Topeka and Shawnee County Public Library

The Next Decade

June 5, 2008

Presented by

Marc Futterman, CIVICTechnologies
Introduction

- Strategic Planning Process
- Lifestyle Segmentation and Library Services
- Topical Tables
Introduction

Your association

➤ Library staff

➤ Library board, friends, and foundation

➤ Public sector

➤ Private sector

➤ Non-profit sector

➤ Yourself

➤ Others
Introduction

Agenda

8:00 to 8:30   Arrival, sign-in, eat!
8:30 to 8:45   Welcome and introductions
8:45 to 10:00  LifeStyle Segmentation and Library Services in Topeka and Shawnee County
10:00 to 10:15 Break
10:15 to 11:45 Topical Tables: Dialog at the tables
11:45 to 12:30 Lunch
12:30 to 12:45 Call to afternoon session (short Q & A)
12:45 to 1:45  Topical Tables – Dialog at the tables
1:45 to 2:15   Break/Library tours
2:15 to 3:45   Topical Table Discussion
3:45 to 4:00   Wrap-up and next steps
Strategic Planning Process

- Introduction
- Strategic Planning Process
  - Lifestyle Segmentation and Library Services
- Topical Tables
Strategic Planning Process

Major steps in the process

➢ Research and analysis of library use patterns and lifestyle segmentation

➢ Community workshop (today)
  • Results will be published in print and on the Digital Branch

➢ Next
  • Draft mission and vision statements
  • Selected strategies and objectives
  • Implementation plan
  • Actions!
Approach

➢ Understand and analyze market composition
  • Who do we serve, who are we not reaching
  • What are the population and lifestyle characteristics
  • Where is the growth and change occurring

➢ Measure library services
  • Patrons
  • Checkouts
  • Bookmobile
  • Collections
Approach

➢ Operate in the context of five social domains
  • Youth
  • Economic development
  • Community vision
  • Arts and culture
  • Always asking what do people want

➢ Deliver better library services
  • Leverage its existing investment in stuff
  • Reach people not currently reaching
Introduction

Approach

➤ Deploy services using the appropriate channel

• The Library
• Bookmobile
• Digital Branch
• Books by mail
• Specialized services (e.g., Red Carpet, homebound delivery)

➤ Consider other alternatives

• New branches
• Other ? ? ?
Maps

2007 Total Population

Map Notes

• Measures persons per census block group

• Dark colors are census block groups with higher population; light colors lower population

• Light gray lines are census block group boundaries

• Dark blue lines are county boundaries; light blue lines are city or census designated place boundaries

• Universe: county-wide current year estimate of population

2007 Total Population

- 523 - 930
- 931 - 1,444
- 1,445 - 2,136
- 2,137 - 3,449
- 3,450 - 5,418

Topeka and Shawnee County Public Library

LIBRARY DECISION Patron

CIVIC Technologies (888) 606-7600

0 2 4 6 Miles
2007 Block Group Population Density

Map Notes
- Measures persons per census block group
- Dark colors are census block groups with higher population; light colors lower population
- Light gray lines are census block group boundaries
- Dark blue lines are county boundaries; light blue lines are city or census designated place boundaries
- Universe: county-wide current year estimate of population

2007 Block group population density
- 28 - 730
- 740 - 2,004
- 2,005 - 3,965
- 3,966 - 5,940
- 5,941 - 8,170
2007 Total Population

- Measures the compound annual rate of population change between 2007 and 2012 by census block group
- Red and orange are census block groups forecast with decreasing population; yellow no change; and light and dark green increasing population
- Universe: county-wide current year estimate of population and five year population forecast
“Tapestry” lifestyle segmentation system

- Premiere national market segmentation system
- Enables customer profiling at multiple geographies
- Combines traditional cluster analysis with advanced data mining techniques
- Classifies every U.S. neighborhood into one of 65 segments summarized into one of 11 LifeMode Groups

- Segments are analyzed and sorted by 60 + attributes
  - Demographics
  - Economics
  - Housing
  - Consumer behavior

- Data sources
  - ESRI including proprietary demographic updates
  - Census 2000 data
  - Acxiom’s InfoBase consumer database
  - Mediamark Research Inc.’s national consumer survey
Segments and LifeMode Groups

- 65 segments provide more differentiating power than groups

- For summarizing or analyzing a smaller number of markets, groups are appropriate

- LifeMode Groups are based upon lifestyle and lifestage

- For certain lifestyle- or lifestage-related behavior, such as domestic travel, grouping by LifeMode is more effective

- LifeMode Groups
  - High Society (7 segments)
  - Upscale Avenues (7 segments)
  - Metropolis (6 segments)
  - Solo Acts (5 segments)
  - Senior Styles (9 segments)
  - Scholars and Patriots (3 segments)
  - High Hopes (2 segments)
  - Global Roots (8 segments)
  - Family Portrait (5 segments)
  - Traditional Living (4 segments)
  - Factories and Farms (5 segments)
  - American Quilt (4 segments)
Lifestyle Segmentation and Library Services

Segment findings

- 30 segments are represented indicating significant diversity for the size of the population
- The top two segments account for just under one-quarter (23.9%) of the population
- The top six segments account for just over half (52%) of the population
- The top 12 segments account for 75 percent of the population
- The remaining 18 segments account for 21.6 percent of population with an average of 1.2% each, indicating significant fragmentation and diversity

<table>
<thead>
<tr>
<th>Segment Name</th>
<th>LifeMode Group</th>
<th>2007 Population</th>
<th>Percent Share of Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Acres</td>
<td>Upscale Avenues</td>
<td>23,999</td>
<td>13.7%</td>
</tr>
<tr>
<td>Rustbelt Traditions</td>
<td>Traditional Living</td>
<td>17,908</td>
<td>10.2%</td>
</tr>
<tr>
<td>Home Town</td>
<td>Factories and Farms</td>
<td>14,694</td>
<td>8.4%</td>
</tr>
<tr>
<td>Exurbanites</td>
<td>High Society</td>
<td>12,062</td>
<td>6.9%</td>
</tr>
<tr>
<td>Midlife Junction</td>
<td>Traditional Living</td>
<td>11,902</td>
<td>6.8%</td>
</tr>
<tr>
<td>Cozy and Comfortable</td>
<td>Upscale Avenues</td>
<td>11,431</td>
<td>6.5%</td>
</tr>
<tr>
<td>Up and Coming Families</td>
<td>Family Portrait</td>
<td>6,954</td>
<td>4.0%</td>
</tr>
<tr>
<td>In Style</td>
<td>Upscale Avenues</td>
<td>6,735</td>
<td>3.8%</td>
</tr>
<tr>
<td>Retirement Communities</td>
<td>Senior Styles</td>
<td>6,451</td>
<td>3.7%</td>
</tr>
<tr>
<td>Old and Newcomers</td>
<td>Solo Acts</td>
<td>6,377</td>
<td>3.6%</td>
</tr>
<tr>
<td>Crossroads</td>
<td>American Quilt</td>
<td>6,369</td>
<td>3.6%</td>
</tr>
<tr>
<td>Great Expectations</td>
<td>High Hopes</td>
<td>6,353</td>
<td>3.6%</td>
</tr>
<tr>
<td>City Dimensions</td>
<td>Global Roots</td>
<td>5,988</td>
<td>3.4%</td>
</tr>
<tr>
<td>Aspiring Young Families</td>
<td>High Hopes</td>
<td>5,806</td>
<td>3.3%</td>
</tr>
<tr>
<td>Metropolitans</td>
<td>Metropolis</td>
<td>4,027</td>
<td>2.3%</td>
</tr>
<tr>
<td>Heartland Communities</td>
<td>Senior Styles</td>
<td>3,987</td>
<td>2.3%</td>
</tr>
<tr>
<td>Milk and Cookies</td>
<td>Family Portrait</td>
<td>3,975</td>
<td>2.3%</td>
</tr>
<tr>
<td>Rustbelt Retirees</td>
<td>Senior Styles</td>
<td>3,637</td>
<td>2.1%</td>
</tr>
<tr>
<td>Sophisticated Squires</td>
<td>High Society</td>
<td>3,007</td>
<td>1.7%</td>
</tr>
<tr>
<td>Simple Living</td>
<td>Senior Styles</td>
<td>2,600</td>
<td>1.5%</td>
</tr>
<tr>
<td>Prosperous Empty Nesters</td>
<td>Senior Styles</td>
<td>2,482</td>
<td>1.4%</td>
</tr>
<tr>
<td>Inner City Tenants</td>
<td>Global Roots</td>
<td>1,916</td>
<td>1.1%</td>
</tr>
<tr>
<td>Southwestern Families</td>
<td>Family Portrait</td>
<td>1,132</td>
<td>0.6%</td>
</tr>
<tr>
<td>Young and Restless</td>
<td>Solo Acts</td>
<td>958</td>
<td>0.5%</td>
</tr>
<tr>
<td>Prairie Living</td>
<td>Factories and Farms</td>
<td>855</td>
<td>0.5%</td>
</tr>
<tr>
<td>Midland Crowd</td>
<td>American Quilt</td>
<td>837</td>
<td>0.5%</td>
</tr>
<tr>
<td>Modest Income Homes</td>
<td>Metropolis</td>
<td>758</td>
<td>0.4%</td>
</tr>
<tr>
<td>Metro City Edge</td>
<td>Metropolis</td>
<td>634</td>
<td>0.4%</td>
</tr>
<tr>
<td>Social Security Set</td>
<td>Senior Styles</td>
<td>614</td>
<td>0.4%</td>
</tr>
<tr>
<td>College Towns</td>
<td>Scholars and Patriots</td>
<td>523</td>
<td>0.3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>174,971</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>
Married couples with and without children make up 70 percent of the households. Most of the families are blue-collar baby boomers, many with children aged six to 17 years.

The median age is 39 years. This segment is not ethnically diverse; more than 90 percent are white.

The labor force is college educated and hardworking.

Employment is concentrated in skilled labor and farming occupations in agriculture, manufacturing, or construction industries. More than 12 percent of households earn self-employment income.

Nationally, median household income is $61,000 with a median net worth of more than $130,000.

A little bit country, residents live in pastoral settings of developing suburban fringe areas. With the exception of a few mobile homes and some seasonal housing, more than 90 percent of the housing inventory are owner occupied, single-family dwellings. Nationally, newer homes carry a median value of $168,000.

Country living describes the lifestyle.

They are do-it-yourselfers, maintaining and remodeling their homes with paint, decks and patios, and spas; and own all the necessary power tools. Gardening is also a priority, with the right tools.

Leisure includes hiking, backpacking, hunting, and bicycling; they also own motorcycles, watch motorcycle events on TV, and read related magazines.

Many households employ satellite dishes in lieu of cable TV. Favorite channels include Home & Garden Television, ESPN, and the Speed Channel. They listen to news–talk radio and read fishing, hunting, and boating magazines.

They have internet connections to the rest of world. Residents own and use PCs, probably purchased by catalog. They own a variety of software packages including education software for their children.

They also use the Internet to purchase consumer goods such as videos, clothing, and CDs, or to track investments.

Note: for more segment definitions, contact the library
Rustbelt Traditions: #2 at 17,908 people or 10.2%

- One of the largest Tapestry markets, these neighborhoods are a mix of married-couple, single-parent, and single-person households.

- Residents are the backbone of older industrial cities in states. For years, these residents sustained the manufacturing industry that drove the local economies. Now the service sector predominates. Many find employment in administrative, production, and sales positions.

- Median age is 36 years, the same as the U.S. median age. Most residents are white.

- Nationally, median household income is $44,000. Nationally, median net worth is $88,000, 12 percent below the U.S. median.

- Most have graduated from high school or community college.

- Most live in modest, single family homes. The national median home value is $93,000, two-thirds of the U.S. The relatively lower home value partly reflects the older homes; two-thirds were built before 1960.

- Residents have lived, worked, spent, and played in the same area for years. They do not follow fads; they stick with the products and services they know.

- They prefer domestic car manufacturers to foreign ones. Some purchases reflect the attentive maintenance of their homes and yards; they own work boots and gloves, lawn mowers, and snowblowers. For specialized projects residents contract out roofing, flooring, and carpet installations.

- Financially conservative, residents may have a personal loan that is not associated with a student or a vacation loan. They hold low-value variable life and homeowner’s insurance policies. Residents will see a doctor for diet control, buy lenses and sunglasses from optical discount stores, and have a stationary bike at home for exercise.

- Their favorite leisure activities include bowling and fishing. They are devoted pet owners. Watching television is a common pastime. They subscribe to cable and watch it regularly, but their favorite programs are sports. Residents watch their pennies and look for bargains in the JCPenney catalog and at Sam’s Club warehouse store, Shop & Save, Aldi, Walgreens, and Lerner.

Note: for more segment definitions, contact the library.
Lifestyle Segmentation and Library Services

Home Town: #3 at 14,694 people or 8.4%

- Young single-person households, married couples, and single-parent families with a median age of 34 years is slightly younger than the U.S. median.

- However, 24 percent of householders are over 65 years of age. Many families have two generations that have lived and worked in the community and children who plan to do the same. Neighborhoods are white with some black population.

- Nationally, the median household income is $28,800; net worth is $48,800. More than 70 percent of income derived from wages and salaries, but some rely on Supplemental Security Income and public assistance. Retirees draw Social Security benefits.

- 34 percent have not graduated from high school, compared to 20 percent nationally. Only 7 percent hold a bachelor’s or graduate degree, compared to 25 percent nationally.

- Although unemployment is fairly high, most of the employed find service or skilled labor jobs. The manufacturing, retail trade, construction, transportation, and support services industries are the primary sources of employment for these residents.

- Low-density, settled neighborhoods in the Midwest and South rarely change. Residents may move from one house to another, but they seldom cross the county line.

- More than 70 percent live in single-family detached homes; another 12 percent live in two- to four-unit structures. More than half of the homes are owner-occupied. With population declining, new construction is scarce. Homes are slightly run down; many housing units are vacant. Most homes were built before 1970.

- Residents savor their quasi-country lifestyle by spending time outdoors, gardening, fishing, swimming, and walking and, when indoors, reading and playing cards. Many are pet owners.

- They make the most of their urban locations, enjoying nightclubs, bars, movies, museums, and zoos. They use the Internet primarily for e-mail and games, either at home, work, or the local library. Households subscribe to daily and Sunday newspapers and tune in to news and informational channels such as CNN, Fox News, and Discovery. Movie channels are also popular. They shop for groceries at discount stores such as Wal-Mart. Perhaps hindered by lack of choice, these shoppers buy apparel at discount stores or small local malls. Residents do not dine out very often.

Note: for more segment definitions, contact the library
This map shows all of the Tapestry segments county-wide by census block group.

30 segments are represented.
This map shows the top six Tapestry segments county-wide by census block group. Each of these segments has a high penetration rate (high percentage of patrons to the total population of the census block group).
Population by segment

- Green Acres: 13.7%
- Rustbelt Traditions: 10.2%
- Home Town: 8.4%
- Exurbanites: 6.9%
- Midlife Junction: 6.8%
- Cozy and Comfortable: 4.0%
- Up and Coming Families: 3.8%
- In Style: 3.7%
- Retirement Communities: 3.6%
- Old and Newcomers: 3.6%
- Crossroads: 3.6%
- Great Expectations: 3.6%
- City Dimensions: 3.4%
- Aspiring Young Families: 3.3%
- Metropolitans: 2.3%
- Heartland Communities: 2.3%
- Milk and Cookies: 2.3%
- Rustbelt Retirees: 2.1%
- Sophisticated Squires: 1.7%
- Simple Living: 1.5%
- Prosperous Empty Nesters: 1.4%
- Inner City Tenants: 1.1%
- Southwestern Families: 0.6%
- Young and Restless: 0.5%
- Prairie Living: 0.5%
- Midland Crowd: 0.5%
- Modest Income Homes: 0.4%
- Metro City Edge: 0.4%
- Social Security Set: 0.4%
- College Towns: 0.3%
Lifestyle Segmentation and Library Services

Population and patrons by segment
Population, patrons, and checkouts by segment
LifeMode Group findings

- 11 LifeMode Groups are present indicating significant diversity for the size of the population
- All LifeMode Groups are comprised of only two or three segments except Senior Styles
- The top LifeMode Group is comprised of three segments and accounts for just under one-quarter (24.1%) of the population
- The top two LifeMode Groups account for over four in ten people
- Other LifeMode Groups have very similar characteristics and can be organized into larger affinity groups

<table>
<thead>
<tr>
<th>LifeMode Group</th>
<th>Segment Name</th>
<th>Population</th>
<th>Percent Share of Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upscale Avenues</td>
<td>Cozy and Comfortable</td>
<td>42,165</td>
<td>24.10%</td>
</tr>
<tr>
<td></td>
<td>Green Acres</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>In Style</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traditional Living</td>
<td>Midlife Junction</td>
<td>29,810</td>
<td>17.04%</td>
</tr>
<tr>
<td></td>
<td>Rustbelt Traditions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Senior Styles</td>
<td>Heartland Communities</td>
<td>19,771</td>
<td>11.30%</td>
</tr>
<tr>
<td></td>
<td>Prosperous Empty Nesters</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Retirement Communities</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rustbelt Retirees</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Simple Living</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Social Security Set</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Factories and Farms</td>
<td>Home Town</td>
<td>15,549</td>
<td>8.89%</td>
</tr>
<tr>
<td></td>
<td>Prairie Living</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High Society</td>
<td>Exurbanites</td>
<td>15,069</td>
<td>8.61%</td>
</tr>
<tr>
<td></td>
<td>Sophisticated Squires</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High Hopes</td>
<td>Aspiring Young Families</td>
<td>12,159</td>
<td>6.95%</td>
</tr>
<tr>
<td></td>
<td>Great Expectations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family Portrait</td>
<td>Milk and Cookies</td>
<td>12,061</td>
<td>6.89%</td>
</tr>
<tr>
<td></td>
<td>Southwestern Families</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Up and Coming Families</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Global Roots</td>
<td>City Dimensions</td>
<td>7,904</td>
<td>4.52%</td>
</tr>
<tr>
<td></td>
<td>Inner City Tenants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solo Acts</td>
<td>Old and Newcomers</td>
<td>7,335</td>
<td>4.19%</td>
</tr>
<tr>
<td></td>
<td>Young and Restless</td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Quilt</td>
<td>Crossroads</td>
<td>7,206</td>
<td>4.12%</td>
</tr>
<tr>
<td></td>
<td>Midland Crowd</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Metropolis</td>
<td>Metro City Edge</td>
<td>5,419</td>
<td>3.10%</td>
</tr>
<tr>
<td></td>
<td>Metropolitans</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Modest Income Homes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scholars and Patriots</td>
<td>College Towns</td>
<td>523</td>
<td>0.30%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>28,387</td>
<td>100%</td>
</tr>
</tbody>
</table>
LifeMode Group locations

Map Notes

• This map shows the LifeMode Groups county-wide by census block group.

• LifeMode Groups are composed of individual segments with similar traits or characteristics such as income, occupation, educational attainment, etc.
## Lifestyle Segmentation and Library Services

### LifeMode affinity groups

<table>
<thead>
<tr>
<th>Description</th>
<th>LifeMode Groups</th>
<th>Percent Population</th>
<th>Percent Patrons</th>
<th>Percent Checkouts</th>
<th>Percent Open Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well-educated affluent families (mostly with children below age 18) working in professional and managerial occupations</td>
<td>High Society</td>
<td>33%</td>
<td>28%</td>
<td>29%</td>
<td>54%</td>
</tr>
<tr>
<td>Modestly-educated and modest income families (mostly with children below age 18) working in traditional blue collar (manufacturing, construction, agriculture) or the service sector occupations</td>
<td>American Quilt, Factories and Farms, Traditional Living</td>
<td>30%</td>
<td>31%</td>
<td>30%</td>
<td>44%</td>
</tr>
<tr>
<td>Young, start-up families (with and without children) progressing on the income ladder</td>
<td>Family Portrait, Global Roots, High Hopes</td>
<td>18%</td>
<td>21%</td>
<td>20%</td>
<td>39%</td>
</tr>
<tr>
<td>Settled, aging population that includes many married-couple families approaching retirement and seniors including many on fixed incomes</td>
<td>Senior Styles</td>
<td>11%</td>
<td>12%</td>
<td>12%</td>
<td>45%</td>
</tr>
<tr>
<td>Urban living, range of incomes, ages, educational levels, job types</td>
<td>Metropolis, Scholars and Patriots, Solo Acts</td>
<td>8%</td>
<td>8%</td>
<td>9%</td>
<td>43%</td>
</tr>
</tbody>
</table>

Total: 37% 41% 42%
LifeMode affinity group locations

Map Notes:
• This map shows the three LifeMode affinity group locations – in other words a grouping of LifeMode Groups
  • Blue: American Quilt, Factories and Farms, and Traditional Living
  • Red: High Society and Upscale Avenues
  • Yellow: Family Portrait, Global Roots, and High Hopes

Life Mode Affinity Groups
- American Quilt
- Factories and Farms
- Traditional Living
- High Society
- Upscale Avenues
- Family Portrait
- Global Roots
- High Hopes
Lifestyle Segmentation and Library Services

Patron and checkout potential indices

- Measures and ranks the potential to increase patronage and checkouts by segment and LifeMode Group

- **Patron potential index**
  - $(\text{Population} \times \text{open market}) + 1$

- **Checkout potential index**
  - $(\text{Percent share of checkouts} \times \text{average checkouts per patron}) + 1$
## Lifestyle Segmentation and Library Services

### Patron and checkout potential indices

<table>
<thead>
<tr>
<th>Segment Number</th>
<th>Segment Name</th>
<th>LifeMode Group</th>
<th>Patron Potential</th>
<th>Patron Potential Rating</th>
<th>Checkout Potential</th>
<th>Checkout Potential Rating</th>
<th>Combined Potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>Green Acres</td>
<td>Upscale Avenues</td>
<td>1.080</td>
<td>-</td>
<td>1.491</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>32</td>
<td>Rustbelt Traditions</td>
<td>Traditional Living</td>
<td>1.043</td>
<td>-</td>
<td>1.524</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>7</td>
<td>Exurbanites</td>
<td>High Society</td>
<td>1.037</td>
<td>-</td>
<td>1.387</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>53</td>
<td>Home Town</td>
<td>Factories and Farms</td>
<td>1.035</td>
<td>-</td>
<td>1.283</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>18</td>
<td>Cozy and Comfortable</td>
<td>Upscale Avenues</td>
<td>1.032</td>
<td>-</td>
<td>1.296</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>33</td>
<td>Midlife Junction</td>
<td>Traditional Living</td>
<td>1.030</td>
<td>-</td>
<td>1.440</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12</td>
<td>Up and Coming Families</td>
<td>Family Portrait</td>
<td>1.023</td>
<td>-</td>
<td>1.158</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>41</td>
<td>Crossroads</td>
<td>American Quilt</td>
<td>1.019</td>
<td>-</td>
<td>1.081</td>
<td>+</td>
<td>mixed</td>
</tr>
<tr>
<td>13</td>
<td>In Style</td>
<td>Upscale Avenues</td>
<td>1.018</td>
<td>-</td>
<td>1.191</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>30</td>
<td>Retirement Communities</td>
<td>Senior Styles</td>
<td>1.017</td>
<td>-</td>
<td>1.268</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>36</td>
<td>Old and Newcomers</td>
<td>Solo Acts</td>
<td>1.017</td>
<td>-</td>
<td>1.242</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>28</td>
<td>Aspiring Young Families</td>
<td>High Hopes</td>
<td>1.014</td>
<td>-</td>
<td>1.144</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>50</td>
<td>Heartland Communities</td>
<td>Senior Styles</td>
<td>1.012</td>
<td>-</td>
<td>1.061</td>
<td>+</td>
<td>mixed</td>
</tr>
<tr>
<td>19</td>
<td>Milk and Cookies</td>
<td>Family Portrait</td>
<td>1.012</td>
<td>-</td>
<td>1.080</td>
<td>+</td>
<td>mixed</td>
</tr>
<tr>
<td>60</td>
<td>City Dimensions</td>
<td>Global Roots</td>
<td>1.010</td>
<td>+</td>
<td>1.173</td>
<td>-</td>
<td>mixed</td>
</tr>
<tr>
<td>29</td>
<td>Rustbelt Retirees</td>
<td>Senior Styles</td>
<td>1.010</td>
<td>+</td>
<td>1.105</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>22</td>
<td>Metropolitans</td>
<td>Metropolis</td>
<td>1.009</td>
<td>+</td>
<td>1.138</td>
<td>-</td>
<td>mixed</td>
</tr>
<tr>
<td>6</td>
<td>Sophisticated Squires</td>
<td>High Society</td>
<td>1.008</td>
<td>+</td>
<td>1.065</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>48</td>
<td>Great Expectations</td>
<td>High Hopes</td>
<td>1.008</td>
<td>+</td>
<td>1.283</td>
<td>-</td>
<td>mixed</td>
</tr>
<tr>
<td>14</td>
<td>Prosperous Empty Nesters</td>
<td>Senior Styles</td>
<td>1.006</td>
<td>+</td>
<td>1.098</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>57</td>
<td>Simple Living</td>
<td>Senior Styles</td>
<td>1.004</td>
<td>+</td>
<td>1.079</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>37</td>
<td>Prairie Living</td>
<td>Factories and Farms</td>
<td>1.004</td>
<td>+</td>
<td>1.018</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>26</td>
<td>Midland Crowd</td>
<td>American Quilt</td>
<td>1.003</td>
<td>+</td>
<td>1.032</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>39</td>
<td>Young and Restless</td>
<td>Solo Acts</td>
<td>1.003</td>
<td>+</td>
<td>1.027</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>59</td>
<td>Southwestern Families</td>
<td>Family Portrait</td>
<td>1.002</td>
<td>+</td>
<td>1.019</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>52</td>
<td>Inner City Tenants</td>
<td>Global Roots</td>
<td>1.002</td>
<td>+</td>
<td>1.098</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>51</td>
<td>Metro City Edge</td>
<td>Metropolis</td>
<td>1.001</td>
<td>+</td>
<td>1.027</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>62</td>
<td>Modest Income Homes</td>
<td>Metropolis</td>
<td>1.001</td>
<td>+</td>
<td>1.016</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>55</td>
<td>College Towns</td>
<td>Scholars and Patriots</td>
<td>1.001</td>
<td>+</td>
<td>1.036</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>65</td>
<td>Social Security Set</td>
<td>Senior Styles</td>
<td>1.001</td>
<td>+</td>
<td>1.022</td>
<td>+</td>
<td>+</td>
</tr>
</tbody>
</table>

Average: 1.010, 1.109
Potential ranking by segment

- **Rustbelt Traditions**: 16 (Patron Rank: 5, Checkout Rank: 1)
- **Green Acres**: 15 (Patron Rank: 4, Checkout Rank: 2)
- **Midlife Junction**: 14 (Patron Rank: 11, Checkout Rank: 13)
- **Cozy and Comfortable**: 13 (Patron Rank: 12, Checkout Rank: 14)
- **Home Town**: 11 (Patron Rank: 10, Checkout Rank: 8)
- **In Style**: 10 (Patron Rank: 12, Checkout Rank: 9)
- **Up and Coming Families**: 9 (Patron Rank: 11, Checkout Rank: 6)
- **Great Expectations**: 8 (Patron Rank: 5, Checkout Rank: 6)
- **City Dimensions**: 7 (Patron Rank: 6, Checkout Rank: 10)
- **Crossroads**: 6 (Patron Rank: 11, Checkout Rank: 8)
- **Aspiring Young Families**: 5 (Patron Rank: 7, Checkout Rank: 7)
- **Milk and Cookies**: 4 (Patron Rank: 6, Checkout Rank: 3)
- **Inner City Tenants**: 3 (Patron Rank: 1, Checkout Rank: 4)
- **Midland Crowd**: 2 (Patron Rank: 3, Checkout Rank: 1)
- **Prairie Living**: 1 (Patron Rank: 4, Checkout Rank: 2)
- **Southwestern Families**: 2 (Patron Rank: 2, Checkout Rank: 1)

Segment:
- **Patron Potential Rank**
- **Checkout Potential Rank**
### Top five segments ranked by combined potential index

<table>
<thead>
<tr>
<th>Patron Potential Rank</th>
<th>Checkout Potential Rank</th>
<th>Sum</th>
<th>Segment Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>16</td>
<td>31</td>
<td><strong>Rustbelt Traditions</strong></td>
<td>Rustbelt Traditions are the mainstay of the older, industrial cities in the states along the Great Lakes. They are the backbone of the manufacturing and transportation industries that sustain the local economy. The majority of households in this market are owner occupied in modest, single family homes with a median value of $93,000. The median age is 36 years, with a mix of family and household types, including not only married couples, but also a high proportion of single-parent households and singles. Median household income is $43,800.</td>
</tr>
<tr>
<td>16</td>
<td>15</td>
<td>31</td>
<td><strong>Green Acres</strong></td>
<td>A little bit country, the residents of Green Acres enjoy select homes in a pastoral setting. This upscale market represents developing fringe areas, with more in the Midwest. Most of the families are blue collar Baby Boomers, many with children aged 6-17 years. Median household income, $61,200, and median home value, $168,000, are high compared to the U.S.</td>
</tr>
<tr>
<td>12</td>
<td>14</td>
<td>26</td>
<td><strong>Midlife Junction</strong></td>
<td>Somewhere between the child-rearing years and retirement lies the Midlife Junction. Few households still have children. Most of the labor force is still employed, but approaching retirement. Almost a third are already drawing retirement income. Most still own their homes, but many have moved into multi-unit apartment buildings. The housing market is a mix of single-family homes and low-density apartments, somewhere between urban and rural. The residents of Midlife Junction have a median age of 40 years and a median household income of $42,900.</td>
</tr>
<tr>
<td>13</td>
<td>13</td>
<td>26</td>
<td><strong>Cozy and Comfortable</strong></td>
<td>Still older, settled married couples and still working, Cozy and Comfortable families are closer to retirement today. Many of the couples are still living in the homes in which they raised their children—single-family homes built before 1970 with a current market value of $151,000 and located mainly in suburban areas in the Midwest and Northeast. Most of the population is older, with a median age of 40.4 years.</td>
</tr>
<tr>
<td>14</td>
<td>11</td>
<td>25</td>
<td><strong>Home Town</strong></td>
<td>Home townies stay close to home base. They may move from one house to another, but they rarely cross the county line. Single-family homes predominate in these suburban neighborhoods with low population density, mainly in the Midwest and South. Median home value is $58,900, and over half of the householders are homeowners. The local job market offers employment primarily in manufacturing, retail trade and support services.</td>
</tr>
</tbody>
</table>
Top five segments with highest potential

Map Notes:
- This map shows the segments group with the highest potential (patron potential + checkout potential) by census block group.
Lifestyle Segmentation and Library Services

Approach

Means of deploying services

- The library
- Bookmobile
- Digital branch
- Books by mail
- Specialized services (e.g., Red Carpet)
- Others
  - New branches
  - ????
Lifestyle Segmentation and Library Services

Patrons studied

Map Notes

- Measures patrons as a percent of the total population of each census block group
- Indicates the degree to which the Library is NOT penetrated in the community
- Dark colors represent lower number of patrons as a percent of the population (higher open market/lower market penetration); light colors represent a higher percentage (lower open market/ higher penetration)
Total patrons

Map Notes
• Measures patrons as a percent of the total population of each census block group
• Indicates the degree to which the Library is NOT penetrated in the community
• Dark colors represent lower number of patrons as a percent of the population (higher open market/lower market penetration); light colors represent a higher percentage (lower open market/ higher penetration)
Lifestyle Segmentation and Library Services

Patron concentration

Map Notes

- Represents the concentration of patron address locations and is described as “patrons per square mile”
- Blue color represents higher concentration
- Yellow color represents lower concentration
Open market / penetration rate by segment

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prairie Living</td>
<td>58%</td>
</tr>
<tr>
<td>Green Acres</td>
<td>57%</td>
</tr>
<tr>
<td>Up and Coming Families</td>
<td>56%</td>
</tr>
<tr>
<td>Cozy and Comfortable</td>
<td>54%</td>
</tr>
<tr>
<td>Exurbanites</td>
<td>53%</td>
</tr>
<tr>
<td>Sophisticated Squires</td>
<td>51%</td>
</tr>
<tr>
<td>Midland Crowd</td>
<td>49%</td>
</tr>
<tr>
<td>Milk and Cookies</td>
<td>49%</td>
</tr>
<tr>
<td>Heartland Communities</td>
<td>48%</td>
</tr>
<tr>
<td>Old and Newcomers</td>
<td>47%</td>
</tr>
<tr>
<td>Retirement Communities</td>
<td>47%</td>
</tr>
<tr>
<td>In Style</td>
<td>47%</td>
</tr>
<tr>
<td>Midlife Junction</td>
<td>47%</td>
</tr>
<tr>
<td>Young and Restless</td>
<td>47%</td>
</tr>
<tr>
<td>Aspiring Young Families</td>
<td>47%</td>
</tr>
<tr>
<td>Rustbelt Traditions</td>
<td>44%</td>
</tr>
<tr>
<td>Prosperous Empty Nesters</td>
<td>42%</td>
</tr>
<tr>
<td>Home Town</td>
<td>41%</td>
</tr>
<tr>
<td>Metropolitans</td>
<td>40%</td>
</tr>
<tr>
<td>Metro City Edge</td>
<td>40%</td>
</tr>
<tr>
<td>Simple Living</td>
<td>38%</td>
</tr>
<tr>
<td>Social Security Set</td>
<td>33%</td>
</tr>
<tr>
<td>City Dimensions</td>
<td>30%</td>
</tr>
<tr>
<td>Home</td>
<td>29%</td>
</tr>
<tr>
<td>Great Expectations</td>
<td>29%</td>
</tr>
<tr>
<td>Inner City Tenants</td>
<td>22%</td>
</tr>
<tr>
<td>Inner City</td>
<td>15%</td>
</tr>
</tbody>
</table>
Lifestyle Segmentation and Library Services

Open market by segment

Map Notes
- Measures non-patrons as a percent of the total population of each census block group
- Indicates the degree to which the Library is NOT penetrated in the community
- Dark colors represent lower number of patrons as a percent of the population (higher open market/lower market penetration); light colors represent a higher percentage (lower open market/ higher penetration)
Average circulation per patron

Map Notes

• Measures the average number of checkouts per patron by census block group

• The total checkouts for each block group are divided by the number of patrons in that block group
Percent share of bookmobile checkouts by segment

- Green Acres: 15%
- Exurbanites: 11%
- Rustbelt Traditions: 8%
- Midlife Junction: 7%
- Cozy and Comfortable: 7%
- Aspiring Young Families: 6%
- Home Town: 6%
- In Style: 6%
- Metropolitans: 4%
- Crossroads: 3%
- Old and Newcomers: 3%
- Sophisticated Squires: 3%
- Retirement Communities: 3%
- Milk and Cookies: 2%
- Heartland Communities: 2%
- Prosperous Empty Nesters: 2%
- Rustbelt Retirees: 2%
- Great Expectations: 2%
- City Dimensions: 2%
- Midland Crowd: 1%
- Young and Restless: 1%
- Southwestern Families: 1%
- Simple Living: 0%
- Inner City Tenants: 0%
- College Towns: 0%
- Metro City Edge: 0%
- Prairie Living: 0%
Lifestyle Segmentation and Library Services

Percent share of non bookmobile checkouts

Map Notes

• Measures the percent of non-bookmobile checkouts by census block group

• Dark colors are census block groups with a higher percent share of non-bookmobile checkouts

• Light colors are census block groups with a lower percent share of non-bookmobile checkouts

• Checkouts for all census block groups total 100 percent

Percent share of NON bookmobile checkouts

- 0.02% - 0.46%
- 0.47% - 0.73%
- 0.74% - 1.05%
- 1.06% - 1.51%
- 1.52% - 2.46%

Topeka and Shawnee County Public Library

LIBRARY DECISION
Patron

C/VIC Technologies (888) 606-7900

0 2 4 6 8 Miles
Percent share of bookmobile checkouts

Map Notes

- Measures the percent of bookmobile checkouts by census block group
- Dark colors are census block groups with a higher percent share of bookmobile checkouts
- Light colors are census block groups with a lower percent share of bookmobile checkouts
- Checkouts for all census block groups total 100 percent
Concentration of bookmobile checkouts

Map Notes:
- Represents the concentration of bookmobile checkouts by patron address and is described as “patrons per square mile”
- Blue color represents higher concentration
- Yellow color represents lower concentration

Lifestyle Segmentation and Library Services

Concentration of bookmobile checkouts

<table>
<thead>
<tr>
<th>Concentration of bookmobile checkouts</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 - 164</td>
</tr>
<tr>
<td>165 - 468</td>
</tr>
<tr>
<td>469 - 970</td>
</tr>
<tr>
<td>971 - 1,648</td>
</tr>
<tr>
<td>1,649 - 2,981</td>
</tr>
</tbody>
</table>
Lifestyle Segmentation and Library Services

Percent share bookmobile checkouts: Green Acres

Bookmobile Stops
1. Hunter's Ridge
2. Shawnee North Community Ctr.
3. Kmart North
4. Mike's IGA
5. Quincy Street Station
6. Tecumseh United Methodist
7. Fairlawn Plaza Shopping Ctr.
8. Dillons
9. Villa West Shopping Ctr.
10. Brookwood Shopping Ctr.
11. California Crossing
12. Prince of Peace Lutheran
13. Walmart
14. Shawnee Hts. United Methodist
15. Velma Paris Community Ctr.
16. Berryton Elementary
17. Apple Market

% share bookmobile checkouts: Green Acres
- 2%
- 3% - 5%
- 6% - 10%
- 11% - 15%
- 16% - 25%

Topeka and Shawnee County Public Library

CIVIC Technologies (888) 606-7900
Percent share bookmobile checkouts: Midlife Junction
Lifestyle Segmentation and Library Services

Books by mail

Map Notes

• Measures the number of patrons receiving books by mail by census block group

• Dark colors represent census block groups with more patrons receiving books by mail

• Light colors represent census block groups with fewer patrons receiving books by mail

Patrons receiving books by mail

- 3 - 13
- 14 - 24
- 25 - 44
- 45 - 68
- 69 - 116

Topeka and Shawnee County Public Library

LIBRARY DECISION
Patron

CIVIC Technologies (888) 606-7600

0 2 4 6 8 Miles
Books by mail: percent share Green Acres

% share of patrons receiving books by mail: Green Acres

4% - 5%
6% - 7%
8%
9% - 15%
16% - 21%
Books by mail: percent share Rustbelt Traditions

% share of patrons receiving books by mail: Rustbelt Traditions

1% - 2%
3%
4% - 5%
6%
7% - 8%
Red Carpet Institutional Sites

Map Notes

• Shows the locations of Red Carpet Institutional sites
Homebound patrons

Map Notes
- Measures the number of homebound patrons by census block group
- Dark colors represent census block groups with more homebound patrons
- Light colors represent census block groups with fewer homebound patrons
Checkouts by type by segment

- **Aspiring Young Families**
- **City Dimensions**
- **College Towns**
- **Crossroads**
- **Exurbanites**
- **Great Expectations**
- **Heartland Communities**
- **Home Town**
- **In Style**
- **Inner City Tenants**
- **Metro City Edge**
- **Midland Crowd**
- **Midlife Junction**
- **Modest Income Homes**
- **Old and Newcomers**
- **Prairie Living**
- **Rustbelt Retirees**
- **Rustbelt Traditions**
- **Simple Living**
- **Southwestern Families**
- **Up and Coming Families**
- **Young and Restless**

- **Percent**

- **Young Adult**
- **VHS**
- **Paperbacks**
- **Magazines**
- **Juveniles**
- **DVD**
- **Books**
- **Audio**
Segments with highest print/non-print checkouts

Map Notes

- Segments in red have high print checkouts
- Segments in blue have high non-print checkouts
Lifestyle Segmentation and Library Services

Youth patron potential by segment

<table>
<thead>
<tr>
<th>Segment</th>
<th>Potential Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Acres</td>
<td>1.0120</td>
</tr>
<tr>
<td>Rustbelt Traditions</td>
<td>1.0080</td>
</tr>
<tr>
<td>Exurbanites</td>
<td>1.0060</td>
</tr>
<tr>
<td>Home Town</td>
<td>1.0040</td>
</tr>
<tr>
<td>Midlife Junction</td>
<td>1.0020</td>
</tr>
<tr>
<td>Cozy and Comfortable</td>
<td>1.0000</td>
</tr>
<tr>
<td>Aspiring Young Families</td>
<td></td>
</tr>
<tr>
<td>Old and Newcomers</td>
<td></td>
</tr>
<tr>
<td>Crossroads</td>
<td></td>
</tr>
<tr>
<td>In Style</td>
<td></td>
</tr>
<tr>
<td>Milk and Cookies</td>
<td></td>
</tr>
<tr>
<td>Retirement Communities</td>
<td></td>
</tr>
<tr>
<td>Rustbelt Retirees</td>
<td></td>
</tr>
<tr>
<td>Prairie Living</td>
<td></td>
</tr>
<tr>
<td>City Dimensions</td>
<td></td>
</tr>
<tr>
<td>Metropolitans</td>
<td></td>
</tr>
<tr>
<td>Prosperous Empty Nesters</td>
<td></td>
</tr>
<tr>
<td>Heartland Communities</td>
<td></td>
</tr>
<tr>
<td>Inner City Tenants</td>
<td></td>
</tr>
<tr>
<td>College Towns</td>
<td></td>
</tr>
<tr>
<td>Young and Restless</td>
<td></td>
</tr>
<tr>
<td>Midland Crowd</td>
<td></td>
</tr>
<tr>
<td>Metro City Edge</td>
<td></td>
</tr>
<tr>
<td>Simple Living</td>
<td></td>
</tr>
<tr>
<td>Modest Income Homes</td>
<td></td>
</tr>
<tr>
<td>Southwestern Families</td>
<td></td>
</tr>
<tr>
<td>Great Expectations</td>
<td></td>
</tr>
<tr>
<td>Social Security</td>
<td></td>
</tr>
</tbody>
</table>
Percent share of youth materials

- Green Acre
- Rustbelt Traditions
- Home Town
- Midlife Junction
- Exurbanites
- Great Expectations
- Up and Coming Families
- Aspiring Young Families
- In Style
- Retirement Communities
- Old and Newcomers
- City Dimensions
- Crossroads
- Milk and Cookies
- Rustbelt Retirees
- Metropolitans
- Inner City Tenants
- Prosperous Empties
- Nester
- Heartland Communities
- Sophisticated Squires
- Simple Living
- College Towns
- Metro City Edge
- Midland Crowd
- Prairie Living
- Young and Restless
- Modest Income Homes
- Social Security Set

Segment

Percent

0% 2% 4% 6% 8% 10% 12%
Percent Share checkouts JV/YA: Exurbanites

Percent share of JV and YA checkouts: Exurbanites

- 6%
- 7% - 11%
- 12% - 13%
- 14% - 16%
- 17% - 23%

Topeka and Shawnee County Public Library

LIBRARY DECISION

CIVICTechnologies (888) 606-7900

Library Services Map

- Hunter's Ridge
- Shawnee North Community Ctr.
- Kmart North
- Mike's IGA
- Quincy Street Station
- Tecumseh United Methodist
- Fairlawn Plaza Shopping Ctr.
- Dillons
- Villa West Shopping Ctr.
- Brookwood Shopping Ctr.
- California Crossing
- Prince of Peace Lutheran
- Walmart
- Shawnee Hts. United Methodist
- Velma Paris Community Ctr.
- Berryton Elementary
- Apple Market
Lifestyle Segmentation and Library Services

Percent Share checkouts JV/YA: Rustbelt Traditions

Percent share of JV and YA checkouts: Rustbelt Traditions

2%
3% - 4%
5%
6%
7% - 8%
Percent Share checkouts JV/YA: Home Town

Percent share of JV and YA checkouts: Home Town

- 4% - 5%
- 6%
- 7%
- 8% - 10%
- 11% - 13%
What it means

➤ Key trend
  • Steady state population with minor shifts between Topeka and Shawnee County areas

➤ Lifestyle analysis
  • LifeMode level: three larger affinity groups that share similar needs and interests
  • Segment level: diverse but fragmented
  • Library potential: focus on five key segments

➤ Library use patterns
  • Room for patron and checkout growth
  • Success across a range of service delivery modes
  • Success at print and non-print materials
  • To achieve next level of success means service availability to all citizens with a focus on key segments and fitting service delivery methods

➤ Social context
  • Need your input on five key domains to develop fitting services and programs, and find the most suitable methods of delivery
Topical Tables

- Introduction
- Strategic Planning Process
- Lifestyle Segmentation and Library Services

Topical Tables
Five topical tables

Youth

Arts & culture

Economic development

Community vision

What do people want?

The price of admission is your participation
Overview

- Purpose of the tables is to discuss relevant issues, ideas, and concerns
- Five tables, five 30 minute sessions
- You get to visit each table once and choose when to visit
- Three tables before lunch, two after lunch
- Each table has one facilitator and one recorder from the library
- Each table has pre-set questions to stimulate discussion
- Other library staff are resources and participate as invited
Ambience: approach

➢ Knowledge emerges in response to compelling questions

➢ We want to explore possibilities and why you care about them

➢ The facilitator will ask you questions to:
  • Clarify
  • Understand why and what you care about
  • How what you are saying is useful
Ambience: approach

Possibilities

- We're not seeking the truth or agreement as much as a shared understanding about what is meaningful to each participant, even if that means divergence

- Divergent views are allowed to co-exist unresolved

- A recognition that what is shared and divergent can lead through a creative process to new possibilities through reflection and pragmatically seeking what is useful
Ambience: table talk

- Conversations take place in an open and inviting manner
- All ideas are welcome
- Speaker has the floor uninterrupted except by facilitator
Ambience: table talk

➤ Listen with a willingness to be influenced

• For where this person is coming from

• Appreciate that their perspective is equally valid and represents a part of the larger picture which none of us can see by ourselves

• With an openness to be influenced by the speaker

• For deeper questions, patterns, insights and emerging perspectives

• Notice your tendency to plan your response to what is being said…it detracts from hearing what is being said
Ambience: facilitator and recorder

➢ Facilitator
  • Manage: helps everyone at the table get their say
  • Content: clarify what you're saying; foster dialog, question, and challenge
  • Time: keeps things moving, balances your right to participate with everyone else's right to participate

➢ Recorder
  • Writes everything down on large easel pads
  • Make sure they're capturing what you're saying

➢ Be your own recorder
  • Paper and pens are available on the table for you to write, draw, and diagram your own ideas
Six rules

➢ Respect: The other person's right to speak their mind

➢ Listen: To what each other is saying

➢ Engage: With others to question, challenge, understand, learn, and disagree

➢ Speak: Uninterruptedly when you have the floor

➢ Follow: The facilitators instructions, they’re in charge

➢ Confirm: That what you’re saying is correctly recorded
Facilitators and recorders

- **Economic Development**
  - Facilitator: Rob Banks
  - Recorder: Thad Hartman

- **Arts and Culture**
  - Facilitator: Sherry Best
  - Recorder: Kathy Groesbeck

- **Youth**
  - Facilitator: Zan Popp
  - Recorder: Jim McHenry

- **Community Vision**
  - Facilitator: Scarlett Fisher-Herreman
  - Recorder: Stephanie Hall

- **What Do People Want?**
  - Facilitator: Lissa Staley
  - Recorder: Marie Pyko
Topical Tables

United Way study and youth

8 of 15 issues are youth related

Issues That Should Receive the Highest Priority Over the Next Three Years
by percentage of respondents (sum of top five choices)

- Downtown redevelopment in Topeka: 31%
- Juvenile/youth crime: 27%
- Gangs/gang violence: 26%
- Youth substance abuse (drugs/alcohol): 24%
- Crime committed by adults: 20%
- Lack of job skills for working age people: 20%
- Affordable, quality childcare: 18%
- Poverty: 18%
- Availability of quality mental health services: 16%
- Dropouts/students not completing school: 16%
- Education for children age 6-18: 16%
- Character development in youth: 15%
- Education for children under age 6: 14%
- Discrimination: 13%
- Obesity: 13%

Source: ETC Institute 2006