AGENDA
SIMSBURY PUBLIC LIBRARY - BOARD OF TRUSTEES
STRATEGIC PLANNING SUBCOMMITTEE
Town of Simsbury, Connecticut
Special Meeting
Wednesday, June 24, 2026 at 2:00 P.M.
Simsbury Public Library – Weatogue Room

1. Call to order- establish quorum of Trustees
2. Approval of May 27, 2026 Meeting Minutes
3. Public Comment
4. Strategic Plan 2021-2026 Review
5. Discussion: Survey Analysis
6. Committee questions, concerns, next steps
7. Adjournment

Respectfully submitted,
Cameron DiSanto

Library Board of Trustees' Strategic Planning Subcommittee

Town of Simsbury, CT
Special Meeting
May 27, 2026 – 2:00 P.M.
Simsbury Public Library – Weatogue Room
725 Hopmeadow Street, Simsbury, CT 06070

MINUTES

I. CALL TO ORDER – Madam Chair McGrath called the meeting to order at 2:00 P.M.

Present:
Library Board of Trustees Members
Present: Holly McGrath, Chair; Don Heymann, Co-Chair; Mary Glassman, Secretary; and Anne Erickson.

Simsbury Public Library Staff
Present: Lisa Miceli, Library Director; Stephanie Prato, Head of Children's Services.

Other Attendees
Present: President of the Friends of the Library, Greg Golinski, Davina Fogel, Jennifer Kirkland, Karen Cantelmo, Kathleen Miklus,
Absent: Jamie Sepa and Shawn McGlaughlin, Dan Sommer

II. PUBLIC AUDIENCE

No Public Audience

III. ESTABLISH QUORUM OF TRUSTEES

Quorum of Trustees was established.

IV. APPROVAL OF MINUTES – MARCH 25, 2026 SPECIAL MEETING

March 25, 2026—Special Meeting

MOTION: Co-Chair Heymann made a motion, seconded by Ms. Erickson, to approve the Minutes of the March 25, 2026, Special Meeting. The motion carried unanimously.

V. APPROVAL OF MINUTES – APRIL 22, 2026 SPECIAL MEETING

April 22, 2026—Special Meeting

MOTION: Co-Chair Heymann made a motion, seconded by Ms. Erickson, to approve the Minutes of the April 22, 2026, Special Meeting. The motion carried unanimously.

VI. LISTENING SESSION UPDATES

St. Mary's Listening Session
Members reported strong attendance, estimated at approximately 30 participants, representing a broad cross-section of the community. The discussion generated substantial feedback, and members noted that participants were highly engaged.

Belden Court Listening Session
Committee members reported approximately 15 participants attended. The session included small group discussions. Feedback emphasized appreciation for library services, accessibility concerns, and optimism regarding improved sidewalk access to the library. Members noted participants valued reassurance that their opinions mattered and benefited from encouragement during the survey process.

Cinco de Mayo "Snacks and Surveys" Session
Although attendance was smaller than anticipated, participants were engaged and forthcoming with ideas and feedback.
Committee members discussed assigning listening session notes for thematic analysis and aligning findings with themes emerging from survey responses.

VII. SURVEY TALLIES, FINAL OBSERVATIONS

The committee reviewed preliminary manual tallies of survey responses completed by committee members. Members discussed recurring themes and compared observations from individual survey packet reviews.

Committee members noted differing viewpoints within the survey data, particularly regarding growth, development, housing, technology versus print materials, and community priorities.

The discussion included how best to interpret and present survey data, including whether to analyze responses question-by-question, and/or analyze responses holistically to identify overarching community themes. The committee agreed that using both approaches would provide valuable comparison and validation.

Committee members also discussed the use of technology tools, including Excel analysis and AI, to supplement manual review and validate findings.

VIII. DISCUSSION: SURVEY ANALYSIS PROCESS, ASSIGNMENTS, TIMING

The committee agreed to pursue multiple forms of analysis of survey responses.

Assignments:

- Ms. Fogel will conduct an AI-based analysis of survey responses, including response frequencies, themes, concerns, percentages, and question-by-question analysis.
- Ms. Prato will assist Mr. Fogel with an Excel-based analysis of survey data.
- Ms. Miceli will provide committee members with the current strategic plan for review and confirm committee email distribution.

The committee agreed that listening session data would be analyzed separately from survey responses due to the conversational nature of the sessions.

Committee members discussed eventually preparing a summary document outlining survey findings for internal review and sharing with town leadership.

IX. ADJOURNMENT

MOTION: Co-Chair Heymann made a motion, seconded by Ms. Erickson, to adjourn. The motion carried unanimously.

Madam Chair McGrath adjourned the meeting at 3:14 P.M.

Respectfully Submitted,
Cameron DiSanto
Administrative Secretary



Simsbury Public Library
Strategic Plan
2022 - 2026

Simsbury Public Library
So much happens here.

INSPIRE. EXPLORE. CONNECT.

LETTER FROM THE CHAIR OF THE LIBRARY BOARD OF TRUSTEES

Dear Fellow Simsbury Residents,

I am pleased to share with you the Simsbury Public Library Strategic Plan for 2022 through 2026. Since its establishment, the Library has played an integral part of enhancing life in Simsbury. The goal of developing the Strategic Plan was to identify ways in which the Library can enable Simsbury to meet the needs and desires of its residents, especially as to the type of community in which its residents want to live.

This Plan is the framework for moving the Library into the future. It is designed to be able to address short term needs and be broad enough to adjust and meet future demands. The past two years has definitely tested that ability to be flexible. When the 2017 to 2021 Strategic plan was written, the committee couldn't anticipate a global pandemic and all the issues that stemmed from it. That plan, however, enabled the Staff to respond successfully to the needs of the community as they arose. Curbside pickup of materials was started, programs were offered online, updates to national, state and local mandates were continually sent to patrons, the Business Resource Center became the Business and Career center and the best practices for keeping the Library patrons and Staff safe and healthy were implemented.







This Plan was developed based on input from you, the residents, the Friends of the Simsbury Public Library, the Library staff, town departments, civic organizations and town officials. At its core were questionnaires available to all Simsbury residents and Library patrons. Its focus is not on the Library as a standalone entity, but on how the Library can help meet the changing needs of Simsbury residents.

Books have traditionally been the heart of a library's collection, but over the years sources of information have gone far beyond the printed page. Resources and content have expanded to include visual, audio and digital formats. Perhaps most importantly, knowledge and information are gained by person to person interactions. These interactions may take many forms including formal presentations, interactive programs, online programs, shared technology, hands on experimentation and innovation and sharing ideas with others. This plan embraces all these opportunities for enrichment.

The Board of Trustees for the Simsbury Public Library hopes this plan will help Simsbury residents understand the direction in which the Library is heading and how it expects to meet its objectives. We remain committed to providing excellent customer service and being the Community Gathering Place. We will continue to make the Library a safe and welcoming environment for all our patrons, where their lives can be enhanced, their horizons expanded and their quest for lifelong learning satisfied.

Marianne B. O'Neil
Chair, Simsbury Public Library Board of Trustees

ABOUT OUR TOWN

Welcome to Simsbury!

First inhabited by the Massacoe Tribe, the land along the banks of the Farmington River Valley provided rich soil and abundant fish and game for the indigenous people, as well opportunity for early settlers who migrated to the area's fertile grounds in the mid-seventeenth century. Named in 1670, early citizens farmed the land, manufactured explosives, quarried rock and transported goods along the canal system that ran through the center of town. Their legacy of hard work and neighborly care has evolved into a community that offers top-notch public schools, an award-winning library, outstanding recreation facilities, and a robust business community. We are a community that takes pride in its history with aspirations for a bright future.

Simsbury is a suburb of Hartford located in Connecticut's scenic Farmington Valley. Its population of 25,395 people lives mainly in single family homes nestled among woodlands, parks and agricultural land. Several new apartment complexes have recently welcomed more than 1,000 new neighbors of all ages to town. Yet Simsbury retains its small-town feel with robust civic engagement through dozens of clubs, service organizations, sports leagues and houses of worship. The local economy is supported by a combination of small businesses, retailers, restaurants and corporations.

Simsbury is a well-educated community that values educational excellence and lifelong learning opportunities. Simsbury High School's graduation rate is 94% and schools have consistently ranked near the top in state-wide mastery tests. The town is also home to numerous private schools and an active home school population.

Community members and visitors enjoy the outdoors along the town's hiking and biking trails and the scenic Farmington River. The Town also offers excellent outdoor facilities at the Simsbury Meadows Performing Arts Center, Simsbury Farms Golf Course and Recreation Complex, and several parks.

ABOUT OUR LIBRARY

Simsbury Public Library has grown in service to the town since it was founded as the Simsbury Free Library in 1872. Thoughtful growth over the years allowed the Library to expand its footprint and diversify the resources it provides. It has become essential to the spirit of Simsbury as a connector, convener and center for learning. With several renovations and expansions, the library is now a 45,795 square foot building that serves the public with eight meeting rooms, streaming broadcast capabilities, a thriving Children's Department, the Business and Career Center and the Innovators Workshop. The Library's foundational print collections and digital resources provide free access to a world of information.



The majority of Library funding comes from the Town of Simsbury in the form of tax appropriation. The Library also seeks grants, receives bequests and memorial gifts as well as substantial financial and programming support from the Friends of the Simsbury Public Library.

The Town has invested $1.29 per week per capita for the past three years. The return on that investment is currently $6.93 for every $1 spent.

INSPIRE. EXPLORE. CONNECT.

Guided by the 2016 Strategic Plan, the Library made significant strides in both in-person and digital access for patrons. Library staff connected with residents regularly at off-site programs while encouraging patrons to visit the library for a wide variety of programs, classes and events. Digital resources were updated and expanded, and new cable broadcast capabilities enabled the public to access programs from home and online. This focus on accessibility positioned the Library to serve the community well. When the pandemic altered lives in so many unforeseen ways in 2020, the Library continuously made resources available to the public virtually. Residents and businesses looked to the Library as a trusted source of information to help them navigate through unexplored waters. Even during the shutdown, thousands of patrons remained connected to the world and each other through Library services and resources.



VISION & MISSION STATEMENT

Our Vision

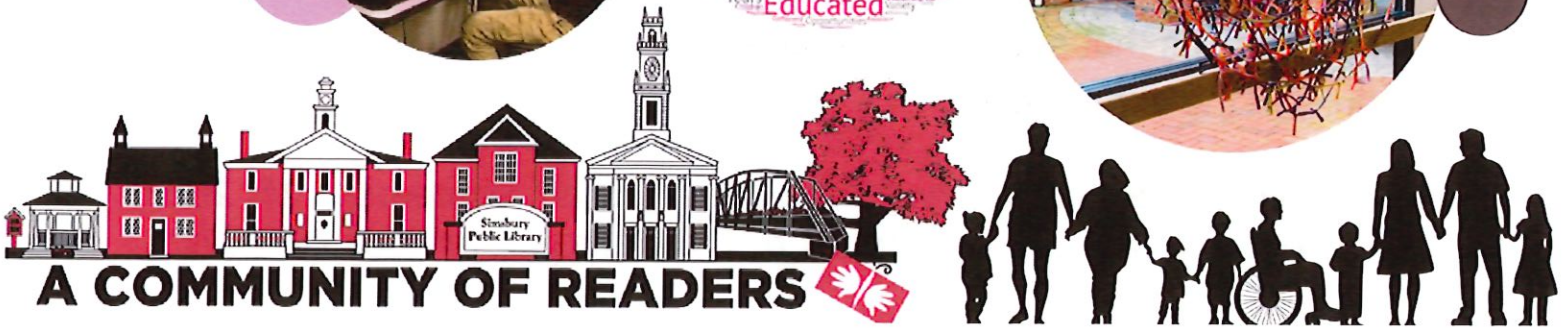
The Simsbury Public Library inspires an inclusive community that values exploration and connection through learning.

Our Mission

The Simsbury Public Library provides free and equal access to information, experiences and educational resources that build community and inspire a lifetime of learning.

The Simsbury Public Library is the center of a community of life-long learners.





SIMSBURY PUBLIC LIBRARY STATEMENT ON EQUITY, DIVERSITY & INCLUSION

Simsbury Public Library recognizes that Simsbury is a diverse community and welcomes patrons, staff, and volunteers of all ages, abilities, races, genders, ethnicities, cultures, religions, sexual orientations, gender identities, socio-economic statuses, political affiliations, and viewpoints.

We invite each and every one of you to bring your full, authentic self to the Library. The Library is committed to providing a comfortable space, where your individual needs are met with respect and without judgment. As a vital asset to the Town of Simsbury, we provide equal access to information and resources that allow individuals to thrive and learn in an ever-changing society, and support the community's exploration of matters related to diversity, tolerance, openness, acceptance, and inclusion.

To promote these values, Simsbury Public Library will:

- Create and sustain a culture of respect, in which individuals are heard, valued, and included.
- Remain engaged with the community in a process of continual improvement and responsiveness to matters of equity, diversity, and inclusion.
- Develop and implement programs, services, collections, and spaces for all ages that are diverse and inclusive.
- Expand strategic partnerships and collaborations with local organizations that seek to overcome social injustice and advance equity in the community.

Approved by the Simsbury Public Library staff September 15, 2021
Approved by the Library Board of Trustees September 20, 2021

ABOUT OUR STRATEGIC PLAN

Programs and platforms may change over time, but one thing that remains the same is the Library's commitment to continuously provide superior traditional library services while evolving in a digital world. The ways in which people interact with each other, information and technology require that the Library seeks and evaluates new approaches for offering services and resources in safe, effective ways. This new 2022 Strategic Plan considers the continued digital evolution while keeping the institution centered on building community. The plan also balances community input with the understanding of the Library's limited resources. The plan is structured with the same framework that allowed the previous plan to remain focused yet flexible when the need arose.







This document is the result of community surveys, library staff input and the work of a dedicated planning committee. The committee was comprised of members of the Library Board of Trustees, Library staff and representatives from the greater Simsbury community. The Strategic Planning Committee compiled this new plan knowing that the people of Simsbury want to live in a community that is welcoming, inclusive and active.



GOAL 1

Simsbury Library is the center of an inclusive community that values and welcomes peoples of all abilities, cultures and lived experiences.

- Engage the community in a process of continual improvement and responsiveness to matters of equity, diversity, and inclusion.
- Develop and implement programs, services, collections, and spaces for all ages that are diverse and inclusive.
- Expand strategic partnerships and collaborations with local organizations that seek to advance equity and overcome social injustice in the community.
- Increase services to under-served members of the community.
- Enhance programming that fosters both individuals' and the community's understanding of social, cultural, intellectual and political affairs.
- Offer services to welcome new residents.



GOAL 2

The Library is a safe space for exploration that offers free and equal access to digital and physical resources.

- Offer optimal accessibility by presenting programs at the Library, in the community and online.
- Continually evaluate 24/7 access and ensure technology meets the needs of the community.
- Explore requirements to provide hardware and internet access to patrons who cannot afford virtual connections without assistance.
- Provide the highest level of security to staff and visitors to the library.
- Provide the highest level of security for patrons accessing online resources.
- Regularly evaluate the need for refreshing and improving the Library.
- Offer welcoming and well-maintained grounds and facilities.



GOAL 3

Through in-person and virtual engagement with information and people, the Library inspires people to learn about themselves, their community and the world.



- Promote the depth and variety of Library services and resources to the community, encouraging deeper and broader patron engagement.
- Offer community-wide gatherings that promote inclusion of diverse people both in and outside our immediate community.
- Increase collaboration and strategic partnerships with organizations, businesses and libraries to increase program diversity.
- Encourage and incubate innovation and ideas among patrons and the community.



GOAL 4

Simsbury Library supports a thriving economy with information, tools and connections to promote businesses, nonprofits and careers.

- Continue to grow a robust and relevant Business and Career Center with a dedicated BCC Coordinator.
- Build on and expand partnerships with businesses and organizations to spark programs and initiatives.
- Host programs at strategic commercial and nonprofit sites to raise awareness of local resources and expertise.
- Strengthen the entrepreneurial resources to encourage business incubation.
- Continually disseminate information, resources and guidelines to the business community.
- Support individual career development and employment with informational and skill-building programs.
- Maintain the Innovators' Workshop to include relevant technologies.
- Support and collaborate with town's economic development commission.



THANK YOU FOR YOUR CONTRIBUTIONS TO OUR STRATEGIC PLAN

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Heather Goetz
Linda P. Johnson
Holly McGrath
Kathleen Miller
Mark A. Orenstein
Polly Gardow Rice
Tolly Gibbs

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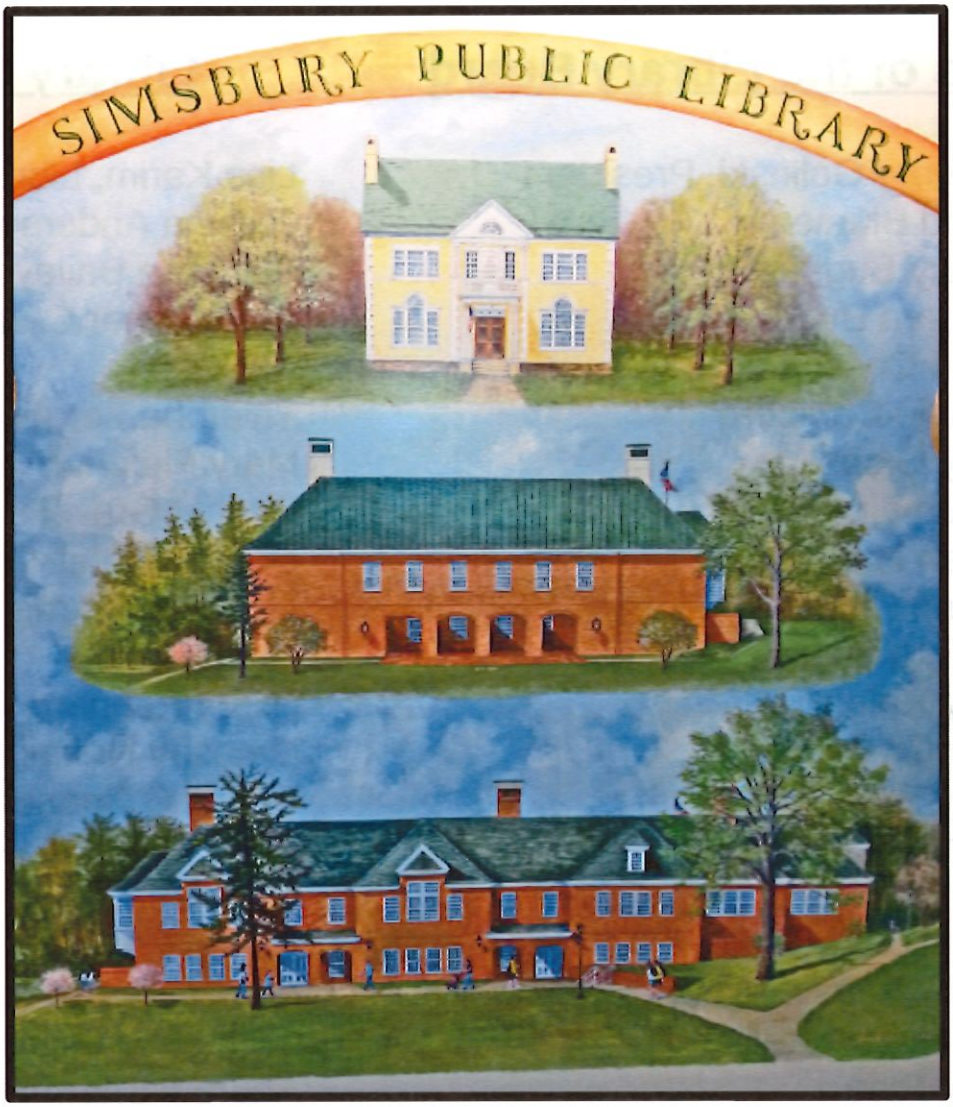
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Simsbury
Public Library
So much happens here.



Simsbury Public Library
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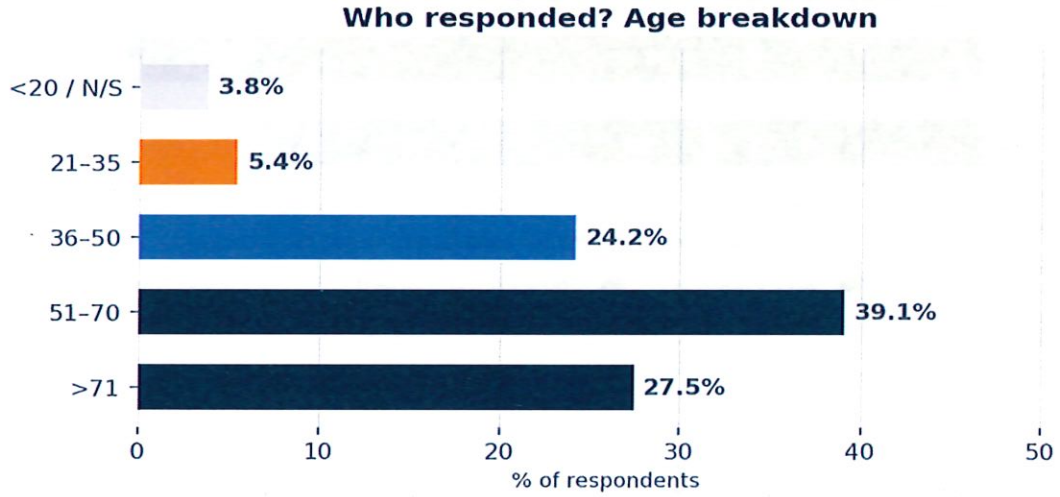
SIMSBURY PUBLIC LIBRARY · STRATEGIC PLANNING SURVEY 2027–2031

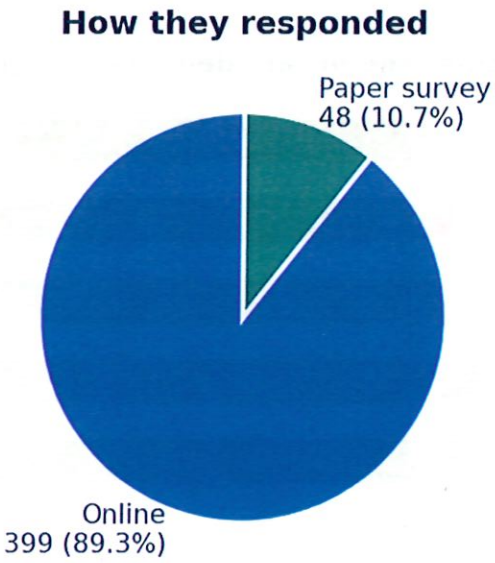
Community Survey Results

447	399	48	91.1%
Total respondents	**Completed online**	**Completed on paper**	**Simsbury residents**
Feb–May 2026	89.3% (399÷447)	10.7% (48÷447)	407÷447

DEMOGRAPHICS

Who completed this survey?



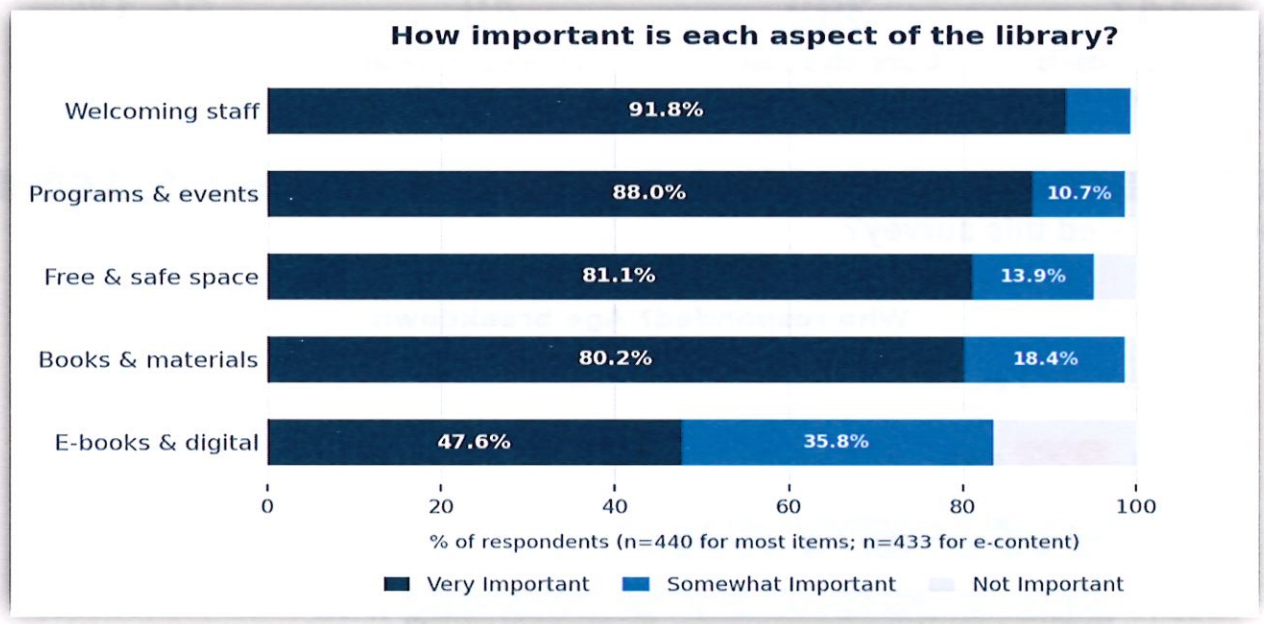


Methodology note: Respondents aged 51–70 and >71 together represent 66.7% (298÷447) of total responses. Respondents under 36 represent 7.2% (32÷447). These proportions affect all percentage calculations in this report.

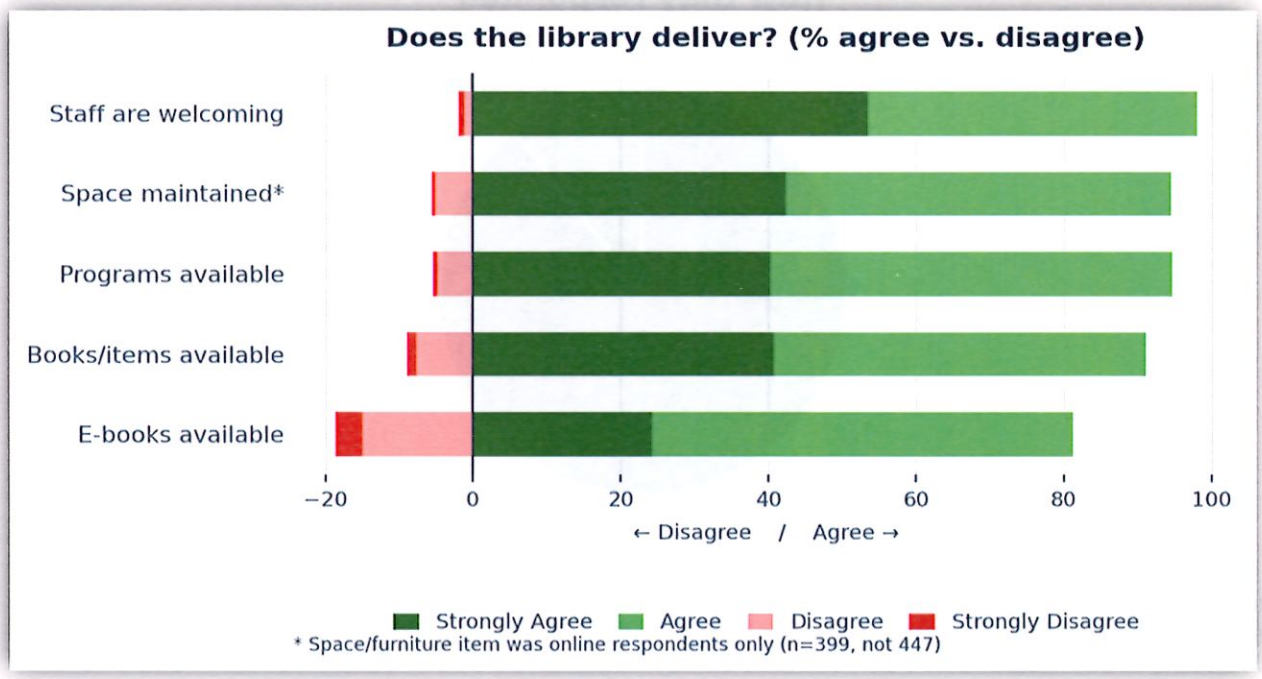
LIBRARY SERVICE RATINGS

How respondents rated library importance and delivery

Importance: rated on a 3-point scale (Very Important = 3, Somewhat Important = 2, Not Important = 1). n=440 respondents for most items; n=433 for e-content.



Agreement: rated on a 4-point scale (Strongly Agree = 4, Agree = 3, Disagree = 2, Strongly Disagree = 1). *Space/furniture item was online respondents only (n=399, not 447).

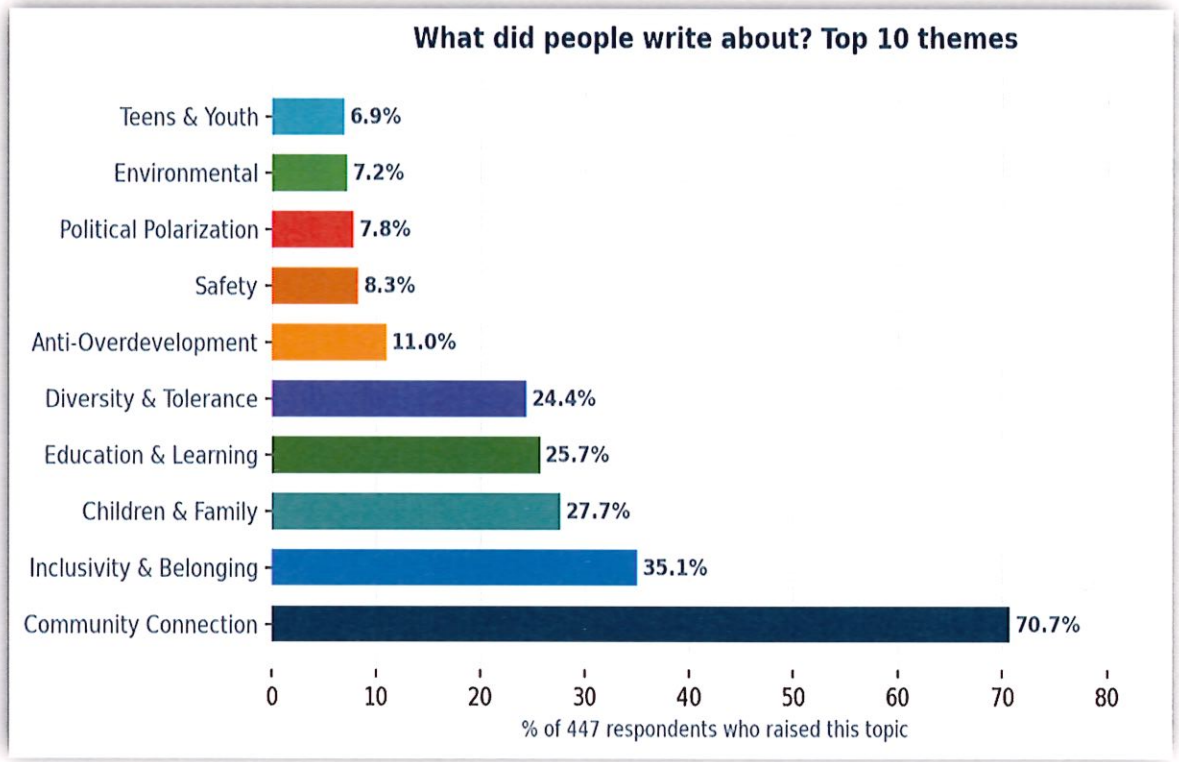


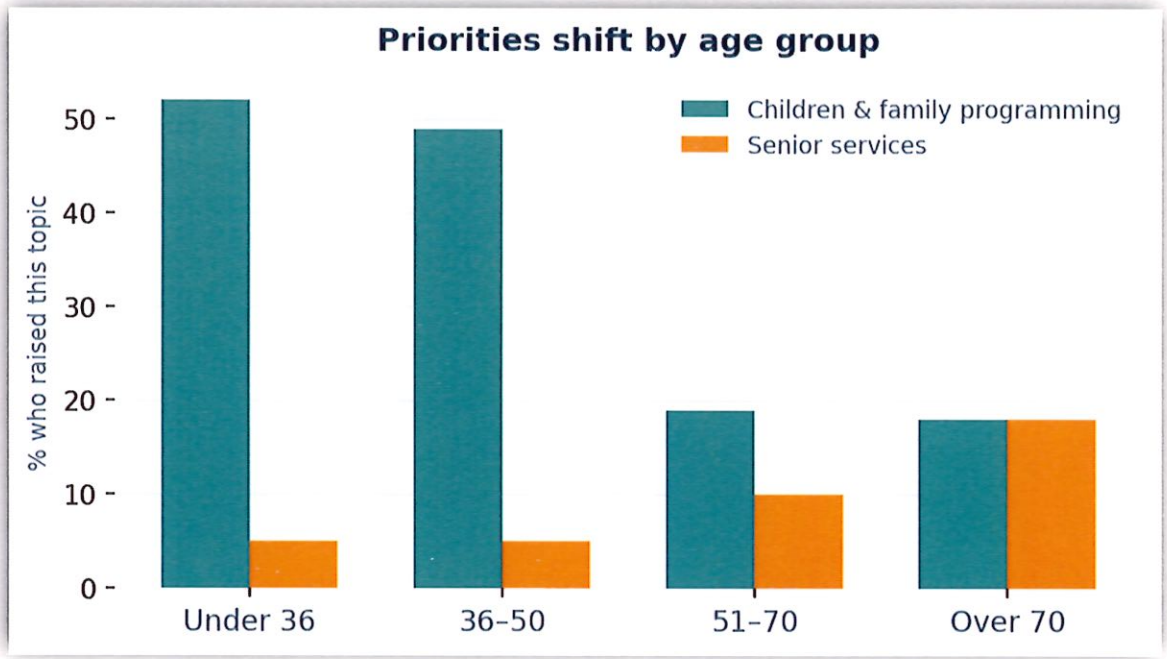
Statement	SA (4)	A (3)	D (2)	SD (1)	Mean	Median
Staff welcoming & friendly	53.5%	44.6%	1.1%	0.7%	3.51	4.0
Space/furniture maintained*	42.4%	52.1%	5.0%	0.5%	3.36	3.0
Programs available	40.3%	54.4%	4.8%	0.5%	3.35	3.0
Books & items available	40.7%	50.5%	7.7%	1.1%	3.31	3.0
E-books & audiobooks available	24.2%	57.1%	14.9%	3.7%	3.02	3.0

OPEN-TEXT THEMES

What respondents wrote in open-ended answers

Each percentage shows how many of 447 respondents used explicit language matching that theme. A single respondent may be counted in multiple themes. These are minimum counts based on keyword matching of exact phrases.





70.7%

316 of 447

Community Connection

316 respondents (70.7%) used language referencing community gathering, connection, neighbors, belonging, or the library as a civic hub.

35.1%

157 of 447

Inclusivity & Belonging

157 respondents (35.1%) used explicit inclusive language: welcoming to all, for everyone, all backgrounds, all abilities, all cultures.

27.7%

124 of 447

Children & Family Programming

124 respondents (27.7%) referenced children, family programming, storytime, toddler programs, or family events.

25.7%

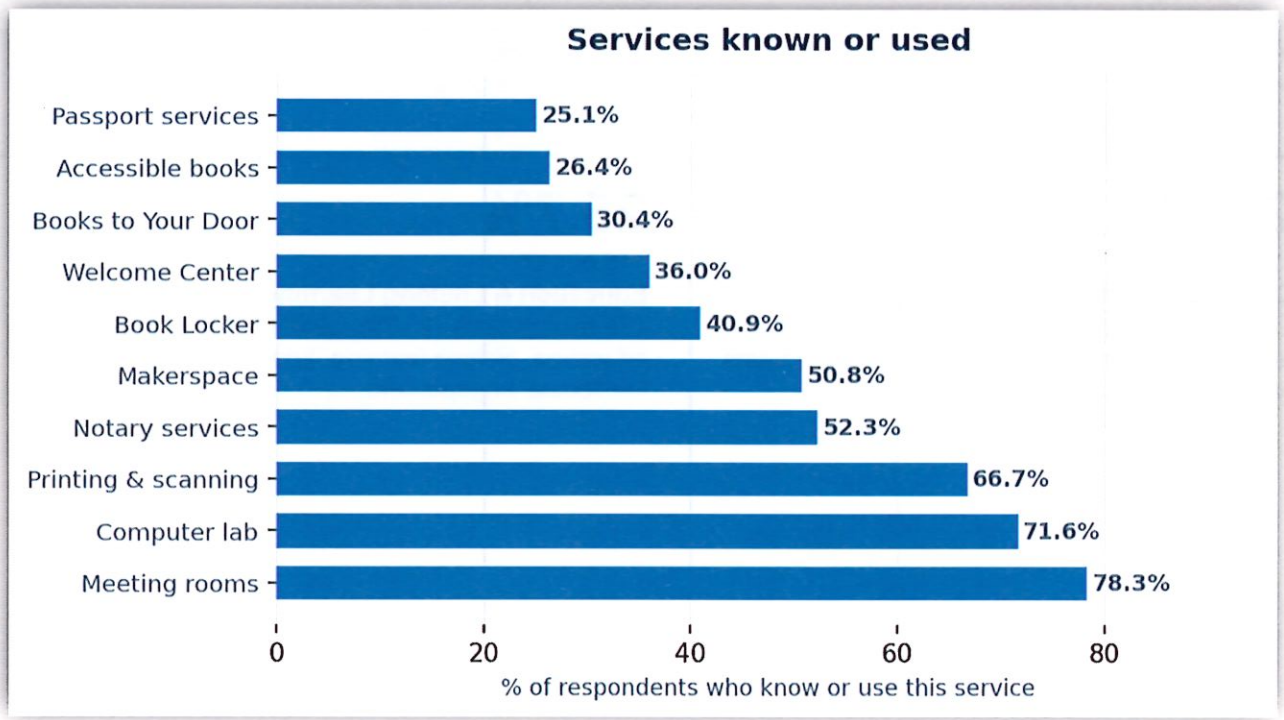
115 of 447

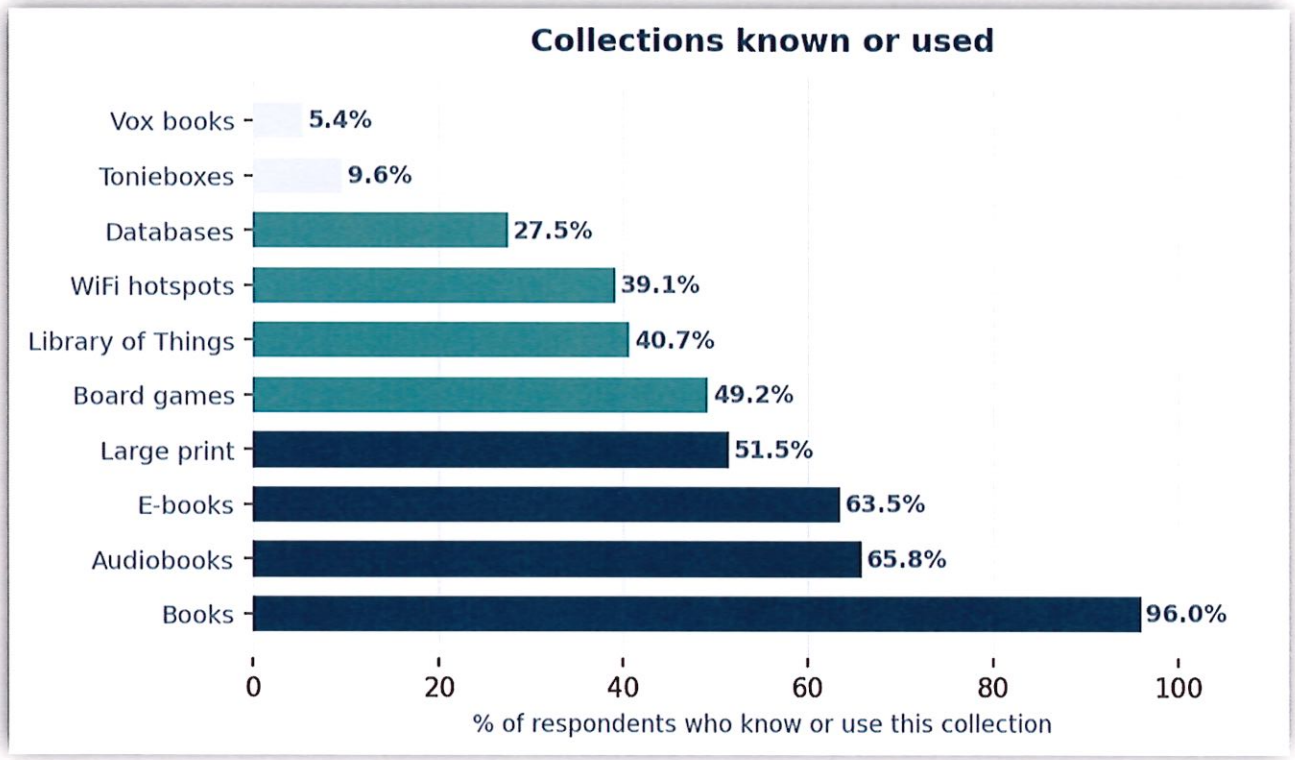
Education & Lifelong Learning

115 respondents (25.7%) used language about education, lifelong learning, knowledge, literacy, or intellectual engagement.

Services and collections known or used by respondents

Respondents selected which services and collections they know about or have used. Figures show the number and percentage of 447 respondents who selected each item.



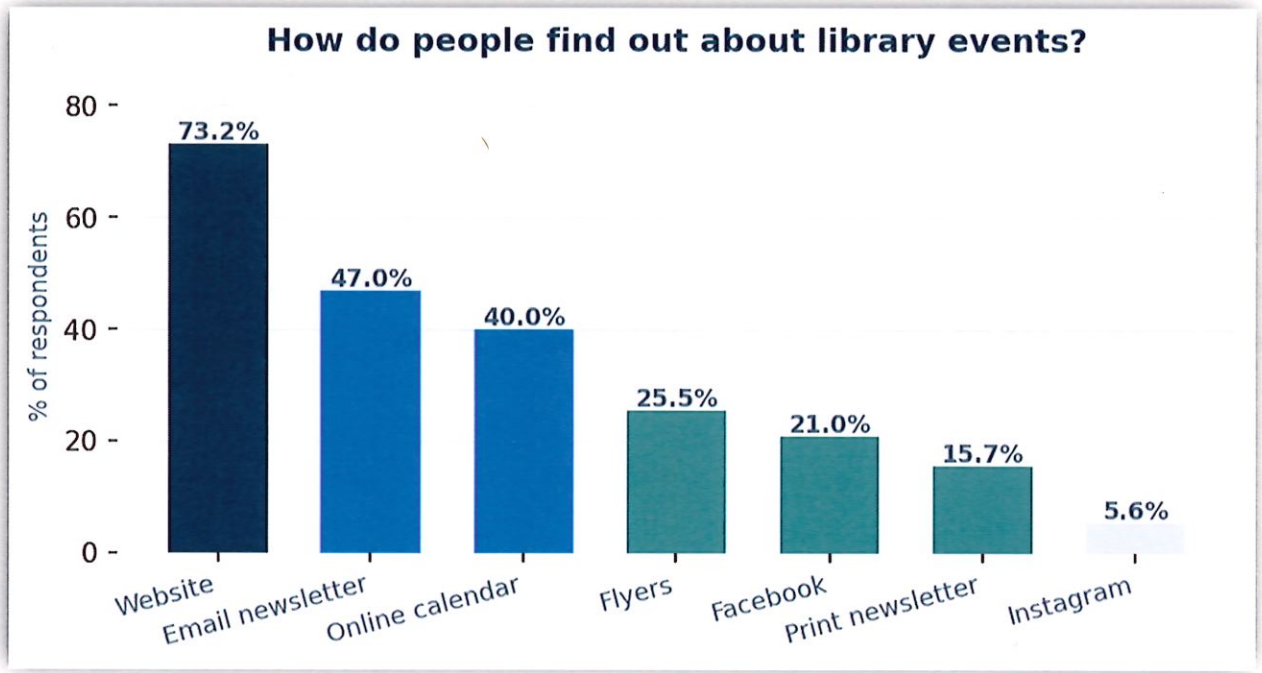


Services (highest to lowest)	Collections (highest to lowest)
Meeting rooms: 350 (78.3%)	Books: 429 (96.0%)
Computer lab: 320 (71.6%)	Audiobooks: 294 (65.8%)
Printing & scanning: 298 (66.7%)	E-books/e-audiobooks: 284 (63.5%)
Notary services: 234 (52.3%)	Large print books: 230 (51.5%)
Makerspace: 227 (50.8%)	Board games/puzzles: 220 (49.2%)
Book Locker: 183 (40.9%)	Library of Things: 182 (40.7%)
Welcome Center: 161 (36.0%)	WiFi hotspots: 175 (39.1%)
Books to Your Door: 136 (30.4%)	Databases: 123 (27.5%)
Accessible books: 118 (26.4%)	Tonieboxes & Tonies: 43 (9.6%)
Passport services: 112 (25.1%)	Vox books: 24 (5.4%)

COMMUNICATION CHANNELS

How respondents report finding out about library events

Respondents selected all channels through which they learn about library programs and events. A respondent may select multiple channels. Figures show number and percentage of 447 total respondents.



Channel	n	% of 447	Calculation
Website	327	73.2%	327 ÷ 447
Emailed newsletter	210	47.0%	210 ÷ 447
Online calendar	179	40.0%	179 ÷ 447
Flyers	114	25.5%	114 ÷ 447
Facebook	94	21.0%	94 ÷ 447
Print newsletter	70	15.7%	70 ÷ 447
Instagram	25	5.6%	25 ÷ 447

SIMSBURY PUBLIC LIBRARY · STRATEGIC PLANNING 2027–2031

Strategic Recommendations

Based on Community Survey (n=447), Listening Sessions, and Qualitative Interviews · 2026

9	5	1
Library Strategic Priorities	**Town Government Issues**	**Outliers Page**
Ordered by survey rank	Ordered by evidence strength	Low-frequency findings kept separate

How to read this document:

- Priorities are ordered strictly by their rank in the verified survey data (447 respondents). Survey evidence is cited with exact counts and percentages.
- Listening session evidence is qualitative and labeled as such.
- Low-frequency findings (n<20 in the survey) that do not rank among the top themes appear only on the Outliers page at the end.

PART 1 — Library-Actionable Strategic Priorities

Priorities 1–5 correspond directly to the top five library-actionable themes in the survey, in rank order.
Priorities 6–7 address measurable service gaps from the Likert ratings.
Priorities 8–9 are grounded primarily in listening session evidence with supporting survey data.

PRIORITY 1 Community Hub and Civic Dialogue

316 of 447 respondents = 70.7% · Survey rank #1 of 28 themes

Survey data

- 316 of 447 respondents (70.7%) used language referencing *community gathering, connection, belonging*, or *the library as a civic hub*
- Highest frequency theme in the dataset by a wide margin

Listening sessions

- Confirmed in all 7 listening sessions as the central library mandate
- Public session: explicit request for community forums without agenda restrictions or time limits
- Staff session: "Library's role is to bring together opposing voices. Support difficult conversations."
- St. Mary's: hoped library would be "the hub of everything happening"
- Interview #1: library should host community building activities drawing people from different groups

Suggested actions

1. **Establish** a recurring facilitated community dialogue series — open topic, no agenda restrictions, trained moderator.
2. **Create** a community voices platform: a digital board on the website and a physical board in the library for residents to share perspectives on local issues.
3. **Expand** the library newsletter to include a community voices section.
4. **Partner** with existing civic dialogue groups (e.g., Great Decisions) as co-hosts.
5. **Develop** a "Understanding Local Government" civic literacy program, named as a gap across multiple sessions.
6. **Governance** note: all community forums must remain explicitly non-partisan and open to all viewpoints. Ground rules and trained moderators are required.

PRIORITY 2 Inclusive Programming and Welcoming Environment

157 of 447 respondents = 35.1% · Survey rank #2 of 28 themes

Survey data

- 157 of 447 respondents (35.1%) used explicit inclusive language: welcoming to all, for everyone, all backgrounds, all abilities, all cultures

- Distinct from the Diversity theme (rank #5); this theme is about belonging and access, not demographic diversity specifically

Listening sessions

- All sessions named inclusivity as a core value
- Staff: concern that "some institutions seem cliquish" and people "get turned off from participating"
- Ojakian: "We want to be part of the community and we are not" — the gap between aspiration and reality is sharpest here
- Library Commission: inclusion should extend across ideological and religious differences, not only demographic
- Interview #2: libraries historically serve as entry points for recent immigrants

Suggested actions

1. **Audit** programming and signage for genuine accessibility across age, ability, cultural background, and language.
2. **Add** more signage inside the library directing patrons to services; staff note that patrons are reluctant to ask.
3. **Develop** a new-resident welcome program given continued apartment development in town.
4. **Ensure** all library programs are free or low-cost and communicated as accessible to all income levels.
5. **Review** hours and scheduling to ensure programs are reachable by working families and non-drivers.

PRIORITY 3 Children and Family Programming

124 of 447 respondents = 27.7% · Survey rank #3 of 28 themes

Survey data

- 124 of 447 respondents (27.7%) referenced *children, family programming, storytime, toddler programs, or family events*

Listening sessions

- Public session: programs repeat year to year, kids find them "boring and expected" by age 8+
- Public session: requests for origami, calligraphy, first aid, camping, solar building as new directions
- Public session: adults want parallel programming during children's events (crafts, tech help, relaxation)
- Public session: whole-family programming requested, reflecting more people working from home
- St. Mary's: strong children's programming and welcoming atmosphere for children with special needs named as working well

Recommended actions

1. **Audit** children's programming annually for repetition; rotate offerings with explicit intent to introduce new content each year.
2. **Expand** programming content past age 8 with skill-based and creative arts options.
3. **Add** parallel adult programming during children's events - craft space, reading nook, or tech help session running simultaneously.
4. **Offer** multiple time slots including evenings and weekends to accommodate working parents.
5. **Develop** whole-family programming that does not separate generations.

PRIORITY 4 Education and Lifelong Learning

115 of 447 respondents = 25.7% · Survey rank #4 of 28 themes

Survey data

• 115 of 447 respondents (25.7%) used language about *education, lifelong learning, knowledge, literacy, or intellectual engagement*

• Represents a community identity claim — Simsbury residents describe themselves as an educated, learning-oriented community

Listening sessions

- All sessions named education and learning as a core community value
- Interview #1: many residents unaware of digital resources accessible through the library
- Library Commission: suggested AI tool to help users find library resources based on their needs
- Staff: library's role is to help people become "better problem solvers, more open-minded"
- Public session: request for more adult classes and learning opportunities

Recommended actions

1. **Develop** and promote a clearly communicated adult learning program with consistent scheduling.
2. **Expand** community-taught programming: invite skilled residents to lead sessions in their areas of expertise.
3. **Create** a digital resources literacy guide and promote it actively - many residents do not know what the library provides online.
4. **Partner** with the Historical Society and similar organizations for educational programming (specifically named in public session).
5. **Consider** an annual "what's new at the library" awareness campaign covering new programs, new collections, and digital access.

PRIORITY 5 Diversity and Cross-Cultural Programming

109 of 447 respondents = 24.4% · Survey rank #5 of 28 themes

Survey data

- 109 of 447 respondents (24.4%) explicitly named *race, ethnicity, national origin, sexual orientation, socioeconomic diversity, or multiculturalism*

- Consistent across adult groups: 8% in 21–35, 25% in 36–50, 23% in 51–70, 28% in >71
- Distinct from Inclusivity (rank #2): this theme is about actively celebrating and learning from difference, not just welcoming it

Listening sessions

- Public session: "We only know what we know" - cross-cultural activities can be taught and explored
- Public session: request for cross-cultural community programs showcasing family, food, and holiday traditions
- TAB: "Diverse, open-minded, open arms, open to differences, inclusive" - teens' first description of ideal community
- Interview #2: emphasized inclusion of recent immigrants; libraries are cultural entry points
- St. Mary's: "emphatic, kind, generous, considerate, respectful" across all backgrounds named as ideal

Recommended actions

1. **Develop** a cross-cultural programming series: food, traditions, and family practices presented by community members.
2. **Create** structured "learning from each other" events that bring different community groups into contact around shared interests rather than shared ideology.
3. **Ensure** diverse voices are represented in author talks, speaker series, and program leadership.
4. Interview #1 **model:** the "Abandoned Village in McLean" event drew diverse groups through shared local interest - replicate this model.

PRIORITY 6 Digital Resources — Address the Service Gap
27 of 447 respondents = 6.0% · Survey rank #12 (open text) + lowest-rated Likert agreement item

Survey data

- 27 of 447 respondents (6.0%) named *Hoopla, Libby, or digital resource concerns* in open-text responses
- Agreement rating "library has e-books/audiobooks I want": mean 3.02 of 4.0 -lowest-rated service item
- Disagree + Strongly Disagree on e-books: 18.6% - only service item with measurable dissatisfaction
- For comparison: all other agreement items score 3.31–3.51 mean with 1.8%–8.8% disagreement
- E-content rated Very Important by 47.6% of respondents - patrons value it but feel underserved

Listening sessions

- Public session (March 16): Hoopla removal directly named and questioned
- Library Commission: patrons unaware of digital newsstand and app resources
- Commission: suggested rotating screen near checkout showing digital offerings
- Multiple sessions: residents do not know what digital resources the library provides

Recommended actions

1. **Communicate** the Hoopla decision directly and clearly: explain the cost rationale and what currently replaces it.
2. **Audit** all digital resources (Libby, databases, newsstand, apps, etc.) and produce a single plain-language patron guide.
3. **Install** rotating digital signage near checkout listing all available digital services.
4. **Add** digital resource awareness to the newsletter consistently until patron knowledge improves.
5. **Review** Libby wait times and communicate hold queue realities to patrons proactively.

PRIORITY 7 Teen Space and Programming

31 of 447 respondents = 6.9% · Survey rank #10 of 28 themes — supported by dedicated TAB listening session

Survey data

- 31 of 447 respondents (6.9%) explicitly named teen space, teen programs, high school students, or after-school programming
- Teen/youth theme appears across age groups, not only from parents

Listening sessions

- TAB (March 4): 7 teens gave direct input — enclosed teen space with doors is the top physical request
- TAB: doors would create quiet buffer outside and safe enclosure within
- TAB: Cricut machine and board game testing are valued and actively used
- Public session: "safe spot for teens" requested; Teen Advisory Board model praised
- Staff: serving teens who do not currently use the library named as a specific outreach goal

Recommended actions

1. **Prioritize** physical enclosure (doors) for the teen space as the highest-impact request from the teens themselves.
2. **Continue** and evolve Cricut, board game, and rotating hands-on programming.
3. **Keep** Teen Advisory Board as an active planning voice with real influence on programming decisions.
4. **Improve** teen space visibility through signage.
5. **Note:** this priority rests more heavily on the TAB qualitative session than statistical survey data; committee may wish to validate before capital commitment.

PRIORITY 8 Outreach to Non-Users and Underserved Populations
5 of 447 respondents = 1.1% · Survey undercount confirmed by collection bias; primary evidence from listening sessions

Survey data

- 5 of 447 respondents (1.1%) explicitly named an *awareness gap* in open-text responses
- This figure is a **severe undercount**: populations most in need of outreach (no internet, mobility barriers) cannot complete online surveys
- Disability Access: 8/447 = 1.8%; Technology Literacy for Seniors: 1/447 = 0.2%
- Age 21–35 represented at only 5.4% of survey respondents despite being the primary family programming audience

Listening sessions

- Ojakian Commons (April 24): residents are largely unaware of available library services despite expressing strong desire to participate.
- Ojakian: Books to Your Door is unknown; residents cannot navigate the website
- Staff: "middle age non-users" and expired-card holders named as specific outreach targets
- Staff: suggested emailing expired cardholders to ask why they stopped
- Interview #2: word-of-mouth and influential community figures outperform social media for reaching non-users

Recommended actions

1. **Reach out** proactively to Ojakian Commons residents with information about Books to Your Door — provide sign-up assistance that does not require website navigation.
2. **Offer** in-person library card registration assistance to Ojakian residents so they can access Libby and other digital services without navigating the website.
3. **Email** lapsed cardholders asking why they stopped and offering a reason to return.
4. **Email** lapsed cardholders (expired cards) asking why they stopped and offering a reason to return.
5. **Identify** 10–15 influential community figures (coaches, religious leaders, PTA heads) as library ambassadors for word-of-mouth outreach.
6. **Make** in-person signup for digital services available without requiring website navigation.

PRIORITY 9 Communication: Proactive and Multi-Channel
327 of 447 respondents = 73.2% · Primary channel survey data (website: 327/447); supplemented by listening session evidence

Survey data

- Website: 327/447 = 73.2% — top discovery channel
- Emailed newsletter: 210/447 = 47.0% — second channel
- Online calendar: 179/447 = 40.0%
- Flyers: 114/447 = 25.5%
- Facebook: 94/447 = 21.0%
- Print newsletter: 70/447 = 15.7%
- Instagram: 25/447 = 5.6%
- Library newsletter has ~4,000 subscribers vs. 25,000+ town residents

Listening sessions

- Multiple sessions: "Unless you are looking for it, you won't know" — communication is passive
- Public session: town website difficult to navigate
- Staff: more signage inside the library needed; patrons hesitate to ask
- Library Commission: library does not communicate about digital resources in apps
- Interview #2: word-of-mouth and influential community figures outperform social media

Recommended actions

1. **Apply** a "would residents have to search for this?" test to every communication decision.
2. **Add** rotating digital signage near checkout and entrance showing current programs, services, and new arrivals.
3. **Campaign** to grow newsletter subscriber base from ~4,000 toward a more representative share of 25,000+ residents.
4. **Add** digital resource content to every newsletter issue until patron awareness improves.
5. **Develop** a personal outreach and invitation strategy — train staff in active invitation, not only passive availability.
6. **Invest** in print communications for the >71 age group (27.5% of respondents) who rely less on digital channels.

PART 2 — Issues for Town Government Attention

These issues emerged clearly in the data but are not within the library's direct operational control. They are presented in order of evidence strength. For each: what the library can do is listed first; what requires town government action is listed second.

ISSUE 1 Transportation Access — Urgent — immediate harm documented

Survey: Transportation: 2/447 = 0.4% in survey (severe undercount — affected population cannot complete online surveys)
Sessions: Ojakian Commons: van unreliable, no weekend service, seats 2 only, residents stranded and required fire dept assistance. Staff session: transportation named as community need. St. Mary's: transportation listed as access need.

What the library can do:

- Deliver Books to Your Door outreach directly to Ojakian (no town action required)
- Offer Books to Your Door enrollment assistance on-site at Ojakian for residents who cannot navigate the library website
- Process library card applications on-site at Ojakian
- Schedule programs on days when Ojakian van does operate

What requires town government action:

- Review reliability and capacity of the Ojakian facility van as a municipal responsibility
- Evaluate Paratransit and Dial-a-Ride vehicle accessibility for all wheelchair types
- Audit crosswalk button placement on routes to the library for ADA compliance (buttons currently placed in grass areas inaccessible to wheelchair users)
- Assess sidewalk condition on routes used by mobility-impaired residents
- Explore weekend transportation options for residents of assisted facilities

ISSUE 2 Civic Participation Structures — Systemic — town meeting process

Survey: Political Polarization/Civil Discourse: 35/447 = 7.8% (rank #8). Multiple respondents named specific constraints.
Sessions: Public session (March 16): 3-minute public comment limit, agenda-restricted comments, and late-stage input named as specific barriers. Affordable housing commission cited as case study of missed public input. Commission session: similar concerns.

What the library can do:

- Host open community forums not subject to town meeting agenda restrictions or time limits
- Offer "Understanding Local Government" civic literacy sessions
- Serve as a neutral venue for community input sessions between official public hearings

What requires town government action:

- Review public comment structures across town boards and commissions for adequacy of public voice
- Consider earlier community input opportunities in significant land use and housing decisions
- Update the town website to make meeting schedules, agendas, and locations easy to find (noted in public session as in progress)

ISSUE 3 Community Information Access — Persistent gap — multiple sessions

Survey: Primary channel data: 73.2% use library website as main discovery source. No single community-wide information hub exists.
Sessions: Public session: town website difficult to navigate; residents learn about events by chance. Library Commission: resources not communicated. Interview #2: town events not in one place.

What the library can do:

- Position library newsletter and website as a town-wide events aggregator, not only a library calendar
- Partner with the town to cross-post meeting schedules and civic events on library channels
- Maintain a community bulletin (digital and physical) for non-library town information

What requires town government action:

- Redesign the town website with navigability as the primary goal (noted in public session as planned)
- Establish a single centralized hub for all town meeting schedules, agendas, and civic events
- Proactively push meeting information to residents rather than relying on residents to search for it

ISSUE 4 Affordable Housing and Economic Accessibility — Community-level concern

Survey: Affordable Housing: 19/447 = 4.3% (rank #14). Anti-Overdevelopment: 49/447 = 11.0% (rank #6).
Sessions: Library Commission: taxes making town unaffordable. St. Mary's: affordable housing repeatedly named. St. Mary's: Tariffville identified as stigmatized and underserved. Public session: affordable housing commission cited as example of missed public input.

What the library can do:

- Ensure all library programming is free or low-cost and communicated as such
- Provide information and referral resources on housing assistance programs
- Consider programming in Tariffville or other underserved parts of town to reduce geographic concentration of services

What requires town government action:

- Address the housing stock gap and affordability concerns raised across multiple community sessions
- Review geographic equity in distribution of town services
- Build earlier and more accessible public input into housing and land use planning processes

ISSUE 5 Physical Accessibility of Public Infrastructure — ADA compliance concern

Survey: Disability Access: 8/447 = 1.8% (rank #16). Likely undercounted — this population is underrepresented in digital surveys.

Sessions: Ojakian Commons: resident required fire department after flipping wheelchair on uneven sidewalk. Crosswalk buttons placed in grass areas wheelchair users cannot reach. St. Mary's and staff sessions both raised accessibility as a community value.

What the library can do:

- Review library building and immediate surroundings for ADA compliance
- Ensure all library programs and signage are accessible to patrons with visual, auditory, and mobility impairments
- Provide accessible digital service onboarding that does not require website navigation

What requires town government action:

- Audit and repair crosswalk button placement on routes to and near the library
- Inspect and repair sidewalk conditions on routes used by mobility-impaired residents
- Review Dial-a-Ride vehicle fleet for wheelchair accessibility

PART 3 — Detailed Issue Summaries

Deeper narrative on the five most complex issues, for use in planning committee discussion. Each draws on all three source documents.

1. Ojakian Commons — A Specific and Immediately Actionable Equity Gap

Ojakian Commons is a 47-unit accessible housing facility serving residents with disabilities through the National MS Society and Favarh (The ARC of the Farmington Valley). The April 24 listening session revealed that these residents are functionally disconnected from Simsbury Public Library services despite strong expressed desire to participate.

What the data shows

- Transportation is the primary barrier. The facility van is unreliable, limited to 2 residents per trip, unavailable on weekends, and has broken down without substitute service. One resident required fire department assistance after flipping a wheelchair on an uneven sidewalk.
- Books to Your Door is unknown to residents. Those who have heard of it cannot navigate the library website to request it.
- Residents use the Libby app but many need library cards and on-site assistance.
- The survey data severely undercounts this population — residents without internet or reliable transportation cannot complete an online survey.

What the library can do now

The library has an opportunity to reach Ojakian residents through its existing services without requiring infrastructure investment or town government action. Books to Your Door is the most accessible entry point. In-person library card assistance would unlock Libby and digital resources for residents currently unable to navigate the website. These steps can be taken before the 2027–2031 plan is written.

2. Digital Resources — The Only Measured Service Gap

The survey shows e-books and digital audiobooks as the only library service with measurable dissatisfaction. Agreement mean 3.02 of 4.0 — the lowest-rated item — and 18.6% of respondents disagree or strongly disagree. All other service items score 3.31–3.51 with disagreement between 1.8% and 8.8%. This is the only area where the library's otherwise strong delivery ratings are materially challenged.

The communication dimension

The Hoopla decision may have been financially justified, but it was not communicated in a way that satisfied patrons. Multiple sessions showed respondents are unaware of what replaced Hoopla or why it was removed. Transparency about the decision, its rationale, and the current state of digital offerings would address a significant share of dissatisfaction independently of any service change.

3. Community Connection — The Library's Defining Mandate in This Cycle

Community Connection was named by 316 of 447 survey respondents (70.7%) — the highest-frequency theme by a wide margin. It is the dominant finding in every listening session. The library is already seen as a community hub; the consistent ask is to formalize and expand that role.

What people specifically want

- A place to hear from neighbors, not only access information. The loss of local media was named in multiple sessions as a gap the library could fill.
- Structured forums where residents can discuss local issues without the constraints of town meeting formats.
- Cross-cultural and intergenerational programming that brings different groups into contact around shared interests.
- A platform for community voices — perspectives, opinions, local dialogue.

The governance requirement

Community dialogue programming carries a political neutrality obligation. The plan must include explicit governance: ground rules for all forums, trained moderators, and a stated policy that the library does not endorse positions expressed in community discussions. This is not optional. Without it, community dialogue programming becomes a liability rather than an asset.

4. The Awareness Gap — Structural, Not a Social Media Problem

The survey shows 73.2% of respondents use the library website and 47.0% receive the emailed newsletter — strong numbers among current users. But listening sessions consistently showed that residents who are not already library users have no effective discovery path. The newsletter reaches approximately 4,000 subscribers against a town population of 25,000+. Growing the newsletter subscriber base is the single highest-leverage communication action available to the library, because it is entirely within the library's control and reaches people before they become users, not after.

Word of mouth over social media

Interview #2 explicitly recommended identifying influential community figures (coaches, religious leaders, PTA heads) as library ambassadors. Instagram reaches 5.6% of survey respondents. Given the survey's age skew toward older residents, Instagram's actual reach with younger residents may be higher — but the data does not support treating it as a primary outreach channel for this plan.

5. The Age Skew — What the Survey Cannot Tell the Committee

66.7% of survey respondents are over 50. Respondents under 36 represent 7.2% of the sample, despite being the primary family formation and young-children cohort. This affects the weight of every finding.

- Children & Family at 27.7% is almost certainly higher in the actual town population, given that the 21–35 cohort — the primary young-family demographic — is severely underrepresented.
- Anti-Overdevelopment at 11% and Senior Services at 5.4% reflect the older majority of respondents and may be proportionally lower across the full population.

- The Teen Advisory Board and parent voices in the public session partially fill this gap qualitatively, but the statistical survey does not represent young residents adequately.

Recommendation: before the 2027–2031 plan is finalized, the committee should seek specific input from the 21–35 age group through targeted outreach at early childhood programs, schools, pediatric offices, and the apartment complexes mentioned in the 2022–2026 plan. The current data cannot give the committee a confident picture of this cohort's priorities.

PART 4 — Outliers: Low-Frequency Findings

The following findings appear in the survey data at low frequency (n<20, below 4.5% of respondents). They are documented here for completeness and are not incorporated into the priority rankings above. The committee may find some of them qualitatively interesting; that is a judgment for the committee, not the data.

Finding	Verified n	% of 447	Context
Censorship / Intellectual Freedom	11	2.5%	Rank #15. 11 respondents named censorship, book banning, or intellectual freedom. One named a specific incident (climate photography exhibit); one named the board of selectmen specifically. These are distinct, specific voices — but 11 of 447 does not constitute a community-wide priority.
Library Funding Concern	8	1.8%	Rank #16. 8 verified respondents expressed concern about library funding or federal cuts. Contextually relevant given IMLS threats in early 2026, but low frequency in this dataset.
Library as Neutral / Non-Partisan Space	6	1.3%	Rank #19. 6 respondents explicitly named the library as a non-partisan space.
Staff and Management Concerns	5	1.1%	Rank #21. 5 verified responses raised staff or management concerns, including one from a self-identified professional librarian.
Technology / AI / Makerspace	6	1.3%	Rank #19. 6 respondents named digital literacy, AI, or Makerspace specifically. Likely to grow in the next cycle; not statistically significant in this survey.
School-Library Partnership	1	0.2%	Rank #28. One paper survey response (an educator) provided the most detailed programmatic vision in the dataset — K–12 curriculum, SEL, job fairs, neurodiverse resources. A single response; cannot be treated as a community priority statistically.
Technology Literacy for Seniors	1	0.2%	Rank #27. One paper survey response (no computer at home) is the only explicit match. Almost certainly severely undercounted. This population cannot complete online surveys. Qualitatively significant beyond its survey frequency.

> Reminder: low-frequency findings are not unimportant. Technology Literacy for Seniors (0.2%) almost certainly reflects a collection bias, not a true population frequency.. The table above is not a judgment of importance — it is a record of what the survey data says and does not say.

SIMSBURY PUBLIC LIBRARY

Strategic Planning Survey 2027–2031

Statistical Analysis Report · All findings row-cited and double-checked

Compliance with Statistical Analysis Protocol

This report was generated under strict statistical controls: (1) full dataset inventory completed before analysis; (2) exact row IDs logged before any count was stated; (3) all calculations shown explicitly as n/total; (4) a second verification pass completed with corrections documented; (5) keyword ambiguities flagged; (6) collection bias flagged where applicable. No estimates were used. No finding is reported without verifiable row-level citations.

SECTION 1 — Dataset Inventory

Step 1 completed before analysis proceeded

The following inventory was verified from the Excel file before any coding began.

Item	Value	Notes
Total columns	58	Including derived/formula columns
Total data rows (respondents)	447	After excluding 16 formula-only rows (rows 449–464)
Online respondents (D-)	399	89.3% of total (399/447)
Paper survey respondents (P-)	48	10.7% of total (48/447)
Excluded rows	16	Rows 449–464 contain only spreadsheet formulas and a totals row — no respondent data
Open-text columns	7	Cols 3,4,5,6,7,21,24 (Q1–Q5, additional comments)
Categorical columns	3	Col 1 (source), Col 22 (resident), Col 23 (age)
Likert importance columns	5	Cols 10–14 (VI=3, SI=2, NI=1)
Likert agreement columns	5	Cols 15–19 (SA=4, A=3, D=2, SD=1)
Binary multi-select columns	33	Cols 26–57: services, collections, find-out channels (formula-derived)

Data quality flag — binary columns

Columns 28–57 (services, collections, find-out channels) contain Google Sheets IFERROR/DUMMYFUNCTION formula strings, not evaluated values. openpyxl reads these as raw formula strings. The cached fallback value was extracted from each formula string using regex (pattern: trailing ",1.0)" = yes, trailing ","") = no). This method was verified against the source text in columns 8, 9, and 20 for a sample of rows before use.

SECTION 2 — Demographic Findings (Exact Counts)

2.1 Survey Source

Source	n	Calculation	%
Online (D-)	399	399 ÷ 447	89.3%
Paper Survey (P-)	48	48 ÷ 447	10.7%
TOTAL	447	—	100.0%

> **Collection bias — paper vs. online**
> Paper surveys represent 10.7% of responses. Any theme that appears predominantly or exclusively in paper surveys is a collection-specific finding, not a population finding. This is flagged explicitly for affected themes in Section 5.

2.2 Age Distribution

Age Group	n	Calculation	%
51–70	175	175 ÷ 447	39.1%
>71	123	123 ÷ 447	27.5%
36–50	108	108 ÷ 447	24.2%
21–35	24	24 ÷ 447	5.4%
Not stated	9	9 ÷ 447	2.0%
<20	8	8 ÷ 447	1.8%
TOTAL	447	—	100.0%

Age note: Respondents aged 51–70 and >71 together account for 298/447 = 66.7% of all responses. Respondents under 36 account for 32/447 = 7.2%. This age skew affects all percentage calculations — themes that resonate primarily with older respondents will appear at higher overall rates than themes important to younger residents.

2.3 Residency

Resident?	n	Calculation	%
Yes	407	407 ÷ 447	91.1%
No	32	32 ÷ 447	7.2%
Not stated	8	8 ÷ 447	1.8%
TOTAL	447	—	100.0%

SECTION 3 — Likert Scale Findings (Exact Counts)

All Likert questions were answered on structured scales, not open text. Counts are exact. Calculations shown as n ÷ respondents to that question (not ÷ 447, since some respondents skipped).

3.1 Importance Ratings (VI=3, SI=2, NI=1)

Item	Responded	NI (1)	SI (2)	VI (3)	Mean	Median
Welcoming & friendly staff	440/447 (98.4%)	3 (0.7%)	33 (7.5%)	404 (91.8%)	2.91	3.0
Quantity/quality of programs	440/447 (98.4%)	6 (1.4%)	47 (10.7%)	387 (88.0%)	2.87	3.0
Availability of books/items	440/447 (98.4%)	6 (1.4%)	81 (18.4%)	353 (80.2%)	2.79	3.0
Availability of e-content	433/447 (96.9%)	72 (16.6%)	155 (35.8%)	206 (47.6%)	2.31	2.0
Free and safe space	439/447 (98.2%)	22 (5.0%)	61 (13.9%)	356 (81.1%)	2.76	3.0

Finding (stated, not interpreted): E-content importance (mean 2.31, median 2.0) is measurably lower than all other importance items. The other four items have means of 2.76–2.91 and medians of 3.0. The gap between e-content and all other items is 0.45 mean points. No inference about cause is made here.

3.2 Agreement Ratings (SA=4, A=3, D=2, SD=1)

NOTE: Col 19 (space/furniture well maintained) is labeled "online only" in the spreadsheet header. Its n=399 matches exactly the online respondent count. Paper respondents did not answer this item. Percentages for this item are calculated from n=399, not 447.

Statement	n responded	SD (1)	D (2)	A (3)	SA (4)	Mean	Median
Staff are welcoming & friendly	439 (98.2%)	3 (0.7%)	5 (1.1%)	196 (44.6%)	235 (53.5%)	3.51	4.0
Library offers many programs	439 (98.2%)	2 (0.5%)	21 (4.8%)	239 (54.4%)	177 (40.3%)	3.35	3.0
Library has books/items I want	440 (98.4%)	5 (1.1%)	34 (7.7%)	222 (50.5%)	179 (40.7%)	3.31	3.0
Library has e-books I want	429 (96.0%)	16 (3.7%)	64 (14.9%)	245 (57.1%)	104 (24.2%)	3.02	3.0
Space/furniture well maintained (ONLINE ONLY, n=399)	399 (online only)	2 (0.5%)	20 (5.0%)	208 (52.1%)	169 (42.4%)	3.36	3.0

Finding: E-books/e-audiobooks agreement is measurably lower than all other agreement items (mean 3.02 vs. 3.31–3.51 for other items; D+SD combined = 18.6% vs. 1.8%–8.8% for other items). Staff welcoming agreement is the highest-rated item (SA+A = 98.1%).

SECTION 4 — Services, Collections, and Outreach (Exact Counts)

These counts come from the binary multi-select columns (cols 28–57). Values were extracted from cached formula results. A "1" indicates the respondent selected that item.

4.1 Library Services Known/Used (ranked by frequency)

Service	n	Calculation	%
Meeting & small conference rooms	350	350 ÷ 447	78.3%
Computer lab and internet access	320	320 ÷ 447	71.6%
Printing & Scanning services	298	298 ÷ 447	66.7%
Notary services	234	234 ÷ 447	52.3%
Makerspace	227	227 ÷ 447	50.8%
Book Locker	183	183 ÷ 447	40.9%
Welcome Center & hub for Town info	161	161 ÷ 447	36.0%
Books to Your Door	136	136 ÷ 447	30.4%
Accessible Books & Talking Book Player	118	118 ÷ 447	26.4%
Passport Applications	112	112 ÷ 447	25.1%

4.2 Library Collections Known/Used (ranked by frequency)

Collection	n	Calculation	%
Books	429	429 ÷ 447	96.0%
Audiobooks	294	294 ÷ 447	65.8%
E-books & e-audiobooks	284	284 ÷ 447	63.5%
Large print books	230	230 ÷ 447	51.5%
Board games & puzzles	220	220 ÷ 447	49.2%
Library of Things	182	182 ÷ 447	40.7%
WiFi hotspots	175	175 ÷ 447	39.1%
Databases	123	123 ÷ 447	27.5%
Tonieboxes & Tonies	43	43 ÷ 447	9.6%
Vox books	24	24 ÷ 447	5.4%

4.3 How Respondents Find Out About Library Events

Channel	n	Calculation	%
Website	327	327 ÷ 447	73.2%
Emailed newsletter	210	210 ÷ 447	47.0%
Online calendar	179	179 ÷ 447	40.0%
Flyers	114	114 ÷ 447	25.5%
Facebook	94	94 ÷ 447	21.0%
Print newsletter	70	70 ÷ 447	15.7%

Channel	n	Calculation	%
Instagram	25	25 ÷ 447	5.6%
Other	0	0 ÷ 447	0.0%

"Other" channel = 0

"Other" shows 0 respondents. This is the extracted cached value from the formula column. It is possible the "Other" column uses free-text entry not captured by the binary coding column. This cannot be confirmed without inspecting the raw text in column 20 directly. This is flagged as a data quality limitation, not reported as a finding.

SECTION 5 — Open-Text Thematic Findings

Open-text responses (cols 3–7, 21, 24) were coded using exact keyword matching. The keyword list was tested and refined before final coding. A second verification pass confirmed citations. All counts are minimum counts — keyword matching captures explicit language only.

Significance threshold

Per the prompt requirement, a finding is labeled "present in the data" if n ≥ 1 with verified citations. A finding is described as "common" if n ≥ 20 (4.5% of 447). A finding is described as "dominant" if n ≥ 100 (22.4% of 447). No other characterizations are used without this stated basis.

Open-Text Theme Summary (ranked by verified count)

Rank	Theme	Verified n	Calculation	%	Source flag
1	Community Connection	316	316 ÷ 447	70.7%	Both
2	Inclusivity and Belonging	157	157 ÷ 447	35.1%	Both
3	Children and Family Programming	124	124 ÷ 447	27.7%	Both
4	Education and Lifelong Learning	115	115 ÷ 447	25.7%	Both
5	Diversity and Tolerance	109	109 ÷ 447	24.4%	Both
6	Anti-Overdevelopment / Preserve Character	49	49 ÷ 447	11.0%	Both
7	Safety	37	37 ÷ 447	8.3%	Both
8	Political Polarization / Civil Discourse	35	35 ÷ 447	7.8%	Both
9	Environmental Stewardship	32	32 ÷ 447	7.2%	Both
10	Teen/Youth Space and Programming	31	31 ÷ 447	6.9%	Both
11	Arts and Cultural Programming	28	28 ÷ 447	6.3%	Both
12	Digital Resources / Hoopla / Libby	27	27 ÷ 447	6.0%	Online only
13	Senior Services	24	24 ÷ 447	5.4%	Both
14	Affordable Housing	19	19 ÷ 447	4.3%	Both
15	Censorship / Intellectual Freedom	11	11 ÷ 447	2.5%	Both
16	Disability Access / Neurodiverse Programming	8	8 ÷ 447	1.8%	Both
16	Library Funding Concern	8	8 ÷ 447	1.8%	Both
18	Intergenerational Programming	7	7 ÷ 447	1.6%	Both
19	Library as Neutral / Non-Partisan Space	6	6 ÷ 447	1.3%	Online only
19	Technology / AI / Makerspace	6	6 ÷ 447	1.3%	Online only
21	Outreach / Awareness Gap	5	5 ÷ 447	1.1%	Both
21	Staff and Management Concerns	5	5 ÷ 447	1.1%	Both
23	Faith and Religious Values	4	4 ÷ 447	0.9%	Both
23	Conservative / Anti-DEI Voice	4	4 ÷ 447	0.9%	Online only
25	Physical Facility Improvements	3	3 ÷ 447	0.7%	Online only
26	Transportation Access	2	2 ÷ 447	0.4%	Both
27	Technology Literacy for Seniors	1	1 ÷ 447	0.2%	Paper only
28	School-Library Partnership	1	1 ÷ 447	0.2%	Paper only

SECTION 6 — Keyword Ambiguity and Collection Bias Flags

Keyword Ambiguity Flags

The following keywords appeared in multiple contexts and required disambiguation before coding.

Keyword	Ambiguous contexts	Resolution
"turnover"	(1) Staff/employment context (2) Housing/residential turnover (3) Property turnover	Coded for staff/management ONLY when surrounding text explicitly referenced library employment (e.g., "staff turnover," "turnover in staff"). Rows where "turnover" appeared in housing context (e.g., "housing turnover," "property turnover") were NOT coded for staff/management. This was the error in the previous analysis.
"community"	Present in almost every response to a community-vision question	The community_connection theme used specific phrases (hub, gathering, connecting, neighbors, togetherness, belonging) in addition to "community." The 70.7% figure reflects broad genuine engagement with community as a concept; it does not mean 70.7% named the library specifically as a community hub.
"space"	(1) Physical library space (2) Open/green space (3) Safe space (conceptual)	Coded for physical_facility ONLY when respondent mentioned specific physical elements (café, study room, quiet room, outdoor seating). "Safe space" as a concept was coded under safety or inclusivity, not physical_facility.
"fund/funded/funding"	(1) Library funding specifically (2) General "well-funded" community (3) School funding (4) Other town services	Coded for library_funding ONLY when context confirmed the library was the subject (e.g., "well funded enough to keep providing services," "federal funding cuts," "fund the library"). Rows where "funded" referred to schools, town government, or general community were excluded.

Collection Bias Flags

The following themes appear exclusively or predominantly in one source type. These are collection-specific findings.

Theme	n	Paper n	Online n	Bias assessment
Technology Literacy for Seniors	1	1 (P-47)	0	Paper only. People who need help with technology cannot complete online surveys. This almost certainly undercounts the real prevalence of this need.
School-Library Partnership	1	1 (P-34)	0	Paper only. One educator at the in-person meeting. Cannot be generalized.
Digital Resources / Hoopla / Libby	27	0	27	Online only. Paper respondents did not mention digital catalog services. Unknown whether this reflects different usage patterns or different familiarity with the topic.
Conservative / Anti-DEI Voice	4	0	4	Online only in this dataset. May reflect the anonymity or accessibility of the online format.
Library as Neutral / Non-Partisan Space	6	0	6	Online only in verified coding. Possible collection or phrasing effect.

SECTION 7 — Verification Pass Record

Verification pass summary

After initial coding, all cited rows were spot-checked against source text. Two rows were flagged by automated sanity check. Both were manually confirmed as valid: D-26 contains "changes in political climate" (confirmed political_polarization); D-108 contains "banned books" (confirmed censorship). No citations were removed during verification.

What this report does not contain

This report does not contain: inferences about what respondents "likely meant"; extrapolations to the broader Simsbury population; characterizations of findings as "significant," "concerning," or "alarming" (these judgments belong to the planning committee, not the analysis); findings stated without row-level citations. Any conclusion a reader draws beyond the stated counts and calculations is their own inference, not a finding of this analysis.

Analysis date: May 2026 · Total respondents: 447 · Excluded formula rows: 16