Yakima Valley Libraries

Community Needs Assessment Study

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Prepared by

SONAR INSIGHTS

YAKIMA VALLEY LIBRARIES
CONNECTING PEOPLE AND IDEAS

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Executive Summary

- The results of the Community Needs Assessment show that needs across the Yakima Valley are as varied as the community that Yakima Valley Libraries serves.
- Across the community, people's most significant concern is **safety**, whether that's being safe in public, attending more, cleaner, safer parks, or having safe and welcoming gathering spaces.
- Second is **healthcare**, whether that's the availability of emergency services, healthcare accessibility, mental health understanding and accessibility, or social and emotional health programs for youth and adults.
- The third largest need is personal **growth and development** through access to materials for learning and exploration, access to information (books, newspapers, magazines), and life skills development.
- The last group of challenges centers on **youth support**, with a need for free, engaging activities for youth, early learning, after-school programs and places, and access to technology resources for youth.
- Rural communities like Tieton, Naches, Wapato, and Toppenish want **access** to more and better services like emergency services and healthcare, public transportation, better employment opportunities, and the ability for their children to have better educational opportunities.
- Larger cities like Yakima, West Valley, and Sunnyside are concerned about their cities becoming degraded due to drugs and gangs and those experiencing homelessness, and they want more services to help alleviate those issues.
- Poverty and its long-term effects concern those in the community with smaller household incomes; they need basic needs met first, like affordable housing, food and food banks, and basic services to rise above the poverty line.
- While Yakima Valley Libraries can't make as much of an impact on safety and healthcare, they can make significant strides in areas of growth and development and youth support to make impactful changes for the community in those areas.
- In addition, partnering with other organizations in the Yakima Valley can help educate others on the biggest needs in the community and direct its patrons to the correct local resources to make lasting changes for the short and long term.

Scope of Work

Background

- Yakima Valley Libraries (YVL) provides resources and services to nearly 250,000 residents in Yakima County, excluding Grandview.
- YVL mission: to support lifelong learning and an informed citizenry by providing free, open, and full access to a vast array of ideas and information.

The Challenge

- To achieve its mission, YVL sought to conduct a Community Needs Assessment to identify the community's needs and provide feedback from the region, including unserved, underserved, and historically marginalized communities.
- The data from the assessment would be used to align YVL's values and priorities with the community's needs, refine decision-making frameworks, and solidify short- and long-term direction.
- Ultimately, this would unite YVL's staff, board, partners, and communities in achieving YVL's collective vision for the future.

Phases of Work

We leveraged the following approach to identify and quantify community needs across the community and with unserved, underserved, and historically marginalized communities to enable YVL to develop a long-term strategic plan.

1. Discovery – Understanding What You Know
2. Primary, Qualitative Research – Community Focus Groups
3. Primary, Quantitative Research – Community Needs Survey
4. Analysis and Findings – Final Report & Recommendations

Process and Methodology

Qualitative Research – Focus Groups
We used focus groups to gain insight into the following:

- Needs for communities across the region
- Impact on those needs for different types of people

We designed and facilitated the focus groups to gain insights into the communities' greatest needs. Based on these focus groups, we identified what needs to include in the survey to understand the depth of the need across the entire community

Focus Groups - Details
We recruited participants as follows:

- Yakima County, excluding Grandview proper
- City and rural communities
- English and Spanish speakers
- 6-8 people per group
- 1-1.5 hours long

Quantitative Research – Community Survey
We used surveys to gain insight on

- The level of importance of needs within the community
- The services used and of most value to YVL
- How YVL can improve its services across the communities it serves

We designed and administered the survey for the communities YVL serves to understand the magnitude of challenges and what needs were of the most significant importance across age, race, income, education, and geography.

Community Survey - Details

- Surveys available in English and Spanish
- The goal for survey completions: 2,500 (result was over 2,700 completed surveys)
- 10-15 questions, plus demographics

We targeted:

- Yakima County, excluding Grandview proper
- All demographics of gender, age, race, income, education, and language

Qualitative Research

Focus Groups - Overview

Sonar Insights designed and facilitated nine focus groups to gain insights across the communities that YVL serves. Focus groups give an understanding of audiences across different geographies and ethnicities. Each group had about 6-8 participants and lasted 1-1.5 hours.

We screened and recruited participants for focus groups in the following locations:

- Sunnyside - English; participants from Mabton and Sunnyside
- Sunnyside - Spanish; participants from Granger, Mabton, and Sunnyside
- Tieton - Spanish & English; participants from Cowiche, Naches, and Tieton
- Toppenish - English; participants from Toppenish, Wapato, and Zillah
- Toppenish - Spanish; participants from Toppenish, Harrah, and Wapato
- West Valley - English; participants from Selah, West Valley, and Yakima
- West Valley - English; participants from Moxee, Selah, West Valley, and Yakima
- Yakima - Spanish; participants from Selah and Yakima
- Yakima - Community Leaders from across the valley
- YVL Librarians - Branches across the valley

During the focus groups, each participant was asked questions about the biggest needs they saw in their communities. See the Appendix for the discussion guide of questions asked.

The intent and goals of focus groups were to gain insight into the following:

- What community means to these groups
- What needs participants could see in the community
- The trends they saw affecting them in the short and long term
- Public thoughts, opinions, and solutions desired from the library

Quantitative Research

Survey - Overview

Sonar Insights designed and administered a survey to the communities YVL serves to understand how big the community's needs are and how different populations view them. We also gathered data regarding library usage to help YVL provide better solutions for the community in the short and long term. The goal was 2,500 completed surveys across the Valley.

We distributed surveys in the following ways:

- Sent surveys through the YVL database of current library cardholders
- Sent survey link to YVL to share via social media
- Contacted local media outlets and shared press releases for promotion
- Shared survey link on Sonar Insights social media pages
- Posted on Facebook to further our reach and gain more traction
- YVL shared the survey on the website
- Made the survey available in person at each YVL branch
- Advertised the survey at each YVL branch via posters

Within this survey, we distributed surveys according to the following criteria:

- Yakima County, excluding in-town Grandview residents
- 18 and over, all education levels, incomes, ethnicities, etc.
- Surveys were available online both in English and Spanish
- For those taking the surveys online, all questions about community needs were given in a random order to eliminate bias and reduce survey fatigue

We collected 2,729 completed surveys with 70 partial surveys.

Based on the multiple outreach methods, we received opinions from a wide breadth of individuals across age, education, ethnicity, and income, and we are confident in these results and the data they represent.

The intent and goal of the survey were to gain insight into the following:

- Level of importance of needs by the overall population
- Level of importance of needs for marginalized and underserved populations
- What services provided by YVL are the most important to the respondent

- Ways that YVL can serve its population better

For the study, each survey participant was asked questions about the following topics (see appendix for details for actual questions asked and comments)

- Greatest needs in the community
- Whether or not they have a YVL library card
- Library services that are used
- Additional services they would like to use
- Frequency of usage of YVL services
- Why some people don't have a YVL library card
- How library patrons want to be communicated with in the future

Additional demographic information was asked to analyze the data further, including:

- City of residence
- Gender
- Ethnicity
- Age
- Education attained
- Household income

We have given all data from the survey to YVL in a digital form independent of this report so it can benefit the Library and the rest of the community in the future.

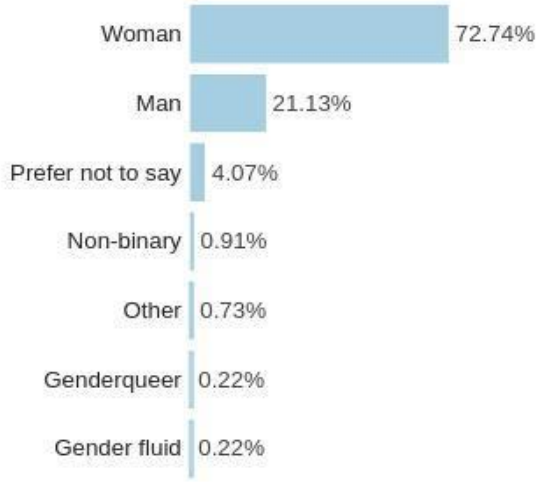
Survey Details - Demographics

Participation by City

- Majority of respondents lived in more populated areas of Yakima, West Valley, and Selah
- We received surveys from at least 1% of the population in most cities
- Other cities cited were:
  - Gleed - 16
  - Naches Heights - 3
  - Nile - 3
  - Tampico - 3
  - Ahtanum - 2
  - Brownstown - 1
  - East Valley - 1
  - Goldendale - 1
  - Chinook Pass - 1

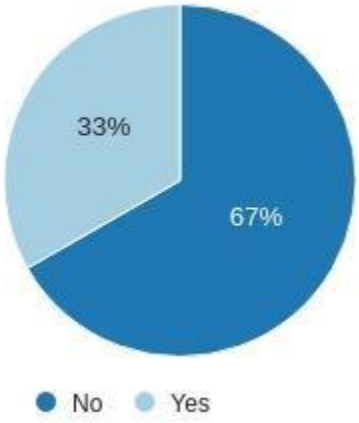
Participation by Gender

- More than two-thirds of respondents viewed themselves as female
- Just over 4% of respondents did not want to divulge their gender



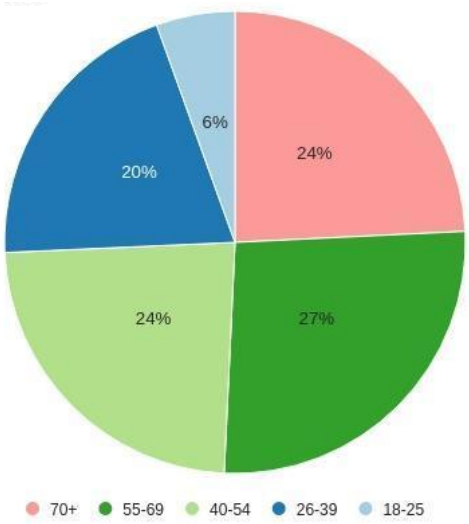
Participation by People with Kids at Home

- ⅓ of respondents have children 0-17 living in the home



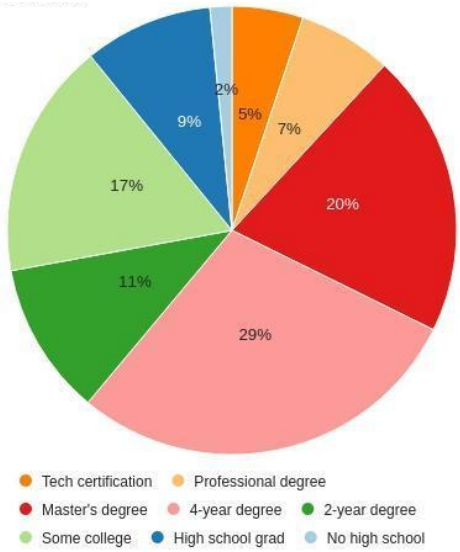
Participation by Age

- We received a good representation of respondents across all ages
- The 18-25 age group was not as well represented, but this is typical of this age group
- There are also fewer years represented in this grouping (7 years vs 15 years)



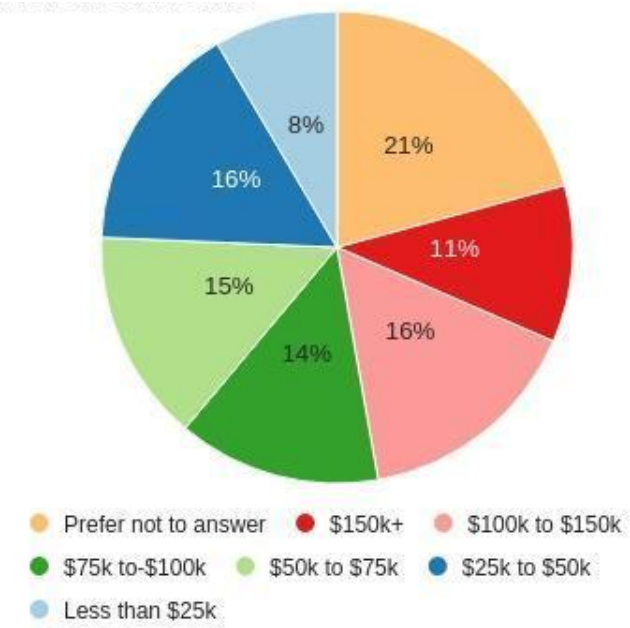
Participation by Education

- Received a good representation across all education levels
- Master's and 4-year degrees represented almost 50% of respondents
- Those without any formal degree represented 28% of respondents



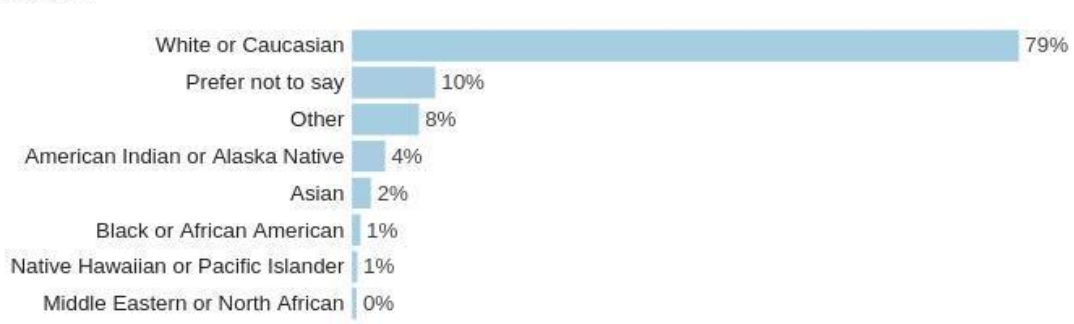
Participation by Household Income

- We received a good representation of respondents across all income levels
- The largest group of respondents were those not willing to divulge their income information (21%)



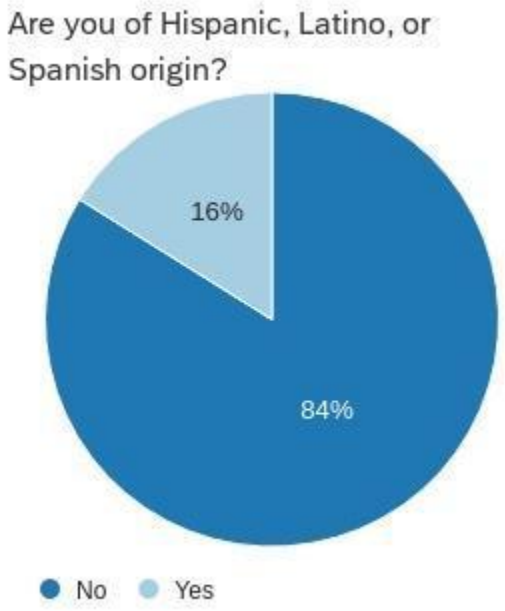
Participation by Race

- The vast majority of respondents saw themselves as white or caucasian
- The next largest group were those that did not want to divulge the information
- Those listed out in the Other category included the following:
    - Mexican, Mestizo, Latino, or Hispanic
    - European
    - Indian or Eurasian
    - Mixed Race



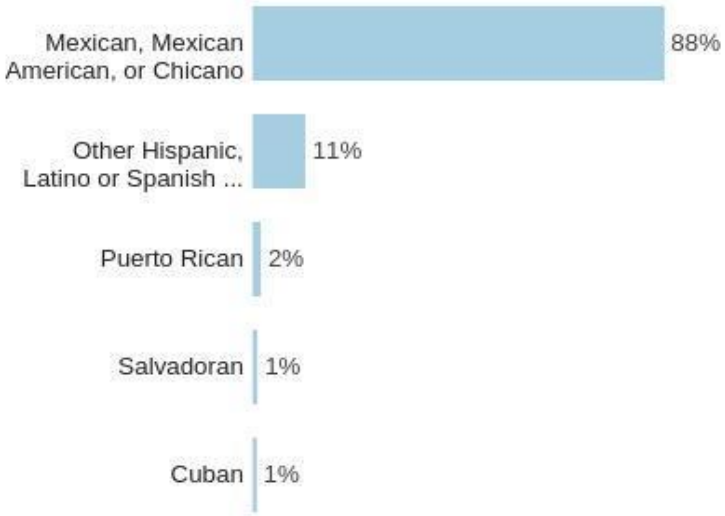
Participation by Hispanic Population

- 16% of respondents saw themselves as of Hispanic, Latin, or Spanish origin



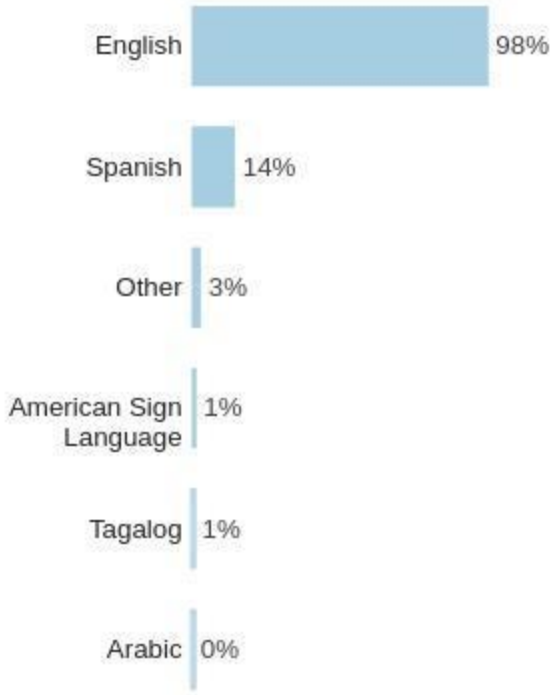
Hispanic Population - Origins

- Of the Hispanic population, 88% cited Mexico, Mexican American or Chicano as their origin
- Other origins cited include:
  - Basque, Chile, Colombia, Dominican, Ecuador, Guatemala, Honduras, Nicaragua, Peru, Uruguay, and Venezuela



Languages Spoken in the Home

- Only 2% of respondents do not speak English in the home at all
- 14% of respondents speak Spanish in the home
- Many people speak multiple languages at home
- Other languages spoken at home include:
    - Basque, Chinese, Dutch, French, German, Greek, Haitian Creole, Hindi, Japanese, Korean, Navajo, Norwegian, Okinawan, Polish, Punjabi, Romanian, Russian, Sahaptin, Swedish, Ukrainian, Visayan, Yakama



Survey Results - Overall Community Needs

We determined the biggest needs based on a response of 5 - Extremely Important from a respondent.

Based on the survey outcome, we identified the biggest needs overall, regardless of whether or not it is in YVL's wheelhouse to influence them. They are:

10 biggest needs identified by the population overall

- Being in public without fear (69.20%)
- Availability of emergency services (58.43%)
- Healthcare accessibility (55.91%)
- More, cleaner, safer parks (49.44%)
- Mental health understanding and accessibility (49.21%)
- Social & emotional health programs for youth and adults (48.50%)
- Access to materials for learning and exploration (47.81%)
- Free, engaging activities for youth (47.45%)
- Affordable housing (47.43%)
- Access to information (books, newspapers, magazines) (47.20)

We also made a judgment of the biggest needs where YVL could have a bigger impact in addressing those needs in the community. They are:

10 biggest needs where YVL can play a major part based on their capabilities

- Access to materials for learning & exploration (47.81%)
- Free, engaging activities for youth (47.45%)
- Access to information - books, newspapers, magazines (47.20%)
- Life skills development (46.69%)
- Early learning (46.15%)
- After-school programs & spaces (44.58%)
- Safe & welcoming gathering spaces (44.58%)
- Access to tech resources for youth (44.40%)
- Knowledge of public resources (41.49%)
- Access to technology and digital information (38.99%)

The following page shares the overall outcome of the community needs assessment, showing how they compare against all of the 45 needs that were identified and used for the survey. For ease of viewability, we have color-coded the needs expressed:

- >60%
- 50-59%
- 45-49%
- 40-45%
- 35-39%
- 30-34%
- 25-29%
- 20-24%
- <20%

Community Need	Extreme Importance
Being in public without fear	69.20%
Availability of emergency services	58.43%
Healthcare accessibility	55.91%
More, cleaner, safer parks	49.44%
Mental health understanding and accessibility	49.21%
Social & emotional health programs for youth & adults	48.50%
Access to materials for learning and exploration	47.81%
Free, engaging activities for youth	47.45%
Affordable housing	47.43%
Access to information (books, newspapers, magazines)	47.20%
Life skills development	46.69%
Early learning	46.15%
After-school programs and places	46.08%
Safe and welcoming gathering spaces	44.58%
Access to tech resources for youth	44.40%
Education and employment support	43.55%
Substance abuse programs	42.63%
Basic services for people experiencing homelessness	42.09%
Knowledge of public resources	41.49%
Mentorship for youth	40.71%
Job and employment opportunities	40.03%
More trails and walkways	39.90%
Access to technology and digital information	38.99%
Experiences to explore new ideas	38.98%
Food banks and food accessibility	37.52%
Tutoring for youth	37.30%
Computer and technology classes	35.71%
Skills classes	35.71%
STEM activities and equipment	35.40%
Public transportation across the county	34.96%
English language classes for adults	34.92%
Arts and creativity center	33.96%
Guidance and help with questions	33.55%
Career development	33.36%
Childcare resources	31.97%
Learn about community events, programs, & organizations	31.11%
Community support and volunteering opportunities	31.07%
Small business support	30.39%
Protecting and cultivating cultural heritage	28.03%
Extended/adaptable hours to access resources	27.94%
Community-inclusive events and festivals	26.10%
Social center for public civility, discussion, & engagement	24.62%
Maker space: 3D printing, virtual reality, special software	13.29%
Music and production studio	12.95%
eSports	6.83%

Community Needs - By Demographics

To find the biggest needs by different groups of people, we analyzed all of the data based on the demographic information gathered. Those needs are below.

Biggest Needs - By Race & Ethnicity

Summary

- Materials for learning and exploration rated high for Asians and Pacific Islander respondents
- Free, engaging activities for youth ranked high for Native American, Asian, African American, and Hispanic respondents
- Life skills development are important for Native American, African American, Middle Eastern, and Hispanic respondents
- After-school programs are desired by Native American, African American, Asian, and Hispanic respondents

American Indian or Alaska Native

- Being in public without fear - 73.3%
- Affordable housing - 63.8%
- More, cleaner, safer parks - 61.9%
- Free activities for youth - 61.0%
- Life skills development - 59.0%
- After-school programs - 59.0%
- Tech resources for youth - 57.1%
- Substance abuse help - 57.1%
- Social and emotional health - 57.1%
- Preserving cultural heritage - 54.3%

Asian

- Being in public without fear - 79.7%
- Healthcare accessibility - 64.4%
- Social and emotional health - 61.0%
- Materials to learn & explore - 59.3%
- More, cleaner, safer parks - 59.3%
- Safe gathering spaces - 59.3%
- Emergency services - 57.6%
- Free activities for youth - 57.6%
- After-school programs - 55.9%
- More trails and walkways - 54.2%
- Technology and digital info - 54.2%

Black or African American

- Healthcare accessibility - 83.3%
- Social and emotional health - 83.3%
- Free activities for youth - 83.3%
- Life skills development - 79.2%
- After-school programs - 79.2%
- Being in public without fear - 79.2%
- Affordable housing - 79.2%
- Tech resources for youth - 75.0%
- Skills classes - 75.0%
- Mental health accessibility - 70.8%
- Emergency services - 70.8%

Middle Eastern or North African

- Being in public without fear - 69.2%
- Employment opportunities- 61.5%
- Healthcare accessibility - 53.8%
- Social and emotional health - 53.8%
- More trails and walkways - 53.8%
- Public transportation - 53.8%
- Life skills development - 53.8%
- Affordable housing - 53.8%
- Tech resources for youth - 53.8%
- Experiences to explore ideas - 53.8%
- Skills classes - 53.8%
- Basic services for homeless - 53.8%

Native Hawaiian or Pacific Islander

- Being in public without fear - 64.3%
- More, cleaner, safer parks - 64.3%
- Materials to learn & explore - 57.1%
- Access to books/newspapers - 57.1%
- Safe gathering spaces - 50.0%
- Early learning - 50.0%
- Healthcare accessibility - 42.9%
- Tech resources for youth - 42.9%
- Experiences to explore ideas - 42.9%
- Info for public resources - 42.9%

Hispanic, Latino, or Spanish origin

- Being in public without fear - 78.3%
- Healthcare accessibility - 68.3%
- Social and emotional health - 69.5%
- Emergency services - 67.9%
- More, cleaner, safer parks - 67.2%
- Life skills development - 65.6%
- Mental health accessibility - 64.7%
- Free activities for youth - 64.5%
- After-school programs - 64.5%
- Affordable housing - 64.5%

Biggest Needs - By Age

- Older respondents (40+) care more about access to physical materials
- Access to technology resources for youth was highly valued by the youngest and oldest respondents
- Social and emotional health programs for youth and adults is important for younger respondents (18-39)

18-25

- Being in public without fear - 75.5%
- Social and emotional health - 64.9%
- Affordable housing - 64.2%
- Basic services for homeless - 63.6%
- Mental health accessibility - 63.6%
- Healthcare accessibility - 63.6%
- Emergency services - 62.9%
- More, cleaner, safer parks - 62.9%
- Tech resources for youth - 62.3%
- Safe gathering spaces - 62.3%

26-39

- Being in public without fear - 74.8%
- Healthcare accessibility - 64.1%
- More, cleaner, safer parks - 62.5%
- Emergency services - 62.1%
- Free activities for youth - 61.4%
- Social and emotional health - 59.4%
- Mental health accessibility - 59.2%
- After-school programs - 58.2%
- Affordable housing - 57.8%
- Safe gathering spaces - 57.8%

40-54

- Being in public without fear - 70.0%
- Emergency services - 55.6%
- Healthcare accessibility - 52.6%
- More, cleaner, safer parks - 52.5%
- Free activities for youth - 52.0%
- Social and emotional health - 51.6%
- Mental health accessibility - 51.2%
- Materials to learn & explore - 48.8%
- Access to books/newspapers - 46.6%
- After-school programs - 46.4%

55-69

- Being in public without fear - 66.6%
- Emergency services - 58.6%
- Healthcare accessibility - 55.7%
- Free activities for youth - 52.0%
- Materials to learn & explore - 46.9%
- Mental health accessibility - 46.8%
- Affordable housing - 46.8%
- Access to books/newspapers - 45.7%
- Life skills development - 45.1%
- Social and emotional health - 44.7%

70+

- Being in public without fear - 68.7%
- Emergency services - 59.7%
- Healthcare accessibility - 54.1%
- Affordable housing - 46.8%
- Access to books/newspapers - 46.0%
- Early learning - 44.3%
- Tech resources for youth - 42.2%
- Substance abuse programs - 41.9%
- Affordable housing - 41.8%
- Mental health accessibility - 41.8%

Biggest Needs - By Income

- Basic Needs (food and food banks, affordable housing, access to basic services for those experiencing homelessness, healthcare, help with education & employment) rated higher for populations with less income
- After-school programs and places ranked high for those in the middle of the pack ($50-150k)

<$25,000

- Being in public without fear - 75.7%
- Affordable housing - 69.3%
- Emergency services - 68.8%
- Healthcare accessibility - 66.7%
- Social and emotional health - 64.1%
- Mental health accessibility - 62.8%
- Education & employment - 62.6%
- Basic services for homeless - 61.0%
- Food banks & accessibility - 59.7%
- More, cleaner, safer parks - 59.1%

$25,000 to $50,000

- Being in public without fear - 73.2%
- Healthcare accessibility - 63.3%
- Emergency services - 62.6%
- Affordable housing - 59.4%
- Mental health accessibility - 56.4%
- Social and emotional health - 55.7%
- Safe gathering spaces - 53.8%
- More, cleaner, safer parks - 53.6%
- Life skills development - 53.1%
- Basic services for homeless - 52.7%

$50,000 to $75,000

- Being in public without fear - 71.3%
- Healthcare accessibility - 59.2%
- Emergency services - 55.9%
- Affordable housing - 51.9%
- Social and emotional health - 51.1%
- Free activities for youth - 51.0%
- Materials to learn & explore - 49.9%
- Access to books/newspapers - 49.2%
- After-school programs - 49.2%
- More, cleaner, safer parks - 49.1%

$75,000 to $100,000

- Being in public without fear - 67.9%
- Healthcare accessibility - 56.1%
- Emergency services - 57.1%
- Mental health accessibility - 50.5%
- More, cleaner, safer parks - 47.9%
- Social and emotional health - 47.1%
- Life skills development - 46.6%
- Free activities for youth - 46.1%
- After-school programs - 45.8%
- Affordable housing - 44.2%

$100,000 to $150,000

- Being in public without fear - 67.1%
- Healthcare accessibility - 54.4%
- Emergency services - 54.4%
- Early learning - 51.9%
- Free activities for youth - 51.4%
- Social and emotional health - 50.7%
- Materials to learn & explore - 49.8%
- Mental health accessibility - 49.5%
- After-school programs - 48.6%
- Access to books/newspapers - 47.0%

$150,000+

- Being in public without fear - 68.3%
- Emergency services - 60.1%
- Healthcare accessibility - 55.3%
- More, cleaner, safer parks - 53.6%
- Access to books/newspapers - 53.2%
- Mental health accessibility - 52.2%
- Early learning - 51.2%
- Materials to learn & explore - 50.2%
- Free activities for youth - 49.5%
- More trails and walkways - 49.1%

Biggest Needs - By Educational Background

- Access to materials (books, newspapers, magazines, etc.) is important to respondents with more education (4+ year degrees)
- Life skills development is important across the board from respondents who are high school graduates to 4-year degrees
- Skills classes only showed up in the top 10 for respondents with technical certifications only
- Access to materials for learning and exploration are important for respondents with 2+-year degrees
- Early learning is a priority for respondents with Master's and professional degrees

No high school degree

- Being in public without fear - 74.4%
- Emergency services - 71.1%
- Food banks and accessibility - 65.1%
- Affordable housing - 65.1%
- Mental health accessibility - 65.1%
- Education & employment - 64.3%
- Healthcare accessibility - 62.8%
- Social and emotional health - 62.8%
- Public transportation - 62.8%
- Substance abuse programs - 62.8%

High school graduate

- Being in public without fear - 77.1%
- Emergency services - 66.0%
- Healthcare accessibility - 63.6%
- Mental health accessibility - 58.9%
- Social and emotional health - 58.9%
- More, cleaner, safer parks - 58.9%
- Affordable housing - 58.1%
- Life skills development - 57.7%
- Free activities for youth - 56.7%
- Basic services for homeless - 55.7%

Some college

- Being in public without fear - 72.3%
- Emergency services - 64.8%
- Healthcare accessibility - 60.7%
- Affordable housing - 54.1%
- Mental health accessibility - 53.9%
- More, cleaner, safer parks - 53.6%
- Life skills development - 52.8%
- Social and emotional health - 51.7%
- Tech resources for youth - 51.5%
- After-school programs - 51.1%

Technical certification

- Being in public without fear - 71.4%
- Emergency services - 57.9%
- More, cleaner, safer parks - 56.4%
- Healthcare accessibility - 51.4%
- Life skills development - 50.0%
- Tech resources for youth - 47.1%
- Social and emotional health - 46.4%
- After-school programs - 46.4%
- Employment opportunities - 46.4%
- Skills classes - 45.7%

2-year degree
- Being in public without fear - 68.1%
- Emergency services - 59.3%
- Healthcare accessibility - 56.6%
- Life skills development - 48.3%
- Affordable housing - 48.0%
- Mental health accessibility - 46.4%
- Social and emotional health - 46.4%
- Materials to learn & explore - 45.4%
- Free activities for youth - 44.4%
- More, cleaner, safer parks - 43.5%

4-year degree
- Being in public without fear - 68.2%
- Emergency services - 55.3%
- Healthcare accessibility - 54.5%
- Access to books/newspapers - 49.4%
- More, cleaner, safer parks - 49.1%
- Mental health accessibility - 49.0%
- Social and emotional health - 48.6%
- Materials to learn & explore - 46.9%
- Free activities for youth - 46.7%
- Life skills development - 45.4%

Master's degree
- Being in public without fear - 69.9%
- Emergency services - 56.9%
- Healthcare accessibility - 55.8%
- Materials to learn & explore - 52.1%
- Free activities for youth - 51.8%
- Early learning - 51.6%
- Access to books/newspapers - 50.4%
- Social and emotional health - 49.0%
- After-school programs - 48.2%
- Mental health accessibility - 47.0%

Professional degree
- Being in public without fear - 65.2%
- Emergency services - 55.4%
- Healthcare accessibility - 52.7%
- Materials to learn & explore - 52.2%
- More, cleaner, safer parks - 50.5%
- Mental health accessibility - 50.0%
- Early learning - 47.0%
- Access to books/newspaper - 45.7%
- More trails and walkways - 45.1%
- Affordable housing - 45.1%

Biggest Needs - By Gender

- Women respondents were more concerned with children and ensuring they receive the help they need through early learning, after-school programs, and free engaging activities
- Men respondents cared more about employment and job support, life skill development, and access to materials like books
- Gender fluid, genderqueer, non-binary, and other respondents want access to materials like books and newspapers, materials for learning and exploration, knowledge of resources they can use, as well as access to basic services for those experiencing homelessness

Women
- Being in public without fear - 72.6%
- Emergency services - 61.6%
- Healthcare accessibility - 59.5%
- Mental health accessibility - 53.7%
- Social and emotional health - 53.5%
- More, cleaner, safer parks - 52.4%
- Free activities for youth - 52.4%
- Affordable housing - 51.1%
- Early learning - 50.7%
- After-school programs - 50.4%

Men
- Being in public without fear - 61.5%
- Emergency services - 51.0%
- Healthcare accessibility - 47.8%
- Materials to learn & explore - 44.2%
- Access to books/newspapers - 42.3%
- More, cleaner, safer parks - 42.3%
- Employment support - 40.8%
- Life skills development - 40.7%
- Affordable housing - 39.9%
- Early learning - 38.7%

Gender fluid / gender queer / non-binary
- Being in public without fear - 75.4%
- Affordable housing - 63.2%
- Emergency services - 63.2%
- Healthcare accessibility - 61.4%
- More, cleaner, safer parks - 57.9%
- Access to books/newspapers - 56.1%
- Safe gathering spaces - 56.1%
- Mental health accessibility - 54.4%
- Info on public resources - 50.9%
- Materials to learn & explore - 50.9%
- Basic services for homeless - 50.9%

Biggest Needs - By People with Kids in the Home

- More, cleaner, safer parks is a bigger priority for respondents with kids at home
- Free activities for youth is of great importance to respondents with kids at home
- Safe gathering spaces and after-school programs round out the top 10 for respondents with kids at home

Kids at home
- Being in public without fear - 70.9%
- More, cleaner, safer parks - 58.7%
- Emergency services - 56.7%
- Free activities for youth - 56.6%
- Healthcare accessibility - 54.4%
- Social and emotional health - 53.6%
- Materials to learn & explore - 53.6%
- Mental health accessibility - 52.4%
- Safe gathering spaces - 52.0%
- After-school programs - 50.4%

Biggest Needs - By City

Buena
- Being in public without fear - 56.3%
- After-school programs - 56.3%
- Social and emotional health - 50.0%
- Early learning - 50.0%
- Life skills development - 50.0%
- Materials to learn & explore = 50.0%
- Affordable housing - 50.0%
- Substance abuse programs - 43.8%
- Mentorship for youth - 43.8%
- Emergency services - 50.0%

Cowiche
- Being in public without fear - 50.0%
- Access to books/newspapers - 48.6%
- Life skills development - 36.1%
- Healthcare accessibility - 34.3%
- More, cleaner, safer parks - 33.3%
- Mentorship for youth - 33.3%
- Mental health accessibility - 31.4%
- Tech resources for youth - 30.6%
- Info about public resources - 29.7%
- Emergency services - 28.6%

Grandview (outside of city limits)
- Being in public without fear - 84.2%
- More, cleaner, safer parks - 68.4%
- Employment opportunities - 60.0%
- Emergency services - 57.9%
- More trails and walkways - 57.9%
- Materials to learn & explore - 57.9%
- Career development - 57.9%
- Safe gathering spaces - 52.6%
- Tech resources for youth - 52.6%
- Affordable housing - 52.6%

Granger
- Emergency services - 68.0%
- Healthcare accessibility - 68.0%
- Mental health accessibility - 60.0%
- Social and emotional health - 56.0%
- Being in public without fear - 56.0%
- Access to books/newspapers - 56.0%
- Affordable housing - 56.0%
- Basic services for homeless - 56.0%
- Tech resources for youth - 54.2%
- English classes for adults - 52.2%

Harrah
- Being in public without fear - 53.6%
- Emergency services - 63.6%
- Healthcare accessibility - 45.5%
- Mental health accessibility - 45.5%
- Social and emotional health - 45.5%
- Experiences to explore ideas - 45.5%
- Materials to learn & explore - 45.5%
- Free activities for youth - 36.4%
- Access to books/newspapers - 36.4%
- Community inclusive events - 36.4%

Mabton
- Materials to learn & explore - 70.0%
- Cross-county transportation - 63.6%
- Affordable housing - 63.6%
- Early learning - 60.0%
- Emergency services - 60.0%
- Healthcare accessibility - 60.0%
- Tech resources for youth - 60.0%
- Tutoring for youth - 60.0%
- Info about public resources - 60.0%
- Employment opportunities - 60.0%

Moxee
- Being in public without fear - 65.3%
- Emergency services - 56.0%
- Healthcare accessibility - 52.0%
- More, cleaner, safer parks - 51.4%
- Early learning - 51.4%
- Safe gathering spaces - 50.0%
- Life skills development - 50.0%
- Affordable housing - 48.6%
- Free activities for youth - 48.6%
- Social and emotional health - 48.0%

Naches
- Being in public without fear - 69.3%
- Emergency services - 56.3%
- Materials to learn & explore - 52.7%
- Life skills development - 52.3%
- Healthcare accessibility - 50.8%
- Safe gathering spaces - 50.4%
- Social and emotional health - 49.2%
- Free activities for youth - 48.4%
- After-school programs - 47.7%
- Access to books/newspapers - 47.2%
- More, cleaner, safer parks - 47.2%

Outlook
- Being in public without fear - 57.1%
- Early learning - 57.1%
- Experiences to explore ideas - 57.1%
- Employment support - 57.1%
- Arts & creativity center - 57.1%
- Access to tech & digital info - 50.0%
- Emergency services - 50.0%
- Learn community programs - 50.0%
- More hours for resources - 50.0%

Selah
- Being in public without fear - 68.3%
- Emergency services - 56.4%
- Healthcare accessibility - 49.5%
- More, cleaner, safer parks - 44.0%
- Materials to learn & explore - 43.8%
- Access to books/newspapers - 41.7%
- Mental health accessibility - 40.8%
- Free activities for youth - 40.6%
- Life skills development - 40.6%
- Social & emotional health - 39.5%

Sunnyside
- Being in public without fear - 70.3%
- Social & emotional health - 56.9%
- Access to books/newspapers - 54.9%
- Mental health accessibility - 54.3%
- Emergency services - 54.3%
- Free activities for youth - 53.9%
- Healthcare accessibility - 52.6%
- More, cleaner, safer parks - 51.7%
- Life skills development - 51.3%
- After-school programs - 51.3%

Terrace Heights
- Being in public without fear - 69.1%
- Emergency services - 59.0%
- Healthcare accessibility - 51.4%
- Mental health accessibility - 48.6%
- More, cleaner, safer parks - 48.3%
- Access to books/newspapers - 47.5%
- Social & emotional health - 47.0%
- Affordable housing - 44.2%
- More trails & walkways - 43.8%
- Early learning - 43.5%

Tieton
- Being in public without fear - 57.1%
- Emergency services - 52.7%
- Healthcare accessibility - 49.1%
- Free activities for youth - 47.3%
- After-school programs - 47.3%
- Safe gathering spaces - 46.4%
- Mental health accessibility - 45.5%
- Employment opportunities - 44.4%
- Affordable housing - 44.4%

Toppenish
- Being in public without fear - 75.0%
- Social & emotional health - 61.9%
- More, cleaner, safer parks - 61.7%
- Free activities for youth - 60.7%
- Emergency services - 60.3%
- Healthcare accessibility - 60.3%
- Affordable housing - 60.3%
- Mental health accessibility -58.7%
- Materials to learn & explore - 58.7%
- Early learning - 55.7%
- Learn community programs - 55.7%

Union Gap
- Being in public without fear - 78.1%
- More, cleaner, safer parks - 71.9%
- Healthcare accessibility - 66.7%
- Emergency services - 66.7%
- Free activities for youth - 64.7%
- After-school programs - 64.7%
- Safe gathering spaces - 62.5%
- Mentorship for youth - 61.8%
- Life skills development - 61.8%
- Tech resources for youth - 61.8%

Wapato
- Being in public without fear - 65.2%
- Tech resources for youth - 53.3%
- Emergency services - 50.0%
- Healthcare accessibility - 45.7%
- Affordable housing - 44.7%
- Employment support - 44.7%
- After-school programs - 44.4%
- Materials to learn & explore - 42.6%
- Computer & tech classes - 42.6%
- Career development - 42.6%

West Valley
- Being in public without fear - 68.9%
- Emergency services - 55.7%
- Healthcare accessibility - 53.6%
- More, cleaner, safer parks - 47.3%
- Mental health accessibility - 47.0%
- Social & emotional health - 45.7%
- Access to books/newspapers - 45.5%
- Life skills development - 44.7%
- Early learning - 43.7%
- Free activities for youth - 43.7%

White Swan
- Life skills development - 87.5%
- Tech resources for youth - 87.5%
- Materials to learn & explore - 87.5%
- Affordable housing - 87.5%
- Safe gathering spaces - 75.0%
- Cross-county transportation - 75.0%
- Early learning - 75.0%
- Free activities for youth - 75.0%
- After-school programs - 75.0%
- Computer & tech classes - 75.0%
- Skills classes - 75.0%
- 7 other needs at 75.0%

Yakima

- Being in public without fear - 71.1%
- Emergency services - 63.3%
- Healthcare accessibility - 62.2%
- Mental health accessibility - 54.7%
- Affordable housing - 54.6%
- Social & emotional health - 53.1%
- More, cleaner, safer parks - 52.1%
- Free activities for youth - 51.7%
- Materials to learn & explore - 50.6%
- Access to books/newspapers 50.5%

Zillah

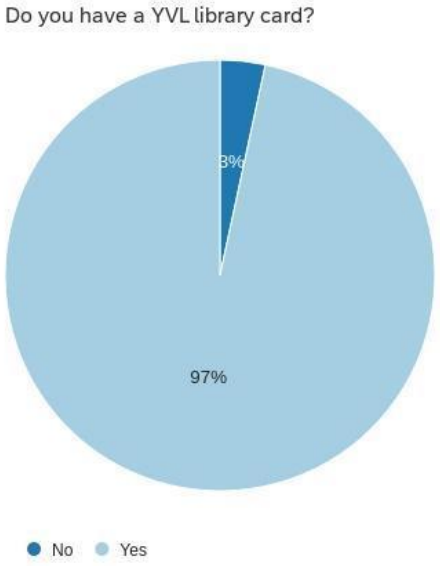
- Being in public without fear - 66.7%
- More, cleaner, safer parks - 53.8%
- Access to books/newspapers - 50.6%
- Emergency services - 50.0%
- Early learning - 48.7%
- Healthcare accessibility - 46.3%
- Free activities for youth - 44.9%
- Social & emotional health - 43.9%
- Safe gathering spaces - 42.3%
- Life skills development - 42.3%
- After-school programs - 42.3%
- Employment support - 42.3%

Other needs

- We asked respondents to list other needs they see in the community
- We received 1,113 comments from respondents
- The word cloud below shows many of the issues respondents see in the community, including homelessness, activities, support, youth, families, resources, mental health, drugs, transportation, education, access and self.
- The larger the word below, the more instances of that word in responses

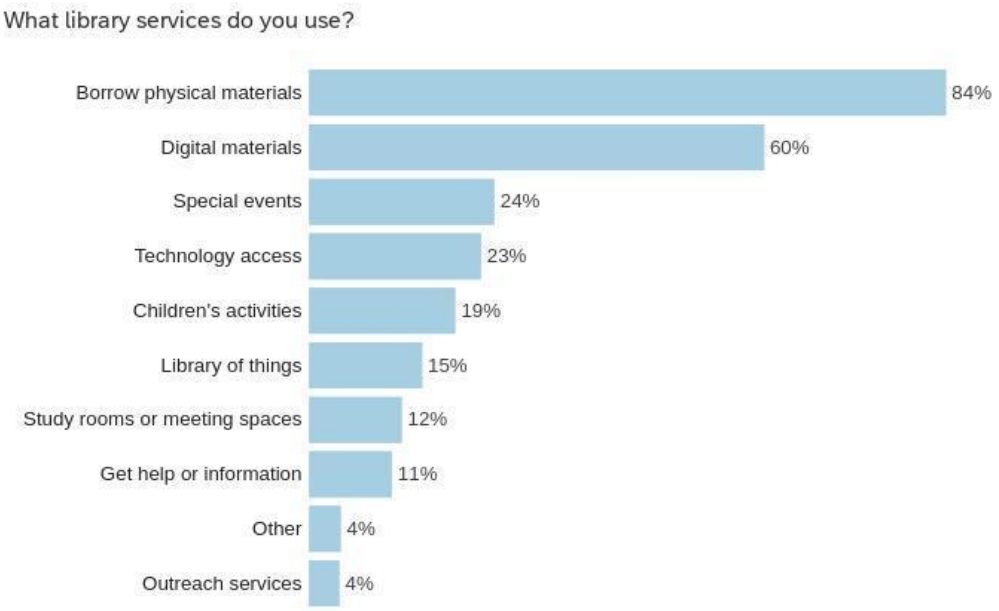
Survey Results - Overall Library Feedback

- Only 3% of respondents did not have a library card



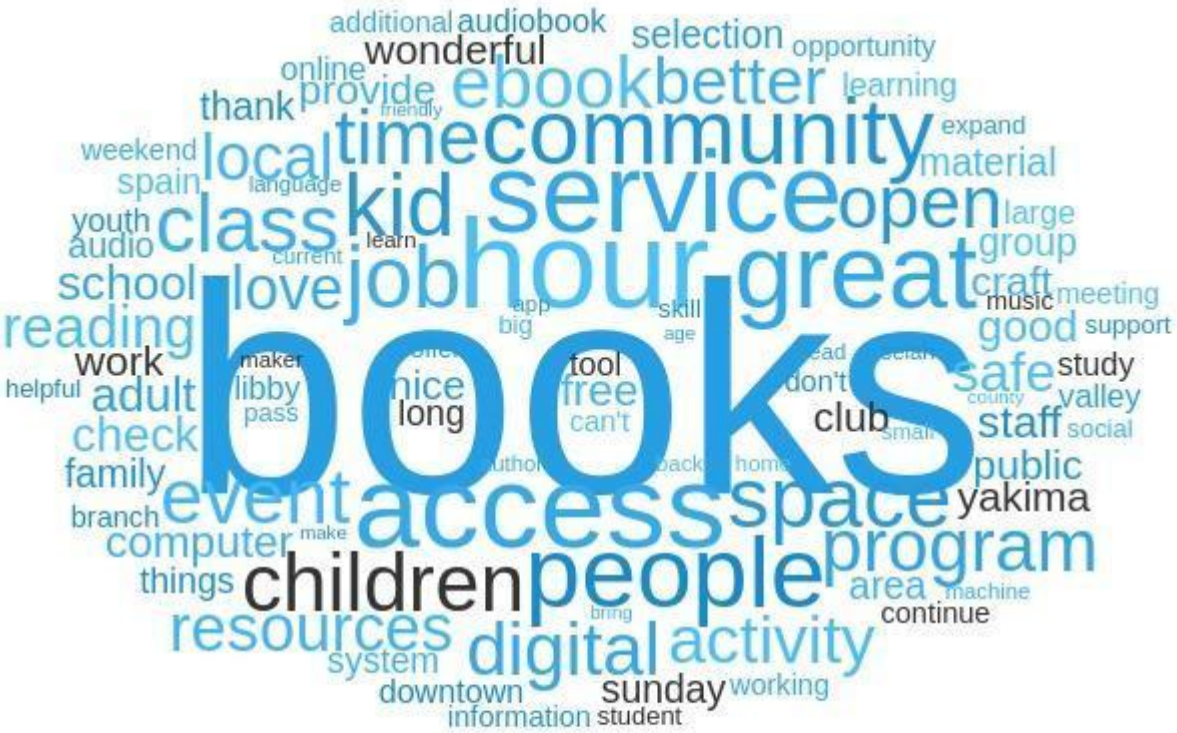
Library services used

- More than ¾ of respondents borrow physical materials from the library
- 60% of respondents access digital materials
- For respondents, special events, technology access, and children's activities are the other three most important services used at the library



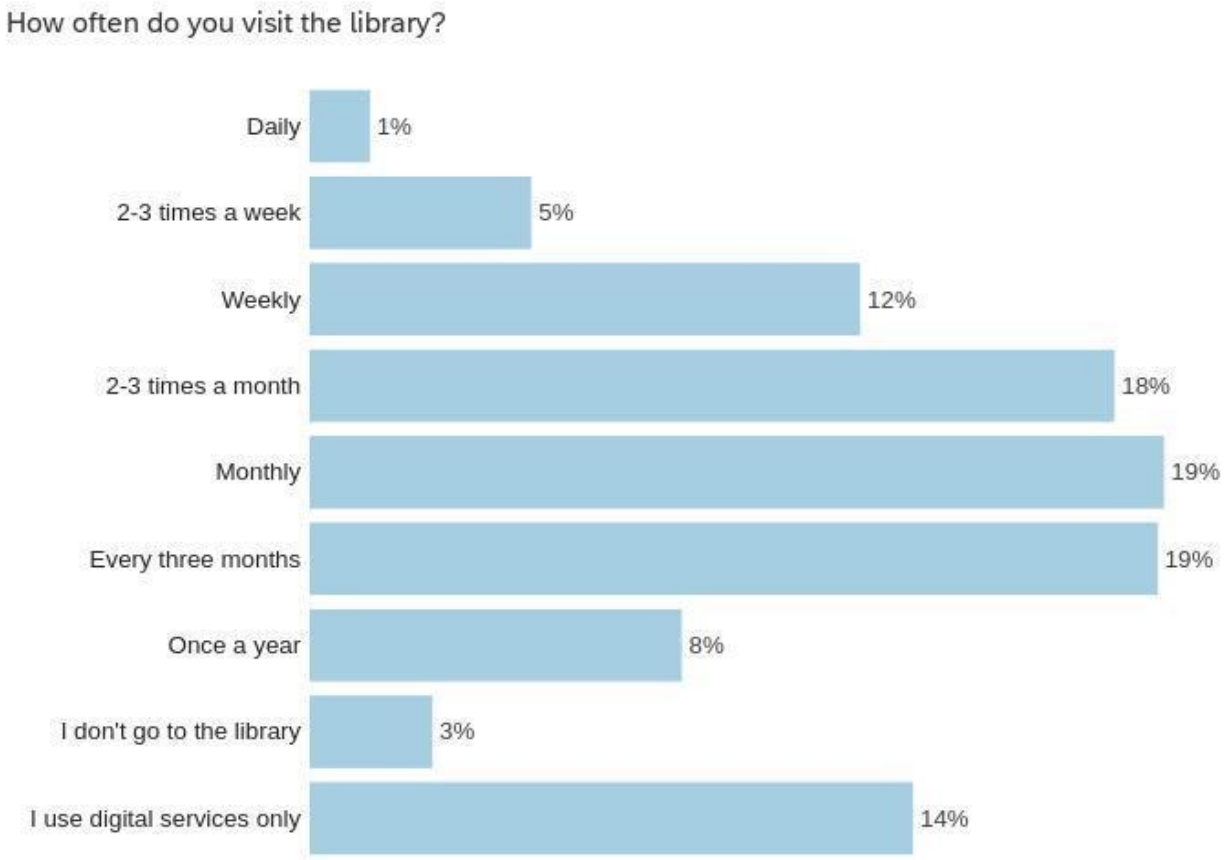
Other services desired

- We asked respondents to list other services they would like to see from the library
- We received 630 comments from respondents
- The word cloud below shows many of the services respondents wish to see in the library, including more books and more types of books, more ebooks, digital materials, access, resources, extended hours, more programs, larger spaces, activities for children, events, books in other languages, audiobooks, and safety
- The more prominent the word below, the more instances of that word in responses



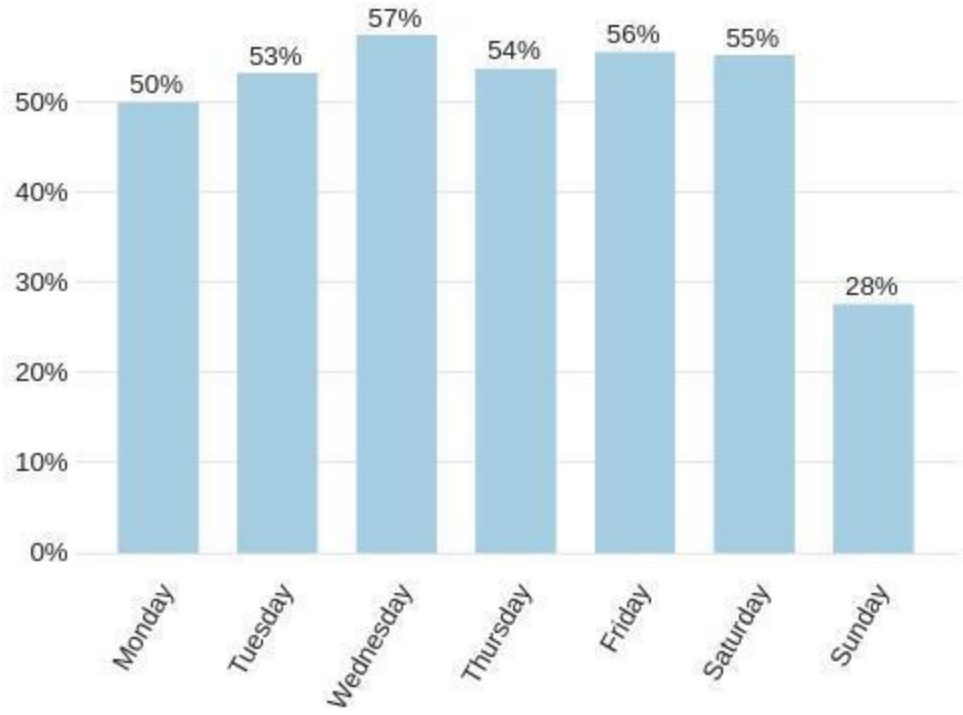
Library visits

- Most respondents with a library card visit the library regularly - either monthly, every quarter, or 2-3 times a month
- Digital services are next at 14% of usage by respondents
- Many respondents visit the library weekly, roughly 12% or just over 270 people
- Daily usage is only at 1% of respondents
- Those visiting only once a year are at 8% of respondents



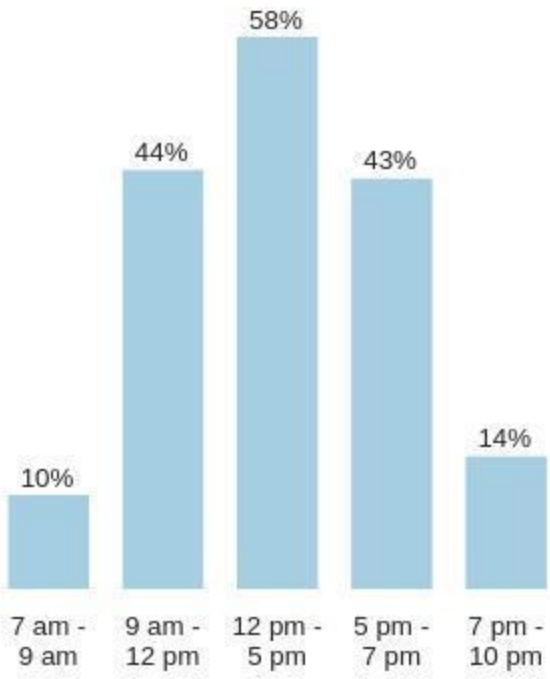
Library days

- Most respondents want to go to the library Monday through Saturday, with Wednesday and Friday the most preferred
- Respondents are less interested in going to the library on Sunday



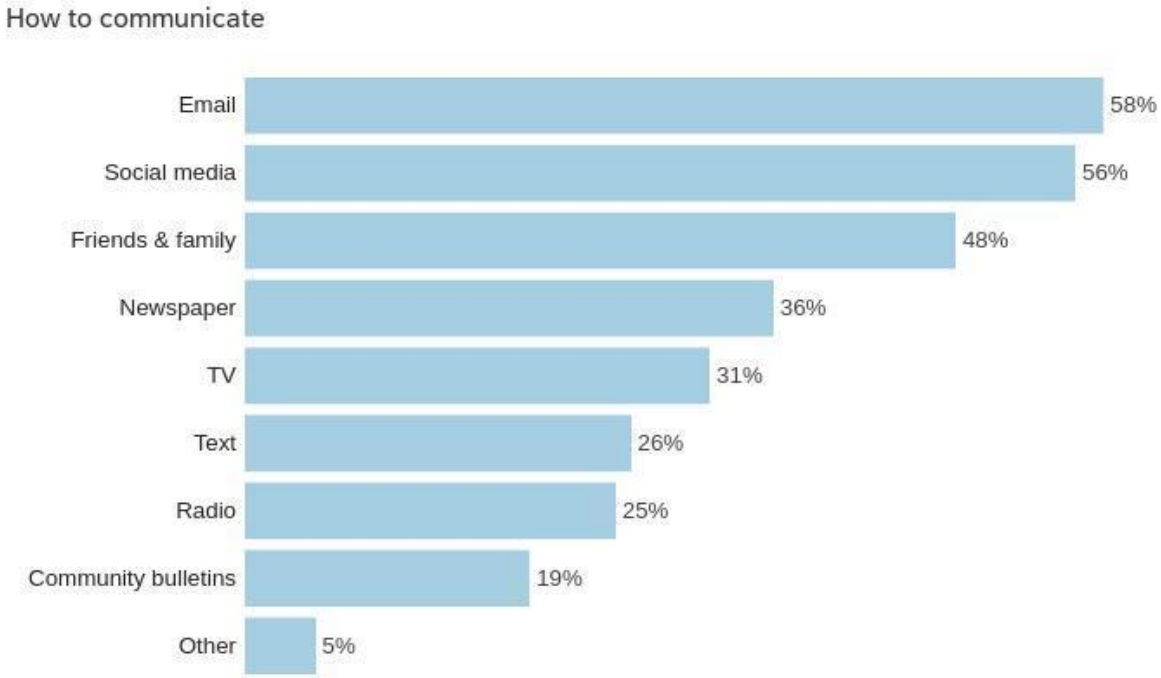
Library hours

- Most respondents want to go to the library between the hours of 9 am and 7 pm, with the peak at 12 pm to 5 pm
- Only 10% of visitors would like to visit before 9 am
- 14% of visitors want to go in the evening between 7 and 10 pm



Communicating with library patrons

- Most respondents prefer email to find out about what's happening at the library
- Social medial comes in at a close second behind email for preference
- Word of mouth remains an essential method of communication
- Newspaper and TV round out the top five methods for communicating to library respondents



Survey Results - Non-cardholders

Respondents without a YVL library card

- Respondents without library cards have multiple reasons for not getting one
- The single most prominent reason was not knowing how to get a card - 15%
- Not knowing what the library has to offer - 13%
- Using the library without a card - 13%
- Making it a priority and time were the next two at 11 and 10%
- Less of respondents didn't see the benefits
- Education that the library is a free resource isn't as vital, as this number has only 2% of respondents cited this as a problem
- Other issues stated include:
  - Need to renew
  - Lost it
  - Use someone else's card to access
  - Can't get to the library

Profile of individuals without a YVL library card

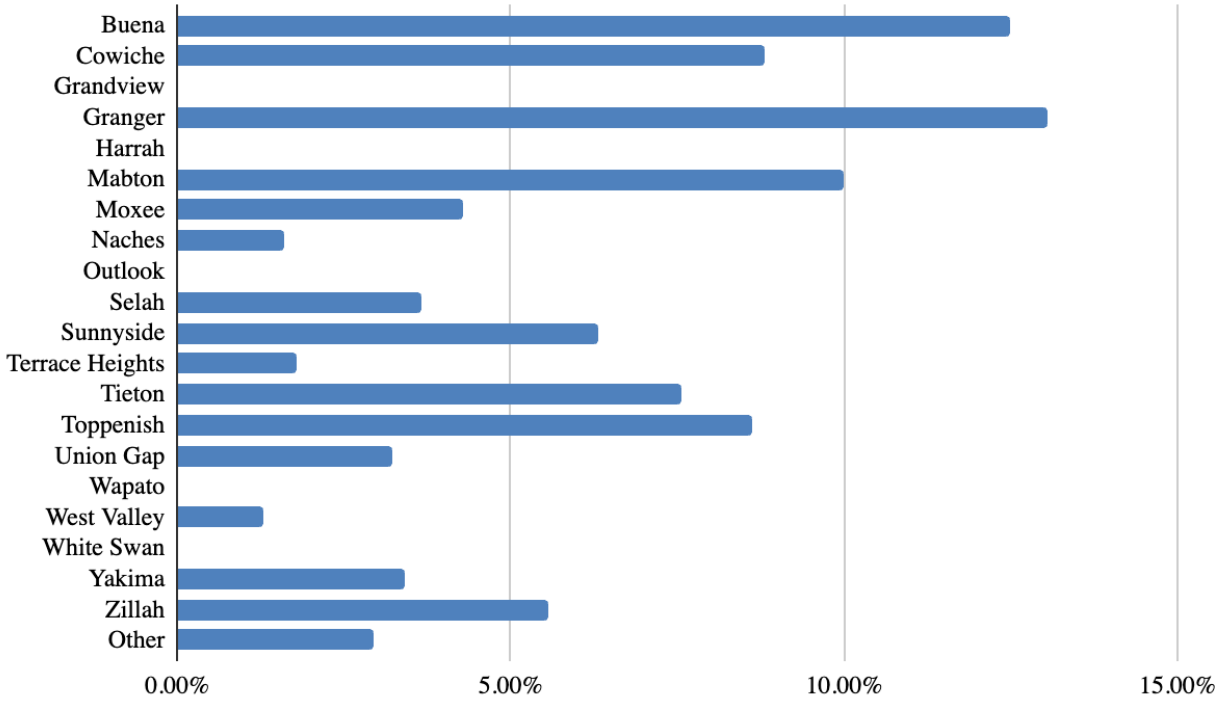
The data across respondents without library cards showed the following:

- By race - 7.24% of Hispanic respondents, 8.57% of Native American respondents, 3.39% of Asian respondents, 4.17% of African American respondents, 7.69% of Middle Eastern or North African respondents, and 2.95% of White respondents did not have library cards
- By age - 13.25% of respondents ages 18-25, 4.17% of respondents ages 26-39, 1.86% of respondents ages 40-54, 4.28% of respondents ages 44-69 year olds, and 1.21% of respondents ages 70+ did not have library cards

- By household income - 8.23% of respondents with <$25k, 4.62% of respondents with $25-50k, 4.03% of respondents with$50-75k, 2.63% of respondents with $75-100k, 2.10% of respondents with $100-150k, and 3.41% of respondents with +$150k did not have library cards
- By language - 3.28% of English respondents, 7.01% of Spanish respondents, 5.56 of Tagalog respondents, and 18.7% of American Sign Language respondents do not have library cards

By City

In looking across each of the cities, total %respondents that were not library cardholders was the following:



Recommendations

Based on the research output, Yakima Valley Libraries can make great strides in helping the community by focusing on personal growth and development for community members and providing more opportunities for youth to stay engaged. These two areas give YVL ample runway to make a lasting impact in the community for the short and long term.

We recommend following up on this community needs survey with a customer satisfaction survey to gauge how YVL fulfills its mission and responds to the community's needs. By establishing the baseline for customer satisfaction, the library can see how it performs against these needs and where it is making the most significant impact in the community. This type of research will provide the library with the necessary data to help drive decision-making and pivot to meet the demands and changing needs of the community.

Appendix

Focus Group Results - Overall Community Needs

Smaller Communities (Tieton, Toppenish, Sunnyside)

Based on the outcome of the focus groups, we identified the key themes across the biggest needs, trends and challenges, and opinions about YVL regarding smaller communities' insights.

Top 5 Biggest Needs

- Safe spaces for the community
- Youth programs and adult education
- Transportation and access to medical services
- Access to technology and the Internet
- Drugs, gangs, violence, and homelessness

Top 5 Trends and Challenges

- Lack of job opportunities and support of small businesses limiting economic growth
- Youth has little mentorship/guidance resulting in low esteem, no direction, and is impacted by bad influences (gangs, drugs, etc.)
- Poverty is a growing epidemic in smaller communities, and resources to help short-term and long-term are unavailable
- Access to transportation and technology are the biggest barriers for the entire community to be successful
- Drugs and homelessness are becoming a more significant problem and are more publicly evident than ever before

Top 5 Opinions about YVL

- Become more of a community center, hub of information, or help hub
- Provide more offerings and services geared to life skills, after-school programs
- Promotion of the libraries as they are not well known in smaller communities
- Offer extended hours and before and after-school programs for kids
- Offer programs for adults - digital literacy, life skills, and job opportunities

Larger Communities (Yakima, West Valley)

Based on the outcome of the focus groups, we identified key themes across the biggest needs, trends and challenges, and opinions about YVL regarding larger communities' insights.

Top 5 Biggest Needs

- Safe spaces for the community
- Youth programs and adult education
- Drugs, gangs, violence, and homelessness
- Community connection through common spaces, events, and activities
- City/government affairs and getting the public more engaged and voting

Top 5 Trends and Challenges

- Social and economic disparity and division within the community cause differences and rifts, leading to low collaboration and communication
- Digital literacy (high and low and youth and older) causing the community to drift - needs a balance
- Language is a barrier as many resources and access to information are mainly in English and not translated across the community/county
- Increase in mental health challenges, anxiety, and fear in the community
- Drugs and homelessness are becoming a larger problem and are more publicly evident than ever before

Top 5 Opinions about YVL

- Become more of a community center, hub of information, or help hub
- Provide more offerings and services geared to life skills, mental health, employment
- Work with school libraries and districts to support their programs and students - partnerships (grants, funding, staff, resources, etc.)
- Safe space or third space for the community to gather with purpose and relax
- Be the main point of contact for all community news and help promote them

Focus Group - Community Leaders

What is community?

- A cohesiveness/closeness of people, culture, arts, language, and loyalty to each other with common goals, rules, and cooperation of responsibilities.
- Specific to this community, there is a great disparity between its members. It's fractured and infrastructurally disconnected. There is a lack of a sense of pride and belonging. The reputation and image of our community are badly damaged.
- There is more diversity within our community, but that doesn't help us when we divide into smaller subcommunities without communication or interaction.

Biggest Needs

- Access to the Internet – provide the community with city-wide Wi-Fi access.
- Access to power – city-wide kiosks to charge phones and technologies: for the public, but especially for those experiencing homelessness.
- Provide GED support and childcare – provide classes to help community members achieve/obtain a GED while providing childcare.
- Provide digital literacy – create digital equality through access, training, and guidance to all.

Trends and Challenges

- Social networking and media – as more people use social media and network digitally, it has taken a toll on face-to-face interactions in the community, making it more divided and disconnected from the real issues we face.
- Civil engagement is down – people no longer want to be in public or involved with elections, low voting registration, etc.
- Educational decline and increased poverty – the county is one of 90 counties with a rate in which people 25 years+ have an education level of less than 9th grade, and 30% of the population is under 18. The birth rate is three times higher than in other counties. All said we are declining educationally and increasing the number of poor.
- Parenting issues – parents don't make time to parent and guide their children socially and behaviorally
- Increase language barriers – as agriculture is the major employer in the county, there is a huge influx of non-English speaking workers, making it a challenge to communicate and build a community.
- Lack of self-respect/empowerment of the community down to the individual - the

feeling of perpetual mediocrity and not belonging has long been in our community.
- Housing availability and affordability – +30% of wages go to housing costs, and wealth disparity exists in our communities. Only a select few can buy homes, and some of the poorest people live here.
- Access to transportation – access to the intercity and rural areas is difficult. We lack the infrastructure to unite people or give access to outside resources like healthcare and social services.
- Healthcare is not good – the system isn't great, people must access care outside the network, and healthcare workers are overworked. Medicaid covers 75% of births.

Opinions about YVL

- Become the hub for the community – YVL buildings should be a community center. They should hold the history of the community, be a safe place to gather, and be the social anchor for its citizens.
- Champion of access to information – in person or virtually, YVL should be a holder of knowledge and give access to share it. An example is a Bookmobile with free Wi-Fi access, which would not replace but augment what the library does today.
- Buy its facilities – historically, libraries were a community's beacon, foundational, permanent, and unbiased. Owning each building outright is key to being a permanent part of the community and a place people trust.

Focus Group - Librarians

Biggest Needs

- More collaboration with our school libraries and being where customers and their needs are. Build relationships.
- Wi-Fi in our libraries is how people pay bills, submit forms and schoolwork, and connect with others. We need the technology to be more readily available.
- Rural communities need food banks, shelters, safe places, and public restrooms.
- Parents need help with mental health, housing, and rent resources. They do so much for their families by providing food, clothing, and shelter that they rarely care for their needs. They need resources to lighten their load.
- Part-time security from aggressive threats in the library.
- Anxiety issues for kids, parents don't know what to do to help, and the kids and parents miss out on social education.

Trends and Challenges

- People don't know we are here. Need more visibility, marketing, and advertising.
- No after-school programs or classes. We need more welcoming spaces. Programs for family members that haven't graduated, both kids and parents.
- Problems with graffiti and drugs in our community.
- The older Hispanic population doesn't know how to use computers or email, and we help them. There is a need for digital literacy for the older generation.
- We need things for kids to do, like story time and weekly crafts.
- School libraries are not used anymore. Kids need to understand early about the benefits of libraries.
- Teaching our community to do their research for better information literacy.
- People feel foolish or embarrassed when using computers, especially later in life.
- The community faces sustainability issues, and we need jobs, affordable housing, and ways to get people across the county through a better transit system.
- More advanced classes for those students that have the capacity.
- Kids need help with social norms or cues.
- We want to be friends with everyone in our community, but we need everyone to respect the library enough and the people it serves for them not to do bad things.
- Homeschoolers need more interactions with us and more information.
- People think the library is only about books, but we have more, and we need to encourage people to think this is a place they want to visit. If we don't, the library will be where retired couples come with swarms of kids to check out books forcibly.
- People don't know that the library is free. It's all word of mouth, and saying on the website is not working – we have a marketing issue.
- Hours and visibility challenges – we don't serve people when they need us most, from 1-6 pm. We serve the kids but not everyone else. Why open at 10 am when no one is around because they are at school or work? Some get off work at 5 pm, need to complete paperwork or take a test on our computers, but they don't have time.

Opinions about YVL

- Books still need to be available; people still need to be able to read and do research. They need to see the importance of the library, particularly parents, so they share that with their children.

- It is a community hub – an educator of all people without discrimination. It's all-inclusive.
- It is a gathering place – it gives people a chance to be together, a place to come and hang out, rather than a bar. It's another place to go, talk and learn.
- It is a place to connect – hosted by leaders, community, etc., and facilitated to connect.
- It is a comfortable and safe place – kids can wait for their parents to pick them up after work.
- Don't cut back on the library. We need more resources to help support, grow, and sustain – most businesses have done that, and cutting back can potentially lose business, quality, workers, and customers.
- We need to communicate with local businesses and partner with them.
- We don't have the staff to support the new future library or community hub. We need to employ social workers, hire people with specialized skills, like STEM, and not just be about books. We need conference rooms or spaces to help support this. Moving to this new library is going to be slow based on budgets. It should be the third place where people can hang out without paying.
- Community centers based on patron usage, we can only do what we can and not everything they ask for, such as addiction challenges, mental health, etc. We can show them how to get help and tools, but that is training our staff can do.
- Access to programs, events, and entertainment at the library or home should be free and easy.
- Each library needs a Facebook page to share with the community, and the other communities can see what we are all up to.
- We need greater visibility of our events and buildings. We are centralized in our communities and need to let people know.
- Need lights around the building for safety – to deter drug use and other issues.

Focus Group - Yakima - Spanish

What is community?

- Community is when people are working together for the good of everyone.

- It is about different, diverse people coming together through activities like sports and group events.
- It comprises good schools, churches, hospitals, and the things needed to make a community clean and healthy.

Biggest Needs

- Expansion of community transportation – more accessibility to public transport or safe walkways to get to places in the city.
- Prevention programs for our youth – cooking, art, and acting classes for kids with working parents.
- Greater transparency in city hall – make voting important and accessible to all so the community can truly represent itself and embody the people it serves.
- Access to Spanish-translated information and materials – have all information and materials at resource offices like city hall, municipalities, policy, government, etc., to help close the language barrier and increase participation, collaboration, and communication.

Trends and Challenges

- Lack of communication and collaboration – the Yakima and Yakima Valley community is so diverse and disconnected that it is difficult to work together because of language barriers, geographical distances, lack of transportation, etc.
- Drugs and homelessness – the increased use of drugs and few services for those that are addicted; an influx of homeless persons and few support resources.
- Lack of access to resources – most resources are only in English.
- No safe places to be outside – parks are not good, and access to walkways, trails, and biking is lacking. There is a sense of indecency in the community due to sex offenders, human trafficking, etc.
- Declining of youth – as both parents work, there is no parenting or supervision provided to help youth develop into adults and be a part of the community (no after-school programs, kids are hungry and bored, then becoming engaged with bad influences and influencers)
- Lack of access to technology – little access to technology outside of school - one computer for/per family household

- Lack of voting in the community, especially for the Hispanic/Latino community – voting is not actively promoted, understood, or translated within the community. The same leader is appointed, and little change occurs to benefit the community.

Opinions about YVL

- Youth programs for kids 0-7 – programs to learn and play instruments, access to pictures, photographs, educational materials, and games outside of books.
- Employment program – help with resumes, getting jobs, internet, and printing.
- Competition program – leverages current interests of youth and young adults to create competitions with others (individual, groups, family). Competitions could be LEGO building, robotics, arts, etc.
- A central source for community-related information – socially promote information about the library and partnering organizations (ex. Dept. of Health, City Hall, etc.) about upcoming activities and events for the community to access and participate in.

Focus Groups - West Valley

What is community?

- A community is a support system of people who relate, reach out, and care for one another. It's a sense of belonging, blending, and building a culture together.
- A place where you live around common-minded people and show and give respect in return. It is giving yourself to others without expecting anything in return. It's a place where people come together with discrimination.

Biggest Needs

- Community center – centralized place or space for the community to come together and learn about events, activities, jobs, help, etc.
- After-school programs – programs aligned with the library's activities.
- Combining technology and the everyday world – leveraging technology in the physical world to create genuine and new experiences for library cardholders.

- Stimulation for youth (homeless and in shelters)– encourage and connect youth to the community and become a part of society.
- Education and resources for drug users and people experiencing homelessness – we need to help this population. They are a part of our community, just like everyone else. Thus, they need access to find help and information. Social workers and the community should volunteer to help them get on their feet.
- Unity-driven activities – unite people for a common purpose to help others.
- Supporting small businesses – keep our local economy viable.
- Housing needs for youth – there is Rod's House, but we need more. We have abandoned warehouses that could be converted into living spaces where people can live, assign tasks to live there, and can work their way through life.
- More activities for kids – we must give them more than paid options or sports.
- A safe place for knowledge – kids need a comfortable learning place without outside distractions.

Trends and Challenges

- Lack of access to healthcare and information – it is a challenge for the community to find the right healthcare provider and information across all aspects of the healthcare systems in the county.
- One religion – Christianity is a major religion in the community, which is a challenge for those not of this faith base to assimilate into the community and feel distant.
- Increase in homelessness and no resources to help solve the issues – every person that finds themselves homeless has a story and solution to that story. Causes for homelessness can account for mental health issues, drug and alcohol addiction, child abuse, foster kids aging out, and having nowhere to go. The community wants to help solve this but doesn't have the tools to help. It should combine the city, businesses, and community to solve this problem.
- Lack of mental health services – very few resources for a population that needs these services.
- Lack of safe spaces – generally, there is a sense that being outdoors in public spaces is unsafe.
- Lower quality of education – West Valley is better than most other cities in the county, while East and Lower Valley are not much better off than others.

- Lack of affordable housing – housing in the West Valley is becoming overpriced and unaffordable.
- Lack of social skills with youth – it is problematic for youth to be social, maintain relationships, have conflict resolution skills, and understand and control their emotions – they have low confidence.
- Digital divide – the digital world is closing each other off in the physical community. No one is talking to each other, getting together for planned activities, getting much-needed experience outside of technology, and stretching their minds, thoughts, and ideas.
- Increased fear and anxiety in the community – this sentiment is shared by many people and exacerbated by social media.
- Increased mental health and illness and disabilities in our community.
- Need for immigration assistance – a large portion of the population is here for five months and then leaves.

Opinions about YVL

- Later hours of operations – create greater accessibility to library resources, services, and offerings.
- Support library school budget – YVL to become the librarian for schools and receive funds from the school's budget.
- Library 2.0 – change the perception of "old boring" library to one that is more exciting, fostering creativity, inspiration, and evolving like museums.
- Community board – provide a bulletin communicating community activities, events, jobs, and other happenings.
- Provide general knowledge and assistance – help writing essays, print services, and information resources.
- Library outreach – there needs to be more outreach from the library to schools and communities to promote its services.
- Provide common sense classes – DIY classes for home improvements to help save money, banking classes to help with financials, basic life skills, job search, and resume building.

Focus Group - Tieton - English/Spanish

What is community?

- A community is a group of people who know and help each other through volunteer, cooperative, open interactions. They are emotionally invested in the safety and success of others. They build a sense of belonging and acceptance without judgment. It comprises the people working at schools, stores, churches, banks, food and restaurants, law enforcement, hospitals, and city hall.

Biggest Needs

- Advertising the library – most people don't know there is a library, and we need to promote its services, offerings, and access to the more extensive library system.
- Community self-investment – the community is willing to provide places to come together and raise funds for the community. Pancake feeds, open houses for new businesses, swap meets, etc.
- More resources – computers for adults, projects for kids like arts and crafts or storytelling, internet for high school students, larger spaces for family and community-related events, and more variety of books for kids and adults.
- Tutoring services – ensure that students aren't left behind educationally.
- City support – as the city grows, the community needs more support in services such as more law enforcement officers, access to medical/urgent care, banks and ATMs, and gas stations.
- Older kids support – need a place for the older kids (rec room, hangout space).
- Help underserved communities in Tieton – there is a need for a food bank, thrift store, clothing bank, and outdoor recreation rental: tents, clothing, equipment, etc.

Trends and Challenges

- Lack of public transportation – challenging to access Yakima to purchase goods or to find new work. Some are not comfortable driving. No lights or sidewalks.
- Nothing for teenagers – besides a park, there is nothing for teenagers to do, especially at nighttime. There is a need to have more activities for all ages.

- Lack or no access to the Internet – due to the ruralness of Tieton and its community, there are few suppliers of Internet and technology.
- Loss of school programs – the schools are losing art and music programs due to a lack of funding and support. After-school programs are going away.
- The town shuts down early – there is not a lot for the youth to do.
- Lack of spaces for gathering – very few spaces allow for large gatherings and support after-school programs. No space keeps older kids at home and watching their siblings because they cannot go with them.

Opinions about YVL

- Hub of information – provide updates about the city and surrounding areas, events, activities, etc.
- More offerings and services – access to music and arts, help grow as a person through exploration, imagination, and creativity. Provide a comfortable hangout space that is fun and not boring. Storytime, take-home crafts, and a variety of activities.
- Promotion of the library – get information to the community about library events and operable hours, and express that the library is proud to be a part of the community.
- Help Hub – connect people with people, central location to share volunteer opportunities with the community to help volunteers connect with schools for tutor and meeting students where they are at or just connecting jobs, help, etc.

Focus Group - Toppenish - English

What is community?

- A community watches out for each other, working together, giving time to your neighbor, and making those connections.

Biggest Needs

- Homeschool resources beyond math and reading – homeschoolers need resources and courses to teach kids music, computer skills, and other skills – it is too expensive and hard to curate.

- Summer programs for kids – similar to YMCA, field trips.
- Community learning program/classes – in English and Spanish, we pull people together to learn life skills, survival skills, and computer and digital skills, and we leverage the schools, Chambers, and clubs to promote and help volunteer to teach classes.

Trends and Challenges

- Lack of childcare – there are very few options for childcare, especially before and after work hours.
- Homelessness – it's everywhere and followed by drugs, and those drugs are offered to youth at parks.
- Parks are no longer usable – no restrooms or closed restrooms, not managed, crowded with homeless and drugs, and not a place for children to play. Not a usable public space for the community.
- Lost shared experiences – there are no longer places to unite as a community. We need more events or gatherings to share cultural backgrounds.
- Social norms for kids – kids don't know how to interact with others or are immersed in their technology, and with no limitations, they can't function well. Social media challenges.
- Gangs fill kids' needs – gangs provide a sense of belonging. Kids are scared because they are alone since their parents are at work and cannot provide guidance. Gangs make them feel wanted.
- Increased mental health issues – wait time to see someone for help is too long, lack of resources, and beyond the scope of local professionals.
- Lack of transportation – no public transport and it takes a long time to get to places.

Opinions of YVL

- Make it a bigger library – leverage school libraries as partners in expansion and provide services to the entire community alongside helping students (high school as a shared resource).
- Keep the mission, change the method – the library's mission is to provide information about anything, and they are the gatekeepers to knowledge. It is time to change the methods of sharing and delivering this mission. Leverage technology, new messaging, offerings, and services.

Focus Group - Toppenish - Spanish

What is community?

- A place with heritage and history, where everyone knows each other. They help support each other with compassion and care. United people that trust and share resources and communicate with each other.

Biggest Needs

- More activities for kids – kids in our community have very few things to do outside sports. We need places for them to play - clean parks, without the drugs and homeless. Even having free programs for the entire family would help.
- Tutoring services – to help kids after school and while parents are still at work.
- More law enforcement and changing of laws – so many people are taking drugs, but no one gets in trouble.
- Medical and fire services – our area has no capable medical services, and we can't even access medical services because we don't have transportation. We need clinical professionals, not just those who use our community as a stepping stone to the next destination. We need a fire station, ambulances, and better response time.
- Mental health – we need trained professionals to help our community and youth.

Trends and Challenges

- Lack of transportation – getting to places in our community without public transportation is challenging. We use People to People, which is not always reliable or accessible.
- Lack of access to technology – many in the community have no or little access to smartphones, internet, and computers or can't afford to purchase them.
- Lack of school attendance/return – based on the pandemic, many kids have not returned to school.
- Lack of affordable housing – rent for a 1–2-bedroom apartment is $1,000. That amount is the majority of many people's monthly income.

- Limited job opportunities – the community's labor force is limited to Ag jobs, and we need to change our labor force to keep up with the changing world, or we need to reform our community to have a diverse workforce and balance.
- Increase of Yakima homeless – more and more homeless are populating our parks and schools, just walking and staying around anywhere they want.

Opinions about YVL

- Grants for technology – apply for grants for computers, laptops, devices, access to the internet, and digital literacy classes or courses.
- After-school programs – in English and Spanish for kids, student-athletes from mentors and tutors.
- Free state park passes – extend Discovery Pass to all patrons and the community.
- Life skills for kids – providing basic life skill classes such as financing and banking. Game nights and events and activities to help with social and emotional learning.
- Community Center shift – change from being the traditional librarian and become a more teacher-type mentality that motivates, educates, and helps the community learn and grow through the information and resources accessible at the library.
- Hub of the community – know what is happening within the community and help facilitate or spread that news around.
- Incentives for library usage – provide games and programs to promote readership.
- Extended service hours – provide "free daycare" when the community works.

Focus Group - Sunnyside - English

What is community?

- A place that provides interconnections of people – being champions for one another and coming together for the betterment of all people. We recognize and know people, share, and help each other.
- A place to be proud of, grow roots, raise kids, and grow up with other like-minded people.

Biggest Needs

- Mentorship and job programs for youth – the youth in our community need mentors or job-related education outside of normal schooling as they are more vested in opportunities to earn money, learn a skill, and gain experience to be successful. Opportunities like CTE programs in technical education, audio, and visual arts, etc.
- Opportunities to get ample resources into a small town – the community is not just in a geographical area (Sunnyside only), it is part of a system, and it needs to reach out to other towns and cities for help. It is not alone – we must share, communicate, and understand how to help each other.
- Adulting programs/classes for the community – provide opportunities for the community to learn and improve their life, social, and emotional skills to help grow themselves and thus the community profile and worth (business class, mortgage education, computer skills, etc.).
- Community center usage – use the community center as a community center for events, programs, etc., and not as a paid dance hall.

Trends and Challenges

- Lack of support for the youth / young adults – many barriers hinder the youth's growth and successful development (gangs, Covid, unsafe environment, social and emotional problems – immaturity, bullying, lack of social and coping skills, etc.).
- Lack of education and empowerment – the community is in poverty, and more and more are falling into poverty. People's self-esteem is low, and they don't want to do anything about it. If we don't learn how to escape poverty, it becomes an epidemic and a downward spiral.
- Increase in juvenile jailing – it is hard for youth to become a part of the community because they don't know how to transition back into it. They continue to be suspended or expelled from schools, join gangs, and become a generational curse.
- Lack of resources – access to transportation, mental health, doctors, employment, etc.
- Lack of support for small businesses – no support for buying locally and no marketing of these businesses, online or offline.

Opinions about YVL

- Library and volunteer classes – teach the community life skills - social, emotional, etc. It could be business sponsored.
- Organized youth activities by steering committee – supported by the library guidance, a steering committee comprised of youth members who develop organized activities that cater to their needs and culture to draw in youth (Dungeons and Dragons, Minecraft, coding, art, technology, etc.).
- Become an actual "learning center" – provide more ways to learn and bring the community together to gain experiences and engage the community through hands-on activities and programs that connect youth with older adults to learn.

Focus Group - Sunnyside - Spanish

What is community?

- A place that provides health, safety, and security and empowers people.

Biggest Needs

- Central place or hub for families – a place where families can come together and be safe.
- Social networking and connections – need a centralized information center to access information and get the right services and people.
- Youth programs – programs outside of sports (which most families can't afford to participate in) that stimulate their minds and help youth become productive.
- Small business support – helping the local economy and the community grow economically and not having to be supported by outside funding.
- Transportation – access to transportation between cities in the region for services, healthcare, etc.
- Better relationship with law enforcement – people are uncomfortable with law enforcement; they feel that officers do not support the community. They should enrich the community and trust the people they serve.

Trends and Challenges

- No jobs in this area – which causes people to not have a place to live because of high rent, no food or meals, and being out in the cold because of bills.
- Homelessness – people coming from Yakima proper and into the lower valley.
- Drug addiction – drug use in public spaces, parks, and seen by youth.
- Lack of art and creativity – no support for the arts or access to arts to showcase the community and its people.
- Lack of culture – no support for "brown" people to share their heritage.
- Gang violence – youth find themselves in gangs based on a lack of after-school programs or mentorship opportunities, limited access to other resources, or sheer boredom.

Opinions about YVL

- Diversity of material - access to more and different colored authors.
- History – connect with historians about the Yakima Valley.
- Work source – help people feel more comfortable finding jobs - fill out applications, provide message boards, and make connections.
- Summer kid events – hands-on activities and interactive programs (computer skills, engineering, coding) while engaging parents and kids and having these be at more community events.

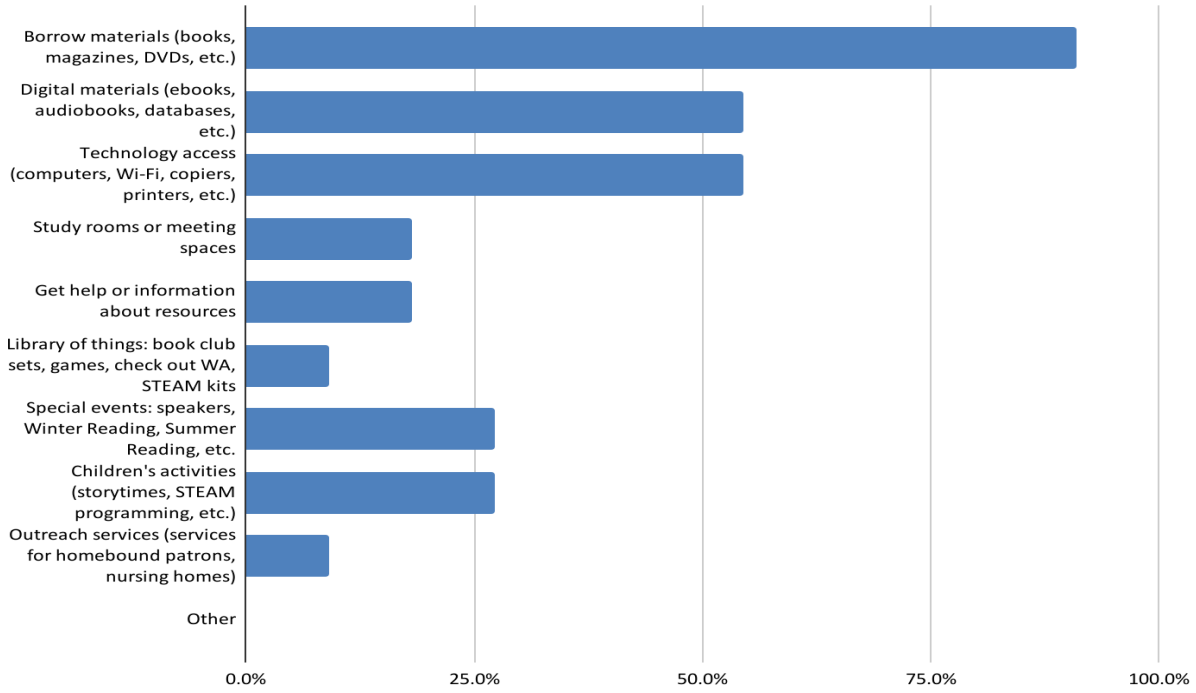
Library Usage Feedback

We analyzed feedback about the library by demographics as well to help YVL better understand how to better respond to the different populations it serves. The results are found below.

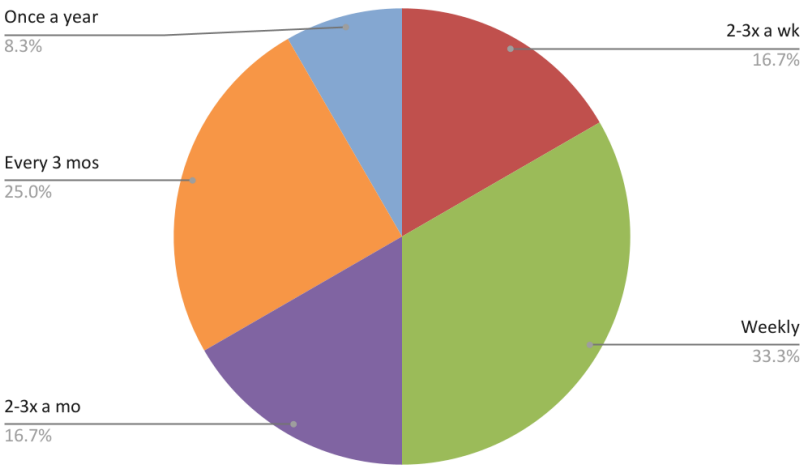
Library Usage - By Branch

Buena Community Library

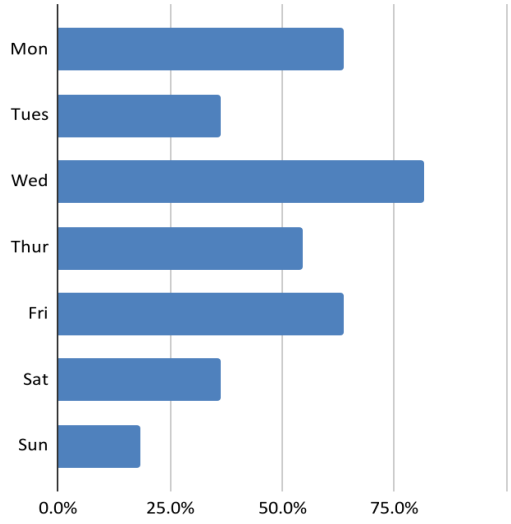
Library services used



Frequency of visits

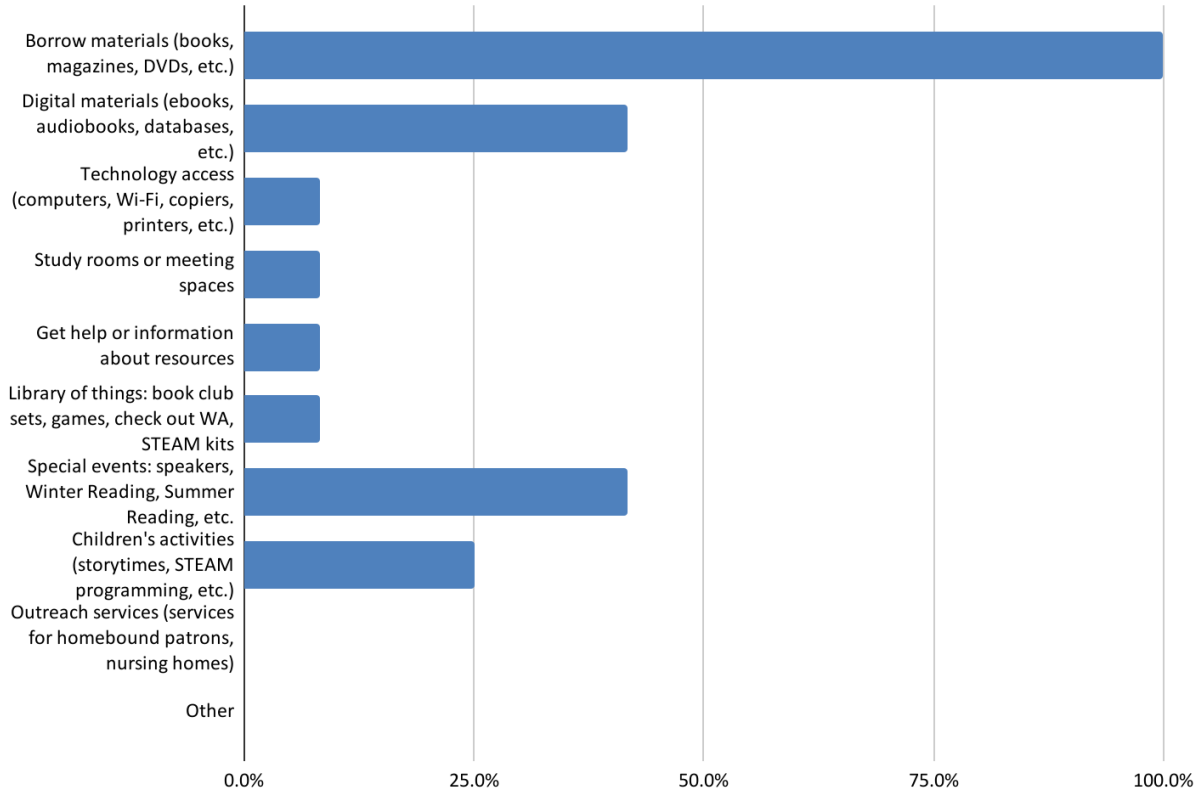


Preferred days of the week



Granger Community Library

Library services used



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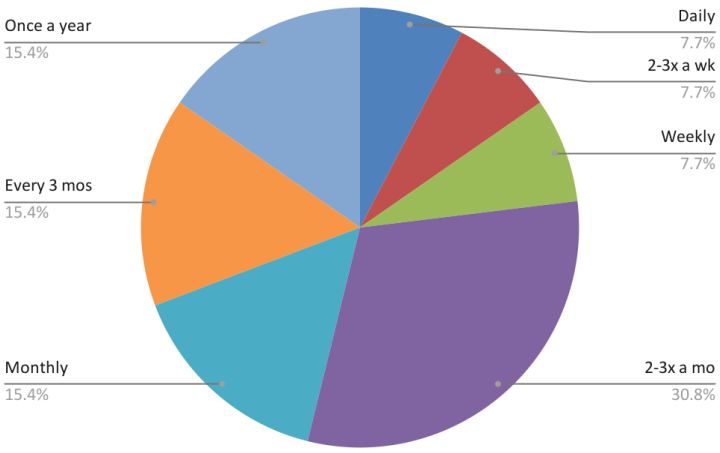

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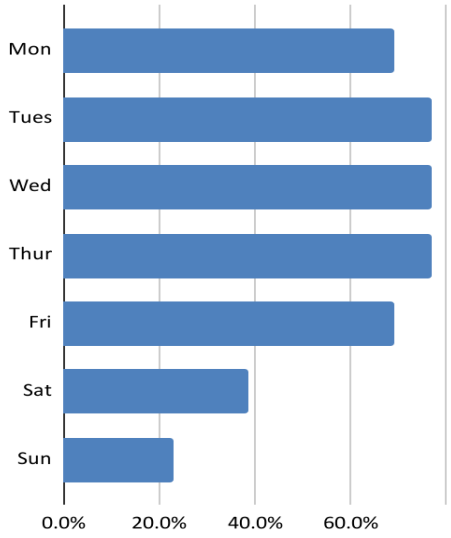
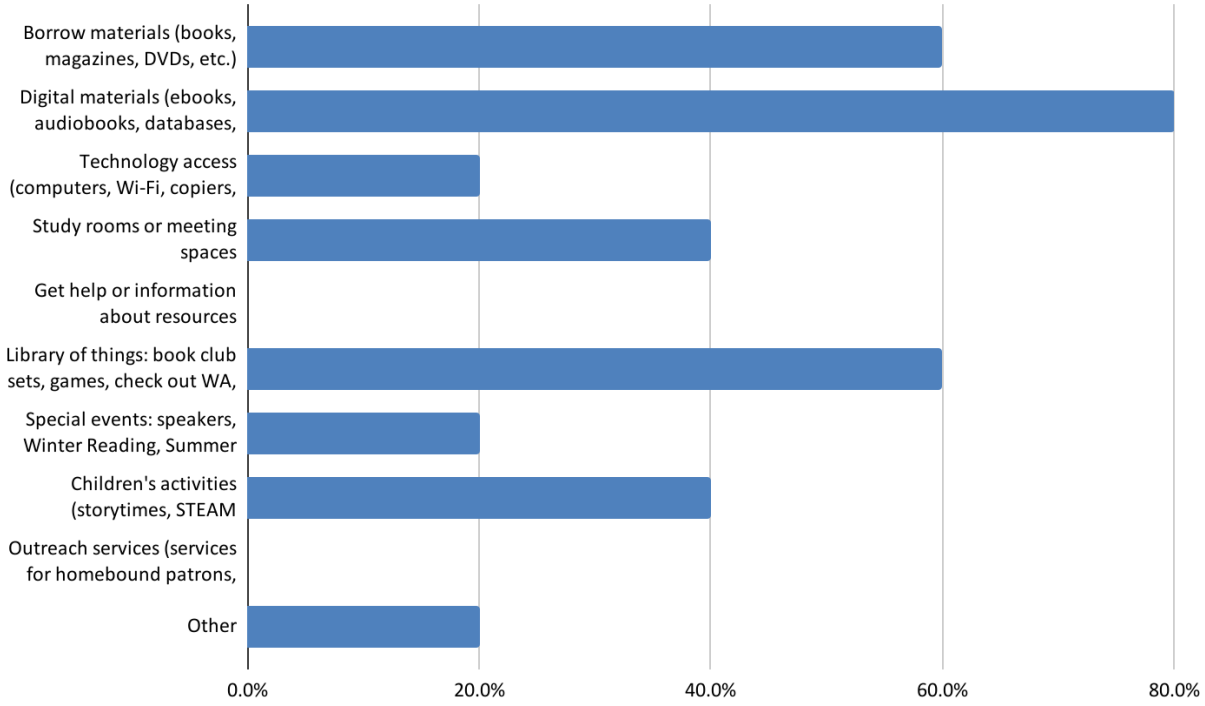


Harrah Community Library

Library services used



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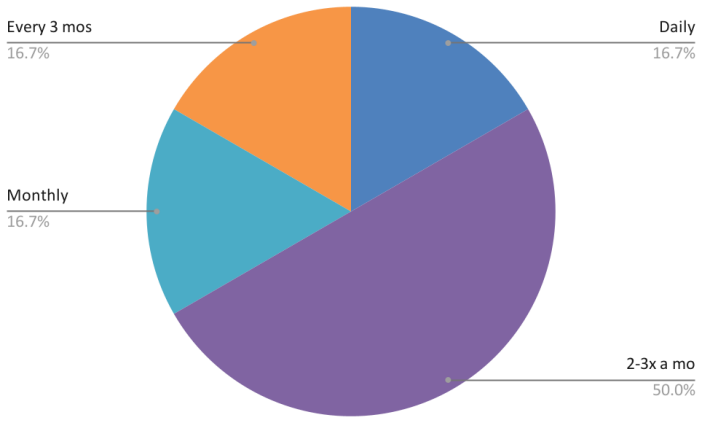

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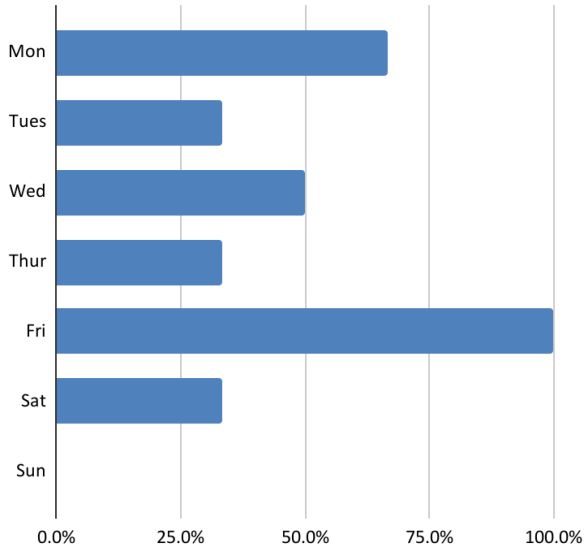
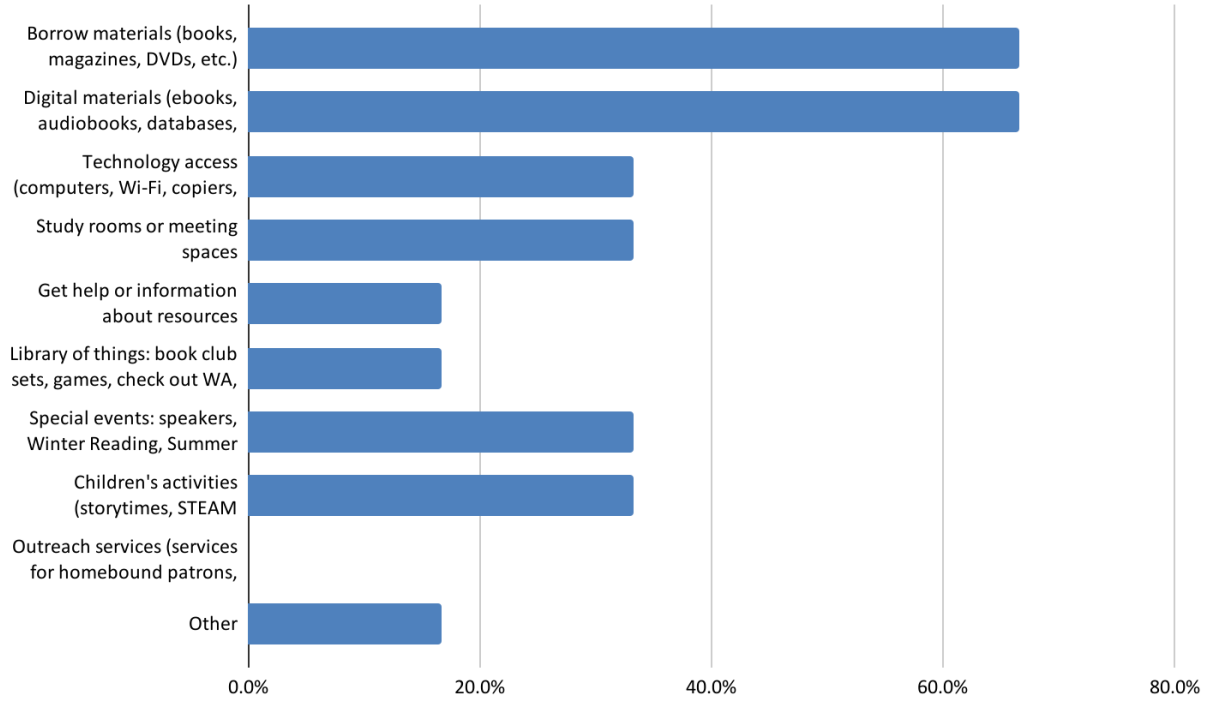


Mabton Community Library

Library services used



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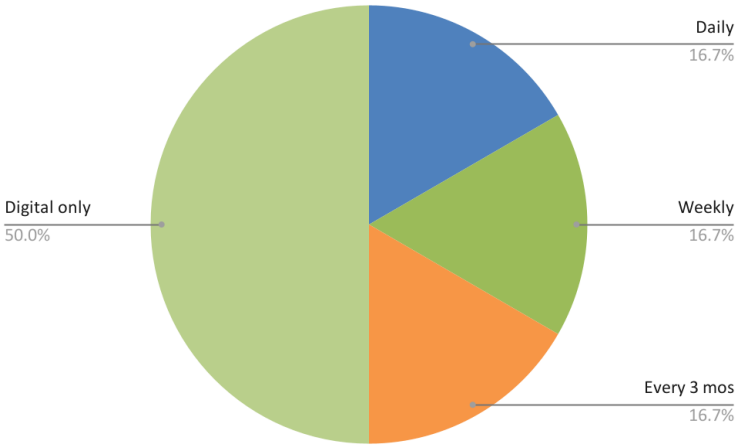
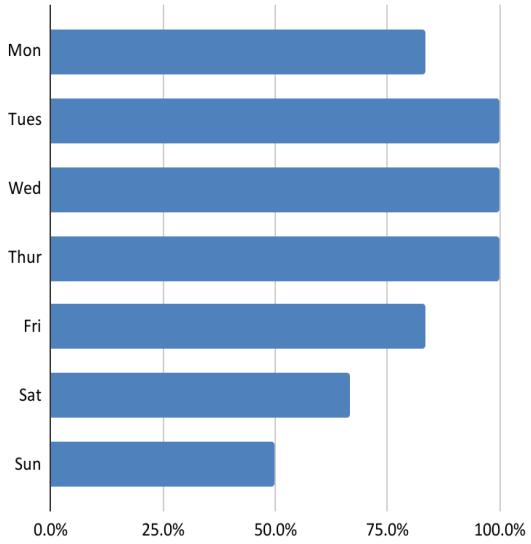
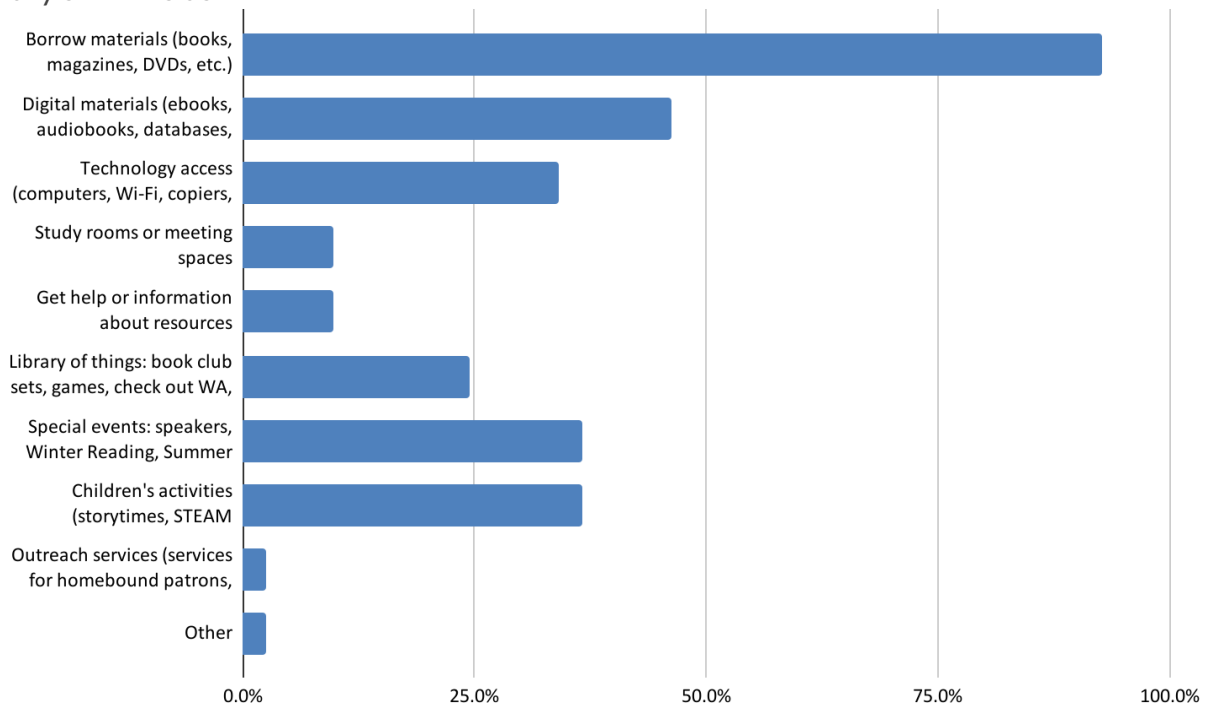


Preferred days of the week

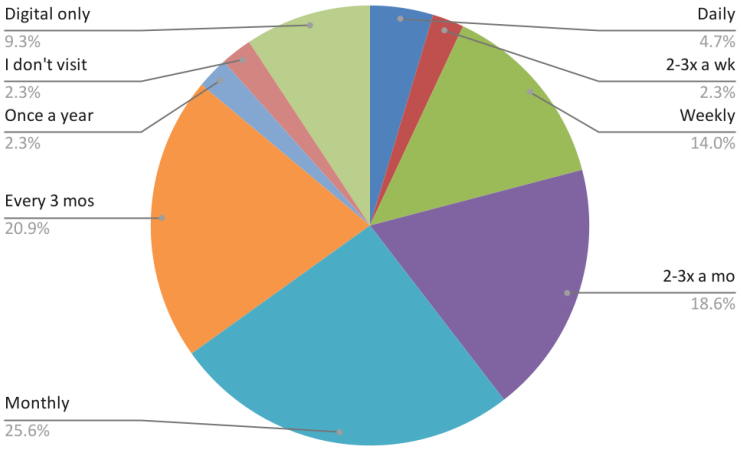


Moxee Community Library

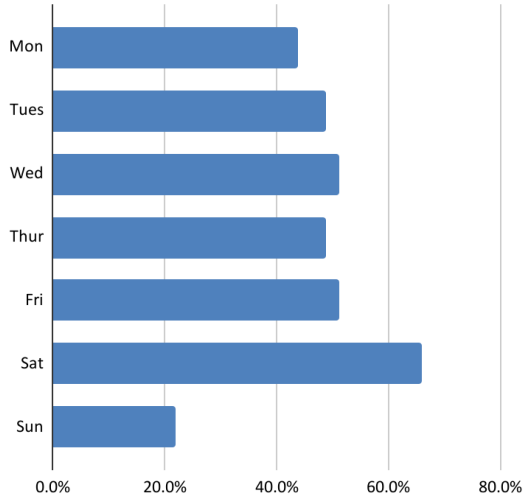
Library services used



Frequency of visits

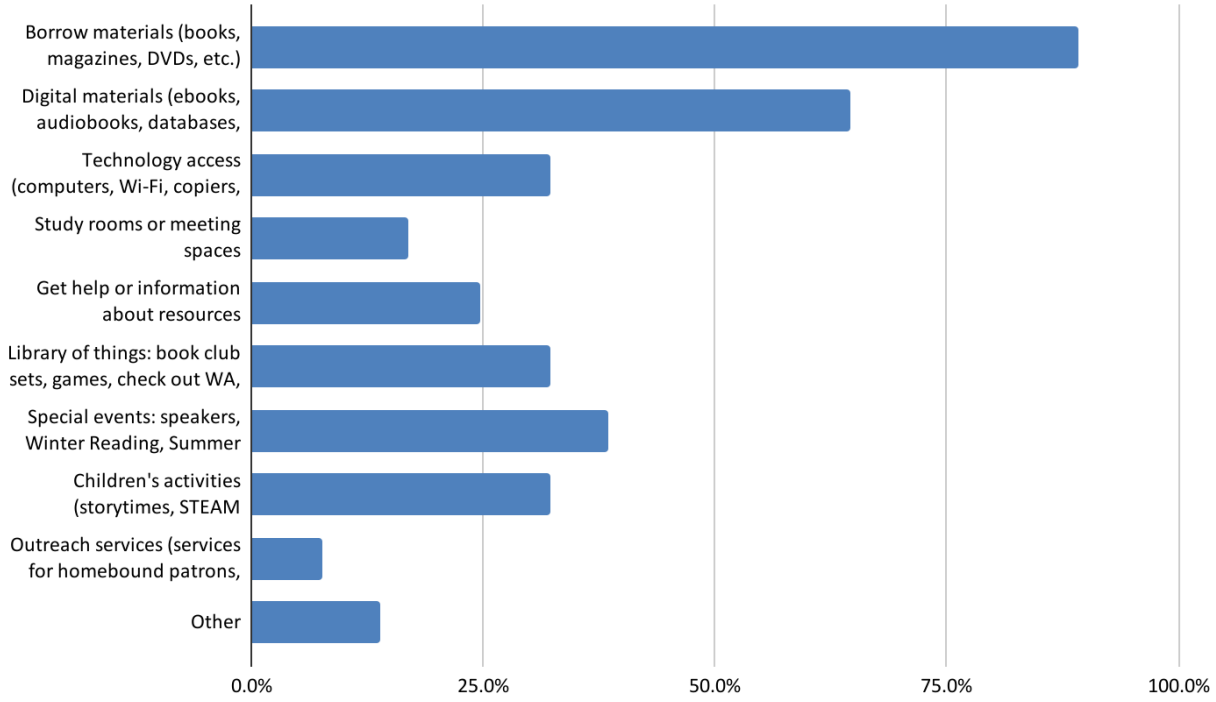


Preferred days of the week

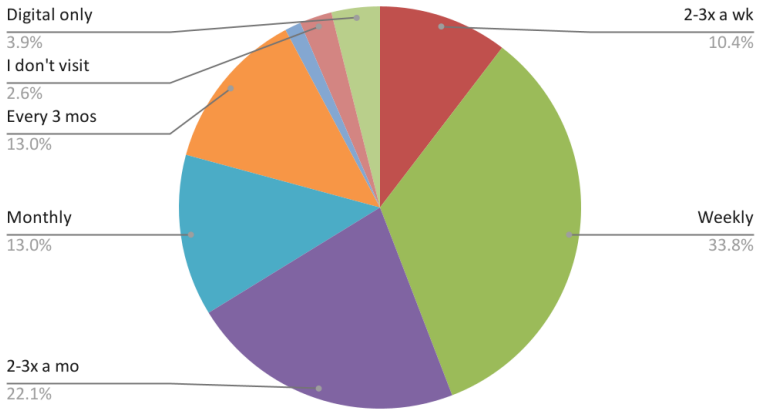


Naches Community Library

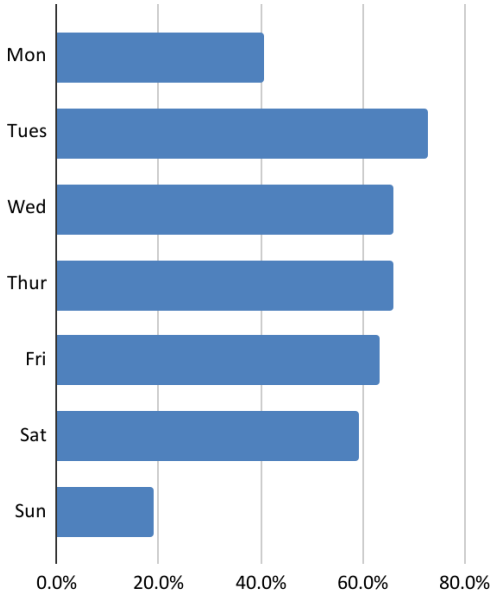
Library services used



Frequency of visits

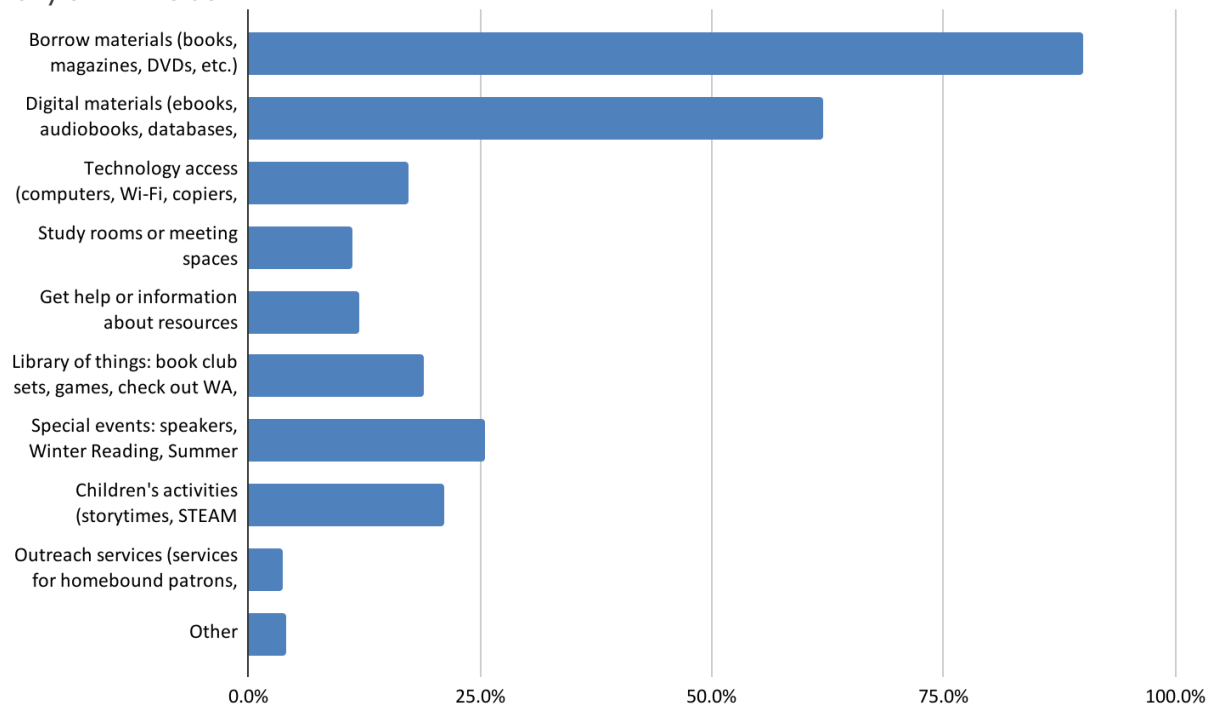


Preferred days of the week

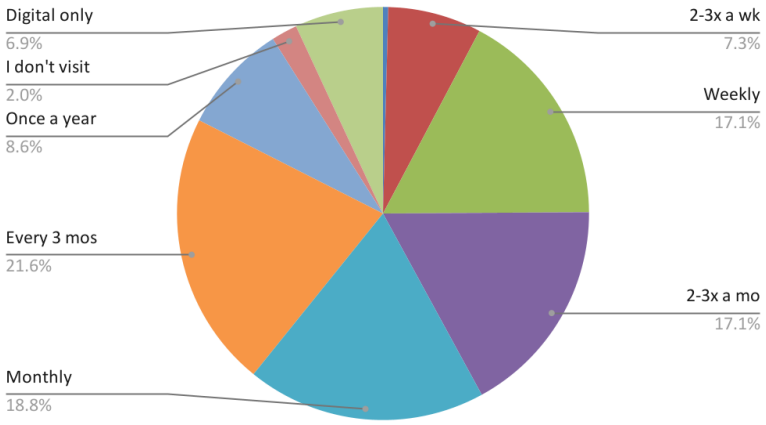


Selah Community Library

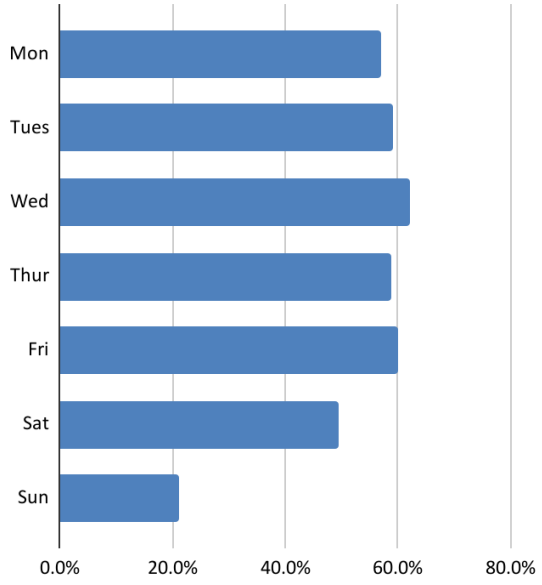
Library services used



Frequency of visits

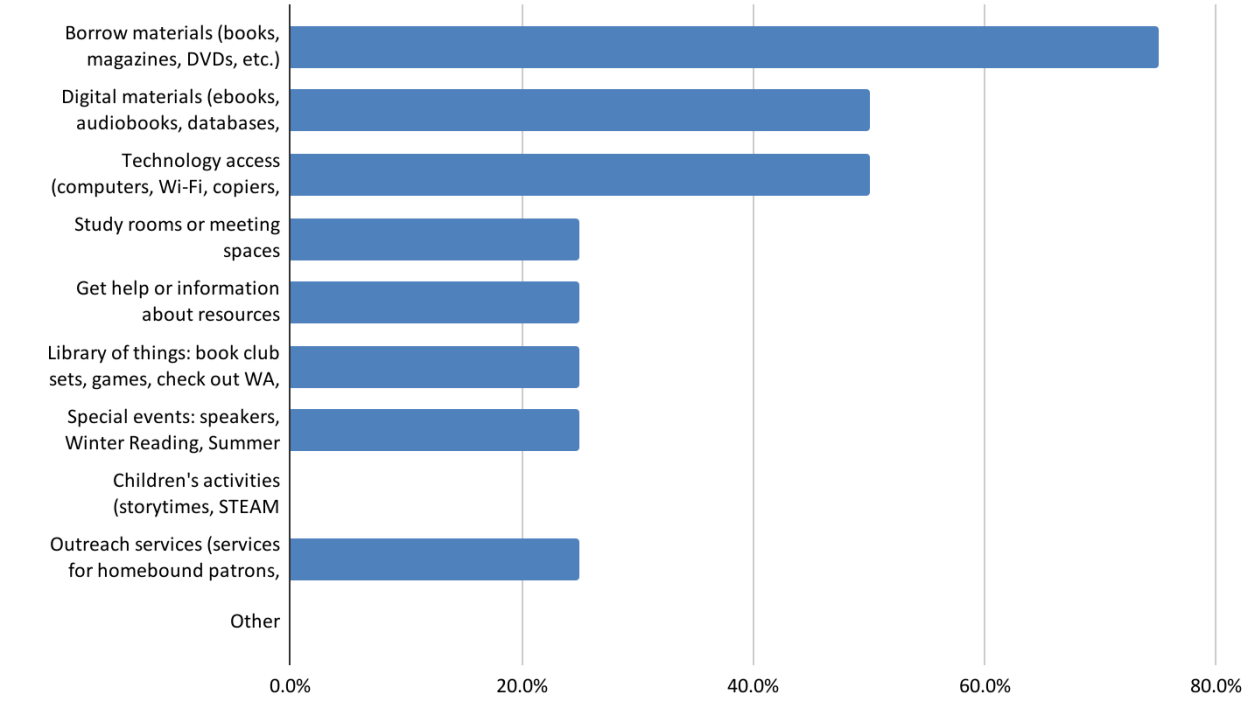


Preferred days of the week

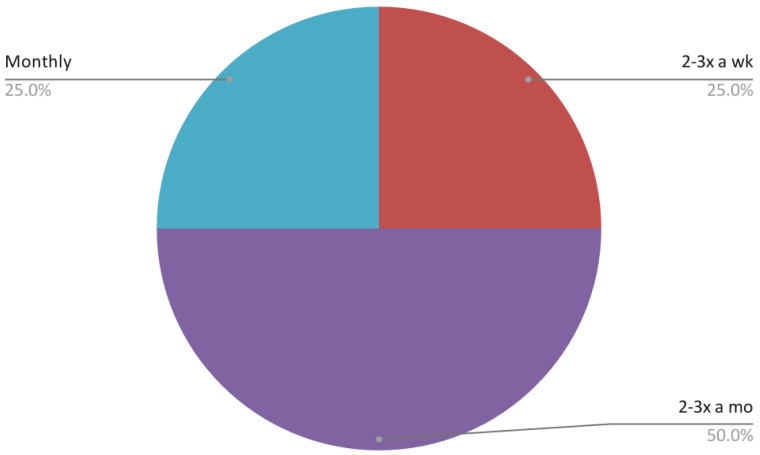


Southeast Community Library

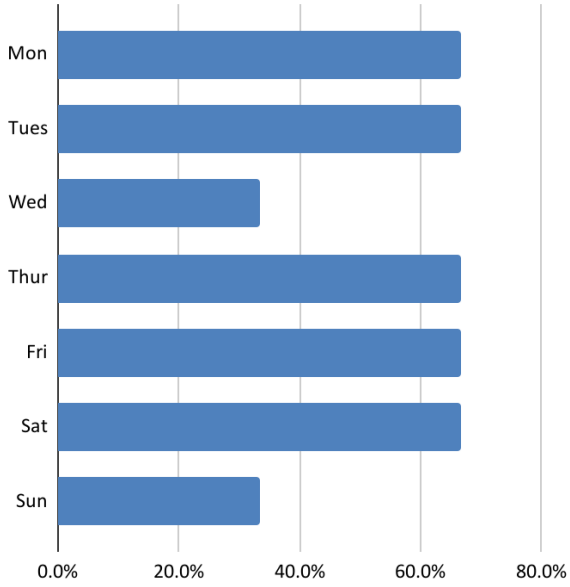
Library services used



Frequency of visits

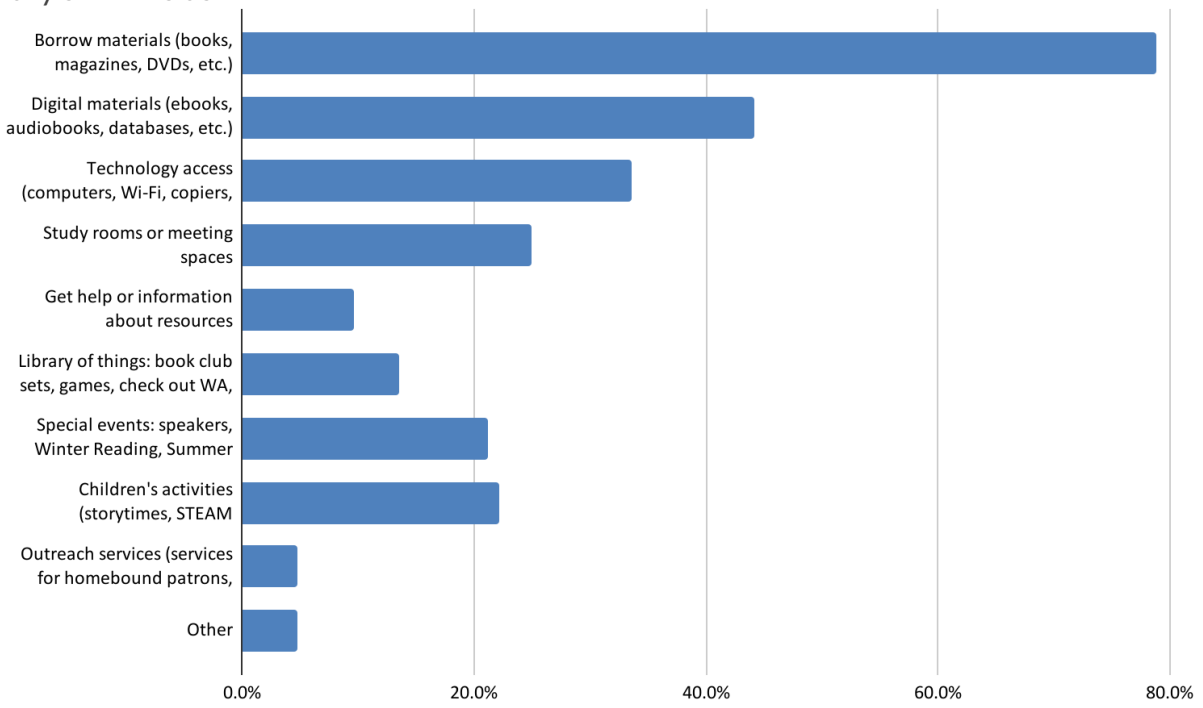


Preferred days of the week

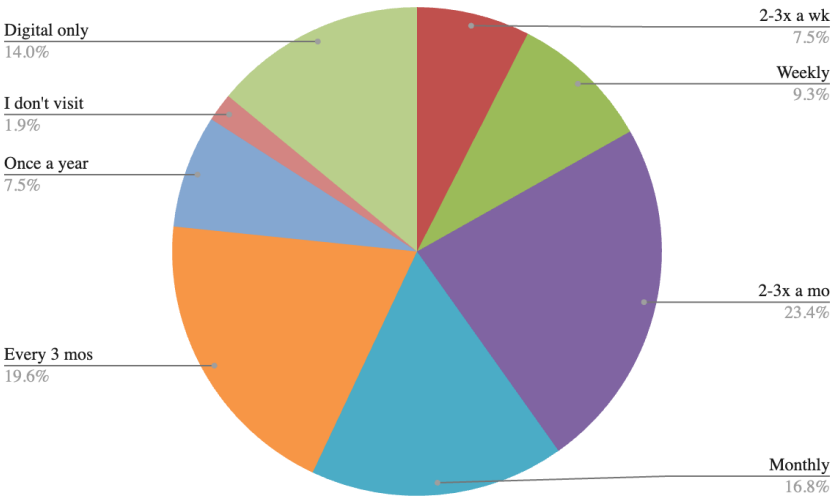


Sunnyside Community Library

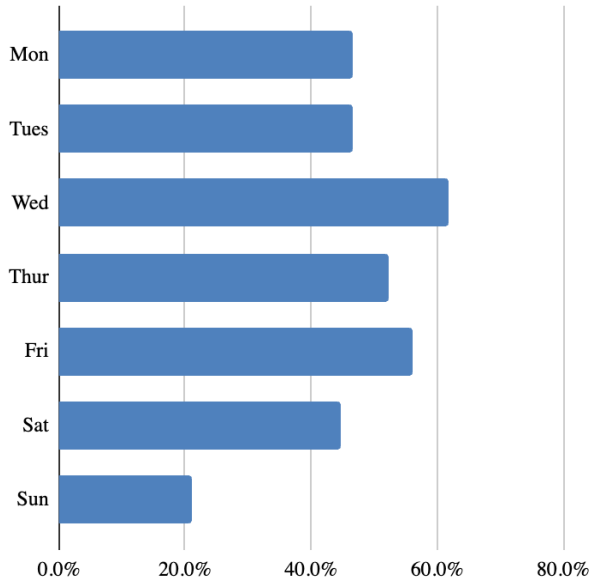
Library services used



Frequency of visits

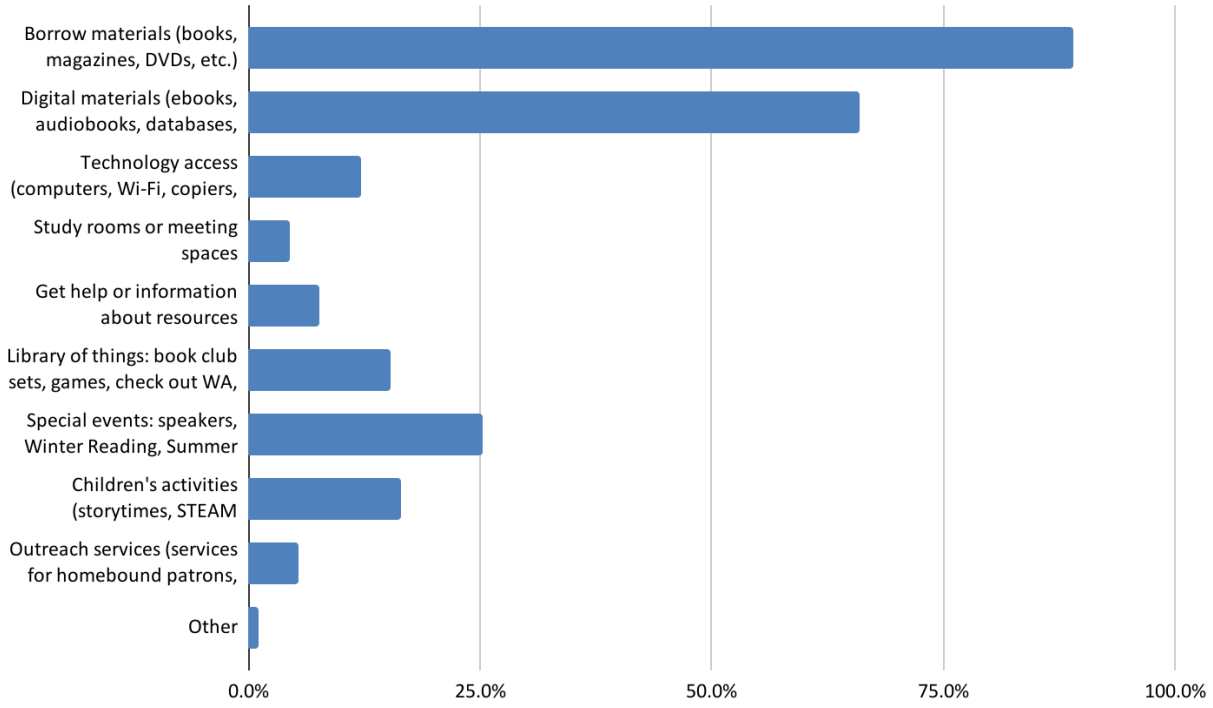


Preferred days of the week

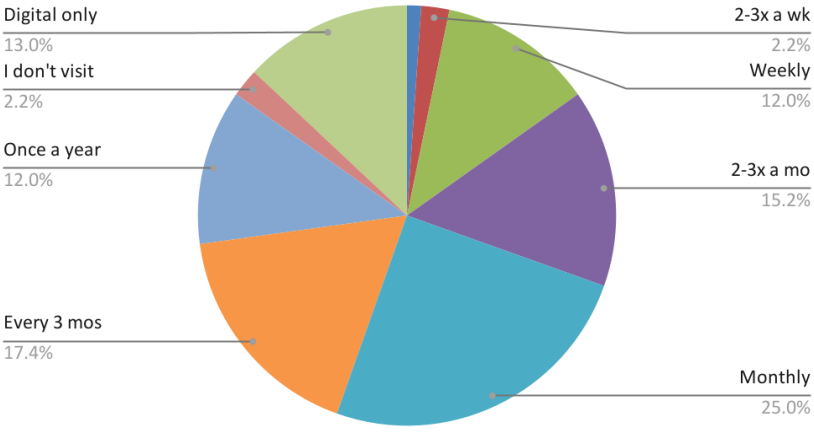


Terrace Heights Community Library

Library services used



Frequency of visits



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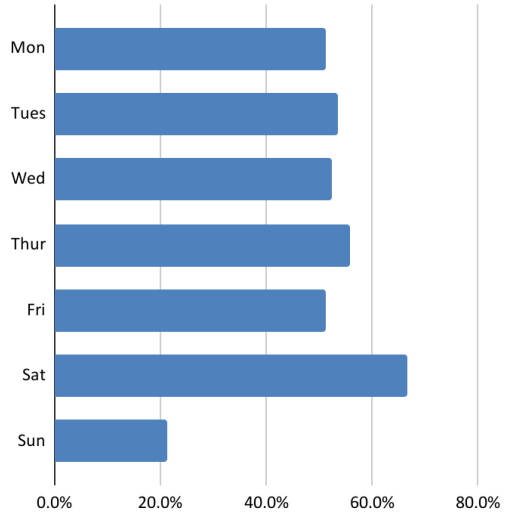
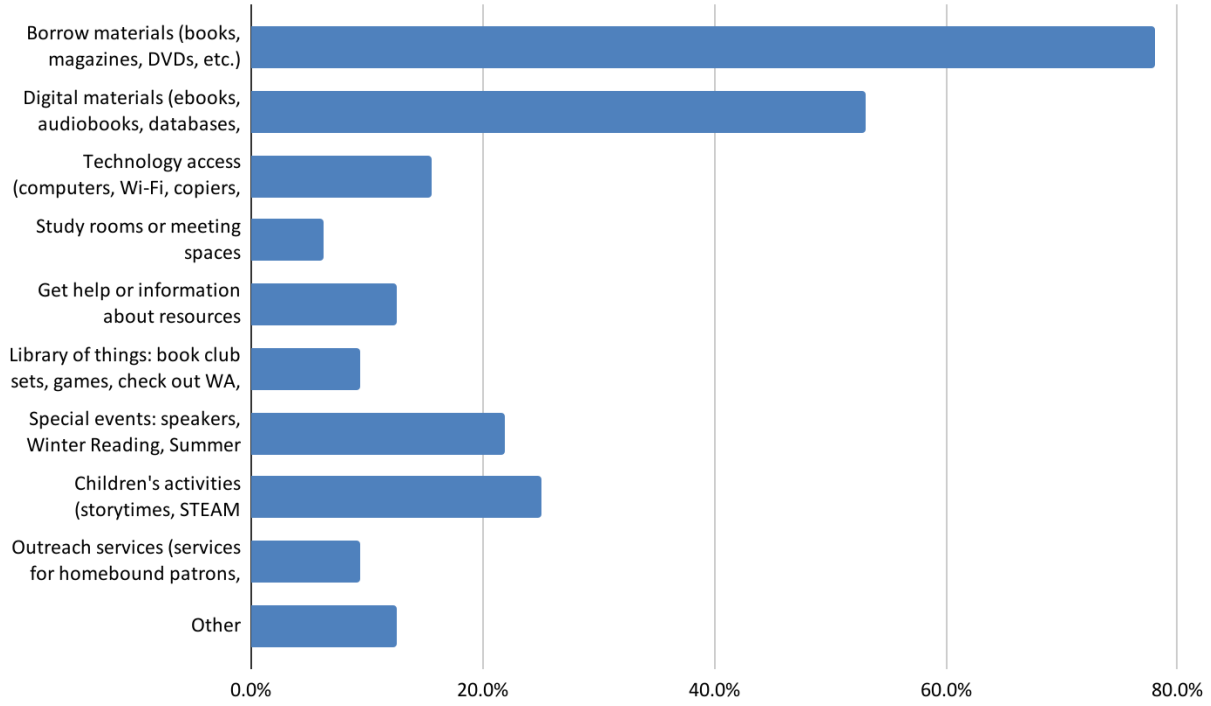
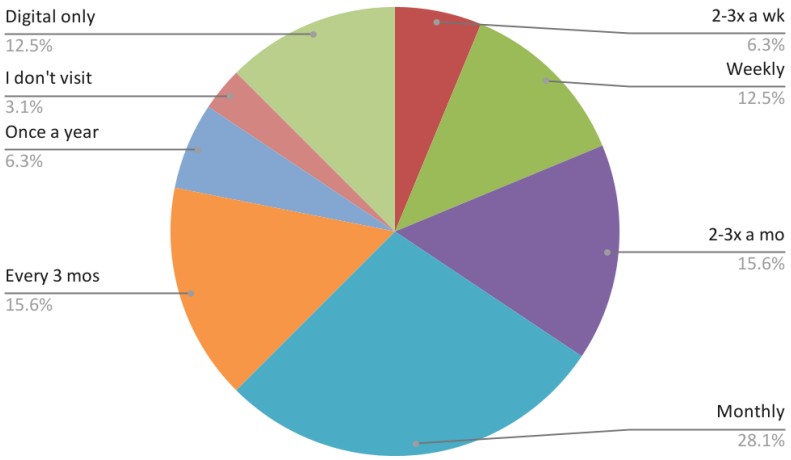


Tieton Community Library

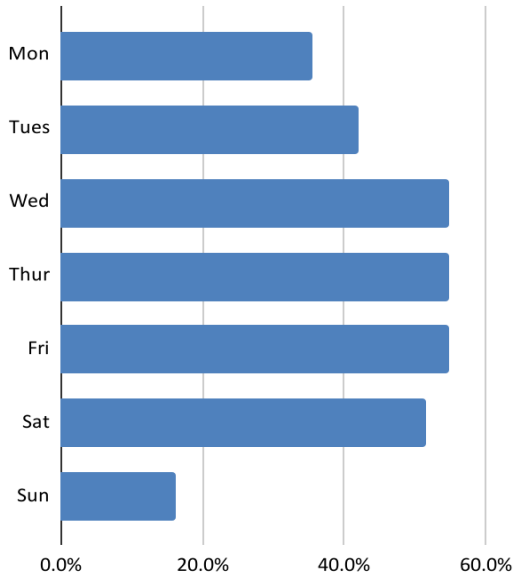
Library services used



Frequency of visits

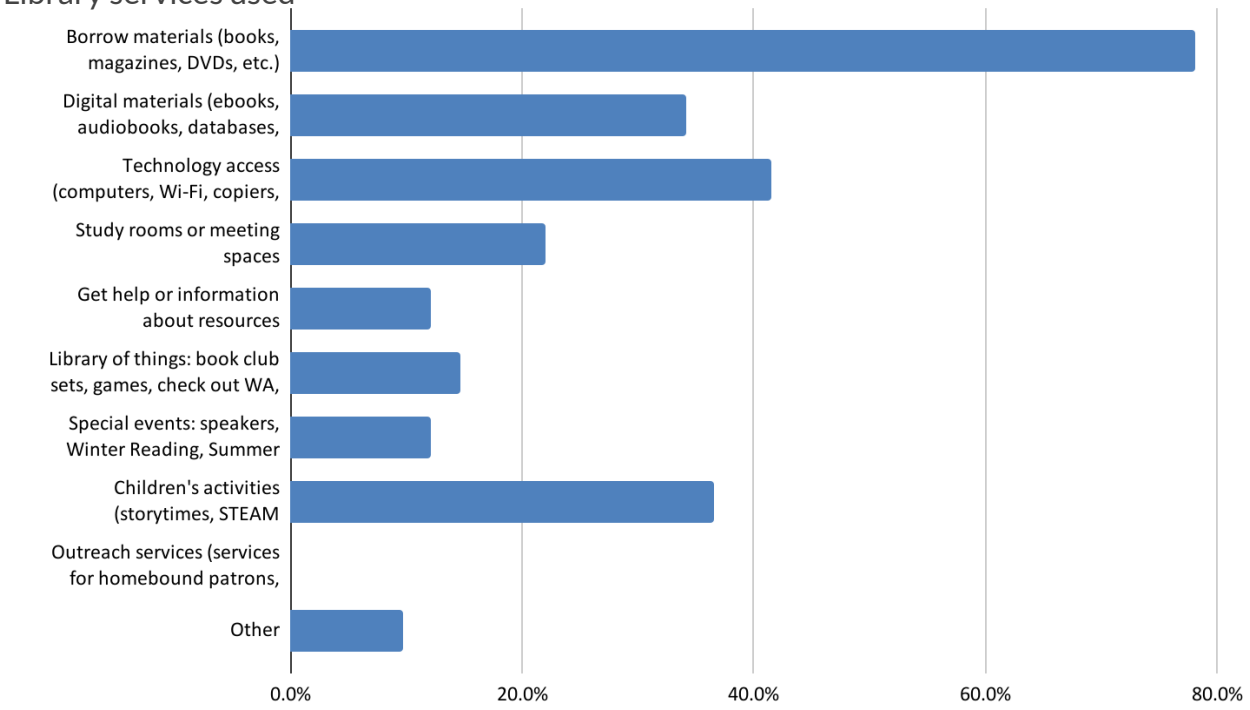


Preferred days of the week

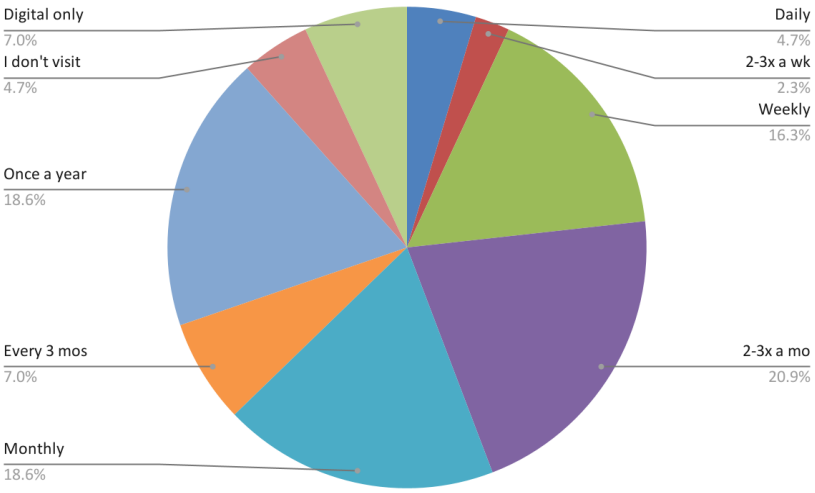


Mary L. Goodrich Toppenish Community Library

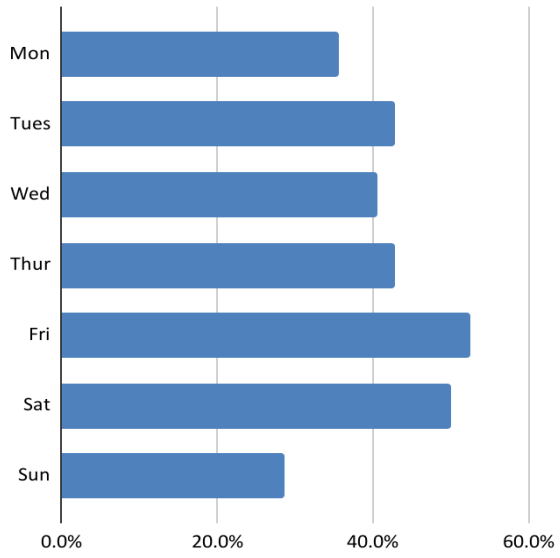
Library services used



Frequency of visits

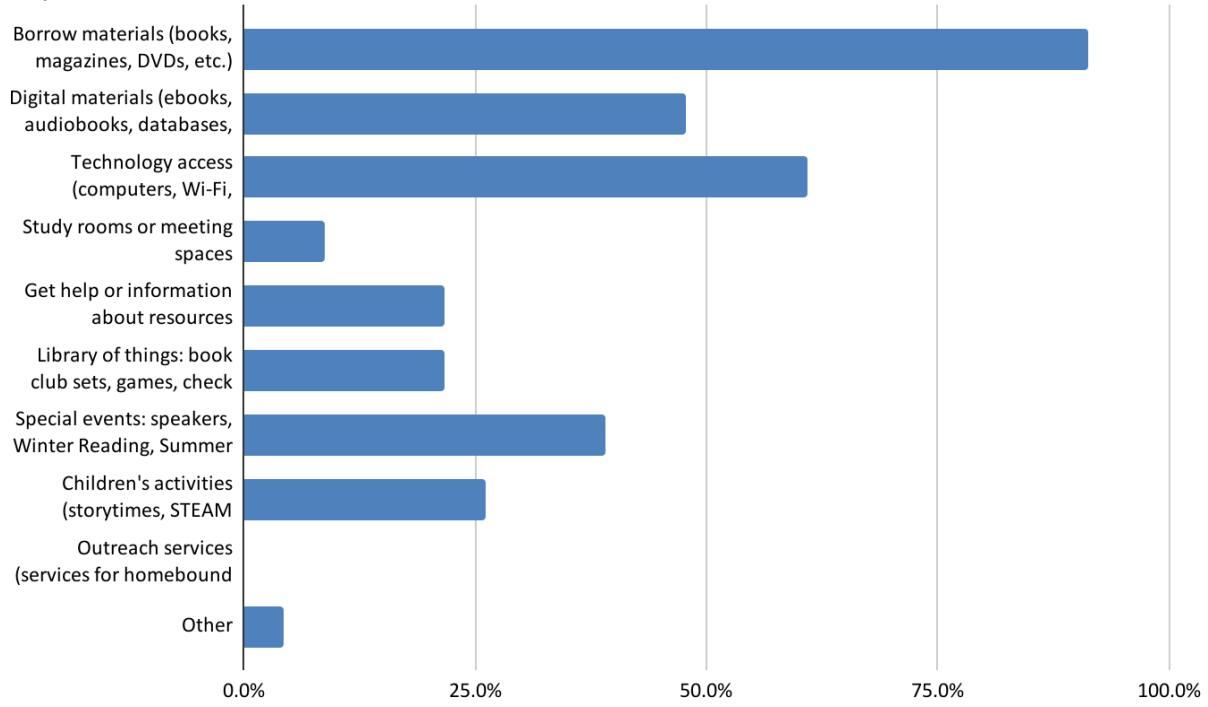


Preferred days of the week

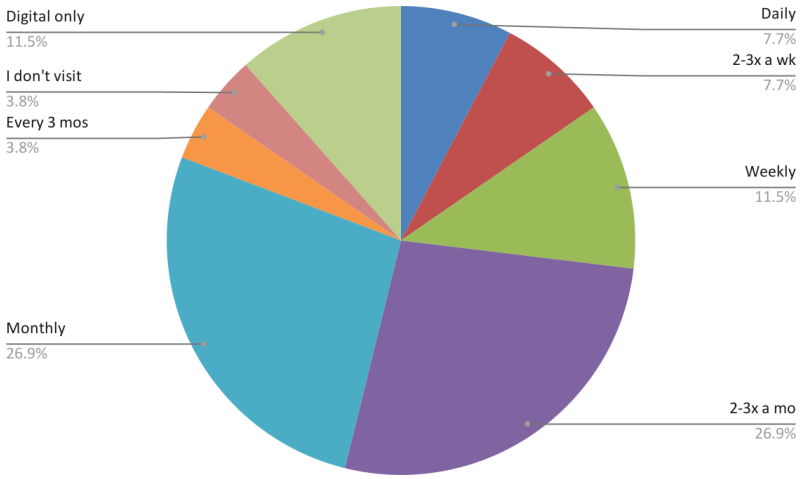


Wapato Community Library

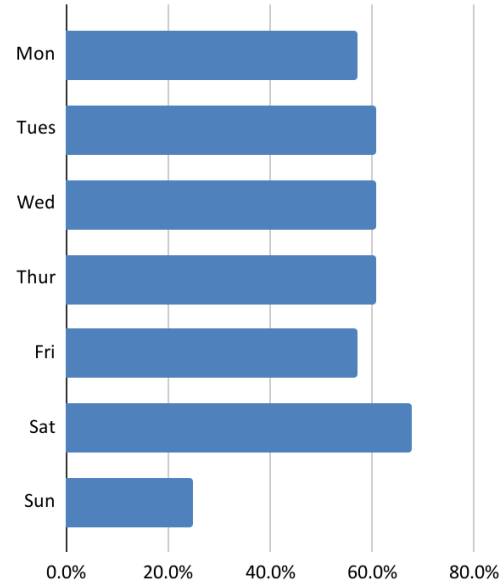
Library services used



Frequency of visits

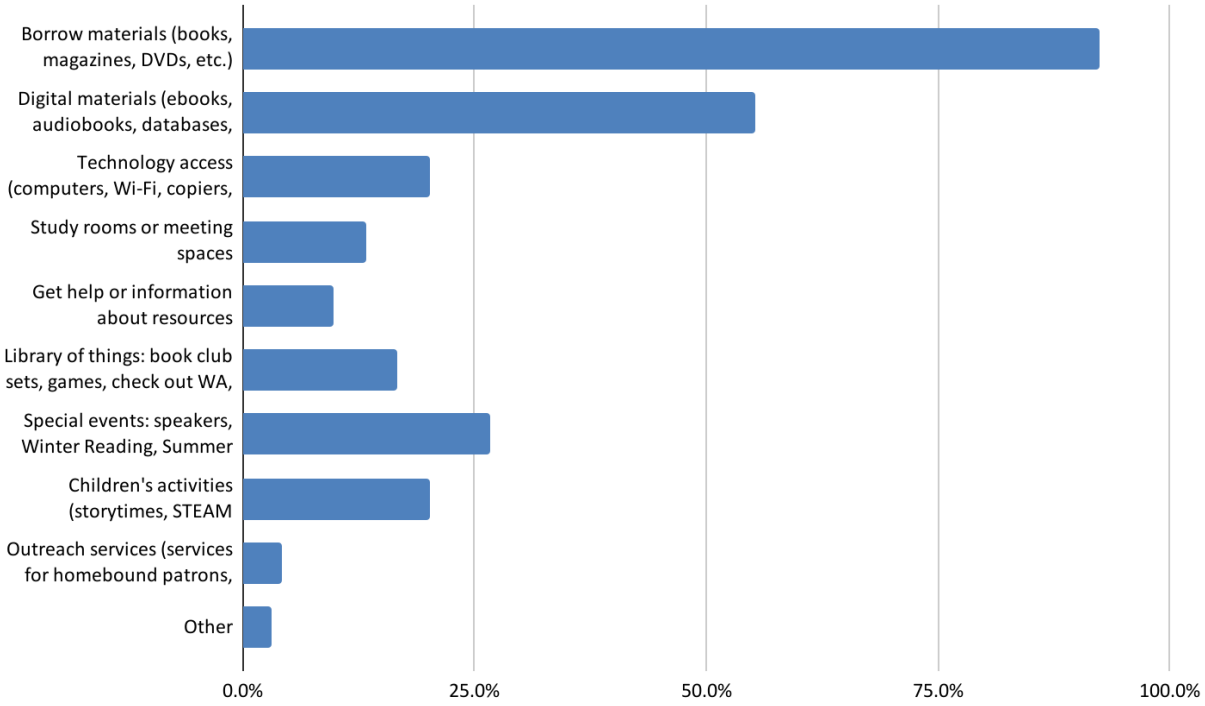


Preferred days of the week

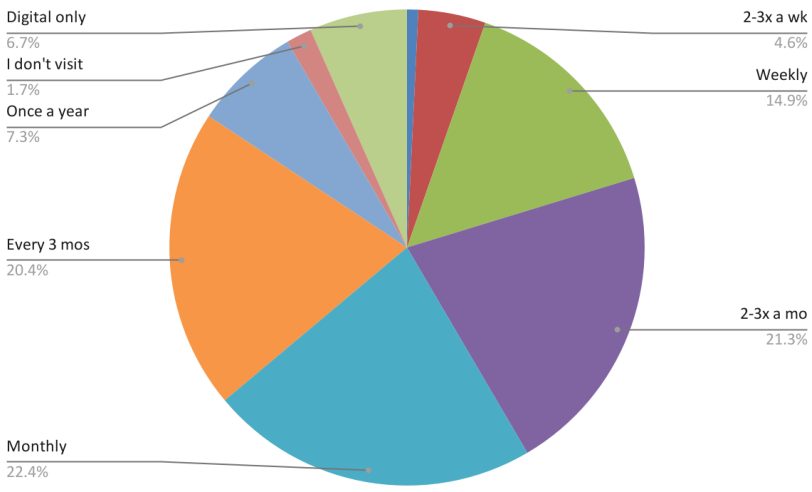


Richard E. Ostrander West Valley Community Library

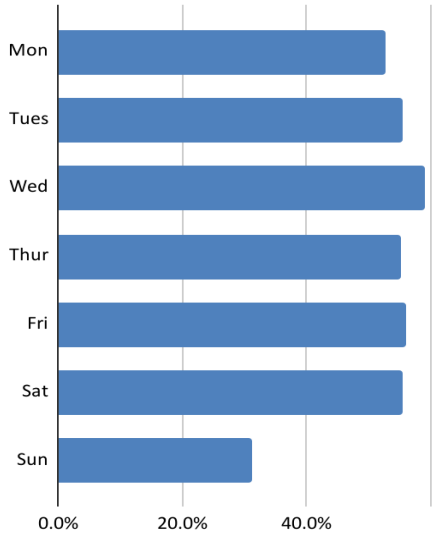
Library services used



Frequency of visits

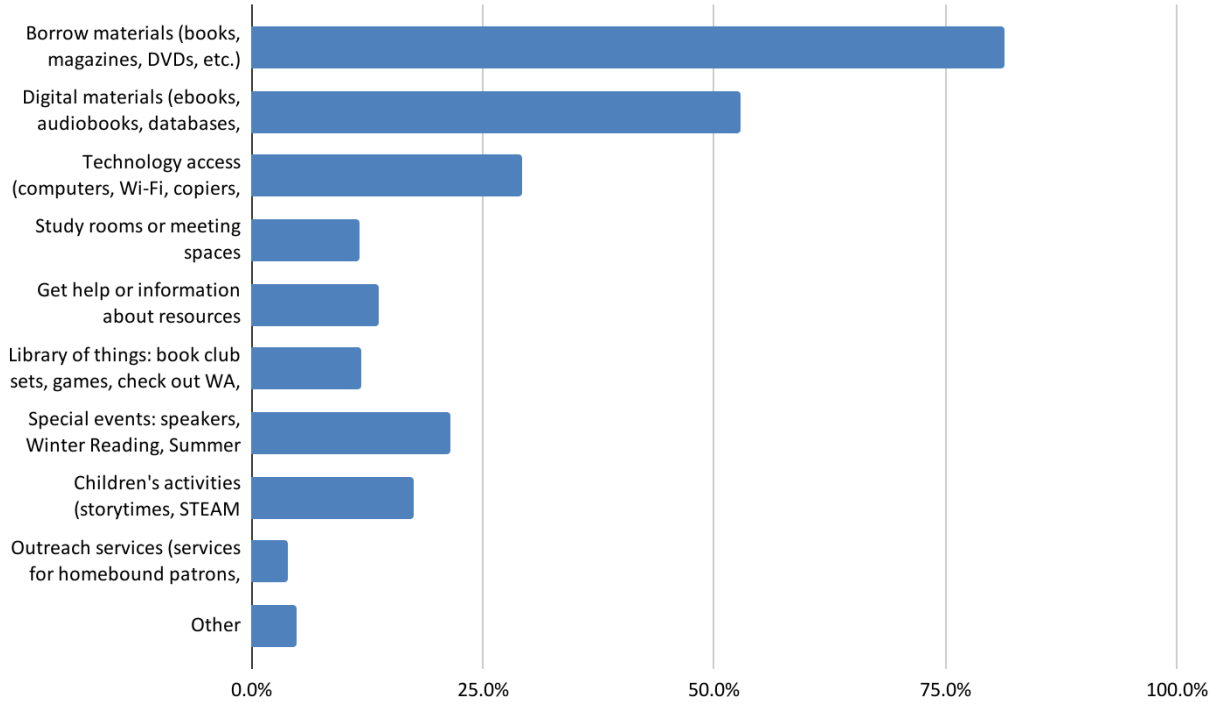


Preferred days of the week

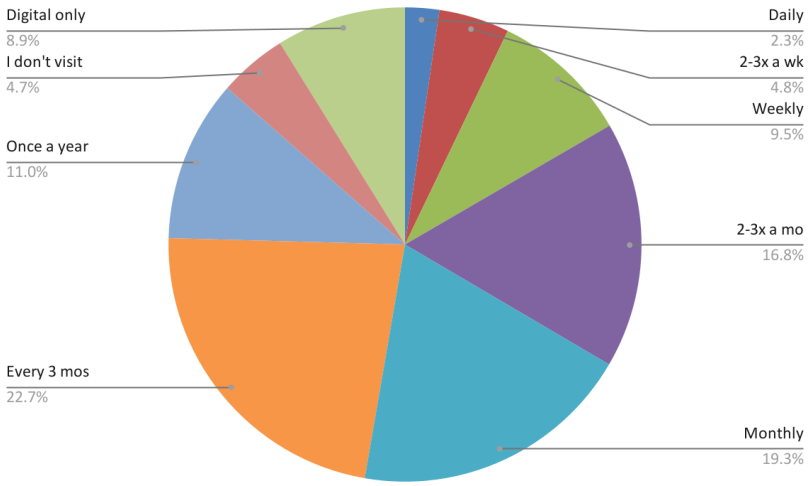


Yakima Central Community Library

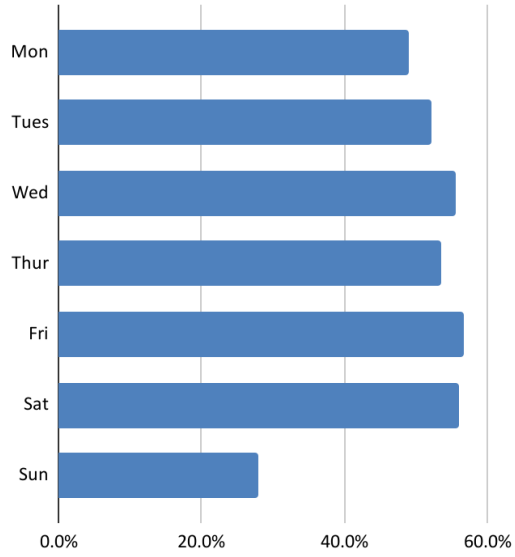
Library services used



Frequency of visits

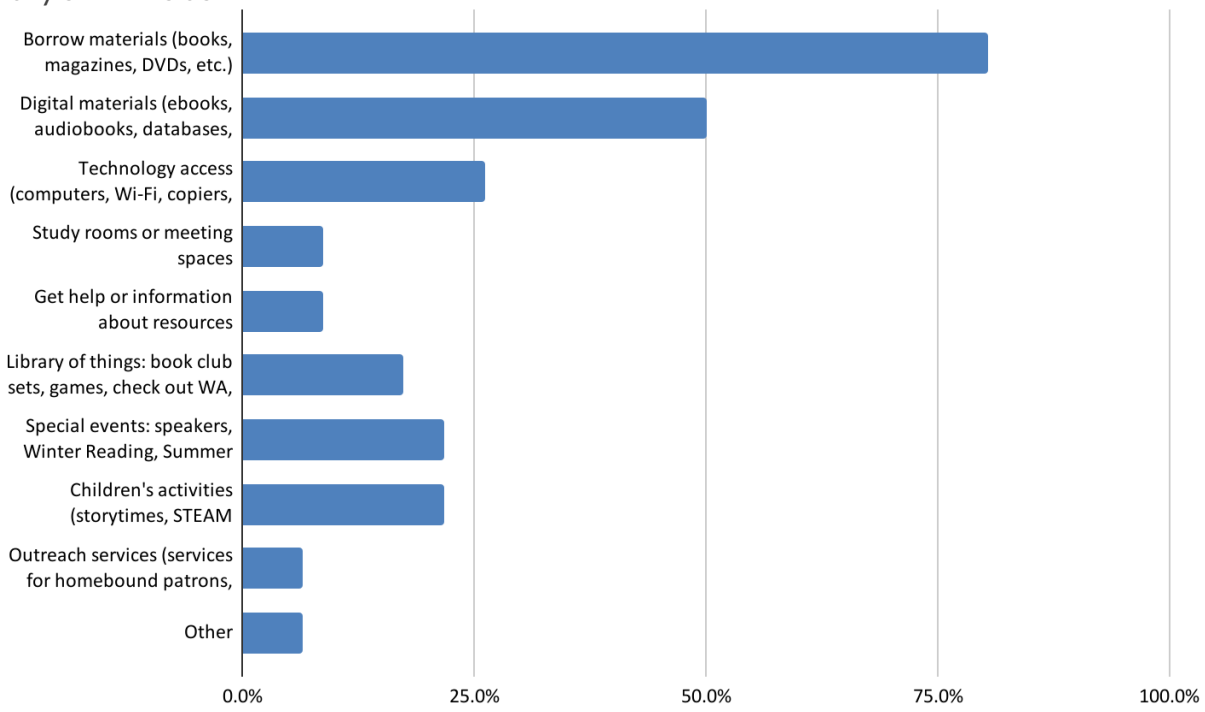


Preferred days of the week

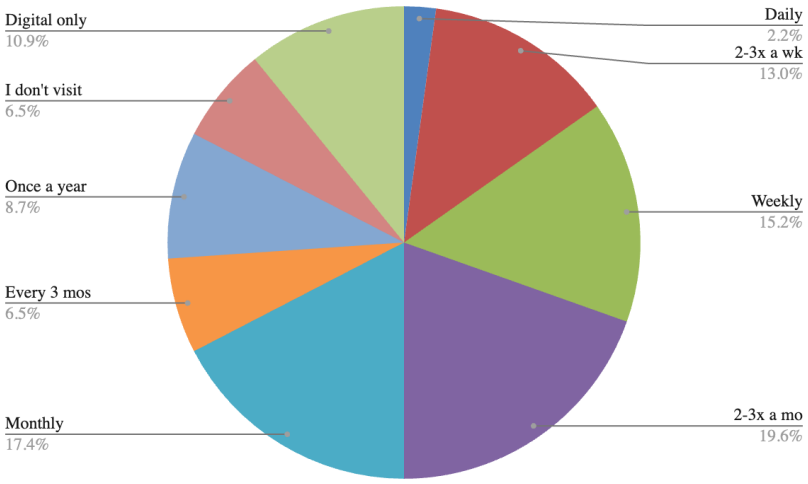


Zillah Community Library

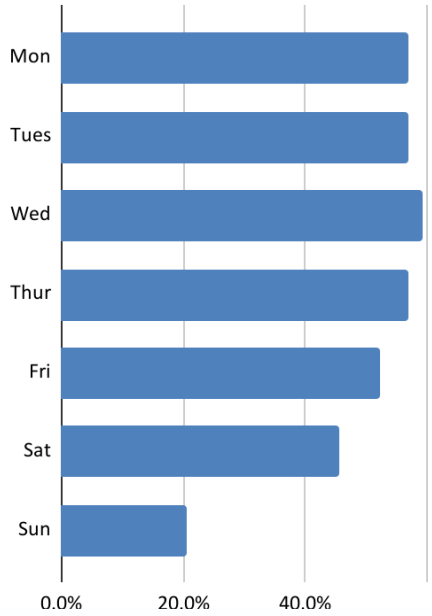
Library services used



Frequency of visits

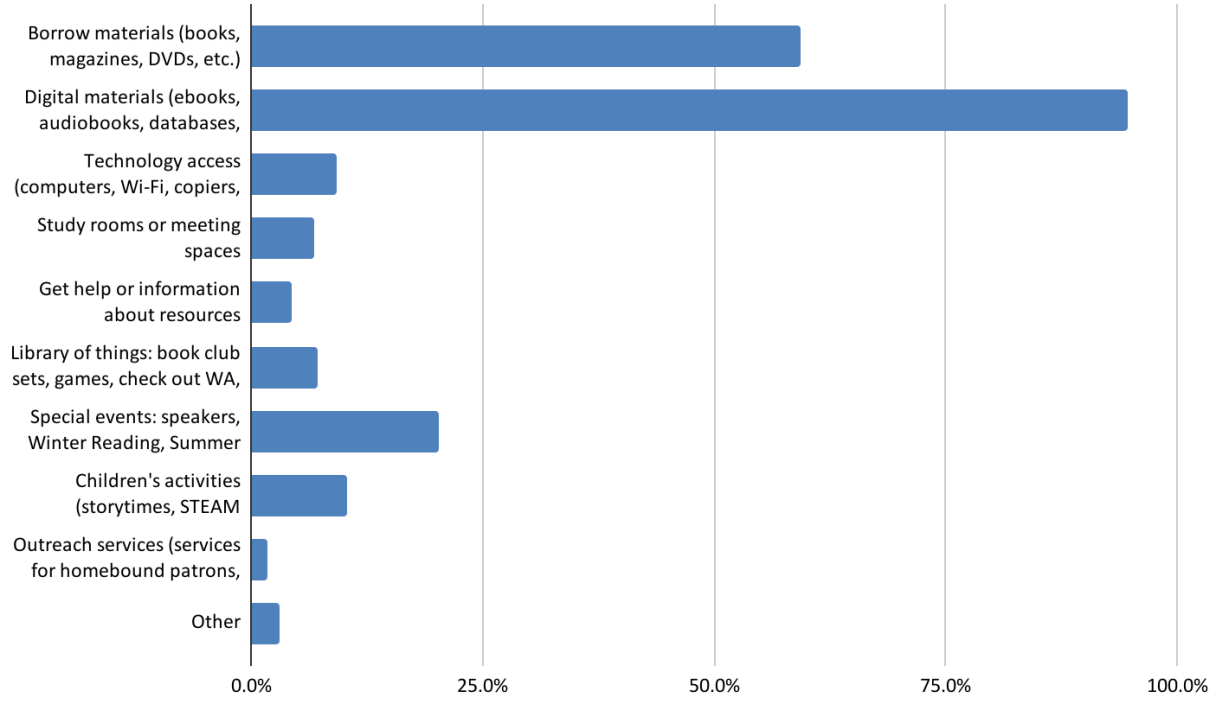


Preferred days of the week

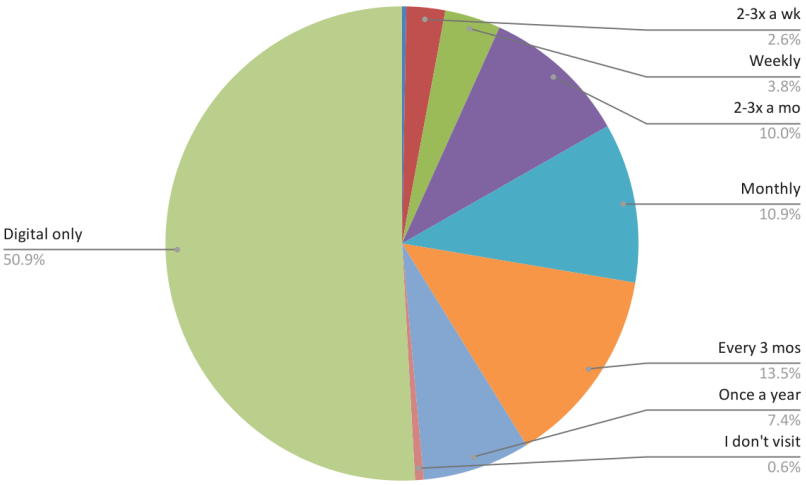


OverDrive / Libby

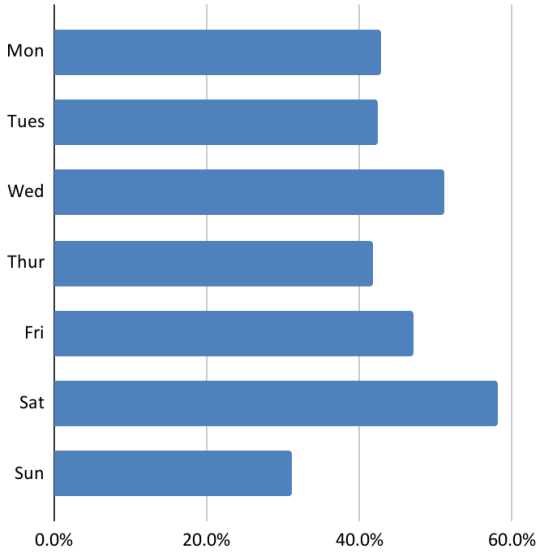
Library services used



Frequency of visits

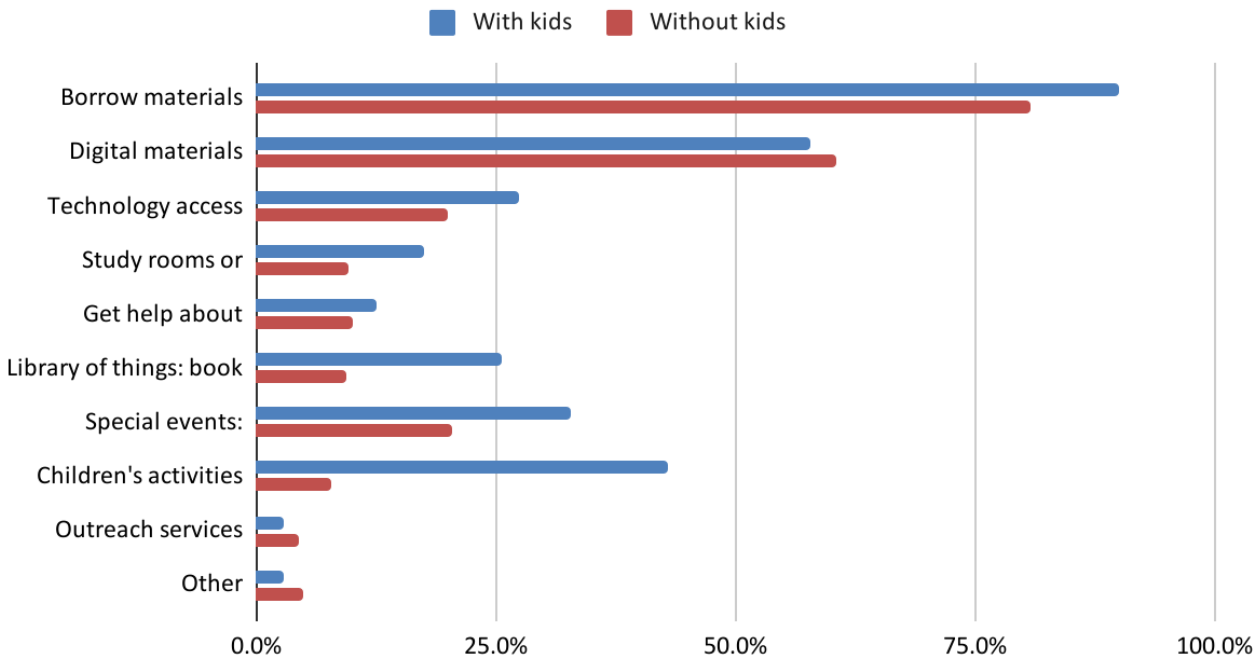


Preferred days of the week

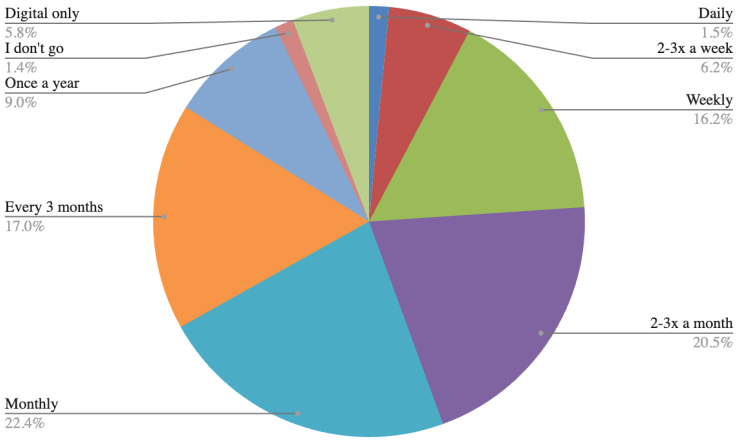


Library Usage - Homes With and Without Kids

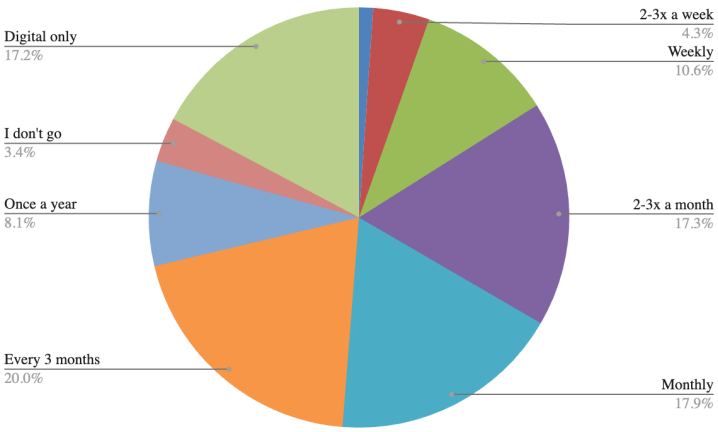
Library services used



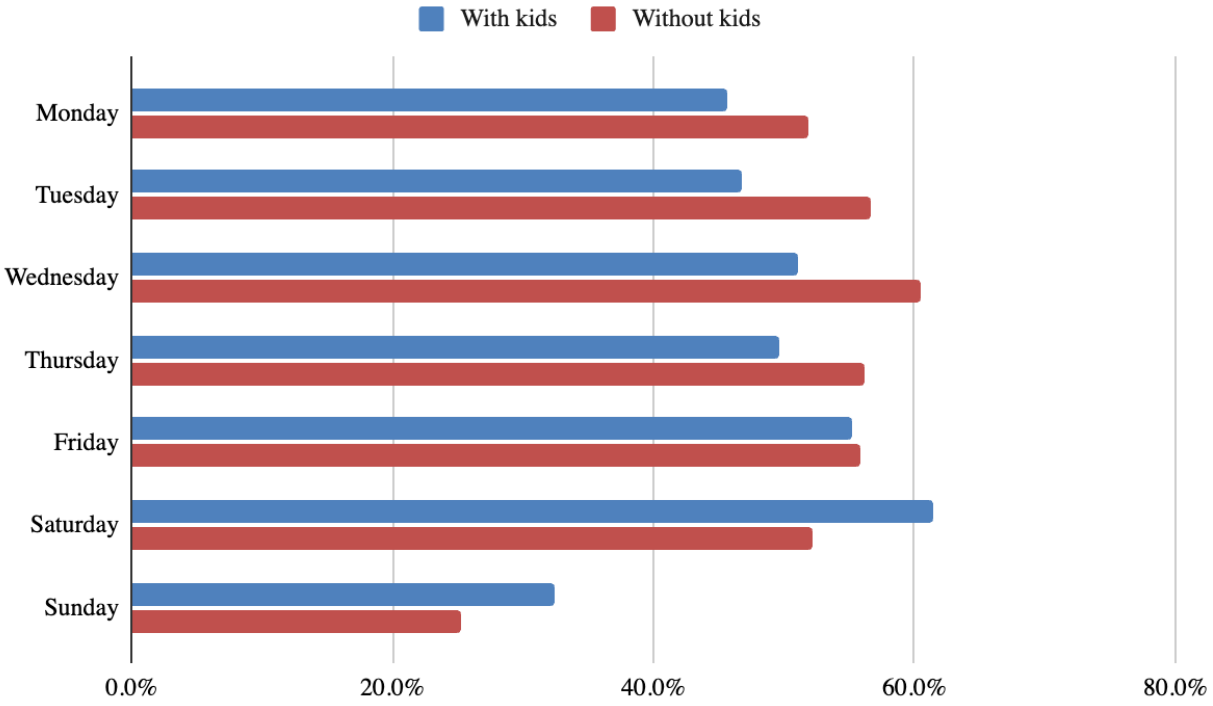
Frequency of visits: with kids



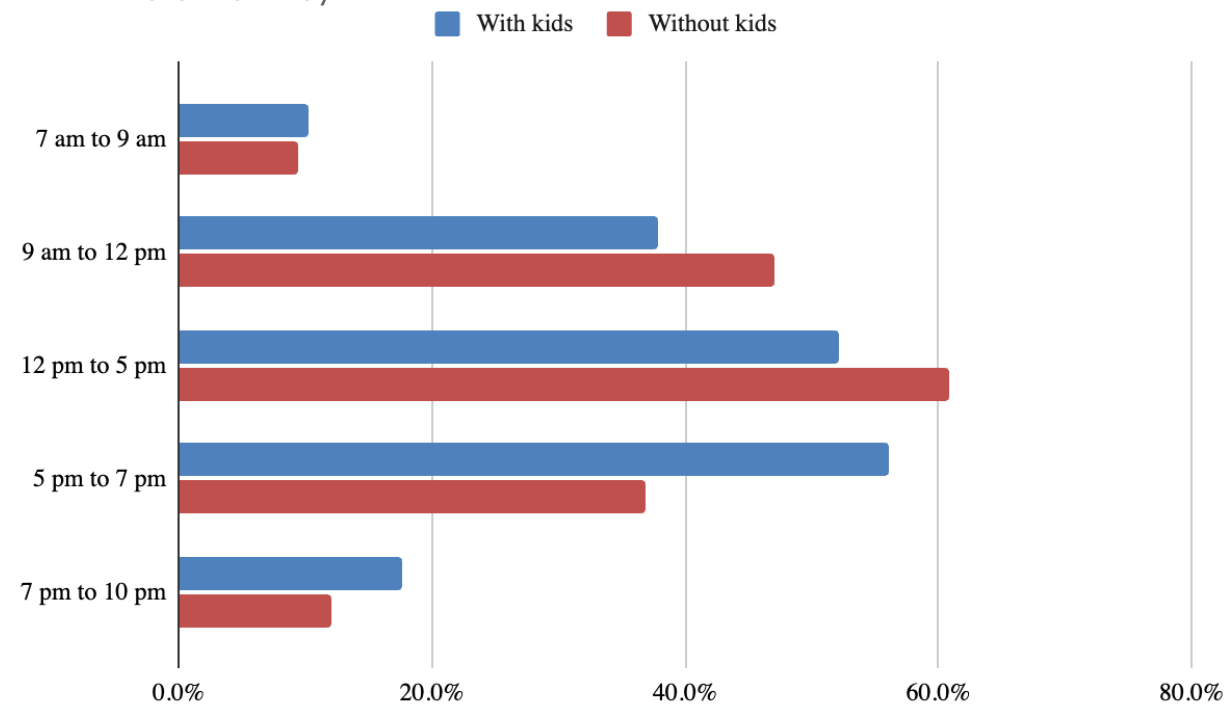
Frequency of visits: without kids



Preferred days of the week



Preferred hours of the day



Original survey

Thank you for taking this survey. All surveys are anonymous and you are not required to enter any personal information. The purpose of the survey is to understand the needs of our community. First, let's verify which community you are a part of...

Do you live in Yakima County?

- Yes
- No

Where do you live?

- Buena
- Cowiche
- Grandview
- Granger
- Harrah
- Mabton
- Moxee
- Naches
- Outlook
- Selah
- Sunnyside
- Terrace Heights
- Tieton
- Toppenish
- Union Gap
- Wapato
- West Valley
- White Swan
- Yakima
- Zillah
- Other _____

Do you live in Grandview city limits or outside of Grandview city limits?

- Inside of Grandview city limits
- Outside of Grandview city limits

Our communities are changing, and so are their needs. To understand those changes and who they affect, we want you to tell us the biggest needs you see. With that information, we can work with others to address those needs for the future.

Rate how important the following are for you and your community -

	1 - Not at all	2 - Slightly	3 - Moderately	4 - Very	5 - Extremely
Mental health understanding and accessibility	O	O	O	O	O
Healthcare accessibility	O	O	O	O	O
Availability of emergency services	O	O	O	O	O
Social and emotional health programs for youth and adults	O	O	O	O	O

	1 - Not at all	2 - Slightly	3 - Moderately	4 - Very	5 - Extremely
More, cleaner, safer parks	O	O	O	O	O
More trails and walkways	O	O	O	O	O
Safe and welcoming gathering spaces	O	O	O	O	O
Being in public without fear	O	O	O	O	O
Public transportation across the county	O	O	O	O	O

	1- Not at all	2 - Slightly	3 - Moderately	4 - Very	5 - Extremely
Early learning	O	O	O	O	O
Free, engaging activities for youth	O	O	O	O	O
Mentorship for youth	O	O	O	O	O
Life skills development	O	O	O	O	O
After-school programs and places	O	O	O	O	O
Access to tech resources for youth (Wi-Fi, computers, printers, tablets)	O	O	O	O	O

	1 - Not at all	2 - Slightly	3 - Moderately	4 - Very	5 - Extremely
Access to materials for learning and exploration	O	O	O	O	O
Experiences to explore new ideas	O	O	O	O	O
Tutoring for youth	O	O	O	O	O
English language classes for adults	O	O	O	O	O
Computer and technology classes	O	O	O	O	O
Skills classes	O	O	O	O	O
Career development	O	O	O	O	O

	1 - Not at all	2 - Slightly	3 - Moderately	4 - Very	5 - Extremely
Access to technology and digital information	O	O	O	O	O
Access to information (books, newspapers, magazines, etc.)	O	O	O	O	O
Knowledge of public resources	O	O	O	O	O
Guidance and help with questions	O	O	O	O	O
Childcare resources	O	O	O	O	O
Learn about community events, programs, and organizations	O	O	O	O	O
Extended/ adaptable hours to access resources	O	O	O	O	O

	1 - Not at all	2 - Slightly	3 - Moderately	4 - Very	5 - Extremely
Community- inclusive events and festivals	O	O	O	O	O
Protecting and cultivating cultural heritage	O	O	O	O	O
Social center for public civility, discussion, and engagement	O	O	O	O	O
Small business support	O	O	O	O	O
Job and employment opportunities	O	O	O	O	O

	1 - Not at all	2 - Slightly	3 - Moderately	4 - Very	5 - Extremely
Food banks and food accessibility	O	O	O	O	O
Affordable housing	O	O	O	O	O
Substance abuse programs	O	O	O	O	O
Education and employment support	O	O	O	O	O
Community support and volunteering opportunities	O	O	O	O	O
Access to basic services for people experiencing homelessness (hygiene, electricity, etc.)	O	O	O	O	O

	1 - Not at all	2 - Slightly	3 - Moderately	4 - Very	5 - Extremely
Maker space: 3D printing, virtual reality, specialized software	O	O	O	O	O
Music and production studio	O	O	O	O	O
eSports	O	O	O	O	O
Science, technology, engineering, and mathematics (STEM) activities and equipment	O	O	O	O	O
Arts and creativity center	O	O	O	O	O

What other needs do you see in your community?

Do you have a library card from Yakima Valley Libraries?

- Yes
- No

Which of the following services do you use at your local library? Select all that apply.

- Borrow materials (books, magazines, DVDs, etc.)
- Digital materials (ebooks, audiobooks, databases, etc.)
- Technology access (computers, Wi-Fi, copiers, printers, etc.)
- Study rooms or meeting spaces
- Get help or information about resources (homework help, research, job seeking, etc.)
- Library of things: book club sets, games, check out WA, STEAM kits, etc.
- Special events: speakers, Winter Reading Challenge, Summer Reading program
- Children's activities (storytimes, STEAM programming, etc.)
- Outreach services (services for homebound patrons, nursing homes, etc.)

Is there anything else you want your local library to provide?

How often do you visit the library?

- Daily
- 2-3 times a week
- Weekly
- 2-3 times a month
- Monthly
- Every three months
- Once a year
- I don't go to the library
- I use digital services only

What times are most convenient for you to go to the library? Select all that apply.

- 7 am to 9 am
- 9 am to 12 pm
- 12 pm to 5 pm
- 5 pm to 7 pm
- 7 pm to 10 pm

Which day do you prefer to go to the library? Select all that apply.

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

What would encourage you to use the library more often?

Which Yakima Valley Libraries branch do you visit most often?

- Buena Community Library
- Granger Community Library
- Harrah Community Library
- Mabton Community Library
- Moxee Community Library
- Naches Community Library
- Selah Community Library
- Southeast Community Library
- Sunnyside Community Library
- Terrace Heights Community Library
- Tieton Community Library
- Mary L. Goodrich Toppenish Community Library
- Wapato Community Library
- Richard E. Ostrander West Valley Community Library
- Yakima Central Community Library
- Zillah Community Library
- OverDrive / Libby (online or app)

Choose the main reason why you don't have a library card from Yakima Valley Libraries.

- I don't have time to get a library card
- I don't know how to get a library card
- I don't need access to books or other resources
- I don't see the benefit
- It's not a priority for me
- I'm unaware of what the library has to offer
- Too expensive / not aware of the cost to use the library's services
- I use the library without a card
- Other _____

Please answer the following for demographic purposes:

What gender do you identify as?

- Woman
- Man
- Gender fluid
- Genderqueer
- Non-binary
- Other _____
- Prefer not to say

Are you of Hispanic, Latino, or Spanish origin?

- Yes
- No

What is your Hispanic, Latino, or Spanish origin? Select all that apply.

- Mexican, Mexican American, or Chicano
- Cuban
- Puerto Rican
- Salvadoran
- Other Hispanic, Latino or Spanish Origin _____

How would you describe yourself? Select all that apply.

- American Indian or Alaska Native
- Asian
- Black or African American
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- White or Caucasian
- Other _____
- Prefer not to say

Language(s) spoken at home (select all that apply)

- English
- Spanish
- Arabic
- Tagalog
- American Sign Language
- Other _____

Age

- 18-25
- 26-39
- 40-54
- 55-69
- 70+

Are there any children between the ages of 0 and 17 living in your household?

- Yes
- No

Highest level of education received

- Some school but no high school degree
- High school graduate (high school diploma or equivalent including GED)
- Some college but no degree
- Technical certification
- 2-year degree
- 4-year degree
- Master's degree
- Professional degree (PhD, etc.)

Annual household income

- Less than $25,000
- $25,000 to $49,999
- $50,000 to $74,999
- $75,000 to $99,999
- $100,000 to $149,999
- $150,000 or more
- Prefer not to answer

How do you like to receive information about community events and resources? Select all that apply.

- Newspaper
- TV
- Radio
- Social media (Facebook, Instagram, TikTok)
- Community bulletins (church, chambers)
- Email
- Text
- Friends & family (word of mouth)
- Other _____

How did you hear about this survey?

- Email from Yakima Valley Libraries
- Social media post
- Poster or flyer around town
- From friends and family
- Ad posted on Facebook
- At the library
- Radio
- TV
- Other _____

Thank you for completing this survey. If you would like to be entered into a drawing for a chance to win an iPad, please provide your name and a way to contact you - email address or phone number. This information will be used to contact you if you win. The prize will be awarded by June 30, 2023.

Name _____

Email address _____

Phone number _____

Would you like Yakima Valley Libraries to send you more info about services and events in the future?

- Yes
- No

Focus Group Discussion Guide

YVL Focus Group Discussion Guide v01sv
Generalized Version
March 2023

Hi everyone. Thank you for joining us.

To begin, I'd like everyone to introduce themselves. Please state your first name only, where you live, and, because our topic today is the needs of your community, what you love about your community. We'll start on my immediate left.

Thank you, everyone, for your introductions.

Community Definition:

Today, we will be discussing community needs, specifically the needs impacting you, your family and friends, and your community. When I say the word "community," **what comes to mind**?

Challenges / Needs Discussion

Thank you for your thoughts. Now let's dive deeper into your community. I'd like your opinions on the community challenges, trends, and needs that you see or that impact you.

- What are the challenges you see in your community today? What keeps you up at night?
    - Why is this a challenge? What is the cause of the challenge?
- What trends do you see impacting your community in the future?
    - How do you see this trend impacting you? The community?
- Based on these challenges and trends, what are the biggest needs in your community?
    - Are those needs being met or solved for today? Why or why not?
    - Do you feel like those needs are fully understood? Why or why not?

Opportunities / Solutions Discussion

Thank you for sharing your thoughts about your community's challenges and needs. With that in mind, we want your thoughts on the tools or solutions to overcome these challenges.

- What solutions would you like to see to overcome current challenges or needs?
- What is missing in the community? Does it exist today? Is it working? Why or why not?
- What does success look like for your community? How can it be tracked or measured?
- What would make life for those in your community easier? What looks like help?

Input on Yakima Valley Libraries

Thank you for your thoughts. Now we'd like to discuss Yakima Valley Libraries.

- What do you expect, want, or need from the library?
- How can they help? How can they make life easier?

That's all we have for today. Thanks so much for your time and your answers.