games and puzzles
- Enhanced research and digital space in the Coolidge Museum
- Enhanced research and digital space in the Hampshire Room for Local History
- Other (please specify)

Comments:

9. **Please select up to 5 program topics that interest you most:**
10. How do you prefer to learn about library services/programs?

Check all that apply.

☐ Fliers in the library  ☐ Library website  ☐ Fliers around town
☐ Word of mouth  ☐ Facebook  ☐ Library staff
☐ TV and/or radio  ☐ Newspaper  ☐ Library email
☐ Twitter
☐ Other: ______________

11. Are there parts of the library’s collection that you would like to see expanded?
New collection suggestions?

12. How would you rate your customer satisfaction with Forbes?

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<thead>
<tr>
<th>Strongly Agree</th>
<th>Strongly Disagree</th>
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Additional Comments:
Forbes Library has excellent customer service.

I feel very welcome when I visit Forbes Library.

Forbes Library understands my needs.

Forbes Library staff are extremely helpful.

Forbes Library staff are extremely knowledgeable.

When I require assistance, my average wait to speak with a member of the staff is short.

I would recommend Forbes Library to a friend.

Comments:

13. What would you like to tell us that we have not already asked?

14. What 3 words would you use to describe Forbes Library?

Now please give us some brief demographic information. This survey is entirely anonymous.

15. What is your age?

- Under 10
- 10 to 14
- 15 to 18
- 19 to 22
- 23 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 and Over
16. Please tell us the zip code where you live.

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We thank you for your input!
Please place completed survey in nearby container labeled “Forbes Community Survey” or return by mail to:
Forbes Library Planning, 20 West Street, Northampton MA 01060.
If you have questions about this survey or the Forbes Strategic Plan, please contact Molly Moss, Assistant Director, at (413) 587-1017 or mmoss@forbeslibrary.org.
The results of this survey will be available to the public in June. The winner of the Northampton Gift Card will be announced on May 15 and posted on the library’s website at www.forbeslibrary.org.

Thank you!