Cobalt CommunityResearch

Supporting Decisions | Inspiring Ideas

City of Troy Public Library Study

Early Data Summary - July 2020

2020007

© 2020 CobaltCommunityResearch

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

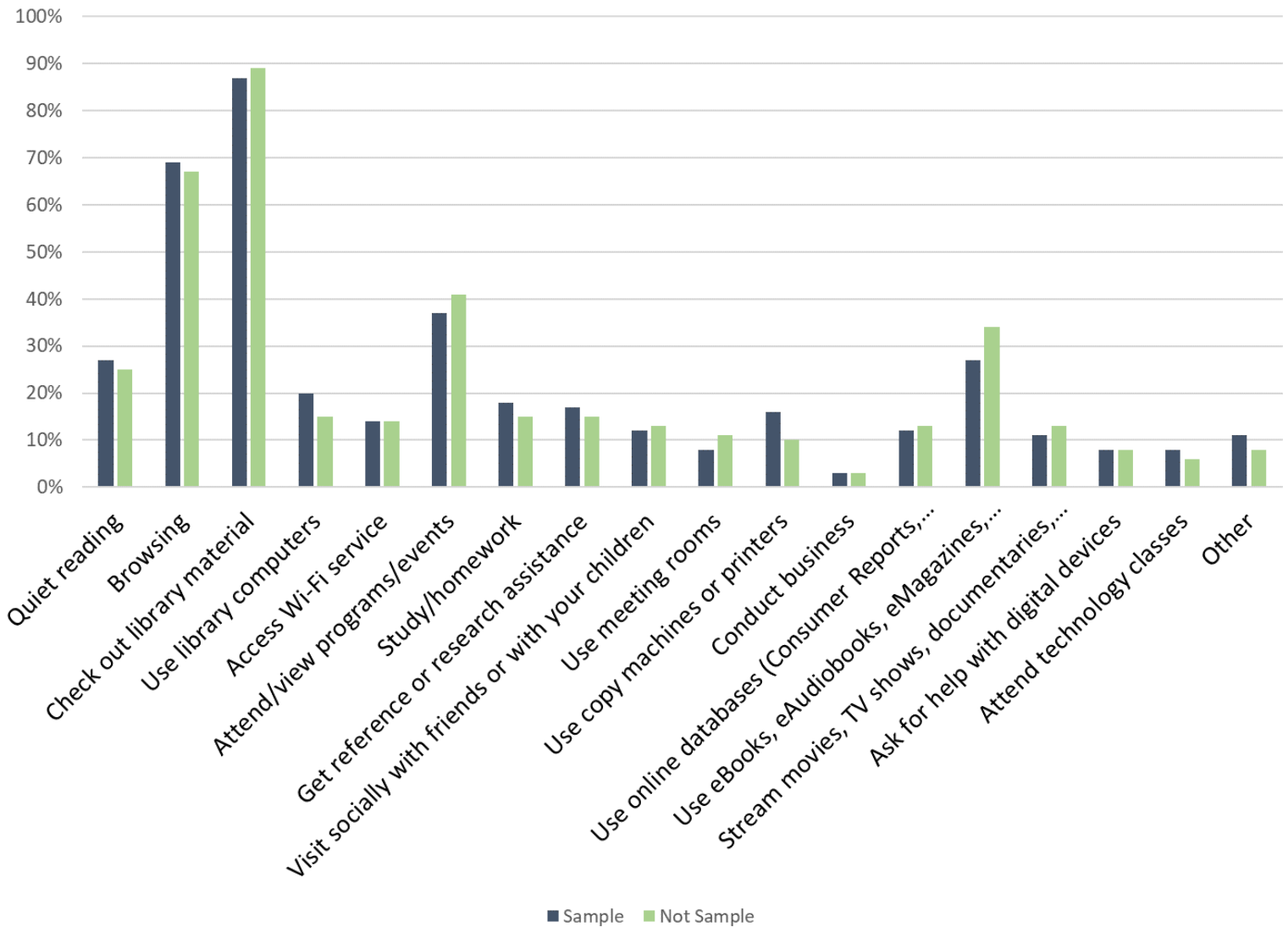
- Early analysis suggests strong support for millage options
- Top activities used by resident households in the past 12 months are checking out Library materials, browsing, and attending/viewing programs/events
- Overall satisfaction with the Library is a 9.0 on a 10-point scale
- Improvements/additions residents would like to see:
  - Open more days per week
  - More film/music events
  - Open more hours per day
  - More author/literacy events

Methodology

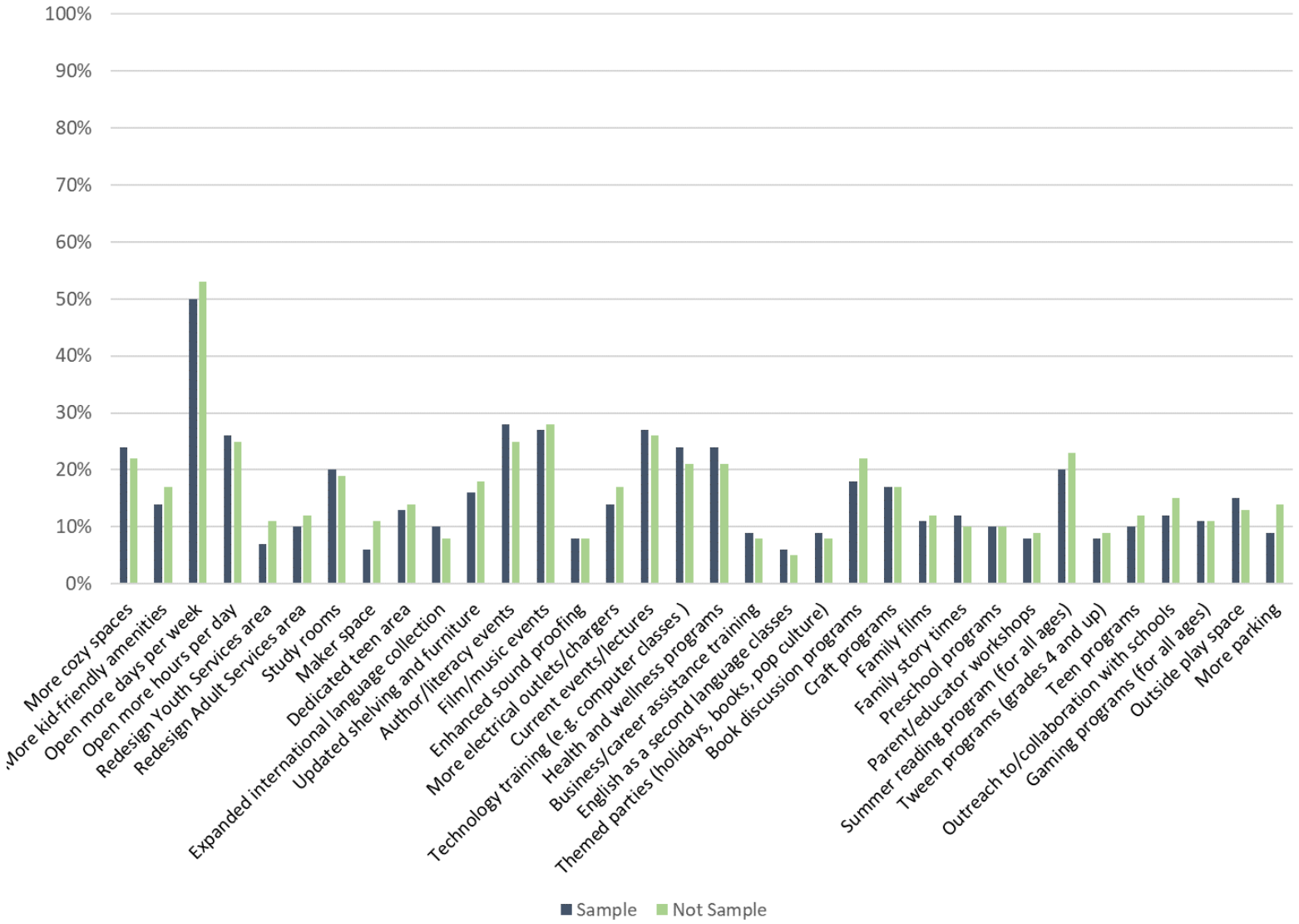
- Random sample of 3000 residents drawn from voters in the most recent gubernatorial election
- Utilized www.random.org, a well-respected utility used internationally by many universities and researchers to generate true random numbers
- Conducted using a single mailing in July 2020
- Valid response from approximately 450 residents, providing a solid response rate of 15 percent, and a conventional margin of error of +/- xx4.6 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 1,065 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
- Details on respondent pattern will be available in the crosstabs

Results

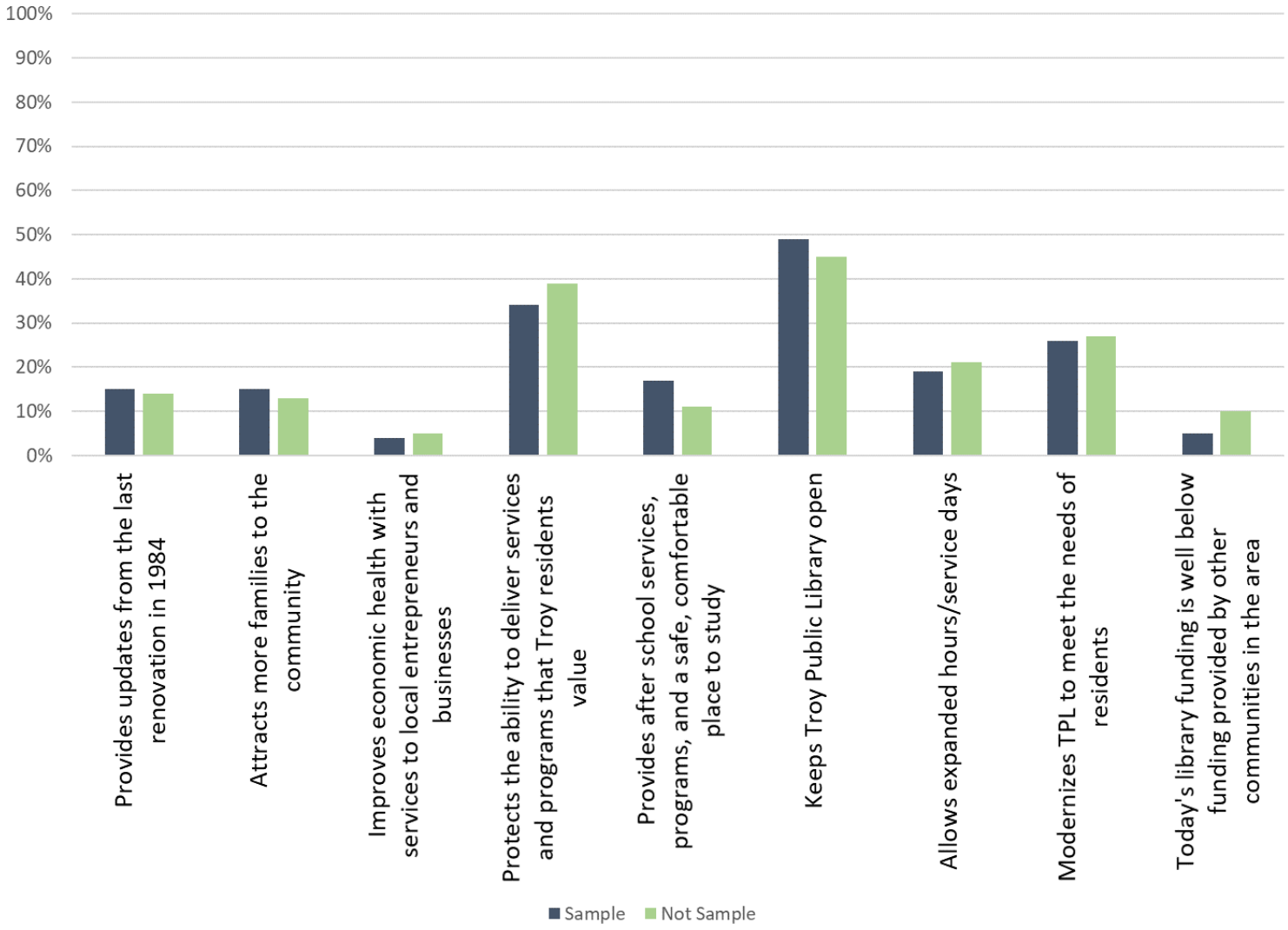
What do you do at the Library?



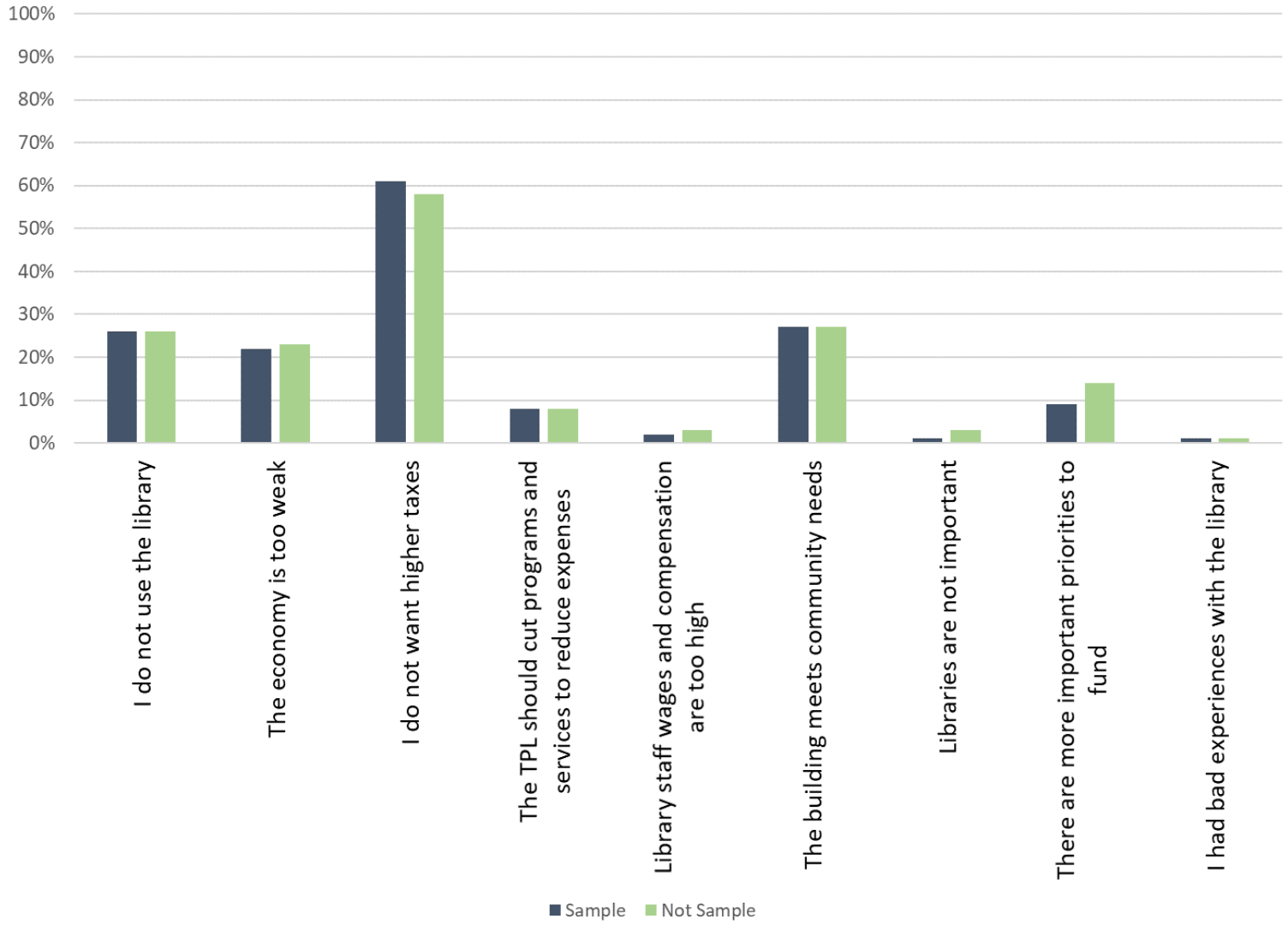
Desired future services, programs, amenities



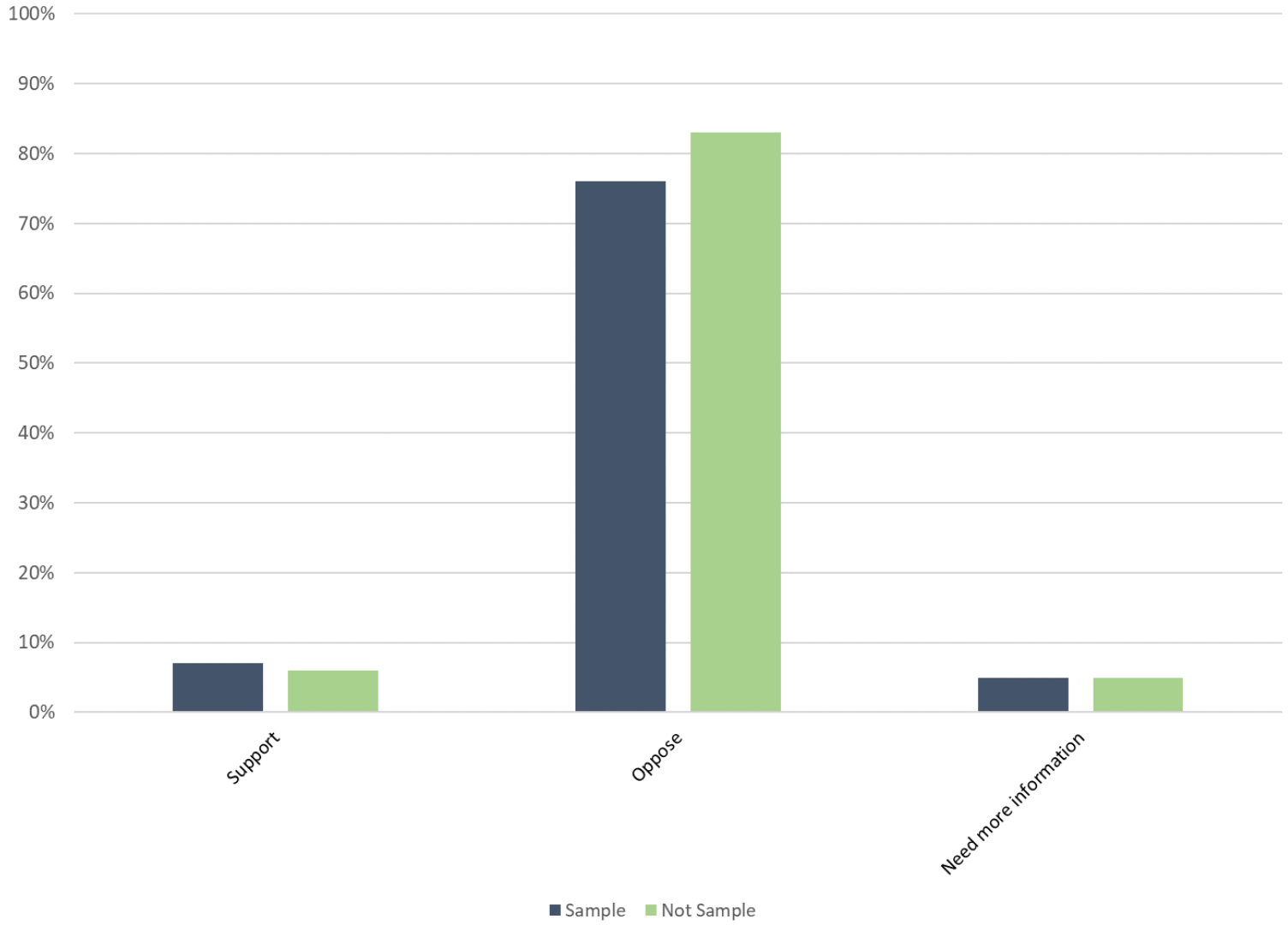
Best arguments in favor of millage



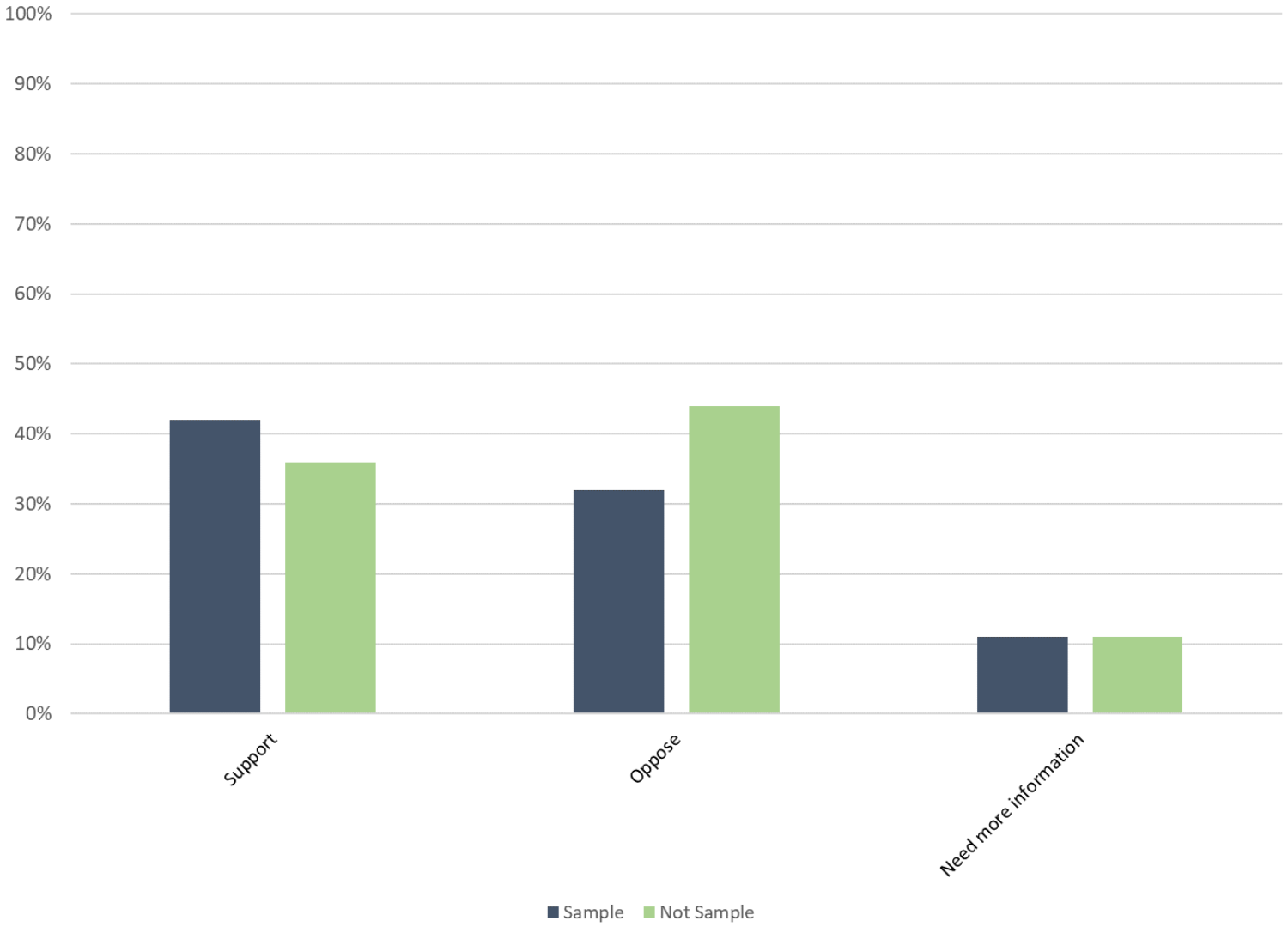
Best arguments against a millage



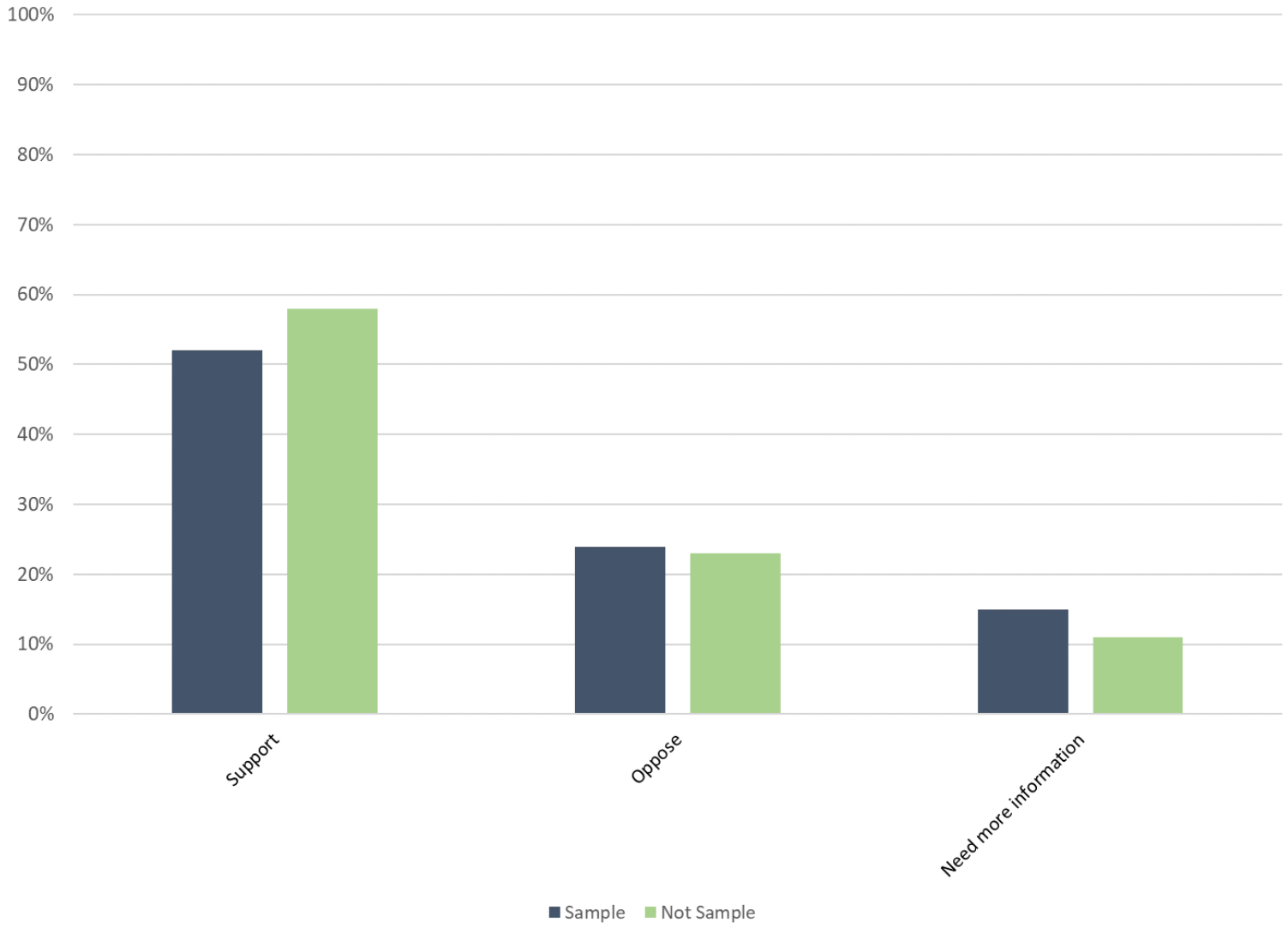
Support elimination of library



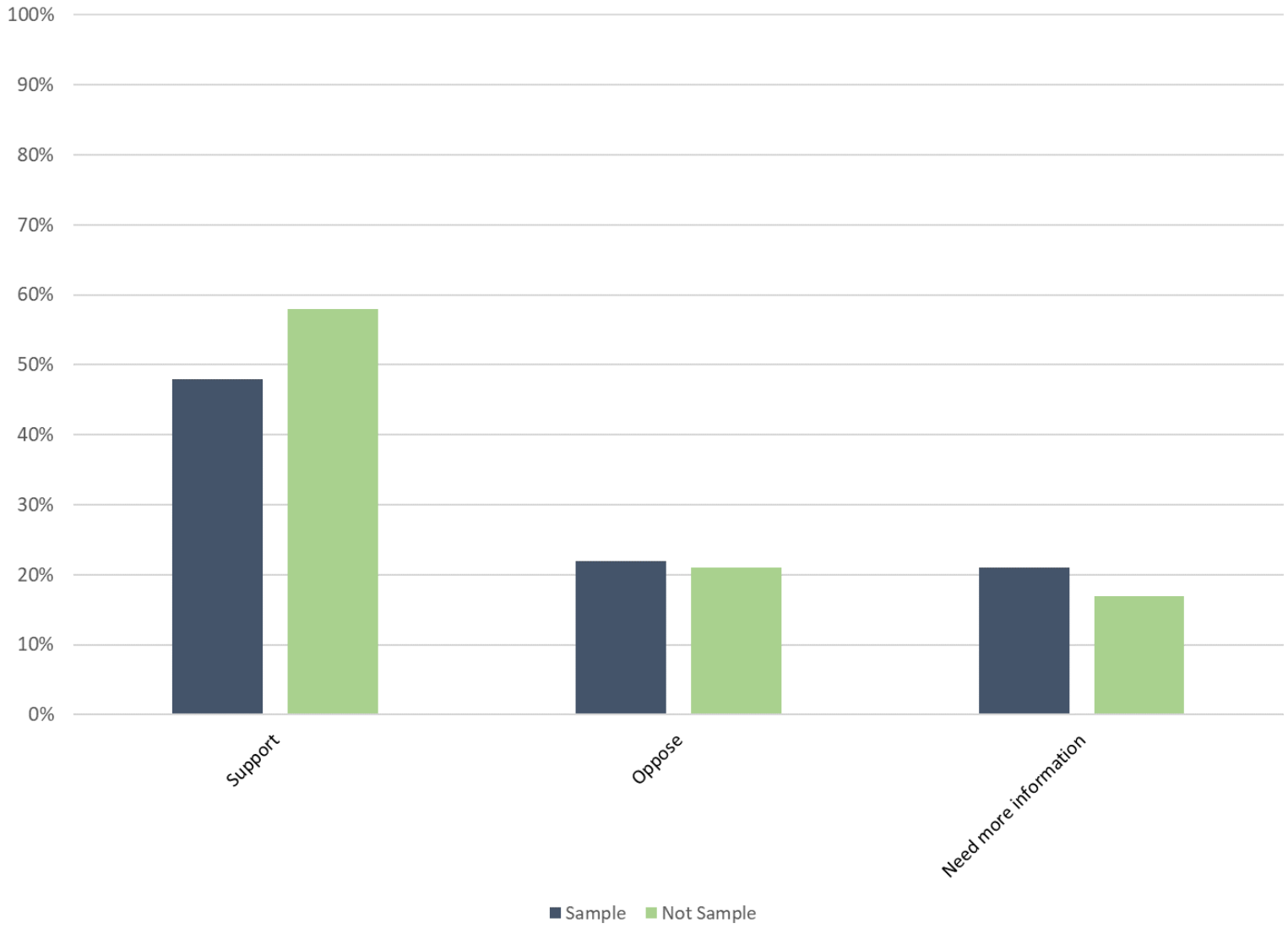
Provide only minimal funding to maintain library hours six days a week and critical building maintenance. Estimated cost: 0.9 mills



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



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



Questions