

Friends, Foundation and Commission Forum **2025**

Welcome!





Contra Costa County Library 2025 Patron Survey

Preliminary Insights & Actions



May 1 through June 8

11,145 Responses

Contra Costa County Library



Books are Still our Brand

Top 3 Uses:

- 59% borrow adult print books
- 41% borrow eBooks
- 28% borrow eAudiobooks

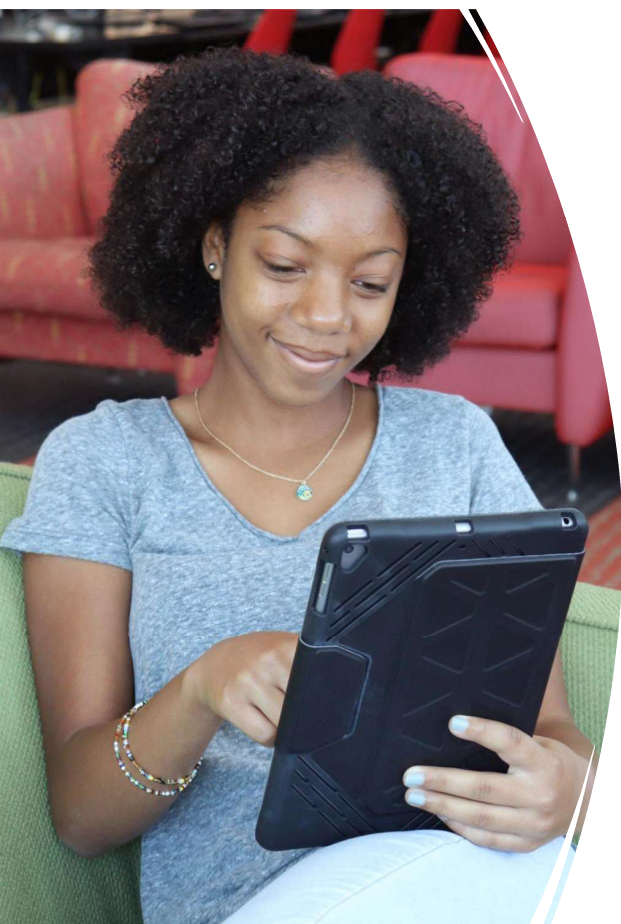
Satisfaction with Collection

- 70+% satisfied or very satisfied with physical (11% chose n/a)
- 69+% satisfied or very satisfied with virtual (16% chose n/a)

ACTIONS

- Onboard new vendors
- More consistent collection maintenance practices across branches





Virtual Engagement

Virtual Library Use is Strong

- 28% use virtual services monthly or more
- 13% use them daily or nearly every day

Awareness Gaps

- 53% unaware of LinkedIn Learning, Ancestry, etc.
- 42% unaware of Discover & Go Museum Passes

ACTION

- Continue to invest in marketing of digital resources



Very high satisfaction



- 79% very satisfied with customer service
- 70%+ satisfied with facilities

Customer Service Concerns

COMMON THEMES*

- Unfriendly or unwelcoming staff
- Poor interactions with children
- Lack of helpfulness or engagement
- Inconsistent service across branches
- Insensitivity to age, disability or cultural needs

*Based on 60+ open-ended comments

ACTION

- Create and implement customer service standards across the organization

Facility Concerns*

- Outdated or inadequate buildings
- Accessibility issues
- Uncomfortable or insufficient seating
- Restroom conditions
- Noise & layout challenges

*Based on 50+ open-ended comments





Facility Actions

12 facility projects

Admin	Crockett	Pinole
Antioch	[El Cerrito]	PSC
Bay Point	Kensington	Rodeo
Clayton	Oakley	Ygnacio Valley

Assess remaining facilities
using new design standards

Community Needs by Age Group

Age	Top Requested Services
13–18	Job resources, career support, mental health, teen programs, homework help
19–29	Job resources, career advancement, mental health, tech help, social services access
30–39	Early childhood support, homework help, English language learning, mental health, job resources
40–49	Job resources, mental health, social services access, career support, elder services
50–59	Elder services, mental health, job resources, social services, small business support
60–69	Elder services, mental health, job resources, social services, early childhood support
70+	Elder services, mental health, social services, job resources, veteran services



Community Needs Action

Develop partnerships
with local organizations

Contra Costa County Library

Welcoming Environment

Strong sense of belonging

- 89% felt very welcome or welcome on last visit

ACTION

- Analyze comments of non-white respondents to inform REAP



Net Promoter Score (NPS)

$$\begin{array}{l} \% \text{Promoter} \\ - \% \text{Detractor} \\ \hline \text{Net Promoter Score} \end{array}$$

Promoters are happy supporters (9-10)

Passives are satisfied, but likely to stray (7-8)

Detractors are dissatisfied and critical (0-6)



NPS Context

- Above 0 is good
- Above 20 is favorable
- Above 50 is excellent
- Above 80 is world class

Excellent Net Promoter Score

70.9!

- 77% are “promoters”
- 2023 NPS=69





Access Improvements

- 41% want more open hours
- 27 mentions of “Sundays” in the comments

ACTION

- Two new Self-Service Sunday location this FY (PIT & SPL), three more locations next FY
- Friends, Foundations and Commissioner advocacy for more open hours