



HUGO WALL SCHOOL
OF PUBLIC AFFAIRS
*Public Policy and
Management Center*

Wichita Public Library Branch Study

April 25, 2017

PUBLIC POLICY AND MANAGEMENT CENTER
HUGO WALL SCHOOL OF PUBLIC AFFAIRS



RESEARCH QUESTIONS

- * What are the purposes of the branch libraries?
- * What are branch models?
- * How are resources distributed?
- * What are user and non-user perceptions?
- * How do we compare to peer communities?
- * What are the recommendations to increase market and services?
- * How do the branches connect to the Advanced Learning Library?

Layers of Data

1. In-person surveys at the seven branches (460)
2. Observations at the seven branches (250)
3. Focus groups
4. Online survey (1,840 responses)
5. User data: check-out data; computer data
6. Geocoding user data with Census data
 - Check-out density
 - ✱Technology users
7. Market segmentation

OVERALL FRAMEWORK

1. Community Support

- High satisfaction of library users (Over 80% for all branches)
- High appreciation for library services (97% from online survey 1,840 respondents)
- High appreciation for library services by nonusers (71%)

2. Branches Serve Unique Markets

- Market Segmentations (47)
- “Urban Moms and Dads”; “Sitting Pretty” (25% of total)
- Each branch has a unique market

OVERALL FRAMEWORK

3. Equitable Access

- Literacy rates
- Unemployment rates
- Transportation
- Connectivity to Internet

4. Quality of Life

5. Strategic Focus

- National decline in library usage
- Decline in gate counts for WPL last three years
- WPL reaching 30% of the market
- Denver 47%; Las Vegas 39%

Peer Comparisons

Income/Per Capita

✱ Wichita Public Library = \$22.38

- Johnson County = \$56.98
- KC, KS = \$54.21
- Omaha, NE = \$27.77
- Oklahoma City Metro = \$44.56

✱ National Library Average Expenditure = \$36

Branches: Gateways to Community Resources

- * Community Development – education, democratic values, literacy and addressing social problems
- * Economic Development – neighborhood anchors providing employment services, small business services, entrepreneurship
- * Mobile Library Services – “pop-up” and bookmobiles
- * Civic Discourse – small communities of difference
- * Society Resource Divide – access to information

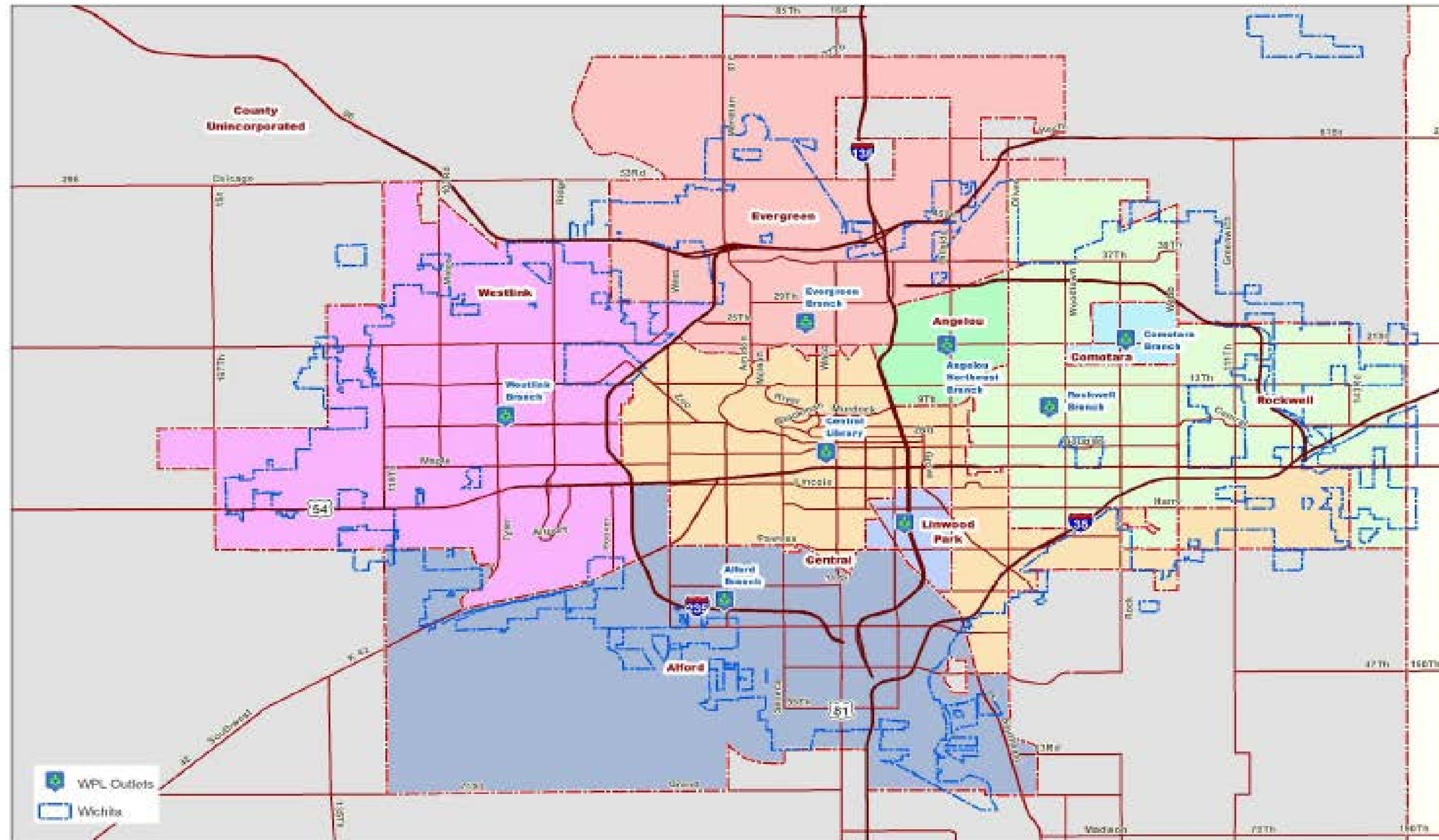
Recommendations for All Branches

1. Update buildings and environment
2. Develop unique branch experience
3. Expand community services and programs
4. Increase partnerships
5. Explore marketing strategies for new audiences using segmentation analysis
6. Collaborate with regional libraries
7. Expand public engagement at branches

Recommendations for All Branches

8. Develop strategic plan to achieve branch goals
9. Align Advanced Learning Library services with branches
10. Reduce barriers to service
11. Re-evaluate fee policies
12. Leverage customer loyalty
13. Identify and measure strategic impacts
14. Align priorities with resources

Map of Service Areas



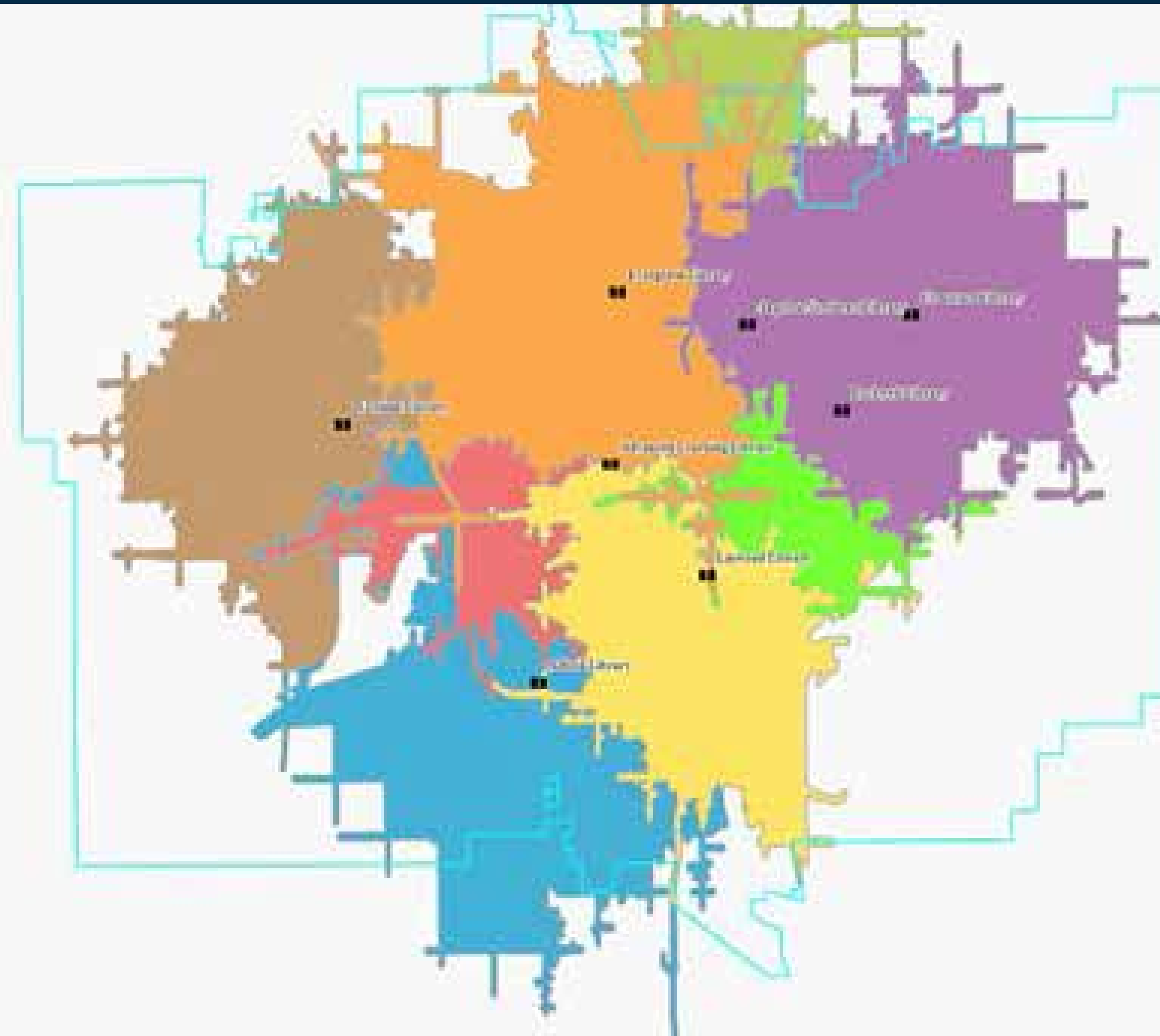
Service Areas

 Alford	 Evergreen
 Angelou	 Linwood Park
 Central	 Rockwell
 Comotara	 Westlink

Library Service Areas
Wichita Public Library

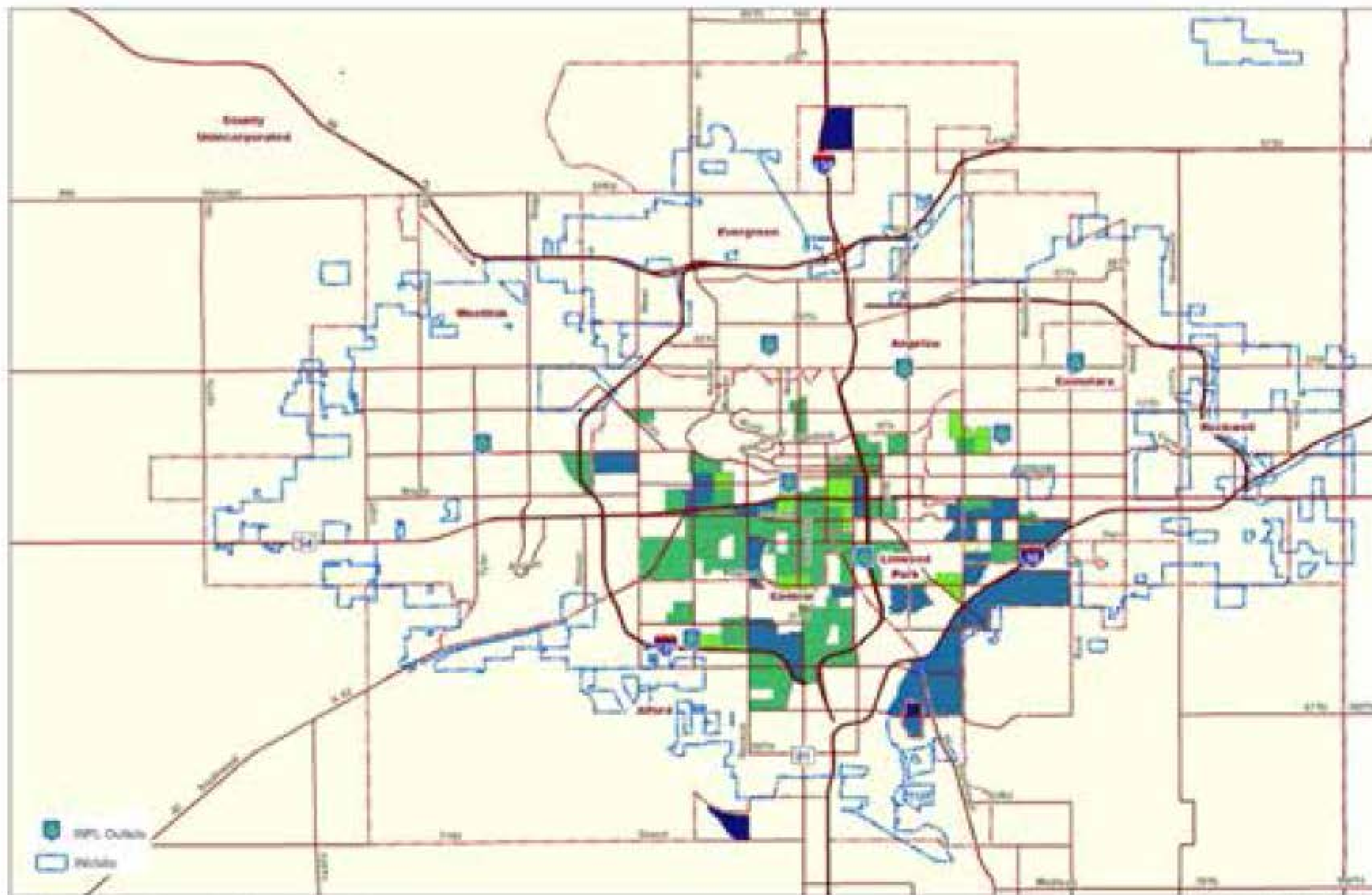
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Ten Minute Drive Time for Branches (Based on expected 2035 population growth)



Citizens Currently in Service Area - 185,783
2035 Potential Citizens in Service Area - 429,388

Segment Map #1: Urban Moms & Dads Market Potential

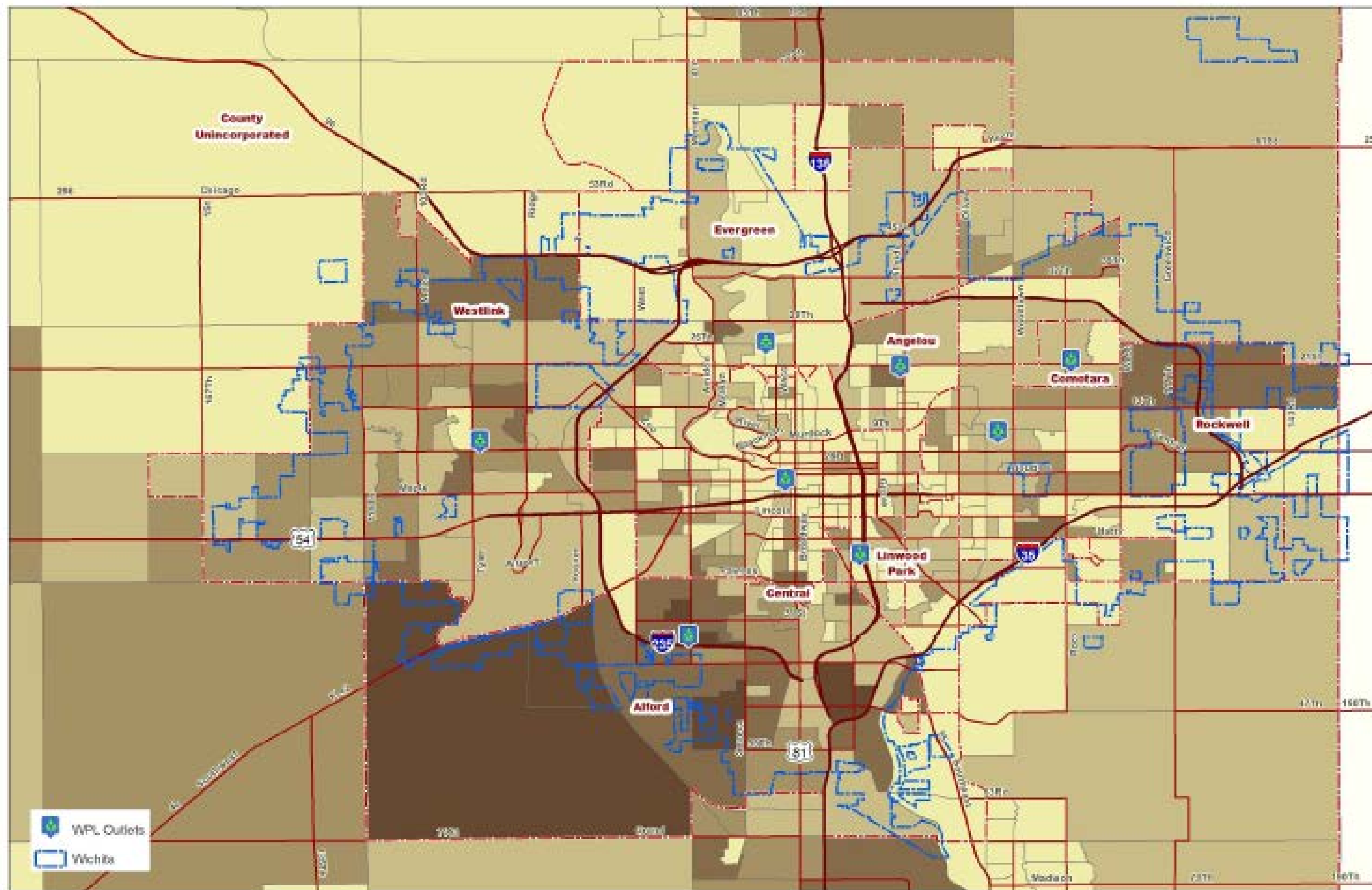


Market potential: non customers divided by population

The dark blue block groups represent more non customers and therefore higher growth potential

Alford

- Median age of the block groups is 20's to 30's
- Most users have a high school education level
- Median income typically in the \$30,000 or less category
- Another segment of block groups that are older with income levels up to \$50-\$60,000
- Mostly blue collar professions
- Need for bi-lingual services (50% indicated)
- High number of computer and Wi-Fi users



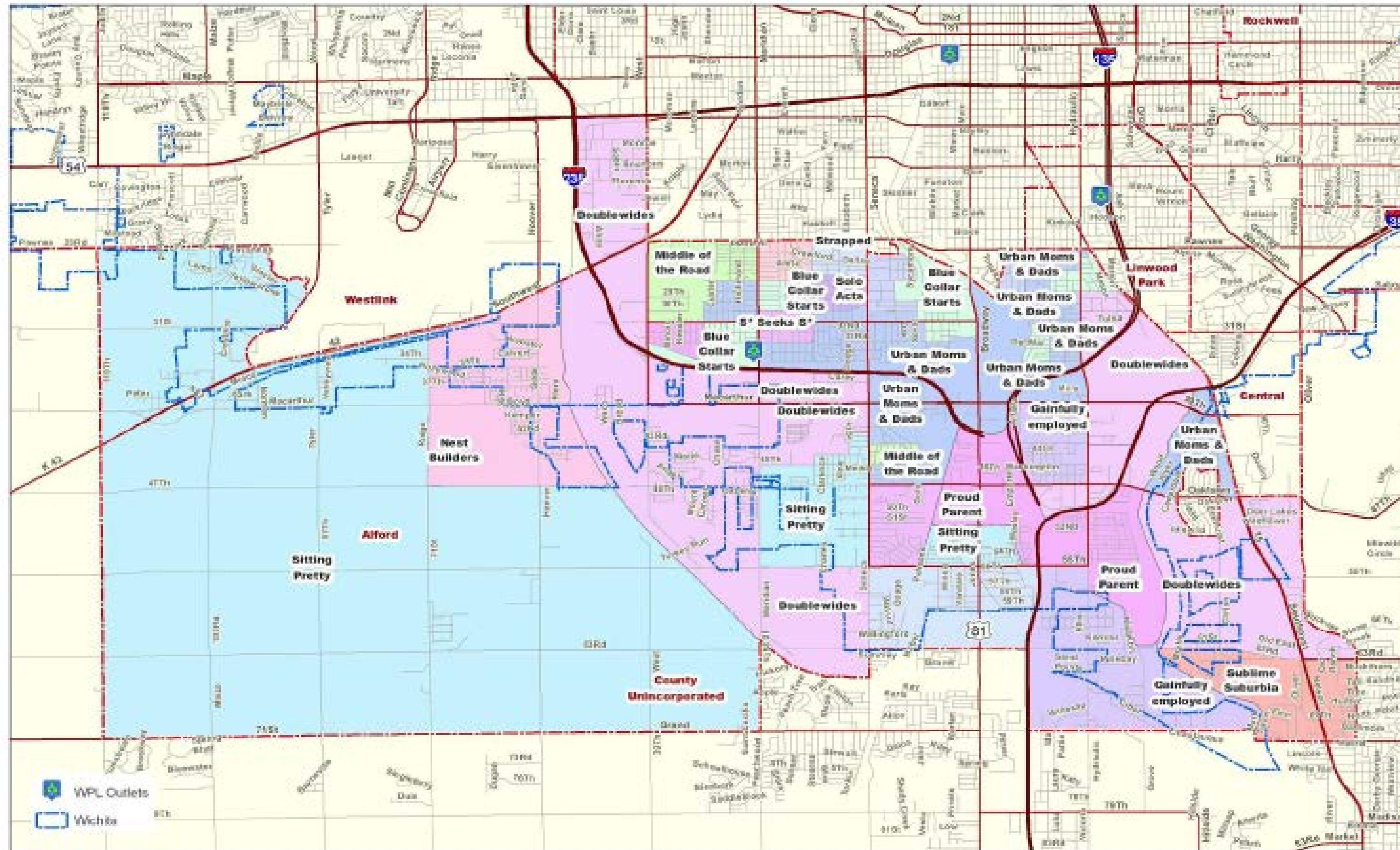
Alford Checkout Distribution



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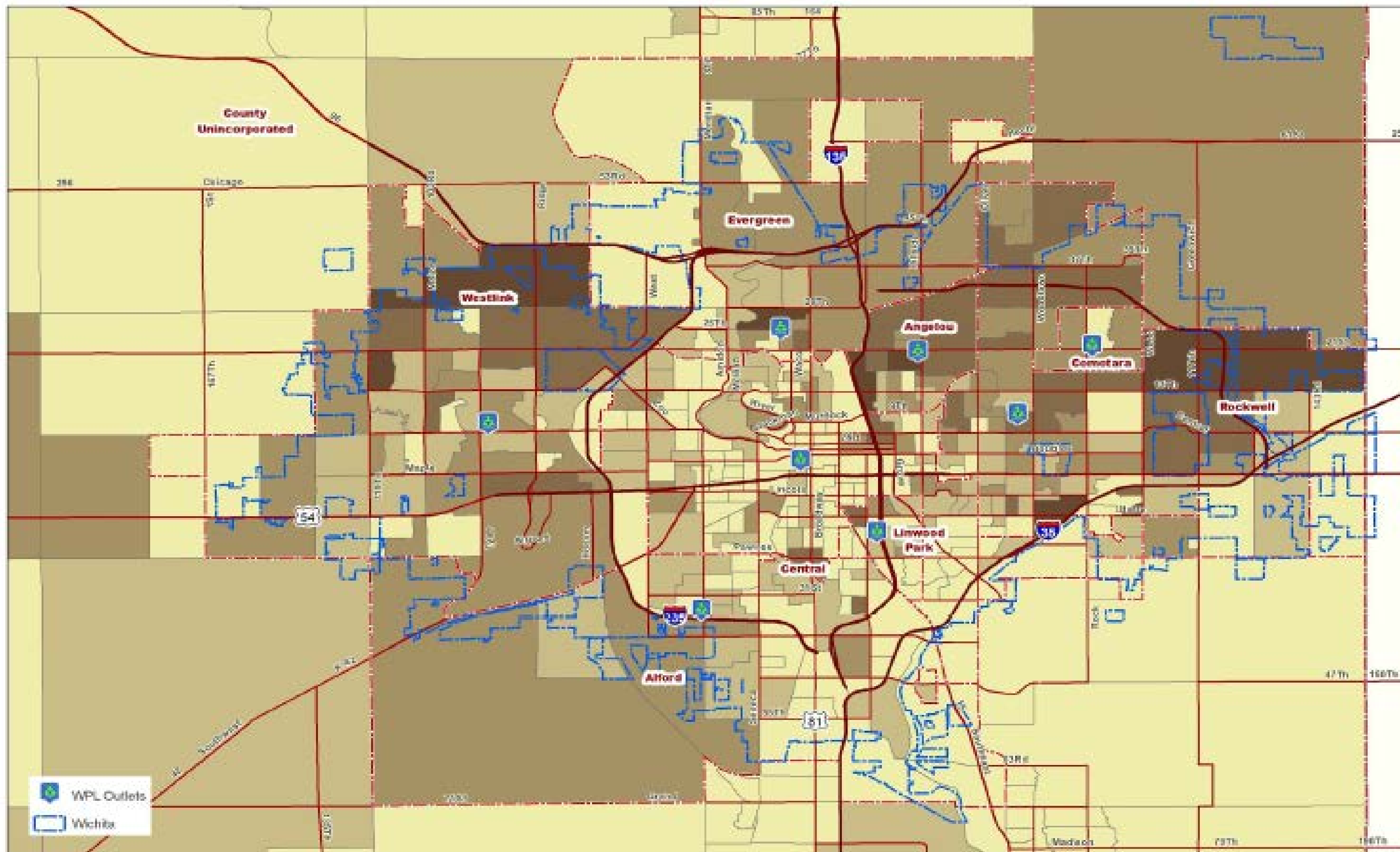


“Tools to Power your Day”

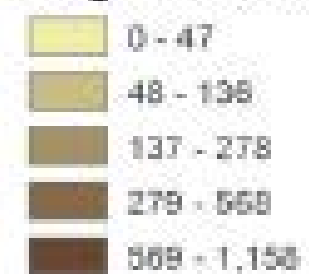
- Increase bi-lingual services
- Provide more self-checkout stations and improve seating
- Focus on Wi-Fi access
- Develop community partnerships, especially with nonprofit and public resources
- Target working families with young children and modest financial means
- Provide time-saving resources to help with education, job search, technical information and entertainment

Maya Angelou

- Median age of the block groups is in the 20's to 30's
- Predominately African-American
- High school education is the most common achievement level; however, there is a significantly higher percentage of the population without a high school degree compared to the general public (50+%)
- Median household income is below \$30,000
- More single-person families



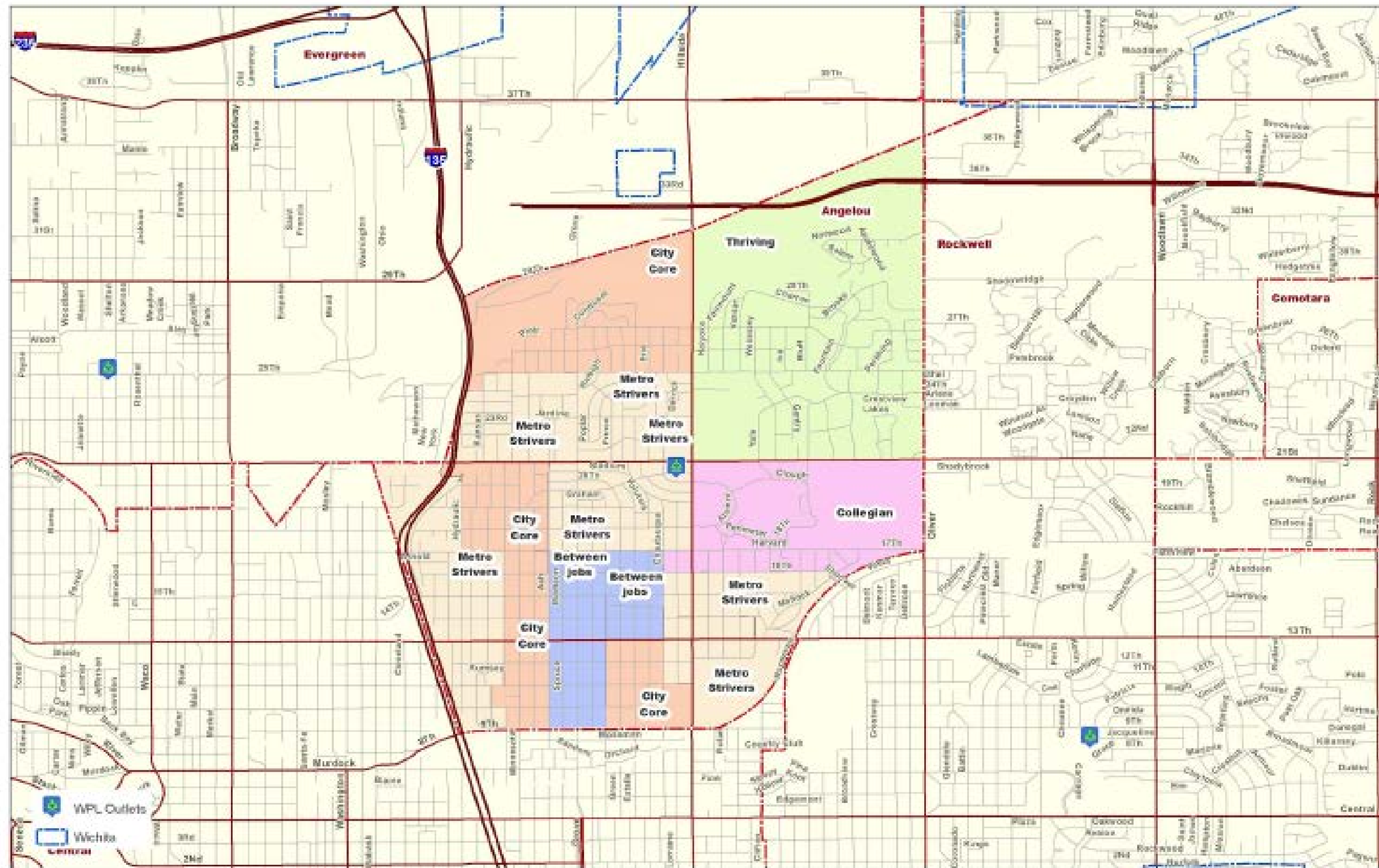
Angelou Checkout Distribution



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Comotara Service Area Segments

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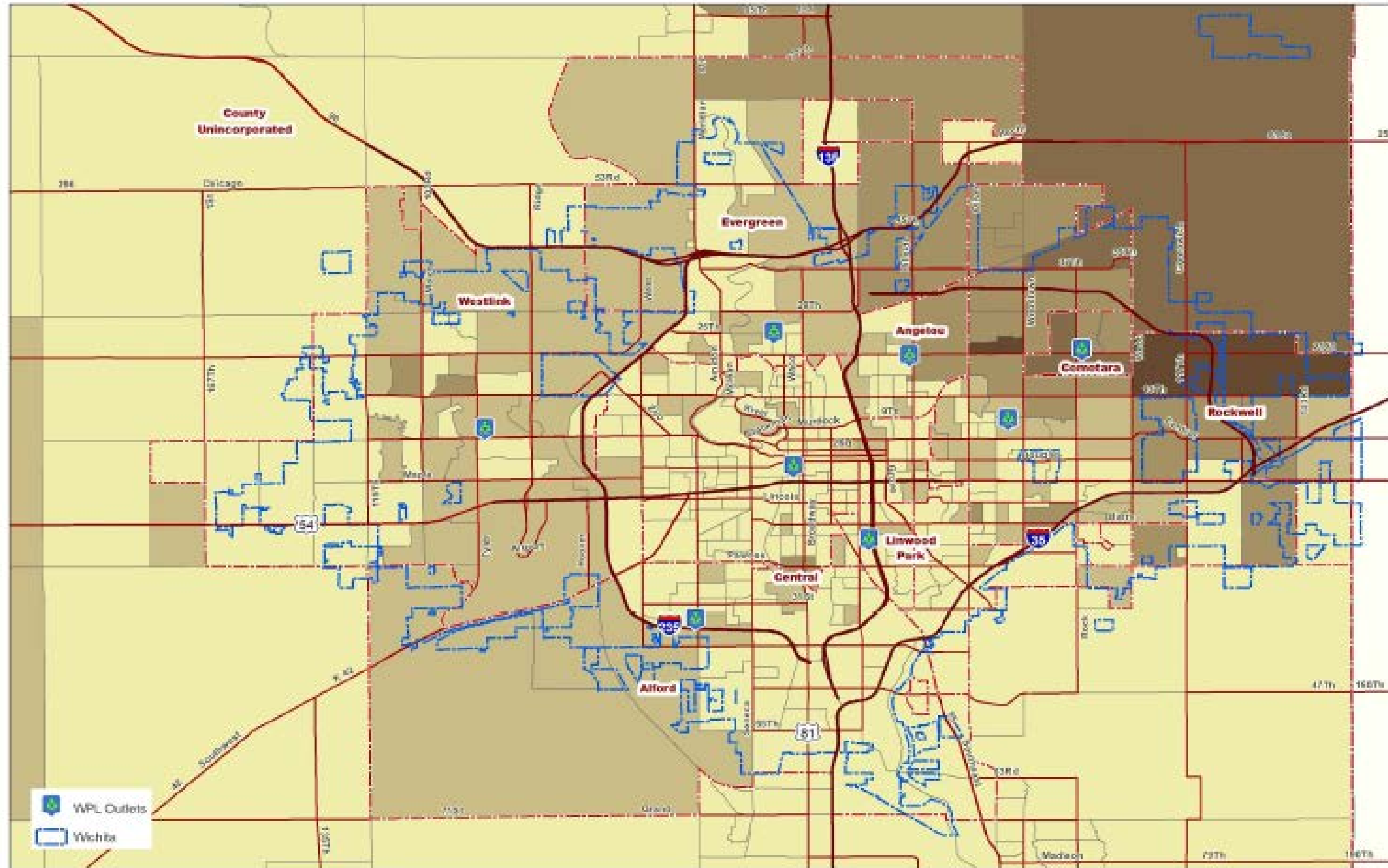
Maya Angelou

“Step up with Angelou”

- Focus collections on African and African-American culture
- Retool as resource for workforce development
- Concentrate on literacy needs (emphasis on children)
- Provide additional printers and scanners (homework resources)
- Develop programming for workforce needs
- Implement free meeting space
- Experiment with hours of operations
- Resources that help patrons improve their lives

Comotara

- Median age in these block groups is in the 30's to 40's
- College education most common achievement level with median income typically in the \$70-90,000's
- Portion of block groups with income levels in the \$50,000's, but most likely single-person households
- Portion consisting of high-income retirees
- The vast majority of residents have white collar occupations



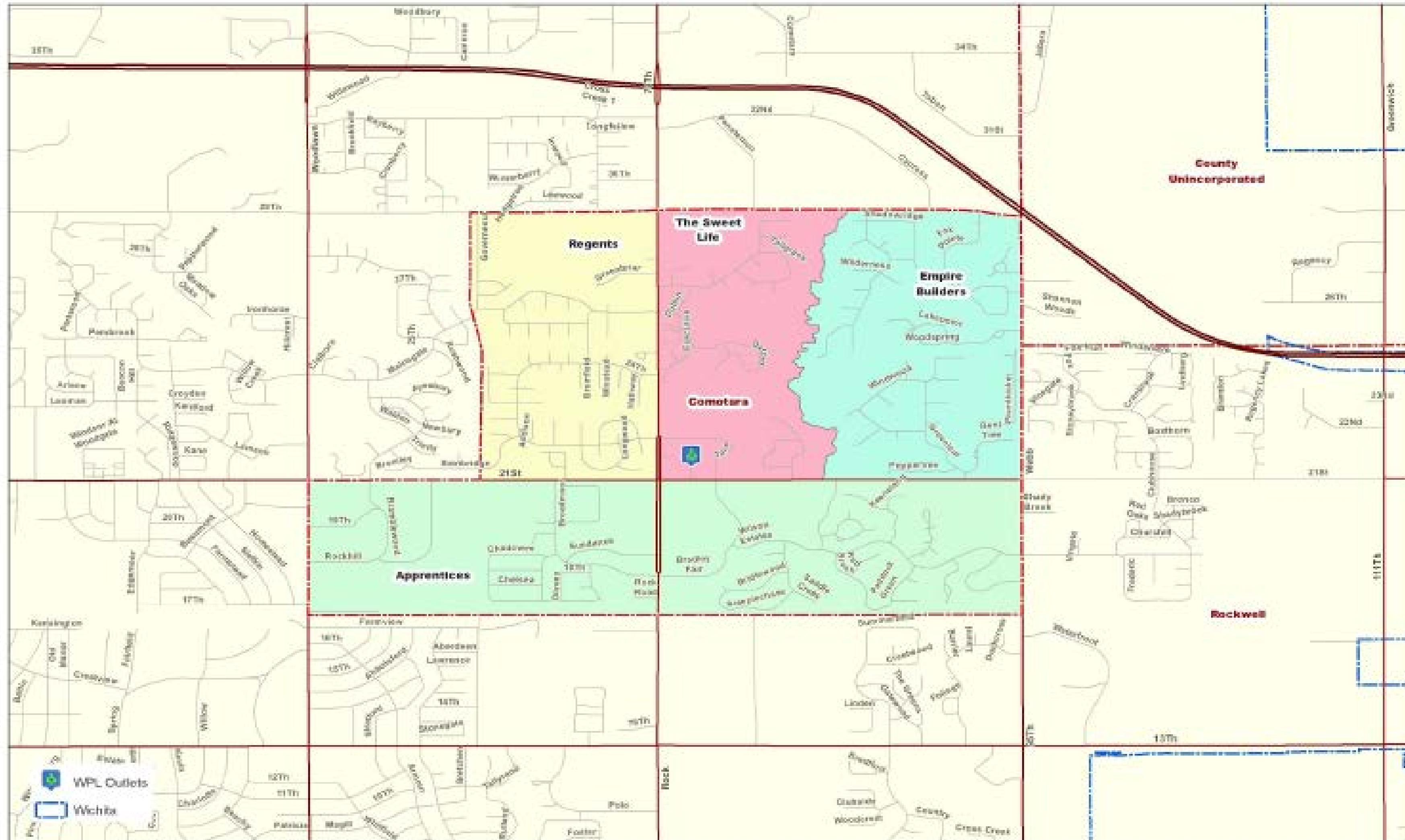
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Comotara Service Area Segments

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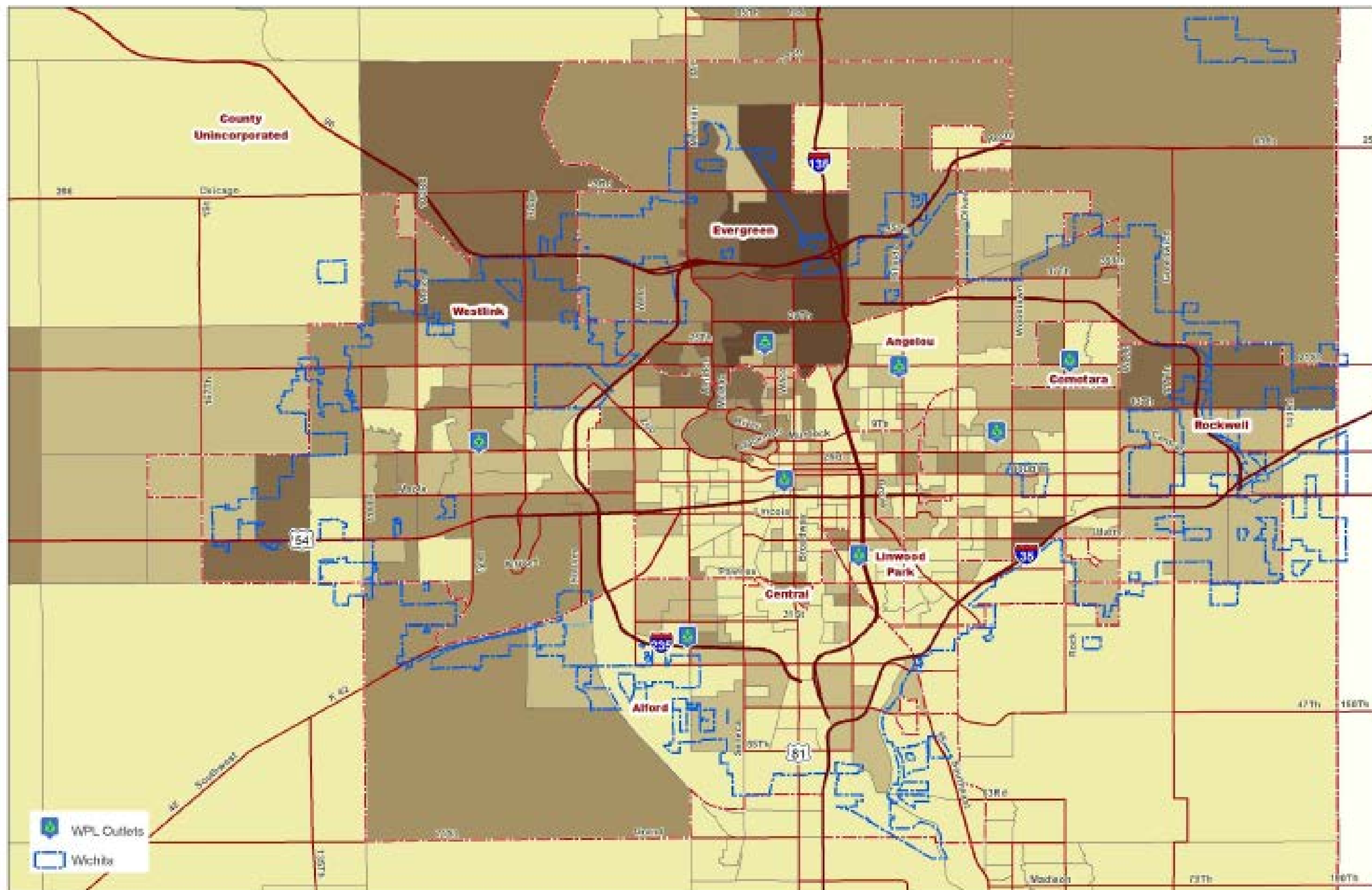
Comotara

“We are the Gold Standard of Service – On Your Terms”

- Create a “bookstore” environment
- Focus materials on popular and new releases
- Emphasize customer focus with check-out conveniences
- Target outreach to shoppers at the Dillons
- Direct outreach to the nearby neighborhoods
- Connect services to the Advanced Learning Library

Evergreen

- Significant Hispanic population
- Median age is 20's to early 30's
- Rank high in number of children, especially with children under six
- Family status is typically married with income levels extremely varied
- High school education is the most common achievement level
- Blue collar occupations with significant representation in construction, maintenance, and outdoor work
- High number of retirees:
 - Incomes in the \$50-70,000 range
 - White collar occupations
 - Leisure time with established lifestyles



Evergreen Checkout Distribution

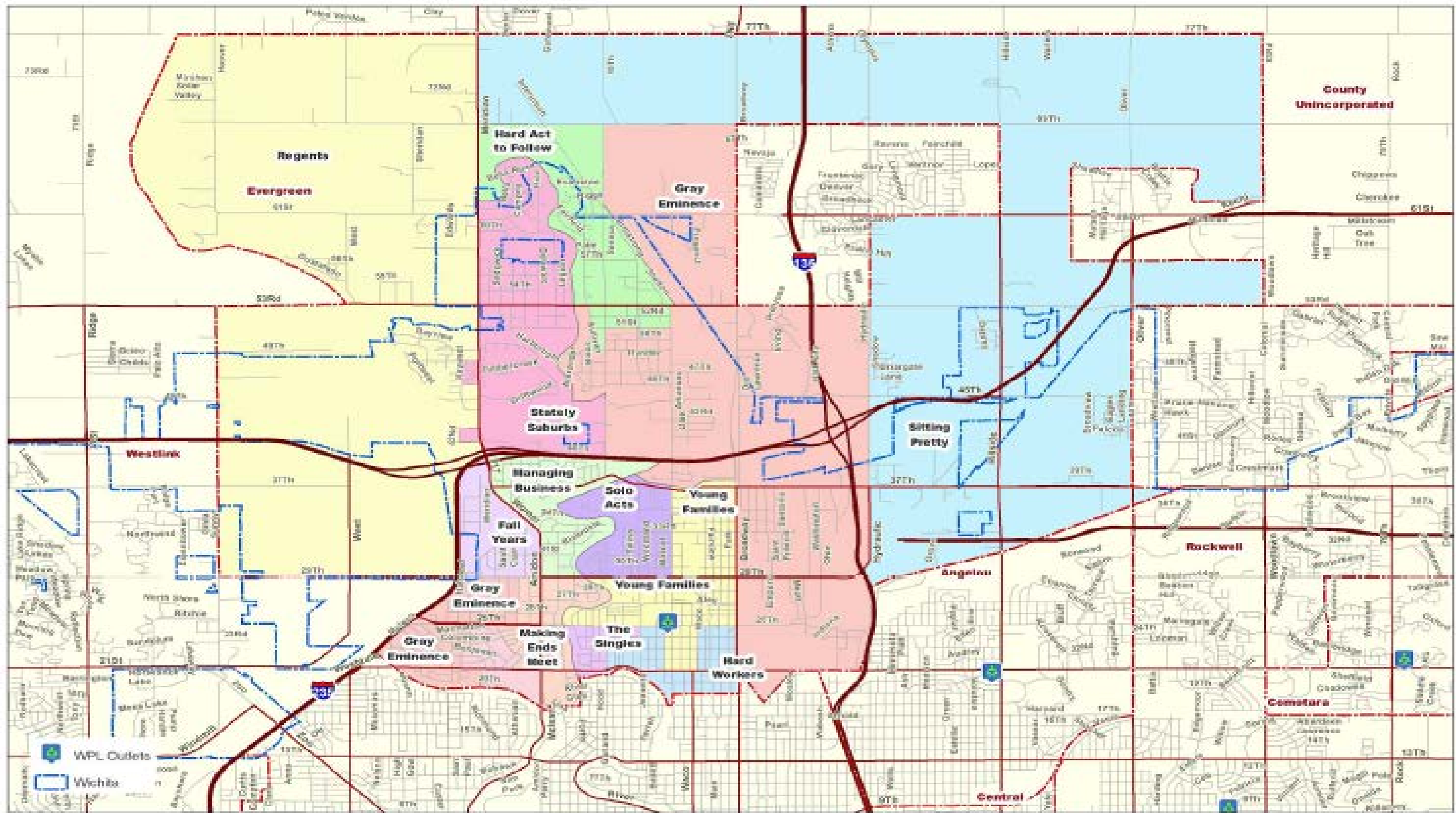


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Evergreen Service Area Segments

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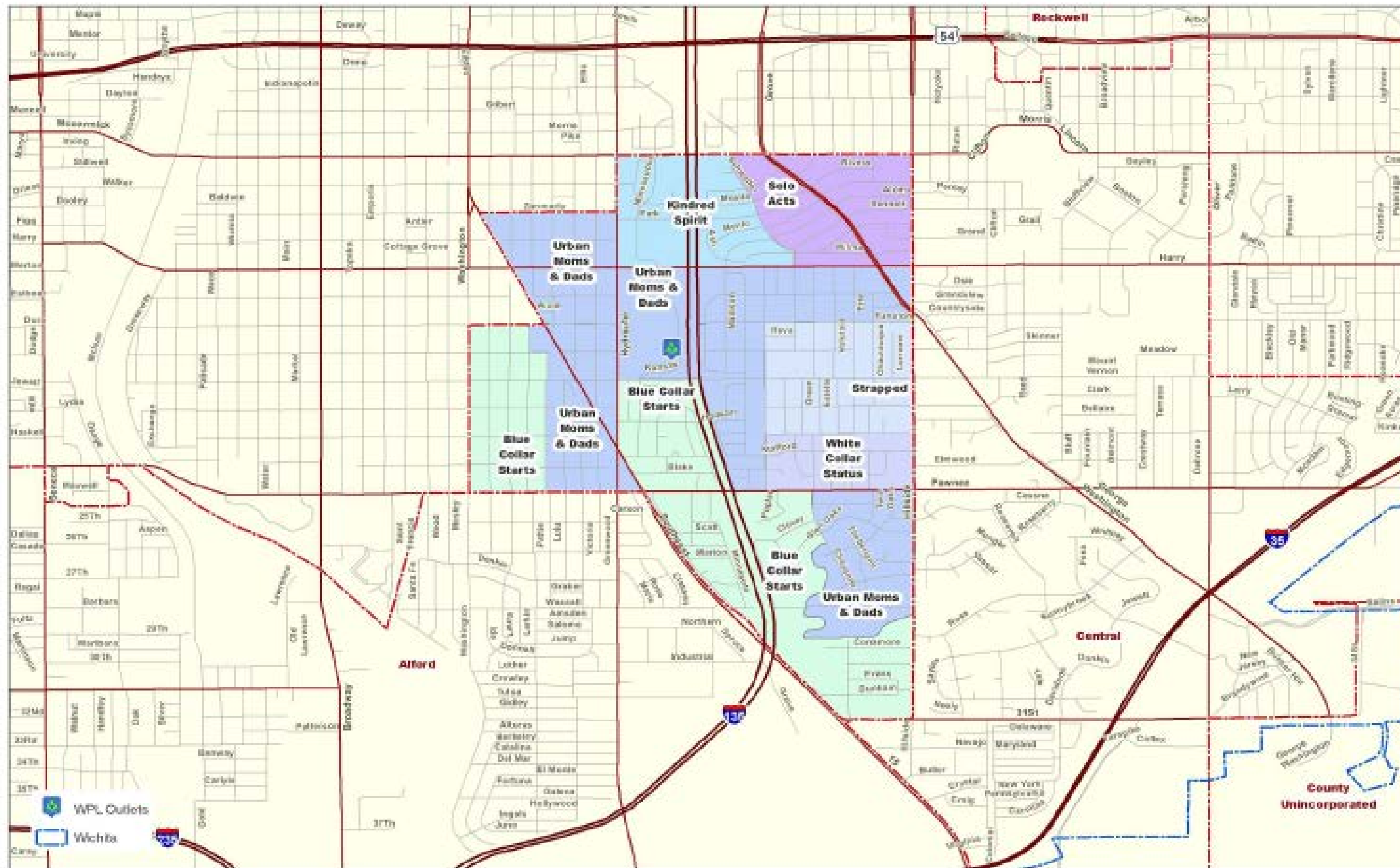
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“Every Community - Every Family – Everybody - Evergreen
Siempre comunidad – Siempre familia – Siempre tú – Evergreen”

- Provide more materials in Spanish (include American history, citizenship requirements, immigration information, Hispanic culture)
- Focus on literacy
- Provide resources for job and career development
- Connect technology services to literacy
- Provide technology access (computers, tablets, software, charging stations)
- Develop programs for the full-family simultaneously
- Provide program, service and collections for retirees

Linwood

- The median age of the block groups is in the 20's to 30's
- High school education is the most common achievement level
- Median income typically in the \$30,000 or less
- Majority of residents have blue collar occupations with significant representation in construction, manual labor, and food services
- Technology needs of customers are basic, such as individual training, classes and assistance while using technology
- Highest Central Library visitors of any branch at 70%

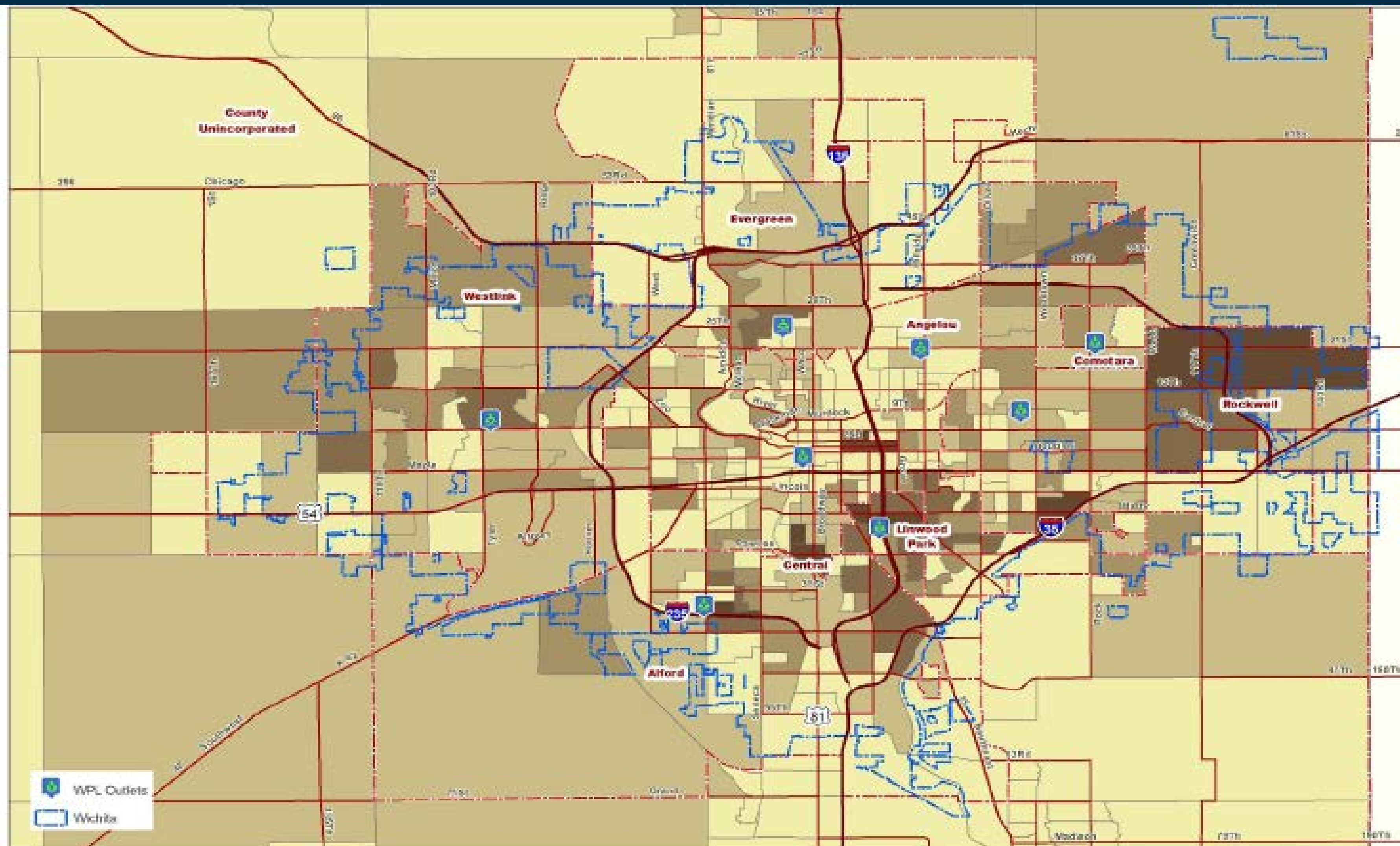


Linwood Park Service Area Segments

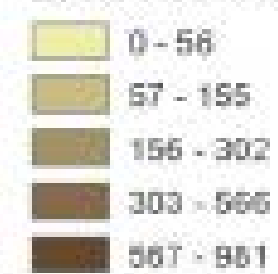
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Linwood Checkout Distribution



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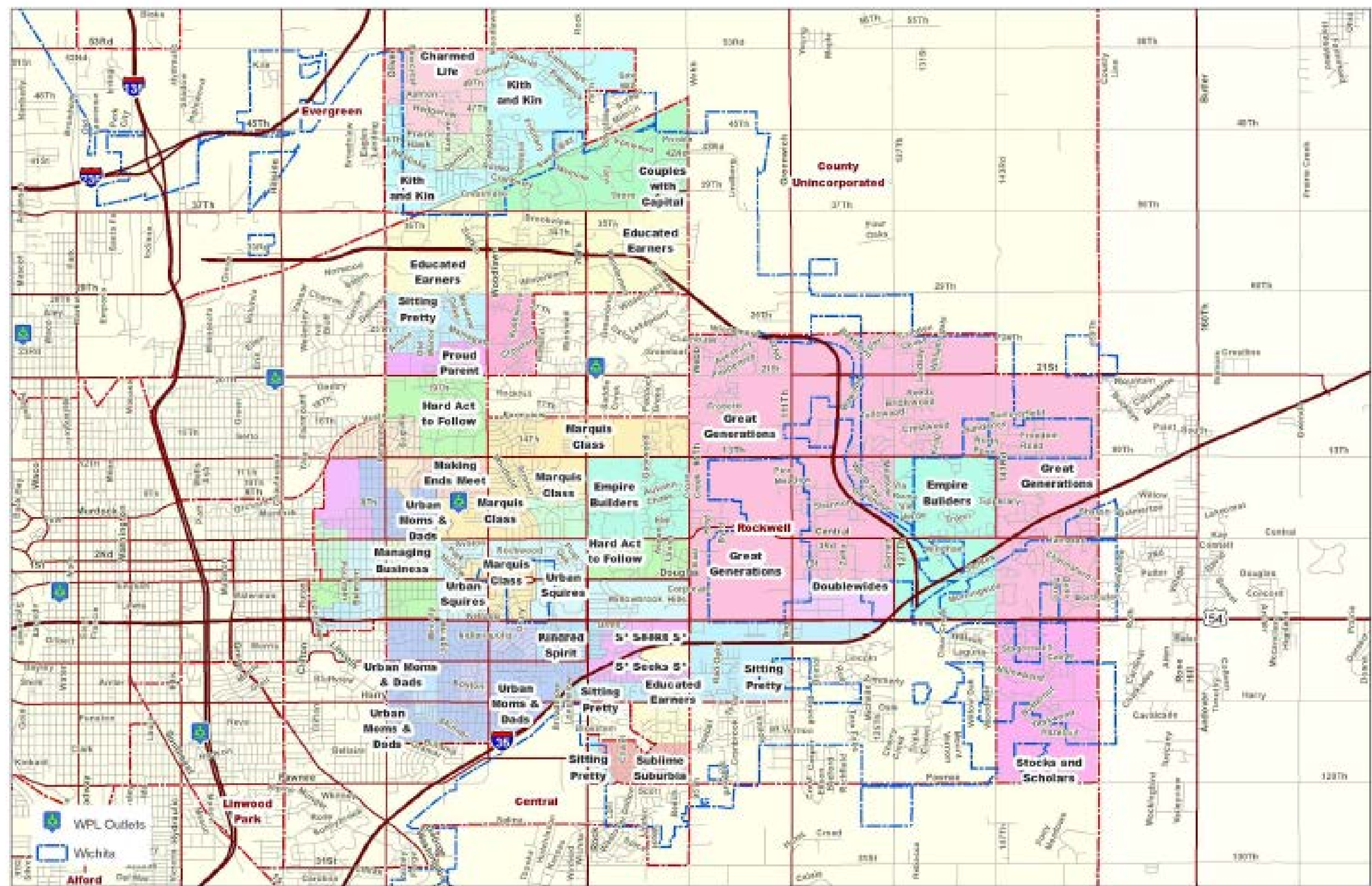
Linwood

“Linwood: The Rec Room”

- Revamp collection to focus on frequently requested items; purge dated materials
- Improve meeting space options
- Partner with the recreation center for programs and space; leverage park environment
- Re-evaluate hours of operation
- Improve external signage
- Focus on entertainment and enrichment opportunities

Rockwell

- There are more than 24 different market segments represented
- Large diversity of market segments creates significant demands on the variety of collections, programming and service needs
- Unlike other branches, due to the geographic size and population diversity, there are not generalizations about the service area that can be made
- Rockwell is a microcosm of the broader community
- A portion of customers do not have technology alternatives

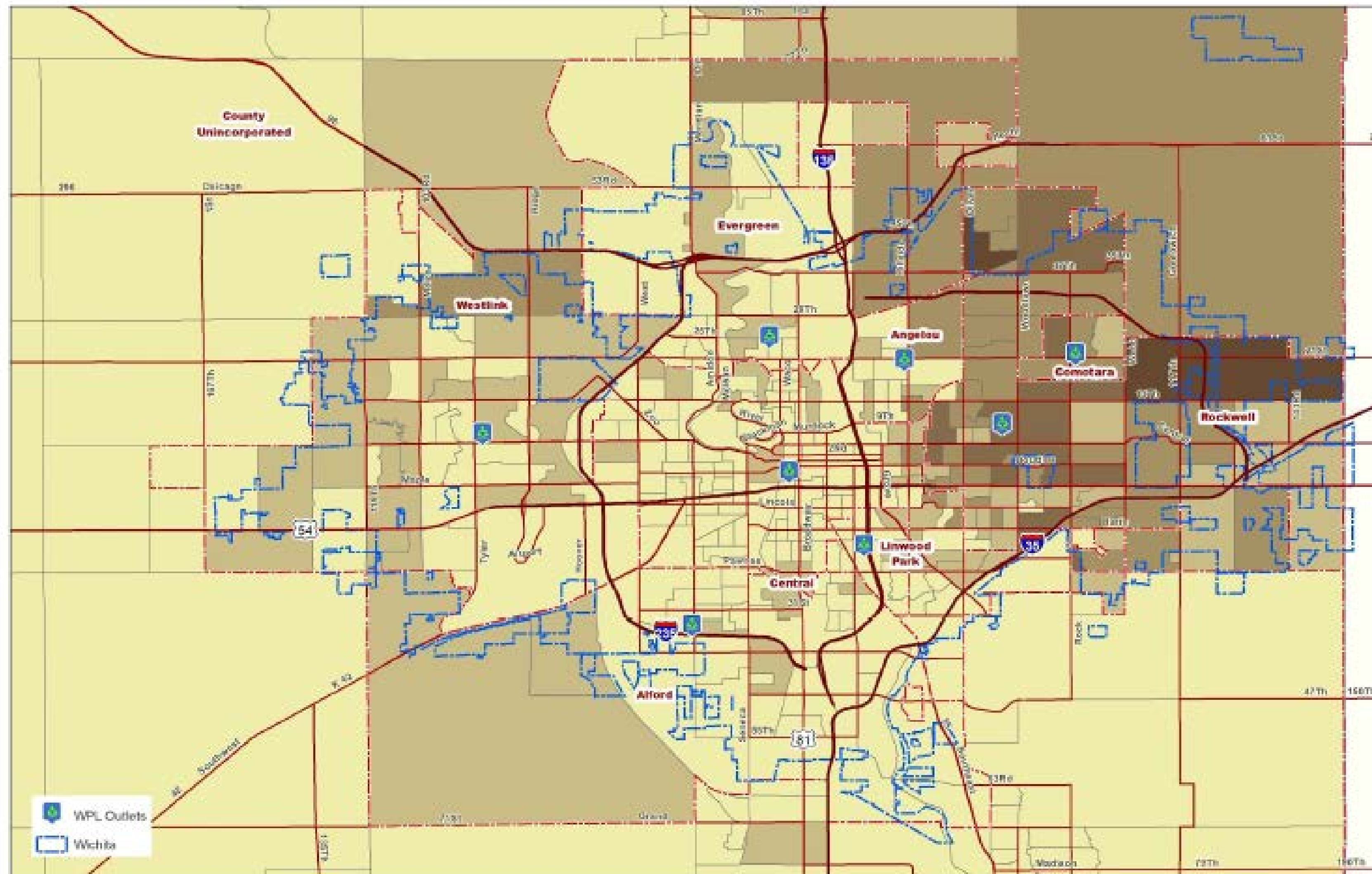


Rockwell Service Area Segments

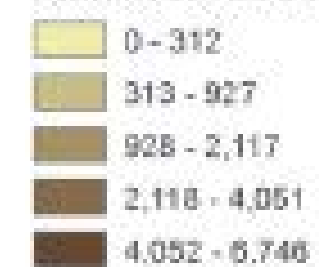
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Rockwell Checkout Distribution



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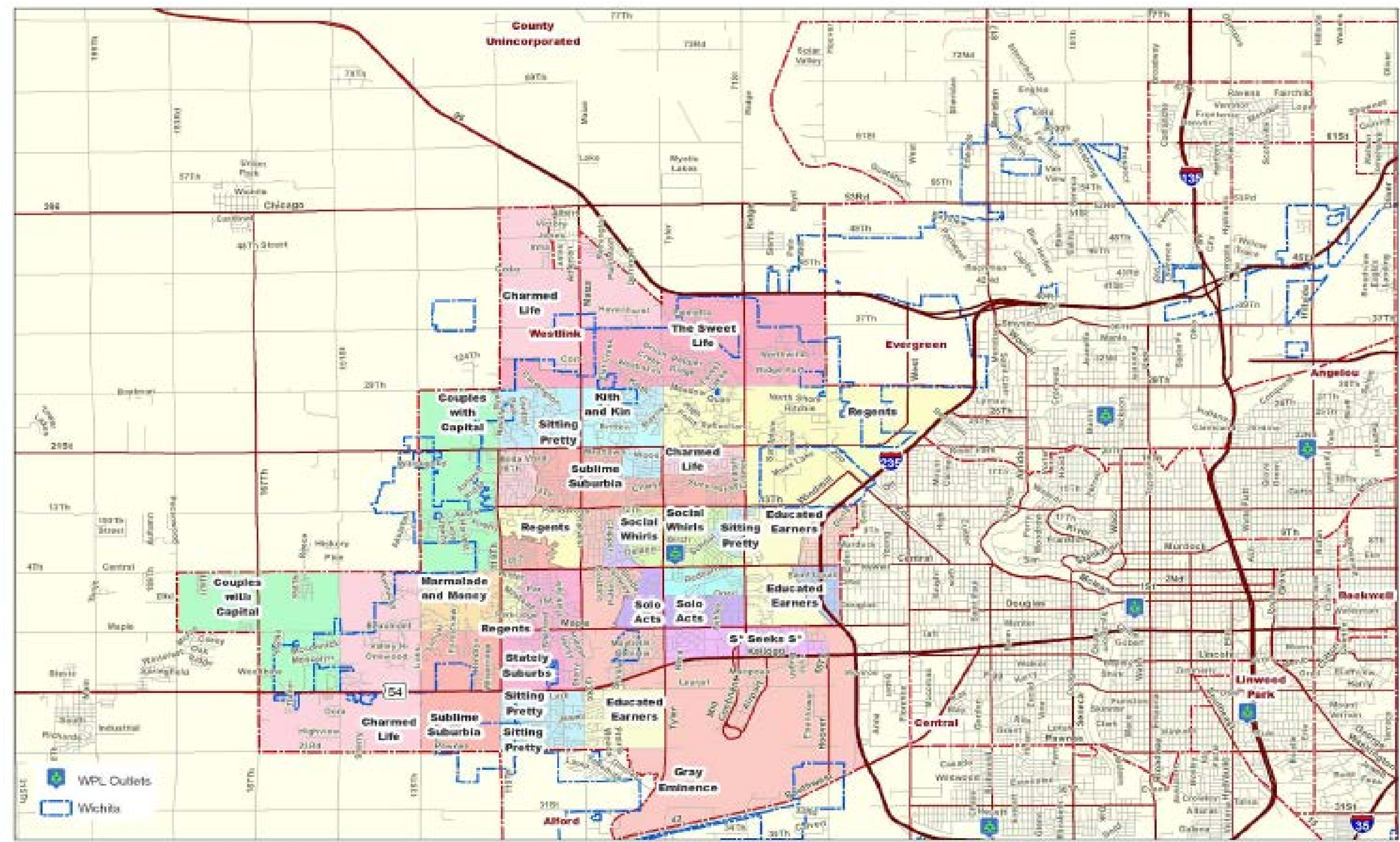
Rockwell

“All Your Tastes in One Place!”

- Create the “bookstore” environment
- Explore alternative options (“pop-up” libraries, bookmobiles)
- Operate Rockwell as a pilot test location for proto-typing new programs and services planned for the Advanced Learning Library
- Focus role in growing digital literacy
- Utilize the diversity of markets at Rockwell to pilot test outreach, programming and services for the broader system

Westlink

- Working, middle income families in urban or suburban environments
- Westlink has a significant number of markets to serve
- Second to Comotara, the Westlink service area primary market segments have:
 - higher education attainment
 - higher income levels
 - more technologically advanced
- Space, parking and location a concern at Westlink, more than other locations

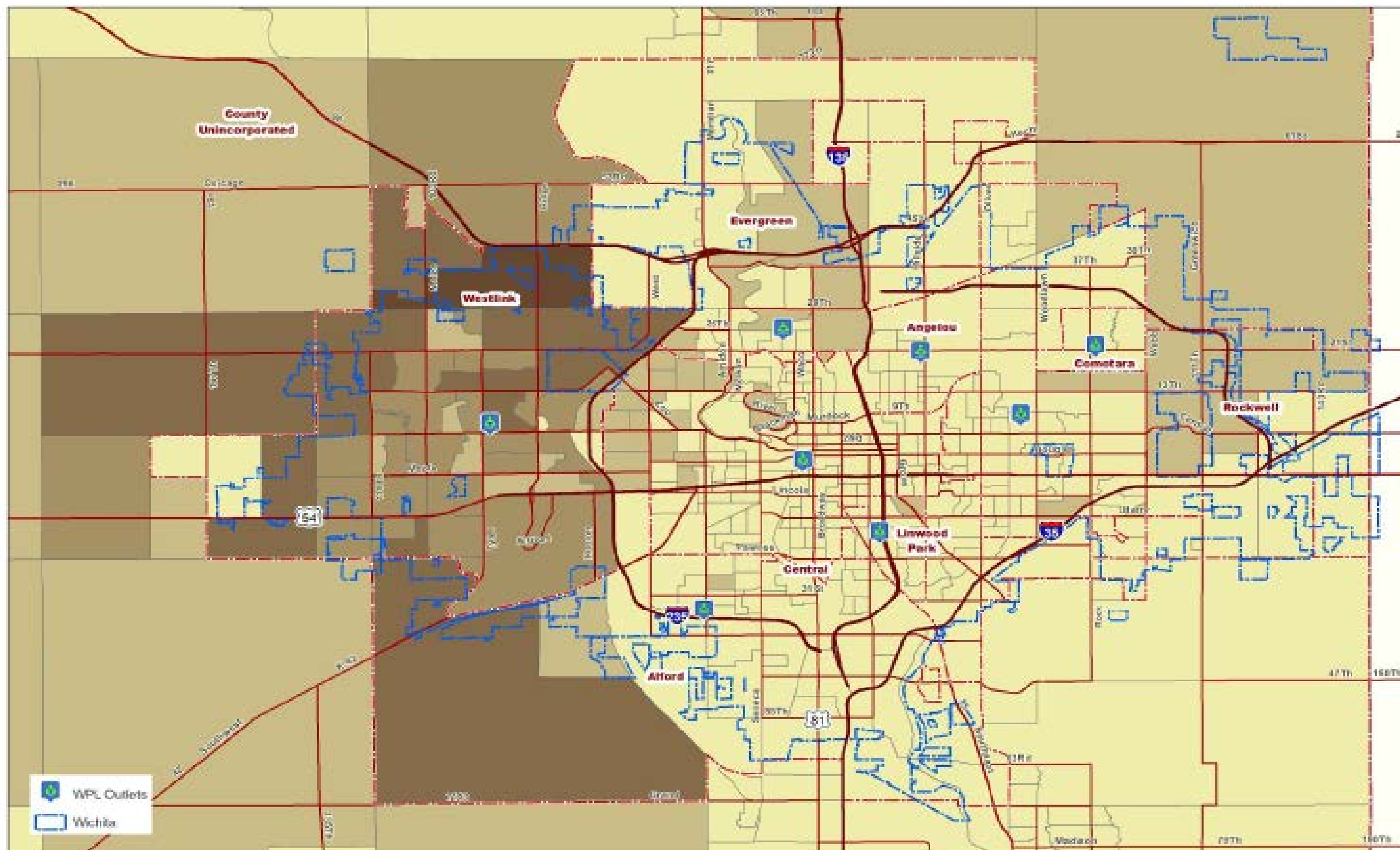


Westlink Service Area Segments

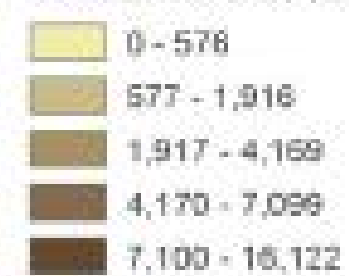
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Westlink

“Westlink is Your Link”

- Provide additional resources for technology savvy market (e-books)
- Create plans to address the space issue
 - Consider new location
 - Establish new partnerships for shared space
 - Mobile or “pop-up” libraries to serve large geographic area
- Provide physical “make-over” at existing facility
- Accommodate working families, including an environment that appeals to people with more leisure time

Next Steps

- * Deliberate policy questions
- * Plan for community coverage
- * Utilize market and survey data
- * Connect branches to Advance Learning Library
- * Define and measure community impact
- * Create branch strategic plans
- * Align resource with expectations