AVON FREE LIBRARY

YOUR BRIDGE TO DISCOVERY

5 Year Long-Range Plan

MISSION STATEMENT

Enriching the community by promoting an environment for discovery, creativity, inclusivity, and lifelong learning.

DATA COLLECTION

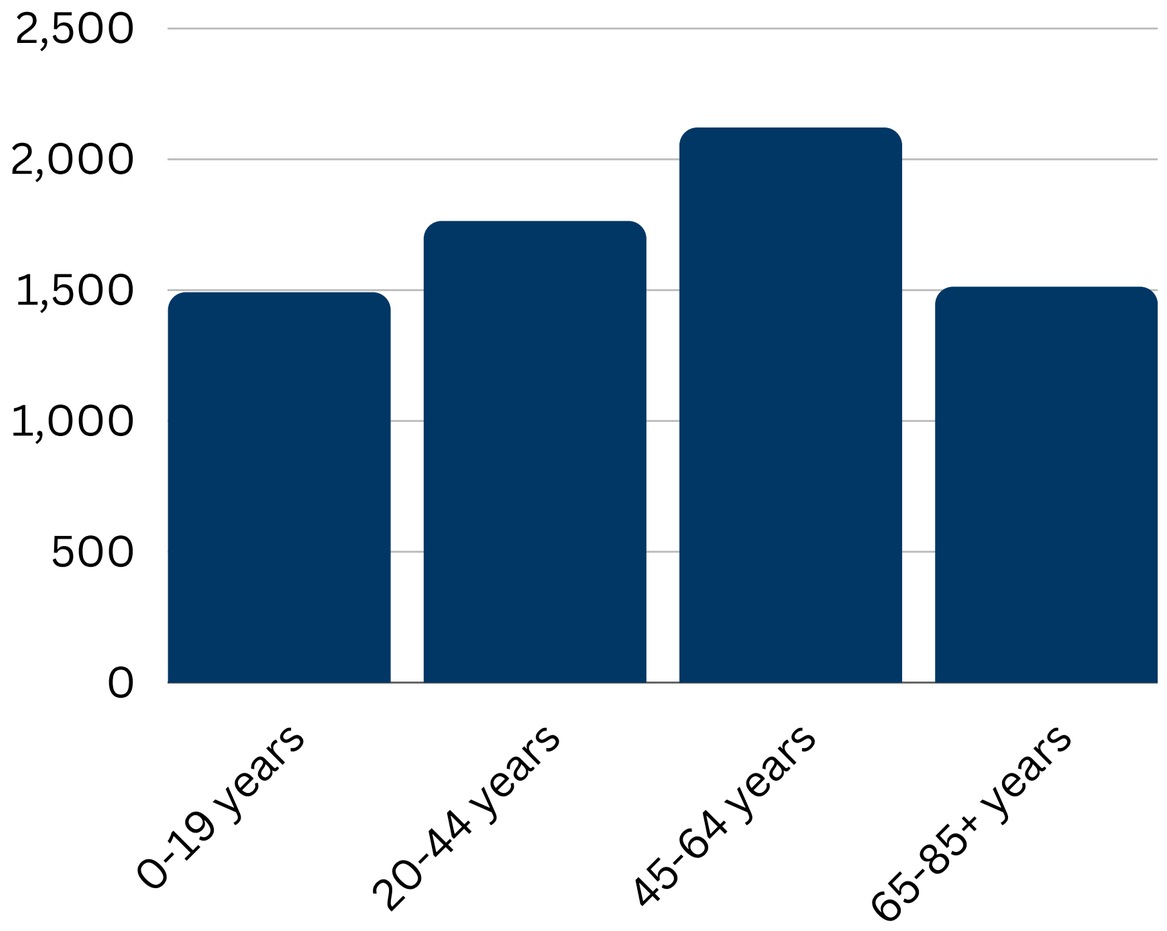
COMMUNITY DATA	COMMUNITY SURVEY	COMMUNITY CONVERSATIONS
Local census data, existing community plans, library data	95 community suveys completed 12 employee and board surveys completed	Continued conversations with key community members and local groups

COMMUNITY DATA

AVON POPULATION

Total population: ~7,000

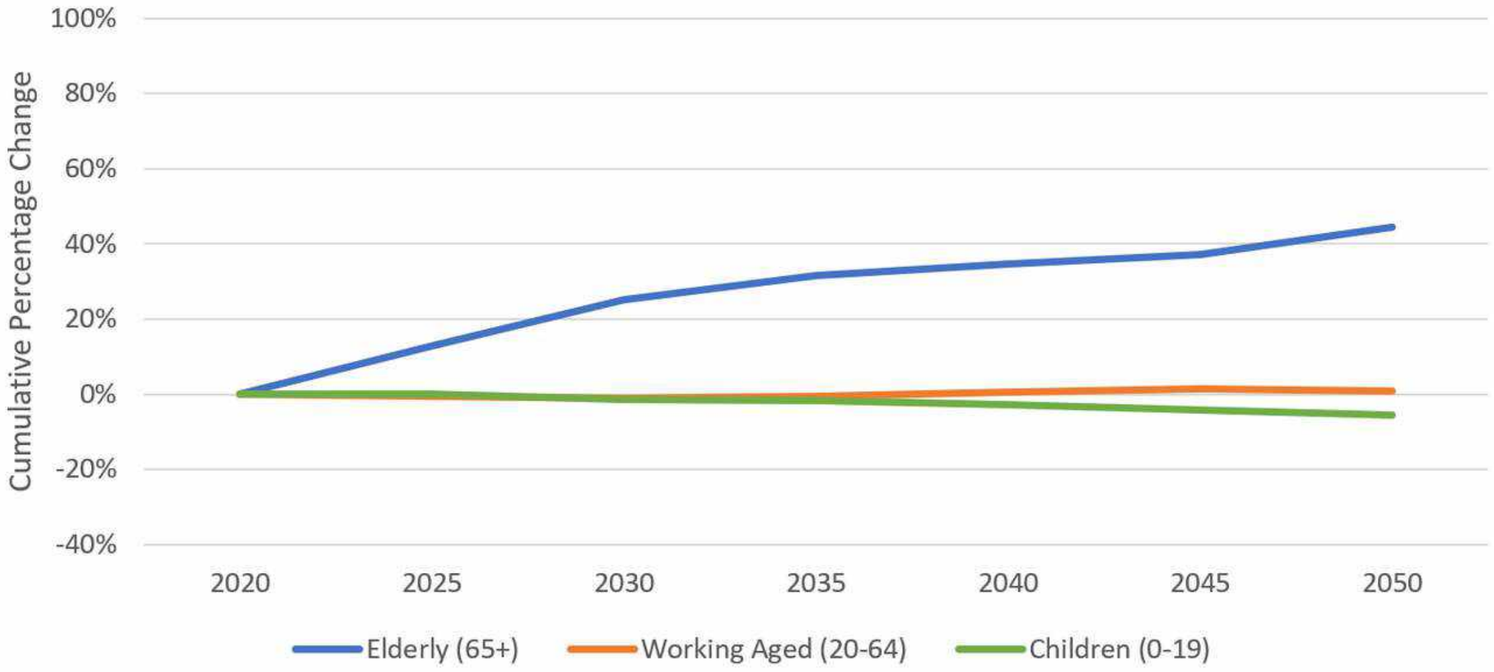
0-19 years - 1,489
20-44 years - 1,761
45-64 years - 2,118
65-85+ years - 1,510



COMMUNITY DATA

POPULATION PROJECTIONS

Projected Cumulative Growth in New York State Population by Age Group: 2020–2050 (5-year intervals)



The number of elderly New Yorkers will grow rapidly during the next decades, relative to the under-65 population.

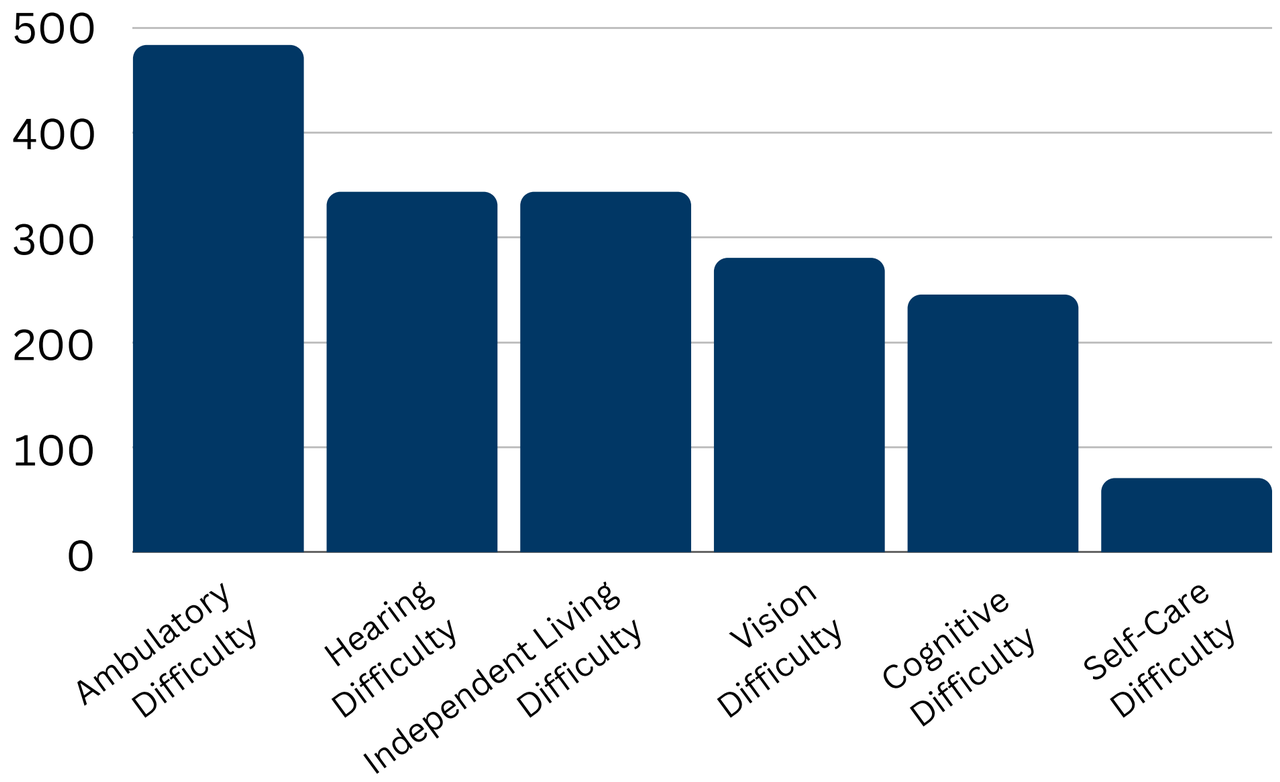
By 2035, one out of five New Yorkers is expected to be 65 years old or older.

COMMUNITY DATA

DISABILITY STATISTICS
AVON, NY

Total Disabled: 13.7% (959 ppl)

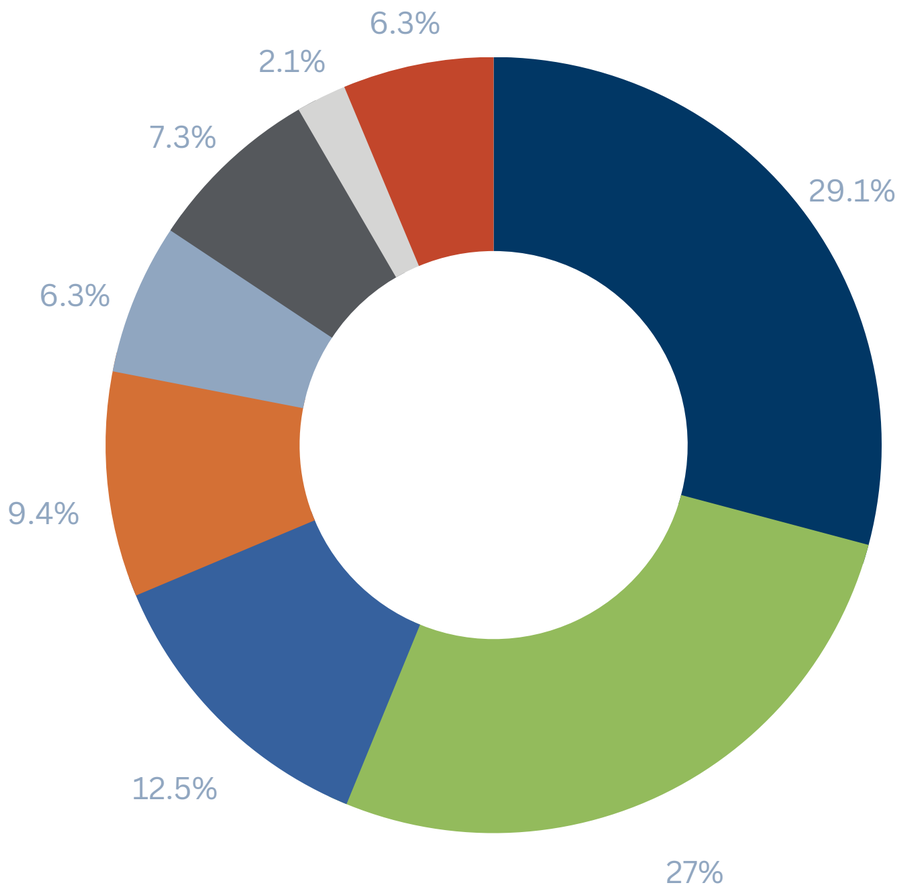
Ambulatory Difficulty - 483
Hearing Difficulty - 343
Independent Living Difficulty - 336
Vision Difficulty - 280
Cognitive Difficulty - 245
Self-Care Difficulty - 70



COMMUNITY SURVEY

IN AN AVERAGE MONTH, HOW MANY TIMES DO YOU VISIT THE LIBRARY?

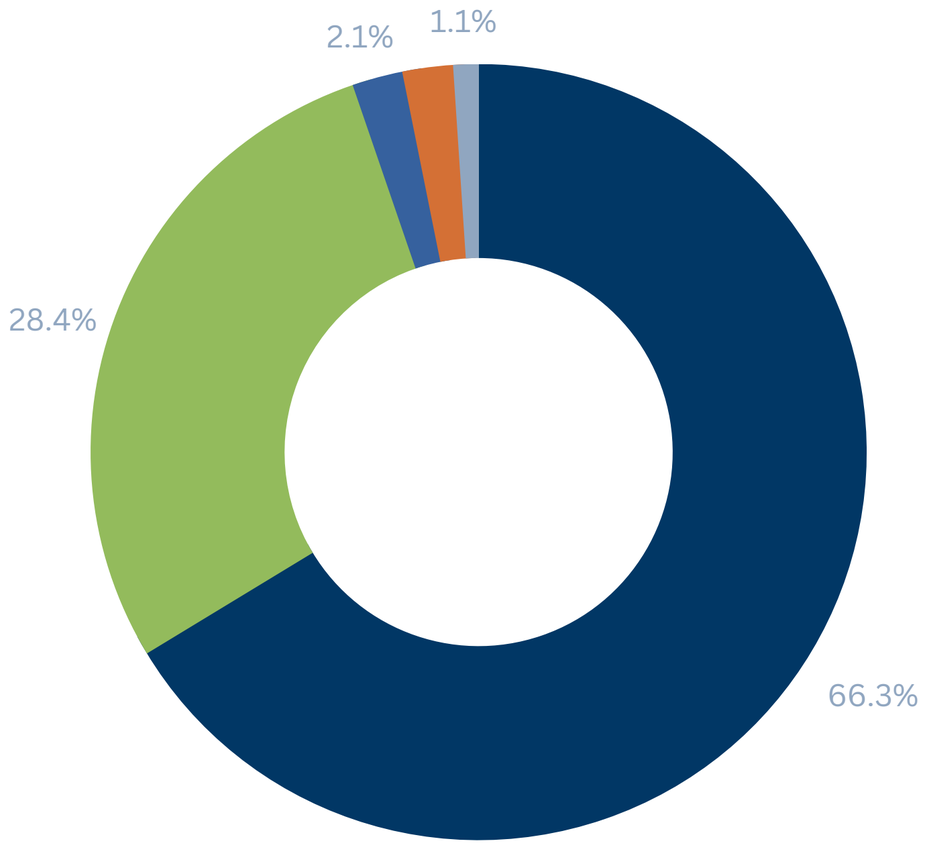
- **1-2 times** - 29.1%
- **3-4 times** - 27%
- **5-6 times** - 12.5%
- **7-8 times** - 9.4%
- **9-10 times** - 6.3%
- **11-20 times** - 7.3%
- **21-30 times** - 2.1%
- **0 times** - 6.3%



COMMUNITY SURVEY

WHEN YOU VISIT THE LIBRARY, WHICH AREA ARE YOU USING THE MOST?

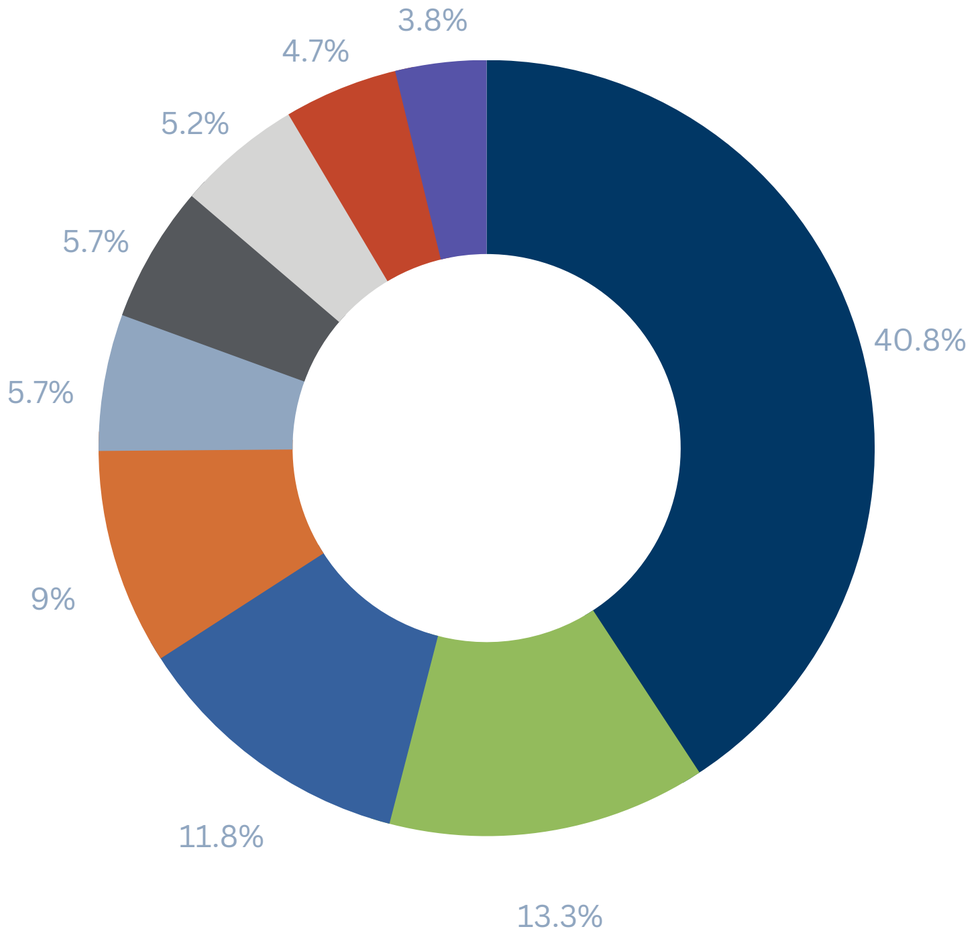
- **Adult Library** 66.3%
- **Children's Library** 28.4%
- **Meeting Rooms** 2.1%
- **Teen Loft** 2.1%
- **Local History Loft** 1.1%



COMMUNITY SURVEY

WHY ARE YOU VISITING THE LIBRARY?

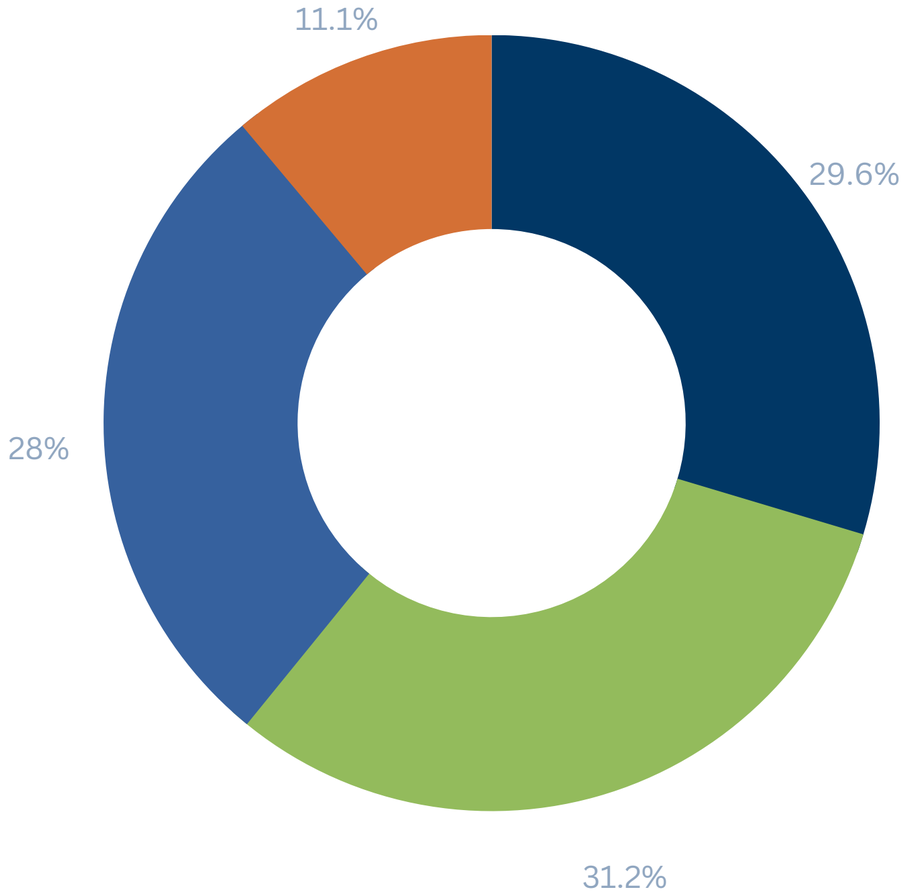
- **Checking out books** 40.8%
- **Programs/Classes** 13.3%
- **Socializing** 11.8%
- **Checking out DVDs** 9%
- **Meetings** 5.7%
- **Other** 5.7%
- **Internet** 5.2%
- **Checking out other** 4.7%
- **Research** 3.8%



COMMUNITY SURVEY

WHEN WOULD YOU PREFER TO USE THE LIBRARY?

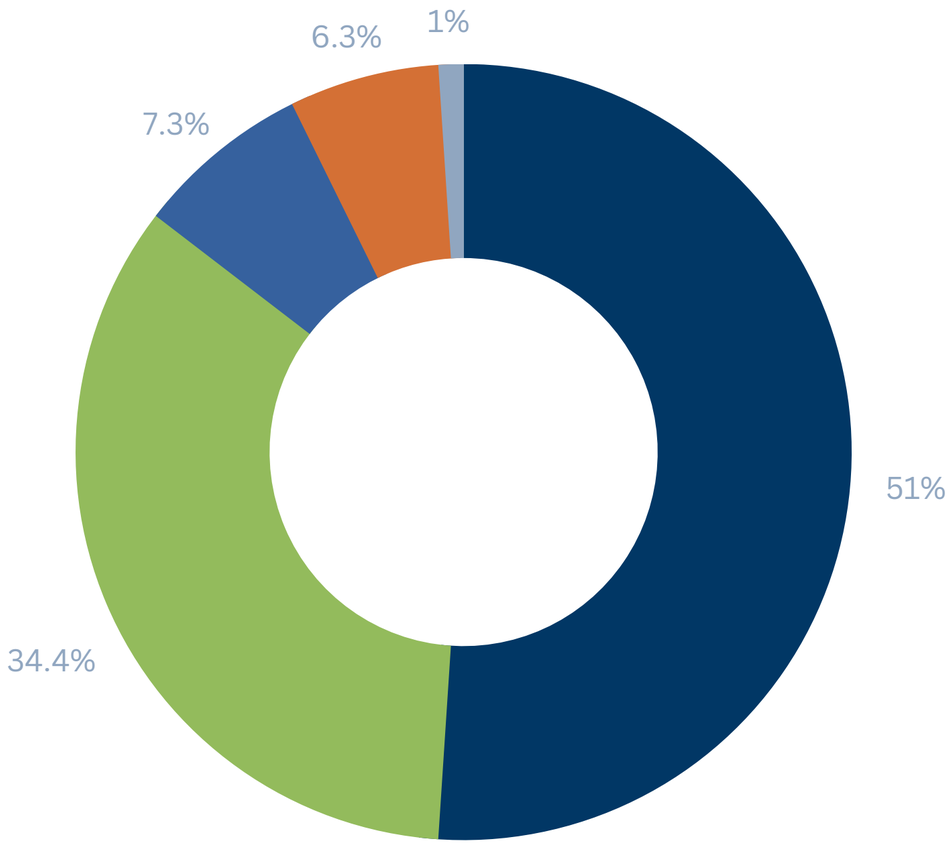
- **Mon-Fri between 10am and 4pm**
  29.6%
- **Saturdays between 10am and 4pm**
  28%
- **Mon-Fri between 4pm and 8pm**
  31.2%
- **Sundays between 10am and 4pm**
  11.1%



COMMUNITY SURVEY

HOW OLD ARE YOU?

- **31-60 years old**
  51%
- **13-18 years old**
  6.3%
- **61+ years old**
  34.4%
- **19-30 years old**
  1%
- **12 years old or under**
  7.3%



STRATEGIC AREAS

FACILITY

Update our physical and virtual space to be safer and more accessible and to protect the building’s integrity

FACILITY GOALS

1 Accessibility

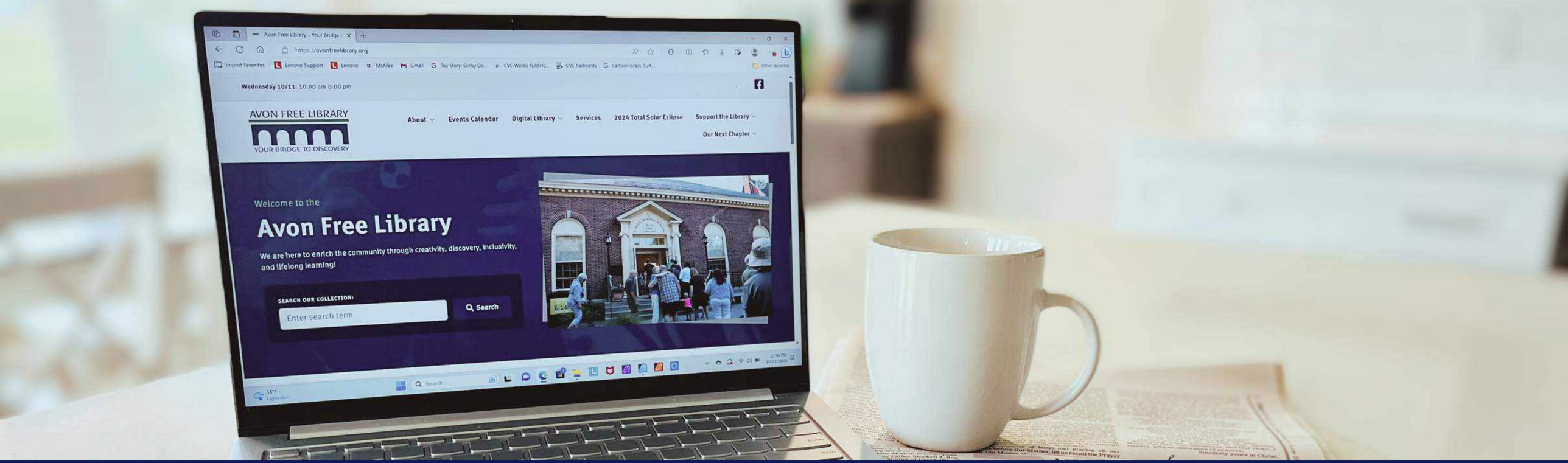
- Front entrance renovation
- Paved parking lot
- Elevator study + implementation
- Disability advisory committee
- Website accessibility standards

2 Building Integrity & Safety

- Slate roof replacement
- Sprinkler system study + implementation
- First floor bathroom - plumbing
- Stairs - improve safety

3 Improvement & Maintenance

- Learning Lawn
- Facilities position on staff



COMMUNICATION

Communicate the value of the library and its services to increase usage and community support

COMMUNICATION GOALS

1 Develop Comprehensive Marketing Plan

- Improve awareness of services + resources
- Perform brand review
- Create brand guidelines as well as visual identity and logo usage guidelines

2 Develop Communications Plan

- Develop and implement donor relationship strategy
- Develop and implement annual fundraising campaign - opportunities to donate + memorials

3 Internal Communications

- Staff meetings, performance reviews, staff training + processes

SUSTAINABILITY

Ensure the future of the library by securing additional funding, staying abreast of operational and community needs and trends, and protecting the environment

SUSTAINABILITY GOALS

1 Financial Sustainability

- Donor retention
- Non government grants / community and business grants
- Investigate alternative community-based funding model

2 Operational Sustainability

- Regularly scheduled programming for all age groups
- Technology training for staff and patrons
- Alternative collections (consider room to store + cost)
- Board and staff development
- Benefits + staff retention

3 Environmental Sustainability

- Programs and services for patrons
- Facilities
  - Slate roof, energy-efficient equipment

THANK YOU

AVON FREE LIBRARY

YOUR BRIDGE TO DISCOVERY