

# REPORT

## Oakville Public Library Board

**Meeting Date: February 20, 2025**

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**FROM:** Oakville Public Library

**DATE:** February 11, 2025

**SUBJECT:** **Customer Satisfaction Survey 2024 Results – February 20, 2025**

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### **RECOMMENDATION:**

That the Customer Satisfaction Survey 2024 Results report be received for discussion.

### **KEY FACTS:**

The following are key points for consideration with respect to this report:

- OPL introduced a customer satisfaction survey in April 2024 as part of its 2024 OPL Goals.
- As of December 31, 2024, 261 surveys have been completed.
- OPL has reviewed the result and identified areas of strengths and improvement and corresponding actions to address the identified issues throughout 2025.
- Promotion of Customer Satisfaction survey will continue in 2025 with two dedicated survey pushes during March Break and Ontario Public Library Week.

### **BACKGROUND:**

In November 2023, the OPL board approved the following goal as part of the 2024 OPL Goals:

**In Q2 2024, OPL will introduce a customer satisfaction survey for Oakville residents to measure satisfaction of key library services and to monitor how customers use and feel about OPL. Metrics gathered will then be identify areas of improvement and/or growth and make adjustments/changes accordingly.**

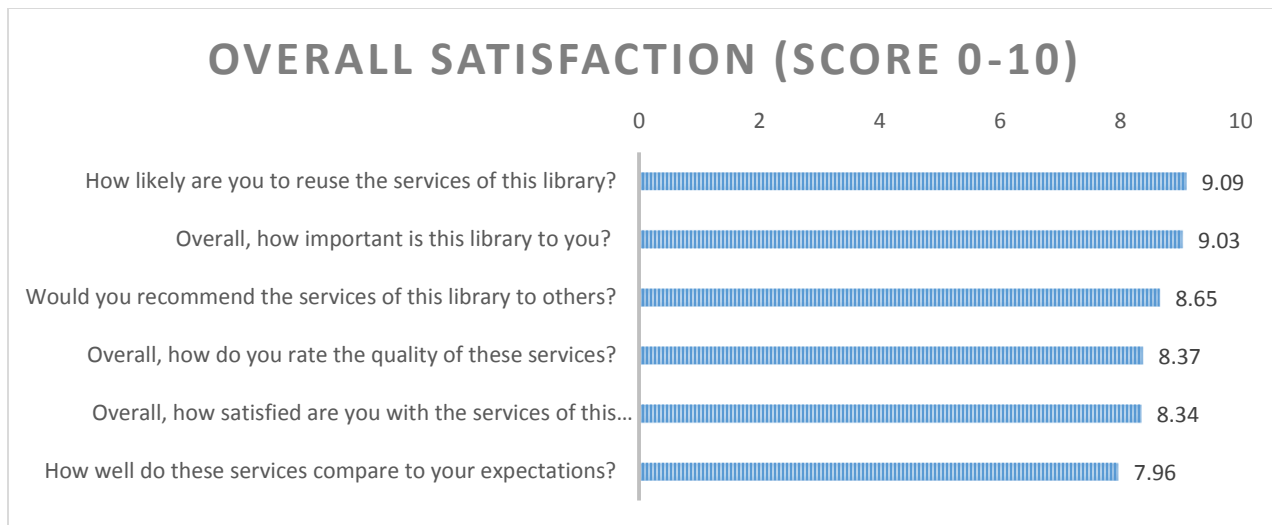
In Q2 2024, OPL worked with Counting Opinions Inc. to launch a customer satisfaction survey in April 2024. The survey offers a short, medium or and long option and is a standing item available on the website for customers to complete as desired. OPL did an initial push via the website and social media in April and another in October as part of Public Library Week.

The total number of surveys in 2024 were 261 with 140 of respondents opting for the medium/long survey providing OPL with high-quality data that allows for in-depth insights. Detailed surveys often attract respondents who are genuinely interested or knowledgeable about the topic, resulting in more thoughtful and accurate responses. This results in a smaller, more engaged respondent group allowing for a clearer understanding trends, patterns, and underlying reasons behind the responses.

**COMMENT/OPTIONS:**

Oakville Public Library has achieved high satisfaction ratings, with an average score of 9.0/10 and strong customer loyalty. Over 75% of respondents expressed high satisfaction, and 80.6% indicated they would continue using the library’s services.

While staff helpfulness and resource availability were praised, areas for improvement include facility comfort, online accessibility, and awareness of library programs. Addressing these concerns will further enhance the user experience and engagement.



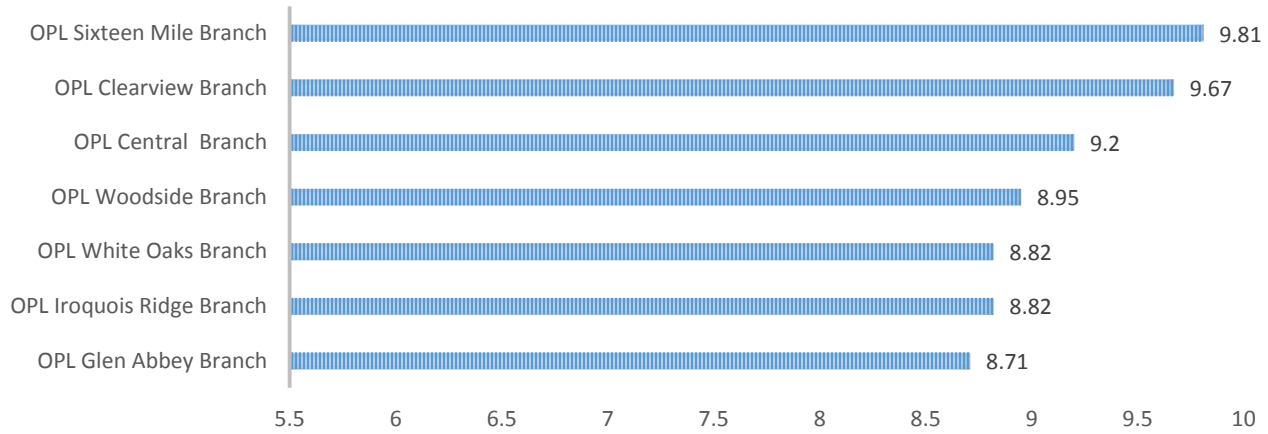
**Identified Strengths**

- Most respondents (over 75%) are highly satisfied with their library experience.
- Strong likelihood of return (above 80%) suggests high loyalty among customers.
- Positive ratings on staff helpfulness, collection availability, and ease of access to resources.

**Staff Satisfaction**

Overall, respondents were very satisfied with their interactions with staff members with staff related question receiving the highest results overall. However, the data does indicate that OPL could do better in terms of a more proactive staff engagement approach as customer noted that although staff are very helpful, customer frequently need to approach staff first.

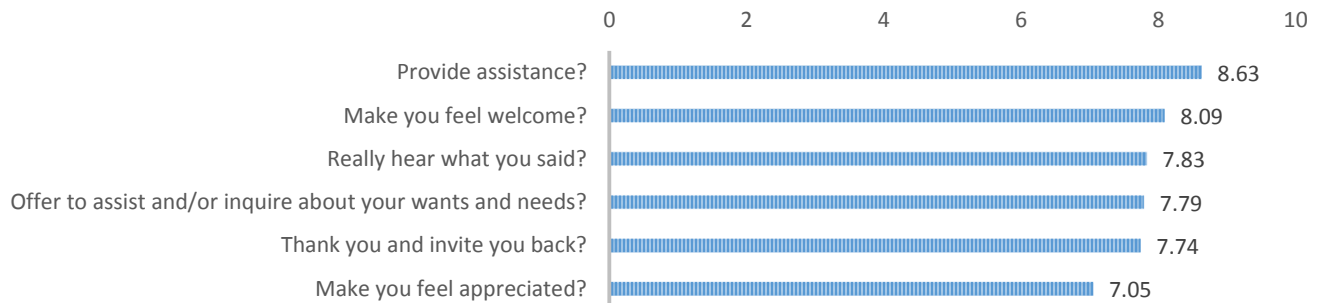
## EXPERIENCE WITH STAFF RANKING BY BRANCH



## STAFF SATISFACTION

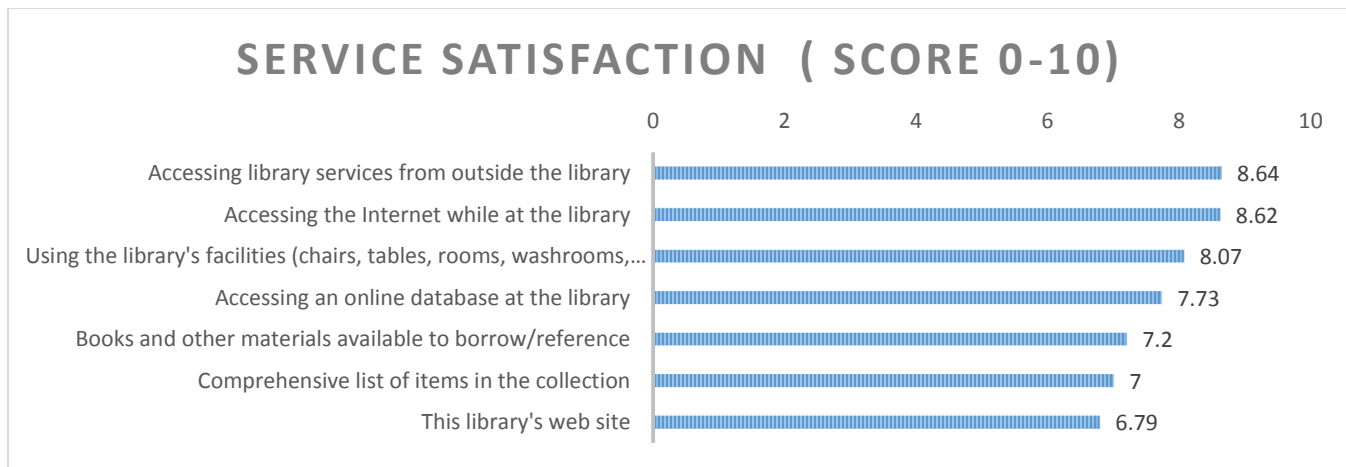
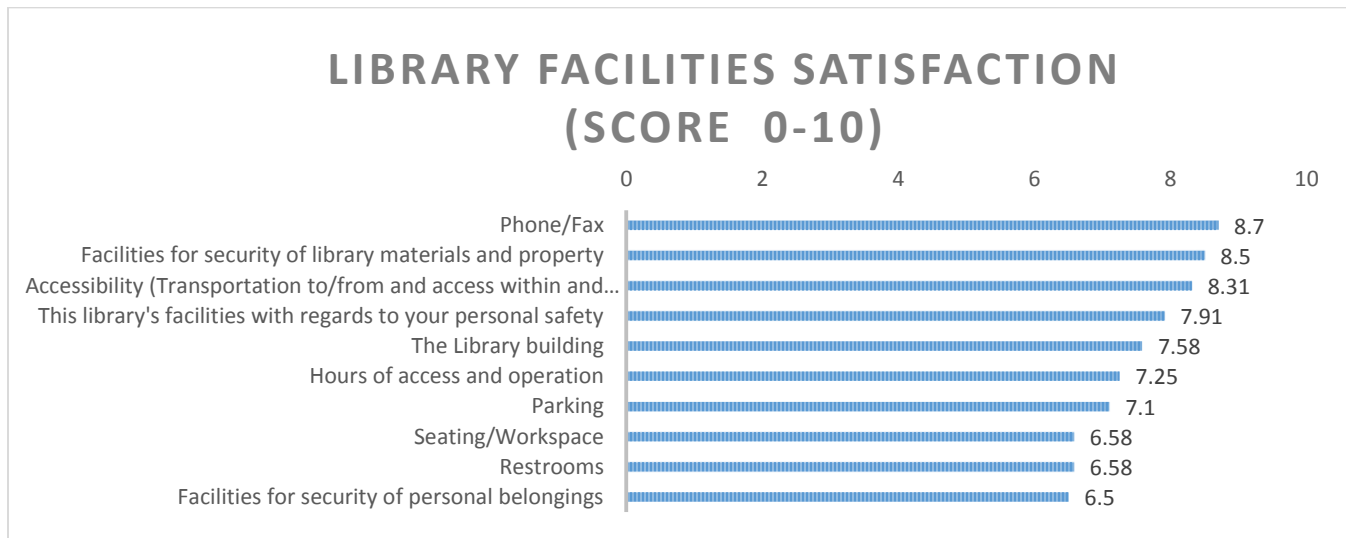


## STAFF SATISFACTION CONTINUED



**Facilities Satisfaction**

Survey respondents provided lower ratings for some branches in the areas of seating comfort, washroom availability, and study space. With the increasing demand for space with branches, OPL needs to look at ways to maximize space while providing a welcoming and comfortable environment for customer use. Additionally, hours of operation continue to be a concern for customers.



**Next Steps:**

1. Enhance Facility Comfort: OPL will continue to implement small but impactful improvements to seating areas such as the changes at White Oaks and Woodside completed in 2024.
2. Increase Awareness Campaigns: OPL is in the process of adjusting its Summer OPL Ambassador program to execute outreach strategies to promote lesser-known library services and programs throughout Oakville.
3. Increase Staff Engagement with Customers – OPL leadership is working with staff to encourage a proactive approach to engaging with customers including ensuring that all

customers are greeted when entering OPL spaces and getting out from behind the desk to be more accessible to customers throughout the branch.

**APPENDICES:**

N/A

Prepared and Submitted by:  
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