

# User Survey Findings and Annual Report

LIBRARY UPDATE TO COUNCIL | March 10, 2025



## 2024 User Survey Findings: WV Residents



Survey is typically done every 5 years

- Deep dive into user behaviours and needs

1,466 self-identified as **WV residents**

- Analysis zeroes in on this group
- 18% jump in responses compared to 2019

Survey sample vs. 2021 census

- More likely to be female
- Older on average
- High % are long-term WV residents
- 71% speak English

Changes this year

- Question on disability
- **Non-user analysis** in lieu of chasing survey feedback
- New model for analyzing qualitative feedback

How long have you lived in West Vancouver?	Percent
Less than 1 year	7%
1 – 5 years	18%
6 – 10 years	12%
11 – 20 years	16%
<b>More than 20 years</b>	<b>47%</b>

# Non-User Analysis

All areas have good usership

However, compared to Ambleside-Dundarave, use is lower:

- Above the highway
- Western region

Demographic characteristics

- More people whose first language is not English

- **Takeaway:** a **long-term infrastructure plan** is needed that takes a whole community approach and includes a consideration of distance and convenience factors.
- **Takeaway:** expanding **staff non-English language skills**, and in particular Persian and Mandarin, could improve service levels to key constituencies.



# Libraries & Well-Being: [Study by UPenn and NYPL](#)



## 1. Libraries create a foundation for well-being.

Library spaces and resources provide the preconditions necessary for flourishing to occur. NYPL patrons report that Library spaces, services, and materials provide them with a sense of **stability**, **safety**, **refuge**, and **peace**, and allow them to **escape** and **focus**.



## 2. Libraries foster the core elements of well-being.

These preconditions activate the elements of positive psychology's PERMA framework of well-being, which include: **comfort**, **joy**, **discovery**, **inspiration**, **enrichment**, **connection**, **care**, **support**, **knowledge**, **reflection**, **purpose**, and **productivity**.



## 3. Libraries promote personal development beyond well-being.

These preconditions and components of well-being combine to produce the fruits of flourishing: NYPL patrons report that their library usage supports their **growth** and **expansion**.

<b>Positive emotion</b>	<b>Engagement</b>	<b>Relationships</b>	<b>Meaning</b>	<b>Accomplishment</b>
<i>Comfort Joy</i>	<i>Discovery Inspiration Enrichment</i>	<i>Connection Care Support</i>	<i>Knowledge Reflection Purpose</i>	<i>Productivity</i>

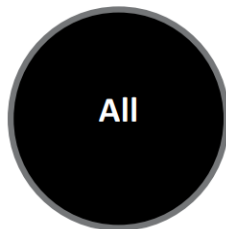
## Reviewing our feedback using the NYPL model



WVML Value	PERMA Model
<p><b>INTEGRITY:</b> We maintain a high standard of integrity and quality in our practices and services.</p>	<ul style="list-style-type: none"> <li>• <i>Positive Emotion</i></li> <li>• <i>Foundation for Well-being</i></li> <li>• <i>Accomplishment</i></li> </ul>
<p><b>A LEARNING CULTURE:</b> We foster the joy of learning and growth, both in our community and within our staff.</p>	<ul style="list-style-type: none"> <li>• <i>Engagement</i></li> <li>• <i>Personal Development</i></li> <li>• <i>Meaning</i></li> </ul>
<p><b>COMMUNITY:</b> Community needs are at the centre of all we do. We tailor our services and spaces to those needs.</p>	<ul style="list-style-type: none"> <li>• <i>Relationships</i></li> </ul>
<p><b>INCLUSION:</b> Our Library's mandate is to support everyone in our community through our services.</p>	<ul style="list-style-type: none"> <li>• <i>Relationships</i></li> </ul>

# Changes through the lifespan

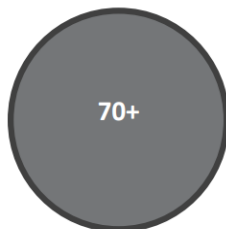
How long did you expect to be at the Library today?



Fewer than 15 minutes	16%
15 – 30 minutes	31%
About an hour	25%
About 2 hours	14%
About 3 hours	7%
More than 3 hours	7%



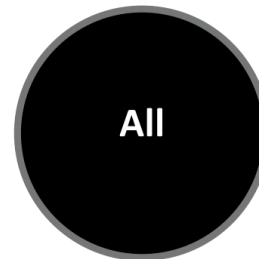
Fewer than 15 minutes	8%
15 – 30 minutes	18%
About an hour	21%
About 2 hours	24%
About 3 hours	11%
More than 3 hours	19%



Fewer than 15 minutes	21%
15 – 30 minutes	46%
About an hour	20%
About 2 hours	6%
About 3 hours	4%
More than 3 hours	2%

54% 2 hours +  
75% 1 hour+

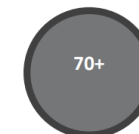
Across all segments, arriving by car and walking are the top ways for residents to get to the Library.



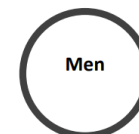
By bus	9%
By bicycle	1%
By walking	33%
By car	56%
Other	2%



19% bus



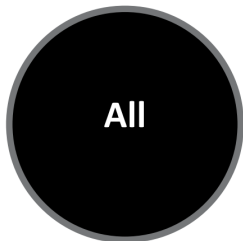
47% walk



63% drive



# Differing perspectives on library spaces



	Importance 4 or 5	Satisfaction 4 or 5	Variance
Spaces just for kids or teens	40%	33%	6%
Quiet spaces for individual activities	62%	49%	13%
Spaces for group learning and collaboration	36%	33%	4%
Spaces for technology learning	36%	31%	5%
Lounge spaces to socialize and connect with others	38%	36%	2%



	Importance 4 or 5	Satisfaction 4 or 5	Variance
Spaces just for kids or teens	73%	61%	12%
Quiet spaces for individual activities	85%	66%	18%
Spaces for group learning and collaboration	61%	55%	6%
Spaces for technology learning	38%	40%	-2%
Lounge spaces to socialize and connect with others	57%	46%	12%



	Importance 4 or 5	Satisfaction 4 or 5	Variance
Spaces just for kids or teens	56%	44%	12%
Quiet spaces for individual activities	74%	53%	21%
Spaces for group learning and collaboration	51%	38%	12%
Spaces for technology learning	42%	33%	10%
Lounge spaces to socialize and connect with others	50%	37%	13%

➤ **Takeaway:** there is a need to create a **clear plan for noise zones** in the Library and look for opportunities to add quieter seating areas.

## Kids and teens – previous age-appropriate consultation



- The user survey was adult-oriented, long, and wordy, but 128 youth powered through and filled it out
- Luckily, we had already gathered over **750 responses from kids, teens, and families** in our Youth Space Planning Consultation in 2023
- We also supplemented this with feedback from the **Youth-Friendly North Shore teen group**, who conducted ‘mystery shopper’-style visits to facilities across the North Shore

- **Takeaway:** Youth-specific areas are in need of a significant refresh with better differentiation of spaces and services for different ages.
- **Takeaway:** Improved **wayfinding** is needed. Youth would like to be consulted when re-designing.
- **Takeaway:** **continuous improvement of Wi-Fi** is critically important to teens.

## Learning & Well-Being – patron Feedback

We received **over 400 spontaneous comments** on learning-related aspects of the library

<b>Positive emotion</b>	<b>Engagement</b>	<b>Relationships</b>	<b>Meaning</b>	<b>Accomplishment</b>
Comfort Joy	Discovery Inspiration Enrichment	Connection Care Support	Knowledge Reflection Purpose	Productivity

*“I love my library and consider it as an essential service... I learn, always.”*

*“when I go in I am always impressed by the number of teenagers studying there”*

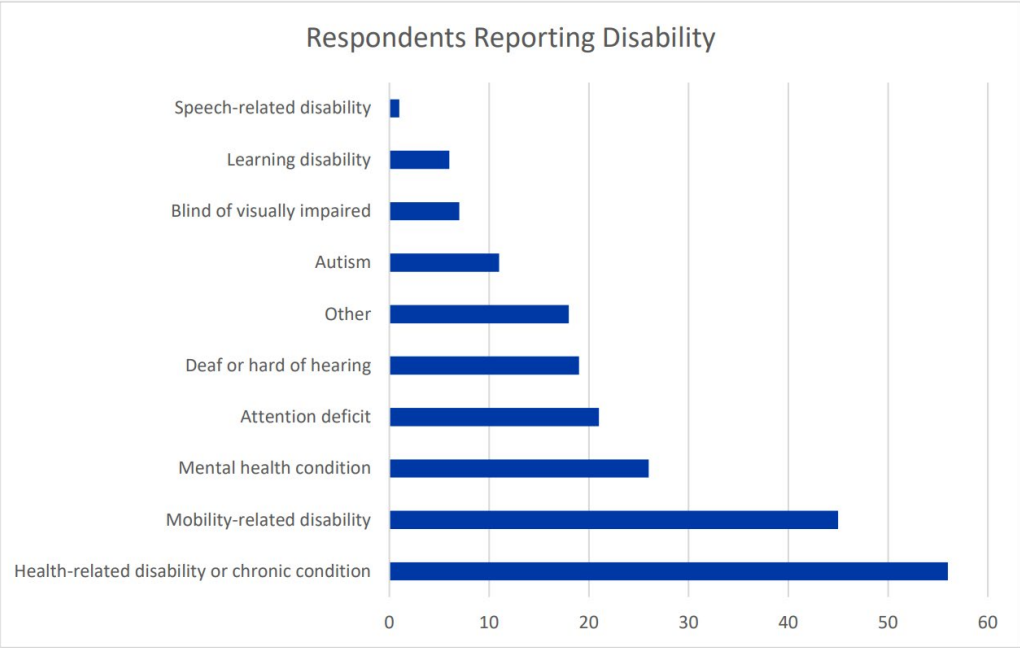
*“...a welcoming place where there are no wrong questions, and where everyone can come to learn, browse, and explore”*

*“We love the library and the kids have enjoyed the programs for years! thank you for what your doing and keep it up! you've made 2 little ones loyal life time readers”*

*“The services provided are crucial and provide a lot of opportunity for personal growth and learning, especially in light of global current events.”*



# Experience of Disability



## How long did it take you to travel to the Library today?



Fewer than 5 minutes	19%
5 – 15 minutes	56%
15 – 30 minutes	21%
30 – 60 minutes	3%
Over an hour	0%

For some people with a disability, merely getting to the Library was a more significant investment in time and energy—so, for example, this group was more than twice as likely to spend between 30-60 minutes getting to the Library:



Fewer than 5 minutes	11%
5 – 15 minutes	56%
15 – 30 minutes	24%
30 – 60 minutes	8%
Over an hour	0%

## Isolation & inclusion

Living Alone	Percent
All respondents	22%
19 and under	0%
First language other than English	12%
70+	40%
Reporting disability	36%

*“Library is always welcoming on a day where I am feeling lonely. Thank you to all staff!”*

*“The WVML is my home away from home. The place to go when lonely.”*

*“I had not been able to get out for 'casual' events since the end of 2015 (due to an extremely long wait for a hip replacement and incomplete recovery since it). Assistive Services was there for me during that period and continues to this day. What WVML has been able to provide for me through Assistive Services has been a LIFE SAVER.”*

*“Be more inclusive for older shut-ins who are physically hampered coming to you but cognitively intact and still need social inclusion...even if safely online. Too isolated post covid. Also need more help to learn technology to stay engaged in modern world. Feeling too left behind, left out, forgotten...especially if have no family or friends left as get older.”*

➤ **Takeaway:** investigate the feasibility of expanding the use of **hybrid programming** (virtual and in person options) to improve accessibility.

# Community, Inclusion, & Well-Being – patron Feedback



We received **over 350 spontaneous comments** on relationship-related aspects of the library

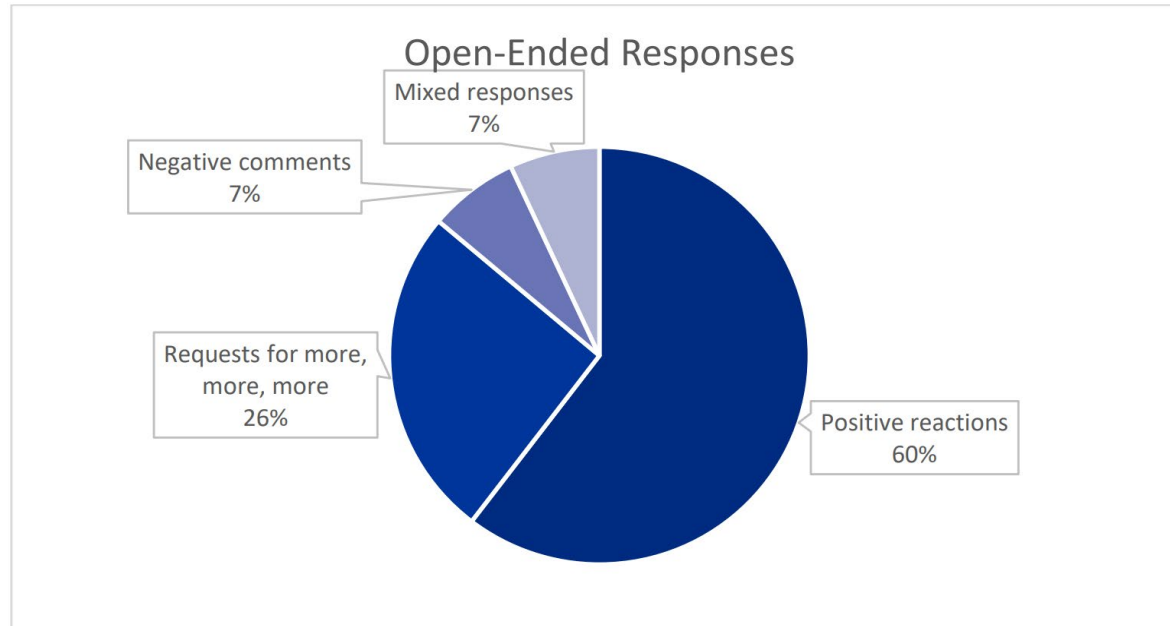
<b>Positive emotion</b>	<b>Engagement</b>	<b>Relationships</b>	<b>Meaning</b>	<b>Accomplishment</b>
Comfort Joy	Discovery Inspiration Enrichment	Connection Care Support	Knowledge Reflection Purpose	Productivity

*“I LOVE my library. Always warm and welcoming. Staff are very helpful and I feel I can ask if I need assistance... Having it be so welcoming means so much. As I grow older, I feel accepted and not judged for being older.”*

*“I am trans and feel most welcome by your staff”*

*“I always leave the library feeling better than I did when I arrived - it is the best part of our community by far! I can't think of another place I go that makes we feel so comfortable and welcome. The staff make me feel valued every single time I visit - and I have been coming regularly/weekly for over 12 years!”*

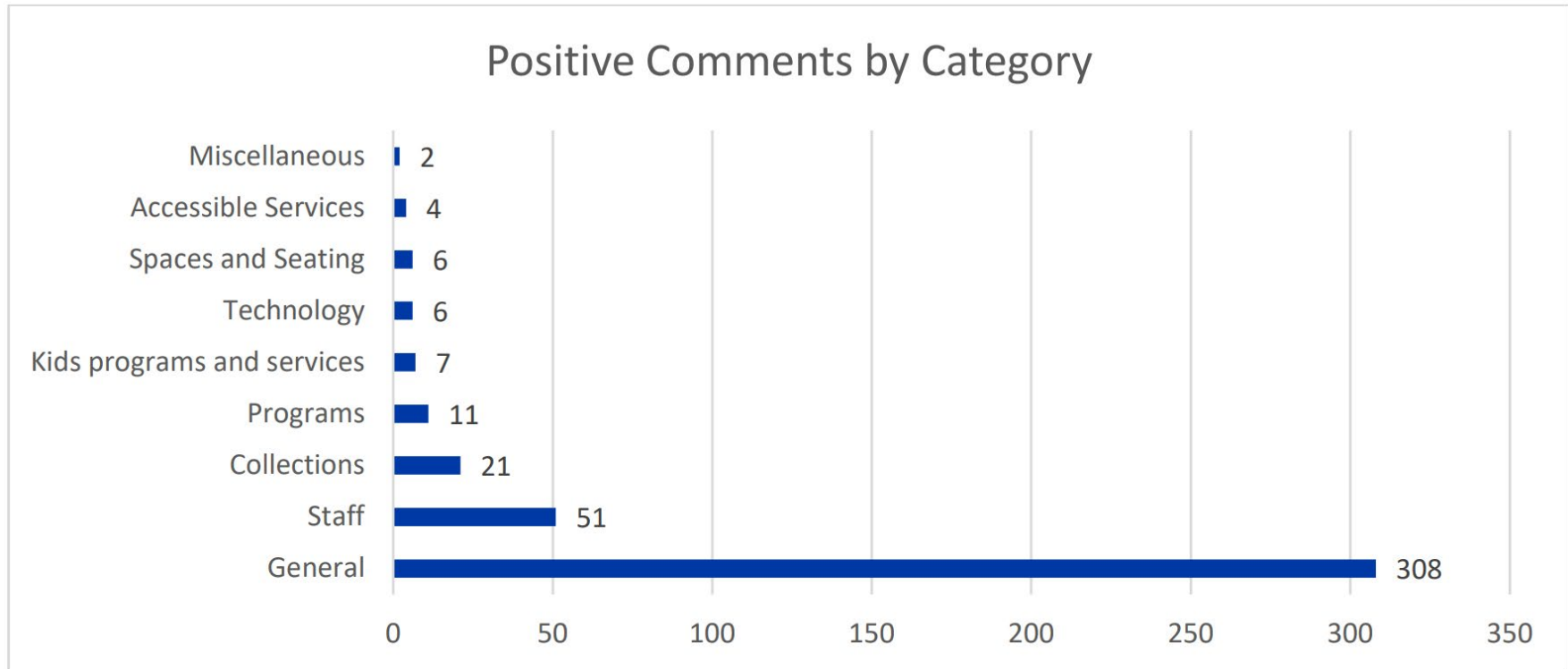
## Integrity: Service quality



*“West Vancouver memorial library is a gem. It’s hard to imagine a better community resource. Your service was a lifeline during the pandemic lockdown. And my children and my grandchildren enjoy visiting.”*

*“Thank you downstairs staff by computes. I can't my life without.”*

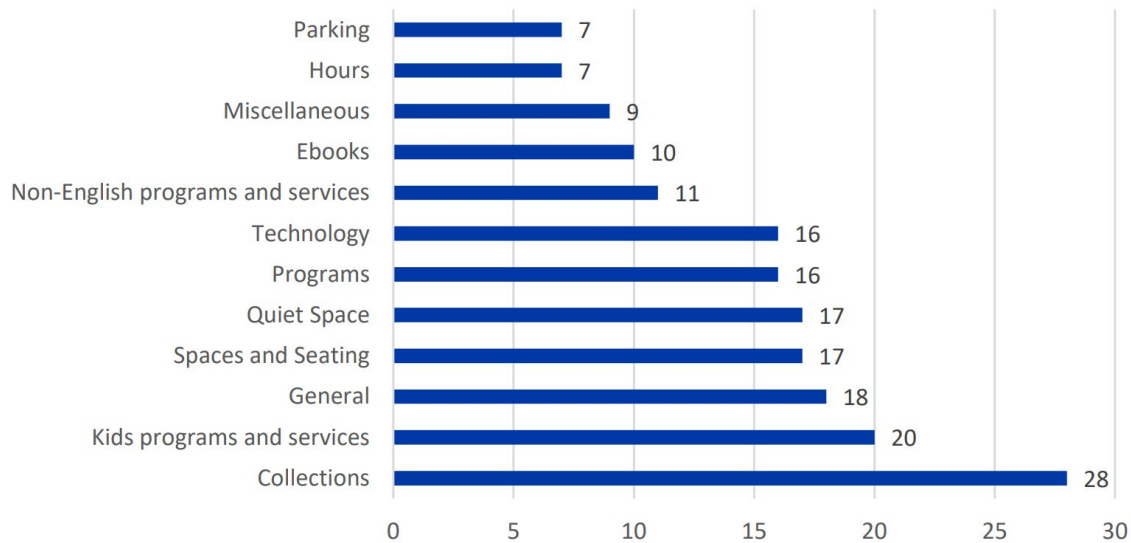
## Integrity: Service quality



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"More, more, more" Comments by Category



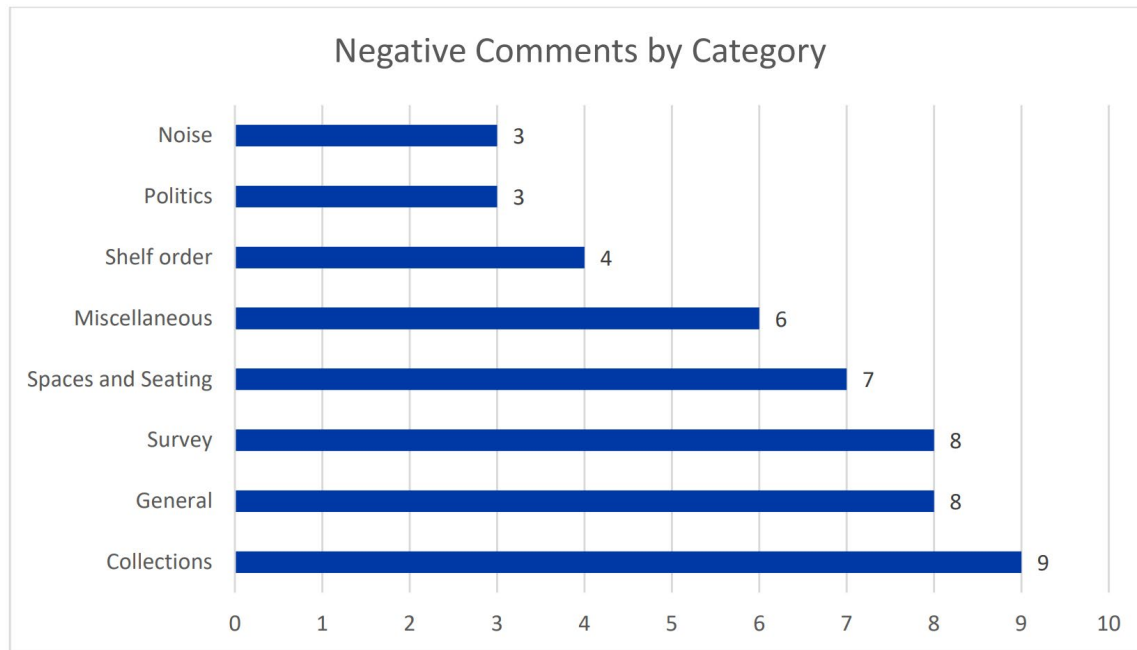
*"More quiet space to study, like more tables"*

*"More copies of books in demand – the waiting time even to reserve a copy can compete with my life expectancy."*

*"Please have more toys and creative spaces for kids."*

➤ **Takeaway:** Collections are the top area where patrons want more. Maintain or increase funding levels and evaluate spending priorities.

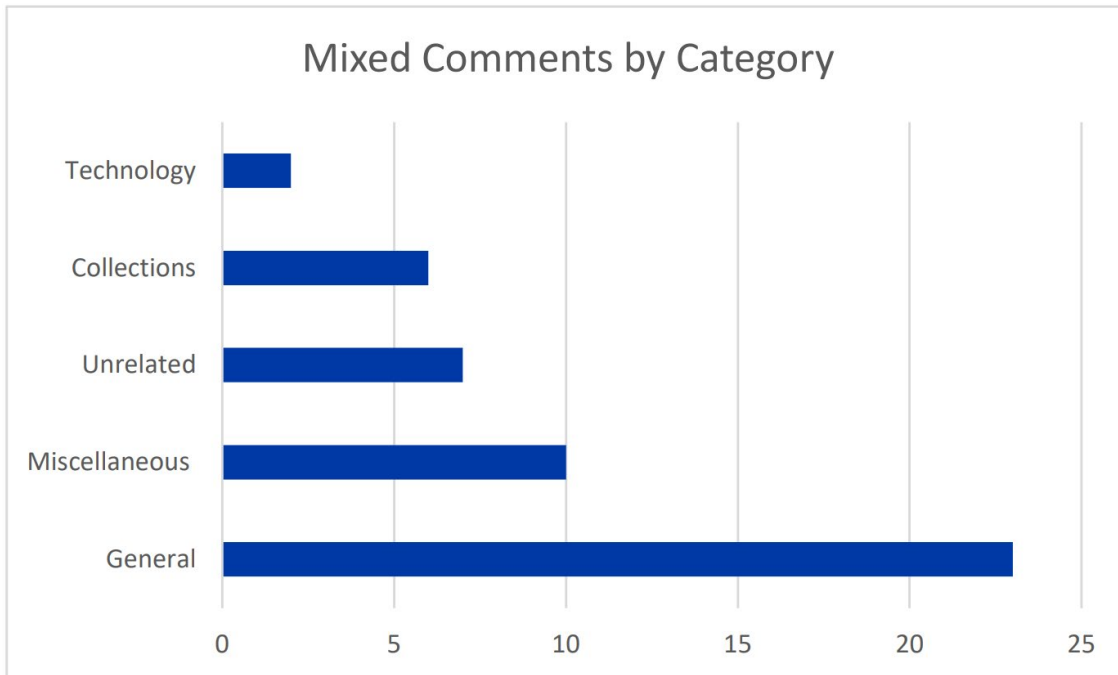
## Integrity: Service quality



*“Interesting and important topic but far too long. Better to have more, shorter more pointed questionnaires.”*

*“I have tried and failed to join a group that would help me with learning about the computer and phone. It is always full and I’ve stopped asking about it.”*

## Integrity: Service quality



*“Please make public the efforts you take to clean the air in the library. It makes a real difference to clinically vulnerable people.”*

## Integrity & Well-Being – patron Feedback

We received **over 400 spontaneous comments** on positive emotion and accomplishment-related aspects of the library



Positive emotion	Engagement	Relationships	Meaning	Accomplishment
Comfort Joy	Discovery Inspiration Enrichment	Connection Care Support	Knowledge Reflection Purpose	Productivity

*“My neighbour is learning English at the library and I can see it makes her happy and proud.”*

*“Absolutely love the westvanlibrary - I come here most days after school to socialize and work. Truly brings me joy! Also all of the staff of the friendliest people on this planet.”*

*“Thank you for the best library experience I’ve ever had. The WV Library is a constant source of joy and light in our lives and the community!”*



# 2024 Year in Review

 **396,935**  
Library visits  
**123** average  
visits per hour  
 **839,028**  
virtual visits

**TOTAL VISITS**  
**1,235,963**

**SERVICES**  
**TOTAL ENQUIRIES**  
**193,076**

  
**HELP DESK**

  
**926,347**  
own device  
WiFi sessions

  
**2,605**  
Accessible  
Services  
deliveries

  
**18,742**  
public  
computer  
sessions  
**5.8** sessions  
per hour!

**TOTAL PROGRAMS**  
**1,402**



Total attendance: **31,350**

**YOUTH**  
Programs: **753**

**17,970** participants

**ADULT**  
Programs: **649**

**13,380** participants

**NEWCOMERS**  
Programs: **139**

**2,242** participants



**CIRCULATION**  
physical + digital  
**972,579**



**96,251**  
database  
views



**146,420**  
digital  
downloads



**719,908**  
physical items  
circulated



Most-  
circulated  
title:  
*The  
Women*  
by Kristin  
Hannah

  
Our **28,190**  
active cardholders  
borrowed an average of  
**26** items each in 2024.

# Stretching a dollar

- Mezzanine – Seismic reinforcement
  - Taking this chance to add seating
  - 35,000 items moved
  - Most popular items kept on Main Floor



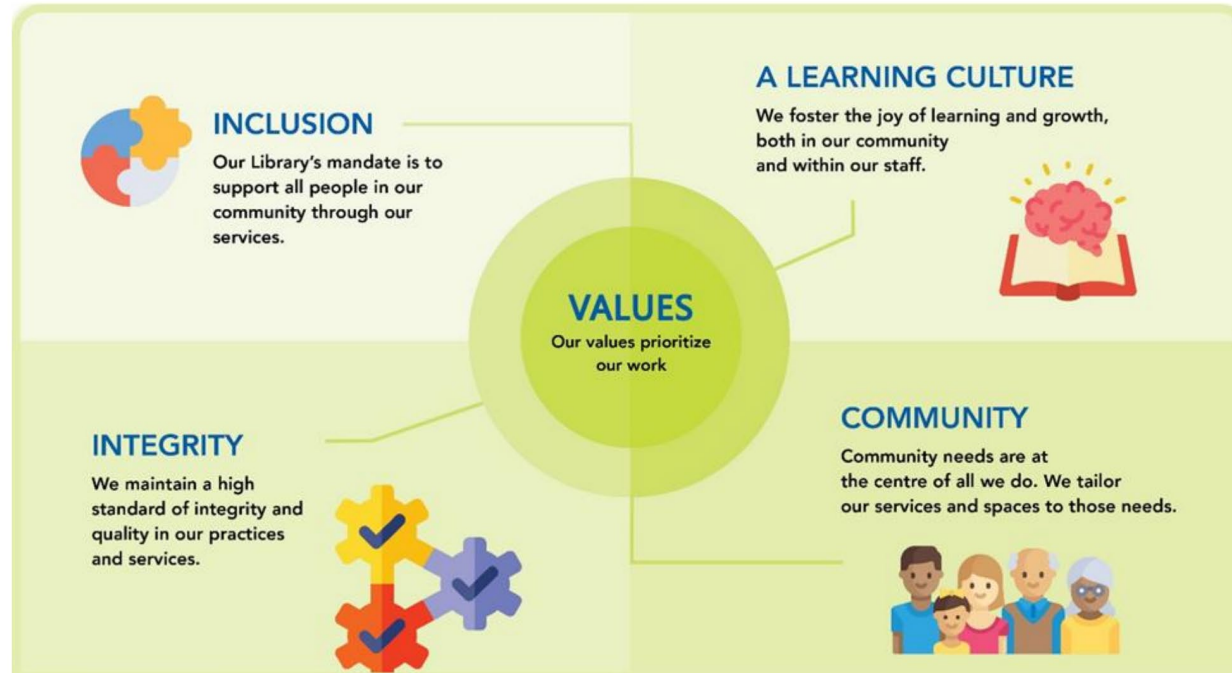
- Main Hall concert experience
  - Previous help desk reno: \$175K
  - Existing flexible furnishings can be moved
  - Welsh Bequest funds lighting, sound, and seating



## Programs and services

- Book launch for Jody Wilson-Raybould
- Michael Audain event with the Art Museum's Pantea Haghigi
- Record-breaking Summer Reading Club
  - 2,000+ kids registered
- New Squamish language kits developed with Tsitsayx<sub>em</sub>aat at Capilano Little Ones School
- New Digitization on Demand station



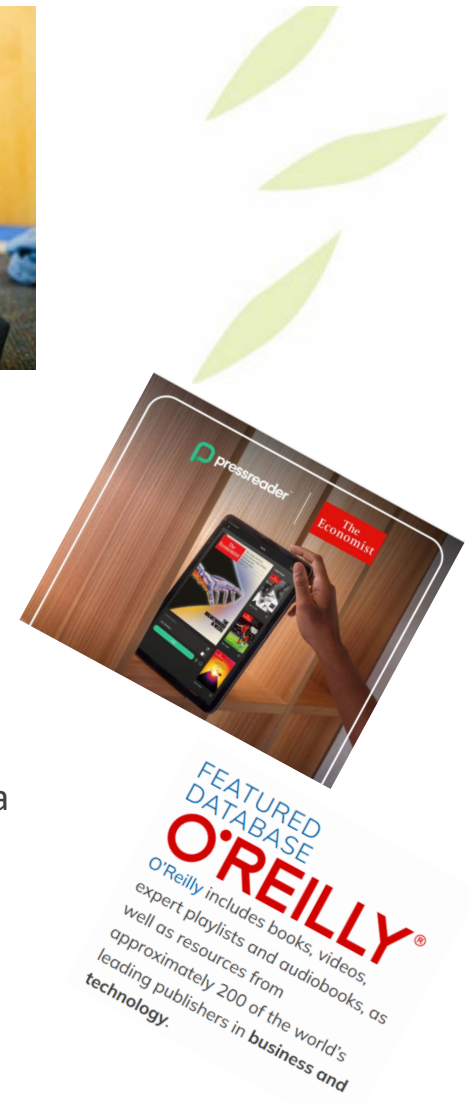


## Business Plan 2025



### Key projects

- Celebrate 75 years of learning and community in West Vancouver!
  - Gathering community stories, photos, and video
  - Fall fundraiser with our Foundation
- Grant-funded heating upgrade to eliminate fossil fuel use in library
- Seismic upgrade completion and re-open mezzanine with new seating area
- Completion of grant-funded vertical lift
- Youth space plan
- Long-term infrastructure plan
- Big year for tech planning: Youth Digital Learning Framework, AI strategy



# Questions?



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