Orion Township Public Library Learning Report

Submitted by Amanda E. Standerfer, MA, MLIS; Laura Huddleston, MLIS; Kristin Traniello, MLIS; Stuart Fraser, MLIS

Executive Summary

The Orion Township Public Library (OTPL) launched a strategic planning process in January 2023. As part of the process, the library devoted a significant amount of time listening to community needs and interests to inform and guide the process. This report represents a summary of the data gathered directly and indirectly using various tools and methods from the community and the library's Board of Directors and staff during this phase of the process. Sections in the report include:

- Summaries of an environmental scan exercise and SOAR analysis (strengths, opportunities, aspirations, and results) that Board and staff members participated in,
- Summary and analysis of findings from a community survey,
- Summary and analysis of findings from a Board and staff survey,
- Highlights from focus groups and interviews, and
- A review of other community organizations and strategic plans.[1]

Library Statistics
Due to the effects of the COVID-19 pandemic, some library usage statistics dropped in 2020 but began to increase in 2021 and throughout 2022. While total circulation dropped nearly 34% in 2020 from a high of 500,001 in 2019, circulation recovered and surpassed the 2019 high with a 2022 total of 531,127. Patron visits to the library building decreased significantly during the pandemic, with a decrease of 79% during 2020. Visits increased moderately in 2021 to 64,801 and increased more in 2022 to 111,794 visits; however, 2022 patron visits remained 38% below 2019's pre-pandemic visitor count of 180,136.

Like circulation, program attendance recovered well in 2022 after a decrease in 2020 and slight increase in 2021. The 2022 attendance of 24,399 participants exceeded the pre-pandemic 2019 level of 22,901 and was just 12% below the five-year high attendance rate from 2018. Wi-Fi use showed a similar pattern, recovering near 2019 levels but remaining below a five-year high from 2018; however, computer use in 2022, while higher than 2020 and 2021, remained 57% below the 2019 level at 8,197 uses. Website visits were at their lowest in 2022, at 198,176 visits, after consistently coming in over 200,000 visits each of the previous four years including a high of 278,982 visits in 2019.

Community Demographics
Between 2010 and 2021, the population of Orion Township increased 8.7%. Median household income in 2021 was 63% higher than the state average, and the 2021 poverty rate in Orion Township (4.2%) decreased slightly from 2010 (6.9%) and was lower than Michigan's 2021 rate of 13.3%.

2021 demographics show an increase in non-white residents in Orion Township since 2010 indicating small increases in Hispanic and Asian populations and the population of those of two or more races. The combined percentage of Orion Township residents speaking Spanish (2.9%), Other Indo-European

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[1] Demographic and Library Data can be found in a separate report, but is summarized in the Executive Summary.

languages (2.9%), Asian/Pacific Islander languages (2.5%), and other languages (1.0%) totals 9.3% of the population; however, the percentage of those speaking English "less than very well" is only 1.9%.

Orion Township's higher education rates are higher than state and national rates, and the percent of residents with less than a high school degree (3.7%) is lower than the state rate of 8.4%. The rate of those living with disabilities increased in most categories between 2010 and 2021, with the highest rates in ambulatory difficulties (4.3%) and independent living difficulties (4.3%).

Environmental Scan and SOAR Analyses
In April 2023, the library's staff and Board members identified numerous political, economic, social, technology, legal, and library sector issues that could potentially impact the future of the Orion Township Public Library. Staff indicated political factors such as growing divisiveness and polarization alongside economic concerns of inflation and recession. Growing concerns about book challenges were noted as well as the rise in proliferation of misinformation. The need to consider mental health concerns and different types of equity and inclusion were discussed as were social factors including concerns of growing isolation and the reality of the library competing against many other things for people's attention.

Considering technology factors such as patrons' needs for tech instruction and continued changes to tech offerings and accessibility, participants recognized the changing ways that patrons use the library because of technology and the need to prioritize and maintain flexibility in tech offerings. Legal concerns included issues of censorship, intellectual freedom, and privacy concerns. Finally, participants felt the library sector boasts exciting new trends in balancing digital and physical collections, expansion of non-traditional services such as makerspaces, and exploring ways to expand services outside the doors of the library.

The staff and Board members also identified strengths, opportunities, aspirations, and results (SOAR). Current strengths included professional and friendly customer service, variety in programming and collections, and strong community relationships. Staff and Board members mentioned opportunities for, among other things, increased services to seniors and those with disabilities, expanded outreach to teens and young adults, increased recognition of staff, and several suggestions for updates to the building and spaces. Participants noted their aspirations to have a greater cardholder percentage in the community as well as expanded awareness of what the library offers. Results included hopes to increase overall community connections as well as usage statistics while seeing the library receive more donations and being thought of as a "top-five destination" for entertainment in the community.

Community Survey
A total of 1,610 individuals completed a community survey in March and April 2023 representing over 4% of the library's service area population. 42.81% of survey respondents were under age 20, and the notable differences in the survey responses from this age group are indicated throughout the survey analysis. Overall, respondents are satisfied with the library, particularly with the library's customer service which rated most highly overall. Respondents highly value physical materials, getting help from staff, using the library to work and study, and accessing digital materials, with different age groups finding a differing level of value in each of these items.

Looking to the future, respondents in all age groups indicated their highest interest for the future of the library is print books. Respondents indicated high interest in an added café space within the library as well as more use of the library's outdoor spaces. The survey provided the opportunity for respondents to share many suggestions for new programs, collections, and services that they would like to see

offered through the library. Respondents also shared current community needs and ways they library might help meet these needs.

Board and Staff Survey

Six Board members and 37 staff members completed a survey in April to gather additional input. Board and staff are proud of the library's customer service, dedicated staff, and overall teamwork as well as the variety of programming and community outreach the library performs. Respondents indicated attracting more patrons, increasing community awareness and engagement, and wages are the most important aspects for the library to consider for the future. Respondents shared a wide variety of suggestions including, but not limited to: making updates to or expansion of the library's current building, increasing overall community outreach and marketing of the library to targeted audiences, and investing in staff through increased wages and professional development to aid in retention. Staff and Board members hope the library can help address community needs such as technology access and support; modernized, comfortable, and accessible library spaces for gathering and working; and programming that encourages social opportunities to help combat isolation.

Focus Group Summaries

In April 2023, 44 community members participated in focus groups and interviews to gather additional input for the planning process. Discussions centered around the strengths and opportunities for the Orion Township Public Library as a family-friendly part of the community that offers enrichment and learning opportunities for all ages. Participants described the library as welcoming, fun, and busy. They also noted that library staff is "always taking the extra step" and the library is "beyond your expectations."

Participants had many positive comments about the library and its role in the community as a strong partner with the schools, parks, and other local organizations. They also provided suggestions for expanded programming, outreach to audiences such as new residents and non-readers, and the possibility of a full-size bookmobile. Updates to the library building were also suggested including added community meeting space along with commercial kitchen access and more outdoor areas like the reading garden. Overall, participants were incredibly supportive of the library and consider it to be a vital part of their growing community.

Nine teens also gathered for an in-person focus group at the library in April. The teens shared several suggestions about new programs and services the library could add as well as ideas about the teen space and how the library can best communicate with this demographic.

Review of Community Organizations and Strategic Plans

Organizations in Orion Township provide ample opportunities for partnerships which allow the library to contribute its expertise and position within the community as a provider of information and enrichment opportunities. Current and future partnerships with organizations such as schools, healthcare organizations, and recreation outlets strengthen the relationship between the library and the community.

A review of the 2022 Community Health Assessment shows what health needs are greatest in the area and how the library might provide information and programs to address these needs. School district demographics provide a more nuanced view of the school age population and future residents of the area, and census data shows how local workforce habits have changed. Population projections indicate

likely steady community growth in coming decades which could indicate the library will need to expand services and facilities in order to meet the needs of a larger community.

Overall Themes and Considerations

- Focus group, interview, and survey participants indicated the library's customer service and helpful staff are highly valued.
- Community feedback and staff/Board input indicated the need for expanded meeting/gathering spaces, updated indoor and outdoor library spaces, and potential for added outreach in locations outside the library.
- Community survey feedback showed that traditional library services such as print books and getting help from staff are highly valued both currently and for the future of the library.
- Opportunities exist for expanded marketing leading to greater awareness of library services in the community, particularly with specific audiences and age groups.
- Young community members use the library differently and some lack awareness of all the library offers. A continued focus on relationship building with this demographic could help the library meet their needs and update future services to expand awareness and usage.
- Due to the township's large geography, the library service area has regions that may be better-served by a bookmobile or other outreach vehicle.
- Library services and facilities will continue to warrant expansion as Orion Township and the Village of Lake Orion are poised to grow in population and job prospects in the coming decades.

Introduction

The Orion Township Public Library serves a growing population of around 38,000 residents in Orion Township, Michigan. Founded in 1926, the library has occupied four buildings, and moved into its current location at 825 Joslyn Road, Lake Orion in 1989.

The library holds a total collection of around 275,000 items and offers patrons access to thousands more items through membership in The Library Network (TLN) and through access to MeLCat. Patrons also have access to digital offerings of eBooks, audiobooks, and a wide variety of streaming content through a variety of platforms. Orion Township Public Library boasts very high circulation statistics with total circulation exceeding 500,000 items in 2022. The library also hosts a wide variety of programs and events for all ages and had 24,399 participants in attendance in 2022. Patrons can utilize the library for local history and genealogy research as well as access to unique collections such as circulating technology equipment and bicycles.

Orion Township Public Library has an active Friends of the Library group who work to raise funds for and advocate for the library in the community, giving of their time and talents. The library is governed by a Board of Trustees of 6 elected members who oversee the library's strategic operations.

Board and Staff Environmental Scan

An environmental scan considers the broader context in which an organization exists and identifies key issues that potentially impact the future of the organization. To kick off the library's strategic planning process, elements of the environmental scan were identified during sessions with staff and library Board members in April 2023 and are summarized below.

Political	Economic	Social
- Political divisiveness and polarization - Book challenges and intellectual freedom concerns - Gun control - Racial, gender, and sexual equity and rights - Immigration - Shifting state political control 2024 election concerns - Proliferation of misinformation - War in Ukraine - Inability to compromise	- Concerns around future funding for tax supported bodies - Inflation - Housing values and costs - Recession concerns - Interest rates - Social security and Medicare sustainability - Banking crises - Poverty concerns - Student loan crisis - Work/life balance - End of extended COVID benefits - Income equality - Remote/hybrid work - Retirees on fixed incomes	- Mental health concerns - Transient populations - Homelessness - Decline of family connectivity - Loneliness and isolation - Increase in homeschoolers - Disability equity and awareness - Poverty - Lack of tech access - LGBTQ rights and gender fluidity - Diversity in library collections - Keeping teens engaged - Competing for people's attention - Growing ESL population

		Social con't • Gun control • COVID babies learning and social delays • Climate change • Local transportation needs • DEI policies and practices • Library staff as frontline government workers
Technology • Digital content – licensing vs. ownership and overall cost of digital resources, budgeting implications • Social media • TikTok • Chat GPT • AI • Virtual reality • Tech accessibility and disparities for various populations • Tech overload • Makerspace tech • Tech instruction for seniors • Cyber security concerns • Smart living devices • Streaming media • One-to-one tech in schools • Constantly changing • Electric cars and alternative energies • Basic services now require tech knowledge • Library role in validating sources • Changes to library jobs because of tech advances	**Legal** • Book bans • Privacy rights and concerns • Digital rights and lending considerations • Intellectual freedom concerns • Copyright • Gun reforms • Inclusion and diversity • Constitutional definition of "pornography" relative to book banning • HR issues • Liability • ADA accessibility in terms of facilities and spaces	**Library Sector** • Utilization of outdoor spaces and outdoor programming • Bookmobile • Summer food for kids • Food co-op location in the summer • Gender neutral restrooms • Commercial kitchen • Makerspace • Library of Things • Social services at the library • Drag queen storytimes • Engaging teens and young adults • Drive-up window • More off-site programming • Alternative name field on cards • Representation of multiple stakeholder voices • New and different expectations for librarians and what we do • Data-driven decision making • Fine free libraries • Increase and diversity staff training

Board and Staff SOAR Analysis

A SOAR analysis (strengths, opportunities, aspirations, and results) narrows the focus from an environmental scan to consider the organization specifically. This exercise helps identify potential directions to explore during the strategic planning process. SOAR elements were identified during sessions with staff and library Board members in April 2023 and are summarized below.

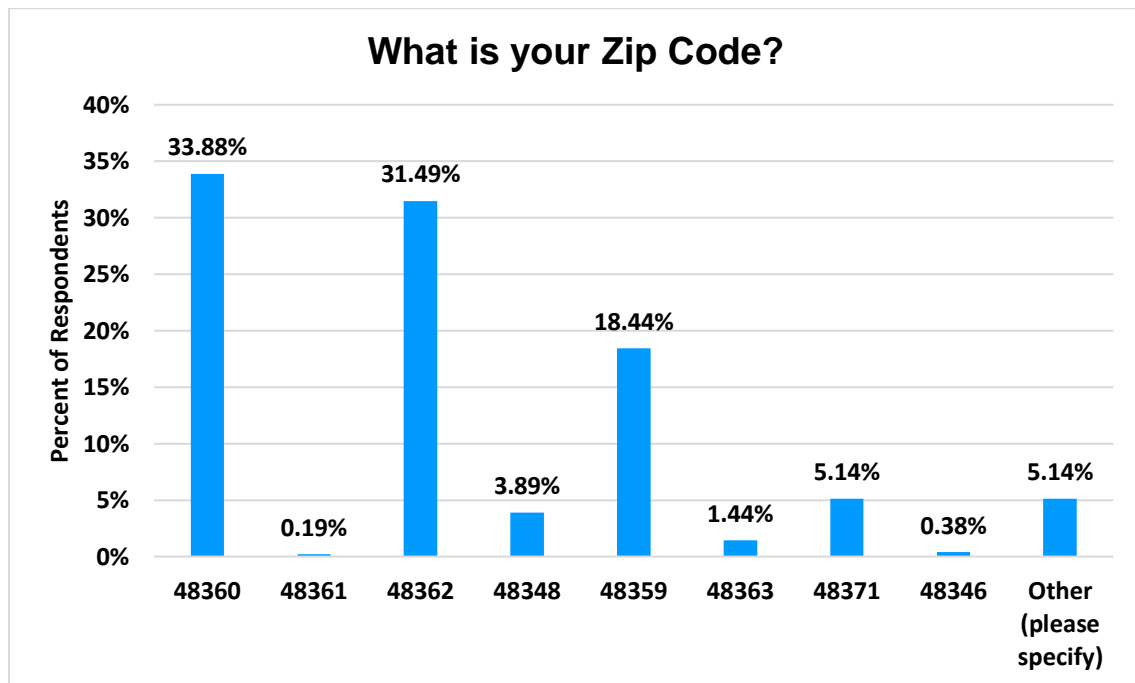| Strengths	Opportunities
• **Overall:** the community is appreciative of the library; strong funding; professional and friendly staff; consistently positive feedback from the public; good community relationships • **Services:** updated technology; one-on-one assistance; makerspace; flexible shifts during COVID; curbside pickup • **Programming:** book clubs; intergenerational programs; good children's and adults' programs; off-site programs • **Staffing:** friendly customer service; welcoming; know names and make relationships; proactive; staff longevity; encouraged to be creative and try new things; good maintenance staff; professional growth encouraged; inclusive; innovative; hard-working; collaborative; courteous; follow-through; responsive; engaging; good morale • **Collections:** wide variety; get new items out quickly; well-organized and shelved quickly; responsive to requests • **Outreach and partnerships:** Think Link with schools; parks; Orion Center; township; Friends of the Library; downtown story walk • **Spaces:** inviting building; beautiful outdoor spaces; clean; safe; trail access; flexible • **Board:** dedicated; good alignment	• **Services and Collections:** expand services for seniors and those with disabilities; bookmobile; move large print closer to entry; offer motorized scooter; increase overall usage/circulation/door counts; supports for small businesses • **Programming:** expand community-based programming; gaming; DIY programs; community read program • **Staffing:** new performance review system; staff recognition; add PR staff to increase engagement; utilize a professional grant writer or development staff to aid fundraising; consider consistency between departments • **Outreach and partnerships:** reaching teens and young adults with no kids; new resident outreach; new parents; expand Friends of the Library membership/involvement; village and township collaborations; food trucks; add an outreach vehicle • **Spaces:** more study rooms/quiet spaces; add café space; more use of outdoor spaces; more comfortable seating; add downtown village location/branch; larger building; drive-up window; landscaping/curb appeal; update staff lounge; add meeting room kitchen; add auto sorter; better path and signage between trail and library; more storage space; better parking; all gender, more accessible restrooms; laptop bars; charging stations; co-working space; more space for makerspace; update wayfinding signage • **Communications:** incorporate feedback loops to better understand how the library can meet needs; expand PR for library events to increase attendance/awareness; streamline internal communications

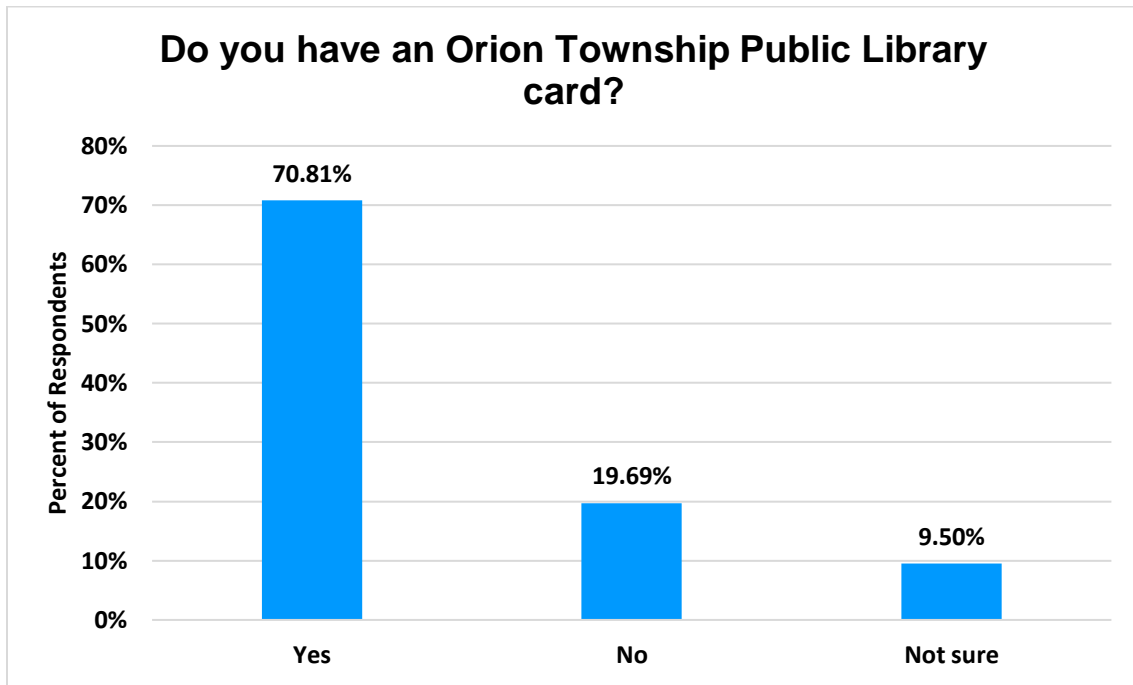| Aspirations	Results
• **The community:** values the library; has increasing home values; sees the library as a selling point for the community; • **People:** can get what they need; are aware of what the library offers; are engaged with the library's resources and programs; all have a reason to use the library; have a sense of community; have realistic perceptions and expectations about library services; are delighted by the unique offerings of the library • **The library:** has a greater cardholder percentage; has good collaboration across departments; is a connector and meeting place; is a good partner with the community; is enjoyed by teens and young adults; is recognized as one of the best and a model to other libraries; has a system to capture feedback and share stories; reaches all populations to increase awareness; understands and meets needs; partners with the community to expand services; has greener practices, i.e., less printing, digital signs; has a therapy animal • **The library building:** is fully accessible; is a safe, welcoming space for all people; is a place that people want to be; is environmentally sustainable	• **The community:** feels tax dollars are well spent; sees value in the library; feels the library is making a difference; is cohesive; enjoys a strengthened social fabric; is inclusive; is rich in amenities; is connected • **People:** are happy, proud, satisfied, empathetic; provide positive feedback; love to learn; exhibit civility; give unsolicited compliments; have self-confidence; want to come back to the library and pursue lifelong library use; want to move here; develop a family value of coming to the library • **The library:** has high program attendance and higher usage stats overall; is a cultural hub; is part of people's lifestyle; increases Friends of the Library membership; saves people money; receives more donations; reaches more people; increases literacy and digital literacy; has advocates in the community; is connected to young families; is thought of as a top-five destination for entertainment • **Staff:** enjoys a positive work culture, high job satisfaction, and high morale

Community Survey Summary and Analysis

As part of their strategic planning process, the Orion Township Public Library conducted a SurveyMonkey survey to learn more about their patrons' experience with library services, programs, staff, and facilities. A total of 1,610 individuals completed the survey, representing approximately 4.2% of the 2021 service area population of 38,124 residents.

Notes about the survey responses:

- Respondents sometimes note programs or services they want the library to have but are already offered by the library. We have left these comments in the responses. This indicates an opportunity to better communicate about all the library has to offer. In addition, respondents sometimes offer conflicting opinions about what the library should offer or feel strongly about the library offering something that is not feasible due to cost.
- For open-ended questions, responses are summarized and not in any particular order or with any particular weight. When analyzing this qualitative data, we hoped to show the breadth of responses provided by respondents.

What is your Zip Code?

Zip Code	Percent
48360	33.88%
48361	0.19%
48362	31.49%
48348	3.89%
48359	18.44%
48363	1.44%
48371	5.14%
48346	0.38%
Other (please specify)	5.14%

FINDINGS:	• The majority of respondents (83.81%) report they live in Zip Codes 48360, 48362, and 48359. • Other zip codes noted by respondents: 38359, 40835, 41379, 46438, 48025, 48044, 48045, 48072, 48197, 48230, 48306, 48307, 48309, 48321, 48326, 48328, 48329 48340, 48341, 48342, 48343, 48346, 48348, 48359, 48362, 48363, 48367, 48370, 48371, 48438, 48439, 48455, 48462

Do you have an Orion Township Public Library card?

Bar chart showing percent of respondents:
- Yes: 70.81%
- No: 19.69%
- Not sure: 9.50%

FINDINGS:	• Nearly 30% of survey respondents either do not have an Orion Township Public Library card or are not sure if they have an OTPL card. • Nearly 50% of respondents under age 20 (*n=560*) reported they have a card. • 88.37% of respondents age 20 and over (*n=748**) reported they have a card.

*Includes 24 respondents who indicated "Prefer not to answer." 302 respondents did not answer the question "What is your age?".

Respondents noted other libraries where they have cards:

- Addison Township Library
- Auburn Hills Library
- Berkley Public Library
- Brandon Township Library
- Cheboygan Public Library
- Clarkston Independence District Library
- Franklin Village Library
- Huntington Woods Public Library
- Metamora Library
- Oxford Township Library
- Pontiac Public Library
- Rochester Hills Public Library
- Royal Oak Library
- San Claudio Library
- Waterford Township Library
- Ypsilanti District Library

If you do not have an Orion Township Public Library card or do not use the library, please indicate the reason below. (Check all that apply.)

Reason	Percent
N/A - I have a card.	50.95%
Everything I want/need is on my phone/tablet/computer.	15.02%
I am too busy to use the library.	12.94%
I buy my own books, magazines, movies, and music.	12.84%
Other (please specify)	9.75%
The library doesn't have anything I want or need.	9.75%
I am too busy to get a card.	8.46%
I use the library at my school/college.	7.56%
The library is too far from home.	5.67%
I do not have transportation.	4.48%
I don't know what the library has to offer me.	4.38%
Everyone in my household shares a library card.	2.49%
I do not want to pay my lost book fees.	2.39%
I don't know if I'm eligible to get a card.	2.39%
The library spaces do not fit my needs.	2.09%
I primarily use a neighboring public library.	1.89%
I am unable to pay my lost book fees.	1.09%
The non-resident fee is more than I can afford to pay.	1.00%
I do not feel comfortable at the library.	0.90%

Percent of Respondents

FINDINGS:	• This question was answered by 1,005 respondents and skipped by 605. Of those who responded, 51% reported having a card.
	• Of those who responded, 20.37% under age 20 indicated "Everything I/need I can get on my phone/table/computer. 19.14% of respondents under age 20 indicated they are too busy to use the library; and 18.31% of this age group indicate they buy their own books and materials.
	• Of respondents age 20 and over, 7.33% indicated they can get everything they want/need from their phone/tablet/computer.
	• Of those respondents who indicated they do not have a card or are not sure if they have a card, 28% indicated they can get everything they want/need on their phone/tablet/computer and 25.56% indicate they buy their own books and materials.

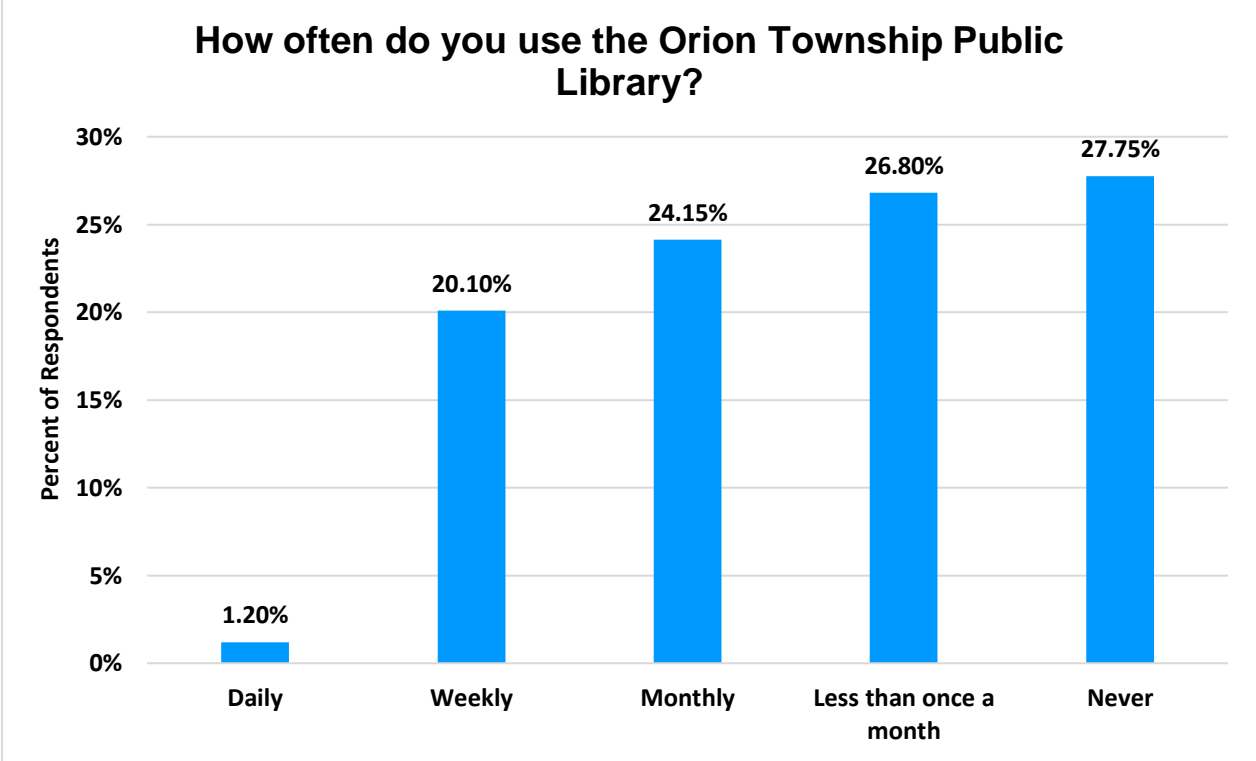| Respondents provided other reasons for not using the library: |
| --- |
| • I don't like reading/I don't have time to read.
• I don't know.
• I don't want one/I don't need the library.
• Someone else in my family has a card.
• I don't think I am allowed to get an Orion card because of where I live.
• I lost my card.
• I just moved here/I haven't gotten around to it.
• The library is too far.
    I don't leave my house much. |

If you frequently use another public library in the area, please indicate which library and what you like about that library:
Addison Township Public Library: "Surrogate grandmothers on staff"
Almont: Activity projects for adults & children; BookPage magazine available earlier in the month; an inviting appearance; greeting at the door
Auburn Hills: Convenience; proximity to home; collection variety; larger print collection; small town feel; cozy reading room; solitude; fewer patrons; quiet room with fireplace; children's space; children's events; habit; upstairs adult area; family member's library
Baldwin (Birmingham) Public Library: Reading area and book club room; bad parking
Bloomfield Township: Quiet rooms; beautiful landscapes; location near home; good collection maintenance
Brandon Township: Good speakers and activities; "Brandon Reads" programming; large print collection; welcoming staff; organization
Clarkston Independence District Library: Convenient location; great media; three-day loan for new DVDs; books not available at Orion; shorter hold times; fun family programming (e.g. interactive movies); free puzzle exchange; baby and toddler story times; children's programming; Bingo Night; larger variety of movies and music; D&D event
Clawson: Habit
Collier County Public Library (FL): Close to second home
Farmington Hills: Best CDs
Ferndale District Area Library: Proximity to home
Lake Orion High School: Atmosphere; interesting collection; Destiny Discover
Metamora: Proximity to grandmother's house
Oakland Township: Online browsing

Orion Township Public Library: Proximity to work; proximity to kids' school; programs; teen zone; variety of books; senior center

Oxford Public Library: "Smoky" atmosphere; great adult reading area with huge fireplace; comfortable chairs near fireplace; proximity to home; proximity to outdoor trails and playground; large book selection; books unavailable at Orion; play area; larger selection of education toys and games; shorter hold times; library scavenger hunts; nice layout; wonderful youth staff; teen space; programs for stay-at-home parents and kids; adult classes like cooking and crafts; Book Bingo; friendly staff; email updates about new nonfiction books; quick inter-library loan process

Rochester Hills Public Library: Proximity to home; proximity to work; convenience; gift shop; "big feel;" large print collection; audiobooks; music; beautiful nature setting/views; OU student cards; relationship with librarian; books unavailable at Orion; study rooms; good layout; comfortable spaces; books and magazines in Indian languages; large collection of books; computers in kids' area; second floor adult area; large selection of TV shows on DVD; Innovative Items Collection; quiet areas; large and modern facility; great programs; Library of Things; children's play area; large foreign language film collection; kids' activities; expansive Manga selection; knowledgeable and enthusiastic staff; large media collection

Royal Oak: Progressive west coast feel; proximity to work; fish tank; large collections

Southfield: Great bathrooms; facilities; spacious and modern atmosphere; sunlight

School Library: Convenience; atmosphere

Scripps Middle School Library: Environment

Troy Public Library: Hidden rooms; large selection; community engagement; adult programs

Waterford Library: Proximity to home

West Bloomfield Township Public Library: Best furniture, best store operation

Ypsilanti District Library: Modern; convenient; online resources; study and workspace options

Barnes & Noble(s): Cool ambience; vinyl collection; more interesting books; Starbucks; reliable

Unspecified Library: Aquarium; gaming PCs; teen room; study space; resources; cleanliness; organized; good displays; computer availability; children's area; video game collection; proximity to home; silent area; a lot of drinks in coffee shop; online eBooks; book collections; the spaces

Additional Comments:

- I don't use any library.
- I download my books.
- I have an Oxford card but never use it. Lake Orion is more convenient and has a larger book selection.
- Oxford. It's quiet and I can read. Can you please put bumpers on ALL the doors. Please ask the staff to lower their voices. I've literally seen children run through the library and staff do nothing. It's not a park. I just closed my book and left.
- I like going to the library in the summer not when I'm in school because sports and activities fill up my week. But it's great in the summer love the summer activities and reading programs that happen. And love the teen and young adult section!

- Oxford Library is much 'warmer' environment. The changes in our Lake Orion Library seem to reflect a sterile / almost hospital environment ~ sad anymore. Also, push for more kiosk to self-help leaving not much interaction with employees. The hometown feeling is gone.
- Oxford. Location. Prefer Orion. Love the layout, private study rooms. Kids area, and large for sale, book area.

How often do you use the Orion Township Public Library?

Frequency	Percent of Respondents
Daily	1.20%
Weekly	20.10%
Monthly	24.15%
Less than once a month	26.80%
Never	27.75%

FINDINGS:	• 44.25% of all respondents use the library weekly or monthly. • 51.53% of respondents under age 20 indicated they never use the library, and 30.52% of this age group indicated they use the library less than once a month. • 67.03% of all respondents age 20 and over reported they use the library weekly or monthly. • Only 7.22% of respondents age 20 and over reported they never use the library. • 67.96% of respondents who do not have a card or are not sure if they have a card reported they never use the library.

What would make it easier for you to use the library?

Accessibility: Transportation; public transportation; branch near home; location near downtown; location near M24; weekend hours; Sunday hours; later hours; longer hours; more wheelchair accessibility; handicap bars in the restroom; handicap parking closer to door; motorized scooter; access code to side door by handicap parking; safe walking path down Joslyn Road to Judah Road

Facilities: Larger space; better wayfinding; more welcoming environment; modernization; more intimate spaces for reading; rooms for book clubs; "cozy" spaces for adults; more meeting rooms; eating area; Subway restaurant; improved parking; drive-up window; more study rooms/spaces; movie area; easier to navigate bookshelves; quiet spaces for teens and young adults; improved toddler section in children's area; quieter environment; reading room with softer lighting (no fluorescents); easier collection navigation in children's section; fresh pavement on the driveway and parking lot; fewer or no computers in the children's area

Collections: Appealing selections; larger variety of books; more copies of popular books; larger eBook selection; easier collection navigation; easier ways to find popular books; more eBooks on Libby; more books for tweens; more large print options; more online resources; more movie choices; more online and physical audiobooks; access to collections at other libraries

Services: Delivery; online book reservations; reciprocity with other libraries; home pick up services; more desktop computers without library card requirement; better Wi-Fi availability; free food and drinks; longer holds; book sales; no fines; gaming PCs; easier way to request books for library to purchase; better app experience; more return stations in community (in the south, especially); easier process for checking out electronic materials; binding machine in production room; job listings; interlibrary loans through the Library Network; suggested reads for kids; 24/7 hold locker/after-hours pickup; book projection capabilities

Communications: More awareness of offerings, remote services, library location, events and programs; email reminders about holds and return dates; promotion of library events through Facebook Events; regular updates on website (not just on social media); e-newsletter about events and offerings; organized list of all services on website and in person; up-to-date listing of new books on website
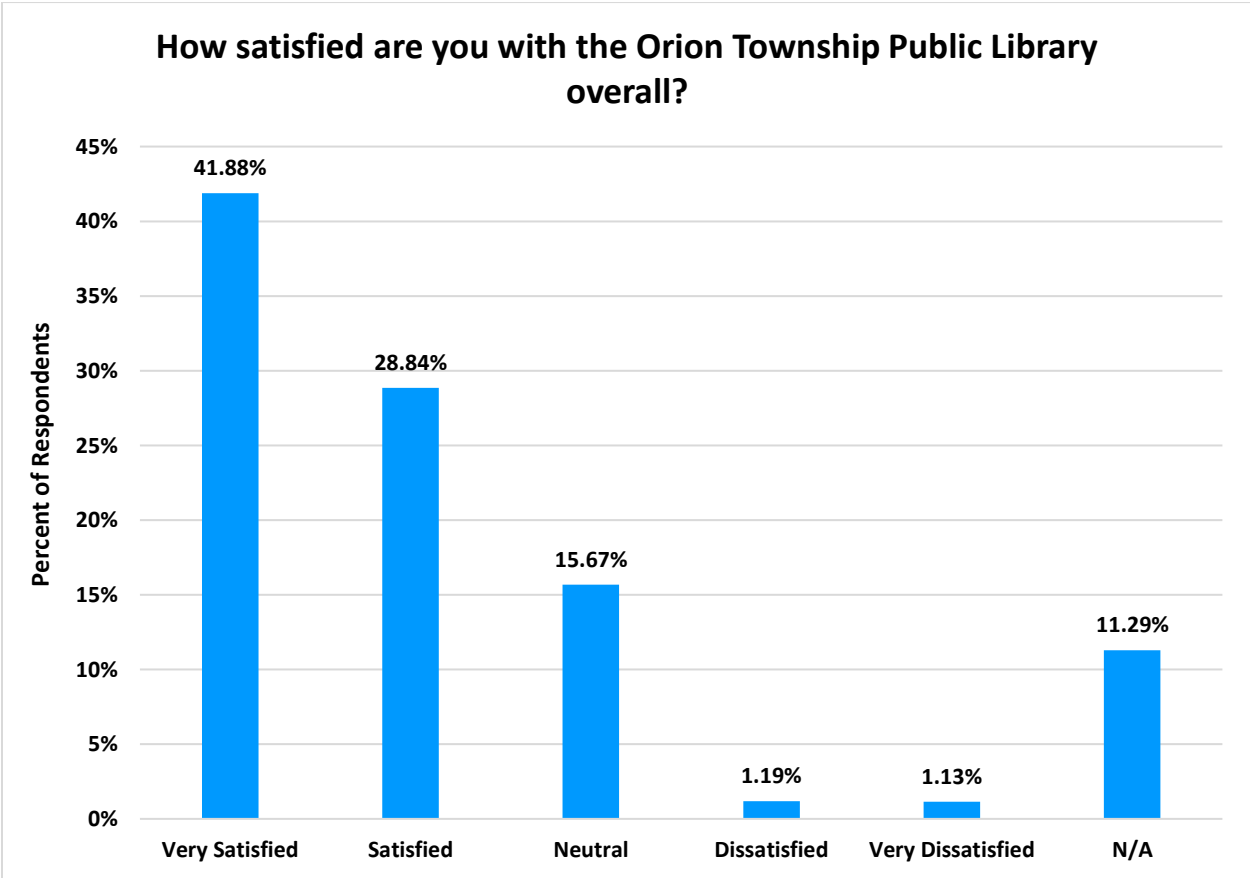
Programs: More appealing programs; more events; job fairs; more speakers; more programs for elementary students; more activities and programs for kids

Personal life: More time; a desire to go to the library; a need to go to the library; ability to drive; parents with more time; fewer sports commitments; liking to read; less distraction by the internet; fewer pandemics
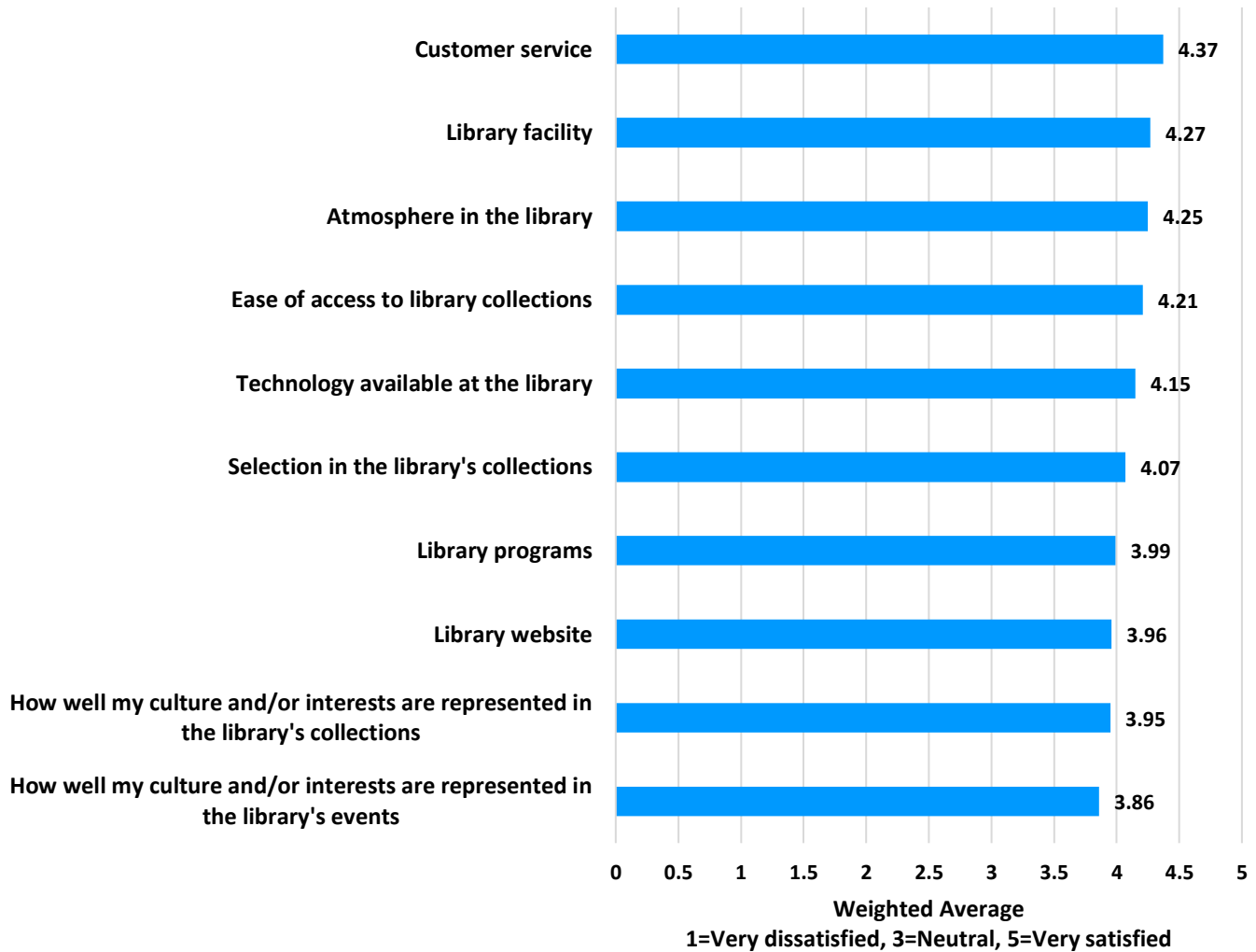
Additional Comments:

- Nothing, I use the library easily.
- Easy to check out online items via Midwest collaborative for library services with Orion library card. Easy to browse. Easy to hold items and pick them up.
- Warmer environment. Not greeted with vending machines and trash containers.
- Awareness of non-book collections? My wife checks out loads of books and love the library. I enjoy articles instead so I'm not sure if they're available. I also think I've seen cooking equipment. A better knowledge of what you have and I'd remember to use your stuff! I love to cook.
- Staff is usually very accessible and knowledgeable.
- It's very easy to use. Just finding the time. We go weekly in the summer for the excellent children's and teens programs.
- Maybe there could be suggestions for books that fit into a certain genre or topic? If this is already a thing, it should be clearer.
- I would love it for your Facebook page to have actual events created so I can see them on my events tab. Currently there are photos of the schedule, so I have to reference the photos frequently.
- Libby has quirks that prevent my checking out two items at the same time. Meaning, I cannot check out an audio book and a magazine at the same time. When I attempt this, the Libby app freezes in various ways.

- a) A floor diagram of where all departments are located; b) Repave all the holes in the parking lot; c) A friendly greeting when you walk in!
- I would love for the library to have a special room with a light device that when a book is placed under it, it shows up on a big screen. Many LO public schools have them in the classrooms. They are great and makes reading much easier.

How satisfied are you with the Orion Township Public Library overall?

FINDINGS:	• 70.72% of all respondents indicated they are very satisfied or satisfied overall with the Orion Township Public Library.
	• 26.96% of all respondents indicated they are neutral or chose "N/A" as an answer.
	• Only 2.32% of all respondents indicated they are dissatisfied or very dissatisfied with the library.
	• Of respondents under age 20, 50.81% indicated they are very satisfied or satisfied with the library; and 46.85% indicated they are neutral or chose N/A.
	• 88.8% of respondents age 20 and over indicated they are very satisfied or satisfied with the library.
	• 63.07% of respondents who indicated they did not have a card or were unsure if they had a card responded they are neutral or N/A.

Please rate how satisfied you are overall with the following aspects of the library.

Aspect	Weighted Average
Customer service	4.37
Library facility	4.27
Atmosphere in the library	4.25
Ease of access to library collections	4.21
Technology available at the library	4.15
Selection in the library's collections	4.07
Library programs	3.99
Library website	3.96
How well my culture and/or interests are represented in the library's collections	3.95
How well my culture and/or interests are represented in the library's events	3.86

Weighted Average
1=Very dissatisfied, 3=Neutral, 5=Very satisfied

FINDINGS:	- Overall, respondents indicated highest satisfaction with customer service (4.37), the library facility (4.27), and the atmosphere in the library (4.25). - Lowest satisfaction was indicated for the library website (3.96), how well the library represents culture/interests in collections (3.95) and how well the library represents culture/interests in events (3.86). These items rated very near 4 (Satisfied), however. - Respondents under age 20 indicated their highest satisfaction with the atmosphere in the library (4.01), the library facility (4.0), and customer service (3.99). This age group indicated lowest satisfaction with the library website (3.65). - Respondents age 20 and over indicated customer service most highly at 4.66 followed by the library facility (4.49) and ease of access to library collections (4.47). Rated lowest by this age group was how well the library represents culture/interests in library events (4.03).

For any items that you clicked dissatisfied or very dissatisfied, what can the library do to increase your satisfaction?

Accessibility: Move large print collection closer to the entrance; make website more user-friendly and accessible to people with visual impairment; teach people how to use website; alter layout of children's section for easier navigation; allow computer monitors to tilt upward for easier reading by people with bifocals

Facilities: Limit amount of technology; improve layout; add playsets for kids; replace cold and uncomfortable seating with comfortable seating; turn periodicals section into seating area; create a designated quiet area; create a designated social area (like a café); refresh children's area; add quiet study rooms

Collections: Expand eBook collection; buy more copies of popular eBooks; add more popular video games; make books like "Gender Queer" available only for people ages 18+; keep making individual books available in the book discussion kits; make the inter-library loan process clearer; offer more books and materials like:

- **Genres:** popular books, Teen/YA books, books for men, Spanish-language books and materials, Spanish-language children's books, Manga, books by requested authors, better horror and mystery books, nonfiction, Christian books, language learning materials, LGBTQ+ books, current periodicals, conservative books, religious books
- **Topics:** Minority and diverse cultures, African American history, Judaism, immigrant stories, South-Asian authors, Albanian and Balkan history, travel, prayer, lifting, calculus, self-help, entrepreneurship, crafting, modern electronics, cybersecurity, networking, programming, parenting
- **Books:** Hardcopy reissues of 1900s novels by Dean Street Press

Services: Decrease wait times for popular books and eBooks; increase loan times for DVDs; offer VHS repair services

Programs: Diversify offerings; add programs like programs for men, conversation groups for new community members and foreign-born community members, cultural programs (like Día de los Muertos), history month programs, story times, end-of-the-week children's programs, Euchre tournaments, evening programming for new adults without children, book clubs (especially after working hours), historical programs for adults, youth and teen programming during evenings and weekends, lectures, volunteer events, arts classes, LGBTQ+ family events, take-and-make kits, programs for young children in the afternoon and evenings, programs for middle-aged adults

Technology: Update the technology; make website more user-friendly; provide more computers; offer art software like Adobe Illustrator and Acrobat; let people stay logged into the website; offer additional reading apps besides Libby; lessen wait times; update catalog search software; loan better laptops and tablets; allow people to "make lists" on website; keep Overdrive app

Staff: Encourage staff to interact more with patrons; provide more customer service training to staff; be more welcoming and friendly; add a DEI board
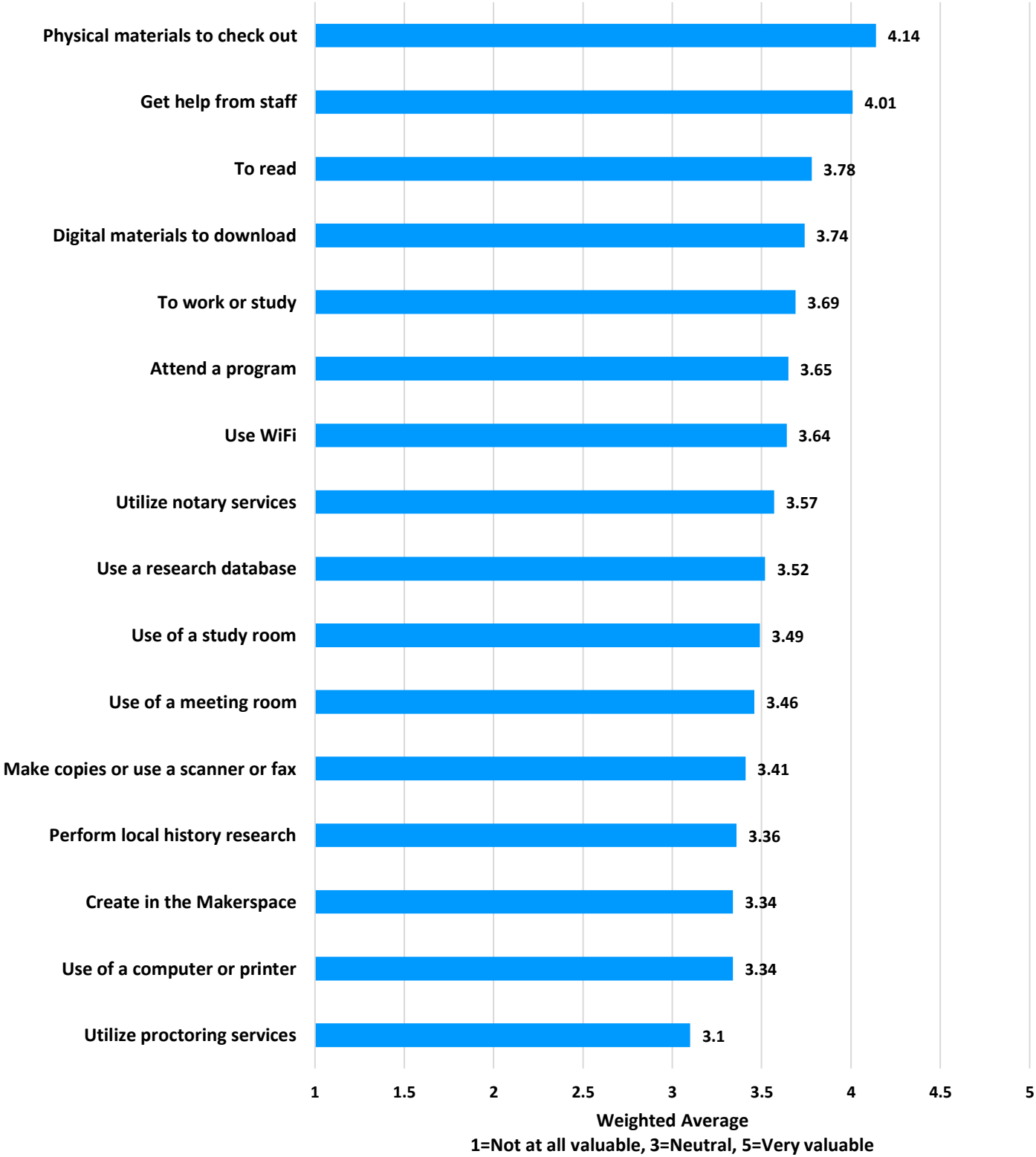
Communications: Limit the promotion of LGBTQ+ materials; celebrate diverse cultures in the children's area

General: I don't know; I don't use the library; modernize resources

Additional Comments:

- Add more intercultural events. I'm Mexican and I'd love to meet with more out of the country people like new people living in Lake Orion, not just an ESL programs. I already tried that but it's hard because a lot of people attend those to learn English but maybe something just to have conversations or books clubs. Thank you.
- Didn't like having LGBTQ pamphlets/resources in the kids' section
- For library programming, I wish that there was more for those of us in our 20s to do with friends or on our own. I do enjoy the programming I'm able to go to (book bingo, etc.) but most of the library programming is aimed at families (parents with young to elementary aged students), teens on their own, or the elderly.
- Honestly, I'm satisfied, but I'd love to see the atrium where the periodical magazines are housed become a cozy hangout, like a coffee shop. It has such a beautiful view of the garden and would be so nice to have more flexible seating in that area with some plants, tables, and maybe even soft music playing to transform the space. I love hanging out at Shaded Bloom in downtown LO to write, read, get work done or chat with a friend, but it's getting expensive to go there. I'd love if the library had a similar vibe in that space, open to the garden like that with the wall of windows. That space is underutilized and there is a definite community need for spaces like that.
- For example, in the making/crafting categories, I love to crochet and would love to learn how to knit! But there's no space in our community for people like me to get together with similar people to do so. Most of the knitting/crochet times or services are for seniors to do in the midmorning at the Orion Center, but I work full time and can't attend those.
- I didn't appreciate the staff's attitude towards my very young child when he inappropriately commented on her during a read aloud. It was only a sarcastic comment but not very appropriate for an adult working with children.
- Noticing traditional American views are less popular and liberal stance books are always being displayed. Share the spaces for conservative books as well. It's a public space and should be neutral on viewpoint.

Please rate the following library services, collections, programs, and spaces in terms of their value to you and your family.

Service	Weighted Average
Physical materials to check out	4.14
Get help from staff	4.01
To read	3.78
Digital materials to download	3.74
To work or study	3.69
Attend a program	3.65
Use WiFi	3.64
Utilize notary services	3.57
Use a research database	3.52
Use of a study room	3.49
Use of a meeting room	3.46
Make copies or use a scanner or fax	3.41
Perform local history research	3.36
Create in the Makerspace	3.34
Use of a computer or printer	3.34
Utilize proctoring services	3.1

Weighted Average
1=Not at all valuable, 3=Neutral, 5=Very valuable

FINDINGS:	- Respondents indicated the most value in physical materials to check out (4.14) and getting help from staff (4.01). - Least value was indicated as creating in the makerspace (3.34), using a computer or printer (3.34), or utilizing proctoring services (3.1). - Services that had the highest rates of those who indicated they were not aware of the services: Utilizing proctoring services (29.45%), utilizing notary services (23.35%), and creating in the makerspace (22.38%). - Respondents under age 20 indicated the highest value as to work or study (3.78), to read (3.73), and physical materials to check out (3.71). This age group indicated the lowest value in utilizing notary services (3.30), creating in the makerspace (3.29), and utilizing proctoring services (3.25). - Respondents age 20 and older indicated the highest value as physical materials to check out (4.50), getting help from staff (4.35), and digital materials to download (4.02). This age group indicated the lowest value in performing local history research (3.41), use of a computer or printer (3.36), and utilizing proctoring services (3.01) - Respondents age 60 and older (*n=319*) indicated the highest value as getting help from staff (4.45), physical materials to check out (4.42), and digital materials to download (3.91). This age group noted the lowest value as use of a study room (3.29), creating in the makerspace (3.20), and utilizing proctoring services (2.97).

What programs, services, or collections could the library add that would be valuable to you and your family?

Programs:

- **Programming suggestions:** Concerts; outdoor programs; daytime adult programming; special needs reading group; expanded reading to dogs events; More varied children's programming; more and varied book clubs; weekday evening reading activities for kids; trivia night; daytime adult lectures; evening book clubs; book clubs on Zoom; author visits; tech support; tech support for seniors; local walks with nature lectures; elementary kids cooking class; summer Harry Potter event; family reading events with prizes; board game nights; summer story time; senior discussion groups; ukulele lessons; art classes; writers workshops; support groups; read-aloud events; summer family events; tutorial on using library apps; Spanish conversation groups; language learning groups; tutoring
- **Programming topic suggestions:** Holidays, environment, hobbies, sports, technology, gardening, bees, nature, probiotics, cooking, finance, business, ChatGPT, knitting, life skills for teens, reading contest, bedtime stories, cellphone photography, children's mental health, Christian, cupcake making, D&D, ESL, genealogy, health and wellness, Orion cultural history, self-help books, personal development, cooking, wine, civics, Makerspace, American History, local geology, STEM, outdoor Tai Chi, Cricut, urban vegetable gardening, journaling, hand-lettering, Excel, crafting
- **Passive programming suggestions:** Elementary level activities, toys, outdoor games
- **Audiences to serve with programming:** Teens, preteens, children, family, middle aged adults, adults, people with special needs, working adults, young readers, grandparents and grandchildren, third and fourth graders, early elementary age kids, seniors, preschoolers, elementary students, stay-at-home-moms, homeschoolers
- **Additional programming comments:** More prizes for summer reading

Services: 3D printing; better quality printing; visits and delivery to more assisted living facilities; delivery/pickup service to subdivisions; mobile library; recommendation forum on Libby; automated recommendations based on checkout history; secondary drop off/pick up location for checked out materials; ability to easily add books to 1000 & 500 Book lists; books/VHS/DVD/CD recycling; better history research; museum passes; zoo passes; services for seniors; ESL services; one-on-one tech support; genealogy services; passport services; home tech setup support; private Makerspace lessons; home use of masterclass.com, publishers marketplace, and Ancestry.com; volunteer opportunities for middle grade kids; continued use of Hoopla and Kanopy; mobile library services in the Village; book recommendations; books on Kindle; Makerspace

Collections: Expanded print, eBook, and audiobook collections; more databases

- **Books and materials in the following categories:** Popular books, large print, large print cookbooks, large print new releases, large print hardbound books mystery, LGBTQ+, children's books, Teen/YA, Christian, Youth Christian, faith, requested materials, Black history, football, Finnish history, Japan, misophonia, second language learning, downloadable audiobooks, travel, thrillers, graphic novels, comic books, historical research, rare books, kids audiobooks on Libby, young adult, conservative political beliefs, family-friendly, 2000s, literacy, math, music, non-US politics, non-US cultures, sports, poetry
- **Specific requests:** More books available through Libby by authors like John Grisham, David Baldacci, James Patterson, Nelson DeMille, etc; number 2 of Chainsaw man and number 4 of Spy X Family, Books by Oakland press, Salt to the Sea, TonieBox, Yoto Players, Johnny Sins, Baby Blues, Zits
- **Additional media:** Classic movies, popular video games, British TV shows, streaming movies, databases, 4K Blue Rays, music CDs
- **Items for Library of Things:** Outdoor games, board games, micro-bits, robots, puzzles, second microscope, table-top role-playing games, sewing machines, tools, cake pans, dishes, seed library, instruments, toys (magna tiles, Lego sets, dollhouse, tricycle, scooter, etc.)

Facilities: Roller coaster; Subway (the restaurant); Lego area; quiet study area; better location; book mobile; boat in children's area; coffee shop; outdoor seating with umbrellas; interactive kids area; more locations to look at Destiny Discover; more areas for kids; playground; sensory bins

Communications: Weekly newsletter with new additions to the library's collections; promotion in local media outlets; more pro-inclusivity messaging
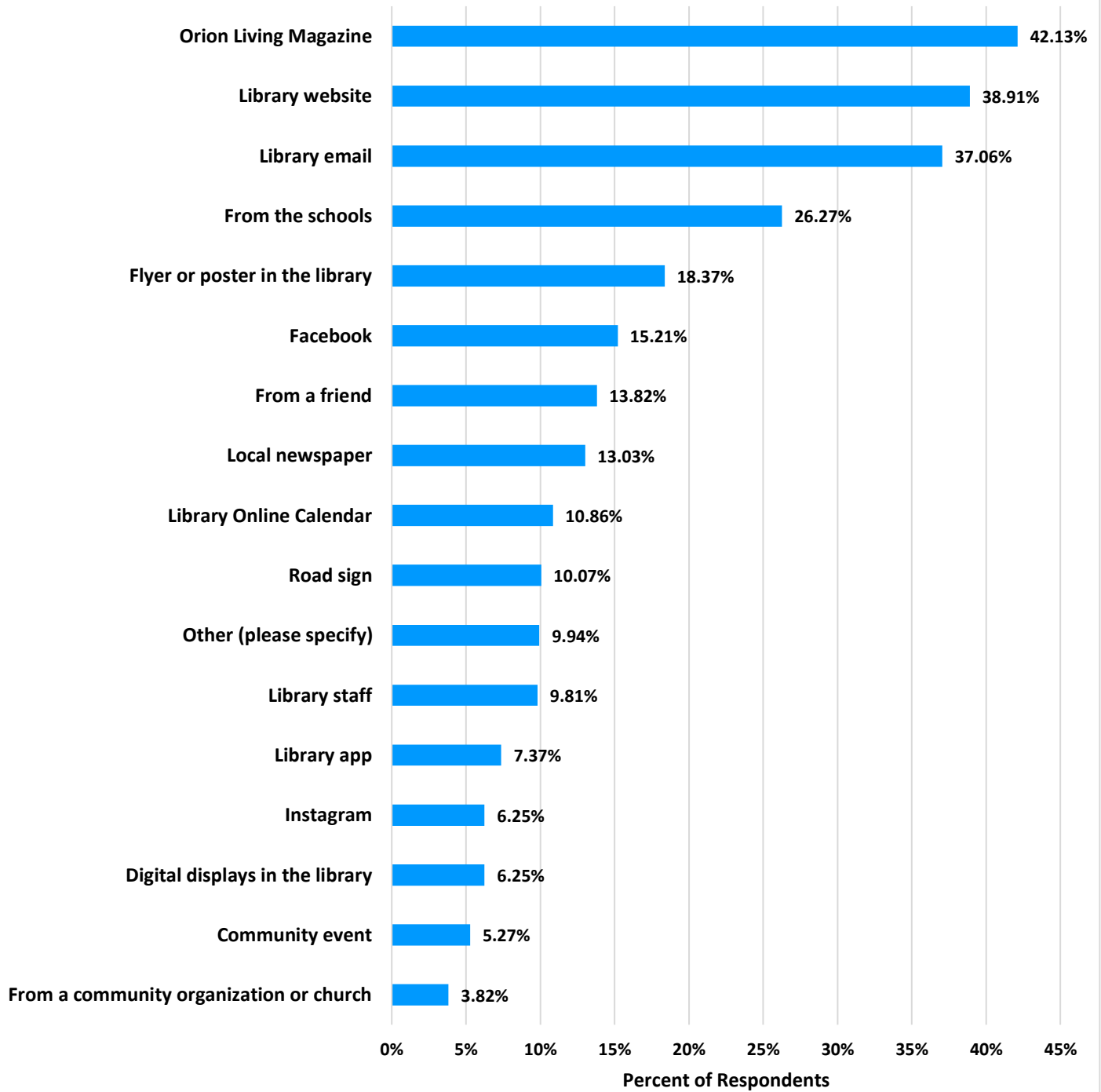
Staff: Better customer support

Technology: Easier website; faster Wi-Fi; better catalog search; hotspots for loan; more computers

- **Devices:** PS5, Xbox, gaming PCs, hotspots, Nintendo Switch games
- **Makerspace equipment:** Accuquilt, 3D printer, expanded offerings

Additional comments

- Having easier access to knowledge about what you can host in the library.
- I quite often have checked out audio books on CD (I typically listen to Teen books). I am currently using a portable CD player in my car, but I am considering switching over to Playaways to listen to in my car, and so it might be helpful to me if the library considered switching to Playaways instead of CDs.
- Keep Melcat!
- Please do not ban books!!!

Where do you learn about what is going on at the library?
(Check all that apply.)

Source	Percent of Respondents
Orion Living Magazine	42.13%
Library website	38.91%
Library email	37.06%
From the schools	26.27%
Flyer or poster in the library	18.37%
Facebook	15.21%
From a friend	13.82%
Local newspaper	13.03%
Library Online Calendar	10.86%
Road sign	10.07%
Other (please specify)	9.94%
Library staff	9.81%
Library app	7.37%
Instagram	6.25%
Digital displays in the library	6.25%
Community event	5.27%
From a community organization or church	3.82%

Percent of Respondents

FINDINGS:	- 42.13% of respondents indicate they get information about the library from Orion Living Magazine, followed by 38.91% getting information from the library website, and 37.06% from library emails. - 53.71% of respondents under age 20 get information about the library from the schools. 21.33% of this age group get library information from the library website, and 20% get library information from a friend. Only 7.43% of this age group get library information from Facebook. - 66.14% of respondents age 60 and over get library information from Orion Living Magazine, and 55.38% get library information from library emails. - 41.95% of respondents who indicated they have children age 18 and under at home (*n=522*) reported they get library information from the library website. 39.27% of this group get library information from Orion Living Magazine, and 34.29% from the schools. 23.75% of this group also gets library information from Facebook and 10.34% from Instagram. - 41% of respondents without a card (or unsure if they have a card) indicated they learn about the library from the schools. - Other sources of library information included: parents/family/friends; School/librarian school visits; Google; library sign; Orion Center; Chamber of Commerce; Parks and Rec book; "I don't hear updates about the library"

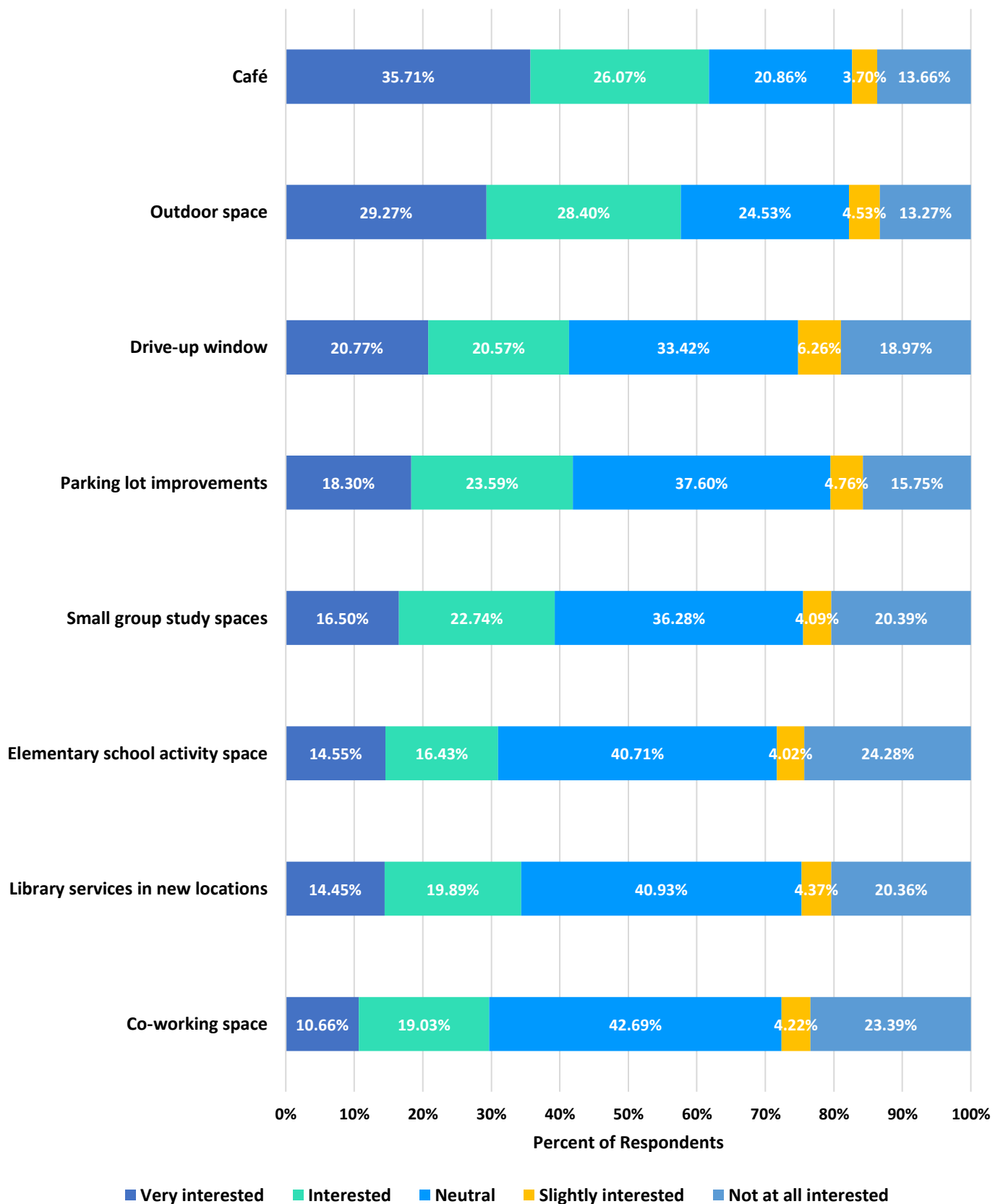| Where are other places that you get news about the community? |
|---|
| **Community Organizations:** Parks and Rec book; Chamber of Commerce; Orion Township; Orion Township website; emails from DDA; church; community center; school; Council meetings; driving around; school emails; high school; high school's website; Orion Center; CERC booklet; Orion Art Center; the mall |
| **People:** Parents; family; neighbors; teachers; friends; Heritage Place coordinator; Melissa Middleton's emails |
| **Print media:** Magazines; TV; catalogs; flyers downtown; flyers at events; signs near traffic lights; road signs; flyers in library; community newspapers; Lake Orion Review; Orion Living; newsletters; local TV news; billboards; Oxford Leader; Oakland Press |
| **Digital media:** Emails; Instagram; Facebook; Twitter; chat rooms; eBay; Lake Orion Facebook Group Chat; Chamber of Commerce Instagram and Facebook; Lake Orion Community page on Instagram; Library website; online news websites; Google news; internet; Lake Orion Review online; LO-AM; Nextdoor; streaming services |
| **Other:** I don't get community news |

We are thinking about where to focus our resources over the next several years. Please rate the items below on your level of interest.

Item	Weighted Average
Print Books	3.95
Digital and streaming collections of eBooks, downloadable audiobooks, movies, and TV shows (Hoopla, Libby, Kanopy, etc.)	3.63
Increasing outreach and partnerships with community organizations	3.29
Expanded technology for checkout (VR, hotspots, iPads/Chromebooks)	3.22
Technology support (computer classes, one-on-one tech support)	3.21
More than Books Collection (tools, yard games, baking pans, etc.)	3.17
Programs for teens (age 12-18)	3.09
DVDs or Blu-rays	3.04
24/7 Hold Lockers	3.03
Programs for children (age 6-11)	2.97
Programs for seniors (age 60+)	2.97
Programs for adults (age 30-59)	2.92
Programs for pre-K children (birth to age 5)	2.83
Expanded research databases (if so, please indicate which ones in the "other" box below)	2.77
Magazines/Newspapers	2.72
Programs for new adults (age 19-29)	2.69

Weighted Average
1=Not at all interested, 3=Neutral, 5=Very interested

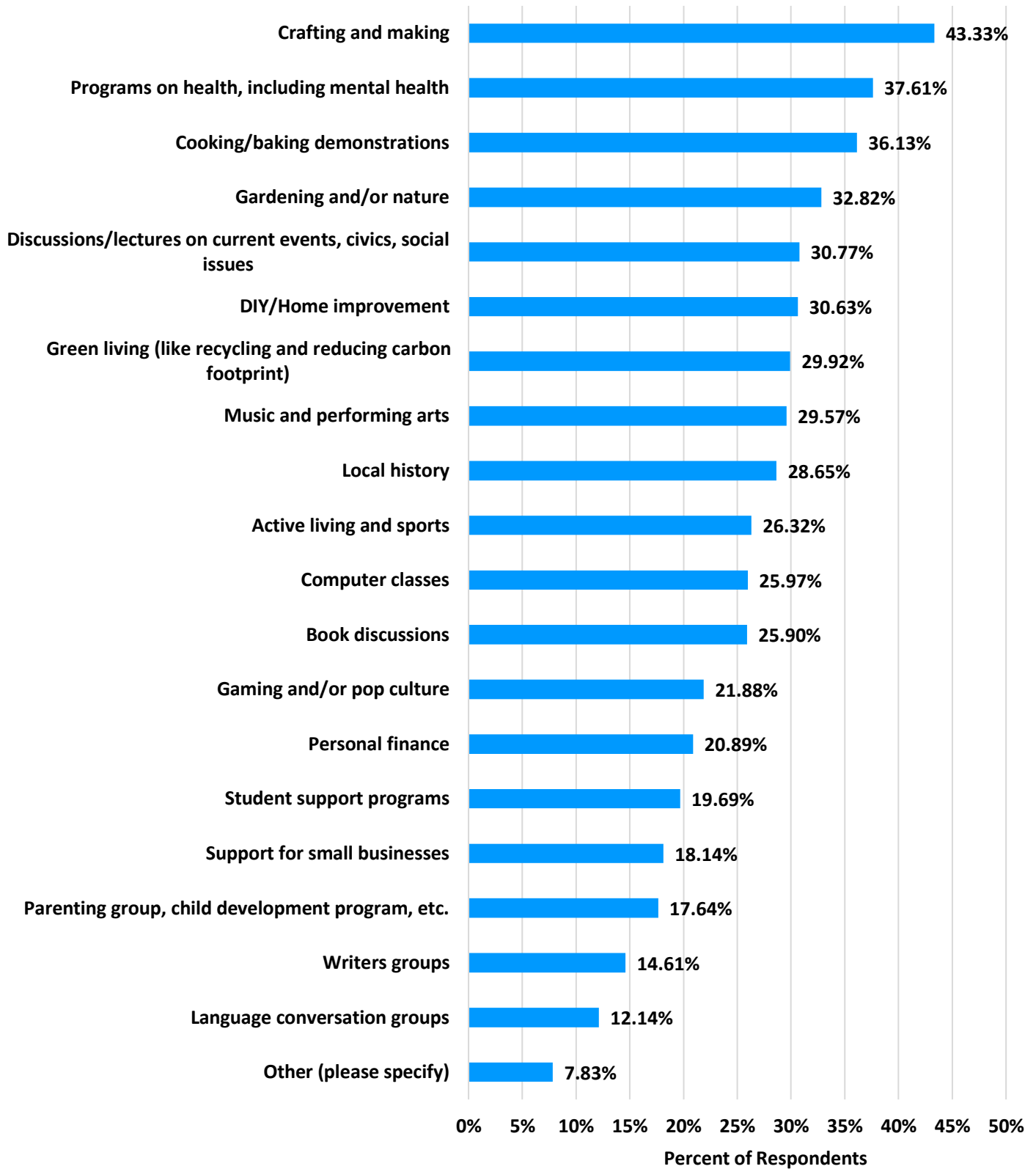|	
FINDINGS:	- Respondents indicated their highest interests for the future of the library are print books (3.95) and digital and streaming collections (3.63). - Lowest interest was indicated in Newspapers/Magazines (2.72) and programs for new adults (age 19-29) (2.69). - Respondents under age 20 indicated highest interest in print books (3.44) and expanded technology for checkout (3.26). - Respondents age 20 and over indicated highest interest in print books at 4.39 and digital and streaming collections at 4.12. - Respondents age 60 and over indicated highest interest in print books at 4.34 and programs for seniors (age 60+) at 4.18. - Respondents with children age 18 and under at home indicated print books most highly at 4.04 followed by digital and streaming collections at 3.67. - Respondent without a card (or who are unsure if they have a card) indicated highest interest in print books at 3.01 followed by expanded technology for checkout (2.89).

Other (please specify):
Genealogy: "Roots Research;" Ancestry.com; Brainpop
Programs: Book clubs; online learning courses for adults and kids; programs for people with mental illness; more book club kits (especially with large print)
Databases and professional journals: Scholarly journals; stock databases; JSTOR; Web of Science; Science Direct; PsycINFO; EBSCO; CORE; BioMed Central; Valueline; University of Michigan Library's databases; Michigan Law; journals about business, medicine, law, marketing, mental illness, cancer, aging disease, science, technology, weather, planet
Collections: Large print books and eBooks; more copies of eBooks, digital newspapers and magazines like Wall Street Journal, Bloomberg, MarketWatch, Forbes, etc.; books on the history of the area; travel books
Facilities: Comfortable chairs; makerspace equipment; playground on site
Services: Digitization services; services for seniors

Please rate your interest in these new or updated library spaces.

Space	Very interested	Interested	Neutral	Slightly interested	Not at all interested
Café	35.71%	26.07%	20.86%	3.70%	13.66%
Outdoor space	29.27%	28.40%	24.53%	4.53%	13.27%
Drive-up window	20.77%	20.57%	33.42%	6.26%	18.97%
Parking lot improvements	18.30%	23.59%	37.60%	4.76%	15.75%
Small group study spaces	16.50%	22.74%	36.28%	4.09%	20.39%
Elementary school activity space	14.55%	16.43%	40.71%	4.02%	24.28%
Library services in new locations	14.45%	19.89%	40.93%	4.37%	20.36%
Co-working space	10.66%	19.03%	42.69%	4.22%	23.39%

Percent of Respondents

■ Very interested ■ Interested ■ Neutral ■ Slightly interested ■ Not at all interested

FINDINGS:	• Overall, respondents indicated most interest in a café space within the library, (61.78% indicated interested or very interested). • 57.67% indicated they are interested or very interested in outdoor space, and 41.34% indicated they are interested or very interested in a drive-up window. • Highest interest for those under age 20 included: café space (62.34% interested/very interested), outdoor space (55.78% interested/very interested), and small group study space (48.17% interested/very interested). • Highest interest for those ages 60 and over included: café space (50.33% interested/very interested), outdoor space (42.61% interested/very interested), and parking lot improvements (39.31% interested/very interested). • Highest interest for those with children at home included: café space (71.64% interested/very interested), outdoor space (67.95% interested or very interested), and elementary school activity space (44.74% interested or very interested). • Highest interest for those without a card (or who are unsure if they have a card) included: café space (50.59% interested/very interested), outdoor space (42.25% interested/very interested), and drive-up window (29.79% interested/very interested).

What program topics would you like to see the library offer?
(Check all that apply.)

Topic	Percent
Crafting and making	43.33%
Programs on health, including mental health	37.61%
Cooking/baking demonstrations	36.13%
Gardening and/or nature	32.82%
Discussions/lectures on current events, civics, social issues	30.77%
DIY/Home improvement	30.63%
Green living (like recycling and reducing carbon footprint)	29.92%
Music and performing arts	29.57%
Local history	28.65%
Active living and sports	26.32%
Computer classes	25.97%
Book discussions	25.90%
Gaming and/or pop culture	21.88%
Personal finance	20.89%
Student support programs	19.69%
Support for small businesses	18.14%
Parenting group, child development program, etc.	17.64%
Writers groups	14.61%
Language conversation groups	12.14%
Other (please specify)	7.83%

Percent of Respondents

FINDINGS:	• Respondents indicated highest interest in program topics on crafting/making (43.33%), health and mental health (37.61%), and cooking/baking demonstrations (36.13%). • Lowest interest was indicated in parenting/child development programs (17.64%), writers' groups (14.61%), and language conversation groups (12.14%). • Respondents under age 20 indicated most interest in: crafting/making (36.4%), gaming/pop culture (33.46%), and cooking/baking demonstrations (33.27%). • Respondents age 20 and over indicated most interest in: crafting/making (49.42%), health/mental health (45.94%), and gardening/nature (44.49%). • Respondents age 60 and over indicated most interest in: gardening/nature (45.74%), local history (45.39%), and discussion/lectures on current events, civics, and social issues (43.97%).

Other (please specify):

Children's programs: Kids camp with library programming; daycare; skateboarding; bike riding; hula hoop; jump rope; interactive foreign language learning; Korean lessons; story times with diverse sets of kids; ADHD support; tutoring for middle and high school students

Life skills: Baking classes; grant writing; public speaking; parenting group; volunteer opportunities; relationship support; senior living; sign language; activities for people with special needs

Culture: Christian Holidays; car history; LGBTQ+; LGBTQ+ family events; intercultural programs; patriotic activities; travel

Arts, Crafts, and Play: D&D; sports; eSports; Mahjong; board games; model railroads; mosaic art classes; knit & crochet; trivia night; videography

Academic subjects: Astronomy; space; ecology; genealogy; college study groups; historical lectures; history; archeology; anthropology; environment

Technology: Computer classes for Apple; "cutting the cord: how to reduce costs of cable, streaming, etc."; "media and digital apps and their purpose, benefits, and shortcomings"; VR room

Books: Book clubs; book publishing; guest authors; anime club

Non-program suggestions: Books I want to read; a good seating area; outreach; roller coaster; free food

Additional comments:

- A lot of these topics I feel are already available.
- Don't want any of these. Just want you to be a library that is friendly and can help with reading materials, first and foremost.
- I like the used book/DVD/jigsaw puzzle section. I frequently buy/return the puzzles.
- Most of these are not library connected. We need a civic center for these items.

Community Needs

- Positivity Project; kids' activities; Social Security and Medicare information for seniors; literacy; empathy; skatepark; more books; community garden; computer and technology courses for the elderly; computers; tablets; boardgames; connection with DIA; constructive activities for teens that don't involve technology; free books; home healthcare; support for homeless population; warming center and shower facility for homeless population; woodshop; safe places for children to gather; mental health support; increased STEM support for girls; civic center; literacy programs for ages 0-5; support for people needing to take TESOL or GED tests; access to educational toys and games (like Magna Tiles); more fast food; cheap food; more summer camp options; more gardens; more information about community current events; more reading; more special needs programs; more study spaces; support for people learning English; road repair; networking for immigrants; advice for parents with kids who don't speak English well; real estate development; traffic control; support for repairing items; recycling programs; safe gun handling and storage education; free gun storage locks; safety; support for seniors; wayfinding; taxes; family values; upkeep for local walking and biking trails; women's shelter; gaming PCs; free food; more little libraries; patriotism; support for local police; youth employment
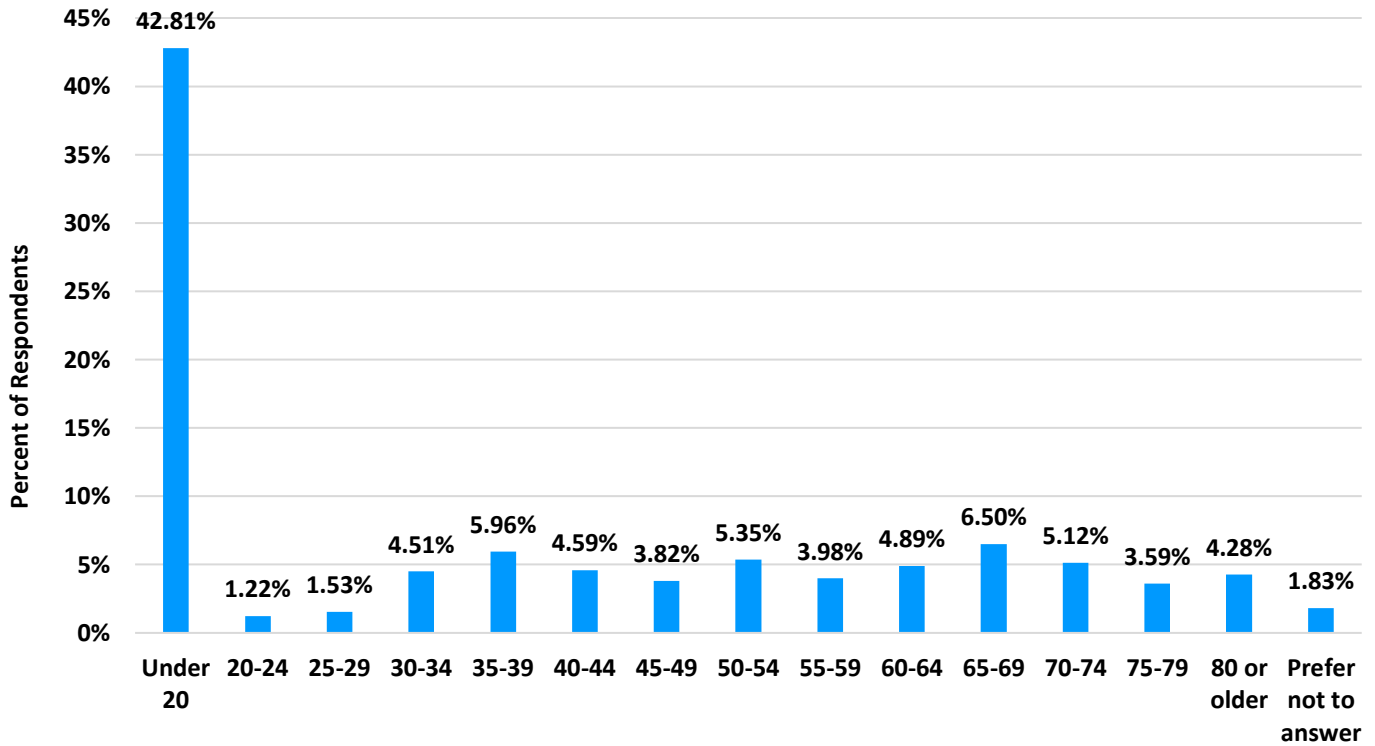
Suggestions for the library

- **Collections:** Sexually explicit material outside of children's area; seed library for native plants; book content summaries easy for parents to find; new resources; more take-home bags; language learning resources; map of and books for the Little Free Library network; more diverse collection; tool library
- **Services:** Transportation to and from library; food collection for people in need; Wi-Fi; access to information; digitization services or equipment; outreach to seniors; math tutoring; mental health support groups; technology tutoring; more opportunities for volunteers; small business support
- **Facilities:** Designated study areas for college and high school students; more library branches; outdoor children's area; improved accessibility; adult-sized changing table in restroom; a library branch in the village; more seating; café; recycling drop off bins for plastic bags and other kinds of waste
- **Programs:** Programs for young people and for people with special needs, programs that support refugees with language, resume help, and community building; events that foster social connections; intergenerational programming; charity drive for homeless; fun outdoor programs; events that showcase local businesses; more gaming events; literacy workshops for parents and children; programs for seniors about LGBTQ issues and technology; special needs story times; teen gaming events; book clubs; teen wellness and mindfulness groups; fundraising events; discussion about affordable housing in the area; classes on gardening, caring for the environment, recycling, homesteading, self-sufficiency, stress reduction, meditation, craftsmanship, printings, technology, life skills, coping mechanisms, parenting, personal finance
- **Other:** Censorship resistance; help for people in need; more advertising of library offerings and updates; appealing offerings for more people
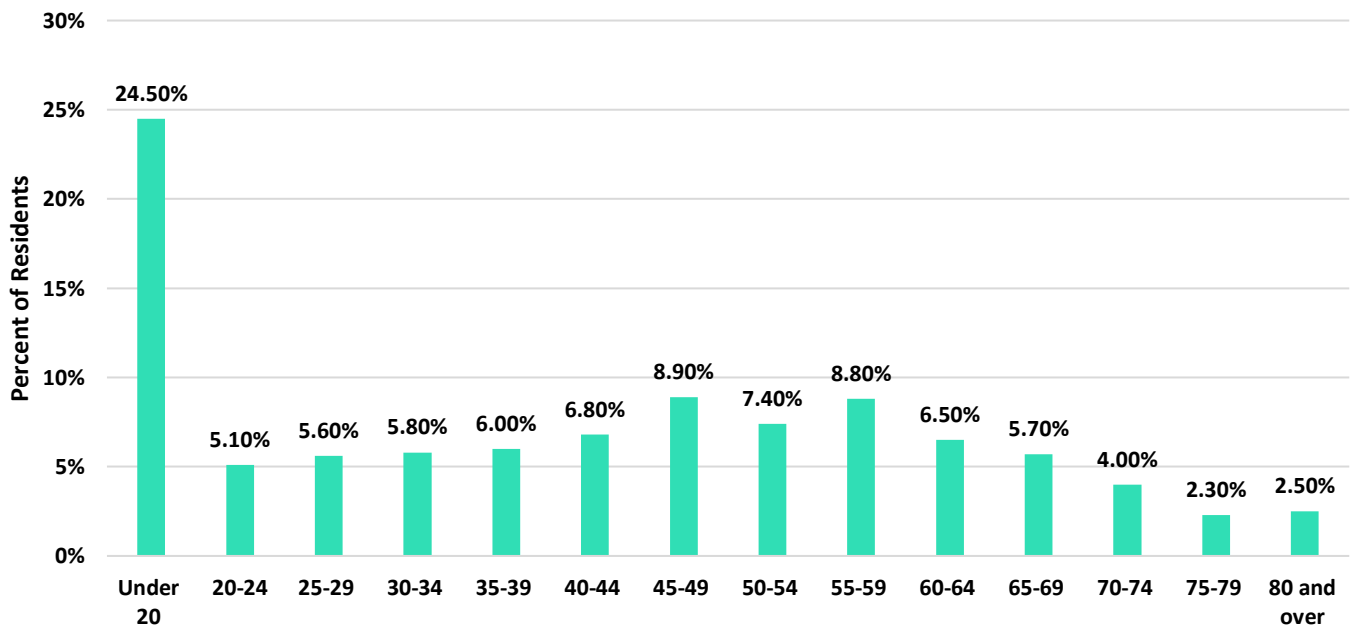
Select comments:

- A lot of my friends and I would love to check out old electronic equipment to transfer files, such as VCRs, cassette tape players and more. If these are available, please advertise or host a workshop. If not, please consider them for checkout or even use in the library. Thank you. We LOVE the OTPL!

- Better information available to parents on book content (e.g., Sexual activity, mature content, etc.) that I would not want my children exposed to. Librarians are able to see this information but not parents (unless I am missing something).
- I feel the library is meeting the community's needs well. I can't think of something new you should add, just perhaps expanding on the good things you do have.
- I like how the library has access to the Polly Ann Trail & offers bike check outs. The outdoor reading area is a nice alternative in good weather.
- I like seeing The Lending Library boxes all throughout community.
- I like seeing art pictures displayed in the community & near trails.
- This probably doesn't fit this question, but I just wanted to say thank you to the LO Library for having Wi-Fi Hotspots to check out. We were able to use one for my mother's hospital room while she was battling leukemia in a hospital with only an open Wi-Fi for us to use. Such a blessing to have a reliable, more secure hotspot.
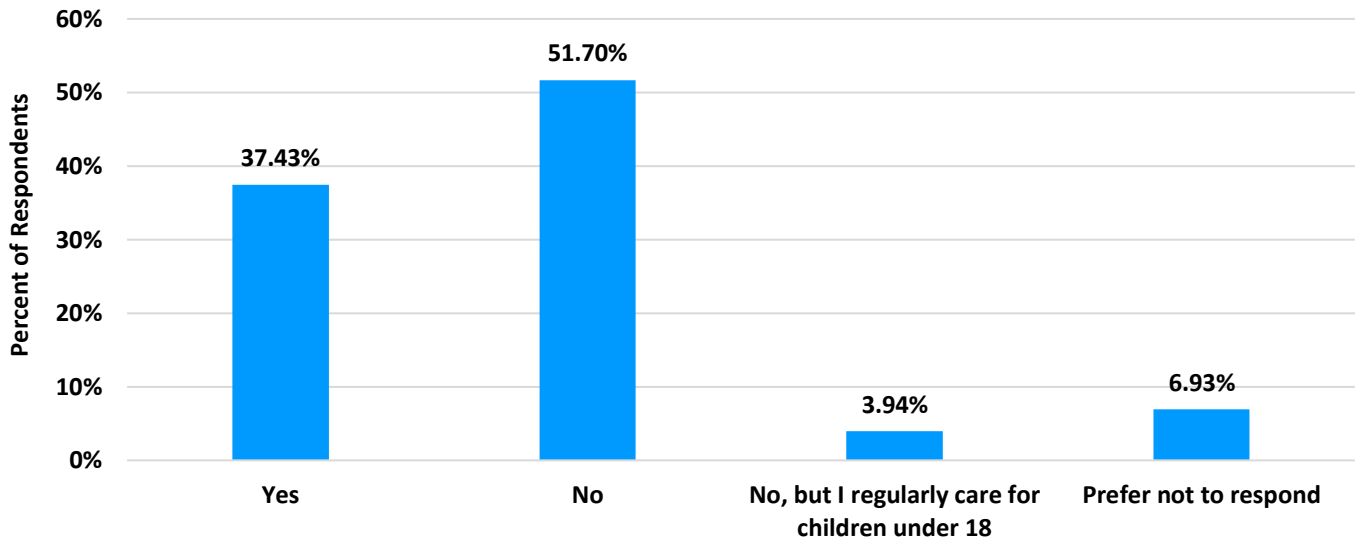
What is your age? (Optional)

Percent of Respondents

Age	Percent
Under 20	42.81%
20-24	1.22%
25-29	1.53%
30-34	4.51%
35-39	5.96%
40-44	4.59%
45-49	3.82%
50-54	5.35%
55-59	3.98%
60-64	4.89%
65-69	6.50%
70-74	5.12%
75-79	3.59%
80 or older	4.28%
Prefer not to answer	1.83%

Age Distribution in Orion Township - 2021

Percent of Residents

Age	Percent
Under 20	24.50%
20-24	5.10%
25-29	5.60%
30-34	5.80%
35-39	6.00%
40-44	6.80%
45-49	8.90%
50-54	7.40%
55-59	8.80%
60-64	6.50%
65-69	5.70%
70-74	4.00%
75-79	2.30%
80 and over	2.50%

Do you have children 18 or under living in your home? (Optional)

	Yes	No	No, but I regularly care for children under 18	Prefer not to respond
Percent of Respondents	37.43%	51.70%	3.94%	6.93%

FINDINGS:	- The survey question asking "What is your age?" was answered by 1,308 respondents and skipped by 302. - The largest group of survey respondents by age was represented by those under age 20 (42.81%). The overall age distribution of Orion Township residents reported as under age 20 in 2021 was 24.5%. - The majority of respondents (57.19%) were age 20 or older. - The majority of respondents (51.7%) indicated they do not have children age 18 or under living at home. - The majority of respondents age 20 and older (55.75%) also indicated they do not have children at home.

What languages are spoken in your home? Please check all that apply. (Optional)

Language	Percent of Respondents
English	98.07%
Spanish	7.99%
Other (please specify)	4.33%
German	3.26%
French	2.20%
Japanese	1.53%
Russian	1.53%
Arabic	1.46%
Italian	1.46%
Polish	1.46%
ASL	1.40%
Korean	1.33%
Hindi	1.26%
Portuguese	1.26%
Vietnamese	1.13%
Mandarin Chinese	1.07%
Telugu	1.07%
Urdu	0.80%
Swahili	0.73%

Percent of Respondents
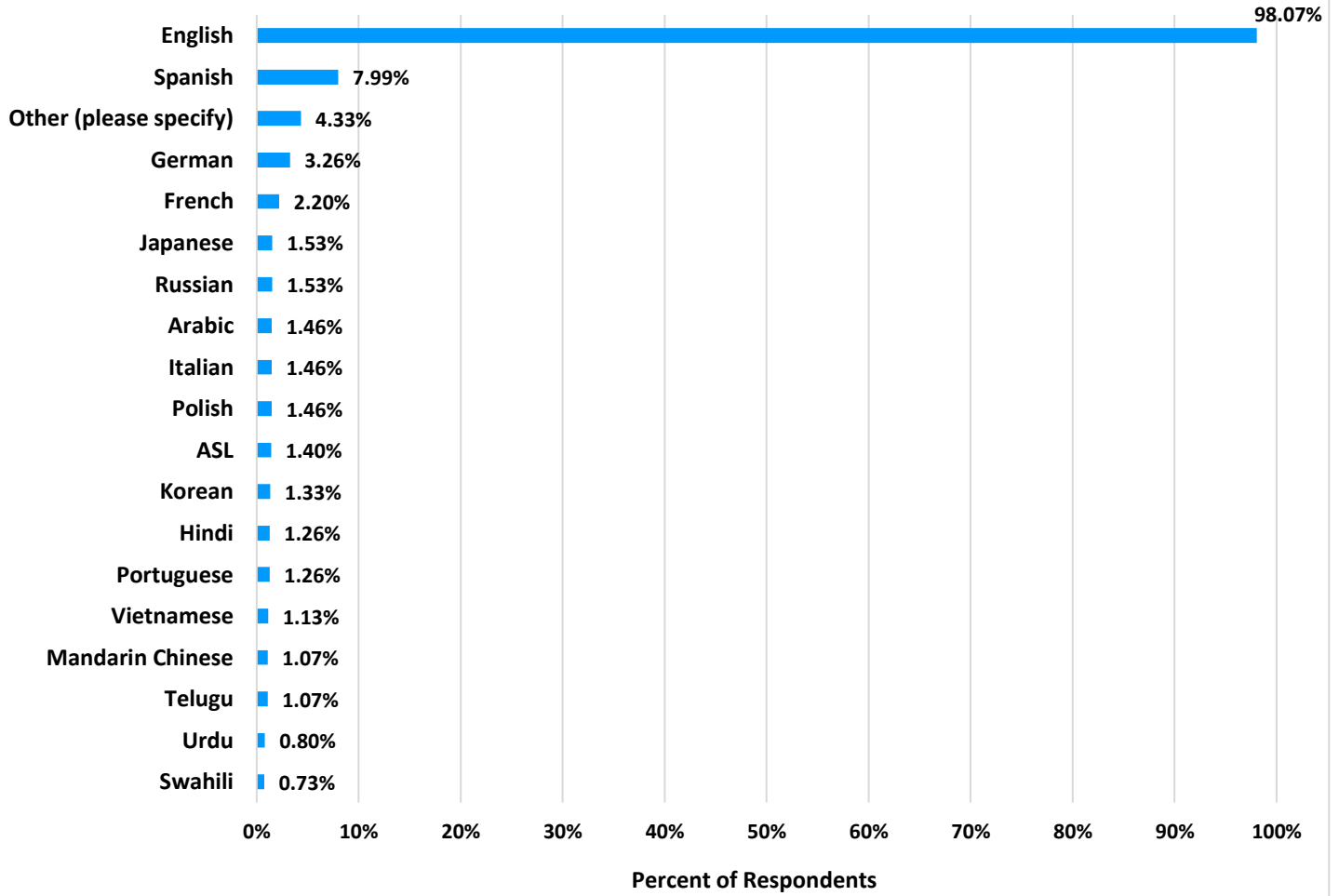
FINDINGS:	• Nearly all survey respondents (98.07%) indicated they speak English at home. • 7.99% also speak Spanish. • Several other languages were noted including: Albanian, Armenian, Burmese, Catalan, Chalcatongo Mixtec, Czech, Farsi, Greek, Gujarati, Hebrew, Hmong, Hungarian, Icelandic, Indonesian, Irish, Korean, Lakota, Malayalam, Marathi, Odia, Romanian, Serbian, Sindhi, Sureth, Tagalog, Tamil, Turkish, Yugoslavic

OVERALL FINDINGS:	- A notable percentage of survey respondents were under age 20 (42.81%). - Several respondents shared other libraries that they frequently visit and their reasons for visiting. Some reasons included: variety of collections, proximity to home/work, spacious facilities, relationships with staff, and specific programs. - Respondents shared suggestions for things that would make the library easier to use, including but not limited to: updates to the building and parking lot, increased selection of books (all formats), a clearer/easier ILL process, consistent and friendly greetings, and more communication from the library to raise awareness of services. - The majority of respondents (70.72%) were very satisfied or satisfied with the library overall. Respondents under age 20 chose neutral or "N/A" more often than other age groups when asked about overall satisfaction. 88.8% of respondents age 20 and over indicated they are very satisfied or satisfied with the library. - The library's customer service was rated most highly overall (4.37/5). Respondents age 20 and over rated the library's customer service more highly at 4.66. - Respondents shared some ways the library could increase their satisfaction with services, including but not limited to: decreased wait times for popular materials, increased diversity in programming, a café space, quiet study rooms, and updated technology for circulation. - Respondents highly valued traditional library services such as physical books and getting help from staff. Respondents under age 20 indicated the most value in working/studying in the library (3.78). Respondents age 60 and over indicated most value in getting help from staff (4.45). - All age groups of respondents indicated their highest interest for the future of the library is print books. Newspapers/Magazines and programs for new adults (age 19-29) rated of lowest interest overall. - Respondents indicated their highest interest for library programming is crafting and making (43.33%) followed by programs on health, including mental health (37.61%). Respondents age 60 and over indicated most programming interest in gardening/nature (45.74%) and local history (45.39%). - Throughout the survey, respondents shared suggestions for updates and improvements to the building with the highest interest indicated as a café space (61.78%). - Many respondents indicated they learn about the library through the Orion Living Magazine (42.13%), the library website (38.91%), and library emails (37.06%); however, the ways respondents learn about the library varied greatly by age group with those under age 20 getting more information from the schools (53.71%) and from a friend (20%). 66.14% of those age 60 and over get their library information from the Orion Living Magazine.

Board and Staff Survey Summary

For the Learning Report, we conducted a survey of Board and staff members to provide an opportunity for initial input into the process beyond the environmental scan and SOAR analysis. Six Board members and 37 staff members participated. Below is a summary of their responses for each question.

What is your favorite thing about working at the library or serving on the Board?
Staff/Team working together: • Enjoy being part of a team • Great staff • Staff works well together • Great harmony and true friendships between team members • Friendly staff • Dedicated staff • Knowledgeable staff • Camaraderie among staff • Staff work well between departments • Director listens to all staff • Hardworking and caring staff
Helping patrons: • Providing information or resources is rewarding • Connecting with patrons • Helping people solve problems • Introducing people to library services they did not know about • Sharing the love of reading and learning
Community focus: • Staff and Board are dedicated to serving the community • Community of passionate people who care about libraries • Proud to be part of a library that serves the community in a big way • Contributing to the betterment of the community
Library specific work and staff growth: • Being surrounded by books • Assisting with growth and development of the library to meet patron needs • New materials and access • Planning programming • Freedom to be creative • Management listens to new ideas • Flexibility to pursue projects and ideas relevant to skills and interests • Supervisor listens to my ideas and lets met implement them • Working with children • Able to thrive professionally

What's working well at the library? What are we good at?

Programs and Outreach
- Youth/children's programs; partnership with Lake Orion schools; quality programs; interesting programs; volunteer program with special needs population; volunteer opportunities for a variety of ages and backgrounds; creativity in event planning; leaders in innovative programming and school outreach; diverse programming; sustaining community partnerships

Collections and Services
- Starting to have a more diverse collection; excellent collections; wide variety of resources; good library of things; Glowforge is very popular; good digital services; keep the collection current; robust collections and services both online and in-person; good selection of new items; get new items out quickly; wide range of services offered

Customer Service
- Overall great service; positive patron interactions; great at helping patrons find what they are looking for; good at connecting with people; welcoming; inclusivity and belonging; accommodating; fine free; good follow-up; good at helping patrons with tech

Communication and Culture
- Good at trying new things; respond to the needs of the community; good at adapting to changes, forward-thinking; transparent communication; easy to talk to supervisors; team-building exercises; opportunities to collaborate; proactive approach; hard working staff; ability to pivot when needed or when challenges are presented; strongly positive patron feedback; provide a pleasant place for the community to gather

Other
- Reliable funding; board supports the library's mission over political posturing; good benefits for full time staff; flexibility in scheduling; staff is highly well-read in the library field and on top of trends; excellent facility upkeep; diversity of staff in ideology yet all work well together

When you consider the library's future, how important are each of the following items?

Item	Weighted Average
Attracting more patrons	4.72
Increasing community awareness and engagement	4.7
Staff wages	4.6
Promoting early literacy and making the library family friendly	4.53
Promoting freedom to read/free access to information and ideas, discouraging censorship	4.51
Updating/replacing/advancing Technology	4.4
Expanding the collection of digital services	4.4
Staff retention	4.37
Staff or Trustee training	4.28
Building updates	4.19
Collaborating with local businesses and organizations	4.09
Weaving diversity, equity, and inclusion into our work	4.09
Fundraising	4.09
Increasing teen programs	4.05
Expanding the collection of physical materials	4
Increasing adult programs	3.93
Increasing children's programs	3.77
Building expansion	3.65

Weighted Average
1=Not at all important, 3=Neutral, 5=Very important

FINDINGS:	• Board and staff members felt the most important considerations for the library's future included: attracting more patrons (4.72), increasing community engagement and awareness (4.7), and staff wages (4.6). • Least important considerations included: increasing adult programs (3.93), increasing children's programs (3.77), and a building expansion (3.65). • All choices rated above Neutral (3), and the majority of choices rated at or above Important (4). • Other suggestions included: better use of outdoor space for community and programming/events; restructure and repair the parking lot; redecorate the lobby; update staff kitchen; library as a flexible workplace, expanding and growing Outreach; creating a safe environment for all to learn, work, and enjoy without judgement from others.

Please share some ideas you have for how the library can work towards, implement, or expand the items that you indicated are important or very important in the list above.

Funding and advocacy:
• Increase fundraising; go out for a Headlee rollback; maintain a robust Friends group; getting buy-in of the public; seek endowments; use technology to expand fundraising – sell merchandise online; identify legacy donors; identify local business partners and seek sponsorships for programs; create short- and long-term goals for funding

Programs:
• Think outside the box for more creative teen and adult programming; increase teen programs through community service opportunities, snacks/cooking after school; increase adult programming; collaborate with school librarians on more programs; expand community cultural programs; more programs outside the library; build on the programs that work

Collections and services:
• Train patrons on catalog usage for better searching; continue adding new collections; expand "more than books" items – more tools, more outdoor games; explore sustainable/open access resources; better marketing of collections

Facilities:
• **Building expansion** – draw up plans for this and raise money based on the plans; add and update spaces that address current needs; expand for better programming space;
• **Update current building** – update to make space look relevant/not dated; update wayfinding signage in the library; rearrange sections to increase visibility; better "stroller park" area; make the building more comfortable for adults and more fun for children through paint, layout, furniture; re-work the parking lot; add a drive-up window; rearrange public spaces; make better use of existing space both inside and outside; convert reading room to a co-working space; add a larger patio outside; expand the Makespace and add staff to manage; add a community garden; add a permanent storywalk; update the lobby to be more welcoming; update for better flow around the service desk; more comfortable seating;
• **Adding locations/branches** – in the Village and south end of the township, to create places where community can connect/interact; a Village branch would be more walkable; a new building that is cozier and modern

Outreach and communications:
• Increase overall community awareness of library services; continued collaboration with community partners; listening and being involved in the community; targeted marketing efforts to increase awareness of high interest services with specific audiences; bold marketing and programs about DEI and freedom to read; increase awareness of the makerspace; better PR and storytelling; find ways to inform community about Orion Center branch;

• **Bookmobile –** to provide access to remote areas of the township; to increase awareness

Staffing:
- Invest in staff more consistently to increase retention; staff wages – did not keep up with cost of living; implement wage stages; conduct "stay interviews" to improve retention; add staffing for Makerspace; add staffing for homebound services

Other:
- Collect data; pay attention to research; working to establish ourselves as a STAR library; promoting our accomplishments to the community

How could the library help you better perform/succeed in your role at the library?
What do you need to be a better Board/Staff member?

Staff learning and development:
- Offer more opportunities for professional development outside of Michigan
- More opportunities for off-site training and convention attendance
- Continued learning in library budget, law, administration
- Readers advisory training to help provide consistent services
- Technology training
- Aim for continuous improvement in areas deemed strategic for future growth

Communication:
- Keep staff updated on changes in the library
- Increase communication to all levels of staff
- More information about programs and other staff roles
- Encouragement to try new ideas and reach out to new partners
- Help finding resources to fund new projects
- Management open to constructive criticism

Facilities:
- Updated staff lounge
- New printer to replace one lost in flooding

Board:
- Board retreat once or twice per year

Wages and operations:
- Salary scale/wages on par with cost-of-living increases
- Performance reviews tied to accomplishments
- Slightly fewer job duties – responsibilities increase but never decrease
- More defined organizational chart and chain of command
- Work from home policy in writing
- Offer flex time

What community needs are you aware of? What could the library do to address these needs?

Technology needs:
- Some residents are without internet at home
- Some need access to accurate news information
- Many patrons need IT help – add roaming IT staff
- Staying up to date with tech needs

Facility and access:
- Lack of transportation
- Update spaces for room to meet, work, learn
- Make the circulation desk more inviting
- Add a drive-up window
- Easier access for specific materials, i.e., large print collection
- Better accommodations for handicapped patrons
- Sound proofing for quiet study rooms
- Comfortable seating
- Spaces for individual/small group work/web meetings/phone calls
- Better tech for large meetings
- Different satellite location – Orion Center branch under-utilized, would be better in downtown Lake Orion
- Community garden
- Landline phone access for patrons

Expanded outreach:
- Teens and young adults – more engagement needed
- Seniors – expand homebound services as this population grows
- Working families
- New families/residents
- Males age 25-60 – programs topics to appeal to them, i.e., golf, racing, sports
- School partnerships – expand to get more high school and college age students involved
- More hours dedicated to community relations and attending more community events to promote services
- Collaborate more with the Township

Programming:
- Social opportunities – people are isolated and need opportunities to get to know each other
- Outdoor activities – for nature literacy and learning
- After-school programming
- Expanded early literacy help for pre-k through 3rd graders
- Mental health – programming, support, resources, and local collaborations

Communications and marketing:
- Social media – increase usage for more impact and awareness of services
- Gauging community interest on a continual basis

Assume for a moment that money and time were no object and you could change one thing at the library to improve things, what would that be?

Facilities:
- A larger, separate children's space with bigger play area, fun furniture, and room for more picture books; a big kid area with games and toys; more fun/colorful
- Covered outdoor space
- More comfortable furniture
- New building with up-to-date spaces and large youth area
- Outdoor nature trail and boardwalk through the back property
- Expansion of the building with more modern, flexible spaces with room for larger collections, to allow for more diverse programs and more patron participation
- Updated parking lot
- Add drive-up window and/or bookdrop with automated handler
- Exterior update with landscaping, gardens, play structures, seating, paved path to trail
- Lobby update
- Redecorate to align with new logo
- Overall cozier look/feel
- Add two branch locations like coffee shops with flex workstations and holds lockers for collection delivery, bordering the trail system
- Bus with mobile library for senior outreach and event participation
- Better lighting through the building; dimmable lighting
- "Library spot" locations with covered pavilions where a mobile branch could sit for service hours
- Rent or lease a storefront for added branch – better than building/buying in case it fails
- Expand meeting room and add a good kitchen
- Fireplace in the reading room
- Updated staff lounge

Staffing:
- Hire a program director
- Hire an HR manager
- More [work] hours to better support my family
- Hire fundraising/development staff
- Hire marketing/PR staff and allot budget for communications
- Full staff the makerspace
- Increase salaries

Other:
- Make the library more of a safe space
- Make it easier for patrons to ask for help
- Expand all collections
- Purchase cool technology

Focus Group and Interview Summary

In April 2023, Orion Township community members were invited to participate in focus groups and interviews. 24 people attended in-person focus groups, and 13 attended virtual focus groups. Another 7 community members participated in interviews, for a total of 44 participants providing input via focus groups and interviews.

Participants were asked to share what their relationship is with the library and how the library is important to the community. Many participants noted they are involved with community-based organizations that partner with the library such as the Arts Center, Orion Center and the larger Parks & Recreation Department, the Chamber of Commerce, and the Historical Society. The library's partnership with the school was discussed as a beneficial collaboration that allows for easy resource sharing and helpful communication and information sharing among entities. Outreach via the Book Bike and community-based programs such as Battle of the Books and summer reading events were discussed as important ways the library contributes to the community.

Participants described the library as a safe and family-friendly place to access books and resources, use the Makerspace, and attend a variety of programs. Some participants noted their use of digital materials and access to MelCat. A few participants talked about their involvement with the Friends of the Library and volunteer work at book sales. It was also noted that the library is very present in the community with frequent communications that inform community members about what is available at the library.

Participants shared some community needs that the library could help address. A few immediate needs were noted, such as: programming and activities for tweens; more support for parents and also for grandparents raising grandchildren; in-person programs and technology learning opportunities – particularly for seniors; and after-school programming for children. School District and Parks and Recreation partnerships and participation in addressing some of these needs were discussed. Participants suggested coordinating teens who need volunteer service hours to provide technology learning for seniors at the library.

A need for social interaction and in-person programming was noted, and participants suggested different programs and events that might help meet these needs such as preschool playgroups, Book Bingo and Battle of the Books for adults, and nature-focused programs on the trail. Programming for "mildly neurodivergent" tweens and teens was noted as a need, as were outdoor programs which might be held in the green space adjacent the library. Mental health for teens was noted as a concern, and participants suggested the possibility for support groups and group therapy or other ways for this age group to meet and connect with others at the library.

Use of community meeting space was indicated as an overall need, as well as the need for a commercial kitchen for use with the library meeting space. One participant noted that more space will be needed as the community grows, and more parking will be needed if community meeting spaces is utilized even more.

The overall community was described as supportive of education and recreation efforts. Many good things are happening in the area, and participants talked about how the library might be involved further in the community. With new housing developments and many new people moving to the community, participants suggested the library think about new ways to meet new families and possibly

partner with the Chamber of Commerce which offers a new resident welcome bag. The library already provides outreach at various events and through the Book Bike, and it was noted that a full-size vehicle for outreach would increase the number of people served. One participant mentioned, however, that they think the Book Bike is "fun" and talked about how the overall benefit of it cannot be measured just by circulation because it has great value in the library visibility it brings to community events and locations. This is particularly necessary as the library's physical building is seen as not very walkable for residents and the township geography is large with little public transportation available.

Participants shared suggestions for potential library programs and services that could involve specific audiences and/or broaden community understanding:

- Quarterly book club with DEI focus or addressing other social issues – to give people a way to talk about tough topics
- Celebrations of diverse holidays and sharing of customs
- Programming at senior housing complexes or use public transportation to bring more seniors to programs at the library
- Provide a local speaker series with help from community organizations
- Provide a "Human Library" service to "check-out" a community member for a conversation and learn about others in the community
- Intergenerational programs for generations to learn from each other, i.e., "Check-out a Grandparent"
- More outdoor programming in the adjacent library green space
- Invite the Disability community to share about their lives and expand understanding of accessibility needs
- Partner with local service groups and veterans' groups for various programs
- Expand Take-and-Make kits with the schools
- Host quarterly nonprofit meetings for local networking and sharing
- Provide a Story Walk at the parks or on the trails to reach more people
- Provide opportunities for teens to volunteer
- Provide after-school programming in partnership with the schools

Participants noted the library already does a great job communicating via Facebook and Orion Living magazine. The Friends of the Library is active and helps advocate for the library in the community and supports programming, as well. The group also has a good relationship with the township board.

Several participants shared additional ideas about how the library might reach more people in the community:

- Offer a bookmark that lists library services
- Send out a newsletter in between quarterly issues of Orion Living magazine
- "Flashier" newsletter that "grabs" your attention
- Text messaging
- Email blasts
- Host a community open house or community vendor fair
- Gather and share stories and testimonials of library impact via video and/or social media
- Increase presence on Instagram where younger people are more likely to see posts
- Consider adding Twitter presence

- Use social media "influencers" by age group to help market to targeted age groups, and possibly involve teens in designing this so they learn "how to use social media with purpose and with supervision"
- Target marketing to specific audiences, i.e., parents, senior living centers, special needs populations
- An "awareness campaign" with creative messaging and added signage in the community
- Develop and host a podcast, could partner with ONTV and schools
- Spots on ONTV
- Business spotlight/info in the Neighbor of Orion newsletter
- Advertise in the Orion Review
- Host family nights and/or field trips for families
- Encourage dialogue around what the library can offer and collaborate with local organizations to increase group planning

Participants shared some suggestions about updates to the library building/spaces, collections, services, and programs:

Building/Spaces	Collections	Services/Programs
• Offer historical, museum-quality displays • Add more comfortable seating • Modernize the space • Add outside seating • Develop more areas like the outdoor reading garden • Update the reading room • Add private tutoring rooms • Add café space • Add kitchen for meeting room • More accessible seating that is easier to get up and down into	• Expand the Library of Things • Expand bike rentals • Provide a book vending machine in town • Keep displays "fresh"	• Cricut classes • Host a special event/gala night; fundraiser event • Bookmobile with a regular route • Different "month" celebrations/events • Host school groups on field trips to get cards • More movie showings • Team up with trail events • Offer free IT services • Add evening programming • Expand summer hours • Add one early morning per week • MI activity passes • Life skills classes, i.e., taxes, budgeting, FAFSA • Family programs • Trivia programs • Book exchanges • Health screenings and programs

Many participants had additional positive comments about how the library serves the community: staff are very friendly; the space is open and safe with "something for everyone;" schools use the databases and feel the online resources are great; OTPL is a big supporter of pocket libraries on the trail;

the notary service is helpful; the book bike is great; the comedy night was fun; the Glowforge is wonderful; OTPL is "a strong library" and "a jewel in the community."

A few participants voiced concerns regarding book bans and attacks to library funding happening nationally and want to be sure the library is prepared for this type of difficulty. Participants also offered some targeted comments and suggestions:

- It is important to get feedback from kids;
- Don't duplicate services; communicate with other organizations to determine when more of certain services are needed;
- People have different needs for the ways they want to interact with the library;
- Find ways to reach non-readers;
- Look at community master plans to see what people are talking about;
- Keep up with technology; and
- Visit other libraries in the area for ideas.

Finally, participants described the overall library as welcoming, open, inviting, fun, busy, accessible, family-friendly, user-friendly, resourceful, cost-effective, and a "staple in the community." One participant noted "It's all happening at the library!" Staff was described as helpful, friendly, caring, dedicated, innovative, accommodating, and sensitive to community needs. One participant commented that staff is "invested in every request" and "always taking the extra step." Participants noted the building is comfortable, quiet, clean, beautiful, peaceful, and convenient. More than one participant noted the library is "forward-thinking," and other participants stated the library "always has what we need," "is more than you think," and is "beyond your expectations."

Teen Focus Group

A focus group of 9 teenagers was held in April 2023 to gather their feedback and allow for thoughtful discussion about what they like about the library and would like to see at the library.

Teens were asked to share their favorite things about the library. They noted physical attributes about the library such as the teen room and the windows that allow views of nature. They listed materials such as books, DVDs, and the "suggested books" display; and they commented on the quiet and peaceful atmosphere as well as the volunteer opportunities and spaces to study.

Teens talked about the overall community. They feel the community has welcoming neighborhoods and good access to lakes and water-sport recreation opportunities. Teens noted they would like more spots to hang out and locations like an arcade or skating rink. They do not always feel they know what is going on in the community or who is "in charge"; and they also noted that "minor" sports get less focus (than sports like football), and it is sometimes hard to access sporting activities due to costs and distances to participate.

Specific ideas, suggestions, and comments for the library from teens included:

Communications:	Programs:	Facilities and Services:
• NHS advisors know what is going on and share library info • Some teachers share information, others don't • Library staff should come to the schools to talk to students • Don't always see flyers on the school library doors – maybe they should be at the desk instead • Community service app lists the library as an opportunity • Website and flyers in the building keep them informed • School newsletter and email also inform them	• After-hours programs like hide and seek or lock-in • Outdoor events such as a field day or Easter egg hunt • Pizza and game night • Conversation and game nights • Life skills classes • Offer free food at programs • Mock interview practice • Learn how to access internships or connect with mentors • Host get-togethers or potlucks • More opportunities to help younger students • Maker programs • Cooking/baking • Language learning	• Add an "as seen on Tik Tok" display • Add calculators and other student tools • Add a café or coffee station with snacks • Improve wayfinding signage or shelving for easier browsing • Add private group study space • Need multiple spaces where teens can feel safe • Add bean bag chairs and standing desks • Add a place to watch movies • Offer scholarships for volunteers • Increase collection and availability • Move teen space tables during the summer

Finally, teen participants described the library as big, modern, overwhelming, and welcoming. They described staff as helpful and noted the library provides a lot of choices and opportunities.

Community Scan

Overview

Orion Charter Township is located in Oakland County at the north edge of suburban Detroit and in 2021 was home to over 38,000 residents. Communities in Orion Township include the Village of Lake Orion and the unincorporated communities, Eames, Lake Orion Heights, and Gingellville.

The **State of the Township Address for 2023**, delivered by Township Supervisor Chris Barnett, highlighted the region's thriving local economy and overall growth of business and recreation. Among other state and national awards, recognition of the community includes a gold certification by Michigan Green Communities, Tree City USA designation, a 5-star community by University of Michigan eCities, and Outstanding Achievement for Community Vitality from America in Bloom.

In 2020, the **Village of Lake Orion** adopted new Vision, Mission, Core Values, Goals and Objectives. The vision, mission, and values indicate the Village's desire to be vital, vibrant, and sustainable and highlight the importance of diversity, connection, teamwork, creativity, and viability of the community for the future. Each of the ideals and values named by the Village speak to the community's desire to work collaboratively and could provide inspiration to the library as they seek to plan and partner with the community going forward.

The **Southeast Michigan Council of Governments'** regional development forecast includes population projections for 2050. Oakland County is currently the second most populated county in Michigan, and the population is forecasted to increase 9% by 2050. Likewise, employment in the county is set to increase nearly 12%. Lake Orion population is projected to increase by 32% by 2050, while Orion Township population is projected to increase by 16.7%.

Resident Workforce Trends

Mean commute time to work for the residents of Orion Township was 27.3 minutes in 2021, and 80.5% of workers reported driving alone to work while only 5.1% carpooled. This could represent an opportunity to target commuters who might like to listen to digital audiobooks or other digital streaming materials. In 2021, 12.1% of Orion Township's workers reported working from home, higher than the 2020 U.S. rate of 7.3% and higher than the 2015 Orion Township rate of 4.3%. This illustrates the increase in the work-from-home population and indicates the potential need for the library to consider what these workers could need or utilize in terms of quiet work spaces and available technology at the library.

The largest employment industries in the township include manufacturing, retail, and health care and social services. Top employers in Oakland County include Beaumont Health, Stellantis NV (automobile manufacturing), General Motors, and United Wholesale Mortgage.

The **Orion Area Chamber of Commerce** supports local business development and provides networking events for local businesses. The Chamber holds Coffee Connect and Thirsty Thursdays for networking and Chamber Off-Site events at local coffee shops for drop-in discussions with residents. The Chamber also offers welcome bags to new residents in the township that contain information about local businesses. There could be opportunities to promote the library through one or more of the Chamber's efforts.

Healthcare

Beaumont Health, in collaboration with the Michigan Public Health Institute (MPHI) and the communities served by Beaumont, conducted a Community Health Needs Assessment (CHNA) in 2022. The findings show the following to be the top health-related priorities to be addressed by Beaumont in the region over the next three years:

- Behavioral Health – including mental health and substance misuse
- Health Education – including culturally appropriate health education, community connectedness, and education on community infrastructure that supports health
- Access to Care – including discrimination and inequity in healthcare and system navigation (cost/insurance for care)

Each of these priority areas represent an opportunity for the library to partner with local organizations working to improve community health. **Oakland Community Health Network** provides treatment services for mental health and substance use disorders to eligible Oakland County residents. They also provide training and education that may be useful to library staff or the community, such as Mental Health First Aid. **Oakland County Health Division** offers substance abuse prevention programs such as CATCH My Breath and Vape 101 which might preset opportunities to partner on this type of program for community education at the library. The Oakland County Health Division offers other community-based health trainings and screenings that might provide new partnership opportunities for the library and an additional way for the Health Division to offer their services.

Education

The Lake Orion Community Schools' (LOCS) 2022-2027 strategic plan includes a strategic focus area around communications/community engagement. The November 2022 progress update of the plan lists several local partnerships and programming plans for adult enrichment. The library has a strong partnership with LOCS but is not listed in this update. This may represent an opportunity for the library to expand partnerships in new ways with LOCS.

LOCS served 6,747 students in 2022 of which 74.4% were White, 10.2% were Hispanic, 8% were two or more races, 4.3% were Asian, and 2.8% were Black. These LOCS student demographics show the racial and cultural shifts in the younger generations of Orion Township residents. LOCS boasts a high graduation rate (96% in 2022) and a more modest rate of economically disadvantaged students (26.7%) as compared to the overall state rate (54.0%).

Lake Orion is also home to **St. Joseph Catholic School** which serves 448 students in preschool through 8th grade from Orion Township and the surrounding region.

Oakland Community College (OCC) has five campuses located throughout Oakland County. OCC is the largest community college in Michigan with more than 14,000 students enrolled in Fall 2021. **Oakland and Wayne State Universities** are the top transfer universities for OCC students. Oakland University's Office of Community Engagement provides potential for area nonprofits to engage as community partners in student service learning and collaboration. Wayne State University's service learning-focused curriculum within their School of Medicine could be another partnership for the library. Students are required to complete 35 hours of service learning working with the area's vulnerable populations.

Recreation and Culture

Orion Township's motto is "Where living is a vacation" and the township seeks to achieve this objective through providing a wealth of recreation and cultural opportunities. The township has invested over $6 million in parks since 2019 to add, update, and expand facilities and programs. **Orion Township Parks and Recreation Department's** 5-year Master Plan (2019-2023) reviews the township's wide and varied recreation efforts including multiple parks, extensive trails, campsites, and an amphitheater. The library's location near the **Polly Ann Trail** provides a unique opportunity to expand nature and recreation programming alongside like-minded partners.

Orion Parks is also home to the **Orion Center** which offers fitness and general programming and includes a branch of Orion Township Public Library. Membership at the center is free to residents age 50+ and provides access to programs, activities, and events, many at no or low-cost. Meeting space is also available at the Orion Center; however, the center has Monday-Friday hours with weekends available only for private events.

Lake Orion Parks and Recreation maintains parks and offers swim programs in the village. **Bald Mountain Recreation Area** is a state park located in Lake Orion that includes a beach, snowmobiling, fishing, and hunting, as well as local trail access.

The Orion Art Center is a membership-based organization that offers art classes, camps, events, and exhibitions in Lake Orion. The center has both a studio and a gallery and works to inspire creativity and artistic expression in the community; the Orion Art Center may be a good community organization to partner or consult with regarding the Makerspace and other artistic pursuits the library is interested in.

Local Opportunities

The Community Foundation of Southeast Michigan serves seven counties including Oakland County and funds organizations working to improve the lives of residents through arts, culture, health and human services, and environmental pursuits. Grants are made on a rolling basis annually and aim to inspire collaboration among organizations and entities in the region. Most grants are project-based with an eye towards longer-term sustainability. The library could consider the community foundation as a potential funding source for collaborative, community-based work.

The Ralph C. Wilson, Jr. Foundation funds organizations in Southeast Michigan including Oakland County; the library may qualify for grant funding of collaborative efforts in the community through their Preparing for Success or Entrepreneurship & Economic Development programs.

Sources:

[2021 ACS Data: Table S0801](#)

[Bald Mountain Recreation Area](#)

[Beaumont Health Community Health Needs Assessment – 2022](#)

[Lake Orion Parks and Recreation](#)

[LOCS Strategic Plan 2022-2027](#)

LOCS Nov. 2022 Plan Update

Michigan School Data

Oakland Community College – Community Connections

Oakland Community Health Network

Oakland County's 25 Largest Employers - 2020

Oakland County Health Division

Oakland County Substance Abuse Prevention Programs

Oakland University

Orion Area Chamber of Commerce

Orion Township, MI

Orion Center

Orion Township – Business Demographics

Polly Ann Trail

Ralph C. Wilson, Jr. Foundation

SEMCOG 2050 Regional Development Forecast

St. Joseph Catholic School

State of the Township Address 2023 – Orion Township

University of Michigan eCities

Village of Lake Orion, MI

Village of Lake Orion - Mission, Vision, Goals/Objectives

Wayne State University – Service learning and community engagement