EXHIBIT A

Major themes that emerged from the focus groups using the S.O.A.R. (Strengths, Opportunities, Aspirations, and Results) exercise about the Library. The Library being a reflection of the community and a place where everyone belongs was a thread running through all the discussions.

Strengths (Present):
1. **Staff Excellence:** Friendly, helpful, available, and well-educated staff across all departments.
2. **Programming:** Varied and engaging programming offered both in-person and virtually that fosters community and intellectual discourse.
3. **Community and Network Integration:** Member of the Minuteman Library Network and strong interlibrary loan capabilities.
4. **Operational Efficiency:** Generally smooth operations with well-managed and imaginative programming for adults and children.
5. **Physical Space:** Several welcoming and comfortable areas for patrons, along with a well-loved building known for its status, age, structure, and historical significance.

Opportunities (Present):
1. **Facility Improvements:** Potential for improving building space to better serve patrons, including making the building more accessible and optimizing spaces based on current needs.
2. **Enhanced Digital Access and Outreach:** Expanding the availability of digital resources and outreach services like home delivery and mobile library services to reach underserved populations.
3. **Program Development:** Developing programs that generate active participation and leveraging technology to enhance user experience.
4. **Marketing and Awareness:** Increasing awareness of library offerings through enhanced marketing efforts, social media, and partnerships.
5. **Collections Expansion:** Preserving the availability of traditional media such as DVDs and expanding collections that align with community demographics.

Aspirations (Future):
1. **Building Expansion and Accessibility:** Envisioning a larger, more accessible building with additional spaces designed to serve a diverse community, including better parking and ADA access.
2. **Community Hub:** Transforming the Library into a central hub for community engagement, information sharing, and cultural activities.
3. **Technological Advancement:** Keeping up with and leading on technological advancements to provide a multi-location/virtual resource center.
4. **Inclusive and Diverse Services:** Expanding services and spaces to include more tailored resources for various demographic groups, including languages and culturally relevant materials.

Results (Future):
1. **Community Integration and Satisfaction:** The Library becomes a beloved and integral part of the community, with high participation in programs and positive feedback from regular town surveys.
2. **Resource Utilization:** Increased use of library materials, including physical and digital resources, as seen in resource usage metrics beyond traditional circulation.
3. **Recognition as a Knowledge Hub:** The Library is recognized as the first point of contact for reliable information and community support, reflecting its role as a comprehensive and trusted resource center.

EXHIBIT B

Wayland Free Public Library Summary Report for Survey
June 23, 2024

A total of 648 responses were submitted online, while an additional 6 responses were collected via paper surveys. The results provided significant insights into the demographic profiles of library users, confirming strong support for current offerings and clarifying their expectations for the future. To increase awareness and encourage participation, the Library promoted the survey through multiple ways, including on the Town's and the Library's websites and social media sites, as well as through the Library's eNewsletters.

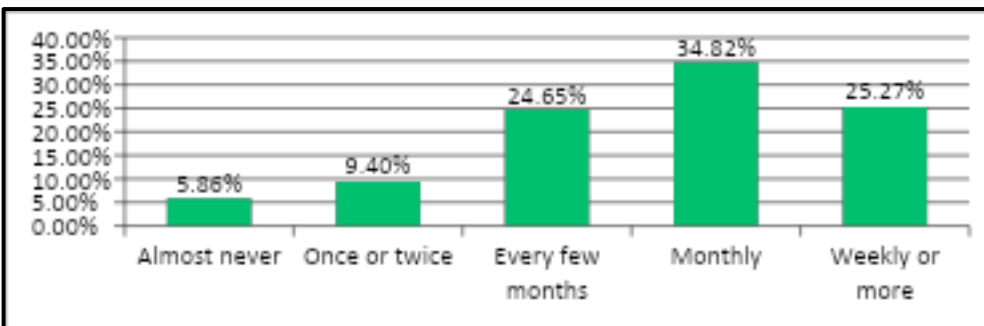**Q1: Do you currently have a Wayland Free Public Library Card?**
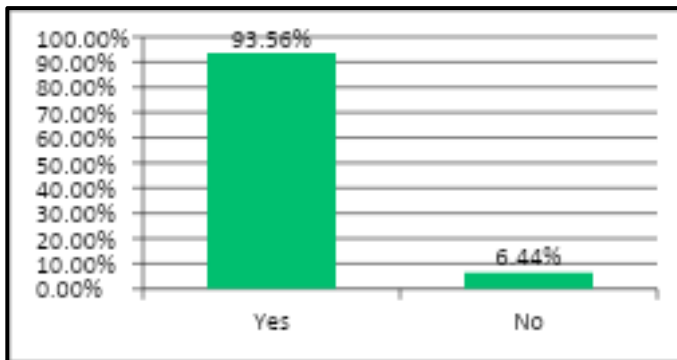
Q2: Do you live in Wayland? If you answer no, please tell us what town or city you live in.
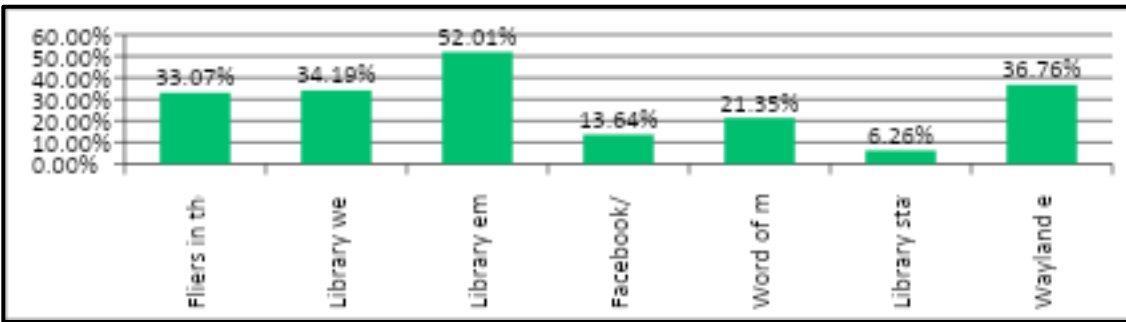94.15% live in Wayland.
Majority of other towns where people lived were: Framingham, Sudbury.

Q3: In the past year, how often have you visited the Wayland Free Public Library?
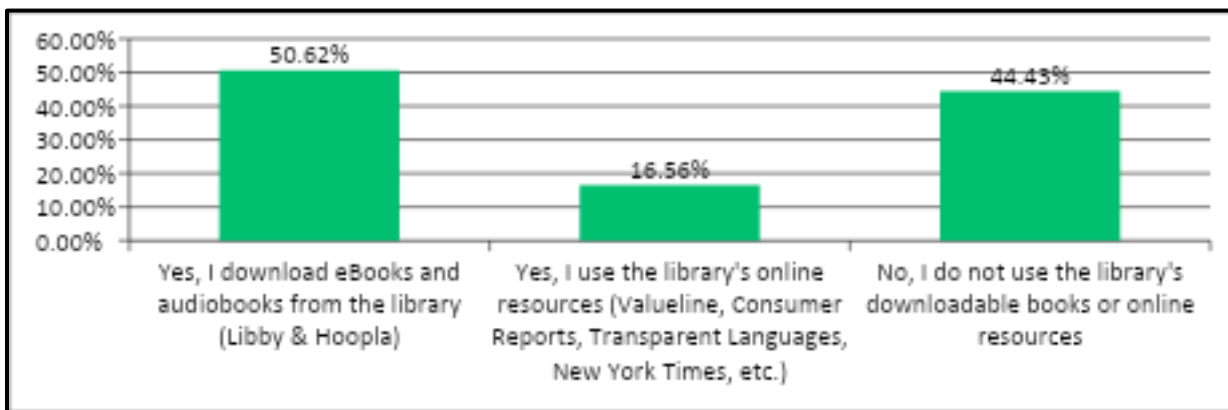
Q4: How do you find out about what is happening at the library? Check all that apply.

Other places listed were: school emails and the outside sign; some mentioned Patch and town emails.

Q5: Do you use the library's downloadable books (Libby & Hoopla) or online databases (Valueline, Consumer Reports, Transparent Languages, New York Times, etc.)? Check all that apply.

Q6: How would you rate the following?

Top satisfaction categories:
1. Overall customer service at the library
2. Adult collection of physical materials*
3. Research help

Top dissatisfaction categories:
1. Accessibility
2. Downloadable eBooks, eAudiobooks, movies, and magazines
3. Adult collection of physical materials*

* Although the adult collection is among the top satisfied categories, it also appears as a top dissatisfied category. Here are the major categories mentioned and specific comments related to that category. There were 139 comments.

Accessibility and Facility Issues:
- **Building Accessibility:** "Building not easily accessible: entrance and different floors", "The front building entrance is unacceptable, cramped, and the uneven granite makes it awful for wheelchairs, carts and strollers."
- **Parking and Entrance Configuration:** "Parking too limited. Left turn out of library is difficult.", "The library entrance should be reconfigured. It would make more sense to use the doors facing concord road."
- **Facility Improvements:** "Can we afford to put a new railing on the staircase? The taped-up section is embarrassing for a town of this caliber.", "The children's room is hard to access in the basement and is often smelly and humid."

Collection and Material Availability:
- **Limited Selection and Availability:** "Very limited selection of books in other languages. Specifically Korean.", "ebook selection very limited, most titles I'd like to get are unavailable."
- **Library of Things and Technology Items:** "library of things needs to be advertised/promoted better", "No solution as my dissatisfaction has to do with the building configuration."
- **Requests for Diverse Materials:** "Need more selection in general; need more puzzles, games and physical items for kids to check out", "More available museum passes would be great or better ways to access them."

Service and Program Enhancements:
- **Programming Needs:** "I wish we had more creative programming for children", "Can we please have more chess learning sessions for 5-10 years old."
- **Customer Service Improvements:** "I never feel welcomed into the library.", "Staff could be friendlier."
- **Digital and Online Services:** "Technology help - as an ESL board member and tutor, we encounter some resistance and lack of interest/communication in response to our requests to improve the accessibility and navigability of the ESL page on library website."

Operational and Management Concerns:

Operational Issues: "It seems like a lot of space inside the building is unassigned circulation space, with a lot of space taken up by the librarians' desks.", "Printing is expensive. I understand you can't turn into a copy shop, but there should be a way for residents to print a few larger things per year affordably."
- **Management and Communication:** "I think there's a lack of awareness on much of what you have to offer, not so much dissatisfied but surprised to see some of these offerings listed.", "Need a new building!!!"
- **Specific Service Enhancements:** "I wish the museum passes were digital and did not need to be returned.", "Long waits for e-books, not a Wayland issue but it stops me from using the service!"

Q7: How would you rate the following programs offered at the library?
Most satisfaction: **Adult programs**
- Very Satisfied: 18.31%
- Satisfied: 28.34%

This category shows the highest satisfaction rates with a combined total of 46.65%.

Least satisfaction: T**een programs - ages 14-17**
- o   Very Satisfied: 2.10%
- o   Satisfied: 2.43%

This category has the lowest satisfaction rates, with only 4.53%.
Here are the major categories mentioned and specific comments related to that category.
There were 95 comments.

1. Scheduling and Timing Issues:
- **Inconvenient Timing for Programs:** "The timing isn't convenient for my children's schedules. I think that timing could better take into consideration typical nap schedules for kids of different ages."
- **Need for Weekend Programming:** "More weekend programming for kids", "Wish there were more kids programs on the weekends. My kids are in daycare during the week."
- **After-School and Evening Programs:** "Would love to see more community-based initiatives for youth", "Would you consider programs on the weekends for the Tweens/Teens?"

2. Program Variety and Audience Engagement:
- **Lack of Teen Programs:** "We used to enjoy the kids' programs about ten years ago. But now that we need teen programs, they seem rather thin."
- **Desire for More Diverse Program Topics:** "Wish you had more local ecology focused events", "More history & interest of sports, food/cooking - good."
- **Requests for Specific Age Groups:** "There aren't many programs for 5-10 and they are all right after school when we cannot attend", "Children's programming is NEVER available for parents who work full-time."

3. Program Quality and Facility Issues:
- **Quality of Children's Programs:** "The library's children's area is sad looking, and the story times are not as vibrant and engaging as I would like."
- **Facility Limitations:** "There is not enough space for teens to go and study or for children's programs. The rooms are cramped with stuff."

4. Community and Accessibility Needs:
- **Accessibility for Diverse Needs:** "No offerings to include those with special needs", "Could use more DE&I; include more Asian specific events."
- **Enhanced Community Engagement:** "I read the newsletter regularly, but rarely see any programs that resonate", "Please advertise these more… I'm not aware of what is offered."

Q8: Adult programming interests:
Top 3 most interested:
1. Educational – 58% interested
2. Historical – 55% interested
3. Cultural – 52% interested

Top 3 least interested:
1. Language learning – 59% not interested
2. Multi-generational – 37% not interested
3. Interactive – 42% not interested

Here are some of the five top categories from the comments given about other topics people would be interested in:

1. Educational and Environmental Programs
- **Comment:** "Educational and interactive events that helped me learn more about the environment."
- **Comment:** "I'd love to learn about what other libraries are doing around the world to keep current - I think this would be a great way to engage the community. Programs that collaborate with Nature Conservation organizations (wildlife, rail trail, hiking in the area, etc.) would be nice, too."
- **Comment:** "nature, environmental, local habitat and also how climate change is affecting all the previous mentions."

2. Technology and Senior Programs
- **Comment:** "My parents are 80, confused by technology, and would benefit from library programs that teach them (or remind them) how to use their iPhones and iPads."
- **Comment:** "How town government works, available part-time jobs fair for seniors, teens, & at-home-parents."
- **Comment:** "career/job search, how to use Facebook, Instagram, LinkedIn. Would prefer virtual and to be recorded so can view on my own schedule."

3. Arts and Crafts
- **Comment:** "Loved the craft workshops I did several years ago: box making, bead jewelry- craft activities that require assortment of items and teaching of a new skill."
- **Comment:** "Ukulele nights or other stringed musical instrument nights. Musical theater."
- **Comment:** "Workshops on storytelling. Workshops on creating a memoir. A setup for people to contribute to StoryCorps. Our stories will outlive us all."

4. Historical and Cultural Programs
- **Comment:** "I would love to see more about our town history, hearing stories of local families."
- **Comment:** "Love the author talks (Library Speakers Consortium) - wish I could find link to recordings on library website."
- **Comment:** "nature, geology, Wayland history, art history."

5. Language and Literacy Programs
- **Comment:** "I'm a big fan of the Pimsleur collection. I would be interested to know what other language resources are available. I don't often stop in, I should."
- **Comment:** "ASL (American Sign Language) & Deaf culture classes."
- **Comment:** "Spanish or French as a second language. Would love beginner conversation groups in Spanish or French; Would also love drop-in painting and drawing instruction (more art than craft)."

Q9: Now, please tell us what youth and family programs you would be most interested in attending.
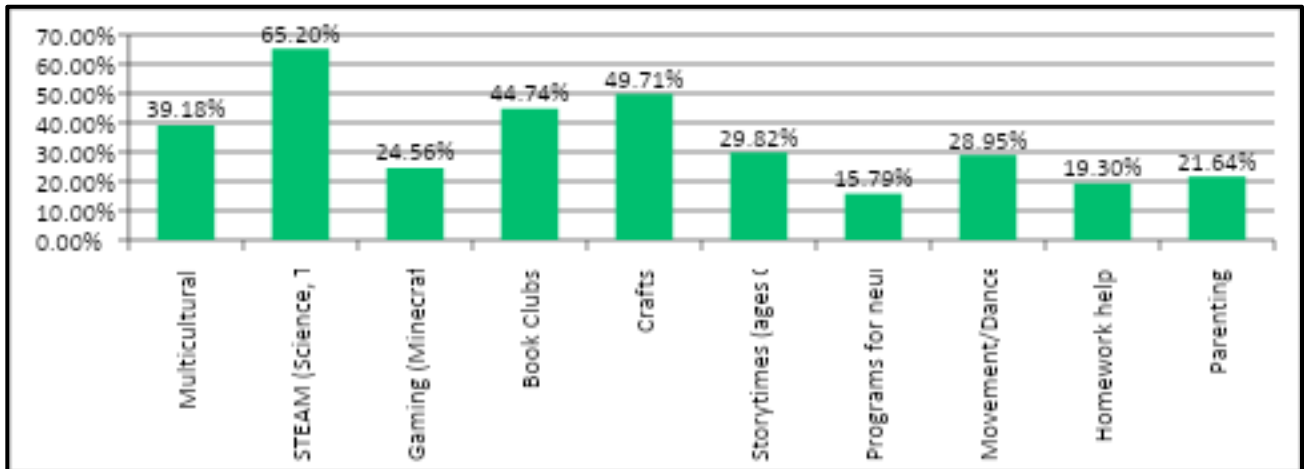

Top three categories from the comments were:
1. Technology – teen and tween programming
2. Inclusion – LGBTQ+ and disabilities
3. Educational – bookclubs for parents and travel

Q10: Based on input from the focus groups during this strategic planning process, there are seven (7) priorities the Library may be focusing on over the next five (5) years).
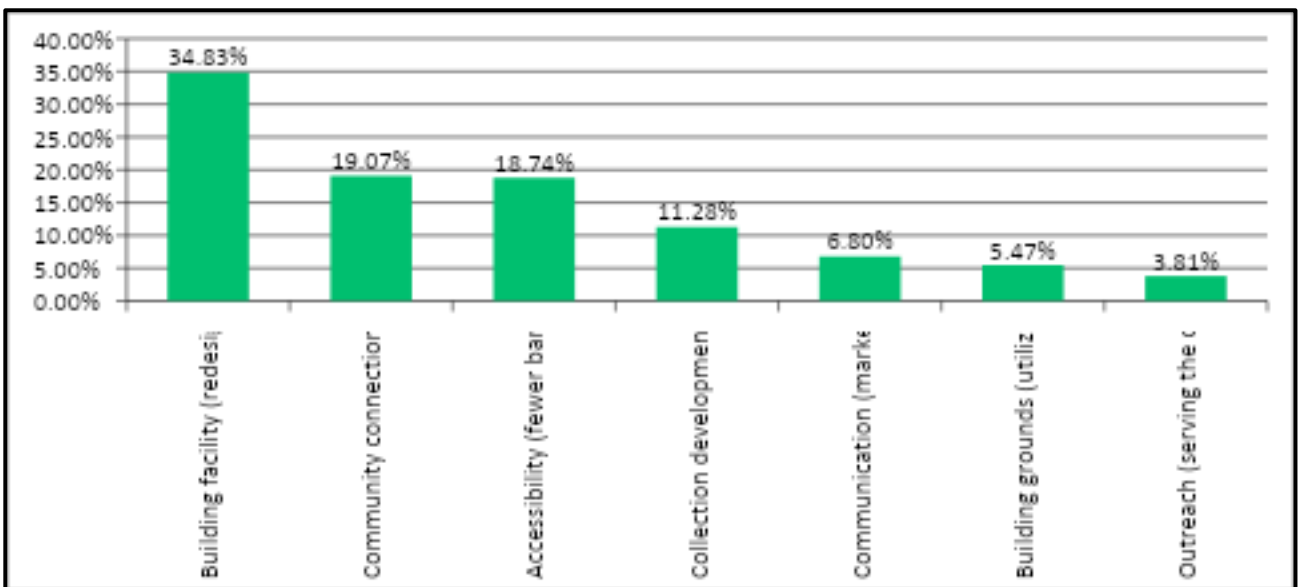
Q11: Please let us know if you have experienced accessibility issues or barriers to using the library.
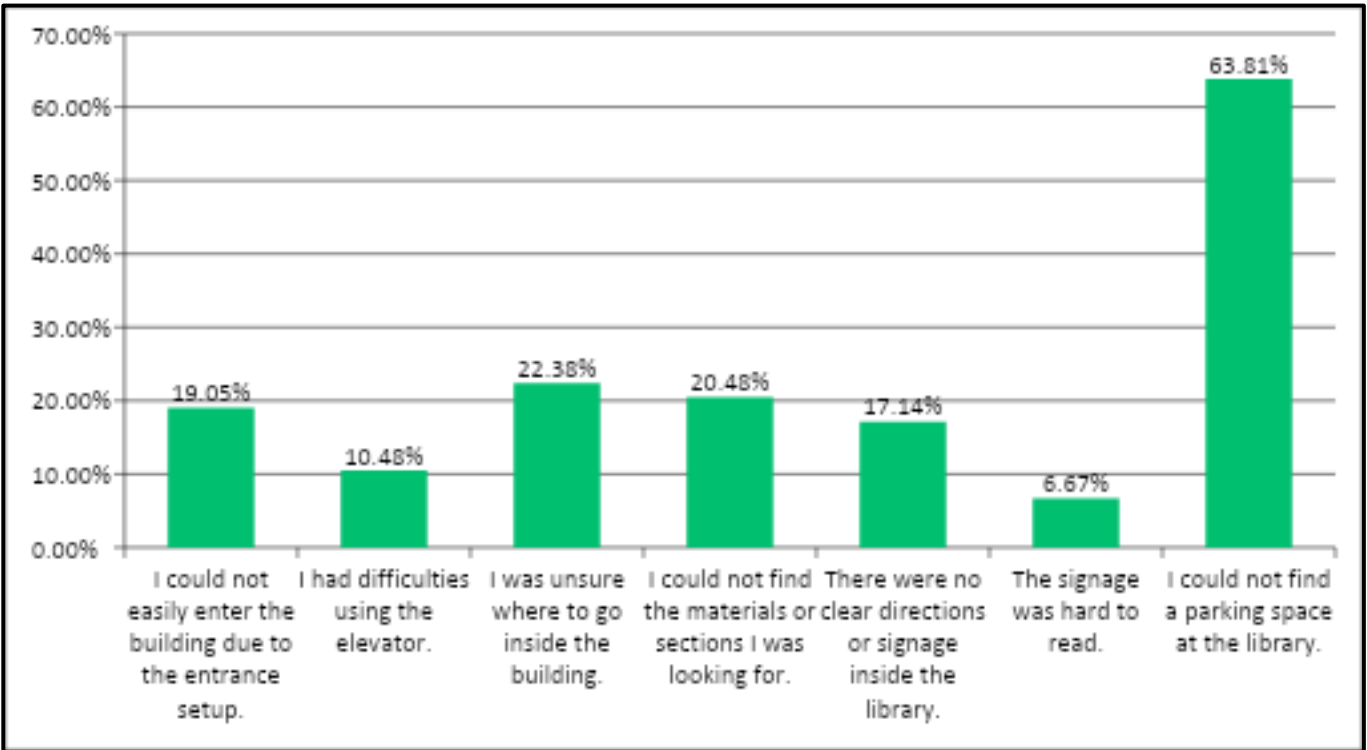
Most of the comments were also related to parking.

Q12: What do you believe is the most crucial service missing in the Town of Wayland that, if provided, would significantly improve your quality of life and that of your neighbors?

Here are the top 4 categories from the comments. Some are related to the library. There were 334 responses to this question:

1. Community and Social Spaces
- "We need a gathering space for middle schoolers and teens, and for adults evenings/weekends."
- "A vibrant town center that connects us -- I think the library could be that place that brings the community together."
- "More events. We desperately need a space and opportunities for families and members to just relax and congregate."
- "We don't have enough places to gather in this town. I long for a park with a large open air covered pavilion."
- "A community gathering space for concerts/talks/meetings/events."

2. Cultural and Educational Programs
- "I think the children's section could use some revamping. I also am mostly interested in children's programming and often go to Natick or Framingham for author visits, stem creations, and other creative workshops."
- "Children's programs at the library. We often visit the Wellesley library for things of this nature."
- "arts programming, outdoor community gathering space."
- "Space for meetings, tutoring, book collection, quality interactive kids programming."

3. Infrastructure and Accessibility
- "Quite private study / meeting rooms."
- "Improve collection of large print, audio books, especially for seniors."
- "Parking."
- "Garbage pickup."
- "Easy transportation access. Not always easy to call ahead of time for rides."

4. Communication and Information Sharing
- "Ways to share community information: Wayland Town Crier. I sometimes feel "Wayland" doesn't exist because I know so little about life in town."
- "Better communication about what is offered and is going on in town."
- "Town Center that was a welcoming area like downtown Natick."
- "Wayland doesn't seem to matter to the majority of its population, since the ethos is to spend as little as possible on any service."

Q13: What three words would you hope to hear others use to describe the Town of Wayland in the future?

Here are the top 10 words and how often they were mentioned. There were 411 responses to this question:

Community - 45   **Accessible** - 21
Inclusive - 44   **Affordable** - 20
Welcoming - 44   **Vibrant** - 19
Diverse - 41   **Friendly** - 19
Safe - 34   **Beautiful** - 17

Q14: What three words <u>would you hope to hear</u> other used to describe the Wayland Free Public Library in the future?

Here are the top 10 words and how often they were mentioned. There were 415 responses to this question:

Welcoming - 77
Community - 45
Accessible - 34
Helpful - 30
Beautiful - 24
Engaging - 19
Innovative - 16
Educational - 13
Vibrant - 13
Resourceful - 10

Q15: Is there anything else you would like to share with us about the library?
There were 260 responses to this question. Here are the top categories and comments people wrote:

Children's Services and Spaces:
- "The children's team is wonderful!!"
- "The children's room could be brighter with more seating by the windows."
- "The children's room is often disappointing to me."
- "The children's space is very crowded and hard to move around with a stroller and small kids."
- "The children's room highlights topics pushing a specific political agenda."

Technology and Digital Resources:
- "The WiFi in the basement is quite bad."
- "Online ebook system is great, but it is hard to browse."
- "Please keep hoopla and Libby! More library museum passes would be great."

Community and Adult Programming:
- "Adult programming is excellent! The staff do a wonderful job bringing in speakers and hosting book groups."
- "Libraries serve as space for recitals and performances for the community."
- "I think the gap is in teen programming."

Facilities and Physical Space:
- "Maintain a library that is technologically advance yet respects and maintains some of the more traditional aspects of library life."
- "The library is handicapped because of its physical design and age."
- "The building is so dated with a tight entry and depressing children's room."

Operational Feedback and Suggestions:
- "It should be the go-to place for unorganized, family-friendly fun."
- "I was so disappointed when the new library vote failed."
- "I love the Minuteman system and use it frequently."

Staff and Service Appreciation:1
- "There are great people who work at our library."
- "The library staff has been so helpful in reserving the books I want and bringing them outside."
- "Truly appreciate the hybrid programming, allowing participation in talks/lectures from home."

Accessibility and Inclusion:
- "The library should consider space in the town center to expand its outreach programs."
- "Accessibility not just physically but for those for whom English is not their first language."

Q16: If you would like someone to follow up with you after this survey, please leave your name, email and phone number.
53 people left their information to be contacted.