



North Amherst Library Long Range Plan

FY2020 – FY2024

Approved by the Board of Library Trustees November 13, 2019

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JONESLIBRARY.ORG

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Executive Summary

Mission

The North Amherst Library will be a community hub to a diverse population of Amherst residents, where books are celebrated and all members of the community can enhance their educational, cultural, and lifelong learning pursuits.

Vision

- The North Amherst Library staff will create a welcoming atmosphere for everyone, and will be deeply engaged and committed to maintaining the highest levels of professionalism and providing exceptional customer service.
- The Board of Trustees, Friends of the Jones Library System, and staff will provide leadership so that the town of Amherst and its residents will continue to support the Library, including financially and by volunteering.
- The North Amherst Library will help provide Amherst with state-of-the-art technologies and will provide instruction and support for those seeking to use technology.
- A strong base of committed volunteers will augment the Library staff and be recognized for their important contributions, helping the Jones Library remain strong and connected to the entire community. The Library will use the skills and interests of each volunteer as they align with the needs of the Library.
- The North Amherst Library will develop and maintain mutually beneficial relationships with other Amherst town departments, with libraries and other relevant departments and offices at surrounding colleges and universities, C/W MARS as well as with other local business and cultural entities.
- The Library will actively welcome and encourage access by members of our community with economic and social disadvantages.

Critical Success Factors

- Fully motivated and engaged staff, including volunteer staff, who are committed to providing patrons with a welcoming atmosphere and exceptional customer service.
- Adequate financing to support current and future operations, as well as proposed building renovations.
- State-of-the-art technology, with flexible responses to changing technologies and the ability to provide those technologies to patrons.
- Support from the residents of Amherst and surrounding townships.
- Mutually beneficial relationships with other Amherst departments, C/W MARS as well as surrounding college libraries and institutions.

- Ability to identify needs and serve the community of Amherst.
- Effective outreach and communication.
- Strong support from the Board of Trustees and the Friends of the Jones Library System.
- Visionary leadership from the Board and staff to ensure that the North Amherst Library continues to be a value-added entity to the Town of Amherst.
- Full engagement of all Amherst residents, from youth through seniors.

Strategies

- Consider the implications of Town plans for changing the traffic flow at the intersection adjacent to the North Amherst Library.
- Provide a pleasant, safe and up-to-date building.
- Provide relevant, quality materials, programs and services to our patrons.
- Maintain exceptional customer service by recruiting and retaining outstanding Library personnel.
- Increase and enhance communication efforts through social media, an interactive website, newspaper and radio.
- Expand funding through the Town of Amherst's appropriations, The Jones Library, Inc., the Friends of the Jones Library System, and the Library's Annual Fund, Capital Fund, Planned Giving program, Sammys and new resources.
- Offer and promote state-of-the-art technologies to both staff and patrons.
- Advocate with local, state, and federal legislators regarding the importance of Library funding.

Gaps

- Although the North Amherst Library patrons appreciate many aspects of the current facility, the building lacks accessibility and a public restroom.
- Funding from the Town of Amherst and other sources must adjust to developing service needs and future growth.
- The Library's open hours schedule is confusing.

Immediate Priorities

- Secure additional annual funding to ensure the North Amherst Library continues to provide high quality services, programs, and an engaged staff.
- Advocate for necessary capital funding for the renovation of the North Amherst Library building.
- Evaluate open hours schedule.

Environmental Scan

North Amherst Population

- The 2010 Census recorded the population of the North Amherst Area as 6,819 people.
- The 2000 Census recorded the population of the North Amherst Area as 6,019 people.

History of the North Amherst Library

“The branches are older than the trunk!”

~ Frank Prentice Rand, in his chapter titled Outposts, from the book *The Jones Library in Amherst*

The North Amherst Library Association was created in 1869 with the mission of creating a Library for the people of North Amherst and Cushman villages. Prior to that time, the Library collection, available by subscription, was held at the North Amherst Post Office where the postmaster also served as the librarian. In 1873 it became a Library for all residents, who were welcome to borrow books without charge. Three years later, the Library Association became incorporated and received its first public funding. Initially the collection was held in the North Amherst school house, but after a fire in the Factory Hollow school house in 1891 which forced the relocation of pupils to that school, the Library was without a home.

Subsequently, the North Amherst Library Association built the present structure known as the North Amherst Library. Substantial personal donations and funds from the town created the earliest free public Library building in Amherst. The architect, Roswell Field Putnam, chose a fashionable stick and shingle style, with rich exterior colors. The Library building was dedicated on September 20, 1893 with all free service, incorporation, and a free-standing building.

In 1925, due in part to financial challenges, an offer of alliance with the Jones Library was accepted by the Association. It was arranged that the North Amherst Library Association would provide and care for the building with funds from the town and a private bequest with the understanding that the Jones Library would identify North Amherst as a branch Library. To this end, the Jones Library agreed to supply Library materials and other operational support in order to continue to provide the best Library service to the community.

In 1958 the town agreed to assume the librarian's salary and in 1961 the North Amherst Library Association's financial resources were transferred to the Jones Library.

In 1996 William L. Holland donated \$100,000 for improvements to the interior and exterior of the building. The exterior was repainted in the original five colors from the 1930s all white, and new bookshelves, furnishings, and an air conditioning system were installed.

Today the same physical structure with modern Library services continues to be the heart of the North Amherst community. Although the footprint of the original building has not changed, the Library collection numbers have increased from the original collection of 1,125 items, to today's collection of more than 18,000 items.

Facilities & Grounds

The existing North Amherst Library building was opened on September 20, 1893. Extensive renovations were carried out in 1997 thanks to a generous donation from William L. Holland. The original building is a stick and shingle style, a type of Queen Anne design, with rich exterior colors. It was designed by architect Roswell Field Putnam. The building is comprised primarily of light wood framing with timber beams and sits on a brick and rubble foundation. The roof structure spans the width of the building. There is wonderful natural light and good ventilation.

The North Amherst Library public space is 1,080 square feet. There are two floors, one for the public and one for storage. There is one restroom on the basement level, accessible only to staff.

The capacity of people in the building is 49, with seating for 11.

The area behind the Library is a town-owned parking area with adequate safe parking for the Library patrons.

The North Amherst Library is an anchor in the North Amherst community, an important neighborhood meeting place that draws visitors to both the beautiful outdoor garden as well as the carefully curated collection of Library materials. Our spectacular flower gardens are maintained by hard working volunteers and beautify the village center and the surrounding grounds of the Library.

The Library is near public transportation. It is not handicapped accessible nor does it have a public bathroom. There are no quiet or group study spaces. The

children's area is quite small for programming and yet we manage to hold fabulous creative children's programs.

The Library provides wireless internet and the building and grounds are adequately covered by the current system. The Library's offerings provide access to those with a variety of social, economic and digital needs. There are three computers for public use with printing and scanning options, and the staff is available to assist patron needs.

There is no multipurpose room in the Library. Due to very limited staffing and space, public programs, cultural events and educational activities (other than children's programming) are not held at the Branch.

Staff

The North Amherst Library is open to the public 20 hours per week. Currently it is staffed by the Branch Librarian, a 30 hours per week benefitted position, and 23 hours of part time staffing help. The staff is dedicated to providing outstanding customer service and take joy in our role as Readers Advisors. The branch libraries have not been able to recover the (3.5) open hours lost to budget cuts in the early 2000's.

All paid staff are employees of the Town of Amherst and the salaries and benefits are established, but not fully funded, by the Town of Amherst.

The staff at North Amherst is highly educated, as four out of five employees have graduate degrees and all of the staff have decades of experience working in libraries. The hardworking, dedicated and knowledgeable staff is seen as a very strong asset as indicated in the survey results.

Holdings, Circulation & Programming

The North Amherst Library aims to meet the needs of our community by providing Library materials and information in a variety of formats and reading levels, for both adults and children. The Branch Library collection offers popular reading materials, a selection of current interest materials, and audiovisual materials. Our audio books and DVDs are entertaining and informational. Children explore the world of picture books, fairy tales, poetry, toys, comic books, and graphic novels. Public interest and demand is a major consideration in the addition of materials to the collection.

The Branch maintains quality and relevance through ongoing evaluation of the collection. Participation in the C/W MARS network provides our patrons with

requests outside the scope of our small collection. The transfer of materials both enhances and shares the collections. Online resources that include remote access to statewide and Jones Library databases, and electronic Library materials, offer a wide variety of current information for the public.

FY18 North Amherst Library Services

- Total attendance 20,702
- Total number Reference transactions 2,670
- Total attendance at PC Dr. Hank 48
- Total number of museum passes available for loan 8
- Total number of hours donated by non-subsidized volunteers 150

Programming at the North Amherst Library has always involved children. There is a weekly story and craft program usually attended by children three to six years old. The programs have varied, fun themes reflecting the diverse population of the community and the children who visit the Library. Many of the children who attend the weekly program also participate in the annual Summer Reading Club. The Summer Reading Club is a long standing well attended tradition among the North Amherst children, who get support and encouragement for their summer reading. At the end of the summer, we have a wonderful party with entertainment and refreshments to celebrate the children.

Every Monday morning during the school year we are visited by the children who attend the Head Start program held in the neighboring Amherst Family Center. We select books to read which support the preschool curriculum along with a few of our plain old favorites. The group of between twelve and seventeen children that visit are three to five year olds, and the time here includes sharing, songs and finger play.

FY18 North Amherst Library Holdings

	<u>Adult</u>	<u>Youth</u>
• Books	8,000	6,699
• Audio CDs	951	116
• DVDs	1,654	279
• Magazines	165	68
• Miscellaneous	13	14

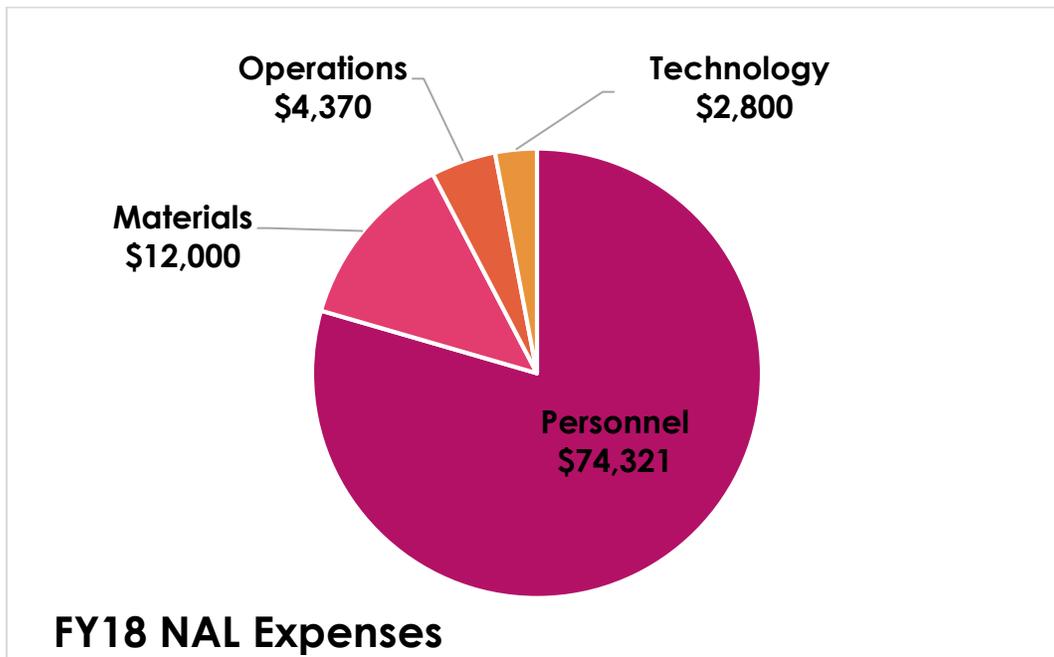
FY18 North Amherst Library Circulation

Marketing & Publicity

The Jones Library's website, flyers, and word of mouth are used to keep our public informed as to the activities of the Library.

Technology

Finances

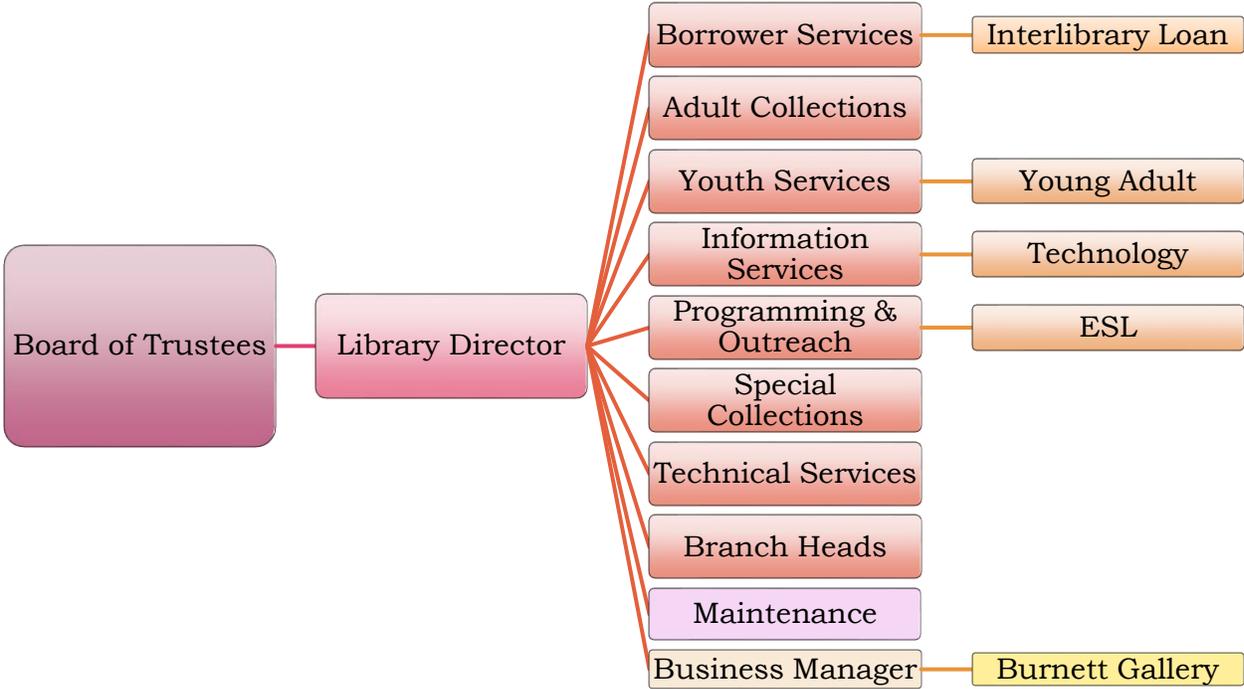


The Value of the North Amherst Library Services, Programs and Materials Provided in Fiscal Year 2018:

More Than \$590,000

Quantity of Use	Library Service	Value of Service	Based On	Total Saved
10,735	Adult/Teen Books Borrowed	\$20.00	Amazon average price	\$214,700
7,484	Children's Books Borrowed	\$18.00	Amazon average price	\$134,712
2,191	Adult/Teen Audios Borrowed	\$20.00	Audible average price	\$43,820
190	Children's Audios Borrowed	\$9.95	Audible average price	\$1,891
8,374	DVDs Borrowed	\$19.00	Average purchase price	\$159,106
536	Computer Usage	\$12.00	FedEx price per hour	\$6,432
48	Adult/Teen Programs Attended	\$15.00	Museum program admission	\$720
325	Youth Programs Attended	\$7.00	Museum program admission	\$2,275
2,670	Reference Questions Answered	\$10.00	Average library cost	\$26,700
TOTAL VALUE OF SERVICES (minimum):				\$590,356

Organization



Strategies, Objectives & Action Items

1. Provide a pleasant, safe, and up-to-date building.

Objective	Action Items	By Whom	When
1. Perform a space needs planning exercise, including evaluation of the circulation desk and spaces for teens and children	Evaluate patron reading spaces	Branch Head, Staff	Ongoing
	Research purchasing mobile furniture, in order to maximize flexibility	Director, Branch Head, Staff	Ongoing
	Promote the Library's technological capabilities, open hours, parking, storytimes, Interlibrary loan, & other services	Director, Branch Head, Staff, Volunteers	Ongoing
2. Evaluate existing spaces with an eye toward customer service, safety, and historic preservation	Work with Town to provide handicapped access, a public restroom, and a water fountain for the North Amherst Branch	Director, Branch Head, Staff, Volunteers	Ongoing

	Work with Town Maintenance to ensure interior general maintenance duties, including dusting, vacuuming, deep cleaning, & removal of trash/recyclables are performed regularly	Director, Branch Head	Ongoing
	Work with Town Maintenance staff to keep furnishings repaired/replaced when needed	Director, Branch Head, Staff	Ongoing
	Work with Town Maintenance to ensure exterior general maintenance duties, including mowing and snow removal, are performed regularly	Director, Branch Head	Ongoing
	Work with Town Maintenance to ensure pleasant outdoor green spaces including outdoor seating, outdoor programming spaces, and an outdoor trash receptacle	Director, Branch Head, Staff, Volunteers	Ongoing

3. Evaluate existing building systems, including HVAC and interior and exterior lighting	Work with Town Maintenance Department to ensure systems are energy efficient, and equipment is repaired/replaced as needed	Director, Branch Head	Ongoing
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2. Provide relevant, quality materials, programs, and services to our patrons.

Objective	Action Items	By Whom	When
1. Evaluate Open Hours Schedule, including number of hours as well as when the hours occur		Trustees, Director, Branch Head, Staff	Ongoing
2. Evaluate and promote collections and display spaces for print as well as digital materials	Work with Jones staff to use technology for providing eMaterials	Branch Head, Staff	Ongoing
	Weed and shift collections to ensure they are up-to-date and easy to access	Branch Head, Staff	Ongoing

3. Maintain a browseable collection so that materials are available to patrons on a walk-in basis		Branch Head, Staff	Ongoing
4. Advocate for additional funding for circulating materials		Director, Branch Head, Staff	Ongoing
5. Provide ample opportunity for staff continuing education opportunities including technological and Readers' Advisory training	Encourage staff to attend continuing education classes as time and budget allow	Director, Branch Head	Ongoing
	Encourage collaboration between Library Departments	Director, Branch Head	Ongoing
6. Purchase items requested by Library patrons		Branch Head	Ongoing
7. Evaluate and promote programs and services, including Homebound Delivery	Hold an Open House	Director, Branch Head, Staff	FY21
	Provide Jones program fliers at Branches	Branch Head, Staff	Ongoing

	Evaluate patron seating	Director, Branch Head	Ongoing
8. Provide programs requested by patrons		Branch Head, Staff, Volunteers	Ongoing
9. Evaluate and preserve outdoor spaces	Create outdoor spaces for reading	Branch Head, Staff, Volunteers	Ongoing
10. Collaborate with other local cultural, business, and educational entities		Branch Head, Staff, Volunteers	Ongoing

3. Maintain exceptional customer service by recruiting and retaining outstanding Library personnel.

Objective	Action Items	By Whom	When
1. Provide ample opportunity for staff continuing education opportunities including technological and Readers' Advisory training	Encourage staff to attend continuing education classes as time and budget allow	Director, Branch Head	Ongoing

	Encourage staff to subscribe to C/W MARS, MBLC, & MLS email listserves	Director, Branch Head	Ongoing
	Encourage collaboration and the sharing of ideas between Library Departments	Director, Branch Head	Ongoing
	Create hardware and software documentation for staff	Branch Head, Staff, Volunteers	Ongoing
2. Conduct annual staff reviews, including updating job descriptions to include Readers' Advisory and technological skills		Director, Branch Head	Ongoing
3. Advocate for increased pay for part time staff		Trustees, Director, Branch Head, Staff, Volunteers	Ongoing
4. Promote volunteer opportunities		Branch Head, Staff	Ongoing
5. Hold volunteer appreciation events		Director, Branch Head, Staff	Ongoing

4. Increase and enhance communication efforts through social media, an interactive website, and newspaper and radio.

Objective	Action Items	By Whom	When
1. Evaluate existing PR methods	Research starting an Instagram page	Branch Head	Ongoing
	Update Branch brochures and bookmarks	Director, Branch Head, Staff, Volunteers	Ongoing
2. Communicate Library services, open hours, and programs using social media, the website, newspapers, and radio	Encourage collaboration between Library Departments, including additional Branch mentions in Jones advertising and sharing program fliers	Director, Branch Head, Staff, Volunteers	Ongoing
	Acquire exterior sign for program advertising purposes	Director, Branch Head	FY21
	Utilize volunteer expertise	Branch Head, Staff	Ongoing
	Survey Library patrons regarding their preferred technologies	Branch Head, Staff, Volunteers	Ongoing
	Hold technology Open House	Director, Branch Head, Staff, Volunteers	Ongoing

3. Attend community events, representing the Library		Trustees, Director, Branch Head, Staff, Volunteers	Ongoing
4. Increase outreach to non-Library users		Trustees, Director, Branch Head, Staff, Volunteers	Ongoing
5. Increase opportunities for group visits and Library tours		Trustees, Director, Branch Head, Staff, Volunteers	Ongoing

5. Expand funding through the Town of Amherst's appropriations, the Library's Annual Fund, Planned Giving program, Sammys, and new innovative resources.

Objective	Action Items	By Whom	When
1. Educate the community about Library funding	Generate excitement by imitating NPR's fund drives (e.g., "Save Hank!")	Director, Branch Head, Staff, Volunteers	Ongoing
	Advertise the value of Library services	Trustees, Director, Branch Head, Staff, Volunteers	Ongoing

2. Support the Friends of the Jones Library System	Advertise the Friends of the Jones Library System, including distributing Friends' brochures, sharing events through social media, and posting signs at programs	Trustees, Director, Branch Head, Staff, Volunteers	Ongoing
3. Post signs acknowledging donors		Director, Branch Head	Ongoing
4. Post a donation jar at circulation desk and during programs		Branch Head	Ongoing
5. Advocate for increased State Aid with legislators		Trustees, Director, Branch Head, Staff, Volunteers	Ongoing

6. Offer and promote state-of-the-art technologies to both staff and patrons.

Objective	Action Items	By Whom	When
1. Promote the Library's technological capabilities and services	Advertise patron success stories, including video stories	Director, Branch Head, Staff, Volunteers	Ongoing
	Promote C/W MARS and Libby apps	Branch Head, Staff, Volunteers	Ongoing

2. Provide ample opportunity for staff continuing education opportunities including technological and Readers' Advisory training	Encourage staff to attend continuing education classes as time and budget allow	Director, Branch Head	Ongoing
	Encourage collaboration between Library Departments and sharing of ideas	Director, Branch Head, Staff, Volunteers	Ongoing
	Provide Jones program fliers at Branches	Branch Head, Staff, Volunteers	Ongoing
	Promote PC Dr. Hank programs	Trustees, Director, Branch Head, Staff, Volunteers	Ongoing

7. Advocate with local, state, and federal legislators regarding the importance of Library funding.

Objective	Action Items	By Whom	When
1. Ask Town Manager to hold Cuppa Joe events at or near the North Amherst Branch		Trustees, Director, Branch Head, Staff, Volunteers	Ongoing

2. Ask Senator and Representative to hold Office Hours in the North Amherst Community		Trustees, Director, Branch Head, Staff, Volunteers	Ongoing
3. Attend Library Legislative Breakfasts, both locally and state-wide		Trustees, Director, Branch Head, Staff, Volunteers	Ongoing

Appendix

Focus Group Results

North Amherst Library Focus Group Notes Wednesday, November 28, 2018 Woodbury Room, Jones Library

Sharon Sharry, Library Director, introduced herself, Trustees, and Kristi Chadwick, MLS Facilitator.

Kristi gave an overview of how the discussion would unfold. She mentioned last night's Munson session; explained that this information will be compiled and shared. Kristi encouraged participants to speak. We are here to brainstorm; talk about the positive and challenges; let's see where we can go. Not SWOT analysis; instead, we will conduct a SOAR analysis:

1. Strengths
2. Opportunities
3. Aspirations
4. Results we will see

Rules:

1. Sharon types; Kristi handwrites; everything will be shared
2. Everyone gets to participate. Kristi will call on you if you aren't speaking up.
3. We won't be analyzing your comments tonight; there will be no judging; we are not here to talk about what Town can do. Instead, tell us what you want to see at your Library.

Strengths:

1. Librarians/Maggie/Val/Robin/Theresa
2. Location
3. Availability of any materials you want to get
4. Beautiful, historic, important building
5. Neighborhood meeting place – the only one we have
6. Being able to drop off and pick up materials at NAL, no matter where the items came from
7. Garden
8. Children's programs are very well attended
9. Materials in the Library are a nice selection/cross-section – DVD's, kids, adults
10. Within walking distance
11. Lovely selection of new books
12. News about public events is posted there
13. Well supported by the Library system's budget
14. Book drop
15. Can get almost anything we want through ILL
16. Access to Internet access
17. PC Dr. Hank
18. Proximity to Survival Center
19. Cute and cozy
20. Easy to park
21. Good bus service
22. Close to preschool
23. Close to 11 apartment complexes, many with children

24. Graduate housing close by, with lots of diverse families
25. Incredibly welcoming for children – always met with acceptance and support
26. Children learned to read during summer reading club at NAL
27. Museum passes
28. Community hub – wonderful conversations with community members are held there
29. Like to sit on the chair and do homework there
30. Staff seems to know everyone who comes through the door; feeling of “family”
31. Would rather go to the NAL than the Harp.

Opportunities – Think about what the threats are.

1. Unsure of Library hours
2. Would like more hours, especially with additional apartments coming to the area
3. Additional staff
4. Make this great resource more accessible to more people
5. Handicapped accessibility
6. Public bathrooms
7. Explain to public what a 21st century Library is and what the benefits are: community spaces, spaces for young people; ESL in the Library. It's “books+” It's about building a community Library
8. People perceive the loss of traditional Library services; don't want to lose sense of books
9. More space to enable children's program to occur at same time as other things
10. Use the \$50,000 consistent with the appropriation.
11. An addition for better community spaces
12. Reach out to apartment complexes to bring in children
13. Family Center, ESL conversation opportunities – more room for programs
14. For the project to be completed soon
15. Budgeting – put more money into operating expenses; we need more money from the Town in order to get more open hours
16. North Amherst residents on a building committee; decision-making committees to include North Amherst residents
17. A North Amherst Advisory Group
18. More events for teens and tweens
19. Evaluation of the NAL by a structural engineer
20. First Library card collaborations with local preschools
21. Evaluation of use of attic space
22. Outreach to apartment complexes and others who are not using the NAL

Aspirations – What do you want your Library to look like when it grows up?

1. Arts and crafts style addition
2. More space for the collection
3. Queen Anne's style addition
4. Section on local history
5. Community space
6. Modern bathrooms
7. Water fountain
8. Focal point of the neighborhood
9. Collection that shows and celebrates the historic, natural, water, and agricultural resources in North Amherst – celebrate North Amherst's uniqueness
10. Nooks and crannies to read in
11. Comfortable seating
12. Lots of tables and chairs
13. Master plan for north Amherst where the Library plays a central role

14. Better play area for young children, inside and outside
15. Don't want staff to see everything; there should be private spaces
16. Balance between safety and some privacy
17. Commercial activity
18. Large selection of books in other languages, for readers of all languages
19. I drive to the North Amherst Library because parking is free
20. Make it environmentally sustainable; as a teaching space
21. Celebrate the smallness of the Library
22. Plan that incorporates the North Amherst School into some of these North Amherst Library functions, including safety upgrades for the North Amherst School
23. Greenway
24. More appropriate location of crosswalk on Montague Road –move it North
25. Buy/take Potter's Garage
26. Small kitchen
27. Café

Results – What are you going to see if you achieve everything you wish to see that the North Amherst Library; what will it look like?

1. 10-fold increase in patronage
2. Unified historical architecture
3. Improved intersection
4. Everyone in North Amherst will be happy
5. The North Amherst school would be included
6. Would have a common space, just like in South Amherst
7. An energy efficient, sustainable, net-zero building; marry the educational mission of the Library to showcase this; the building itself would be a teacher
8. Lots of community meetings to be held there, including at night
9. Increased open hours
10. Accessibility and bathrooms
11. Would know the open hours
12. Nice place to go in a comfy chair with a book
13. Additional insulation
14. Could hold a series of "meet the family from a different country" programs; cultural programs to highlight/celebrate the international cultures of North Amherst
15. Books
16. Library where I can continue to have access to wonderful staff
17. Safe access to Library by walking/bicycling/public transit/personal cars
18. Outside space with picnic tables
19. Increased usage of computers and collections and seating
20. Increased sense of community
21. Increased community meeting space
22. More PC Doctor Hank, including technological advice
23. Spaces for teens, which speaks to their needs
24. Spaces for children, which speak to their needs
25. Greater teen presence
26. Jobs/internships for teens

Next, let's talk about North Amherst – part of the long range plan will try to answer the question, "what is the North Amherst Library's place in the community?" We want to know, if you look into future, what is your vision for North Amherst? Why should people live in North Amherst? What would bring people there?

1. Families are coming back; we would like to see more of a community; we lost our sense of community; we are getting to know each other; to become neighbors again
2. We are different from south Amherst. There are lots of students in our neighborhoods. Would like to incorporate the students into our community.
3. It's a hot market; hard to find housing there – recreation, pub, becoming more walkable, farm stands/farms, Atkins, retail; Library; made young families want to be there again; North Amherst will keep getting better
4. Encourage people from throughout Town to go to the NAL and North Amherst
5. Regain a sense of community through housing for families
6. Getting young people more involved in politics
7. More Korean community members moving into the area and becoming members of our community
8. University to provide more housing on the campus
9. University to give more back to the community
10. Library is the anchor/heart of North Amherst; would like to retain its small scale; not sure need meeting rooms there, but maybe at the school building instead
11. Greenway from Library garden to Mill River to Puffer's Pond to Cushman, including signage and an app
12. Better communication to the NA community

Survey Results

Community Survey - North Amherst Library

Which of Amherst's public libraries do you use? (check all that apply)

134 of 137 Answered (97.8%)

Checkbox

- Jones Library (110 responses, 80.3%)
- Munson Memorial Library (25 responses, 18.2%)
- None of the above (0 responses, 0.0%)
- North Amherst Library (117 responses, 85.4%)

How often do you visit the North Amherst Library? (choose one)

136 of 137 Answered (99.3%)

Radio Buttons

- Daily (3 responses, 2.2%)
- Every 2 weeks (23 responses, 16.8%)
- Every 3 months (13 responses, 9.5%)
- Every 6 months (7 responses, 5.1%)
- Less often (10 responses, 7.3%)
- Monthly (23 responses, 16.8%)
- Never (10 responses, 7.3%)
- Weekly (47 responses, 34.3%)

Which days of the week are most convenient for you to visit the North Amherst Library? (check all that apply)

125 of 137 Answered (91.2%)

Checkbox

- Friday (76 responses, 55.5%)
- Monday (64 responses, 46.7%)
- Saturday (94 responses, 68.6%)
- Sunday (62 responses, 45.3%)
- Thursday (56 responses, 40.9%)
- Tuesday (73 responses, 53.3%)
- Wednesday (68 responses, 49.6%)

Which time of day is most convenient for you to visit the North Amherst Library? (check all that apply)

125 of 137 Answered (91.2%)

Checkbox

- Afternoon (104 responses, 75.9%)
- Evening (51 responses, 37.2%)
- Morning (70 responses, 51.1%)

Which of the following reasons make you less likely to visit the North Amherst Library? (check all that apply)

123 of 137 Answered (89.8%)

Checkbox

- Disabled / physical limitations (7 responses, 5.1%)
- I buy my own books (2 responses, 1.5%)
- I can't get to the Library (2 responses, 1.5%)
- I use another Library (26 responses, 19.0%)

- Inadequate collection (15 responses, 10.9%)
- Inconvenient hours (58 responses, 42.3%)
- Inconvenient location (10 responses, 7.3%)
- Lack of bathroom (44 responses, 32.1%)
- Lack of parking (23 responses, 16.8%)
- My account is blocked (0 responses, 0.0%)
- My children are grown; I went to the Library for them (6 responses, 4.4%)
- Other (18 responses, 13.1%)
- Poor service (1 response, 0.7%)
- The Library does not have what I need (10 responses, 7.3%)
- Too busy (12 responses, 8.8%)

For Other, please specify below:

Short Answer

18 of 137 Answered (13.1%)

18 of 137 Answered (13.1%)

- hours seem reasonable but sometimes i go elsewhere when Library is closed
- I LOVE THE NORTH AMHERST LIBRARY
- I LOVE the N. Amherst Library and have no obstacles to going there
- i love the North Amherst Library, the only thing it lacks is space
- I'm not less likely. I go there a lot and find its resources useful
- more hours
- My use depends on my schedule and how long I can wait to get the books
- no crosswalk on Montague RD
- none
- none
- none fo the above
- none of the above
- None of those reasons stops me, but I do tend to go to events and the main branch and then use that collection. Lack of an events room is a limitation.
- NONE!!! I love this Library!
- Smells of dust and mold
- The hours are not necessarily inconvenient, they are just fewer than the Jones or greenfield libraries.
- There is nothing that prevents me from visiting the North Amherst Library.
- when i'm in northampton or florence or amherst i go there; when i'm here, i go to north amherst Library if its open

How often do you use the Library System's website? (choose one)

134 of 137 Answered (97.8%)

Radio Buttons

- Daily (20 responses, 14.6%)
- Every 2 weeks (16 responses, 11.7%)
- Every 3 months (8 responses, 5.8%)
- Every 6 months (2 responses, 1.5%)
- Less often (8 responses, 5.8%)
- Monthly (26 responses, 19.0%)
- Never (7 responses, 5.1%)

- Weekly (47 responses, 34.3%)

Open hours

121 of 137 Answered (88.3%)

Radio Buttons

- Important (46 responses, 33.6%)
- Most important (57 responses, 41.6%)
- Neutral (10 responses, 7.3%)
- Not important (3 responses, 2.2%)
- Somewhat important (5 responses, 3.6%)

Location

97 of 137 Answered (70.8%)

Radio Buttons

- Important (19 responses, 13.9%)
- Most important (16 responses, 11.7%)
- Neutral (31 responses, 22.6%)
- Not important (27 responses, 19.7%)
- Somewhat important (4 responses, 2.9%)

Parking

104 of 137 Answered (75.9%)

Radio Buttons

- Important (39 responses, 28.5%)
- Most important (16 responses, 11.7%)
- Neutral (22 responses, 16.1%)
- Not important (15 responses, 10.9%)
- Somewhat important (12 responses, 8.8%)

Curbside book return

112 of 137 Answered (81.8%)

Radio Buttons

- Important (44 responses, 32.1%)
- Most important (11 responses, 8.0%)
- Neutral (20 responses, 14.6%)
- Not important (27 responses, 19.7%)
- Somewhat important (10 responses, 7.3%)

Passenger drop-off from a car

99 of 137 Answered (72.3%)

Radio Buttons

- Important (18 responses, 13.1%)
- Most important (5 responses, 3.6%)
- Neutral (27 responses, 19.7%)
- Not important (44 responses, 32.1%)
- Somewhat important (5 responses, 3.6%)

Bicycle racks

101 of 137 Answered (73.7%)

Radio Buttons

- Important (34 responses, 24.8%)
- Most important (3 responses, 2.2%)

- Neutral (20 responses, 14.6%)
- Not important (33 responses, 24.1%)
- Somewhat important (11 responses, 8.0%)

Proximity to public transportation

99 of 137 Answered (72.3%)

Radio Buttons

- Important (34 responses, 24.8%)
- Most important (7 responses, 5.1%)
- Neutral (15 responses, 10.9%)
- Not important (34 responses, 24.8%)
- Somewhat important (9 responses, 6.6%)

Handicapped accessibility

105 of 137 Answered (76.6%)

Radio Buttons

- Important (26 responses, 19.0%)
- Most important (25 responses, 18.2%)
- Neutral (18 responses, 13.1%)
- Not important (30 responses, 21.9%)
- Somewhat important (6 responses, 4.4%)

Library garden

103 of 137 Answered (75.2%)

Radio Buttons

- Important (27 responses, 19.7%)
- Most important (9 responses, 6.6%)
- Neutral (28 responses, 20.4%)
- Not important (26 responses, 19.0%)
- Somewhat important (13 responses, 9.5%)

Seating throughout the Library

110 of 137 Answered (80.3%)

Radio Buttons

- Important (50 responses, 36.5%)
- Most important (12 responses, 8.8%)
- Neutral (22 responses, 16.1%)
- Not important (12 responses, 8.8%)
- Somewhat important (14 responses, 10.2%)

Public restroom

121 of 137 Answered (88.3%)

Radio Buttons

- Important (43 responses, 31.4%)
- Most important (51 responses, 37.2%)
- Neutral (7 responses, 5.1%)
- Not important (7 responses, 5.1%)
- Somewhat important (13 responses, 9.5%)

Reduced energy consumption

102 of 137 Answered (74.5%)

Radio Buttons

- Important (39 responses, 28.5%)
- Most important (14 responses, 10.2%)
- Neutral (28 responses, 20.4%)
- Not important (14 responses, 10.2%)
- Somewhat important (7 responses, 5.1%)

Lighting

100 of 137 Answered (73.0%)

Radio Buttons

- Important (43 responses, 31.4%)
- Most important (12 responses, 8.8%)
- Neutral (25 responses, 18.2%)
- Not important (12 responses, 8.8%)
- Somewhat important (8 responses, 5.8%)

Attractiveness of interior

97 of 137 Answered (70.8%)

Radio Buttons

- Important (34 responses, 24.8%)
- Most important (12 responses, 8.8%)
- Neutral (28 responses, 20.4%)
- Not important (13 responses, 9.5%)
- Somewhat important (10 responses, 7.3%)

Comfortable atmosphere

104 of 137 Answered (75.9%)

Radio Buttons

- Important (56 responses, 40.9%)
- Most important (19 responses, 13.9%)
- Neutral (16 responses, 11.7%)
- Not important (6 responses, 4.4%)
- Somewhat important (7 responses, 5.1%)

Book displays

96 of 137 Answered (70.1%)

Radio Buttons

- Important (43 responses, 31.4%)
- Most important (6 responses, 4.4%)
- Neutral (24 responses, 17.5%)
- Not important (9 responses, 6.6%)
- Somewhat important (14 responses, 10.2%)

Spaces to eat / drink

100 of 137 Answered (73.0%)

Radio Buttons

- Important (9 responses, 6.6%)
- Most important (3 responses, 2.2%)
- Neutral (9 responses, 6.6%)
- Not important (74 responses, 54.0%)
- Somewhat important (5 responses, 3.6%)

Social / group spaces

102 of 137 Answered (74.5%)

Radio Buttons

- Important (20 responses, 14.6%)
- Most important (9 responses, 6.6%)
- Neutral (12 responses, 8.8%)
- Not important (47 responses, 34.3%)
- Somewhat important (14 responses, 10.2%)

Quiet spaces

103 of 137 Answered (75.2%)

Radio Buttons

- Important (31 responses, 22.6%)
- Most important (15 responses, 10.9%)
- Neutral (19 responses, 13.9%)
- Not important (25 responses, 18.2%)
- Somewhat important (13 responses, 9.5%)

Meeting / activity room

104 of 137 Answered (75.9%)

Radio Buttons

- Important (23 responses, 16.8%)
- Most important (13 responses, 9.5%)
- Neutral (19 responses, 13.9%)
- Not important (39 responses, 28.5%)
- Somewhat important (10 responses, 7.3%)

Website

102 of 137 Answered (74.5%)

Radio Buttons

- Important (34 responses, 24.8%)
- Most important (18 responses, 13.1%)
- Neutral (21 responses, 15.3%)
- Not important (18 responses, 13.1%)
- Somewhat important (11 responses, 8.0%)

Social media

98 of 137 Answered (71.5%)

Radio Buttons

- Important (8 responses, 5.8%)
- Most important (5 responses, 3.6%)
- Neutral (24 responses, 17.5%)
- Not important (53 responses, 38.7%)
- Somewhat important (8 responses, 5.8%)

Programming

98 of 137 Answered (71.5%)

Radio Buttons

- Important (24 responses, 17.5%)
- Most important (6 responses, 4.4%)
- Neutral (32 responses, 23.4%)
- Not important (25 responses, 18.2%)
- Somewhat important (11 responses, 8.0%)

Adult collection (ages 18+)

101 of 137 Answered (73.7%)

Radio Buttons

- Important (44 responses, 32.1%)
- Most important (24 responses, 17.5%)
- Neutral (18 responses, 13.1%)
- Not important (10 responses, 7.3%)
- Somewhat important (5 responses, 3.6%)

Teen collection (ages 13-17)

98 of 137 Answered (71.5%)

Radio Buttons

- Important (34 responses, 24.8%)
- Most important (11 responses, 8.0%)
- Neutral (25 responses, 18.2%)
- Not important (22 responses, 16.1%)
- Somewhat important (6 responses, 4.4%)

Youth collection (ages birth-12)

97 of 137 Answered (70.8%)

Radio Buttons

- Important (30 responses, 21.9%)
- Most important (23 responses, 16.8%)
- Neutral (19 responses, 13.9%)
- Not important (20 responses, 14.6%)
- Somewhat important (5 responses, 3.6%)

Which of the following North Amherst Library services have you used? (check all that apply)

131 of 137 Answered (95.6%)

Checkbox

- General collection (115 responses, 83.9%)
- Help from the staff (98 responses, 71.5%)
- I have never used the North Amherst Library (3 responses, 2.2%)
- InterLibrary loan (95 responses, 69.3%)
- Museum passes (57 responses, 41.6%)
- Programming (27 responses, 19.7%)
- Technology / website / online resources (58 responses, 42.3%)

In which of the following types of North Amherst Library programs have you participated? (check all that apply)

119 of 137 Answered (86.9%)

Checkbox

- Adult (24 responses, 17.5%)
- Babies / toddlers (birth-age 5) (26 responses, 19.0%)
- None of the above (63 responses, 46.0%)
- Tween / teen (ages 13-17) (9 responses, 6.6%)
- Youth (ages 6-12) (35 responses, 25.5%)

How do you learn about the North Amherst Library's programs and services? (check all that apply)

112 of 137 Answered (81.8%)

Checkbox

- Email (30 responses, 21.9%)
- Facebook (5 responses, 3.6%)
- Library fliers (45 responses, 32.8%)
- Library staff (45 responses, 32.8%)
- Library website (61 responses, 44.5%)
- Newspaper (18 responses, 13.1%)
- Other (7 responses, 5.1%)
- Word of mouth (35 responses, 25.5%)

For Other, please specify below:

Short Answer

5 of 137 Answered (3.6%)

5 of 137 Answered (3.6%)

- I didn't actually know they had programming
- I wasn't aware the N. Amherst Library had programs.
- Lived here awhile, like libraries
- not aware of any
- work in neighborhood

How often do you attend the North Amherst Library's programs? (choose one)

123 of 137 Answered (89.8%)

Radio Buttons

- Daily (0 responses, 0.0%)
- Every 2 weeks (3 responses, 2.2%)
- Every 3 months (7 responses, 5.1%)
- Every 6 months (2 responses, 1.5%)
- Less often (36 responses, 26.3%)
- Monthly (5 responses, 3.6%)
- Never (65 responses, 47.4%)
- Weekly (5 responses, 3.6%)

If you do not attend programs at the North Amherst Library, why not?

Long Answer

89 of 137 Answered (65.0%)

89 of 137 Answered (65.0%)

- At this stage of my life (getting older!) I don't really think about it.
- Cannot tolerate musty, dusty, moldy atmosphere
- Didn't know about it. Feel like the area isn't very accessible at night (which is when I could attend) due to poor lighting and parking
- does not fit my schedule
- Don't know about them. Too busy.
- don't know if adult programs
- Don't really follow what's being offered and am too busy to remember. Used to be more aware of them when the kids were in school.
- Hard to find the time to attend.
- Haven't gone to the Library much since our Children have grown up, but still value it greatly.

- I am not aware of programming at the North Amherst Library. I might attend youth programming or evening classes for adults or book club meetings or neighborhood meetings if they were held there.
- I am not sure of what programs are available.
- I am unaware of them
- I attend Jones programs
- I attend programs closer to where I live.
- I believe that most have been for children.
- I did attend youth programs weekly when my children were younger. I do participate in the adult reading program and book clubs. Working outside the home has lessened my program attendance but not how often I use the Library.
- I did not know they had any programming. I thought there wasn't room.
- I did not realize they had any programs
- I do not attend programs now because I usually don't get into programs and I never hear about youth programs
- I don't find the space conducive to programs. I REALLY appreciate the interLibrary loan service but the Library occurs for me as a place to pick up and return books and use the computers once in a while to print something out or when my internet is down.
- I don't have need of programs and there really aren't very many at the North Branch
- I don't hear about any programs at the North Amherst Library. When the kids were little I would attend some stuff for them, but it seems a bit small for programs that would appeal to us now.
- I don't know about them. I live near Jones Library and don't know what is offered at the North Amherst Library.
- I don't know what they are. I mostly return books here as it never seems to be open when I'm able to go.
- I don't know.
- I have never heard of any that interested me; if they were to have, it would be unlikely for me to fit a trip there into my schedule.
- I like the location, I live nearby The garden is beautiful. The attractiveness is very cozy, It's very comfy Books displays they do a great job We eat outside. The Wednesday program is great. The adult collection is great They can get anything my daughter wants to read. (Entered this info here because it was handwritten on form)
- I live closer to the N. Amherst Library than the Jones, but I have young kids so we go to the Jones. The traffic pattern and lack of parking, bathroom don't make it easy for a family with kids under 6 to use it.
- I live in North Amherst, but I have no problem using the Jones Library, which has a better collection and all the things I would look for in a Library.
- I love the Library just the way it is. All these other things would be icing on the cake; Time constraints.. but going to the Library and chatting with the staff about books is an important part of my life even if it's not a program per se
- I love the North Amherst Library, its staff, its location. but I'm not a Library program kind of person
- I rarely attend the programs downtown
- i use services of Dr Hank when I need computer help. I live in town center but feel more welcome at North Amherst. The parking is bad in town so I only go there I can get a parking space but then I have to find quarters so I'm less likely to stop there

- I use the main branch.
- I used to when my kids were young but now I mostly use it for other services
- I'm not aware of programming offered.
- I'm dimly aware of them (if at all) when they happen though I'm curious the kind of programs there have been or will be.
- Interested in books not programs
- Interested in books, discs.
- I've never noticed a program that I wanted to attend there, though I often attend programs at the Jones. I've only lived in Amherst for three years so my answers do not include years when I was raising a child.
- Just never thought of it. I live near so I like to get my books there and the staff is so kind and helpful. It has a nice atmosphere more than the larger Jones Library.
- Life gets in the way
- Life is already busy enough. However my twin grandchildren (also North Amherst residents) will soon be old enough that I will want to bring them
- Limited time
- maintaining the current (tiny) N Amherst Library is a poor idea and a bad use of resources and money
- most of the programs seem to be for kids. Now my grandchildren live nearby, I will probably attend more.
- My kids are teens now
- My kids tend to prefer quieter times over group events; the particular events have not appealed enough to make time for them.
- My son is grown now. And my grandchildren are too old though they are the under 65 in my household
- no interest
- No need-
- No need, very busy
- No time
- No time for programs. I go for books and movies. Plenty of programs outside of Library in Amherst. This is a wonderful special Library. They order inter-Library and let me know when book arrives. Library staff are great.
- No time to attend.
- None for adults that I am aware of.
- None that meet my needs
- Not applicable programs
- not aware of any events.
- not aware of programs applicable to me
- Not aware of the programs.
- not easy to get to
- Not enough time
- not for adults
- Not having a bathroom makes it inconvenient. Hours are too limited. Everything doesn't have to be in Jones; could have more services in branches. Some services may not be important to me personally, but I wish them to be there for our community.

- Nothing for my age group or interest. I am able to get to the Jones for any event that appeals.
- Only come for DVDs, not as a special trip (simply going by). Has a good TV DVD selection compared to Munson
- Space too small
- The main Library and the Munson libraries are closer. Also, the kids use the school libraries...
- There are none
- There aren't any!
- there is very limited programming
- They seem mainly geared to preschoolers, and I don't have preschoolers.
- Time constraints. Don't know about them. No need/interest.
- Time
- Don't know about them
- too small and crowded I go to Jones
- Too busy
- Too busy- go there to get books & movies & read!
- too old!
- unfortunately we cannot fit the weekly program into our weekly schedule
- Was not aware of programs for adults. Just know about summer reading for kids.
- We come for other reasons: friendly staff; book displays; book and audiobooks; returning books; browsing; reading
- we do not have time
- we don't attend any Library programs
- We have no need
- We live closer to the North Amherst Library but honestly the space is way too small, no parking, and collection cannot keep up. I hate to say that I am not supportive of keeping it open. In my view it detracts from the main Library and would require too much to bring it up to the level it needs to be.
- We moved to south Amherst
- Well, I mostly never find out.
- When I was growing up in North Amherst, we went to the North Amherst Library all the time! I have wonderful memories from there. The staff friendly and knowledgeable staff really made the place feel like home (and so did the fun toys!). I live in South Amherst now so it's a bit too far and I go to the Jones, but if I lived in the area I'd still go to the North Amherst. If I still lived in the area, accessible hours, parking, and after hours book return would be most important (and maybe an accessible bathroom for young kids). I didn't feel entirely equipped to fill out this survey because I don't come regularly, but I wanted to weigh in and say what an important community resource the North Amherst Library is (and I do use the Jones regularly, as well as the CW Mars audiobooks from my phone).

Public computers

117 of 137 Answered (85.4%)

Radio Buttons

- Important (39 responses, 28.5%)
- Most important (15 responses, 10.9%)
- Neutral (20 responses, 14.6%)

- Not important (30 responses, 21.9%)
- Somewhat important (13 responses, 9.5%)

Copier / printer

114 of 137 Answered (83.2%)

Radio Buttons

- Important (33 responses, 24.1%)
- Most important (13 responses, 9.5%)
- Neutral (15 responses, 10.9%)
- Not important (41 responses, 29.9%)
- Somewhat important (12 responses, 8.8%)

Scanner / fax

110 of 137 Answered (80.3%)

Radio Buttons

- Important (23 responses, 16.8%)
- Most important (7 responses, 5.1%)
- Neutral (22 responses, 16.1%)
- Not important (48 responses, 35.0%)
- Somewhat important (10 responses, 7.3%)

WiFi / internet access

114 of 137 Answered (83.2%)

Radio Buttons

- Important (34 responses, 24.8%)
- Most important (41 responses, 29.9%)
- Neutral (14 responses, 10.2%)
- Not important (14 responses, 10.2%)
- Somewhat important (11 responses, 8.0%)

Self check-out

109 of 137 Answered (79.6%)

Radio Buttons

- Important (10 responses, 7.3%)
- Most important (2 responses, 1.5%)
- Neutral (24 responses, 17.5%)
- Not important (70 responses, 51.1%)
- Somewhat important (3 responses, 2.2%)

Magazines / newspapers

111 of 137 Answered (81.0%)

Radio Buttons

- Important (46 responses, 33.6%)
- Most important (6 responses, 4.4%)
- Neutral (24 responses, 17.5%)
- Not important (25 responses, 18.2%)
- Somewhat important (10 responses, 7.3%)

DVDs

120 of 137 Answered (87.6%)

Radio Buttons

- Important (50 responses, 36.5%)

- Most important (28 responses, 20.4%)
- Neutral (15 responses, 10.9%)
- Not important (15 responses, 10.9%)
- Somewhat important (12 responses, 8.8%)

BluRays

107 of 137 Answered (78.1%)

Radio Buttons

- Important (16 responses, 11.7%)
- Most important (8 responses, 5.8%)
- Neutral (22 responses, 16.1%)
- Not important (52 responses, 38.0%)
- Somewhat important (9 responses, 6.6%)

Audiobooks

120 of 137 Answered (87.6%)

Radio Buttons

- Important (48 responses, 35.0%)
- Most important (24 responses, 17.5%)
- Neutral (20 responses, 14.6%)
- Not important (18 responses, 13.1%)
- Somewhat important (10 responses, 7.3%)

Electronic devices to borrow

110 of 137 Answered (80.3%)

Radio Buttons

- Important (21 responses, 15.3%)
- Most important (5 responses, 3.6%)
- Neutral (27 responses, 19.7%)
- Not important (47 responses, 34.3%)
- Somewhat important (10 responses, 7.3%)

eBooks / eAudiobooks / eVideos

115 of 137 Answered (83.9%)

Radio Buttons

- Important (43 responses, 31.4%)
- Most important (26 responses, 19.0%)
- Neutral (19 responses, 13.9%)
- Not important (22 responses, 16.1%)
- Somewhat important (5 responses, 3.6%)

Online resources / databases

117 of 137 Answered (85.4%)

Radio Buttons

- Important (46 responses, 33.6%)
- Most important (28 responses, 20.4%)
- Neutral (24 responses, 17.5%)
- Not important (13 responses, 9.5%)
- Somewhat important (6 responses, 4.4%)

I am satisfied with the level of customer service I receive.

124 of 137 Answered (90.5%)

Radio Buttons

- Agree (17 responses, 12.4%)
- Disagree (0 responses, 0.0%)
- Neutral (0 responses, 0.0%)
- Strongly agree (106 responses, 77.4%)
- Strongly disagree (1 response, 0.7%)

I feel welcome when I visit.

123 of 137 Answered (89.8%)

Radio Buttons

- Agree (16 responses, 11.7%)
- Disagree (0 responses, 0.0%)
- Neutral (1 response, 0.7%)
- Strongly agree (105 responses, 76.6%)
- Strongly disagree (1 response, 0.7%)

I feel that the staff understand my needs.

123 of 137 Answered (89.8%)

Radio Buttons

- Agree (16 responses, 11.7%)
- Disagree (0 responses, 0.0%)
- Neutral (9 responses, 6.6%)
- Strongly agree (97 responses, 70.8%)
- Strongly disagree (1 response, 0.7%)

The staff are helpful.

125 of 137 Answered (91.2%)

Radio Buttons

- Agree (15 responses, 10.9%)
- Disagree (1 response, 0.7%)
- Neutral (1 response, 0.7%)
- Strongly agree (107 responses, 78.1%)
- Strongly disagree (1 response, 0.7%)

The staff are knowledgeable.

123 of 137 Answered (89.8%)

Radio Buttons

- Agree (17 responses, 12.4%)
- Disagree (0 responses, 0.0%)
- Neutral (6 responses, 4.4%)
- Strongly agree (99 responses, 72.3%)
- Strongly disagree (1 response, 0.7%)

I do not have to wait long for a staff member to assist me.

123 of 137 Answered (89.8%)

Radio Buttons

- Agree (16 responses, 11.7%)
- Disagree (1 response, 0.7%)
- Neutral (4 responses, 2.9%)
- Strongly agree (102 responses, 74.5%)
- Strongly disagree (0 responses, 0.0%)

I would recommend the North Amherst Library to my friends / family.

123 of 137 Answered (89.8%)

Radio Buttons

- Agree (14 responses, 10.2%)
- Disagree (2 responses, 1.5%)
- Neutral (4 responses, 2.9%)
- Strongly agree (102 responses, 74.5%)
- Strongly disagree (1 response, 0.7%)

In your opinion, in what way(s) does the North Amherst Library excel?

Long Answer

102 of 137 Answered (74.5%)

102 of 137 Answered (74.5%)

- Staff; Collections; Ambiance: warmth + coziness inside, garden outside; I love flag outdoors telling me when its open! all else great as is!
- a convenient location to drop my books off at and a beautiful garden
- Access for residents to a Library in north Amherst, nice collection of kids books, helpful staff, museum passes
- Atmosphere
- Atmosphere excellent specially for children/ families
- Beautiful, unique old building, nice ambience, convenience
- Books are well-selected. the Library staff is friendly and knowledgeable.
- By being a space for families to enjoy reading together. Programs that they offer. Being made to feel welcome and a part of this small community. Very friendly folks. The ladies that work here are fabulous! I have been coming here for 43 years and I live in Hadley but use the No. Amherst Library.
- close to my house and would be useful to pick up ILL books here
- Community space, welcoming of all, excellent collection of children's materials and adult, access to so much more!
- Convenience for me as I live in North Amherst
- Convenient for me, as I live in North Amherst. Also, there hours are somewhat different from the Jones, so sometimes I can get there with the Jones is closed.
- Convenient, friendly
- cozy
- cozy, comfortable, friendly, very good collection for such a small space
- Customer Service (see previous question). I am very happy with the Library as is, except would love for it to open more hours/days if possible
- Customer service and fostering community
- Customer service, atmosphere, ability to get almost any book I want, exterior look, services for children, interior look; Garden is also very beautiful--just needs some bushes cut (or moved) along Sunderland road side so clear site line for cars coming from Montague Rd; I'm retired so have lots of leeway...I like the North Amherst hours the way they are now
- Customer service, atmosphere, architecture
- Everything!

- Excellent customer service, they get to know our family and do not mind processing our books on hold. The free parking is a perk over the Jones Library and easily accessible location while doing errands with little traffic. Great that we can access the Library by foot or bike or take the bus and walk. The garden is always lovely. Always find great books.
- Family atmosphere. Extremely personable, helpful, and knowledgeable staff. Friendly, too.
- Friendly & knowledgeable staff; new books; book suggestions; interLibrary loans
- Friendly staff with time to give personal attention to patrons; Good collection for size of Library; Beautiful garden; Good parking; Storytime and crafts
- Friendly staff. Convenient location to pick up and drop off items.
- Friendly, local customer service. The librarians put me on the to the audiobook app along with the cwmars & BPL collections. Audiobooks are now central to my intellectual life and walking/exercise routine
- Good DVD selection
- Good location. Lovely historic building. Great staff. "a neighborhood nice to have"
- Great customer service and attention to people's needs
- great friendly service; beautiful building; convenient part of neighborhood
- Great librarians; that's why I use this branch! Easy to make a quick stop. Cutest building in town. It's the farthest Amherst Library from my house, but it's the branch I go to >90% of the time.
- Great Library Staff, always feel welcomed. Love the building and garden.
- Great staff!
- Great staff. Nice collection and ability to order materials from Mars system.
- Great storytime!
- Helpfulness, friendliness
- I had not been in the North Amherst Library for years. I only went when my kids were little and then the lack of a bathroom was a huge issue. But a few weeks ago I revisited it and loved it! It was so nice and quiet and I really enjoyed the small, comprehensive collection of books. It was almost easier to pick a book because the choices were limited but great.
- I have lived here for over 20 years and have used the Library for myself and for my son as a baby, toddler, tween, and teen. We love the North Amherst Library and use it mostly to take out books. We also take out audiobooks, dvd's and magazines. I always feel welcome there and the staff are wonderful and very helpful. I love the window seats and the stuffed chairs. I do browse the catalog from there also.
- i love the great generous helpful staff; i love that i can get almost an resource in my neighborhood i.e. books videos audiobooks through an amazing inter Library loan
- I love the selection of fiction -- I always find something I can't wait to read!

- I think it is nice to have a North Amherst Library option. Years ago they offered kids programming: projects and story time that my kids enjoyed.
- In general, staff is welcoming and helpful. Always a pleasure. It was a lovely place to take my kids when they were small. Now, we rarely go. I do most of my Library reading through Overdrive.
- In no way at all
- InterLibrary loan; Location convenient for me; Good to have later evening hours once a week; The garden is lovely although the bushes near the corner compromise drivers' ability to safely get on Sunderland Rd
- Internet is not available where I live so I truly appreciate your plentiful, shaded parking, with wi-fi leaking out of the building, offering me 24/7 access.
- It is a beautiful Library to spend time in. The staff is excellent and helpful. It is a cozy place to read. Has good DVD collection. Good for visiting grandchildren. Would like to see a more revitalized interior, while preserving its historic exterior; BATHROOM!!, Community meeting rooms, full use of its beautiful architecture (all floors), improvement without damaging its historic look and charm. It is a gem in our town, please improve it and give it proper support and care.
- It is a charming building in a convenient location. It also has friendly, knowledgeable and efficient librarians and a decent collection. The ability to borrow books from other libraries is a huge plus.
- It is a cozy, welcoming place in the cutest little historic building. It is a real gem and I support increasing its hours and adding a bathroom and access for those with strollers or those who are disabled.
- It is a friendly helpful atmosphere. Help from the staff
- It is a uniquely charming Library its history its size the beautiful plantings its welcoming atmosphere as a homey neighborhood gathering place its efficiency and convenience in providing books/media its warm knowledgeable kind friendly staff
- It is such an endearing little house. Very quaint and lovely. Convenient parking is a huge plus. It's also the closest of the libraries to my house.
- It is welcoming to children as well as adults. It is quiet and relaxed.
- It's a welcoming, attractive Library, and the garden in front is marvelous. I love living nearby!
- Its charm and has a wonderful staff. I love going to that Library. It's a high light of my week. They get everything I ask for and keep an eye out for things I may like.
- It's charming, welcoming, convenient, has terrific collections, especially value the story/craft time for kids and the new book displays

Everything is great

- It's cute. My kids used to be able to walk there with my wife when they were little. However, they also loved the Jones Library, which they could either get to by car or by bus. The staff were very nice and competent. I almost never went there, though.
- It's nice to have a neighborhood Library. They pack a lot into a small space. It's friendly and welcoming.

- Knowledgeable, friendly staff. Feel welcome there. They know what I like to read and make recommendations.
- Lovely, helpful staff; Good collection for moderately sophisticated recreational reader. Fast transport service from other libraries.
- maintaining the current (tiny) N Amherst Library is a poor idea and a bad use of resources and money
- Perfect location...perfect garden...cozy interior...good collection; A fabulous community, neighborhood resource
- Personal assistance, small Library feeling
- Personal atmosphere, the librarians know their frequent customers.
- Personal connection with staff; friendliness
- personal service; friendliness; neighborhood feeling ; lovely historical building
- Personal service, they know their patrons, very kind and helpful. Will always get you what you need and make good recommendations.
- Personnel; Great kids section; Cozy factor
- Proximity to home. Very helpful staff. Packed with books and other info resources. Chairs are always available.
- service and location
- Service, excellent staff.
- Small, friendly community space. Beautiful building, picturesque garden.
- Small, quiet, friendly (people know me and my family). Very helpful staff. Easy for us to get to; I go there often but sometimes I forget the odd open hours. Garden is fine. I can get books I want to order.
- Some ways the North Amherst Library excels is with it's look. When you walk into their atmosphere, you feel so welcome, part of a big family. I feel that it is important to keep this part of the Library, and even though I believe the Library could have some changes, I don't think we should develop too much.
- Staff
- Staff friendly + very helpful
- Staff is friendly.
- Staff is one of the jewels of this Library.
- Staff service. Good collection for a tiny Library. The garden. The historic building.
- staff, collection, computer access
- Stellar! Staff! Staff! Staff!
- Strong staff, good selection of books.
- The garden is beautiful, as is the building itself. When you pull open the gorgeous front door, you feel as if you're entering a special space. The size of the collection is perfect--great options for every reader in the family, and a manageable size so that one can browse without being overwhelmed. The staff are outstanding in their customer service skills.

- The gardens are lovely. I always appreciate them when we drive by.
- The knowledge of staff. Friendly, engaging staff. Knowledge of the patrons wants and needs. Simply the best of the 3.
- The librarians are VERY pleasant and welcoming, always eager to help. It is wonderful to receive a warm welcome (they remember names for years!) and to feel that it is a part of my community.
- The librarians at N Amherst are fantastic; Maggie makes everyone feel comfortable. She is eager to help my daughter find books to read, even if she has to get them through inter-Library loan. Robin is a consistently conscientious librarian always remembering my daughter and her preferences for books. Val is very enthusiastic and always cheerful and welcoming. Theresa is so creative and patient with the children at story hour. They run a tight ship it is so fun to go there almost feel like it is a bar at happy hour except the excitement comes from books not booze!
- The Library garden is beautiful and welcomes folks. It maintains an old-fashioned feel and keeps up with videos. I don't check out my books here.
- The Library is close to where I live. I like the small Library feel of the place. All the ladies are friendly and helpful. If they don't have it they'll help me order it from another Library and I pick it up there. Much easier to park than downtown.
- The North Amherst Library is a fabulous, warm, and inviting place with many books and dvd's I can't get at the Jones Library. I like having the Library in my neighborhood.
- The staff are wonderful and very helpful and knowledgeable. I really like the small, quiet space of the North Amherst Library.
- The staff is outstanding at the N. Amherst Library. I also appreciate Dr. Hank, who has helped me out twice. A wonderful service. I like that it's not packed w/people, but that there is a lively "coming and going". I have been amazed at how many materials they have on hand and also the excellent inter-Library book they have for me. Every service is very efficient in a pleasant and personal way. Very well organized despite having very tiny space. I love the new garden -- a relaxing and beautiful landscape!
- The staff, and the staff. They know the folks that use the Library.
- The staff--friendly, knowledgeable, helpful. Because of them (okay, the books and dvds are a draw too), I always look forward to going to the North Amherst Library! The outside is adorable too!
- They help you a lot; They have stickers ready for kids; They are very kind; The staff find things for you; Even though the Library is small it is better than big libraries
- This Library excels because of the enthusiasm and helpfulness of the staff.
- Very close to my home with much better free parking than Jones; I often pick up books & dvds there and use it for drop off.
- Warm, friendly atmosphere. Attractive, welcoming building. Great staff. Access to interesting books. Often find interesting books on display.
- Welcoming atmosphere and amazingly kind and helpful staff.
- wonderful staff and great resources for so small a space

- Wonderful staff!!!! Growing up it always felt so cozy and it's nice to go to a place where everyone knows you. Felt a lot more neighborly than driving to town for the Jones (which is also a wonderful place). Considering how small it is, there are so many resources!
- Wonderful, accessible small Library with a good selection of books & DVDs & great staff
- wonderfully quirky

In your opinion, in what way(s) does the North Amherst Library need improvement?

Long Answer

98 of 137 Answered (71.5%)

98 of 137 Answered (71.5%)

- A bathroom and handicapped accessibility and longer opening hours.
- A bathroom would be nice but not necessary. This is a beautiful historical building so I go there knowing it is small and there is no bathroom facility so just plan accordingly.
- A bathroom would be wonderful.
- A bathroom! The story and craft hour for kids is amazing but very cramped. An outdoor space to do these things outside in nice weather would be great.
- A bathroom, more room for books
- A bathroom.
- A public bathroom would be a good idea. Also more hours open to the public.
- A public restroom would be nice although not absolutely necessary. The Library collection is small due to size but we always put books on hold and the free parking and helpfulness of the staff more than make up for the small size. If you don't have a bike rack having one would be great
- A public restroom would be nice; Another shelf of books would be nice. More stickers that children can take home. One more type of flower.
- Access to strollers/wheelchairs
- access, longer hours
- Accessibility and restroom.
- Add a bathroom and extend the hours please.
- Bathroom and accessibility.
- bathroom facilities-I never want to go there with my children because of no bathroom.
- Bathroom!
- Bathrooms please
- Bathrooms, And a quiet place.
- be open more and have more programs for adults
- better pedestrian and parking access

- Can't help the size, I know, but the Library is way too small and I wonder sometimes whether our town really, really needs the branch libraries. Public restroom, obviously. The gardens are lovely, but as someone who drives through the intersection every day, they often pose a real safety risk! Some foliage is too dense or too tall to be able to see oncoming traffic. It's truly scary on a daily basis.
- Creating book clubs!
- handicap accessibility; public bathroom
- Handicapped accessibility, bathroom, more hours
- Hours of operation
- hours open
- Hours.
- I actually don't think we need the North Amherst Library. The Jones is a wonderful Library, and as a North Amherst resident, I would rather go to the Jones for the better collection, more resources, and bigger space than try to park over by the small North Amherst Library. I think the Trustees should consider consolidating their resources on the Jones and the Munson libraries. The North Amherst Library building could be repurposed as a nice cafe or daycare or something.
- I can understand why handicap accessibility is important but also a major challenge. The DVDs tend to be scratched.
- I don't know. I've never been.
- I hope as expansion goes forth, there are separate area for young children and for teenagers where they can feel comfortable but where they will not disrupt the quiet of those who are reading (I am assuming there might be a reading area in the new addition). Hours need to be expanded!!!
- I like it fine the way it is.
- I live closer to the N. Amherst Library than the Jones, but I have young kids so we go to the Jones. The traffic pattern and lack of parking and bathroom don't make it easy for a family with kids under 6 to use it.
- I love it just the way it is. I can see how more parking and restroom facilities would be beneficial for patrons
- I often visit the Library with my kids, and occasionally they need to use the bathroom which causes us to go home sooner than we would have liked. ADA accessibility would be a big improvement as well. Lastly, there is usually parking, but it can get tight. I also really don't like when vehicles (the interLibrary loan van included) park along the street-- it feels very unsafe.
- I think the Library could use more comfortable seats. I often have to wait to sit somewhere comfortable. Usually the Library isn't too busy, though, so it's not much of a problem.
- I would like them to be open every day! Open on one evening would be nice. But I can accommodate myself to the current schedule. I am used to it, retired, so I am flexible Personally, I am satisfied. It suits my needs because they are simple. My husband cannot visit because the building is not accessible, but we just drive to the Jones. Luckily, I can even walk to the N.A. Library.

- It could always be improved but it is quite lovely as it is; I would sit there more if there were a space, a nice space to bring my laptop
- It could be larger of course! If there were a way. If there were a way to do this without losing its historic character and charm. It would be great if the area to the rear of the Library could be expanded to include a small park with outdoor play area for kids. Additional open hours would always be welcome too
- It could smell less musty. I could have a sign out front advertising programs. Quiet space and seating. I'd love to work and read here every once in a while.
- It is a small space. No bathrooms no where to change diapers or have a snack. The Librarians have created such a wonderful community that lots of people come on Wednesdays. At times it can be loud due to the numbers of kids. I often will have conversations with mothers who are learning to speak English. It would be nice if there was more room so that we could encourage more inter-cultural conversations. At times the high volume of people in a small space can be trying for both librarian and patron. It is such a quaint cozy Library like right out of a fairy tale, I'm afraid it will lose this character if it is expanded.
- It is hard to get into, with those stairs. And I don't know where to park.
- It is really small, so I don't think it will have the resources I am looking for. Also, I am never sure about when it is open so just skip it and go to the Jones. If they open hours were consistent (they were always open from 2-5), I might go because I could remember that.
- It is ridiculous that the Board and Director have ignored this Library for so long. Having no bathroom is absurd. It is not an excuse to say the town owns the building; the Board should have resolved this huge flaw long ago. It is a well-used Library and should be improved on all floors and made available more hours. It should be truly accessible to all residents regardless of any disabilities. There should be use of even the top floor with an appropriate elevator and an entrance that is in back with no stairs. The interior space should be carefully reconfigured without ruining any of the exterior charm and historic beauty. The branches can share the responsibility for various offerings; all does not have to be in the Jones which should be improved only within its footprint and not by destroying so much of the building.
- It is too small, having spaces to gather or hang out in would be nice.
- It needs a bathroom
- It needs a bathroom.
- It needs a stair lift, water fountain and bathroom. Change the stairs so folks can use the "staff" bathroom. No one should have to cross the dangerous street for a bathroom emergency for children or elders.
- It needs an addition and easier access once the roads are reconfigured. Important additions would be a restroom, and a programs room.
- It needs parking. Bus 33 travels to the Survival Center so a stop close to a parking lot would be safe at that juncture of roadways. Earlier opening hours on Saturday would be nice.
- It really doesn't; Chairs would be helpful

- It would be lovely to have a bit more space- the books in the basement storage are tantalizing... & out of reach.
- lack of bathroom; handicapped accessibility; not enough space
- Larger space so they don't have to get rid of so many books, bathroom, more seating.
- Leave it
- Lighting, seating, bathrooms.
- Location fine but need crosswalk. Allow access to old school for community room and bathrooms. Library has a bathroom we used to be able to use. Let us use existing restroom. (in urgent times). Need more regular hours, hard to remember when open. It used to be easy. Our children visited every weekday afternoon after school (kiss now 34 and 38). They would stop off and get picked up when dark, would read and wait for us. This could be a haven/stop/place. I think this is a poor survey!!! It fails to capture this Library. Odd questions.
- Longer hours would be nice. A bathroom would be nice.
- maintaining the current (tiny) N Amherst Library is a poor idea and a bad use of resources and money
- meeting space and parking (?) to make it more of a community space - and restrooms
- Mold, dust, mildew - I cannot recommend the Library for people with these sensitivities. If I need to go to this Library, I get in and out as fast as possible b/c of this.
- More hours please.
- More hours; Handicap access; Public restroom (+staff restroom)
- More hours, easier parking
- more hours, more community events
- More parking, bathrooms.
- More space for books, dvds.
- More space for the books, good luck with that one!
- More space, but it will take YEARS before anything gets done! Have lived in town all my life and it will be talked to death before anything gets done. I wish you luck!!
- More space, public restroom, energy efficiency. These are very important to me.
- Needs a bathroom!
- Needs a bathroom! Needs larger space, places to sit, quiet areas.
- Needs bathroom and more "later hours" would be good
- Needs bathroom and universal access; also, safer way to get to the Library (dangerous intersection) Better car site line at south end of property
- not enough space not enough open hours lack of bathroom especially for kids and handicapped accessibility

- Often miss the hours (not the same every day and generally not long on any given day. It's much easier to remember when the Post Office across the street is open).
- Open hours are not convenient for someone who works during the day. The Jones is open on Tuesday evenings, so: no need to go to North Amherst then. Maybe open on Monday and Wednesday evenings, since Jones is not open then?
- Open on Thursday; possibly Sunday
- Parking; bathrooms; seating
- Parking, restroom.
- Physical situation: small building so small collection. (Thank goodness for ILL), no toilets, no handicapped access. No place for programming beyond summer reading group.
- Public bathroom would be great; Because it is part of a larger system other things are less important to improve
- public bathroom; maybe more hours of opening; Get the word out -- most people don't know about it even if they live nearby.
- Public bathroom. Parking. Handicapped accessibility. I'm fine now, but there was a period when I could not bend my right knee, and the front steps would so clearly have been impossible that I did not try. Town Meeting enacted a carefully thought out provision for handicapped accessibility, a public bathroom facility, and a meeting room on the 3rd floor. It would have adequate parking in the area behind the North Amherst Library that the Town now owns. That's what I'd like to see.
- Put a small neon 'OPEN' sign in windows on each side of the Library. I think it extremely likely you would see an increase in customers if you did this. No need for 'closed' sign, just 'OPEN.'
- restroom
- restroom would be nice
- space! restrooms! more computers; as my kid gets older i would love there to be a study space for him
- The geography/travel/regional section
- The historic and pretty building feels a bit cramped at times. There is limited seating and the hours are somewhat limited too. But these are all minor issues and overall, I am very happy with the North Amherst Library. I always look forward to my visits.
- the limited hours are the biggest problem for me.
- The most important ways you could improve the North Amherst Library would be to make it accessible and possibly add a restroom, but alas, those are very big projects.
- The town now owns the property behind it so they could expand out that Library and not change the front at all. wheelchair accessibility and public restrooms if you do any improvements at all. a community room for book club meetings and children's group space for after school programs would be great. if we are trying to make North Amherst a mini village a more accessible Library would be an integral part of that.
- They are fabulous just the way they are.
- This branch should be closed and the building sold to a private owner and moved away. The Town does not need this building or this Library branch.

- Too small, no bathroom, not handicap accessible, no place to sit and work, no group gathering space,
- Unconscionable that there is no public restroom or community room. The branches deserve renovation before the main Library .
- Would like to see a broader selection of magazines; There is no privacy -- everyone can see what you have on reserve and this could be sensitive for instance if you have reserved a book about a health issue that you don't want all your neighbors to know about. I would love to have a clean quiet comfortable place to read on occasion. Front steps sorely need painting. They will deteriorate if not refinished soon.

City / town of residence (choose one)

133 of 137 Answered (97.1%)

Radio Buttons

- Amherst (118 responses, 86.1%)
- Leverett (6 responses, 4.4%)
- Other (5 responses, 3.6%)
- Pelham (0 responses, 0.0%)
- Shutesbury (4 responses, 2.9%)

For Other, please specify below:

Short Answer

5 of 137 Answered (3.6%)

5 of 137 Answered (3.6%)

- Hadley
- Northampton
- Sunderland
- Sunderland
- Sunderland

How do you most often get to the North Amherst Library? (choose one)

129 of 137 Answered (94.2%)

Radio Buttons

- Bicycle (2 responses, 1.5%)
- Other (3 responses, 2.2%)
- Personal vehicle (99 responses, 72.3%)
- Public transportation (1 response, 0.7%)
- Walk (24 responses, 17.5%)

For Other, please specify below:

Short Answer

3 of 137 Answered (2.2%)

3 of 137 Answered (2.2%)

- personal vehicle and bicycle
- walk and use bicycle equally
- Walk and use personal vehicle equally

In which language is your household most comfortable communicating? (choose one)

130 of 137 Answered (94.9%)

Radio Buttons

- Chinese (1 response, 0.7%)

- English (126 responses, 92.0%)
- Japanese (0 responses, 0.0%)
- Khmer (0 responses, 0.0%)
- Korean (0 responses, 0.0%)
- Other (0 responses, 0.0%)
- Portuguese (0 responses, 0.0%)
- Russian (0 responses, 0.0%)
- Spanish (3 responses, 2.2%)

For Other, please specify below:

Short Answer

0 of 137 Answered (0.0%)

0 of 137 Answered (0.0%)

HOUSEHOLD age ranges (check all that apply)

128 of 137 Answered (93.4%)

Checkbox

- 0 - 5 (21 responses, 15.3%)
- 13 - 17 (12 responses, 8.8%)
- 18 - 29 (17 responses, 12.4%)
- 30 - 64 (78 responses, 56.9%)
- 6 - 12 (32 responses, 23.4%)
- 65+ (51 responses, 37.2%)

Would you like to be added to the Library System's email list in order to receive program / service announcements?

117 of 137 Answered (85.4%)

Radio Buttons

- I am already on the list. (75 responses, 54.7%)
- No. (22 responses, 16.1%)
- Yes. (20 responses, 14.6%)

If Yes, please provide your email address below:

Short Answer

22 of 137 Answered (16.1%)

22 of 137 Answered (16.1%)

Your name (optional)

Short Answer

51 of 137 Answered (37.2%)

51 of 137 Answered (37.2%)

Your phone number (optional)

Short Answer

11 of 137 Answered (8.0%)

11 of 137 Answered (8.0%)