

DATE: March 23, 2009  
TO: Boise Public Library Board of Trustees  
FROM: Denise L. McNeley, Library Operations & Outreach Manager  
SUBJECT: Bookmobile Services Survey


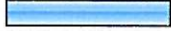
Library staff completed one of its major goals of the year by issuing a user survey to determine customer service satisfaction of the bookmobile. The survey started on January 27 and was available until February 23. The survey was available electronically on the Library's website or by filling out a paper survey, handed out by bookmobile staff.





The survey consisted of 8 questions, with 2 questions focused on rating of most convenient time of day and most convenient day of the week. In total, there were 102 responses with over 76% of those surveyed currently using the bookmobile service. Over 54% of library customers surveyed had used the bookmobile more than 10 times in the last 6 months.






As a result of the survey, the library will reconsider the bookmobile schedule and planned stops going forward. One of the current stops will be eliminated when the new West Boise branch library at Cole and Ustick opens in June 2009. A new bookmobile was not included in the FY 2010/2011 budget due to economic considerations, but will need to be considered for purchase during upcoming budget processes if the service is to continue as currently being offered. The library could consider parking the bookmobile on a permanent basis should it break down before funds are approved for replacement.

A complete summary of the survey is attached to this memo, with a copy of all individual comments available in the library administration office.






# Bookmobile Service Survey

1. Do you currently use Boise Public Library's Bookmobile Service?			Response Percent	Response Count
Yes			76.8%	76
No			23.2%	23
			<i>answered question</i>	99
			<i>skipped question</i>	3

2. If you do not currently use the Bookmobile service, are you interested in using it in the future?			Response Percent	Response Count
Yes			14.0%	12
Possibly			12.8%	11
No			4.7%	4
I already use it			68.6%	59
			<i>answered question</i>	86
			<i>skipped question</i>	16

3. On average, how often have you used Boise Public Library's Bookmobile service in the last 6 months?			Response Percent	Response Count
0 times			21.8%	22
1-2 times			7.9%	8
3-6 times			11.9%	12
7-10 times			4.0%	4
More than 10 times			54.5%	55
			<i>answered question</i>	101
			<i>skipped question</i>	1

4. Which, if any, of the following would make you more likely to use the Bookmobile or to use it more frequently? Please check all that apply.

		Response Percent	Response Count
A Bookmobile stop located in my neighborhood		50.0%	33
A Bookmobile schedule with more evening hours (6-9 pm)		48.5%	32
A Bookmobile schedule with more morning hours (10-12 am)		15.2%	10
A Bookmobile schedule with Saturday hours		42.4%	28
A Bookmobile schedule with Sunday hours		21.2%	14
None of the above (please explain)			36
<b>answered question</b>			<b>66</b>
<b>skipped question</b>			<b>36</b>




5. Please tell us how convenient each of the following times would be for you to use the Bookmobile.

	Very Convenient	Convenient	Somewhat Convenient	Not Convenient	Rating Average	Response Count
Weekday morning (10-12 am)	27.6% (21)	13.2% (10)	7.9% (6)	51.3% (39)	2.83	76
Weekday afternoon (1-5 pm)	41.9% (36)	17.4% (15)	22.1% (19)	18.6% (16)	2.17	86
Weekday evening (6-9 pm)	51.2% (43)	21.4% (18)	15.5% (13)	11.9% (10)	1.88	84
Saturday morning (10-12 am)	39.0% (30)	23.4% (18)	19.5% (15)	18.2% (14)	2.17	77
Saturday afternoon (1-5 pm)	46.2% (36)	26.9% (21)	14.1% (11)	12.8% (10)	1.94	78
Sunday morning (10-12 am)	18.3% (13)	19.7% (14)	14.1% (10)	47.9% (34)	2.92	71
Sunday afternoon (1-5 pm)	25.7% (19)	28.4% (21)	12.2% (9)	33.8% (25)	2.54	74
<b>answered question</b>						<b>97</b>
<b>skipped question</b>						<b>5</b>

6. Please tell us which of the following days would be most convenient for you to use the Bookmobile.

	Very Convenient	Convenient	Somewhat Convenient	Not Convenient	Rating Average	Response Count
Monday	44.0% (37)	31.0% (26)	14.3% (12)	10.7% (9)	1.92	84
Tuesday	43.2% (35)	33.3% (27)	14.8% (12)	8.6% (7)	1.89	81
Wednesday	43.2% (38)	34.1% (30)	15.9% (14)	6.8% (6)	1.86	88
Thursday	44.2% (38)	32.6% (28)	17.4% (15)	5.8% (5)	1.85	86
Friday	39.8% (33)	31.3% (26)	20.5% (17)	8.4% (7)	1.98	83
Saturday	56.1% (46)	22.0% (18)	12.2% (10)	9.8% (8)	1.76	82
Sunday	37.8% (28)	23.0% (17)	8.1% (6)	31.1% (23)	2.32	74
<i>answered question</i>						96
<i>skipped question</i>						6

7. If you have borrowed materials from the Bookmobile in the last two years, did you use a Boise Public Library card or a card from another local library?

		Response Percent	Response Count
I used a Boise Public Library card		79.2%	76
I used a card from another local library		4.2%	4
I have not borrowed materials from the Bookmobile in the last two years		16.7%	16
<i>answered question</i>			96
<i>skipped question</i>			6

8. If you have used the Boise Public Library Bookmobile in the last two years, please rate your overall satisfaction with the service.

	Response Percent	Response Count
Have not used the Bookmobile yet	14.1%	13
Very satisfied	78.3%	72
Somewhat satisfied	3.3%	3
Somewhat dissatisfied	1.1%	1
Very dissatisfied	3.3%	3
Please explain your answer below:		43
<i>answered question</i>		92
<i>skipped question</i>		10

9. Type of Survey

	Response Percent	Response Count
Paper Survey	100.0%	20
<i>answered question</i>		20
<i>skipped question</i>		82