

Date: April 24, 2012  
To: Steve Albers and members of the Board of Trustees  
From: Mary Getchell, Marketing & Community Relations Director  
Subject: Public Opinion Full Report

Attached is a copy of the full report from Pierce County Library System's January-February 2012 public opinion survey. As we have discussed the Library System contracted with GMA Research Corporation to conduct a public opinion survey to gather the public's ideas and opinions about services individuals need and value to help define the Library's product.

During the May Board meeting we would like the Trustees to discuss the survey results and share their opinions and ideas about the findings.

In May, the Library's Administrative Team will work with GMA Research to further discuss and analyze the findings and observations from the survey as well as the three focus groups we conducted in April. At the June Board meeting, we would like the Board to further discuss the survey results and focus group results.

Our Administrative Team plans to work with the Library's Board of Trustees to use the results of the survey and focus groups to help inform the Library's service and operational decisions regarding services to continue, add, reduce, or discontinue.