



## **People's Panel: Mobile Library Services**

**June 2017**

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## 1. Key Findings

There were 165 responses to this survey.

- Little over half of the panellists (52%) indicated that they have used the mobile library services.
- The bookbus stops that panellists' most commonly visited were in Opoho, Maori Hill, and the Gardens.
- A large majority of reasons given for not using the mobile library services related to adequate access to other libraries, prior commitments (e.g. work and school) and unaware of bookbus timetable and locations for stops.
- About three-quarters of the panellists (76%) were satisfied OR very satisfied with the bookbus service.
- More than a third of all respondents (34%) had no suggestions of improvement to offer for the bookbus services.
- Main themes of improvements were as follows:
  - bookbus to operate after 5pm and/or on weekends.
  - bookbus to carry a greater variety of books.
  - bookbus to become friendly for those who struggle with mobility.
  - an improvement in advertising and promoting the bookbus services and/or its schedule.
  - a mobile app created to live-track the book bus and/or reserve materials which could be picked up at the stops.
- A majority of the comments (69%) rated the services as serving an important or valuable purpose within the community, especially to those who cannot access the Dunedin Public Library due to their age, physical condition, schedule or proximity.

## **2. Background**

### **2.1 Survey Background**

The Dunedin Public Libraries offer a wide range of services, including its mobile library services. The library has two bookbuses which operate Monday to Saturday visiting a large number of Dunedin suburbs. The bookbuses offer a selection of fiction and non-fiction books for children and adults, large print books, talking books and magazines for all ages.

The purpose of this survey was to find out the panellists' views on whether they were satisfied with the current bookbus services and how it may be improved.

### **2.2 About the Dunedin People's Panel**

The Dunedin People's Panel aims to provide an opportunity for people in Dunedin to get involved with a range of Dunedin City Council issues, giving feedback by completing online surveys.

The Panel ideally supplements other research, using consultation to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'typical' members of the public – that is they come from a range of backgrounds and have a range of involvement with the DCC.

The People's Panel is not a statistically representative sample of the Dunedin population because panellists choose to sign up. The DCC encourages representation from a variety of groups on the Panel to obtain a wide range of views and continues to improve participation from groups that are under-represented. At the time of surveying, there were 1,462 people registered with the Panel including residents of each community board area and a range of age and ethnicity groups. Furthermore, the information provided by the Panellists is not verified.

For more information about the Dunedin People's Panel visit the Panel's website at [www.dunedin.govt.nz/peoplespanel](http://www.dunedin.govt.nz/peoplespanel).

### **2.3 Methodology**

This survey was open from Friday 12 May 2017 to Friday 26 May 2017. In total 165 completed surveys were received.

The feedback has been analysed in two ways:

- For the tick box questions, responses to each option have been reported as proportions of the total sample and presented as charts.
- Responses to open-ended questions ranged from one-word answers to lengthy comments with several points and ideas. Key themes from these comments have been identified and ordered by frequency. A selection of comments has been included in the report, to illustrate these themes.

Please note that results in charts presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

### 3. Survey Results

#### 3.1 Use of Bookbuses

The survey asked *'Have you used our bookbuses?'*



Little over half of the panellists (52%) indicated that they have used the mobile library services.

#### 3.2 Use of Bookbuses – visited stops

If respondents answered 'yes' to *'Have you used our bookbuses?'* the survey then asked *'If yes, what stop/s do you visit?'*

There were a total of 76 responses to this question.

Suburb/stop name (Alphabetical order)	Number of responses
Abbotsford	0
Andersons Bay	0
Brighton	1
Broad Bay	0
Brockville	1
Caversham	3
Concord	1
Corstophine	1
Fairfield	1
Forbury Corner	1
Gardens	6
Green Island	3
Halfway Bush	2
Helensburgh	0
Kaikorai	0
Macandrew Bay	2
Maori Hill	7
Marlow St	4
Maryhill	1
Mornington	2
Mosgiel	4
Musselburgh Rise	5
North East Valley	5
Ocean Grove	1
Ocean View Hall	0
Opoho	10
Parkside	0
Pine Hill	4
Portobello	0
Riselaw Rd	2
Roslyn	1
Shiel Hill	1
South Dunedin	1
St Clair	4
St Kilda	1
Victoria Flats	1

Suburb/stop name (Alphabetical order)	Number of responses
Wakari	1
Waldronville	2
Waverley	1
Yvette Williams	0
<b>Total</b>	<b>76</b>

- Most common responses were as follows:
  - Opoho: 10 responses
  - Maori Hill: 7 responses
  - Gardens: 6 responses
  - Musselburgh Rise, North East Valley: 5 responses
  - Mosgiel, Marlow St, Pine Hill, St Clair: 4 responses

### 3.3 Use of Bookbuses – reasons for not using

If respondents answered 'no' to 'Have you used our bookbuses?' the survey then asked 'If no, why not?'

A large majority of the 74 responses related to three issues as shown below:

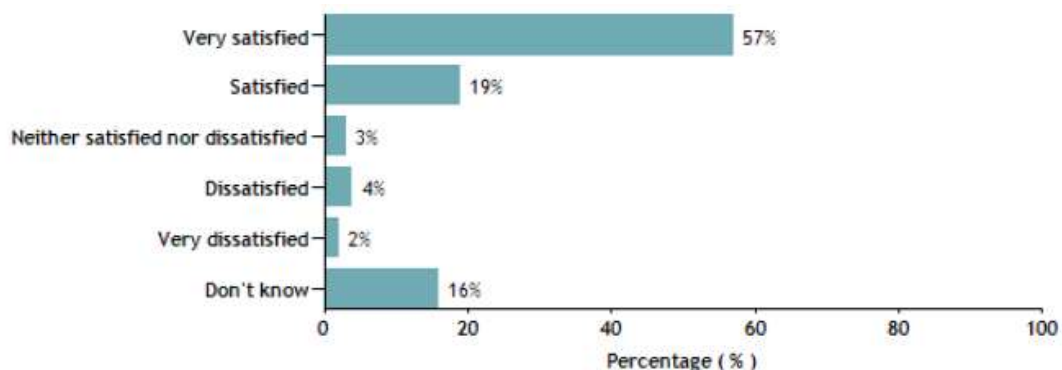
Comments about...	Number of responses
Dunedin Public Library gives adequate access to library services	37
Bookbus timetable is inconvenient given prior commitments (E.g. Work, Family, School)	19
Unaware of the bookbus' timetable and/or where the stops are	15
Lack of general interest in using the bookbus and/or library services	5
Bookbus does not stop nearby home	4
Mobility issues	4

Selection of comments:

- "I don't have time, but I do like seeing them around and the groups of people using them"
- "I have been meaning to try them out..., but I usually find myself at the central library often enough so there is no need to go to the bookbus."
- "I'm working fulltime and never home when it is in our area. Would love to use it, though and I know many elderly people in my neighbourhood use it."
- "Prefer to visit library itself"
- "I use e-books, or go into the library"
- "Don't know where they go and at what times."
- "Buy books to read because I don't read books very often."
- "Able to go to the library when I need books. Prefer the greater choice from the library. View it as service for elderly and infirm."

### 3.4 Satisfaction with Bookbus Service

The survey asked 'If you use the bookbus service, how satisfied are you with the service?'



About three-quarters of the panellists (76%) were very satisfied or satisfied with the bookbus service. Only 6% of the panellists were dissatisfied or very dissatisfied with the service.

### 3.5 Suggestions for Future Service

The survey asked 'What suggestions do you have that would make a future mobile library service accessible, attractive, easy to use, or relevant to you?'

More than a third (34%) out of the 101 comments had no suggestions of improvement to offer for the bookbus services. Suggestions that were made by respondents included operating after 5pm/on weekends, more variety of books and improve advertising and promotion of bookbuses.

Comments about...	Number of responses
Happy with the bookbus service	35
Indicates that the bookbus service are redundant or will be in the near future	10
Would like the bookbus to operate after 5pm and/or on weekends	7
Would like the bookbus to carry a greater variety of books	7
Would like the bookbus to become friendly for those who struggle with mobility	6
Improve advertising and promoting the bookbus services and/or its schedule	6
Create a mobile app to live-track the book bus and/or reserve materials which could be picked up at the stops	5

Selection of comments:

- "I am very happy with the way it is currently run. The staff are always very helpful and friendly. My son loves his weekly trip to exchange his books."
- "... I think in today's day and age, a mobile library service may have just about had its day, especially with all the web services available"
- "I don't know if the present service stops at, or near, easily accessible, popular bus stops. If not, it may be prudent to consider this in any future planning."
- "Steps are too steep for elderly people to get up and down."
- "I don't need the book bus now, but I would if my mobility was compromised. It is an essential service for a city with a growing ageing population."
- "To make it more visible, and especially if extending services beyond books alone, put information on the DC website. At the barest minimum put a link to the

*library/book bus information so people can follow that – instead of expecting people to know that.”*

- *“Hours beyond what they currently do, E.g. 5 to 7pm.”*
- *“Greater variety of book that are cycled through. I.e. Not the same ones all of the time. Nicer support staff that are friendly and approachable.”*
- *“Would be cool to be able to GPS locate the book buses using a mobile app, could add it to book myne.”*

### 3.6 Other Comments/Suggestions

The survey asked *‘Do you have any other comments or suggestions to make about Dunedin’s mobile library service?’*

A total of 96 respondents commented on this question, although their responses were similar to Question 1D. A majority of the comments (69%) rated the services as serving an important or valuable purpose within the community, especially to those who cannot access the Dunedin Public Library due to their age, physical condition, schedule or proximity.

Comments about...	Number of responses
Expresses the importance of continuing the bookbus service AND uses its services actively	35
Recognises the importance of continuing the service, despite not using its services OR seldom using its services	32
Would like the bookbus to become friendly towards the elderly and/or mobility-challenged	14
Would like the book bus services to discontinue	8
Renovate and/or repair the book bus	7
Would like the bookbus to become friendly for those who struggle with mobility	6
Improve advertising and promoting the bookbus services and/or its schedule	5
Operate the bookbus to after 5pm and/or on weekends	5
Operate the book bus as an electric bus	4
Use the bookbus as a hub to carry out other additional community tasks (E.g. Selling rubbish bags, paying fines or DCC bills)	4

Selection of comments:

- *“In my view this is the top activity the city council offers. When the grandchildren are staying they love to visit the bus.”*
- *“I think the service is great and important for providing access to the library for people who are not able to travel to a branch.”*
- *“Although I have not yet used it, I think it is important that it is maintained.”*
- *“Love it! Please don’t change it too much!”*
- *“The one which stops near our house is almost never used – cannot justify continuing this service.”*
- *“We should get electric buses to replace these one, if they are near the end of their days.”*
- *“While I believe the bookbus service is a great institution and one the city can be proud of, I also understand that as demand declines this may no longer be a viable option.”*
- *“The buses appear to be very old, and look like they need replacement to ensure reliability of service.”*



#### **4. How will the results be used?**

The results will inform a wider review which will assess the current mobile library service as well as identify options and make recommendations on future service delivery. The review will be undertaken from April to July 2017, with the outcomes of the review informing the development of the Council Long Term Plan 2018/19.

## Appendix 1: Respondent Profile

	All Respondents n = 166	Percentages (%) n = 166	Census 2013 data (%)
<b>GENDER</b>			
Female	99	59.6%	52%
Male	64	38.6%	48%
Prefer not to say	3	1.8%	
<b>AGE</b>			
15-24 Years	3	1.8%	21%
25-34 Years	10	6.0%	11%
35-44 Years	22	13.2%	11%
45-54 Years	29	17.5%	13%
55-64 Years	40	24.1%	12%
65 Years or older	60	36.1%	15%
Prefer not to say	2	1.2%	
<b>ETHNICITY*</b>			
European	140	84.3%	88%
Maori	4	2.4%	8%
Pacific Island	1	0.6%	3%
Asian	1	0.6%	6%
Other	4	2.4%	2%
Prefer not to say	6	3.6%	
<b>GEOGRAPHIC AREA</b>			
Andersons Bay/Waverley	16	9.6%	5%
Blueskin Bay	4	2.4%	1%
Caversham	5	3.0%	3%
Concord/Corstophine/Kew	3	1.8%	4%
Fairfield	1	0.6%	2%
Green Island/Abbotsford	3	1.8%	4%
Helensburgh/Balmacewen	0	0	2%
Inner City	11	6.6%	6%
Leith Valley	0	0	1%
Maori Hill	10	6.0%	3%
Mornington	7	4.2%	5%
Mosgiel	10	6.0%	8%
Musselburgh/Tainui	5	3.0%	3%
North East Valley	10	6.0%	6%
Outer Peninsula	0	0	1%
Outram/Momona	3	1.8%	3%
Peninsula	9	5.4%	2%
Pine Hill	8	4.8%	2%
Port Chalmers/Purakanui	5	3.0%	2%
Roslyn/Belleknowes	11	6.6%	3%
South Coast	5	3.0%	3%
South Dunedin	5	3.0%	3%
St Clair	7	4.2%	3%
St Kilda	2	1.2%	3%
Strath Taieri	0	0	1%
Taieri	0	0	3%
Three Mile Hill	6	3.6%	5%
University	1	0.6%	7%
Waikouaiti/Karitane	4	2.4%	2%
Wakari	7	4.2%	3%
West Harbour	7	4.2%	3%
Outside Dunedin	0	0	
I'd prefer not to say	1	0.6%	

\* Includes all people who stated each ethnic group, whether as their only ethnic group or as one of several. Where a person reported more than one ethnic group, they have been counted in each applicable group. As a result percentages do not add up to 100.