

# COMMUNITY FEEDBACK



**MESSENGER**  
PUBLIC LIBRARY OF NORTH AURORA

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## **INTRODUCTION**

As the role of today's public library continues to evolve, it is essential that libraries strategically position themselves to adapt to changes in how they provide their communities with information, recreation, and opportunities for learning. The following data and input from community members and library stakeholders will provide Messenger Public Library of North Aurora with context as it develops its new strategic plan. This information is intended to be used to inform a community-driven strategic planning process based on identified strengths and weaknesses of the library, the role of the library within the North Aurora community, and consideration of trends within the library industry.

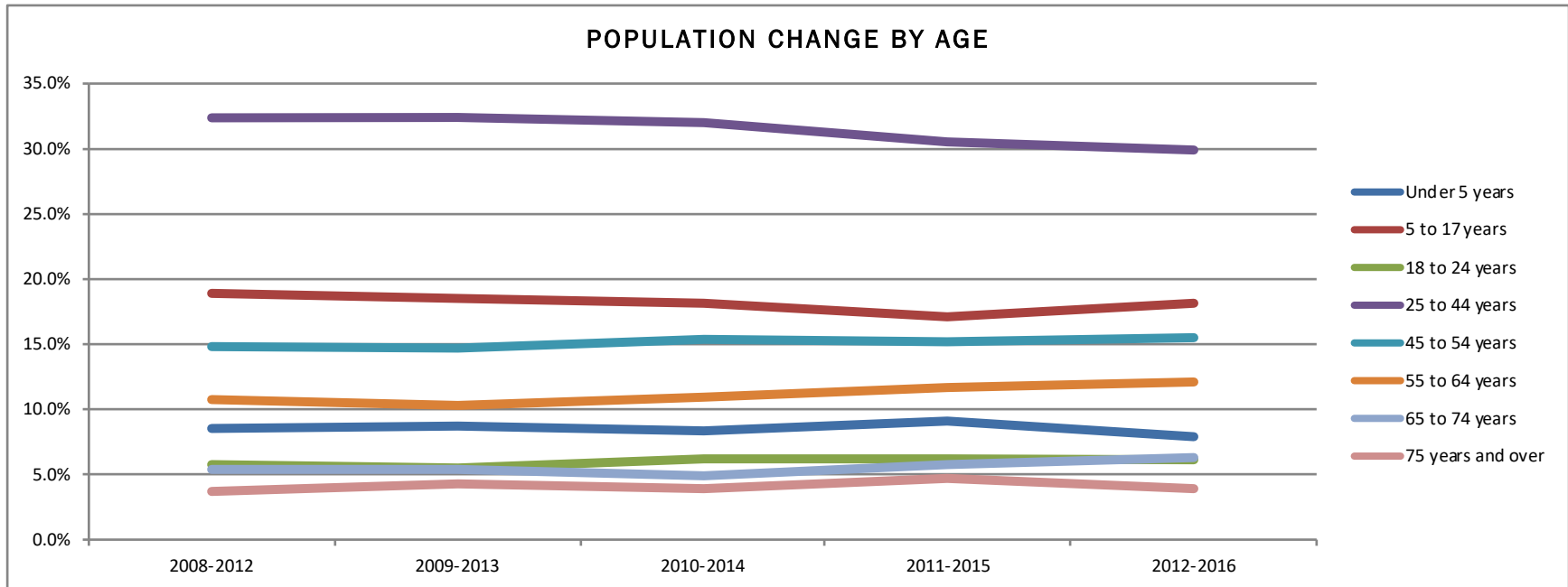
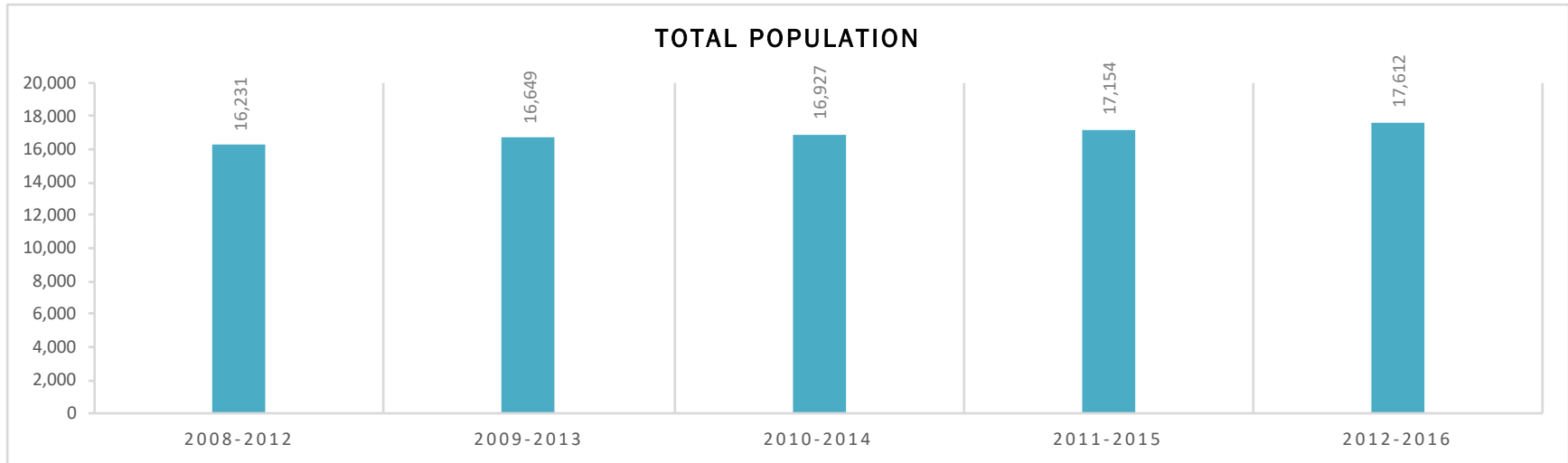
## **COMMUNITY DEMOGRAPHICS**

The following pages include demographic information detailing trends in the population of North Aurora, as well as comparison data with Kane County and the State of Illinois.

DEMOGRAPHIC INDICATOR	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016
TOTAL POPULATION	16,231	16,649	16,927	17,154	17,612
Native; born in state of residence	11,315	11,872	12,039	12,218	12,522
Native; born in other state in the U.S.	2,891	2,918	3,045	3,065	2,973
Native; born outside U.S.	115	178	196	163	217
Foreign-born	1,910	1,681	1,647	1,708	1,900
AGE					
Under 5 years	8.6%	8.8%	8.4%	9.1%	7.9%
5 to 17 years	18.9%	18.6%	18.1%	17.1%	18.1%
18 to 24 years	5.7%	5.5%	6.2%	6.2%	6.1%
25 to 44 years	32.3%	32.4%	32.0%	30.5%	29.9%
45 to 54 years	14.8%	14.7%	15.4%	15.1%	15.5%
55 to 64 years	10.7%	10.3%	11.0%	11.7%	12.1%
65 to 74 years	5.3%	5.4%	4.9%	5.7%	6.3%
75 years and over	3.7%	4.2%	3.9%	4.7%	4.0%
Median age (years)	35.6	35.6	36.6	37.1	37.3
RACE AND HISPANIC OR LATINO ORIGIN					
One race	97.8%	97.7%	97.6%	96.9%	97.2%
White	78.2%	76.3%	77.4%	78.1%	77.5%
Black or African American	6.0%	7.8%	7.2%	6.8%	6.2%
American Indian and Alaska Native	0.1%	0.6%	0.6%	0.6%	0.7%
Asian	6.0%	7.0%	6.8%	5.8%	5.9%
Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.1%	0.1%	0.1%
Some other race	7.4%	6.0%	5.6%	5.5%	6.8%
Two or more races	2.2%	2.3%	2.4%	3.1%	2.8%
Hispanic or Latino origin (of any race)	13.0%	10.7%	11.4%	12.8%	14.8%

DEMOGRAPHIC INDICATOR	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016
LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH					
Population 5 years and over	14,837	15,185	15,498	15,585	16,212
Speak language other than English	18.9%	17.1%	16.3%	16.0%	18.5%
Speak English "very well"	13.2%	11.9%	11.6%	10.6%	12.3%
Speak English less than "very well"	5.7%	5.2%	4.7%	5.4%	6.2%
EDUCATIONAL ATTAINMENT					
Population 25 years and over	10,844	11,170	11,384	11,586	11,951
Less than high school graduate	8.2%	7.7%	7.0%	7.9%	8.7%
High school graduate (includes equivalency)	21.6%	22.9%	23.1%	26.6%	26.5%
Some college or associate's degree	29.2%	28.7%	31.0%	30.2%	29.2%
Bachelor's degree	27.5%	27.1%	25.9%	23.7%	24.3%
Graduate or professional degree	13.5%	13.6%	13.0%	11.6%	11.4%
INDIVIDUALS' INCOME IN THE PAST 12 MONTHS					
Population 15 years and over	12,494	12,819	13,156	13,372	13,872
\$1 to \$9,999 or less	15.5%	15.6%	15.2%	13.9%	12.5%
\$10,000 to \$14,999	6.8%	5.4%	5.5%	6.1%	6.7%
\$15,000 to \$24,999	11.8%	11.4%	11.7%	11.4%	10.1%
\$25,000 to \$34,999	7.8%	8.8%	8.7%	8.3%	9.9%
\$35,000 to \$49,999	13.5%	13.6%	13.7%	13.9%	12.9%
\$50,000 to \$64,999	9.6%	11.6%	11.1%	11.6%	11.9%
\$65,000 to \$74,999	6.1%	6.5%	5.9%	5.8%	5.8%
\$75,000 or more	17.1%	16.2%	16.5%	17.1%	17.5%
Median household income (dollars)	\$79,136	\$81,162	\$81,350	\$78,948	\$81,826

Source: American Community Survey, 2008-2012 through 2012-2016 Five-Year Estimates.



	NORTH AURORA	KANE COUNTY	ILLINOIS
<b>TOTAL POPULATION</b>	17,612	526,615	12,851,684
Native; born in state of residence	12,522	341,026	8,630,139
Native; born in other state in the U.S.	2,973	82,380	2,291,212
Native; born outside U.S.	217	6,941	138,765
Foreign-born	1,900	96,268	1,791,568
<b>AGE</b>			
Under 5 years	7.9%	6.7%	6.1%
5 to 17 years	18.1%	20.4%	17.1%
18 to 24 years	6.1%	8.9%	9.7%
25 to 44 years	29.9%	26.2%	26.9%
45 to 54 years	15.5%	14.4%	13.8%
55 to 64 years	12.1%	11.6%	12.6%
65 to 74 years	6.3%	7.0%	7.8%
75 years and over	4.0%	4.7%	6.1%
Median age (years)	37.3	36.2	37.4
<b>RACE AND HISPANIC OR LATINO ORIGIN</b>			
One race	97.2%	97.8%	97.7%
White	77.5%	72.5%	72.1%
Black or African American	6.2%	5.6%	14.3%
American Indian and Alaska Native	0.7%	0.4%	0.2%
Asian	5.9%	3.7%	5.1%
Native Hawaiian and Other Pacific Islander	0.1%	0.0%	0.0%
Some other race	6.8%	15.6%	5.9%
Two or more races	2.8%	2.2%	2.3%
Hispanic or Latino origin (of any race)	14.8%	31.4%	16.6%
<b>LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH</b>			
Population 5 years and over	16,212	491,206	12,061,479
Speak language other than English	18.5%	31.8%	22.7%
Speak English "very well"	12.3%	17.9%	13.7%
Speak English less than "very well"	6.2%	13.9%	9.0%

	<b>NORTH AURORA</b>	<b>KANE COUNTY</b>	<b>ILLINOIS</b>
<b>EDUCATIONAL ATTAINMENT</b>			
Population 25 years and over	11,951	336,969	8,618,284
Less than high school graduate	8.7%	16.9%	11.7%
High school graduate (includes equivalency)	26.5%	23.2%	26.5%
Some college or associate's degree	29.2%	27.8%	28.9%
Bachelor's degree	24.3%	20.7%	20.2%
Graduate or professional degree	11.4%	11.4%	12.7%
<b>INDIVIDUALS' INCOME IN THE PAST 12 MONTHS</b>			
Population 15 years and over	13,872	409,013	10,381,677
\$1 to \$9,999 or less	12.5%	14.8%	16.1%
\$10,000 to \$14,999	6.7%	7.5%	7.9%
\$15,000 to \$24,999	10.1%	14.4%	13.7%
\$25,000 to \$34,999	9.9%	10.6%	10.6%
\$35,000 to \$49,999	12.9%	11.3%	11.6%
\$50,000 to \$64,999	11.9%	8.5%	8.7%
\$65,000 to \$74,999	5.8%	3.7%	3.7%
\$75,000 or more	17.5%	15.3%	13.6%
Median household income	\$81,826	\$71,602	\$59,196
<b>POVERTY STATUS IN THE PAST 12 MONTHS</b>			
Population for whom poverty status is determined	17,459	520,150	12,548,538
Below 100 percent of the poverty level	6.1%	11.0%	14.0%
100 to 149 percent of the poverty level	5.0%	8.0%	8.6%
At or above 150 percent of the poverty level	88.8%	81.0%	77.5%

Source: American Community Survey, 2012-2016 Five-Year Estimates.

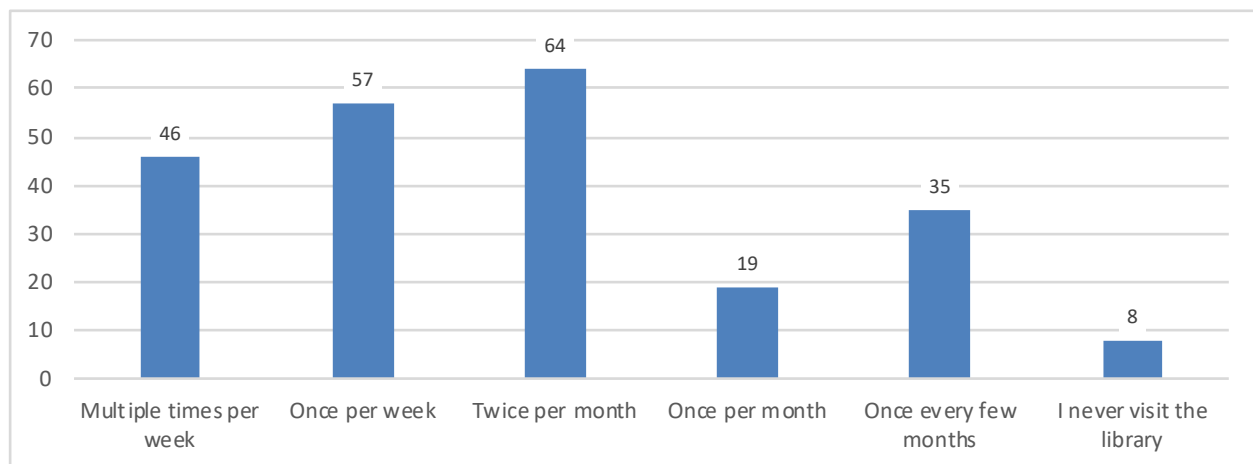


## COMMUNITY SURVEY

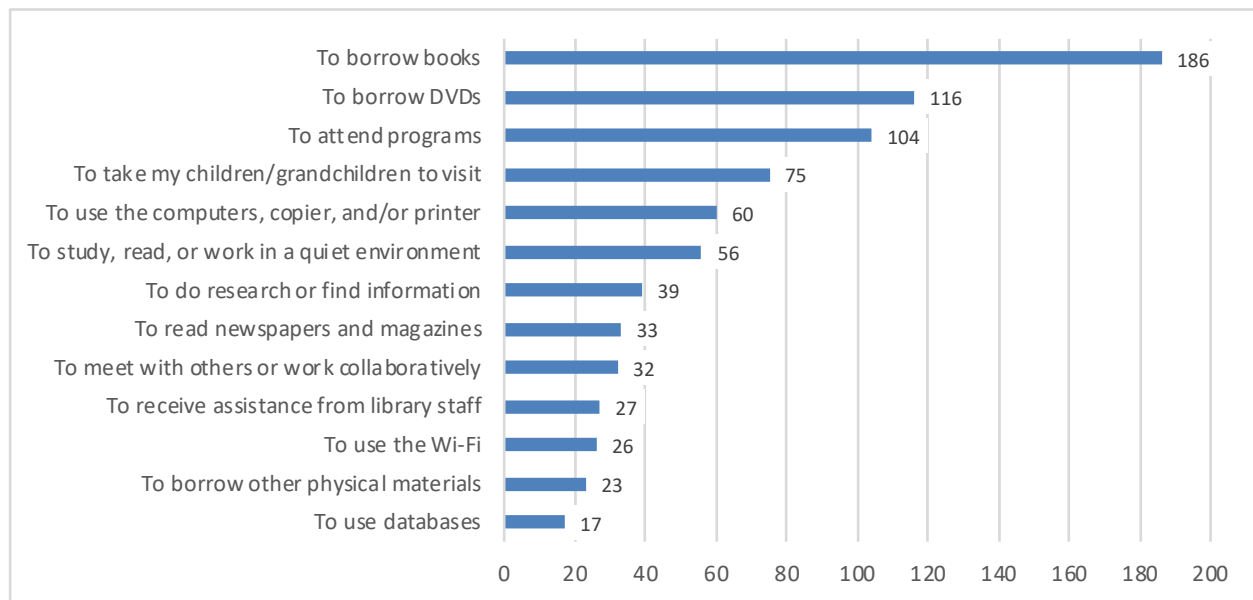
An online survey was distributed during August and September 2018 via eNewsletter and posts on social media and the library's website. Paper copies were also made available at the library. During the open survey period, 230 survey responses (representing at least 639 household members) were received. Survey results are provided below.

*Please note: With the exception of minor spelling and grammar corrections, written comments appear as they were submitted.*

### How often do you visit the Messenger Public Library?



### What are your reasons for visiting the library? (Please check all that apply.)

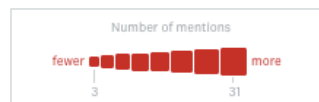


Additional responses included:

- Adult classes
- Adult classes
- Audio and large print
- Book sale
- Buy garbage stickers
- I also borrow book cds
- I also volunteer
- I do this on the website
- I have enjoyed participating in the game night events.
- I'm from Warrentville. The board game nights introduced me to Messenger, which I had never visited before, but now do occasionally.
- Look for work
- new non fictional books
- No comment
- Pick up books through inter-library loan
- Play with other children
- Proctor services
- Renew library card
- Tablets
- To borrow digital materials
- To bother the youth services librarians :)
- To find wallets with money in them
- TO get materials for homeschool from other sources.
- to register to volunteer or to pay a fee 😊
- Used book sale
- Volunteer
- Writer's Group every other Tuesday night.
- Yearly Association Meeting

What do you like most about the Messenger Public Library?

everything kids area clean physical well Lots find friendliness area new  
 variety service love easy find reading amazing kids attend nice  
 volunteer selection children friendly room helpful staff  
 place quiet Close home atmosphere children programs  
 library access programs ability staff selection books



- 1. I can find out what's happening in my local community and feel connected via the MPL.
- 2. I can see the latest books, movies, games, and comic books that are available.
- 3. I can see what volunteer services may be needed locally via the MPL.
- 4. That others which may not have technology can receive access via the MPL.
- 5. The MPL's willingness to help those in need at a multitude of levels.
- 1) Cheerful, helpful, enthusiastic staff
- 2) inter library loan program is awesome
- 3) all the fun programs offered
- 4) library newsletter
- 5) generous loan periods
- 6) I could keep going on!!
- 7) location & aesthetics are inviting (remodel looks great, the flowers and landscaping are lovely)
- Access to a great deal of resources (books/DVDs/playaways). Great, helpful staff who facilitate our access.
- Access to books and online books.
- access to numerous libraries
- Accessibility to materials and librarian assistance.
- Accessible, quiet, clean, very welcoming staff, quiet service.
- All programs and events!

- All the free kids programs. The adult art program. The availability of free rooms for meetinga.
- Amount of lightness from the windows. The Fox outside! Wish he had someone to give him a seasonal bow. Would be a great mascot for children.
- Art club for grown-ups, book club, other programs
- Art club programs and children's programs and storytimes
- Art Programs, teen programs, staff is friendly
- Atmosphere
- Attending the Fox Valley Writer's Group, that you can get me just about any book that I want to borrow, friendliness and helpfulness of staff.
- Audio (CD) books. Staff. Ability to order items not here. Staff to help find.
- Audiobook selection
- Awesome children's programs and holiday programs, quiet study rooms that I used every week when I was in grad school (and still sometimes use), quiet reading room with magazines, welcoming atmosphere, clean, bright, and organized. Staff is always helpful and friendly.
- Being able to get what I want/need in a congenial atmosphere....
- Being able to put items on reserve from a host of libraries.
- Books
- Books and dvds
- Books videos
- Borrowing books
- Borrowing books and reading periodicals
- borrowing from the digital catalogs.
- Checking out materials without having to visit a physical location.
- Children's area for my daughter to play particularly with learning toys you have. I like taking my daughter to the children's programs as well.
- Children's programs
- Clean - convenient
- Close to home Easy to check books and ebooks out Friendly helpful staff Good programs Reaches out to help community Automatic renewals are the bomb
- Close to home - friendly, helpful staff. Lots of materials to choose from.
- Close to home, reminders for holds & easy check out process.
- Close to my home, nice facility. With recently expanded inter-library loan, I am able to get most books I want.
- Convenience
- Convenience Helpful staff. Expansion to the SWAN library system.
- Convenience, friendly staff and ability to easily order books that may be out of stock. Also like getting emails letting me know a books on hold.
- Convenient location. Good resources.
- cozy and peaceful
- Customer service.
- Digital downloads- books
- Do not like the signs out front welcoming people from everywhere. We don't...I pay taxes and would like my opinion heard.
- Ease of checking out books
- Easy access to materials
- Easy to access books/reading materials/clean environment
- Easy to navigate
- Everything - staff always helpful
- Everything! I brag about my library all the time. Selection-physical/electronic, programs, facilities, and librarians.
- Excellent and helpful staff
- Friendliness
- Friendly and helpful staff
- Friendly and helpful staff that take time to get to know patrons. Clean, open spaces in general, as well as good, smaller spaces for working in a more private environment. Great selection of programs.
- Friendly and inviting environment
- Friendly people
- friendly staff
- Friendly staff, able to borrow books from other libraries
- Friendly staff, Good Coffee and safe environment!

- Friendly staff, programs variety, everything.
- Friendly staff.
- Friendly, helpful staff. Convenient location.
- Girls
- Good books and good programs for my kids
- good selection of books, dvds, magazines, and newspapers. Also, it is really pretty, and the librarians are very helpful when getting material from other locations.
- Great people and resources
- Great youth area
- Has everything you need. Nice meeting room.
- Have enjoyed the special events, I just retired and am going to attend a daytime book club
- Helpful staff plus self-service options; very quiet, comfortable atmosphere
- Helpfulness of the staff and friendliness of all who visit
- How quiet it is
- I enjoy the variety of materials. It's easy to find everything. I enjoy receiving the newsletter about programs.
- I like browsing the books and volunteering with programs.
- I like how there are lots of quiet spaces to read.
- I like that I am able to obtain a vast amount of information in one spot. I like that there is a wide network of libraries that I can request materials from, giving me more options of things to utilize. I like that staff are willing to make that happen.
- I like that it is part of the SWAN library network.
- I love the assortment of books
- I love the physical atmosphere and space. The architecture is stunning. The staff is helpful. The selection is good. Mysteries are separate.
- I've really enjoyed the adult bags of games and books. It really shows "out of the box" thinking.
- Interesting programs
- interlibrary orders are quick, reference database, keep uptodate on People mag,Vogue knit, Inteweave knit, Ancestry, quiet environment
- It always has what I'm looking for & the staff is very friendly.
- It is a comfortable place to work, find materials to read, connect with the community and for our family to attend programs.
- It is a convenient place to borrow books.
- It is a valuable resource for information and place where connection and collaboration can take place.
- It is a warm atmosphere, like in a home, very inviting
- It is beautiful, comfortable, and user-friendly. The children's area is very welcoming for children. The staff is very helpful.
- It is close. Nice atmosphere.
- It is easy to find what you're looking for and the staff is very friendly.
- It's a great source for information.
- It's a nice size library
- It's a very nice library and conveniently in my neighborhood
- It's close to home.
- It's easily accessible and easy to find things. It has a good selection of books, etc. It's easy to get other books, etc., from other libraries. The automatic renewal process is amazing.
- It's in walking distance.
- It's nearby. Like the programs.
- It's not crowded, and it's quiet.
- It's homey. Quiet. Staff is helpful with placing holds, finding books, etc.
- It's located conveniently near my home. I also love the atmosphere and the staff is very friendly.
- its close and convenient and the staff are always friendly and helpful
- Its s home town library for somebody
- Its staff is nice
- Kids activities (storytime, playtime, etc.)
- Kids book selection. Kids area/interaction.
- Kids enjoy the different toys
- Lapsit, play area, friendly librarians.
- large variety of quality books and new books. Atmosphere is very relaxing and inviting.
- Layout , helpful staff. Coffee. Ease of use for computers. Selection

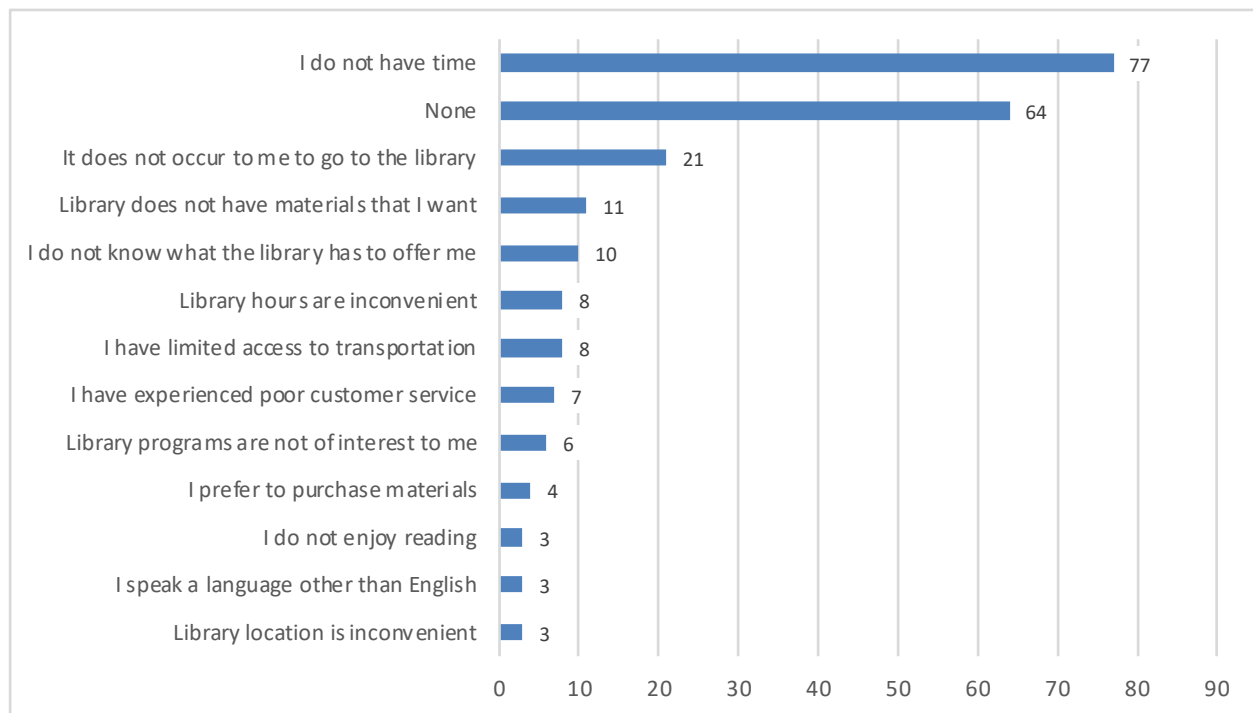
- location
- Location, friendly employees, member of SWAN.
- Lots of DVDs (I like action movies). Can get help when doing something I'm not great at (computer issues. Excel.)
- Meet with women
- Overall, the facility is a great asset to the community. The campus layout and building design are absolutely wonderful. The combination provides a great escape from the world outside. I appreciate being able to step out of the busy, hectic world passing by and into the serenity that the surrounding natural location affords. In addition, whenever we step inside, my daughter and I are transported to the potential worlds of wonder housed within the variety of learning enhancement and entertainment resources that are available in the form of books; paper and audio, DVDs, CDs, and magazines as well as all the other tools that you can possibly find. And what can I say about the increased availability and / or access to information that the network of the SWAN Catalog and Library Services provides except Wow! In the end, I feel that the staff represents the face of the organization and with that it's encouraging to see the increasing ethnic and gender diversity that has developed over the years. Throughout our connection and relationship with the library, they have proven to be a very helpful, knowledgeable and amiable group of individuals. We look forward to a lifelong relationship with the Messenger Library of North Aurora. Thanks for your service.
- People because they're very helpful.
- pleasant space
- Programs
- Programs, resources.
- Quiet reading room Coffee corner Children's area w grandkids
- Quiet reading room Coffee corner Children's area w grandkids
- Resources and staff are awesome - it's always a very great experience coming here.
- Seem to have all the current books and great programs for kids
- Small and friendly and helpful.
- Small, personable staff, Quiet Reading Room!!! Selection, programs!!! Close to house.
- space and crowd is just right
- Staff - for programs and general help
- Staff - very friendly and helpful
- Staff and coffee
- Staff is always very courteous and helpful.
- Staff is great, the kids like to look for books and movies, I like the toys, puzzles, etc. for kids.
- Story times, checking out books
- That it's quiet.
- That you are open on Sundays.
- The ability to check out just about any book I want with ease!
- The AMAZING youth services librarians!
- The architecture of the space, especially the fireplace room. I loved the screened porches.
- The atmosphere
- The atmosphere.
- The atmosphere.
- The books!!!
- The books. I used to love the fireplace room.
- The calm atmosphere, staff and adult art club
- The convenience, location, and absolutely love the programs and attend most of them.
- The cozy seating
- The DVD and TV series collection. It seems more extensive than the book collection.
- The environment
- The environment, the setting, and the friendly staff!
- The friendly and helpful staff
- The friendly staff an the clean facility.
- The friendly staff and love the new remodel
- The friendly staff, and that it is close to my house.
- The friendly staff, type and amount of books
- The friendly staff. I really like they remember your name.

- The helpful staff and the number of items available.
- The helpful staff, quiet space, and kids area.
- The helpful staff.
- The helpfulness of the staff.
- The huge selection of books.
- The kids love coming and able to check out books, use the computers for learning as well.
- The large selection of books.
- The large selection of items, the ability to get items from other libraries, and a pleasant staff.
- The lay out is good and the helpful staff
- The layout
- The librarians
- The library is a nice place to spend time reading.
- The library is beautiful and well organized and the staff is always extremely helpful.
- The multitude of resources available for all ages.
- The new layout
- The nice staff
- The online rental availability
- The online system!!! It makes it so easy.
- The overall pleasantness and quiet
- The people are all so friendly and helpful. The atmosphere is very welcoming
- The physical environment, the building structure, the kids area, toys, games etc. The

staff is usually not friendly so I only interact with them if necessary.

- The programs - free
- The quiet environment. The art programs.
- The selection of materials is good and the staff is very helpful.
- The selection of materials.
- The selection of reading and audiobooks materials
- The staff
- The staff
- The staff
- The staff
- The staff is always very helpful and polite.
- The staff is amazing!
- The super nice staff
- The variety of programs and materials available.
- The vast resources and helpful staff
- Toddler programs
- Variety information
- Variety of free resources for our whole family
- Very helpful staff. Also like the programs you offer. Very informative and entertaining. Neighbors and I enjoy your programs that have been offered.
- Volunteering
- welcoming atmosphere
- Y'all are chill
- Your staff was always exceptional.

Which factors reflect why you do not visit the library more often, if any? (Please check all that apply.)



Additional responses included:

- Adult programs have not interested me.
- Asbury Gardens only comes once a month.
- I also try to find more audiobooks at Batavia and Aurora
- I buy most of the books I want to read
- I check out enough materials to suffice for one week.
- I have easier access to other system libraries.
- I like to download e-books
- I live in Warrenville, so I didn't even know Messenger existed until the game nights started and were publicized through Meetup
- I owe too many fines
- I own a lot of books that I have yet to read.
- I really think I would come more if it was open on Friday nights and maybe even on Saturday nights
- I take out enough books for 2-3 weeks.
- I use Overdrive mostly.
- I use your e book service
- I visit lots of different libraries, especially in search of specific books nor present in all libraries.
- I'd had a bad experience with some of the staff not been pplite at me just because I'm not blondie or wear really nice clothing but I never complain or tell anyone until now Thank God I do understand English and instead of being mean or annoy I just give em a Big Smile 😊😊😊
- I'm a teacher so I have access to many of the books I use with my students. I borrow ebooks for myself most of the time because they are easier to transport on vacation, etc. And, I have no time!
- just being lazy
- Management
- Many of the preschool programs are during the week which makes it hard to attend for working parents.
- my time... if i had more time, i would visit more often
- No comment

- Not many toddler activities
- Not my library of record
- On campus at College
- Parking
- Reading more ebooks now
- The time for the programs is not convenient.

- The time of year affects the number of times I attend the library.
- Walsh issues
- We are here a lot.
- Would attend more special events if offered. Also limited number of book cd's so often find at Batavia instead

### **Fill in the blank: I wish the library would:**

#### *Atmosphere of the Library*

- Be a friendlier environment.
- Be a quieter place
- Enforce noise rules, children yelling (while parents ignore), people at computers with phones and talking.
- Stop loud conversations and people on cell phones.

#### *Programs, Classes, and Events*

- Add follow up classes re: just took Beg. excel & would love to follow up before the spring
- Children's author visits
- Continue the tabletop gaming events
- Had more craft classes
- have a spanish book club/group
- Have children's programs year-round (ex. preschool pals)
- Have Lego Club every week
- Have more adult classes on financial topics
- Have more adult oriented programs.
- Have more adult programs and/or larger class capacity
- Have more child programming in early evening and 3d printers for the kids
- Have more events for tweens.
- have more free programs that didnt require registering for kids 10 and up
- Have more preschool programs on the weekend.
- Have more teaching groups for adults.
- Have more toddler programs
- Have programs in the evenings or on weekends for adults
- Host more events for teachers. Have more used book sales.
- Knitting and crochet group meets.
- More evening programs
- No more programs for teens.
- Offer a few more sensory playtimes
- Offer computer courses for Apple.
- Offer earlier toddler time like 9-10 am
- Offer keyboarding classes
- Offer more art programs for teens and adults
- Offer more classes
- Offer more Community classes on crafting
- Offer more computer classes
- Offer more kids programs/storytimes
- Offer more times for popular classes
- offer program step by step to create blog or download pictures from camera to computer
- offer programs to promote tech literacy in adults
- Offer senior activities. Also - offer computers to take home that have Wi-Fi - I don't have internet.
- Offer some entertainment on the weekend
- offer the self-defense course again
- Put more programs for 4th/5th graders into each season. It always seems that my child is JUST one year away from being able to participate.

#### *Library Collection*

- ...expand its collection of classical music!
- Bring back the Sci-Fi and Fantasy section.



- Buy bestsellers immediately.
- Buy more video games (xbox one)
- Carry more ebooks.
- Carry more books on tape\CDs
- get Interweave crochet mag, crochet! magazine
- Get more playaways for kids
- Great library!!! Just one request. I wish the library had USA Today
- Had more of the DVD movies that I'd like to see
- have a more large print non fiction books.
- Have Browne Sheryl books
- have more audiobooks on the Libby app
- Have more audiobooks and large print
- Have more books in house and at reciprocal libraries

- Have more books on CD. I listen to them in my car and I drive a lot and I wish the selection was bigger.
- Have more materials.
- have more new release DVDs
- Have more online resources
- have more play-aways, and more cooking classes.
- Have more recent DVDs available to check out
- have more selection of books. it seems to be less
- Keep up on current tv seasons
- More DVD options.
- offer more books on line
- organize books by genre!!!!
- Separate books based on categories such as mysteries, westerns, and romance.

#### *Library Space*

- be larger
- Bring back an actual staffed reference desk; change the configuration of the circulation desk (the old one was better)...
- Bring back the porch reading room. It was awesome!! Also, a mother daughter book club or mother son book club would be a nice program. For tweens and intermediate ages (9-11)
- Build a book sale room
- Encourage a 'coffee shop'/hangout environment and offer more advanced technology classes
- Expand
- Expand the building and have an addition.
- Get a screen in the meeting room
- Get more seats for kids.
- Have a "gaming room" for teens
- Have a coffee shop
- Have a coffee shop with sandwiches or salads for a quick bite.
- Have a coffee, bakery, snack shop.
- Have a comfortable outdoor seating area
- Have a small coffee shop like Batavia library has, with snacks and beverages.
- have coffee shop and Live music outside in summer
- Have some space for local art.
- More seating for the kids area for 4th graders and up.
- Offer a cafe
- Outdoor seating to read
- Put more area for tweens

#### *Communications*

- advertise more with programs they offer maybe through Facebook/email.
- Have a mobile internet app for the library or at least mobile version.
- Post schedule of events.

#### *Hours of Operation*

- I wish the library would extend the hours that they are open on Fridays to match the Monday - Thursday availability of time.
- More weekend hours.
- stay open just a little later on Fridays?
- Stay open longer on Fridays and Saturdays
- stay open until 6pm on Fridays.

### Miscellaneous

- Allow us to add to our favorites list to auto reserve books with out having to do it ourselves. Have a drive up window for handicapped.
- Choose different books for the book club
- Deliver, that's a big wish!
- Give volunteers pay raises. Also make a volunteer lounge.
- have a 3D printer
- Have a maker space (3D printer) or laser cutter
- have drop boxes conveniently located around the village. Also, I wish I did not have to enter my library card number each time I visit the website.
- have free coffee all the time!
- Have more toys, brain teaser puzzles, etc. for older kids.
- More book sales
- Oh Gosh I don't know! Maybe offer fun t-shirts and hats with clever library-lover phrases for sale? I would definitely buy some! I love the library!
- Pick different looks for book club. It's always love story or something depressing. Also do art club mother or father with child.
- Search people
- Start a pick up and drop off service.
- Stick with books only for its rewards programs. Watching movies should not be considered the equivalent of reading a book.
- Take outgoing mail!

### None

- ?
- IDK
- N/A
- n/a
- No thoughts on this.
- Not sure
- Not sure
- Unsure

### Compliments

- continue providing the great service it does
- Continue to meet the needs and desires of all NA residents
- Don't know what to say, I really like it as it is.
- Everything is perfect.no enjoyed every time that I stop by
- For a library your size, I always found your books and services excellent.
- I wouldn't change a thing.
- not change a thing.
- Thankful for all services
- Very happy with it
- Very happy with the library

**If the library has not met your needs, please tell us why. What problems or difficulties have you encountered while visiting the library, if any?**

- 1. The needs an outgoing mailbox. 2. A pickup and drop off program can help disabled folks.
- Access ancestry at home, include Irish ancestry. I don't know how to use the ebooks. 90% of magazines on Zinio are of no use to anyone. Add People, Knitting, crafting, PC, band mgazines to Zinio
- all is good
- All needs met
- During several of my visits, I found it difficult to study in the general/open area. People were talking on cell phones to each other (staff and patrons) at normal or louder voice levels. It's been a few years since I consistently went to a library, but, I remember them being a quiet place where people were not allowed to speak louder than a whisper or quiet and were not allowed to be on cell phones. I come here to

work/study in peace - if I wanted noise and distractions, I would stay home.

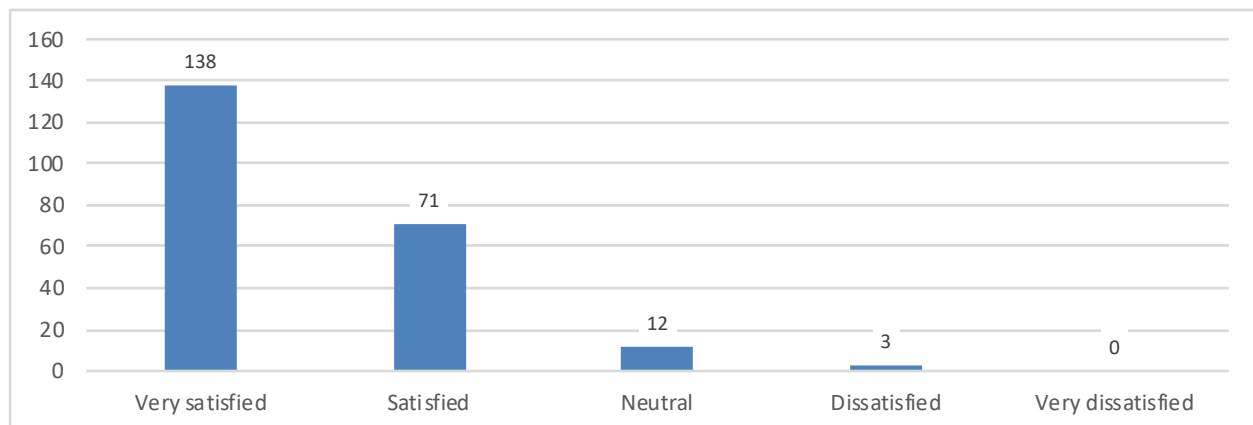
- Evening program times. Meeting space - hard to get - would love for Scouts.
- Having to ask for a reference/adult services librarian, rather than have a specific staffed reference desk.
- I am handicapped. Getting up the front sidewalk.
- I am not happy with the change of placing ALL fiction books intermingled together. I have stopped looking for books at the library because it's too overwhelming to look through the shelf and see sci-fi/fantasy/romance/mystery/fiction all crowded together. It really isn't encouraging me to read other genres, it's just encouraging me to visit Batavia and other libraries where my paperback romances are easier to spot/grab and devour.
- I don't trust the library 100%. I've had stuff stolen there and the library offered limited assistance
- I find the people at the front desk to be overly chatty amongst themselves. And often speaking loudly, so as to distract patrons. ( I do like the new configuration of the front. Feels more welcoming, except as noted above.)
- I have had problems with downloading audio books onto my phone and other books on to my kindle device. Staff have been nice with helping but think a nicely written handout in a large font would be helpful
- I have sometimes had trouble finding DVD's that I would like to check out, but the library does not own them.
- I read non-fiction. The selection at Batavia is so much better that I don't even bother with Messenger.
- I wish that the library did not mix up all the non-fiction genres together. I like it better when mysteries were all in one place.
- I would love to have access to Lynda.com/LinkedIn Learning through the library. It's an amazing resource that's too expensive for one person to get.
- I'm a working person, so tend to visit in the evenings, weekends, or would in the early

morning (before 8am). I realize hours can't be for everybody, but I generally would need to be there in off hours.

- I've encountered employees who are not friendly when I approach them about questions.
- If it's close to closing time, it's written all over the employees faces and you can tell that any question or assistance you need is a bother to them. That type of attitude is not welcoming.
- Infrequent, but issues with patrons making too much noise, especially playing audio on devices too loudly or making phone calls in the middle of the stacks and talking louder than necessary.
- It is so hard to find a mail-box when you don't have a car please change this policy!
- Learning
- Library has always met my needs.
- Listen...the library and the collaboration of the SWAN resources is awesome. I am grateful that when the situation arises where a product isn't readily available that the inter-library loan system exists.
- Many of the books I want to read are not available. I use the computer to try to find them at other libraries; occasionally another library will have it, but often they don't.
- Many of the programs I would like to attend are on Saturdays, and I work Saturdays. Having another opportunity on a different day/evening would interest me.
- Meets my needs
- More CD stories.
- more tie-in with community
- Most of the staff is very friendly and helpful, but there is a [ ] who is very judgmental about book selections. She makes negative comments, such as "why would you waste your time on that book?"
- n/a
- N/A
- n/a
- N/A
- N/A
- n/a
- n/a

- N/A
- n/a
- n/a
- n/a
- N/a
- Nothing
- No
- No complaints! Great!
- No difficulties, just lack of time on my part. I do wish library held more adult programs.
- No difficulty really :)
- No issues ever.
- No problems at all.
- No problems whatsoever.
- No problems.
- No problems.
- Non
- none
- NONE always able to find interesting and new books to read, staff is very helpful.
- None - it has met them
- None- always a great visit
- None, other than one time a returned item was not checked-in.
- None!
- none.
- None. You are super helpful!
- Nope
- Not having the material I need
- Not really any.
- Not really keen on the idea of book club for fourth graders with middle school students.
- One of the librarians is snobby
- One thing: I think the new consortium (SWAN? the same one as Batavia?) is great, but now when I get emails saying materials are due or are renewed, the emails don't say which library they are from. I also use the Batavia library, and I would like the emails to say which library they are from to make it easier on me.
- Personal
- Signing up for a library card was an awkward experience, and wasn't handled professionally.
- Some folks on computers are noisy.
- Sometimes tech not working. Only sometimes. I try to encourage non-tech activities while visiting the library.
- Sometimes trying to find the age appropriateness of materials.
- Summer hours could be longer.
- Takes to long to look through stacks with the fiction, mysteries and westerns etc all mixed altogether. If this makes sense to you why not mix biographies with history with travel with gardening all together too. VERY annoying.
- The library has always met my needs.
- Would like more open hours on weekends, which is when a working adult is most likely to visit.
- You do a good job.

Please rate your level of satisfaction with the physical space within the library:



What improvements to the facility and grounds of the library would you like to see, if any?

- ?
- A book return on sidewalk out front of the library
- A coffee shop / lounge area would be nice (where quiet is not so customary). Also, more of a performance space for audiences, small performances, public meetings, Santa, etc.
- A reading garden? Temporary outdoor artwork installations to match themes with kids books?
- Add on to current facility
- Additional work spaces- the row of tables in the very back wall is not very comfortable to work at. "Coffee shop" environment to hang out, relax that is not required to be totally quiet.
- An outdoor area to be able to enjoy the beautiful weather. More comfortable seating inside such as individual sofas.
- an ashcan for smokers who insist on leaving flaming butts on the ground or grinding their dirty cigarettes into the benches.
- An awning/roof extension to protect against inclement weather when returning materials to the exterior depository located on the west side of the building.
- An outdoor reading area, or screened room, would be nice
- An outdoor seating area would be nice (to read)
- Better Flowers and landscape the flowers look dead, dried up the pots are gorgeous!
- Better landscaping. It is not inviting.
- better parking
- Book drop
- Book return
- Drive up window.
- Dull colors in dreary days. Trim the trees and bushes.
- Facility & grounds are very pleasant. Don't think changes are necessary.
- facility and grounds are fine. Like the quiet room
- Facility and grounds are very nice.
- Have more program to guide patrons that interested in blogging, creating own website etc
- Hire nicer, polite and helpful staff 😊
- I don't know if you still have the quiet porch and fireplace room? Or am I imagining those? Anyways, both would be spaces I could see myself utilizing if you still have them and if they are actually quiet.
- I have my child in the preschool pals and I have noticed that the teacher ignores the kids that do not get in line. Let's keep in mind that they are only ages 3-6. I believe

it be if the teacher would make a line on the floor and tell the kids to stand on it. They need more guidance. They should not be ignored. Most importantly there should not be any racial preference of any kind among the children.

- I like the new layout where the new books are held, but I almost feel disconnected to the staff now that it's so easy to just check out books myself. I start to worry that we are replacing humans with machines when I can walk in, checkout, and walk out without talking to a single soul. Your staff is always friendly, I just don't reach out to them now that I can do my own checkouts most of the time.
- I love your magazines/reading room and your respect for quiet. In other community remodeling of library spaces, they lost their cozy quiet space to interact with the printed word.
- I miss the counters that the staff once used. Now when I approach a desk with a stack of books to check out, there is very little place to set them. I hand entire stack to staff member and they give me one book at a time and I place each in my bag. This is very difficult if I have a child with me.
- I miss the screened porches. They were so delightful.
- I would like the meeting room to get a TV screen in there where you can hook up your laptop to and you can then do a presentation from it.
- I'd like a better outdoor space that is kid friendly.
- It would be nice to have an outside patio to meet or read at
- It's good, but there should be a courtyard.
- Landscaping and bathrooms. Please tighten the toilet seats and fix the tampon machine.
- Liked when all mysteries were in one place
- Love the makerspace idea. Wonderful! And classes to teach us to use it correctly! :) STEAM. Art for an art space to tinker.

- Make larger reading room
- Maybe more parking spots
- More computers for book browsing
- More copies of popular books. More preloaded kids tablets. Afternoon storytime for toddlers who attend morning preschool.
- More for kids to do
- More hangout spots, spots outside to read, comp. half-blood activities
- More outdoor seating throughout the campus grounds
- More parking spaces.
- More parking. Space is limited when programs are in session.
- more seating/conversation groupings
- More space.
- N/A
- n/a
- N/A
- N/A
- n/a
- n/a
- N/A at this time.
- na
- Nothing
- Need to expand. Need more space and better meeting rooms
- No suggested improvements.
- No thoughts.
- none
- none
- none
- none i can think of
- None needed
- None needed
- None, it's beautiful.
- Nope
- nothing. all is good
- Outdoor reading area, hammocks, tables, umbrellas
- Outdoor seating
- Outdoor seating with maybe a cafe
- Outside activity by the door in the kids area. Ex.: Little bike area, outside games, etc.

- Perhaps a better outdoor reading space?
- Quiet reading area in kids section
- Reading seats outside
- Rethink the lighting on the returns outside. The river bugs are scary when trying to return books after hours.
- Shaded space outside the library to play and eat snacks, but since the Fox River is close by it serves this purpose.
- Sometimes there isn't enough parking.
- Thank you for removing the big tall bushes by the window drop off on the side of the library. I feel safe that other can see me when I drop off books.
- That staffed reference desk; a less confusing configuration for the circulation desk area; furniture that looks & is more comfortable & inviting (I find the new chairs ugly, and believe the orange will soon look dated, even if orange is considered 'the new black'.
- The building and exterior are very nice
- the facility and grounds are beautiful. currently, no changes are needed
- Tumbling mats for tots
- Turning into the parking lot is a bit tight with a large vehicle.
- Unsure
- Walking path around perimeter of grounds.
- Walking path around perimeter of grounds.
- Wayfinding in the parking lot is difficult. It took me several tries to learn which turns to take.
- Where you can make music. Also more CD.
- Wider parking lot. The turn in especially can be tight if two cars are there at the same time.
- Wider space in the movie dvd aisles
- x
- Yes

**What amenities or changes would you like to see added to the library's current TEEN AND YOUNG ADULT spaces?**

- ?
- ?6
- A room
- Anyone
- Coffee!!!
- Comfy sofas
- Continue to keep the library spaces a safe place for all visitors.
- Do not use those yet.
- Does not apply to me
- Does not apply to me
- Don't really visit those areas.
- Education resources/areas/facilities on cybersafety and cybersecurity.
- Flexible reading space and to make music.
- I am 10 years old, I do not know
- I can't think of anything.
- I don't really have anything in mind.
- I don't use so I do not want to comment.
- I don't use that area
- I don't know.
- I probably wouldn't personally use it, but I don't think it's a bad idea.
- I think it's great.
- IDK
- It looks cool, but not very comfortable.
- Maybe a "gaming room"
- Maybe emphasize the area as specific to teens/YA a bit more. Continue to connect the library to the local schools through programming/sharing materials, etc.
- more books !!!
- More books about sports
- More bookshelves for young adult books
- More kid's computers
- Movie screen and Friday movies so the teens have a healthy outlet!
- Movies and popcorn
- N/A
- N/A
- n/a
- n/a

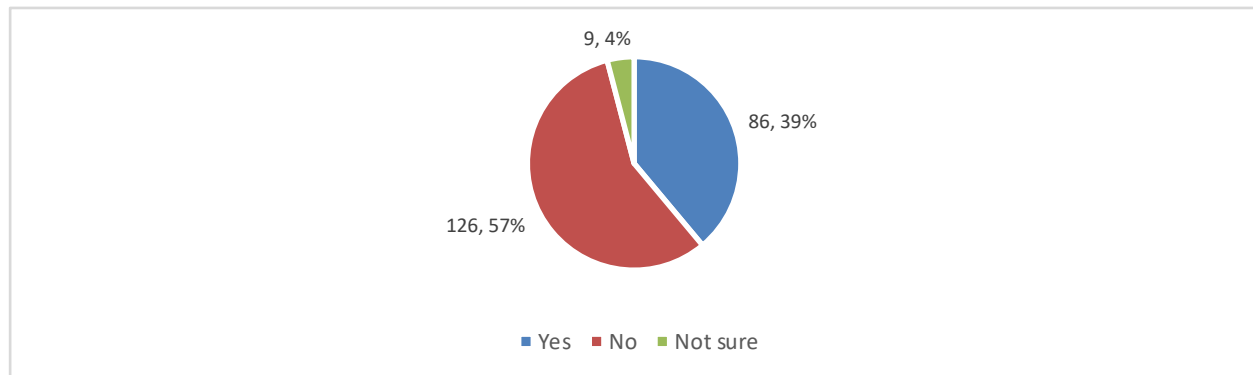
- N/A
- N/A
- n/a
- N/A
- N/A
- N/A
- n/a
- n/a
- n/a
- N/A
- n/a
- n/a
- n/a
- N/A
- n/a
- N/A to me
- na
- Need a bit more space, and maybe a teen space with bean bags
- No
- none
- None
- None at this time.
- None.
- Not applicable
- Nothing
- Nothing at this time
- Nothing at this time
- nothing. all is sufficient.
- Other libraries seem to favor dark color palettes for their youth areas and the kids leave these empty. In the past, Messenger always exercised good judgment.
- Please be careful with the content of the teen and young adult section. Some material is very inappropriate.
- Recommend reading or popular reader choice of other teen/young adults.
- Small classes for personalized computer use for those with limited background. Ex. using pictures to order online.
- Snack and drinks accessible for teens to eat while studying, and a program with dogs.
- Someplace to watch movies/read/lounge area, someplace to climb
- Teen
- Teen movies not just Anime
- There should be this huge tree inside that you can climb up and read on.
- unsure
- Unsure
- x
- Yes

**How likely would you be to use the following amenities of a potential makerspace if the budget and space allowed for them to be added to the library?**

	Extremely likely to use	Somewhat likely to use	Neutral	Somewhat unlikely to use	Extremely unlikely to use
3D printing	32 (15.2%)	43 (20.4%)	38 (18.0%)	30 (14.2%)	70 (33.2%)
Equipment to record and create music	27 (12.9%)	25 (12.0%)	32 (15.3%)	47 (22.5%)	80 (38.28%)
Equipment to record and create other media, such as videos and podcasts	27 (12.8%)	36 (17.1%)	39 (18.5%)	45 (21.3%)	65 (30.8%)



## Have you accessed e-books, e-audiobooks, or e-magazines through the library?



## If you HAVE accessed e-materials through the library, please describe your experience.

- Accessed thru my home library, Warrenville, and my only concern is authors I want not available as audiobooks, or only limited selection, even ones I know have been recorded.
- Again, often the titles i want are not available.
- As expected for a library of Messenger's size.
- Confusing - what app am I supposed to use on my Kindle?
- Convenient. I read a lot using Kindle app on an iPad so used to reading on a device.
- could be easier. have not had success with receiving after put in a request.
- Difficult to maneuver.
- Ease of use. Selections could be newer and have more offerings.
- Easy
- Easy access to e-books. Limited selection though.
- Easy because people were very helpful. I ask for help almost every time.
- Easy to access.
- Easy to use
- Easy to use!
- Easy to use.
- Excellent
- Excellent, although they are not a full replacement for good old paper books, e-materials are extremely convenient for me, especially when travelling.
- Excellent.
- Fantastic
- Generally good. Many titles. Often surprising the titles which are NOT available or how long it takes to go from Hold to Loan.
- Generally good. Many titles. Often surprising the titles which are NOT available or how long it takes to go from Hold to Loan.
- Good
- Good - have found you do not have a number of things I have searched for
- Good :)
- Good experience, wish more titles available to borrow.
- Good, but often I'm out on a wait list. Or, you do not have the book I'm looking to read.
- Good. However, I often forget to check out items placed on hold.
- Good. The change should be that books should be by last book published be first on list and then descending.
- Great experience. I like to borrow ebooks
- Great!
- Great.
- I am very pleased with the opportunity to borrow books in this format.

- I downloaded the app and logon to access the database. However, I'm dissatisfied with the long wait for materials.
- I had a very difficult time figuring it out. I could not find the e-book I checked out, so I wasn't able to read it.
- I had some issues trying to use it but eventually I figured it out with the help of the library staff
- I liked having access to books that the hard copies had been checked out.
- I love Axis360 and Overdrive. They are the best. I love listening to books while I drive.
- I love it!!
- I love that I can get books on my devices, but I am a huge reader, and I'm starting to struggle to find "new" books to read on the Overdrive app. I don't need actual new books, just more access to older romance books.
- I love the audio-books. I have "read" @ 8 books this year. Zero in previous years. Expand this area :- ) More non-fiction & science.
- I love the e-audiobooks
- I prefer paper books. I takes me a while to figure out how to download.
- I really enjoyed the selection of audio books.
- I use Overdrive app. I read book after book this way. Sometimes, I am on a waiting list to obtain a title. I would like to be able to request titles. When I need more time and check out a book again, I like that the app remembers where I left off.
- I've accessed many books and the two applications that you use are 360 and Overdrive. Both stream pretty well but, Overdrive is a superior application due to the fact that it's functions always work. For example when I'm picking up where I left off, it takes me right to where I last was. In the 360 application although it has the functionality of the bookmarks, notes, etc. none of it ever works properly.
- I've checked out library books using Overdrive. Great experience, but I prefer physical books.
- Impossible to find things on ebooks by subject, no categories on crafting, classic books, biography, art. Best seller fiction does not interest me. When catalog says another library has ebook, it cannot be retrieved
- It has gone quite well now that it automatically goes to my Kindle device; only part I haven't figured out is renewing materials just because I haven't tried. Love that it gives me access to many more books.
- It is an awesome experience
- It was an interesting and successful experience thanks to the helpfulness of library staff
- It was good, but prefer an actual book.
- It was too complicated by having to use an outside app. I checked out a couple of audio books a while back and I've given up doing so again because it was just awkward to use.
- It was very convenient
- It went well. It is not my favorite form of reading
- It worked well. I was happy!
- It works fine.
- It's enjoyable for some things but I'm also a little old school. There's nothing like holding a book and the sound of the turning pages.
- it's great, but offers limited choices
- Little confusing until staff walks me through it
- Love it!!
- Love it!!!! Super simple.
- Love! Super easy to use. Wish there was an option to renew - a few times I had an hour or two left to read/listen and got shut out! Wish there were more titles available but I do like the "recommend title" feature. Wish there was a higher limit of titles I can recommend.
- Mostly positive Long wait time sometimes

- N/A
- N/A
- N/A
- N/a
- N/A
- No
- Ok
- Old program Overdrive was confusing and clunky. Have not tried new software yet.
- Once I figured it out it was an awesome experience
- Overall, I love accessing it. I use the Libby app, which makes all of it incredibly easy. I just wish there was a little bit more of a selection.
- Overdrive and Axis 360 are very convenient.
- Overdrive has a terrible search function.
- Positive experience. Easy to use.
- Pretty good
- Sometimes good, sometimes limited
- The new system, Libby is easiest to use. But e books aren't really my thing, so I get them only rarely.
- There should be different voices for characters in the story
- Too many steps (downloading Overdrive, etc.); had trouble accessing the specific pages I wanted in an encyclopedia-type book. Always prefer printed material if available.
- Too time consuming, hard to use
- Took class which was a tremendous help
- Very good I always find something I want to read
- Yes I check out books occasionally and it always works great when I am out of town
- Yes, through the axis360 app. Great experience

#### **If you HAVE NOT accessed e-materials through the library, why not?**

- again, i have intended to, just never find the time
- Could not figure it out easily
- Didn't know it was available
- Difficulty finding book without spending hours looking, not sure pc works correctly with ebook, not easy to go directly to page, doesn't seem to print. No text books or class material for self-taught
- Do not know how
- Do not know how to access e-books
- Don't care to.
- Don't have the need.
- Don't know how to do it.
- Don't know how. Probably not interested.
- Don't need
- Don't know how
- Have not have the need
- Have not learned how
- Haven't thought to do it.
- haven't had time and not sure how
- I am tech illiterate
- I am thinking about doing it.
- I did not need any
- I do not enjoy e-books or audiobooks.
- I don't have device.
- I don't have e-book reader.
- I don't have the software on my computer to access such materials.
- I don't want it
- I don't want to read on my computer and I don't have a tablet. The idea of reading on my phone, doesn't appeal to me as I think it would be annoying to keep scrolling or turning or whatever it is.
- I enjoy having the physical book or material to read.
- I find in general I learn better if I read something versus hear it or see it. In some cases of demonstration it can be good.
- I forget to look at these options. I had found, in my previous community (been in North Aurora 2 years) that the loan time for ebooks was short - only 2 weeks. Would like to see a 4-6 week for ebooks loans.

- I have a preference for actual reading vs audiobooks. Something gets missed if its in the background and i'm multitasking. And generally, the narration or voice over takes me out of the immersive moment.
- I have my Overdrive account set up for Warrenville, my home library
- I haven't had time.
- I haven't needed to use.
- I haven't thought about it. Also, I'm not sure how to do so.
- I just haven't looked into how to do it, but I would be interested in it.
- I just never knew that they offer it.
- I like reading real books.
- I like real books better
- I like real paper books
- I like to actually hold the book.
- I like to read actual books
- I live in Aurora and I use this library to stay away from the Hesed House shelter people as I used to live there for 4 years.
- I prefer books to e-books.
- I prefer hard copies.
- I prefer materials that I can physically hold
- I prefer old fashion paper books thank you
- I prefer paper books.
- I prefer physical books, plus e-materials are easily acquired by other means; I don't really need the library for that.
- I prefer physical books.
- I prefer print
- I prefer printed books.
- I prefer real books
- I prefer to actually hold a paper book.
- I prefer to read a book in my hand versus reading a book electronically.
- I prefer to read physical books and use physical CDs.
- I still like to hold a book while reading
- I want physical hard copies of books.
- I'd like to just haven't yet
- I've tried but items were checked out
- Is is easier to read a paper book
- It's enjoyable for some things but I'm also a little old school. There's nothing like

holding a book and the sound of the turning pages.

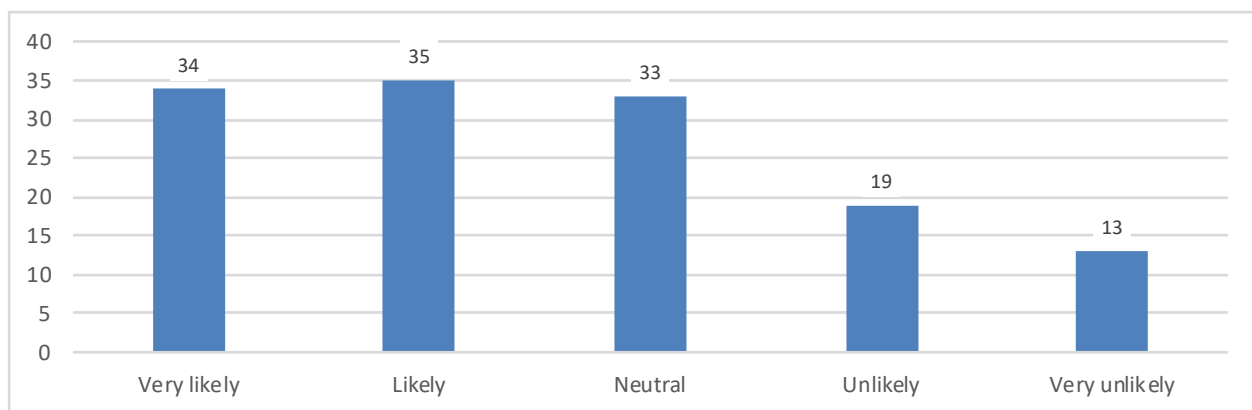
- It's not convenient.
- Like having a book in hand
- Like reading a physical book.
- Like to read printed book.
- My time is limited. No resources of my own to do it on. Prefer hard copies - books, magazines.
- N/A
- N/A
- Never thought of doing so
- No
- No interest
- No interest
- No internet access at home.
- No need or interest
- No time, I have children. I might use these in the future.
- Not familiar with these
- Not interested
- Not necessary at the moment
- Not needed
- Not real clear about how to do that.
- Not sure how
- Not sure how
- Not sure how to access and see what is available and has not occured to me to look.
- Not sure how to access and see what is available and has not occured to me to look.
- Not sure how.
- Not sure what they are
- Ok
- Other sources for streaming media.
- Over 65. Technically challenged. Parent wants "easy to use" i.e. CD audiobooks
- Prefer actual books
- Prefer books over digital. Don't like to set up new accounts online.
- Rather have paper in hand.
- Same reason as above. I really like reading a physical book and turning pages.
- Seems difficult to find where to go with hotspot ar home

- Seems like too much of a complication. I'm concerned about cybersecurity with making new accounts (with new passwords), downloading apps/software, etc.
- Slight aversion to using e-materials. I really like the feel of an actual book in my hand. I listen to books on CDs because they are easy to operate. Frankly I haven't

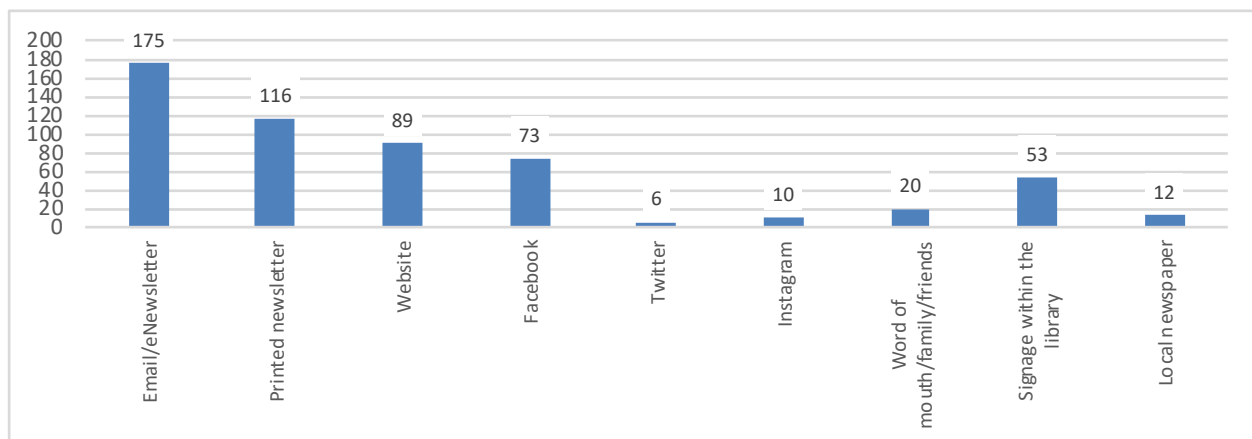
looked into using an e-audiobook because of that aversion I mentioned. :)

- Takes too much time to figure out how to use, then something changes & I have to spend more time to learn about the changes.
- Was not aware of that option
- We have not explored options and offerings

**If the library were to offer a streaming movie service (such as Hoopla), how likely would you be to use it?**



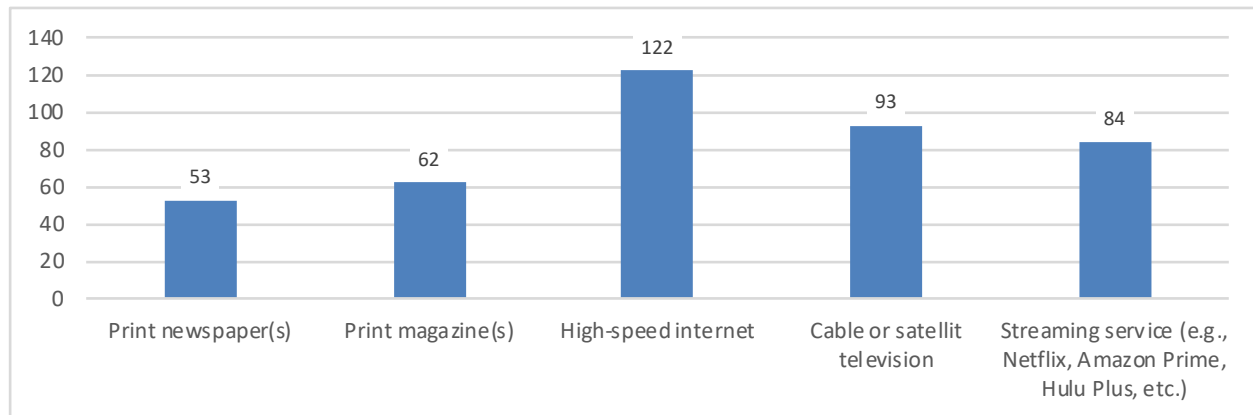
**How would you prefer to receive information about the library? (Please check all that apply.)**



Additional responses included:

- Contact number
- Email
- Snapchat (if possible)
- Text
- Text
- The more places the information is available more people will see it and be reminded of it.

Which of the following services do you subscribe to at home? (Please check all that apply.)



Additional responses included:

- ??
- A few e-newspapers
- Amazon Prime
- Contact number
- No comment
- NONE
- Sling TV
- Spotify, Sirius Radio
- Youtube Premium - subscriptions (following)

What do you feel are the most significant issues facing the North Aurora community?

*Lack of Community Identity and/or Central Community Hub*

- A "downtown" identity
- A place to gather and do community together
- Community
- Community awareness and better resources for families needing a healthy, safe learning space
- Community center
- Community events are rare
- Community space for events.
- Community space is an issue with the closing of the community center.
- Lack of "downtown" area
- Lack of a walkable commercial area
- Lack of downtown and place to gather
- Lack of downtown space/businesses. Not aesthetically pleasing to drive down RT. 31. Love Bruno's & longstanding A & W.
- Lack of meeting space
- Need more community engagement opportunities.
- No central area (downtown)...sense of community.
- No centralized downtown
- No centralized downtown
- No formal downtown area.
- North Aurora doesn't seem to have as much of an identity as places like Aurora, Batavia, Geneva. I visit art shows and similar events in those communities, but don't see as much of that in North Aurora.
- Not enough community gathering spaces to bring people together on a regular basis except for North Aurora Days, Turkey Raffle, and Christmas singing at the River. Otherwise, we don't have a "main street" or "downtown" so i think there is a feeling of detachment in our community and people don't really get involved in the community. Every time a new business goes up it is a storage facility or a huge corporate warehouse. Also, local small businesses tend to suffer because of the

big box stores and chain restaurants on Randall Road. Finally, we don't really have an identity. Why "North Aurora?" Boring and tired name! We need to have our own name that is unique to our community.

- Not having a "downtown" that draws people.
- Not having a community building where larger groups can have meetings or events
- People are not aware of what is going on in the community- events, resources,

#### *Education and Jobs*

- education
- Education
- Jobs
- Jobs. Most all other issue work themselves out when people have good jobs.
- Low rated schools per state tests which prevents people from moving into the area

#### *Planning and Economic Development*

- Development and affordable housing.
- East side doesn't feel well integrated with west side.
- empty stores make some areas look bad
- Green space vs new industrial building
- Growing pains. Population is going up and it seems that the village is struggling to keep up with it.
- Growth and diversity
- In order for NA to attract residents it needs to look clean and inviting. We look like we are still in the 1950's. Like an old sweater.
- Increase in serious crime spilling over from Aurora, the lack of services on the east side of the village, the loss of dedicated green space and the increase of high density PDD on the east side of the village. Most of the high density PDD seems to have a higher incidence of crime and maintenance issues.
- Inviting new businesses into the area. We need more restaurants like to other local communities have now. We're so far from competing for customers and revenue.

organizations, etc. Need more business/economic development including restaurants.

- There is a lack of community.
- We need more businesses and a downtown area with unique shops & restaurants- something similar to Batavia or Geneva. In my opinion the library is one of the best things about North Aurora!

and increases the number of people who move from North Aurora when their kids are school aged.

- more industry for employment opportunities
- Serving the economically disadvantaged

- Keeping it the same vital community on our scenic Fox River it always has been. The library plays a role in this.
- Limited number of choices for restaurants and stores.
- Maintaining adequate commercial businesses to support a good tax base. Maintain school systems
- new businesses
- Not enough businesses to help support our taxes
- Not much to offer in the downtown river front area to draw visitors. Need more river front attractions and activities to invite people in to the community and for the current community to enjoy. Retailers are limited and not a draw.
- Orderly growth. Filling existing vacant retail stores.
- Pedestrian access along Route 31 North. Some community members have financial/material needs unmet.
- Population=too much traffic

- Real estate development, need for a "downtown" revitalization, need for more group programs
- Taking over too much wild land. Not enough room for the wildlife
- The growth of our community requiring updating roadways, especially over the toll road and keeping enough industries to keep our taxes down.
- The River
- THE ROAD CONSTRUCTION!!! I LIVE IN A CUL-DE-SAC AND WE HAVE BEEN FORGOTTEN!
- The town's appearance. Not inviting.
- To many empty office/retail spaces and taxes are far to high.

- Too many people in new apartments. Abandoned new plaza eyesores that sit and rot.
- Traffic
- Urbanization is occurring at the same time the State of Illinois is financially pressed. Community organizations can help with some of the community needs.
- We have a beautiful river but don't access it to best serve our community. I'd love to see redevelopment on the Route 31 corridor. The beautification projects are very nice, but we need additional restaurants and stores to attract more people to the area. I'd like to see us regarded as one of the "tri-cities" (which of course would change us to a "quad-city" area)!

#### *Safety*

- Continued safety, as with all communities. Continued ability to offer high quality education.

- Crime from adjacent areas
- I am new in the community. However, safety is a concern.

#### *Social Issues*

- A lack of interest from our young people in reading and helping to better the community. I don't feel like our high school age kids are as involved with our community as they could be.
- Dealing with the public and all types of people and case scenarios. More training on behavioral health issues and triggers at the library.
- Older folks not always addressed
- People don't read enough

- The digital divide of families due to socio economic issues such as income levels.
- The teens and kids who go hungry.
- There are idiots in my classes who would rather play sports and video games than read
- We have many families that aren't accessing the library, and I feel a library should be the heart of the village.
- We need more active volunteers in the community!

#### *Taxes*

- High taxes
- Property taxes are very high
- Rising taxes with lack of own high school
- Taxes

- Taxes
- taxes continue to go up. Community needs to do more business development to take in more taxes.

#### *Miscellaneous*

- Better North Aurora days. Missing the activity center. Also wish the library would do curious kid for 3rd and 4th and 5th grade. Also parent and child art club. Put

- preschool and kindergarten together, 1st-2 together, 3rd-5th together. All of middle school together.
- Cable tv republicans



- Dandelions
- Financial independence, sound government, keeping the village safe.
- I don't know what the issues are, but I would guess funding since NA is small.
- Lack of museums
- No way to meet people, little information available to seniors, no significant groups for adults, seniors, little information about groups you collect for..why, copies of list of items, dates of collection. Your Xmas one doesn't explain who we are collecting for,

specifically, end dates are too early to buy for people, why are there adult clothing, what age, what nationality?

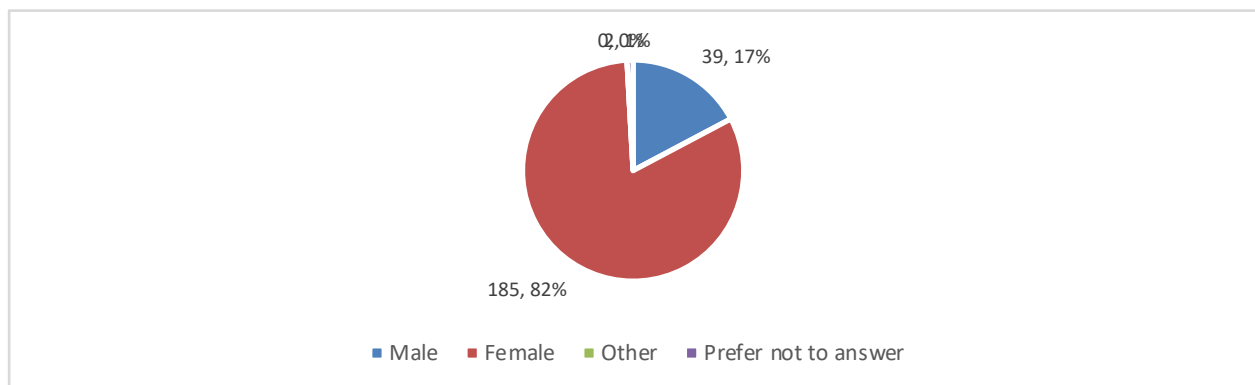
- Old laws that the city won't change - bus stops on private property
- Programs fill quickly. Not necessarily a bad thing.
- The lack of knowledge by trustees
- WE could do way more book and reading programs to have young or old kids or adults.
- We're a town, not a village

None

- ?
- ?
- .....
- No comment

- None comes to mind
- None that I can think of.
- Not sure.
- Not sure.

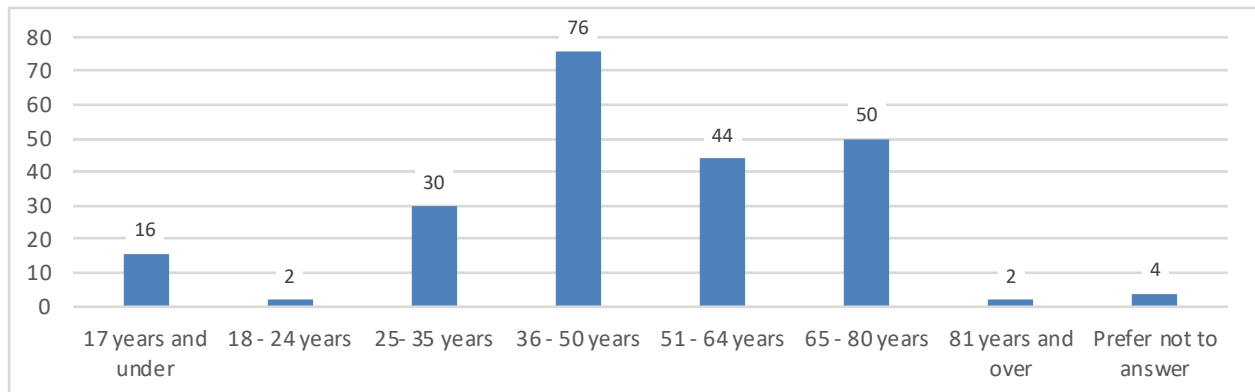
**Please select your gender.**



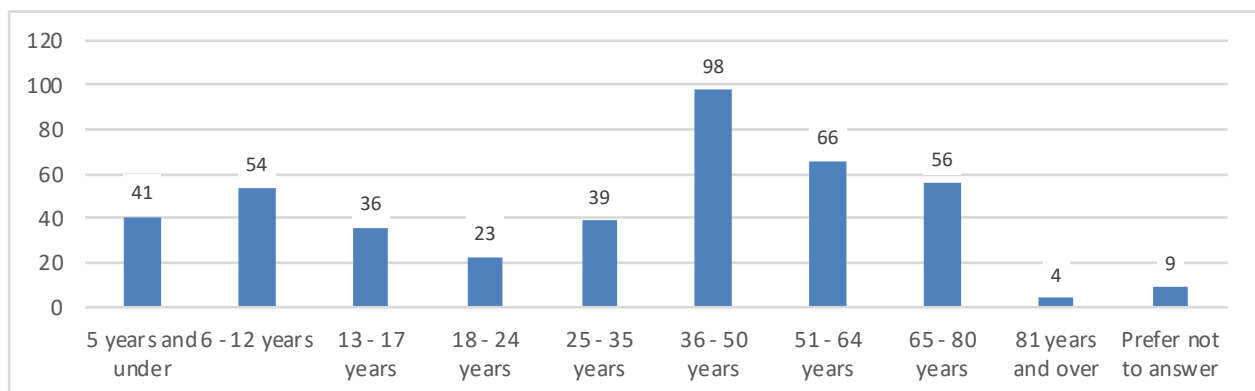
Additional responses included:

- No comment
- Washing machine

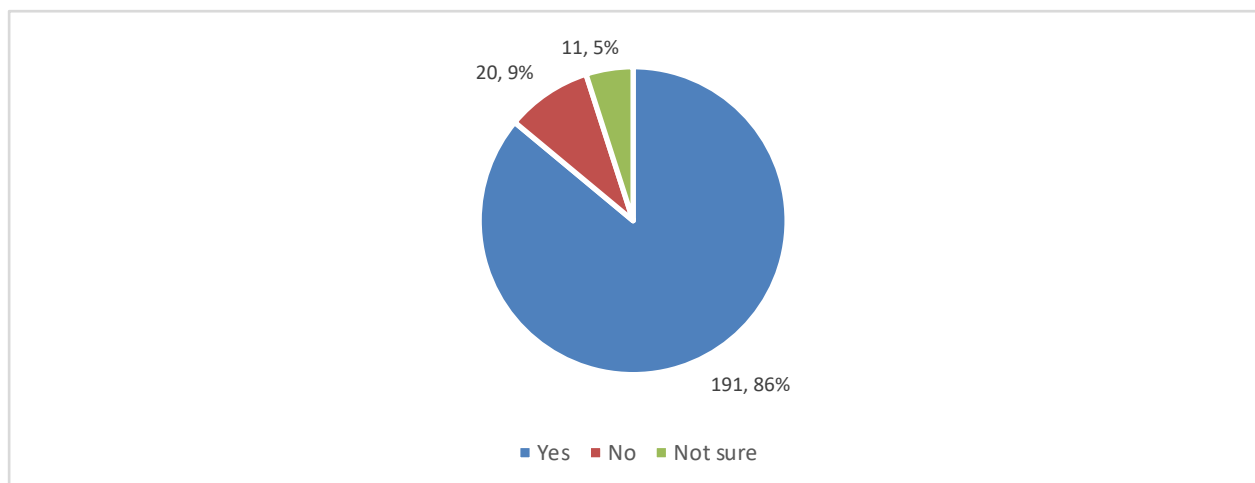
Please select your age range.



Please select the ages of the people in your household, including yourself. (Please check all that apply.)



Do you have an active Messenger Public Library card?



**If no, why do you not have an active Messenger Public Library card?**

- Aurora Public Library card but prefer Messenger!!!!
- Batavia card
- I am co-registered with at least 10 other libraries on my Warrenville card and I don't keep track of when each needs renewal - I just renew when I next come in to borrow materials.
- I have a Warrenville library card set up for reciprocal borrowing
- I live in Aurora
- I live in Sugar Grove
- I live outside of North Aurora, but I have reciprocal borrowing privileges.
- I used to have one, but never went back to renew it.
- I usually just buy books. Libraries do not have popular fiction. I do not like a timeline in what I am reading.
- It expired
- N/A
- N/A
- N/A
- No
- Not sure
- Since I was 4.
- Sorry - I'm not a resident of NA :(

## FOCUS GROUPS

A series of community focus groups was held during October and November 2018 to solicit input from a variety of key library stakeholders. A summary of the discussion is included below.

### RESIDENTS

Residents cited several strengths of the library, including:

- “All of the events for little ones. The storytimes are just outstanding, and there are more adult events now, like art club for adults”
- “Beautiful facility”
- “It’s the first thing that struck me when we first moved here”
- “Like the self service area”
- “They are responsive: I was looking for certain books they did not have because they were newer, and I just marked it as something I was interested in, and a month later, I got an email saying they now have it”
- “Like getting emails on recommended picks”
- “Like automatic renewals – that is the best thing ever”
- “It’s a good thing that the library staff are going out to the schools because at the elementary schools, one librarian is shared between two total buildings”
- “The holiday program and open house is always consistently good but gets better every year. It’s such a good family memory”
- “They are always asking how they can help. The staff in general is very, very helpful”
- “The library has saved me tens of thousands of dollars!”
- “The references librarians are quite knowledgeable and helpful”
- “It was really nice when they added in those Sunday hours”
- “Staff is really good about coming to anything they could possibly come to – parades, outreach, schools, etc. They are very visible within the community. Maybe expand outreach to adults and teens”

Participants noted the following weaknesses of the library:

- “Returning things and not having it checked in on time”
- “I struggle with the downloadables”
- “I liked the past organization by genre: science fiction, mystery, romance, etc. It’s more of a struggle to browse for that sort of thing”
- “Can be challenging to find a specific book”
- “Know that there are people who don’t have equipment that some of these things [ebooks and eaudiobooks] would require – keep moving forward”
- “They purged a lot before the move”
- “Too many romance titles on ebooks”
- “The physical collection is dated”
- Would like “more programs” and “continually education people on how to use tools that are out there”
- “Do people realize that things are free, that programs and services are available?”
- “We miss having early voting here”
- “The library can start thinking more about different ages of people and different cultures and needs of people more”
- “A lot of people don’t know that the library is back here...need better signage within the village”

Some residents suggested the following ideas to implement at the library:

- “Space to display local art from local artists”
- “Tween book club”
- “Escape room program for teens and tweens...do they do this already?”

In addition, a separate focus groups targeted to teens generated feedback about how teens do and do not prefer to use the library. Teens felt that the “library fosters an interest in reading” and expressed appreciation for the volunteer opportunities available at the library. One participant noted, “They have always welcomed me with open arms, I have been coming here since I was a little, little kid and never felt misplaced.” Another teen resident said, “The best option to promote the library to teens is to have more teen-oriented activities. This way, teens will use the library more often, and the library will therefore grow more popular. One example of a teen-oriented activity might be a Fortnite competition.”

Participants suggested the library “promote the usefulness of the library and its study rooms to middle and high school students” more, as after preschool and elementary school, students tend to utilize their school libraries and may no longer be aware of the breadth of what is offered at the public library. While one participant said, “I don’t even remember the last time I checked out a book,” the group recognized the value of having space within the library available: “Especially with a friend, it’s a neutral place.” One participant added that there “partially is a stigma about going to the library” among older teens.

## COMMUNITY LEADERS

A focus group was held with representatives of various community organizations and units of local government. Participants cited the following strengths of the library:

- “I don’t know what [the library] could be doing better. Communication is fantastic, programs are super. They do a fantastic job getting the community involved.”
- “Library has done a fantastic job offering space for groups to meet”
- “Library is super relevant offering meeting space”
- “The library provided our group a space that was neutral ground as well as having great resources”

Participants listed several suggestions for library service moving forward, including:

- “Meeting rooms book up fairly quickly, and the bank doesn’t always work” [for meetings of members of community organizations]
- “There is some trouble with online registering...it’s not intuitive, and there’s no confirmation. We would like to register for more than one meeting at a time.”
- “I am sad that the screen porch is gone, and there are very few spaces to just sit and read. Seems like you increased “study spaces” but there are not enough “cozy nooks” so to speak, to just sit and read a book. A few times in the fireplace room people were talking and it was not a relaxing environment for reading.”
- “I probably don’t take full advantage of the library”
- “I used to owe fines”

While one participant noted that there was some concern about the potential for “overlap” with other community organizations and that there was not a desire to “add people or any staff,” others noted the unique role the library plays in North Aurora and that no other organization serves the same purpose as Messenger Public Library of North Aurora. Community leaders noted a few challenges faced by the community, including “elimination of the teens’ Friday night out,” the lack of community center, and the overarching sense that residents do not fully take advantage of all the community has to offer.

## LIBRARY STAFF

A focus group was held with library staff on a library in-service day. Staff discussed strengths and weaknesses of the library, the library's role within the community, and how they would like to see the library continue to move forward. Participants noted the following strengths of the library:

- "Strong customer service skills"
- "We are responsive to patrons"
- "Departments do a good job responding to patron requests"
- "Fiscally responsible and try to figure out what to do for the future of the library"
- "We are growing in terms of importance"
- "Electronic resources are unbelievable"
- "The collection looks a lot better, in terms of condition of the materials"
- "A hidden strength is the foundation"
- "I have attended programs in both [the adult and youth] departments, and I feel that they are well-organized, educational, and entertaining."
- "I appreciate the effort they [the Staff Appreciation Committee] put forth to keep us "recognized" and supported."
- "We are an anchor to the community"
- Availability of services, such as the notary service: "It is becoming difficult to find this type of service within communities as some banks only provide this service to account holders as so many patrons have expressed."
- "Provides resources that people are not able to afford anymore"
- "It's a meeting place, whether that is for community groups or homeschooling or socializing for the elderly"
- "I think we do a great job of connecting and truly listening to what people want"

Staff also noted several aspects of the library they felt could be improved:

- "There is no chamber of commerce in North Aurora, so there is limited access to the business community"
- "We're not super diverse. We should make more of an effort to mirror the community that we serve"
- "We are not good at evaluating services, programs, new initiatives"
- "Staff lacks ability to communicate with Spanish speakers"
- "Could probably do a better job of reaching the homebound who are not aware of the resources or who do not use a computer"
- "I'm seeing more and more people coming in looking for social services – they don't know who to talk to, don't know where to go. I'd like not necessarily a social worker but something more formalized that we can follow to better help these people answer their questions."
- "We are not marketing to people who never come in the library"
- "There is a branding concern...a disconnect between 'Messenger' and 'North Aurora'"
- Need to "increase community engagement and getting out of the library to go where the people are" and "focus the library as an education center of the community"
- "We don't have a paid advertising budget on social media, so currently it's ineffective"

There was some discussion about perceived gaps in the staffing model, including outreach, graphic design, information technology, and human resources, as well as a lack of an adequate number of staff who are able to speak Spanish. There appeared to be concern about the salary schedule and available benefits as well, including how the library's compensation affects the longevity of staff members. Overall, staff viewed the library as an essential component to community life in North Aurora.