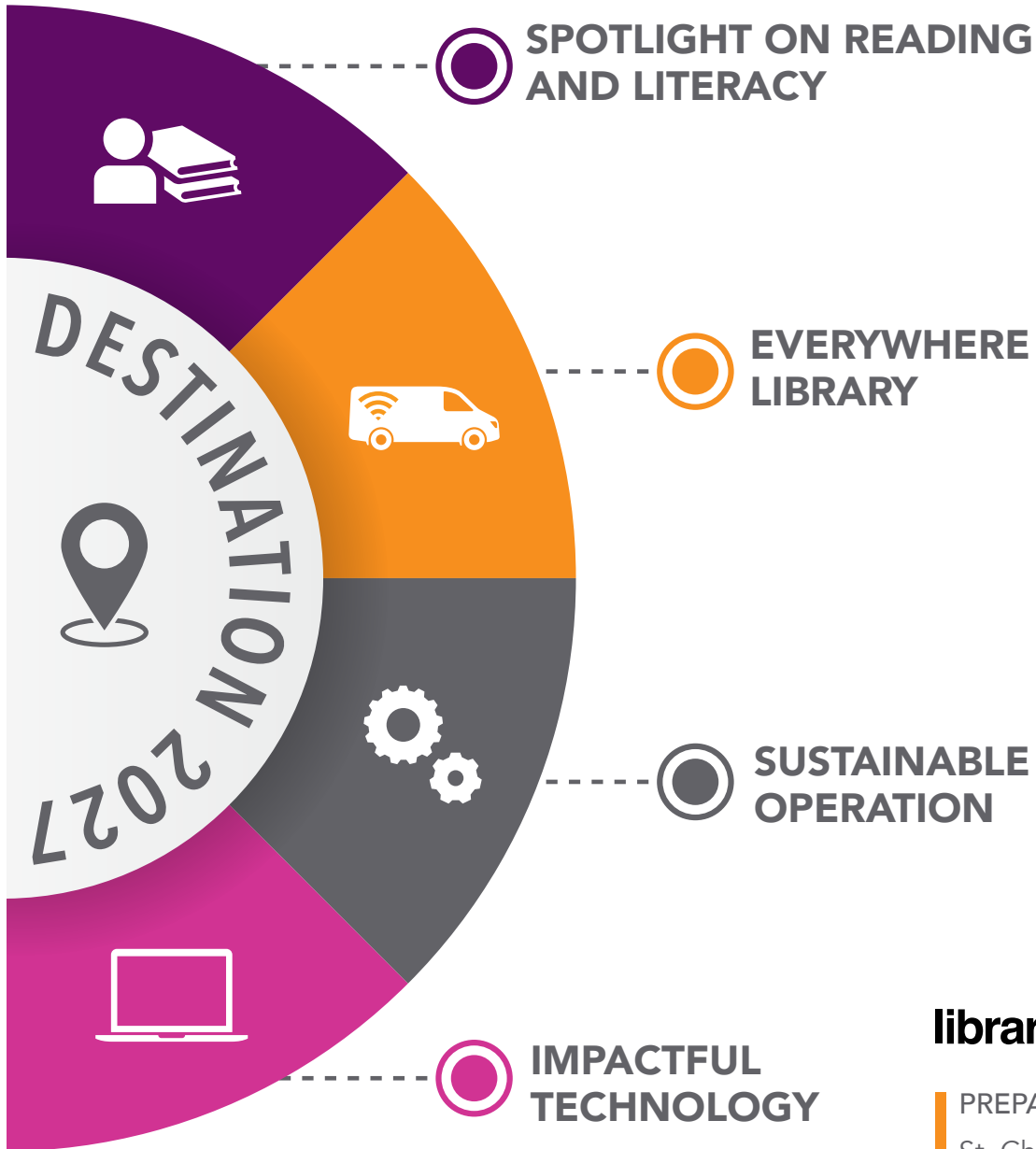




St. Charles City-County Library



libraryIQ

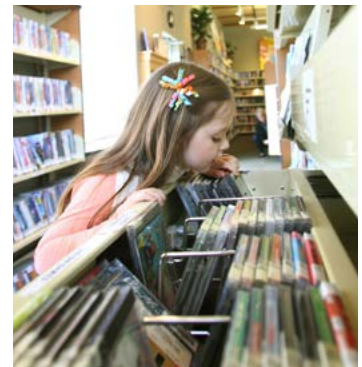
PREPARED FOR
St. Charles City-County Library
June, 2023

Approved September 19, 2023
St. Charles City-County Library Board of Trustees

STRATEGIC PLAN 2023-2027

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INTRODUCTION: EMBRACING THE FUTURE

The St. Charles City-County Library is at a pivotal juncture. In an era marked by rapid technological advancements and dramatic shifts in information and entertainment consumption, the Library must embrace a dynamic future.

This strategic plan serves as a roadmap for the St. Charles City-County Library's evolution to a Library of the future. The Library has always been a sanctuary for curiosity, a haven for exploration, and a gateway to discovery. It's time to amplify these roles, reimagining them in the context of the digital age. Through this strategic plan, the Library commits to fostering a culture of innovation.



The St. Charles City-County Library is not just about books and technology. It is about people – patrons and the entire community. By directing budget and human resources to the most impactful areas, forging strong partnerships with local organizations, schools, and businesses, and providing services beyond Library walls, the Library will be a driving force in empowering individuals of all ages to connect and thrive in a digital society.



From revitalizing and optimizing physical spaces to curating cutting-edge digital collections, from nurturing digital literacy to fostering a sense of belonging in the community, each step leads to a strong and vibrant Library tailored to St. Charles City and County. **The journey starts now.**

Strategic Planning Process

When the strategic planning process began in Fall 2022, the team set out to answer three key questions:

- 1. What does the community want from its Library?**
- 2. How can the Library support literacy, education and life enrichment in St. Charles County?**
- 3. How can the Library innovate to meet changing needs?**

To answer these questions, the strategic planning team used an inclusive and data-driven process.

DESTINATION 2027 is rooted in data. From collection performance to library use to patron and resident segmentation and mapping, the strategic plan is based on measurable information and includes measurable objectives. National best practices, local demographics, growth projections, economic and social climate, actual facility use and collections and programs engagement were also an essential part of the analysis.

Throughout this process, residents' current and future needs, broad community influences and St. Charles City-County Library's crucial role in the community became apparent. Respondents agreed St. Charles City-County Library is a valued community resource and affirmed desire for a strong collection of books, materials, technology and services outside Library walls.

DESTINATION 2027 is rooted in public input. The Library's strategic planning team reached out to people throughout the community. Through a dedicated engagement website, survey, focus groups, individual interviews and direct staff participation, ideas and feedback were gathered from many residents.

DESTINATION 2027 builds on the successful implementation of the Library's 2019-2023 strategic plan.

Key Challenges

A few key challenges emerged from the research process:

1. Need to amplify Library efforts and services through remote services and partnership while making the most of current facilities.
2. Need to maximize resources to serve a growing community.
3. Need to serve and engage patrons who use the Library for electronic materials checkout only.
4. Need to engage registered users to result in more active users.

Strategic Planning Goals and Objectives



SPOTLIGHT ON READING AND LITERACY

Goal Statement: St. Charles City-County Library will be the primary resource for 21st Century literacy resources and education in the community.



EVERYWHERE LIBRARY

Goal Statement: St. Charles City-County Library will improve access for residents and allocate resources to areas for greatest impact.



SUSTAINABLE OPERATION

Goal Statement: St. Charles City-County Library will become a dynamic and efficient hub of knowledge, community engagement, and innovation, ensuring that library services remain relevant and accessible to all members of the community.



IMPACTFUL TECHNOLOGY

Goal Statement: St. Charles City-County Library will focus on useful technology to help residents succeed in school and careers. Using Library technology will be fast, easy and pleasant.

SPOTLIGHT ON READING AND LITERACY



Goal Statement:

St. Charles City-County Library will be the primary resource for 21st Century literacy resources and education in the community.

STRATEGY	OBJECTIVE	TIMELINE
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PROGRAMS		
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<p>Support literacy skills for preschoolers, children and teens</p>	Promote, track and measure engagement with <i>1000 Books Before Kindergarten</i> program. Increase participation 3% each year of plan	FY2024
	Develop measurable success metrics for Summer Reading program	FY2024
	Connect with education leaders to align literacy programs with school curriculum. Collaborate with one district each year of plan	FY2024
	Provide three parent education programs each year at multiple locations. Establish baseline of participation in FY2024, increase participation by 3% each year	FY2024-27
	Provide at least one volunteer opportunity targeted to seniors at each location	FY2025

“The Library has invested resources into enabling local public school students to be able to use student ID numbers to check out books, however few families are aware of this resource or the plethora of resources available at the libraries.”

<p>Encourage families to learn together</p>	Create a plan to provide two new family events (including multigenerational initiatives) or programs each year	FY2025
--	--	---------------

Provide STEM learning opportunities for St. Charles students

Create one STEM series per year for school age children (filling school curriculum gaps and providing relaxed, no-test learning opportunities). Offer consistent curriculum at all locations

FY2025-27

Inspire a love of reading

Add a reader's advisory tool to website

FY2026

Ensure St. Charles preschoolers are ready for kindergarten

Implement consistent curriculum (such as Every Child Ready to Read) in storytimes. Increase participants by 5% each year of plan

FY2026

Create opportunities for multigenerational gathering, reading and learning

Offer coffee, newspaper and book talk groups that require little staff planning time. Offer one group in each location

FY2026

Create a STEM space for coding, robotics, etc. for elementary and middle grades students at one location

FY2026-27

"St. Charles County Library System is amazing! Would love to have more programs for Seniors - perhaps begin with a "Senior Hour" where seniors could gather; offer suggestions on topics of interest to them. I would love to see a Mystery Book Discussion group form at MK Library during the day! Coffee service at the Library would be amazing! That said, it's amazing to me that you have all the current opportunities! Bravo!"

SERVICES

Provide opportunities for cultural literacy and enjoyment

Launch a once-a-quarter cultural series that includes authors, artists, musicians, historians and related speakers. Offer consistent day/time at one location. Could be ticketed/sponsored fundraiser

FY2026

Support safety and well-being for teens

Build partnerships with two St. Charles City organizations to offer regular programs serving the needs of at-risk youth

FY2026

COLLECTION

Provide an even larger selection of children's titles

Use collection performance data to reallocate resources to allow for expansion of children's print collection

FY2024

"I really like that there are activities for my toddler to do while I look for new books for him in the kids section. He plays with legos or the kitchen or whatever else might be out, and I can take time to find books that would keep his attention."

AWARENESS

Reinforce the Library's standing as the place for literacy in St. Charles

Create targeted, branded campaigns for early literacy, reading challenges and services for seniors. Create one campaign for each service each year

FY2024-27

OPERATIONS

Bring the community together over reading

Provide staff training on best practices for collection display and marketing

FY2024

Encourage use of collection through robust book review/book talk program

FY2025

COMMUNITY DESTINATION

Deepen relationships with community members

Create performance standards for patron engagement

FY2025

Provide high-quality play experiences

Add a high-quality play area to one branch with large play structure, manipulatives and early learning toys

FY2026-27

EVERYWHERE LIBRARY



Goal Statement:

St. Charles City-County Library will improve access for residents and allocate resources to areas for greatest impact.

STRATEGY	OBJECTIVE	TIMELINE
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OPERATIONS		
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<p>Elevate and build remote services as a specific, library access point</p>	Bundle remote services under one brand (Library to You). Execute services accordingly	FY2024
	Centralize management of remote services (including mobile library)	FY2024
	Create a detailed annual plan for remote services with service goals, target audiences, responsible staff and performance metrics	FY2024
	Use annual plan metrics to measure impact of all remote services. Adjust as needed	FY2025

SERVICES		
----------	--	--

<p>Improve access to library services</p>	Use patron mapping to understand where remote services are most needed	FY2024
	Offer virtual one-on-one reference and device support sessions	FY2024
	Research moving one Holds Hopper to offsite location	FY2024
	Expand offsite service options (pop-up or mobile programs) by five per year	FY2024-27
	Offer mobile virtual reality equipment (pop-up programs to explain use through demonstrations)	FY2025

<p>Support community wellness and life enrichment</p>	Host Do-It Fairs for learning hands-on, practical tasks, featuring local experts	FY2026
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"I appreciate the Library being a welcoming space for all - and for offering programs, materials and resources for all. You guys have been a big part of my life for years, and we are proud to see as we grow older the library continues to be so welcoming, so inclusive, so forward-thinking. Thank you so much for all that your staff does, the library as an organization does, and the inclusiveness and diversity you help foster and grow in our area!"

COLLECTION

Improve experience for electronic-only library users

Provide access to electronic collection to nonusers (can be items in less demand) via QR code at health care facilities, etc.

FY2024

Leverage patron segmentation data to increase engagement among electronic-only users

FY2024

Look for opportunities to adjust collection budget allocation to reduce hold times for print and electronic bestsellers

FY2024

"When searching for new books in the catalog, there's no way to look for the newest additions. In the old catalog you were able to narrow the search down to past seven days, 30 days, etc. It was easy to check about every month and only have to browse through the last 30 days. Now you have to look through everything that's been acquired during the year. To make it worse, a lot of children's books tend to come up in an adult book search. It would be nice to be able to narrow it down more."

COLLECTION

Take grassroots approach to increasing Library profile in the community

Create a plan for branch managers to represent the Library in organizations to which they belong (clubs, churches, hobby organizations)

FY2024

Create slide presentation branch managers can use during visits to community organizations. Provide talk track and training

FY2024

“The staff at the libraries are phenomenal and deserve to be treated like such. I have so much respect for our librarians. I aspire to be like many of the librarians whom I have had the pleasure of meeting. I am only thirteen but I already know what I want to do when I grow up. I want to be a librarian. They do so much for the community and help so many people. I believe that they deserve to be recognized and appreciated for all that they do. I love my librarians.”

Raise awareness of services available on the website (virtual library)

Strongly market website and electronic resources.
Campaign around value and convenience

FY2025

Library staff present at community events (community service organizations, parent organizations, etc.) four times annually and connect with one community group per month

FY2025

“The Hoopla and Libby app are phenomenal and have helped me rent books that would likely not be in physical copy. I also appreciate the staff at the Corporate Parkway Branch for their courtesy and professionalism when I visit that location. Keep up the good work!”

“Invest heavily in high-performing staff, especially public-facing staff. Most issues I encounter could be solved if the district placed as much value on staff as it does on the phenomenal collection. Libraries are community spaces, and staff are part of our community. Value them higher, so we can take care of them and they can take care of us. More investment in staff leads to better communication among branches, leading to better service. Adds the possibility to extend hours and offerings!”

Ensure new community members are aware of the Library and its services

Collaborate with businesses and St. Charles County Association of Realtors to reach new community members.

FY2026

“Investing in outreach, targeted specifically at reaching new and unconnected families in our local community can have great returns on investment. Many more students and families will be able to gain access to great resources, programs and spaces.”

COMMUNITY DESTINATION

Support education through strong partnerships with schools

Increase impact by taking reading programs out into the community. Partner with one educational institution per year in order to promote reading in a meaningful and measurable way

FY2024

Invite community college and Lindenwood to offer classes in Library

FY2024

Host event for local schools’ media technicians and librarians to explain how Library resources can assist teaching and learning

FY2025

Attend back-to-school nights on campus and host a table with Library info

FY2025

“The Library and local school districts need to do more to partner to increase awareness and interest by kids aged five to 18 in using the Library.”

SUSTAINABLE OPERATION



Goal Statement:

St. Charles City-County Library will become a dynamic and efficient hub of knowledge, community engagement, and innovation, ensuring that library services remain relevant and accessible to all members of the community.

STRATEGY	OBJECTIVE	TIMELINE
SERVICES		
<p>Adapt to the Changing Landscape of Information and Literature Consumption</p>	<p>Develop a comprehensive service model that seamlessly integrates physical, virtual, mobile, and outreach services</p>	<p>FY2024</p>
	<p>Foster a culture of innovation in which staff are encouraged and rewarded for suggesting new processes and services and equally encouraged and rewarded for suggesting which services to sunset</p>	<p>FY2024</p>
	<p>Regularly solicit feedback from users to understand their needs and preferences, and use this input to continually improve services</p>	<p>FY2025</p>
	<p>Provide personalized experiences for library users based on their preferred way to engage with the Library</p>	<p>FY2025</p>
PROGRAMS		
<p>Optimize program management</p>	<p>Centralize program management</p>	<p>FY2024</p>

“I love the variety of classes. Love that many are during the day for retired people to enjoy. Great way to meet others and socialize.”

COLLECTION

Ensure collection efficiency and diversity

Explore cost savings and efficiencies for physical collection

FY2024

Perform a diversity audit to understand collection EDI and respond to book challenges

FY2024-25

Explore warehousing government documents

FY2026

AWARENESS

Include measurable library value in messaging

Create and conduct campaign communicating value of library services. Attach dollar value to print/electronic book checkouts, literacy/other classes and technology use. Focus on measurable value

FY2024

Promote Library meeting rooms to business for meetings, interviews and virtual meetings through direct communication with business owners

FY2024

"The staff, collection, availability of Wi-Fi and other technology are awesome and have been for a long time."

Leverage analytical data and strategic marketing channels to best reach users and nonusers

Explore Every Door Direct Mail (EDDM) to promote specific library services to all residents using library value messaging

FY2025

Identify three patron segmentation groups and launch communication campaign to market library services

FY2025

"We need a better calendar of events and availability of meeting spaces. Printable PDF and perhaps able to filter by branch or interest and just see a month view of those with locations? It would also be nice to have consistent naming/theming across website, email, Facebook and other social media. Lots of my friends can't name the Library URL and I usually still go to youranswerplace.org instead."

Highlight Library's role as vital resource for strong local economy

Share stories that illustrate how patrons benefit from library resources

FY2026

"I frequent Middendorf, but my primary resource is Winghaven. Never have I been disappointed in a response or an assist from an employee."

OPERATIONS

Optimize Library Operation

Provide regular training sessions for staff to ensure they are proficient in using technology, virtual tools, and delivering exceptional customer service across all service models

FY2024

Institute performance measures for all staff related to strategic plan execution

FY2024

Reallocate human and budget resources to large-scale, impactful, and community requested services, equipment and software

FY2025

Enhance partnership with St. Charles County and local City governments

Continue to build relationships and share information

FY2024-27

Offer programs in city and county parks; cross promote with Parks departments

FY2025

COMMUNITY DESTINATION

Focus resources on highly-targeted facility enhancement

Provide an inviting co-working space at two locations that offers relevant equipment and tools

FY2025

“Large COMFY area for a book/bible study? I’ve used/reserved the small study rooms but they don’t accommodate very many people.”

IMPACTFUL TECHNOLOGY



Goal Statement:

St. Charles City-County Library will focus on useful technology to help residents succeed in school and careers. Using Library technology will be fast, easy and pleasant.

STRATEGY	OBJECTIVE	TIMELINE
SERVICES		
Enhance facility access	Continue self-service hours at Cliff View and offer self-service at other branches	FY2024-27
Provide one-on-one support for tech issues	Host “bring your device” hours during which staff (digital navigators) provide one-on-one tech help. Market to targeted audiences	FY2025
	Provide equipment access via mobile library or library vans in Wentzville and rural areas of St. Charles County	FY2025

“Tech class to assist with using the Library’s tech “supplies” on one’s personal device. I.e. music, streaming movies, etc.”

“Consider offering classes for seniors 60+ introducing newest technology and basic introduction to social media platforms, emails and password security issues, do’s and don’ts and tips on technology and basic cellphone operations. Have low or fixed income so offering a technical assistance like they once offered at Frontenac St. Louis branch when using Library computer would be helpful. Partner with tech pros for daytime lectures on above.”

Support small business and entrepreneurship with access to equipment, training and collaborative space

Create space for small business owners and other patrons to develop content with tools such as video cameras, green screen and podcasting equipment. Consider offering a mobile content creation lab

FY2025

COLLECTION

Bridge the digital divide by increasing Wi-Fi access

Purchase additional Wi-Fi hotspots for circulation

FY2024

AWARENESS

Position the Library as a place for technology access and support

Conduct promotional campaign to market "bring your own device" hours

FY2025

OPERATIONS

Increase access to technology within the physical space

Update dated technology equipment

FY2024

COMMUNITY DESTINATION

Provide focused, limited, high-value patron-facing technology

Provide a Memory Lab (equipment/service to digitize print photos, VHS tapes, 8mm home movies, etc.)

FY2024

“I would love if we had a special creative area with 3D printer, embroidery sewing machine, cricut machines, wood burning, laser cutting. My brother’s library in north Chicago area has this large room with all of these and more (green room with video recording, too). A staff member has been trained to help if needed. People can sign up to use those machines.”

Provide focused, limited, high-value patron-facing technology

Pair access to equipment with classes focused on skills necessary for the digital economy (for example, what is ChatGPT and how to use it)

FY2024

Make computer access comfortable and private

Repurpose computer lab rooms as flexible space.
Replace with laptop bars

FY2025

Offer quiet, private spaces for technology use or study.
Provide smart tools in study rooms

FY2025

Provide adaptive technology for patrons with disabilities, especially TTY services, text-to-speech, extra-large type and input devices to accommodate patrons with motor function challenges

FY2025



APPENDIX I

Environmental Scan

A river city with a unique historical perspective, beautiful spaces and midwest charm, St. Charles County is an attractive and desirable place to live, work and play.

St. Charles City-County Library was established on August 1, 1973, when the Kathryn Linnemann Library merged with the St. Charles County Library District. It is governed by a board of trustees and funded primarily through property taxes. Today, the eleven-branch system serves residents throughout St. Charles County.

Demographics

St. Charles County has a total population of 398,472 with 202,565 (51% percent) females and 195,907 (49% percent) males. The median age is 39 years.

An estimated 23% of the population is under 18 years, 35% percent is 18 to 44 years, 27% are 45 to 64 years, and 15% are 65 years and older. There are 149,472 households in St. Charles County, Missouri. The average household size is 2.6 people.

An estimated 96% of those living in St. Charles County are US natives. 69% of the population are living in the state where they were born and 95% speak English.

Economics

The median income of households is \$87,644. An estimated 2% of households have income below \$10,000 a year and 9% have income over \$200,000 or more.¹

Household Income

	Percent
Less than \$10,000	2.1
\$10,000 to \$14,999	1.8
\$15,000 to \$24,999	5.1
\$25,000 to \$34,999	5.6
\$35,000 to \$49,999	10.4
\$50,000 to \$74,999	16.7
\$75,000 to \$99,999	15.7
\$100,000 to \$149,999	22.7
\$150,000 to \$199,999	10.3
\$200,000 or more	9.6

¹ US Census American Community Survey. <https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=county&state=29&county=183>

Technology

	Percent
Desktop or laptop	88.9
Smartphone	88.2
Tablet or other portable wireless computer	72.5
Other computer	2.6

Among all households, 84% had a cellular data plan; 82% had a broadband subscription such as cable, fiber optic, or DSL; 8% had a satellite internet subscription; .2% had dial-up alone; and 0% had some other service alone.²

Education

95% of people 25 years and over have at least graduated from high school and 41% have a bachelor's degree or higher. An estimated 5% did not complete high school.

The total school enrollment is 101,524. Nursery school enrollment is 7,679 and kindergarten through 12th grade enrollment is 68,268. College or graduate school enrollment is 25,577.³

Educational Attainment	Percent
Less than high school diploma	4.9
High school diploma or equivalency	23.2
Some college, no degree	22.0
Associate's degree	9.1
Bachelor's degree	25.9
Graduate or professional degree	14.9

Civilian employed population 16 years and over	Number	Percent
Management, business, sciences, and arts occupations	95,302	44.7
Service occupations	29,110	13.6
Sales and office occupations	51,484	24.1
Natural resources, construction, and maintenance occupations	16,473	7.7
Production, transportation, and material moving occupations	20,918	9.8

² US Census American Community Survey. <https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=county&state=29&county=183>

³ US Census American Community Survey. <https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=county&state=29&county=183>

APPENDIX II

Consumer Segmentation

LibraryIQ performed a consumer segmentation analysis of all households in St. Charles County and all households with registered library cardholders. The table below includes information about St. Charles County residents and Library cardholders **who check out print and electronic materials**.

Group	% of Total St. Charles County Households	Registered Users % of Total Households	Active Users % of Total Households	% Use of Total Print Circulation	% Use of Total Electronic Circulation (borrow electronic items only)	Household Income	Household Technology Use	Age Range
Accumulated Wealth	26%	76%	22%	30%	28%	Mid - Higher	Above Average	35 - 54
Affluent Empty Nest	15%	64%	19%	16%	22%	Higher	Average	65+
Cautious Couples	14%	49%	13%	17%	11%	Lower	Below Average	65+
Conservative Classics	13%	64%	19%	16%	16%	Mid	Lower Average	65+
Mainstream Families	7%	64%	14%	6%	6%	Lower	Lower Average	25 - 54
Midlife Success	3%	47%	10%	2%	2%	Lower	Above Average	25 - 44
Striving Singles	2%	39%	7%	1%	1%	Lower	Lower Average	25 - 54
Sustaining Families	1%	63%	12%	1%	<1%	Lower	Lower Average	25 - 54
Sustaining Seniors	2%	42%	11%	2%	1%	Lower	Below Average	55+
Young Accumulators	7%	70%	18%	6%	9%	Lower	Average	25 - 54
Young Achievers	9%	53%	10%	4%	4%	Lower	Above Average	25 - 54

Accumulated Wealth

Accumulated Wealth contains the wealthiest, mostly college-educated, white-collar families living in sprawling homes beyond the nation's beltways. These large family segments are filled with upscale professionals who have the disposable cash and sophisticated tastes to indulge their children with electronic toys, computer games and top-of-the-line sporting equipment. The adults in these households are also a prime audience for smart home devices, expensive cars and frequent vacations, often to theme parks as well as European destinations.⁴

PRIZM® PREMIER LIFESTAGE



F1 – Accumulated Wealth

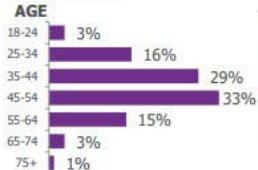
- 02 Networked Neighbors
- 11 Fast-Track Families
- 05 Country Squires
- 14 Kids & Cul-de-Sacs
- 06 Winner's Circle
- 15 New Homesteaders
- 10 Executive Suites
- 16 Beltway Boomers

11% U.S. HHS

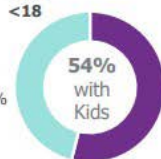


DEMOGRAPHICS

HOUSEHOLD AGE



KIDS <18



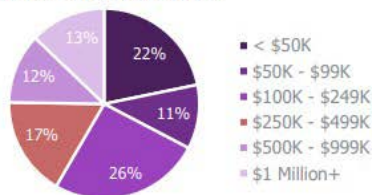
89% Home Owners



77% Married

Median Household Income: \$ 119,921

INCOME PRODUCING ASSETS



MEDIA CONSUMPTION

ONLINE/SOCIAL

- OpenTable
- SeatGeek
- Houzz
- ESPN
- Reddit

TELEVISION

- Comedy Central
- Disney Jr.
- Stanley Cup
- Bravo
- The Office



ABOUT ME

- Highly educated, with high salary professional careers
- Lifestyle is centered around their children
- Owns the latest, greatest technological gadgets
- Watches sporting events on NFL Network and NBC Sports
- Uses the Internet to purchase vacation packages, toys and children's clothing
- Buys Smart Home items like robot vacuums

TECH USAGE



LIFESTYLE

- Loves to eat out at restaurants like Chipotle and Jimmy John's
- Prefers shopping at Pottery Barn to furnish their houses, and Dick's for sporting goods
- Segments in this life stage own a wide range of vehicles from BMW to Infiniti to Volvo
- Enjoys participating in a variety of sports, such as skiing, snowboarding, running and tennis
- Stays at short-term rentals, such as an Airbnb, and is looking forward to a ski vacation soon
- Spends over \$2500 a year on purchases made online



ACTIVITIES

SKIING HOCKEY TENNIS
MARATHONS TRAVEL
COLLEGE SPORTS

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GRK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

5 Copyright ©2023 Claritas, LLC. Confidential and proprietary.



⁴ Claritas PRIZM Premier Segment Narratives 2022

Affluent Empty Nest

Americans in the Mature Years tend to be over 45 years old and living in houses that have empty-nested. This group features upscale couples who are college educated and hold executive and professional positions. While their neighborhoods are found across a variety of landscapes, they are most common in suburban neighborhoods with large, older homes. With their children out of the house, these consumers have plenty of disposable cash to finance active lifestyles rich in travel, cultural events, new technology and business media. These folks are also community activists who write politicians, volunteer for environmental groups and vote regularly in elections.⁵

PRIZM® PREMIER LIFESTAGE

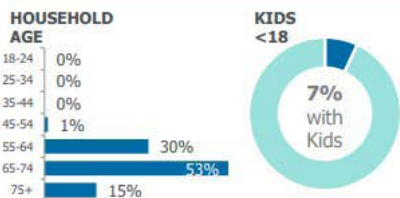


M1 – Affluent Empty Nest

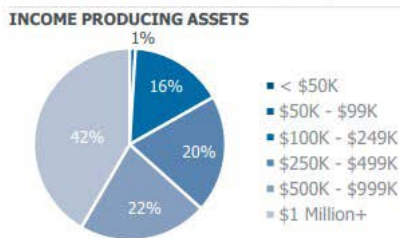
- 01 Upper Crust
- 03 Movers & Shakers
- 07 Money & Brains
- 08 Gray Power
- 09 Big Fish, Small Pond
- 12 Cruisin' to Retirement

9% U.S. HHs

DEMOGRAPHICS



Median Household Income: \$ 142,915



MEDIA CONSUMPTION

- ONLINE/SOCIAL**
- PGA Tour
 - AARP
 - Newspaper
 - Email
- TELEVISION**
- Golf Channel
 - MSNBC
 - The Oscars
 - CNN
 - Real Time with Bill Maher

ABOUT ME

- Lives in the richest addresses in the nation
- Highly educated executives and white-collar professionals that are nearing retirement, if not already retired
- Spends their free time vacationing
- Community leaders who donate to public radio, volunteer for environmental groups and vote regularly in elections



LIFESTYLE

- Eats at Bonefish Grill, PF Chang's, or any upscale restaurant
- Reads Kiplinger's Finance as well as the weekday and weekend newspapers
- Shops at Chico's, Crate & Barrel and Nordstrom
- Owns Mercedes-Benz, Lexus or Audi
- Lives in fashionable home with well-manicured lawn
- Uses a stockbroker, financial planner and accountant
- Online behavior centers around their financial investments and keeping up with current events

ACTIVITIES

GOLF RETIREMENT
TENNIS DONATIONS
SYMPHONY LUXURY CARS

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GfK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

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⁵ Claritas PRIZM Premier Segment Narratives 2022

Cautious Couples

This group features an over-55-year-old mix of singles, couples and widows. Widely scattered throughout the nation, the residents in these seven segments typically are working-class, with some college education and a high rate of homeownership. Given their blue-collar roots, Cautious Couples today pursue sedate lifestyles. They have high rates for reading, travel, eating out at family restaurants and pursuing home-based hobbies like coin collecting and gardening.⁶

PRIZM® PREMIER LIFESTAGE

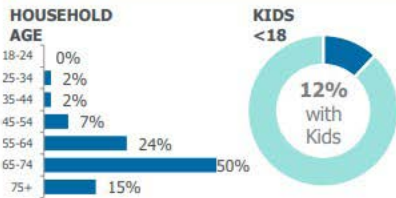


M3 – Cautious Couples

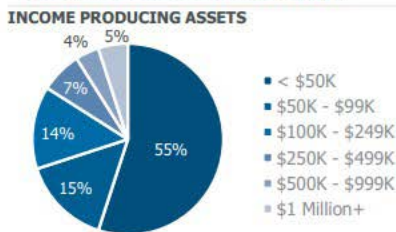
- 32 Traditional Times
- 46 Heartlanders
- 36 Toolbelt Traditionalists
- 49 American Classics
- 38 Hometown Retired
- 52 Simple Pleasures
- 41 Domestic Duos
- 53 Lo-Tech Singles
- 43 City Roots

13% U.S. HHS

DEMOGRAPHICS



Median Household Income: \$ 41,797



MEDIA CONSUMPTION

- ONLINE/SOCIAL**
- TELEVISION**
- AARP
- INSP
- Facebook
- NewsNation
- Email
- Hallmark Movies & Mysteries
- Shopping sites
- Bonanza
- Game Show Network

ABOUT ME

- Typically beginning their empty-nest years
- Maintains easy-going and predictable lifestyle
- Enjoys reading and eating out at restaurants with good values
- Listens to classic country, gospel or soft adult contemporary music
- Reads AARP Magazine as well as fraternal magazines



LIFESTYLE

- Likely to choose a night out over relying on technology to entertain them
- Prefers dining at restaurants like Cracker Barrel, Dairy Queen or Arby's
- Shopping excursions usually include Chico's and Big Lots when they don't order via mail catalog
- Owns domestic brand vehicles such as Buick, Mercury or Lincoln
- Does not travel often, but when vacationing enjoys going on guided tours and cruises

ACTIVITIES

**GOLF FIGURE SKATING
LOTTERY RETIREMENT
FORMER MILITARY**

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GfK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.




⁶ Claritas PRIZM Premier Segment Narratives 2022

Conservative Classics

College educated, over 55 years old and upper-middle class, the seven segments in Conservative Classics offer a portrait of quiet comfort. These childless singles and couples live in older suburban homes. For leisure at home, they enjoy gardening, reading books, watching public television and entertaining neighbors over barbecues. When they go out, it's often to a local museum, the theater or a casual-dining restaurant.⁷

PRIZM® PREMIER LIFESTAGE



M2 – Conservative Classics

<ul style="list-style-type: none"> 17 Urban Elders 18 Mayberry-ville 19 American Dreams 20 Empty Nests 	<ul style="list-style-type: none"> 22 Middleburg Managers 24 Pickup Patriarchs 28 Country Casuais
--	--

11% U.S. HHs

DEMOGRAPHICS

HOUSEHOLD AGE

18-24	1%
25-34	5%
35-44	10%
45-54	16%
55-64	28%
65-74	31%
75+	9%

KIDS <18

23%

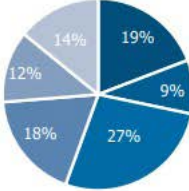
with Kids

83% Home Owners

69% Married

Median Household Income: \$ 91,031

INCOME PRODUCING ASSETS



- < \$50K
- \$50K - \$99K
- \$100K - \$249K
- \$250K - \$499K
- \$500K - \$999K
- \$1 Million+

MEDIA CONSUMPTION

<p>ONLINE/SOCIAL</p> <ul style="list-style-type: none"> • PGA Tour • AARP • HomeAdvisor • MLB • Travel sites 	<p>TELEVISION</p> <ul style="list-style-type: none"> • Golf Channel • FOX News • Citrus Bowl • HGTV • Band of Brothers
--	--

ABOUT ME

- Not typically up-to-date with the latest technology
- Has a child in/finishing college and looking forward to retirement
- Enjoys the cultural options available in their communities
- Listens to new/talk/personality radio

LIFESTYLE

- Spends 10+ hours a week watching live TV programming
- Eats at Carrabba's Italian Grill, Bonefish Grill or any upscale restaurant
- Shops at Pottery Barn, Chico's and Anthropologie
- Tends to own a RAM, Lincoln or Subaru
- Enjoys traveling to Canada and Europe
- Frequently buys and sells investments through a broker

ACTIVITIES

CHILD IN COLLEGE

CONCERTS HUNTING

GOLF FORMER MILITARY

TECH USAGE

← No-Tech Low-Tech Mid-Tech High-Tech →

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GRK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

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⁷ Claritas PRIZM Premier Segment Narratives 2022

Mainstream Families

Mainstream Families are middle class and working-class families. Residents in this exurban group share similar consumption patterns, living in modestly priced homes and ranking high for outdoor activities. Mainstream Families maintain lifestyles befitting large families in the nation’s small towns: lots of sports, gaming, groceries in bulk and Dodge trucks.⁸

PRIZM® PREMIER LIFESTAGE



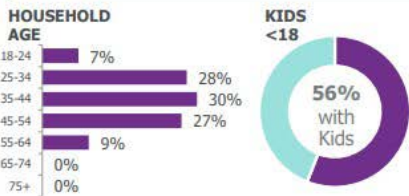
F3 – Mainstream Families

33 Second City Startups
37 Bright Lights, Lil City
39 Kid Country, USA

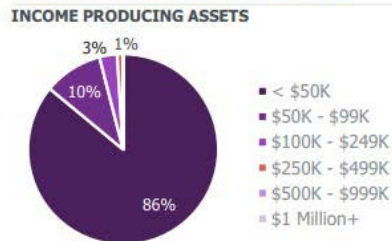
44 Country Strong
51 Campers & Camo

9% U.S. HHs

DEMOGRAPHICS



Median Household Income: \$ 68,529



MEDIA CONSUMPTION

- ONLINE/SOCIAL**
- Trip.com
 - StubHub
 - Wedding sites
 - Gaming
 - Snapchat
- TELEVISION**
- Nickelodeon
 - Travel Channel
 - A&E
 - Street Outlaws
 - Walking Dead

ABOUT ME

- Raises their family in small-town settings
- Plans to have a child or go back to school in the next year
- Maintains lifestyle befitting large families and buys groceries in bulk
- Listens to SEC sports and mainstream rock on the radio
- Prefers Stitcher for audio streaming



LIFESTYLE

- Despite their age, they are somewhat low in their tech use
- Eats at fast food chains like Xaxby’s, Hardee’s and Sonic
- Shops primarily at The Children’s Place, Rack Room Shoes and Hobby Lobby
- Typically owns a Dodge, Kia or Chevrolet
- Travels to theme parks and enjoys both mountain and beach vacations
- Enjoys podcasts about true crime, parenting and fiction

ACTIVITIES

MONSTER JAM FISHING
HUNTING GAMING
PRO BULL RIDING

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

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⁸ Claritas PRIZM Premier Segment Narratives 2022

Midlife Success

Midlife Success is filled with singles and couples in their thirties and forties. The wealthiest of the Younger Years class, this group is home to many college and post-graduate educated residents who make six-figure incomes at executive and professional jobs but also extends to more middle-class segments. Most of these segments are found in urban and suburban communities, and consumers here are big fans of the latest technology, financial products, high-end cars and travel.⁹

PRIZM® PREMIER LIFESTAGE

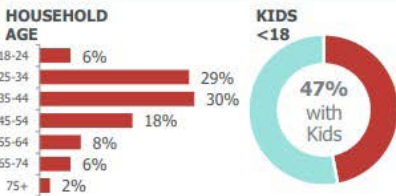


Y1 – Midlife Success

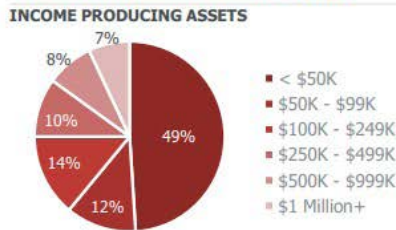
- 04 Young Digerati
- 31 Connected Bohemians
- 13 Upward Bound
- 34 Young and Influential
- 21 The Cosmopolitans
- 35 Urban Achievers
- 25 Up-and-Comers

9% U.S. HHS

DEMOGRAPHICS



Median Household Income: \$ 76,940



MEDIA CONSUMPTION

- ONLINE/SOCIAL**
- Uber
 - Glassdoor
 - Huffington Post
 - SeatGeek
 - CNN
- TELEVISION**
- HBO Max
 - Comedy Central
 - Bravo
 - NBA All Star Game
 - Real Housewives of Beverly Hills

ABOUT ME

- Uses Internet for wedding planning and career development
- Likely to move or change address in next year
- Streams music via Spotify, Stitcher and Apple Music
- Listens to alternative music, as well as rhythmic adult contemporary and rhythmic oldies



LIFESTYLE

- Eats at Chipotle, Qdoba and organic/health food restaurants
- Shops online and in-store at men's and women's retailers like REI and Nordstrom, as well as Crate & Barrel
- Owns vehicles like an Audi, Mazda or Volvo
- Participates in skiing and snowboarding, while also enjoying tennis and Pilates
- Enjoys traveling extensively to locations such as Los Angeles, New York City and Europe
- Spends many hours a week on social networking sites like Instagram and Twitter

ACTIVITIES

TRAVEL MOVING YOGA
NBA SKIING
ART MUSEUMS ESPORTS

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GRK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

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Striving Singles

Striving Singles make up the most downscale of the Younger Years class. Found in both cities and rural settings, these households typically have low incomes, often under \$30,000 a year, from service jobs or part-time work they take on while going to college. As consumers, the residents in these segments score high for soccer, monster trucks, pre-paid cell phones, fast food and inexpensive cars.¹⁰

PRIZM® PREMIER LIFESTAGE



Y3 – Striving Singles

- 55 Red, White & Blue
- 59 New Melting Pot
- 60 Small-Town Collegiates
- 63 Low-Rise Living

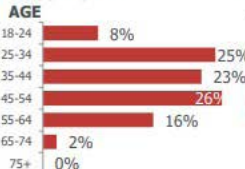
- 64 Family Thrifts
- 65 Young & Rustic
- 66 New Beginnings

10% U.S. HHs

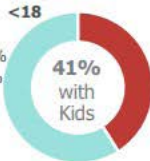


DEMOGRAPHICS

HOUSEHOLD AGE



KIDS <18



19% Home Owners



24% Married

Median Household Income: \$ 22,080

INCOME PRODUCING ASSETS



MEDIA CONSUMPTION

ONLINE/SOCIAL

- Monster.com
- Tumblr
- WWE.com
- Online dating sites
- Horoscopes

TELEVISION

- Telemundo
- BET
- ION
- Assisted Living
- WWE Friday Night Smackdown



ABOUT ME

- Works entry-level service jobs and uses Monster.com to search for new jobs
- Many rely on public transportation
- Enjoys Monster Jam, Motocross and WWE
- Listens to urban contemporary and Spanish tropical radio
- Stays at budget motels like Days Inn or Motel 6

TECH USAGE



LIFESTYLE

- Spends over 25 hours a week on social networking sites
- Eats at low budget restaurants, like Hardee's, Golden Corral and Chuck E Cheese
- Prefers shopping at Foot Locker, Family Dollar and Burlington
- Typically owns a Chevrolet, Dodge or Hyundai
- Does not travel often, but when they do, they stay at economically-sound motels like Motel 6



ACTIVITIES

**BACK TO SCHOOL
MONSTER TRUCKS
WWE
ESPORTS PRO BOXING**

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GfK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

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¹⁰ Claritas PRIZM Premier Segment Narratives 2022

Sustaining Families

Sustaining Families is the least affluent of the Family Life groups, an assortment of segments that range from working-class to downscale. These segments are primarily found in urban neighborhoods. Most adults hold blue-collar and service jobs, earning wages that relegate their families to small, older apartments or houses. And their lifestyles are similarly modest: households here are into soccer and basketball, shopping at discount chains and convenience stores and eating out at Starbucks and Chuck E Cheese.¹¹

PRIZM® PREMIER LIFESTAGE



F4 – Sustaining Families

42 Multi-Culti Mosaic
45 Urban Modern Mix
56 Multi-Culti Families

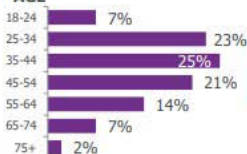
61 Second City Generations
68 Bedrock America

7% U.S. HHs

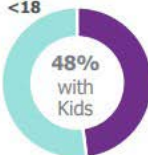


DEMOGRAPHICS

HOUSEHOLD AGE



KIDS <18



42% Home Owners



35% Married

Median Household Income: \$ 38,894

INCOME PRODUCING ASSETS



MEDIA CONSUMPTION

ONLINE/SOCIAL

- WWE
- Cox
- CareerBuilder
- Horoscopes
- Snapchat

TELEVISION

- Univision
- BET
- VH1
- Inside the NBA
- Cartoon Network



ABOUT ME

- Lives in ethnically diverse neighborhoods
- Often first-generation Americans
- Many families live with grandparents, parents and children under one roof
- Modestly educated and struggle to make ends meet
- Listens to Spanish adult hits and Mexican regional music

TECH USAGE



LIFESTYLE

- Eats at fast food restaurants like Chuck E Cheese, Church's Chicken and Denny's
- Shops at discount retailers like Burlington, Foot Locker and Forever XXI
- Owns a Dodge, Nissan or Hyundai automobile
- Often goes to Mexican league soccer matches and WWE events
- Spends 5+ hours a day on social networking sites such as Snapchat
- Many households do not own a computer and rely on their smartphones to surf the web



ACTIVITIES

SOCCER PRO BOXING
WWE RAP/R&B CONCERTS
JOB HUNTING LOTTERY

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GRK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

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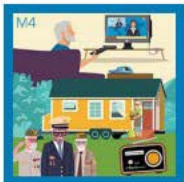


¹¹ Claritas PRIZM Premier Segment Narratives 2022

Sustaining Seniors

Sustaining Seniors consists of four segments filled with older, economically challenged Americans. Primarily found in small towns and rural areas, they all score high for having residents who are over 65 years old and who have household incomes under \$40,000. Many are single or widowed, have modest educational achievement and live in older apartments or small homes. On their fixed incomes, they lead low-key, home-centered lifestyles. They're big on watching TV, gardening, sewing and woodworking. Their social life often revolves around activities at veterans' clubs and fraternal organizations.¹²

PRIZM® PREMIER LIFESTAGE



M4 – Sustaining Seniors

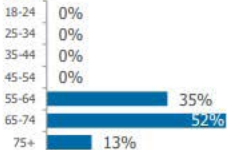
- 57 Back Country Folks
- 58 Golden Ponds
- 62 Crossroad Villagers
- 67 Park Bench Seniors

7% U.S. HHs

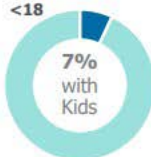


DEMOGRAPHICS

HOUSEHOLD AGE



KIDS <18



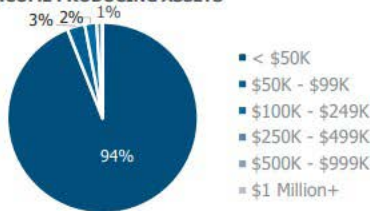
54% Home Owners



31% Married

Median Household Income: \$ 23,814

INCOME PRODUCING ASSETS



MEDIA CONSUMPTION

ONLINE/SOCIAL

- Little to no Internet usage
- Facebook
- Game sites
- Email

TELEVISION

- Lifetime Television
- Weather Channel
- The Virginian
- INSP
- Bonanza



ABOUT ME

- Lives a classic, small-town lifestyle
- High school educated with downscale incomes
- Social life often revolves around activities at veterans' clubs and fraternal organizations
- Daily life consists of sedentary activities, like reading, watching TV and crafting
- Listens to gospel and classic country music

TECH USAGE



LIFESTYLE

- Internet usage is very low
- Often eats at restaurants where you can get a lot of food for a good price, like Hardee's, Dairy Queen or Golden Corral
- Does not shop often, but when they do it is often at stores such as At Home and Dollar General
- Tends to own a Buick, Mercury or Dodge
- Due to a low income, these seniors rarely travel
- Watch live TV programming 25+ hours per week



ACTIVITIES

NASCAR BULL RIDING
FIGURE SKATING
RETIREMENT SEWING
FORMER MILITARY

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GIK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

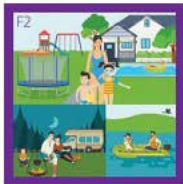
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Young Accumulators

Young Accumulators are slightly younger and less affluent than their upscale peers. Adults typically have college educations and work a mix of white-collar managerial and professional jobs. Found mostly in suburban and exurban areas, the large families in Young Accumulators have fashioned comfortable, upscale lifestyles in their mid-sized homes. They favor outdoor sports, kid-friendly technology and adult toys like campers, powerboats and motorcycles. Their media tastes lean towards cable networks targeted to children and teenagers.¹³

PRIZM® PREMIER LIFESTAGE



F2 – Young Accumulators

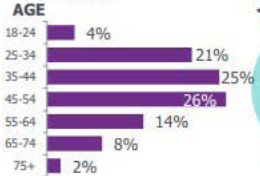
- 23 Township Travelers
- 26 Home Sweet Home
- 27 Big Sky Families
- 29 White Picket Fences
- 30 Pools & Patios

8% U.S. HHs

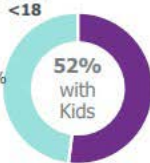


DEMOGRAPHICS

HOUSEHOLD AGE



KIDS <18



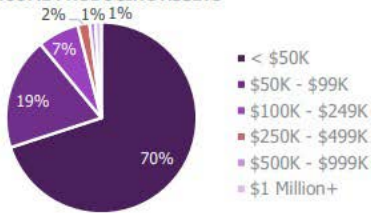
78% Home Owners



68% Married

Median Household Income: \$ 82,351

INCOME PRODUCING ASSETS



MEDIA CONSUMPTION

ONLINE/SOCIAL

- MLS team site
- OpenTable
- RetailMeNot
- Reddit
- Yelp

TELEVISION

- Disney Jr.
- MTV
- Discovery Channel
- Muppet Babies
- Freeform (ABC Family)



ABOUT ME

- Lives in mid-sized home and stays busy remodeling and making improvements
- Listens to SEC sports and active rock radio
- Frequently attends high school sports events
- Adults typically have college educations and work a mix of white-collar managerial and professional jobs



LIFESTYLE

- Eats at Zaxby's, Texas Roadhouse and Dairy Queen
- Shops at Academy Sports + Outdoors, Shoe Carnival and Bass Pro Shops
- Owns RAM vehicles, but also favor GMC and Chevrolet
- Enjoys outdoor activities such as hunting and owns lots of sporting equipment
- Tend to rank highly for being a small business owner
- Many shop online frequently for things like kid's clothing, alcohol, car repair services and toys



ACTIVITIES

BASEBALL HUNTING
MORTGAGE REFI FISHING
HIGH SCHOOL SPORTS

TECH USAGE



Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GRK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

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Young Achievers

Young Achievers are lower-midscale segments found in urban and metro neighborhoods. A blend of family types, Young Achievers are also a mix of homeowners and renters. They are above average in their use of technology, often researching their upcoming purchases online when they aren't streaming videos or visiting social networking sites.¹⁴

PRIZM® PREMIER LIFESTAGE

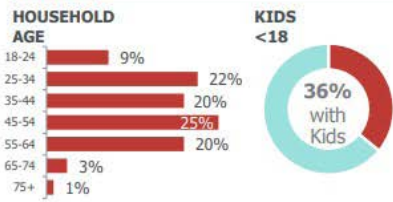


Y2 – Young Achievers

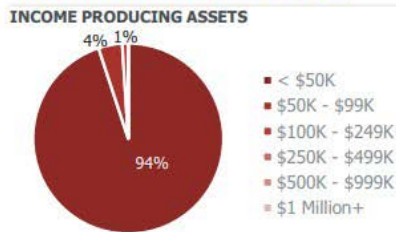
40 Aspiring A-Listers 50 Metro Grads
 47 Striving Selfies 54 Struggling Single
 48 Generation Web

7% U.S. HHs

DEMOGRAPHICS



Median Household Income: \$ 25,455

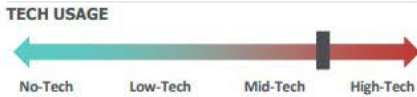


MEDIA CONSUMPTION

- ONLINE/SOCIAL**
- Nextt
 - Tumblr
 - Monster.com
 - Online dating sites
 - WWE
- TELEVISION**
- VH1
 - BET
 - House of Payne
 - Noticiero Univision
 - Telemundo

ABOUT ME

- Enjoys sporting events such as WWE, Mexican league soccer and WNBA
- Looking for a new job, and often attends recruitment fairs
- Heavy focus on maintaining their social lives
- Interested in moving or going back to school in the next year
- Ethnically diverse group



LIFESTYLE

- Spends 10+ hours a week streaming video online
- Spends heavily on name brand materials and dining out, but eats at fast food restaurants like Church's Chicken frequently
- Shops at Foot Locker, Forever XXI and Finish Line
- Owns vehicles made by Nissan, Chrysler or Dodge
- Planning vacations centered on spa activities, casinos and theme parks
- Listens to urban contemporary, Mexican regional and rhythmic contemporary hit radio

ACTIVITIES

WWE BACK TO SCHOOL
 WNBA JOB FAIRS
 ESPORTS

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GfK MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

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¹⁴ Claritas PRIZM Premier Segment Narratives 2022

APPENDIX III

Comparison To Peer Libraries And
State/National Averages

LibraryIQ conducted an analysis based on data publicly reported to the Institute of Museum and Library Services. All data is from 2020, the most recent available. Peer libraries (identified by Library staff) are Kent District Library (Michigan), Douglas County Libraries (Colorado) and Dakota County Library (Minnesota).

NOTE: 2020 data was affected by COVID-19 pandemic-enforced library closures. 2020 statistics for libraries nationwide were significantly down because of these closures.

Strengths

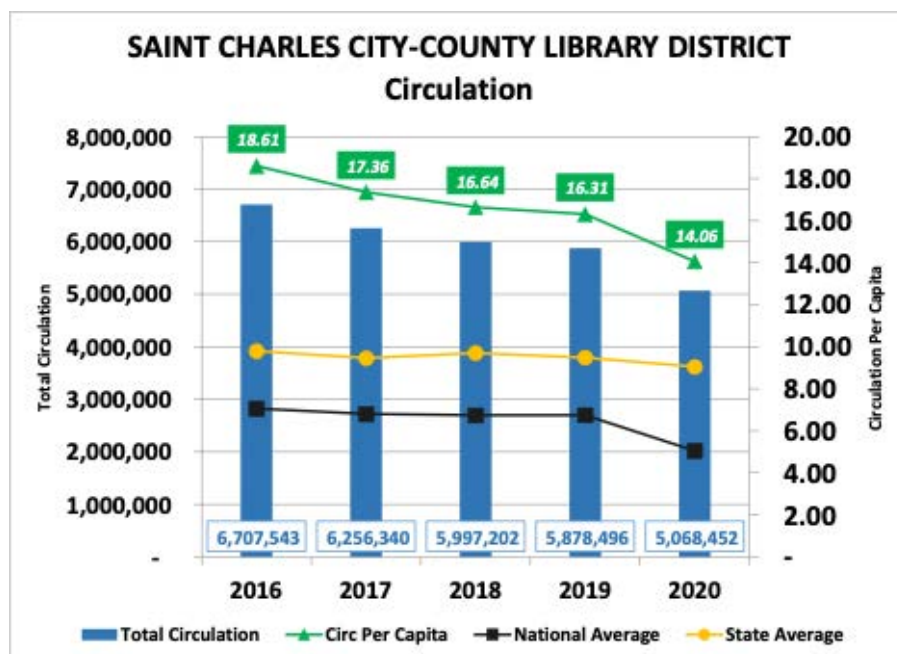
- Program attendance per 1,000 population increased 4%. At 402.0, attendance is above the national average of 239.3 and above the Missouri average of 392.6 per 1,000 population.
- St. Charles City-County Library District's \$9.02 per capita spending on books, audiovisual and electronic materials is above the Missouri average of \$7.28.
- St. Charles City-County Library District's budget for books, audiovisual and electronic materials increased 12% from 2016 to 2020.

Opportunities

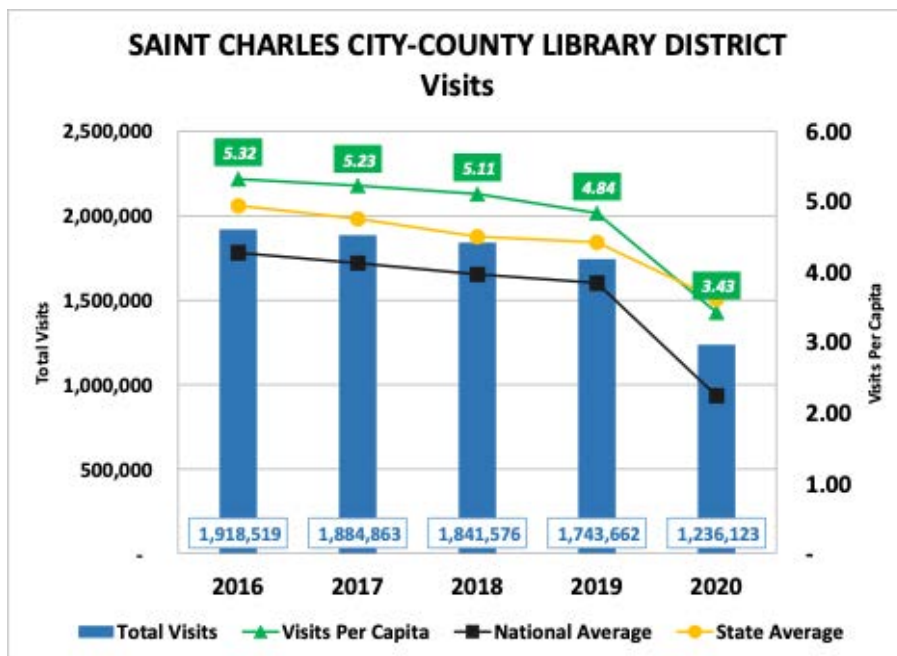
- Circulation per capita decreased 24% from 18.61 to 14.06 from 2016 to 2020, which is still far above the national average of 5.05 and above the Missouri average of 9.05.
- Visits per capita decreased 36% from 2016 to 2020.
- St. Charles City-County Library District's staff per 1,000 population score of 0.54 is well above the national median score for libraries serving similar populations of 0.33 staff members per 1000 population.

Five Year Service Trends

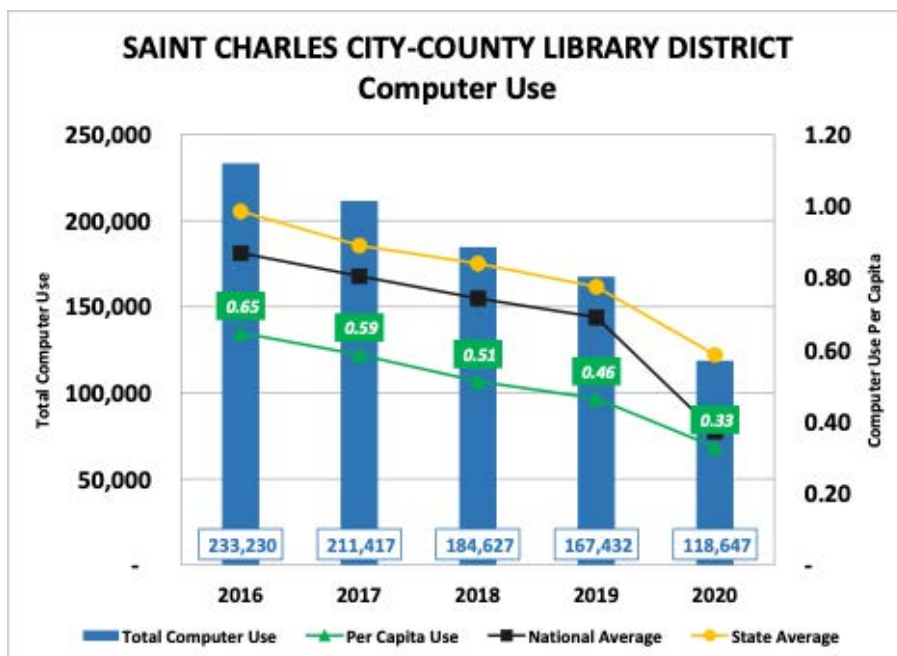
The following charts highlight service growth or decline over a five year period.



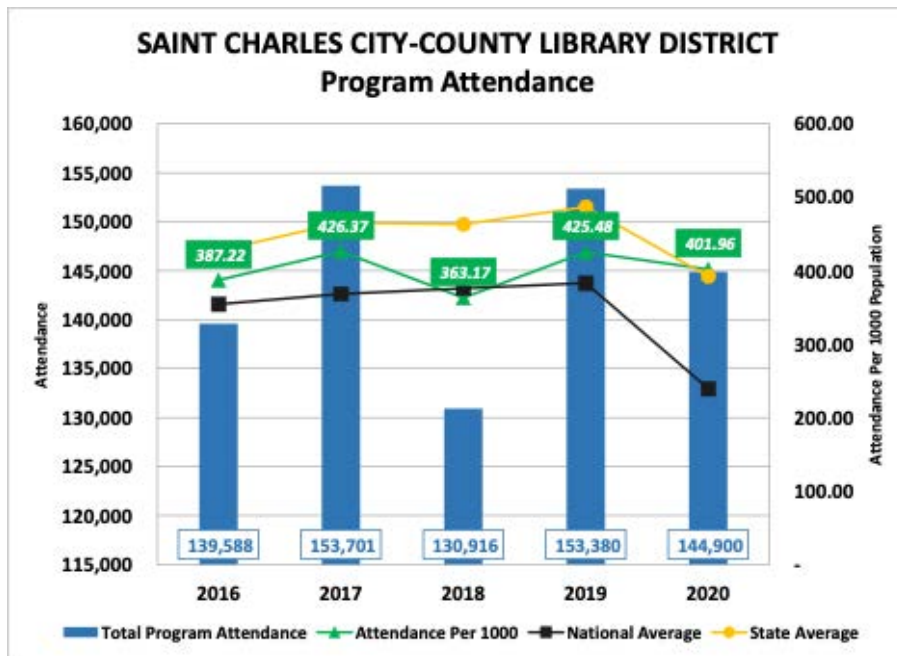
- Total circulation at St. Charles City-County Library District decreased 24% from 2016 to 2020.
- Circulation per capita decreased 24% from 18.61 to 14.06 from 2016 to 2020, which is above the national average of 5.05 and above the Missouri average of 9.05.



- Total visits decreased 36% from 2016 to 2020.
- Visits per capita decreased 36% from 2016 to 2020.
- At 3.43, visits per capita are above the national average of 2.24 and below the Missouri average of 3.62.

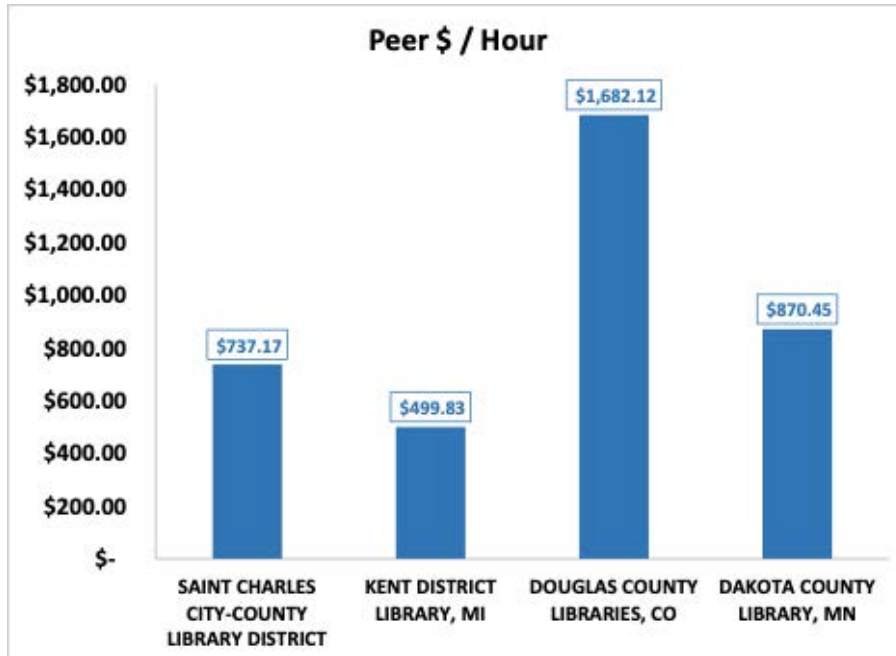


- Total computer use decreased 49% from 2016 to 2020.
- Computer use per capita decreased 49% from 0.65 to 0.33 from 2016 to 2020, which is below the national average of 0.37 and below the Missouri average of 0.59.
- Computer use is declining nationally as patrons increasingly use personal devices to access the Internet at the Library.

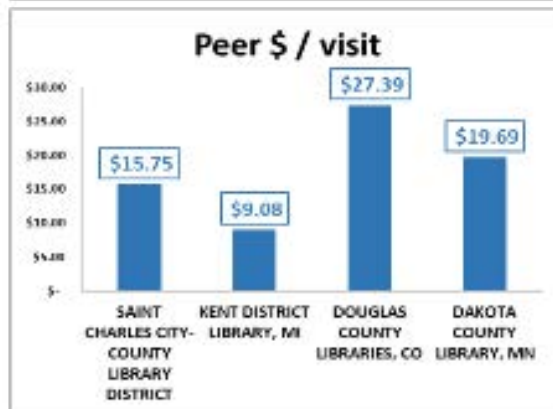
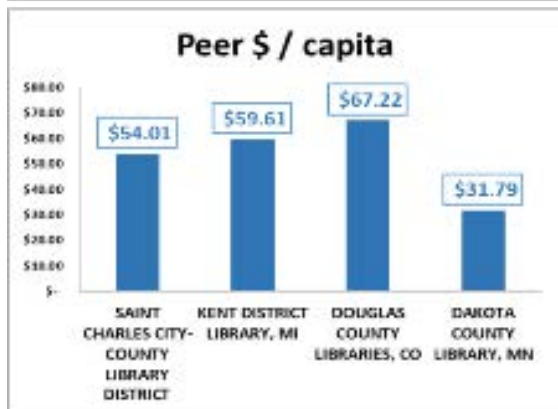
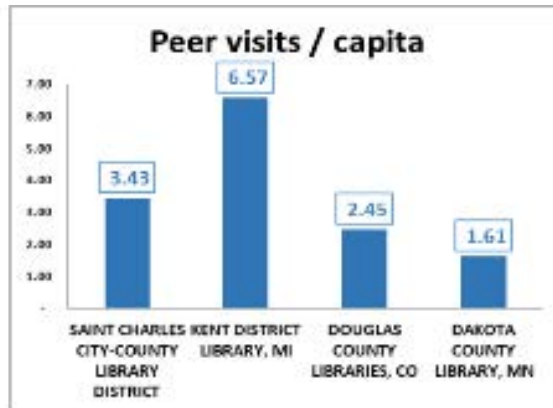
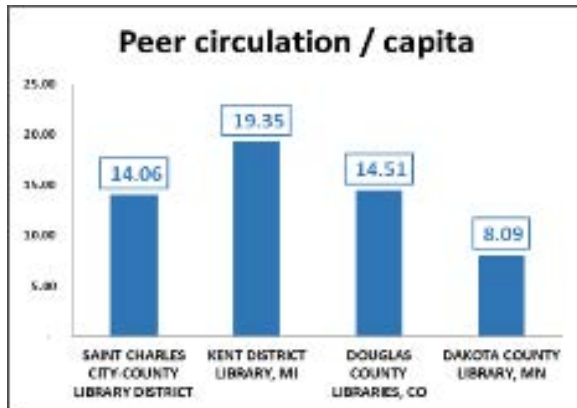


- Program attendance increased 4% from 2016 to 2020.
- Program attendance per 1,000 population increased 4%. At 402.0, attendance is above the national average of 239.3 and above the Missouri average of 392.6 per 1,000 population.
- Children comprise 51% of all program participants.

Peer Comparisons

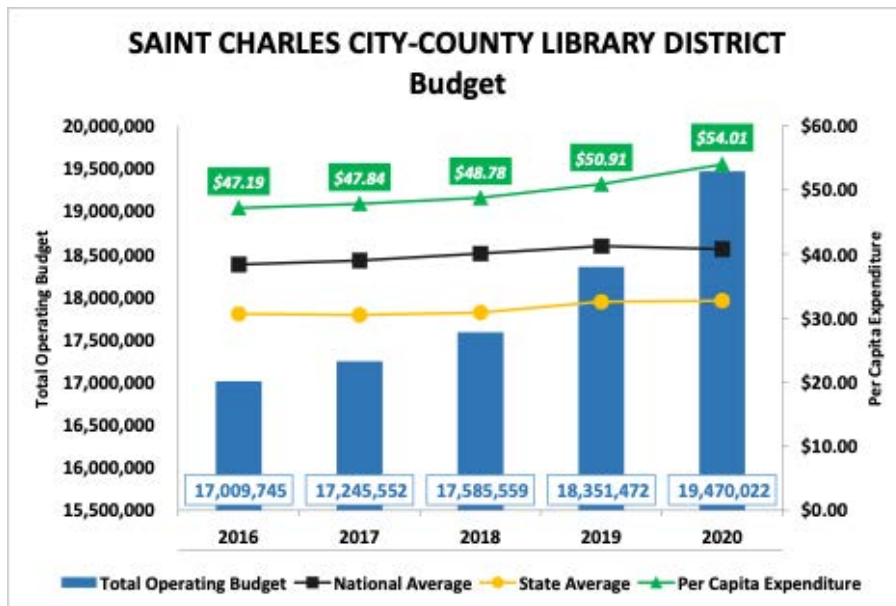


- St. Charles City-County Library District's cost per hour of \$737.17 is the second lowest among its peer group.

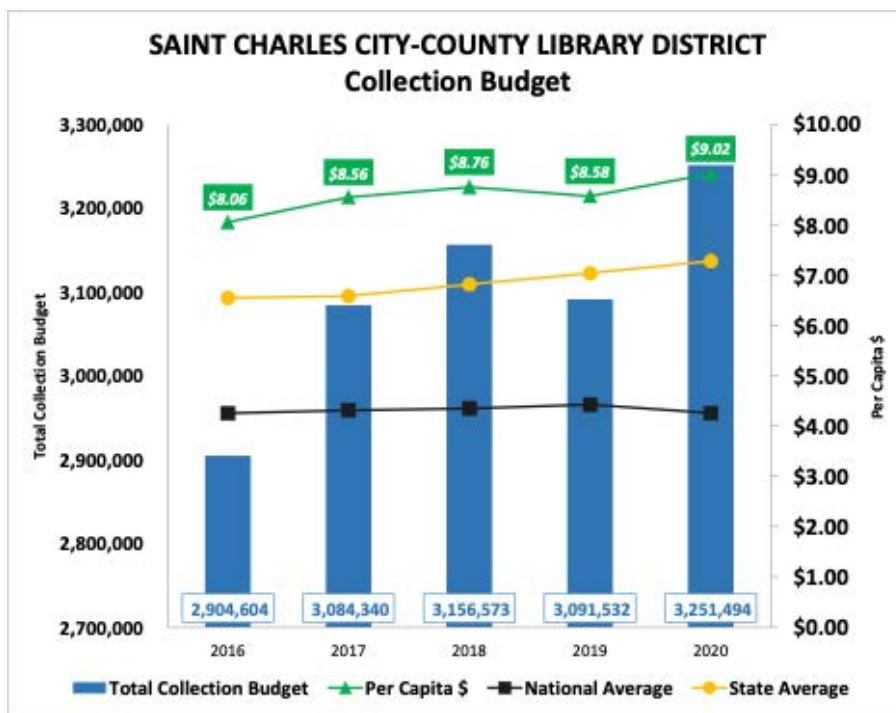


- Among its peer group, St. Charles City-County Library District has the second lowest circulation and second highest visits per capita.
- Among its peer group, St. Charles City-County Library District has the second lowest cost per capita and cost per visit.

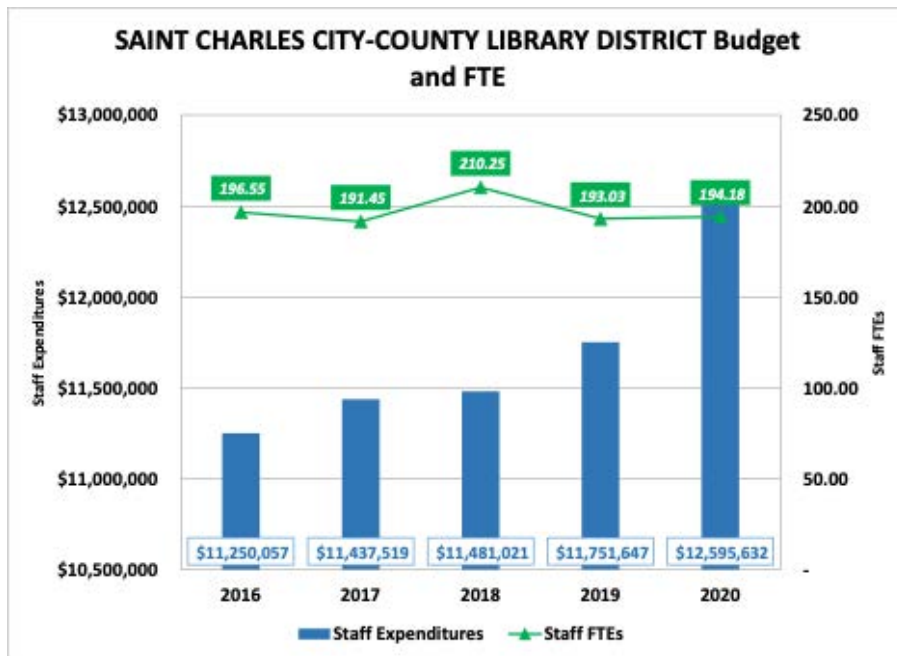
Five Year Funding Trends



- St. Charles City-County Library District's total budget increased 14% from \$17,009,745 to \$19,470,022 from 2016 to 2020.
- Funding per capita of \$54.01 in FY 2020 was above the national average of \$40.78 and the Missouri average of \$32.72.
- Of each budget dollar, St. Charles City-County Library spends 65 cents on staff, 17 cents on books, materials and electronic resources and 19 cents on other. Missouri library spending averages are 59 cents of every dollar on staff, 14 cents on books, materials and electronic resources and 27 cents on other.



- St. Charles City-County Library District's budget for books, audiovisual and electronic materials increased 12% from 2016 to 2020.
- St. Charles City-County Library District's \$9.02 per capita spending on books, audiovisual and electronic materials is above the Missouri average of \$7.28.



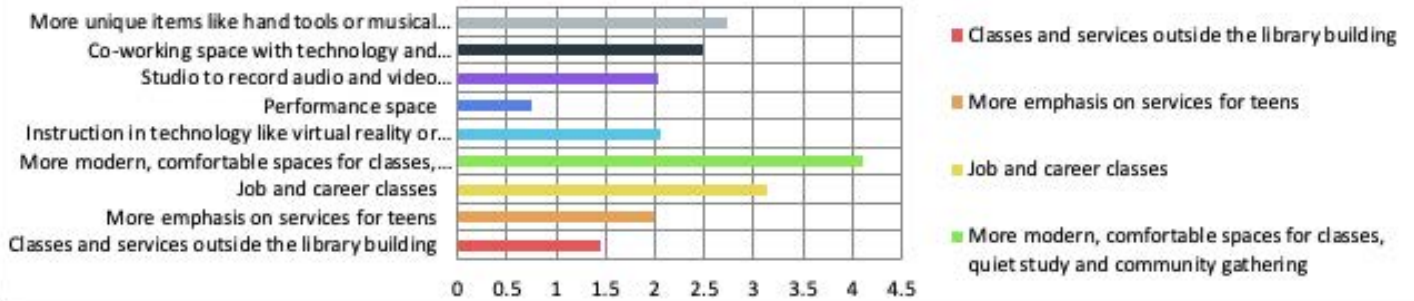
- Total expenditure on staff increased 12% from 2016 to 2020.
- Staff FTE decreased from 196.55 to 194.18 from 2016 to 2020.



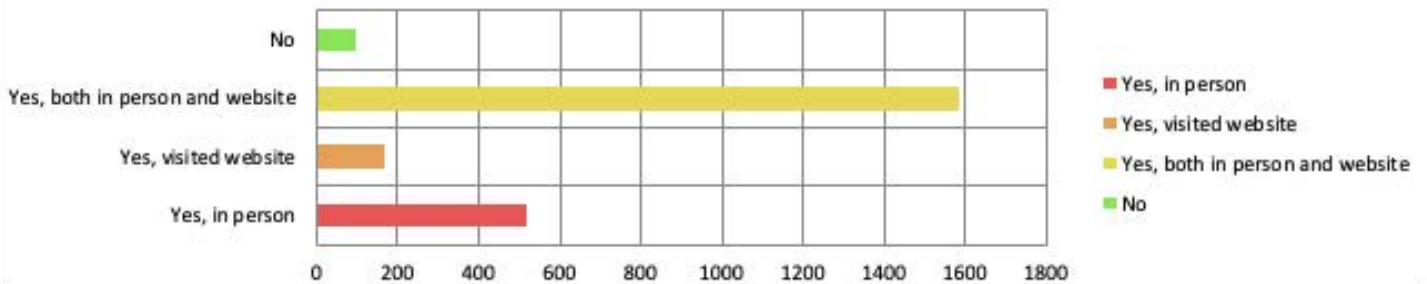
APPENDIX IV

Public Survey Summary

In addition to books, classes, events and one-on-one help from staff, what do you think the Library should focus on during the next three years?



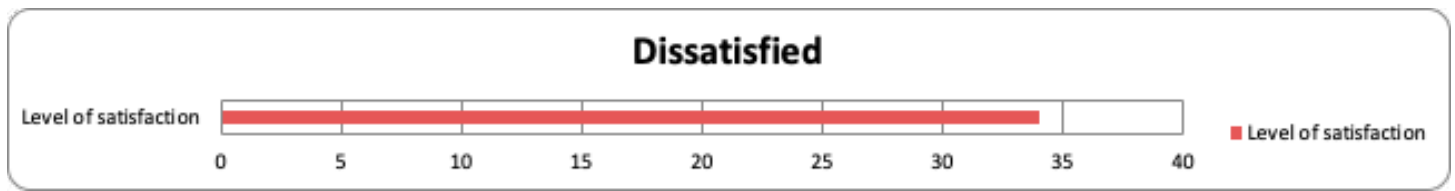
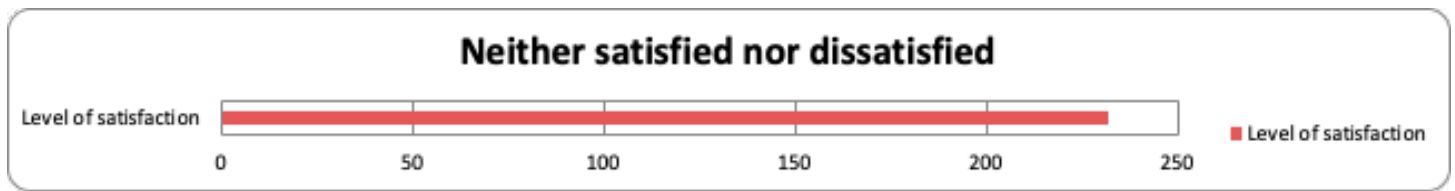
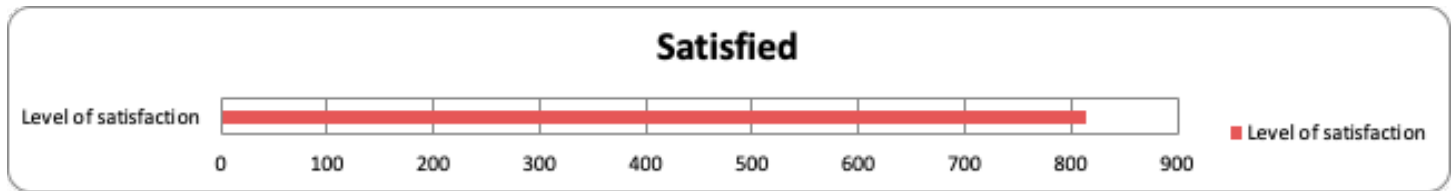
Have you used St. Charles City-County Library in person or online in the last 12 months?



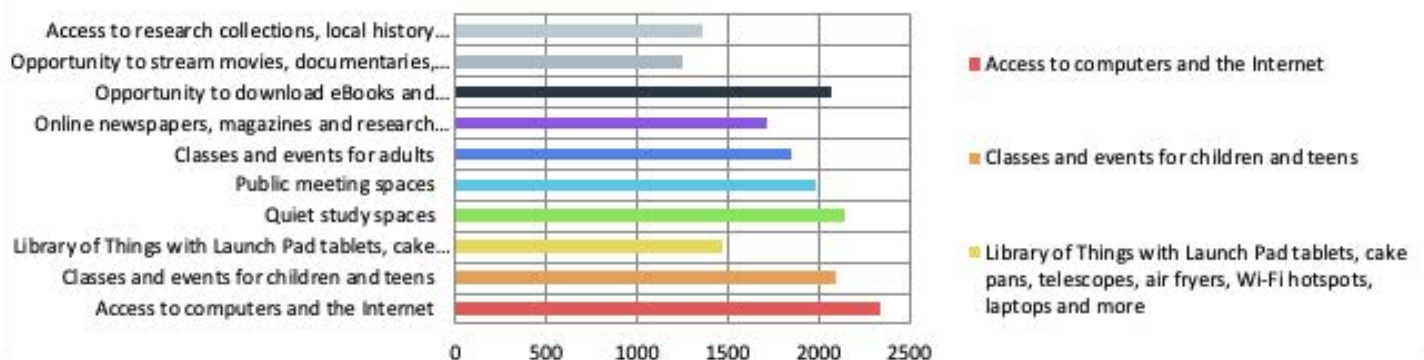
Do you think having access to quality books, materials, classes, storytimes and technology is important for the St. Charles County community?



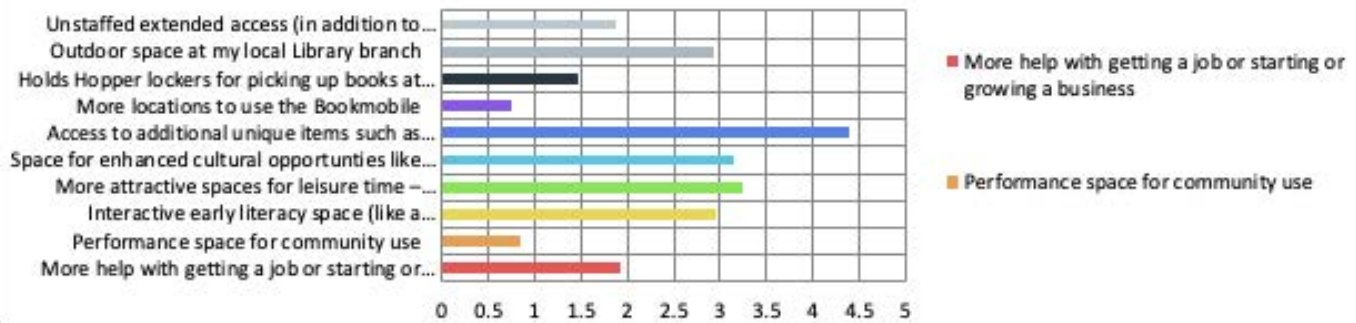
Please rate your satisfaction with St. Charles City-County Library spaces for individuals and groups. For example, are the spaces welcoming, comfortable, well lit and easy to navigate?



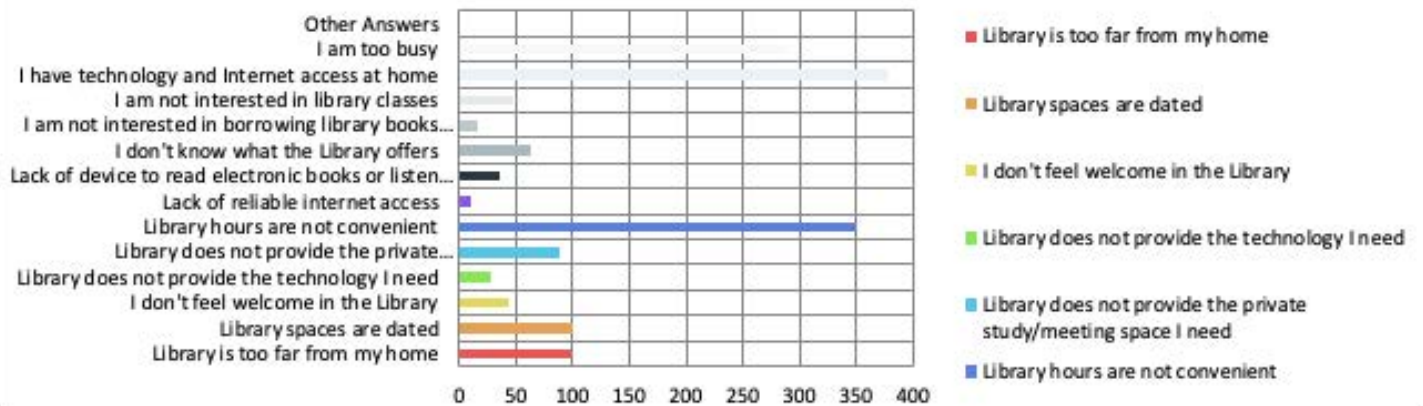
Are you aware the Library offers the following services?



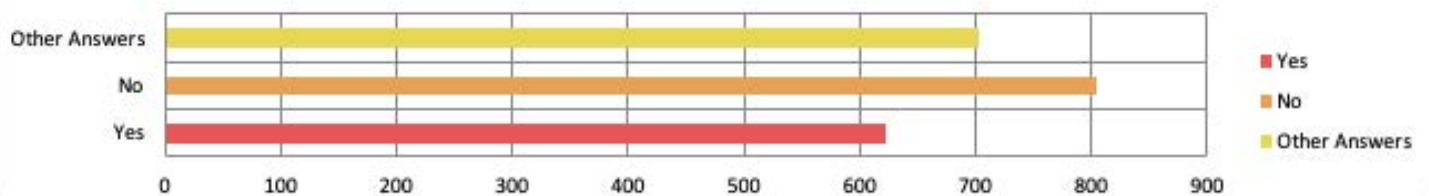
Which of the following services would make using the Library part of your routine?



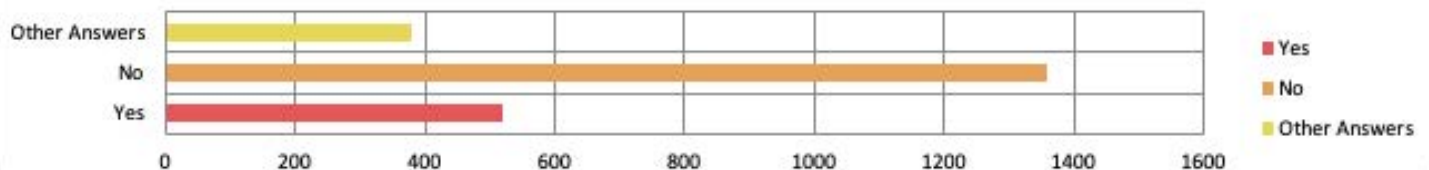
Do any of the factors listed below keep you from visiting the library building or website?



Would knowing more about what the Library offers make you more likely to use the Library? If so, what method would you prefer for Library information?



Would you use the St. Charles City-County Library more often if a branch was closer to your home?



What is your age?

