

2022-2023

Umatilla County Special Library District Community Needs Assessment



**UMATILLA COUNTY
SPECIAL LIBRARY
DISTRICT**

Strengthening our community libraries

Report compiled by
Erin McCusker, LLC
March 2023

Introduction

Purpose & Context of the Community Needs Assessment

The Umatilla County Special Library District (UCSLD) is a special taxing district that provides access to public library services to residents within the district's boundaries. During the FY21-22, the UCSLD Board of Directors conducted a community needs assessment.

What is a community needs assessment? "The process of identifying the strengths, assets, needs and challenges of a specified community. Assets refer to the skills, talents and abilities of individuals and the resources that local institutions contribute to the community. Local institutions may include political, religious, educational, recreational and youth organizations; community, civic and service groups; local businesses; nonprofit organizations and volunteer groups." From the Ohio University Extension

The UCSLD Board and District Director had several reasons for conducting a needs assessment. They had moved through a review and update of the UCSLD mission, vision and values, a review of the tax revenue funding formula and an update of the agreements for library services. They would be creating a new strategic plan for FY 22-25 and wanted input from the residents to inform the plan.

The Board also recognized that they needed to know more about their community than they could get from a collection of demographics. The Community Tool Box, which is a service of the [Center for Community Health and Development](#) at the [University of Kansas](#), outlines the reasons to conduct a needs assessment:

- *To learn more about what your group or community needs are. A good survey can supplement your own sharp-eyed observations and experiences. It can give you detailed information from a larger and more representative group of people than you could get from observation alone.*
- *To get a more honest and objective description of needs than people might tell you publicly.*
- *To become aware of possible needs that you never saw as particularly important or that you never even knew existed.*
- *To document your needs, as is required in many applications for funding, and as is almost always helpful in advocating or lobbying for your cause.*
- *To make sure any actions you eventually take or join in are in line with needs that are expressed by the community.*
- *To get more group and community support for the actions you will soon undertake. That's because if people have stated a need for a particular course of action, they are more likely to support it. And, for the same reason....*
- *To get more people actually involved in the subsequent action itself.*
- *Being out in the community and introducing people to what we are doing.*

From - <https://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/conducting-needs-assessment-surveys/main>

From their research and discussions, the Board's purpose of the 2022 needs assessment project was to gather information, data and statistics about the make-up and needs of the

residents of the UCSLD to inform future UCSLD goals and efforts. The Board identified several outcomes they desired from the assessment:

- Desire to learn more about our communities
- What do our communities need?
- Develop an understanding of the District – quantitative and qualitative aspects, human geography, etc.
- What is the context within which our residents live now?

To fulfill the purpose and outcomes, several methods were employed. Demographics and data were collected from several authoritative sources about Umatilla County and individual zip code areas. Survey data was collected from Umatilla County residents and stakeholders. Other organization's assessments and plans were also reviewed for information.

The assessment's intent was to provide data to inform the UCSLD strategic plan and to share data with our members and partner libraries for their planning. The results are shared in this report.

History of the Umatilla County Special Library District (UCSLD)

No study of current community needs is complete without knowing the history of the community. The following information is from the UCSLD document – UCSLD Highlights, 1986 – 2022.

The Umatilla County Special Library District (UCSLD) was formed in 1986 as a solution to several issues facing Umatilla County voters and Commissioners: real, forthcoming budget cuts threatening public library closures and inequitable funding. In a time of economic belt-tightening a library district was seen as the most viable alternative for the following reasons: First, with stable funding and inter-governmental agreements, county library service could be taken care of by established city libraries; second, it would provide equitable distribution of these funds by an Oregon Library Association (OLA) approved formula; third, it would give each city responsibility for running it's own library with its own board, policies, etc.; fourth, decentralization would be the rule except for areas where cooperation and coordination would benefit all (i.e. cataloging, resource-sharing, selected purchasing, training, etc.)

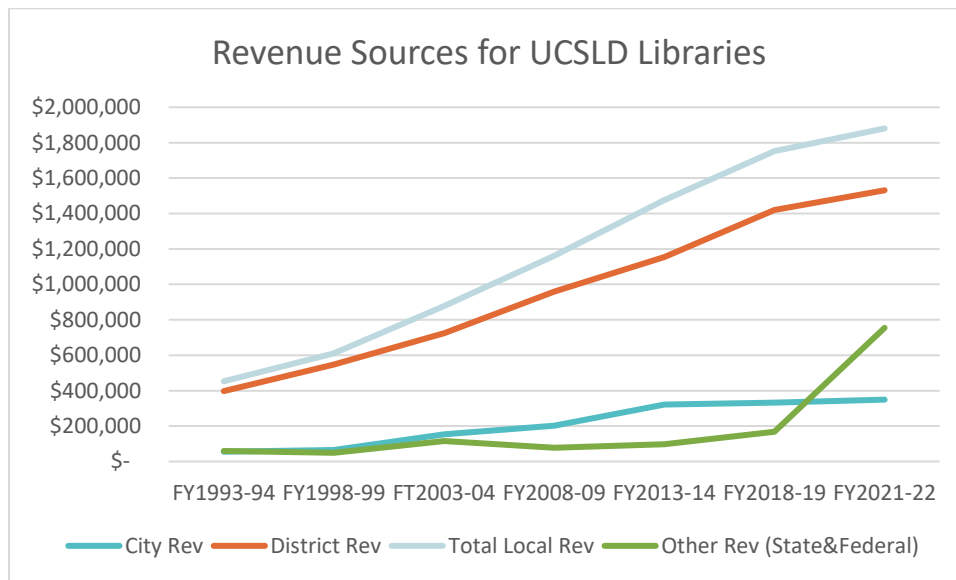
The Umatilla County Special Library District (UCSLD) was created on November 4, 1986 by a vote of the people within the district boundaries. From the order creating the UCSLD – “The purpose of the Umatilla County Special Library District shall be to provide library and information services to persons within the district.” The UCSLD “shall be a municipal corporation and shall have perpetual succession, and shall, in its own name, exercise and carry out the powers and objects provided for by Oregon Statutes governing library districts.”

The first Board of Directors of the UCSLD established the special library district as a federated district, with the cities and one school district retaining control of their public library. Currently, the UCSLD comprises all of Umatilla County except incorporated Hermiston. Through agreements for library services, the UCSLD distributes tax funds to the cities and one school district to ensure seamless and universal library service to all Umatilla County residents.

The UCSLD receives revenue based on the tax rate - .3682 per 1000 – applied to the assessed valuation of properties within the District boundaries. The tax rate is not tied to the actual cost of library services supplied by each city. Each city decides the extent of library operations and the amount of municipal funding to designate for library service. For some cities, their only revenue source for providing library services is from the UCSLD. Others fund their operations from their general fund, supplemented by UCSLD revenue.

The first agreements between the UCSLD and member cities went into effect on July 1, 1987. The FY87-88 budget was the first that included tax distribution to the city libraries.

The UCSLD holds 20% of the tax revenue to operate the district and to provide several district-wide resources to all member libraries. This amount is spent according to the strategic plan goals set by the UCSLD Board of Directors. 80% of the tax revenue is distributed to the 11 member libraries and one partner library as it is received. UCSLD funding has provided a stable income source for growing countywide public library services in Umatilla County.



The story of public library service in Umatilla County is one of success. All residents of Umatilla County have access to excellent library services no matter where they live, through the combined efforts of the public libraries and the UCSLD.

Current Operations

The UCSLD is governed by an elected five-member Board of Directors. The Board has budgetary and policy setting authority responsible to the electors in the district.

The UCSLD covers all of Umatilla County except for incorporated Hermiston. There are 11 member libraries (10 city libraries and Ukiah school district) within the UCSLD boundaries and one partner library (Hermiston).

The UCSLD currently operates with three full-time staff members: a District Director, a Technical Services Manager, and an Early Literacy Program Manager. The UCSLD office is in a rental space in Pendleton at 425 South Main Street.

The current, Board-approved mission, vision and values are below – more information can be found on the UCSLD website - <https://www.ucslid.org/>:

Mission:

The Umatilla County Special Library District works in partnership with our libraries to advance and make available excellent library services, programs and continuing education opportunities for all.



Vision:

The Umatilla County Special Library District (UCSLD) works collaboratively with our public libraries to ensure that high quality library services are available to all.

Public libraries are places of welcome for everyone, and UCSLD strengthens and unites our communities.

Library staff are valued and recognized for providing exceptional service to their communities. UCSLD invests in Library Staff development, and offers opportunities for interaction, skill-building and cross-training.

To advance the vision, UCSLD partners with groups and organizations to increase the reach of literacy and access to information, building on the foundations of a democratic society.

Values:

Integrity - Accountability - Transparency;

Community - Inclusion - Fairness;

Resourcefulness - Resilience - Creativity

The 2022-2025 Strategic Plan was informed by the results of the 2022 survey results and the general demographic data reviewed by the Board in April. The full plan can be found here: https://www.ucslid.org/files/3773f3396/UCSLD_StrategicPlan_2022-2025_ApprovedStrategicDirections-Goals.pdf

The strategic directions and goals of the current plan are as follows:

1. Strategic Direction: Residents have access to information about community programs, experts, services and activities. *Leveraging our county-wide view, provide awareness of community needs, resources and experts, as well as provide needed resources directly to member libraries.*
 - a. Goal: Residents have access to where and how to find information about a wide variety of resources, programs, services, experts, and activities.
 - b. Goal: The UCSLD continues community needs assessment efforts to better know and understand our community residents.
 - c. Goal: The UCSLD seeks dynamic partnerships and builds collaborative efforts to enhance library services to residents of the District.
2. Strategic Direction: Residents have access to a variety of information resources through library services, programs and continuing education opportunities. *Working with our library*

members and partners, ensure that residents have access to the information resources they need.

- a. The UCSLD ensures access to professional development to build the capacity of UCSLD staff and staff members of public libraries, the UCSLD Board of Directors and individual Library Boards.
 - b. The UCSLD supports member library outreach efforts, helping to provide accessible services to populations where they are.
 - c. The UCSLD directly provides early childhood literacy outreach to children in Umatilla County.
3. Strategic Direction: The UCSLD leverages tax dollars to ensure the continuation of excellent, growing library services within the District. *The UCSLD was created by a vote of the people to provide library service to the residents of the District, and the Board of Directors continues to be accountable to the taxpayers.*
- a. *The UCSLD operates efficiently, effectively and within the laws of the State of Oregon and the approved policies of the UCSLD Board of Directors.*

Challenges and Opportunities

While the UCSLD has been running well for years, there are challenges that require attention. One of the challenges is also a part of the success of the UCSLD:

Each library operates independently, as a part of their city or school district. This allows for excellent response to their community. Yet, it is challenging to reach all of the county residents in a consistent way. It is challenging to create a district-wide message with 12 separate entities when the need arises.

Residents generally do not understand what the UCSLD is and the connection to their local library. Many people don't know that their library card can be used at any library in the UCSLD. A marketing and information-sharing campaign is needed to further understanding and to build awareness and support.

Community Profile

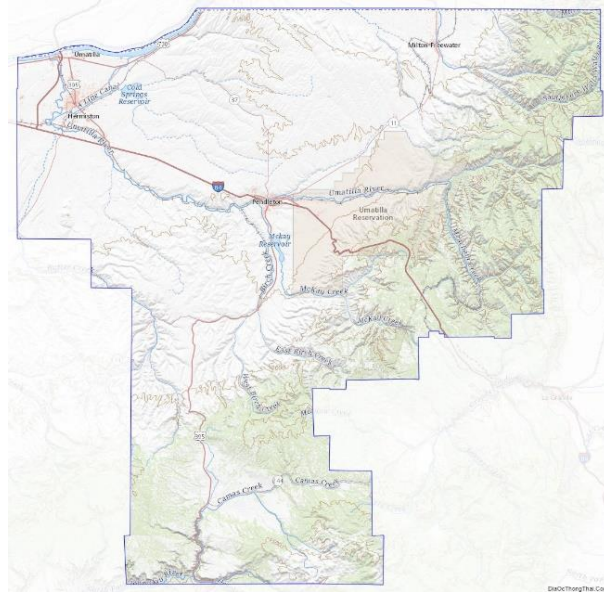
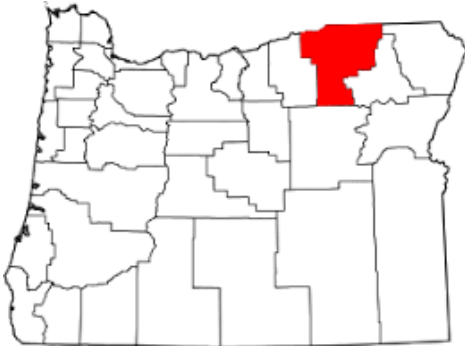
Community Needs Assessment Results – Overview and Highlights

The community needs assessment results were generally consistent with expectations. There weren't big surprises in the data or in the survey results. Library use statistics were affected most dramatically, but this was expected because of the COVID 19 pandemic environment. Libraries are currently working on ways to return people to their buildings and programs after being closed or changing programs and services following the shutdowns.

In speaking with four library leaders in Umatilla County, the use of statistical, demographic, and census data varies. Some don't use data to share with their boards or city leadership and others use data for grant applications and others collect the data they need for their uses. All felt that having access to compiled data would be helpful and provide them with information to share with their boards and city officials.

Summary of Umatilla County

A. Geographical

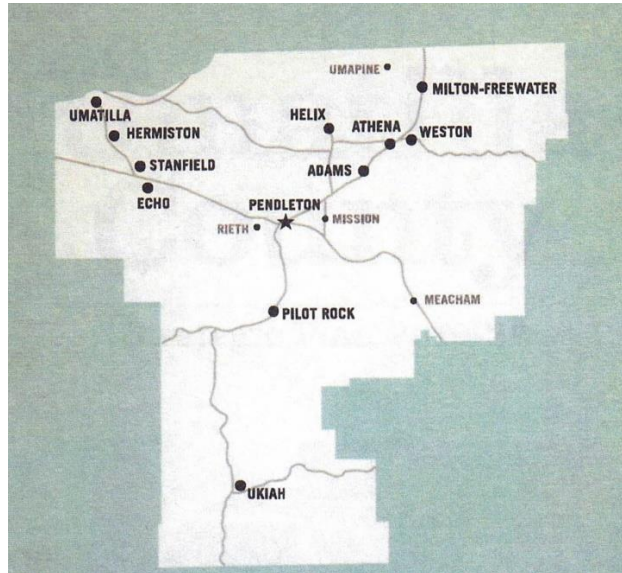


Umatilla County covers 3,231 square miles (<https://sos.oregon.gov/blue-book/Pages/local/counties/umatilla.aspx>). It is a landscape of variety from the forested Blue Mountains to the edges of the Columbia River. In between one will find forest, wild grass meadows, sagebrush plains, river bottoms, hills and ravines, and cultivated and developed land.



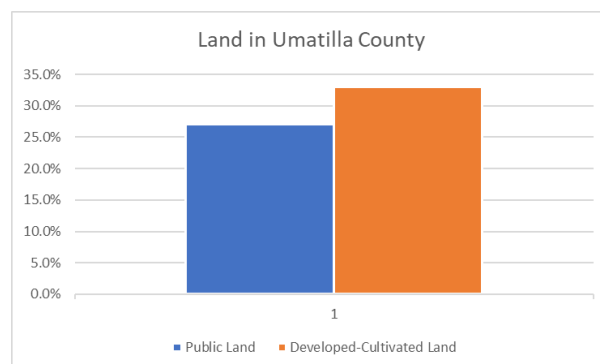
B. Political

There are 12 incorporated cities in Umatilla County: Adams, Athena, Echo, Helix, Hermiston, Milton-Freewater, Pendleton, Pilot Rock, Stanfield, Ukiyah, Umatilla, and Weston. The county seat is in Pendleton. The largest municipality is Hermiston.



C. Land Use

Umatilla County includes land devoted to wheat and other agricultural crops, grazing and timber, vineyards, orchards and watermelon fields, outdoor recreation, industry, municipalities and residences. The Umatilla River flows through the county. From the Ford Family Foundation publication, *Oregon by the Numbers*, 33% of the land in Umatilla County is “developed/cultivated land” and 27% is “public land.” The remaining 30% includes the CTUIR reservation and other municipalities. Umatilla County includes part of the Umatilla National Forest, the Bridge Creek Wildlife Area, and the Hat Rock State Park. The lands of the Confederated Tribes of the Umatilla Indian Reservation are found just east of Pendleton.

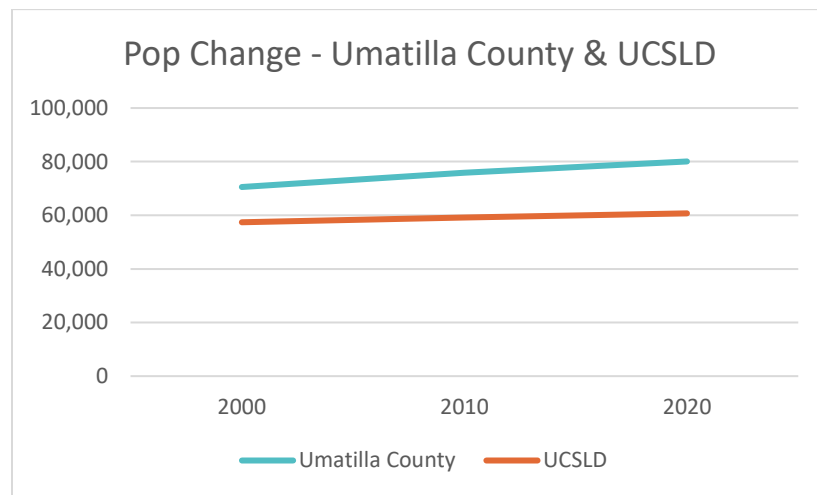


D. Demographics

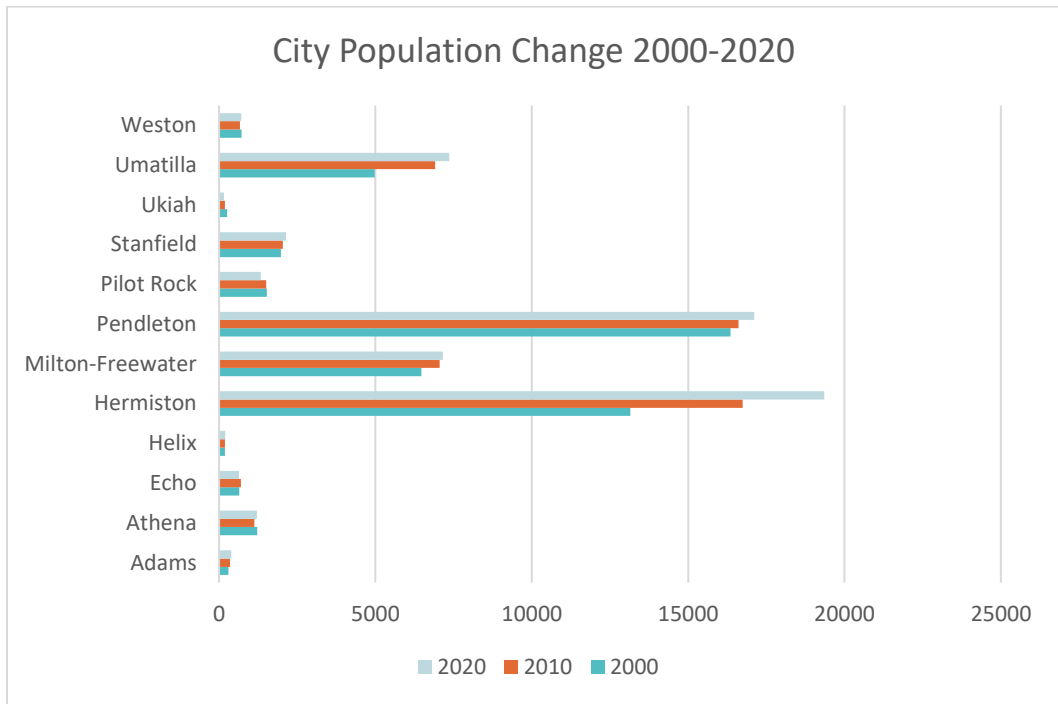
In this section, population, age, race/ethnicity, households, and economic information is shared.

According to the Portland State University Population Research Center (PSU PRC) census compilations, over the past 10 years, the population of Umatilla County has increased by 5.5%. The communities with the largest increases between 2010 and 2020 are Hermiston by 14.6% and Adams by 11.1%. All of the municipalities in Umatilla increased in population except for Echo, Pilot Rock and Ukiah.

As the chart shows below, the population of Umatilla County increased 7.6% between 2000 and 2010 and with a lower increase of 5.5% between 2010 and 2020. The chart also indicates that while the UCSLD population increased slightly, it was at a lower rate than the overall County population. This is because the UCSLD population does not include incorporated Hermiston which has shown increased growth in the last 20 years.



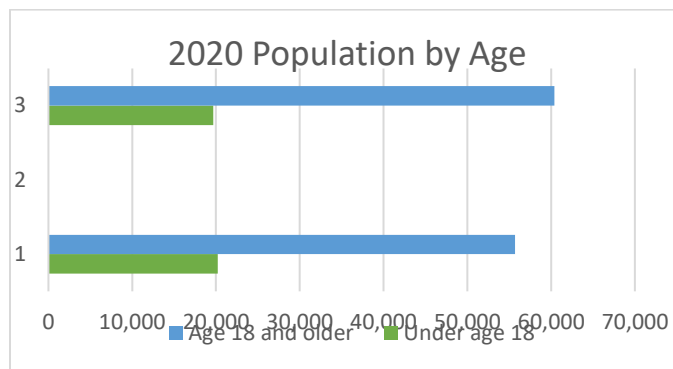
This chart shows the city population changes from 2000 to 2020. For more information on city population changes, see the Appendices.



In November 2022, the experts from PSU PRC presented their population forecast for all of Oregon. For Umatilla County, they project that the population will grow in the near future, but then begin declining as the population ages. Birth rates will continue to decline over time before stabilizing. Compared to the state of Oregon, Umatilla County has a larger non-white population and a larger youth population. The projection is that the Umatilla County population will continue to diversify over time.

Summary by PSU-PRC of Umatilla County's Forecast – November 18, 2022		
	Umatilla County	Oregon
Total Population	80,075	4,237,256
Population Aged 0 - 17	24.9%	20.3%
Population Aged 65+	16.1%	18.6%
Population non-white	35.9%	25.9%
Persons per Household	2.54 (31,581 units)	2.31 (1,837,079 units)

According to Census data, between 2010 and 2020, Umatilla County saw a decrease in the *under age 18* population of -2.6% and an increase in the *age 18 and older* population of 8.4% from 2010 to 2020.



All Census-identified races/ethnicities increased between 2010 and 2020 in Umatilla County except for White population which experienced a decrease of -5.6%. Below are the details:

Race/ Ethnicity	2010		2020		Change	
Am Indian or Alaska Native	2,383	3.1%	2,571	3.2%	188	7.9%
Asian	626	0.8%	685	0.9%	59	9.4%
Black or African American	557	0.7%	652	0.8%	95	17.1%
Native Hawaiian or Pacific Islander	95	0.1%	130	0.2%	35	36.8%
Some other race	55	0.1%	295	0.4%	240	436.4%
White	52,691	69.4%	49,753	62.1%	-2,938	-5.6%
Two or more races	1,375	1.8%	3,367	4.2%	1,992	144.9%
Hispanic or Latino	18,107	23.9%	22,622	28.3%	4,515	24.9%

General Umatilla County information from the American Community Survey of 2015 - 2019 is below:

Total Households	26,908
Median Household Income	\$54,699
Households that Earn Less than \$75,000	66%
Poverty Rate	17.9%
Number Employed – January 2022	35,263
Number Unemployed – January 2022	2,017
Rent Costs (1 bedroom/1 bath)	\$666
Number of Families	18,568
Married with Children	32.03%
Single with Children	16.5%
Single Female with Children	12.87%
Other Families	51.47%
Births 2019	986
Deaths 2019	673
Women - Life Expectancy 2019	81
Men – Life Expectancy 2019	76

According to *Oregon by the Numbers 2022* by the Ford Family Foundation:

Community	
Households in Financial Hardship	45%
Food Insecurity	12.8%
Child Poverty	19.1%
Foster Care Rate (per 1,000 population)	11.3%
Index Crime (per 1,000 population)	25.1%
Voter Participation	73.7%
Education	
Kindergarten Ready (letter sounds)	6.7 of 26
3 rd Grade Reading	43.1%
9 th Grade on Track	84.6%
5 Year High School Graduation Rate	81.7%
4 Year College Degree or Greater	17.5%
Infrastructure	
Broadband Availability	94.6%
Child Care (slots per 100 children)	11
Transit Service	44.6%
Vehicle Miles Traveled (per capita)	8,187

Employment by Industry - 2015 - 2019	Percent Employed in Industry
Retail Trade Industry Employment	12.2%
Manufacturing Industry Employment	12.1%
Health Care & Social Assistance	11.9%
Public Administration Employment	9.2%
Education Service Industry	9.0%
Agriculture, Forestry, Fishing & Hunting	8.9%
Transportation & Warehousing & Utilities	6.6%
Accommodation and Food Services	5.4%
Construction Industry Employment	5.4%
Other Services	4.5%
Professional, Scientific & Technical Services	3.4%
Administrative & Support & Waste Management Services	3.2%
Wholesale Trade Industry	2.3%
Finance, Insurance, Real Estate & Rental/Leasing	2.3%
Arts, Entertainment, & Recreation	2.3%
Information Industry Employment	1.2%
Management of Companies & Enterprises	0.1%
All Other Industries	0.1%

E. Public Library Political Boundaries

11 incorporated cities in the county have a library serving their zip code area. In Ukiah, public library service is provided through the School District and housed in the school building. During the funding formula review, the UCSLD Board chose to use zip code population to designate a city's population within the district.

F. Current Library Users

Libraries are typically well used by residents from throughout the UCSLD. In the years following pandemic closures, many typical library use indicators decreased from pre-2020. Library leaders are aware of this and are working steadily to reach their community members and get them back to the library.

During the years of the pandemic closures and restrictions, library use lessened, except for digital materials use which increased. Differences in library usage district-wide from fiscal years 2018-19 to 2021-22 can be seen in the table below.

	FY 2018-19	FY 2021-22	Difference
Registered Cardholders	25,902	23,168	-10.6%
Circulation	249,073	164,800	-33.8%
Library2Go Circulation (digital materials)	30,873	39,545	28.1%
Internet Use	114,633	10,576	-90.8%
Number of Library Programs	1,543	1,328	-13.9%
Total Materials	230,850	223,125	-03.4%

While the number of registered cardholders decreased, several libraries have undertaken projects to clear out expired cards from the system, so the negative drop of -10.6% also indicates necessary housekeeping. Again, noticing the general trends is the goal.

Methods & Process

A. Timeline

Gathering resources <ul style="list-style-type: none"> • PolicyMap training • Gathering other survey results 	District Director & Board	October 2021 – January 2022
Board Retreat <ul style="list-style-type: none"> • Goals for assessment • Structure to move forward • Resources to utilize • CNA elements to utilize 	District Director & Board	January 15, 2022
Information Gathering <ul style="list-style-type: none"> • Surveys • Focus Groups • 1 on 1 interviews 	District Director & Board	February – March, 2022
Board Retreat <ul style="list-style-type: none"> • Analyze information • SWOT • Strategic Questions 	District Director & Board & Darci Hanning	April 9, 2022
Strategic Plan Ready <ul style="list-style-type: none"> • Outline with strategic questions and goals • Staff work plans create the detail 	District Director & Board Approval	April 28, 2022 Board Meeting
Prepare presentation to share with the cities/school districts		

B. The Board of Directors met on January 15, 2022, to set the goals for the community needs assessment.

They reviewed the available resources. They discussed who they wanted to have conversations with during the process. The Board discussed stakeholders whose ideas were desired and information that the Board would like to have compiled. They wanted other assessments considered and their information compiled. They wanted to look at the history of the UCSLD and how that bears on the current situation. The Board also wanted to have a zip code area overview for each library and any other information that would highlight the gaps in service.

Based on the Board’s directives, demographics were collected from the most current census sources through PSU-PRC and from the GIS program, PolicyMap, a survey was conducted with the public, two surveys were conducted with Umatilla County library staff members and the Take Off clientele answered survey questions with their annual program evaluation.

The survey questions were created based on the philosophy that knowing what is important to residents and stakeholders will provide the information for the UCSLD plan and direction.

C. Demographics

Demographic information was primarily collected from the PSU-PRC, from the PolicyMap GIS data and from the Ford Family Foundation’s *Oregon by the Numbers*.

Because the UCSLD covers most of Umatilla County, countywide information was used for this report. Individual zip code area information was collected when available and shared with the libraries.

D. Community Surveys

The form below was available in print and online. The public were asked the following questions:

The purpose of the community needs assessment is to gather information, data and statistics about the make-up and needs of the residents of the Umatilla County Special Library District (UCSLD) to better focus future goals and actions.

<p>1. What is your home resident zip code area?</p> <ul style="list-style-type: none"> <input type="checkbox"/> 97810 – Adams <input type="checkbox"/> 97813 – Athena <input type="checkbox"/> 97826 – Echo <input type="checkbox"/> 97835 – Helix <input type="checkbox"/> 97838 – Hermiston <input type="checkbox"/> 97859 – Meacham <input type="checkbox"/> 97862 – Milton-Freewater <input type="checkbox"/> 97801 – Pendleton <input type="checkbox"/> 97868 – Pilot Rock <input type="checkbox"/> 97875 – Stanfield <input type="checkbox"/> 97880 – Ukiah <input type="checkbox"/> 97882 – Umatilla <input type="checkbox"/> 97886 – Weston 	<p>4. Which public library do you use?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Adams <input type="checkbox"/> Athena <input type="checkbox"/> Echo <input type="checkbox"/> Helix <input type="checkbox"/> Hermiston <input type="checkbox"/> Milton-Freewater <input type="checkbox"/> Pendleton <input type="checkbox"/> Pilot Rock <input type="checkbox"/> Stanfield <input type="checkbox"/> Ukiah <input type="checkbox"/> Umatilla <input type="checkbox"/> Weston <input type="checkbox"/> Other
<p>2. Do you have a public library card?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I don't know 	<p>5. What is your age?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Birth to 11 <input type="checkbox"/> 12 – 14 <input type="checkbox"/> 15 – 19 <input type="checkbox"/> 20 – 29 <input type="checkbox"/> 30 – 39 <input type="checkbox"/> 40 – 49 <input type="checkbox"/> 50 – 59 <input type="checkbox"/> 60 – 69 <input type="checkbox"/> Over 70 <input type="checkbox"/> Prefer not to answer
<p>3. Do you use any public library services?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not sure 	

6. What's one thing on your bucket list?
7. What do you worry about?
8. What one thing would make your life better?
9. What one thing would you like to learn more about?
10. What do you value most about where you live (your community)?
11. What one thing would make where you live (your community) better?

Thank you for your time.

Library staff members were asked the following questions in an electronic survey:

- What's one thing on your bucket list?
- What do you worry about?
- What one thing would make your life better?
- What one thing would you like to learn more about?
- What do you value most about your community?
- What one thing would make your community better?
- What kind of community do you want to live in?
- Why is that important to you?
- How is that different from how you see things now?
- What are some of the things that need to happen to create that kind of change?
- Anything else that you would like to share?

Library staff members were asked the following questions in an electronic survey to answer from their library customers' perspectives:

- What are the top three things your patrons wish for?
- What are the top three things your patrons worry about?
- What are the top three things that would make your patrons' lives better?
- What are the top three things that your patrons would like to learn more about?
- What are the top three things that your patrons would like to see happen in their community?
- What are the top three things that your patrons would like to see happen in their library?

Take Off clientele were asked the following questions in an electronic end of year survey:

- What one thing would make your life better?
- What one thing would you like to learn more about?
- What kind of community do you want to live in?
- Why is that important to you?

- How is that different from how you see things now?

Other Reports and Assessments

A variety of reports, studies and plans were reviewed. The list of organizations with a brief overview of information is in the appendices. There are several natural partners in Umatilla County with which to enhance and expand library services. These documents provide a broader view of what other agencies are pursuing in Umatilla County.

Data Collected and Reviewed

It is important to note that the assessment was intended to provide an overview of the statistics and demographics that affect public library services in Umatilla County. It compiles information created by other entities and from various years and sources. It is general information intended to highlight trends and shifts; it is not a statistical analysis.

A. Sources of Data

- 2020 Census and the American Community Survey information compiled by Portland State University Population Research Center (PSU PRC)
- Statistics in *Oregon by the Numbers* by the Ford Family Foundation
- Census and American Community Survey data in a GIS program by PolicyMap
- Survey Results from a survey of questions selected by the UCSLD leadership

B. SWOT

The Board met again on April 9th of 2022 to review the survey results and complete a Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis. Darci Hanning from the State Library of Oregon led the Board in a discussion of the categories of ideas from the survey data that had been compiled and presented.

From this discussion, the Board developed strategic directions from the assessment process on which to focus the strategic plan:

- Know Your Community – community services/ resources
- Make Informed Decisions – Health, Wealth, and Other Life Choices

C. Survey Distribution & Responses

There were four surveys distributed for input. The general survey was provided online and in print in the libraries. The survey for library staff members was distributed digitally. A second survey for library staff members was distributed digitally, asking them to answer from their library customers' perspective. The annual Take Off program's survey also included questions from the general survey.

The survey was distributed to the public through the UCSLD website, member library social media posts, in person, and in-library flyers. 141 members of the public responded to the general survey. 20 library staff members responded to the staff survey. 12 library staff members responded to the survey which they answered from their customers' perspectives. 23 Take Off end of year surveys were completed by clientele.

141 public responses

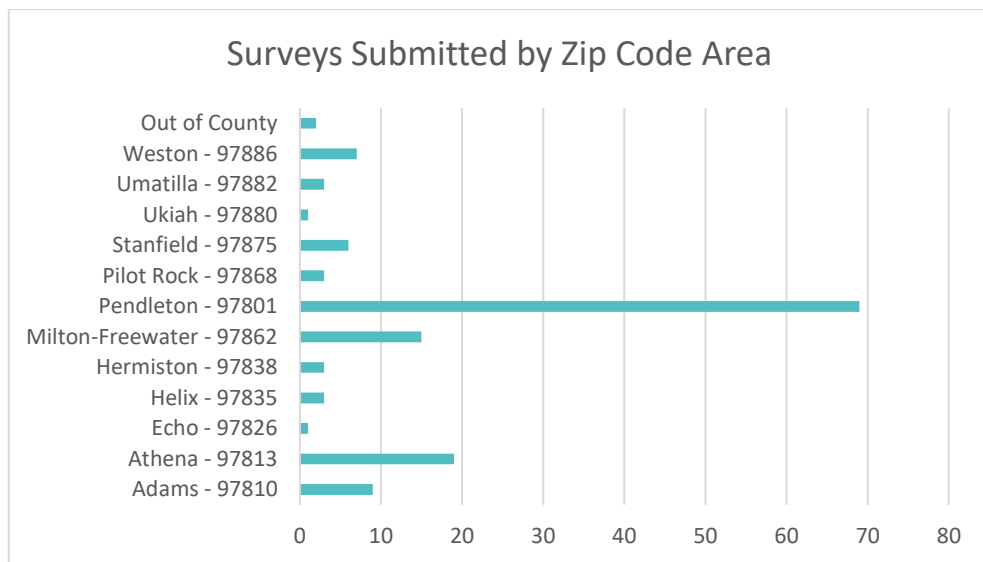
20 staff responses

12 responses from staff answering from their customers' perspectives

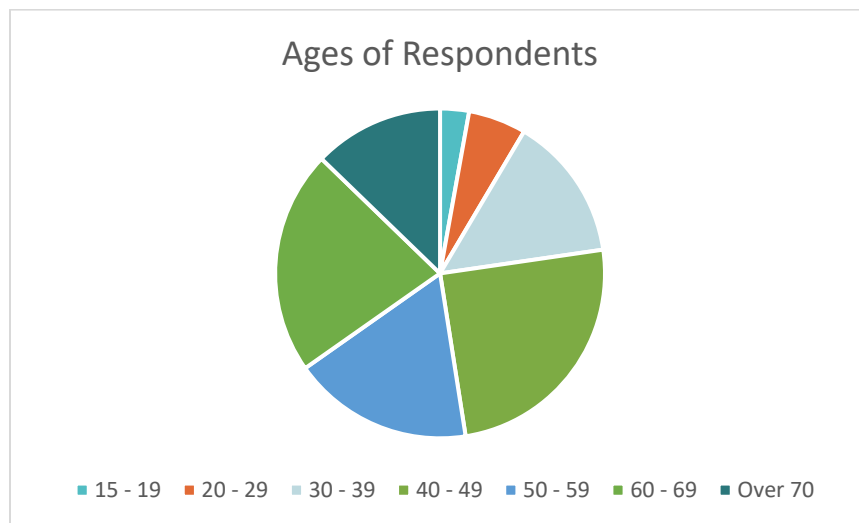
23 Take Off End of the Year surveys

Of the 141 surveys submitted, the Pendleton-97801 zip code area had 69 respondents – 49% of the total, the most of any area. There were even two respondents who reside outside of Umatilla County but use several UCSLD libraries.

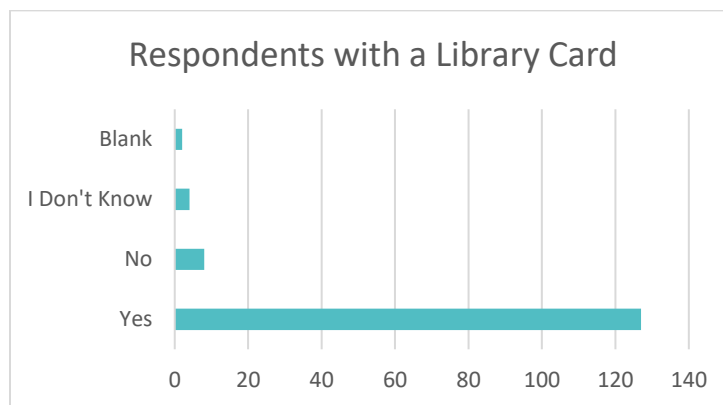
More detail below:



The ages of the respondents were quite diverse. There were surveys submitted from every age group with the 40 – 49-year-olds returning a larger number of responses: 25%.



The majority of respondents have a library card, with only 8 answering that they did not have a card. Four respondents didn't know if they had a card and two left the answer blank.



From the public survey responses, a summarized list of answers:

What's one thing on your bucket list?	What do you worry about?	What one thing would make your life better?
Travel	Everything	More local resources and services (within walking distance)
Adventure	Political concerns	Time
Financial security - retirement	Financial security - retirement	Less stress
Lifelong learning	Family	Nutrition
Health & Wellness	Too much tech/social media	More internet access
Genealogy	The future	Simplify
Own land	Job opportunities with a living wage	Work - Life balance

Publish a book	Inter-personal relationships	Health & wellness
Relationships	Judicial system	Better politics
Personal growth	Inequality	Child care
Start a business	Enough time	Family nearby
Family relations	Safety	Retirement
Peace	Adequate library funding	Vacation
	Life in rural Oregon	Reading tutors
	Disinformation - need for good information	More volunteerism
	Children's education	More and better library resources and services
	Need for services and resources for those living in poverty - vulnerable populations	Transportation
	Work - Life Balance	Financial security - retirement and student loans paid
	Unwillingness to listen to others	Health care
	My insecurities	Internet access for all
		Better pay
		Less distraction
		Peace
		Safer pedestrian walking

What one thing would you like to learn more about?	What do you value most about where you live (your community)?	What one thing would make where you live (your community) better?
Lifelong learning - so many things	Community relationships	More clean up in community - enforce codes
Health & wellness	Peace & quiet	Updates to schools
Local area events/ activities/ etc.	People who care/ kindness/ volunteer	Opportunities and places for teens to gather
Enhance leisure time	The library	Water management
Genealogy	Family - Friends - neighbors	Expanded library hours, services and facilities
and much more...	Small town	Healthy food for all
	Safe	Community members more willing to work together
	History - local/ Umatilla Indian Reservation/ etc.	More businesses (eco-friendly, cheaper, local)
	Natural beauty	cheaper and closer health care
	Great schools	more restaurant, food choices, grocery stores
	Birds of Prey	more services for those in need
	Convenience in community	less hatred

	Affordable	More diversity of thought
	Good service - health care	less focus on religion and politics
	Diversity	Affordable housing
	Parks/ walking paths/ river walk	Expanded job opportunities/ occupations beyond agriculture
	The outdoors - access to public lands	Living wages
	Easy to walk	More community interaction/ public gatherings/ events/ music/ dancing/ diversity
	Arts & culture & music & events	Street repair
	Farmer's Market	Better sources of information
	Home	Senior Center
	Good for kids	Less "gang activity"
	Church	
	Can have farm animals in town	

The library staff of Umatilla County were asked to complete a series of questions from their work perspective. Below are the summarized staff responses answering the following questions:

Summarized library staff responses
Bigger facilities
More and stable funding
More time
Connecting with community - especially after COVID closures
Support and help each other
Community revitalization - libraries are an important part of healthy communities
More jobs
Focus on inclusion - EDIA
More patrons
Change mindsets
More services

From the library staff in Umatilla County answering from their patrons' perspectives:

Summarized staff responding from patrons' perspectives
Health and wellness
Library materials – all formats
More programs and events
Knowledge of community resources – communication of community information
More local jobs
Assistance – a person to help with patron resumes, medicare enrollment, technology access
More programs on history, local history
Safe libraries

Financial stability
Access to housing and childcare
Services for Spanish speakers
Addressing homeless situation
Better technology

The responses from the Take Off Annual survey:

Summarized Take Off! Clientele responses
Books and materials for the classroom
Having Ms. Monica to come to the class more
Time to provide children with social, emotional support
Learn about childhood trauma responses, sign language, time management, puppets, felt plays, autism, plants/flowers, cultural diversity from a child's point of view, communication with children that have speech issues, calming activities for preschoolers
Desire a community that is friendly, caring, cooperative, happy, healthy thriving, respectful, learning, peaceful, accountable, inclusive, positive, one that enjoys books and values children's education
It's important for the children, for safety, for community wellness which helps individual wellness
Education is so important for young children and should be supported

D. Gaps in Data

There is so much data to be gathered for learning about one's community. This project used many sources. One source of excellent information that would have provided additional information, particularly from residents who do not use the library, is in-person focus groups and one-on-one interviews. There was a lack of time and resources to conduct these appropriately and with the pandemic caution, it wasn't pursued. In future, these methods would be an effective way to access information from people who do not typically use a library.

Closing

Over its 36-year history the UCSLD has been successful in supporting excellent library services in every community throughout Umatilla County. A District is only as healthy and successful as the whole. What happens to one part of the UCSLD affects all the other parts. With a focus on the needs of the residents and collaborative efforts, the UCSLD will continue to successfully meet future challenges by growing and developing excellent library services to meet current and future needs.

Appendices

Documents of compiled information:

City-County_PopChangeData-Charts

This document holds the compiled data from the sources accessed during the project.

CollectedData-List

This document holds the compiled sources of data accessed during the project. There are also summaries of key points for several Umatilla County agencies and organizations that provide an overview of other points of view.

PolicyMap GIS Documents

There are several documents that were used. The primary document was the Community Profile Report of Umatilla County. PolicyMap also provided a visual of where the district cardholders reside (ILS Points). Each library was given a digital copy of the ILS Points and their community profile from the PolicyMap GIS program.

Portland State University Population Research Center (PSU PRC) Documents

There are many documents that were utilized. Census profiles, American Community Survey summaries, populations projections.