city of **corona**

Library Strategic Plan
# Inspiring Innovation

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Introduction

The City of Corona is a vibrant and thriving community with an abundance of scenic trails, beautiful parks and the circular Grand Boulevard. The Corona Public Library supports the City's robust economy, education and cultural services, helping make Corona an ideal place for both living and working.

Since 1906, the Corona Public Library has adapted to the changing needs of the community, serving as a vital cultural and educational resource. Today, the Library stands at the intersection of its legacy and future filled with adaptability and innovation. This strategic plan positions the Library to thrive in a fast-changing, increasingly digital world. The plan supports the Library's unwavering commitment to lifelong learning, literacy, and life enrichment. It ensures Library leaders have the flexibility to adapt to new opportunities and charts a path to continued quality service.
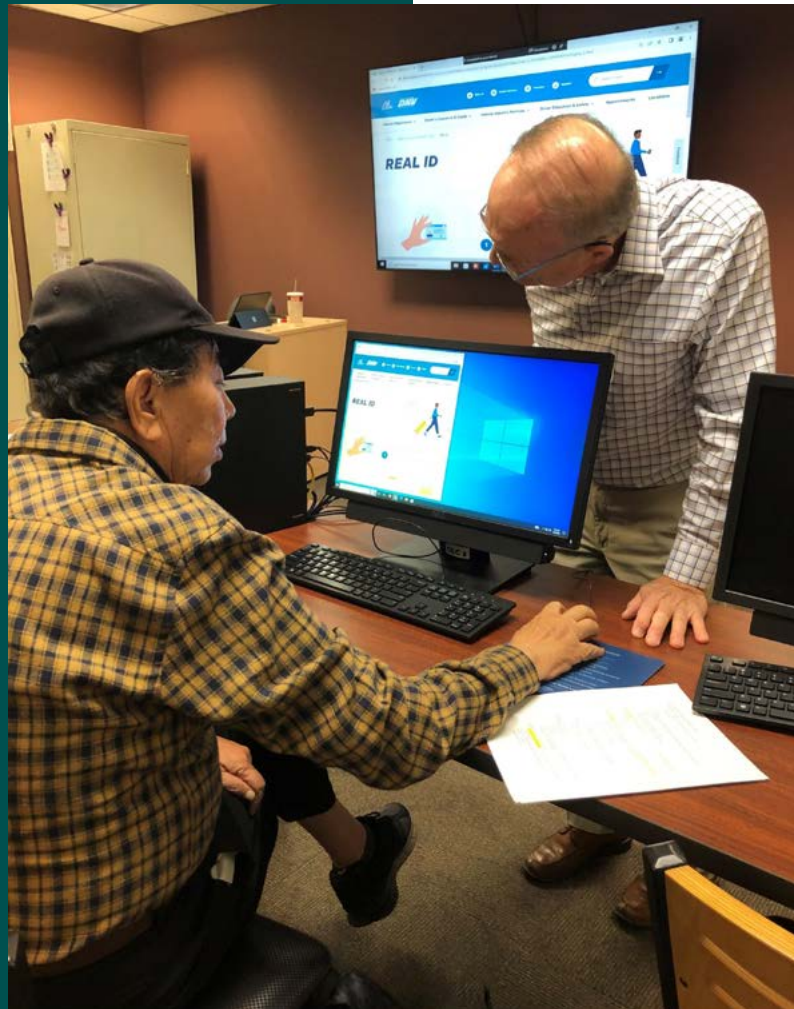
Strategic Planning Process

When the strategic planning process began in February 2024, the team set out to answer three key questions:

1. **What will the City of Corona look like in the next five years? What community needs and wants are within the Library's mission to provide?**
   Research focused on demographics, interests, and evolving needs. Surveys, focus groups, individual interviews, demographic research, and consumer segmentation analysis were conducted.

2. **How can Library resources and services evolve to meet the identified community needs?**
   Research focused on existing programs, collections, technology, and services to assess their alignment with the needs and wants of local residents.

3. **What strategic goals should the Library pursue to address community needs effectively, and what are the actionable objectives associated with these goals?**
   Analysis and synthesis of information and data resulted in a clear set of strategic goals and objectives.

INSPIRING INNOVATION is rooted in public input and data. The strategic plan was developed based on analysis of collection performance, Library use, customer and resident segmentation, and mapping. Additional data from national best practices, local demographics, growth projections, economic and social climate, facility use, and program engagement were also part of the analysis. Through a dedicated public engagement website, survey, focus groups, individual interviews, and direct staff participation, **ideas and feedback were gathered from nearly 2,000 residents**. Data sources include:

- Corona Public Library and City of Corona information and statistics
- LibraryIQ collection data analytics
- LibraryIQ consumer and Library customer segmentation recommendations
- Corona Public Library strategic planning website
    - Survey
    - "Big Idea" for the Library
    - Geographic suggestions for Library services
- United States Census
- Institute of Museum and Library Services

Key Challenges

The following key needs emerged from the research process:

1. A more robust collection of print and electronic materials.
2. Enhancements to make the Library building more open and welcoming.
3. Space for learning and innovation with expanded STEAM and maker offerings.
4. Library involvement in downtown revitalization.
5. Space for the community to gather and "hang out."
6. Services that facilitate community getting to know one another.
7. Services to enhance Corona as a live/work community.
8. Greater public awareness of the Library and its services.

Guiding Statement

The Corona Public Library welcomes and supports all people in the enjoyment of reading and pursuit of lifelong learning. Working together, we strive to provide access to information, ideas and knowledge through books, technology, programs, services and other resources. We believe in the freedom to read, to learn and to discover.

Strategic Goals

STRONG COLLECTION AND SERVICES

The Corona Public Library will provide wide-ranging, high-quality collections and literacy resources that meet the needs of the community, ensuring equitable access to a wide range of materials and services.

INNOVATIVE SPACES

The Corona Public Library will provide modern, welcoming spaces, equipment and services that spark creativity and innovation.

COMMUNITY GATHERING

The Corona Public Library will foster civic engagement, support lifelong learning and well-being for residents, and strengthen community bonds.

LIBRARY VISIBILITY

The Corona Public Library will raise its visibility and public awareness by increasing newsletter, social media and outreach audience engagement by 25% during the planning period.

Action Plan

The tables below provide detailed priorities, objectives, and timelines for achieving the Library's organizational priorities.

TIMELINE KEY	PARTNER	FUNDING
Fiscal Year 25	Library Only	Library Budget
Fiscal Year 26	City Organization	City Organization
Fiscal Year 27	Community Organization	Partner Organizations
Fiscal Year 28	Health Organization	Dedicated Capital (Grants, Friends, Etc.)
Fiscal Year 29	Schools/Higher Education	
Throughout the Planning Period	Local Business Community	

STRONG COLLECTION AND SERVICES

The Corona Public Library will provide wide-ranging, high-quality collections and literacy resources that meet the needs of the community, ensuring equitable access to a wide range of materials and services.

TABLE 1: STRONG COLLECTION AND SERVICES

Objective	Strategy	Timeline	Partner	Funding
Improve physical collection access and selection	Increase physical collection size as possible	**Fiscal Year 25**	**Library Only**	**Dedicated Capital (Grants, Friends, etc.)**
	Optimize print collection size by collection code using data from analytics platform	**Fiscal Year 25**	**Library Only**	**Library Budget**
	Optimize selection process using data from analytics platform to reduce purchase of titles that never circulate and increase purchase of titles that are likely to circulate	**Fiscal Year 25**	**Library Only**	**Library Budget**
	Optimize shelf space by consolidating smaller collection codes and expanding high demand collection codes	**Fiscal Year 25**	**Library Only**	**Library Budget**
Improve electronic collection access and ease of use	Adjust the existing collection budget to align with demand for electronic materials. Consider shifting some funds to electronic materials budget to support increased circulation	**Fiscal Year 26**	**Library Only**	**Library Budget**
	Provide electronic library card registration via QR code at coffee shops, health care facilities, laundromats, etc. Encourage electronic collection use	**Fiscal Year 26**	**Local Business Community**	**Library Budget**

Objective	Strategy	Timeline	Partner	Funding
	Explore providing electronic library cards	Fiscal Year 25	Library Only	Library Budget
Access materials through larger network	Explore joining consortia for access to more materials	Fiscal Year 27	Library Only	Library Budget
Implement data-driven collection development practices	Use analytics platform data to establish and monitor performance indicators, while maintaining appropriate attention to the City's diverse community and the wide range of individuals and Corona resident opinions, including: • Customer engagement • Collection code size balanced with circulation • Collection weeding • Collection selection (minimizing items that never circulate) • Budget allocations for physical and electronic materials	Fiscal Year 25	Library Only	Library Budget
Help ensure children enter kindergarten ready to read	Increase and enhance support and services for childcare providers and informal caregivers of young children	Fiscal Year 26	Library Only	Library Budget
	Leverage Beanstack tool to increase participation in 1,000 Books Before Kindergarten	Fiscal Year 27	Library Only	Dedicated Capital (Grants, Friends, etc.)
	Enhance variety of Early Literacy Kits for checkout	Fiscal Year 28	Library Only	Dedicated Capital (Grants, Friends, etc.)
Amplify literacy services through partnership	Enhance partnerships with community educational organizations such as museums, historic sites, parks. etc.	Fiscal Year 26	Community Organization	Library Budget

Objective	Strategy	Timeline	Partner	Funding
Provide literacy opportunities for families	Expand participation in school and community educational events	**Fiscal Year 28**	**Schools**	**Library Budget, Partner Organizations**
	Enhance communication with teachers and media specialists to promote use of student and teacher cards	**Fiscal Year 28**	**Schools**	**Library Budget**
	Increase options for families to engage in STEAM activities together (for example after school initiatives such as a STEAM area for elementary and middle grade students)	**Fiscal Year 26**	**Library Only**	**Library Budget, Partner Organizations**
	Provide concurrent activities for children and guardians. Make activities complementary as possible to spark family discussion, ensuring guardians are on hand to monitor children as needed	**Fiscal Year 29**	**Library Only**	**Library Budget**
	Provide multigenerational programs or events annually	**Throughout the Planning Period**	**Library Only**	**Library Budget**

INNOVATIVE SPACES

The Corona Public Library will provide modern, welcoming spaces, equipment and services that spark creativity and innovation.

TABLE 2: INNOVATIVE SPACES

Objective	Strategy	Timeline	Partner	Funding
Survey and collect user data to better understand use of library facility	Conduct a one-week facility usage review. Count each visit and survey visitors to determine the reason for the visit (check out a book, attend a program, use Wi-Fi, etc.)	**Fiscal Year 25**	**Library Only**	**Library Budget**
	Use data to determine average foot traffic by hour/day and peak times of Library use. Use this data to determine best hours of operation and staffing	**Fiscal Year 25**	**Library Only**	**Library Budget**
	Map foot traffic data to digital downloads and website visits during a defined time period. Understanding of in-person vs. virtual library use will help ensure quality service to both in-person and virtual patrons.	**Fiscal Year 25**	**Library Only**	**Library Budget**
Align Library operations to encourage placemaking and community	Design space within the facility to be used for innovation center	**Fiscal Year 25**	**City Organization**	**City Organization**
	Leverage state legislature appropriation to build, furnish and provide technology for innovation center	**Fiscal Year 26**	**City Organization**	**City Organization**
	Create STEAM spaces and programming for coding, robotics, etc. for elementary and middle grades students	**Fiscal Year 27**	**City Organization**	**Dedicated Capital (Grants, Friends, etc.)**

Objective	Strategy	Timeline	Partner	Funding
Provide focused, limited, high-value customer-facing technology	Enhance visibility of makerspace and consider moving to a more accessible part of library	Fiscal Year 27	City Organization	City Organization
	Enhance makerspace technology as funding allows, to include DIY, recording/podcasting equipment, etc.	Fiscal Year 27	City Organization	City Organization, Partner Organizations
	Bundle scanner, VHS converter and other equipment to create a Memory Lab where patrons can digitize print photos, VHS tapes, 8mm home movies, etc.	Fiscal Year 28	Library Only	Library Budget
	Provide Adobe Creative Suite or other graphic design software for patron use	Fiscal Year 28	Library Only	Dedicated Capital (Grants, Friends, etc.)
	Provide meeting and coworking areas (including Zoom- and Teams-ready spaces), providing an open area for conversations and collaboration	Fiscal Year 29	City Organization	City Organization
	Provide appropriate smart tools such as videoconferencing screens, adjustable height desks, built in charging ports, etc.,	Fiscal Year 29	City Organiztion	City Organization
Position the Library as a place for technology access and support	Offer training to the public on creating useful outputs like a budget, newsletter, or sign rather than specific tools like Excel or Powerpoint. Consider integrating AI training	Fiscal Year 26	Community Organization	Library Budget, Partner Organizations

Objective	Strategy	Timeline	Partner	Funding
Help close the "tech-fluency" gap for residents, particularly in emerging technologies	Enhance offerings of consumer-facing AI tools (ChatGPT, Bard, Sora) and instruction in use	**Fiscal Year 27**	**Library Only**	**Library Budget, Partner Organizations**
	Plan and offer STEAM activities and technology in the innovation center and throughout the library	**Fiscal Year 27**	**Schools/Higher Education**	**Library Budget**
	Continue to offer at least one information literacy program each year for adults and children	**Throughout the planning period**	**Library Only**	**Library Budget**
Ensure a comprehensive understanding of customer-facing technology among Library leaders and staff	Offer all-staff trainings annually on existing and potential costumer facing technology (including artificial intelligence) and its applications in everyday life	**Throughout the planning period**	**Schools/Higher Education**	**Library Budget**
Research and explore new, tech-inspired ideas	Create a process to empower all staff to provide technology programs and support	**Fiscal Year 28**	**Library Only**	**Library Budget**
	Continue to collaborate with and learn from other libraries and organizations on technology and applications	**Throughout the planning period**	**Library Only**	**Library Budget**

Objective	Strategy	Timeline	Partner	Funding
Provide modern, efficient library facilities	Explore grants to foster sustainability of buildings, including solar and other energy-saving features	**Fiscal Year 29**	**City Organization**	**Dedicated Capital (Grants, Friends, etc.)**
	Transition desktop computers to laptops and provide lounge-style seating for laptop use	**Fiscal Year 26**	**City Organization**	**Dedicated Capital (Grants, Friends, etc.)**
	Explore possibilities for high-quality coffee cart/kiosk or food truck visits to the library. Ensure visits are regular, predictable, and well marketed	**Fiscal Year 27**	**Local Business Community**	**City Organization**

COMMUNITY GATHERING

The Corona Public Library will foster civic engagement, support lifelong learning and well-being for residents, and strengthen community bonds.

TABLE 3: COMMUNITY GATHERING

Objective	Strategy	Timeline	Partner	Funding
Provide programs that align with the City of Corona's vision to be a safe, vibrant, and family-friendly community.	Partner with community organizations to host community wide events at the library	**Fiscal Year 26**	**Community Organization**	**Library Budget**
	Create a walking club that meets at the library to walk together then access library programs and materials	**Fiscal Year 26**	**Community Organization**	**Library Budget**
	Host pop-up library services at large community events. This could include library card registration, bringing physical books to check out, QR codes to access the electronic collection, and simple STEAM activities	**Throughout the Planning Period**	**City Organization**	**Library Budget**
Make accessing Library services easy for all City residents	Use consumer segmentation data to design and provide events that appeal to specific segments of the population	**Fiscal Year 25**	**Library Only**	**Library Budget**

Objective	Strategy	Timeline	Partner	Funding
	Explore less structured programs for teens and adults. This could include informal book discussions, gaming, etc.	Fiscal Year 26	Library Only	Library Budget
	Evaluate programming times to accommodate customers' schedules	Fiscal Year 28	Library Only	Library Budget
Support life skills and healthy living	Continue to partner with the Recreation Division and other agencies to offer events each year such as yoga and meditation	Throughout the Planning Period	City Organization	City Organization
	Provide life skills programs (financial literacy, sewing and mending, etc.) or affordable living classes (couponing, etc)	Fiscal Year 26	Community Organization	Library Budget
Elevate Entrepreneurs and Small Business	Provide timely workshops and resources (using AI or prospect databases) to assist in growing small businesses	Throughout the Planning Period	Local Business Community	Library Budget
	Partner with local business incubators or colleges to connect entrepreneurs with office and meeting spaces during innovation center development	Fiscal year 26	Local Business Community	Library Budget
	Partner with technology programs at local colleges and schools to create internship programs with businesses	Fiscal Year 28	Schools/Higher Education	City Organization
Prepare and Support our Residents for Jobs of the Future	Offer workforce development and business development events such as career upskilling, resume review, and interview coaching, business plans, etc.	Throughout the planning period	Local Business Community	Library Budget
	Foster and maintain relationships with local business owners. Seek input regularly about needs for Library technology and services	Throughout the Planning Period	Local Business Community	Library Budget
	Continue to provide opportunities for career readiness. Use Library resources and partner with workforce readiness organizations	Fiscal Year 25	Community Organization	Library Budget

Objective	Strategy	Timeline	Partner	Funding
	Continue to provide college and job readiness programs for teens in topics like job/college app assistance and FAFSA preparation	Fiscal Year 26	Schools	Library Budget
	Partner with the community college system and the school district to leverage existing workforce development programs	Throughout the Planning Period	Schools/Higher Education	Library Budget
Enhance Communication and Connection	Seek regular patron input regarding accessibility of library technology, buildings and outreach programs	Throughout the Planning Period	Library Only	Library Budget
	Continue staff training to enhance the culture of excellent customer service to make the library welcoming to those invisible disabilities such as PTSD, autism, sensory needs, etc., by collaborating with KultureCity.	Throughout the Planning Period	Library Only	Library Budget
	Create an annual event that includes and celebrates different cultures in the Corona community	Fiscal Year 26	Community Organization	Library Budget
	Explore options for more community-led programming in which residents offer programs at the Library with staff guidance	Fiscal Year 27	Community Organization	Library Budget

LIBRARY VISIBILITY

The Corona Public Library will raise its visibility and public awareness by increasing newsletter, social media and outreach audience engagement by 25% during the planning period.

TABLE 4 - LIBRARY VISIBILITY

Objective	Strategy	Timeline	Partner	Funding
Create awareness of the value of Library services	Calculate and communicate dollar value of total quarterly print/electronic book checkouts, literacy/other programs, and technology access. Calculate totals and communicate on website	Fiscal Year 25	Library Only	Library Budget
	Collect and post on website and social media customer testimonials telling the story of the library as an essential community resource	Fiscal Year 28	Library Only	Library Budget
Raise awareness of the Library and its services	Explore Every Door Direct Mail or other marketing avenues to promote specific library services to all residents in selected zip codes, as funding allows	Fiscal Year 25	Library Only	Library Budget
	Explore postcard advertising to new City of Corona residents to invite engagement with the Library	Fiscal Year 25	Library Only	Library Budget
	Conduct one targeted marketing campaign each year to each of the top three customer segmentation cohorts identified in data analytics platform to engage new users	Throughout the Planning Period	Library Only	Library Budget
	Enhance use of school communication channels (like Peachjar) to market library services to students and families	Fiscal Year 26	Schools	Library Budget
	Promote outreach services through consistent marketing activities	Fiscal Year 26	Library Only	Library Budget
	Create a simple slide presentation and encourage library staff/representatives to share at community events	Fiscal Year 29	Library Only	Library Budget

Objective	Strategy	Timeline	Partner	Funding
	Conduct targeted, branded campaigns for early literacy, reading challenges, and services for seniors. Create one campaign for each service each year	Throughout the Planning Period	Library Only	Library Budget
	Create and post four short videos each year promoting specific programs/services on Instagram or other social platform	Throughout the Planning Period	Library Only	Library Budget
	Train staff on existing and potential customer facing technology (including artificial intelligence) and its applications in everyday life	Throughout the Planning Period	Library Only	Library Budget
	Create a broader email database by collecting email addresses at library programs, parks and rec and other community events	Throughout the Planning Period	City Organization	Library Budget
Increase circulation for electronic collection	Strongly market electronic collection. Stress value and convenience in messaging	Throughout the Planning Period	Library Only	Library Budget
Emphasize sustainability	Educate residents about responsible environmental practices through library programs	Throughout the Planning Period	Community Organization	Library Budget
	Provide programs in a variety of spaces throughout the city (parks and recreation spaces, etc.) to increase convenience, shorten travel distance, and reach a larger audience	Throughout the Planning Period	Community Organization	Library Budget
	Enhance resources for home gardening, including a seed library and three programs on organic gardening, composting, etc. each year	Throughout the Planning Period	Community Organization	Library Budget

APPENDIX
Public Input

PUBLIC AND STAKEHOLDER INPUT

- **FOCUS GROUPS**
- **SURVEY**
- **INTERVIEWS**

PUBLIC INPUT SURVEY TAKEAWAYS:

1,720 respondents. Most are ages 30-39 and 60+. Many 40-49. 69% speak only English. The rest speak mostly Spanish.

81% of respondents are library cardholders. 16% are not but believe the library is important to the community.

64% have used the Library in the past 12 months. Of those, 90% visited in person, 34% visited online, 25% used eContent only and 8% engaged with outreach.

Instruction in tech like AI or VR, STEM activities and large events like author visits. These are the top 3 areas of requested Library focus

Internet access at home, inconvenient hours and lack of knowledge what the Library offers. These are the top 3 reasons respondents don't use the Library.

More attractive spaces for leisure time, Cultural opportunities like music programs and large events like author talks. These are the top 3 items that would spark more use of the Library.

46% of respondents feel very welcome at the Library. 25% feel somewhat welcome. Only 5% feel somewhat unwelcome and 5% feel very unwelcome.

87% of respondents said knowing more about the Library would spark more use. Keep in mind most respondents are Library cardholders.

Email from the Library, website and Instagram. These are the top 3 channels from which respondents get information about the Library.

Customer service and convenience of getting materials rank well for respondent satisfaction. Spaces to socialize, selection and availability of materials ranks less well.

PUBLIC INPUT SURVEY RESPONSES:

In addition to books, programs, events, and assistance from staff, please rank the top 3 things the Library should focus on during the next three years:

See Appendix A for all responses.

Materials and Resources

- **More books and current titles**: Many respondents emphasized the need for a larger and more diverse collection of books, including newer titles and more genres.
- **eBooks and audiobooks**: There is a strong demand for increased access to digital books, including eBooks and audiobooks, with mentions of specific platforms like Libby.
- **Specific genres and diverse books**: Requests included more children's books, Spanish language books, non-sexualized books for junior high, and diverse book collections.

Programs and Events

- **Children's activities**: High demand for more events and programs for children, including storytimes, after-school programs, weekend activities, and activities for toddlers and early readers.
- **Educational programs**: Requests for educational activities such as coding workshops, financial planning classes, genealogy assistance, adult literacy programs, and ESL classes.
- **Toy-lending program**: Inspired by other libraries, some respondents suggested a toy-lending program.
- **Creative and fun activities**: Ideas like board game nights, trivia nights, social activities for adults, ghost hunting, and other unique programs were mentioned.

Technology and Digital Services

- **Tech resources**: Suggestions included adding video games for borrowing, online databases like LinkedIn Learning, and a library of things (tools and equipment for loan).
- **Help with digital services**: There were several requests for instruction on how to use digital resources, including downloading eBooks and audiobooks.
- **Subscription services**: Requests for services like "AllData" for automotive repair and similar databases.

PUBLIC INPUT SURVEY RESPONSES:

See Appendix A for all responses.

In addition to books, programs, events and assistance from staff, please rank the top 3 things the Library should focus on during the next three years:

Facilities and Amenities

- **Study spaces**: Need for more study rooms, quiet spaces, and areas for students without home internet access to do homework

- **Comfort and safety**: Requests for better lighting, new furniture, improved air filtration, and overall safer environments, particularly concerning the presence of homeless individuals around the Library

- **Coffee shops and cafés**: Many respondents suggested adding a coffee shop or café to provide refreshments and create a more inviting atmosphere

- **Cleanliness and environment**: Suggestions for improving the library's environment through renovation, including better lighting, new furniture, and improved cleanliness

Community Engagement

- **Partnerships and outreach**: Interest in forming partnerships with local schools and clubs, providing outreach to low-income families, and enhancing community engagement through various services

- **Inclusivity and support:** Calls for sensory-friendly spaces, programs for people with disabilities, and inclusive events that celebrate diversity and culture

- **Community and cultural events**: Interest in events celebrating diversity, cultural heritage events, and community gatherings like family events and support groups

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PUBLIC INPUT SURVEY RESPONSES:

Do any of the factors listed below keep you from visiting the Library building or website?

See Appendix B for all responses.

Hours and Engagement:

- **Weekend Hours:** Many respondents requested earlier opening times on Saturdays and extended hours on weekends. There is also a desire for the Library to be open on Sundays
- **Convenience:** Program and event times often do not align with the schedules of working adults or parents
- **Lack of Awareness:** Some respondents were unaware of the programs and services offered by the Library. Better communication and marketing were suggested
- **Community Presence:** Calls for the Library to engage more with the community through outreach and diverse programming

Library Resources and Programs:

- **Book and eBook Selection:** Multiple comments about the limited selection of both physical books and eBooks, with some patrons preferring to use other library systems
- **Technology and Modernization:** The need for more modern resources, such as makerspaces, and improved digital services (like better eBook options) was noted
- **Diversity of Programs:** A need for more programs catering to different age groups, particularly older adults and teens, was mentioned. Also requests for more weekend and evening programs
- **Children's Activities:** Timing of children's activities often clashes with school hours or parent schedules. More weekend activities for kids were requested

PUBLIC INPUT SURVEY RESPONSES:

Do any of the factors listed below keep you from visiting the Library building or website?

See Appendix B for all responses.

Ambience and Facilities:

- **Comfort and Amenities:** Requests for a more comfortable and inviting space, with suggestions for amenities like a coffee shop, better seating, and improved lighting - Library feels dark and uninviting
- **Noise Levels:** Concerns about noise levels affecting the Library experience were mentioned
- **Availability and Safety:** Parking was a common issue, with complaints about limited spaces, especially for handicapped parking, and general safety concerns in the parking area.
- **Aesthetic Appeal and Cleanliness:** Respondents felt the Library looks outdated and uninviting compared to neighboring city libraries. Issues also arose with hygiene and cleanliness, particularly concerning the bathrooms and building's exterior
- **General Safety:** Concerns about personal safety, especially with young children, regarding the local homeless population inside and outside the Library. This includes issues with aggressive behavior, loitering, and drug use

WHAT IS YOUR BIG IDEA FOR THE LIBRARY?.:

See Appendix C for all responses.

Community Engagement and Activities

- **Advertising and Communication:** Critiques surround insufficient advertising for events and services. Suggestions include using modern platforms like Instagram for better community outreach
- **Book Clubs:** Interest in diverse book clubs, including specialized ones like cookbook clubs and mystery book discussions
- **Family and Social Events:** Suggestions for family nights, open mic poetry sessions, music classes, bingo nights, and coffee carts for socializing
- **Volunteer Opportunities:** Offers for tutoring, especially in subjects like math, and for helping kids with reading
- **Staff Training:** Feedback on the need for staff to be more friendly and courteous, particularly at the check-in/check-out counters

Expansion of Library Offerings

- **Service Robots:** Interest in using service robots to enhance library services and attract younger generations
- **Library of Things:** Suggestions to expand the "library of things" to include camping gear and other non-traditional items
- **Seed Library and Plant Trades:** Proposals for a seed library and hosting plant trade events for community gardeners
- **Art and Life Skills Classes:** Requests for art classes, especially those featuring famous artists, and practical life skills classes
- **Senior Programs and Accessibility:** Suggestions include creating sections for seniors with handicap assistance, offering job search resources, and organizing senior-specific activities to foster community and reduce isolation

WHAT IS YOUR BIG IDEA FOR THE LIBRARY?:

See Appendix C for all responses.

Collection Development

- **National Newspapers and Important Books:** Requests to subscribe to major national newspapers and include important books borrowed through programs like ZipBooks in the Library's permanent collection
- **Local Authors:** Interest in featuring works by local authors and books relevant to the community's history and culture
- **Access to Libby and Overdrive:** Requests for better access to eBooks and audiobooks through platforms like Libby

Facility Improvements

- **Seating and Play Structures:** Calls for more comfortable seating and interactive play structures for children
- **Security and Safety:** Concerns about safety due to the presence of homeless individuals and suggestions for adding security to ensure a safe environment
- **Accessibility:** Requests for more accessible hours and facilities, such as private office spaces and rooms for meetings
- **Heritage Room Improvements:** Suggestions for enhancing the heritage room with more information on local historic homes
- **Need for Quiet and Dedicated Study Areas:** Many respondents indicated a lack of quiet spaces at home and suggested providing dedicated study areas in the Library
- **Gaming Rooms:** Interest in creating gaming rooms for young people
- **Traffic and Infrastructure:** Concerns about the broader city infrastructure, specifically traffic issues, and how they impact access to the Library

FOCUS GROUPS: COMMUNITY & SPACES

- Meeting and Activity Spaces:
  - More programming space is needed, particularly for seniors
  - The Library could serve as a hub for entrepreneurial workshops and workforce development
- Accessibility and Transportation:
  - Parking difficulties during peak times, like storytime, are a concern
  - Suggestions for transportation solutions include a trolley, shuttle, Dial-A-Ride, and the Corona Cruiser for seniors
- Integration with Downtown:
  - The Library could play a key role in downtown redevelopment, attracting families and supporting local businesses
  - Integrating Library programs into the downtown area could enhance its appeal and accessibility

FOCUS GROUPS: TECHNOLOGY & INNOVATION

- Technological Resources:
  ○ Interest in advanced resources like 3D printers, makerspaces, and digital tools
  ○ Need for technology workshops and classes for children and seniors
  ○ Need for online databases and making library spaces more inviting and multifunctional, similar to bookstores with cafés and comfortable seating

- Encouragement to embrace innovation and stay current with trends in library services

FOCUS GROUPS:
MARKETING

- Improve marketing strategies to raise awareness of Library services and resources

- Suggestions include more signage, social media, community outreach, and targeting specific groups like Spanish-speaking communities

FOCUS GROUPS: COLLECTION & PROGRAMS

- Robust Collection:
  - Importance of maintaining a robust collection of books and acquiring current titles
  - Balancing physical books with space for community activities is a concern

- Inclusive and Diverse Programming:
  - Make programs accessible and inclusive for all demographics, including seniors, children, people with disabilities, and non-English speakers
  - Calls for diverse programming catering to various age groups and interests, including after-school programs, senior activities, teen engagement, and interest groups like gaming or book clubs

FOCUS GROUPS: OUTREACH & PARTNERSHIPS

- Community Outreach:
  - Need for more outreach and programs to attract people to the Library
  - Emphasis on raising awareness about the library through community events and partnerships
  - Importance of outreach to underserved communities, including lower-income residents and non-English speakers
  - Ideas for mobile libraries, bookmobiles, and satellite sites to reach more people
- Collaboration/Partnerships:
  - Building stronger partnerships with local schools and community organizations to promote Library services and events
  - Suggestions include library presentations for students and collaborating on community events
  - More partnerships with local schools and companies to bring in educational and innovative programs
  - Provide educational resources and programs for all age groups, from early literacy to adult education

FOCUS GROUPS: FACILITY

- Space Utilization and Improvements:
  - Creating more community gathering spaces while maintaining book collections
  - Suggestions include outdoor spaces, refreshing the adult collection area, utilizing the basement for programming, and potentially adding a café
- Parking and Accessibility:
  - Parking is an issue, with suggestions for more free parking lot events and improved accessibility

FOCUS GROUPS: FUNDING

- Support for Physical Improvements:
  - Friends group supports certain improvements like new shelving but believes larger infrastructure expenses should be handled by the city
- Fundraising and Budget Awareness:
  - Interest in learning more about the city budget and exploring fundraising opportunities
  - Belief that the community would support library funding efforts
- Funding and Resource Allocation:
  - Concerns about funding, collection size, and staffing levels
  - Balancing expanding physical collections with providing more digital resources and community spaces