City of Troy Public Library Study

July 2020

TROY MICHIGAN

TPL troy public library

Background on Cobalt Community Research

- 501c3 not for profit research coalition
- Mission to provide research and education
- Developed to meet the research needs of schools, local governments and nonprofit organizations

Measuring where you are:
Why research matters

- Understanding community values and priorities helps you plan and communicate more effectively about City decisions

- Understanding community perception helps you improve and promote the Library services and programs provided by the City

- Community engagement improves support for difficult decisions

- Reliable data on community priorities aids in balancing demands of vocal groups with the reality of limited resources

- Bottom line outcome measurement of service and trust: quality administration requires quality measurement and reporting

Study goals

- Guide millage and budget planning decisions

- Determine which current and potential future services, programs, and amenities are valued by the community

- Measure support for millage options

- Ensure the voices of various demographic groups are heard and appreciated

Bottom line

- There is majority support for millage options
- Top activities used by resident households in the past 12 months are checking out Library materials, browsing, and attending/viewing programs/events
- Overall satisfaction with the Library is a 9.0 on a 10-point scale
  Cobalt Benchmarking:
  - TPL: **89**
  - MI Similar Size City Libraries: **83**
  - US Similar Size City Libraries: **81**
- Improvements/additions residents would like to see:
  - Open more days per week
  - More film/music events
  - Open more hours per day
  - More author/literacy events

Methodology

- Random sample of 3000 residents drawn from voters in the most recent gubernatorial election

- Utilized www.random.org, a well-respected utility used internationally by many universities and researchers to generate true random numbers

- Conducted using a single mailing in July 2020

- Valid response from approximately 459 residents, providing a solid response rate of 15 percent, and a conventional margin of error of +/- 4.6 percent

  - **Note**: National surveys with a margin of error +/- 5% require a sample of 384 responses to reflect a population of 330,000,000

- Also received surveys from approximately 1,056 people who were not part of the sample, bringing total response to 1,515.

  - Note: Non-sample responses were not included in the summary data provided, but are included as a row in the crosstabs for comparison

- Results weighted by age to match voter file; details on respondent pattern are available in the crosstabs

Sample Cross Tab

		Typical Activities											
		Quiet reading	Browsing	Check out library material	Use library computers	Access Wi-Fi service	Attend/view programs/events	Study/homework	Get reference or research assistance	Visit socially with friends or with your children	Use meeting rooms	Use copy machines or printers	Conduct business
Residence	Less than 1 year	11%	89%	100%	22%	33%	78%	22%	33%	11%	-	11%	-
	1-5 years	22%	72%	92%	16%	14%	40%	20%	14%	19%	10%	10%	3%
	6-10 years	32%	64%	90%	26%	18%	40%	13%	12%	19%	6%	18%	2%
	10+ years	25%	67%	88%	15%	14%	40%	16%	16%	11%	10%	11%	3%
Age	Under 18	42%	83%	92%	25%	42%	25%	50%	17%	17%	8%	-	-
	18 to 24	42%	79%	96%	21%	33%	46%	54%	29%	29%	25%	17%	8%
	25 to 34	19%	68%	92%	18%	21%	35%	22%	12%	23%	12%	16%	1%
	35 to 44	26%	63%	90%	19%	16%	43%	19%	12%	25%	9%	8%	2%
	45 to 54	28%	69%	91%	14%	19%	33%	30%	13%	12%	9%	9%	4%
	55 to 64	25%	67%	86%	15%	12%	43%	14%	16%	6%	11%	12%	5%
	65 or over	23%	67%	86%	16%	8%	42%	2%	17%	7%	9%	13%	2%

Consistent Scores Regardless of Demographics
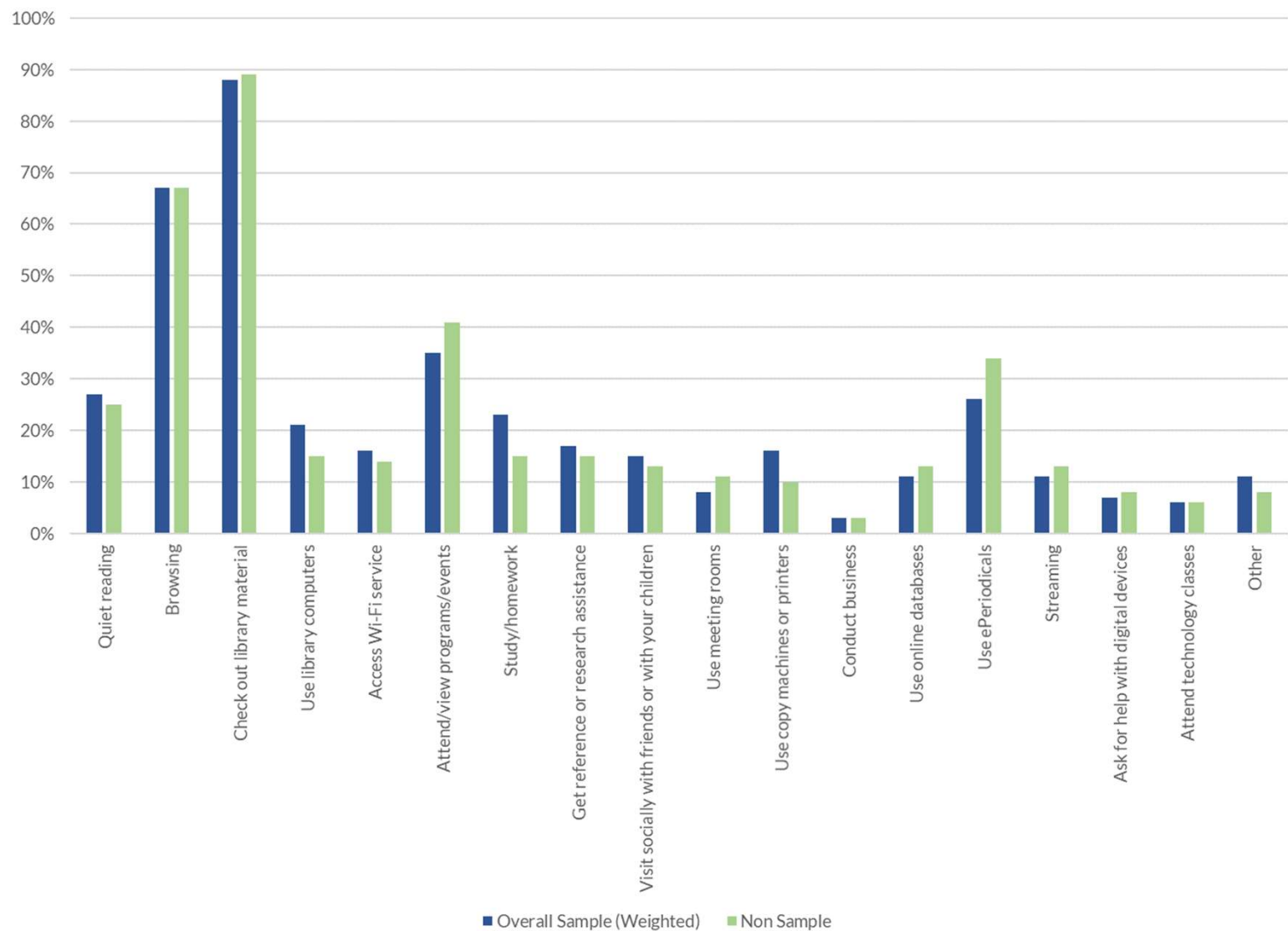
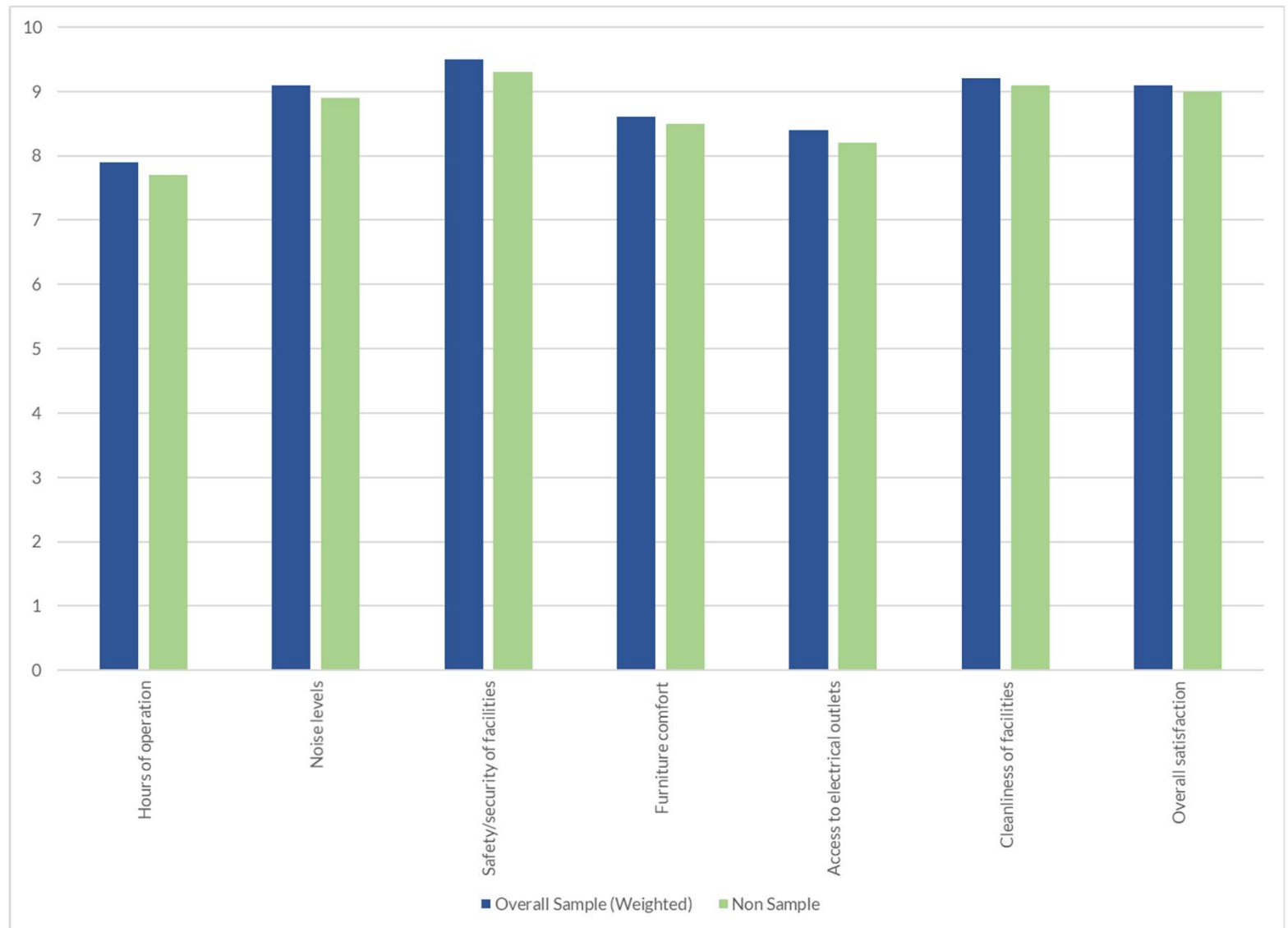Checkered Scores that Vary by Demographics
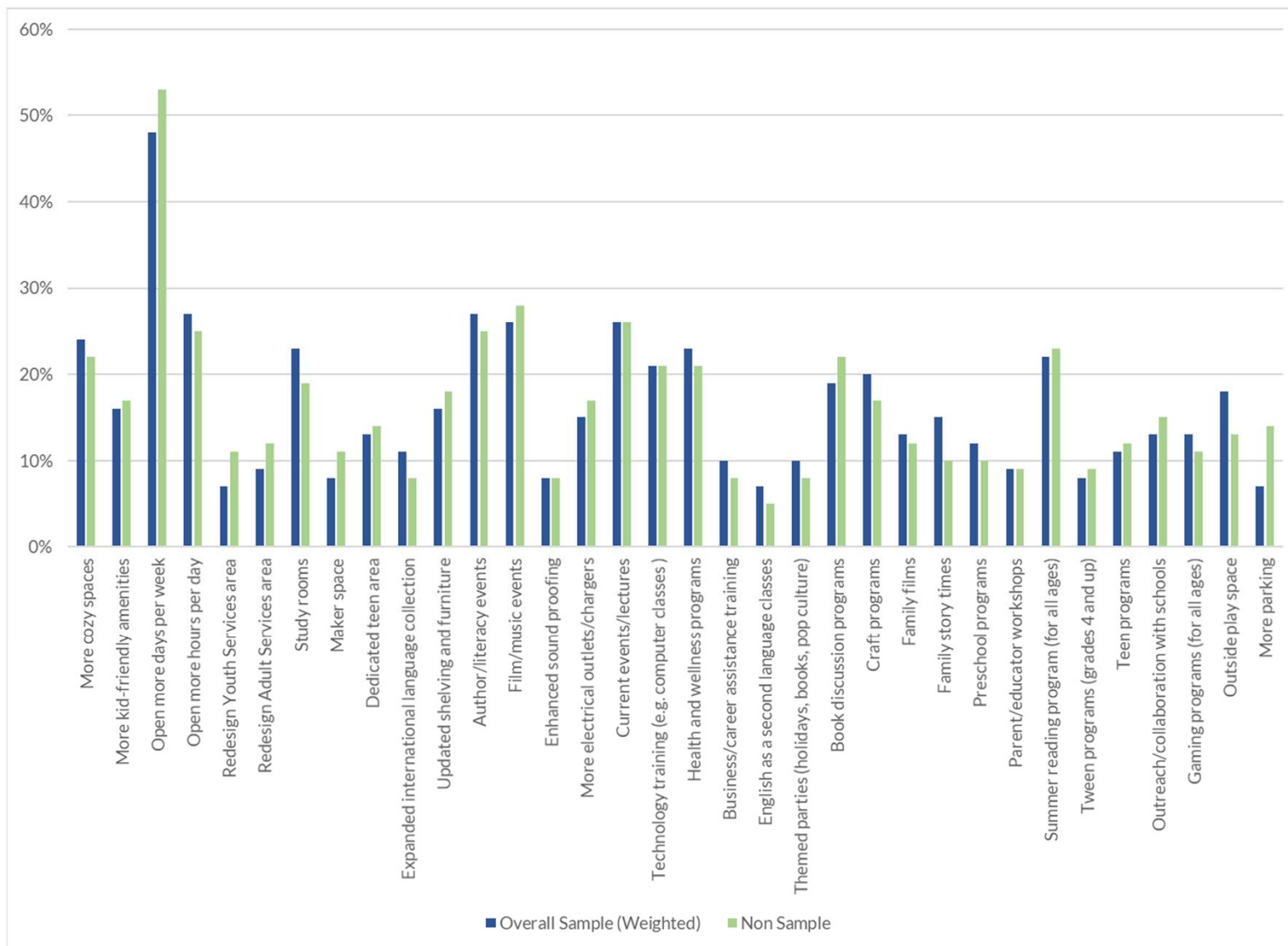
Results

What do you do at the Library?
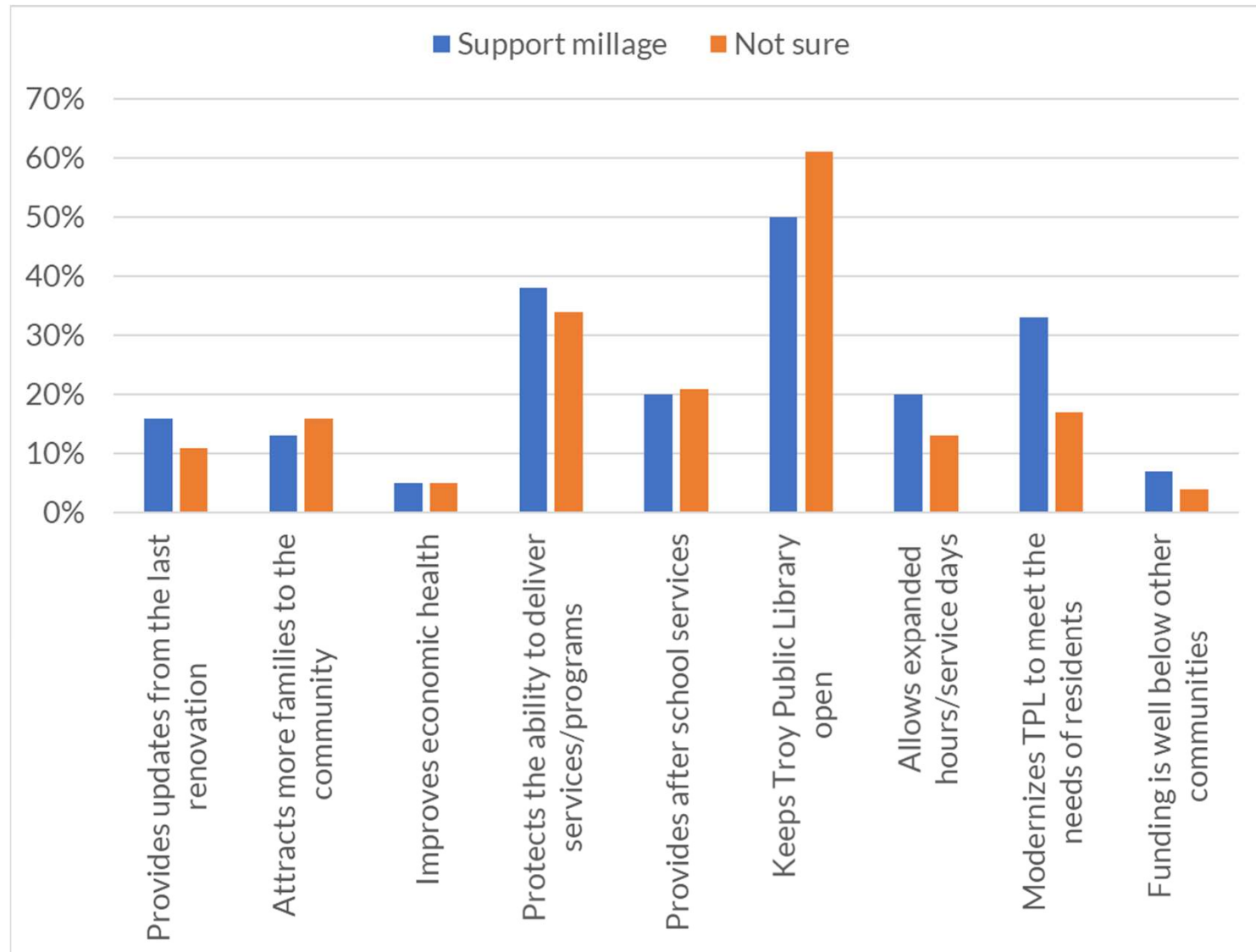
Satisfaction with Library (High Score = 10)

Desired future services, programs, amenities

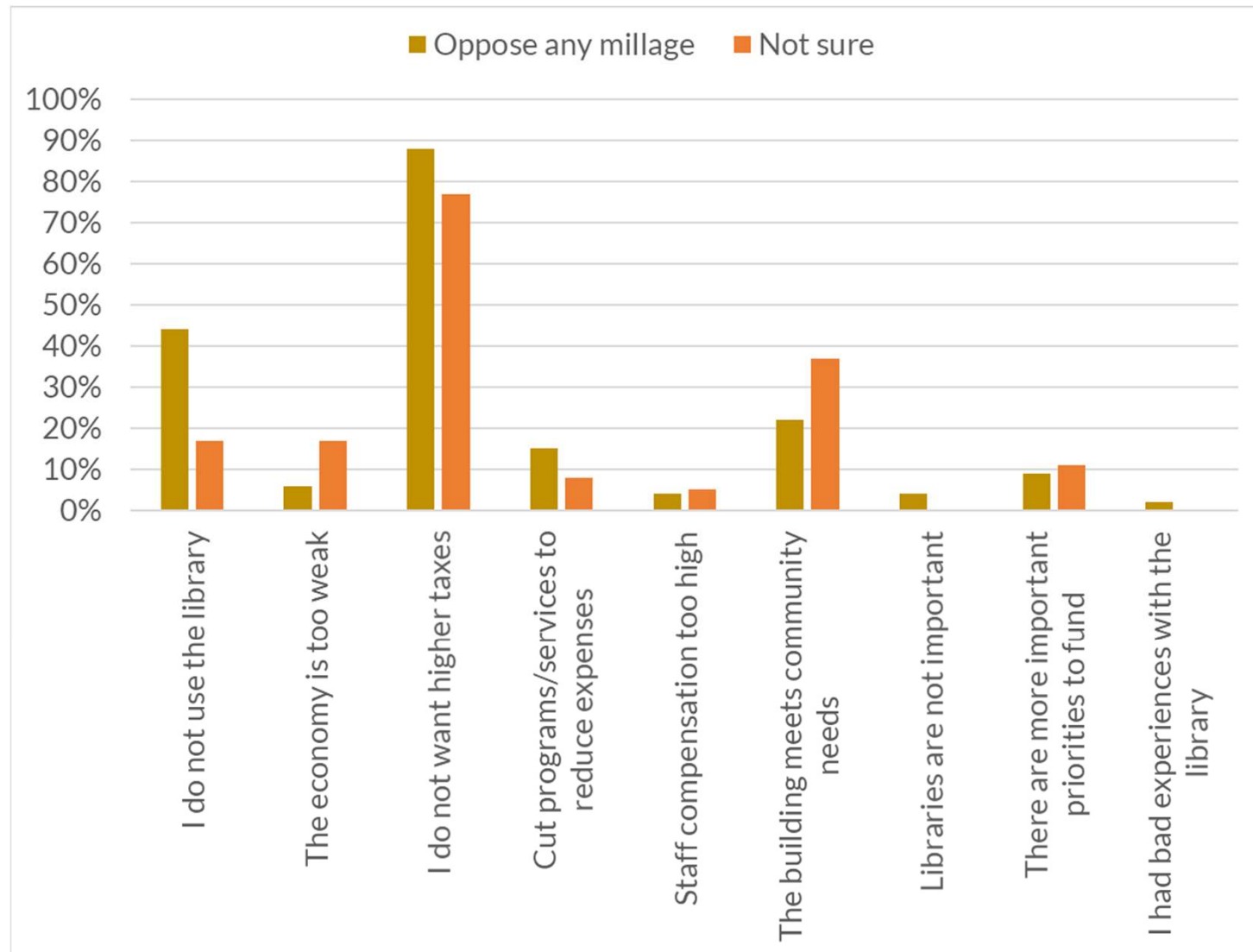# Best arguments in favor of millage by supporters and those not sure

Support millage ■ **Not sure** ■

| Argument	Support millage	Not sure
Provides updates from the last renovation	16%	11%
Attracts more families to the community	13%	16%
Improves economic health	5%	5%
Protects the ability to deliver services/programs	38%	34%
Provides after school services	20%	21%
Keeps Troy Public Library open	50%	61%
Allows expanded hours/service days	20%	13%
Modernizes TPL to meet the needs of residents	33%	17%
Funding is well below other communities	7%	4%

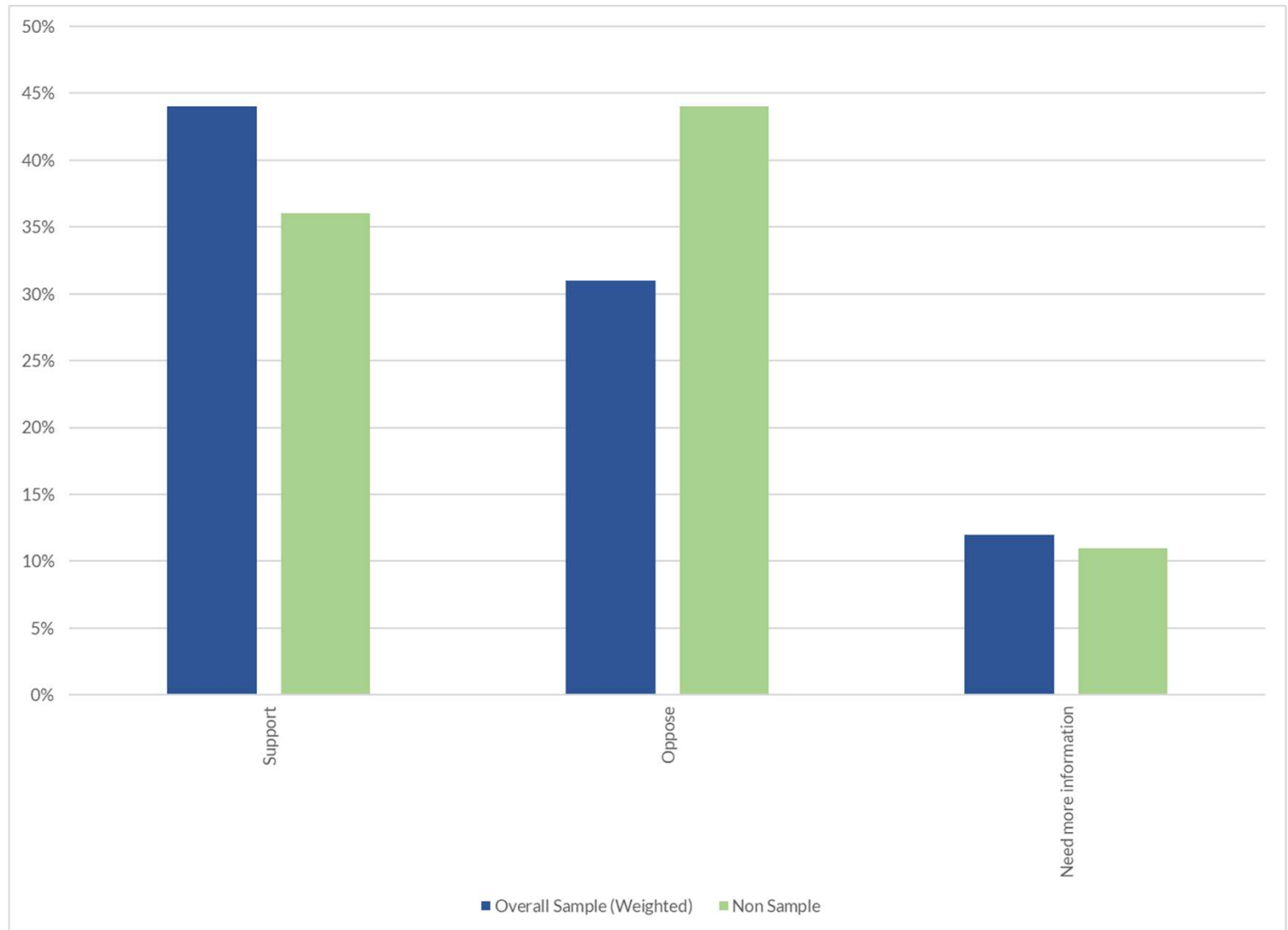# Best arguments against millage by those who are not supporters and not sure

Support elimination of Library
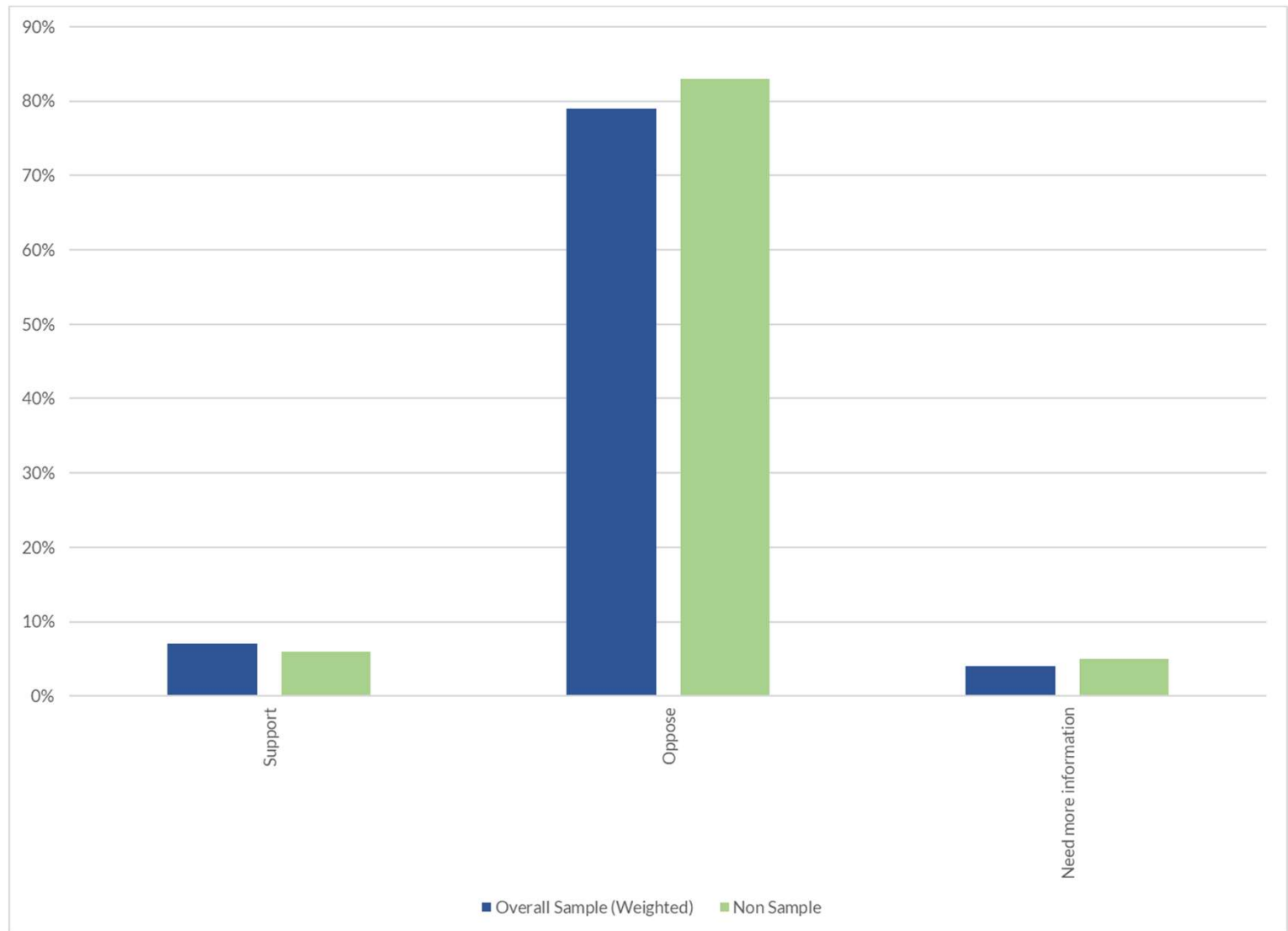
Provide only minimal funding to maintain Library hours six days a week and critical building maintenance. Estimated cost: 0.9 mills


Legend: Overall Sample (Weighted) ■ Non Sample

Provide funding to increase Library hours from six days a week to seven and provide critical building maintenance. Estimated cost: 1.0 mills


Legend: Overall Sample (Weighted), Non Sample
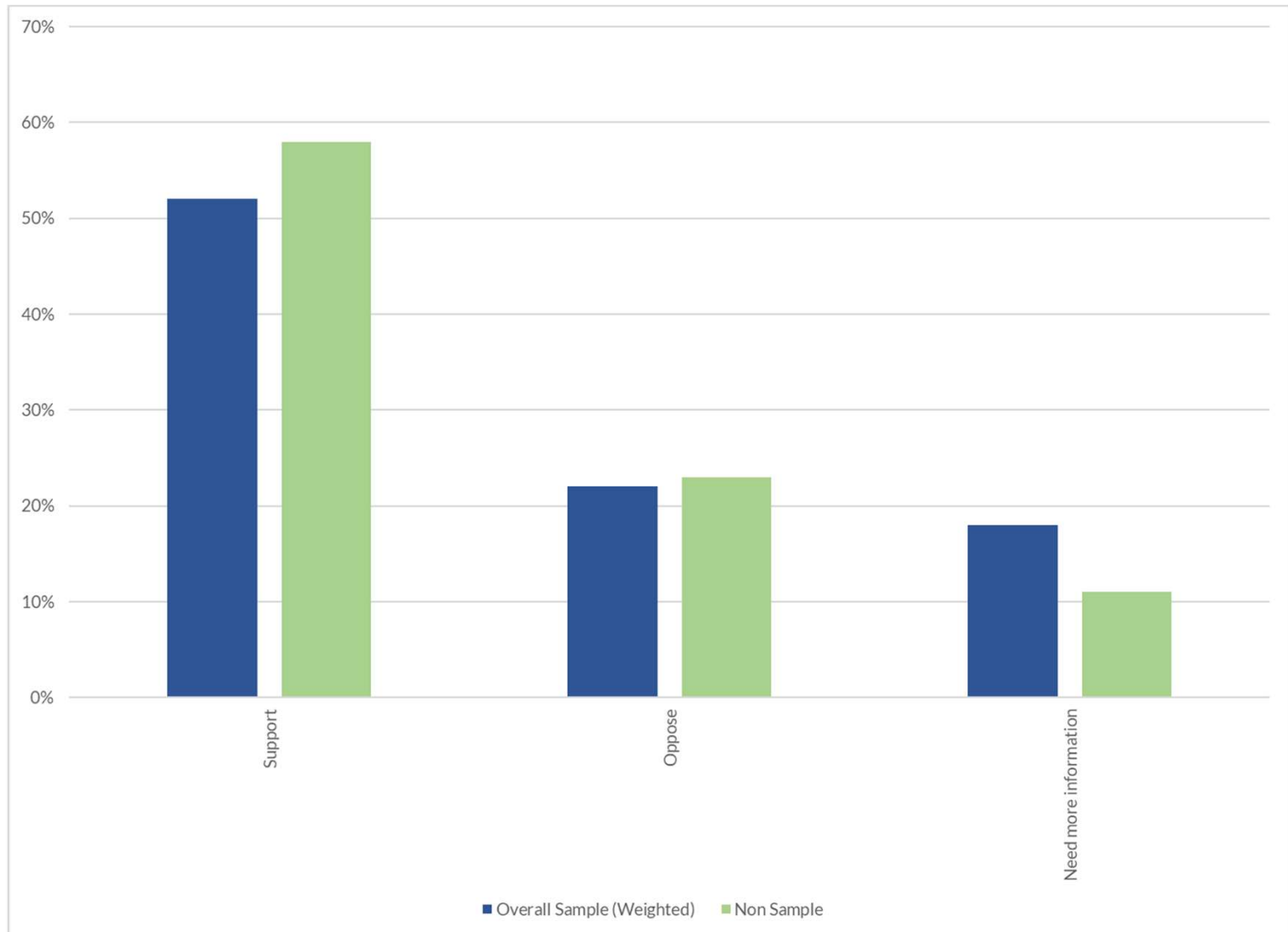
Provide funding to increase Library hours from six days a week to seven. Renovate areas within the Library to provide new amenities to meet community needs. Reduce the Library's vulnerability to future service reductions when costs increase and/or revenues decrease. Estimated cost: 1.1 mills

■ Overall Sample (Weighted) ■ Non Sample
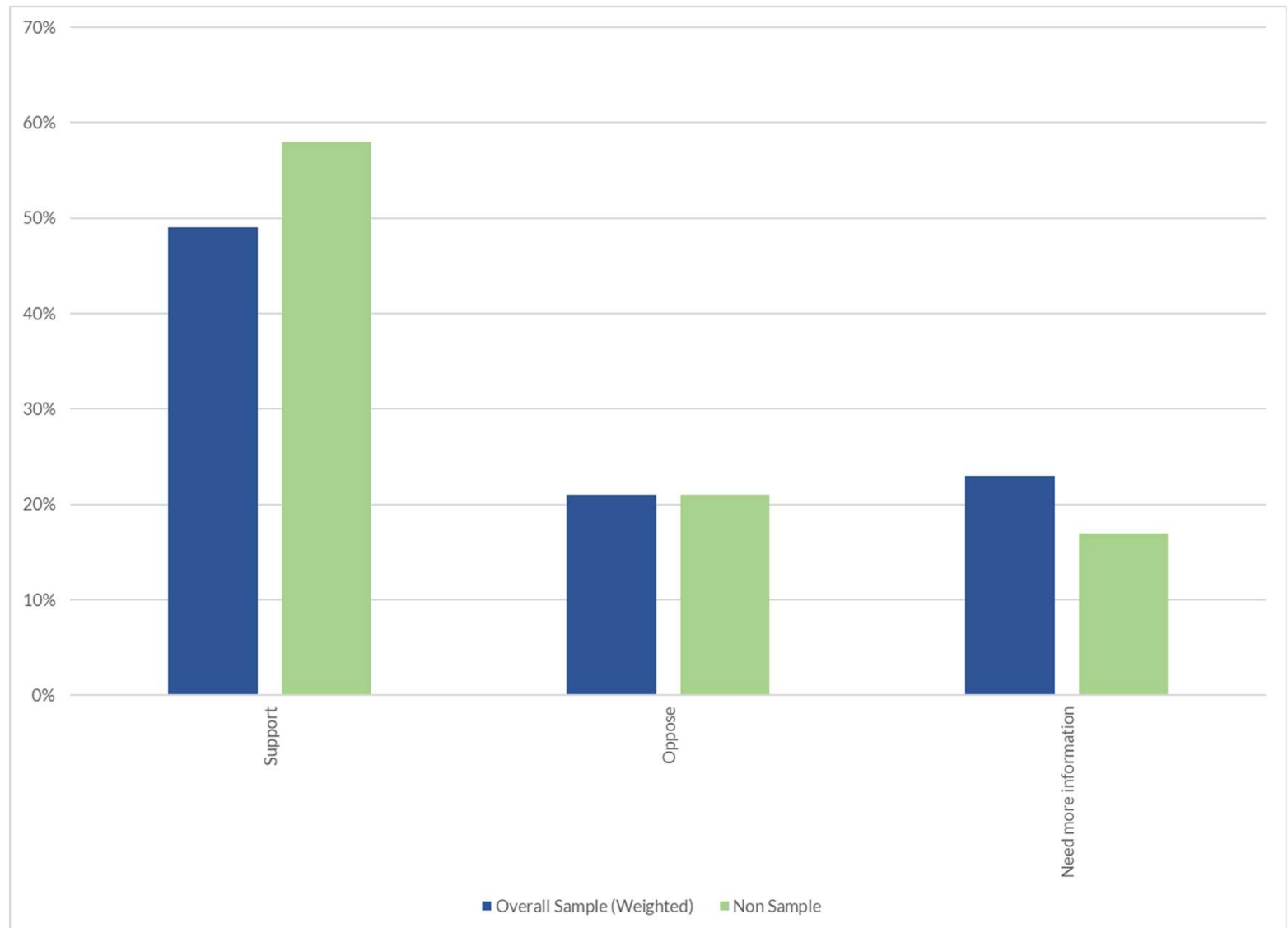
If the election were held today....
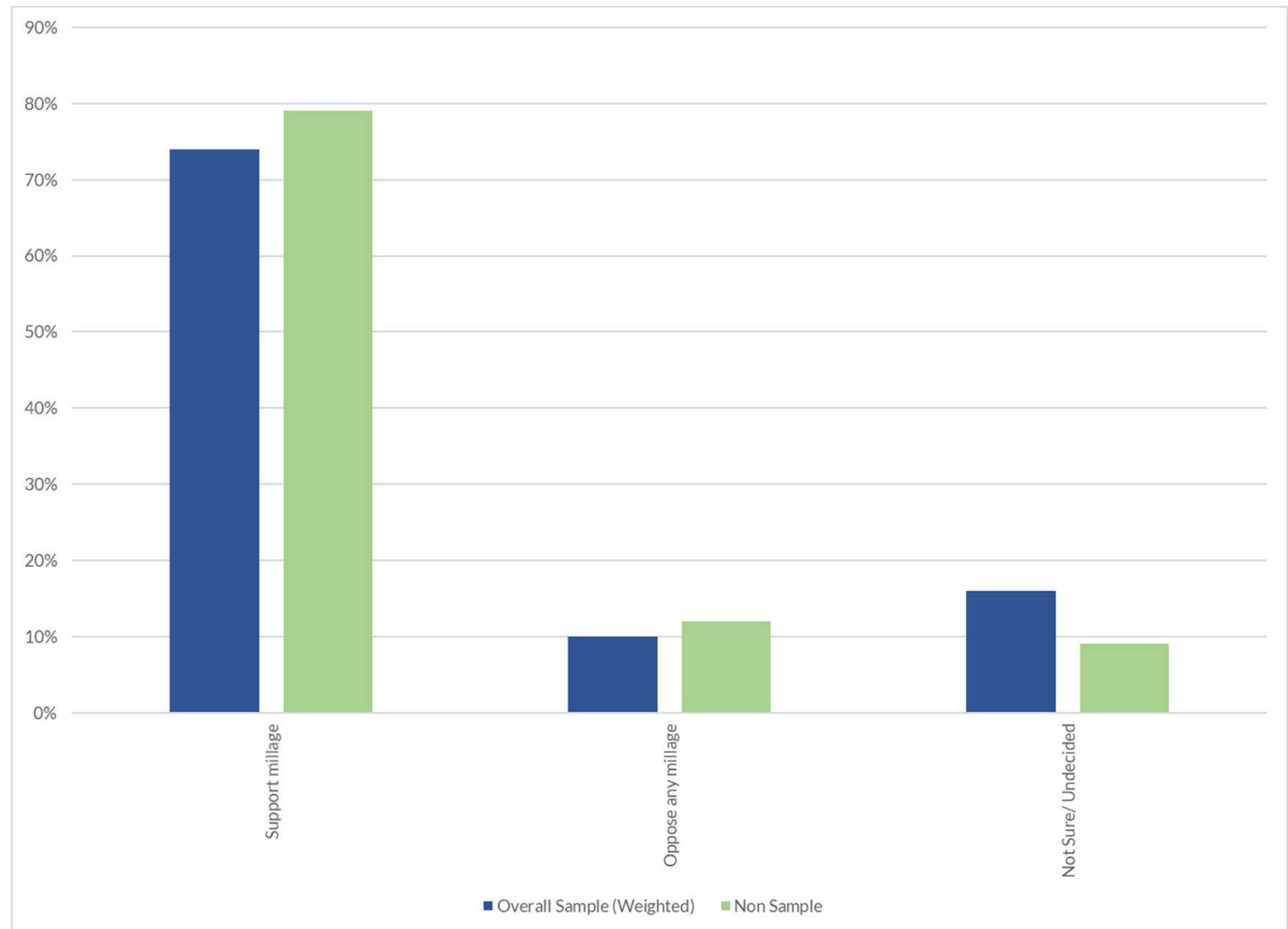
Most important reason to vote as noted

- **Community** – Key to a thriving, educated community; crucial; attracts residents

- **Value** – Reflects values; valued by residents; cost higher than value provided to me

- **Service** – A staple, basic service; service makes community desirable; kids love the services

Other comments to guide consideration

- **Fund** – Pay through general fund/existing funds; funding improvements should be tied to important TPL improvements; fully fund TPL
- **Open** – Open 7 days; not closed Fridays
- **Keep** – At least keep current services; keep residents informed; modernize to keep up with resident needs

Questions